

I. 選擇題 40%

- 1.(C)What is the meaning of "counter offer"?  
(A) the first price quote from the supplier  
(B) the first sample sent by the supplier  
(C) the buyer's revision of the price quote
- 2.(B)Why do people regard "negotiation" as art?  
(A) It has standard practice.  
(B) It doesn't have a typical result.  
(C) It has a fixed outcome.
3. (A) What should be done in price negotiation?  
(A) be polite and professional  
(B) be dominant and forceful  
(C) be slow and reluctant
4. (C) Why do some people suggest use odd numbers for discount requests?  
(A) Because they are easy to remember  
(B) Because they are more acceptable than even numbers.  
(C) Because they sound like a decision after a careful thought
5. (C) What is the purpose of sending an order letter?  
(A) to order people  
(B) to introduce goods or services  
(C) to purchase merchandise
6. (C) About writing the letter of order, which statement is NOT true?  
(A) The order letter should be as long as possible.  
(B) The order letter should be accurate.  
(C) The order letter should be written casually.
7. (B) When responding to an order letter, what should NOT be done?  
(A) Reply quickly.  
(B) Reply as late as possible.  
(C) Reply carefully.
8. (C) When one needs to reject an order, what should he/she do?  
(A) Ignore the order.  
(B) Reject directly without an explanation.  
(C) Explain the reason and suggest an alternative.
9. (C) If your long-term business partner pays late for the first time, what should you do?  
(A) Write a server reminding letter.  
(B) Blame the business partner critically.  
(C) Send a mild reminder.
10. (B) When making a complaint, what should you do?  
(A) Write a complaint letter in an angry tone.  
(B) Write a complaint letter when feeling calm.  
(C) Write a letter to criticize the person who makes the mistake.

國立臺北商業大學附設空中進修學院 111 學年度第一學期期末考參考答案

考試科目：二技 1006 商務英文

考試日期：111 年 12 月 25 日 節次：4

II. 填充題 60%

assured	guarantee
quality	discontinued
marketable	referring
updated	received
heartwarming	regretfully

Dear Ms. Wang,

Having (1) received your letter regarding your enquiry on 15<sup>th</sup> May, we would like to thank you for your kind words about our products. It is (2) heartwarming to know that you find our products perfectly (3) marketable.

We only (4) updated our Star Fish once, and that occurred in 2015. Therefore, the model you are (5) referring to would have to be our original style, model AX-1. (6) Regretfully, we do not have any of the (7) discontinued models. We can understand why it has potential for your market.

However, you can be (8) assured that our current model BX-2, which is available in stock, have been made with the same fine (9) quality with which you shall be satisfied. You may be surprised to know that it comes with the same (10) guarantee of production and high quality that we have been providing since we started business.

If you are interested in our current model or need any further information, please do not hesitate to contact me anytime. We wish we could be of more help to you. Thank you again for the letter you have written to us.

Your sincerely,  
Laura Smiths  
Sales Manager,  
MBD International Inc.