

國立臺北商業技術學院 102 學年度研究所碩士班考試入學試題

准考證號碼：□□□□□□ (請考生自行填寫)

國際商務系碩士班

筆試科目：英文

共 4 頁，第 1 頁

注意事項	1. 本科目合計 100 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。
------	---

一、英文閱讀(80%)：請就下面三篇文章的內容和問題，提出個人觀點回應，每題字數至少 150 個字。

第一篇：Future of the Housing Market Is 'A Great Unknown' (25%)

There's no doubt the housing market is recovering. New and existing home sales are well above the levels of a year ago and inventories are at their lowest level in 13 years. Plus, home prices are 7% higher than they were a year ago, according to the latest S&P/Case-Shiller report.

But along with this good news are growing concerns that another bubble is forming in the housing market. Feeding those fears is a growing number of all-cash purchases for homes - primarily by speculators. They account for 27% or more of existing home sales every month over the past year, according to the National Association of Realtors.

The housing market "is becoming more of a speculative asset," says Robert Shiller, co-creator of the S&P/Case-Shiller Index and a professor of economics and finance at Yale University. He expects the market will advance in the short-run but beyond that there's "a great unknown."

Shiller says there is a lot of "speculative excitement" in specific housing markets like Phoenix, Las Vegas and Los Angeles - the first two among the worst performing markets after the last bubble burst. But he's not convinced that housing bubble is forming.

"People shouldn't assume the housing market is off to the races," says Shiller. "For the country as a whole it's rather unlikely that we'll have another boom like the one we recently had because that's such a rare and unusual event." The last boom was countrywide and financed by excessive leverage, he says.

Shiller says the housing market is still "very abnormal" because the government continues to underwrite most mortgages. And that support might not last because of the taxpayer revolt against excessive government debt, says Shiller, which would mean a decline in home prices.

His advice is to think of housing as a risky asset, as a portfolio manager would, and diversify. You could even rent a residence and put the money you would have used to buy a home into a "real diversified portfolio," says Shiller.

Prospective home buyers, renters and sellers will get a better idea about the state of the housing market later this week when the government reports on housing starts Tuesday and the National Association of Realtors reports on existing home sales Thursday. On Monday, the National Association of Home Builders said its builder confidence index fell slightly to 44 - its third consecutive decline. (By Bernice Napach, Daily Ticker @ Yahoo! Finance)

Essay question: Please write a short Chinese essay about your perspective on the issue.

第二篇：Samsung vs. Apple's Next Battleground: Watches? (25%)

Samsung Electronics Co. is reportedly developing a wrist-watch mobile device, raising speculation that the South Korean firm and Apple Inc.'s next round of competition could be focused around watch phones.

A spokesman for Samsung couldn't confirm the plans, only to note that Samsung is "constantly exploring new technologies and developing various form factors."

Industry observers have long been expecting Samsung to launch a watch phone following reports that Apple is experimenting with designs for a watch-like device that would perform some functions of a smartphone.

The Wall Street Journal reported in early February that Apple has discussed such a device with its major manufacturing partner Hon Hai Precision Industry Co. as part of explorations of potentially large product categories beyond the smartphone and tablet.

"Samsung Electronics is expected to strengthen connectivity between IT devices using the Galaxy S4 as an IT hub...the release of the Galaxy Watch is also expected," Meritz Securities wrote in a recent research note. The device "will likely be connected to a smartphone through Bluetooth, allowing the user to check simple text messages and make phone calls with the device."

This wouldn't be the first time that Samsung is attempting to crack the market. In 2009, Samsung launched a touch-screen watchphone in France, for around 450 euros, that enabled users to check their e-mail and included features such as an MP3 player and speakerphone. Samsung said the product is no longer being sold because demand wasn't strong. (From The Wall Street Journal)

Essay question: Please write a short Chinese essay about your perspective on the issue.

背面尚有試題

第三篇：Time management: Tips to reduce stress and improve productivity (30%)：

Do you find yourself overwhelmed by the number of projects you have at work or the depth of these projects? Do you feel the day flies by without your devoting the necessary attention to each assignment because other tasks keep landing on your desk, or because you can't get it all organized?

You probably know that effective time management will help you get more done each day. It has important health benefits, too. By managing your time more wisely, you can minimize stress and improve your quality of life.

But how do you get back on track when organizational skills don't come naturally? To get started, choose one of these tips, try it for two to four weeks and see if it helps. If it does, consider adding another one. If not, try a different one.

Plan each day. Planning your day can help you feel more in control of you life. Write a to-do list, putting the most important tasks at the top. Keep a schedule of your daily activities to minimize conflicts and last-minute rushes.

Prioritize your tasks. Like many people, you may be spending the majority of your time on a small percentage of your tasks. Prioritizing will ensure you spend your time and energy on those that are truly important to you.

Say no to nonessential tasks. Consider your goals and schedule before agreeing to take on additional work.

Delegate. Take a look at your to-do list and consider what you can eliminate or pass on to someone else.

Take the time you need to do a quality job. Doing work right the first time may take more time upfront, but errors usually result in time spent making corrections, which takes more time overall.

Break large, time-consuming tasks into smaller tasks. Work on them a few minutes at a time until you get them all done.

Practice the 10-minute rule. Work on a dreaded task for 10 minutes each day. Once you get started, you may find you can finish it.

Evaluate how you're spending your time. Keep a diary of everything you do for three days to determine how you're spending your time. Look for time that can be used more wisely. For example, could you take a bus or train to work and use the commute to catch up on reading? If so, you could free up some time to exercise or spend with family or friends.

Get plenty of sleep and exercise. Improved focus and concentration will help improve your efficiency so that you can complete your work in less time.

Take a time management course. If your employer offers continuing education, take a time management class. If your workplace doesn't have one, find out if a local community college, university or community education program does.

Take a break when needed. Too much stress can derail your attempts at getting organized. When you need a break, take one. Take a walk. Do some quick stretches at your workstation. Take a day of vacation. (Adopted from CNN, 2006)

Essay question: Please write a short Chinese essay about the time management strategies that you will apply as a graduate-student-to-be in the Department of International Business at National Taipei College of Business.

二、英文短文寫作 (20%)：請依下面所提供的文字提示寫一篇英文作文，長度至少 150 個字。作文可以是一個完整的段落，也可以分段。

電力(electricity)是人類每日生活不可或缺的重要能源，近日核四議題，引發社會不同的聲音，請就經濟與環境角度(economic and environmental perspectives)切入，說明核能(nuclear power)發電的優缺點。

試題結束