

科目：英文

適用：外文系、諮人系

編號：12E、43E

考生注意：

1.請依次序作答，答案必須劃記在答案卡上，否則不予計分。

2.限用 2B 鉛筆作答；試題須隨卷繳回。

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## 108 National Chi Nan University Graduate School Entrance Exam

## Part One: Reading (60%)

## Think Before You Buy

1 I'm an **impulse** buyer, but it's not my fault! I have come to realize that marketers know my weaknesses and take advantage of them. They use psychology and spend lots of time and money to figure out strategies to get each individual shopper like me, to buy things we had no intention of purchasing. (I've used my breadmaker once!) The stores I shop in know where to put items, how to display them, and how to get me to want them.

2 I know I'm not alone. According to a study conducted by Leo J. Shapiro and Associates, almost one-third of all consumers make an impulse purchase every week. A **poll** of adult women, conducted for *ShopSmart* magazine (published by *Consumer Reports*), said that 60 percent of the women surveyed confessed they've "bought something on a whim" in the past year, including 39 percent who've made an impulse buy within the past month. Fifteen percent said they often buy things on impulse. I guess I'm in that 15 percent!

3 When I walk into a store, there **they** are—things that weren't on my mind or my shopping list. I probably don't need them, but they catch my eye. It was a breadmaker that was being promoted last week and a pair of running socks before that. (I run about as often as I bake bread!) Stores place these items right where I'll see them, in the center of the aisle or near the checkout counter where I pay. Not only that, I often see these very same items in other locations throughout the store. Stores know that repetition is a good strategy. I mean how can I resist buying chocolate chips if they are at the cash register and next to the granola?

4 Okay, so stores use product **placement**, but they also know how to grab people's attention. They create sophisticated displays to showcase the items that they hope people will buy. The displays are always colorful and **appealing**, and the items on display are also eye catching. They are shiny, sparkly, or fuzzy. They sometimes wiggle, jiggle, or make noise. I feel **compelled** to pick them up. I want to touch them, smell them, or taste them. I push the buttons that make them light up or make noise. The stores do this on purpose! They want shoppers to pick up the product and realize that they like the touch, smell, or taste.

1. She blames marketers for being an impulse buyer.

A. This inference CAN be made.

B. This inference CANNOT be made.

2. She believes she didn't need to buy a breadmaker.

A. This inference CAN be made.

B. This inference CANNOT be made.

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3. She buys things on impulse once a year.  
A. This inference CAN be made.  
B. This inference CANNOT be made.
4. She can stop herself from buying items on display.  
A. This inference CAN be made.  
B. This inference CANNOT be made.
5. In paragraph 1, the word **impulse** means  
A. a simple idea to do something  
B. an order to do something  
C. a plan to do something  
D. a sudden strong wish to do something
6. In paragraph 2, the word **poll** means  
A. a stick      B. a study      C. an article      D. a newspaper
7. In paragraph 3, the word **they** refers to  
A. the marketers      B. the clerks  
C. something I don't need      D. something I really want
8. In paragraph 4, the word **placement** means  
A. finding the right place for something  
B. pricing something within its position  
C. making something in the right place  
D. storing something in the right place
9. In paragraph 4, the word **appealing** means  
A. organized and neat      B. attractive or interesting  
C. clean and beautiful      D. tasteful and calm
10. In paragraph 4, the word **compelled** means  
A. having to do something, because you are pushed to win  
B. having to do something, because you are charmed by it  
C. having to do something, because you are forced to or feel it is necessary  
D. having to do something, because you are longing for it

### The Power of Urban Nature

1 City dwellers know the \_\_\_\_ of green space. Residents of Tokyo seek out Ueno Park for rest, relaxation, and recreation. On a visit to the park complete with ancient buildings, a zoo, and fabulous trees and flowers, they can get away from the hustle and bustle of the busy city. In New York City, tourists and locals alike make use of Central Park. Four kilometers (2.5 miles) long and nearly a kilometer (0.5 mile) wide, the park offers meadows, playing fields, wooded areas, and trails for walking, running, or biking. Around the world, cities have begun to **preserve or extend** their green space—a good thing because recent research indicates just how **important nature** is to our mental health.

2 Overall, nature seems to have positive effects on people's emotions and thinking. It helps calm and focus the mind. And, being exposed to nature has been shown to reduce negative emotions like frustration

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and stress.

3 In addition to the calming effect of nature, it seems to have the ability to help people focus. One reason may be that there is much less visual \_\_\_\_, or things to pay attention to, in nature. When you walk down a city street, paying attention can be a laborious process. There are so many things competing for your attention all at once: traffic lights, honking cars, people bumping into you, cell phone conversations, taxis picking up passengers, the rumble of subway cars, and the wail of police and ambulance sirens. You're constantly focusing on one thing, and then the next, trying to decide what you really need to pay attention to. In a related study at the University of Michigan, students were tested in one of two situations: walking through a park or walking down a busy city street. Those who had walked through the park had better moods and did better on a test of attention and working memory than those who had walked through the city.

4 Research is helping us understand the reasons why parks appeal to city residents so much. Policymakers and city planners should pay attention. Parks are not just pretty—they reduce stress, frustration, and violence. **They** help people focus and remember better. Not only are individuals happier and calmer, but cities as a whole may function better. If parks become **accessible** to everyone living in cities, don't be surprised if you \_\_\_\_ something. It's probably the sound of your thinking.

Complete the outline for paragraphs 1, 2, and 3. Match each part of the outline with the correct information.

I Introduction

A Thesis: (11) \_\_\_\_

II Being in nature gives people emotional benefits.

A It makes people feel calm.

B (12) \_\_\_\_

III (13) \_\_\_\_

A In nature, people can pay better attention because they experience less visual input.

B (14) \_\_\_\_

A. In the city, there are many things to pay attention to, so it is harder to focus.

B. Spending time in nature can improve our thinking and our emotional health.

C. People can focus and concentrate better in nature.

D. It reduces frustration and stress.

15. In paragraph 1, the blank \_\_\_\_ should be

A. value

B. area

C. figure

D. force

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16. In paragraph 1, the word **preserve** means  
 A. to restore something as it was      B. to keep something as it is  
 C. to protect something      D. to discover something
17. In paragraph 3, the blank \_\_\_\_ should be  
 A. sight      B. scene      C. being      D. input
18. In paragraph 4, the word **they** refers to  
 A. parks      B. researchers      C. policymakers      D. individuals
19. In paragraph 4, the word **accessible** means  
 A. near      B. next to      C. able to be reached      D. able to be made
20. In paragraph 4, the blank \_\_\_\_ should be  
 A. see      B. hear      C. feel      D. breath

**Part Two: Cloze Test (10%)**

In the 21<sup>st</sup> century, more and more people are choosing to become vegetarians; that is, they choose not to eat meat. The two (21) reasons cited for this choice are health and conscience. The (22) behind vegetarianism for health is that meat contains too much fat and sometimes too many harmful hormones. While true, meat also provides nutrients like protein and vitamin B12 that are (23) to human health. The reasoning behind vegetarianism for conscience is that the treatment of (24) animals on farms is cruel and that killing animals is simply immoral. One alternative for people who may not want to give up meat but who do not (25) cruelty is buying from organic, cruelty-free farms. These farms ensure that their animals are raised in a happy, healthy environment and are killed with quick, pain-free techniques. A final point for those opposed to killing to consider: plants are living beings too. Unfortunately, in order to survive, people must kill their food.

21. A. subsequent      B. objective      C. evolutionary      D. primary  
 22. A. estate      B. logic      C. function      D. advocate  
 23. A. domestic      B. integral      C. inevitable      D. apparent  
 24. A. primary      B. objective      C. domestic      D. evolutionary  
 25. A. advocate      B. draft      C. function      D. evolve

**Part Three: Grammar (30%)**

26. Helium is not inflammable, \_\_\_\_ therefore safer than hydrogen.  
 A. that is      B. and is      C. but is      D. and it

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27. In 1849 Walter Hunt, \_\_\_\_ American inventor, patented a design that served as the basis for modern safety pins.  
A. an                      B. he was an                      C. being                      D. who was
28. Contact lenses \_\_\_\_ of acrylic are more transparent and less fragile than lenses made of glass.  
A. making                      B. made                      C. are made                      D. which make
29. \_\_\_\_ other cells in the body, nerve cells are not heated or replaced when they are damaged or destroyed.  
A. Different                      B. Unlikely                      C. Unlike                      D. But
30. The higher the content of carbon dioxide in the air, \_\_\_\_.  
A. more heat it retains                      B. than it retains more heat  
C. it retains more heat                      D. the more heat it retains
31. \_\_\_\_ most brilliant Greek inventor was Archimedes, who lived about 2250 years ago.  
A. The                      B. One of the                      C. As the                      D. Of the
32. \_\_\_\_ flying, a bat emits a rapid series of ultrasonic signals, which bounce off any object in its path.  
A. When it                      B. When it is                      C. It is                      D. When is
33. \_\_\_\_ does not circle around the earth was proven by Galileo.  
A. Since the rest of the universe                      B. As the rest of the universe  
C. The rest of the universe                      D. That the rest of the universe
34. Thomas Malthus claimed that disease, war, famine, and \_\_\_\_ act as checks on population growth.  
A. moral restraining                      B. morally restrain                      C. by moral restraint                      D. moral restraint
35. During the 1930s, unsuitable farming techniques and excessive grazing of grassland in the Great Plains produced \_\_\_\_.  
A. which it became known as the Dust Bowl                      B. what became known as the Dust Bowl  
C. it became known as the Dust Bowl                      D. that it became known as the Dust Bowl

--The End--