

106年台灣中小企業銀行第二次新進人員甄試試題及解答

一般行員

普通科目

功名文教機構

英文

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於答案卷上作答時，不得書寫與題意無關之姓名、編號或其他不應有的文字、標記、符號等，違反者該科成績以零分計。

一、字彙【請依照句子前後文意，選出最適當的答案】

- (3)01. _____ of material goods is an essential part of market activities. When the economy is strong, people are more willing to make purchases.
(1)Definition (2)Interaction (3)Consumption (4)Persuasion
- (1)02.Many countries now set limits on carbon _____ and fine companies that exceed them.
(1)emission (2)permission (3)temptation (4)omission
- (1)03.Only when big corporations fulfill their social _____ can the society really benefit from their business expansion and growth.
(1)obligations (2)stigma (3)empathy (4)speculations
- (3)04.In the _____ of politics, the recent vote-rigging scandal was interpreted as a simple mistake of no harm.
(1)duplicate (2)torpedo (3)parlance (4)concierge
- (4)05.To call for attention, the news report _____ the problems of unemployment and social unrest.
(1)brimmed (2)presided (3)remitted (4)highlighted
- (1)06.The engineering team had experienced several _____ in the development of the new technology before its success.
(1)setbacks (2)fallbacks (3)kickoffs (4)payoffs
- (1)07.The difference between the two sets of statistics is _____, making it rather insignificant for any decision to be made.
(1)marginal (2)maritime (3)pompous (4)psychic
- (4)08.The long-standing _____ between the two companies makes the competition in consumer electronics market fierce.
(1)fiasco (2)novice (3)norm (4)feud
- (2)09.We cannot accommodate such a large audience; it's beyond the _____ of the performing hall.
(1)candor (2)capacity (3)reliance (4)renewal
- (2)10.Almost all stores now allow customers to get a _____ on merchandise they are not satisfied with.
(1)regime (2)refund (3)rehearsal (4)resort
- (3)11. It is hard to resist one's _____, but if it's repeatedly denied, it may arise in other forms.
(1)altitude (2)exile (3)impulse (4)oath

- (1)12. Most of the movie was filmed in the studio, but some _____ scenes were done on the open streets.
 (1)exterior (2)extrinsic (3)facade (4)remote
- (1)13. To help their students prepare, teachers arranged _____ interviews by inviting some parents to serve as interviewers.
 (1)mock (2)hoarse (3)infinite (4)obstinate
- (3)14. Even though the first survey had a strong impact, evidence from all follow-up studies _____ the original findings.
 (1)bans (2)clasps (3)refutes (4)salutes
- (4)15. It just _____ to me that I can leave any moment, after having been in the party for hours with no one to talk to.
 (1)dragged (2)entered (3)flowed (4)occurred

二、文法測驗【請在下列各題中選出最適當的答案】

- (2)16. Many lobbyists urge that suffrage _____ to any person over 18 years old.
 (1)to be extended (2)be extended (3)extends (4)will extend
- (3)17. _____ the discord over the new taxation, the two parties eventually reached a consensus.
 (1)In spite (2)Although (3)Despite (4)Even though
- (3)18. _____ on and on, the speaker did not seem to notice that most students dozed off.
 (1)Droned (2)To drone (3)Droning (4)Being droned
- (4)19. Jason was a musician and dancer. _____ but he choreographed for the school musical.
 (1)Not only he composed music (2)Only he did not compose music
 (3)Only didn' t he compose music (4)Not only did he compose music
- (4)20. _____ from college in the late 1990s, the artist then moved to New York to start his art career.
 (1)Graduating (2)Graduate (3)Graduated (4)Having graduated
- (2)21. _____ its logical design, ease of using, and low cost, it is surprising that this product has not dominated the market.
 (1)To give (2)Given (3)Giving (4)By giving
- (1)22. It is _____ that all citizens support this international sports event.
 (1)of great importance (2)for great importance (3)by great importance (4)great importance
- (1)23. The anthropologist has been looking for the genealogy _____ records show the history of the village.
 (1)whose (2)which (3)where (4)what
- (2)24. Seeing the boy _____ off his bike, his father pulled him up immediately.
 (1)to fall (2)falling (3)fell (4)fallen
- (3)25. We would not have to spend so much time fixing these problems now if we _____ the system glitch then.
 (1)can catch (2)have caught (3)had caught (4)caught
- (1)26. The new dance has made an appearance in popular culture _____ music TV shows and movies.
 (1)such as (2)as far as (3)such like (4)much alike
- (3)27. Doing so little is _____ giving up. You should do your best to make the project a success.

- (1)not as good as (2)as long as (3)no better than (4)more or less than

(1)28. _____ many popular island destinations, this one isn't touristy, noisy, or polluted.

- (1)Compared to (2)To compare (3)By comparison (4)Compare with

(2)29. _____ your hand if you' ve ever used the “ my dog ate my homework ” excuse. You' re probably not alone!

- (1)Rise (2)Raise (3)To rise (4)To raise

(4)30. Some socialist countries have higher income tax rates, but _____ if you' d like to have health care and college tuition all paid and taken care of.

- (1)it' s worth (2)is worthwhile (3)is worthy of it (4)it' s well worth it

三、克漏字測驗【請依照段落上下文意，選出最適當的答案】

第一篇：

Behind every great brand lies a valuable social benefit delivered through innovation. As well as any specific social benefits that brands may create, they can also act as a powerful **31** for consumer protection. It is often **32** that regulation is the consumer' s best protection against poor-quality goods and services. Of course it is true that regulation plays a vital role in **33** and raising standards in this field as in many others. But how could regulation work without brands? Even without a regulatory constraint, brands provide an in-built market operation for consumer protection. The need of brands to create and maintain customer loyalty is a powerful **34** for them to guarantee quality and reliability. These are the **35** to ensure that their products do not malfunction. Customers who buy the good quality products will want to continue business with these brands.

- (4)31. (1)violation (2)charisma (3)sympathy (4)mechanism
 (3)32. (1)vetoed (2)restricted (3)assumed (4)retaliated
 (1)33. (1)enforcing (2)victimizing (3)paraphrasing (4)abdicating
 (2)34. (1)betrayal (2)incentive (3)fugitive (4)acquittal
 (4)35. (1)trivia (2)parasite (3)confrontations (4)endeavors

第二篇：

Anice hotel is a temporary hotel made up of snow and sculpted blocks of ice. Ice hotels are **36** upon sub-freezing temperatures during construction and operation. This imposes **37** constraints on construction and thus makes the hotel' s season short. Construction typically begins November when snow can be compacted and thick levels of ice form.

38 constructing an ice hotel is more labor-intensive than a regular building, building materials are cheaper. Ice hotels have to be reconstructed every year. This is not entirely **39** to the operators; if an ice hotel does not meet its financial goals, the owner can simply let the building melt in the spring and is **40** with no building to permanently upkeep. The walls, fixtures, and fittings are made entirely of ice or compacted snow, and are held together using a substance known as snice, which takes the place of mortar in a traditional brick-built hotel.

- (2)36. (1)tolerant (2)dependent (3)prosperous (4)overlooked
 (1)37. (1)time (2)labor (3)money (4)energy
 (1)38. (1)Although (2)Because (3)Until (4)Unless
 (2)39. (1)advantageous (2)detrimental (3)redundant (4)residual
 (3)40. (1)built (2)believed (3)left (4)thought

四、閱讀測驗【請在下列各題中選出最適當的答案】

第一篇：

In the era of Facebook and YouTube, brand building has become a vexing challenge. This is not how things were supposed to turn out. A decade ago most companies were heralding the arrival of a new golden age of branding. They hired creative agencies and armies of technologists to insert brands throughout the digital universe. Viral, buzz, memes, stickiness, and form factor became the **lingua franca** of branding. But despite all work done, such efforts have had very little payoff.

As a central feature of their digital strategy, companies made huge bets on what is often called branded content. The thinking went like this: Social media would allow your company to leapfrog traditional media and forge relationships directly with customers. If you told them great stories and connected with them in real time, your brand would become a hub for a community of consumers. Businesses have invested billions pursuing this vision. Yet few brands have generated meaningful consumer interest online. In fact, social media seems to have made brands less significant. What has gone wrong?

To solve this puzzle, we need to remember that brands succeed when they break through in culture. And branding is a set of techniques designed to generate cultural relevance. Digital technologies have not only created potent new social networks but also dramatically altered how culture works. Digital crowds now serve as very effective and prolific innovators of culture—a phenomenon called crowd-culture. Crowd-culture changes the rules of branding—which techniques work and which do not. If we understand crowd-culture, then, we can figure out why branded-content strategies have fallen flat—and what alternative branding methods are empowered by social media.

Those who are known as cultural innovators of crowd-culture are now so effective at producing creative entertainment that it's impossible for companies to compete. While crowd-culture has threatened and aggressively challenged conventional branding models, it actually makes an alternative model—*cultural branding*—even more powerful. In this approach, brands can collaborate with crowd-cultures and champion their ideologies in the marketplace.

(2)41. What is the main idea of the passage?

- (1) Crowd-culture is the subculture developed exclusively for new forms of entertainment.
- (2) Fusing in crowd-cultural branding creates a new synergy for social media branding.
- (3) Traditional branding efforts can be more effective as long as they are digitalized.
- (4) Social media have become a disruptive force for traditional media.

(3)42. According to the passage, which of the following is **NOT** true?

- (1) Social media provide the platform for businesses to build digital relationships with their customers.
- (2) Crowd-culture developments transform how branding works.
- (3) Digital crowds form their exclusive cultures, aiming to destroy the old business world.
- (4) Businesses find it hard to compete with the level of creativity and entertainment that crowd-culture creates.

(2)43. The word **lingua franca** in the first paragraph is closest in meaning to _____.

- (1) important source
- (2) common language
- (3) crucial technique
- (4) branding stickiness

(4)44. According to the passage, which of the following branding strategy is mostly recommended?

- (1) Launching more branding campaigns.
- (2) Targeting at loyal customers.
- (3) Promoting cultural diversity through new digital techniques.
- (4) Making branding relevant to crowd-culture phenomena.

(1)45. According to the passage, what can be most possibly inferred?

- (1) Businesses may continue experiencing failures without taking into account internet crowd-culture.

- (2) Crowd-culture can be a fad, but it is not worth too much attention or investment.
- (3) Social media are now facing a new wave of restructuring and consolidation.
- (4) Businesses can regain their momentum by hiring social media experts to work out a new model.

第二篇：

The Olympic Games has its own flag and “hymn,” used when the Olympic flag is raised, usually during the opening and closing ceremonies. The Olympic hymn first appeared at the first Olympic Games in 1896 in Athens, Greece. The lyrics were written in Greek by Greece's national poet, Kostis Palamas, and set to music by Spyros Samaras for the 1896 Games. The hymn was not used again, nor was it officially adopted, for several decades.

In 1954, the International Olympic Committee (IOC) launched a worldwide competition for a new version of an Olympic anthem. From the 392 scores submitted, the final prize went to Michael Spisak for his ultramodern atonal work, with lyrics extracted from Pindar's odes. It was never terribly popular. Moreover, Spisak's demands for excessive royalties resulted in it not being chosen as the official Olympic anthem. Instead, the old Samaras/Palamas anthem was played and sung at the 54th IOC Session executive board meeting in 1958 in Tokyo. It was such an impressive demonstration that IOC member Prince Axel suggested that it should be adopted as the official anthem. This was unanimously approved. The Olympic anthem was first used as such at the opening ceremonies in Rome two years later, since which time it has become an established part of the Olympic ceremonies. The Olympic Charter calls it the Olympic anthem, although it is often referred to as the Olympic hymn.

In addition to the Olympic hymn, national anthems play a big part in the Olympic Games. Starting with the 1924 Games, the winner's national anthem for each event is played as their flag is hoisted in celebration. Also, according to Olympic rules, national anthems cannot be longer than 80 seconds in length, causing some countries to create a shortened version of their anthem to be played at the Games in the event that their participant wins. (Ironically, the full version of the Olympic Hymn is several minutes long!) Also, a nation may choose to have another anthem played instead of their national one if they so choose. For example, at the 1992 Games, the former Soviet republics united under a team known as the “Unified Team”, and whenever a member of this team won, they chose the song “Ode to Joy” to be played.

(1)46. What is the best title for the passage?

- (1) Anthems in the Olympic Games.
- (2) Olympic poets, musicians, and composers.
- (3) The establishment of legal Olympic charter.
- (4) International political relations in the Olympic Games.

(3)47. In which year was the official Olympic anthem first performed in the Olympic Games?

- (1) 1924
- (2) 1958
- (3) 1960
- (4) 1992

(1)48. Why was Michael Spisak's work not adopted as the official Olympic anthem?

- (1) Spisak wanted to charge a large amount.
- (2) The lyrics were translated and not understood.
- (3) The tone was too modern to be accepted at that time.
- (4) Spisak could not settle a lawsuit with Pindar on intellectual property.

(4)49. Which of the following is true about the Samaras/Palamas anthem?

- (1) The song was completed and first sung in 1954.
- (2) It was popular for a few decades between 1896 and 1958.
- (3) The song became an asset of the royal families in Rome and Athens.

(4)Using it as the official anthem was approved by all in an IOC meeting.

(1)50.Which of the following is true about national anthems of participants in the Olympic Games?

(1)These played national anthems are shorter than the Olympic anthem.

(2) “ Ode to Joy ” has been the most popular national anthem in the Olympics.

(3)The national anthems sung in the Olympics must be the originalfull versions.

(4)All participating athletes sing their own national anthems in the award ceremonies.