

國立清華大學 103 學年度碩士班考試入學試題

系所班組別：服務科學研究所碩士班甲組(服務管理組)、乙組(服務系統組)

考試科目 (代碼)：英文 (4702、4802)

共 7 頁，第 1 頁

\*請在【答案卷、卡】作答

**There are 20 multiple-choice questions in this exam. Each question is worth 5 points. Please choose the best answer for each question.**

**Section One: Vocabulary, Grammar, and Structure**

1. Companies, like Apple or BMW, are well-known for their \_\_\_\_\_ commitment to quality and service. They never have unsatisfied customers.  
A.) advocate  
B.) uncompromising  
C.) favorable  
D.) ingenious
2. Roger Federer, widely \_\_\_\_\_ as one of the greatest tennis players, has been named 2010 Young Global Leader by the World Economic Forum for his humanitarian work.  
A.) detected  
B.) hosted  
C.) released  
D.) recognized
3. Having experienced a great loss of income during the 2008 economic crisis, GM and Chrysler realize that, in addition a good product and happy customers, they need to improve \_\_\_\_\_ to stay in business.  
A.) executives  
B.) friendships  
C.) sales  
D.) documents
4. In addition to showing us unspoiled natural beauty, Po-lin Chi wants to present a \_\_\_\_\_ view of growing environmental problems in “Beyond Beauty, Taiwan from Above”. In this way, the audience can know the truth and also find ways to protect the natural beauty.

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- A.) ineffective
  - B.) protective
  - C.) systemic
  - D.) realistic
5. Most successful entrepreneurs, like Bill Gates and Steve Jobs, are \_\_\_\_\_ and creative. They always come up with new software and hardware.
- A.) expensive
  - B.) defective
  - C.) incentive
  - D.) innovative
6. While many wealthy people come from family money, Wegner did not inherit his fortune from his father. He is a \_\_\_\_\_ billionaire.
- A.) born
  - B.) self-made
  - C.) announced
  - D.) brilliant
7. The huge \_\_\_\_\_ of tourists to Bali has brought prosperity to many people, but has also created many hardships, such as pollution and crime.
- A.) influx
  - B.) insolence
  - C.) incline
  - D.) incommodity
8. The company \_\_\_\_\_ new markets in 2014.
- A.) has been trying to penetrate
  - B.) had tried to penetrate
  - C.) tried to penetrate
  - D.) penetrate

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共 7 頁，第 3 頁 \*請在【答案卷、卡】作答

9. They have been advised to make some \_\_\_\_\_ changes, or they will go out of business.
- A.) economy
  - B.) economic
  - C.) economical
  - D.) economics
10. If Stevens \_\_\_\_\_ the consumer investigative committee honestly, he would not have been fined over one million dollars.
- A.) had answered
  - B.) has answered
  - C.) answering
  - D.) Answers
11. According to a news report, when children played Apple games on their parents' devices, sometimes they had unknowingly spent money when the children \_\_\_\_\_ items, such as a chest of gems or treats for a virtual pet.
- A.) click on
  - B.) will have clicked on
  - C.) have clicked on
  - D.) had clicked on
12. Apple has been given a March 31st deadline to \_\_\_\_\_ a billing system that requires the user to explicitly agree to the purchases in the in-app store.
- A.) born
  - B.) redeem
  - C.) come up with
  - D.) setting up with

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13. In order to settle a case where children unwittingly made on-line game purchases without their parents' knowledge or consent, Apple will \_\_\_\_\_ at least US\$32.5 million directly to affected customers.
- A.) be fined
  - B.) refund
  - C.) incite
  - D.) cost
14. One mother shared how her little girl had run up a charge of US\$2,600 in "Tap Pet Hotel," a children's game involving the construction of a pet hotel. While the initial game \_\_\_\_\_ download, to continue playing children must spend money on treats and amenities for their pets.
- A.) is easy to
  - B.) is quick to
  - C.) is free to
  - D.) is efficient to
15. Unfortunately, parents \_\_\_\_\_ by Apple that when they entered their password, there was a 15-minute time-lag during which their children would be able to buy as much as they wanted without adult permission or knowledge.
- A.) were not told
  - B.) are not told
  - C.) will have been told
  - D.) were never not told
16. Sentences 11 to 15 were adapted from The China Post *Business* on January 17, 2014 entitled "Apple to refund US\$32.5 mil. at least for unauthorized purchases" (<http://www.chinapost.com.tw/business/company-focus/2014/01/17/398589/Apple-to.h>tm), but the order may have been scrambled. Please rearrange the order of sentences to reflect the original order of the article.

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- A.) 13-12-11-14-15
- B.) 13-14-11-15-12
- C.) 13-14-11-12-15
- D.) 13-15-11-12-14

### Section Two: Reading Comprehension

In many ways it is an easy question. The classrooms of the future will be increasingly digitized. E-readers will replace bulky text books, taking huge burdens off students' backs — literally. Teaching methods will be more interconnected, with the Internet playing a substantial part in the process. Students will interact less like competitors and more like a team. In a program that has already been pioneered in Taiwan, teachers encourage students to discuss school projects in online chatrooms. Some forward-thinking Taiwanese teachers are also trying to make their classes more question-and-action based, asking students to **tackle** puzzles that can be solved in more than one way. ....

Switching boring spoon-fed education with “enjoyable” classes featuring computer games — e.g. using Angry Birds to teach the physics of trajectory — sounds like a dream-come-true for students. However, things are more complicated. The memorizing of some facts, such as the exact dates of historical events, should be consigned to history. Facts, however, are not just facts. They sometimes are the compass and anchor in the journey to knowledge and inspiration. Google may be at one's fingertips, but it is a database of information that requires active search input, not a substitution of a person's knowledge base. You still need to know something to know what to search for.

Future education should move away from fact-based mechanical memorization toward a more active curriculum. The key is in deciding what kinds of knowledge

line

1

6

11

16

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共 7 頁，第 6 頁

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and facts a student should learn by heart and in implementing a substantial change in 21  
education philosophy. In Taiwan, educators are progressing away from the old way  
of mathematics education of training students to solve problems as fast as possible to  
teaching them the mechanics behind the adding and multiplying of numbers. Such  
**constructive** mathematics education, however, faces backlash from  
parents who are used to the old method. In addition, Taiwan's heavily fact-based 26  
national examination system still ill-serves the progressive program.

Education reforms, however, should not be a dash to “fun classrooms.”  
Enjoyment and interaction should not be regarded as an end in itself but as a means  
to inspire and enlighten students. Future classrooms should also not be bookless. In  
fact, the reduction on repetitive fact-ingesting opens up students' time and attention 31  
to “slow subjects” such as art and literature. In a world where one's smartwatch  
fights for attention with one's smartshoer, smartglasses or smartphone, a bit of  
school time to “sit quietly in isolation” could be truly educational.

The bottom line is that as computers are taking away the repetitive mental and  
physical heavy labor from human beings, education no longer needs to be about 36  
turning people into “useful” resources for the society. Future schools should be a  
place where people are enlightened, inspired and challenged to think on the big (but  
not necessarily career-promoting) questions of life.

*Source: The above excerpts are from an editorial in The China Post.*

*<http://www.chinapost.com.tw/editorial/taiwan-issues/2014/01/11/397993/p2/Debate-over.htm>*

17. Which of the following best describes main point of the article?
- A.) A debate over Internet learning and traditional teaching
  - B.) Future classrooms will be fun classrooms
  - C.) What education for the next generation will be like
  - D.) Future schools will no longer be spoon-fed digitized education

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共 7 頁，第 7 頁

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18. The word “tackle” in line 8 is closest in meaning to
- A.) enjoy
  - B.) deal with
  - C.) come up with
  - D.) reflect
19. The word “constructive” in line 25 is closest in meaning to
- A.) productive
  - B.) crucial
  - C.) beneficial
  - D.) insightful
20. According to the article, all of the following are the descriptions of future schools except
- A.) a place to think about the questions of life
  - B.) a bookless place
  - C.) a constructive learning place
  - D.) a place to enjoy and interact