

國立成功大學

113學年度碩士班招生考試試題

編 號：220

系 所：會計學系

科 目：管理資訊系統

日 期：0202

節 次：第 3 節

備 註：不可使用計算機

※ 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(75分，每題5分)

1. Google news 除了會顯示一則一則新聞外，也會將相關的單則新聞聚集在一起，請問這是用甚麼方法做到的？
 - (A) generative AI
 - (B) overfitting
 - (C) cosine similarity
 - (D) none of the above

2. 下面哪種 AI 技術常被用來教導機器人學習一項新技能，如某種運動？
 - (A) reinforcement learning
 - (B) evolutionary algorithms
 - (C) fuzzy algorithms
 - (D) none of the above

3. Which of the following is *not* a property of big data?
 - (A) volume
 - (B) vicinity
 - (C) velocity
 - (D) variety

4. Which of the following is *not* a typical data analysis approach?
 - (A) descriptive analysis
 - (B) diagnostic analysis
 - (C) predictive analysis
 - (D) space complexity analysis

5. _____ deals with a system of procurement, operations management, logistics and marketing channels, through which raw materials can be developed into finished products and delivered to their end customers.
 - (A) Supply-chain management
 - (B) Reverse logistics
 - (C) Collaborative distribution
 - (D) Enterprise planning

6. _____ algorithms are based loosely on evolutionary natural selection and mutation, commonly used to generate high-quality solutions to optimization and search problems.

- (A) PageRank
- (B) Centrality
- (C) Greedy
- (D) Genetic

7. The value chain model

- (A) categorizes four basic strategies a firm can use to enhance its value chain.
- (B) helps a firm identify points at which information technology can most effectively enhance its competitive position.
- (C) sees the supply chain as the primary activity for adding value.
- (D) categorizes five related advantages for adding value to a firm's products or services.

8. The following are reasons why GPU is more suitable than CPU for AI applications *except*

- (A) Parallel Processing: GPUs are designed for parallel processing, which is crucial for many AI tasks, especially deep learning.
- (B) Memory Bandwidth: GPUs often have a higher memory bandwidth compared to CPUs.
- (C) Specialized Architecture: GPUs have a specialized architecture optimized for numerical computations, making them highly efficient for AI workloads.
- (D) GPU has a higher CP value than CPU

9. A force in the environment to which businesses must respond and that influences the direction of the business is called a business

- (A) driver.
- (B) matrix.
- (C) process.
- (D) threat.

10. _____ is 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.

- (A) Distribution
- (B) Virtualization
- (C) Accessibility
- (D) None of the above

11. Making judgments and taking action on the basis of narrow or personal characteristics is referred to as

- (A) localization.
- (B) prejudicial.
- (C) particularism.

(D) cooperation.

12. All of the following present challenges to developing a global business *except*

- (A) exchange rates.
- (B) foreign accounting practices.
- (C) language differences.
- (D) production costs.

13. The _____ consists of systems analysts, specialists from the relevant end-user business areas, application programmers, and perhaps database specialists.

- (A) project management group
- (B) IS steering committee
- (C) project team
- (D) corporate strategic planning committee

14. Measures defined by management and used to internally evaluate the success of a firm's financial, business process, customer, and learning and growth are called

- (A) BPM.
- (B) the balanced scorecard method.
- (C) benchmarks.
- (D) KPIs.

15. _____ law is the assertion that the number of components on a chip doubles every 18 months.

- (A) Amdahl's
- (B) Moore's
- (C) Zimmerman's
- (D) None of the above

二、問答題 (25分)

Please explain each of the following terms:

- (A) agile development
- (B) balanced scorecard method
- (C) churn rate
- (D) DDoS attack
- (E) General Data Protection Regulation (GDPR)