

銘傳大學 103 學年度研究所碩士班招生考試

國際企業學系碩士班

第二節

「商用英文」試題

(第 1 頁共 3 頁) (限用答案本作答)

可使用計算機 不可使用計算機

I. 選出適當的答案 40%

Sephora is a French beauty supermarket chain which has revolutionized the way that perfumes and fragrances 1) _____. Sephora operates in a market that has traditionally been served 2) _____ by small exclusive perfume stores or by department stores. It 3) _____ a wide 4) _____ of top products from beauty houses like Chanel and Estee Lauder. Two years 5) _____ the original founder of Sephora, Dominique Mandonnaud, was approached by the luxury chain LV MH with an offer to buy the company and one year later a/an 6) _____ was made. Today Daniel Richard, the new president controls all 7) _____ of the business. He has 8) _____ to secure the support of many of the big 9) _____ such as Chanel and others in the perfume business and has 10) _____ big orders with them. Sephora has ambitious plans for the future, and recently opened a store in New York.

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|--------------------|----------------|---------------|------------------|
| 1. A. are sell | B. sold | C. on sale | D. are sold |
| 2. A. still | B. even | C. either | D. also |
| 3. A. demands | B. stocks | C. delivers | D. covers |
| 4. A. selection | B. transaction | C. exhibition | D. demonstration |
| 5. A. before | B. after | C. later | D. ago |
| 6. A. deal | B. merge | C. offer | D. shipment |
| 7. A. perspectives | B. prospects | C. aspects | D. respects |
| 8. A. decided | B. managed | C. intended | D. suggested |
| 9. A. labels | B. logos | C. trademarks | D. brands |
| 10. A. given | B. placed | C. received | D. obtained |

Facebook is an online social networking service. Its name comes from a colloquialism for the directory 11) _____ to students at some American universities. The founders had initially limited the website's membership to Harvard students, but later 12) _____ to colleges in other areas, and gradually added support for students at various other universities before it opened to high-school students, and 13) _____ to anyone 14) _____ 13 and over. Facebook now allows 15) _____ who claims to be at least 13 years old to become a registered user of the website. 16) _____ September 2012, Facebook has over one billion active users, 17) _____ approximately 9% are fake. In 2012, Facebook was valued 18) _____ \$104 billion, and by January 2014 its market capitalization 19) _____ to over \$134 billion. At the end of January 2014, 1.23 billion users were active on the website, 20) _____ on December 31, 2013, 945 million of this total were identified by the company as mobile users.

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|---------------------|---------------|-----------------|---------------|
| 11. A. gives | B. giving | C. given | D. gave |
| 12. A. expanded | B. extended | C. increased | D. improved |
| 13. A. consequently | B. eventually | C. usually | D. especially |
| 14. A. age | B. aging | C. ages | D. aged |
| 15. A. anyone | B. everyone | C. those | D. X |
| 16. A. In | B. As of | C. On | D. Since |
| 17. A. among them | B. X | C. of which | D. of them |
| 18. A. for | B. at | C. with | D. by |
| 19. A. rose | B. has risen | C. had risen | D. rises |
| 20. A. while | B. however | C. nevertheless | D. despite |

本試題係兩面印刷
Exam Printed on 2 sides.

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II. 閱讀測驗: 10%

Texting while walking poses a significant distraction to pedestrians and could even put them in harm's way. Researchers at the University of Queensland in Australia arrived at this conclusion based on a test of 26 volunteers. Each subject was asked to walk nine meters in a straight line without distractions, and then repeat the walk a second time while reading from a mobile phone and a third time while texting. Volunteers' movements were monitored with a three-dimensional movement analysis system.

The study found that subjects deviated from the line the most when they were texting. They also walked slower with their heads and necks in a rigid posture. Texting also appeared to impact subjects' balance.

The conclusions are consistent with anecdotal examples of how texting impairs walking. Just last month, a tourist walked off the edge of a pier in Melbourne, Australia while Facebooking on her phone. Fortunately, she was rescued.

Researchers in the United States have also warned about the dangers of "distracted walking." An analysis of hospital data conducted at Ohio State University found that injuries involving cell phone use while walking more than doubled between 2005 and 2010. American cities are experimenting with techniques to prevent the practice as pedestrian deaths rise around the country.

1. What's the main idea of the passage?
 - A. Pedestrian law should be implemented.
 - B. Using phones while walking is dangerous.
 - C. Cell phones are harmful to our lives.
2. According to the passage, which of the following statements is NOT true?
 - A. A tourist fell into the water while using the phone.
 - B. Texting while walking is more dangerous than reading a phone message while walking.
 - C. Most pedestrian deaths were associated with texting.
3. How many studies are mentioned in the passage?
 - A. 1
 - B. 2
 - C. 3
4. An anecdote is often based on
 - A. news
 - B. personal experience
 - C. short story
5. According to the passage, which of the following statements is TRUE?
 - A. American cities are safer than Australian ones.
 - B. People should walk slowly while texting.
 - C. It's difficult to walk straight while texting.

III. 英翻中(共 5 題): 30%

1. Shares of Taiwan-based smartphone vendor HTC Corp. moved sharply higher on optimism over initial preorder sales of its newly unveiled middle-end model in China.
2. Taiwan's central bank governor stressed that Taiwan will not see deflation, and that he expects inflation to exceed 1 percent in March this year.
3. China recorded an unexpected trade deficit of US\$22.98 billion in February, official figures showed, with authorities blaming the country's holiday season for the weak performance.

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4. Taiwan-based Hon Hai Precision Industry Co. is scheduled to kick off a massive recruitment campaign, as it tries to hire 15,000 new employees this year for future business expansion.
5. Taiwan's Asustek Computer Inc. was the world's third largest vendor of tablet computers in 2013, moving up one spot from the 2012 rankings.

IV. 書信寫作: 20%

請根據以下訊息寫一封詢問函表示興趣訂購

貿易機會 (taiwantrade.com.tw)

Subject: Selling Fresh Potatoes

Post Date: 2014-03-06

Company:

Pan Pacific Corp.

Contact person:

Mr. S M Enamul Hoque

Email:

smenamul.hoque@gmail.com

Country:

Bangladesh

試題完
End of exam