

Part One: Vocabulary 20%

There are 10 incomplete sentences in this part. For each sentence there are four choices. Choose the ONE answer that best completes the sentence.

1. It is said that the math teacher seems _____ towards bright students.
A) partial B) beneficial C) preferable D) liable
2. In order to show his boss what a careful worker he was, he took _____ trouble over the figures.
A) extensive B) spare C) extra D) supreme
3. The total _____ created by the hurricane brought tears to his eyes.
A) hazard B) havoc C) hermit D) heresy
4. The doctor found the increase in patients stricken by the fatal disease _____.
A) appealing B) appalling C) amazing D) absurd
5. The withdrawal of all the soldiers from the town left the inhabitants _____ to their enemies.
A) tolerable B) deplorable C) available D) vulnerable
6. They pretended to be loyal to the government, but in reality they were engaged in activities that were _____.
A) subversive B) reclusive C) permissive D) oppressive
7. She was studying so hard that she was _____ to all the noise around her.
A) devious B) oblivious C) obvious D) audacious
8. The soldier felt _____ after the bombing of the village of innocent people.
A) endorse B) remorse C) replete D) illusive
9. The American Indians have a _____ that extends back over a thousand years.
A) leverage B) homage C) heredity D) heritage
10. The indifference and carelessness of the teenagers _____ the older residents of the neighborhood.
A) disdained B) dismantled C) dismayed D) discredited

Part Two Reading comprehension 30%

Passage One

(1) Engineering students are supposed to be examples of practicality and rationality, but when it comes my college education I am an idealist and a fool. In high school I wanted to be an electrical engineer and, of course, any sensible student with my aims would have chosen a college with a large engineering department, famous reputation and lots of good labs and research equipments. But that's not what I did.

(2) I chose to study engineering at a small liberal-arts university that doesn't even offer a major in electrical engineering. Obviously, this was not a practical choice; I came here for more noble reasons. I wanted a broad education that would provide me with flexibility and a value system to guide me in my career. I wanted to open my eyes and expand my vision by interacting with people who weren't studying science or engineering. My parents, teachers and other adults praised me for such a sensible choice. They told me I was wise and mature beyond my 18 years, and I believed them.

(3) I headed off to college sure I was going to have an advantage over those students who went to big engineering 'factories' where they didn't care if you had values or were flexible. I was going to be a complete engineer: technical genius and sensitive humanist all in one.

(4) Now I'm not so sure. Somewhere along the way my noble ideals crashed into reality, as all noble ideals eventually do. After three years of struggling to balance math, physics and engineering courses with liberal arts courses, I have learned there are reasons why few engineering students try to reconcile engineering with liberal arts course in college.

(5) The reality that has blocked my path to become the typical successful student is that engineering and liberal arts simply don't mix as easily as I assumed in high school. Individually they shape a person in very different ways; together they threaten to confuse. The struggle to reconcile the two fields of study is difficult.

11. The author chose to study engineering at a small liberal arts university because he _____.
- A) wanted to be example of practicality and rationality
 - B) intended to be a combination of engineer and humanist
 - C) wanted to coordinate engineering with liberal-arts course in college
 - D) intended to be a sensible student with noble ideals
12. According to the author, by interacting with people who study liberal arts, engineering students can _____.
- A) balance engineering and the liberal arts
 - B) receive guidance in their careers
 - C) become noble idealists
 - D) broaden their horizons
13. In the eyes of the author, a successful engineering students is expected _____.
- A) to have an excellent academic record
 - B) to be wise and mature
 - C) to be imaginative with a value system to guide him
 - D) to be a technical genius with a wide vision

科目 英文 科目代碼 5502 共 6 頁第 3 頁 *請在【答案卷卡】內作答

14. The author's experience shows that he was _____.
A) creative B) ambitious C) unrealistic D) irrational
15. The word 'they' in '...together they threaten to confuse' (Line 3, Para. 5) refers to _____.
A) engineering and the liberal arts B) reality and noble ideals
C) flexibility and a value system D) practicality and rationality

Passage 2

(1) Henry Ford, the famous U.S. inventor and car manufacturer, once said, 'The business of America is business.' By this he meant that the U.S. way of life is based on the values of the business world.

(2) Few would argue with Ford's statement. A brief glimpses at a daily newspaper vividly shows how much people in the United States think about business. For example, nearly every newspaper has a business section, in which the deals and projects, finances and management, stock prices and labor problems of corporations are reported daily. In addition, business news can appear in every other section.

(3) Most national news has an important financial aspect to it. Welfare, foreign aid, the federal budget, and the policies of the Federal Reserve Bank are all heavily affected by business. Moreover, business now appears in some of the unlikeliest places. The world of arts and entertainment is often referred to as 'the entertainment industry' or 'show business.'

(4) The positive side of Henry Ford's statement can be seen in the prosperity that business has brought to U.S. life. One of the most important reasons so many people from all over the world come to live in the United States is the dreams of a better job. Jobs are produced in abundance because the U.S. economic system is driven by competition. People believe that this system creates more wealth, more jobs, and a materially better way of life.

(5) The negative side of Henry Ford's statement, however, can be seen when the word business is taken to mean big business. And the term big business—referring to the biggest companies, is seen in opposition to labor. Throughout U.S. history working people have had to fight hard for highest wages, better working conditions, and the right to form unions. Today, many of the old labor disputes are over, but there is still some employee anxiety. Downsizing—the laying off of thousands of workers to keep expenses low and profits high—creates feelings of insecurity for many.

16. The United States is a typical country _____.
- A) which encourages free trade at home and abroad
 - B) where people's chief concern is how to make money
 - C) where all businesses are managed scientifically
 - D) which normally works according to the federal budget
17. The influence of business in the U.S. is evidenced by the fact that _____.
- A) most newspapers are run by big business
 - B) even public organizations concentrate on working for profits
 - C) Americans of all professions know how to do business
 - D) even arts and entertainment are regarded as business
18. According to the passage, immigrants choose to settle in the U.S., dreaming that _____.
- A) they can start profitable business there
 - B) they can be more competitive in business
 - C) they will make a fortune overnight there
 - D) they will find better chances of employment
19. Henry Ford's statement can be taken negatively because _____.
- A) working people are discouraged to fight for their rights
 - B) there are many industries controlled by a few big capitalists
 - C) there is a conflicting relationship between big corporations and labor
 - D) public services are not run by the federal government
20. A company's efforts to keep expenses low and profits high may result in _____.
- A) reduction in the number of employees
 - B) improvement of working conditions
 - C) fewer disputes between labor and management
 - D) a rise in workers' wages

Passage 3

(1) To understand the marketing concept, it is only necessary to understand the difference between marketing and selling. Not too many years ago, most industries concentrated primarily on the efficient production of goods, and then relied on 'persuasive salesmanship' to move as much of these goods as possible. Such production and selling focuses on the needs of the seller to produce goods and then convert them into money.

(2) Marketing, on the other hand, focuses on the wants of customers. It begins with first analyzing the preferences and demands of consumers and then producing goods that will satisfy them. This eye-on-the-customer approach is known as the marketing concept, which simply means that instead of trying to sell whatever is easiest to produce or buy for resale, the makers and dealers first endeavor to find out what the customer wants to buy and then go about making it available for purchase.

(3) This concept does not imply that business is benevolent or that consumer satisfaction is given priority over profit in a company. There are always two sides to every business transaction—the firm and the customer—and each must be satisfied before trade occurs. Successful merchants and producers, however, recognize that the surest route to profit is through understanding and catering to customers. A striking example of the importance of catering to the consumer presented itself in mid-1985, when Coca Cola changed the flavor of its drink. The non-acceptance of the new flavor by a significant portion of the public brought about a prompt restoration of the Classic Coke, which was then marketed alongside the new. King Customer ruled!

21. The marketing concept discussed in the passage is, in essence, _____.

- A) the practice of turning goods into money
- B) making goods available for purchase
- C) the customer-centered approach
- D) a form of persuasive salesmanship

22. What was the main concern of industrialists before the marketing concept was widely accepted?

- A) The needs of the market.
- B) The efficiency of production
- C) The satisfaction of the user
- D) The preferences of the dealer

23. According to the passage, 'to move as much of these goods as possible' (Lines 3-4, Para. 1) means '_____':

- A) to sell the largest possible amount of goods
- B) to transport goods as efficiently as possible
- C) to dispose of these goods in large quantities
- D) to redesign these goods for large-scale production

24. What does the restoration of the Classic Coke best illustrate?

- A) Traditional goods have a stronger appeal to the majority of people.
- B) It takes time for a new product to be accepted by the public.
- C) Consumers with conservative tastes are often difficult to please.
- D) Products must be designed to suit the taste of the consumer.

25. In discussing the marketing concept, the author focuses on _____.

- A) its main characteristic B) its social impact
C) its possible consequence D) its theoretical basis

Part Three: Translation 50%

(A) Translate the following passage into Chinese. 25%

The fear now is that consumers and business operating with the same cost-cutting mind-set will erode the high-margin businesses of the information technology industry—slowing some technologies and companies but giving new momentum to others.

This has happened before. The dot-com bust earlier in the decade dragged down high-fliers like Sun Microsystems and America Online but set the stage for a new generation of Web powerhouses like Google and other innovative Internet software companies like Salesforce.com.

Recession 'can cause people to think more about the effective use of their assets,' said Craig R. Barrett, the retiring chairman of Intel. 'In the good times, you can get a bit careless or not focused as much on efficiency. In bad times, you're forced to see if there is a technology that will help.'

(B) Translate the following passage into English. 25%

根據一份中國政府的報告，總理溫家寶最近在一次國務院會議中表示：「今年就業形勢十分嚴峻。」政府稍早下令國有企業不得裁員。

可靠的失業統計難覓。2008年底官方登記的城市失業率是4.2%，比2007年的4%增加，是官方失業率連續五年減少後首次增加。

一位政府官員表示：「這個數字看起來還好，但因為民工和剛畢業的大學生沒有算在政府統計內，實際情形可能嚴重得多。」