

銘傳大學 104 學年度研究所碩士班招生考試

國際企業學系碩士班

第二節

「商用英文」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

I. 選出適當的答案 40%

Uber is an American international company headquartered in San Francisco, California. It develops, markets and operates the mobile-app-based transportation network also called Uber. The Uber app __1__ consumers to submit a trip __2__, which is routed to crowd-sourced taxi drivers. __3__ December 16, 2014, the service was available in 53 countries and more than 200 cities worldwide.

Uber was founded by Travis Kalanick and Garrett Camp in 2009 and the app __4__ the following June. __5__ in 2012, Uber expanded internationally. In 2014, it experimented with carpooling features and made other updates. It continuously __6__ additional funding, __7__ \$2.8 billion in total funding by 2015. Many governments and taxi companies have __8__ Uber, alleging that its use of un-licensed, crowd-sourced drivers was unsafe or illegal. Currently you can use Uber to summon three types of vehicles: black luxury cars, taxis and budget "UberX" cars. The taxis you can hail with Uber are normal, licensed Chicago cabs, and drivers have signed up to participate; it's no __9__ from calling for a cab by telephone or flagging one down on the street, __10__ that it's much more convenient.

- | | | | |
|------------------|-------------------|------------------|----------------------|
| 1. A. provides | B. offers | C. allows | D. permits |
| 2. A. request | B. demand | C. requirement | D. enquiry |
| 3. A. On | B. Since | C. As of | D. By |
| 4. A. released | B. was released | C. was releasing | D. has been released |
| 5. A. Beginning | B. Began | C. It began | D. It begins |
| 6. A. rose | B. will raise | C. raised | D. raising |
| 7. A. to reach | B. reaching | C. has reached | D. reached |
| 8. A. protested | B. against | C. opposed to | D. objected |
| 9. A. difference | B. differ | C. differential | D. different |
| 10. A. besides | B. in addition to | C. except | D. beside |

The Apple Watch, __11__ is expected to be in stores in April, is a miniature computer __12__ around a person's __13__. There are three models, __14__ at different prices, and interchangeable watch straps. Apple has highlighted the crown __15__ its latest signature innovation for controlling a device, __16__ the mouse pointer for the personal computer, the click wheel on the iPod and the touch screen for the iPhone. On the Apple Watch, the crown can be twisted to zoom in or out of the screen __17__ to scroll through a list. Apple has marketed the watch as a device that can __18__ a range of customers, including fitness buffs and collectors of luxury watches. The __19__ price for a basic Apple Watch is \$350. Apple is faced with the task of convincing consumers who are not very __20__ about the idea of wearing computers on their bodies.

- | | | | |
|-------------------|-----------------|------------------|--------------------|
| 11. A. that | B. what | C. which | D. X |
| 12. A. wore | B. worn | C. being worn | D. wearing |
| 13. A. hand | B. elbow | C. wrist | D. waist |
| 14. A. to be sold | B. will be sold | C. to sell | D. will be selling |
| 15. A. for | B. with | C. by | D. as |
| 16. A. such as | B. similar to | C. together with | D. next to |
| 17. A. and | B. in order | C. but | D. or |
| 18. A. appeal to | B. suitable for | C. apply for | D. be used to |
| 19. A. beginning | B. original | C. preliminary | D. starting |
| 20. A. excite | B. excited | C. exciting | D. excitement |

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Exam Printed on 2 sides

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II. 閱讀測驗: 10%

Candy Crush Saga is a match-three puzzle video game released by the developer King on April 12, 2012. As of March 2013, *Candy Crush Saga* surpassed *FarmVille 2* as the most popular game on Facebook, with 46 million average monthly users. The game is periodically updated, adding new "episodes" and playable levels. *Candy Crush Saga* has "episodes" of 15 levels each (the first two "episodes" have only 10 levels). An update to the game in November 2013 added the "Dreamworld" levels, giving players the opportunity to replay older levels with a new mechanic, which is also periodically updated. As of January 2015, the Facebook edition has over 800 regular levels and over 500 Dreamworld levels, with new levels added every two weeks. Candy Crush Saga was the most downloaded app of 2013, both in Apple's App Store and Google's Play store. It was also the year's top revenue earning app. The game has been downloaded over 500 million times since its launch last year. Candy Crush Saga is the current favorite among gamers. One addict, Deborah Alvarez, reckons she plays it at least 10 times a day. She said: "I play it in between breaks at work, before I go home, when I get home...It's addictive." Her colleague Katie Newell said she has successfully avoided playing the game. "I know too many people who have fallen prey to Candy Crush. I can't talk to them. I have to block invites to Candy Crush. It's a slippery slope," she said.

Read the above article and decide whether the following statements are true (T) or false (F).

1. Each episode of Candy Crush Saga has 15 levels.
2. In 2013, Candy Crush Saga was the most profitable app.
3. The most recent update to the game was done in November 2013.
4. Katie is addicted to Candy Crush Saga; she knows too many people who love the game.
5. Deborah sometimes plays the game at work; she plays it at least 10 times a day.
6. Deborah and Katie work at the same company.
7. FarmVille 2 was the most popular game before March, 2013.
8. Candy Crush game has no more than 800 levels.
9. King is losing money now because it is a free app.
10. Candy Crush Saga is available in Apple's App store.

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III. 英翻中: 30%

1. China's monthly trade surplus hit US\$60.6 billion in February, a new record for the world's second-largest economy.
2. The launch of direct flights between Taiwan and Turkey at the end of March will greatly boost bilateral tourism and trade, which are still far from reaching their full potential
3. Unemployment in the U.S. has dropped to a seven-year low of 5.5 percent- the level normally considered the mark of a healthy job market.
4. Oil prices rose in Asia as dealers focused on increasing tensions in the Middle East and Ukraine.
5. Starting this year, individual travelers are allowed to import up to six types of vitamins, no more than 12 bottles of a given type and up to 36 bottles in total.

IV. 寫作: 20%

請寫一封詢問函到銘傳大學國企所索取碩士課程相關資料

試題完
End of exam