

國立臺北商業大學 109 學年度第 2 學期大學部轉學招生考試試題

准考證號碼：

國際商務系 2 年級 筆試科目：英文

共 5 頁，第 1 頁

注意事項	1. 本科目合計 100 分(每小題配分 2 分)，答錯不倒扣。 2. 請於答案卷上依序作答，並標註清楚題號（含小題）。 3. 考完請將答案卷及試題一併繳回。
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Question Set 1:

Read the following article and choose the best option to fill in the blank.

More and more companies are putting their future in the hands of their customers. Through a phenomenon known as crowdsourcing, corporations are tapping into the power of the Internet. The term “crowdsourcing” was (1) _____ by journalist Jeff Howe. He defines it as “outsourcing jobs that belonged to a single person to an entire crowd.” But in the Internet Age, crowds can now gather and exchange ideas while sitting on (2) _____ sides of the planet. This process allows the crowd, (3) _____ where everyone is, to come up with fresh ideas together.

A prime example of crowdsourcing in action is stock photos. Just a few years ago, these pictures were (4) _____ taken by trained professionals with expensive equipment. But now, affordable digital cameras allow amateur photographers to snap photos and sell their works (5) _____. People can instantly download thousands of amateur works at a much cheaper price. The future promises even more amazing applications for crowdsourcing.

- (1) () (a) labeled (b) rated (c) advertised (d) coined
(2) () (a) opposite (b) general (c) miraculous (d) effective
(3) () (a) in addition to (b) in spite of (c) so as to (d) regardless of
(4) () (a) respectively (b) exclusively (c) productively (d) incredibly
(5) () (a) online (b) upstairs (c) outward (d) nowhere

Question Set 2:

Read the following business email and choose the best option to fill in the blank and answer the questions.

From: Judy Trump

To: UTS

CC: Nick White

BCC:

Subject: Request for Project Approval

Dear David:

Your blessing for me to start a new (1) _____ will let us (2) _____ much needed space on our server. If you agree, I can start at once to:

- make a list of inactive (3) _____ and delete them and their network drives;
- check the last login date of all active users; and
- create a (4) _____ with the status of all logins in question so we can (5) _____ active/inactive (6) _____.

Do I have a green light?

Best regards,

Judy

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- (1) () (a) case (b) work (c) project (d) problem
(2) () (a) announcement (b) announce (c) claims (d) reclaim
(3) () (a) account (b) accounts (c) space (d) server
(4) () (a) case (b) project (c) spreadsheet (d) space
(5) () (a) verify (b) beautify (c) qualify (d) certify
(6) () (a) space (b) notice (c) status (d) situation
(7) () What is the purpose of this email?
(a) to inform of a decision (b) to notify about a new system (C) to clear a server
(d) to get permission
(8) () “Do I have a green light?” What does it mean?
(a) Can I pass the way? (b) Do you like it? (c) Am I right? (d) Can I do it?
(9) () Who will receive this email?
(a) David (b) Nick (c) David and Nice (d) Judy
(10) () What is the relationship between the writer and David?
(a) buyer and supplier (b) subordinate and supervisor (c) student and teacher (d)
client and programmer

Question Set 3

Read the following passage and choose the best option to fill in the blank and answer the questions.

“More than two decades ago, journalist Daniel Goleman wrote about the importance of (1) _____ in his (2) _____ book *Emotional Intelligence*. When he argued that (3) _____ intelligence is a (4) _____ of IQ and what we’ve come to call EQ, or emotional intelligence,

he changed our thinking about what makes someone truly (5) _____. EQ is the ability to understand and control our emotions, and read and respond appropriately to the emotional (6) _____ of others. EQ, rather than IQ, is the determining factor (7) _____ success in academia, business, personal relationships, and even our health outcomes.”

- (1) () (a) sadness (b) empathy (c) blessings (d) brain damage
 (2) () (a) bestsold (b) best sales (c) bestselling (d) best bought
 (3) () (a) factual (b) genuine (c) truthful (d) apparent
 (4) () (a) mix (b) mixing (c) mixed (d) mixture
 (5) () (a) intelligent (b) neat (c) honest (d) decent
 (6) () (a) status (b) situations (c) steps (d) states
 (7) () (a) predict (b) predicted (c) predicts (d) predicting
 (8) () What is the main idea of this paragraph?
 (a) the outcomes of EQ (b) the definition of IQ (c) the key to business success (d) the significance of EQ
 (9) () What does the word, “appropriately” suggest in the passage?
 (a) suitably (b) approximately (c) possibly (d) importantly
 (10) () What does the word, “determining”, suggest passage?
 (a) hesitating (b) choosing (c) deciding (d) promoting

Question Set 4

Read the following passage and choose the best option to answer the questions.

“We don’t for a moment believe that when economists and the public have different views, economists are always right. We, the economists, are often too wrapped up in our models and our methods and sometimes forget where science ends and ideology begins. We answer policy questions based on assumptions that have become second nature to us because they are the building blocks of our models, but it does not mean they are always correct. But we also have useful expertise no one else has.

For that, we need to understand what undermines trust in economists. A part of the answer is that there is plenty of bad economics around. Those who represent the “economists” in the public discourse are not usually the same people who are part of the IGM Booth panel..... The most important difference is perhaps in their willingness to pronounce and predict, which unfortunately makes them all the more authoritative. But they actually do a pretty poor job of predicting, in part because predictions are often impossible, which is why most academic economists stay away from futurology.” (by A. V. Banerjee and E. Duflo)

- (1) () What may NOT be the writers' identity?
 (a) professors (b) social scientists (c) economists (d) police
- (2) () What does the phrase - "wrapped up" - suggest here?
 (a) packed (b) influenced (c) opened (d) closed
- (3) () What does the word - "ideology" suggest here?
 (a) facts (b) truth (c) beliefs (d) fantasy
- (4) () Why do the writers mention "second nature" in the context?
 (a) Answering questions is part of their DNA. (b) The ability of forming assumptions is what they were born with. (c) What they tend to do is instinctual. (d) They are not always right.
- (5) () What is the main idea of the first paragraph?
 (a) Economists are often wrong. (b) People have reasons to believe economists. (c) Why sometimes economists went wrong. (d) Economists are experts.
- (6) () What does the word, "undermine", suggest in the second paragraph?
 (a) weaken (b) undercover (c) underground (d) contribute
- (7) () According to the argument in the second paragraph, which statement may be TRUE?
 (a) The writers believe in those people who represent economists in public.
 (b) People trust those who do not make predictions.
 (c) The writers are those who represent economists in public.
 (d) The public predictions made by economists are often wrong.
- (8) () According to the passage, what makes some economists in public appear to be more "authoritative"?
 (a) They are willing to predict. (b) They are real experts. (c) They are academic.
 (d) They have second nature.

Question Set `

Reading the following passage and choose the best option to fill in the blank.

In the 1980s, overnight delivery services such as FedEx knew when they received a package and when it was delivered. Facing stiff competition, FedEx re-evaluated its business processes and determined that (1) _____ especially when it was not delivered as expected. FedEx reached its first stage of the use of computer (2) _____. To do this, the company first sought to automate the extensive information by including truck loading, driver delivery, (3) _____. Customers could access this information (4) _____ to learn to the minute, where their packages were in transit.

FedEx moved to the second stage when it made its package delivery database available on the Web to its customers. This allowed users to determine the status of any of their

packages. The move was taken to reduce demands on the customer service department, but (5) _____ while at the same time reducing the cost of customer service dramatically. This shift had several other subtle effects. FedEx was now viewed as being the innovator in the package delivery industry. Even though (6) _____, the Web-based information process enhanced the company's image. A secondary effect was to reduce the threat from all competitors (7) _____ and, if they did, they would clearly be doing so in response to FedEx's innovation.

- (a) as long as it kept contact with customers and offered some discounts at times.
- (b) by calling a toll-free number and speaking to a customer service representative
- (c) it had the added effect of increasing business by 15% almost immediately,
- (d) by making such information available to its customers via the Web.
- (e) simply because they initially could not offer the same service
- (f) most customers eagerly wanted to know where in the delivery process a package
- (g) its shipment process was unchanged
- (h) and customer signature on a hand-held computer.