

東吳大學 105 學年度碩士班研究生招生考試試題

第 1 頁，共 6 頁

系級	企業管理學系碩士班 E 組(國際商管)	考試時間	100 分鐘
科目	管理專業英文	本科總分	100 分

An Entrance English Test for Graduate Management Studies (E-group)
Soochow University
 February 2016

General Directions: There are five parts in this test. Specific instructions are provided at the beginning of each part. For multiple-choice questions, you should choose only **one** choice as your answer. You should write your answer to each question on **the Answer Sheet**.

Part 1 (20%)

Complete the sentences with the correct form of the verb in brackets.

Example: I forgot to bring (bring) a pen. Can I borrow one?

- 1 In his business letter, Jack wrote "I am looking to _____ (meet) you soon."
- 2 After working for an hour, he said to others: Let's stop _____ (take) a rest."
- 3 Last week, Mike suggested that John _____ (ask) his professor to explain this point.
- 4 I _____ (not meet) Dan before we were introduced at last year's sales conference.
- 5 Jack _____ (talk) on the phone with Ian last night about the deal when the lights went out.
- 6 Jim _____ (work) in Venezuela for ten years when he was transferred to Argentina.
- 7 Did you remember _____ (switch off) the lights when you left the office?
- 8 If we _____ (have) more time, we could have prepared a better presentation.
- 9 Lily _____ (speak) to technical support for two hours but his computer still isn't working.
- 10 We _____ (tell) Jim about his promotion yesterday. He was really happy.

Part 2: Sentence Completion (20 %)

This part contains 10 multiple-choice questions with four choices marked A), B), C), or D) for each question. You should decide on the only one best answer to the question. Then, write your answer on the Answer Sheet.

- 11 Orders for delivery the same day should be placed no later _____ 12:00 noon.
 A) as B) but C) before D) than
- 12 The supplier is _____ some very competitive prices.
 A) offering B) bidding C) handing D) presenting
- 13 The decision has not been _____ yet.
 A) employed B) applied C) taken D) started
- 14 After several months of falling profits, they finally _____ the need for changes.
 A) believed B) accepted C) consented D) tolerated
- 15 This takeover will _____ strengthen our position in the market.
 A) more B) further C) added D) extra

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- 16 Negotiations broke down when no agreement could be reached over the supplier's _____ terms.
 A) transfer B) arrival C) sending D) delivery
- 17 The employee who was sacked last week felt that his dismissal was unfair. He has decided to _____ the company.
 A) law blame B) court C) sue D) boycott
- 18 If you have a bank account, the bank sends you a monthly _____ to inform you what has been debited from and credited to your account.
 A) statement B) balance C) bill letter D) sum notice
- 19 A person who owns and runs a business, and is the only person responsible for it, is called a _____.
 A) sole trader B) limited company C) entrepreneur D) capitalist
- 20 If a company has invested a lot of money in developing a product, it will take out a(n) _____ to protect its right to profit from the sales of that product.
 A) order B) blueprint C) prototype D) patent

Part 3: Cloze (20%)

There are 10 blanks in the following letter. You should select the best word or phrase from the choices A), B), C), or D) given below the letter. This letter is to the Public Relations Officer at KLM Airlines. You should write your answer on the Answer Sheet.

Dear Mr. Oakley

We __21__ a report expressing our dissatisfaction with KLM Airlines over the cancellation of our tickets __22__ a recent visit to Taipei. This error __23__ some considerable worry and trouble during our visit, as well as incurring extra costs.

As we were __24__ to travel by air from Shanghai to Hong Kong (in spite of having __25__ and paid for this flight three months before), we were __26__ to go by road, the cost of which was \$350.

We would now like to ask __27__ this cost could be __28__ or not. We attach copies of our flight vouchers and the __29__ for the road transfer.

We __30__ to hearing from you about this matter.

Yours sincerely

Tim Smith

- 21 A) submit B) enclose C) include D) send
 22 A) in B) over C) on D) about
 23 A) caused B) raised C) gave D) made
 24 A) prevented B) disabled C) incapable D) unable

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- 25 A) cancelled B) booked C) registered D) recorded
- 26 A) obliged B) made C) having D) caused
- 27 A) weather B) you C) f D) how
- 28 A) paid back B) reduced C) reimbursed D) returned
- 29 A) fare B) quote C) recipe D) receipt
- 30 A) expect B) look forward C) are waiting D) hope

Part 4: Reading (20%)

Read the following article and choose the best answer A), B), or C) to the questions below. You should write your answer on the Answer Sheet.

- 31 How much of Priestmangoode's business was conducted with overseas clients last year?
- A) Some of it
B) Most of it
C) All of it
- 32 What is Priestmangoode's line of work?
- A) Design
B) Transport
C) Import-export
- 33 What do the decision-makers in most small British companies think about export?
- A) It's difficult and it rarely helps businesses grow.
B) It's a great way to grow a business but it can be difficult.
C) It isn't that difficult but it's also usually a waste of resources.
- 34 How do 80 per cent of small companies that export set up their export business?
- A) They approach it through careful research and planning.
B) They start exporting themselves rather than involving another company.
C) They respond to a request made by a foreign company.

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- 35 What does the article say about most small British businesses?
- A) They don't do a lot of business internationally.
 - B) They have too many internal problems to develop export markets.
 - C) They're juggling staff all over the world.
- 36 What does Robin Godfrey help companies do?
- A) Locate partner companies in possible export markets
 - B) Develop products specifically for target markets
 - C) Identify target markets
- 37 Which countries are generally less difficult for UK companies to export to?
- A) Ireland and the Netherlands
 - B) The US and Ireland
 - C) China and the Netherlands
- 38 What does Godfrey recommend as an important part of research?
- A) Commissioning extensive marketing research in target export markets
 - B) Personally travelling to the target export market
 - C) Hiring staff from the target export market
- 39 What allowed Priestmangoode to grow?
- A) It dominated the domestic market.
 - B) It reached out to the global market.
 - C) It had financial expertise in working in global economies.
- 40 According to Paul Priestman, what do you have to deal with to export successfully?
- A) Language and culture
 - B) Import-export laws
 - C) Exchange rates

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Some home truths about doing business abroad

By Jonathan Moules

Last year, Priestmangoode, the London-based design consultancy behind Virgin's Pendolino trains and BT's Home Hub broadband box, had no British clients. Its entire £3m turnover came from abroad.

This was a challenge for a business that employs only 24 people – albeit one involved in significant international projects, such as sculpting China's new high-speed rail fleet or laying out the interior of Lufthansa's A380 planes. 'Our staff can be working on projects in six continents,' founder Paul Priestman admits. 'It is a bit of a juggle.' If only more small British businesses had such problems.

The Federation of Small Businesses estimates that as little as 5 per cent of its membership of more than 213,000 companies gains any revenue from abroad, in spite of the general belief that exports are often the best way to grow.

The language barrier, local regulations and fear of not getting paid are all common excuses for not venturing abroad, the business group admits. Those that do take the plunge often end up getting their fingers burnt because they have not properly thought through the process.

Research by the British Chambers of Commerce (BCC) found that only a fifth of those companies that export took a strategic approach. Those that did, however, recorded the highest export growth.

The most common mistake made by companies exporting is that they don't do it for themselves, according to Robin Godfrey, head of the BCC's export marketing research service.

He has encountered this problem many times in his role providing support to would-be exporters on behalf of UK Trade & Investment, the government agency. 'Instead of looking at the world and saying "where should we invest next?", a company will get an e-mail from someone in New Zealand and then rationalise why they should set up an operation over there,' Godfrey explains.

'In fact, the person has contacted them from New Zealand because they are interested in their own business, not the company in the UK, so if that company then goes to New Zealand, they will be doing it for someone else.'

Godfrey's team tries to help UK companies pick their own ideal export country, using a process the BCC calls 'market selection'.

This involves a business owner placing 20 target countries on a board split into four quadrants, dividing them between the big and small markets, then again between those that are easy or difficult to enter.

The idea is to get companies to concentrate first on the easy target markets, most often Ireland and the Netherlands for UK-based companies. Often, only experienced exporters should consider the difficult markets, such as the US and China, Godfrey says.

'It is about being very clear in your head about how you identify your export markets,' Godfrey says, adding that research and actually visiting the country should all be done before taking the plunge and exporting.

Priestmangoode was an exporter from the day it started trading in 1986, because Priestman had already done work for Japanese companies while studying at London's Royal College of Art. He notes that the UK alone would never have provided enough business for the company to reach its current size.

To succeed in exporting you need to be prepared to travel at short notice, Priestman says. 'We have some very, very wealthy clients, who will see what we have done and ask us to a meeting tomorrow in San Francisco or New York,' he explains.

Priestman also believes in the importance of research to understand the nuances of different cultures. Consulate offices can help provide cultural training, for a small fee, he notes. However, he also makes sure he travels with an interpreter.

'The worst thing you can do is to think you know better,' he says. 'In China, for instance, I have learnt a lot from their manufacturers doing things in different ways.'



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Part 5: Writing (20%)

Imagine you have seen a job advertisement in the newspaper for the job of a full-time research assistant by a British company seeking for someone to do market research in Chengdu, Sichuan Province, China. You are very much interested in this job position.

Write your application letter for the position to Ms Mendez, the Director of Human Resources Manager. In your letter, you should mention why you are interested in this job, what qualifications you have, and why you think you are the right person for this job.

Write at least 250 words. Do not write your OWN NAME at the end of your letter.

You should write your letter on the Answer Sheet.

Begin your letter with

Dear Ms Mendez

Re: Post of Full-time Research Assistant

This is the end of the test.