

國立彰化師範大學106學年度碩士班招生考試試題

系所： 人力資源管理研究所

組別： 丙組

科目： 商用英文

☆☆請在答案紙上作答☆☆

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I. The following 15 questions make up a complete paragraph. Please choose the correct answer for each question. (30%, 2% for each)

1. Good morning everybody and welcome. All of you have chosen to join the international division. So that means that
 - (A) *you started* a new job in one of our regional offices.
 - (B) *you're going to start* a new job in one of our regional offices.
2. At 10 o'clock, Delores Tavares
 - (A) *will come* to talk to you about culture.
 - (B) *is coming* to talk to you about culture.
3. But first
 - (A) *I'm explaining* a few points to help you prepare for the move to a new country.
 - (B) *I'm going to explain* a few points to help you prepare for the move to a new country.
4. Please stop me if you
 - (A) *will have* any questions.
 - (B) *have* any questions.
5. You
 - (A) *will* make sure that your passport is up-to-date.
 - (B) *must* make sure that your passport is up-to-date.
6. An if you need to apply for a visa,
 - (A) *please do it* as soon as possible.
 - (B) *let's do it* as soon as possible.
7. It can take a lot of time, so
 - (A) *you don't have to* leave it till the last minute. The administrative staff will help you.
 - (B) *you mustn't* leave it till the last minute. The administrative staff will help you.
8. Some of you
 - (A) *travel* with your families.
 - (B) *are travelling* with your families.
9. So you'll
 - (A) *have to* check the travel documents for your family.
 - (B) *should* check the travel documents for your family.

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10. Now each of you

(A) *is having to* have a one-week trip to your new location before you start the job.

(B) *is going to* have a one-week trip to your new location before you start the job.

11. This trip

(A) *will give* you the chance to find out about the new environment.

(B) *is giving* you the chance to find out about the new environment.

12. You

(A) *need* make the best use of this trip.

(B) *should* make the best use of this trip.

13. We want you to start your new job without too many problems. As you know, you

(A) *mustn't* look for accommodation because the company is going to provide you with an apartment.

(B) *don't have to* look for accommodation because the company is going to provide you with an apartment.

14. But

(A) *don't* expect everything to be easy.

(B) *you don't* expect everything to be easy.

15. The way of life in other countries is often very different. You

(A) *shouldn't* forget that!

(B) *don't have to* forget that!

II. Choose the correct option to complete the text. (6%, 1% for each)

1. What _____ do you need to work in sales?

(A) quality

(B) qualifications

(C) values

2. Nicholas, 22, a sales director with a food producer, says: 'You don't need a university _____, but it helps.'

(A) graduate

(B) degree

(C) benefit

3. It's more important to be energetic and _____ - able to talk easily to all kinds of people.

(A) outgoing

(B) communicating

(C) respectful

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4. You also need good management_____.
- (A) skills (B) specialties (C) statistics
5. Here you can develop your _____.
- (A) currency (B) compensation (C) career
6. And you can earn a good _____.
- (A) payment (B) salary (C) potential

III. Complete the dialogue with the correct option. (14%, 2% for each)

1. I'm going to be in Riga next week and _____ a meeting with you and Jurga, if that's possible.
2. OK. It would be good to meet you while you're here. _____ on Friday?
3. _____. I'm only in Riga from Monday to Thursday.
4. But I'm _____ on Tuesday and Wednesday. What about you?
5. _____ Wednesday morning, but the afternoon is good for both of us. Can you come to the office?
6. _____ at 2 o'clock?
7. Yes, that's fine. I'll _____ on Wednesday at 2 o'clock, then.

- (A) free (B) I can't make (C) see you
(D) Let's say (E) I'm afraid not (F) Can we meet
(G) I'd like to arrange

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IV. Translation (英翻中): Please translate the following English paragraph into Chinese. (25%)

By the early 21st century, China had emerged as a highly lucrative, but unpredictable and controversial, market. One of the world's oldest civilizations, mainland China had been a significant economic player in the 19th century, at one time representing 33% of global gross domestic product (GDP); but political turmoil throughout much of the 20th century had reduced the economy to less than 2% global GDP by 1990. By 2004, however, that poor output was a thing of the past, with vigorous economic growth in 2003 and a GDP that had climbed to 9.1% in that year. (15%)

A first mover to the market may face considerable uncertainty about what product features customers will desire and how much they will be willing to pay for them. For a very new product technology, market research may be of little help. Customers may have little idea of the value of the technology or the role it would play in their lives. (10%)

V. Business Case and Report Write-up: Read the following business case and write up a report to be presented to the board of directors of the focal company. (25%)

You are a senior manager at House & Home, a chain of warehouse-style stores selling furniture and fittings for the home. The company is suffering. Competition from other similar stores is strong and sales are falling. You think that the main reason for the loss of sales is poor customer service. To find out more about the problem, you asked your customers for feedback. The following complaints were the most common:

- Staff gave wrong information to me.
- Staff didn't know anything about the products.
- Staff were not interested in my query.
- Staff were rude to me.
- Sales staff were busy talking to each other.
- It was difficult to find help even when the store wasn't busy.

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You believe that if you can offer better service than your competitors, the customers will return. The question is: how can you improve service? There are three possible options:

1. Recruit more staff for each store.
2. Improve staff training.
3. Offer higher pay to sales staff.

What will be your report? Now, you are instructed to write a short report for the Board of Directors of House & Home. In the report, please use the following headings and provide your evaluation as much as you can when necessary:

1. Brief summary of the problem (7%)
2. Possible solutions in bullet points (3%)
3. Best solution (15%)