

國立高雄第一科技大學 97 學年度 碩士班 招生考試 試題紙

系 所 別：國際管理碩士學位學程

組 別：不分組

考科代碼：3602

考 科：管理英文

注意事項：

- 1、本科目不可使用電子計算器。
- 2、請於答案卷上規定之範圍作答，違者該題不予計分。

Part I. Select the correct answer! (2 points each)

1. If a certain toy store's revenue in November was  $\frac{2}{5}$  of its revenue in December and its revenue in January was  $\frac{1}{4}$  of its revenue in November, then the store's revenue in December was how many times the average (arithmetic mean) of its revenues in November and January?  
(A)  $\frac{1}{4}$   
(B)  $\frac{1}{2}$   
(C)  $\frac{2}{3}$   
(D) 2  
(E) 4
2. If  $k$  is an integer and  $2 < k < 7$ , for how many different values of  $k$  is there a triangle with sides of lengths 2, 7, and  $k$ ?  
(A) One  
(B) Two  
(C) Three  
(D) Four  
(E) Five
3. In a weight-lifting competition, the total weight of Joe's two lifts was 750 pounds. If twice the weight of his first lift was 300 pounds more than the weight of his second lift, what was the weight, in pounds, of his first lift?  
(A) 225  
(B) 275  
(C) 325  
(D) 350  
(E) 400
4. A marketing firm determined that, of 200 households surveyed, 80 used neither Brand A nor Brand B soap, 60 used only Brand A soap, and for every household that used both brands of soap, 3 used only Brand B soap. How many of the 200 households surveyed used both brands of soap?  
(A) 15  
(B) 20  
(C) 30  
(D) 40  
(E) 45
5. Leona bought a 1-year, \$10,000 certificate of deposit that paid interest at an annual rate of 8 percent compounded semiannually. What was the total amount of interest paid on this certificate at maturity?  
(A) \$10,464  
(B) \$864  
(C) \$816  
(D) \$800  
(E) \$480

**Part II. Select the most appropriate way to reflect the meaning of the underlined part of the sentence! (1 point each)**

6. Critics contend that the new missile is a weapon whose importance is largely symbolic, more a tool for manipulating people's perceptions than to fulfill a real military need.  
(A) for manipulating people's perceptions than to fulfill  
(B) for manipulating people's perceptions than for fulfilling  
(C) to manipulate people's perceptions rather than that it fulfills  
(D) to manipulate people's perceptions rather than fulfilling  
(E) to manipulate people's perceptions than for fulfilling
7. Never before had taxpayers confronted so many changes at once as they had in the Tax Reform Act of 1986.  
(A) so many changes at once as they had in  
(B) at once as many changes as  
(C) at once as many changes that there were with  
(D) as many changes at once as they confronted in  
(E) so many changes at once that confronted them in
8. The Coast Guard is conducting tests to see whether pigeons can be trained to help find survivors of wrecks at sea.  
(A) to see whether pigeons can be trained to help find  
(B) to see whether pigeons can be trained as help to find  
(C) to see if pigeons can be trained for helping to find  
(D) that see if pigeons are able to be trained in helping to find  
(E) that see whether pigeons are able to be trained for help in finding
9. The commission has directed advertisers to restrict the use of the word "natural" to foods that do not contain color or flavor additives, chemical preservatives, or nothing that has been synthesized.  
(A) or nothing that has been  
(B) or that has been  
(C) and nothing that is  
(D) or anything that has been  
(E) and anything
10. Although the term "psychopath" is popularly applied to an especially brutal criminal, in psychology it is someone who is apparently incapable of feeling compassion or the pangs of conscience.  
(A) it is someone who is  
(B) it is a person  
(C) they are people who are  
(D) it refers to someone who is  
(E) it is in reference to people
11. In 1995 Richard Stallman, a well-known critic of the patent system, testified in Patent Office hearings that, to test the system, a colleague of his had managed to win a patent for one of Kirchhoff's laws, an observation about electric current first made in 1845 and now included in virtually every textbook of elementary physics.  
(A) laws, an observation about electric current first made in 1845 and  
(B) laws, which was an observation about electric current first made in 1845 and it is  
(C) laws, namely, it was an observation about electric current first made in 1845 and  
(D) laws, an observation about electric current first made in 1845, it is  
(E) laws that was an observation about electric current, first made in 1845, and is
12. Whereas a ramjet generally cannot achieve high speeds without the initial assistance of a rocket, high speeds can be attained by scramjets, or supersonic combustion ramjets, in that they reduce airflow compression at the entrance of the engine and letting air pass through at supersonic speeds.  
(A) high speeds can be attained by scramjets, or supersonic combustion ramjets, in that they reduce  
(B) that high speeds can be attained by scramjets, or supersonic combustion ramjets, is a result of their reducing  
(C) the ability of scramjets, or supersonic combustion ramjets, to achieve high speeds is because they reduce  
(D) scramjets, or supersonic combustion ramjets, have the ability of attaining high speeds when reducing  
(E) scramjets, or supersonic combustion ramjets, can attain high speeds by reducing
13. Health officials estimate that 35 million Africans are in danger of contracting typanosomiasis, or "African sleeping sickness," a parasitic disease spread by the bites of tsetse flies.  
(A) are in danger of contracting



- (B) are in danger to contract  
 (C) have a danger of contracting  
 (D) are endangered by contraction  
 (E) have a danger that they will contract
14. Cajuns speak a dialect brought to southern Louisiana by the 4000 Acadians who migrated there in 1755; their language is basically 17<sup>th</sup> century French to which has been added English, Spanish, and Italian words.  
 (A) to which has been added English, Spanish, and Italian words  
 (B) added to which is English, Spanish, and Italian words  
 (C) to which English, Spanish, and Italian words have been added  
 (D) with English, Spanish, and Italian words having been added to it  
 (E) and, in addition, English, Spanish, and Italian words are added
15. After gradual declension down to about 39 hours in 1970, the workweek in the United States has steadily increased to the point that the average worker now puts in an estimated 164 extra hours of paid labor a year.  
 (A) after gradual declension down  
 (B) following a gradual declension down  
 (C) after gradual declining down  
 (D) after gradually declining  
 (E) following gradually declining
16. Presenter at the seminar, one who is blind, will demonstrate adaptive equipment that allows visually impaired people to use computers.  
 (A) one who  
 (B) one of them who  
 (C) and one of them who  
 (D) one of whom  
 (E) one of which
17. Despite the increasing number of women graduating from law school and passing bar examinations, the proportion of judges and partners at major law firms who are women have not risen to a comparable extent.  
 (A) the proportion of judges and partners at major law firms who are women have not risen to a comparable extent  
 (B) the proportion of women judges and partners at major law firms have not risen comparably  
 (C) the proportion of judges and partners at major law firms who are women has not risen comparably  
 (D) yet the proportion of women judges and partners at major law firms has not risen to a comparable extent  
 (E) yet the proportion of judges and partners at major law firms who are women has not risen comparably
18. Sunspots, vortices of gas associated with strong electromagnetic activity, are visible as dark spots on the surface of the Sun but have never been sighted on the Sun's poles or equator.  
 (A) are visible as dark spots on the surface of the Sun but have never been sighted on  
 (B) are visible as dark spots that never have been sighted on the surface of the Sun  
 (C) appear on the surface of the Sun as dark spots although never sighted at  
 (D) appear as dark spots on the surface of the Sun, although never having been sighted at  
 (E) appear as dark spots on the Sun's surface, which have never been sighted on
19. Bihar is India's poorest state, with an annual per capita income of \$111, lower than in the most impoverished countries of the world.  
 (A) lower than in  
 (B) lower than that of  
 (C) and lower than that of  
 (D) which is lower than in  
 (E) which is lower than it is in
20. Of all the possible disasters that threaten American agriculture, the possibility of an adverse change in climate is maybe the more difficult for analysis.  
 (A) is maybe the more difficult for analysis  
 (B) is probably the most difficult to analyze  
 (C) is maybe the most difficult for analysis  
 (D) is probably the more difficult to analyze  
 (E) is, it may be, the analysis that is most difficult



**Part III. Answer the following questions! (3 points each)**

21. Insurance Company X is considering issuing a new policy to cover services required by elderly people who suffer from diseases that afflict the elderly. Premiums for the policy must be low enough to attract customers. Therefore, Company X is concerned that the income from the policies would not be sufficient to pay for the claims that would be made. Which of the following strategies would be most likely to minimize Company X's losses on the policies?
- (A) Attracting middle-aged customers unlikely to submit claims for benefits for many years
  - (B) Insuring only those individuals who did not suffer any serious diseases as children
  - (C) Including a greater number of services in the policy than are included in other policies of lower cost
  - (D) Insuring only those individuals who were rejected by other companies for similar policies
  - (E) Insuring only those individuals who are wealthy enough to pay for the medical services
22. Which of the following best completes the passage below?  
People buy prestige when they buy a premium product. They want to be associated with something special. Mass-marketing techniques and price-reduction strategies should not be used because \_\_\_\_\_.
- (A) affluent purchasers currently represent a shrinking portion of the population of all purchasers
  - (B) continued sales depend directly on the maintenance of an aura of exclusivity
  - (C) purchasers of premium products are concerned with the quality as well as with the price of the products
  - (D) expansion of the market niche to include a broader spectrum of consumers will increase profits
  - (E) manufacturing a premium brand is not necessarily more costly than manufacturing a standard brand of the same product
23. Today, because of improvements in agricultural technology, the same amount of acreage produces double the apples that it has in 1910.
- (A) double the apples that it has
  - (B) twice as many apples as it did
  - (C) as much as twice the apples it has
  - (D) two times as many apples as there were
  - (E) a doubling of the apples that it did
24. Within 20 years it will probably be possible to identify the genetic susceptibility an individual may have toward any particular disease. Eventually, effective strategies will be discovered to counteract each such susceptibility. Once these effective strategies are found, therefore, the people who follow them will never get sick.  
The argument above is based on which of the following assumptions?
- (A) For every disease there is only one strategy that can prevent its occurrence.
  - (B) In the future, genetics will be the only medical specialty of any importance.
  - (C) All human sicknesses are in part the result of individuals' genetic susceptibilities.
  - (D) All human are genetically susceptible to some diseases.
  - (E) People will follow medical advice when they are convinced that it is effective.
25. Last year the rate of inflation was 1.2 percent, but during the current year it has been 4 percent. We can conclude that inflation is on an upward trend and the rate will be still higher next year.  
Which of the following, if true, most seriously weakens the conclusion above?
- (A) The inflation figures were computed on the basis of a representative sample of economic data rather than all of the available data.
  - (B) Last year a dip in oil prices brought inflation temporarily below its recent stable annual level of 4 percent.
  - (C) Increases in the pay of some workers are tied to the level of inflation, and at an inflation rate of 4 percent or above, these pay raises constitute a force causing further inflation.
  - (D) The 1.2 percent rate of inflation last year represented a 10-year low.
  - (E) Government intervention cannot affect the rate of inflation to any significant degree.
26. Neither a rising standard of living nor balanced trade, by itself, establishes a country's ability to compete in the international marketplace. Both are required simultaneously since standards of living can rise because of growing trade deficits and trade can be balanced by means of a decline in a country's standard of living.  
If the facts stated in the passage above are true, a proper test of a country's ability to be competitive is its ability to \_\_\_\_\_.
- (A) balance its trade while its standard of living rises
  - (B) balance its trade while its standard of living falls
  - (C) increase trade deficits while its standard of living rises
  - (D) decrease trade deficits while its standard of living falls
  - (E) keep its standard of living constant while trade deficits rise



27. A company is considering changing its policy concerning daily working hours. Currently, this company requires all employees to arrive at work at 8 a.m. The proposed policy would permit each employee to decide when to arrive—from as early as 6 a.m. to as late as 11 a.m. The adoption of this policy would be most likely to decrease employees' productivity if the employees' job functions required them to \_\_\_\_\_.
- (A) work without interruption from other employees
  - (B) consult at least once a day with employees from other companies
  - (C) submit their work for a supervisor's eventual approval
  - (D) interact frequently with each other throughout the entire workday
  - (E) undertake projects that take several days to complete
28. Homeowners aged 40 to 50 are more likely to purchase ice cream and are more likely to purchase it in large amounts than are members of any other demographic group. The popular belief that teenagers eat more ice cream than adults must, therefore, be false. The argument is flawed primarily because the author \_\_\_\_\_.
- (A) fails to distinguish between purchasing and consuming
  - (B) does not supply information about homeowners in age groups other than 40 to 50
  - (C) depends on popular belief rather than on documented research findings
  - (D) does not specify the precise amount of ice cream purchased by any demographic group
  - (E) discusses ice cream rather than more nutritious and healthful foods
29. When hypnotized subjects are told that they are deaf and are then asked whether they can hear the hypnotist, they reply, "No." Some theorists try to explain this result by arguing that the selves of hypnotized subjects are dissociated into separate parts, and that the part that is deaf is dissociated from the part that replies. Which of the following challenges indicates the most serious weakness in the attempted explanation described above?
- (A) Why does the part that replies not answer, "Yes"?
  - (B) Why are the observed facts in need of any special explanation?
  - (C) Why do the subjects appear to accept the hypnotist's suggestion that they are deaf?
  - (D) Why do hypnotized subjects all respond the same way in the situation described?
  - (E) Why are the separate parts of the self the same for all subjects?
30. Companies O and P each have the same number of employees who work the same number of hours per week. According to records maintained by each company, the employees of Company O had fewer job-related accidents last year than did the employees of Company P. Therefore, employees of Company O are less likely to have job-related accidents than are employees of Company P. Which of the following, if true, would most strengthen the conclusion above?
- (A) Company P manufactures products that are more hazardous for workers to produce than does Company O.
  - (B) Company P holds more safety inspections than does Company O.
  - (C) Company P maintains a more modern infirmary than does Company O.
  - (D) Company O paid more for new job-related medical claims than did Company P.
  - (E) Company P provides more types of health-care benefits than does Company O.

Read the following passage and answer questions 31-35.

In 1988 services moved ahead of manufacturing as the main product of the United States economy. But what is meant by "services"? Some economists define a service as something that is produced and consumed simultaneously: for example, a haircut. The broader, classical definition is that a service is an intangible something that cannot be touched or stored. Yet electric utilities can store energy, and computer programmers save information electronically. Thus, the classical definition is hard to sustain.

The United States government's definition is more practical: services are the residual category that includes everything that is not agriculture or industry. Under this definition, "services" includes activities as diverse as engineering and driving a bus. However, besides lacking a strong conceptual framework, this definition fails to recognize the distinction between service industries and service occupations. It categorizes workers based on their company's final product rather than on the actual work the employees perform. Thus, the many service workers employed by manufacturers—bookkeepers or janitors, for example—would fall under the industrial rather than the services category. Such ambiguities reveal the arbitrariness of this definition and suggest that, although practical for government purposes, it does not accurately reflect the composition of the current United States economy.

31. The author of the passage is primarily concerned with
- (A) discussing research data underlying several definitions
  - (B) arguing for the adoption of a particular definition
  - (C) exploring definitions of a concept



- (D) comparing the advantages of several definitions
- (E) clarifying some ambiguous definitions

32. In comparing the United States government's definition of services with the classical definition, the author suggests that the classical definition is

- (A) more pragmatic
- (B) more difficult to apply
- (C) less ambiguous
- (D) more widely used
- (E) more arbitrary

33. The passage suggests which of the following about service workers in the United States?

- (A) The number of service workers may be underestimated by the definition of services used by the government.
- (B) There were fewer service workers than agricultural workers before 1988.
- (C) The number of service workers was almost equal to the number of workers employed in manufacturing until 1988.
- (D) Most service workers are employed in service occupations rather than in service industries.
- (E) Most service workers are employed in occupations where they provide services that do not fall under the classical definition of services.

34. The author of the passage mentions which of the following as one disadvantage of the United States government's definition of services?

- (A) It is less useful than the other definition mentioned in the passage.
- (B) It is narrower in scope than the other definitions mentioned in the passage.
- (C) It is based on the final product produced rather than on the type of work performed.
- (D) It does not recognize the diversity of occupations within the service industries.
- (E) It misclassifies many workers who are employed in service industries.

35. The author refers to "service workers employed by manufacturers" primarily in order to point out

- (A) a type of worker not covered by the United States government's system of classifying occupations
- (B) a flaw in the United States government's definition of services
- (C) a factor that has influenced the growth of the service economy in the United States
- (D) a type of worker who is classified on the basis of work performed rather than on the basis of the company's final product
- (E) the diversity of the workers who are referred to as service workers

Read the following passage and answer questions 36-40.

A recent study has provided clues to predator-prey dynamics in the late Pleistocene era. Researchers compared the number of tooth fractures in present-day carnivores with tooth fractures in carnivores that lived 36,000 to 10,000 years ago and that were preserved in the Rancho La Brea tar pits in Los Angeles. The breakage frequencies in the extinct species were strikingly higher than those in the present-day species.

In considering possible explanations for this finding, the researchers dismissed demographic bias because older individuals were not overrepresented in the fossil samples. They rejected preservational bias because a total absence of breakage in two extinct species demonstrated that the fractures were not the result of abrasion within the pits. They ruled out local bias because breakage data obtained from other Pleistocene sites were similar to the La Brea data. The explanation they consider most plausible is behavioral differences between extinct and present-day carnivores—in particular, more contact between the teeth of predators and the bones of prey due to more thorough consumption of carcasses by the extinct species. Such thorough carcass consumption implies to the researchers either that prey availability was low, at least seasonally, or that there was intense competition over kills and a high rate of carcass theft due to relatively high predator densities.

36. The primary purpose of the passage is to

- (A) present several explanations for a well-known fact
- (B) suggest alternative methods for resolving a debate
- (C) argue in favor of a controversial theory
- (D) question the methodology used in a study
- (E) discuss the implications of a research finding

37. According to the passage, compared with Pleistocene carnivores in other areas, Pleistocene carnivores in the La Brea area

- (A) included the same species, in approximately the same proportions
- (B) had a similar frequency of tooth fractures
- (C) populated the La Brea area more densely



- (D) consumed their prey more thoroughly
- (E) found it harder to obtain sufficient prey

38. According to the passage, the researchers believe that the high frequency of tooth breakage in carnivores found at La Brea was caused primarily by
- (A) the aging process in individual carnivores
  - (B) contact between the fossils in the pits
  - (C) poor preservation of the fossils after they were removed from the pits
  - (D) the impact of carnivores' teeth against the bones of their prey
  - (E) the impact of carnivores' teeth against the bones of other carnivores during fights over kills
39. The researchers' conclusion concerning the absence of demographic bias would be most seriously undermined if it were found that
- (A) the older an individual carnivore is, the more likely it is to have a large number of tooth fractures
  - (B) the average age at death of a present-day carnivore is greater than was the average age at death of a Pleistocene carnivore
  - (C) in Pleistocene carnivore species, older individuals consumed carcasses as thoroughly as did younger individuals
  - (D) the methods used to determine animals' ages in fossil samples tend to misidentify many older individuals as younger individuals
  - (E) data concerning the ages of fossil samples cannot provide reliable information about behavioral differences between extinct carnivores and present-day carnivores
40. According to the passage, if the researchers had NOT found that two extinct carnivore species were free of tooth breakage, the researchers would have concluded that
- (A) the difference in breakage frequencies could have been the result of damage to the fossil remains in the La Brea pits
  - (B) the fossils in other Pleistocene sites could have higher breakage frequencies than do the fossils in the La Brea pits
  - (C) Pleistocene carnivore species probably behaved very similarly to one another with respect to consumption of carcasses
  - (D) all Pleistocene carnivore species differed behaviorally from present-day carnivore species
  - (E) predator densities during the Pleistocene era were extremely high

Read the following passage and answer questions 41-45.

Traditionally, the first firm to commercialize a new technology has benefited from the unique opportunity to shape product definitions, forcing followers to adapt to a standard or invest in an unproven alternative. Today, however, the largest payoffs may go to companies that lead in developing integrated approaches for successful mass production and distribution.

Producers of the Beta format for videocassette recorders (VCRs), for example, were first to develop the VCR commercially in 1975, but producers of the rival VHS (Video Home System) format proved to be more successful at forming strategic alliances with other producers and distributors to manufacture and market their VCR format. Seeking to maintain exclusive control over VCR distribution, Beta producers were reluctant to form such alliances and eventually lost ground to VHS in the competition for the global VCR market.

Despite Beta's substantial technological head start and the fact that VHS was neither technically better nor cheaper than Beta, developers of VHS quickly turned a slight early lead in sales into a dominant position. Strategic alignments with producers of prerecorded tapes reinforced the VHS advantage. The perception among consumers that prerecorded tapes were more available in VHS format further expanded VHS's share of the market. By the end of the 1980's, Beta was no longer in production.

41. The passage is primarily concerned with which of the following?
- (A) Evaluating two competing technologies
  - (B) Tracing the impact of a new technology by narrating a sequence of events
  - (C) Reinterpreting an event from contemporary business history
  - (D) Illustrating a business strategy by means of a case history
  - (E) Proposing an innovative approach to business planning
42. According to the passage, today's successful firms, unlike successful firms in the past, may earn the greatest profits by
- (A) investing in research to produce cheaper versions of existing technology
  - (B) being the first to market a competing technology
  - (C) adapting rapidly to a technological standard previously set by a competing firm
  - (D) establishing technological leadership in order to shape product definitions in advance of competing firms
  - (E) emphasizing the development of methods for the mass production and distribution of a new technology

43. According to the passage, consumers began to develop a preference for VCRs in the VHS format because they believed which of the following?
- (A) VCRs in the VHS format were technically better than competing format VCRs.
  - (B) VCRs in the VHS format were less expensive than competing format VCRs.
  - (C) VHS was the first standard format for VCRs.
  - (D) VHS prerecorded videotapes were more available than Beta format tapes.
  - (E) VCRs in the Beta format would soon cease to be produced.
44. The author implies that one way that VHS producer won control over the VCR market was by
- (A) carefully restricting access to VCR technology
  - (B) giving up a slight early lead in VCR sales in order to improve long-term prospects
  - (C) retaining a strict monopoly on the production of prerecorded videotapes
  - (D) sharing control of the marketing of VHS format VCRs
  - (E) sacrificing technological superiority over Beta format VCRs in order to remain competitive in price
45. Which of the following best describes the relation of the first paragraph to the passage as a whole?
- (A) It makes a general observation to be exemplified.
  - (B) It outlines a process to be analyzed.
  - (C) It poses a question to be answered.
  - (D) It advances an argument to be disputed.
  - (E) It introduces conflicting arguments to be reconciled.