國立成功大學

110學年度碩士班招生考試試題

編　號：234

系　所：會計學系

科　目：管理資訊系統

日　期：0203

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（60分，每題4分）

1. Supervised learning refers to

A) An area of machine learning concerned with how software agents ought to take actions in an environment in order to maximize the notion of cumulative reward.

B) The machine learning task of learning a function that maps an input to an output based on example input-output pairs.

C) A research problem in machine learning (ML) that focuses on storing knowledge gained while solving one problem and applying it to a different but related problem.

D) none of the above.

2. Which of the following may decrease the total cost of servicing customers and may allow the manufacturer to increase profit margins and/or reduce prices?

A) modality

B) scalability

C) disintermediation

D) expandability

3. The marketing of complementary products to customers is _____.

A) cross-selling

B) up-selling

C) value added selling

D) none of the above

4. The IT _____ provides the foundation, or platform, on which the firm can build its specific information systems.

A) profit anlaysis

B) infrastructure

C) cost analysis

D) none of the above

5. The following are all service models of cloud computing except

A) SaaS

B) WaaS

C) PaaS

D) IaaS

6. Dell Computer's use of information systems to improve efficiency and implement "mass customization" techniques to maintain consistent profitability and an industry lead illustrates which business objective?

A) improved flexibility

B) competitive advantage

C) improved business practices

D) survival

7. Organizational culture is best described by which of the following statements?

A) It is a set of assumptions and values accepted by most members.

B) It encompasses the sum of beliefs and assumptions by all members.

C) It reflects the senior management's perspective on the organization and goals.

D) It enables the organization to transcend the different levels and specialties of its employees.

8. Networking and telecommunications technologies, along with computer hardware, software, data management technology, and the people required to run and manage them, constitute an organization's

A) networked environment.

B) data management environment.

C) IT infrastructure.

D) information system.

9. Maintaining the organization's financial records is a central purpose of which main business function?

A) manufacturing and accounting

B) finance and sales

C) finance and accounting

D) sales and manufacturing

10. Which of the following is *not* one of the primary environmental actors that interacts with an organization and its information systems?

A) customers

B) regulatory agencies

C) suppliers

D) sales force

11. Which of the following is an example of a cross-functional business process?

A) paying creditors

B) creating a new product

C) assembling a product

D) identifying customers

12. _____ are designed to support organization-wide process coordination and integration.
A) Management information systems
B) Enterprise applications
C) Decision-support systems
D) CRM systems

13. 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.

14. Which conversion process introduces the system first to a limited portion of the organization?
A) the limited cutover strategy
B) the phased approach strategy
C) the parallel strategy
D) the pilot study strategy

15. 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

二、問答題（40 分）

1. Explain the following terms. (25)
   A) affiliate revenue model　B) acceptance testing　C) click fraud　D) botnet　E) churn rate

2. RAID stands for Redundant Array of Independent Disks. RAID has 6 standard levels, from 0 to 5. Please use diagrams to explain how data are stored for RAID 0, RAID 1, and RAID 2 setups. (15)