

職階／甄選類科【代碼】：營運職／各類科全【H6001-H6010】、【H6101-H6103】

普通科目（2）：英文(含中翻英、英翻中及閱讀測驗)

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第一部分：【翻譯題，非選擇題 2 題，每題 30 分，合計 60 分】

第一題：中翻英【30 分】

大多數公司都會盡全力吸引顧客。一旦吸引到顧客，則會想方設法留住他們。因此才有獎勵行銷活動。通過獎勵計畫、產品推薦和小禮物讓顧客繼續支持這些公司。從表面上來看，這種策略完全合情合理。市場研究人員深入研究了此類市場行銷策略在何時才能真正有效、為何有效以及對誰有效，發現一些與我們所設想的全然不同的結果，指出這些行銷手段有時會取得恰恰相反的效果。

第二題：英翻中【30 分】

Poorly educated men in rich countries have had difficulty coping with the enormous changes in the labor market and the home over the past half-century. As technology and trade have devalued brawn, less-educated men have struggled to find a role in the workplace. Women, on the other hand, are surging into expanding sectors such as health care and education, helped by their superior skills. As education has become more important, boys have averagely fallen behind girls in school. Men who lose jobs in manufacturing often never work again. And men without work find it hard to attract a permanent mate. The result, for low-skilled men, is a poisonous combination of no job, no family and no prospects.

第二部分：【閱讀測驗 4 篇，選擇題 20 題，每題 2 分，合計 40 分】

第一篇：

Volkswagen has set aside €6.5 billion to cover the costs of the growing scandal over cheating on emissions tests in the US. Putting a number on the cost further down line will be far harder, however, as it is a crisis which calls into question the ethical credentials of the company and the industry, as well as posing tough questions about the regulators and authorities who were duped.

Although the Volkswagen emissions scandal has caught many by surprise, in fact it has been brewing for a while. It all started when the European wing of the US NGO International Council on Clean Transportation (ICCT) set out to prove modern diesels were genuinely clean and would therefore be able to make a significant contribution to improving both CO₂ emissions and air quality.

The US has higher emissions standards than Europe, which were regularly passed by VW's diesel-fuelled cars. The ICCT decided to test why this was the case—and had some surprising results. Partnering with a team from the University of West Virginia, the team fitted portable emissions testing equipment to three vehicles (two VWs and one BMW) on a run from San Diego to Seattle, which turned up very disappointing results for the VWs. The VW Jetta tested on the road trip exceeded NO_x (one of the regulated toxic emissions) standards by 15 to 35 times the legal limit.

When similar vehicles were subjected to their official test in the California Air Resources Board's laboratory, however, they passed. The road test emissions numbers in the lab all fell within the accepted levels of NO_x emissions. Following investigations into the matter, VW has admitted to gaming the US air pollution tests. Nearly half a million cars have been recalled for containing "defeat device software" that only turns on the cars' emissions controls when they are undergoing official testing.

【4】1. Which of the following is the most appropriate title for the above passage?

- ① VW penalized and banned in the US
- ② Diesel-fuelled cars emitting more CO₂
- ③ More rigid control over automobile emissions
- ④ How the VW emissions scandal being unearthed

【1】2. The underlined word "duped" is closest in meaning to _____?

- ① deceived
- ② negotiated
- ③ compromised
- ④ authorized

【4】3. Who or what organization unveiled the VW scandal?

- ① A BMW office in Seattle
- ② University of West Virginia
- ③ California Air Resources Board
- ④ A US non-government organization

【2】4. Which of the following statements is NOT true?

- ① Volkswagen confessed to cheating on emissions tests.
- ② Volkswagen vehicles emissions passed road trip test in the US but not in the European lab.
- ③ Doubts are raised over the trustworthiness of Volkswagen as well as the automobile industry.
- ④ ICCT was curious why Volkswagen vehicles always passed the US emissions tests.

【3】5. According to the passage, what is "defeat device software"?

- ① It's an anti-collision device to protect the vehicle.
- ② It's a software designed to reduce fuel consumption.
- ③ It's a software that makes cars appear less polluting.
- ④ It's a device that helps diesel vehicles perform better.

第二篇：

When we walk through the world in our daily life, we think that our eyes are sending information to our brain which it then processes to show us an accurate view of "the real world." But the truth is that what our brain shows us isn't exactly what our eyes are seeing. Our brain is constantly interpreting everything we see.

The brain creates shortcuts in order to quickly make sense out of the world around us. It receives about 40 million sensory inputs every second and it's trying to make sense of it all. It uses rules of thumb, based on past experience, to make guesses about what we see. Most of the time that works, but sometimes it causes mistakes.

We have two types of vision: central and peripheral. Central vision is what we use to look at things directly and to see the details. Peripheral vision is the rest of the visual field - areas that are visible, but that we're not looking at directly. Being able to see things out of the corner of our eye is certainly useful, but research from Kansas State University shows that peripheral vision is more important for understanding the world around us than most people realize. It seems that we get information on what types of scene we are looking at from our peripheral vision.

Researchers conducted an experiment and showed people photographs of common scenes, such as a kitchen or a living room. They found that if the central part of the photo was missing, people could still identify what they were looking at. But when the peripheral part of the photo was missing, then they couldn't accurately guess what the scene was. They concluded that the central vision is the most critical for specific object recognition, but peripheral vision is used for getting the overall impression of a scene.

【請接續背面】

- 【3】 6. What is the passage mainly about?
- ① An accurate view of the real world.
 - ② How the brain to be in control of what we see.
 - ③ The way central and peripheral visions work.
 - ④ Breakthroughs in treating vision impairment.
- 【2】 7. Which of the following statements is TRUE?
- ① Central vision helps to accurately determine what the scene is.
 - ② Peripheral vision enables viewers to know the overall information of the visible scenes.
 - ③ In order to make sense of what we see, the brain receives and then blocks sensory inputs.
 - ④ What our brain shows is in sync with what our eyes see rather than an interpretation of what we see.
- 【3】 8. What does the underlined phrase “**rules of thumb**” mean?
- ① It’s a practical method to conduct a lab experiment.
 - ② It’s a kind of glove to protect fingers, particularly the thumb.
 - ③ It’s a general principle that can be applied to certain situations.
 - ④ It’s a treatment to keep fingers warm and make thumbs move freely.
- 【4】 9. What do we mainly rely on in order to clearly identify what we see and to understand what is around?
- ① The brain
 - ② The central vision
 - ③ The sensory inputs
 - ④ The peripheral vision
- 【1】 10. Which of the following can be directly inferred from the above passage?
- ① For us to understand what we see around, the peripheral view is used the most.
 - ② What we thought we had seen may not be real because of our limited vision.
 - ③ One will not be able to know what is around when the central vision is blocked.
 - ④ We should not trust what we see, because we don’t know what information our eyes send to our brain.

第三篇：

Norway is mostly known for its natural beauty, **fjords** and mountains, the amazing Northern Lights and the Midnight Sun. The Kingdom of Norway is a constitutional monarchy located in Northern Europe, the western portion of the Scandinavian Peninsula. Geographically Norway is located about as far north in Europe as you can get, and hosts the northernmost point of Europe—the North cape cliff. It is part of the Scandinavian peninsula.

Norway has a population of about 5 million, and it is the second least densely populated country in Europe, with a majority living in Oslo and the eastern parts of the country. Norway has a very elongated shape, one of the longest and most rugged coastlines in the world, with some 50,000 islands off this extremely indented coastline. A vast number of **fjords** are cutting their way from the coastline into the country, carved out by the ice. The **fjords** are quite unique and beautiful, but naturally they have also been a challenge for the road planners. Thus a ferry crossing the fjord is a typical sight in Norway. In fact, the ferries are defined as part of the road systems.

The Arctic northern part of Norway is densely populated, with no railroad connections north of Bodo and very few roads, and the roads are often closed during the winter due to heavy snowfall. One might expect the sea to be frozen during the winter months due to the northern latitude, but the sea is in fact always open thanks to the current passing along the coast. Naturally the sea has been the “main road” for the population along the coast.

Fishing has always played an important part in Norway’s economy, due to the vast coastline and mountains covering large areas of the country. Only the eastern parts of southern Norway has a topography suited for agriculture and larger farms. Along the coast people typically have a minor piece of soil for a cow and some potatoes, combined with fishing.

- 【3】 11. Which of the following is the most appropriate title to the article?
- ① History of Norway
 - ② Behind the Myth of the Scandinavian Utopia
 - ③ A Brief Introduction to Norway
 - ④ Norway to America: A History of the Migration
- 【4】 12. The word “fjord” in this passage is closest in meaning to _____.
- ① An opening in the earth’s crust from which lava, ash, and hot gases flow
 - ② An elongated lowland between ranges of mountains, hills, or other uplands
 - ③ A large natural stream of water emptying into an ocean, lake, or other body of water
 - ④ A long narrow inlet of the sea between steep cliffs

- 【4】 13. According to the passage, why has the sea been the “main road” for the population of the Arctic northern part along the coast?
- ① The northern Norwegians prefer to go by ferry rather than go by train.
 - ② There are too many fjords in this area.
 - ③ Taking a ferry makes the journey more comfortable and carefree.
 - ④ Due to the passing of a current, the sea is not frozen in the winter.
- 【1】 14. According to the passage, which city is the most populous city in Norway?
- ① Oslo.
 - ② Bodo.
 - ③ Stavanger.
 - ④ Bergen.
- 【2】 15. Which of the following natural sceneries are not mentioned in this article?
- ① Midnight Sun.
 - ② Volcano eruption.
 - ③ Mountains.
 - ④ Northern Lights.

第四篇：

Martin Luther King Jr. delivered his “I Have a Dream” speech on August 28, 1963, at the March on Washington for Jobs and Freedom. Many regard it as the greatest speech of the twentieth century and, more than that, one of the greatest speeches in history. Though King was one of several featured speakers that day, “I Have a Dream” became synonymous with the aims of the march and the entire civil rights movement. His dream represented the dream of millions of Americans demanding a free, equal, and just nation.

A scholar and a pastor, King was able to combine academic, political, and biblical elements in his “I Have a Dream” speech. He referenced the Bill of Rights, the Declaration of Independence, the Emancipation Proclamation, and the Bible. When delivering his address, he spoke with accessible language and used repetition to drive home important points; the phrase “I have a dream” is repeated nine times in the speech. Though King had a script in front of him, as the speech progressed and the crowd responded, he began to improvise his message. In fact, the “I have a dream” section, the most well-known portion of the address, was entirely **extemporaneous**. The power of this section is a testament to King’s oratory skills and the conviction with which he spoke. Just as his namesake Martin Luther sparked the Protestant Reformation in the sixteenth century, King and his “I Have a Dream” speech emboldened his followers and changed history.

“I Have a Dream” comprises a large part of King’s legacy. Portions of the speech are instantly recognizable and have become part of America’s culture. King’s dream became the nation’s dream, and it did not die when he was assassinated in 1968. That year, his widow Coretta Scott King founded the King Center for Nonviolent Social Change in Atlanta, Georgia, as a way of furthering her husband’s work for change. In 1986, King became the only twentieth-century figure whose birthday has been designated a public holiday, celebrated on the third Monday of January. However, it was not until 1993 that Martin Luther King Day was celebrated in all fifty states.

- 【4】 16. Which of the following is the most appropriate title to the article?
- ① A Brief Biography of Dr. Martin Luther King Jr.
 - ② A Touching Story of Dr. Martin Luther King Jr.
 - ③ A new report for Dr. Martin Luther King Jr.
 - ④ An Introduction of Dr. Martin Luther King Jr.’s Speech “I Have a Dream”
- 【2】 17. According to the passage, in which year did Dr. Martin Luther King Jr. die?
- ① In 1963.
 - ② In 1968.
 - ③ In 1986.
 - ④ In 1993.
- 【2】 18. What did Dr. Martin Luther King Jr.’s wife do after his death?
- ① She made her husband’s birthday designated a public holiday.
 - ② She established the King Center for Nonviolent Social Change in Atlanta, Georgia.
 - ③ She listed this speech as one of the greatest speeches in history.
 - ④ She substituted for her husband to deliver this speech to the Americans.
- 【1】 19. Which of the following is true about Dr. King’s speech “I Have a Dream”?
- ① It speech emphasized the demand for a free, equal, and just nation.
 - ② It was prepared beforehand by King’s friends.
 - ③ It was the only speech given at the March on Washington for Jobs and Freedom.
 - ④ It was meant to go against the Protestant Reformation in the 16th century.
- 【3】 20. The word “extemporaneous” in paragraph 2, line 6, is closest in meaning to _____.
- ① able to be controlled
 - ② delivered with much more words
 - ③ spoken without special advanced preparation
 - ④ affected by motion