

銘傳大學九十學年度轉學生招生考試

七月二十九日 第二節

資管、觀光 轉三

企、國、會、風、財、統、經、資料、商設、建築 轉二

英文 試題

I. Choose the best answer to fill into the blank.

- Paper accounts for 40 percent of the 160 million tons of solid waste sitting in U.S. _____.
A. dumped sites. B. landfills. C. curbsides. D. construction sites.
- Many firms such as McDonald's, 3M, Sears, Rubbermaid, and Bank of America are now _____ recycling and requiring their suppliers to provide them with higher volumes of recycled raw materials and greater recycled content in finished goods.
A. having capacity to B. promoted to C. committed to D. designed to
- Recycling involves a _____ between consumers, business, and government. Garbage is no longer a dirty business, it isn't rubbish, it is recyclable.
A. partnership B. alliance C. subsidiary D. participation
- Have you ever seen an infomercial – commercial that ran for 30 minutes? The reason why the program-length advertisements on TV become so popular is that in 1984 the Federal Communication Commission _____ a restriction on the amount of commercial time television stations could air.
A. banned B. posed C. lifted D. fixed
- Advertisers see infomercials as a powerful combination of advertising, sales promotion, and direct-response communication tools; while consumers want information that is relevant, useful, and _____.
A. annoying B. entertaining C. irritating D. tacky
- We've all heard or read about the baby boomers – people born between 1951 and 1962 – because they represent such a large _____ of the population. Their successors, the 46 million Americans aged 18 to 29, have been called Generation X.
A. segment B. portion C. district D. area
- Generation X have become savvy consumers because they have grown up in dual-career households where they often had shopping chores, that have been tempered by multiple media, such as MTV, which focus on images and imagery.
A. diversified B. bombarded C. distracted D. confused
- Two researchers studied the teen market and found that, for the Generation X, being with friends and finding bargains were the most enjoyable aspects of shopping. They conclude that retailers who are interested in this generation must be attentive to the image of their stores, _____ the social role of shopping, and emphasize the value of their products or service.
A. excluded B. influence C. facilitate D. anxious to

9. Frederick W. Smith's door-to-door flying parcel service, Federal Express, advertised "absolutely, positively overnight" delivery for his small-parcel service – limited to 70 pounds, the _____ one person can carry.
- A. mission B. weight C. heavy D. operation
10. The founder of the Federal Express said: "I figured we had to be enormously _____, since our service is frequently used for expensive spare parts, live organs, or other emergency shipments."
- A. expensive B. unique C. promised D. reliable
11. Have you ever wondered how the auto-focus mechanism worked in your 35mm camera or video camcorder? Ask Honeywell, the firm that has _____ on the auto-focus lens that allows cameras to automatically lock on a subject and produce sharp photographs.
- A. patents B. challenge C. royalties D. vision
12. Young people between the ages of 4 and 12 spend \$9 billion on food and beverages, paly items and apparel each year – a fact noted by Burger King which has 1.7 million members in its Kids Club, offering children's _____.
- A. incentives B. marketing C. preference D. assortments
13. Marketers understand that today's children are tomorrow's consumers. The appeal isn't simply satisfying kids now but also developing them as users of the products so that they'll buy as _____.
- A. preteens B. clients C. users D. adults
14. _____ and beverages purchased at movie theaters are business. It is estimated that \$850 million is spent annually for these goodies, which in turn account for 75 percent of a theater's profits. The average American spends about \$3 for these goodies each time he or she visits a movie theater, in addition to the average admission price of \$5.50.
- A. Ticket B. Lunch C. Snacks D. Mineral water
15. But the real news is not what moviegoers buy or how much they spend – it's how delicious the _____ are for various movie munchies. A soft drink that costs the theater 10 cents will typically sell for 75 cents, a tub of popcorn that costs the theater 30 cents will be sold for \$2.
- A. issue B. markups C. deduction D. supply
16. DaimlerChrysler's Smart Car, a tiny two-seater powered by a three-cylinder _____ is designed to test new technology, generate publicity and make the company appear environmentally responsible.
- A. stereo B. engine C. brake system D. air bags
17. The _____ of global warming has given rise to heated debate. Is the burning of fossil fuels and increased concentration of carbon dioxide in the air a serious threat or just a lot of hot air?
- A. issue B. trend C. vision D. viewpoint
18. Strolling down the Champs Elysees in Paris and you'll see groups of teen gathered outside music shops and ice cream parlors, most of them _____ colorful cell phones.
- A. packaging B. confiscating C. decoding D. sporting
19. Nokia claims that its intelligent WAP software and smart hyperlinks enable users to _____ information both easier and faster.
- A. merge B. access C. recess D. impress
20. High school students of Finland speed-type on their cell-phone, zapping out messages with such ease that teachers, worried about cheating, _____ the devices before tests.
- A. confiscate B. click C. doenload D. link
21. A person who tends to view life and situations form a negative point of view is probably _____.

- A. an optimist B. a liberal C. a conservative D. a pessimist
22. There is a five-year _____ on this car. The saleslady promised that if the car breaks down within five years, the company will fix it for free.
A. bargain B. deposit C. credit D. guarantee
23. My sister's business secret is her ability to try again and again. She does not give up easily. Thus, one can say my sister has _____.
A. loyalty B. courage C. perseverance D. sensitivity
25. Someone who likes to work alone and relies on his or her own self is _____.
A. curious B. original C. independent D. selfish
26. Traded his usual olive drab for a spiffy dark blue suit during a visit to France, Cuba's Fidel Castro looked a bit like a banker. But Castro, 67, joked that he was too old to turn _____: "You have to start around 20."
A. communist B. capitalist C. anti-communist D. socialist
27. Unless the world loses its taste for ivory, the poachers will start their _____ of elephants again. In the meantime, the African elephant is still an endangered species.
A. distinct B. slaughter C. distillate D. nurture
28. The air bags you find in most Fords are to protect the driver and the front seat passenger from getting hurt in the event of a _____.
A. flat tires B. slippery surfaces C. buckle up D. frontal collision
29. To help speed today's busy executive, KLM and Northwest have joined forces. The _____ now has a much larger fleet so it can offer more connections for seamless travel around the world all with as little hassle as possible.
A. agencies B. alliance C. stewardess D. CEO
30. From the giant screen Astrovision to CCTV security cameras, the Panasonic AV equipment will be making the Olympic games safer and more enjoyable for both _____.
A. monitors and facility B. sponsor and host C. athletes and spectators D. pros and amateurs
31. Physician Norman Thagard became the first U.S. astronaut to blast into orbit aboard a Russian rocket, flying with two _____ to the Russian Space Station, Mir.
A. space shuttles B. cosmonauts C. science fiction D. rockets
32. "Go!", "Come on!", "Go for it!", "Hip, his hurray!" are familiar _____ with hear in various kinds of tournament.
A. highlights B. cheers C. atmosphere D. noisy
33. It takes training, tactics and _____ for the Marathon runners to finish the 26-mile running race.
A. playoffs B. souvenir C. specialty D. endurance
34. In East Timor, the violent organized actions of the pro-Indonesia groups caused widespread _____ and uprising.
A. stuffing B. conquerors C. rebellions D. immortality
35. Teenagers like to spend time together window shopping, chatting, or simply folling around. They _____ a lot.
A. hang out B. set aside time C. focus on D. munch

II. Reading Comprehension:

The Chinese Men's National Basketball team seems to have it all: height, youth, experience and, after many disappointments, a big victory with last week's win at the Asian Basketball Confederation Championship in the Japanese city of Fukuoka. That gives China Asia's sole spot in the basketball competition at the 2000 summer Olympics.

A few Chinese players may well have their eye on another prize: a shot at the U.S. National Basketball Association. The U.S. currently suffers a lack of talented players taller than 2.1m. China happens to have a pair of world-class giants: Wang Zhizhi (22, 2.16m) and the 19-year-old center Yao Ming, who is 7 ft. 6 in. (232cm) tall.

In China, a team has absolute hold on a player's rights. Though both players seem eager to join the world's top competition, NBA, yet, their teams – the People's Liberation Army and the Shanghai Sharks – refused to release them. And they aren't the kind who would leave China without permission.

36. Which of the following statement is true:

- A. The Chinese Men's National Basketball Team won many competitions before the game in Fukuoka, Japan.
- B. China can't compete at the 2000 summer Olympics because they had many disappointments.
- C. After winning the championship at the Asia Basketball Confederation, China is the only team from Asia that will play at the 2000 Summer Olympics.
- D. Japan will hold the 2000 summer Olympics in the city of Fukuoka.

37. The players of the Chinese Men's National Basketball teams _____.

- A. are young, tall, experienced and had won a big victory recently.
- B. Suffered a lack of talented and skilled players.
- C. were disappointed that they can only play at home.
- D. seem to be afraid of height and youth.

38. A few Chinese players may well have their eye on another prize: A shot at the NBA. "A shot at the NBA" means:

- A. To watch the NBA game and win a prize.
- B. To take pictures with the NBA players.
- C. To compete with NBA teams.
- D. To join and play at the NBA.

39. Recently, the U.S.NBA is looking for _____.

- A. good players who are young and talented.
- B. Players who are from Asia.
- C. Talented players over 2.1 meter in height.
- D. one who's good at scoring.

40. Which statement is correct:

- A. The pair of world-class giants has decided to play at the NBA.
- B. Yao Ming is called a giant because he is only 19, while Wang Zhizhi is much older.
- C. Few people are taller than Wang Zhizhi and Yao Ming in the World.
- D. Seven feet and six inches equals to 216 centimeters.

41. Choose the correct statement:

- A. The two giants would like to have absolute hold on their rights.
- B. The People's Liberation Army team is glad that Wang Zhizhi would play at the U.S. NBA.

- C. The Chinese teams refused to release the two players means the two giants were not permitted to join the NBA.
- D. The two players would still leave China without official permission.

With her titanic 6-3, 7-6 victory over the No. 1-ranked tennis player Martina Hingis, Miss Serena Williams, 17, became the first African American to win a tennis Grand Slam single title since Arthur Ashe won the Wimbledon in 1975, and the first African-American woman to win the U.S. Open since Althea Gibson in 1958.

Serena Williams and her elder sister Venus Williams have been extremely close. They are, says ex-pro Pam Shriver, “best friends, doubles partners, practice partners, I don’t think there have been players this close in the game. Certainly not at the top.”

Their father, Mr. Richard Williams had long predicted his daughters would dominate the world of women’s tennis. Daddy did know best.

42. Choose the correct statement:

- A. The competition between Serena Williams and Hingis was a seesaw game.
- B. The last time an African-American woman to win the U.S. Open was back in 1985.
- C. The No. 1-ranked player Hingis won the 1999 U.S Open, 6-3 and 7-6.
- D. The Williams sisters, Arthur Ashe and Althea Gibson all are living in Africa.

43. According to ex-pro Pam Shriver:

- A. Most of famous players, especially those at top, are extremely close.
- B. Best friends can’t be doubles partners, because friendship doesn’t last.
- C. The Williams sisters have long been best friends and partners.
- D. It is better to have strangers to be practice partners.

44. “To dominate the world of women’s tennis” means:

- A. to have short lived the glory.
- B. to rule and shine in the court.
- C. to have ranked low in tournament.
- D. to be able to predict the future.

Bone marrow donated by Buddhist Compassionate Relief Tzu Chi foundation has helped save the life of a mainland Chinese college student, Beijing’s Xinhua News agency reported yesterday.

Deng Shouning, a 24-year-old student at the University of Chinese Medicine in Nanjing, who was afflicted with the most critical type of leukemia, had passed the most dangerous period after receiving a bone marrow transplant earlier this month with Tzu Chi’s assistance.

It was the 254th bone marrow transplant Tzu Chi has helped match since the non-profit. Buddhist organization established a databank in October 1993, a foundation staff said.

45. According to the passage, the life of a mainland Chinese college student has been saved by:

- A. Deng Shouning
- B. Xinhua News Agency
- C. A bone marrow donor
- D. University of Chinese Medicine

46. Buddhist Tzu Chi Foundation is:

- A. a business firm
- B. a non-profit organization
- C. a databank
- D. a university

47. What was the medical treatment, the sick student was

- A. bone marrow
- B. transplant
- C. Chinese medicine
- D. leukemia

48. After receiving the medical treatment, the sick student was

A. dying B. healthy C. recovering D. desperate

49. A transplant is:

A. a medical operation B. a kind of medicine C. an illness D. a part of a person's body.

50. Which of the following statement is best supported by the passage?

- A. The patient may receive bone marrow from any donor.
- B. A patient may not receive bone marrow from any donor.
- C. A bone marrow transplant can be done as long as there is a donor.
- D. A bone marrow transplant can be doen between any donor and patient.

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III.