

大葉大學九十一學年度 研究所博士班 招生考試試題紙

系 所	組 別	考 試 科 目 (中 文 名 稱)	考 試 日 期	節 次	備 註
管理研究所 博士班	甲	英 文	4月14日	第一節	共四頁

註：考生可否攜帶計算機或其他資料作答，請在備註欄註明（如未註明，一律不准攜帶）

**I Word Substitution (20%)**

- ( ) This pivotal experience, and the resulting pain, became the driving force behind Mary's success as a celebrity in political circle.  
A. essential      B. pleasant      C. political      D. judicial
- ( ) There was a great deal of resilience in Mr. Williams and he continued his valiant fight against the darkness.  
A. flexibility, fearless    B. reliance, bold      C. silence, severance      D. quality, fierce
- ( ) Many suspect that Enron's bankruptcy will have severely affected the economies of U.S.A  
A. debt      B. financial problem    C. insolvency      D. situation
- ( ) They precipitate dramatic developments in the European Union including the drive for monetary union.  
A. hasten      B. impulsive      C. abrupt      D. anticipate
- ( ) Peter's efforts at reassurance included an intensified drive for an Intergovernmental Conference to embed Germany in a more integrated EU.  
A. lie in      B. reside      C. implant      D. embarrass
- ( ) The ramifications will almost certainly filter throughout U.S. markets and the rest of the world.  
A. messages      B. traumas      C. consequences      D. condolences
- ( ) The SWOT analysis has been adequately integrated into the strategic marketing planning.  
A. entered      B. presented      C. justified      D. incorporated
- ( ) The 911 incident had drew tremendous attention to what backlash could occur in the States.  
A. action      B. revenge      C. backfire      D. repercussion
- ( ) Should the freedom of the press be established at the expense of national security?  
A. detriment      B. spending      C. ability      D. defense
- ( ) The best advice to investors in the wake of the terrorist attacks is to forget about stocks for a while.  
A. following      B. according to      C. onwards      D. in the situation of

**II Cloze (20%)**

1. The approximately \$1.2 billion reduction in shareholder equity disclosed to analysts on October 16, 2001, was 1. \_\_\_\_\_ by ANDERSEN and Enron having previously 2. \_\_\_\_\_ categorized hundreds of millions of dollars as an increase, rather than a decrease, to Enron shareholder equity. The Enron October 16, 2001, press release characterized numerous 3. \_\_\_\_\_ against income for the third quarter as non-recurring" even though ANDERSEN believed the company did not have a basis for concluding that 4. \_\_\_\_\_ would in fact be non-recurring. Indeed, ANDERSEN advised Enron against using that term, and documented its objections

internally in the event of 5. \_\_\_\_\_, but did not report its objections or otherwise take steps to cure the public statement,

1. (     ) A. confirmed            B. understood            C. necessitated            D. informed
2. (     ) A. naively                B. feasibly                C. promptly                D. improperly
3. (     ) A. regulations            B. charges                C. litigations            D. excuses
4. (     ) A. the defensives        B. the accounts            C. the impact              D. the testimony
5. (     ) A. legitimacy            B. litigation              C. suspension              D. justice

### III Reading Comprehension (40%)

**A.** Lately, the broadband industry has been spending a lot of time in Washington lobbying for subsidies and warning that U.S. economic growth will suffer unless the nation does something to spur high-speed Internet access in homes. Setting aside that the argument is self-serving and dubious, the industry should be looking for salvation a lot closer to home. The folks selling residential broadband, mostly cable operators and local phone companies, have a basic marketing problem that the government can't solve: For the service to be economically viable, providers have to charge some \$40 to \$50 a month. Yet they are having a hard time persuading potential customers that they will get \$40 to \$50 of value. For the average home user, broadband is a tough sell. A dial-up line will do just fine to read a half-dozen e-mail messages, buy an occasional book, or reserve a plane ticket. People who use the Web to work from home need more speed and are often willing to splurge on broadband. But they demand a level of service that today's suppliers often fail to deliver.

I am convinced that a mass market for high-speed connections will develop when providers offer compelling content. For most people, that means entertainment. While television-quality Internet video is still a long way off, music works very well on current high-speed connections. But the entertainment industry has become a major impediment to online distribution of music, either for downloading or Net broadcast. Broadband providers might do better lobbying the music industry instead of Congress.

1. (     ) What is the topic of this short reading?
  - A. Lobbyists should put more efforts in convincing the U.S. government to subsidize the broadband industry.
  - B. Broadband needs home improvement.
  - C. The internet service providers can not deliver value.
  - D. The future of broadband industry
2. (     ) The author implies that a prospective customer is \_\_\_\_\_ to pay for internet service at the price range of \$40 to \$50 a month.
  - A. likely    B. willingly    C. probably    D. doubtfully
3. (     ) Why broadband is a tough sell for the average home users?
  - A. Not all features of broadband are favorable
  - B. The home users can not afford it
  - C. Broadband customers demand a rather high standard of service which is hard to deliver
  - D. The characteristics of customers are too distinct and it is hard to mass customize the internet service
4. (     ) What might be the author's attitude toward the mass market of internet service development?
  - A. Pessimistic    B. Optimistic    C. Sarcastic    D. Ambiguous
5. (     ) According to the author, have the broadband providers ever tried to persuade the entertainment industry for possible business partnership?

- A. The endeavor is never appreciated by the entertainment industry.
- B. The effort is futile and not worth of trying again.
- C. Definitely
- D. Not even once

**B.** When the stock market is in a nose-dive, where do investors go for cover? The answer, often, is bonds. Bonds have never been as sexy as stocks. They're confusing, arcane, and downright dowdy when it comes to investment returns. While stocks have averaged 11% annual growth over the past 70 years, bonds have slogged along at less than 6%. But as investors have learned recently, dowdy can be a good thing. Technically speaking, it is a loan, and you are the lender. Who's the borrower? Usually, it's either the U.S. government, a state, a local municipality or a big company like General Motors. All of these entities need money to operate-to fund the federal deficit, for instance, or to build roads and finance factories-so they borrow capital from the public by issuing bonds. When a bond is issued, the price you pay is known as its "face value." Once you buy it, the issuer promises to pay you back on a particular day-the "maturity date"-at a predetermined rate of interest-the "coupon." Say, for instance, you buy a bond with a \$1,000 face value, a 5% coupon and a 10-year maturity. You would collect interest payments totaling \$50 in each of those 10 years. When the decade was up, you'd get back your \$1,000 and walk away. A key difference between stocks and bonds is that stocks make no promises about dividends or returns. General Electric's stock dividend may be as regular as a heartbeat, but the company is under no obligation to pay it. And while GE stock spends most of its time moving upward, it has been known to spend months-even years-going the other way.

6. (     ) What does "nose-dive" mean in the first passage?

- A. Fluctuation    B. Sharp fall    C. Chaos    D. Bottom-up

7. (     ) What can you infer from the phrases of "Bonds have never been as sexy .... when it comes to investment returns?"

- A. Investors will never invest in bonds.
- B. Investors think that bond investment is confusing and not motivated to invest in bond market.
- C. Investors feel that the investment return of bonds is smaller than that of the stocks.
- D. The author is expressing his personal resentment toward bond investments.

8. (     ) According to the article, who will be the most likely to issue a bond to finance?

- A. General Motors    B. United Airline    C. United Parcel Service    D. The L.A. local authority

9. (     ) Does a bond issuer have to be held accountable for paying the interest regularly according to this article?

- A. The bond issuer does not have to pay the yield until the bond is called.
- B. Yes, but paying the yield is not mandatory.

C. Certainly.

D. It depends on how many promises have been made to the investor when the bond is issued.

10. (      ) What will be discussed next by the author after the end of this excerpt?

A. The latest development of GE corporation

B. GE's financial status and credit history

C. The risk level of investing in junk bonds.

D. A further clarification of what a bond is

**IV Essay Questions (20%)**

In this section, you will be reading one essay question which raises a few points worth of discussing in depth. It is suggested that your justification to the question should be presented in the way of an expository essay.

1. To what extent, do you think that "go slow, be patient" policy can lessen the hollowing of the domestic manufacturing base in Taiwan? Please justify your answers.