

國立中央大學 108 學年度碩士班考試入學試題

所別：資訊管理學系 碩士班 乙組(一般生)  
資訊管理學系 碩士班 丙組(一般生)

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科目：管理資訊系統

本科考試禁用計算器

選擇題 50 題每題 2 分

- Which of the following is a primary drawback to the "do anything anywhere" computing environment?  
(A) It makes work environments less pleasant.  
(B) It creates a digital divide.  
(C) It centralizes power at corporate headquarters.  
(D) It blurs the traditional boundaries between work and family time.  
(E) It leads to employees being paid less for the total amount of work performed.
- 「基本品價格低於成本、甚至免費贈送；而基本品必須搭配使用的附帶品則價格不菲，遂成為營收主要來源」是下列何種經營模式 (business model) ?  
(A) Pay What You Want  
(B) Peer to Peer  
(C) Razor and Blade  
(D) Shop in Shop  
(E) Target the Poor
- 下列何者與區塊鏈無關？  
(A) Bitcoin  
(B) Centralization  
(C) Peer-to-Peer  
(D) Scalability  
(E) Security
- 下列何者是跨境電商 (Cross-Border e-Commerce) ?  
(A) LAZADA  
(B) PChome 網路家庭集團-uitox  
(C) Pinkoi  
(D) zalando  
(E) 以上皆是
- Which of the following is a feature of social institutions that means mechanisms are in place to determine responsibility for an action?  
(A) Due process  
(B) Accountability  
(C) The courts of appeal  
(D) The judicial system  
(E) Liability
- Which of the following meets the description "A model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources."?  
(A) Cloud Computing  
(B) In-Memory Analytics  
(C) Machine Learning  
(D) Quantum Computing  
(E) 以上皆非
- 下列何種電子商務模式致力於有效地把位元經濟與原子經濟結合起來？  
(A) B2B  
(B) B2C  
(C) B2G  
(D) C2C  
(E) O2O
- 下列何者不是維基經濟學的原則？  
(A) 開放  
(B) 同儕生產  
(C) 分享  
(D) 互動  
(E) 全球行動

參考用

注意：背面有試題

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9. 早期衛生所資訊系統的開發，包含門診醫療子系統、保健防疫子系統、與行政管理子系統，為了因應分批上線時程與開發人力問題，所以先開發前兩個子系統，第三個子系統於前兩個子系統分批導入上線並修改時，也平行開發。此種開發模式較接近下列何種系統開發模式呢？
- (A) Incremental Model  
(B) Prototyping Model  
(C) RUP  
(D) Spiral Model  
(E) Waterfall Model
10. 關於電腦程式(或 AI) 打贏人類的比賽，以下答案中哪一種組合，其比賽項目是德州撲克？
- 甲：AlphaGo  
乙：AlphaZero  
丙：Deep Blue  
丁：Libratus  
戊：Modicum  
己：OpenAI
- (A) 甲、乙  
(B) 丙、丁  
(C) 戊、己  
(D) 乙、丙  
(E) 丁、戊
11. Which of the following involves real-time analytics and low-latency?
- (A) Crowd Computing  
(B) Self-Service Analytics  
(C) Streaming Technology  
(D) Open Data  
(E) Open Source
12. 物件導向塑模工具 UML 中，下列何者用來描述系統運作時物件間的互動行為，著重以時間之先後順序為主軸，表達物件間的訊息傳遞與處理程序？
- (A) Use Case Diagram  
(B) Sequence Diagram  
(C) Communication Diagram  
(D) State Machine Diagram  
(E) Activity Diagram
13. Which of the following is most likely to be an advantage of self-driving cars?
- (A) Fewer cars will be shared by family members.  
(B) More auto loans will be taken.  
(C) More insurance policies will be taken.  
(D) It will make things easier.  
(E) All of the above
14. From smallest to largest, which of the following is in the correct order?
- (A) LAN, PAN, MAN, WAN  
(B) LAN, MAN, PAN, WAN  
(C) PAN, LAN, MAN, WAN  
(D) PAN, MAN, LAN, WAN  
(E) WAN, MAN, PAN, LAN
15. Which of the following is defined as a group of people working together to achieve a common goal via a process of feedback and iteration?
- (A) Abstract reasoning  
(B) Systems thinking  
(C) Collaboration  
(D) Dissolution  
(E) Experiment
16. 以下哪一項，和網路直播最不相關？
- (A) Facebook Live  
(B) Netflix  
(C) Periscope  
(D) 6Connex  
(E) Ustream

參考用  
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17. MongoDB and SimpleDB are both examples of:  
(A) Open source databases.  
(B) SQL databases.  
(C) NoSQL databases.  
(D) Cloud databases.  
(E) Big data databases.
18. 下列何者 B2C 電子商務付款系統不是離線支付方式?  
(A) 信用卡  
(B) 郵局或物流業者貨到付款  
(C) 便利超商取貨付款  
(D) 郵局或金融機構轉帳匯款  
(E) 面交並支付現金
19. Which of the following is not an example of a quasi-autonomous device used for cleaning our houses or belongings?  
(A) CleanIt  
(B) iRobot  
(C) Roomba  
(D) Scooba  
(E) Vbot
20. Hilton Hotels' use of customer information software to identify the most profitable customers to direct its services to is an example of using information systems to:  
(A) strengthen customer intimacy.  
(B) differentiate their service.  
(C) focus on market niche.  
(D) increase efficiency.  
(E) provide services at a lower price than its competitors.
21. A statement ranking information risks and identifying security goals would be included in which of the following?  
(A) Security policy  
(B) AUP  
(C) Risk assessment  
(D) Business impact analysis  
(E) Business continuity plan
22. Which of the following is the single greatest cause of network security breaches?  
(A) Viruses  
(B) User lack of knowledge  
(C) Trojan horses  
(D) Cyberwarfare  
(E) Bugs
23. Which of the following BI functionalities would you use to assess the likelihood of students dropping out of a college program?  
(A) Parameterized reports  
(B) Predictive analytics  
(C) Ad hoc queries  
(D) Production reports  
(E) Predictive analytics
24. Which of the following devices collects data directly from the environment for input into a computer system?  
(A) Sensor  
(B) Touch screen  
(C) Audio input  
(D) Trackball  
(E) Digital scanner

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25. What is the most important benefit of an enterprise application?
- (A) Enabling speed of communicating
  - (B) Enabling business functions and departments to share information
  - (C) Enabling a company to work collaboratively with customers and suppliers
  - (D) Enabling cost-effective, e-business processes
  - (E) Enabling managers to make better decisions
26. The last step in the knowledge management value chain is
- (A) apply.
  - (B) feedback.
  - (C) acquire.
  - (D) disseminate.
  - (E) store.
27. Which of the following statements best describes the relationship between collaboration and knowledge management?
- (A) Knowledge is useful only when shared with others.
  - (B) Without knowledge, collaboration is difficult.
  - (C) Knowledge doesn't exist without collaboration.
  - (D) As knowledge increases, so does collaboration.
  - (E) Knowledge is the end product of collaboration.
28. Which of the following statements is not an accurate description of the importance of knowledge to a firm?
- (A) Knowledge experiences network effects as more people share it.
  - (B) Knowledge should be seen as an intangible key asset.
  - (C) Knowledge is unconditional.
  - (D) Knowledge enables firms to become more efficient in their use of scarce resources.
  - (E) Much of the firm's value relies on being able to create knowledge.
29. At the top of the management structure for information systems projects in a large company is
- (A) the CIO.
  - (B) project management.
  - (C) the corporate strategic planning group.
  - (D) the board of directors.
  - (E) chief executive officer.
30. Transborder data flow refers to
- (A) the flow of information in international systems.
  - (B) the ways in which a country's laws change the flow of data from one country to another.
  - (C) the business of moving information from one country to another.
  - (D) the business process of coordinating information from many different countries
  - (E) the movement of information across international boundaries.

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31. Information density refers to the
- (A) richness of a message.
  - (B) total amount and quantity of information delivered to consumers by merchants.
  - (C) amount of information available to reduce price transparency.
  - (D) total amount and quantity of information available to all market participants.
  - (E) amount of physical storage space needed to store data about a specific entity, such as a product or consumer.
32. The process of employing techniques to help a Web site achieve a higher ranking with the major search engines is called
- (A) VPN.
  - (B) IAB.
  - (C) SEM.
  - (D) SEO.
  - (E) RSS.
33. Using numerous computers to inundate and overwhelm the network from numerous launch points is called a(n) \_\_\_\_\_ attack.
- (A) SQL injection
  - (B) DoS
  - (C) DDoS
  - (D) phishing
  - (E) botnet
34. An online stationery store has calculated that a loss of Internet connectivity for 3 hours results in a potential loss of \$2,000 to \$3,000 and that there is a 50% chance of this occurring each year. What is the annual expected loss from this exposure?
- (A) \$1,000
  - (B) \$1,250
  - (C) \$1,500
  - (D) \$2,500
  - (E) \$3,000
35. Which of the following specifications replaces Wired Equivalent Privacy with a stronger security standard that features changing encryption keys?
- (A) TLS
  - (B) AUP
  - (C) VPN
  - (D) WPA2
  - (E) UTM
36. In which method of encryption is a single encryption key sent to the receiver so both sender and receiver share the same key?
- (A) SSL/TLS
  - (B) public key encryption
  - (C) symmetric key encryption
  - (D) private key encryption
  - (E) distributed encryption
37. In controlling network traffic to minimize slow-downs, a technology called \_\_\_\_\_ is used to examine data files and sort low-priority data from high-priority data.
- (A) deep-packet inspection
  - (B) high availability computing
  - (C) application proxy filtering
  - (D) stateful inspection
  - (E) unified threat management
38. Consider a cost curve, with production volume on the horizontal axis and marginal costs on the vertical axis. What shape would the marginal cost curve most resemble in a high-tech industry?
- (A) Upward at a 45-degree angle
  - (B) W-shape
  - (C) Straight and vertical
  - (D) Straight and flat
  - (E) J-shape

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39. Which of the following will not help an established company in addressing the potential challenge of a disruptive technology?
- (A) Access to knowledge about how disruptive technologies can revolutionize markets
  - (B) Investing in newly emerging technologies that may ultimately become disruptive technologies
  - (C) Distinctive competencies in the current business model
  - (D) Anticipating and planning for how disruptive technology will change business
  - (E) Understanding that a disruptive technology will require a radically different value chain with a different cost structure
40. Customer relationship management applications dealing with the analysis of customer data to provide information for improving business performance best describes \_\_\_\_\_ applications.
- (A) operational CRM
  - (B) operational SCM
  - (C) analytical CRM
  - (D) analytical SFA
  - (E) operational SFA
41. Which metric is based on the relationship between the revenue produced by a specific customer, the expenses incurred in acquiring and servicing that customer, and the expected life of the relationship between the customer and the company?
- (A) churn rate
  - (B) customer lifetime value
  - (C) cost per click
  - (D) cost per sale
  - (E) customer average value
42. The measurement of the number of customers who stop using or purchasing products or services from a company is called
- (A) switching costs.
  - (B) churn rate.
  - (C) customer lifetime value.
  - (D) switch rate.
  - (E) turnover percentage.
43. Walmart's continuous replenishment system is an example of a \_\_\_\_\_ model.
- (A) enterprise-based
  - (B) customer-based
  - (C) push-based
  - (D) pull-based
  - (E) forecast-based
44. Which of the following is not an example of next-generation enterprise applications?
- (A) open-source solutions
  - (B) social CRM
  - (C) solutions incorporating SCM
  - (D) solutions incorporating SOE
  - (E) cloud solutions
45. Which quality dimension of information is concerned that the data values of an information source fall within a defined range?
- (A) timeliness
  - (B) consistency
  - (C) completeness
  - (D) validity
  - (E) accessibility

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46. The dimension of \_\_\_\_\_ describes whether the structure of data is consistent within an information source.

- (A) completeness
- (B) accuracy
- (C) integrity
- (D) validity
- (E) consistency

47. Which of the following types of systems would be used to present senior marketing executives with in-depth information about customer retention, satisfaction, and quality performance?

- (A) CDSS
- (B) KWS
- (C) ESS
- (D) DSS
- (E) TPS

48. 請參考以下的二十二個名詞。以下哪一組答案和「機器學習」最相關。

甲：Generative Adversarial Networks

乙：SEO

丙：Classification 丁：UED

戊：Dimension reduction 己：RFID

庚：ANN 辛：DSS

壬：UML 癸：Ubiquitous computing

子：EIS 丑：NLP

寅：BI 卯：PKI

辰：API 巳：EDM

午：Gateway 未：SEM

申：PPA 酉：Media Access control

戌：Cyber physical system 亥：Firewall

- (A) 甲、乙、丁、壬、未
- (B) 甲、乙、丁、壬、辰
- (C) 甲、丙、戊、庚、丑
- (D) 乙、丁、壬、辰、酉
- (E) 乙、丁、辛、壬、辰

49. 請參考第 48 題的二十二個名詞。以下哪一組答案和「電子商務」最相關。

- (A) 丁、巳、壬、未、酉
- (B) 乙、丁、巳、未、申
- (C) 甲、乙、卯、壬、未
- (D) 乙、丁、壬、辰、酉
- (E) 乙、丁、辛、壬、辰

50. 請參考第 48 題的二十二個名詞。以下哪一組答案和「物聯網」最相關。

- (A) 甲、丁、辰、午、未、酉
- (B) 乙、丁、壬、辰、戌
- (C) 乙、卯、壬、未、戌
- (D) 癸、丁、午、辰、酉
- (E) 癸、辰、午、酉、戌

參考用