

## 科目：管理資訊系統

適用：資管系

考生注意：

1. 依次序作答，只要標明題號，不必抄題。
2. 答案必須寫在答案卷上，否則不予計分。
3. 限用藍、黑色筆作答；試題須隨卷繳回。

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## 一、是非題(O/X) (20%，每小題 2 分)

1. The DNS converts IP addresses into user-friendly domain names.
2. CD-R is Nonvolatile memory.
3. Cloud services are more suitable and useful for big businesses than small business to adopt.
4. The commission of acts involving the computer that may not be illegal but are considered unethical is called computer abuse.
5. Within freeconomics, it means that all products/service are free to each consumer for gaining a competitive advantage.
6. Information protection is concerned with ensuring the authenticity and fidelity of information as well as with identifying who is responsible for informational errors that harm people.
7. Virtual Private Networks (VPN) is a public way adopted by firms to secure information transmission in an Intranet system architecture rather than 'Extranet system.'
8. Drill-down is a skill used by OLAP for viewing measures at lower levels of hierarchy and roll-up is used for viewing measures at higher levels of hierarchy.
9. Data warehouse integrates multiple databases and other information sources into a single repository and therefore data in a data warehouse is non-redundancy.
10. An 'Extranet' is a public part of the Internet, using the public telecommunication system to securely share part of a business's information or operations with suppliers, vendors, partners, customers, or other businesses.

## 二、單選題(30%，每小題 2 分)

1. In the various layers of a network architecture, a \_\_\_\_\_ is a set of rules that accomplish the tasks assigned to that layer.  
A) protocol  
B) models  
C) logic  
D) frame
2. Detecting and correcting data in a database or file that are incorrect, incomplete, improperly formatted, or redundant is called:  
A) data auditing.  
B) defragmentation.  
C) data cleansing.  
D) data optimization.
3. A service that provides temporary private IP addresses to computer users is called:  
A) DNS.

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- B) DHCP.  
C) TCP/IP.  
D) LAN IP.
4. A data dictionary is also known as  
A) data mart  
B) data warehouse  
C) metadata repository  
D) entity-relationship diagram
5. Which of the following statements is true about a data mart?  
A) It standardizes the format of data retrieved from different systems.  
B) It contains selected information from the data warehouse.  
C) It stores master data only.  
D) It helps to eliminate data duplication.
6. The concept of \_\_\_\_\_ is based on the notion that distributed groups of people with a divergent range of information and expertise will be able to outperform the capabilities of individual experts.  
A) cognitive dissonance  
B) creative commons  
C) collective intelligence  
D) consensus democracy
7. Hadoop is a(n):  
A) NoSQL database technology that stores both data and procedures acting on the data as objects.  
B) data mining platform designed for storing and analyzing big data produced by Web communications and transactions.  
C) open-source software framework designed for distributing data-processing over inexpensive computers.  
D) pre-configured hardware-software system designed for analyzing big data.
8. Which of the following statements is true about Real Simple Syndication (RSS)?  
A) It is used to increase brand awareness through the network effect.  
B) It is used to disseminate information to a narrow audience.  
C) It is used to enable people to work in more flexible ways on a variety of Internet-related projects.  
D) It is used to publish the most current blogs, podcasts, videos, and news stories.
9. \_\_\_\_\_ is concerned with what information an individual should have to reveal to others in the workplace or through other transactions.  
A) Information accessibility  
B) Information accuracy  
C) Information privacy  
D) Information asymmetry

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10. Which of the following statements is true about tagging?
- A) It is the process of creating a categorization system by users.
  - B) It is the process of distributing digital media for playback on digital media players.
  - C) It is the process of adding metadata to pieces of information.
  - D) It is the process of creating avatars and syndication feeds.
11. Which of the following actions explains mass customization?
- A) Firms link Web sites to corporate databases to provide real-time access to personalized information.
  - B) Firms tailor their products and services to meet a customer's particular needs on a large scale.
  - C) Firms provide immediate communication and feedback to and from customers.
  - D) Firms market their products and services over vast distances.
12. SOA approach enables businesses to react more swiftly to changing needs. There are 3 principles of services in SOA approach. Which of the following is not included?
- A). Reusability
  - B). Interoperability
  - C). Compatibility
  - D). Componentization
13. IEEE 802.3 is the most popular LAN \_\_\_\_\_ in use today.
- A). switch
  - B). protocol
  - C). architecture
  - D). encryption
14. HTTPS and SSL/TLS utilize which of the following?
- A). private keys only
  - B). a combination of public key/private key and asymmetric encryption
  - C). a combination of public key/private key and symmetric encryption
  - D). public keys only
15. \_\_\_\_\_ occur when you combine the outputs from two or more Web sites into a single user experience.
- A). Bull whips effect
  - B). Mashups
  - C). Viral marketing
  - D). Beta programs

三、 簡答題(5%)

1. 何謂 Internet of Things ?

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## 四、針對下表中 1-15 個定義請寫出相對應的名稱(45%，每小題 3 分)

1. Software helps integrate existing systems by providing layers of software that connect applications together.
2. A set of short-range wireless technologies, typically requiring a distance of 4cm or less to initiate a connection that allows users to share small payloads of data between a tag and an Android-powered devices.
3. Display of complex data relationships using graphical methods
4. A computational process of discovering patterns and extracting information in large data sets. The goal is to extract information from a data set and transform it into an understandable structure for further use
5. Immediate automated responses to the requests of users and Handles multiple concurrent transactions from customers.
6. Program working in the background that provides service when a specific event occurs
7. Any information, entertainment, or social media service that is available on a mobile device, and makes use of geographical position
8. A system for creating, storing, analyzing, and managing geographically referenced information.
9. Software that integrates all of the processes that touch a customer.
10. Systems that integrate all of an organization's core business processes.
11. Perform multidimensional analysis of business data and provide the capability for complex calculations, trend analysis, and sophisticated data modeling.
12. A pricing strategy by which a product or service (typically a digital offering or application such as software, media, games or web services) is provided free of charge, but money (premium) is charged for proprietary features, functionality, or virtual goods.
13. A mark of the improved market efficiency of e-commerce is that it often leads to _____, which is the elimination of the middle layers in the supply chain.
14. When a product's value to the user increases as the number of users of the product grows.
15. A type of computing that relies on sharing computing resources rather than having local servers or personal devices to handle applications.

對應名稱：

- |                     |                             |                             |
|---------------------|-----------------------------|-----------------------------|
| • LBS               | • Cloud computing           | • LAN                       |
| • Disintermediation | • Reintermediation          | • M-commerce                |
| • Bluetooth         | • Information Visualization | • Outsourcing               |
| • NFC               | • ERP                       | • SFA                       |
| • RFID              | • DSS                       | • SOA                       |
| • CRM               | • Freemium                  | • GIS                       |
| • OLAP              | • OLTP                      | • Social network            |
| • SaaS              | • Automation computing      | • Intelligent Agent Systems |
| • IaaS              | • Enterprise Application    | • Data mining               |
| • PaaS              | Integration (EAI)           | • IoT                       |