

# 臺北市立大學

## 109 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. This information is strictly \_\_\_\_\_. This means that the data needs to be disposed of securely.  
(A) permanent (B) indispensable  
(C) feasible (D) confidential
2. Such a well-paid job greatly appealed to Brian, so he had no \_\_\_\_\_ in applying for it.  
(A) starvation (B) expansion  
(C) tolerance (D) hesitation
3. The hotel room was so cozy that we were \_\_\_\_\_ to leave after spending two nights there.  
(A) reluctant (B) monotonous  
(C) excessive (D) desirable
4. Minimally invasive surgery refers to a surgical approach that does not require a large \_\_\_\_\_ and thus lessens wound healing time.  
(A) incision (B) infertility  
(C) inheritance (D) implication

5. Psychiatrists say internet \_\_\_\_\_, characterized by a loss of control over internet use, is becoming a common issue around the world.
- (A) sanitation (B) commodity  
(C) addiction (D) revenue
6. Researchers \_\_\_\_\_ to resolve air pollution problems are looking for long-term solutions.
- (A) which seeks (B) sought  
(C) seeking (D) seek
7. Some people \_\_\_\_\_ sleep since they were young.
- (A) has been struggled (B) have struggled with  
(C) was struggled (D) have being struggled
8. She felt nauseous \_\_\_\_\_ only a few laps around the track.
- (A) took (B) which is taken  
(C) taken since (D) after taking
9. The patient was too ill to sign his surgery agreement, so his daughter signed \_\_\_\_\_ him.
- (A) in spite of (B) on behalf of  
(C) in charge of (D) with respect to
10. By the time the police arrived at the scene, those robbers \_\_\_\_\_ away.
- (A) have run (B) ran  
(C) were running (D) had run

## II. 簡答題 (20%)

Read the following passage.

### Marketing Psychology

One key part of being a great marketer is understanding how and why people think and act the way they do. To help you attract, convince, and convert more people with your marketing, you should know the following lessons about psychology.

First, priming. Have you ever played the game where one person says a word, and the other immediately responds with the first thing that comes to mind? That's kind of how priming works. You're exposed to one stimulus, and it affects how you respond to another stimulus. *Psychology Today* gives the example of two groups of people reading the word "yellow" followed by either "sky" or "banana." Because people have a semantic association between the fruit and its color, the "yellow-banana" group will recognize the word "banana" faster than the "yellow-sky" group recognizes "sky." Using subtle priming techniques, you could help your website visitors remember key information about your brand -- and maybe even influence their buying behavior.

Second, reciprocity. In your marketing, there are a lot of ways to take advantage of reciprocity. It can be anything from a branded sweatshirt, to an exclusive e-book, to a free desktop background, to your expertise on a difficult subject matter. Even something as simple as a hand-written note can go a long way in establishing reciprocity. Just be sure you're giving away the free thing before you ask for something in return.

Third, social proof. Most marketers are aware of this concept already, but it was too important to leave out from this list. If you're not familiar with it, social proof is the theory that people will adopt the beliefs or actions of a group of people they like or trust. In other words, it's the "me too" effect. Think of this like an awkward middle school dance -- few people want to be the first on the dance floor, but once a few people are there, everyone else wants to join in.

Fourth, scarcity. Have you ever gone to buy airplane tickets and seen a tagline that says "Only three seats left at this price!" Yup, that's scarcity. This psychology principle goes back to the simple formula of supply and demand: The more rare the opportunity, content, or product is, the more valuable it is.

Fifth, anchoring. Have you ever wondered why it's so hard to resist a sale at your favorite clothing store? Often, it has to do with anchoring -- people base decisions on the first piece of information they receive. So if my favorite store typically retails jeans for \$50, but I find them on sale for \$35, I'll be ecstatic. I'll probably even buy them.

Sixth, clustering. People have a limited amount of space in their short-term memory. In fact, most people can only remember seven pieces of information at a time. To cope, most people tend to cluster similar pieces of information together. For example, if you had a whole grocery list of random items, most people would mentally group items into certain categories (dairy, grain, meat, etc.) to be able to better remember what exactly was on the list.

**Answer each of the following questions in a complete sentence.**

1. According to the passage, how do people use priming and reciprocity in marketing?
2. What is “me too” effect on buying behavior? Shortly describe it.
3. According to the passage, what is the important principle of marketing psychology?
4. When marketers are creating content, how do they design their information to increase consumers’ memory retention?

### **III. 英翻中 (20%)**

1. With warming happening much faster in the Antarctic Peninsula than anywhere else in the world, some species of penguins in this region are threatened with extinction.
2. Asian stock markets rallied to a seven-week peak after the US Federal Reserve launched a new round of aggressive economic stimulus.