

東吳大學 109 學年度暑假轉學生招生考試試題

第 1 頁，共 2 頁

系級	資訊管理學系三年級	考試時間	100 分鐘
科目	管理資訊系統	本科總分	100 分

※一律作答於答案卷上(題上作答不予計分)；並務必標明題號，依序作答。

Multiple choice (60%). (4 points for each question)

1. The average number of tickets sold daily online is an example of
(A) input (B) sales information (C) raw data (D) customer data
2. _____ systems are especially suited to situations in which the procedure for arriving at a solution may not be fully defined in advance.
(A) Management information (B) Decision support (C) Transaction processing
(D) Knowledge management
3. _____ are designed to support organization-wide process coordination and integration.
(A) Enterprise applications (B) Decision support systems (C) Group decision support systems
(D) Knowledge management systems
4. The value chain model
(A) sees the supply chain as the primary activity for adding value.
(B) helps a firm identify points at which information technology can most effectively enhance its competitive position.
(C) categorizes five related advantages for adding value to a firm's products or services.
(D) categorizes four basic strategies a firm can use to enhance its value chain.
5. All of the following are current hardware platform trends **except**
(A) Unix (B) virtualization (C) cloud computing (D) green computing
6. Which of the following is **not** one of the main six factors to consider when evaluating how much your firm should spend on IT infrastructure?
(A) market demand for your firm's services (B) a firm's business strategy
(C) the IT investments made by competitor firms (D) a firm's organizational culture
7. Which of the following is **not** the feature of NoSQL databases?
(A) high scalability (B) distributed computing (C) flexible schema (D) process only unstructured data
8. A data warehouse is composed of
(A) historic and current internal data (B) historical data from legacy systems (C) current data
(D) internal and external data sources
9. Which of the following server can be used as a Firewall to protect the network systems?
(A) Proxy Server (B) Web Server (C) Mail Server (D) Database Server
10. What service converts IP addresses into more recognizable alphanumeric names?
(A) HTML (B) IP (C) DNS (D) HTTPS
11. The bullwhip effect is countered by
(A) reducing information uncertainty (B) implementing an SCM (C) implementing an CRM
(D) disintermediation

東吳大學 109 學年度暑假轉學生招生考試試題

第 2 頁，共 2 頁

系級	資訊管理學系三年級	考試時間	100 分鐘
科目	管理資訊系統	本科總分	100 分

12. Netflix's public announcement of a reward for a technology solution to its movie recommendation system is an example of
 (A) prediction markets (B) behavioral targeting (C) greedy marketing (D) crowdsourcing
13. Which of the following statements about collaboration is true?
 (A) In business, a collaboration can not last as little as a few minutes.
 (B) Business collaboration relies on the formation of teams that are assigned a normal task or goal.
 (C) Successful collaboration can be achieved through technology regardless of the organization's culture or structure.
 (D) One business benefit of collaboration is improved innovation.
14. What is the most important function of an enterprise application?
 (A) increasing speed of communicating
 (B) enabling business functions and departments to share information
 (C) enabling a company to work collaboratively with customers and suppliers
 (D) enabling cost-effective e-business processes
15. The four major types of competitive strategy are
 (A) low-cost leadership; product differentiation; focus on market niche; and customer and supplier intimacy.
 (B) low-cost leadership; substitute products and services; customers; and suppliers.
 (C) new market entrants; substitute products and services; customers; and suppliers.
 (D) low-cost leadership; new market entrants; product differentiation; and focus on market niche.

Essay Questions (40%)

1. (a) What is the definition of Machine Learning? (5%)
 (b) Give an example of the Machine Learning application. (5%)
2. (a) What is the definition of cyber security? (5%)
 (b) Explain how cyber security provides business value. (10%)
3. (a) What is 5G? (5%)
 (b) Describe 5G's features and benefits. (10%)