

銘傳大學 101 學年度研究所碩士班招生考試

國際企業學系碩士班

第一節

「商用英文」試題

(第 1 頁共 2 頁) (限用答案本作答)

可使用計算機 不可使用計算機

I. 選出適當的答案

A. 20%

Adidas 1) _____ by Adolf (Adi) Dassler, who started producing shoes in the 1920s with his brother Rudolf who 2) _____ formed PUMA AG. Adi Dassler followed three 3) _____ principles: design the best shoe for sports, protect the athlete 4) _____ injury, and 5) _____ the product durable. Today, the Adidas brand product range extends 6) _____ shoes, apparel and accessories for basketball to adventure, trail and golf. For years the only symbol 7) _____ with Adidas was the trefoil (flower) logo design. In January 1996, the Three-Stripe brand mark was 8) _____. This logo 9) _____ performance and the future of the Adidas branding identity. It has become synonymous with Adidas and its dedication to 10) _____ high-quality athletic products.

- | | | | |
|---------------------|----------------|------------------|-----------------|
| 1. A. founded | B. was founded | C. being founded | D. found |
| 2. A. later | B. latter | C. last | D. late |
| 3. A. guided | B. guides | C. guiding | D. guidance |
| 4. A. to | B. at | C. of | D. from |
| 5. A. make | B. making | C. to make | D. made |
| 6. A. from | B. to | C. with | D. about |
| 7. A. is associated | B. associates | C. associated | D. to associate |
| 8. A. adopted | B. adapted | C. adept | D. adjusted |
| 9. A. includes | B. represents | C. illustrates | D. demonstrates |
| 10. A. produce | B. be produced | C. producing | D. production |

B. 20%

Stock in Yelp, an online hub for local businesses, 11) _____ in its first day of trading, rising 63.9 percent to close at \$24.58. 12) _____ that price, the company has a market 13) _____ of \$1.47 billion, reflecting 14) _____ demand for newly public technology stocks. 15) _____ many Silicon Valley start-ups, Yelp is 16) _____ on the growing market for user-generated content. The company provides a free forum for consumers to detail their 17) _____ on restaurants, dentists and other local businesses, 18) _____ 66 million users a month. Last year, Yelp, 19) _____ makes most of its money from advertising, 20) _____ \$83.3 million in revenue, a 74 percent increase from 2010.

- | | | | |
|---------------------|--------------|---------------|------------------|
| 11. A. soars | B. soaring | C. soared | D. to soar |
| 12. A. With | B. At | C. In | D. Of |
| 13. A. share | B. estimate | C. value | D. credit |
| 14. A. renewed | B. renewing | C. renewal | D. renew |
| 15. A. Although | B. Since | C. Like | D. Regardless of |
| 16. A. capitalizing | B. depending | C. focusing | D. building |
| 17. A. service | B. attitude | C. opinions | D. requests |
| 18. A. to attract | B. attracted | C. attraction | D. attracting |
| 19. A. which | B. that | C. who | D. it |
| 20. A. marked | B. received | C. provided | D. recorded |

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Exam Printed on 2 sides.

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第一節

「商用英文」試題

(第 2 頁共 2 頁) (限用答案本作答)

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II. 閱讀測驗: 10%

Ractopamine is used as a feed additive to promote leanness in pigs raised for their meat. It is the active ingredient in products known as Paylean for swine and Optaflexx for cattle, developed by Elanco Animal Health, a division of Eli Lilly and Company.

Ractopamine has been shown to be absorbed, distributed and eliminated rapidly in pigs, and cattle. It is currently allowed to be used as growth promoters in more than 150 countries worldwide, including USA, Canada, Korea and Indonesia. However, there is still no global consensus on its safety. The acceptable daily intake for total residues of ractopamine is 1.25 micrograms per kilogram of body weight per day. The human safety of meat products derived from food animals fed ractopamine has been confirmed by the Joint FAO/WHO Expert Committee on Food Additives (JECFA) in 2004, 2006, and 2010 and by 27 regulatory authorities from around the world. (Excerpt from Wikipedia)

- Ractopamine is
A. Paylean B. a food additive C. a drug D. pig feed
- Paylean is developed by
A. Committee on Food Additives B. Optaflexx
C. Eli Lilly and Company D. FDA
- According to the passage, it may be dangerous for a person weighing 60 Kg to have a daily intake for total residues over ____ of ractopamine.
A. 1.25 mg B. 25 mg C. 50 mg D. 75 mg
- According to the passage, how many countries have approved the use of ractopamine?
A. 150 B. 27 C. 29 D. None
- According to the passage, which of the following statements is TRUE?
A. Ractopamine can be absorbed and eliminated completely.
B. Ractopamine contains Paylean.
C. Paylean is for pigs.
D. USA disallows the use of ractopamine on cattle.

III. 英翻中: 30%

- South Korea's inflation eased for a second consecutive month in February to a 14-month low as the government pushed to curb price rises, official figures showed Friday.
- The consumer price index increased 3.1 percent year-on-year and 0.4 percent month-on-month, compared to 3.4 percent and 0.5 percent in January, respectively.
- Japanese unemployment inched up and household spending fell more sharply than expected in January, but analysts said the nation's economic recovery was still on track.

IV. 寫作: 20%

Why do you choose to do further study in international business?

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試題完
End of exam