This exam consists of 50 multiple-choice questions; 2 points for each correct answer.

A. Choose the best word(s) to complete each sentence

1. Poor Jenny: she ____ unlucky in love two times already this year!
   a. is
   b. has been
   c. had been
   d. was to be

2. Jean-Jacques was a ____ child: he read novels from the age of five!
   a. precocious
   b. precious
   c. predominant
   d. prevaricating

3. She wondered how the country’s president ____ still have such black hair.
   a. can
   b. would
   c. could
   d. will

4. The man had old, smelly shoes and ____ clothes.
   a. shabby
   b. expensive
   c. identical
   d. fashionable

5. In a(n) ____ world, everyone would have enough to eat.
   a. real
   b. best
   c. ordered
   d. ideal

6. Accept Joachim’s marriage proposal ____ you will be sorry for the rest of your life!
   a. and
   b. but
   c. however
   d. although

7. My veterinarian told me that my dog is not just fat—he is ____.
   a. lean
   b. obese
   c. anorexic
   d. underfed

8. You’re wearing that to the dance? But overalls are so ____!
   a. big
   b. popular
   c. out of date
   d. vintage

9. Mark would not ____ a word about what happened last weekend.
   a. utter
   b. express
   c. show
   d. divulge

10. I really haven’t spoken with Shu-ching since we had that ____.
    a. impact
    b. run-in
    c. falling out
    d. going out

11. Neither Victoria nor Camilla is giving ____ opinion about this matter.
    a. his
    b. her
    c. their
    d. much

12. It was ____ that she felt very tired.
    a. late
    b. obvious
    c. difficult
    d. finally

13. There are lots of vitamins in dark green vegetables ____ spinach and broccoli.
    a. for examples
    b. such as
    c. like as
    d. as

14. Don’t spill wine on your blouse: it ____ badly.
    a. stains
    b. feels
    c. burns
    d. grows

15. I’d really rather that you didn’t ____ anything about my hairdo this time.
    a. alter
    b. cut
    c. color
    d. perm

16. I knew ____ than to disturb my father while he was watching the news on TV.
    a. best
    b. better
    c. well
    d. then
17. The cockroach ___ under the refrigerator when I tried to kill it.
   a. hid  b. was hid  c. did hid  d. hid

18. Emma looks ___ with her Great Gatsby dress!
   a. delighted  b. delighting  c. luminous  d. lighter

19. What went through his mind when he pointed his gun at her I cannot even ___.
   a. conceive of  b. conceive  c. conceptualize  d. condone

20. Is this novel based on ___ real story?
   a. the  b. an  c. its  d. a

B. Choose the sentence that is grammatically correct

21. a. Sharyl was the most intelligentest person I have ever know.
    b. Sharyl is the most intelligentest person I have ever knew.
    c. Sharyl was the most intelligent person I have ever known.

22. a. However running 10 miles is difficult, it can also be rewarding.
    b. Although running 10 miles is difficult, it can also be rewarding.
    c. Similarly running 10 miles is difficult, it can also be rewarding.

23. a. Whereas we wanted to have dinner outside; however, it was raining.
    b. We wanted to have dinner outside; conversely, it was raining.
    c. We wanted to have dinner outside; however, it was raining.

24. a. My dog is as fast a runner than your dog.
    b. My dog is faster a runner as your dog.
    c. My dog is as fast a runner as your dog.

25. a. Not only did Mina want to learn how to go rock climbing but also swim.
    b. Not only did Mina want to learn how to go rock climbing but also how to swim.
    c. Not only did Mina want to learn how to go rock climbing but also to swim.

26. a. After two weeks of travel, Isabel felt tired, weak, and sore.
    b. After two weeks of travel, Isabel felt tired, weak, and she has a sore shoulder.
    c. After two weeks of travel, Isabel felt tired, weakly, and she has a sore shoulder.

27. a. She frequently stopped at the bakery on her way home from work.
    b. She frequent stopped at the bakery on her way home from work.
    c. She frequently to stop at the bakery on her way home from work.

28. a. But Karl, a shirt without tie is not proper wearing for an official dinner like that!
    b. But Karl, a shirt without tie is not properly wearing for an official dinner like that!
    c. But Karl, a shirt without tie is not proper dress for an official dinner like that!

29. a. If I were king of this island, I would banish all scooters!
    b. If I was king of this island, I banished all scooters!
    c. Had I been king of this island, I banish all scooters!
30. a. I would understand more if only the teacher would speak more louder.  
    b. I would understand more if only the teacher spoke more loudly.  
    c. I would understand more if only the teacher spoke louder.

31. a. Anna let her dog keep walking for hours on end.  
    b. Anna kept her dog walking for hours on end.  
    c. Anna let her dog walking for hours on end.

32. a. There are impolite people everywhere, not just in China.  
    b. There are impolite people in everywhere, not just in China.  
    c. There are impolite people everywhere, but not just in China.

33. a. What he dreaded, more than drowning, was being eaten by sharks.  
    b. What he dreaded, more than to drown, was being eaten by the shark.  
    c. What he dreaded, more than being drowned, was being eaten by a shark.

34. a. Fast runners, a dog usually catches a hare.  
    b. Fast runners, hares usually outrun dogs.  
    c. Fast runners, are both dogs and hares.

35. a. The thief admitted his guilty so that his jail term was reduced.  
    b. The thief admitted he was guilty but did not have his jail term reduced.  
    c. The thief admitted his being guilty but did not reduced his jail term.

C. Choose the word or phrase most closely related to the target word or phrase

36. tend to cost  
   a. always cost  
   b. never cost  
   c. usually cost

37. seasoned  
   a. salty  
   b. experienced  
   c. related

38. petty  
   a. not important  
   b. not expensive  
   c. not friendly

39. to rank  
   a. to stand  
   b. to put in order  
   c. to lie down

40. properly  
   a. correctly  
   b. slowly  
   c. quickly

41. to clarify  
   a. to clean  
   b. to rinse  
   c. to make clear

42. practically dead  
   a. almost dead  
   b. completely dead  
   c. used to be dead

43. no wonder  
   a. not surprising  
   b. very surprising  
   c. very boring
D. Choose the answer that best reflects the meaning of the text

Over the last decade the dissenting voices around business schools have grown. Business schools – despite their manifest success – have been forced onto the back foot. They are not alone. There is a broader challenge to the purpose and responsibility of business. Against this backdrop it is imperative that business schools have a clearly articulated statement of their purpose, one that compellingly makes the case for business schools and positions them productively alongside other professional schools. To reiterate: the purpose of business schools is to create academic, personal and social value. The challenge for each and every business school is to clearly articulate how it creates value along these three dimensions. Each school must know and communicate how it positions itself in terms of value creation. What does it do to create value? How does it do so and how is that distinctive? What is its position in each of the three dimensions of value creation?

(From: Michael Hay, "Business Schools: A New Sense of Purpose." *Journal of Management Development* (27.4) 2008.)

46. Over the last decade,
   a. the purpose of business schools has been questioned more and more
   b. business schools have come to be closer allied with businesses
   c. business schools have become less progressive
   d. business schools have been considered irresponsible

47. Business schools,
   a. unlike businesses, are nowadays asked to formulate their purpose and responsibility
   b. like businesses, are nowadays asked to formulate their purpose and responsibility
   c. despite their success, are questioned by businesses as to their purpose and responsibility
   d. despite their success, have been forced to join productively with businesses and professional schools

48. A "clearly articulated statement of their purpose" means that business schools
   a. must use clearer language in explaining their purpose
   b. must be as productive as other professional schools
   c. must explain their importance and value as professional schools
   d. must reiterate what their purpose is

49. The three dimensions of value creation of which this paragraph speaks are
   a. business schools, professional schools, communication schools
   b. creation, distinction, challenge
   c. purpose, responsibility, productivity
   d. academic, personal, social

50. Business schools should be
   a. dissenting voices
   b. articulated statements
   c. value creators
   d. challenging environments
一、申論題 100%

（請依題號順序，作答於答紙上）

1. 請說明科學管理學派與管理科學學派的緣起(10%)，此兩個學派的主要主張(20%)，並各舉出一個該學派所提倡的管理工具(5%)。

2. 請說明五力分析的定義(10%)，其主要的假設(5%)，並試以宏達電為例，來解釋其目前在市場中的狀況(15%)。

3. 中山公司主要生產的產品為以國父為主題的各項文創商品，目前打算要進軍海外，請說明中山公司可以透過哪些方式，涉足到海外市場，並說明這些方式各自的利弊為何(20%)？

4. 一般在面對倫理兩難問題時，決策者可能採用四種不同的倫理準則來進行決策，分別是功利主義 (Utilitarian)、基本權利原則 (Moral Rights)、公平正義原則 (Justice)，以及均衡務實原則 (Practical Approach)。請試說明這四種倫理準則的意涵，以及及各自可能的缺點(15%)。