

臺灣菸酒股份有限公司

113 年從業職員及從業評價職位人員甄試 試題



甄試職別：從業評價職位人員

甄試類別：B10 營業（北二區）

C01 營業（原住民組）（北二區）

測驗科目：專業科目 1

- 0015【行銷英文】

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- ① 應考人須按編定座位入座，作答前應先自行檢查答案卡(卷)、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(卷)作答者，該節不予計分。
- ② 答案卡(卷)須保持清潔完整，請勿折疊、破壞或塗改入場通知書編號及條碼，亦不得書寫應考人姓名、入場通知書編號或與答案無關之任何文字或符號。
- ③ 本試題本為雙面印刷，答案卡(卷)每人一張，不得要求增補。未依規定劃記答案卡(卷)或書寫不清、污損、超出欄位外等，致讀卡機器無法正確判讀時，由應考人自行負責，不得提出異議。
- ④ 選擇題限用 2B 鉛筆劃記。請按試題之題號，依序在答案卡上同題號之劃記答案處作答，並完全塗滿方格，不塗出方格外。未劃記者，不予計分。如答案要更改時，請用橡皮擦擦拭乾淨，再行作答，切不可留有黑色殘跡，或將答案卡污損，也切勿使用修正帶(液)。
- ⑤ 非選擇題：限用藍、黑色鋼筆或原子筆、修正帶(液)等文具作答。
- ⑥ 測驗期間嚴禁使用行動電話或其他具可傳輸、掃描、交換或儲存資料功能之電子通訊器材或穿戴式裝置(包括但不限於：微型耳機、智慧型手錶、智慧型手環、智慧型眼鏡、電子字典、個人數位助理機、呼叫器等)，請關機並取消鬧鈴及整點報時裝置後，妥為收納不得使用，違者扣該節成績 20 分，續犯者該節不予計分。
- ⑦ 請務必將鐘錶之鬧鈴及整點報時功能關閉，若測驗中聲響經監試人員制止而再犯者，扣該節成績 10 分；該鐘錶並由監試人員保管至該節測驗結束後歸還。
- ⑧ 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。
- ⑨ 測驗結束鈴(鐘)響前不得離場，測驗期間擅自離場者，該節以零分計。測驗結束鈴(鐘)響前不得繳卷。測驗結束鈴(鐘)響即須停筆。測驗結束鈴(鐘)響後，若未繳交答案卡(卷)者，該節以零分計。繳卷時，應經監試人員驗收後始得離場。
- ⑩ 應考人於測驗當日每節測驗時間結束後，得向試場監試人員索取考畢之試題。

考生於應試期間應遵守簡章所載試場規則。違反規定者，經提報本考試甄試委員會予以試場規則之條文規定議處。

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*入場通知書編號：_____

注意：① 本試題為雙面印刷，不含封面共計 4 頁，測驗題型皆為四選一單選選擇題 50 題，每題 2 分，總計 100 分。
② 四選一單選選擇題限以 2B 鉛筆於答案卡上作答，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(卷)上書寫應考人姓名、入場通知書編號或與答案無關之任何文字或符號。
④ 答案卡(卷)務必繳回，未繳回者該節以零分計算。

一、單選題(第 1-25 題，四選一單選選擇題 25 題，每題 2 分，占 50 分)

1. 【D】 The advertising campaign was designed to _____ awareness of the new product
(A) grow (B) increase (C) escalate (D) raise
2. 【A】 We have decided to _____ the deadline for the marketing report due to unforeseen circumstances
(A) extend (B) exaggerate (C) enhance (D) exclude
3. 【A】 The company's _____ market includes customers from all over the world.
(A) diverse (B) dispersed (C) expanded (D) extreme
4. 【C】 Before committing to a large purchase, customers typically check _____ for insights.
(A) advertisements (B) research (C) reviews (D) promotions
5. 【B】 The board of directors fully _____ the proposed marketing budget for next year.
(A) encountered (B) endorsed (C) abandoned (D) voted
6. 【A】 The _____ for the product's rebranding was well-received by the target audience.
(A) proposal (B) option (C) promotion (D) launch
7. 【B】 Customer feedback was _____ in helping to improve our service quality.
(A) minimal (B) pivotal (C) dependent (D) corrective
8. 【B】 The marketing strategy needs to focus on the unique _____ points of the product.
(A) competitive (B) differentiation (C) saving (D) promotional
9. 【C】 The company's rapid growth _____ the need for a more robust marketing department
(A) concealed (B) downplayed (C) highlighted (D) obscured
10. 【A】 Our brand's strong social media presence is a key _____ in reaching millennials.
(A) determinant (B) obstacle (C) weakness (D) challenge
11. 【D】 Market saturation poses a significant challenge to any brand looking to _____ in a highly competitive industry.
(A) imitate (B) replicate (C) expand (D) distinguish
12. 【A】 The branding experts developed a _____ approach to capture new demographics.
(A) holistic (B) modular (C) conventional (D) reckless
13. 【B】 The product's unique features will help it _____ in a crowded market.
(A) disappear (B) stand out (C) fall apart (D) mix in
14. 【D】 The company needs to _____ its customer service to improve client satisfaction
(A) discourage (B) restrict (C) delay (D) enhance
15. 【B】 The meeting was postponed _____ the team needed more time to finalize the presentation.
(A) although (B) because (C) so that (D) whereas
16. 【A】 We _____ finished the project before the deadline.
(A) should have (B) would have (C) could (D) might
17. 【B】 The new marketing campaign _____ to increase sales by 20%.
(A) aim (B) aims (C) aimed (D) aiming
18. 【C】 The company's profits have been _____ increasing over the last three years.
(A) steadied (B) steady (C) steadily (D) steadying
19. 【A】 If the marketing strategy _____ well-received, it will be implemented across all regions.
(A) is (B) will be (C) was (D) has been
20. 【C】 By the time the new product _____, customers were already excited.
(A) had launched (B) was launching (C) launched (D) has launched

21. **【B】** It's crucial that the marketing department _____ aware of current trends.
(A) are (B) is (C) being (D) were
22. **【A】** Had the budget been larger, the campaign _____ more effective.
(A) could have been (B) will have been (C) would be (D) was
23. **【A】** The company manager demanded that all employees _____ their tasks by the deadline.
(A) complete (B) completing (C) completed (D) are completing
24. **【B】** The new design, _____ was created by a top agency, won an award for innovation
(A) when (B) which (C) who (D) what
25. **【A】** _____ we reduce prices, we'll be able to attract more customers.
(A) If (B) Unless (C) Despite (D) Because

二、克漏字測驗(第 26-40 題，四選一單選選擇題 15 題，每題 2 分，占 30 分)

The global fashion industry is constantly changing. Many brands are now focusing on 26 their production processes to make them more sustainable. This shift is due to growing 27 from consumers who are more aware of environmental issues. Companies are beginning to understand that they need to 28 their environmental footprint while still providing high-quality products. As a result, some companies are 29 eco-friendly materials and ethical labor practices to remain competitive. The challenge, however, lies in 30 the balance between sustainability and profitability.

26. **【A】** (A) altering (B) maintaining (C) promoting (D) extending
27. **【B】** (A) satisfaction (B) awareness (C) engagement (D) frustration
28. **【C】** (A) eliminate (B) neglect (C) reduce (D) absorb
29. **【B 或 D】** (A) purchasing (B) producing (C) importing (D) adopting
30. **【A】** (A) striking (B) creating (C) exploring (D) extending

In today's digital age, marketing strategies have become more complex. One of the most important aspects of modern marketing is 31 data to better understand consumer behavior. By analyzing purchasing patterns, companies can 32 personalized advertisements that are more likely to capture a consumer's attention. However, marketers must be cautious of 33 privacy concerns, as many people feel uncomfortable when their data is used without consent. Companies that fail to 34 trust may find that their efforts to engage consumers backfire. Therefore, building a transparent and ethical data strategy is 35.

31. **【A】** (A) collecting (B) dismissing (C) rejecting (D) replacing
32. **【B】** (A) devise (B) tailor (C) amplify (D) administer
33. **【D】** (A) solving (B) encountering (C) provoking (D) addressing
34. **【A】** (A) cultivate (B) jeopardize (C) acquire (D) diminish
35. **【B】** (A) unavoidable (B) critical (C) irrelevant (D) complicated

In recent years, teenagers' consuming habits have undergone a significant transformation, largely driven by the rise of digital media and social networks. Teenagers today 36 more purchasing power and influence than ever before, making them a key demographic for marketers. However, their buying preferences are often 37 by trends and peer influence, rather than traditional advertising methods. Social media platforms, in particular, play a crucial role in shaping their consumption patterns, as teens are more likely to 38 products endorsed by influencers they follow. Moreover, the growing concern for environmental sustainability is becoming 39 among younger consumers, who are increasingly opting for eco-friendly brands. Therefore, companies targeting teenagers must adapt their strategies to reflect not only the digital landscape but also the 40 values that drive this generation's choices.

36. **【A】** (A) wield (B) acquire (C) amass (D) accumulate
37. **【D】** (A) determined (B) induced (C) dictated (D) shaped
38. **【C】** (A) dismiss (B) promote (C) purchase (D) reject
39. **【B】** (A) irrelevant (B) pervasive (C) negligible (D) apparent
40. **【A】** (A) ethical (B) fluctuating (C) temporary (D) superficial

二、閱讀測驗(第 41-50 題，四選一單選選擇題 10 題，每題 2 分，占 20 分)

In response to growing health concerns and stricter regulations, tobacco companies have adapted their marketing strategies globally. While traditional advertising, such as TV commercials and billboards, has been heavily restricted in many countries, particularly in the European Union, companies have turned to more subtle approaches. These include sponsoring cultural or sporting events, using social media influencers, and focusing on product placement in films and TV shows.

One particularly contentious marketing tactic is the use of visually appealing packaging, which has proven effective in markets where regulations are less stringent, such as in parts of

Africa and Southeast Asia. In contrast, in countries with strict regulations, like Australia and the UK, plain packaging laws have been implemented, requiring standardized designs with large health warnings that cover most of the pack. This has reduced the visual appeal of smoking and aims to deter younger people from picking up the habit.

Additionally, the rise of e-cigarettes and vaping devices has presented new marketing challenges. Although these products are often marketed as healthier alternatives to traditional cigarettes, there is growing concern about their appeal to younger consumers, particularly through aggressive social media campaigns. Health experts argue that these devices still pose serious health risks and that marketing them as safer alternatives undermines global efforts to reduce smoking-related illnesses.

41. **【C】** What is the best title for the passage?
- (A) The Global Ban on Cigarette Advertising
 - (B) The Rise of E-Cigarettes and Health Risks
 - (C) How Tobacco Companies Continue to Market Despite Regulations
 - (D) The Impact of Social Media on Teen Smoking
42. **【B】** What has caused tobacco companies to adapt their marketing strategies globally?
- (A) Increasing competition
 - (B) Growing health concerns and stricter regulations
 - (C) Consumer demand for luxury products
 - (D) Pressure from shareholders
43. **【B】** How has cigarette marketing adapted in countries with strict advertising regulations?
- (A) Companies have stopped advertising entirely.
 - (B) Companies have focused on plain packaging and health warnings.
 - (C) They use more attractive advertising campaigns.
 - (D) They focus on radio and TV commercials.
44. **【C】** How might plain packaging laws affect younger consumers' likelihood to start smoking?
- (A) It makes cigarettes more appealing to younger people.
 - (B) It has no impact on smoking habits.
 - (C) It likely reduces the attractiveness of cigarettes.
 - (D) It increases the demand for luxury cigarettes.

45. **【D】** What is one major concern about the marketing of e-cigarettes and vaping devices?
- (A) They are not advertised as frequently as traditional cigarettes.
 - (B) They are marketed primarily to older generations.
 - (C) They are not subject to any advertising regulations.
 - (D) They are marketed as safer but still pose health risks.

The global wine and alcohol industry is undergoing a profound transformation, driven by shifting consumer trends and innovative marketing approaches. Traditionally, wine has been positioned as a luxury product, closely associated with fine dining and special occasions. However, in recent years, marketing strategies have evolved to make wine more accessible to a broader range of consumers. Alcohol companies are increasingly targeting millennials and younger adults through lifestyle-driven marketing that emphasizes casual consumption and social settings.

One of the most significant developments in alcohol marketing has been the integration of digital platforms and social media. Wine brands, in particular, have leveraged social media influencers to promote their products, blending authenticity with brand promotion. Influencers often showcase alcohol as part of their daily lives, normalizing its consumption and appealing to younger, tech-savvy audiences.

Moreover, sustainability has become a key selling point for many alcohol brands, with companies highlighting environmentally friendly practices in both production and packaging. By aligning their brands with social and environmental responsibility, companies aim to attract consumers who prioritize ethical consumption. However, the promotion of alcohol, especially when targeted at younger audiences, remains controversial. Research has shown that alcohol marketing can significantly influence drinking behavior, particularly among adolescents and young adults, raising concerns about the long-term effects of these marketing strategies.

46. **【B】** What is the most appropriate title for this article?
- (A) The Role of Social Media in Wine Marketing
 - (B) Shifting Trends and Digital Innovations in the Global Alcohol Industry
 - (C) The Ethical Dilemma of Alcohol Consumption
 - (D) Millennials' Preference for Social Media Influencers

47. **【C】** What is one traditional association of wine marketing?
- (A) Casual, everyday consumption
 - (B) Sports sponsorship
 - (C) Special occasions and fine dining
 - (D) Digital advertising
48. **【C】** According to the article, why has the marketing of wine and alcohol shifted in recent years?
- (A) There is less interest in luxury products.
 - (B) Wine is becoming less popular among older adults
 - (C) Companies want to make their products more accessible to a broader audience.
 - (D) Traditional marketing methods have become too expensive
49. **【A】** How have wine brands used social media influencers in their marketing strategies?
- (A) To normalize alcohol consumption as part of daily life.
 - (B) To promote alcohol as a luxury product for elite consumers.
 - (C) To highlight the dangers of alcohol consumption.
 - (D) To reduce their dependence on digital platforms.
50. **【D】** What concern does the article raise about marketing alcohol to younger audiences?
- (A) It makes alcohol companies more environmentally conscious.
 - (B) It increases the cost of marketing strategies.
 - (C) It reduces the appeal of traditional luxury branding.
 - (D) It may lead to underage drinking and influence young people's drinking behavior.

試題完