

中山醫學大學 100 學年度碩士班入學招生考試試題

應用資訊科學學系碩士班

考試科目：計算機概論

時間：80 分鐘

※請注意本試題共(3)張，如發現頁數不足，應當場請求補齊，否則缺頁部份概以零分計算。 第(1)頁

本試題共三大題，總分 100 分。

第一大題：基礎概論(40%)

1. 繪圖並說明電腦硬體的五大單元及其間關係。(15%)
2. 說明電腦之 Hierarchical Memory(階層式記憶體):(1)為什麼要採此種架構?(6%)(2)含哪些 memory(依離 CPU 近到遠之順序寫出)?(10%)
3. $(100.5)_{10} = (?)_{16} = (?)_8 = (?)_2$ <需寫出詳細計算過程> (9%)

第二大題：程式語言(30%)

1. 請利用 C 語言或 JAVA 語言定義一類別(class) Human

a. 定義類別(5%)

Human 類別內容為

Height:身高(公分), 資料型態為浮點數(float)

Weight:體重(公斤), 資料型態為浮點數(float)

b. 主程式

宣告 H1, H2 為 Human 類別(2%)

給予 H1 之身高/體重為 180/75(2%)

給予 H2 之身高/體重為 160/48(2%)

分別計算出 H1 及 H2 之 BMI(3%)

(身體質量指數, 公式: 體重(公斤)/身高(公尺)²)

比較 H1 及 H2 之 BMI 值, 若 H1 較大則印出”H1 較胖”, 反之則印出”H2 較胖”(4%)

2. 請利用流程圖方式描述一個泡沫排序法(12%)

程式之輸入為一隨機產生之陣列 Array, 陣列大小為 10

中山醫學大學 100 學年度碩士班入學招生考試試題

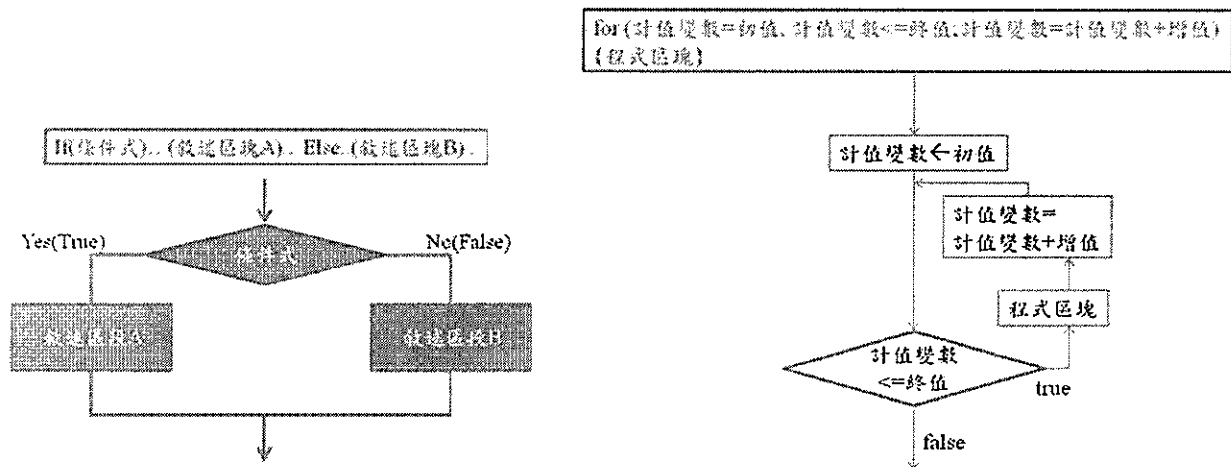
應用資訊科學學系碩士班

考試科目：計算機概論

時間：80 分鐘

※請注意本試題共(3)張，如發現頁數不足，應當場請求補齊，否則缺頁部份概以零分計算。 第(2) 頁

Example:



第三大題：管理資訊系統(每小題 3 分)(30%)

I. True/False

1. RFID technology will make it possible for casino operators to spot counterfeit or stolen chips.
2. The term interactive marketing has been coined to describe a customer-focused management process that is based on using the Internet, intranets, and extranets to establish a two-way transactions between a business and its customers.
3. Enterprise application integration (EAI) software provides middleware that performs data conversion and subordination, and application communication and messaging services.
4. E-commerce does not include such things as extranet access of inventory databases by customers and suppliers.
5. Most business-to-consumer e-commerce ventures take the form of auction sites on the World Wide Web.

II. Multiple Choice Questions

1. Business process reengineering is best defined as:
 - A. A key technology to reduce customer late payments
 - B. A radical redesign of business processes to achieve improvements in cost, quality, speed, or service
 - C. A key way to ensure successful improvement in processing
 - D. All of the choices are correct.
2. In addition to the five basic competitive strategies, the text describes several key

中山醫學大學 100 學年度碩士班入學招生考試試題

應用資訊科學學系碩士班

考試科目：計算機概論

時間：80 分鐘

※請注意本試題共(3)張，如發現頁數不足，應當場請求補齊，否則缺頁部份概以零分計算。 第(3)頁

- strategies implemented with information technology. Which of the following is *not* one of those strategies?
- A. Locking in customers
 - B. Building switching costs
 - C. Creating alliances
 - D. Raising barriers to entry
3. Which statement best addresses the e-commerce success factor of *selection and value*?
- A. "I don't want to browse through a slow website or buy from a site where paying takes too long."
 - B. "Your prices don't have to be the lowest on the Web as long as you have a reputation for high quality, guaranteed satisfaction, and customer support."
 - C. "I want to know about sales when I log onto a site and get free shipping if the value of my order exceeds a certain amount."
 - D. "I want to receive the exact product that I ordered, within the timeframe promised."
4. Many companies have policies that require managers to be involved in IT decisions that affect their business units. This helps managers:
- A. Improve the strategic customer value of information technology
 - B. Avoid IS performance problems in their business units and development projects
 - C. Monitor the problems of employee resistance and poor user interface design
 - D. See other opportunities for IT development
5. A(n) _____ is a Web-based interface and integration of MIS, DSS, EIS, and other technologies that gives all intranet users and selected extranet users access to a variety of internal and external business applications and services.
- A. Enterprise Resource System
 - B. Enterprise Information Portal
 - C. Executive Information System
 - D. Collaborative Information System