淡江大學九十一學年度日間部轉學生招生考試試題

系別：企業管理學系三年級　　科目：資訊概論

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I.解釋名詞(一題 4 分,共 20 分)
1. CRM
2. DSS
3. NNTP
4. cookie
5. pre-emptive multi-tasking

II.問答題(一題 20 分,共 80 分)
1. Without compression and extra header information, what is the size in bytes of
   a. a 256-color image with a resolution of 800 x 600?
   b. a true color image with a resolution of 640 x 480?

2. What are the SMTP and POP3 servers in email setup?
   Explain how they work together to delivery the email.

3. What are the SET and SSL protocols in e-commerce?
   Describe the advantages and disadvantages of each.

4. What are B2B, B2C, C2B, and C2C in e-commerce?
   Give an **example** business for each business model.

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