

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所有考科均「不可」使用計算機。 本科試題共計 2 頁

Part A. Choose an appropriate term for each of the following definitions. (20%)

A. agenda	D. benchmark	G. delegate	J. pointer
B. acquisition	E. cash flow	H. inventory	K. RSVP
C. bank loan	F. deadline	I. minute	L. working capital

1. the amount of stock that a company has at a particular time
2. an official written record of what is said and decided at a meeting
3. current assets minus current liabilities
4. a device used to highlight parts of a slide
5. used on invitations to ask someone to reply
6. the money that goes into and out of a company
7. the process by which one organization takes over another company or a part of it
8. a standard guideline used to compare some aspect of a business to some objective or external standard measure
9. someone who has been elected to speak for a group
10. a date or time by which you must complete something

Part B. Complete the sentences using the words in the box. (20%)

accessing	confidential	effort	expertise	hands-on
inducement	maximize	opinion	schedule	sophisticated

11. In order to _____ our sales, we need to focus on the younger market.
12. Marketing has become more scientific and _____ because the number of companies competing for the consumer's attention has increased.
13. Doctors are required to keep patients' records completely _____.
14. The company has announced 500 jobs losses in an _____ to cut costs.
15. Many kinds of locks are available to prevent people from _____ your computer hard drive.
16. In my _____, long-term liabilities need to be considered before we commit to any new investments.
17. We need to come up with a production _____ for the coming month.
18. His _____ in sales has greatly helped our company's economic status.
19. I have a great deal of _____ experience in the construction industry.
20. One measure of success of business strategies is that they offer a powerful _____ for the growth of the company.

Part C. Read the article and write answers to the questions as full sentences. (20%)

My father owned a big company. I always wanted to work in his company. The first job he offered me is to work in the mailroom. I felt really angry at the time because I wanted a better job. After the mailroom, I worked in the kitchen, in the HR department, as a personal assistant, and as his deputy CEO. I finally understood what hard work was like in different areas of the company. The experience taught me to respect all employees and understand that every part of the company must be working well for the whole company to succeed. My father made me CEO five years ago and my daughter began working in the mailroom two months ago.

21. Why did the author feel angry?
22. What did the author finally understand?
23. What did the author's experience teach him?
24. When did the author's father make him CEO?
25. How many jobs did the author take in the company before he became CEO?

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Part D. Translate the sentences from English to Chinese. (25%)

26. We must keep reminding clients of our product range.
27. Excuse me for interrupting, but could you clarify your point about the revised contract?
28. The clients who came to my product launch were very impressed.
29. They had to condense months of research into a seven-minute presentation.
30. Answering these four questions clearly and concisely is harder than it looks.

Part E. Writing (15%)

Look at the figure below. Write a report of about 80 to 100 words in English. In the report, be sure to answer the two questions: 1) What does the graph show? 2) What happened to the market share of each car manufacturer?

FIGURE: CAR MARKET SHARE

