

國立臺北商業大學附設空中進修學院 114 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：114 年 12 月 21 日 節次：4

一、單字翻譯選擇題 40% (每題 4 分)

- __C__ 1. mentality (A)心理學 (B)條件 (C)心態
__C__ 2. guarantee (A)進口 (B)無知 (C)保證
__B__ 3. jeopardize (A)出口 (B)危害 (C)保證
__A__ 4. advertisement (A)廣告 (B)供應商 (C)製造商
__C__ 5. concession (A)會議 (B)場合 (C)讓步減價
__A__ 6. transaction (A)交易 (B)會話 (C)交接
__A__ 7. consignment (A)貨運 (B)承諾協議 (C)讓步減價
__A__ 8. notification (A)通知 (B)描述形容 (C)承諾協議
__C__ 9. tolerant (A)生氣的 (B)美麗的 (C)寬容的
__A__ 10. liability (A)責任承擔 (B)損害賠償 (C)寬容的

二、商務書信件寫作技巧選擇題 60% (每題 4 分)

- __A__ 1. When writing an inquiry letter, what attitude is appropriate? (A) polite (B) proud (C) perfect
__B__ 2. When writing an inquiry letter, what should be written first?
(A) self-introduction (B) the writing purpose (C) the deadline of request
__B__ 3. What is the intention of an inquiry letter? (A) to sell the product (B) to ask about a product (C) to order a product
__C__ 4. In an initial contact, what should the writer do when responding to an inquiry letter?
(A) asking about the price (B) checking the product (C) introducing the writer's own company
__C__ 5. If you cannot fulfill a request, what should you do?
(A) Reject the inquirer directly. (B) Ignore the inquiry. (C) Try to help in other ways.
__C__ 6. How should you reply to an inquiry about product details?
(A) Call the producer immediately. (B) Avoid difficult questions. (C) Provide specific and correct information.
__C__ 7. 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
__B__ 8. 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.
__A__ 9. What should be done in price negotiation?
(A) be polite and professional (B) be dominant and forceful (C) be slow and reluctant
__C__ 10. 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

背面尚有試題

__C__ 11. What is the purpose of sending an order letter?

- (A) to order people
- (B) to introduce goods or services
- (C) to purchase merchandise

__C__ 12. 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.

__C__ 13. 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.

__C__ 14. 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.

__B__ 15. 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.