

大葉大學 99 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
國企系	甲組	英文	3月21日	第2節	2之1 (0:40~1:20)

說明!：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）

Part A: Composition (40 points)

Discuss **four** topics from the following list (each topic is worth 10 points and you should write approximately 150 words on each topic):

1. Choose a product or service that you have seen or used and discuss its marketing strategy.
2. How many methods of payment do you know? Discuss the advantages and disadvantages of each one.
3. What are the secrets of successful bargaining and negotiating?
4. Discuss the advantages and disadvantages of telecommuting.
5. Discuss the reasons why people experience culture shock.
6. Discuss the advantages and disadvantages of mergers and takeovers.
7. Compare and contrast fair trade and free trade.
8. What are the secrets of successful meetings?
9. Discuss ways do develop a better working relationship with your boss.
10. Discuss the effects of globalization.

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國企系	甲組	英文	3月21日	第2節	2-2 10:40~12:10

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)

Part B: Grammar and Lexis (60 points)

Answer all the questions. (Each question is worth 2 points.)

1. Use the words in the box to complete the SWOT analysis below.

alliance barriers climate debt depth one-stop  
outdated overhead range shortage start-up  
state-of-the-art tailor-made transfer workflow

**Strengths (strong points, internal)**

- ☐ a large market share
- ☐ a well-structured distribution network
- ☐ motivated and well-trained staff
- ☐ 1 \_\_\_\_\_ (= cutting edge) products
- ☐ 2 \_\_\_\_\_ (= customized / personalized) products
- ☐ all services provided in one place: a 3 \_\_\_\_\_ shop
- ☐ a well-known, high-value brand

**Weaknesses (weak points, internal)**

- ☐ a lack of new products
- ☐ a lack of managerial 4 \_\_\_\_\_ (= amount of knowledge and experience)
- ☐ 5 \_\_\_\_\_ (= old fashioned) production methods
- ☐ high levels of 6 \_\_\_\_\_ (= money owed to banks and other creditors)
- ☐ slow 7 \_\_\_\_\_ (= progress of work done) due to inflexible procedures
- ☐ an over-reliance on a limited 8 \_\_\_\_\_ of products
- ☐ high direct costs (= production costs) and high indirect costs (9 \_\_\_\_\_ eg utility bills)

**Opportunities (future chances in the market)**

- ☐ new foreign markets
- ☐ an improving economic 10 \_\_\_\_\_
- ☐ outsourcing
- ☐ a key supplier who might want to make a strategic 11 \_\_\_\_\_
- ☐ new product ideas: either from market research or from sales reps talking directly to customers

**Threats (future dangers in the market)**

- ☐ greater competition
- ☐ low-cost production in Southeast Asia
- ☐ technology 12 \_\_\_\_\_ to Southeast Asia (so that low-cost countries start using high-tech equipment)
- ☐ high 13 \_\_\_\_\_ costs of a new facility
- ☐ political risk: regulation, taxes, trade 14 \_\_\_\_\_ (eg quotas and tariffs)
- ☐ the market approaching saturation
- ☐ possible 15 \_\_\_\_\_ of components or raw materials
- ☐ reduced pricing power 16 \_\_\_\_\_ due to merger of two important customers

2. Match the verbs in the box with their definitions below. Be careful – some are very similar.

adapt assign ~~check~~ control coordinate  
determine ensure evaluate implement monitor

- 1 make sure that everything is correct or the way you expect it \_\_\_\_\_ *check*
- 2 organize people so that they work together effectively \_\_\_\_\_
- 3 give someone a job to do \_\_\_\_\_
- 4 carry out; make a plan start to work \_\_\_\_\_
- 5 have the power to make decisions; make something operate in the way that you want \_\_\_\_\_
- 6 make certain that something happens \_\_\_\_\_
- 7 change something to fit a new situation \_\_\_\_\_
- 8 watch or measure something carefully for a period of time to see how it changes \_\_\_\_\_
- 9 (formal) think about or test something before deciding its value, suitability or effectiveness \_\_\_\_\_
- 10 (formal) control what something will be; officially decide something; find out \_\_\_\_\_

3. Fill in the missing letters.

- 1 Inside a company, large customers are often referred to as 'k\_\_ a\_\_\_\_\_s'.
- 2 COO stands for 'C\_\_\_f O\_\_\_\_\_g O\_\_\_\_\_r'.
- 3 A matrix structure brings together people from different parts of the organization to work as c\_\_\_\_\_ f\_\_\_\_\_l t\_\_\_\_\_s.
- 4 The delegation of decision-making is likely to lead to a higher level of morale at 'the gra\_\_\_oots' (= the ordinary people in an organization rather than its leaders).
- 5 Each manager supervises a number of sub\_\_\_\_\_s.
- 6 In relation to an existing market, the 'big picture' strategy can be one of dev\_\_\_\_\_nt (growth), conso\_\_\_\_\_ion (making the existing situation stronger), or wi\_\_\_\_\_wal (leaving the market completely).