

104 學年度四技二專統一入學測驗

英文 試題

第一部分：選擇題(80 分)

I. 字彙題：第 1 至 6 題，每題均有一空格，請在選項中擇一最適合的答案，以完成該句。第 7 至 10 題，每題均有一個劃底線的字，請在選項中擇一與該劃底線字意最接近的答案。

1. Thank you very much for helping me _____ my bicycle yesterday. You really gave a hand.
(A)remind (B)repair (C)revise (D)repeat
2. My parents and I often _____ to clean up the beach with neighbors on weekends. We feel happy that we can do something for the Earth.
(A)donate (B)survive (C)vote (D)volunteer
3. The recent terrorist _____ in Australia and Europe raised concerns about national safety all over the world.
(A)attacks (B)attractions (C)insults (D)pollutions
4. The old couple celebrated their fiftieth wedding _____ in a famous Italian restaurant. All their children and grandchildren attended the party.
(A)operation (B)occasion (C)marriage (D)anniversary
5. Facebook, Google⁺, Twitter, and LINE are among the most popular social _____ services that connect people worldwide.
(A)masterwork (B)message (C)networking (D)negotiation
6. Bird flu, a viral disease of birds, does not usually _____ humans; however, some viruses, such as H5N1 and H7N9, have caused serious diseases in people.
(A)infect (B)inform (C)illustrate (D)inflate
7. People who speak more than one language fluently process information more easily than those who know only one language.
(A)apparently (B)especially (C)smoothly (D)simply
8. It is urgent to develop good reading habits in order to enlarge the reading population and to help promote cultural industries.
(A)expand (B)express (C)exploit (D)launch

9. The discussions of the Cross-Strait Service Trade Agreement in the Legislative Yuan provoked domestic objections, which started the Sunflower Movement.
 (A)openings (B)opportunities (C)disagreements (D)discoveries
10. Many small and medium-sized enterprises in Taiwan possess resources and skills that allow them to occupy key positions in the global supply chains.
 (A)staffs (B)companies (C)explorers (D)engineers

II.對話題：第 11 至 20 題，請依對話內容選出一個最適合的答案，使其成為有意義的對話。

11. Salesperson : What can I do for you, ma'am?
 Melinda : I need to purchase a blouse.
 Salesperson : _____
 Melinda : Medium.
 (A)Not that I would help you. (B)Certainly.
 (C)What is your size? (D)What color do you prefer?
12. Jeremy : Did you watch the NBA games last night?
 Sophie : No, I am not a basketball fan.
 Jeremy : Then, _____
 Sophie : I am a fan of the baseball games.
 (A)who is your favorite player? (B)what sports do you like best?
 (C)what fans do you prefer? (D)are you into Linsanity?
13. Rita : Because of the recycled cooking oil problem, Mom cooks dinner for us now.
 Gary : Yes. _____
 Rita : Indeed, we are lucky to eat homemade meals.
 (A)You have a good appetite.
 (B)Most people have become vegetarians.
 (C)Most people prefer cooking at home now.
 (D)I'm going out for a big dinner.
14. Adam : I was so worried about today's exam that I stayed up all night studying.
 Grace : The last question really confused me, but I think I did a good job.

 Adam : I guess I can get at least 90 on the exam.
 (A)Did you sleep well last night? (B)Do you have a good job?
 (C)How about you? (D)What worries you most?

15. Kevin : I am learning Japanese.
Lynn : That sounds great. _____
Kevin : I plan to go to the 2020 Summer Olympics in Tokyo.
(A) Why are you learning Japanese?
(B) Did they offer you a new job in Japan?
(C) Is the Japanese Language Test coming soon?
(D) Do you enjoy Japanese cosplay?
16. Operator : Hello. This is *Fashion Magazine*. How may I help you?
Nick : Good morning. It's Nick, the designer of the XYZ
Company. _____
Operator : Just a moment. I'll put you through.
(A) Could you call back? (B) May I speak to the manager?
(C) Can you hold for a minute? (D) Could I leave a message?
17. Charlotte : How was Hannah and Jay's wedding reception?
Damien : It was just beautiful! _____
Charlotte : I wish I could, but I had to take care of my dad in the hospital.
(A) The traffic was bad though.
(B) I couldn't receive it.
(C) Everyone was waiting for the newlyweds.
(D) Too bad you couldn't come.
18. Ruby : Richard, I haven't seen you for a month. You look slimmer.
Richard : Thanks! You look good too.
Ruby : How did you lose weight?
Richard : _____
Ruby : I want to try that too.
(A) I have been working out in the gym. (B) Being on a diet makes me hungry.
(C) My knees hurt after jogging. (D) Exercising is boring.
19. Kelly : At what time does the guided tour of the museum start?
Tour guide : The last one ended ten minutes ago. _____
Kelly : Thank you! I'll wait for the next tour at the lobby.
(A) The time on my watch is ten to ten. (B) The next tour will start at ten.
(C) The tour allows only ten people. (D) The tour lasts for ten minutes.

20. Ivy : I don't think I will be able to get a ticket to Jody Jiang's (Jiang, Hui) Farewell Concerts.

Sam : Maybe you can try e-booking.

Ivy : Well, I don't think that will help much. _____

(A)Jody Jiang is always my favorite singer.

(B)Jody Jiang's Facebook is great.

(C)E-booking makes things easier.

(D)But it's still worth trying.

III.綜合測驗：以下兩篇短文，共有 10 個空格，為第 21 至 30 題，請依各篇短文文意，選出一個最適合該空格的答案。

▲閱讀下文後，作答第 21－25 題

At a certain point of your life, you come to understand most people are neither for you nor against you; they are thinking about themselves. No matter 21. hard you try to please, some people are not going to love you. The things you learn in 22. aren't simple things such as acquiring information and skills. You learn not to 23. energy in anxiety, and you learn that self-pity and resentment are the most dangerous emotions. You discover how to 24. your stress. You find that the world admires talent but ignores character. Eventually, you need to build up the meaning of your life out of your own past, out of your affections and faiths, and out of humankind's experience that 25. you. You are the only one who can put the meaning together into a unique pattern, which defines who you are.

21. (A)what (B)how (C)which (D)so
22. (A)maturity (B)material (C)nationality (D)nutrition
23. (A)get on (B)turn off (C)burn out (D)burst into
24. (A)destroy (B)create (C)grow (D)manage
25. (A)gets away with (B)gets rid of (C)is up to (D)is passed onto

▲閱讀下文後，作答第 26－30 題

It has only been five years since Pakistani schoolgirl Malala Yousafzai wrote a diary about life under Taliban rule in Pakistan. Malala first came to public attention through her diary, 26. recorded her desire to remain in education and for girls to have the chance to be educated. In October 2012, Malala was 27. in the head by a Taliban gunman, which raised her international fame. She was named as one of *TIME*'s most influential people in 2013, and her autobiography *I Am Malala* was 28. in the same year. Then in 2014 she became the youngest person ever to win the Nobel Peace Prize. Amid the global support, Malala was flown to the United Kingdom for advanced medical treatment of the gunshot.

After recovery, she began 29. Edgbaston High School and her father was given a job for three years. Now the brave 17-year-old Nobel Prize winner continues her 30. to help girls and children receive better education around the world, and she continues to draw the media's attention worldwide.

26. (A)that (B)which (C)what (D)this
27. (A)survived (B)scanned (C)scattered (D)shot
28. (A)released (B)rebelled (C)reduced (D)relaxed
29. (A)absorbing (B)abusing (C)attending (D)attracting
30. (A)campaign (B)camp (C)campaigner (D)commercial

IV. 閱讀測驗：以下兩篇短文，共有 10 個題目，為第 31 至 40 題，請於閱讀短文後選出最適當的答案。

▲ 閱讀下文後，作答第 31–35 題

We all need money to live. Without it we cannot buy the things we need. The first people to live on the Earth did not use money. Instead, they **bartered**—giving something they had for something they needed. This still happens in many places today. The first things to be used as money were a type of sea-shell, called cowrie shells. They were used by the Chinese from about 1200 BC. The Chinese then began to make small objects that looked like cowrie shells. These were the first coins made out of metal and with a hole in them so that the coins could be put together to make a chain. Over the years, money has been made of different things—for example, silver, leather, and paper. The Chinese were the first to use paper money from about 800 AD. But, would you believe that noses have been used instead of money? Many hundreds of years ago, people from Denmark used to cut the noses off people who did not pay their taxes.

Since many think that the more money they have the happier they will be, they will make all the effort to earn money. Some even steal or commit crimes to become rich. Of course, we know this is wrong. Many wealthy people have found that, in spite of having all the possessions, they are not really happy. Some wealthy people live alone in gorgeous mansions yet die lonely with no family or friends around them. They have spent their lives trying to be rich, but in fact they are poor. It is a pity that they do not know the true meaning of happiness, without getting and spending money.

31. What is the passage mainly about?
(A)The making of paper money. (B)The history and the meaning of money.
(C)The more money, the less happiness. (D)Money talks.

32. What were the first things used by the Chinese as money?
(A) Bomb shells. (B) Silver coins.
(C) Paper made of leather. (D) Cowrie shells.
33. According to the passage, which one of the following statements is true?
(A) Only those people who have all the things will die happy.
(B) Without money we can live more happily.
(C) People from Denmark cut off people's noses to avoid paying taxes.
(D) Paper money was first used by the Chinese people.
34. What does the word "**bartered**" mean in line 2 in the first paragraph?
(A) exchanged (B) battered (C) bar tended (D) needed
35. According to the second paragraph of the passage, what does the author think about money?
(A) The more money you have, the lonelier you will be.
(B) We all need money to live, but it has little to do with real happiness.
(C) Only those who have spent their life to become rich know the meaning of real happiness.
(D) Over the years, money has made rich people wish to live alone.

▲閱讀下文後，作答第 36－40 題

As E-commerce has become a global economic trend, people are buying more products than ever before through the Internet. According to the statistics of AC Nielsen Corporation, fifty-three percent of Taiwanese have bought something electronically, which makes Taiwan the second largest place worldwide in terms of the number of online shoppers. Store owners are worried that the growing amount of online sales will hurt their businesses. This has led traditional stores to seek new ways to keep their customers loyal.

Experts say that traditional stores can keep their customers by selling goods that buyers may want to see and taste, or feel the material and try on before purchasing. The stores can also offer services to instantly set up or repair electronic products. In addition, stores can offer things that are difficult to ship, or provide goods to buyers more quickly than online stores. Experts say that traditional stores offer the unique social experiences and personal interactions that most people enjoy. A lot of emotions can occur in the final buying decision. Oftentimes, you need that last sense of "Wow, this is exactly what I want!" before you're ready to pay, and you can't always get that online.

36. Why do traditional stores seek new ways to keep their customers?
- (A) They don't know how to shop electronically.
 - (B) They want to be part of the E-commerce trend.
 - (C) They are worried about the growing amount of online sales.
 - (D) The market researchers tell them to do so.
37. According to the first paragraph, which of the following is **NOT** true?
- (A) Nowadays, people are buying more products through the Internet.
 - (B) Taiwan has the second largest number of online shoppers in the world.
 - (C) E-commerce is gradually replacing traditional stores.
 - (D) E-commerce produces fifty-three percent of global earnings.
38. What is the advantage of traditional stores?
- (A) Buyers can feel the material and try on before purchasing.
 - (B) Buyers receive shipments more quickly than online shopping.
 - (C) Buyers can choose any time to get on the Web and shop.
 - (D) Buyers can compare prices from different online vendors.
39. Compared with online shopping, traditional stores can offer _____
- (A) consumer reviews quickly.
 - (B) more variety of goods to choose from.
 - (C) instant personal services.
 - (D) shopping at any time of the day or night.
40. What can be inferred from the conclusion?
- (A) Consumers make their final buying decision based on economic trends.
 - (B) With traditional shopping, customers are more emotionally involved in making the final buying decision.
 - (C) Saving money is the first priority when buyers make the final decision.
 - (D) Since people enjoy the unique social experiences offered by traditional stores, traditional shopping will dominate the future market.

第二部分：非選擇題(20分)

I. 填充(第1及第2題，每題8分，共16分)

說明：

- ▲請依據中文提示，在空格內填入適當英文字以完成句子。
- ▲每格限填一字，超過一字者視為錯誤，不予計分。
- ▲請將答案(空格中單字)依序寫在答案卷之「非選擇題作答區」之指定範圍內，請勿抄題。

1. 藉由旅遊，我們可獲得寶貴的第一手經驗。

Through _____, we can gain _____ firsthand experience.

2. 世界經濟學家能預測下次的金融危機嗎？

Will the world's economists be able to _____ the next
financial _____?

II. 句子重組(第3題4分)

說明：

- ▲請將題中6段提示字詞重組成一完整句子，並於句尾加上適當標點符號。
- ▲請將重組後的句子寫在答案卷之「非選擇題作答區」之指定範圍內，答案中不能增減字詞或修改變化字詞，請勿抄題。

3. Recent / improves / regular exercise / memory and thinking skills / suggest that
/ studies

【解答】

- 1.(B) 2.(D) 3.(A) 4.(D) 5.(C) 6.(A) 7.(C) 8.(A) 9.(C) 10.(B)
11.(C) 12.(B) 13.(C) 14.(C) 15.(A) 16.(B) 17.(D) 18.(A) 19.(B) 20.(D)
21.(B) 22.(A) 23.(C) 24.(D) 25.(D) 26.(B) 27.(D) 28.(A) 29.(C) 30.(A)
31.(B) 32.(D) 33.(D) 34.(A) 35.(B) 36.(C) 37.(D) 38.(A) 39.(C) 40.(B)

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英文 試題詳解

- 1.(B) 2.(D) 3.(A) 4.(D) 5.(C) 6.(A) 7.(C) 8.(A) 9.(C) 10.(B)
11.(C) 12.(B) 13.(C) 14.(C) 15.(A) 16.(B) 17.(D) 18.(A) 19.(B) 20.(D)
21.(B) 22.(A) 23.(C) 24.(D) 25.(D) 26.(B) 27.(D) 28.(A) 29.(C) 30.(A)
31.(B) 32.(D) 33.(D) 34.(A) 35.(B) 36.(C) 37.(D) 38.(A) 39.(C) 40.(B)

第一部分：選擇題

1. 非常謝謝你昨天幫我修理腳踏車。你真的很幫忙。
(A)提醒 (B)修理 (C)修訂；修改 (D)重覆
2. 我父母親跟我經常在假日時跟鄰居自願去清理海灘。我們很高興能為地球做些事情。
(A)捐贈 (B)生存 (C)投票 (D)自願
3. 最近在澳洲及歐洲的恐怖(份子)攻擊在提昇了全世界對於國家安全的關注。
(A)攻擊 (B)吸引 (C)侮辱 (D)污染
4. 那對老夫妻在一間有名的義大利式餐廳慶祝他們第五十個結婚周年紀念日。所有他們的小孩及孫兒們都參加了那派對。
(A)操作；開刀 (B)場合；時機 (C)婚姻；結婚 (D)周年紀念日
5. Facebook, Google, Twitter, 以及 LINE 是連繫全世界人們最受歡迎的社交網路聯網服務中的其中一些。
(A)傑作 (B)訊息 (C)網路聯網 (D)談判
6. 禽流感，一種鳥類的病毒疾病，通常不會傳染人類；然而，有些病毒，像是 H5N1 及 H7N9，則會對人類造成嚴重的疾病。
(A)傳染 (B)通知 (C)(圖示)說明 (D)充氣；使膨脹
7. 能流利地說出超過一種語言的人，在處理資訊上，能比那些只會說一種語言的人來得容易。
(A)顯然地 (B)特別地 (C)平順地 (D)簡單地；僅僅
8. 為能擴大閱讀人口以及幫助提昇文化產業，養成好的閱讀習慣是很急切的。
(A)擴大；擴展 (B)表示 (C)剝削；利用 (D)發射；啟動

9. 在立法院對於「海峽兩岸服務貿易協議」的討論激起了國內的反對，開啟了太陽花學運。
(A)空缺；開業 (B)機會 (C)不同意；反對 (D)發現
10. 許多在台灣的中小型企業握有能讓它們在全球供應鍊上佔有關鍵地位的資源及技術。
(A)工作人員；幕僚 (B)公司
(C)探險者 (D)工程師
11. 銷售員：需要我幫忙嗎，這位女士？
Melinda：我要買件女襯衫。
銷售員：_____
- Melinda：中號。
(A)並非是我願幫你。 (B)當然。
(C)你衣服尺寸是？ (D)你較喜歡什麼顏色？
12. Jeremy：昨晚你有看 NBA 球賽嗎？
Sophie：沒，我不是個籃球迷。
Jeremy：那麼，_____
- Sophie：我是個棒球迷。
(A)你最喜愛的選手是誰？ (B)你最喜歡什麼運動？
(C)你較喜歡哪一種(球)迷？ (D)你很迷林來瘋(林書豪)嗎？
13. Rita：因為回收油問題，媽媽現在都幫我們煮晚餐了。
Gary：對啊。 _____
- Rita：對確，我們很幸運能吃到家裡煮的餐。
(A)你食慾不錯哦。 (B)大部分的人已變成吃素了。
(C)大部分的人現在寧願在家開伙了。 (D)我晚上將出去吃大餐。
14. Adam：我是如此擔心今天的考試以致於我昨晚整晚熬夜念書。
Grace：最後那題真是困擾著我，但我想我應該考的不錯。 _____
- Adam：我想這考試我至少可以拿到 90 分。
(A)你昨晚睡的好嗎？ (B)你有著好工作(職業)嗎？
(C)那你呢？ (D)是什麼讓你最擔心呢？
15. Kevin：我正在學日文。
Lynn：聽起來很棒哦。 _____
- Kevin：我計劃要去 2020 年的東京夏季奧運。
(A)為什麼你要學日文呢？ (B)他們提供了你日本的新工作嗎？
(C)日文考試快到了嗎？ (D)你喜歡日式的角色扮演嗎？

16. 接線生：哈囉。我們是 Fashion Magazine 公司。需要什麼幫忙嗎？
Nick：早。我是 Nick，XYZ 公司的設計師。_____
- 接線生：等一下，我幫你轉接過去。
- (A)你能回電嗎？ (B)我找你們經理。
(C)你可以等一下嗎？ (D)我可以留言嗎？
17. Charlotte：Hannah 與 Jay 的婚禮接待會進行的怎樣？
Damien：簡直美呆了！_____
- Charlotte：我也希望可以去，但我必需在醫院照顧我父親。
- (A)但是交通大塞車。 (B)我接收不到。
(C)每個人都在等那對新人。 (D)你不能來真是可惜。
18. Ruby：Richard，我一個月沒見到你了。你變瘦了。
Richard：謝謝，你看起來也很棒。
Ruby：你怎麼減肥的？
Richard：_____
- Ruby：我也要試試看。
- (A)我都會去健身房運動。 (B)節食讓我好餓。
(C)慢跑完後我膝蓋會痛。 (D)運動很無聊。
19. Kelly：這博物館有導遊說明的巡迴遊覽是什麼時候開始呢？
導遊：上一個是 10 分鐘前剛結束。_____
- Kelly：謝謝，我將會在大廳等下一個。
- (A)我手錶上的時間是 9 點 50 分。 (B)下一個巡迴遊覽將會在十點開始。
(C)巡迴遊覽一次只允許十個人。 (D)巡迴遊覽一次為時十分鐘。
20. Ivy：我不認為我能買到江蕙告別演唱會的票。
Sam：或許你可試看看電子訂票。
Ivy：我想雖然買到的機會應不大，_____。
- (A)江蕙一直是最喜愛的歌手。 (B)江蕙的臉書很棒。
(C)電子訂票使得事情容易多了。 (D)但還是值得一試。
21. No matter how hard you try to please, ... 不管你多麼努力嘗試要去取悅他人...
這題應選副詞how，以修飾hard的程度，表 "多麼地..."
22. The things you learn in maturity aren't simple things such as acquiring information and skills.
在成熟的過程中你所要學到，並不是像習得資訊或技能這樣簡單的事。
這題是單字題，以前後文意要選maturity最適合。
- (A)成熟 (B)物質；材料 (C)國籍 (D)營養

23. You learn not to burn out energy in anxiety.
你學會不要在焦慮中，把體力燃燒殆盡。
這題考片語動詞，依前後句文意，應選burn out 燒盡；燒光...。另外，
(A)上(交通工具) (B)關掉(…電源) (D)突然…
24. You discover how to manage your stress. 你學會如何管理(控制)你的壓力。
這題是單字題，以前後文意要選manage最適合，表"管理；控制"。另外，
(A)破壞 (B)創造 (C)種植
25. ...and out of humankind's experience that is passed onto you. ...以及來自於傳承到你身上的人性的經驗。
這題考片語動詞，依前後句文意，應選is passed on to "被傳承到..."。另外，
(A)逃過/免受…的處罰/制裁 (B)擺脫掉；去除掉
(C)由…決定
26. Malala first came to public attention through her diary, which recorded her desire to remain in education ...
句中先行詞為diary，其後有逗號，空格後為動詞recorded，故用關代的主格，且為補述用法，僅可用which，不可用that
27. Malala was shot in the head by a Taliban gunman.
Malala被塔利班的槍手開槍打中頭部，shot，為shoot的VPP，另外，
(A)survived 生存 (B)scanned掃瞄 (C)scattered 散落/布
28. ...her autobiography *I Am Malala* was released in the same year.
她的自傳*我是Malala*在同年被發行。依前後文，應選released，表"被發行"，另外，
(B)rebelled反叛 (C)reduced減少 (D)relaxed放鬆
29. ...she began attending Edgbaston High School...
她開始就讀於Edgbaston高中...，attend表"參加，就讀..."，另外，
(A)absorbing 吸收 (B)abusing 濫用；辱罵 (D)吸引
30. Now the brave 17-year-old Nobel Prize winner continues her campaign to help girls and children receive better education...
現在這位勇敢的17歲諾貝爾獎得主繼續她的宣傳活動，以幫助女生及小孩們能接受較好的教育...，依前後文，應選campaign宣傳活動，另外，
(B)camp 營地 (C)從事社會運動者 (D)商業的；廣告短片

我們都需要錢生活。沒有錢，我們無法買我們所需要的東西。一開始在地球生活的人類並沒有運用錢。反而，他們是 "以物易物" - 把他們有的東西去換所需要的東西。這方法在當今，仍然有許多地方仍在使用。首次被用來當作錢的東西是一種海貝，稱為寶螺貝。它們在西元前 1200 年被中國人所使用。後來中國人開始使用像寶螺貝的小物件，而這也是首次錢幣是由金屬所製成，其中間有洞而可把錢幣串在一起。隨著時間的經過，錢已被不同東西所製成 - 例如，銀，皮革，以及紙。首次使用紙幣的是大約在西元 800 年的中國人。但，你能置信嗎，鼻子曾被用來取代錢？好幾百年前，丹麥人曾把那些沒有繳稅的人的鼻子切下來。

因為很多人認為愈多錢就會愈快樂，他們會盡所有努力去賺錢。有些甚至用偷竊或犯罪來變得富有。當然，我們知道這是錯的。許多有錢人發現到，縱然擁有許多財產，但他們並非真正快樂。有些有錢人獨自住在華麗的大豪宅，但死時卻無家人或朋友在側。他們已花了一輩子要成為富有的人，但實質上卻是貧窮的。令人可悲的是他們不知道快樂的真正意義，是在它並不需要花錢來獲得。

31. 本文主旨是？
- (A)紙幣的製造。 (B)錢的歷史及意義。
(C)愈多錢，愈不快樂。 (D)金錢萬能。
32. 中國人首次是用什麼來當作是錢？
- (A)炸彈。 (B)銀幣。
(C)用皮革所做成的紙。 (D)寶螺貝。
33. 根據本文，下述何者為真？
- (A)唯有那些擁有一切的人死時才能快樂。
(B)沒有錢，我們才能更快樂地生活。
(C)丹麥人割下別人的鼻子以避免要繳稅。
(D)首次用紙幣的人是中國人。
34. 在第一段第二行 bartered 此字是什麼意思？
- (A)交換 (B)重擊；搗碎
(C)有酒保照料的吧台 (D)需要的；貧困的
35. 根據文中的第二段，作者對金錢的看法為何？
- (A)你愈有錢，你將愈寂寞。
(B)我們都需要錢生活，但它跟真正的快樂沒什關係。
(C)唯有那些盡其一生要變得富有的人才能知道快樂的真正涵義。
(D)隨著時間的經過，金錢已使得有錢人想要孤獨過活。

電子商務已變成是全球的經濟趨勢，比起以往，人們已透過網路購買更多的產品。根據 AC Nielsen Corporation 的統計數據，53%的台灣人已曾透過網路購物，就以網路線上購物者的數量來說，這數據已使台灣成為全世界第二高的地方。實體店面的老闆擔心線上銷售量的增加會傷害到他們的生意。這已使得傳統商店尋求新的方法來保持它們客戶的忠誠度。

專家們說，傳統商店可藉由提供消費者在購買前，會想要先看得到，嚐試到，摸看看材質以及試穿看看的商品。商家也可提供能立即組裝或修理的電子產品。此外，商家也可提供難以運送的產品，或能比線上購物網站更快速的運送服物。專家們也提到傳統商家可提供大部分民眾所喜愛的的社交經驗與人際互動。在下最後的購買決定時，會有很多的情緒可能產生。經常地，在你準備要付錢之前，你需要那種 "哇，這正是我所想要的!"，而這不是你在線上購物時所能獲得的感受。

36. 為何傳統商店要尋找新方式來留住客戶？

- (A)他們不知道如何線上購物。
- (B)他們也想參與線上購物的潮流。
- (C)他們擔心持續上升的線上購物銷售額。
- (D)市場研究人員要他們這麼做。

37. 根據第一段，下述何者為非？

- (A)當今，人們透過網路買更多的產品。
- (B)台灣有著全世界第二大的線上購物者量。
- (C)電子商務已漸漸地取代傳統商店。
- (D)電子商務產出了的全球 53%的營利。

38. 傳統商家的優勢是什麼？

- (A)消費者在購買前可先摸摸質料以及試穿。
- (B)消費者能比線上購物更快收到貨品。
- (C)消費者可在任何時候上網購物。
- (D)消費者可在不同網購網站比價。

註：(A)答案是傳統商家既有的優惠，而(B)答案則是可去創造出來的優勢，目前未必會有

39. 與網購比較起來，傳統商家可以提供_____

- (A)更快速的消費者評價。
- (B)更多可供選擇的商品。
- (C)立即的個人服務。
- (D)不管日夜的隨時購物。

40. 從本文結論中，可推論出什麼？
- (A)消費者是根據經濟趨勢做出他們最後的購買決定。
 - (B)傳統的購買方式中，消費者的情感因素與最後的購買決定會更加有關。
 - (C)當消費者在做出最後決定時，省錢是最優先考量的。
 - (D)因為人們喜愛傳統商店所提供的獨特社交經驗，傳統購物方式能掌控未來的市場。

第二部分：非選擇題

1. 第一格可用：travel, traveling, travelling, travels, tours 等
第二格可用：precious, valuable, priceless, invaluable 等
2. 第一格可用：predict, foresee, expect, forecast 等
第二格可用：crisis, crises, emergency 等
3. Recent studies suggest that regular exercise improves memory and thinking skills.



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