嘉南藥理科技大學九十八學年度碩士班考試入學招生 英文(B)試題(休閒與空間資訊研究所碩士班不分組) 本試題共1張2面

_	、 填充 (按文意,從所附的詞彙選擇適當者,依序將其代號填入答案欄;每一空格 2 分,共 60 分)
1.	I a terrible day today! I late and my bus. I at work at ten o'clock, so my boss mad. In the evening, I very sick so I television. I to bed early. What a bad day!
	(a) went (b) woke up (c) had (d) felt (e) missed (f) arrived (g) didn't watch (h) was
:	答案欄
2.	Yangmingshan National Park is at the northern edge of Taipei, most of the northern mountains of the Taipei Basin. The highest mountain in the park is Mt. Cising, 1,120 high. The park includes some areas of Taipei city and: Shilin, Beitou, Danshuei, Sanjhih, Jinshan, and Wanli, which account for about 1,455 hectares. Back in 1895, the area was called Grass Mountain. After World War II, the Kuomintang government the name to Yangmingshan a philosopher and statesman of the Ming in China, Wang Yangming. This name has been used
	(a) Dynasty (b) county (c) ever since (d) meters (e) in honor of (f) covering (g) located (h) changed
3.	Twenty years ago, commercials mostly women as brainless housewives. In those commercials, women were about getting the best laundry detergents, the softest toilet paper, or the soup. They were as sort of dumb and silly, as if the most important thing in the world was getting hamburger Women in commercials today are not just housewives. They are shown as working people, too, in one telephone commercial, a woman with a briefcase is saying goodbye to her child and husband she is about to catch a plane. (a) tastiest (b) on sale (c) For example (d) as (e) professional (f) showed (g) portrayed (h) concerned
4	When I was a little girl, it seemed as I spent all my waking hours with my father. If he his friends, went to the store, or took a walk, he took me I thought the sun and set on him. He was tall, slender, and handsome. In my eyes, he was stronger than superhero on television. More important, he me. I was his little girl. (a) along (b) adored (c) visited (d) though (e) rose (f) any
<u> </u>	、 選擇(每題 2 分,共 20 分,請你依題號次序依序將答案填入所附之答案欄)
1.	Kevin must have been after his long trip to France.
	(a) set out (b) tired out (c) put off (d) tired of
2. 7	The young guy that he himself was a great hero.
	(a) imaged (b) warned (c) concerned (d) imagined
3. 7	The weather bureau that it will be too windy for boating tomorrow.
	(a) allows (b) complains (c) moans (d) predicts

4. Alice has been because she thinks she is overweight.		
(a) cooled down (b) in shape (c) at most (d) on a diet		
5. There are many indications that our economy will the recession.		
(a) recover from (b) come up (c) get up (d) set up		
6. I find that jogging is an excellent way to tension and stress.		
(a) add up (b) warm up (c) work off (d) get by		
7. Do you need to confirm our with the hotel before we leave tomorrow?		
(a) reservoir (b) residence (c) resilience (d) reservation		
8. When we visit a foreign country • it is easier to use the local to buy thing.		
(a) curry (b) current (c) currency (d) curriculum		
9. Sugar is one of the necessary to make a cake.		
(a) containers (b) ingredients (c) contractors (d) participants		
10 is impolite talking with your mouth full of food.		
(a) It (b) This (c) Here (d) There		
答案欄		

三、翻譯:英翻中(每題10分,共20分,請將中文翻譯直接書寫於每一題底下之空白處)

1. The entrance to Kenting Forest Recreation Area is located near the main street of Kenting Village. It is easy to find as you drive into Kenting from Pingdong. The are over 1,200 species of plants that grow in this recreation area, and they all are classified by type; medicinal plants, tropical plants, and so on.

2. Hiking in Yushan National Park, people can enjoy the impressive ecology and the historical importance of the park. The best known hiking trail is Batongguan Historic Trail, which was built by the Chinese during the Ching Dynasty, and maintained by the Japanese during their occupation of the island.

※注意事項

請確實核對准考證號碼是否正確

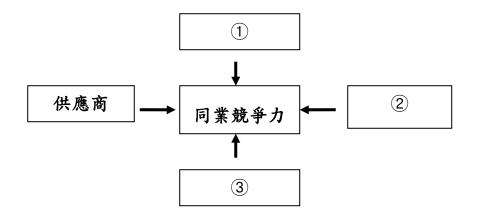
嘉南藥理科技大學九十八學年度碩士班考試入學招生

管理學概論(B)試題 (休閒與空間資訊研究所碩士班不分組)

本試題共1張1面

※請就本試題的正面及背面空白處作答。

- 一、名詞簡答題:(請由5題選擇4題填寫,每題5分,20%)
- 1. 簡略說明「決策階段」之六項步驟(含辨識與診斷問題、選擇方案等共有六項步驟)。(5分)
- 2. 請填入「競爭力分析」五力分析模型另其三項名稱(依號碼順序填寫)。(5分)



- 3. 簡略說明「管理程序」之四項功能。(5分)
- 4. 波特(M. E. Porter)在《國家競爭優勢》中認為國家應該創造一個良好的經營環境和支持性制度所提出「鑽石模型」,試問Porter鑽石體系內其原因來自於四項策略外,含「政府」與「機會」另外兩個變數,請寫出四項策略。(5分)
- 5. 「策略管理程序」共包含1.界定環境中之機會與威脅; 2.分析組織資源; 3.界定組織之強勢與弱勢; 4.界定組織目前之使命、目標及策略; 5.分析環境; 6.形成策略; 7.執行策略; 8.評估結果; 9.基於組織之強勢、弱勢、機會與威脅重新評估組織之使命及目標等九個步驟, 請合理排列出九項步驟之先後執行程序。(5分)

二、申論題:(請以下5題選擇4題填寫,每題20分,80%)

- 1. 請就「規劃與策略管理」上,分析觀光局提出行銷台灣之「民族節慶活動」對休閒產業競爭力有何影響,請以 SWOT 分析說明。(20 分)
- 2. 目前政府積極開放大陸觀光客來台,為有效維護台灣的觀光品質與旅遊意象,請你從管理學的觀點提出短、中、長程因應作法。 (20 分)
- 3. 請敘說就你對「全球化」之觀點,以及全球化對休閒產業發展及休閒生活環境有何影響。(20分)
- 4. 請敘說就你熟悉之空間資訊技術為何?並舉例說明此一技術在休閒產業經營管理之應用,包含空間資訊名稱、功能與效益等。(20分)
- 5. 請你說明報考「休閒與空間資訊研究所」的動機、目的與你對此一研究所發展方向的認知。(20 分)