

作答說明

1. 本測驗共 3 大部份，共 50 題，每題 2 分。
2. 請將答案填寫在答案卷上，未依規定填寫在答案卷上，一律不計分。
3. 測驗完成後，答案卷需連同題目卷一併繳交。

Part 1: Cloze (每題 2 分)

Most companies carry out surveys to find out what customers or potential customers feel about their products and services. I answered one recently about online shopping. I personally (1)\_\_\_\_\_ prefer to go shopping on the high street rather than to shop on the Internet. You get a much better impression of whether something is good (2)\_\_\_\_\_ for money or truly fit for purpose when you can touch it. And I feel if you have a problem (3)\_\_\_\_\_ a purchase, it's easier to go back and make a complaint if you've bought something from a shop. But shopping online has its advantages, and many companies offer you a discount when you (4)\_\_\_\_\_ an order online. And, of course, lots of online companies have plenty of (5)\_\_\_\_\_ customers and plenty of satisfied customers.

- |    |            |              |             |                  |
|----|------------|--------------|-------------|------------------|
| 1. | (A) much   | (B) very     | (C) high    | (D) far          |
| 2. | (A) rate   | (B) charge   | (C) cost    | (D) value        |
| 3. | (A) on     | (B) with     | (C) for     | (D) in           |
| 4. | (A) set    | (B) leave    | (C) place   | (D) locate       |
| 5. | (A) normal | (B) ordinary | (C) regular | (D) conventional |

Online shippers have grown accustomed to being tracked by digital advertisements for products that interest them. While the technique, called personalized re-targeting, is not new, it is more (6)\_\_\_\_\_ with companies like Google and Microsoft have entered the field. And it has (7)\_\_\_\_\_ a precision that is leaving consumers with the feeling that they are being watched as they roam online stores. In the digital advertising business, this form of marketing is regarded as a breakthrough, (8)\_\_\_\_\_ consumers the right ad at the right time. But the technique is bringing (9)\_\_\_\_\_ of industry regulation. Consumers may be frightened because they may feel that they are being (10)\_\_\_\_\_ as they browse the Web.

- |     |               |               |                |                  |
|-----|---------------|---------------|----------------|------------------|
| 6.  | (A) pervasive | (B) invasive  | (C) persistent | (D) preservative |
| 7.  | (A) conquered | (B) contacted | (C) reached    | (D) realized     |
| 8.  | (A) to show   | (B) show      | (C) shown      | (D) showing      |
| 9.  | (A) panic     | (B) caution   | (C) horror     | (D) threat       |
| 10. | (A) tagged    | (B) labeled   | (C) trailed    | (D) tracked      |

Marie was surprised but happy to take a job on a local newspaper as soon as she left university. She was surprised because she didn't feel that she (11)\_\_\_\_\_ the job description, but she was happy because she had always dreamed of working as a (12)\_\_\_\_\_ who can enjoy writing news and feature stories. So she didn't really mind when she found that she was spending much of her time (13)\_\_\_\_\_ errands for the editor. Her sister said she was just being used as sweat labor but she felt confident that there was good (14)\_\_\_\_\_ for her there. She was sure she would soon have the chance to take on more (15)

- |     |                 |                    |                 |                 |
|-----|-----------------|--------------------|-----------------|-----------------|
| 11. | (A) fit         | (B) make           | (C) compose     | (D) create      |
| 12. | (A) critic      | (B) copywriter     | (C) proofreader | (D) journalist  |
| 13. | (A) running     | (B) to run         | (C) ran         | (D) run         |
| 14. | (A) respect     | (B) prospect       | (C) aspect      | (D) perspective |
| 15. | (A) reliability | (B) responsibility | (C) function    | (D) obligation  |

The Charles Park Corporations have announced record profits for last year (16)\_\_\_\_\_ a slight decline in demand for one of their key products, (17)\_\_\_\_\_ by increasingly fierce competition in the sector. They say they are already well (18)\_\_\_\_\_ the way to meeting their targets for the first quarter. Their new models will go into (19)\_\_\_\_\_ in the spring and this is expected to (20)\_\_\_\_\_ their sales and profits even more.

- |     |                |              |              |               |
|-----|----------------|--------------|--------------|---------------|
| 16. | (A) despite    | (B) although | (C) even     | (D) while     |
| 17. | (A) cause      | (B) causing  | (C) to cause | (D) caused    |
| 18. | (A) to         | (B) by       | (C) on       | (D) in        |
| 19. | (A) production | (B) creation | (C) device   | (D) discovery |
| 20. | (A) progress   | (B) boost    | (C) evolve   | (D) proceed   |

**Part 2: Sentence structure (每題 2 分)**

作答說明：請選擇該句最適合的句型。

21. If a man does his best, what else is there?  
(A) simple (B) compound (C) complex (D) compound-complex
22. You raise me up, so I can stand on mountains.  
(A) simple (B) compound (C) complex (D) compound-complex
23. Some cause happiness wherever they go; others, whenever they go.  
(A) simple (B) compound (C) complex (D) compound-complex
24. How wrong it is for a woman to expect the man to build the world she wants, rather than to create it herself.  
(A) simple (B) compound (C) complex (D) compound-complex
25. We didn't lose the game; we just ran out of time.  
(A) simple (B) compound (C) complex (D) compound-complex
26. Never interrupt your enemy when he is making a mistake.  
(A) simple (B) compound (C) complex (D) compound-complex
27. Good people do not need laws to tell them to act responsibly, while bad people will find a way around the laws.  
(A) simple (B) compound (C) complex (D) compound-complex
28. Nothing in the world is more dangerous than sincere ignorance and conscientious stupidity.  
(A) simple (B) compound (C) complex (D) compound-complex
29. Don't stay in bed, unless you can make money in bed.  
(A) simple (B) compound (C) complex (D) compound-complex
30. Each problem that I solved became a rule which served afterwards to solve other problems.  
(A) simple (B) compound (C) complex (D) compound-complex
31. The full use of your powers is along lines of excellence.  
(A) simple (B) compound (C) complex (D) compound-complex
32. The artist is nothing without the gift, but the gift is nothing without work.  
(A) simple (B) compound (C) complex (D) compound-complex
33. You may not be interested in war, but war is interested in you.  
(A) simple (B) compound (C) complex (D) compound-complex
34. People demand freedom of speech to make up for the freedom of thought which they avoid.  
(A) simple (B) compound (C) complex (D) compound-complex
35. You can avoid reality, but you cannot avoid the consequences of avoiding reality.  
(A) simple (B) compound (C) complex (D) compound-complex

**Part 3: Vocabulary** (每題 2 分)

36. Recent research suggests that Richard's theory of economic development is \_\_\_\_\_.  
(A) injured (B) spoiled (C) flawed (D) damaged
37. She detected a slight \_\_\_\_\_ in his last e-mail. He might have second thoughts.  
(A) waive (B) spam (C) damage (D) hesitation
38. Peter is an economist who believes in the advantages of \_\_\_\_\_ competition, not fierce competition.  
(A) fertile (B) affluent (C) healthy (D) prosperous
39. The company aims to maintain quality and \_\_\_\_\_ the interests of the shareholders and at the same time to satisfy the demands of its target market.  
(A) promote (B) approve (C) distinguish (D) grasp
40. Although others were also responsible for the problem, Jenny decided to \_\_\_\_\_ the blame.  
(A) limb (B) head (C) shoulder (D) hand
41. Tim is lucky to have overseas experience which is much more useful than working in one's home town a choice; a lot of people stay at home because they have no \_\_\_\_\_.  
(A) collection (B) range (C) option (D) variety
42. I \_\_\_\_\_ want to see the world; I'll take any job if it means I can travel.  
(A) barely (B) desperately (C) deliberately (D) adequately
43. Unemployment usually goes \_\_\_\_\_ with social unrest.  
(A) all ears (B) eye to eye (C) hand in hand (D) teeth for teeth
44. Fully accepting the fact that different learners find different methods useful, Jim makes the \_\_\_\_\_ that motivation is the key factor in most learners' success.  
(A) proof (B) point (C) encounter (D) persuasion
45. I believe Ben should apologize for his \_\_\_\_\_ remarks in the meeting.  
(A) offensive (B) protective (C) exhaustive (D) defensive
46. The hotel \_\_\_\_\_ all responsibility for guests' vehicles and luggage.  
(A) displays (B) disclaims (C) discounts (D) discharges
47. Jane has a(n) \_\_\_\_\_ for detail, so ask her to check the report.  
(A) hand (B) nose (C) ear (D) eye
48. Don't judge Pam too \_\_\_\_\_. She really couldn't have done things smartly.  
(A) harshly (B) acutely (C) vigorously (D) intensely
49. The famous pop singer has tried to \_\_\_\_\_ all the rumors about his retirement.  
(A) decline (B) claim (C) declare (D) deny
50. There is \_\_\_\_\_ concern across the world about climate change.  
(A) arising (B) raising (C) rising (D) mounting