

# 東吳大學 107 學年度碩士班研究生招生考試試題

第 1 頁，共 5 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 2018**

**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 (60%):** In each of the 30 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) The members of the board are to have a meeting as their market \_\_\_\_\_ is declining.  
 A) share                      B) section                      C) portion                      D) proportion
- 2) According to the report, their new generation of laptops is targeted \_\_\_\_\_ the business traveler.  
 A) on                              B) to                              C) with                              D) at
- 3) By imposing \_\_\_\_\_ on all imports is one way that some countries adopt to protect their domestic industries.  
 A) subsidies                      B) payments                      C) customs                      D) tariffs
- 4) The board demanded that the risk \_\_\_\_\_ completed as soon as possible.  
 A) testing is                      B) assessment be                      C) estimation is                      D) elimination was
- 5) As the order decreases considerably, 10% of the workers in that company will have to be made \_\_\_\_\_.  
 A) unemployable                      B) excessive                      C) redundant                      D) surplus
- 6) He told me on the phone that the whole meeting this morning was a complete \_\_\_\_\_ of time.  
 A) waste                              B) save                              C) use                              D) share
- 7) Although it's expensive, the new software they've \_\_\_\_\_ is great. It makes our job so much faster.  
 A) sold                              B) allocated                              C) interrupted                              D) installed
- 8) His speech would be more convincing if he could \_\_\_\_\_ his ideas more eloquently,  
 A) hold                              B) express                              C) engage                              D) influence
- 9) The bank clerk told Jane that the bank would send her a monthly \_\_\_\_\_ to inform her what is debited from and credited to her account.  
 A) summary                              B) statement                              C) bill letter                              D) balance
- 10) The employee has decided to \_\_\_\_\_ the company because he felt that his dismissal was unfair.  
 A) legalize                              B) court                              C) sue                              D) deny
- 11) Pardon me, but can I stop you there? I think we're starting to \_\_\_\_\_ from the main issue.  
 A) digress                              B) mix                              C) combine                              D) confuse
- 12) We want to start selling in the southwest areas of Mainland China, which is a completely new market for us, so we need a good local \_\_\_\_\_.  
 A) handler                              B) distributor                              C) transport                              D) creditor
- 13) My job is to look at the budgets and \_\_\_\_\_ resources fairly.  
 A) allocate                              B) keep                              C) reserve                              D) transfer
- 14) Usually, the best way to motivate staff is \_\_\_\_\_ them that their hard work is noticed and appreciated.  
 A) demonstrating                              B) displaying                              C) directing                              D) showing
- 15) According to their email, the supplier is \_\_\_\_\_ some very competitive prices.  
 A) bidding                              B) handing                              C) offering                              D) presenting

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第 2 頁，共 5 頁

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- 16) Their \_\_\_\_\_ are in Chengdu, Sichuan Province but they manufacture their products all over the country.  
 A) sections                      B) headquarters                      C) plants                      D) factories
- 17) The company's new advertising \_\_\_\_\_ includes TV, billboards and mail shots.  
 A) campaign                      B) brainstorm                      C) protection                      D) diplomacy
- 18) The Dow Jones industrials fell \_\_\_\_\_ their lowest level in 5 months.  
 A) than                      B) down to                      C) below                      D) to
- 19) It means that the US President Trump wants to carry out his economic policy \_\_\_\_\_ protect the American domestic industries.  
 A) approach to                      B) supposed to                      C) so as to                      D) ordering to
- 20) The analysis report indicated that outsourcing the assembly process has given that company a \_\_\_\_\_ of approximately 15%.  
 A) gaining                      B) saving                      C) funding                      D) selling
- 21) According to the email, orders for delivery the same day should be placed no later \_\_\_\_\_ 12:00 noon.  
 A) than                      B) but                      C) before                      D) as
- 22) The CEO \_\_\_\_\_ the true about the company's financial situation at tomorrow's meeting.  
 A) should be told                      B) should being told                      C) should have been told                      D) should will be told
- 23) Over the past 30 years, this company has been importing much \_\_\_\_\_ furniture.  
 A) brown new Chinese wooden beautiful  
 B) wooden new beautiful brown Chinese  
 C) new Chinese brown beautiful wooden  
 D) beautiful new brown Chinese wooden
- 24) All factors considered, the opinion is that the net cost of goods produced will be \_\_\_\_\_.  
 A) many higher                      B) somewhat higher                      C) lowest                      D) about same
- 25) The select committee recommended that the matter \_\_\_\_\_ at the meeting next month.  
 A) be discussed                      B) will be discussed                      C) may be discussed                      D) would be discussed
- 26) What type of automobile would you buy \_\_\_\_\_?  
 A) if you were free to choose among all the cars available today  
 B) if are you free to choose among all the cars available today  
 C) if all the cars available were free to be chosen by you  
 D) if you have free choice to choose the cars available today
- 27) The combined companies aimed to achieve \_\_\_\_\_ of €300m a year by 2019.  
 A) systems                      B) synonyms                      C) synergies                      D) symposiums
- 28) Business \_\_\_\_\_ may be used to obtain a reduction in the amount of tax a company has to pay.  
 A) plans                      B) hours                      C) parks                      D) gifts
- 29) The 4Ps, i.e. product, price, promotions and place, together form the \_\_\_\_\_.  
 A) marketing mix                      B) helicopter view                      C) 80/20 rule                      D) 10,00 foot view
- 30) My boss said to me: "*Don't put the ads below the fold.*" This means I should put the ads \_\_\_\_\_.  
 A) above the fold  
 B) in the middle part of a web page  
 C) in the bottom part of a web page  
 D) above-the-line

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**Part 2 (10%): There are 10 questions in this part. Match headlines a-j to the extracts (1-10) from news articles, and write your answers on the provided Answer Sheet. (You can write your answers on the Answer Sheet like the following.)**

31\_\_\_\_\_ 32\_\_\_\_\_ 33\_\_\_\_\_ 34\_\_\_\_\_ 35\_\_\_\_\_ 36\_\_\_\_\_ 37\_\_\_\_\_ 38\_\_\_\_\_ 39\_\_\_\_\_ 40\_\_\_\_\_

- a) Made in Europe
- b) Road ragers in the sky
- c) No hiding place for irresponsible business
- d) The insistent ringing of competition
- e) Perks that work
- f) The dangers of not looking ahead
- g) New working model
- h) The need for wider horizons
- i) Corporate responsibility without the waffle
- j) US Airways vows to rise again

31 The food industry is blamed for obesity. Mobile phone operators are challenged to protect teenagers from online pornography. Record companies are attacked when they sue music-lovers for sharing illegal files.	36 Almost every fashion label outside the super-luxury brands is either manufacturing in Asia or thinking of it...[but] 'the Asian consumer really does believe that luxury comes from Europe and must be made there to be the best.'
32 Keeping people happy is an increasingly tough trick. With unemployment at record lows, 'companies are trying just about anything' to retain employees...they're getting more money, better benefits and help with personal problems such as child care...	37 Faced with these projections, western societies can either export the jobs or import the workers.
33 Too often students are taught about the past rather than being given the wherewithal to think ahead. But the big fundamental questions need to be put on the table and debated more vigorously in research and in classrooms.	38 The company's shares went into free fall on Wall Street, dropping 45% to 81 cents in early trade...the company said it was entering bankruptcy in order to conserve cash as it struggles with high fuel costs and competition from low-cost carriers.
34 Although Nokia's share of the global market for mobile handsets is similar to Nike's in athletic shoes 21 years ago, Samsung has momentum.	39 A new research report from Marsh, the world's biggest insurance broker, found that half of European companies did not know how to manage the most significant risks to their business.
35 Passion, commitment, engagement, trust: it sounds like the start of a beautiful friendship. But when Chief Executives rely on these words...they risk being a turn-off.	40 Airlines and their long suffering customers are reporting a steep climb in incidents...some are caused by problems which are familiar to many regular travellers.

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**Part 3 (10%): Read the following article and decide if these statements are true (T) or false (F). Write your answers on the provided Answer Sheet.**

- 41 Very few Facebook users log in every day.
- 42 Business schools understand the value of social and business networking.
- 43 Most business schools are very happy for their students to use Facebook.
- 44 Universities' intranets are usually very similar in look and feel to Facebook.
- 45 BusinessBecause.com is a social networking site aimed at business schools.
- 46 BusinessBecause.com is specialised for business schools, but reaches a global market.
- 47 BusinessBecause.com has been in business since 2008.
- 48 Haas School of Business uses Facebook alongside its own network.
- 49 A private Facebook group can be used by all overseas students at Haas School of Business at Berkeley before they go to California.
- 50 It is vital that sociable students have at least one login so as have peer interaction.

## Social networking: Schools struggle to balance openness with control

It is ancient history in Internet terms, but when Facebook was launched in 2004, only college students could join. It opened up to everybody in 2006, and now has more than 400m users, half of whom log in daily.

So along with the world's biggest brands and celebrities, it is no surprise to find that business schools are joining the rush into social media. Universities can use such networks to keep in touch with their alumni, fundraise, attract students or even help them find jobs.

However, for most business schools, the rise of Facebook and its more corporate-minded cousin, LinkedIn, also presents a dilemma. Many have already invested in an internal network for keeping in touch with students and sharing course notes securely. But college IT budgets can't match the resources available to a company dedicated to building such sites and clunky software means many students prefer Facebook to the official intranet.

"It's a very difficult decision," says Soumitra Dutta, a co-author of *Throwing Sheep in the Boardroom*, a corporate guide to social networking. "The natural tendency for most universities is control – they want to own the network. But the public

networks are very popular and have much better functionality. Most schools are still struggling with this decision."

Trying to bridge the gap between public and specialist networks is BusinessBecause.com, a news and social media site for business schools, that recently launched from the UK.

"Schools are good at communicating with their own alumni and students but it's tough for students to connect with their counterparts at other schools – in the same city, let alone on the other side of the world" says co-founder Kate Jillings. "Networks such as Facebook and LinkedIn are too big. Schools and students need to be able to search for what they want easily and feel comfortable about being open within a specialist community."

Less than a year old, BusinessBecause is already being used by Cass Business School in London and the George Washington School of Business in Washington DC. But Ms Jillings says not every university has responded so well. "Considering that these schools are supposed to be at the forefront of business innovation, it's been hard to convince some of their marketing departments of the merits of social media."

Being close to Silicon Valley, that was not so much of a problem for the Haas School of Business at Berkeley. It has created a Facebook fan page to bring together automatically the various Haas groups that are spread across the network. That page now has more than 4,750 fans – out of a total of 30,000 alumni, although that ratio is improving as Facebook attracts more over-35s.

Haas also creates a private Facebook group for MBA students to meet each other virtually before they arrive in California, which is especially useful for international students. The school also operates a private, internal network with 8,000 members.

It seems sociable students and networking alumni will have to remember several logins for some time yet. But whether public or private, using at least one of these sites is 'crucial' for today's MBAs, says Prof Dutta. "They want to keep in contact with their peer group and what better way is there to do it?"

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**Part 4 (10%): Complete the sentences with the words in the box.**

company copy details distribution document effect journey products region yourselves

To: Jack Jones (Jack.Jones@compuradist.com)  
 From: Zhang Xiaofeng  
 Subject: Distribution agreement

Dear Mr Jones

It was very good to see you again at our meeting in Hong Kong last month. I hope you had a safe \_\_(51)\_\_ home afterwards.

We agreed that your \_\_(52)\_\_ will take over the \_\_(53)\_\_ of our \_\_(54)\_\_ in North American for three years, with \_\_(55)\_\_ from September 1.

Full \_\_(56)\_\_ of the agreement are included in the attached \_\_(57)\_\_\_. Can you please check this and, if all is in order, sign and return one \_\_(58)\_\_ to me.

We look forward to continuing to develop our business in the \_\_(59)\_\_ in association with \_\_(60)\_\_.

Best wishes  
 Zhang Xiaofeng

**Part 5 (10%): Writing**

You work at a notebook computer sales company, which has two subsidiaries in the South and the North. The table below shows the sales performance of the two subsidiaries in 2012~2016. The managing director has asked you to write a report on your progress.

Using the information from the table, write a short objective report describing the general developments in these five years.

Time	2012	2013	2014	2015	2016
\$ million					
The South	35	50	70	70	53
The North	39	40	52	54	75

**Write at least 150 words (on your Answer Sheet).  
 DO NOT USE YOUR OWN NAME.**

**This is the end of the test.**