

# 銘傳大學 104 學年度研究所碩士班招生考試

## 企業管理學系碩士班

### 第二節

#### 「英文作文與翻譯」試題

(第 1 頁共 2 頁) (限用答案本作答)

可使用計算機  不可使用計算機

請先閱讀下列各段落並回答其後第一及第二部分的問題。

段落一: China's manufacturing activity contracted for the second straight month in February, the government said Sunday, a day after the central bank announced an interest rate cut to help stem a slump in the world's second-largest economy. The official Purchasing Managers' Index (PMI) released by the National Bureau of Statistics (NBS) came in at 49.9 last month, up a fraction from 49.8 in January, but remaining in contraction. The index, which tracks activity in factories and workshops, is considered a key indicator of the health of China's economy, a major driver of global growth. A figure above 50 signals expansion, while anything below indicates shrinkage. January's figure had been the first contraction for 27 months and highlighted weakness in the key sector as China's economic growth slows. (資料來源: <http://www.chinapost.com.tw/business/asia-china/2015/03/02/430067/China-manufacturing.htm>)

段落二: South Korea has been portrayed as the biggest threat to Taiwan's machine tool sector as it prepares to sign a free trade deal with China, but one Taiwanese machine tool executive says the sector is currently under much greater pressure from Japan. Eric Chuo, chairman of Taichung-based Hiwin Technologies Corp., told CNA that the dramatic depreciation of the Japanese yen has strengthened the competitiveness of Japanese machine tool exporters in China. Machining centers produced by medium-sized Japanese machine tool companies "are already cheaper than Taiwan's," said Chuo, whose company produces a complete line of motion control products and employs more than 3,500 people around the world. He urged Taiwanese machine tool producers to accelerate research and development efforts and upgrade-oriented transformation through cooperation with academia to improve their competitiveness in international markets. (資料來源: <http://www.chinapost.com.tw/business/asia-china/2015/03/02/430067/China-manufacturing.htm>)

段落三: Ahead of the March 2-5 Mobile World Congress trade show in Spain, Taiwanese PC maker Acer Inc. unveiled a new Windows-based smartphone on Sunday that can be upgraded to accommodate the future Windows Phone 10 operating system. The Acer Liquid M220, which currently runs on the Windows Phone 8.1 software and can be upgraded to Windows 10 later this year, is targeting budget-first consumers with a 4-inch 233 pixels per inch (PPI) display, a 5-megapixel main camera and a starting price of 79 euros (US\$88.45), Acer said in a news release. The M220 fully supports Microsoft Corp.'s applications and services such as OneDrive, Skype, Office suite and the Cortana virtual assistant. The handset will be available in April through selected retailers in Europe, the Middle East and Africa. "We are proudly introducing our first Windows Phone 8.1 and simultaneously announcing its future upgradability to Windows Phone 10," said S.T. Liew, president of Acer's smartphone business group. (資料來源: <http://www.chinapost.com.tw/business/company-focus/2015/03/02/430056/Acer-unveils.htm>)

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## 企業管理學系碩士班

### 第二節

#### 「英文作文與翻譯」試題

(第 7 頁共 2 頁) (限用答案本作答)

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段落四: Taiwanese IC companies said on Sunday that their primary objective this year will be to capture a share of the rapidly expanding market for automotive display chips. According to U.S.-based research organization IHS Inc., shipments of automotive displays rose 33 percent year-on-year in 2014 to 87.3 million units, with the total output value growing 26 percent to US\$848 million. Automotive applications have become the second largest market for small- to medium-sized display panels, after smartphones, IHS said. In contrast, the market for smartphone displays last year grew 4 percent to US\$1.2 billion, according to IHS. Among Taiwanese companies looking to carve out a share of the automotive display IC market, FocalTech Systems Ltd. said the company is hoping to obtain the required product certifications and begin shipping ICs for automotive panels before the end of this year. (資料來源: <http://www.chinapost.com.tw/business/company-focus/2015/03/02/430057/IC-firms.htm>)

段落五: The European Central Bank will unveil the details of the bond purchase program it is embarking on later this month at its next meeting, but is unlikely to announce any new policy measures, analysts said. Greece is also likely to be at the top of the agenda, following the recent eurozone deal to extend aid to the debt-wracked country, the ECB watchers said. The ECB's decision-making governing council will hold its meeting on Thursday in Nicosia, Cyprus, instead of the usual venue of Frankfurt. But after revealing its plans for so-called quantitative easing (QE) in January, the meeting will focus on fleshing out the details of that program, rather than announcing any new measures, analysts said. "The ECB is unlikely to announce any new policies as it prepares to implement the quantitative easing program," said Jennifer McKeown of Capital Economics. (資料來源: <http://www.chinapost.com.tw/business/europe/2015/03/02/430035/ECB-to.htm>)

第一部分: 英文作文: 請依下列指示以英語段落寫下你/妳的想法。60% (每一題 30 分)

1. 選擇一則上列文章並寫下你/妳對所述事件的看法。(答案字數: 約 100 字)
2. 選擇另一則上列文章並寫下你/妳對所述事件的看法。(答案字數: 約 100 字)

第二部分: 英文翻譯: 請依下列指示進行英翻中。40% (每一題 40 分)

3. 選擇一則上列文章並將之翻成中文。(此處所選取文章可重複第一部分評論之段落。)

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試題完  
End of exam