(108)輔仁大學碩士班招生考試試題

考試日期:108年3月8日第2節

2 頁 (本頁為第 1 頁) 本試題共

科目:計算機概論

系所組:統計資訊學系應用統計碩士班

Multi	nle (Choice	Questions	(80%)
WILLI	DIE (JIUILE	Questions	100/0

6. Impacts of e-marketplaces on B2C direct marketing The ways in which EC is done include: the Internet and extranets. include all of the following EXCEPT: the Internet and private networks. The existence of e-marketplaces has increased the promotion of products and services through the Internet, extranets, and private networks. C. the Internet, value-added networks, on local area direct marketing. d. The administrative work related to physical networks using intranets, or on a single delivery, especially across international borders, computerized machine. can be reduced significantly, cutting the cycle 2. Which of the following is not a characteristic of the Digital Revolution? time by more than 90 percent. Many business processes are expedited by up to Brand images for new companies have become more difficult to establish. 50 percent. EC enables customization of products and Intelligent search agents to help manage information overload. services, which is changing marketing and sales activities both in B2C and in B2B. A high rate of obsolescence. Fraud and other cybercons carried out via the 7. The greater the number of transistors in a processor d. Internet. chip, the _____ the chip. a. less complex and powerful The major e-marketplaces are storefronts b. less complex but more powerful and Internet malls. c. more complex but less powerful B₂B B₂B₂C B₂C d. C2B d. more complex and powerful b. 4. Finding relevant and accurate information is often 8. An aspect of cloud computing that allows developers time-consuming and requires access to multiple to create, test, and run their solutions on a cloud platform without having to purchase or configure the systems causing organizations to lose a lot of productive employee time. One solution to this underlying hardware and software is known as problem is the use of: a. DaaS c. SaaS portals. a. intermediaries. b. IaaS d. PaaS b. 9. In a grocery store, a(n) is a combination of an browsers. c. electronic cash register, bar code reader, and printer. d. intranets. a. automated teller machine (ATM) Mobile payment apps use a payment system on phones equipped with a(n), which stores b. flatbed scanner data that is transmitted to a contactless terminal and c. point of sale (POS) terminal verified as a legitimate sale. d. smart display QR chip 10. Users subscribe to an online storage service to _____. a. c. **EULA** b. NFC chip d. cookie a. save tgime by storing large files instantaneously ※ 注意:1.考生須在「彌封答案卷」上作答。

2.本試題紙空白部份可當稿紙使用。

3.考生於作答時可否使用計算機、法典、字典或其他資料或工具,以簡章之規定為準。

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b.	al	low	oth	ers	to	access	files

- c. store offsite backups of data
- d. all of the above
- 11. Utility programs included with most operating systems provide all of the following functions EXCEPT .
 - a. managing files and viewing images
 - b. uninstalling programs and diagnosing problems
 - c. removing viruses and compressing files
 - d. backing up files and defragmenting disks
- 12. A _____ does not replicate itself to other computers.
 - a. virus
- c. Trojan horse
- b. worm
- d. all of the above
- 13. Each computer or device on a local area network, called a _____, often shares resources such as printers, large hard disks, and programs.
 - a. hub

- c. token
- b. server
- d. node
- 14. The ______ is the method the Internet uses to store domain names and their corresponding IP addresses.
 - a. File Transfer Protocol (FTP)
 - b. top-level domain (TLD)
 - c. domain name system (DNS)
 - d. W3C
- 15. A database server is a dedicated server that ...
 - a. . stores and manages files
 - b. manages printers and print jobs
 - c. stores and provides access to a database
 - d. manage network traffic (activity)
- 16. One popular use of the _____ network standard is in hot spots that offer mobile users the ability to connect

to the Internet with their wireless computers and devices.

- a. Wi-Fi
- c. TCP/IP
- b. token ring
- d. Ethernet
- 17. Although a query language can be used for other purposes, most users only ____ data with a query language.
 - a. retrieve
- c. change

b. add

- d. delete
- Many e-commerce sites use _____ to determine customer preferences.
 - a. data checking
 - b. data mining
 - c. data sorting
 - d. data serving
- 19. When a mobile user connects to a main office using a standard Internet connection, a _____ provides the mobile user with a secure connection to the company network server.
 - a. value added network (VAN)
 - b. local area network (LAN)
 - c. virtual private network (VPN)
 - d. wide area network (WAN)
- 20. Which of the following is not an advantage of a database approach?
 - a. data integrity
 - b. reduced data redundancy
 - c. shared data
 - d. requires less memory, storage, and processing power than file processing systems

Essay Questions (20%)

- 1. Name FOUR functions an operating system has.
- 2. What is the CRISP-DM methodology? Give brief descriptions of each step.
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