

# 大同大學 107學年度研究所碩士班甄試複試考試試題

考試科目：英文

所別：事業經營研究所

全一頁

註：本次考試 不可以參考自己的書籍及筆記； 不可以使用字典； 不可以使用計算器。

## I. Translate the following passages into Chinese: (50%)

With the rapidly adoption of mobile device, smartphone and tablet PC, thousands of mobile service come out in the market. The overall value of the mobile commerce industry rising dramatically goes with this trend. Moreover, mobile payment plays an important role in mobile commerce application. As a result, understanding consumers' perception of mobile payment is crucial for helping mobile operators to promote their services.

Mobile payments are starting to gain a foothold in the U.S. More and more retailers are enabling customers to use technologies such as Android Pay, Apple Pay and Samsung Pay. However, these payment apps are still relatively unknown and highly underutilized. When I discuss mobile payments with friends and colleagues, the conversation is very predictable. It goes something like this: "Oh, I don't know about that. It seems risky." There's a general lack of trust and people aren't willing to take that chance with their credit cards — but why?

Studies indicated that users' perception, innovation, and trust in mobile devices significantly influenced their intention to use mobile payment. In other words, mobile payment service providers can increase users' intention to use mobile payment by adopting corresponding marketing strategies.

## II. Translate the following passages into English: (50%)

近幾年全球跨境電商如火如荼的展開，國內經營電子商務的業者也開始往國外發展。全球電商競爭無可避免，有些電商成功擴張，一個一個國家布局；然而有些電商卻無法克服國際障礙，敗興而歸。經營跨境電商有太多不可預期的因素，有許多電商只想跟著「跨境」的潮流，卻不曉得之後會遇到的種種困難，只有克服困難的業者才能在國際生存。跨境電商的成功與否與經營模式有很重要的相關，適合的經營模式能帶領跨境電商的成功，其中充分了解目標市場，提出適當的價值主張、合作夥伴的支持、鞏固的客群、收益流多寡是影響跨境電商能夠成功的重要因素。