

 南台科技大學 101 學年度研究所考試入學招生考試

系組：應英系乙丙組

准考證號碼：□□□□□□□□

科目：商用英文

(請考生自行填寫)

注意事項	一、請先檢查准考證號碼、報考系(組)別、考試科目名稱，確定無誤後再作答。 二、所有答案應寫於答案紙上，否則不予計分。 三、作答時應依試題題號，依序由上而下書寫，作答及未作答之題號均應抄寫。
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1. Imagine that you are the CEO of Autostar Corporation, a company that exports auto parts to the U.S. Now please read the news below and write a short email to inform your shareholders that your business in the U.S. will be much better this year. You are encouraged to use the information you read, paraphrasing or quoting any passage from the news to support your points and persuade your shareholders. (50%)

### The Conference Board Consumer Confidence Index® Increases

The Conference Board *Consumer Confidence Index*®, which had decreased in January, increased in February. The Index now stands at 70.8, up from 61.5 in January. The Present Situation Index increased to 45.0 from 38.8. The Expectations Index rose to 88.0 from 76.7 in January. The monthly *Consumer Confidence Survey*®, based on a probability-design random sample, is conducted for The Conference Board by Nielsen, a leading global provider of information and analytics around what consumers buy and watch.

Says Lynn Franco, Director of The Conference Board Consumer Research Center: “Consumer Confidence, which had declined last month, posted a sizeable improvement in February. The Index is now close to levels last seen a year ago (Feb. 2011, 72.0.). Consumers are considerably less pessimistic about current business and labor market conditions than they were in January. And, despite further increases in gas prices, they are more optimistic about the short-term outlook for the economy, job prospects, and their financial situation.”

Consumers’ assessment of current conditions was more favorable in February. Those claiming business conditions are “good” increased slightly to 13.3 percent from 13.2 percent, while those claiming business conditions are “bad” decreased to 31.2 percent from 38.3 percent. Consumers’ appraisal of the labor market was also less pessimistic. Those stating jobs are “plentiful” increased to 6.6 percent from 6.2 percent, while those saying jobs are “hard to get” decreased to 38.7 percent from 43.3 percent.

Consumers were more optimistic about the short-term outlook than they were last month. The proportion of consumers expecting business conditions to improve over the next six months increased to 18.7 percent from 16.7 percent, while those anticipating business conditions will worsen decreased to 11.8 percent from 14.6 percent. Consumers’ outlook for the labor market was also more upbeat. Those anticipating more jobs in the months ahead increased to 18.7 percent from 16.4 percent, while those anticipating fewer jobs declined to 16.9

percent from 19.1 percent. The proportion of consumers expecting an increase in their incomes improved to 15.4 percent from 13.8 percent.

**2. Imagine that you are the sales manager of VIAstar Electronics Co., and your job now is to promote your latest product VIAstar W8001 to your potential customers in the U.S. Please make use of the information and specifications below and write a promotional letter. Please note that your grade will not be affected by any mistakes NOT RELATED to business English. (50%)**

VIAstar W8001 平板電腦 7吋-Android2.3

硬體參數

CPU : ANDROID 3.0 WM8650 1000MHZ

內存 : DDR2 1G

存儲 : 32GB NAND FLASH

顯示屏 : 7吋 TFT LCD 800\*480 (16 : 9)

觸摸屏 : 兩點電阻式觸摸屏

WIFI : 無線網卡 802.11b/g

TF 卡 : 最大支援 32GB

3G : 支援外置 3G

傳感器 : 四向重力感應

Camera : 500 萬像素

USB 接口 : 4 個

音效 : 內置立體雙聲道播放, 單聲道錄音

電池 : 4800MAH/7.4V

待機時間 : 6-8 小時

電源 : 110V-220V 輸入, 7.4V DC 輸出, 1.5A

軟體參數

操作系統 : ANDROID2.3 支援網頁 FLASH 10.1

即時通訊 : 支援 QQ/ MSN/ SKYPE/ facebook/ 即時通

地圖遊戲 : 支援重力感應 FLASH 遊戲/Google 地圖導覽

作業軟體 : 支援 PDF/WORD/EXCEL/POWER POINT

視頻播放 : 1080P 高清視頻, 支援 AVI/RMVB/ MP4/3GPGS/MPEG1/2/4 /H.264/H.263(1920\*1080)

音頻格式 : 支援 MP3/ WMA/ MP2/ AAC/ WAV

圖片瀏覽 : 支援 JPEG/ PNG/ BNP/ GIF

郵件收發 : 支援線上收發郵件

線上視頻 : 支援線上視頻 : 優酷、土豆、YouTube/ PPTV、無名小站、搜狐、線上新聞

錄音 : 支援錄音功能

照相錄影 : 支援照相和攝影功能

輸入法 : 支援中、英文、手寫輸入法和語音搜尋

語言 : 支援多國語言

軟體安裝 : 支援線上和 TF 卡安裝各種 ANDROID 系統軟體

系統升級 : 支援 TF 卡升級系統