

※ 考生請注意：本試題不可使用計算機。請於答案卷(卡)作答，於本試題紙上作答者，不予計分。

一、選擇題（60 分，每題 4 分）

1. Which of the following is not one of the immediate consequences of inadequate software project management?
  - A) organization conflict
  - B) cost overruns
  - C) technical shortfalls
  - D) time slippage
  
2. The \_\_\_\_\_ reviews and approves plans for systems in all divisions.
  - A) project team
  - B) IS steering committee
  - C) corporate strategic planning committee
  - D) project management group
  
3. Amazon's use of the Internet as a platform to sell books more efficiently than traditional bookstores illustrates a use of information services for
  - A) low-cost leadership.
  - B) focusing on market niche.
  - C) strengthening supplier intimacy.
  - D) marketing effectiveness.
  
4. Thomas Friedman's declaration that the world was now "flat" meant that
  - A) global capitalism is homogenizing culture and business practices throughout the world.
  - B) the Internet has reduced the economic advantages of developed countries.
  - C) globalization is starting to offer less advantage to large corporations.
  - D) the global economy is increasingly commanded by fewer and larger corporations.
  
5. Which of the following is *not* one the four Vs IBM uses to characterize big data?
  - A) Velocity
  - B) Versatility
  - C) Volume
  - D) Variety

6. The special organizational function whose responsibilities include physical database design and maintenance, is called
  - A) data administration.
  - B) information policy administration.
  - C) data auditing.
  - D) database administration.
  
7. \_\_\_\_\_ focuses on developing new insights and understanding of business performance based on data and statistical methods.
  - A) Business intelligence
  - B) Business process discovery
  - C) Business analytics
  - D) none of the above
  
8. The invention of the blockchain for bitcoin made it the first digital currency to solve the \_\_\_\_\_ problem without the need of a trusted authority or central server.
  - A) double-spending
  - B) security
  - C) anonymity
  - D) scalability
  
9. Hackers create a botnet by
  - A) infecting Web search bots with malware.
  - B) using Web search bots to infect other computers.
  - C) infecting corporate servers with "zombie" Trojan horses that allow undetected access through a back door.
  - D) causing other people's computers to become "zombie" PCs following a master computer.
  
10. The process of sourcing goods and materials, negotiating with suppliers, paying for goods, and making delivery arrangements is called
  - A) e-procurement.
  - B) sourcing.
  - C) procurement.
  - D) SCM.
  
11. Which of the following statements best describes the relationship between collaboration and knowledge

management?

- A) As knowledge increases, so does collaboration.
- B) Knowledge doesn't exist without collaboration.
- C) Knowledge is useful only when shared with others.
- D) Without knowledge, collaboration is difficult.

12. Big data does not refer to

- A) data created by social media.
- B) datasets with unstructured data.
- C) datasets with fewer than a billion records.
- D) Machine-generated data.

13. A \_\_\_\_\_ is a consensus of replicated, shared, and synchronized digital data geographically spread across multiple sites, countries, or institutions. There is no central administrator or centralized data storage.

- A) distributed database
- B) distributed ledger
- C) consistent storage
- D) none of the above

14. The central method used in a portfolio analysis is to

- A) perform a weighted comparison of the criteria used to evaluate a system.
- B) interview a small number of top managers to identify their goals and criteria for achieving success.
- C) inventory all of the organization's information systems projects and assets.
- D) survey a large sample of managers on their objectives, decision-making process, and uses and needs for data and information.

15. In statistics, \_\_\_\_\_ is an approach analyzing data sets to summarize their main characteristics, often with visual methods.

- A) exploratory data analysis
- B) initial data analysis
- C) data dredging
- D) none of the above

## 二、問答題 (40 分)

1. What makes data mining an important business tool? What types of information does data mining

produce? In what type of circumstance would you advise a company to use data mining? (20)

2. What is a digital certificate? How does it work? (10)
3. Describe and explain the idea of "network neutrality." Are you in favor of network neutrality? Why or why not? (10)