

國立高雄海洋科技大學 103 年度碩士班考試入學  
運籌管理系碩士班-英文試題

一、 閱讀測驗(選擇題，40%，每題 4 分)

**Questions 1-3**

In public service lectures, fire fighters not only teach about fire prevention, escape plans, and the use of fire extinguishers, but also warn people never to go back into a burning building for any reason. Many people die each year from breathing smoke after rushing back into their homes to save valuables. When people who have lost their homes in a fire are asked what items they most regret losing, most reply “family photographs.” Baby pictures and photographs of weddings, friends, relatives and vacations are often impossible to replace. Fire fighters recommend that people make copies of their important photographs and documents and ask a friend to keep them for the family. An alternative is to keep photographs as well as other valuables in a safety deposit box at a bank.

1. Which of the following is the best title for the passage?
  - A. Learn How to Prevent Fires Now
  - B. Protecting Your Photographs May Save Lives
  - C. Smoke Kills Many People Every Year
  - D. In Case of Fire, Save Photographs First
  
2. In their talks, fire fighters teach the public
  - A. how to re-enter a burning building.
  - B. what valuables to save when there is a fire.
  - C. what to do when they lose their important photographs.
  - D. how to use basic fire fighting equipment.
  
3. The word “alternative” in line 9 is closest in meaning to
  - A. recommendation.
  - B. location.
  - C. option.
  - D. opportunity.

### **Questions 4-6**

After several years of falling sales, Burger King is selling more food again. Their problems began when another company from Britain bought their parent company, and British executives tried to run Burger King, a company that sells American food. The British people at the top simply did not understand hamburgers and tried things like pizza and shrimp baskets. The higher management also failed to listen to the shop owners, who knew what was good and what was bad. Things changed in 1993. The unhappy shop owners got together to tell the management what was wrong, and since then, Burger King has returned to the basics: hamburgers, French fries, and drinks. The new president of the company, an American, also brought Burger King back by offering low-priced meals and a new hamburger that is similar to the McDonald's Big Mac. In 1996, Burger King's share of the market grew from 18% to 19%, still far behind the competition, but the improvement has been continuous, and the British are letting Americans sell American food.

4. According to this passage, what was the major cause of Burger King's sales problem?
  - A. The British people did not like hamburgers.
  - B. The shop owners were not happy with the new management.
  - C. The new management did not understand American food.
  - D. McDonald's was too competitive for Burger King.
  
5. According to the passage, who saved the company?
  - A. The new cooks.
  - B. The store owners.
  - C. The British customers.
  - D. An American company.
  
6. The word "executives" in line 3 is most similar in meaning to
  - A. food suppliers.
  - B. investment bankers.
  - C. administrative heads.
  - D. government officials.

### **Questions 7-10**

For thousands of years, Chinese artists have used a material called lacquer to prevent the surfaces of objects made of wood or other materials from being damaged. Many beautiful lacquer pieces can be found today in collections of Chinese art.

The process of producing a lacquer piece, however, is both difficult and long. To begin with, the original object must be made, perhaps a wooden bowl or vase with a design carved in its surface. Meanwhile, farmers collect raw, liquid lacquer from lacquer trees, each of which can produce only a small amount. After enough lacquer has been collected, a lacquer artist must then clean it by passing it through cloth and also beat it in order to remove excess water. The original color of the lacquer is not attractive so the artist next adds some other material to change the color to red or black. Now, the artist can put the first of many layers of lacquer onto the surface of the object. After the first layer is dry, he must polish it and then apply the next layer. When the last layer has been applied, the object will not only be beautiful, but also safeguarded against damage.

7. What is this passage mainly about?
  - A. Collections of Chinese Art
  - B. The Value of Lacquer Trees
  - C. Evaluating artists' skills
  - D. Making of lacquer pieces
  
8. What is the main function of lacquer in works of Chinese art?
  - A. To classify them
  - B. To protect them
  - C. To clean them
  - D. To frame them
  
9. According to this passage, what is true of lacquer trees?
  - A. They are not attractive in appearance.
  - B. Farmers find them difficult to grow.
  - C. They were first grown in China.
  - D. Individual trees produce little liquid.
  
10. What does the writer of this passage imply about lacquer?
  - A. The original color of lacquer is red or black.
  - B. Applying the lacquer is a quick process.
  - C. Lacquer has to be filtered after it is collected from trees.
  - D. Water must be added to the lacquer before it is used

二、 中文翻譯英文（30%，每題 15 分）

1. 緊急運籌即在緊急狀況下，規劃、執行及控制具效率的輸配送物流、資訊流與服務流，使得災區受創民眾的緊急需求能及時送達的過程。緊急運籌為對危急情況下的一種持續性、動態性的管理過程，其目的在於減少其不確定性及降低災害發生之可能。
2. 近幾年世界各國在低溫食品上的銷售量呈現大幅成長的趨勢，而低溫物流中心是整個冷凍鏈中相當重要的一環，儲位指派作業又是影響物流中心整體作業效率的重要關鍵。通常在選擇低溫物流中心區位時傾向選擇較靠近市場端之區位，但越靠近市場端之土地使用成本越高。

三、 英文翻中文（30%，每題 15 分）

1. Enterprise run global marketing, product design, customer service, manufacture, purchase, logistic supply, supplier and inventory control, etc., as an integrated management system operation. The purpose of this logistic system is to response market's change just in time, avoid the risk of running and inventory, reduce the cost of intermediate distributor, shorten supply chain, increase the sensibility of market change, and cover all related information and sales process of material flow.
2. The advanced data collection mechanisms and technologies have made it possible for both travelers and management centers to acquire traffic information accurately and in real time. This information could be presented in the form of travel times and delays on short segments of the road. For most travelers, travel time is perceived as an indirect measure of travel cost. Simply, longer travel times imply high travel cost.

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