

東吳大學 106 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 2017

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 (50%): In each of the 25 multiple-choice questions, there are four choices marked (A), (B), (C), and (D). Choose the best answer to complete each of the sentences. You can mark your choice on the test paper, but you must mark your answers on the provided Answer Sheet.

- 1) Wilkinson's marketing director, Susan Copper, is leaving _____ only 18 months.
 (A) after (B) during (C) since (D) already
- 2) Hard-working managers often prefer to do an MBA _____ distance learning.
 (A) across (B) over (C) via (D) per
- 3) _____ of foreign goods is driving domestic companies out of business.
 (A) Regulation (B) Controlling (C) Customs (D) Dumping
- 4) The bank clerk told Mike that the bank would send him a monthly _____ to inform him what is debited from and credited to his account.
 (A) summary (B) balance (C) bill letter (D) statement
- 5) The manager said: "That's true. _____, it's also impractical."
 (A) Despite (B) However (C) And (D) On other hand
- 6) Negotiations broke down when no agreement could be reached over the supplier's _____ terms.
 (A) sending (B) arrival (C) delivery (D) transfer
- 7) According to the email, the supplier is _____ some very competitive prices.
 (A) offering (B) handing (C) bidding (D) presenting
- 8) If that US company in China follows President Trump's economic policy, some of their factories will soon have to close and many workers will be made _____.
 (A) surplus (B) excessive (C) unemployable (D) redundant
- 9) Excuse me, but can I stop you there? I feel that we're starting to _____ from the main issue.
 (A) ramble (B) digress (C) agree (D) confuse
- 10) 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) prototype (B) blueprint (C) patent (D) order
- 11) The professor gave the definition of _____ used in finance and accounting in his class, and it means an organized effort to save money, time and resources, such as cutting back advertising.
 (A) economy drive (B) great leap (C) collective bargaining (D) commercial monopoly
- 12) The definition of a _____ is a person who sells goods or services by visiting potential buyers, and usually receives a fee for (a commission) for each item sold.
 (A) sales representative (B) price ring (C) legal person (D) creditor
- 13) The best way to motivate staff is _____ them that their hard work is noticed and appreciated.
 (A) demonstrating (B) watching (C) showing (D) displaying

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- 14) The company's new advertising _____ includes TV, billboards and mail shots.
(A) direction (B) marketing (C) sales (D) campaign
- 15) The board of directors _____ the true about the company's financial situation at tomorrow's meeting.
(A) should have been told (B) should being told (C) should be told (D) should might be told
- 16) I'd rather they _____ during this bad weather, but they insist that they must return home today.
(A) didn't travel (B) don't travel (C) shouldn't travel (D) not travel
- 17) As experts predicted, this takeover has _____ strengthened their position in the market.
(A) more (B) extra (C) added (D) further
- 18) The floor manager finally came at three o'clock. We _____ waiting for him since two-thirty.
(A) was been (B) had been (C) have been (D) must have been
- 19) If the US President Trump wants to carry out his economic policy, one way to protect the American domestic industries is by imposing _____ on all imports.
(A) payments (B) customs (C) tariffs (D) subsidies
- 20) According to the statistical report, outsourcing the assembly process has given that company a _____ of approximately 15%.
(A) saving (B) refund (C) margin (D) gap
- 21) As a poor student, he told us that thirty pounds _____ enough for him to spend for a month in Leeds.
(A) were (B) might being (C) have been (D) was
- 22) As the movies shows, after the CEO received the report at midnight, _____, he went to bed.
(A) a great weight taking off his mind (B) with a great weight being taken off his mind
(C) a great weight being taken off his mind (D) with a great weight taking off his mind
- 23) According to the notice, the reason for this meeting is to consider how to _____ the company from any hostile takeover bid.
(A) gain (B) develop (C) protect (D) implement
- 24) The board of directors will have to _____ the real problems and stop pretending they don't exist.
(A) face (B) listen to (C) avoid (D) digress
- 25) Previously the company concentrated on just one business activity, but now they are planning to _____ into new areas.
(A) differ (B) develop (C) differentiate (D) diversify

Part 2 (10%): There are 10 questions in this part. Put the words in *italics* in the correct order, and write your answers on the provided Answer Sheet. For example:

There are *answers / easy / no* to the problems facing economy. → no easy answers

- 26 Our *base/expanding/customer* is one of the things we are very proud of.
- 27 We're having the meeting at the *business/centre/development/international*.
- 28 You need to complete the *claim/travel/form/insurance* immediately.
- 29 The *sales/amazing/figures* last month cheered everyone up.
- 30 We have just signed the *brilliant/deal/most/sponsorship*.
- 31 We are now the leaders in the *mobile/competitive/fiercely /market/phone*.
- 32 The *confidential/report/sales/highly* is missing. We can't find it anywhere.
- 33 We thought it was a *campaign/interesting/really/advertising*.
- 34 We've set up a *new/department/services/customer* to deal with the initial problems.
- 35 The *features/innovative/product* seem to appeal to our customers.

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Part 3 (10%): There are 10 questions in this part. Complete the following dialogue with a word from the box, and write your answers on the provided Answer Sheet with its corresponding question number.

else / however / hold / brainstorm / suggestion / sounds / heard / achieve / comes / stage

- A:** The purpose of the meeting today is to discuss ideas for the new advertising campaign. What we need to (36) _____ today is a reasonable idea of the storyboard. So I'd like to (37) _____. Don't (38) _____ back. Say whatever (39) _____ to mind. Bo, have you got any ideas?
- B:** Well, yes, I have actually. I thought we could use university students to give an idea of intelligence, and aspiration.
- A:** That (40) _____ great. We could base it all around a group of university students. Anyone (41) _____ got any ideas? At this (42) _____ I want all your ideas, (43) _____ crazy you think they are.
- C:** That's the best idea I've (44) _____ in a long time. Our target market is aspiring young people. My only concern is that it might alienate the slightly older business exec as we're also targeting them. So why don't we follow three students, say, from graduation to starting their first jobs?
- B:** That's an excellent (45) _____. And then we could end with them becoming CEOs who are still using our products in the future.
- A:** Fantastic. Taking our products into the future with successful people. Let's go with that.

Part 4 (20%): Reading Comprehension (Questions 46 — 55)

Read the online article from the BBC. Decide whether the following statements are true (T) or false (F). Write your answers on the Answer Sheet.

BBC News 27 January 2017 (Retrieved from <http://www.bbc.com/news/world-asia-china-38766887>)

China's gamble for global supremacy in era of Trump

At his inauguration last week President Trump reframed the American mission from leadership of a global rules-based system in the interests of all, to 'America first'. Meanwhile the leader of Communist China rebranded his prickly protectionist power as the defender of globalisation and shared values. So after week one in this upside down new world, how stands China's bid for global leadership?

'Trump confirms socialism is the way'

A week is just a week, but when it comes to strategic focus, China is on course. It's easier to look laser sharp when the competition is in disarray. Here the internal difficulties of the US and the European Union are helpful to China.

As Chinese Foreign Ministry official Zhang Jun put it in a discussion with foreign journalists: "If people want to say China has taken a position of leadership, it's not because China suddenly thrust itself forward as a leader. It's because the original front-runners suddenly fell back and pushed China to the front."

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- **China goes big in Davos - and here's why**
- **Can Xi Jinping be star of the show?**

In the past week alone, a bitter row over the size of the crowd at the Trump inauguration, followed by street protests the next day, underlined the divisions of the world's superpower even at the very moment which was supposed to heal.

For China's citizens, brought up to see street protests as dangerous, this was another symptom of dysfunction in a political system they've been taught to distrust. And next, an American president echoed Beijing's message that the mainstream American media can't be trusted.

So it's been a week to put a spring in the step of China's communists, to shake off the inferiority complex of an autocratic political system, and even to advance the claim that China's system is superior. Among business leaders at the World Economic Forum in Davos, President Xi talked the language of global togetherness, but back home his Communist Party's flagship newspaper, the People's Daily, lost no time in declaring the bankruptcy of Western politics. "The emergence of capitalism's social crisis is the most updated evidence to show the superiority of socialism and Marxism," it said.

This ideological inoculation is invaluable for Xi Jinping ahead of the vital Communist Party Congress which will clarify China's leadership line-up for the next five years. What's more, greater political confidence at home allows him to focus out. The inauguration of a billionaire celebrity promising to make America great again through building walls confirms the view of some in Beijing that the United States is in terminal decline, and that this is a moment of opportunity for China.

President Xi's favourite slogans are the "China Dream" and the "great rejuvenation of the Chinese people". But it's all happening faster than his predecessors could have imagined. It's less than two decades since China fully entered a US-led world of global capitalism.

When China joined the World Trade Organization, it complained bitterly about living under rules made by the US and its friends, while fully expecting to live under those rules for decades to come.

But November's American presidential election finished what the 2008 financial crisis had begun: a shift in worldview. And now we are one week into the new leadership mission set out by President Xi at Davos.

China becomes the voice of globalisation

Meanwhile Mr Xi's outward facing message, that China wants a world of fair trade and globalisation, got a boost this week from several quarters, including the Asian Infrastructure Investment Bank (AIIB). The Chinese-led development bank said it is set for expansion. It currently has nearly 60 members and now says another 25 are likely to join this year.

Two years ago when the AIIB was launched, it became a symbol of the pulling power of China's money and nimble diplomacy when US allies lined up to join despite strong US opposition.

This week, AIIB president Jin Lique told journalists, it was China's turn to contribute to the world: "China needs to do something that can help it be recognised as a responsible leader."

But in the long view, if this week is to be remembered as a tipping point towards Chinese power, it will not be because of anything announced in Beijing but because of what happens in Washington.

One of President Trump's first acts in office was to sign an executive order withdrawing the US from the Trans-Pacific Partnership (TPP) trade pact which the Obama administration had insisted would cement US leadership in Asia. "Protection will lead to greater strength", said Mr Trump. But in an open letter, outgoing US ambassadors in the region disagreed.

"Walking away from TPP may be seen by future generations as the moment America chose to cede leadership to others in this part of the world and accept a diminished role."

Certainly in response to the Trump announcement, US ally and TPP signatory Australia immediately said it hoped to recast the trade agreement without the US, and said China might be invited to join.

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- **TPP: What is it and why does it matter?**
- **How much truth is there in Trump's TPP claims?**

China remains unchallenged in Asia...

Asia is the key testing ground where the US stands in the way of China's ambitions. Since the end of World War Two, Washington has insisted that the US is in Asia for the good of all and invested decades in diplomacy and defence to maintain the liberal international order.

On the campaign trail, Mr Trump expressed impatience with that investment. And having withdrawn from the TPP, the Trump administration will have to find a new way to nurture key allies and partners in the region and to reassure them that 'America first' does not mean everyone else last.

But at the same moment, China's diplomats and bankers are stepping up their efforts and their focus does not waver. Last year, Beijing turned an international legal defeat over the South China Sea into a diplomatic triumph by charming and disarming the Philippine President Rodrigo Duterte. In the Trump era, it has other US allies in its sights. Only this week, Thailand confirmed funding for the purchase of a Chinese submarine.

... and not afraid to defend itself

But on security, the week also saw a cloud on China's leadership horizon.

The new White House spokesman Sean Spicer seemed to echo warnings to China from incoming Secretary of State Rex Tillerson when he sketched out a position on the South China Sea.

"We're going to make sure that we defend international territories from being taken over by one country," said Mr Spicer.

It's not clear exactly what he meant or exactly what Mr Tillerson meant, but a Chinese foreign ministry spokesman immediately restated China's claim to sovereignty in the region, and insisted that Beijing would be resolute in defending its own rights and interests.

If the Trump administration is to push back against China in the South China Sea it will need support from US allies who ask themselves whether Mr Trump has the strategic focus necessary for such a risky undertaking.

China will naturally encourage those doubts given its preference for making domination of the South China Sea a *fait accompli* (that has already been done and cannot be changed) with as little fuss as possible. But there are many players, many unpredictable variables and many wrong moves in this game.

One week into the new world order, China's leaders may feel some things are playing into their hand. But it will be many months, perhaps years, before they can judge whether China's global gamble is a win against Trump's America.

Questions 46 — 55

Decide whether the following statements are true (T) or false (F).

- 46) According to this BBC online report (27 January 2017), the American mission of 'America first' was first proposed by President Trump at his inauguration last week.
- 47) Ironically, the Chinese communist leader has now become an advocate for globalisation and shared values, which have been the traditional slogan of the West for a long time.
- 48) To some degree, the American president agreed with Beijing's message that the mainstream American media can't be trusted, which also shows indirectly that 'Trump confirms socialism is the way'.

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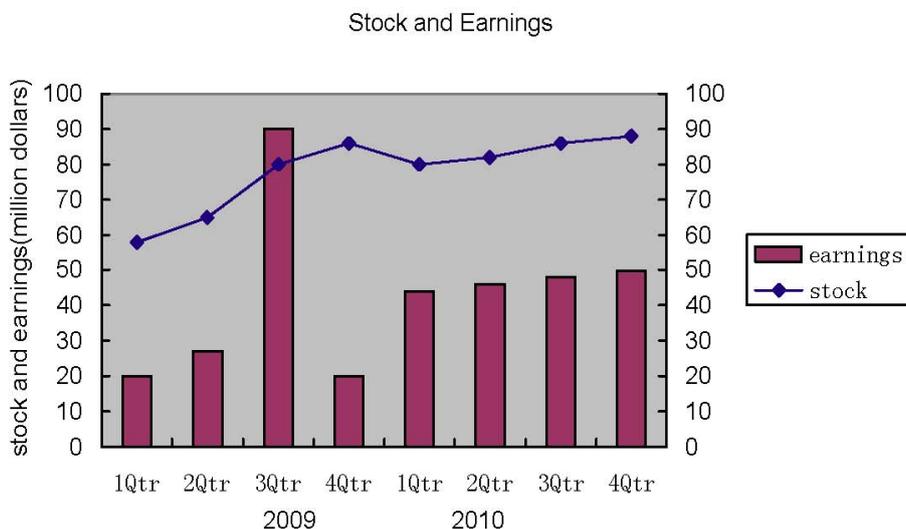
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- 49) Among business leaders at the World Economic Forum in Davos, Chinese President Xi expressed the idea of globalisation and shared values.
- 50) "China Dream" and the "great rejuvenation of the Chinese people" are Chinese President Xi's favourite slogans, and it seems that President Xi has a better opportunity than his previous leaders to make the dream come true.
- 51) When China joined the World Trade Organization about 20 years ago, the US and its friends expected China to follow the rules made by them for decades to come, and China smoothly and totally agreed with the West.
- 52) It is expected that the Asian Infrastructure Investment Bank (AIIB) will have 85 members at the end of 2017.
- 53) As the US has decided to withdraw from the TPP, some followers of the US, such as Japan and Australia, are trying to rebuild the TPP without the US, but with China.
- 54) Regarding the South China Sea dispute between China and the Philippines, China has successfully reversed the situation after its international legal defeat.
- 55) The American position on the South China Sea shows that the US will definitely guard China's territories from being taken over by one country.

Part 5 (10%): Writing

The graph below shows the trend of the stock and earnings of an European company for each quarter of the two-year period, 2009—2010.

Using the information from the graph, write a short report describing the changes of the stock and earnings during the two-year period. **DO NOT USE YOUR OWN NAME.**



Write at least 120 words (on your Answer Sheet).