

I. 請依照文意選出最適合的答案. (90%)

Questions 1-6 refer to the following letter.

Justin Lee

66 Fountain Way

Los Angeles, CA. 92408

March 15, 2014

Dear Justin,

I would like to pass on to you the results of the research I have done in determining a location for another outlet for our women's clothing store.

I am considering an enclosed mall as opposed to a downtown single address location, an outdoor strip mall, or a hotel complex. I have found that the foot traffic at the enclosed mall is 55% more than the downtown location, 35% more than the strip mall, and 75% more than the hotel.

Additionally, the rent at the enclosed mall is only 30% higher than that of the strip mall, 20% higher than the downtown location, and it is the same as the hotel rent. The lease at both malls is five years, whereas the downtown location is four and the hotel three.

All things considered, I think we're better off with the enclosed mall. Please drop me a line or an E-mail and let me know your thoughts on the matter.

Sincerely,

*Evelyn Shu*

Evelyn Shu

1. Which location gets the most foot traffic?  
(1) The hotel complex (2) The downtown location (3) The strip mall (4) The enclosed mall
2. What additional percentage of foot traffic did the enclosed mall have over the strip mall?  
(1) 5% (2) 35% (3) 55% (4) 75%
3. Why does Evelyn recommend the enclosed mall?  
(1) It has better parking. (2) The strip mall is too long.  
(3) The rent is less. (4) The store should get more customers.
4. Which location may get the least amount of customers?  
(1) The hotel complex (2) The downtown location (3) The strip mall (4) The enclosed mall
5. Which location is the cheapest?  
(1) The hotel complex (2) The downtown location (3) The strip mall (4) The enclosed mall
6. Which location gets the shortest lease?  
(1) The hotel complex (2) The downtown location (3) The strip mall (4) The enclosed mall

Questions 7-10 refer to the following announcement.

A French cosmetics giant announced that it has applied for a license to construct a \$7.5 million cosmetics factory in the Dietaka Industrial Park in Cong Tum. The factory will be similar in design to one they built five years ago outside Malacca in Malaysia. The completely foreign-owned enterprise will produce skin care products, cosmetics and perfume. According to a study done by the company, 75% of the raw materials will be sourced locally and the plant will employ up to 450 workers from Cong Tum and neighboring Qui Nohn and Play Cu. The new Vietnamese factory is expected to enjoy sales totaling \$2 million dollars within the first year, with an additional million the year after.

7. Where will the new factory be located?  
(1) Malacca      (2) Cong Tum      (3) Play Cu      (4) Qui Nohn
8. What does the company need to begin building?  
(1) At least 450 workers      (2) A lease agreement with Dietaka Industrial Park  
(3) A license to start      (4) Foreign capital
9. Where will most of the factory's production resources come from?  
(1) France      (2) Overseas      (3) Malaysia      (4) Vietnam
10. What will be the expected sales in the second year?  
(1) 1 million dollars      (2) 2 million dollars      (3) 3 million dollars      (4) 7.5 million dollars
11. The tax authorities will soon \_\_\_\_\_ new guidelines.  
(1) having issued      (2) issuing      (3) to issue      (4) be issuing
12. Not just \_\_\_\_\_ is allowed to enter certain government buildings.  
(1) no one      (2) anyone      (3) someone      (4) each one
13. The color illustrations included in the new edition of the book made it \_\_\_\_\_ attractive.  
(1) much more      (2) many more      (3) that more      (4) the more
14. He wanted to talk to someone knowledgeable in computers before purchasing \_\_\_\_\_.  
(1) any      (2) ones      (3) many      (4) other
15. All financial aid to the country was \_\_\_\_\_ after our ambassador was dismissed.  
(1) shut off      (2) closed off      (3) sealed off      (4) cut off
16. The banks are very willing to give loans for home \_\_\_\_\_.  
(1) impropriety      (2) improvements      (3) improvisation      (4) impulse
17. \_\_\_\_\_ we invested in the telecommunications industry, we would be rich by now.  
(1) Shall      (2) Should      (3) Will      (4) Had
18. Please report \_\_\_\_\_ the engineering department.  
(1) directly      (2) to      (3) forward      (4) aside
19. I am honored to accept this award \_\_\_\_\_ our departed director.  
(1) in light of      (2) because of      (3) on account of      (4) on behalf of
20. Not one of our representatives \_\_\_\_\_ to participate in the final draft.  
(1) chosen      (2) were choosing      (3) have been chosen      (4) has been chosen

21. Many companies use sponsorship of sporting events to gain increased \_\_\_\_\_ of their name or brand.  
(1) Sighting (2) openness (3) viewing (4) exposure
22. When I got back from my holiday, I opened the door to find a huge pile of \_\_\_\_\_ mail on the doormat. A lot of it was advertising holidays.  
(1) ad (2) bin (3) junk (4) promo
23. It was costing us a thousand pounds a week to \_\_\_\_\_ a medium-sized ad in a daily paper. So we decided to spend the money on other forms of advertising.  
(1) mark (2) engage (3) place (4) draw up
24. In 2004, it became illegal in the UK to advertise cigarettes in magazines and outdoors on \_\_\_\_\_. Since then cigarettes have been advertised in other ways. (1) billboards (2) wall boards (3) signboards (4) sideboards
25. Thankfully most companies have finally realized that flashing \_\_\_\_\_ ads at the top of web pages are just annoying and don't help to sell their products.  
(1) strip (2) band (3) banner (4) broad
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26. Some high-profile advertising \_\_\_\_\_ feature a series of ten more different TV ads combined with whole-page ads in newspapers and magazines.  
(1) attacks (2) drives (3) launches (4) campaigns
27. It usually takes many years of skilful marketing to achieve widespread \_\_\_\_\_ recognition for a new product.  
(1) brand (2) product (3) slogan (4) jingle
28. We were \_\_\_\_\_ friends in that strange but magical country.  
(1) upon (2) among (3) toward (4) in addition to
29. The hurricane caused \_\_\_\_\_ damage to the city.  
(1) extend (2) extended (3) extensive (4) extension
30. Many cultures have special ceremonies to celebrate a person's \_\_\_\_\_ of passage into adulthood.  
(1) right (2) rite (3) writ (4) write

II. 中譯英：請將下列一段中文翻成英文。(10%)

市面上已經有無數關於領導統御的書籍。

各界正廣泛地分析研究領導統御的各項基本要素，

以及有哪些更好的方法可以培養領導人才。