

# 國立中山大學 106 學年度碩士暨碩士專班招生考試試題

科目名稱：英文【資管系碩士班甲組、乙組】

題號：442002

※本科目依簡章規定「不可以」使用計算機(選擇題)

共 5 頁第 1 頁

This examination consists of 50 questions, divided over 5 sections; 2 points for each correct answer.

## I. Choose the right alternative

Instructions: Each of the following 30 sentences has a blank; choose the word that fits best.

1. Are cars getting wider every year, or are parking spaces getting \_\_\_\_?  
a. fewer                      b. narrower                      c. scarcer                      d. less
2. Sleep \_\_\_\_ her when she worries about her life.  
a. escapes                      b. deceives                      c. eludes                      d. denies
3. Quite honestly, I do not think \_\_\_\_ of Angelina Jolie as an actress.  
a. much                      b. little                      c. few                      d. lot
4. \_\_\_\_ of George Michael's songs do you like best, "Careless Whisper" or "Last Christmas"?  
a. Whichever                      b. What                      c. Which                      d. Either
5. It is a miracle that, \_\_\_\_ such small brains, birds can sing and fly and take care of themselves.  
a. through                      b. because of                      c. within                      d. with
6. They have been married for 29 years, and still have eyes for no one \_\_\_\_ each other.  
a. despite                      b. accept                      c. but                      d. than
7. How can I \_\_\_\_ my father to understand that I don't want to work in his scrap metal business?  
a. make                      b. let                      c. talk to                      d. convince
8. Amy was fired from her job because her superior did not think her work of a \_\_\_\_ level.  
a. hilarious                      b. elevated                      c. considerable                      d. satisfactory
9. This cold snap will \_\_\_\_ the sale of hats and scarves.  
a. geniculate                      b. initiate                      c. stimulate                      d. emulate
10. What is the \_\_\_\_ of Taiwan for Japanese tourists?  
a. appeal                      b. destination                      c. reason                      d. favorite
11. I wonder sometimes how the handicapped manage to \_\_\_\_ the uneven sidewalks of Kaohsiung.  
a. walk                      b. sidestep                      c. negotiate                      d. direct
12. Margaret \_\_\_\_ drinks in the kitchen when Alice arrived.  
a. makes                      b. is making                      c. was making                      d. has been making
13. Jeremiah says his favorite hobby is sleeping. But can sleeping really be \_\_\_\_ as a hobby?  
a. charged                      b. memorialized                      c. criticized                      d. characterized

# 國立中山大學 106 學年度碩士暨碩士專班招生考試試題

科目名稱：英文【資管系碩士班甲組、乙組】

題號：442002

※本科目依簡章規定「不可以」使用計算機(選擇題)

共 5 頁第 2 頁

14. When hungry, \_\_\_\_.
- this restaurant is the place you want to be!
  - food smells so deliciously
  - your energy just goes downhill
  - one can think of nothing but food
15. Australia and Brazil both \_\_\_\_ affected by severe floods recently.
- have been
  - are being
  - were to be
  - could be
16. My cat's name is Sweetie and she really lives \_\_\_\_ that name.
- like
  - so as
  - up to
  - following
17. Some people take Pierre for a Frenchman, but, \_\_\_\_, he is Canadian.
- on the contrary
  - meanwhile
  - actually
  - indeed
18. Prof. Lin said she really had enough of my excuses and that she wanted some \_\_\_\_ from me.
- action
  - acting
  - acted
  - active
19. Carla would not \_\_\_\_ a word about what Charles did to her last night.
- be telling
  - understand
  - show
  - utter
20. I'm sorry to say that I haven't spoken to Jeff since we had that \_\_\_\_.
- falling out
  - quarreling
  - misdemeanor
  - going on
21. I forgot to buy eggs, so there aren't \_\_\_\_ in the refrigerator.
- no eggs
  - there
  - any
  - inside
22. Was it President-Elect Trump who placed the call to President Tsai, or \_\_\_\_?
- otherwise
  - the other way around
  - neither
  - elsewhere
23. After his fatal accident, the young father was \_\_\_\_ by his wife and three children.
- revived
  - surveyed
  - survived
  - revitalized
24. Carrefour's vegetables are \_\_\_\_ less fresh than those at the traditional market.
- remarkably
  - markedly
  - marked
  - marketed
25. Do animals have an \_\_\_\_ of the future, you think?
- aspiration
  - illusion
  - afterthought
  - awareness
26. Sabrina was nervous at the conference because she was going to present a \_\_\_\_.
- paper
  - presentation
  - gift
  - article
27. I cannot get over the fact that Jasmine married a man 30 years her \_\_\_\_!
- elder
  - older
  - superior
  - senior
28. The fire in our apartment building made me talk to neighbors I would not \_\_\_\_ even have met.
- otherwise
  - elsewhere
  - outside
  - therefore

# 國立中山大學 106 學年度碩士暨碩士專班招生考試試題

科目名稱：英文【資管系碩士班甲組、乙組】

題號：442002

※本科目依簡章規定「不可以」使用計算機(選擇題)

共 5 頁第 3 頁

29. Doctors do not \_\_\_\_ lead the healthiest lives.

a. carefully                      b. life-style                      c. necessarily                      d. knowingly

30. Once the children \_\_\_\_ together for a while, their earlier squabbles were forgotten.

a. played                      b. play                      c. playing                      d. had been playing

## II. Match verbs with phrases

Instructions: for phrases 31 -35, determine which verb from the box fits best. Use each verb only once.

a. bewilder	b. interpret	c. collect	d. negotiate	e. forge
-------------	--------------	------------	--------------	----------

31. To \_\_\_\_ samples

32. To \_\_\_\_ a spouse

33. To \_\_\_\_ a curve

34. To \_\_\_\_ a law

35. To \_\_\_\_ a passport

## III. Match nouns with phrases

Instructions: for phrases 36-40, determine which noun from the box fits best. Use each noun only once.

a. envy	b. error	c. escape	d. evocation	e. ignorance
---------	----------	-----------	--------------	--------------

36. An \_\_\_\_ of justice

37. An \_\_\_\_ of childhood

38. Impelled by \_\_\_\_

39. A narrow \_\_\_\_

40. An \_\_\_\_ too deep to remedy

## IV. Match words with words of similar meaning

Instructions: Match the words in the box with the words 41-45 that come closest in meanings. Use each word only once.

a. compromised	b. acoustic	c. hump	d. sophisticated	e. sound
----------------	-------------	---------	------------------	----------

41. worldly

42. sonic

43. endangered

44. protuberance

45. healthy

### V. Reading Comprehension

*Instructions: Read the following texts and select the best answer to questions 46-50.*

Management gurus dub them “super-consumers:” they make up only a tenth of customers but they account for 30-70% of sales, an even greater share of profits and almost 100% of “customer insights,” says a new book, *Super-Consumers*, written by Eddie Yoon.

These people are not defined simply by the amount of stuff they buy (though they tend to be heavy users), but by their attitude to the product. They regard the things that they consume as answers to powerful emotional needs. Super-consumers exist in every imaginable consumer category, from the glamorous to the staggeringly mundane. There are people who wax lyrical about the serial numbers inside toilet rolls or who worship at the altar of Kraft's Velveeta processed cheese, which they call “liquid gold.”

But the most important role of super-consumers is to force companies to focus on their core business. Managers love to immerse themselves in the side-disciplines of business—analyzing big data or re-engineering supply chains. Super-consumers remind them that these are just a means to an end. Executives need to make sure that they often spend time with them—sitting in on product tests, joining chat rooms and hanging out at customer conventions. Video rental company Blockbuster kept its accountants happy but alienated its core customers by charging late fees. Netflix, by contrast, keeps its disciples on board with constant binge-watching fodder.

*(Adapted from The Economist, Dec. 3, 2016)*

46. Super-consumers,

- a. are valuable because they make up a tenth of customers
- b. are valuable to management gurus because they are heavy users of stuff
- c. have a powerful emotional bond with certain products they prefer
- d. live in a world of imaginable consumer categories

47. The examples of people waxing lyrical about serial numbers inside toilet rolls and the processed cheese of the Velveeta brand are examples of

- a. the interest of super-consumers in glamorous consumer categories
- b. the interest of super-consumers in mundane consumer categories
- c. the interest of super-consumers in, respectively, glamorous and mundane consumer categories
- d. the interest of super-consumers in, respectively, mundane and glamorous consumer categories

48. Managers tend to

- a. lose focus on their companies' core business
- b. underrate the importance of analyzing big data or re-engineering supply chains
- c. waste time joining chat rooms and hanging out at customer conventions
- d. consider super-consumers just a means to an end

國立中山大學 106 學年度碩士暨碩士專班招生考試試題

科目名稱：英文【資管系碩士班甲組、乙組】

題號：442002

※本科目依簡章規定「不可以」使用計算機(選擇題)

共 5 頁第 5 頁

49. Executives should spend time with super-consumers because
- a. super-consumers have powerful emotional needs
  - b. super-consumers exist in so many consumer categories
  - c. super-consumers make up the largest section of a company's customers
  - d. super-consumers offer valuable customer insights

50. The contrast between Blockbuster and Netflix is that
- a. Blockbuster kept its accountants happy, while Netflix did not
  - b. Blockbuster lost its core customers because of late fees, while Netflix did so by offering binge-watching fodder
  - c. Netflix gives its core customers exactly what they want while Blockbuster did not
  - d. Netflix caters for its disciples while Blockbuster concentrated on aliens as their core customers

End of the MA entrance Examination