

銘傳大學 99 學年度轉學生招生考試

應用英語學系

第三節

三年級

英文閱讀與寫作試題

(第 1 頁共 3 頁) (限用答案本作答)

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I. Reading comprehension: read the following passages and answer the questions with the best answers. 42%

It is becoming more and more popular nowadays for young people to spend part of their free time at the gym. Some people pay a lot of money and go to the gym at least three times a week.

In some ways, this is a reaction to the hours they spend every day in front of a TV or computer screen. They feel they need to balance this with exercise. It is also seen as "trendy" to dress up in the latest sports clothes and go to the gym. Many parents feel nervous about letting their kids play or exercise in the street or in the park, and the gym seems to offer a certain amount of safety.

It does seem strange, though, that people spend money to use machines at the gym when they could be walking, rowing or cycling in the fresh air for free!

1. What kind of people like to exercise in the gym?
A. Adults B. Old people C. Teenagers D. Young people
2. What is the attitude of the gym-goers' family towards their going to the gym?
A. Negative B. Neutral C. Positive D. Not known
3. What kind of sports clothes do people wear when they go to the gym?
A. Casual B. Fashionable C. Inexpensive D. Ugly
4. Why do people like to go to the gym?
A. They want to lose weight. B. They need to exercise. C. They try to make some friends. D. They work very hard with the computer.
5. What is the writer's attitude towards people's going to the gym?
A. Negative B. Neutral C. Positive D. Not known

本試題係兩面印刷

One of the strangest phenomena you will encounter in the United States is that of the Great American Nose. The American Nose may look like yours and mine, but in reality it's not. Something seems to have been left out of the American Nose. It is incapable of degrees of differentiation of odors. Whereas most of humanity is capable of smelling a wide range of odors, the American Nose can smell only two - good odors and bad odors, right odors and wrong odors. Of course, the American Nose prefers good odors and right odors. It is quite virtuous, therefore. It must have inherited all its genes directly from its Puritan ancestors.

After a careful study of the matter, I have come to the conclusion that there are only three good odors, and that all the rest are bad odors. The three good odors - artificial flowers, artificial lemons, and artificial spices - are used to mask all of the bad odors. Bad odors emanate from bathrooms, from garbage cans, from moldy things, and most of all, from human bodies. All natural odors are bad odors, as you can see, and there are hundreds of American products in the three good odors designed to mask all the bad ones. Wherever you find the Great American Nose, a hand holding a can to spray, a deodorant to roll on, an air freshener to stick up, or a cleaning solution to wipe on will not be far behind. Does the kitchen smell like cooking? Spray it with great amounts of artificial spice. Does the closet smell moldy? Fill it with odor of roses. Does a person smell sweaty (Sin! Sin!) Roll on quantities of deodorant with scent of jasmine. Does the bathroom smell like a bathroom? Wipe everything down with scent of lemon cleaner.

Pity the poor American Nose. It is really very fragile. Yet this fragile appendage rules the American. Should the Nose detect bad odors, you will hear the American complaining loudly, and very shortly excusing itself from their presence.

You may think Americans are an independent lot, but they're not. They can't go anywhere without extra bathroom paper, disinfectant sprays and cleaners. I sometimes have the feeling that if the American civilization falls into decay, it will be because the American Nose could not tolerate the smell of it. It's remarkable to me that with such a handicap as the Great American Nose, Americans have survived this long.

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6. How does the American Nose come into existence?
A. In the blood. B. Through the media. C. By education. D. Via internet.
7. What kind of odor do Americans **dislike**?
A. Fragrant smell B. Natural smell C. Rosy smell D. Fragile smell
8. What do Americans do when they smell something disgusting?
A. They put on a mask. B. They leave that place. C. They try to find out the source. D. They stay quiet.
9. What is a characteristic of the American Nose?
A. It looks like a human being's nose. B. It can smell a wide range of smell. C. It has something to do with politics. D. Women have a stronger sense of smell than men.
10. What is the author's attitude toward the American Nose?
A. He respects it though he doesn't agree with it. B. He thinks it is ridiculous. C. He attributes it to the country's prosperity. D. He would write more articles about it.

Consumers are frequently unaware that about 30 percent of nationwide department stores are franchises with numerous outlets. Chain stores are a group of retail stores that are supervised or coordinated by centralized management. From a business perspective, chain stores have numerous advantages over independent stores, one of which is that the parent company almost always has the credit to purchase large quantities of goods to supply to its outlets and to receive a discount for placing such an order. Through the centralized system of distribution, chain stores can absorb the cost and price differential and attract consumers with various physical and psychological needs. They can also distribute their operating cost for accounting, advertising, marketing, merchandising, and transportation.

In general, approximately 50 percent of gross product cost results from the associated marketing research and distribution. While research focuses on the probable market segments, it strongly considers consumer behavior and cognitive motives rather than the actual prices of goods. Similarly, the cost increase in the multiple channels of distribution accounts for about 23 percent of the unit price. By combining their marketing resources and distribution networks, franchise outlets can avoid performing whole stages of marketing studies and layers of distribution networks to reduce unit price. It is the central company that conducts marketing and communicates with manufacturers, thus controlling production decisions and the pricing policy. Franchises operate according to their contracts with the parent company and pay it a fraction of their net gains. **They** symbolized a brand name and identify their goods with a particular range of quality that sets it apart from other, similar products. Essentially, chain stores convert consumer brand name loyalty into profit; this factor determines franchise proliferation and results in a relatively low degree of failure.

11. With what topic the passage mainly concerned?
A. The marketing of chain store products B. The business rationale for chain stores C. Pricing and distribution in franchises D. Brand name imaging of retail outlets.
12. It can be inferred from the passage that chain stores
A. are more expensive than department stores B. can economize by controlling their operating costs C. have a greater consumer appeal than the parent company D. have power in identifying their market segments
13. According to the passage, what does marketing research include?
A. The actual prices of goods B. Consumer segments and behavior C. Multiple channels of distribution D. The percentage of gross product cost

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14. It can be inferred from the passage that the parent company probably dictates
- A. what sales personnel are employed B. what profit an outlet makes C. how goods are advertised D. how products are packed
15. How do chain stores profit by being associated with the parent company?
- A. They are not concerned about market instability B. They are not held accountable for a change in profits C. They put their needs ahead of those of the parent company D. They market consumer brand name recognition.
16. Which of the following is NOT mentioned as a means through which chain stores control their prices?
- A. Reducing distribution costs B. Consolidating their finances C. Dividing their purchase orders D. Marketing a company brand name
17. The word **they** refers to
- A. production decisions and the pricing policy B. franchises C. contracts D. their net gains

Hundreds of people supporting Arizona's new law cracking down on illegal immigration gathered near the state capitol building on Saturday, June 26 as the temperature soared.

A Pennsylvania-based group organized the demonstrations, which it touts as a grassroots efforts. Attendees are from every region of the US.

The turnout fell far short of the March organized by opponents of the law last May, when an estimated 20,000 people gathered.

The immigration law requires that police officers conducting traffic stops or questioning people about possible legal violations ask about their immigration status if there is "reasonable suspicion" someone might be in the country illegally. Reasonable suspicion is not defined.

The law also makes it a state crime to be in the country illegally or to impede traffic while hiring day laborers, regardless of the worker's immigration status. It would also become a crime for illegal immigrants to solicit work. The law takes effect on July 29 unless blocked by a court as requested by pending legal challenges.

18. Which of the following statements about the rally on June 26 is true?
- A. It was cold that day. B. Its participants were from Mexico. C. It was organized by a congressman. D. It was attended by people who were in favor of the law.
19. Which of the following statements about Arizona's immigration law is **not** true?
- A. It's against the law for illegal immigrants to look for a job. B. Police officers can stop people asking about their immigration status. C. It is unlawful to be illegal immigrants. D. Illegal immigrants cannot buy houses.
20. How many demonstrations have there been so far about the immigration law?
- A. Four B. Three C. Two D. One
21. When did/will the immigration start to be used?
- A. Last May B. June 26th C. July 29th D. Not decided yet

II. Write an essay of 140-160 words in an appropriate style on the following topic. 58%

Li Shi-cheng, president of National Taiwan University, said that Taiwan University graduates are not supposed to work as show girls. What's your opinion of his view points?

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