

國立高雄科技大學 109 學年度碩士班 招生考試 試題紙

系 所 別： 應用英語系

英語專業溝通與教學科技碩士班

組 別： 不分組

考科代碼： 7031

考 科： 英文閱讀與寫作

注意事項：

- 1、各考科一律可使用本校提供之電子計算器，**考生不得使用自備計算器**，違者該科不予計分。
- 2、不可攜帶任何字典、翻譯機或有任何查詢功能之電子產品。
- 3、請於答案卷上規定之範圍作答，違者該題不予計分。

PART (1): Reading Comprehension (50%)

Choose ONE best answer for each question.

Passage A: Questions 1-1 to 1-5 (10%)

Job trends for the future emphasize careers in sales and marketing. Most of the growth will come in those areas which can take advantage of modern technology, such as electronic marketing and computerized inventory management. Advertising and market research will show significant growth as the electronic exchange of information becomes common.

As worldwide competition **accelerates**, the successful marketers must find new **avenues** to increase consumer awareness of their products. The sales and marketing personnel of the future will have to be familiar with marketing resources available in computer networks and be able to use them effectively. The marketers of the future will also have to be inventive. They must be able to devise new strategies to reach the consumer as the technology continues to change.

- 1-1. Careers in sales and marketing become promising in the future mainly because of ____.
- (A) inventory management (B) computer technology
(C) exchange of information (D) worldwide competition
- 1-2. The word **accelerates** in paragraph 2 is closest in meaning to ____.
- (A) exists (B) emphasizes (C) increases (D) continues
- 1-3. The word **avenues** in paragraph 2 is closest in meaning to ____.
- (A) areas (B) approaches (C) streets (D) technologies
- 1-4. Future marketers should use ____ ways to help consumers know their products.
- (A) popular (B) traditional (C) personal (D) innovative

1-5. New marketing strategies are necessary because ____.

- | | |
|------------------------------|--------------------------------------|
| (A) technology moves fast | (B) computer networks are well-known |
| (C) inventors are everywhere | (D) consumers are hard to please |

Passage B: Questions 1-6 to 1-10 (10%)

Hotels are changing their wasteful habits and getting involved in the move to save the environment. At major hotels throughout the world, guests are being greeted by shampoo and mouthwash in glass dispensers instead of elaborate plastic bottles. They are discovering recycling bins in their rooms, and are encouraged to use towels more than once before they are washed.

This green movement is becoming increasingly popular among tourists who look for service providers with an environmental conscience. The business of eco-tours is increasing rapidly. Travel agents are booking clients on “Save the Rainforest” expeditions and similar trips where the emphasis is on protecting the world.

The tourists on these trips are given lectures on the effects of the loss of our planet’s natural wonders and what they can do to reverse the **trend**. They do not need much convincing. The travelers on these **excursions** are already committed to environmental protection. In fact, a two-year study of litter in Antarctica found that the entire collection of litter left by visitors to the continent could be put in one small sandwich bag. Compare that amount of litter with what the average traveler finds strewn on the streets around a hotel, even an environmentally sensitive hotel.

1-6. According to the article, hotels are become more ____.

- | | |
|-----------------------------|---------------------------------|
| (A) wasteful in amenities | (B) favorable to glass utensils |
| (C) considerate with guests | (D) environmentally conscious |

1-7. Towels are re-used in response to ____.

- | | |
|-----------------------------|-------------------------|
| (A) a request from tourists | (B) a government rule |
| (C) a green movement | (D) a money-saving plan |

1-8. Eco-tours emphasize ____.

- | | |
|----------------------------------|------------------------|
| (A) elaborate plastic containers | (B) rainforest scenery |
| (C) protection of the earth | (D) lectures on Nature |

1-9. The word **trend** in paragraph 3 refers to ____.

- | | |
|------------------------------|---------------------------|
| (A) loss of natural wonders | (B) litter in Antarctica |
| (C) environmental protection | (D) saving the rainforest |

1-10. The word **excursions** in paragraph 3 is **NOT** similar to the meaning of ____.

- | | | | |
|-----------|----------------|--------------|-----------------|
| (A) trips | (B) dispensers | (C) journeys | (D) expeditions |
|-----------|----------------|--------------|-----------------|

Passage C: Questions 1-11 to 1-15 (10%)

Meetings can waste a great deal of time. But you can make your meeting run more smoothly by following a few simple rules. First, have an agenda. This will help keep you focused on what is important. Next, decide who needs to be involved. More people mean less efficient discussion. Finally, keep the discussion moving. Thank each speaker as he or she finishes and move on to the next speaker. This encourages people to make their remarks brief.

The problem with meetings, of course, is that no one likes them, no one wants them, and no one needs them. Yet, everyone has them. Meetings are the corporate world's response to primitive socializing behaviors. People feel more comfortable in making decisions in groups. They can then share blame if a decision turns out to be the wrong decision. Sharing credit for a correct decision is not often found in groups. Then individuals tend to remind people of how persuasive they were in the meeting when the "right" decision was made.

What happens after a meeting is more important than what happens during the meeting. The skills used then are more professional and less procedural. So no matter how well you run a meeting, it is the work that gets done after the meeting that is important.

1-11. According to the article, people set a meeting agenda in order to ____.

- | | |
|-------------------------|-------------------------------------|
| (A) keep people focused | (B) show the importance of meetings |
| (C) involve more people | (D) generate more creative ideas |

1-12. A good way to keep the discussion moving is to encourage people to ____.

- | | |
|------------------------------|----------------------|
| (A) chair the meeting | (B) thank each other |
| (C) elaborate their thoughts | (D) speak shortly |

1-13. People like to make decisions in groups because they want to ____.

- | | |
|------------------------------------|---|
| (A) respond to the corporate world | (B) share blame for a wrong decision |
| (C) socialize with many people | (D) share credit for a correct decision |

1-14. In conclusion, ____ is most important.

- | | |
|---|---------------------------------------|
| (A) getting work done after the meeting | (B) a smooth meeting procedure |
| (C) a good interaction during the meeting | (D) a perfect plan before the meeting |

1-15. The best title for this article is ____.

- | | |
|--------------------------------------|------------------------------|
| (A) Professional Work after Meetings | (B) Problems with Meetings |
| (C) Sharing Ideas in Meetings | (D) Ways of Holding Meetings |

Passage D: Questions 1-16 to 1-25 (20%)

Life Success and Satisfaction

Life satisfaction, which can be defined as general happiness or well being, is related to several **demographic** and personal qualities. The factor of age is important because the elements that make up life satisfaction may differ from one age to the next. Income is more likely to predict life satisfaction among middle-aged and older adults than among young adults. Health is a more significant predictor of happiness among older adults than among the young or the middle-aged. However, average levels of life satisfaction do not change significantly with age. Generally speaking, older adults are as satisfied with their lives as are younger or middle-aged adults.

There is no single element that guarantees high life satisfaction for everyone who possesses it. Happiness seems to consist of many things that each person weighs differently, such as income, education, work, and relationships. However, certain factors are reliable predictors of life satisfaction. One such predictor is health, especially one's perception of one's own health rather than a doctor's objective health assessment. Another predictor of life satisfaction is a feeling of being in charge of one's own life and a sense of authority over one's own decisions. Adults who feel that they have some choices and options are generally happier than those who feel that their lives are controlled by others or by fate or chance. For example, older adults who experience financial strain feel less life satisfaction mainly because the problem signals a loss of control over their lives.

The largest predictor of life satisfaction appears to be the adequacy of social relationships, especially marriage and family relationships. The perceived quality rather than the quantity of social interactions is most strongly related to happiness. Satisfaction with one's close personal relationships is more closely linked to overall life satisfaction than either demographic factors or satisfaction with other key aspects of adult life such as occupation. This is true even among highly educated men, who typically have a very high **commitment** to their work. The quality of social support available in one's key relationships affects the ability to handle stress and life changes as well as one's ongoing level of life satisfaction.

Studies suggest that family background and early-adulthood resources are predictors of psychological health or success at midlife. People who age well are those who start out well. One study showed that the happiest and most successful middle-aged adults had grown up in warm, supportive, intellectually stimulating families. Well-adjusted or successful middle-aged adults began adulthood with more personal resources, including better psychological and physical health at college age. They also had been practical and well organized in college and had shown greater intellectual competence.

However, no measure of early family environment or early-adult competence remained a significant predictor of psychological well being at the end of middle age. One study of men revealed that at the age of 65, there were no childhood or early-adulthood characteristics that distinguished between men who had turned out well and those who had not. However, what did predict success and well being at age 65 was the men's health and adjustment at midlife. **These results suggest that a successful adult life is not something preordained from childhood or**

early adulthood but rather something created out of the opportunities available over the course of one's life. Late-life success is related more directly to midlife qualities or experiences.

People who start out with certain advantages have a greater chance of experiencing further advantages; however, it is what one does with the experiences – both positive and negative – that determines long-term life satisfaction. The choices that people make in early adulthood help shape who they are at midlife, and those midlife qualities in turn influence who they become later in life.

1-16. The word **demographic** in paragraph 1 means the study of ____.

- (A) political systems
- (B) values in life
- (C) human populations
- (D) social trends

1-17. Regarding the relationships between different factors and life satisfaction, the author holds the view that ____.

- (A) age is a stronger predictor than health
- (B) income is more important for young adults
- (C) life satisfaction is similar across age groups
- (D) middle-aged people are most satisfied with life

1-18. According to the article, adults feel happier when they ____.

- (A) have authority over others' decisions
- (B) are in control of their own lives
- (C) overcome their financial strain
- (D) obtain numerous job options

1-19. Health ____.

- (A) is the only predictor for old adults
- (B) is the largest predictor across all ages
- (C) mainly determines the success of family relationships
- (D) depends more on self-perception than doctors' diagnoses

1-20. Which is true about the relationship between social relationships and life satisfaction?

- (A) Good close relationships contribute positively to long-term happiness.
- (B) For educated people, concentration on work is more important than social relationships.
- (C) Staying more often with family members matters more than the quality of interaction.
- (D) A high frequency of social interactions with others helps people handle stress.

1-21. The word **commitment** in paragraph 3 is closest in meaning to ____.

- (A) dependence
- (B) satisfaction
- (C) performance
- (D) devotion

- 1-22. Adults with better psychological and physical health are those who ____.
- (A) are intellectually competent in childhood (B) come from supportive families
(C) have highly intellectual family members (D) have parents with rich resources
- 1-23. What contributes to happiness and success at midlife is likely to be people's ____.
- (A) positive qualities as young adults (B) social support in the workplace
(C) outstanding education background (D) well organized marriage life
- 1-24. Once people reach 65, the best predictor of well-being is ____.
- (A) competence in college (B) occupation before retirement
(C) adjustment at midlife (D) early family background
- 1-25. Which sentence best expresses the meaning of the underlined sentence in the last paragraph?
- (A) Life experiences accumulate to contribute to a successful adult life.
(B) Early childhood has nothing to do with a happy adult life.
(C) The most decisive factor of happiness at different stages of life is childhood.
(D) None of the aforementioned factors are important predictors of late-life success.

PART (2): Writing

Read the question below and write an essay of a minimum of 250 words in response to the question. (50%)

Do you agree or disagree with the following question?

Face-to-face communication is better than communication through social network such as Facebook, Instagram, Twitter, etc.

Give specific reasons and examples to support your answer.