



注意：考試開始鈴(鐘)響前，不可以翻閱試題本

科技校院四年制與專科學校二年制
統一入學測驗樣卷試題本

外語群英語類

專業科目(二)：英文閱讀與寫作(初階英文閱讀與
寫作練習、中階英文閱讀與寫作
練習、高階英文閱讀與寫作練習)

【注 意 事 項】

- 1.請核對考試科目與報考群(類)別是否相符。
- 2.請檢查答案卡(卷)、座位及准考證三者之號碼是否完全相同，如有不符，請監試人員查明處理。
- 3.本試卷共 100 分，答對給分，答錯不倒扣。試卷最後一題後面有備註【以下空白】。
- 4.本試卷之第一部份為單一選擇題，共 30 題，每題 2 分，共 60 分，每題都有 (A)、(B)、(C)、(D) 四個選項，請選一個最適當答案，在答案卡同一題號對應方格內，用 **2B** 鉛筆塗滿方格，但不超出格外。
- 5.本試卷之第二部份為非選擇題，共 40 分，包括翻譯測驗及寫作測驗，請依題號順序用黑色墨水的筆，將答案書寫於答案卷之「非選擇題作答區」內。
- 6.本試卷空白處或背面，可做草稿使用。
- 7.請在試卷首頁准考證號碼之方格內，填上自己的准考證號碼，考完後將「答案卡(卷)」及「試題」一併繳回。

准考證號碼：

考試開始鈴(鐘)響時，請先填寫准考證號碼，再翻閱試題本作答。

第一部分：選擇題 (60 分)

一、綜合測驗：下面三篇短文共有 15 題，每篇各有 5 題，為第 1–15 題，每題 2 分，共 30 分，請依短文文意，選出一個最適合該空格的答案。

▲ 閱讀下文，回答第 1–5 題

Like all resources, money is limited. Therefore, people have to make choices about how to use it. Budgets help people make those decisions. All governments have budgets. Many families do too. A budget is a 1 for using income. In a family, income is usually the money earned by the adults in the household. Budgets help people 2 spending more than they have. For example, if you have a budget, a quick look will tell you 3 you can afford a movie. Family budgets all should do certain things. First they should include both fixed and flexible expenses. A fixed expense is one that stays the same from month to month. Rent, for example, is a fixed expense in a family budget. Flexible expenses are those that change from month to month. For example, a family budget might include extra money for clothing in winter. The amount 4 for flexible expenses could be based, in part, on the amount spent on those items in years past. A budget should also set 5 money for savings. Budget makers are usually told to decide on an amount they want to save each month and then stick to it. If necessary, spending should be reduced to allow for savings.

- | | | | |
|----------------|--------------|--------------|---------------|
| 1. (A) dialect | (B) position | (C) torture | (D) scheme |
| 2. (A) remain | (B) avoid | (C) supply | (D) increase |
| 3. (A) whether | (B) whereas | (C) whenever | (D) wherever |
| 4. (A) budget | (B) budgets | (C) budgeted | (D) budgeting |
| 5. (A) aside | (B) down | (C) back | (D) off |

▲ 閱讀下文，回答第 6–10 題

In terms of global marketing strategies, some companies employ adaptation, while others view standardization as more appropriate. The standardization-adaptation debate is overcome by multinationals because of the wide budgets they devote to international trade. 6, small and medium-sized companies (SMEs) are struggling to compete globally than multinationals. Entrepreneurs apply principles to enforce these values when dealing with a new business environment. 7 the arguments about standardization-adaptation, some researchers examine the effect of national culture on foreign entrepreneurs. The trend of internationalization of SMEs raises a question: “How willing is an entrepreneur to adapt management practices to respond to the new context’s cultural influences?” Based on a study, four strategies were 8 by entrepreneurs who started companies abroad. For example, adaptation by indifference defines the strategy of entrepreneurs who delegate power to local employees, thus adapting their businesses to the local culture. An English entrepreneur uses this strategy in Romania. He employs a Romanian with experiences in people management, making that Romanian responsible for running the company, and organizing meetings 9 employees report on their work. According to a study, the English entrepreneur comes from a culture with low power distance, meaning that people from this culture expect minimal inequalities between individuals. However, Romanian workers expect employers to be 10. Employers who lack these features may appear incompetent, and devoid of a clear vision for the company.

6. (A) What is more (B) Accordingly (C) At first glance (D) Conversely
7. (A) Resulting in (B) In light of (C) Keeping off (D) Taking care of
8. (A) oppressed (B) suffocated (C) terminated (D) recommended
9. (A) why (B) what (C) where (D) who
10. (A) eventual (B) commanding (C) accidental (D) inconclusive

▲ 閱讀下文，回答第 11 – 15 題

Brands are accused of all sorts of evils, from threatening our health and destroying our environment to corrupting our children. Brands are 11 powerful that they force us to look alike, eat alike and be alike. Historically, building a brand was rather simple. A logo was a straightforward assurance of quality, or it was a signal that a product was something new. Building a brand nationally required little more than occasional advertisement on a handful of television stations showing how the product tasted better or drove faster. There was little regulation. It was easy for brands such as Coca-Cola and Kodak to become hugely powerful. Because shopping was still a local business, a successful brand could maintain its lead and high prices for years. A strong brand acted as an effective barrier 12 entry for competing products. Consumers are now 13 with choices. They are also harder to reach. They are busier, more distracted and have more media to choose from. They are more cynical than ever about marketing and less 14 to messages to buy. Some experts say “some of the most cynical consumers are the young.” Nearly half of all US college students have taken marketing courses and “know the enemy.” For them, “shooting down advertising has become a kind of sport.” The new marketing approach is to develop a brand not a product – to sell a lifestyle or a personality, to 15 emotions. However, brands of the future will have to stand for all of this and more. Not only will they need to be a stamp of product quality and a promise of a more desirable lifestyle but they will also have to project an image of social responsibility.

11. (A) so (B) then (C) such (D) though
12. (A) at (B) with (C) to (D) under
13. (A) boosted (B) bombarded (C) borrowed (D) bounced
14. (A) reasonable (B) resourceful (C) reputable (D) responsive
15. (A) take off (B) knock down (C) appeal to (D) fall behind

二、閱讀測驗：下面四篇短文共有 15 題，為第 16 – 30 題，每題 2 分，共 30 分，請閱讀短文後，選出最適當的答案。

▲閱讀下文，回答第 16 – 19 題

Have you ever met people with disabilities on the street trying to sell you daily necessities? According to Ministry of Labor, there are nearly 1.2 million people with disabilities in Taiwan, and only 15.7 percent of them are employed. In addition to the difficulty in job searching, there are various accessible barriers in the workplace for employees with disabilities, which needs accessibility policies, plans, and regulations.

According to People with Disabilities Rights Protection Act, Taiwan legislation has specifically set a hiring quota for disabled people, but over 1,500 companies didn't hit the hiring quota. (①) These employers would rather pay a fine than to hire the disabled, and this push up a boom in street vending. But street vending is not yet legal, and it's not covered by labor or health insurance programs.

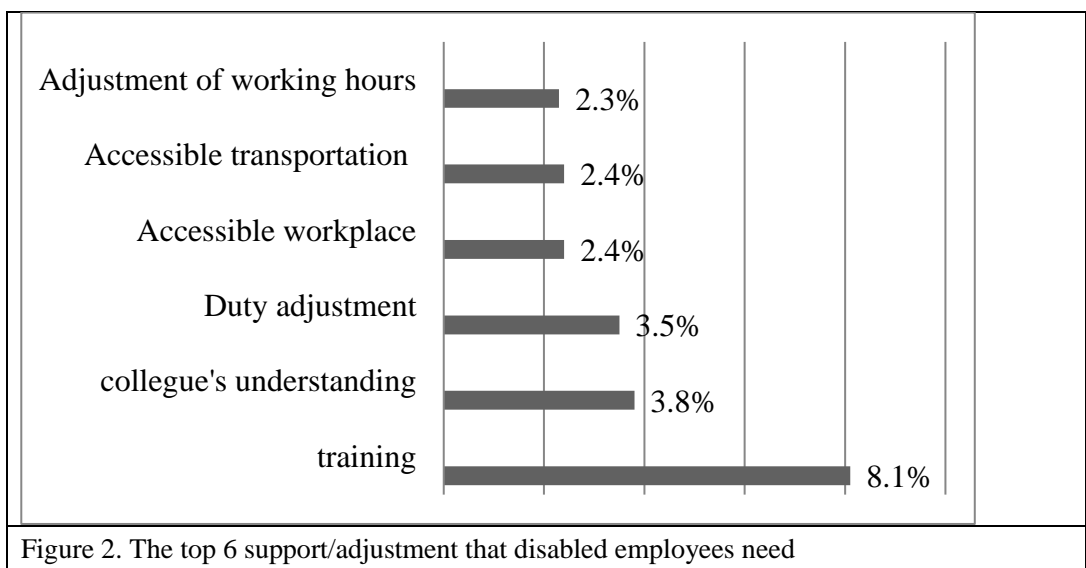
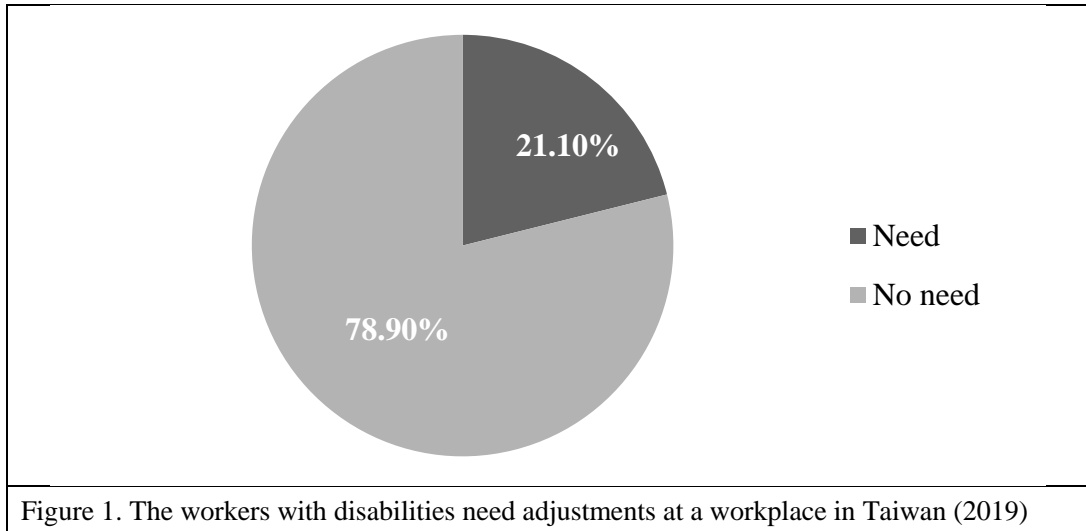
Can you imagine a taxi driver who is only 123cm tall? Workplace adjustment is a change to a work process, practice, procedure or environment that enables an employee with disability to perform their job in a way that minimizes the impact of their disability. This driver has Osteogenesis imperfecta, which is a genetic disorder that causes imperfect bone formation, and those with this condition are usually small in stature with bones that fracture easily. Mr. Yang, a specialist in vehicles for the disabled, helped this driver raise his car seat and move the brake and pedals up, so he could drive just like a normal person. His taxi is itself especially designed to accommodate those in wheelchairs. Many of the passengers with disabilities are his regular customers as they feel secure and enjoy his infectious optimism. (②)

Another barrier to employment is a lack of transportation to get to a work site. Only amendments to disabilities regulations can advance equality in transportation. Ms. Yu, a paralyzed writer, needs to travel by plane for her lecture tours, but before 2011, airlines often refused to accommodate her. She waited for a full five years before this amended act was enforced. (③) Now, according to the amendments, domestic air carriers cannot refuse to accommodate disabled individuals. Failure to comply this regulation could be fined NT\$50,000.

(④) Some include employers' misconceptions about hiring and accommodating a person with a disability, inaccessible work spaces or equipment, or a lack of accessible transportation. In fact, the majority of adjustments cost very little or nothing at all, and funding for workplace adjustments is available for employers. These work-related modifications and services can promise equal opportunity for disabled employees and at the same time maximize productivity.

People with Disabilities Rights Protection Act 身心障礙權益保護法 Osteogenesis imperfect 先天性成骨不全症

16. According to the passage, which of the following statements is true?
- (A) Disability discrimination may occur if the employer acts based on myths, fears, or stereotypes about disabled workers.
 - (B) What Ms. Yu has requested is improvements to mobility devices for airline passengers with disabilities.
 - (C) The vehicle specialist made longer pedals and a thicker seat for the disabled taxi driver so he could make his customers feel safe.
 - (D) Work adjustments are not expensive, so there are no support schemes to employers.



17. Which of these statements best describes what is shown in Figure 1 & 2?
- (A) The title of the horizontal bar chart implies that there are only six kinds of adjustment disabled workers need.
 - (B) According to Figure 1, at first glance it is clear that over one third of disable workers need reasonable adjustments.
 - (C) In Figure 2, although a significant number of disable employees claimed they need more vocational education, this accounted for only 8.1%.
 - (D) In Figure 2, the proportions of those adjustments are quite similar for transit system and co-workers' understanding, at 3.5% and 3.8% respectively.
18. According to paragraph 2, which of the following changes can be considered as an example of workplace adjustments for disability?
- (A) An employer can identify violent individuals before hiring.
 - (B) An employer can install voice recognition software for deaf employees.
 - (C) An employer can set up a retirement plan for the employees with disabilities into it.
 - (D) An employer can use posters and guidance to protect workers with disabilities from COVID-19.
19. Which number indicates the most appropriate place to insert the following sentence?
 "People with disabilities may face multiple barriers that make it harder to find or keep jobs."
 (A) ① (B) ② (C) ③ (D) ④

▲ 閱讀下文，回答第 20 – 23 題

As using the Internet became popular, it did not take long for online criminals to figure out ways to steal money. They can do it many different ways, and one of them is called “phishing.” The origin of the name “phishing” is easy enough to trace. The process of performing phishing is much like actual fishing. You use some bait designed to deceive your victim, then you cast it out and hope for a bite. Phishing is a play on the word “fishing,” and is pronounced the same way. As for “ph” replacing “f,” it could be the result of a compound of “phony” and “fishing.” It is the crime of deceiving people into sharing sensitive information like passwords and credit card numbers. As with real fishing, there is more than one way to reel in a victim, but one phishing tactic is the most common. It involves criminals who send out fake emails pretending to be trustworthy people or legitimate businesses. These emails then direct the recipient to a website that has been set up to mimic the website of a real business. While this is generally done today either through emails or through instant messages, phishing has been done through the telephone as well.

Going into the 2000s, phishing turned its attention to exploiting online payment systems. It became common for phishers to target bank and online payment service customers. Some of whom—according to subsequent research—might have even been accurately identified and matched to the actual bank they used. Likewise, social networking sites became a prime phishing target, attractive to fraudsters since personal details on such sites are useful for identity theft.

What the “phishers” do is try to get their victims to give out personal information, such as passwords, credit card numbers, or bank information. This information allows them to access an account, make illegal purchases, or even transfer money from the victim’s bank into their own accounts. In some cases, entire identities are stolen from people, and these identities are used to take out new credit cards and even bank loans. It can cost a lot of money and time to clear one’s name after an identity theft. The best way to keep yourself safe from phishing is to always be skeptical when you are online. If you receive an email or instant message asking for personal information or credit card numbers, do not give that information out.

20. What is the main idea of the article?
(A) Never give out bank information on the Internet.
(B) Phishing is a dangerous game that criminals play.
(C) Criminals use the Internet to deceive people and steal information.
(D) Many illegal purchases are made by people who practice phishing.
21. The author mentions that phishers try to steal all of the following **EXCEPT** _____.
(A) passwords (B) email addresses
(C) bank information (D) credit card information
22. Which of the following can be inferred from the article?
(A) Banks are the biggest victims of phishers.
(B) All phishers will eventually end up in prison.
(C) Only people without computers are safe from phishers.
(D) Legitimate businesses would not participate in phishing.
23. According to the author, what is the best way to prevent phishing?
(A) Don’t use online payment systems.
(B) Always be skeptical when applying for credit cards.
(C) Be careful of revealing personal information online.
(D) Give trustworthy people your passwords of bank accounts.

▲閱讀下文，回答第 24 – 26 題

To: Sales Team
Subject: Retail Chain Sales Numbers

From: Val Jensen
Date: June 16, 2020

Dear team,
Well, the numbers are in, and I have to say we've done well this quarter. Numbers are up, almost across the board for the five largest national retail chains. Only one of the top five had few orders for this quarter. It should come as no surprise that the chain with fewer orders was Game Source. Take a look at the sales figures below for our first (Quarter 1) and second (Quarter 2) quarters this year.

Retail Chain	Quarter 1 Sales (US\$)	Quarter 2 Sales (US\$)
Game Source	~\$300,000	~\$220,000
Game Center	~\$220,000	~\$300,000
Game Stop	~\$400,000	~\$420,000
Gamer's Paradise	~\$320,000	~\$350,000
Game Service	~\$420,000	~\$450,000

What does this data tell us? It tells us that failure to properly prepare for sales presentations has real consequences. Had our presentation with Game Source gone 100 percent smoothly, I have no doubt in my mind they would have increased their orders for this quarter as well. Let this be a costly lesson to us all in the vital importance of preparedness. Keep this in mind going forward!

Sincerely,
Val Jensen

24. What is the main purpose of this email?
 - (A) To analyze the reasons why sales figures fell.
 - (B) To discuss why sales figures of Game Service increased.
 - (C) To decide if they should stop working with Game Source.
 - (D) To welcome the new team members.
25. Which of the following is **NOT** true about this email?
 - (A) Val thinks that sales to all of the retailers increased.
 - (B) Val believes sales to Game Source could have increased.
 - (C) Val thinks they have performed well in this quarter.
 - (D) Val would like the team to be better prepared in the future.
26. What is likely to be the next step for the team?
 - (A) To analyze the sales figures of the second quarter.
 - (B) To discuss why the sales figures of Game Stop decreased.
 - (C) To work harder on their sales presentations to retailers.
 - (D) To demand more orders from retailers.

▲閱讀下文，回答第 27 – 30 題

Corporate Social Responsibility (CSR) is a management concept whereby companies integrate social and environmental concerns in their business operations. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives, while at the same time addressing the expectations of shareholders and stakeholders.

One of the most famous examples of CSR is TOMS Shoes, an American company based in California. This company was started in 2006 by Blake Mycoskie after he witnessed the hardships that children in Ethiopia underwent growing up without shoes and they suffered from podoconiosis, causing extreme swelling of the feet and legs. People think podoconiosis might be contagious, but they actually get it from prolonged exposure to the soil, which has volcanic ash that aggravates the skin. Fortunately, a combination of proper foot wear and washing can ease the pain well. Mycoskie decided that for every pair of TOMS Shoes that are sold, the company donates a pair to a child in need. About 300,000 pairs of shoes are expected to be given away across the globe by year's end.

It is undisputable that TOMS Shoes, short for tomorrow's shoes, has achieved tremendous success since its inception in 2006. Nevertheless, it barely does any form of marketing and has never been involved in television and print media. Instead, the company has paid great attention to involvement in social and charity events. These events in turn generate conversations in Facebook, Twitter or YouTube to create a community of loyal fans and give media coverage for TOMS Shoes. An example of conversational stories is the One Day Without Shoes movement, which was held in 2010 by challenging participants to spend 24 hours without shoes. It was able to garner over 300,000 participants within 24 hours. TOMS Shoes has also created campus groups that help popularize and coordinate the one for one movements.

Once the company has created such a huge level of social engagement, turning fans into customers and consequently repeat customers is the easy part. The company's campaign makes the customers feel part to be part of something. People who buy TOMS products do not buy them because they have the best products but the feeling of getting something good and alternatively doing something good to someone in need elicits a feeling of buying for the cause.

27. What is the best title of this passage?
(A) The Component of Corporate Social Responsibility
(B) The Advantage of Corporate Social Responsibility
(C) The Example of Corporate Social Responsibility
(D) The Challenge of Corporate Social Responsibility
28. According to the passage, which of the following words best describe "podoconiosis"?
(A) genetic (B) non-infectious (C) immune (D) asymptomatic
29. According to the passage, what is true about TOMS Shoes?
(A) This company attracts customers primarily because of the quality of shoes.
(B) This company is a non-profit organization that donates shoes to the world.
(C) This company engages in social events by appearing in TV and print media.
(D) This company is still business, but it is run for the social well-being and betterment.
30. According to the passage, what is the possible outcome of holding an event like One Day Without Shoes movement?
(A) It gave TOMS Shoes media highlights.
(B) It assisted campuses to organize activities.
(C) It turned the TOMS Shoes customers into fans.
(D) It collected small donations for TOMS Shoes.

第二部分：非選擇題(40 分)

一、翻譯測驗(第①-④題，每題4分，共16分)

(一)中譯英(8分)

說明：請將以下短文中劃底線處之中文句子譯成正確、通順、達意的英文，並將答案寫在「答案卷」上。請依序作答。每題4分，共8分。

在這個瞬息萬變的時代中，企業風險俯拾即是，考驗著企業的風險管理能力。

①風險有兩種形式：政治因素和自然災害，皆可能減少一間公司的利潤，甚至毀損它的名譽。 預先計劃是企業生存的關鍵，可成立危險處理小組，以及定期模擬和訓練。

②小組的主要任務為解決最緊急的問題，並針對目前的行動，進行內部和外部的溝通。

(二)英譯中(8分)

說明：請將以下短文中劃底線處之英文句子譯成正確、通順、達意的中文，並將答案寫在「答案卷」上。請依序作答。每題4分，共8分。

Studies reveal that the relationship between happiness and work goes both ways.

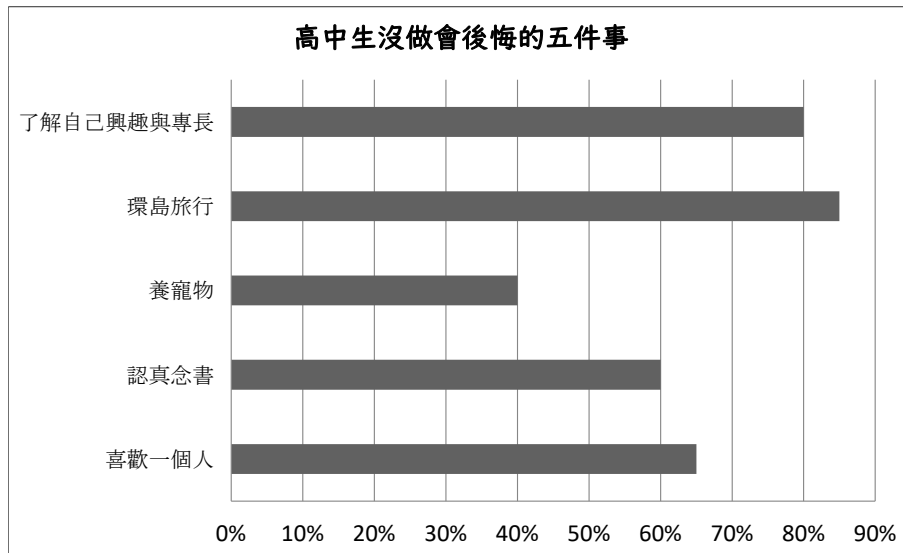
③The most persuasive data regarding the effects of happiness on positive outcomes come from scientific studies that follow the same people over a period of time. For example, people who report that they are happy at age 18 have better jobs by age 26. ④The merrier a person is, the more likely she will get a position, keep her job later in life, and have more financial independence. These studies make us understand how important happiness is to our life.

二、寫作測驗(24 分)

說明：請依提示及圖表內容在「答案卷」上寫一封約 120 字的英文短文。

提示：

- (1) 下圖為一份統計圖表，顯示「高中生沒做會後悔五件事」的百分比。
- (2) 文分兩段，第一段描述圖表內容；第二段請試著分析為什麼環島旅行是高中生最想做的是。



【以下空白】

