

國立臺北護理健康大學 104 學年度碩士班招生
長期照護系碩士班
英文 試 題

注意	1. 本試題共有 7 頁。 2. 請用 2B 鉛筆作答。 3. 請依序於答案卡上作答。
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I. Vocabulary (30%; 2 points each)

1. Employees with a _____ for cycling to the office may request a company bicycle in lieu of receiving travel compensation.
(A) priority (B) preference (C) favor (D) trend
2. Sam slowly _____ his health by eating healthy food as well as exercising on a daily basis.
(A) replaced (B) refrained (C) return (D) regained
3. Having graduated from the university, Nancy decided to apply for the graduate school to _____ higher education.
(A) pursue (B) produce (C) permanent (D) perceive
4. I make a _____ effort to improve my spoken English capability by communicating with people in English as often as possible.
(A) withheld (B) insist (C) consistent (D) existent
5. This specialized sauce is made to _____ the flavor of the meat.
(A) enhance (B) endanger (C) intervene (D) implement
6. The teacher _____ many different teaching methods into her teaching style.
(A) extended (B) incorporated (C) evaporated (D) invented
7. Although Mia is still in the early _____ of planning the project, Mr. Bloomberg has requested a meeting with her next week.
(A) stages (B) formats (C) fronts (D) steps
8. The spokesman gave further explanations to _____ the mayor's casual comments on the issue of gift sending and receiving.
(A) confuse (B) postpone (C) identify (D) clarify
9. The instructions the teacher gave for the final report were too _____ for students to follow correctly.
(A) necessary (B) replaceable (C) vigorous (D) vague
10. When small children _____ attention, they tend to cry and do things their parents don't like them to do.
(A) crave (B) crazy (C) dominate (D) disseminate
11. When you see this sign, you should know that only those who are _____ can

be allowed to enter this room.

(A) elaborated (B) disapproved (C) authorized (D) amplified

12. Is the head of the customer service available? I'm calling to _____ a complaint concerning the poor telephone service I received this morning when I called to ask about my newly bought 3D printer.

(A) confirm (B) serve (C) bring (D) file

13. The company is offering 20% more bonus as _____ for sales representatives to compete for top sales.

(A) overtime (B) incentive (C) boost (D) intuition

14. Are you aware that it is time to _____ your driver's license?

(A) acclaim (B) renew (C) innovate (D) repair

15. The doctor _____ two weeks' medicine for my bad flu.

(A) subscribed (B) described (C) manuscript (D) prescribed

II. Grammar (20%; 2 points each)

16. Despite _____ stayed up all night studying for the final exam, Tim couldn't remember a thing during the exam.

(A) have (B) having (C) had (D) has

17. According to the nutritional facts on the package, a single _____ of this muscle-building protein shake contains all the protein you need in one day.

(A) service (B) server (C) serve (D) serving

18. The deadline for renewing your membership is approaching quickly. You _____ better fill in the renewal forms and upload them before this Friday.

(A) would (B) might (C) had (D) should

19. Anson decided to make a career change in his mid-40s and try something that involve more practical, hands-_____ work instead of office work.

(A) in (B) at (C) on (D) around

20. Would it be possible to pay half the total amount in advance and then pay the _____ once we receive the product?

(A) reminder (B) remaining (C) remained (D) remains

21. I am free to meet and discuss the proposal with you anytime next week, _____ for Wednesday afternoon, when I'm expected to be at another meeting.

(A) however (B) and (C) instead (D) except

22. Before the meeting wraps _____, Ben from the sales department has indicated that he would like to say a few more words.

(A) up (B) on (C) in (D) between

23. _____ of the guests who prefer to travel by train will not be able to arrive in time for the opening ceremony.
 (A) More (B) Most (C) One (D) Much
24. If the only seats you have are the seats in the smoking area, we'd _____ wait longer for another free table to come up.
 (A) prefer (B) rather (C) rather to (D) preferring
25. After the renovations of the main building are complete, there will be a locker facility on every floor _____ students can keep their personal belongs.
 (A) what (B) which (C) where (D) when

III. Cloze (30%; 2 points each)

Passage A:

Cognitive scientists at Stanford University in California hypothesized that children's incompetence at color-word learning may be directly linked __26__ the way these words are used in English. While word order for color adjectives __27__, they are used overwhelmingly in pre-nominal position (e.g. 'red hat'); __28__, the adjective comes before the noun it is __29__. This is __30__ contrast to post-nominal position (e.g. 'The hat is red') where the adjectives comes __31__ the noun. It seems that the difficulty children have may not be __32__ by any unique property of color, or indeed, of the world. Rather, it may simply come down to the challenge of having to make predictions from color words to the objects they refer to, instead __33__ being able to make predictions from the world of objects to the color words.

26. (A) to (B) with (C) in (D) from
27. (A) varying (B) varied (C) varies (D) have varied
28. (A) in other words (B) finally (C) in conclusion (D) however
29. (A) describe (B) describing (C) described (D) been described
30. (A) with (B) at (C) on (D) in
31. (A) below (B) above (C) after (D) in front of
32. (A) caused (B) causing (C) cause (D) been caused
33. (A) by (B) on (C) of (D) at

Passage B:

Americans give more than \$300 billion __34__ to charitable causes. They are a generous lot. Then again, there are a lot of hands out. More than a million charitable organizations are asking __35__ those dollars, and many of these organizations are inefficient, even if they are well-meaning. That's what made the ALS Ice Bucket Challenge—in which millions of people shared videos of __36__ splashed with ice water and then demanding that others do the same, donate to fight the disease or both—all the more eye-opening. From July 29 through August 20, the ALS Association was able to __37__ more than \$31 million to __38__ research to find a cure for amyotrophic lateral sclerosis, a fatal disease that __39__ the nervous system. That's more than it __40__ in 2012—the entire year.

34. (A) annual (B) anniversary (C) annually (D) years
35. (A) for (B) out (C) with (D) by
36. (A) has got (B) getting (C) have got (D) got
37. (A) raise (B) arise (C) rise (D) arouse
38. (A) fund (B) decrease (C) profit (D) gross
39. (A) attacker (B) attacked (C) attacking (D) attacks
40. (A) aroused (B) arisen (C) rose (D) raised

IV. Reading Comprehension (20%; 2 points each)**Passage A****Advertising**

Why do companies advertise? Because they have a message that will help them reach new customers, build brand image and increase market share. Advertising is extremely expensive, so companies usually only run a campaign when they enter a new market or launch a new product.

Many campaigns follow the AIDA formula. First, they raise Awareness, that is, make sure that more consumers know the product and what it does. Then, advertisers try to build Interest, to persuade consumers to learn more about the product. The next step is to create Desires: to use the consumer's emotions to make them want to own

the product. The final step is to take Action: to go to the store or place an order.

Companies buy space in press ads, on billboards in the street, on TV...in fact, anywhere they think customers will see their message. But everyone agrees the best form of advertising is word of mouth. More and more advertisers are developing strategies to obtain personal recommendations via social media.

41. What is this article mainly about?
- (A) It is about the fierce competition companies are now facing.
 - (B) It is about how companies go to the extreme to increase their market share.
 - (C) It is about why and how companies advertise.
 - (D) It is about whether social media is good or bad for advertising.
42. Which of the following strategies does not follow the AIDA formula in advertising?
- (A) Putting on a TV commercial showing the audience that a new flavor of ice cream is out.
 - (B) Having big posters criticizing another company's products.
 - (C) Telling the customers that this product is a limited edition and there are only a few left.
 - (D) Having well-known bloggers to test the products and write articles saying how good the products are.
43. What are the reasons why companies only run advertising campaigns when a new product is launched?
- (A) Financial reasons.
 - (B) Legal reasons.
 - (C) Manpower reasons.
 - (D) Social media reasons.
44. From where do advertisers get the best results?
- (A) TV commercials.
 - (B) Press ads.
 - (C) Personal recommendations.
 - (D) Billboards.

Passage B

Lively, a company about to begin shipping a smart watch for seniors, is one of the many new companies turning their attention to the over-65 crowd, an exploding population with plenty of problems for innovators to solve. "In a short time, we've

had the doubling of human life spans,” says Mr. Smith, a director at the Stanford Center on Longevity. By 2032, he adds, Americans over age 65 will **out-number** those under age 15, which means elders will be short on caregiver-not to mention that they will make up a huge part of the marketplace. Nearly 90% of those over age 65 say they want to remain at home as long as possible, and many companies are trying to make it easier, or more pleasant, for them to live on their own. A small company has launched a simple social network for senior seeking companionship, trying to lower the loneliness that can lead to poor health. The company uses identity checks and permissioned messaging to protect users from frauds. Other companies are trying to make virtual connections and checkups easier, like launching apps that allow Grandma to complete daily functions with Grandson managing at another place or that allow caregivers to set limitations or get text-message alerts when seniors’ debit cards are used.

One reason tech companies have been slow to target older consumers’ needs is that entrepreneurs are often young and tend to solve problems they know firsthand. Katy Fike, who runs startup accelerating Aging2.0, says that the market of elders is seen as a less sexy space but she believes new technology, the growing awareness of how quickly the older population is expanding will push more people into doing business for that space.

45. What is this article mainly about?

- (A) It is about what serious challenges the aging population is facing.
- (B) It is about more and more tech companies paying more attention to the over-65 population.
- (C) It is about the increase of social welfare for the over-65 population.
- (D) It is about the reasons why few tech companies want to do business for the over-65 population.

46. What are the tech companies trying to do for the older population?

- (A) They are trying to shorten the distance between the younger population and the older population.
- (B) They are trying to allow the older population to have a pleasant and easy life alone.
- (C) They are trying to examining what efforts have been done to promote the welfare of the older population.

- (D) They are trying to train more professional caregivers for the older population.
47. What does “**out-number**” in Line 5 mean?
- (A) That there will be more Americans over age 65 than those under age 15.
 - (B) That the number of Americans over age 65 will be twice the number of those under age 15.
 - (C) That there will be fewer Americans over age 65 than those under age 15.
 - (D) That the number of Americans over age 15 will be twice the number of those over age 65.
48. Which of the following is an effort from one of the tech companies mentioned in the article for the older population?
- (A) A social network is provided especially for seniors to help them feel less lonely.
 - (B) An app is created to remind the seniors how often and when to visit the doctors.
 - (C) An app is created to report fraud cases especially targeting the older population.
 - (D) An existing social network donates a certain amount of money to charity when a senior user becomes a member.
49. Which of the following statements is **TRUE** about this article?
- (A) The older population is not expanding as fast as we think.
 - (B) The tech companies are not putting the older population into consideration.
 - (C) The tech companies are gradually aware of how big a role the older population will play in the coming years.
 - (D) The under-15 population is demanding more attention.
50. What is one reason that tech companies are not fast to respond to the older consumers’ needs?
- (A) The lack of knowledge of medical resources
 - (B) The young age of most tech entrepreneurs
 - (C) The lack of knowledge of how slow the older population is expanding
 - (D) The old age of most tech entrepreneurs