

科目：計算機概論

系所組：統計資訊學系應用統計碩士班

Multiple Choice Questions (80%)

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