

佛光人文社會學院九十五學年度碩士班招生考試試題卷

系所別：資訊學系碩士班

科 目：管理資訊系統

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I. Explain the following terms as clear as possible. 60%

- (1) Secure socket layer
- (2) Feasibility study
- (3) Return on investment
- (4) Spamming
- (5) Structured programming
- (6) Sensitivity analysis
- (7) M-commerce
- (8) Dynamic pricing
- (9) Batch processing
- (10) Videoconferencing
- (11) Competitive advantage
- (12) File transfer protocol

II. Answer the following questions in detail: 40%

- (1) What is the difference between the parallel, plunge, phased and pilot forms of IS conversion? Which conversion strategy is best? Explain why? (10%)
- (2) List and describe controls that promote security for computer hardware, computer networks, computer software, and computerized data. (10%)
- (3) What is RFID? What are its applications? What are the potential problems of infringing personal privacy when using RFID? (10%)
- (4) What are the expectations of the activities that managers should perform in an organization? (10%)