

科目：商業英文

適用：經濟系(產業發展組)

編號：221

考生注意：

1. 依次序作答，只要標明題號，不必抄題。
2. 答案必須寫在答案卷上，否則不予計分。
3. 限用藍、黑色筆作答；試題須隨卷繳回。

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I. Choose the appropriate words to complete the sentences. (16%)

1. Hiring a capable accountant and having a better control of communication expenses and contractors are two effective ways to reduce a company's ____.

- a) invoices b) consensus c) overheads d) supplies

2. There is a 2% discount if you pay ahead of time. However, a surcharge will be imposed on any ____ balance.

- a) fabulous b) outstanding c) lucrative d) conditional

3. Today's marketing meeting is going to take at least five hours because there are several important issues on the agenda to discuss.

- a) invoice b) spreadsheet c) bottom line d) agenda

4. A/An ____ will be given to clients who place an order larger than 10,000 units.

- a) dress code b) bulk discount c) investment portfolio d) attrition rate

5. A/An ____ should clearly itemize the products purchased, record transactions between buyers and sellers, and provide the terms of payment.

- a) invoice b) bank statement c) inventory d) order

6. ____ is a good indicator of the popularity of a product.

- a) Investment portfolio b) Customer service c) Inventory turnover d) After-sale service

7. Any expenses incurred during business trips will be ____ to you by the company within a month.

- a) reimbursed b) refinanced c) restructured d) repurposed

8. The members of the board have not been able to reach a ____ on whether to accept the proposal.

- a) corporation b) contract c) consortium d) consensus

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II. Complete the following passages with appropriate words. (42%)

Encouraging Family Offices

By Niralee Shah

Well over a century ago, the Rockefeller's 9 the idea of establishing a professionally 10. __ "family office" to manage private investments on behalf of members of the family. Since then, many ultra-wealthy family groups have followed suit. In recent years, according to an article in Forbes this August, the family-office structure has seen a rapid rise in popularity as the super-rich 11. __ the most efficient ways to handle their 12. __. Given the dramatic increase over the past decade in the amount of wealth that family offices manage, these offices are now able to engage in 13. __ of a scale previously reserved for private 14. __ and other larger firms. In AmCham Taipei's 2019 Taiwan White Paper, the Private Equity Committee called the attention of the Taiwan 15. __ authorities to this trend. "Many traditional hedge fund operators have closed their funds in order to open family-office types of investment 16. __," the Committee noted. "Given Asia's ability to attract 17. __ from around the world, some of these family offices are moving into the region, most often to Singapore and Hong Kong. Taiwan, with its large number of family-owned 18. __ is also seeing a similar trend domestically as well-to-do families open offices to manage their wealth and make 19. __." Unfortunately, however, the legal and regulatory environment in Taiwan has not been as 20. __ as it could be for investments from high-net-worth families. Industry sources 21. __ the high taxes on investment 22. __ as a major disincentive. Another is a rather inflexible regulatory system that fails to account for the broad range of functions that a family office typically provides. 23. __ simply offering investment advice and financial services, such offices often also deal with legal issues, tax advice, and estate and 24. __ planning. Generally speaking, the investment philosophy of family offices differs from that of hedge funds and many other 25. __ investors in that they tend to invest for the long-term, and they increasingly prefer investments that have some environmental or social impact. As a result, experts believe that their involvement in the Taiwan economy would be particularly beneficial at a time when this country needs 26. __ capital to build up such strategic 27. __ as biomedicine, green energy, and artificial intelligence. In its White Paper submission, the Private Equity Committee urges Taiwan's 28. __ to develop an environment that will attract international family-office funds to invest in Taiwan, as well as assist Taiwanese family offices to 29. __ more effectively.

(Source: Taiwan Business TOPICS, November, 2019)

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|----------------------|-------------------|------------------|-------------------|
| 9. a) pointed | b) provoked | c) pioneered | d) punched |
| 10. a) staff | b) staffed | c) staffer | d) staffing |
| 11. a) seek out | b) look out | c) knock out | d) fall out |
| 12. a) liabilities | b) assets | c) premises | d) capacities |
| 13. a) transactions | b) transports | c) trademarks | d) tradenames |
| 14. a) equality | b) equilibrium | c) equation | d) equity |
| 15. a) finance | b) financial | c) financially | d) financier |
| 16. a) vehicles | b) validities | c) verifications | d) viruses |
| 17. a) capitol | b) capital | c) captain | d) capsule |
| 18. a) enterprisers | b) entrepreneurs | c) enterprises | d) enterprising |
| 19. a) invest | b) invests | c) investors | d) investments |
| 20. a) conductive | b) conducive | c) conclusive | d) convictive |
| 21. a) sign | b) site | c) cite | d) sight |
| 22. a) returns | b) portfolios | c) options | d) strategies |
| 23. a) Except | b) Regarding | c) Besides | d) Pertaining |
| 24. a) procession | b) succession | c) recession | d) progression |
| 25. a) institutional | b) constitutional | c) recreational | d) conditional |
| 26. a) sustain | b) sustained | c) sustainable | d) sustainability |
| 27. a) apartments | b) individuals | c) regimes | d) industries |
| 28. a) brokers | b) benefactors | c) regulators | d) contractors |
| 29. a) optimize | b) rebrand | c) relocate | d) operate |

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III. Complete the following passage with appropriate words in the lists. (24%)

(Questions 30-33)

- a) goods b) commodities c) efficiently d) scarce

Let's defer to Professors Paul A. Samuelson and William D. Nordhaus, who define economics as follows in the 1998 edition of their well-known text, *Economics*:

"Economics is the study of how societies use (30) resources to produce valuable (31) and distribute them among different people."

Behind this definition are two key ideas in economics: that (32) are scarce and that society must use its resources (33). Indeed, economics is an important subject because of the fact of scarcity and the desire for efficiency.

(Questions 34-37)

- a) aggregate b) insights c) inflation d) trends

Samuelson and Nordhaus also provide some (34) into the role of economists in Chapter 1 of their book. They declare that, "Throughout the world economists are laboring to collect data and improve our understanding of economic (35)." Moreover, as they note, economists are studying and trying to explain a wide and expanding array of activities, ranging from international trade to unemployment and (36), from investing retirement funds to controlling pollution. Economic analysis, both theoretical and empirical, can generate important insights into individual and (37) behavior and relationships, and help in society's efforts to use scarce resources in a more efficient manner.

(Questions 38-41)

- a) ultimate b) calculating c) against d) domestic

Samuelson and Nordhaus also have an answer to the second part of your question about the need for economists, when they write: "You might well ask, 'What is the purpose of this army of economists measuring, analyzing, and (38)?'" The (39) goal of economic science is to improve the living conditions of people in their everyday lives. Increasing the gross (40) product is not just a numbers game. Higher incomes mean good food, warm houses, and hot water. They mean safe drinking water and inoculations (41) the perennial plagues of humanity.

(excerpted from "Why do we need economists and the study of economics")

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IV. Insert the four statements in appropriate places in the letter. (8%)

(Questions 42-45)

- a) According to your advertisement, the 1750 pcs of assorted sling bag is \$36,000.00 with free shipping.
- b) If there are any additional fees, please let me know and I will work out the payment details with you.
- c) I am writing to place an order for 1750 pcs of assorted sling bag as advertised to *HIT Magazine* issued in October.
- d) Your latest catalog is also included with the order.

November 21, 2019

Ms. Jane W. Smith
Purchasing Manager
Serendipity Marketing Corporation

Dear Ms. Smith:

(42) The catalog number is 1235-49762-QV. (43)

(44) A check in this amount is enclosed. Please send the confirmation of receipt of this check at my email address at m_upt@fbqx.com. Please ship my order to our receiving center at:

RNUPT Building
Peter Jensen Subd.
University City

(45)

Thank you very much.

Sincerely,

Frank Fernandez

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V. Read the following letter and answer questions 46-50. (10%)

46. This letter is incoherent because the paragraphs are disorganized. Which of the following is the best order of the paragraphs?

- a) ECADB
- b) CDBEA
- c) ECABD
- d) CEBAD

Dear Sir/Madam,

A) The pharmacist did apologize and corrected the mistake. However, I wanted to bring it to your attention. I think it happened because there were not enough staff on duty. I understand that mistakes can happen sometimes, but there needs to be a minimum of two pharmacists at all times so all prescriptions can be checked and mistakes like this can be avoided.

B) If I hadn't noticed the difference between the prescription and the actual tablets, my grandfather could have taken a dangerous *overdose* of Prasopine. I would be worried about getting any future prescriptions at Golden Beach.

C) I am writing to express my dismay at the service at your Golden Beach branch on Friday 21 March.

D) Please take steps to make sure this mistake does not happen again.

E) I usually collect prescriptions from the pharmacy on behalf of my grandfather, Mr. Jack Earnest. On this occasion there were three prescriptions: one for 28 x 30 mg Zindosol, one for 28 x 60 mg Prasopine and 28x10mg Tendopa. I was served quickly even though there appeared to be only one pharmacist on duty. However, as I was leaving I saw that I had been given 300 mg tablets of Prasopine. This is five times stronger than the prescription called for.

Yours Sincerely

47. What is the purpose of this letter?

- a) To place an order
- b) To request for an outstanding payment
- c) To file a complaint.
- d) To cancel a subscription

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48. Which of the following is true about the letter?
- a) Zindosol, Prasopine and Tendopa were the pharmacists on duty.
 - b) The customer thinks the pharmacy is understaffed.
 - c) The customer will not collect any prescriptions at Golden Beach branch in the future.
 - d) The customer thinks that the staff at the pharmacy need more training.
49. Which of the following is closest to the word *overdose* in "... my grandfather could have taken a dangerous *overdose* of Prasopine."
- a) Scarcity
 - b) Infinity
 - c) Excess
 - d) Sufficiency
50. Which of the following is missing in this letter?
- a) A salutation
 - b) A closing
 - c) A name
 - d) A title

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