

大葉大學 99 學年度 研究所博士班 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
管理學院博士班	甲組	英文	5月29日	第二節	共2頁, 第1頁

說明 1: 可否攜帶特殊作答輔助工具: 否 是, 考生可使用 _____ (如未註明, 一律不准攜帶)

I. Write the letter of the choice that is closest in the meaning to the **boldfaced** words. (20%)

1. **clarify** a) explain b) persuade c) consider
d) manage
2. **survey** a) story b) model c) asset d) examination
3. **predominant** a) diverse b) reported c) main d) obvious
4. **profusion** a) a mixup b) a rich supply c) a shortage
d) a solution
5. **eclectic** a) religious b) varied c) well-educated
d) energetic
6. **paradigm** a) a model b) a trick c) a puzzle
d) an argument
7. **judicious** a) stupid b) careful c) legal d) smart
8. **assiduous** a) sincere b) candid c) helpful
d) hard-working
9. **discrepancy** a) a reduction b) an observation
c) an inconsistency d) a tendency
10. **scrutinize** a) describe in detail b) look at carefully
c) think carefully d) close one's eyes to

II. Translate the following Chinese into English. (40%)

要不是廣告為商品創造了大規模的市場, 消費者從腰包裡掏出來的錢還要更多呢! 正是由於大量的廣告宣傳, 消費品才會這麼便宜。但是, 如果認為廣告的唯一目的就是促銷, 那就大錯特錯了。它的另一個同等重要的功用是在提供信息。有關家庭用品的知識我們多半是從廣告上得到的。廣告介紹我們新的產品, 或者提醒我們有那些老品牌的存在。假定你要買一台新的洗衣機, 你很有可能從廣告上獲取它在功能和價格等方面的詳情。

III. Translate the following English into Chinese. (40%)

The United States and Mexico have resolved a trade dispute over telephone services. U.S. telephone companies contend the agreement should save Americans a lot of money.

Every year, Mexicans and U.S. residents spend more than six

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billion minutes talking to each other on the phone. The spokesman points out that Mexico ranks second only to Canada among the countries Americans call most often.

The agreement stands to benefits all of them. The negotiations that produced it started after the U.S. filed a case against Mexico with the World Trade Organization and Mexico lost. The WTO said Mexico's barriers to free trade in telecommunications violated global trading rules.

Eighty percent of cross-border call between the U.S. and Mexico originate in the U.S., so U.S. consumers and businesses stand to save the most.