

## 臺灣綜合大學系統 105 學年度學士班轉學生聯合招生考試試題

科目名稱	商用英文	類組代碼	C06
		科目碼	C0694
※本項考試依簡章規定各考科均「不可以」使用計算機		本試題共計	3 頁

## 1. Multiple-Choice Questions

Part 1. Choose an appropriate term for each of the following definitions of some common business terms. (30%)

(A) inventory	(B) headquarters	(C) general ledger	(D) intellectual property
(E) elasticity	(F) bankruptcy	(G) short selling	(H) dividend
(I) contract	(J) recession	(K) recruitment	(L) outsourcing

1. A legal status of a person or a business that cannot repay the debts it owes.
2. Creations of the mind, such as inventions; literary and artistic works.
3. A complete record of the financial transactions over the life of a company.
4. An asset that is intended to be sold in the ordinary course of business.
5. Motivated belief that a security's price will decline, enabling it to be bought back at a lower price to make a profit.
6. The main offices of an organization such as the army, the police, or a business company.
7. The process of finding people to work for a company.
8. The decline of the economy of a country (or other region) over a period of time.
9. A measure of a variable's sensitivity to a change in another variable.
10. An arrangement in which a company produces goods or provides services for another company, usually in the same country.

## Part 2. Choose the best word to fit the gap. (40%)

11. We've repaid almost 50% of the loan. However, we still \_\_\_\_\_ over \$50,000  
(A) owe                      (B) lend                      (C) can afford                      (D) borrow
12. After he \_\_\_\_\_ a highly successful retail business for three years, he has started his second business in a small garage.  
(A) has run                      (B) runs                      (C) was running                      (D) had run
13. Because of good business decisions, our company is growing faster than \_\_\_\_\_.  
(A) assessed                      (B) assumed                      (C) expecting                      (D) expected
14. The newspaper advertising campaign helped to \_\_\_\_\_ our profile in the region.  
(A) increase                      (B) rise                      (C) lower                      (D) raise

背面有題，請繼續作答。

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15. IBM announced \_\_\_\_\_ releasing a new product next week.  
 (A) it is (B) they are (C) itself is (D) she is
16. Please \_\_\_\_\_ a message on the answering machine when no one answers.  
 (A) make (B) do (C) leave (D) report
17. Our goal is to provide customers with high-quality products at \_\_\_\_\_ prices.  
 (A) competitive (B) complete (C) competent (D) complement
18. Many new mobile devices use a touch \_\_\_\_\_ instead of a real keypad.  
 (A) interface (B) interaction (C) intercom (D) interbank
19. \_\_\_\_\_ anyone objects, let's move forward with the proposal.  
 (A) As long as (B) Unless (C) While (D) Pending
20. Make sure you \_\_\_\_\_ the application carefully. Mistakes can be very costly.  
 (A) fill at (B) fill out (C) fill on (D) fill of
21. The iPhone has been a real \_\_\_\_\_ for Apple but the smartphone market is becoming oversaturated.  
 (A) cash cow (B) problem (C) stock option (D) option files
22. One of the \_\_\_\_\_ of flying business class is that you get access to the VIP lounge before you fly.  
 (A) tips (B) perks (C) snags (D) profits
23. Before you go on holiday, you should decide \_\_\_\_\_ or not you want colleagues to call you if there is a problem.  
 (A) do (B) if (C) whether (D) should
24. Their business hasn't taken off as expected, \_\_\_\_\_, they are happy that the number of their customers is increasing.  
 (A) furthermore (B) inasmuch as (C) nonetheless (D) moreover
25. John's looking forward \_\_\_\_\_ his new job next week.  
 (A) to starting (B) to start (C) starting (D) in starting
26. I don't get paid in cash. My salary is paid into my bank \_\_\_\_\_.  
 (A) draft (B) debt (C) account (D) credit
27. These \_\_\_\_\_ measures will hopefully improve the economy.  
 (A) stimulus (B) stamina (C) steam (D) stem
28. LG Electronics recently \_\_\_\_\_ a smartphone chip which can offer a connectivity speed that's four times faster than that of current smartphones.  
 (A) unraveled (B) unveiled (C) underestimate (D) unanticipated

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29. Joe is going to \_\_\_\_\_ you a price by Friday.

- (A) quota            (B) guess            (C) quote            (D) guard

30. The Dow Jones is an index \_\_\_\_\_ the index's founder Charles Dow and his business partner Edward Jones

- (A) name after      (B) naming after    (C) named after    (D) names after

## II. Writing (30%)

If there's a crisis at your small business and you don't have a plan to handle it, then all of the attention that comes as a result could be considered negative publicity, and it can damage your business. A criticized review of your company's products appears online. You, as the small business owner, have to come up with a plan. Write a plan of about 100 to 120 words in English. In the plan, be sure to state the problem your company is facing, the cause of the problem, the things you need to solve the problem.