

准考證號碼： _____

※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 102 學年度碩士班招生考試

英文試題(觀光事業管理系溫泉產業碩士班不分組)

本試題共 2 張 3 面

答案欄 (每題 2 分，共 100 分)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40

一、詞彙與慣用語：

- New computer technology has _____ changed the way Hollywood movies are made.
(A) sincerely (B) dramatically (C) idly (D) greedily
- After we ate the fried chicken, our fingers were oily, so we asked the waitress for more _____.
(A) napkins (B) packages (C) orders (D) menus
- E-mail plays a _____ role in modern communication.
(A) vital (B) violent (C) vivid (D) various
- Jack worked at the restaurant last year, but he doesn't work there _____.
(A) again (B) anymore (C) anywhere (D) anyway
- The town looks very _____ now. It has changed a lot.
(A) serious (B) worried (C) favorite (D) different
- _____ newspaper reports, flooding in the area near the river due to the storm has been much more serious than expected.
(A) As (B) For (C) Including some (D) According to
- Please separate your garbage and _____ it in the appropriate containers.
(A) to put (B) putting (C) puts (D) put
- _____ you pick the boss up at the CKS Airport next Friday evening?
(A) Have (B) Are (C) Can (D) Did
- Writing letters _____ not as difficult as you think.
(A) is (B) are (C) which is (D) which are
- The bus was full, but Judy saw an empty seat next to an old woman. "_____ I sit here?" she asked her.
(A) Should (B) Would (C) May (D) Will
- A new road is going to _____ in town because traffic is getting busier and busier.
(A) build (B) building (C) be built (D) have built
- If a typist wishes to type rapidly, he _____ develop a rhythmic movement of his fingers.
(A) used to (B) must (C) would (D) had to
- When I was walking along the river, I saw some fish _____ out of the water.
(A) jumped (B) to jump (C) jumping (D) are jumping
- If we want to win the ball game, we'll have to _____ long hours every day.
(A) celebrate (B) follow (C) grow (D) practice
- Though Jack was poor and sick, he never _____ any chance to write. That is why he finally became a successful writer.
(A) agreed to (B) gave up (C) looked for (D) thought of
- Even though the television networks claim there has been _____ in the number of children watching television, research shows that children are actually watching more than before.
(A) a decrease (B) a growth (C) an impact (D) a trend
- Sara was _____ because her grandmother had put more money in her brother's red envelope.
(A) sneaky (B) humble (C) greedy (D) jealous

< 背面尚有題目 >

18. Whitney told the doctor that she had _____ all night, and he gave her another kind of medicine.
 (A) cured (B) crowed (C) coughed (D) clapped
19. Elementary school students don't have as _____ homework as junior high students do.
 (A) more (B) much (C) most (D) many
20. Both of those horses live on Jack's farm, but _____ on the left isn't his.
 (A) both (B) another (C) the one (D) the other
21. In Japan, two people bow when they meet. In the west, _____ hands is the usual custom.
 (A) shaking (B) shakes (C) shaken (D) shake
22. Jessie felt sad because she was not _____ to the party.
 (A) invited (B) scared (C) followed (D) impressed
23. All the flights to and from Kaohsiung were _____ because of the heavy thunderstorm.
 (A) advised (B) disclosed (C) cancelled (D) benefited
24. Passengers _____ to other airlines should report to the information desk on the second floor.
 (A) have transferred (B) transfer (C) are transferred (D) transferring
25. For safety reasons, radios, CD players, and mobile phones are banned on board, and they must remain _____ until the aircraft has landed.
 (A) switched on (B) switch on (C) switch off (D) switched off
26. Tourist: What is the baggage allowance?
 Airline clerk: _____
 (A) Please fill out this form.
 (B) Sorry, cash is not suggested to be left in the baggage.
 (C) It is very cheap.
 (D) It is 20 kilograms per person.
27. A tour guide is _____ informing tourists about the culture and the beautiful sites of a city or town.
 (A) afraid of (B) responsible for (C) due to (D) dependent on
28. When you arrive at the airport, the first thing you do is go to _____.
 (A) the departure lounge (B) the check-in counter (C) the arrival desk (D) the customs
29. You can get cash from another country at the _____ at the airport.
 (A) information desk (B) currency exchange (C) customs office (D) check-in counter
30. In the interests of safety, passengers should carry _____ dangerous items nor matches while on board.
 (A) either (B) or (C) neither (D) not

二、文意填充：

Jane and Peter are visiting Taipei. They are going to stay for one week. They are staying in a(n) __ (41) __ that is close to many interesting places. The first place they will go is the National Palace __ (42) __. Then, they will visit many __ (43) __ because they like to learn about religion. Finally, they will eat Chinese food at the __ (44) __ markets, and see a concert at the __ (45) __ hall. Jane and Peter like Taipei and hope to come back again soon.

31. (A) bank (B) hotel (C) park (D) dragon
 32. (A) Hall (B) Memorial (C) Museum (D) Railway
 33. (A) temples (B) libraries (C) directions (D) kittens
 34. (A) jade (B) night (C) water (D) flower
 35. (A) creative (B) long (C) memorial (D) quiet

三、閱讀測驗

There are many smart people in the world, so how does an ordinary person achieve success? The rules are simple. First, learn self-discipline. Most of all, this involves patience, so don't expect too much too soon. Learning to handle people and get them to be the best they can be is also important. Don't look for glory for yourself, but make friends and give credit where credit is due. Moreover, continue to learn more about your **field**. Do extra research until you really know all about your subject. Likewise, develop abilities you already have, like a logical mind, or bargaining skills, so that you can use them effectively when needed. Also, keep your promises. If people can rely on you, you will earn their respect. Finally, if you fail once, don't quit. Use that opportunity to make yourself better and more determined to succeed.

36. According to the author, what is the most important aspect of self-discipline?

- (A) High expectation.
- (B) A logical mind.
- (C) Patience.
- (D) Determination.

37. The word “field” is most similar in meaning to?

- (A) neighborhood
- (B) assignment
- (C) work
- (D) grassland

38. According to the passage, how can you gain the respect of others?

- (A) By doing what you say you will do.
- (B) By promising to help them.
- (C) By using them effectively.
- (D) By being honest to them.

39. In the passage, what is the last rule for success?

- (A) Don't look for glory.
- (B) Keep trying to improve.
- (C) Do extra research.
- (D) Just quit.

40. The word “glory” is most similar in meaning to?

- (A) credit
- (B) criticism
- (C) blame
- (D) beauty

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嘉南藥理科技大學 102 學年度碩士班暨碩士在職專班招生 管理學試題 (觀光事業管理系溫泉產業碩士班不分組)

本試題共 1 張 1 面

一、簡答題 (共 60 分，每題 15 分):

1. 請說明何謂策略管理，重要性為何？並扼要說明策略管理之程序？
2. 請說明何謂學習型組織 (learning organization) ? 管理者如何建立學習型組織以提升個人與群體的能力？
3. 面臨產業經營環境的快速變遷，請說明企業為何要全球化之原因？
4. 請扼要敘述管理者應具備哪些能力？

二、申論題 (40 分，每題 20 分)

1. 溫泉飯店在經營上與一般飯店應有所區隔，若妳 (你) 是間溫泉飯店的經理，請問如何激勵員工提高飯店之經營績效？
2. 解決問題的能力是公司培養管理人才所該具備素養的最重要工作，請申論如何培養『解決問題之能力』？