

中國文化大學 104 學年度碩士班考試入學招生考試試題

M-2-2
系所組：英國語文學系碩士班

節次：第 1 節

科目：英文（作文及閱讀）

- I. Vocabulary (20%): Choose one correct or appropriate answer to complete each sentence.
- How should we ___ the criticism of the public?
A. handle B. apologize C. reply D. rinse
 - If we have ___ any of our customers, then we are sorry.
A. differed B. chosen C. bought D. offended
 - The president of this company will ___ a statement soon.
A. cure B. agree C. derail D. issue
 - I still remember this ad from ten years ago. It is very ____.
A. memorable B. responsible C. regrettable D. forgettable
 - The public view of your brand should stay _____. It should not change.
A. consistent B. invisible C. suggestive D. different
 - Only those with web ___ will be able to see this marketing campaign.
A. site B. interest C. access D. citation
 - Why are we always ___ of cash at the beginning of every month?
A. wide B. short C. tall D. long
 - I am thinking of switching suppliers to a company with a ___ that is closer to our own.
A. price B. consistency C. availability D. location
 - As a sales ___, Mandy interacts with customers and makes sales presentations on a daily basis.
A. producer B. observer C. representative D. force
 - Technology has ___ by leaps and bounds in the past ten years.
A. Aged B. advanced C. passed D. determined
- II. Reading Comprehension (30%): Choose one correct or appropriate answer based on each passage.

Part A:

The International Business Machines Corporation, better known as IBM, is one of the world's top manufacturers of computer software and hardware. In 2012, the company was ranked as the second largest firm in the United States in terms of employees, with approximately 435,000 workers around the world. It also ranked number four in market capitalization, and was the ninth most profitable firm. The birthplace of IBM is a town called Endicott in New York State.

IBM's hometown suffered environmental pollution because of the company for years. In the 20th century, the company used liquids in the assembly of circuit boards that were extremely harmful to the environment, and numerous spills were reported in the area. These chemicals seeped into the town's soil and drinking water. IBM was also identified as a major source of air pollution in the Endicott area in the 1980s, and it was alleged that several cases of cancer in Endicott were linked to the pollution caused by IBM.

From the year 1990 onward, however, IBM made a concerted effort to clean up its act. In 2010, IBM even topped one news publication's list of the world's greenest companies. It was said that from 1990 until 2009, IBM saved about \$370 million due to its energy saving measures. These measures showed the world that IBM was serious about undoing at least some of the damage it had done to the environment, and was good for the company's bottom line as well.

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1. In terms of firm size, which of the following was IBM's rank in the U.S. in 2012?
A. 9th B. 4th C. 2nd D. 1st
2. What was true of IBM before 1990?
A. It was a much greener company. B It only made circuit boards. C. It operated outside Endicott.
D. It caused a lot of pollution.
3. What did IBM do after 1990?
A. It stopped making circuit boards. B. It caused more pollution. C. It moved operations to
Endicott. D. It cleaned up its act.
4. The pollution caused by IBM in the Endicott area was linked to which of the following?
A. Soaring profits for IBM B. Several cases of a severe illness C. Falling levels of pollution in
the Endicott region d. Increased wages for the people of Endicott
5. From 1990 to 2009, what happened to IBM?
A. It saved hundreds of millions of dollars by going green. B. It ended harsh losses because of its
green initiatives. C. Its stock price plummeted because of public criticism. D. Its support
dried up due to what it has done to Endicott.
6. The word closest in meaning to the word "concerted" as used in the passage is:
A. contrasting B. united C. contradictory D. divided
7. The word closest in meaning to the word "alleged" as used in the passage is:
A. tied B. claimed C. recommended D. intended
8. The word closest in meaning to the word "approximately" as used in the passage is:
A. indeterminately B. exactly C. definitely D. about
9. The word closest in meaning to the word "measures" as used in the passage is:
A. actions B. amounts C. yardsticks D. criteria
10. Which of the following words or phrases from the passage are not related to green issues?
A. environmental B. pollution C. energy saving D. capitalization

III. Writing: This writing test consists of two paragraphs as instructed below.

Part A (25%):

Write a paragraph of 150 to 200 words to describe a building that is impressive to you. Start the paragraph with a topic sentence that includes the dominant impression of this building and then go on to provide some specific details to support that dominant impression. Finally, write a sentence to conclude the paragraph.

Part B (25%):

Write a paragraph of about 150 to 200 words to argue why one should or should not pursue higher education such as a master's degree or even a doctoral degree. Start the paragraph with a topic sentence that includes your main position of agreeing or not agreeing with the pursuit of advanced education. Then, go on to provide some reasons to support your argument. Finally, write a sentence to conclude the paragraph.