

大葉大學 98 學年度 研究所碩士班 招生考試試題紙

系 所 別	組 別	考 試 科 目 (中 文 名 稱)	考 試 日 期	節 次	備 註
國際企業管理學系	甲組	英文	4月12日	第 2 節	共二頁 P2-1

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） (0:40 ~ 12:10)

(共 50 題，每題兩分)

[1] Complete the text about going to University. Definitions are given in brackets to help you.

At high school you might take an <sup>1</sup>apt \_\_\_\_\_ e test( test of your ability) and have a chance to go to university. How do you choose the university? Perhaps by the quality and reputation of the <sup>2</sup>f \_\_\_\_\_ ty (all the teachers); perhaps because you were persuaded by one of the <sup>3</sup>al \_\_\_\_\_ i (previous students); or perhaps by the sports and social <sup>4</sup>f \_\_\_\_\_ ies (rooms, equipment and services). Then, having chosen, you will be just one of many thousands of <sup>5</sup>a \_\_\_\_\_ nts (people who have formally asked for a place). Hopefully, you will be successful and you will <sup>6</sup>sh \_\_\_\_\_ u \_\_\_\_\_ ( phrasal verb: arrive in a place where people are expecting you) with everyone else on the first day.

[2] Complete the sentences with the words below.

assignment chair dismissed draw up exceed laid off implement  
meet present recruit sabbatical train

- After you \_\_\_\_\_ new sales reps you have to \_\_\_\_\_ them.
- It's good if you can \_\_\_\_\_ your sale objectives, but it's even better if you can \_\_\_\_\_ them.
- It's not enough just to \_\_\_\_\_ a few proposals on paper, you've actually got to \_\_\_\_\_ plans.
- When you become more experienced you might have to \_\_\_\_\_ working parties and even \_\_\_\_\_ new programmes to the Board.
- If you lost your job because of the company's problems, you were \_\_\_\_\_, but if you did something wrong then you were \_\_\_\_\_.
- If you are working in another geographical place, you are on \_\_\_\_\_; if you are not working because you want to study or write then you are on \_\_\_\_\_.

[3] Complete the text with the phrases in the box.

coherency convenience cycle environment marketing  
mix place price product promotion

The marketing mix is often defined as being 'the four Ps'. But seen from the customer's point of view, these should perhaps be the 'four Cs'. So(1) \_\_\_\_\_ become customer solution, (2) \_\_\_\_\_ becomes cost, (3) \_\_\_\_\_ becomes communication and (4) \_\_\_\_\_ (distribution ) becomes(5) \_\_\_\_\_. This (6) \_\_\_\_\_ can be expanded to include submixes. For example, the promotion