

臺灣綜合大學系統 106 學年度學士班轉學生聯合招生考試試題

科目名稱	商用英文	類組代碼	C06
		科目碼	C0694

※本項考試依簡章規定各考科均「不可以」使用計算機

本科試題共計 3 頁

I. Multiple-Choice Questions

Part 1. Choose an appropriate term for each of the following definitions of some common business terms. (30%)

(A) diversification	(B) restructuring	(C) entrepreneur	(D) referendum
(E) goodwill	(F) millennial	(G) negotiation	(H) asset
(I) strategic alliance	(J) Original Equipment Manufacturer	(K) startup	(L) competitive analysis

1. assumed value of the attractive force that generates sales revenue in a business, and adds value to its assets
2. a critical part of your company marketing plan
3. a company that is in the first stage of its operations
4. a useful or valuable quality, skill, or person
5. the corporate management term for the act of reorganizing the legal, ownership, operational, or other structures of a company for the purpose of making it more profitable, or better organized for its present needs
6. a method by which people settle differences
7. a direct vote in which an entire electorate is asked to vote on a particular proposal
8. The term is usually considered to apply to individuals who reached adulthood around the turn of the 21st century.
9. a risk management technique that mixes a wide variety of investments within a portfolio
10. agreement for cooperation among two or more independent firms to work together toward common objectives

Part 2. Choose the best word to fit the gap. (40%)

11. Revenue from license sales _____ 8 % during the third quarter of 2015.
(A) down (B) fall (C) fell (D) fallen
12. Many managers think that the goal of technology is to provide people with what _____ to live comfortably.
(A) they need (B) do they need (C) they are needed (D) needs

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13. The local movie theater is losing business, since most people in town ____ to the bigger cinema at the shopping center outside of town.
 (A) must have gone (B) ought to go (C) would rather go (D) could be going
14. Thank you for your ____ of \$500 which we received today.
 (A) remains (B) commission (C) remittance (D) remuneration
15. There are many rumors in this company, the most irritating ____ is that it can go bankrupt within a month.
 (A) where (B) to whom (C) what (D) of which
16. How many students in your class ____ from overseas?
 (A) comes (B) come (C) came (D) are coming
17. The sales ____ for the next few months is not optimistic.
 (A) figures (B) drive (C) forecast (D) trend
18. You shouldn't discuss salary until the interviewer ____.
 (A) brings up (B) bring on (C) brings it up (D) brings it on
19. Only the initials of the companies and the price of their shares ____ on the billboard.
 (A) flash (B) flashes (C) is flashed (D) are flashed
20. Paul is a highly ____ leader in the electrics and electronics market.
 (A) reliable (B) innovative (C) extensive (D) traditional
21. Mary's reliability and confidence make her an ____ employee.
 (A) idealized (B) ideal (C) idyllic (D) idealistic
22. Many careers require a college diploma; in some jobs, ____, previous experience is the main requirement.
 (A) therefore (B) accordingly (C) nonetheless (D) however
23. A marketing campaign ____ is interesting and fashionable will attract more customers.
 (A) that (B) what (C) it (D) who
24. The delay in despatch was due to circumstances ____ our control.
 (A) above (B) beyond (C) under (D) in
25. This store is trying to ____ young shoppers by offering fashionable clothes.
 (A) target (B) persuade (C) encourage (D) trap
26. If this project is completed on time, we will receive a ____ in next year's pay.
 (A) bonus (B) batch (C) bill (D) salary

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27. The economy in Vietnam is booming; _____ many foreign investors are planning to enter Vietnam's market.
 (A) even if (B) so as to (C) in addition to (D) that's why
28. The phone _____. Can you answer it, please?
 (A) rings (B) ring (C) rang (D) is ringing
29. The term "Nasdaq" _____ to refer to the Nasdaq Composite, an index of more than 3,000 stocks listed on the Nasdaq exchange.
 (A) using (B) are used (C) is used (D) being
30. Qualcomm recently _____ a smartphone chip which can offer a connectivity speed that's four times faster than that of current smartphones.
 (A) underestimated (B) lumbered (C) unanticipated (D) launched

II. Writing (30%)

Business owners who want to help their employees feel empowered should recognize the importance of creating the organization's vision, mission and strategies. As an owner of small business firm, you are aware of a new wave of automation with advances in artificial intelligence and robotics could impact the workplace. Write a memo of about 100 to 120 words in English to describe your business outlook. In the memo, be sure to state the problem your company may be facing, the things you can do to solve the problems, and what you like the senior managers to do.