

東吳大學 108 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 2019

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%): In each multiple-choice question, there are three choices marked A), B), and C). 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) More people were pessimistic about the coming 12 months. The _____ in confidence was most severe in England.
 A) advance B) jump C) decline
- 2) Dorling Kindersley lifted its annual profit to June by 105% to \$8.6 million, with a 66% _____ in turnover.
 A) collapse B) drift C) hike
- 3) The dollar's _____ to a fresh low of DMi.3860 failed to upset the market.
 A) rise B) dip C) surge
- 4) Germany's industrial strength took a _____ from second position in 1992 to 11th place now.
 A) retreat B) crash C) nose-dive
- 5) Though the drop isn't enough to be called a slump analysts said the hidden danger is that a small _____ in steel consumption could trigger a nasty price war.
 A) collapse B) crash C) retreat
- 6) Japan's production of cars, trucks, and buses in September fell 4.1% from a year ago to 1,20,317 units because of a _____ in exports.
 A) plummet B) slip C) nosedive
- 7) Its money mountain has mushroomed from \$217 million to \$503 million, a massive _____ of 132%.
 A) drift B) leap C) drop
- 8) A dramatic 40% _____ in steel prices has sent British Steel spiraling into the red.
 A) rise B) drift C) slump
- 9) A _____ in cold-drink sales during hot and sunny May and June helped Cadbury Schweppes push pre-tax profits ahead 13 per cent to \$126 million.
 A) fall B) surge C) collapse
- 10) Industrial output has stabilized, after falling 60% in 1991-2, the most precipitous economic _____.
 A) collapse B) drift C) dip

Part 2 (40%): In each of these questions, there are four choices marked A), B), C), or 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.

- 11) According to the report, their new generation of computers is targeted _____ the business traveler.
 A) on B) at C) with D) to
- 12) 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

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- 13) Our _____ are in central London but we manufacture our products all over the country.
A) factories B) centers C) plants D) headquarters
- 14) The _____ department deals with payroll and all other money-related matters.
A) finance B) legal C) production D) sales
- 15) As the order dropped considerably, 15% of the workers in that company will have to be made _____.
A) unemployable B) excessive C) redundant D) surplus
- 16) We've built two new _____ because we want to increase our stock of materials.
A) outlets B) warehouses C) service centres D) offices
- 17) We have staff in our _____ answering the telephone and dealing with customer's questions twenty-four hours a day, seven days a week.
A) training center B) distribution centre C) subsidiary D) call centre
- 18) The bank clerk told Mark that the bank would send him a monthly _____ to inform him what is debited from and credited to his account.
A) balance B) statement C) bill letter D) summary
- 19) The employee has decided to _____ the company because he felt that his dismissal was unfair.
A) sue B) court C) legalize D) deny
- 20) The _____ department carries out research in their laboratory.
A) IT B) customer services C) R&D D) advertising
- 21) 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) creditor C) transport D) distributor
- 22) The company's new advertising _____ includes TV, billboards and mail shots.
A) brainstorm B) campaign C) protection D) diplomacy
- 23) In most cases, governments _____ markets by lifting barriers to trade.
A) liberalise B) control C) compete D) subsidise
- 24) _____ of foreign goods is driving domestic companies out of business.
A) Regulation B) Customs C) Dumping D) advertising
- 25) We're trying to _____ a team of people to work in the Chongqing office.
A) make B) call C) check D) assemble
- 26) Usually, the best way to motivate staff is _____ them that their hard work is noticed and appreciated.
A) demonstrating B) displaying C) showing D) directing
- 27) I had to take a _____ to assess my mental ability.
A) psychometric test B) probationary period C) résumé D) proficiency test
- 28) I filled out the _____ and gave it to the interviewer.
A) curriculum vitae B) application form C) covering letter D) CV
- 29) The US President Trump wants to carry out his economic policy _____ protect the American domestic industries.
A) supposed to B) approach to C) ordering to D) so as to
- 30) Over the past two decades, we have helped this company to import much _____ furniture.
A) Chinese wooden beautiful brown new
B) wooden new beautiful brown Chinese
C) beautiful new brown Chinese wooden
D) new Chinese brown beautiful wooden

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Part 3 (10%): Choose the correct words to complete each sentence.

- 31) You (don't have to / mustn't) smoke here. It's dangerous.
- 32) I (have to / should) get a visa before I go to Libya. I can't get in without one.
- 33) You (must / should) learn about a country's culture before you try to do business there. Otherwise, you may not understand what's going on.
- 34) You (don't have to / shouldn't) make an appointment before you visit the embassy but you may have to wait in a long queue if you haven't got one.
- 35) If you want to improve your English, you (have to / should) try watching some English-language films.

Part 4 (10%): Read the following article from the BBC news report, and decide if these statements (36—45) are true (T) or false (F). Write your answers on the provided Answer Sheet.

- 36) Beijing Automobile Works, one of the largest players in the world's biggest market for electric cars, is hardly known by people in China.
- 37) Buyers and manufacturers in China have been persuaded into the electric vehicle market through various subsidies and incentives.
- 38) The most recent figures show that New Energy Vehicles (NEVs) - a category which includes electric and hybrid models - sales fell in 2018 by 6% to 22.7 million units.
- 39) China said it won't allow existing companies that plan to set up a factory for cars that aren't NEVs.
- 40) The new tough "cap and trade" system and rules that limit a factory to make combustion-engine cars have become effective from the beginning of 2019.
- 41) According to this BBC report, the city public transport in Shenzhen has been all electric.
- 42) Tesla, like many global manufacturers that are already in the Chinese NEV market, mostly through joint-venture arrangements, has also started producing electric cars in its gigafactory just outside Shanghai.
- 43) According to Tu Le, from research firm Sino Auto Insights, China is going to gradually stop supporting people on purchasing NEVs in China.
- 44) A lack of electrification infrastructure has certainly caused negative effect on people's willingness to purchase electric cars, which is one the reasons why there's a decrease in the sales of NEVs within the first quarter of 2019 in China.
- 45) According to this BBC report, although Chinese electric cars are very competitively priced, it's not apple to apple comparison. It's almost impossible for people to see a Chinese electric vehicle running down the our street any time.

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China powers up electric car market

By Tim McDonald BBC News, Singapore, 11 January 2019
from BBC business news at <https://www.bbc.com/news/business-46745472>

Outside China, few drivers have heard of brands such as Hit BYD or Beijing Automobile Works. But they're two of the largest players in the world's biggest market for electric cars.

For a decade, the Chinese government has coaxed buyers and manufacturers into the electric vehicle market through subsidies and other incentives. The numbers suggest the strategy worked: the International Energy Agency says China buys more than half of the world's new electric cars. Now, the government is set to push the burden onto manufacturers, through a new "cap and trade" system and rules that make it harder to set up a factory to make combustion-engine cars. The rules were believed to have come into force on 1 January this year.

Small but growing rapidly

China is both the biggest manufacturer and the biggest market for cars globally. But after two decades of rapid expansion, sales fell in 2018 by 6% to 22.7 million units. The most recent figures show that New Energy Vehicles (NEVs) - a category which includes electric and hybrid models - has defied that trend, growing substantially over the past year. However, the China Association of Automobile Manufacturers (CAAM) says 601,000 NEVs were sold in the first three quarters of 2018, which means they still account only for a small fraction of the market.

How do the new rules work?

The National Reform and Development Commission has said it won't allow the establishment of new companies that only make combustion-engine cars. It has also imposed additional conditions for existing companies that plan to set up a factory for cars that aren't NEVs.

New quotas on electric vehicles are also expected to have an impact on manufacturers. Under a new "cap and trade" system, any company that makes 30,000 cars or more needs to earn enough credits to match 10% of its output. So a car company manufacturing the minimum would need to earn 3,000 credits. But not all cars are treated equally. A NEV can receive between two and six credits depending on how far it can travel before being recharged. So if a carmaker makes 30,000 cars, it could hit its quota by manufacturing 1,000 cars with three credits each. Any company that doesn't reach its quota faces a fine, but carmakers that expect to fall short can buy credits from manufacturers which have a surplus. This means carmakers who don't reach their quota directly subsidise manufacturers who do. Analysts say that could be very appealing to overseas manufacturers, which currently make the most efficient NEVs. "If Tesla starts manufacturing in China, they will get the highest credit. If they sell a sufficient number of vehicles, they will be able to sell to other [manufacturers] at a credit," according to Vivek Vaidya, from consultancy Frost and Sullivan.

China at the forefront

China has been aggressively pursuing NEVs, both to cut air pollution and to develop a strong industry. The Chinese government has had subsidies in place for nearly a decade, and these have been supplemented by subsidies from regional governments. In some cities, public transport has also led the way. Shenzhen's fleet of 16,000 buses is now 100% electric and its fleet of taxis is almost completely electric too. In addition to a robust local industry, many global manufacturers are already in the Chinese NEV market, mostly through joint-venture arrangements, including Nissan, Toyota, VW, BMW and Volvo. GM says it's on track to deliver 10 NEVs by 2020 and plans to double that number over the following three years. Tesla has just broken ground on its gigafactory, just outside Shanghai.

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An end to subsidies?

This latest move appears at least partly to be an attempt to wean the market off subsidies. "This law is really to help replace the subsidy the Chinese government offers now on purchasing NEVs in China and pushes that responsibility onto the car manufacturer," according to Tu Le, from research firm Sino Auto Insights. In Beijing and Shanghai, for example, drivers who buy an NEV are currently given a license plate for free, while other drivers have to participate in a lottery in Beijing or an auction in Shanghai. In other Chinese cities, subsidies and rebates are given to buyers who purchase NEVs.

Growing pains

There are a number of issues that could, at least in the short term, create some difficulties. There have already been reports that China's electric carmakers have taken an initial hit on the stock market over fears about the removal of subsidies. Tu Le says a lack of electrification infrastructure could also weigh on sales and the trade war could be a wild card. "If the trade war is not resolved within the first quarter of 2019, then this could have significant negative effects on the overall sales of cars and customers' willingness to take a chance on new technologies," he said.

How will it affect the market for electric cars?

Vivek Vaidya expects the new plan to succeed, mostly because manufacturers will have a strong incentive to make more electric and hybrid cars. He also thinks some Chinese market leaders could expand their reach beyond the mainland. But unless you live in a developing market, it's not very likely a Chinese electric vehicle will be driving down your street any time soon.

"Chinese vehicles are very competitively priced, but it's not apple to apple comparison. They might not dominate a market like Germany, but they might target Asian markets like India and Indonesia," he said.

Part 5 (20%): Writing a formal letter of complaint (at least 100 words)

Situation: You bought a product (No Stains) for removing stains from clothes last week but, instead of removing the stains from your shirt, it makes them worse, with which you are not satisfied. Now, you wish to write a letter of complaint to the Customer Services department of the company you dealt with. You want a refund and a compensation for your damaged shirt, as you had to get your damaged shirt cleaned by a local laundry, which cost you NT\$500 extra. Enclose the two copies of the receipts for your payment of No Stains and laundry cleaning.

Write your letter on your Answer Sheet. Do not use your real name for the purpose of the test. Use the following as your address:

12 Main Street, Tai Ji City, Taiwan
Tel: 0820 875 322
henry-victor@yahoo.com

Start your letter with:

Dear Sir/Madam,

(Note: Do not write your own addresses as part of your answer. Write in a formal way. Do not use contractions or colloquial expressions. The tone of your letter should be firm but polite.)

This is the end of the test.