

# 東吳大學 104 學年度碩士班研究生招生考試試題

第 1 頁，共 4 頁

系級	企業管理學系碩士班 E 組(國際商管)	考試時間	100 分鐘
科目	管理專業英文	本科總分	100 分

**An Entrance English Test for Graduate Management Studies (E-group)**  
**Soochow University**  
 February 2015

**General Directions:** There are six parts in this test. Specific instructions are provided at the beginning of each part. For multiple-choice questions, you should choose only **one** choice as your answer.

**Please Note: you should write all your answers on the Answer Sheet.**

**Part 1: Match the definitions to the phrases underneath (10 marks).**

- 1) A market for a special kind of product that may not have many buyers.  
 a) niche market          b) captive market          c) closed market
- 2) The purchasing behaviour of customers.  
 a) shopping trends          b) buying habits          c) procurement patterns
- 3) To offer a large quantity of a product for sale so that there is more than people want to buy.  
 a) outsell the market    b) overflow the market    c) saturate the market
- 4) An amount of money offered to an employee when a company tells them to leave.  
 a) exit package          b) severance pay          c) black handshake
- 5) The quality of workers who remain faithful to the company they work for  
 a) corporate identity    b) longevity                  c) employee loyalty

**Part 2: Definition (10 marks)**

**There are five terms commonly used in business management. Provide a brief and clear definition of these five terms. DO NOT only provide an example as your definition. Write your definitions in English on the Answer Sheet clearly according to the order on your test paper.**

- 6) a business plan
- 7) buyer's market
- 8) market share
- 9) travel allowance
- 10) a black marketeer

**Part 3: Complete this conversation (10 marks).**

**Write the words in brackets in the correct tense.**

A: Hi. I haven't seen you since we met at the 2014 IBEA Conference in Shanghai.

B: That's right. But I (11) \_\_\_\_\_ (change) companies since then.

A: Really? Wasn't it Clipco you were working for?

B: That's right but I (12) \_\_\_\_\_ (work) for GGR now. It's still the same kind of job but it's nice to (13) \_\_\_\_\_ (have) a change.

A: I know what you mean. GGR? I (14) \_\_\_\_\_ (not hear) of them.

# 東吳大學 104 學年度碩士班研究生招生考試試題

第 2 頁，共 4 頁

系級	企業管理學系碩士班 E 組(國際商管)	考試時間	100 分鐘
科目	管理專業英文	本科總分	100 分

B: Well, we (15)\_\_\_\_\_ (be) a small company but our business (16)\_\_\_\_\_ (grow) and I think they (17)\_\_\_\_\_ (have) lots of good ideas. And you?  
 A: Actually, I (18)\_\_\_\_\_ (leave) my company too and set up a new business last year.  
 B: Wow! How (19)\_\_\_\_\_ it \_\_\_\_\_ (go)?  
 A: It's been good – very hard work but I (20)\_\_\_\_\_ (prefer) working for myself.  
 B: I'm sure.

**Part 4: Cloze Tests (30 scores)**

**There are 15 blanks in the following Passage. You should select the best word or phrase from the choices given among the four choices marked A), B), C), and D). Remember to mark your choices on the Answer Sheet.**

**Questions 21 to 35 are based on the following Passage.**

Founded in 1985, Unigate has today become the country's leading company in the personal and domestic care industry. Its products \_\_ (21) \_\_ from soap and shampoo to disposable nappies and water purifying tablets. Three years ago, it \_\_ (22) \_\_ Thalassa, a revolutionary deodorant \_\_ (23) \_\_ on aromatherapy principles. Thalassaa's therapeutic qualities, together with its unusual range of fragrances and its environment-friendly packaging, rapidly made it Unigate's cash \_\_ (24) \_\_. In the last \_\_ (25) \_\_ year, Thalassa contributed 8.5 million euros to the company's annual sales \_\_ (26) \_\_, accounting for 15% of its total \_\_ (27) \_\_.

As deodorants constitute a considerable \_\_ (28) \_\_ of the world hygiene product market, Unigate would like to get a \_\_ (29) \_\_ in overseas markets and make Thalassa a global \_\_ (30) \_\_. The wonder deodorant is currently \_\_ (31) \_\_ as a health product. It is \_\_ (32) \_\_ through chemists' and select convenient stores and supermarkets, and its price is in the top \_\_ (33) \_\_. Media advertising is backed up by \_\_ (34) \_\_ contracts with well-known doctors, popular scientists, and film stars. The key question \_\_ (35) \_\_ Unigate is now whether they need to reposition Thalassa, and if so, how.

- |                    |                |               |                 |
|--------------------|----------------|---------------|-----------------|
| 21. A) range       | B) provide     | C) include    | D) consist      |
| 22. A) put on      | B) threw out   | C) ordered    | D) launched     |
| 23. A) developed   | B) invented    | C) fabricated | D) manufactured |
| 24. A) box         | B) card        | C) cow        | D) flow         |
| 25. A) financial   | B) accountancy | C) legal      | D) book-keeping |
| 26. A) expenditure | B) credit      | C) profit     | D) revenge      |
| 27. A) equity      | B) capital     | C) turnover   | D) bonus        |
| 28. A) portion     | B) division    | C) area       | D) segment      |
| 29. A) competition | B) shareholder | C) foothold   | D) wholesale    |
| 30. A) mark        | B) slogan      | C) sample     | D) brand        |
| 31. A) positioned  | B) put out     | C) situated   | D) sold out     |
| 32. A) handed out  | B) diversified | C) given away | D) distributed  |
| 33. A) class       | B) range       | C) section    | D) sector       |

# 東吳大學 104 學年度碩士班研究生招生考試試題

第 3 頁，共 4 頁

系級	企業管理學系碩士班 E 組(國際商管)	考試時間	100 分鐘
科目	管理專業英文	本科總分	100 分

34. A) publicity                      B) insurance                      C) endorsement                      D) fixed-term  
 35. A) for                                  B) since                                  C) as                                  D) over

**Part 5: Reading (20 marks)**

**Read the article and answer the following True or False Questions below.**

**In someone else's job for a day**

If you could do any job at all for one day, what would it be? An easy question to answer, you may think. But when Campaign for Learning, an education charity, said they would arrange for me to take on any job I wanted for a day, I was flummoxed.

Going through some newspapers, I found references to two studies: one suggesting that workers in Wales have the highest job satisfaction in Britain, another suggesting that company directors are the happiest among all professionals.

Which is why I drove to an engine plant in Wales last week to be a company director for a day. I arrived to meet Bob Murphy, the 42-year-old plant manager, at 9.30am. On the wall of his office, there was a picture of an eagle and the slogan: 'Focus: If you chase two rabbits, both will escape.' I explained how I had chosen to spend the day at his plant.

Our first task was to attend a meeting of the senior team members who run the plant, which itself runs 24 hours a day, five days a week, producing 622,000 engines a year. A manager got the meeting rolling by saying: 'The block and head CMMS went down late yesterday evening, which delayed the change of the VCT.' I couldn't understand a word of what they were talking about. After the meeting, Bob Murphy told me: 'We are going to go for a walk around the plant now. I do three walks a day. I don't think you can manage from a desk — the factory floor is where the action is.'

I thought these walks would last a few minutes each, but since the 25-year-old plant covers 6 hectares, they lasted some time longer — most of the day, in fact. They were interspersed with various meetings about many things I did not understand.

By the end of the day at 4:30pm (or rather at the end of my day — Bob works from 5am to 6:30pm, and comes in at the weekends too), we must have walked five or six miles. But in spite of the pain in my feet, I was glad I went for the Welsh factory option. It was nice to discover that there are some management jobs that do not simply involve chairing meetings and sitting at a computer screen. And it was interesting to meet so many people who seem to be content with the jobs they have.

(FROM FINANCIAL TIMES)

# 東吳大學 104 學年度碩士班研究生招生考試試題

第 4 頁，共 4 頁

系級	企業管理學系碩士班 E 組(國際商管)	考試時間	100 分鐘
科目	管理專業英文	本科總分	100 分

**Mark each of the statements below True or False on the Answer Sheet.**

- 36 It was the writer's idea to take on someone else's job for a day. \_\_\_\_\_
- 37 He made his choice after reading articles in the press. \_\_\_\_\_
- 38 A survey has indicated that Welsh company directors enjoy their jobs most. \_\_\_\_\_
- 39 The author spent a day at a factory that makes engines. \_\_\_\_\_
- 40 He arrived there at the same time as the plant manager. \_\_\_\_\_
- 41 He went to a meeting where people used a lot of jargon and abbreviations. \_\_\_\_\_
- 42 In between walking round the site, the author and Bob attended several meetings. \_\_\_\_\_
- 43 Bob Murphy spends most of his day chairing meetings. \_\_\_\_\_
- 44 The author regretted having chosen to visit this factory. \_\_\_\_\_
- 45 His experience contradicted the findings of the studies he had read about. \_\_\_\_\_

**Part 6: Writing (20 marks)**

**You work for a group of marketing consultants. Last week, you gave a presentation at a conference in Beijing about marketing on the web. After your talk, a woman named Susan Ashby came to talk to you and mentioned that her company might be interested in hiring your services. Unfortunately, you didn't have time to discuss her requirements in detail, but she gave you her business card. You now write a letter to make contact with her again. (You don't need to sign your name at the end of the letter.)**

In your letter, you should:

Remind her about when and where you met

Apologise for not having more time to talk to her at the conference

Refer to her interest in your consultancy services

Refer to a brochure you are enclosing, and to your company's website [www.webwaymarketing.co.uk](http://www.webwaymarketing.co.uk)

Point out that your company has a lot of experience in web marketing

Offer to phone or visit her company to discuss her company's needs

Your letter should be 100 – 150 words.

**Write your letter on the Answer Sheet.**

**This is the end of the examination.**