

東吳大學 107 學年度暑假轉學生招生考試試題

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系級	學士班暨進修學士班 各學系二、三年級	考試時間	100 分鐘
科目	英文	本科總分	100 分

I. Verbal Ability: 40%.

The following questions are incomplete sentences. Choose the best answer to complete the sentences, and then mark A, B, C, or D on your answer sheet.

1. The number of parents choosing to have only one child _____ increasing in many countries all over the world.
(A) were (B) has (C) is (D) are
2. Most students choose their majors in college _____ their interests and scores of the college entrance exam.
(A) owe to (B) made of (C) adjust to (D) based on
3. After diagnosing a patient, the doctor would _____ some medicine if necessary.
(A) describe (B) subscribe (C) prescribe (D) inscribe
4. It _____ that the nation can achieve equality of rights for everyone through education.
(A) is believed (B) believes (C) believed (D) believing
5. With the advancement of technology, learning is very different from what it _____ in the past.
(A) is used to be (B) used to be (C) used to being (D) was used to be
6. Students under 20 need parents' _____ and signature to join the overseas exchange program.
(A) proposal (B) rejection (C) prestige (D) permission
7. Movie stars usually have a very direct influence on _____ is fashionable.
(A) what (B) which (C) how (D) that
8. Over the last twenty years, housing prices in many of the world's cities _____.
(A) are soared (B) have soared (C) has soared (D) had been soared
9. To make sure that the experiment is valid, it is _____ to record the data accurately.
(A) appealing (B) neutral (C) crucial (D) reluctant
10. Einstein's theory relativity is very profound and difficult for most people to _____.
(A) comprehend (B) promote (C) innovate (D) convince
11. The travel agent just called to _____ your travel arrangements for your vacation.
(A) conform (B) reform (C) confirm (D) affirm
12. The increased capital could greatly _____ economic development.
(A) demote (B) alternate (C) decline (D) accelerate
13. The candidate surprisingly won the presidential election _____ his sexual scandals.
(A) although (B) in addition to (C) in spite of (D) even if
14. Tourists are attracted by New York's unique and _____ magic.
(A) questionable (B) undeniable (C) debatable (D) disputable
15. In the Internet era, electronic communication makes it possible to organize events almost _____.
(A) abundantly (B) instantly (C) steadily (D) gradually
16. El Niño occurs in the Pacific Ocean when the surface water temperature is _____.
(A) unusually high (B) unusual high (C) unusual highly (D) unusually highly

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Apart from the above qualities, students must be **competent** enough to meet the individual schools' eligibility criteria because most of the US schools make separate admission guidelines for foreign students to follow. For international students, a good score in the entrance exam can secure admission in the top US schools and universities. Since the admission for international students is highly competitive and unpredictable in the US, it is always better to apply for more than one college. Most of the American universities require the applicants to submit letters of recommendation from their past educational organizations. Some schools admit students based on the content of application essays. So, while applying to schools in the US, make sure that you write the application essays with best of your writing skills.

1. According to the article, which statement is **NOT** true?
 - (A) A poor score in the entrance exam can secure admission.
 - (B) Schools in USA are highly competitive for international students.
 - (C) You must have good grades to earn admission in the top schools.
 - (D) Students must be competent enough to fulfill the schools' criteria.

2. Which of the following could be **the best title** of the article?
 - (A) A Good Score to Secure the Best Schools in USA
 - (B) Admission Guides to the Top Schools in USA for International Students
 - (C) High-ranking Universities in USA are Competitive
 - (D) College Admission Procedures in USA

3. The word "**scholarships**," in the 6th line of the 1st paragraph is close in meaning to
 - (A) credits (B) grants (C) debts (D) fines

4. The word "**competent**" in the 1st sentence of the 2nd paragraph means the same as
 - (A) diligent
 - (B) confident
 - (C) inefficient
 - (D) capable

5. According to the article, which statement is **NOT** mentioned?
 - (A) Some schools in USA admit students based on application essays.
 - (B) It is better to apply for more than one college because the admission is highly unpredictable in the US.
 - (C) For local students, a below-average score in the entrance exam does not affect admission in the top US schools.
 - (D) Great English language skills are necessary to gain admission to the top schools in USA.

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Reading 2

Celebrity Branding

This type of advertising focuses on using celebrity fame and popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products when celebrities share their favorite products or wear clothes by specific brands or designers. Many singers, models and film stars now have at least one licensed product or service which bears their name. The most popular forms of celebrity brand lines are for clothing and fragrances.

This technique of advertising says that consumers relate to the person(s) appearing in the ad: if the celebrity uses the product, then it must be good. However, the results of a study did not support the view that using celebrity advertising is more believable or effective than non-celebrity advertising.

In addition, the use of celebrities to approve a brand can have its **downsides**. One mistake by a celebrity may threaten the image of a brand. For example, after his performance of eight gold medals at the 2008 Olympic Games in Beijing, swimmer Michael Phelps' contract with Kellogg's was terminated. It is because Kellogg's did not want to associate with him after he was photographed smoking marijuana.

6. ____ A “celebrity” means someone who _____

- (A) has political power (B) is good-looking
(C) is famous (D) is rich

7. ____ Why would some companies use celebrities in advertisements?

- (A) To lower down the cost (B) To promote sales
(C) To establish good reputation (D) To make celebrities popular

8. ____ What does the word “**downsides**” mean?

- (A) strengths (B) disadvantages (C) rewards (D) punishment

9. ____ What is **NOT** one of the best sellers in celebrity brand lines?

- (A) Cars (B) Fragrances (C) Dresses (D) Jeans

10. ____ According to the article, which statement is true?

- (A) Celebrity advertising always works for designer brands.
(B) The product that the celebrity uses in the ad must be of good quality.
(C) A study supported the view that celebrity advertising is more effective than non-celebrity advertising.
(D) Michael Phelps lost his contract with Kellogg's because he did something inappropriate

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IV. Writing Ability: 20% Make one sentence in English for each of the following phrases.

Example: (to) take care of - I always take care of my younger sister when my Mom is busy.

1. (to) be equipped with
2. (to) be tired of
3. (to) lead to
4. (to) prevent from
5. (to) carry out
6. (to) take advantage of
7. thanks to
8. the more... , the more...
9. be related to
10. even though