

臺灣綜合大學系統 114 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所有考科均「不可」使用計算機。

本科試題共計 2 頁

Part A. Multiple Choice. Choose the best answer from the four options. There is only one correct answer for each question. (20%) 請於答案卡上作答，否則不予計分。

- The factory will stop production for a week to do regular _____ on the machines to ensure they are working correctly. (A) outsourcing (B) margin (C) maintenance (D) compensation
- Our latest computers are currently out of stock in major stores, indicating that they have limited _____ in this area. (A) budget (B) availability (C) contribution (D) motivation
- Please confirm your _____ for the upcoming seminar within 3 days. We will send you the exact location after we receive your reply. (A) target (B) trend (C) attendance (D) distribution
- During the meeting, both parties expressed their terms and reached a verbal _____. They will work together without a written contract. (A) assembly (B) application (C) assessment (D) agreement
- The new director implemented a strategic _____ to enhance brand visibility in international markets. (A) retention (B) initiative (C) fraud (D) venture
- Please read the contract carefully before you sign it and make sure you understand all the _____. (A) hierarchy (B) competency (C) trademarks (D) conditions
- The project team advised management to refrain _____ making any public statements until a formal investigation had been concluded. (A) of (B) from (C) at (D) with
- The board of directors attributed the sharp decline in weekly earnings _____ increased raw material costs. (A) to (B) on (C) for (D) with
- The finance department worked closely with auditors to ensure compliance _____ international accounting standards. (A) with (B) under (C) at (D) by
- To maintain regulatory approval, the firm must adhere strictly _____ the guidelines issued by the authority. (A) with (B) to (C) under (D) of

Part B. Cloze. Read the entire passage carefully. Fill in each blank with one word that best completes the meaning of the text. (20%)

A brand image is the impression customers form about the values and identity of a company. If the brand constantly delivers positive experiences, it may gain trust and stand (11) in a competitive market. Companies that invest in (12) an emotional connection with their consumers often expect long-term customer loyalty. However, a brand's image can suffer (13) less-satisfactory product performance or negative reviews from the internet. Apologizing sincerely and showing a willingness to improve may help (14) the public's trust. If a company frequently ignores customer feedback or responds (15), it may cause damage to its brand image. Consequently, managing customer relations is a crucial part of protecting the brand's reputation.

- (A) away (B) apart (C) around (D) aside
- (A) building (B) builder (C) built (D) to build
- (A) afterwards (B) such as (C) because (D) due to
- (A) measure (B) forecast (C) recover (D) conceal
- (A) aggressively (B) eventually (C) identically (D) reliably

Product placement is a marketing tactic that involves placing goods within movies or other forms of media. This strategy helps companies reach customers in a more real-life setting. The objective is to create awareness and influence consumer behavior without being too (16) or direct. (17), a character in a movie might be seen driving a specific brand of car, which subtly shapes the viewer's perception of the brand. In recent years, companies (18) heavily in placing their products in major films. This kind of exposure is considered valuable because movies can reach a wide range of fans. (19) traditional ads, which are often skipped or ignored, product placement becomes a part of the storyline. If the product does not match the context of the story, it may confuse the viewer or (20) to a negative impact.

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16. (A) tangible (B) preliminary (C) lucrative (D) intrusive
 17. (A) Above all (B) Nevertheless (C) For instance (D) Furthermore
 18. (A) had invested (B) have invested (C) has invested (D) being invested
 19. (A) Unlike (B) Beyond (C) Via (D) Towards
 20. (A) leads (B) lead (C) leading (D) led

請於答案卷上作答，否則不予計分。

Part C: Match each item in the upper column (A to L) with the most appropriate item from Questions 21 to 30. Each option is used once only. (30%)

A. Equity	B. Hedging	C. Joint venture	D. Patent
E. Diversification	F. Bond	G. Gross	H. Broker
I. Monopoly	J. Tariff	K. Escrow	L. Supply chain

21. Making an investment to reduce the risk of unfavorable price shift in an asset, often involving derivatives.
 22. The network between a company and its suppliers to produce and distribute a specific product to the final buyer.
 23. The value of the shares issued by a company, representing ownership interest.
 24. A business deal where two or more parties combine their resources to complete a specific task.
 25. An agreement where a third party keeps and manages money for two parties in a deal, making sure all conditions are met before releasing the money.
 26. A tax to be paid on a particular imports or exports.
 27. Complete control over the supply or trade of a product or service.
 28. A government license that gives someone the exclusive right to make, use, or sell an invention for a set time.
 29. A risk management strategy that mixes a wide variety of investments within a portfolio to protect your money by spreading investments across different areas.
 30. An individual or firm that acts as a medium between a buyer and seller, usually charging a commission.

Part D. Writing (30%)

AI tools are changing the way of running a business. Many companies have started using AI to assist customers by answering questions or solving problems. To keep up with the trend, your company is also taking advantage of AI and combining AI into the customer service. If you are the manager of the company, how would you use AI to improve the service? Write a memo of about 100 to 120 words in English. In the memo, be sure to state the problem your company is facing, the cause of the problem, and what you will do in the future.