

國立清華大學命題紙

99學年度 國際專業管理碩士班 碩士班入學考試

科目 英文 科目代碼 4902 共 4 頁，第 1 頁 *請在【答案卷卡】作答

Part One: Vocabulary 15%

Direction: 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. The _____ of finding gold in California attracted a lot of people to settle down there.
A) prospects B) speculations C) stakes D) provisions
2. Everyone should be _____ to a decent standard of living and an opportunity to be educated.
A) attributed B) entitled C) identified D) justified
3. To our _____ Geoffrey's illness proved not to be as serious as we had feared.
A) anxiety B) relief C) view D) judgment
4. Reading _____ the lines, I would say that the Government are more worried than they will admit.
A) behind B) between C) along D) among
5. The statistical figures in that report are not _____. You should not refer to them.
A) fixed B) delicate C) rigid D) accurate
6. Certain species disappeared or became _____ as new forms arose that were better adapted to the earth's changing environment.
A) feeble B) extinct C) massive D) extinguished
7. Although the body is made up of many different tissues, these tissues are arranged in an _____ and orderly fashion.
A) incredible B) internal C) initial D) intricate
8. Improved consumer confidence is _____ to an economic recovery.
A) crucial B) subordinate C) cumulative D) satisfactory
9. E-mail is a convenient, highly democratic informal medium for conveying messages that _____ well to human needs.
A) adheres B) reflects C) conforms D) satisfies
10. The suspect _____ that he had not been in the neighborhood at the time of the crime.
A) advocated B) addressed C) alleged D) announced

Part Two: Cloze 15%

Direction: There are 10 blanks in the following passage. Chose the answer that best fits into the passage.

Since we are social beings, the quality of our lives depends in large __ (11) __ on our interpersonal relationships. One strength of the human condition is our __ (12) __ to give and receive support from one another under __ (13) __ circumstances. Social support consists of the __ (14) __ of resources

國立清華大學命題紙

99學年度 國際專業管理碩士班 碩士班入學考試

科目 英文 科目代碼 4902 共 4 頁，第 2 頁 *請在【答案卷卡】作答

among people based on their interpersonal ties. Those of us with strong support systems ___(15)___ better able to ___(16)___ with major life changes and daily hassles. People with strong social ties live longer and have better health than those without such ties. Studies over a ___(17)___ of illnesses, from depression to heart disease, ___(18)___ that the presence of social support helps people ___(19)___ off illness, and the ___(20)___ of such support makes poor health more likely.

- A) exchange B) reveal C) stressful D) absence E) appear
F) tendency G) fend H) measure I) cope J) range

Part Three: Translation 30%

(1) Capitalism means growth, but also instability. The system is dynamic and inherently prone to crashes that cause great damage along the way. For about 90 years, we have been trying to regular the system to stabilize it while still preserving its energy. We are at the start of another set of these efforts. In undertaking them it is important to keep in mind what exactly went wrong. What we are experiencing is not a crisis of capitalism. It is a crisis of finance, of democracy, of globalization and ultimately of ethics. 20%

(2) Strict government policies on labor and the environment, imposed a year ago when China felt more confident of its economic strength, are prompting low-tech industries like toy manufacturing to move to other countries. 10%

Part Four: Composition

Direction: Write a 200-word (English) summary of the following article. Do not copy sentences from the original text.

(1) If Google pulls out of China because of frustration with government restrictions, it will not be the first time an American Internet giant has retreated from the country.

(2) EBay and Yahoo arrived with high hopes for a market that failed to live up to their expectations. Social sites like Facebook, MySpace and Twitter have never managed to gain a significant foothold in China.

(3) No major American Internet company has dominated its field in China, which by some measures is the world's largest Internet market. Many experts thought Google would be the first.

(4) "There's no U.S. Internet company close to being a leader here," says Gary Rieschel, founder and managing director of Qiming Venture Partners, a venture capital firm. "And most of the wounds are self-inflicted."

國立清華大學命題紙

99學年度 國際專業管理碩士班 碩士班入學考試

科目 英文 科目代碼 4902 共 4 頁，第 3 頁 *請在【答案卷卡】作答

- (5) While each failure has been different, analysts say the cases may help explain why Google is frustrated — not just by government censors but by its inability to catch its big Chinese rival, Baidu.
- (6) Google, an Internet Goliath with \$22 billion in revenue and some of the smartest people on the planet, is getting clobbered in China, holding 33 percent of the search engine market to Baidu's 63 percent. Google has gained significant market share since it formally entered China five years ago, but almost all of that has come from smaller rivals. Baidu also gained market share in that time.
- (7) No one expected it to be this way. America's technology giants came here armed with cash, intellectual property and an ability to manage complex networks and introverted workers.
- (8) Google set up its China business in 2006, after it invested in Baidu and then reportedly tried and failed to buy it. Baidu, founded in 2000 when the Chinese Internet was beginning to bud, carved out a presence by offering something that Google, at first, would not: links to download pirated songs, TV shows and movies from Chinese Web sites.
- (9) Baidu claimed this was legal because the media files were not on its own computers. Google itself finally introduced a free online music service in China in 2009, with the permission of the music labels, but it has never managed to make up the lost ground.
- (10) "Searching for music is what people did early on in China," said Felix Oberholzer-Gee, a professor at Harvard Business School who has studied the Chinese Internet market. "It was huge, and Google didn't have it."
- (11) Perhaps no company tripped up as badly in China as Yahoo. It bought a local Internet company in 2004 to expand its Web presence and compete with Baidu and the local portal Sina.com. After it failed to gain ground, Yahoo abruptly reversed course, paying a billion dollars for a 40 percent share in Alibaba, a local Internet giant, which then took over its Chinese business.
- (12) In 2004, the nonprofit group Doctors Without Borders reported that Chinese dissidents had been jailed because Yahoo released the contents of their email accounts to the Chinese government.
- (13) In 2003, eBay bought Each-Net, the leading Chinese auction house, and briefly controlled 80 percent of the Chinese e-commerce market. Then it was completely outmaneuvered. EBay charged for listings, while a local upstart, Alibaba's consumer-oriented auction site Taobao.com, did not. EBay eventually surrendered and left China in 2006, leaving the market to Taobao, which also now dwarfs Amazon's Chinese e-commerce site.
- (14) The most recent underachiever in China was MySpace, owned by the News Corporation, which set up a locally owned Chincsc business in mid-2007. But millions of people already use the social services of local Internet companies, like Tencent, which operates an online entertainment bazaar and has a stock market value of \$37 billion.

國立清華大學命題紙

99學年度 國際專業管理碩士班 碩士班入學考試

科目 英文 科目代碼 4902 共 4 頁，第 4 頁 *請在【答案卷卡】作答

(15) Many high-tech executives and American experts on China complain that it is not an even playing field. American companies must operate in China through locally owned firms, creating a cumbersome ownership structure that limits their flexibility. They are also handicapped by one factor completely out of their control: government censorship and favoritism of local firms.

(16) Yet the Chinese Web over all is both vibrant and chaotic. There are thriving local blogs, entertainment and online gaming sites. Meanwhile, Chinese Internet tycoons like Jack Ma of Alibaba, Robin Li of Baidu and Pony Ma of Tencent are national figures, celebrated for their instincts and intelligence.

(17) “The problem here is when you get down in the weeds and talk about flexibility and tactics, Chinese entrepreneurs are hard to beat,” says Mr. Rieschel at Qiming Ventures.

(From “Internet Giants Stumble in China”, *New York Times*, January 26, 2010)