

朝陽科技大學 101 學年度碩士班招生考試試題

系(所)別：應用外語系

組別：一般生乙組

科目：商業英文聽力與閱讀

總分：100分

第 1 頁共 5 頁

Part one: Listening comprehension: 50% (50 points in total; 5 points for each question)

1. According to the speaker, what are some of the disadvantages of the Internet?
  - (A) An Internet user can buy goods from anywhere in the world.
  - (B) An Internet user's privacy is sometimes at stake.
  - (C) Certain computer applications prohibit access to various websites.
  - (D) Children can view information that is appropriate for them.
2. What is a "cracker"?
  - (A) A computer user who enjoys breaking into and often meddling with computer systems.
  - (B) A software program designed to damage a computer system.
  - (C) A website that is inappropriate for young children.
  - (D) A computer application designed to block access to certain websites.
3. Define these terms. Which one is **NOT** correct?
  - (A) website: place where electronic information can be viewed
  - (B) server: gateway to e-mail address
  - (C) e-mail: a method of exchanging digital messages
  - (D) worm: friendly software
4. According to the speaker, what can parents do to protect their children from unsuitable websites?
  - (A) They can surf the Internet together with their children to fully monitor what their children are viewing.
  - (B) They can keep their children from using their computers.
  - (C) They can find out how to block access to these websites.
  - (D) They can lobby for legislation that promotes censorship.
5. What is on sale this month?
  - (A) All styles of shoes
  - (B) Men's shoes
  - (C) Women's shoes
  - (D) Children's shoes

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第 2 頁共 5 頁

6. How much is the discount?
- (A) 5 percent  
(B) 10 percent  
(C) 20 percent  
(D) 25 percent
7. What will be discussed at the meeting?
- (A) Vacation policy  
(B) Their financial statement  
(C) Management styles  
(D) Firing employees
8. What is Mrs. Lopez's job?
- (A) Trainer  
(B) Copywriter  
(C) Accountant  
(D) Secretary
9. Why isn't Mrs. Lopez in the meeting?
- (A) She's on vacation.  
(B) She's not well.  
(C) She's out of town visiting friends.  
(D) She's in the training class.
10. Who is the woman talking to?
- (A) An airline ticket agent  
(B) A hotel receptionist  
(C) A taxi driver  
(D) A travel agent

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第 3 頁共 5 頁

Part two: Reading comprehension: 50% (50 points in total; 5 points for each question, except question 16 & 17)

Questions 11 - 13 refer to the following article.

The German finance ministry is actively pushing for Greece to declare its bankrupt and to agree a "haircut" on the bulk of its debts held by banks, a move that would be classed as a default by financial markets. Eurozone finance ministers meet on Monday to approve the next tranche of loans from the EU and the International Monetary Fund, designed to stave off national bankruptcy while the new Greek government puts the country's finances in order.

But the severe austerity measures being demanded have caused such fury in Greece, and the cuts required are so deep, that Wolfgang Schäuble, the German finance minister, does not believe that any government would be able to implement them. The cuts, including a reduction in the minimum wage, mass redundancies within the public sector, and a slashing of the health and defense budgets, sparked rage on the streets of Athens last week, with buildings set on fire amid angry protests. But the country's politicians are resolutely trying to sound upbeat. "The Greek people have done everything they can and we are determined to make good on our commitments," said Christos Papoutsis, public order minister.

Greece must service €14.5 billion of debt on March 20 and, before EU-IMF cash can flow into its accounts, persuade private creditors of the country, mainly banks, insurance companies and funds, to give up on 70 per cent of their claims. Rumors are already circulating in Wall Street that banks are preparing for a "credit event" as Greece looks likely to be unable to meet its debts. It found that even if Greece implemented all the austerity measures expected of it, and if it achieves highly optimistic economic growth targets, it will still fall short of what is needed, with debt likely to total 129 per cent of GDP in 2020.

11. What does the word "tranche" in paragraph 1 mean?

- (A) It's the act or process of transacting business affairs.
- (B) It's a portion or a part of a sum of money within a structured finance deal.
- (C) It's the passing of a right of ownership from one person to another.
- (D) It's the act or process of gaining control of a company by making its shareholders a general offer.

12. According to the article, which proposal is NOT included in order to help Greece get through the crisis?

- (A) To call a halt to certain military expenditures
- (B) To switch national bonds for Eurobonds
- (C) To lower the minimum salary
- (D) To sack the civil servants

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第 4 頁共 5 頁

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13. According to the article, what does a “credit event” in paragraph 3 mean?

- (A) It is a financial term used by stock markets to mean a deliberation.
- (B) It is a fiscal term used by credit agencies to mean an extension.
- (C) It is a technical term used by credit agencies to mean a default.
- (D) It is a medical term used by emergency services to mean a prognosis.

Questions 14 - 15 refer to the following article.

Two of the eurozone's biggest economies have fallen into recession, according to the latest economic figures. Italy and the Netherlands both saw their economies shrink by 0.7% in the fourth quarter, the second consecutive quarter of **economic contraction**. Germany had its first negative quarter since 2009 with a decline of 0.2%, compared with the previous quarter.

But in France there was surprise growth of 0.2% at the end of last year, attributed to healthy export growth. Overall the 17 nations that make up the eurozone saw economic activity shrink 0.3% in the fourth quarter. By comparison the United States reported growth of 0.7%. The eurozone has not slipped into recession as it reported growth of 0.1% in the third quarter. For 2011 as a whole, the French economy grew by 1.7% and Germany 3%. Europe's debt crisis has already pushed Greece, Portugal and Belgium into recession, defined by two consecutive quarters of contraction.

The French growth figures were better than forecast, with many analysts having expected the economy to have contracted in the fourth quarter because each of the three main components of the economy - foreign trade, household consumption and investment - had a positive contribution in the last quarter of 2011. Confidence in France was undermined in January when it lost its **top-notch** AAA credit rating, after one of the leading ratings agencies, Standard and Poor's, downgraded the nation's debt. At the time the agency blamed Europe's debt crisis and the failure of Europe's leaders to tackle the region's problems.

14. What does the phrase “**economic contraction**” in paragraph 1 mean?

- (A) A period of time in which gross domestic product (GDP) declines.
- (B) A period of time in which gross national expenditure (GNE) expands.
- (C) A period of time in which gross national product (GNP) inflates.
- (D) A period of time in which gross national happiness (GNH) decreases.

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第 5 頁共 5 頁

15. The word "top-notch" underlined in paragraph 3 could best be replaced by \_\_\_\_\_.
- (A) tremendous  
(B) flawless  
(C) advantageous  
(D) extraordinary

Questions 16 - 17 refer to the following article.

As a general rule, we don't prefer monopolies. We know that, over the long run, monopolists tend to raise prices, reduce choice and stifle innovation. But are monopolies so bad that we might want to tolerate a little price-fixing by customers or suppliers in order to break them? Could a little anti-competitive behavior actually be pro-competitive? That is what five leading book publishers are arguing in explaining why they simultaneously accepted an offer from Apple, just before the release of the iPad, to change the way e-books are priced and distributed. Their actions moved the industry from a "wholesale" model, in which they sold e-books to retailers and let them set the retail price, to an "agency model," in which the publishers set the retail price and pay the retailers a fixed commission on every sale. In the process, they managed to break up Amazon's e-book monopoly and raise the price of online books by 30 to 40 percent.

But why breaking up a monopoly would raise prices rather than lower them? The answer has to do with how Amazon went about building its e-book monopoly in the first place — namely, by setting a price that was lower than what Amazon was paying publishers for the book. What looked to consumers like a great bargain at \$9.99 a book looked to others in the industry suspiciously like predatory pricing, or selling below cost today in order to gain a monopoly and raise prices in the future.

So which is better: a market in which Amazon uses low prices to maintain its e-book monopoly and drive brick-and-mortar bookstores out of business, or one in which the major book publishers, in tacit collusion with Apple, break Amazon's monopoly and raise prices?

16. Summarize the article above in your own words, 4-5 sentences minimum. (10%)
17. After reading the article, state your points of view in a clear and well written paragraph of at least FIVE sentences. (15%)