

系所組別： 資訊管理研究所甲組

考試科目： 管理資訊系統

考試日期： 0225，節次： 2

請勿在本試題紙上作答，否則不予計分

Ⅰ-1 單選題: (24%，每題 3%)

- (1) A botnet is _____.
- a piece of software code that inserts itself into a host or operating system to launch Denial-Of-Services (DOS) attacks.
 - a coordinated network of computers that can scan for and compromise other computers and launch DOS attacks.
 - a crimeware technique used to steal the identity of target companies to get the identities of their customers
 - a special category of computers that can monitor activity across a network or on a host computer, watch for suspicious activity, and take automated action based on what it sees.
 - a collection of a few hundred hijacked Internet computers that have been set up to forward traffic, including spam and viruses, to other computers on the Internet.
- (2) _____ is the number of HTTP requests that a particular hardware and software combination can process in a unit of time.
- PING
 - SSL
 - Throughput
 - NAT
 - Response time
- (3) Which of the following is NOT one of the impacts of the use of information technologies/systems (IT/IS) on managers?
- IT/IS makes managers more productive.
 - IT/IS enable managers to acquire valuable information more efficiently.
 - IT/IS will increase the average number of employees that one manager can supervise.
 - IT/IS will increase the numbers of managerial levels in an organization.
 - IT/IS will make it more difficult for managers to supervise employees who work in geographically dispersed locations that away from their supervisors.

(背面仍有題目,請繼續作答)

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- (4) Displaying ads via the electronic message board on a bus in Tainan City that change as the bus travels around the city is an example of _____.
- a. location-based advertising
 - b. direct marketing
 - c. permission advertising
 - d. relationship marketing
 - e. viral marketing
- (5) Which of the following is NOT a key challenge to the global business system of a multinational corporation?
- a. Different commercial regulations
 - b. Introducing changes in business processes.
 - c. Different telecommunication standards.
 - d. Cultural differences.
 - e. Language differences.
- (6) Which of the following is NOT true about the Enterprise Resource Planning (ERP) systems?
- a. Data inconsistency problems are not an issue with ERP systems because all the data is stored in a single, integrated, database.
 - b. In ERP implementations, once a company has modeled its current business practices, the results are compared to a standard business blueprint, to determine how they are different.
 - c. ERP systems connect all the direct activities in the organization, including logistics, operations, manufacturing, sales and marketing, and support.
 - d. Successful ERP system implementation requires to information technology professionals to take a cross-functional, or process view of the entire organization.
 - e. It is required for organizations to choose to modify the standard blueprints for business processes when doing an ERP implementation.

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- (7) You subscribed a daily newspaper by calling a sales representative of the newspaper company. One day you changed your mailing address from your home address to your office address via the company's website. However, the newspaper continues to go to your home address. What data management problem does this news paper company have?
- Data integrity.
 - Data dependence.
 - Data inconsistency.
 - Data isolation.
 - Data redundancy.
- (8) Which of the following information systems does a company need the most if it intends to identify the key factors influencing the market share of one of its products in the next five years?
- Customer Relationship Management Systems.
 - Decision Support Systems.
 - Enterprise Resource Planning Systems.
 - Management Information Systems.
 - Executive Support Systems.

工-2. 簡答題: (26%)

- (1) Briefly describe the function of a checksum and how it works in digital data communication. (4%)
- (2) Briefly describe the critical success factors of e-supply chain management as well as the major infrastructure elements and tools associated with these factors. (12%)
- (3) Use any programming language you prefer to write a program that reads in n integers, and then determine whether an integer you desire (e.g., 101 or any other integer) is included in these n integers using binary search algorithm. The program returns "true" if it is included, returns "false" if otherwise.
(Hint: You need to sort the integers received before you start your search.)
(10%)

(背面仍有題目,請繼續作答)

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II.

1. Multiple choice questions. Choose the one alternative that best completes the statement or answers the question. (42% ; 3% each)

- (1) The term _____ started in the music world, but has been adopted by IT to mean an application that combines data from different sources into a new application.
a) analytics b) mashup c) visualization d) dashboard
- (2) _____ is the ability to get to data details at several levels, which can be done by a series of menus or by query.
a) Ad hoc analysis b) Key performance indicator
c) Critical success factor d) Drill down
- (3) What is significant about 4G networks is that they do not have a _____, which both 2G and 3G networks do have.
a) packet-switched IP system b) circuit-switched subsystem
c) WiMAX standard d) GSM-based LTE subsystem
- (4) All of the following describe WiMAX except:
a) an 802.16-based broadband wireless metropolitan area network (MAN) access standard.
b) can deliver voice and data services without the expense of cable.
c) has shorter distance limitations than DSL and cable.
d) does not require a clear line of sight to function.
- (5) Several factors are driving the need for messaging and collaboration. All of the following are driving factors except:
a) people need to work together and share documents.
b) groups make most of the routine and easy decisions in organizations.
c) organizational decision making is difficult when team members are geographically spread out and working in different time zones.
d) nearly 87 percent of employees around the world work in remote offices.
- (6) Which of the following is a characteristic of information security in organizations?
a) losses due to IT security breaches can destroy a company financially
b) disruptions due to IT security breaches can seriously harm a company operationally
c) to comply with international, federal, state, and foreign laws, companies must invest in IT security to protect their data, other assets, the ability to operate, and net income
d) All of the above
- (7) A(n) _____ occurs when a server or Web site receives a flood of traffic—much more traffic or requests for service than it can handle, causing it to crash.
a) advanced persistent threat (APT) b) spoofing attack
c) malware intrusion d) denial of service attack
- (8) The phase of the project management process in which activities are performed to assess the size, scope, and complexity of the project and to establish procedures to support later project activities best defines:

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a) project initiation b) scope development c) project planning d) project assessment

(9) An association between two use cases during system analysis where one use case uses the functionality contained in the other best describes:

- a) the external relationship b) the inclusive relationship
c) the include relationship d) the extend relationship

(10) For which of the following would polymorphism not provide a clean solution?

- a) A billing program where there is a variety of clients who are billed with different fee structures.
b) A maintenance log program where a variety of machine data is collected and maintenance schedules are produced for each machine based on the data collected.
c) A program to compute a 5% savings account interest for a variety of clients.
d) An IRS program that maintains information on a variety of taxpayers and determines who to audit based on criteria for classes of taxpayers.

(11) Which of the following statements are true?

- A. We can use inheritance to customize existing software.
B. A superclass specifies commonality.
C. A superclass can be modified without modifying subclasses
D. A subclass can be modified without modifying its superclass.

a) All of the above. b) None of the above. c) A, B and C. d) A, B and D.

(12) Making IT investments on the basis of an immediate need or threat are sometimes necessary. What can managers expect from making investments in this way?

- a) These are proactive approaches that will maximize ROI.
b) These just-in-time approaches to investments minimize long-term costs.
c) These are reactive approaches that can result in incompatible, redundant, or failed systems.
d) These quick responses provide the best defenses.

(13) Steve Jobs shared three stories in his commencement address to Stanford University graduates in 2005. Which of the following is not one of them?

- a) Stay hungry. Stay foolish. b) Death c) Love and loss d) Connecting the dots

(14) An organization's _____ are action-oriented statements (e.g., achieve a ROI of at least 10 percent in 2014) that define the continuous improvement activities that must be done to be successful.

- a) strategies b) objectives c) targets d) mission statements

2. Short answer questions and discussion 8%

Gartner, a world-wide information technology research and advisory firm, releases the list of the top 10 strategic technologies every October, for the upcoming year at the Gartner Symposium/ITxpo in Orlando, Florida, USA. There is a technology ranking from top down to bottom in two years.

- (1) Which strategic technology is referred to?
(2) Please explain why this dramatic change happened?