

科目：計算機概論

系組：資訊管理學系

年級：二

MULTIPLE CHOICE (60%) Choose the one alternative that best completes the statement or answers the question

- () 1. Which technological advancement made it possible for computers to become as small as they are today?
- (a) vacuum tube
(b) transistor
(c) silicon chip
(d) repeater
- () 2. Tasks that have traditionally been performed by people but are now duplicated in an application are part of the software that is known as
- (a) networking.
(b) artificial intelligence.
(c) artificial knowledge software.
(d) networking knowledgeable software.
- () 3. A byte can represent any number between 0 and
- (a) 255
(b) 128
(c) 256
(d) 1024
- () 4. The groups of wires that transfer data are known as the
- (a) system clock
(b) system buses.
(c) CPU.
(d) CMOS
- () 5. When reading a program, the CPU _____ instructions from the program.
- (a) executes and stores
(b) opens and reads
(c) fetches and executes
(d) runs and operates
- () 6. A compiler is?
- (a) the most common type of translator program.
(b) hardware.
(c) the same thing as a device driver.
(d) physically located in the CPU. vacuum tube
- () 7. When a computer is turned on, where does it get the first instructions that it loads into RAM?
- (a) From the hard disk
(b) From RAM
(c) From ROM
(d) From a CD
- () 8. Advantages of databases include all of the following EXCEPT:
- (a) They are easy to store large amounts of data.
(b) They are easy to retrieve information.
(c) They are easy to secure because information from the database cannot be printed.
(d) They are easy to reorganize data.
- () 9. When looking for a specific patient in a hospital's database, _____ is more efficient than browsing.
- (a) querying
(b) keying
(c) scrubbing
(d) surfing
- () 10. A _____ manipulates data in a large collection files and cross references those files.

※ 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，試題須隨答案卷繳回。

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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- (a) DBA
(b) PIM
(c) GIS
(d) DBMS
- () 11. _____ is a new, powerful data description language used to construct Web pages as well as access and query databases using the Internet.
(a) XML
(b) PIM
(c) SQL
(d) CRM
- () 12. A CRM system organizes and tracks information on:
(a) consulates.
(b) computer registers.
(c) privacy violations.
(d) customers
- () 13. One disadvantage of data mining is that it:
(a) bypasses virus checking.
(b) generates few results.
(c) accumulates so much data that it is difficult to use efficiently.
(d) produces graphs and reports, no straight-forward data
- () 14. A basic computer network can be described as:
(a) a minimum of five computers linked together.
(b) the use of satellites linking computers together.
(c) two or more computers that are linked together.
(d) a number of palmtop computers.
- () 15. A(n) _____ broadcasts messages to all devices connected to a LAN.
(a) port
(b) node
(c) hub
(d) switch
- () 16. The primary difference between a LAN and a WAN is the:
(a) number of hardware devices.
(b) geographical area.
(c) variety of hardware devices.
(d) number of software programs available
- () 17. A(n) _____ port is faster and more flexible than a traditional serial or parallel port.
(a) monitor
(b) server
(c) USB
(d) peripheral
- () 18. A(n) _____ converts a message from digital to analog or from analog to digital.
(a) switch
(b) modem
(c) Ethernet
(d) hub
- () 19. TCP/IP stands for?:
(a) Translation Computing Procedures/International Protocols.
(b) Transmission Control Protocol/Internet Protocol.
(c) Transaction Computing Printing/Internet Processing.
(d) Transmission Control Procedures/Internet Procedures
- () 20. The device that controls all PCs is the:
(a) hard disk.
(b) memory.
(c) microprocessor.
(d) RAM.

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Q&A(40%)

1. What is Cloud Computing? You may need to give an example to describe your answer.
2. What is iCloud? You may need to give an example to describe your answer.
3. What is Data Mining?
4. Each time a major technological breakthrough occurs, the new phones and networks are said to be part of the "next generation." Please explain what is LTE? And how does it work?

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科目：企業管理

系組：資訊管理學系

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問答題：共 5 題，每題 20 分，請就題意申論之。

1. 何謂管理？請從管理程序的觀點加以論述，並舉例說明之。
2. 企業的主要職能有那些？對於服務業而言，其中有那些職能特別重要？
3. 何謂行銷組合？以現在企業越來越重視的網路行銷而言，應該要特別注意行銷組合中的何者？為甚麼？
4. 俗曰：「不患寡而患不均」，請問這與管理中的激勵理論有何關係？
5. 為何企業組織有其對於社會的責任？就一家企業而言，主要應履行的社會責任有那些？

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