

國立彰化師範大學107學年度碩士班招生考試試題

系所： 人力資源管理研究所 組別： 丙組 科目： 商用英文

☆☆請在答案紙上作答☆☆

共 4 頁，第 1 頁

I. Choose the best option to complete the text. (10%, 2% for each)

1. John went skiing last winter. He had an _____ and fell 20 meters down the mountain.
(A) accident (B) incident (C) injury
2. He wasn't _____ .
(A) damaged (B) unhealthy (C) injured
3. But, his camera was _____. The cost of repairs was €200.
(A) injured (B) damaged (C) destroyed
4. He tried to _____ on his travel insurance.
(A) complain (B) cover (C) claim
5. But, the insurance company said that his _____ didn't cover dangerous sports.
(A) protection (B) policy (C) claim

II. Choose the best option to complete the text. (12%, 2% for each)

1. Online shopping has increased dramatically in recent years as more and more people use the internet to _____ travel tickets and buy goods.
(A) book (B) require (C) command
2. However, there can be problems when buying online. Some retailers have found it difficult to guarantee _____ times: goods may arrive late or not at all.
(A) delivery (B) distribution (C) service
3. Some customers become frustrated when they are unable to cancel an order or get a _____ for goods they don't want.
(A) payback (B) return (C) refund
4. Companies try to _____ spending on customer service.
(A) reduce (B) put down (C) fall
5. They find it difficult to _____ all the complaints.
(A) apologize (B) deal (C) handle
6. Especially when the complaints come from _____ customers, it can be very troublesome and time-consuming.
(A) satisfied (B) dissatisfied (C) unsatisfied

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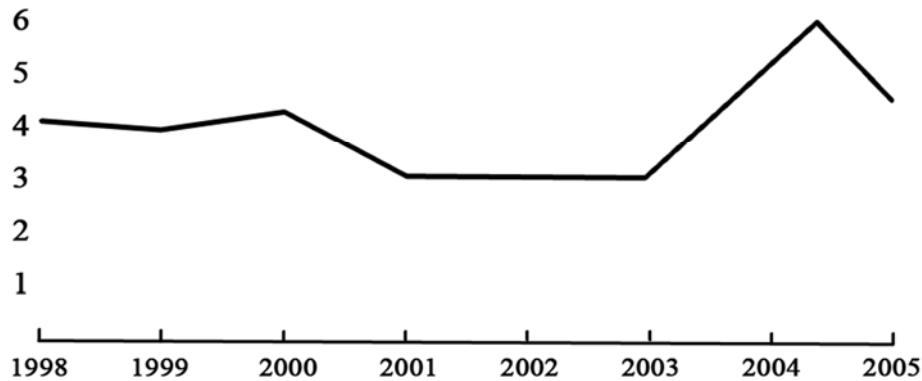
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III. Choose the correct phrase to complete each sentence describing the graph. (6%, 2% for each)

Unemployment rate 1998-2005

% of total workforce



1. From 1998 to 2000, the unemployment rate _____ between 4.0 and 4.3 per cent.
2. The level of unemployment _____ during 2001 and 2003.
3. In the second half of 2004, the rate _____.

- (A) dropped from 6% to 4.5% (B) fell to
(C) fluctuated (D) remained steady
(E) reached a peak

IV. An office worker (A) phones a technician (B). Put the dialogue in the correct order. (12%, 2% for each)

- 1 **B:** OK, but if we send someone to you, you may have to wait till this afternoon.
- 2 **B:** Fine. Then I'll arrange for someone to come to you.
- 3 **A:** I've got a problem with my laptop – it isn't working.
- 4 **A:** That's OK, I can wait.
- 5 **B:** Right. Well there are two possibilities: we could send someone to you to look at it, or you could bring it to us.
- 6 **A:** I can't bring it to you very easily – it's connected to other equipment at my desk.

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V. A and B discuss whether to hire a big room or a smaller room for a party for customers. They don't know how many people will attend. Match the phrases with the best arguments. (10%, 2% for each)

1. **A:** My view is that we should hire the big room, _____.
2. **B:** On the other hand, _____.
3. **A:** I understand your point, _____.
4. **B:** Surely the main point _____.
5. **A:** That's right. _____.

- (A) If the room is too small, our customers will leave – and that could cost us a lot!
- (B) but if a lot of people come, we will need the space.
- (C) is to save costs where we can.
- (D) because it's better to have too much space than not enough.
- (E) we might have to pay a lot of money for space we don't need.

VI. Translation (英翻中): Please translate the following English paragraphs into Chinese.

In today's era of transformative scientific and technological advances, businesses are not only creating new products and services. They are reshaping industries, blurring geographical boundaries and challenging existing regulatory frameworks. The industries being powered by advanced technologies like Internet of Things, artificial intelligence and blockchain are developing very quickly. As governments try to keep pace with these new technologies, companies are routinely rolling out new products and services and regularly overhauling all aspects of them while governments are trying to carefully measure and mitigate their impacts. (From World Economic Forum, Feb. 13, 2018. How can policy keep pace with the fourth industrial revolution?)(15%)

When we think of a successful brand, company or organization, we can all agree the ones deemed successful are those that have done something new, exciting or revolutionary. They are the businesses that stand out from the rest. But with new and on-trend products or services created in seconds, this is not a simple task. In fact, it might be one of the most difficult goals to achieve when it comes to any business. With so many competitors arising, navigating a crowded space as an entrepreneur or within your given industry is daunting. (From M. Rawls-Meehan, Jan. 16, 2017. 5 ways to make your business better than the competition.)(15%)

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VII. Business Case and Report Write-up: Read the following business case and write up a report to be presented to the board of directors of the focal company.

Stanley Ltd. is a small engineering firm that manufactures machine parts. The directors have a problem: productivity has fallen significantly in the last two years, and the business has started to suffer. The workers are failing to meet their production targets and the company is often late with deliveries to customers. There are also complaints about poor quality. The workers are unhappy because they are never able to earn their productivity bonuses. Morale is low. Earlier Patrick Massey, the former Production Manager, proposed to the board of the directors an increase in pay for the workers. However, the directors declined. After Patrick left, the situation has now reached a crisis: the company's reputation is badly managed, sales are falling and financial losses amount to thousands of US dollars each month. Roland Court was appointed the new Production Manager.

After some investigation, Roland, the new Production Manager, believed that he has the following four potential alternatives and would like to present to you, the new chair of the board of the directors:

1. Give a pay increase to all the workers (this would cost US\$500, 000);
2. Reduce the level at which workers can earn a productivity bonus (this would cost US\$300,000);
3. Cut labor costs (e.g., by not recruiting any new workers when people leave);
4. Layoff existing workers and replace them with new hires.

What will you do? Write a memo to all the staff of Stanley Ltd. Explain what you have decided to do. (20%)