

國立交通大學 97 學年度碩士班入學考試試題

科目名稱：資訊概論 (6015)

考試日期：97 年 3 月 9 日 第 4 節

所班別：傳播研究所

組別：傳播所一般生

第 1 頁, 共 1 頁

作答前請先核對試題、答案卷 (試卷) 與准考證上之所組別與考試科目是否相符!!

1. According to Degrees of Separation, how many intermediary persons between the first sender and the target person by passing a message along a chain of acquaintances? Please explain it (10%)
2. Why the binary search is faster than the sequential search? (5%) When will we use the sequential search instead of the binary search? (5%)
3. (5%) Convert the following number from hexadecimal to decimal: (a) CC
4. (5%) Convert the following number from binary to hexadecimal: (a) 11111111
5. Please explain why the public-and-private key system is more secure than a single secret key system. (10%).
6. (a) Is the sampling rate of 44.1kHz used for audio CDs adequate to reproduce musical sound accurately? Justify your answer. (5%)
(b) Can you explain why MP3 player is so popular? (You can give all the reasonable answers) (5%)
7. If you set up a web site which only provides advertisement, can you make money? Give the reasons. (10%)
8. Discuss how mobile commerce can expand the reach of electronic commerce. (10%)
9. What is "cookie" from software point of view? (10%)
10. Many Internet companies have pursued Get Big Fast (GBF) strategies. Please give the reasons. (10%)
11. Please explain why broadband access is till not very popular everywhere. Give the reasons. (10%)