

國立高雄師範大學 104 學年度學士班轉學生招生考試試題

系所別：工業科技教育學系二年級

科 目：工業科技（含傳播科技、計算機概論）

※注意：1.不必抄題，作答時請將試題題號及答案依照順序寫在答案卷上，於本試題上作答者，不予計分。

2.限用藍色或黑色之鋼筆、原子筆作答，以鉛筆或其他顏色作答者不予計分。

傳播科技

一、是非題：○為是，X為非（每題1%，共10%）

1. The most obvious aspect of communication technology is the software—the physical equipment related to the technology.
2. The hardware, software, and content must not be studied within a larger context.
3. The computer industry's history continues to be one of smaller, faster, and smarter devices and programs.
4. Operating systems provide the platform for applications—hardware designed for a specific purpose for users.
5. The tablet, along with fundamental changes in the world's economy, has led to more computer ownership in non-Western nations.
6. Improvements in technology have led to the boom in smaller computing devices such as tablets and smartphones. The tablet has required new generations of computer chips designed exclusively for these high-powered devices, as well as heightened demand for flash storage that replace moving hard drives and touchscreens to replace external keyboards and other input devices.
7. Users cannot use the cloud without using Web browsing software.
8. Tablets and smartphones also have brought more attention to voice recognition software, which lets users speak commands to computers.
9. The concept of “mobile e-commerce” is not comprehensive because there are differences between e-commerce and m-commerce in their business models and value chains.
10. In mobile Commerce, non-transactional services are related to the information, entertainment, and/or communication (interaction) services or functions that can not be accessible to users in anytime anywhere through their mobile devices.

（背面有題 續翻背面）

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二、單選題（每題 1.5%，共 30%）

11. The “Ivy Bridge” chips have ____ - nanometer transistors, smaller than the 45-nanometer devices that shipped just two years ago.
(A) 15 (B) 22 (C) 35 (D) 45
12. USB 3.0 moves data between devices at up to ____ gigabytes per second, 10 times faster than the 2.0 standard.
(A) 1 (B) 3 (C) 5 (D) 7
13. The Android operating system, controlled by Google, is eating into Apple’s dominance at ____% and rising.
(A) 10 (B) 20 (C) 30 (D) 40
14. A third key category of PC operating systems are ____-based.
(A) Linux (B) MSdos (C) CP/M (D) Window
15. Microsoft’s Office suite of software—with word processing, spreadsheet, and visual presentation programs—dominate the market and provide nearly half of the company’s revenue. But in June 2011 Microsoft debuted its “_____” product that provides its Office suite in the cloud.
(A) Office Cloud (B) Office 365 (C) Cloud office (D) Cloud 360
16. Because tablet users frequently navigate shopping- related apps and mobile websites while they are relaxing on their couch, tablet commerce is sometimes also called ____ - commerce. It is different from e- commerce and m- commerce in that commerce users are not sitting at a desk and not walking on the street. In other words, the users\’ shopping environment is different.
(A) Sunday (B) couch (C) boss (D) adult
17. Mobile commerce’s growth is quite steep: the year- over- year growth rate is ____%
(A) 80 (B) 83 (C) 86 (D) 89
18. NFC can not be used in which mode?
(A) card emulators (B) deliver data to other devices
(C) card/tag reading and writing (D) wifi connecting
19. The digitization of cinema began in the _____ in the realm of special visual effects.
(A) 1970s (B) 1980s (C) 1990s (D) 2000s

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20. One of the hallmarks of the industrial revolution was the introduction of new _____ technologies as mechanisms of control that played an important role in almost every area of the production and distribution of manufactured goods.
- (A) construction (B) communication (C) manufacturing (D) production
21. The advantages of streaming are not ?
- (A) speed (B) fixed (C) control (D) flexibility
22. The stability of video online enabled by broadband has resulted in huge growth in _____ over the past few years.
- (A) video advertising offline (B) video advertising online
(C) audio advertising offline (D) audio advertising online
23. Which is not technological challenger for terrestrial radio
- (A) High-speed wired Internet connectivity
(B) High-speed wireless Internet connectivity
(C) high-speed hard disc
(D) smart devices
24. When it comes to software and servers, digital signage software experts are split into two camps:
1) premise-based systems, which involve in-house servers and software or 2) _____
- (A) SaaS (B) IaaS (C) PaaS (D) SaaS
25. The cycle of innovation, introduction, and maturity of media almost always includes a cycle of _____ as well.
- (A) increase (B) decline (C) growing (D) creating
26. Which guideline statement is wrong?
- (A) Ideas are as important as execution.
(B) Protect your ideas.
(C) There is no substitute for hard work.
(D) Keep learning.
27. The term “broadband” is generally used to describe high speed Internet. What constitutes “high speed” is _____ from country to country.
- (A) the same (B) varies (C) standard (D) equal

（背面有題 續翻背面）

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28. The International Telecommunication Union considers broadband to be connection speeds of between _____ Mb/s.
(A) 1.5 and 2.0 (B) 1.0 and 1.5 (C) 1.0 and 2.0 (D) 0.5 and 1.0
29. ZigBee, also known as IEEE 802.15.4, is classified, along with Bluetooth, as a technology for wireless personal area networks (WPANs). Like Bluetooth 4.0, ZigBee's transmission standard uses little power. It uses the ____ GHz radio frequency to deliver data in numerous home and commercial devices (ZigBee, n.d.).
(A) 1.2 (B) 2.4 (C) 3.6 (D) 4.8
30. Twitter Taking the concept of the _____ character limit text messaging imposed on users.
(A) 120 (B) 140 (C) 160 (D) 180

三、多選題（每題 2%，共 10%）

31. Major types of storage memory for today's computers include:
(A) DVDs (B) Compact discs (CD) (C) flash memory (D) Keydrives
(E) Solid-state drives (SSD) (F) Hard drives (G) floppy discs
32. What are major drivers for the diffusion of mobile commerce?
(A) the proliferation of mobile devices may affect m-commerce growth
(B) the convergence of mobile networks and the Internet has led to the development of an emerging market for m-commerce
(C) rapid transition to mobile technologies (from 2G to 3G, 4G) and the higher data rates they support has been an agent for the growth of m-commerce
(D) highly personalized, location-based services became possible
(E) wired Web-based applications
33. Which should be invented in succession for cinema to be born?
(A) photography (B) roll film
(C) the Kodak camera (D) George Eastman's motion picture film
(E) the motion picture camera (F) the motion screen
(G) the motion picture projector

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34. Which level all four factors—enabling, limiting, motivating, and inhibiting—could be identified at ?

- (A) system level (B) organizational level (C) content level
(D) context level (E) individual user level

35. Multichannel television services include _____

- (A) cable television
(B) pay television services
(C) direct broadcast satellite (DBS) services
(D) interactive web services
(E) Internet protocol television services [IPTV]

計算機概論（每大題 5%，共 50%）

1. $6.7_8 = (\quad)_2 = (\quad)_{16}$

2. $A6E.D2_{16} = (\quad)_2 = (\quad)_8$

3. 十進位 175.875 的二進位表示法為_____；八進位表示法為_____。

4. HTTP=英文表示 ()：中文名稱 ()

5. ADSL=英文表示 ()：中文名稱 ()

6. TCP=英文表示 ()：中文名稱 ()

7. FTP=英文表示 ()：中文名稱 ()

8. SMTP=英文表示 ()：中文名稱 ()

9. DHCP=英文表示 ()：中文名稱 ()

10. RFID=英文表示 ()：中文名稱 ()