

國立臺北大學 104 學年度碩士班一般入學考試試題

系(所)組別：國際企業研究所

科目：英文

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Questions 1-40 are multiple-choice questions. Please write the answer to each of the questions on your booklet, following the format below:

(1) _____ (2) _____ (3) _____ (4) _____ (5) _____

(6) _____ (7) _____ (8) _____ (9) _____ (10) _____

..., and so on.

I. Vocabulary (10%)

Questions 1-20 are incomplete sentences. Beneath each sentence you will see four words, marked (A), (B), (C), and (D). Choose the **one** word that best completes the sentence.

1. He is very _____ of some of the business practices of his company; he thinks they are not doing what's best for the employees.
(A) particular (B) critical (C) desperate (D) tiresome
2. Many countries have nature _____ where endangered animals are protected.
(A) barriers (B) channels (C) reserves (D) sceneries
3. Sometimes it is essential for companies to quickly _____ new technology while at other times it may be wise to wait a while before using it.
(A) adopt (B) expose (C) inspect (D) outline
4. By creating breakthroughs in agriculture and disease-fighting, DNA research can lead to _____ improvements in human health.
(A) competent (B) flexible (C) dubious (D) profound
5. His objective in the meeting was to be a _____ of the discussion, to encourage everyone to express their views about the issue.
(A) auctioneer (B) beneficiary (C) facilitator (D) delegate
6. Taxicab passengers in New York can file a _____ that can force a driver to go to a taxi court for overcharging his/her customer.
(A) blunder (B) complaint (C) discharge (D) harassment
7. Observers are not surprised that business is _____ despite the worsening political instability of the region.
(A) confronting (B) motivating (C) retrieving (D) flourishing
8. Most people think that it is important to treat others with _____ and respect.
(A) equality (B) instinct (C) apology (D) opinion
9. Almost every product here is going to be _____ in the next few years, and companies have to be creative to come up with new products to keep their edge.
(A) innovative (B) ambiguous (C) obsolete (D) exclusive
10. Though known for _____, Pat accidentally included several factual errors in his presentation.
(A) transformation (B) meticulousness (C) underestimation (D) serendipity

II. Structure (20%)

Each of the following sentences contains a single error. Select the underlined part that must be changed to make the sentence correct.

Example: The labor union is negotiating a contract with the hospital that will satisfy

A

B

C

the demands of the workers and accepted to all levels of management.

D

Answer: D

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11. Because he is absent when his rivals voted against his proposal, David now is
A B
worried about missing future meetings of the board of directors.
C D
12. In those cities in which public transportation is adequate, little traffic problems
A B
occur and pedestrians are rarely involved in accidents.
C D
13. Once their link to the Net is established, viewers will be able to navigate websites
A B C
with their remotes as easily as they now surfing TV channels.
D
14. No matter how cautious snowmobiles are driven, they are capable of damaging
A B C D
the land over which they travel.
15. Consumers are beginning to take notice of electric cars because they are quiet,
A B
cause no air pollution, and gasoline is not used.
C D
16. Online shopping centers are springing up everywhere, invite customers to use
A B
their credit cards to buy on impulse, without even leaving their chairs.
C D
17. Foreigners who intend to spend more than three months in that country must
undergo mandatory testing to prove he or she is not infected with HIV.
A B C D
18. Ms. Jordan proudly demonstrated her company's most popular product, a watch
A B
that flashes the time in lighted numerals when pressing a button.
C D
19. The decision that has just been agreed with by the committee members should
A B
serve as a basis for their work in the years to come.
C D
20. Higher travel prices could have caused a downturn in the tourist industry, which
A
has been performing very well so far this year.
B C D

III. Fill-in-the-blanks (10%)

For questions 21 to 30, choose the best answer from the list below, (A), (B), (C)...,or (L), to fill each of the blanks.

(A) engage (B) countries (C) selective (D) becoming (E) importance (F) great
(G) outlets (H) image (I) dirty (J) campaigns (K) eliminating (L) appeal

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Eric Bernat bought a troubled Spanish confectioner in the 1950s. He believed in the 21 of creating one brand and knew that success ultimately depended on 22 the majority of the company's 200 products to concentrate on building one truly global product—a lollipop, or “candy on a stick.” This innovative product allowed children to eat candy without getting their hands and clothes 23. Suddenly, Eric Bernat was on the way to 24 the world's leading supplier of candy that parents worldwide would approve of their children eating!

His strategy had several phases, and the first one involved finding a name that would 25 to children everywhere and then promoted it worldwide. He chose Chupa Chups (from the Spanish *chupar*, to suck) and then commissioned the famous surrealist painter Salvador Dali to design a colorful logo to accompany the marketing and advertising 26. His careful positioning tactics soon built a 27 reputation for Chupa Chups, and within five years his fabulous lollipops were being sold in 300,000 28 throughout Spain.

Bernat's company now sells four billion lollipops a year in 170 29 around the world and has succeeded in creating a truly global brand. They even hope to win the war on sugar and have started a complete makeover of the 30 of their candy—the latest product under study: lollipops that whiten the teeth and prevent cavities.

IV. Reading Comprehension (20%)

In this section you will read three passages. Each one is followed by several questions. For questions 31-40, choose the best answer, (A), (B), (C), or (D), for each question.

Pierre Omidyar is today at the head of one of the internet's biggest success stories: eBay. Born in France, Peirre moved to the USA at age of six when his father was given the opportunity of working at John Hopkins University. During his school years in the US Pierre started writing computer programs for six dollars an hour. Knowing how important computers would become in the future, he decided to apply for a place at Tufts University. After graduating in 1988, Pierre then worked as a software developer before creating his first start up “Ink Development Corporation” in 1991. The company produced software that enabled computers to read instructions given by pen and not through a keyboard. Five years later he succeeded in selling the company to Microsoft. It was not until 1995 that he came up with the idea of launching a website which would serve both as a market for exchanging collectors' items and as a forum where collectors could meet to discuss their passion. From a hobby it soon became a full-time occupation and after renaming it eBay, the world's most open marketplace was born. Now a billionaire, Omidyar has set himself a new goal: Getting rid of 99 per cent of his fortune during his lifetime by financing non-profit-making operations around the world.

31. When did Omidyar first write computer programs to make money?

- (A) After he created his first start up.
- (B) Before he entered Tufts University.
- (C) When he attended schools in France.
- (D) When he worked at John Hopkins University.

32. Which of the following is true about eBay?

- (A) It is closely affiliated with Microsoft.
- (B) It donates 99 per cent of its profits to charity.
- (C) It originated from Omidyar's personal interest.
- (D) It is a byproduct of Ink Development Corporation.

33. What is the passage mainly about?

- (A) The founding value of eBay.
- (B) The importance of charitable acts.
- (C) The significance of software engineering.
- (D) The career and success of Pierre Omidyar.

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When winter arrives, some people get sad, even suicidal.

Doctors have recently started to study the cause of a medical disorder that they have appropriately named SAD, or seasonal affective disorder. People who suffer from SAD become very depressed during the winter months. Their depression appears to be the result of a decrease in the amount of sunlight they are exposed to. Doctors theorize that the decreased sunlight affect the production of melatonin, a hormone manufactured in the brain, and serotonin, a chemical that helps transmit nerve impulses. Depression may result from the ensuing imbalance of these two substances in the body. Also, doctors believe that a decrease in the amount of sunlight the body receives may cause a disturbance in the body's natural clock which could, in turn, result in symptoms such as lethargy, oversleeping, weight gain, anxiety, and irritability—all signs of depression.

Since absence of light seems to be the cause of this disorder, a daily dose of light appears to be the cure. Doctors advise patients to sit in front of a special light box that simulates natural light for a few hours every day.

In conclusion, the depressive effect of low sunlight levels may help explain the high suicide rate in the Scandinavian countries, and more importantly, it may suggest a remedy: _____.

34. What is the topic of this passage?
- (A) Definition of sadness.
 - (B) Symptoms of depression.
 - (C) Excessive sunlight exposure.
 - (D) Seasonal Affective Disorder.
35. A disturbance of our biological clock may be the cause of ____.
- (A) depression related problems
 - (B) a decrease of sunlight exposure
 - (C) an imbalance of brain chemicals
 - (D) insufficient serotonin production
36. Which of the following sentences best finishes the last paragraph?
- (A) A vitamin a day, keep the doctor away.
 - (B) When the days grow short, turn on the light.
 - (C) Keep a balanced diet, and you'll never be depressed.
 - (D) Early to bed, early to rise makes a man healthy, wealthy, and wise.

For some time counterfeiters have been churning out imitation designer fashion, software and CDs. Now they are copying medicines, mobile phones, and even food and drink. The counterfeiters have gone from strength to strength in recent years. According to CIB (Criminal Intelligence Bureau), some 25 billion worth of counterfeit goods are traded each year over the internet.

New technology has broadened the range of goods that the counterfeiters are capable of copying. They have dramatically improved **their** quality, as well as lowering their cost of production. Where once counterfeits were cheap imitations of the real thing, today their packaging and contents often mean they are almost indistinguishable from the genuine article.

Counterfeiting is as diverse as any legal business, ranging from back-street sweatshops to full-scale factories. Counterfeiters often get their goods by bribing employees in a company with a valuable brand to hand over manufacturing moulds or master disks for them to copy. However, brand owners often willingly hand over products to counterfeiters without realizing it. One of the most frustrating problems for brand owners is when their licensed suppliers and manufacturers "over-run" production lines without permission and then sell the extra goods on the side.

Counterfeiting is not a victimless crime. For a start, legitimate businesses lose sales and profit because of competition from counterfeiters. In addition, firms have to bear cost of anti-counterfeiting measures. Some companies have spent three million dollars a year fighting the copycats. One strategy that companies increasingly use is to load their vulnerable products with anti-counterfeiting features. These features are intended to help consumers distinguish fakes from genuine goods. They also help companies track their products through the supply chain to the retail stores. But no amount of effort will ever

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completely stop the copycats. For as long as there is consumer demand, companies will find that imitation is the severest form of flattery.

37. What does the word “**their**” refer to in paragraph two?

- (A) Copycats.
- (B) Fake products.
- (C) Genuine articles.
- (D) New technologies.

38. How do counterfeiters often obtain their production moulds?

- (A) They buy the manufacturing moulds from the internet.
- (B) They hire people to work for companies with valuable products.
- (C) They corrupt people who are employees of brandname companies.
- (D) They “over-run” brand owners’ production lines without permission.

39. What’s the main idea of the last paragraph?

- (A) The effects that counterfeiting have on legal businesses.
- (B) The strategies used to fight against counterfeiting.
- (C) The significance of anti-counterfeiting measures.
- (D) The diversity of counterfeiting networks.

40. What can be inferred from the passage?

- (A) The back-street sweatshops make inexpensive imitations.
- (B) Laws should be enforced to stop illegal business from operating.
- (C) Companies should not outsource the production of their products.
- (D) As long as there is a market for a product the copycats will imitate it.

V. Translation (20%)

Translate the following English sentences into Chinese and the Chinese sentences into English.

1. Veterans can negotiate their own contracts as free agents, while young players must accept what their team pays them as long as it meets the minimum salary. (5%)
2. A routine ascent turns into a desperate ordeal as a storm rakes Mount Everest, claiming at least eight lives in the ultra-cold “Death Zone.” (5%)
3. 有份研究發現，吸煙者戒煙五年後，其中風機率基本上與從未抽過煙的人相同。(4%)
4. 喬治·索羅斯 (George Soros) 的成功秘訣之一，在於善加利用財務槓桿 (leverage)，他投資的金額一部份是借來的，從而大幅提高了投資的利潤。(6%)

VI. Composition (20%)

Think carefully about the issue below:

Government should/should not subsidize corporations and protect them from foreign competition.

Write an essay in English with no more than 500 words to express your views on the issue. Support your position with reasoning and examples taken from your reading, studies, experience, or observations.

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