

臺灣菸酒股份有限公司 112 年從業職員及從業評價職位人員甄試試題

甄試類別【代碼】：從業評價職位人員／營業(北二區)【W0458】

專業科目 1：行銷英文

\*入場通知書編號：\_\_\_\_\_

注意：①作答前先檢查答案卡，測驗入場通知書編號、座位標籤、應試科目是否相符，如有不同應立即請監試人員處理。使用非本人答案卡作答者，該節不予計分。  
②本試卷一張雙面，四選一單選擇題共 50 題，每題 2 分，共 100 分。限用 2B 鉛筆在「答案卡」上作答，請選出一個正確或最適當答案，答錯不倒扣；以複選作答或未作答者，該題不予計分。  
③請勿於答案卡書寫應考人姓名、入場通知書編號或與答案無關之任何文字或符號。  
④本項測驗僅得使用簡易型電子計算器（不具任何財務函數、工程函數、儲存程式、文數字編輯、內建程式、外接插卡、攝（錄）影音、資料傳輸、通訊或類似功能），且不得發出聲響。應考人如有下列情事扣該節成績 10 分，如再犯者該節不予計分。1.電子計算器發出聲響，經制止仍執意續犯者。2.將不符規定之電子計算器置於桌面或使用，經制止仍執意續犯者。  
⑤答案卡務必繳回，未繳回者該節以零分計算。

一、字彙【請依照句子前後文意，選出最適當的答案】

- 【3】1. Ruby thinks NT30,000 a month for a spacious apartment like this is a good \_\_\_\_\_ for the entire family, but Jack disagrees.  
① business                      ② contract                      ③ deal                              ④ habit
- 【2】2. Retail stores like Watson's and Cosmed depend on building relationships with regular \_\_\_\_\_ in order to have good business.  
① schedules                      ② customers                      ③ hours                              ④ products
- 【4】3. All our mobile phone sales are covered by a 12-month money-back \_\_\_\_\_, so if you encounter any problem within a year of purchase, we will assist you without any charge.  
① goal                              ② compliment                      ③ contract                              ④ guarantee
- 【1】4. In order to \_\_\_\_\_ the difficulties that Lisa has been facing, she needs to look on the bright side and try to move on.  
① overcome                      ② overhear                      ③ overload                              ④ overdo
- 【2】5. There is a limited-time \_\_\_\_\_ of 25 percent for all loyalty members instore and online.  
① degree                              ② discount                              ③ angle                              ④ view
- 【2】6. Normally, you will get a lower price if you purchase products \_\_\_\_\_, instead of one at a time.  
① at once                              ② in bulk                              ③ at large                              ④ in time
- 【2】7. John played an important role as he visited China in his official capacity as an America's trade \_\_\_\_\_.  
① responsibility                      ② representative                      ③ recession                              ④ replicant
- 【1】8. Shoppers complained about poor quality \_\_\_\_\_ and high prices at this store, so you will find negative comments about what they sell on the Internet.  
① merchandise                      ② clients                              ③ electricity                              ④ executives
- 【3】9. Events such as a war or an economic \_\_\_\_\_ often figure prominently in campaign agendas.  
① hospitality                              ② capitalism                              ③ recession                              ④ forum
- 【3】10. During the Covid-19 pandemic, many companies were \_\_\_\_\_ down its workforce, eliminating additional jobs.  
① looking                              ② putting                              ③ slimming                              ④ slowing
- 【1】11. I am not \_\_\_\_\_ sure that I'd trust him. In my opinion, he is not always reliable.  
① altogether                              ② anyway                              ③ likely                              ④ merely
- 【1】12. One of the best ways to deal with these engine problems is to have the car \_\_\_\_\_ by a trustworthy mechanic.  
① inspected                              ② negotiated                              ③ produced                              ④ surrounded
- 【1】13. I want to \_\_\_\_\_ this pair of jeans, but I can't find the fitting rooms.  
① try on                              ② turn in                              ③ give up                              ④ take over
- 【1】14. When it comes to buying \_\_\_\_\_ in Taiwan, pineapples cakes are believed to be one of the must-buys.  
① souvenirs                              ② flavorings                              ③ advantages                              ④ decorations
- 【3】15. Many people have strong feelings about the way the government has \_\_\_\_\_ distribution of the vaccine. They are worried that it will take 10 months or more to get vaccinated.  
① removed                              ② evaluated                              ③ handled                              ④ produced

二、文法測驗【請在下列各題中選出最適當的答案】

- 【2】16. Henry embraced his girlfriend, \_\_\_\_\_ her on her cheeks after they said goodbye.  
① kissed                              ② kissing                              ③ who kissed                              ④ was kissing
- 【4】17. Fukuoka Tower is one of \_\_\_\_\_ towers in the entire Japan.  
① taller                              ② the taller                              ③ tallest                              ④ the tallest
- 【3】18. \_\_\_\_\_ all the people in Hualian City, 9000 of them are aborigines.  
① With                              ② From                              ③ Among                              ④ Between
- 【4】19. The twins look so much \_\_\_\_\_, but they differ in temperament.  
① like                              ② likely                              ③ resemble                              ④ alike
- 【3】20. The flood has helped \_\_\_\_\_ this summer disastrous for Canada.  
① to making                              ② making                              ③ make                              ④ made
- 【2】21. My late grandfather \_\_\_\_\_ for more than 20 years, and he passed away because of lung cancer.  
① smoking                              ② had smoked                              ③ has smoked                              ④ has been smoking
- 【4】22. The Browns have two children, both of \_\_\_\_\_ live abroad.  
① who                              ② them                              ③ which                              ④ whom
- 【1】23. Despite \_\_\_\_\_, we will still go to the movies together as we planned.  
① the rain                              ② it rains                              ③ it will rain                              ④ it will be raining
- 【2】24. \_\_\_\_\_ is often said that the wealth of a nation depends on natural resources.  
① That                              ② It                              ③ There                              ④ This
- 【3】25. Legend \_\_\_\_\_ it that this house is so spooky because someone died here.  
① tells                              ② says                              ③ has                              ④ be
- 【3】26. Carlos cannot speak English, still \_\_\_\_\_ German.  
① more                              ② better                              ③ less                              ④ not
- 【2】27. Sean speaks softly, his voice barely audible, rendering him unable to make his voice \_\_\_\_\_.  
① hear                              ② heard                              ③ to hear                              ④ being heard
- 【4】28. Were I allowed to recommend only one marketing book to friends, this \_\_\_\_\_ it.  
① is                              ② be                              ③ will be                              ④ would be
- 【1】29. She proved herself \_\_\_\_\_ manager as her predecessor, if not better.  
① as good a                              ② a good as                              ③ as good                              ④ good as a
- 【1】30. He moved cautiously, taking careful steps, lest his movements \_\_\_\_\_ the peacefully sleeping baby nearby.  
① disturb                              ② disturbs                              ③ be disturbing                              ④ to disturb

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：

Fashion wasn't always as destructive of an industry. Clothes shopping used to be something that happened a few times a year when the seasons change or when we 31 what we had. However, about 30 years ago, clothes became cheaper, trend cycles sped up, and shopping became a weekly hobby for 32. Fast fashion and global chains now dominate our high streets and online shopping, but what is it exactly?

Fast fashion can 33 as cheap, trendy clothing that samples ideas from the catwalk or celebrity culture and turns them into items at breakneck speed to meet consumer demand. The idea is to get the newest styles on the market as fast as possible, so shoppers can snap them up while they are still at the height of their popularity and then, sadly, get rid of them after a few wears. It forms a key part of the toxic system of overproduction and consumption that has made fashion one of the world's largest 34.

Other than that, when the clothing manufacturing complex in Bangladesh collapsed, 35 over 1,000 workers, many consumers started questioning fast fashion and wondering at the true cost of those \$5 t-shirts. You might already be aware of fast fashion's dark side, but it's worth exploring how the industry got to this point and how we can help to change it.

- 【3】31. ① overturned                      ② upset                              ③ outgrew                              ④ underwent  
【2】32. ① much                              ② many                              ③ a lot                              ④ such  
【1】33. ① be defined                              ② be defining                              ③ define                              ④ have defined  
【4】34. ① protectors                              ② designers                              ③ inventors                              ④ polluters  
【2】35. ① killed                              ② killing                              ③ to kill                              ④ having been killed

【請接續背面】

第二篇：

Regular physical activity is one of the most important things you can do for your health. Working out 36 a regular basis can help keep your thinking, learning, and judgment skills sharp as you age. It can also reduce the risk of depression and anxiety to help you sleep better. 37 weight management, both eating patterns and physical activity routines play a critical role. You gain weight when you consume more calories than the amount you burn, including those burned during physical activity.

As you age, it's important to protect your bones, joints, and muscles, since they support your body and help you move. 38 them healthy can help ensure that you're able to do your daily activities and be energetic. 39 activities like lifting weights can help you increase or maintain your muscle mass and strength. Slowly increasing the weight and number of repetitions while you train will give you even more benefits.

40, physically active middle-aged people have a lower risk of functional limitations than inactive people. For older adults, doing a variety of physical activities improves physical function and decreases the risk of falls or injury from a fall. In conclusion, everyone can experience the health benefits of physical activity, no matter their age, abilities, ethnicity, shape, or size.

- 【2】36. ① in                    ② on                    ③ for                    ④ with  
 【3】37. ① Because of   ② Rather than                    ③ As for                    ④ Instead of  
 【3】38. ① Keep                    ② To keep                    ③ Keeping                    ④ Being kept  
 【1】39. ① Muscle-strengthening                    ② Muscle-strengthened                    ③ Strengthening-muscle                    ④ Strengthened-muscle  
 【2】40. ① Rather                    ② In addition                    ③ Therefore                    ④ However

四、閱讀測驗【請依照段落上下文意，選出最適當的答案】

第一篇：

You may have heard the old saying: "If you've been to one, you've been to them all." That same concept can apply to McDonald's. No matter where you go, you'll know exactly what to expect. However, if you think McDonald's sells the same burgers and fries everywhere in the world, think again.

To begin with, if you were to go into a McDonald's in Europe, such as Belgium or Germany, you could buy a McBeer to wash down your Big Mac and fries. McDonald's in Germany was also where the first organic McDonald's burger was made. In the UK, McDonald's is so popular that the Queen once owned her own branch of it. Although a lot of the menu is the same as the one in the US, British McDonald's food has fewer preservatives, and the Big Mac is smaller. It also offers a traditional British breakfast consisting of a bacon sandwich, hash brown, and English breakfast tea. In France, your trip to "McDo" may be a little more high-class than you were expecting. The locations and services in France are much fancier. The McCafe is separate from the rest of the restaurant, and everything is arranged nicely. As for the food, you can see blue-cheese burgers on the menu, and everything will come in reusable containers.

In Asia, local tastes and some peculiar fast food variations are seen on McDonald's menu as well. In Indonesia, the world's largest Muslim country, chicken is far more popular than beef burgers. In the Philippines, an incredibly popular dish basically consisted of spaghetti soaked in sugar is called McSpaghetti. In Singapore, the national obsession with rice extends to having rice cakes in the burger. Therefore, in conclusion, if you're a traveler to a place you've never been before, there's something about seeing those Golden Arches that makes it a beacon of stability in an unknown world.

- 【1】41. What is the best title for the article?  
 ① How McDonald's Differs Around the World  
 ② McDonald's Marketing Strategies Worldwide  
 ③ McDonald's in Asia Sure Sells Some Weird Stuff  
 ④ What Makes McDonald's Asia So Different from McDonald's America
- 【2】42. Which statement **CANNOT** be inferred from the article?  
 ① People call McDonald's in different names in different countries.  
 ② In Indonesia, McDonald's is popular for its beef burger and pork burger.  
 ③ In Paris, you might experience table service and wine service at McDonald's.  
 ④ In the McDonald's in Singapore, you will see other burger options than burgers with buns.
- 【3】43. In which country of the McDonald's will you most likely see this sign?  
 ① USA                    ② Germany                    ③ France                    ④ Japan
- 【2】44. What does the word "it" in the last paragraph refer to?  
 ① A kind of food.                    ② McDonald's itself.  
 ③ The staff at McDonald's.                    ④ Good service at McDonald's.
- 【3】45. Which word can be used to describe the article?  
 ① Polite.                    ② Creative.                    ③ Informative.                    ④ Adventurous.



第二篇：

If you take a look at your current surroundings, it's likely that you will see plastic. Plastics are lightweight, durable, and cheap, and these characteristics make them a useful component of our housewares, packaging materials, and other everyday goods. When plastic products enter the ocean, they are subjected to UV radiation, winds, and scraping from wave currents. These forces promote the breakdown of plastic products into smaller fragments called "microplastics," measuring less than 5 mm in length.

Because of their small size, microplastics can easily spread through the air, accumulate in the environment, and may be difficult to detect. They can be found in alcohol, drinking water, seafood species, and even table salt. Microplastics have also been intentionally manufactured for use in exfoliants, toothpaste, and other cosmetic products. When humans consume food, drink water, or breathe air that is contaminated with microplastics, the plastic fragments can enter the body, so they have been found in human saliva, head hair, and feces, suggesting that we are all likely exposed to these plastic fragments on a regular basis. Researchers show that human exposure to microplastics could lead to oxidative stress, DNA damage, and inflammation, among other health problems. A recent study has found that people eat 5 grams of microplastics every week. In laboratory tests, microplastics have been shown to cause damage to human cells, including allergic reactions, cell death, damaging cells, and inducing inflammatory and immune reactions.

According to European Food Safety Authority, still, we do not have enough information and data that explain how microplastics are present in food and how they affect human health. Therefore, it is very important to make more research to develop new standardization methods to analyze microplastics and determine their effect and risk on the human body.

- 【2】46. What is the main purpose of the first paragraph?  
 ① To persuade people to use less plastic.  
 ② To explain how microplastics come along.  
 ③ To introduce a new creation called microplastics.  
 ④ To show people how important microplastics are.
- 【3】47. Henry found out he has low levels of microplastics in his body. What might he experience?  
 A. headache B. allergies C. stomachache D. hearing loss E. sore throat F. throwing up  
 ① ACF                    ② BCE                    ③ ABE                    ④ BDF
- 【3】48. According to the article, in which of the following is unlikely to detect microplastics?  
 ①

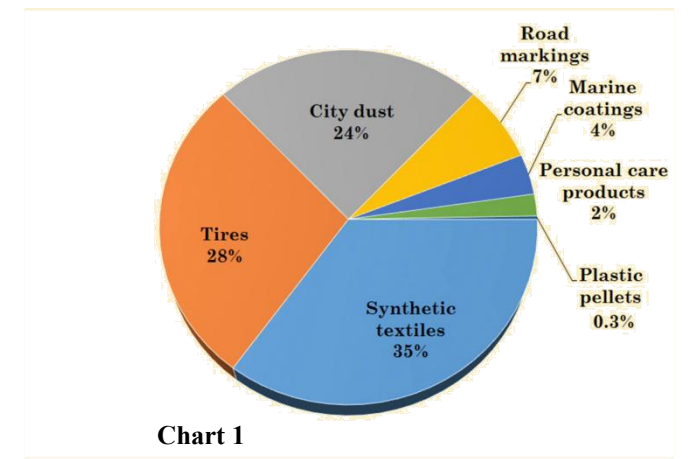
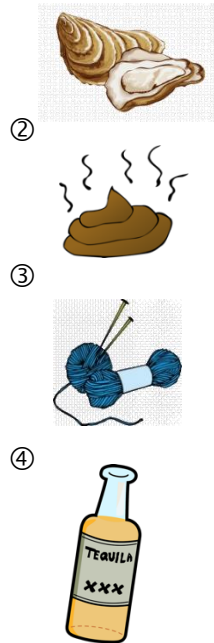


Chart 1  
Source of Microplastics in Daily Lives

- 【1】49. According to Chart 1, which of the following statement is **NOT** true?  
 ① The microplastics from makeup products and facewash take up around 7%.  
 ② Materials like nylon and polyester produces microplastics the most every day.  
 ③ Products like BB gun balls take up the least proportion of microplastics in our daily lives.  
 ④ Microplastics from ship paint along with dust in urban areas equals the ones from waste tires.
- 【3】50. What can we infer from the passage?  
 ① Plastic products will eventually be banned by most countries.  
 ② Europe is more concerned about human health than the rest of the world.  
 ③ More research needs to be done on the harmful effect of plastic pollution.  
 ④ Researchers are more concerned about plastic pollution on land than in oceans.