

臺北市立大學

108 學年度研究所碩士班入學考試試題

班 別：共同科目

科 目：語文（英文）

不得使用計算機
或任何儀具。

考試時間：90 分鐘（含國文答題時間）【10：30—12：00】

總 分：100 分（國文 50 分、英文 50 分）

※ 不可於答案卷封（背）面上作答或註記符號及文字（包含於答案卷封面作答後塗改者），否則不予計分。

除非試題卷另有規定，否則作答時限用藍色或黑色鋼筆或原子筆於答案卷上書寫，用其他顏色或鉛筆作答者，所考科目不予計分。

I. 選擇題 (10%)

1. Even though it is possible and _____ to clone human beings, yet it is not ethical.
(A) dominant (B) feasible
(C) implicit (D) susceptible
2. Strolling along the _____ walkway, visitors can have a close look at the downtown area of the city.
(A) consensus (B) fatigue
(C) pedestrian (D) scenario
3. Oil prices have _____ for five months in a row. People can save up some money.
(A) allocated (B) garnered
(C) perched (D) tumbled
4. Many measures have been taken to _____ down on drunken driving.
(A) crack (B) degrade
(C) exploit (D) stabilize

5. All the students in this high school have _____, hoping to attend top universities.
- (A) abundance (B) accumulation
(C) articulation (D) aspiration
6. We can protect endangered species _____ governments enforce laws that protect natural habitats.
- (A) as long as (B) notwithstanding
(C) unless (D) whatever
7. Do you think office workers should _____ wear casual clothes?
- (A) allow to (B) be allowed to
(C) have allowed to (D) have been allowed
8. _____ is necessary for the development of strong bones and teeth.
- (A) It is calcium (B) That calcium
(C) Calcium (D) Although calcium
9. If one of the participants in a conversation wonders _____ no real communication has taken place.
- (A) what said the other person (B) what the other person said
(C) what did the other person say (D) what was the other person saying
10. Most snakes eat animals _____ in proportion to their own size.
- (A) that are large (B) large
(C) they are (D) are large

II. 簡答題 (20%)

Read the following passage.

Kinds of Consumers

For the vast majority of citizens of an industrialized country, shopping is a frequent activity. We all shop, and it might seem that we all go about shopping in the same way. However, nothing could be further from the truth. Shoppers can be divided into four categories based on their attitudes toward shopping. It is very useful for a marketer to know what motivates each of these groups so as to best reach each type of customer and convince him or her to choose the product, service, or store that the marketer represents.

The first category of consumer, the True Shopper, loves the whole shopping adventure. The natural habitat of this kind of consumer is the malls of the suburbs and the boutiques on the swankiest of city streets and resort towns. The True Shopper adores everything about the entire purchasing experience. True Shoppers rarely feel guilty about impulse purchases, and in fact, the only trouble these happy souls have with shopping is making sure that the spending that they do to get that feeling of satisfaction stays in line with their budgets.

The ultimate comparison shopper, the Buyer views shopping as a challenge. Each purchase is an important decision, and the Buyer considers it carefully from many angles, asking not only “What does it cost?” but also “What is the best quality?”, “Where will I get the best service?”, and maybe even “Which is the best choice for society and the environment?” The advent of the Internet as a comparison shopping tool has been both a blessing and a curse for the Buyer, who can be found preparing for a shopping trip by spending hours reading online consumer reviews of a

toaster oven. It can take a Buyer longer to select a washing machine than it does a spouse. (With a little luck, all three of them will live quite happily together.)

If marketers find the Buyers a challenging group to court, the next category of consumer can be positively maddening. The Bargain Hunter is driven almost exclusively by price. They move quickly through stores, considering almost every piece of merchandise, checking price tags first. Sometimes you can see them armed with a weekly advertisement circular that came in the mail.

If consumers were birds, the last category of consumer, the Anti-Shopper, would be the most difficult to spot in the wild. The Anti-Shopper despises the whole process and enters a store only when it is completely unavoidable. When it can't be avoided any longer, the Anti-Shopper finds the vast array of choices in the store disorienting. Marketers refer to Anti-Shoppers as laggards, and virtually ignore them. After all, they were likely to be buying their first VCRs shortly before Blu-ray was introduced.

Answer each of the following questions in a complete sentence.

1. What is the principle of classification in the above passage?
2. What are the characteristics of the True Shopper?
3. What does the Buyer do before making a purchase?
4. What makes the Anti-Shopper different from the other three groups?

III. 英翻中 (20%)

1. If you talk to a man in a language he understands, that goes to his head. If you talk to him in his own language, that goes to his heart.
2. Philanthropy is not about money. It's about using whatever resources you have at your fingertips and applying them to improving the world.