

銘傳大學 105 學年度研究所碩士班招生考試

國際企業學系碩士班

第二節

「商用英文」試題

(第 1 頁共 2 頁) (限用答案本作答)

可使用計算機 不可使用計算機

請依照題號順序、大題，橫式在答案本上作答

I. 選擇題：10%每題 2 分

1. Our New Taipei branch together with four Taipei branches _____ established in the early 2000's.
(A) had been (B) have been (C) were (D) was
2. The flu epidemic has reached such proportions _____ as much as twenty percent of our workforce has called in sick. (A) so (B) which (C) and (D) that
3. _____ she had forgotten her purse in the restaurant, Jenifer dashed back to it by taxi to retrieve it.
(A) Realized (B) Realize (C) Realizing (D) Upon realized
4. Smoking will certainly do _____ to your health.
(A) damage (B) harm (C) injury (D) hurt
5. Nikes and Adidas are business _____ (A) partners (B) traders (C) rivals (D) associates

II. 以下為一封回詢問函，請填入適當的字：20% 每題 2 分

Thank you for your interest ___ 6 ___ our products. Based ___ 7 ___ the principle that customers' profits are always ___ 8 ___ we care, our company has been enjoying excellent reputation ___ 9 ___ its establishment in 1999 for strict quality ___ 10 ___, reasonable ___ 11 ___ and prompt ___ 12 ___. As ___ 13 ___, we are sending you our latest catalog. If you have any further ___ 14 ___, please ___ 15 ___ free to contact us.

III. 閱讀測驗 20%:每題 2 分

(A)根據下文，選出適當之答案

New York City plans to announce a forecast of 59.7 million visitors this year. That would exceed last year's record of 58.3 million visitors by 2.4 percent and keep the city on pace for a goal of drawing 67 million annual visitors by 2021. The tourists have kept flowing into New York from around the country and the rest of the world despite turmoil in many places, a slowing economy in China and a strengthening American dollar that weakens the buying power of foreigners. Despite the slowdown in China, the country is expected to be a growing source of visitors to the city in 2016, which has been declared "U.S.-China tourism year." The city is projecting about 920,000 visitors from China this year, an increase of 8.2 percent from the preliminary estimate of about 850,000 in 2015. China is the fourth-largest source of foreign visitors to the city, behind England, Canada and Brazil. Chinese visitors are expected to reach one million by 2018.

Under the leadership of Mr. Dixon, who was chosen to be chief executive by Mayor Bill de Blasio two years ago, NYC & Company has continued to promote the city overseas. The agency's total budget for this year will be about \$35 million, with more than half of it provided by the city government, the rest comes from hotel operators and other tourism-related businesses that make up its membership. The city's contribution is projected to increase this year by more than 50 percent, to over \$18 million. Still, the city's annual contribution to NYC & Company had fallen to about \$12 million from a high of about \$22 million when Mr. Bloomberg took control of the agency and announced an audacious goal of attracting 50 million visitors by 2015. The campaign was so successful that the original goal was reached four years early. After the annual tally rose to nearly 57 million, a new goal was declared to attract 10 million more visitors by 2021.

16. In what year did New York City's tourists reach 50 million?
(A) 2011 (B) 2012 (C) 2014 (D) 2015

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(第 2 頁共 2 頁) (限用答案本作答)

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17. Of all the visitors to New York City this year, what percentage is expected to be from China?
(A) 50 % (B) 10 % (C) 8.2% (D) 1.5%
18. Which of the following factors may be good to bring more visitors to New York City?
(A) terrorist attack (B) weakening of American dollars
(C) slow economy in China (D) reduced budget
19. Which of the following statements about NYC & Company is NOT true?
(A) It is supported by New York City government (B) It's led by Bill de Blasio
(C) Its main business is to promote tourism (D) Its CEO is appointed by the city mayor.
20. In 2015, about how much did New York & Company get from the city government?
(A) 12 million (B) 17 million (C) 18 million (D) 22 million

(B) 根據下文下列敘述正確請寫 "T"; 不正確寫 "F"

We usually complain about what we don't like but have you ever thought about writing to a company to thank them for doing a good job? You expect a company to do a good job, so why should you write to them to tell them they are doing something properly? Everybody likes praise; it helps us to keep up the good work, without it we might not make that extra effort – why should we if nobody thanks us for it? Companies often send out questionnaires and surveys to ask their customers what they think of a product. This information may be important, but these statistics are never worth as much as a personal letter or phone call thanking the company or the individuals behind the product or service. Complaining can be useful because it helps a company to make a product or service better but praising is just as useful because it motivates the staff and helps the company understand what it is doing well.

21. The author thinks that praising is more important than complaining.
22. Most of us don't praise because we think that is useless.
23. The author doesn't think information in the questionnaires and surveys is important.
24. Instead of writing a complaint letter, the author encourages us to praise the product/service provider.
25. Most people don't really appreciate praise.

IV. 翻譯: 30% 每題 6 分

1. The consumer price index (CPI) rose 2.4 percent in February from a year earlier, the highest year-on-year increase in 36 months.
2. Wholesale price index (WPI) in February fell 4.79 percent from a year ago, the 18th consecutive month that it has recorded a year-on-year decline.
3. The Bureau of Foreign Trade (BOFT) has been setting up different industry cluster platforms in the cloud to further promote Taiwan's exports.
4. The Japanese yen climbed against major peers on Tuesday as a slump in China's exports offered dealers more evidence of a slowdown in the world economy.
5. In the overall wealth management market, robo-advisers are tiny, a drop in the bucket. But their disruption potential to traditional wealth advising is massive.

V. 寫作: 20%

銘傳貿易公司開立信用狀向美國貿易公司採購 20 台辦公室設備 (office equipment), 該筆設備已於昨日到貨。然而開箱後未發現所承諾附贈之零件, 請去函請求立即以空運送達。

試題完
End of exam

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