※ 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. SaaS refers to

A) hosting and managing access to software applications delivered over the Internet to clients on a subscription basis.

B) supplying online access over networks to storage devices and storage area network technology.

C) managing combinations of applications, networks, systems, storage, and security as well as providing Web site and systems performance monitoring to subscribers over the Internet.

D) none of the above.

2. Which of the following refers to the ability of a computer, product, or system to expand to serve a larger number of users without breaking down?

A) modality

B) scalability

C) disintermediation

D) expandability

3. Which model can be used to analyze the direct and indirect costs to help firms determine the actual cost of specific technology implementations?

A) total cost of ownership

B) cost-benefit analysis

C) breakeven point

D) return on investment

4. How would you determine the market demand for your firm's IT services?

A) Benchmark your services.

B) Hold focus groups to assess your services.

C) Perform a TCO analysis.

D) Analyze sales returns on key investments.

5. Which of the following is *not* one of the NIST defined characteristics of cloud computing?

A) location-independent resource pooling

B) non-measured service

C) rapid elasticity

D) ubiquitous network access

6. When there is no well-understood or agreed-on procedure for making a decision, it is said to be

A) undocumented. B) documented. C) unstructured. D) semistructured.

7. Which phase of decision making finds or recognizes a problem, need, or opportunity?

A) implementation B) choice C) intelligence D) design

8. The five classical functions of managers are planning, organizing, deciding, controlling, and

A) negotiating. B) coordinating. C) leading. D) managing.

9. Which types of decisions are automated for high-velocity decision making?

A) unstructured financial decisions

B) highly-structured decisions

C) semi-structured financial decisions

D) all of the above

10. Which of the following data mining tasks deal with problem of estimating

next-month product demand?

A) Classification

B) Clustering

C) Regression

D) Profiling

11. A nationwide magazine publisher has hired you to help analyze their social media datasets to determine which of their news publications are seen as the most trustworthy. Which of the following tools would you use to analyze this data?

A) data mining software for identifying associations

B) Web usage mining technologies

C) sentiment analysis software

D) text mining tools

12. The tool that enables users to view the same data in different ways using multiple dimensions is

A) OLAP.

B) data mining.

C) SQL.

D) predictive analysis.

13. Data mining is a tool for allowing users to

A) obtain online answers to ad-hoc questions in a rapid amount of time.

B) summarize massive amounts of data into much smaller, traditional reports.

C) find hidden relationships in data.

D) quickly compare transaction data gathered over many years.

14. _____ tools are used to analyze large unstructured data sets, such as e-mail, memos, survey responses, etc., to discover patterns and relationships.

A) In-memory

B) OLAP

C) Text mining

D) Clustering

15. 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.

二、問答題（40 分）

1. Explain the following terms. (25)

　　A) Application Programming Interface (API)　B) 病毒行銷　C) 社交工程　D) 關聯規則分析　E) 行為定向廣告

2. Please explain the three major service models of cloud computing, viz. SaaS, Paas, IaaS. (15)