

科目：英文 適用：歷史系二、教政系二、國企系二、三、觀光系二、
土木系二、應化系二、電機系二、應光系二、三
編號：15E、22E、31E、71E、35E、42E、43E、44E、45E、85E

考生注意：

1. 依次序作答，只要標明題號，不必抄題。
2. 答案必須寫在答案卷上，否則不予計分。
3. 限用藍、黑色筆作答；試題須隨卷繳回。

本 試 題
共 5 頁
第 1 頁

Reading (30%, 3%each)

Stop Before You Shop

You probably think of yourself as a sophisticated shopper, but marketers and **retailers** spend a lot of time and money learning what makes people like you buy things they might not need. Impulse buying, or the buying of goods without planning to do so in advance, is inherently part of the modern shopping experience. Think about that cute yellow duck pen you got at the bookstore, or that little Iron Man doll you just bought at 7-11. Do you really need it? No, you really don't. Were you planning on buying it before you walked into the store? No, you probably weren't. Did you feel good when you bought it? Yes, you probably did! The truth is, retailers know how to make you buy things you don't need, and they know how to make you feel good when you do buy things you don't need. However, by developing your own strategies, you can become a **savvy** shopper and liberate yourself from their psychological techniques.

First, remember that you are not the only individual who sometimes makes an impulse purchase. According to a survey conducted by the National Endowment for Financial Education® (NEFE®), eighty percent of Americans have made an impulse purchase in the last year. Don't feel bad—you're not alone! What you need to do is take control of your unwanted spending with these tips:

- **Remember your priorities.** Write down what you need to buy before you go to the store, and buy only the items on that list. You will avoid focusing on eye catching displays and coming home with all sorts of things you don't need.
- **Return anything you don't need.** If you can't help it and buy something you don't need, take it back right away. If you feel embarrassed about taking something back to the store, ask a coworker or friend to go with you.
- **Save receipts.** Always keep the receipts in a special place so that you can find them instantly. You'll need your receipt if you want to return those unwanted purchases.
- **Take a break.** If you see something you feel you really must have, walk away first. Leave the store for 20 minutes and then decide if you still want it. You might decide that you don't want it after all.
- **Cash, not credit.** Don't take your credit cards with you. Leave them at home, and shop with cash. This is the best way to avoid spending money that you don't have on things you don't need.
- **Take someone who can tell you "NO!"** Shop with a relative or a good friend who won't be afraid to tell you stop if start to make impulse purchases.

1. Which of the following is the main idea of the article?

- A) What impulse buying is and how to avoid it.
- B) Almost everyone is an impulse buyer from time to time.
- C) Retailers know how to influence the buying habits of their customers.
- D) Savvy consumers never shop alone.

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共 5 頁

第 2 頁

2. The author thinks most people see themselves as _____.
A) liberated consumers B) impulse buyers C) sophisticated shoppers D) customers
3. What does the author mean when he says that impulse buying is “inherently part of the modern shopping experience”?
A) Retailers trying to make you buy things you don’t need is a basic part of present-day shopping.
B) Present-day shoppers have learned shopping techniques from previous generations.
C) Strolling, window-shopping pedestrians are an old-fashioned concept.
D) Shoppers have lost the ability to decide for themselves what they want to buy.
4. What is one example of impulse buying mentioned in the article?
A) Going into a 7-11.
B) Immediately returning unwanted purchases.
C) A duck pen bought at a bookstore.
D) Taking a friend with you to return unwanted merchandise.
5. The author believes that shoppers _____.
A) should make a list of things they don’t need to buy
B) look for ways to spend money on things they don’t really want
C) often make impulse buys because of the strategies that retailers use
D) are unable to make crucial judgments concerning their spending habits
6. According to the article, _____ of Americans have made impulse purchases in the last year.
A) 80% B) 90% C) 50% D) 70%
7. The main reason the article includes survey information on how many Americans make an impulse purchase each year is to _____.
A) show that many Americans have problems with their spending habits
B) help readers understand that impulse buying is very common in America
C) contrast Americans with people in other countries
D) show that shoppers in other countries make better decisions
8. According to the article, if you feel uncomfortable about taking something back to the store where you bought it, one thing you could do is _____.
A) avoid going back B) have a coworker return the item for you C) have a friend go with you

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共 5 頁

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9. According to the article, you should take a trusted friend or relative with you when you shop _____.

- A) since you should never shop alone
 B) so that they can keep you from impulse buying
 C) because a relative or good friend won't be afraid to tell you what a good shopper you are
 D) to help you feel better about yourself if you spend too much

10. The author's intended audience is _____.

- A) shoppers B) store owners C) credit card companies D) advertisers

Grammar: Choose the best answer for each of the following sentences. (34%, 2% each)

11. Alian Simpson was filming the movie "Wishing Well" when his phone _____.

- A) ring B) rung C) ringing D) rang

12. _____ Michael apologizes, Stella still may not forgive him.

- A) Because B) Even if C) As long as D) Since

13. Mr. Anderson _____ a party at his house next Saturday if the weather _____ good.

- A) has / be B) had / is C) will have / is D) will have / be

14. _____ we all make changes in our lives, we will be unable to prevent further climate change.

- A) Unless B) As long as C) Only if D) Since

15. Only if the guard has given permission _____ enter this building.

- A) a visitor can B) can a visitor C) is a visitor D) a visitor is

16. The college will cancel all classes _____ the typhoon passes.

- A) otherwise B) for C) until D) since

17. John would have forgotten his daughter's birthday if his wife _____ him.

- A) hadn't reminded B) doesn't remind C) reminded D) couldn't reminded

18. If my brother had cleaned his room more often, it _____ cockroaches.

- A) doesn't have B) shouldn't have C) wouldn't have had D) won't have

19. In the summer, the vacation house _____ by the Nolan family. They used it in the winter.

- A) didn't use B) hadn't being used C) doesn't use D) wasn't being used

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20. Max _____ any goals when the referee ejected him from the game.
 A) hasn't scored B) had been scoring C) hadn't scored D) has scored
21. My father's email explains _____ send money overseas.
 A) how B) how can we C) how can D) how we can
22. Those salespeople are not really interested in _____ for you. They just want to make the sale.
 A) which best car is B) which car is best C) which is best car D) best car is which
23. Many students think _____ have studied abroad before beginning their teaching careers.
 A) professors should B) should professors C) shouldn't professors D) professors not
24. My girlfriend says _____ to change her major to Tourism and Hospitality.
 A) that she want B) she wants that C) that she wants D) want she that
25. My best friend says she wants to attend a different university. I wonder _____.
 A) which one is it B) is it which one C) which one it is D) which it is
26. Yesterday, a nice boy _____ offered to help her carry her groceries home.
 A) who my grandmother didn't know him B) who my grandmother didn't know
 C) who my grandmother didn't know who she was D) who didn't my grandmother know
27. This book is filled with wonderful stories about people _____ helped total strangers.
 A) who they have B) who have they C) that have they D) that have
- Vocabulary: Choose the best answer for each of the following. (36%, 2%each)**
28. Which of the following words is most similar in meaning to impact and crash?
 A) vibration B) stimulation C) collision D) disappearance
29. Which of the following words is most similar in meaning to category and type?
 A) formality B) species C) accessory D) coincidence
30. Happily is to gladly as quickly is to _____.
 A) promptly B) skeptically C) infrequently D) delicately
31. Dispute is to argue as motivate is to _____.
 A) surround B) participate C) commence D) influence
32. Pop music has often been considered as somewhat _____ to classical music.
 A) evolved B) profound C) inferior D) innate

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33. Eating balanced meals is a(n) _____ part of controlling your weight.
A) incentive B) undesirable C) unexpected D) integral
34. Darlene hopes her property value will _____ over time.
A) increase B) automate C) burden D) stretch
35. The counselor gave _____ in a way that was both sincere and practical.
A) affirmative B) anathema C) advice D) administration
36. A good TV commercial should be able to _____ the audience's attention within 30 seconds or less.
A) gasp B) perceive C) allude D) grab
37. The Health Minister said that the nation's hospitals could deal with the sudden _____ of malaria.
A) outbreak B) disruption C) enticement D) neglect
38. I'm so glad I took that psychology class. I've learned a lot _____ the benefits of children's play.
A) over B) about C) in D) with
39. Stop! I'm having a really difficult time concentrating _____ my homework while you're playing music.
A) through B) of C) on D) to
40. My brother never plans anything. I really don't think he has the ability _____ think ahead.
A) before B) at C) by D) to
41. Albert Einstein was really _____ to get up early. It was a habit that he picked up as a child.
A) accelerated B) neglected C) ridiculed D) inclined
42. The lecturer explained that successful people refuse to be _____ by negative personal experiences.
A) constrained B) resolved C) embroiled D) convened
43. Young adults prefer living in an _____ area because there's always so much to do in a city.
A) urban B) utmost C) ubiquitous D) unconventional
44. Many people came to the concert because the organizers had _____ it well.
A) liberated B) evolved C) sophisticated D) promoted
45. The small town turned most of its roads into bike paths and _____ cars from driving on them.
A) indicated B) exposed C) concentrated D) prohibited