

臺灣綜合大學系統 107 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 (70%)

請於答案卷上作答，否則不予計分

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

(A) consensus	(B) revenue	(C) breakeven point	(D) invoice
(E) collateral	(F) piracy	(G) social media	(H) supply chain
(I) tariff	(J) summit	(K) B2C	(L) blockchain

- an advertising or marketing program aimed at doing business directly with consumers as opposed to other businesses.
- websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone.
- the act of illegally copying a computer program, music, a film, etc. and selling it.
- a meeting between heads of government.
- a digitized, decentralized, public ledger of all cryptocurrency transactions.
- property or goods used as security against a loan and forfeited to the lender if the borrower defaults.
- when a company has neither a profit nor a loss.
- a generally accepted opinion or decision among a group of people.
- The connected chain of all of the business entities, both internal and external to the company, that perform or support the logistics function.
- the entire amount of income before expenses are subtracted.

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

- A marketing campaign _____ is modern and fashionable will attract more customers.
(A) who (B) that (C) what (D) it
- I suggest you _____ your emails just once a day, if you want to make best use of your time.
(A) checking (B) to check (C) are checking (D) check
- _____ conferences is a good way to build business relationships.
(A) Going (B) Attending (C) Meeting (D) Visiting
- Before you go on holiday, you should decide _____ or not you want colleagues to call you if there is a problem.
(A) do (B) if (C) whether (D) should
- Can you _____ the teacher the question?
(A) ask (B) asking (C) asked (D) asks

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16. John and David are friends of ____.
- (A) ours (B) our (C) we (D) us
17. If you blow ____ all of the candles on your birthday cake with one breath your wish will come true.
- (A) in (B) out (C) over (D) up
18. We are looking ____ hearing from you soon.
- (A) forward to (B) into (C) up to (D) for
19. We spent the whole day there and didn't get ____ until dark.
- (A) back (B) over (C) up (D) off
20. The government ____ interest rates for three years until yesterday.
- (A) had not rose (B) had not risen (C) had not raised (D) had not rose
21. Should all rich countries unite ____ the attempt to solve global warming?
- (A) from (B) on (C) towards (D) in
22. ____ any further information, do not hesitate to contact me.
- (A) Should you need (B) you should need (C) unless you need (D) you will need
23. Part of the reason Daisy wanted to apply for the job ____ that employees were given plenty of room to grow within the company.
- (A) is realizing (B) realize (C) was mainly (D) was her recognition
24. Prices are too high and they will remain ____ until inflation comes down.
- (A) as (B) that (C) there (D) so
25. The bank that lends that money expects to receive repayment of the loan with ____.
- (A) equity (B) interest (C) initiative (D) debt
26. I was one of the three candidates _____ for the second interview..
- (A) inviting (B) exciting (C) invited (D) excited
27. The reason there are no buses is because the drivers are on ____.
- (A) hit (B) stop (C) strike (D) leave
28. _____ on the stock market just before Christmas is usually very slow.
- (A) Pricing (B) Working (C) Exercising (D) Trading
29. This sport center has largely been _____ by money that has come from the company donation.
- (A) founded (B) fined (C) funded (D) found
30. 'Please find attached' might be found in:
- (A) a letter (B) an email (C) an inquiry (D) a meeting

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II. Writing (30%)

A crisis that is not handled properly can wipe out years of hard work and company value in a matter of hours. Your company leaked customer data last week due to a cyberattack. Write a memo of about 100 to 120 words in English. In the memo, be sure to state the problem your company is facing, the cause of the problem, the things you need to solve the problems, and what you like the senior managers to do.