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台灣聯合大學系統 107 學年度學士班轉學考試題

考試科目：資訊管理導論

參考用

組別：803

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單選題 (每題 2 分)

1. An example of a cross-functional business process is (A) identifying customers. (B) transporting the product. (C) creating a new product. (D) assembling a product. (E) paying creditors.
2. Apple's Siri application is an example of (A) neural networks. (B) CBR. (C) chatbot. (D) CDN. (E) machine learning.
3. 下列何者不是 SaaS 的例子? (A) Google gmail (B) Salesforce.com (C) Office 365 (D) Apple iCloud (E) Amazon S3
4. The process of presenting a set of computing resources (such as computing power or data storage) so that they can all be accessed in ways that are not restricted by physical configuration or geographic location is called (A) cloud computing. (B) autonomic computing. (C) virtualization. (D) multicore processing. (E) ubiquitous computing.
5. Enterprise resource planning (ERP) helps in (A) consolidating business operations into a single, consistent computing platform (B) managing all the interactions with customers (C) providing layers of software that connect applications together (D) connecting several enterprises within the same industry (E) All of the above
6. Place the following eras of IT infrastructure evolution in order, from earliest to most recent: 1. Cloud Computing Era; 2. Client/Server; 3. Enterprise Era; 4. Personal Computer; and 5. Mainframe and Minicomputer. (A) 5, 2, 3, 4, 1 (B) 5, 4, 2, 3, 1 (C) 4, 5, 2, 3, 1 (D) 5, 4, 2, 1, 3 (E) 4, 5, 3, 2, 1
7. Hadoop Which of the following statements is true of Hadoop? (A) Hadoop is written in C++ and runs on Linux. (B) Hadoop includes a query language called Big. (C) Hadoop is an open source program that implements MapReduce. (D) Technical skills are not required to run and use Hadoop. (E) None of the above
8. CRM systems help businesses obtain which business objective? (A) survival (B) operational excellence (C) new products and services (D) improved decision making (E) customer and supplier intimacy
9. Which of the following is the use of information technology to support the sharing of content among networks of users? (A) Electronic data interchange (B) Data warehousing (C) Cloud computing (D) Social media (E) Machine learning
10. If your main supplier was late in delivering goods, which type of system would you use to update your production schedule? (A) ESS (B) TPS (C) CRM (D) DSS (E) KMS
11. Which of the following is a dynamic social media process of employing users to participate in product design or product redesign? (A) Social capitalization (B) Flexible product development (C) Crowdsourcing (D) Collaborative product development (E) Viral hook
12. LinkedIn 有部分營收來自於銷售其標準 SaaS 的升級版本產品。在 2015 年 5 月，普通使用者可以免費使用 LinkedIn，但只要每個月付新台幣 1000~2500 元左右，就能使用升級版本，有比較高級的搜尋功能，個人履歷也有更好的能見度，對其它 LinkedIn 使用者可以更直接地回覆訊息。此營收模式屬於下列哪一類呢? (A) Advertising (B) Freemium (C) Pay per click (D) Affiliate (E) Subscription
13. Which of the following is measured in hertz in a microcomputer? (A) clock speed (B) hard drive (C) random access memory (D) virtual memory (E) screen resolution
14. Those individuals who are knowledgeable enough to gain access to computer systems without authorization have long been referred to as (A) hackers. (B) bots. (C) online predators. (D) worms. (E) power users
15. _____ is the process of analyzing an organization's activities to determine where value is added to products and/or services and what costs are incurred for doing so. (A) Value networking (B) Value chain analysis (C) Value migration (D) Value shop (E) Value grid trial

參考用

注意:背面有試題

16. Which of the following operating systems released by Microsoft has become the de facto world standard in PC operating systems over time, enabling people from all over the world to use a common computing platform? (A) Linux (B) Mac OS X (C) Windows (D) FreeMint (E) AmigaOS
17. Which of the following enables users to send data across sometimes unreliable networks? (A) Ethernet (B) TCP/IP (C) Protocols (D) Digital subscriber lines (E) Integrated services digital network
18. Which of the following is not one of the system configurations used by global firms? (A) centralized (B) duplicated (C) decentralized coordinated (D) networked (E) localized
19. Which of the following project management variables indicates how well the project satisfies management objectives? (A) goals (B) risk (C) quality (D) scope (E) cost
20. Object-oriented development could potentially reduce the time and cost of writing software because (A) object-oriented programming requires less training. (B) iterative prototyping is not required. (C) objects are reusable. (D) a single user interface object can be used for the entire application. (E) it's not necessary to use a formal methodology to design a system.
21. A native mobile app is (A) a mobile Web site. (B) a mobile Web app. (C) a stand alone application that does not use a browser. (D) a responsive mobile app. (E) one that can only operate on selected devices.
22. Which of the following BI tools or abilities have been driving the movement toward "smart cities?" (A) OLAP (B) chi-square analysis (C) predictive analytics (D) data mining (E) big data analytics
23. A MOOC is (A) a type of online course. (B) an intelligent technique. (C) a virtual reality system. (D) a collaboration tool. (E) a type of knowledge work system.
24. Which of the following statements about 3D printing is not true? (A) It creates solid objects. (B) It is also called additive manufacturing. (C) It is only usable to make prototypes. (D) It creates objects layer by layer. (E) It uses specifications in a digital file.
25. _____ seeks to enhance human perception by combining a live direct view of the physical world with computer-generated images. (A) AR (B) VRML (C) CAD (D) KWS (E) LMS
26. _____ uses the community provider Internet business model. (A) iTunes (B) Yahoo (C) eBay (D) Google (E) Twitter
27. _____ describes the concept that a large group of people is better at making good decisions than a single person. (A) The wisdom of crowds (B) Outsourcing (C) Crowdsourcing (D) Social graphing (E) Social search
28. Customer relationship management systems typically provide software and online tools for sales, customer service, and (A) marketing. (B) account management. (C) advertising. (D) public relations. (E) human resources.
29. Currently, the protocols used for secure information transfer over the Internet are (A) TCP/IP and SSL. (B) S-HTTP and CA. (C) HTTP and TCP/IP. (D) S-HTTP and SHTML. (E) SSL, TLS, and S-HTTP.
30. A salesperson clicks repeatedly on the online ads of a competitor's in order to drive the competitor's advertising costs up. This is an example of (A) phishing. (B) pharming. (C) spoofing. (D) evil twins. (E) click fraud.
31. Which of the following is not a characteristic of packet switching? (A) Packets travel independently of each other. (B) Packets are routed through many different paths. (C) Packet switching requires point-to-point circuits. (D) Packets include data for checking transmission errors. (E) Packets are reassembled into the original message when they reach their destinations.
32. In a telecommunications network architecture, a protocol is (A) a device that handles the switching of voice and data in a local area network. (B) a standard set of rules and procedures for control of communications in a network. (C) a communications service for microcomputer users. (D) the main computer in a telecommunications network. (E) a pathway through which packets are routed.

參考用

33. The 802.11 set of standards is known as (A) WLAN. (B) WSN. (C) Wi-Fi. (D) WiMax. (E) WAN.
34. The most prominent data manipulation language today is (A) Access. (B) DB2. (C) SQL. (D) Crystal Reports. (E) NoSQL.
35. The multitasking, multi-user, operating system developed by Bell Laboratories that operates on a wide variety of computing platforms is (A) Unix. (B) Linux. (C) OS X. (D) COBOL. (E) DOS.
36. All of the following are considered disruptive technologies except (A) instant messaging. (B) e-mail. (C) Internet telephony. (D) PCs. (E) smartphones.
37. A _____ is a senior manager who oversees the use of IT in the firm. (A) CEO (B) CFO (C) CIO (D) CTO (E) CKO
38. _____ is a collaboration tool that supports remote (different place), synchronous (same time) collaboration. (A) Video conferencing (B) E-mail (C) A MUD (D) A wall display (E) A virtual world
39. _____ 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
40. The number of transistors per square inch on an integrated chip doubles every 18 months. This observation is known as _____ Law. (A) Murphy's (B) Moore's (C) Amdahl's (D) Metcalfe's (E) Kryder's
41. Which of the following is not an example of the emerging mobile digital platform? (A) tablets (B) the Kindle (C) cell phones (D) CRM (E) apps
42. _____ is the ability to model the components of a unit to connect the inputs and outputs among those components into a sensible whole that reflects the structure and dynamics of the phenomenon observed. (A) Systems thinking (B) Collaboration (C) Adaptive learning (D) Critical reasoning (E) Holacracy
43. Procedures for a business information system are designed usually by (A) testers. (B) programmers. (C) systems analysts. (D) business analysts. (E) None of the above
44. Which of the following information should be provided by users of smart cards for authentication? (A) personal identification number (B) permanent account number (C) fingerprint (D) retinal scan (E) All of the above
45. A recent addition to the mobile digital platform is (A) quantum computing. (B) wearable computing devices. (C) cloud computing. (D) grid computing. (E) consumerization of IT.
46. Databases that carry their data in the form of tables and represent relationships using foreign keys are called _____ databases. (A) hierarchical (B) network (C) relational (D) object (E) NoSQL
47. One major problem affecting supply chains are ripple effects referred to as the (A) backflush effect. (B) multiplier effect. (C) bullwhip effect. (D) incremental effect. (E) lock-in effect.
48. Purple Stones, an interior decorator, has an online store to enable quicker purchase of its products. The website allows users to post reviews of products. This helps other customers evaluate the quality of a product before buying it. Which of the following is illustrated in this scenario? (A) competitive advantage (B) artificial intelligence (C) user-generated content (D) economies of scale (E) None of the above
49. Which of the following strategies is devised to raise switching costs? (A) A chain of supermarkets offers higher discounts to its regular customers. (B) A vendor reduces the range of products that it distributes to retailers. (C) An automotive company conducts a trade contest. (D) A company offers commission to its employees for pushing the company's products. (E) None of the above
50. _____ uses individual atoms and molecules to create computer chips and other devices thinner than a human hair. (A) Virtualization (B) Nanotechnology (C) Quantum computing (D) A minicomputer (E) On-demand computing

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