

中臺科技大學 專業英文字彙測驗題庫-行銷系(範圍 101-200 字)

Part 1. 單字選擇題：請挑選每題專業英文字彙之正確中文翻譯 (題庫共45題)：

01.	monetary	(A)	口碑	(B)	消費總額, 金融的	(C)	信賴
02.	outsourcing	(A)	外包	(B)	出貨	(C)	回扣
03.	pallet	(A)	工資	(B)	視野	(C)	棧板
04.	personalization	(A)	個人化	(B)	電銷代表席次(位)	(C)	利潤
05.	prestige pricing	(A)	價值	(B)	聲望定價	(C)	外包
06.	private brand	(A)	自有品牌	(B)	安全性	(C)	研發
07.	product bundle pricing	(A)	病毒式行銷	(B)	產品組合訂價	(C)	關係行銷
08.	product concept	(A)	批發商	(B)	產品概念	(C)	準顧客
09.	product development	(A)	消費總額, 金融的	(B)	服務性	(C)	產品發展
10.	product image	(A)	產品形象	(B)	贊助廣告	(C)	生產
11.	product life cycle PLC	(A)	價值鏈	(B)	產品生命週期	(C)	人員招募
12.	product line	(A)	產品線	(B)	日常用品	(C)	專案開發
13.	product mix	(A)	使用對象	(B)	標語	(C)	產品組合
14.	product perceptual map	(A)	批發	(B)	產品知覺圖	(C)	證明
15.	product placement	(A)	視覺識別	(B)	地點	(C)	置入性行銷
16.	product warranty	(A)	產品保證	(B)	員工	(C)	目標顧客
17.	productivity	(A)	垂直通路衝突	(B)	專賣店	(C)	生產力
18.	profit	(A)	網路社群	(B)	利潤	(C)	品牌再造
19.	prospects	(A)	準顧客	(B)	儲存	(C)	生產力
20.	public service activities	(A)	超值定價	(B)	公益活動	(C)	出貨人(貨主)
21.	R&D (Research and Development)	(A)	研發	(B)	選購品	(C)	問題
22.	rebate	(A)	價值行銷	(B)	回扣	(C)	公益活動
23.	recruitment	(A)	會員制量販店	(B)	特殊品	(C)	人員招募
24.	relationship marketing	(A)	結構	(B)	投資報酬率	(C)	關係行銷
25.	reliability	(A)	超市	(B)	信賴	(C)	聲望定價
26.	retailer	(A)	半成品	(B)	零售商	(C)	置入性行銷
27.	risky forecast	(A)	風險預測	(B)	運輸	(C)	原則
28.	shopping goods	(A)	供應商	(B)	選購品	(C)	訂價
29.	simplification	(A)	培訓專員	(B)	薪資	(C)	簡單化(連鎖經營的3S之1)
30.	specialization	(A)	電話銷售	(B)	專業化(連鎖經營的3S之1)	(C)	產品形象
31.	specialty store 或 limited-line store	(A)	專賣店	(B)	股東權益報酬率	(C)	產品組合
32.	sponsored ad	(A)	文書報告	(B)	贊助廣告	(C)	全方位
33.	staff	(A)	綁售	(B)	結果	(C)	員工
34.	supplier	(A)	與電腦同步作業	(B)	供應商	(C)	產品發展
35.	suspects	(A)	潛在顧客	(B)	房租	(C)	價格

36.	target	(A)	自有品牌	(B)	滿意	(C)	目標顧客
37.	telemarketing	(A)	潛在顧客	(B)	電話行銷	(C)	產品線
38.	tie-in	(A)	綁售	(B)	特價	(C)	產品概念
39.	value chain	(A)	運輸	(B)	風險預測	(C)	價值鏈
40.	value marketing	(A)	標籤	(B)	價值行銷	(C)	產品組合訂價
41.	value pricing	(A)	超值定價	(B)	零售商	(C)	產品知覺圖
42.	vertical channel conflict	(A)	系統	(B)	垂直通路衝突	(C)	自有品牌
43.	viral marketing	(A)	電話行銷	(B)	樣本	(C)	病毒式行銷
44.	warehouse club	(A)	策略	(B)	病毒式行銷	(C)	棧板
45.	web community	(A)	網路社群	(B)	零售	(C)	個人化

Part 2. 單句字彙選擇題：請選出合適文意之單字 (題庫共25題)：

題號	題目及選項
01.	The main _____ of this meeting is to give more information on our plans. (A) objective (B) open mind (C) outsourcing
02.	They may apply to join the _____. (A) pricing (B) result (C) organization
03.	We _____ our products in recyclable materials. (A) pallet (B) package (C) personalization
04.	The _____ starts at seven. (A) performance (B) prospects (C) production
05.	There are three fundamental _____ of teamwork. (A) recency (B) principles (C) security
06.	That model won't go into _____ before late 2025. (A) slogan (B) trainer (C) production
07.	Taken overall, the _____ was a success. (A) project (B) placement (C) prospects
08.	This information could _____ useful. (A) perceptual map (B) public service activities (C) prove
09.	A complete _____ of the school is expected within two years. (A) rebate (B) rebranding (C) result
10.	We offer 100% customer _____ services. (A) satisfaction (B) vendor (C) wholesale
11.	There is a tour guide throughout the trip who will organize optional dinners and _____. (A) salary (B) serviceability (C) sightseeing
12.	They've come up with a new advertising _____ for the product. (A) slogan (B) simplification (C) site
13.	_____ Room, No Admittance! (A) Storage (B) Specialization (C) Sponsored ad
14.	They are employed by aircraft and aircraft _____ manufacturers. (A) structure (B) suspects (C) subassembly
15.	The equipment can be purchased from your local _____. (A) supplier (B) staple goods (C) sponsored ad
16.	Japan is a highly competitive market _____. (A) staple goods (B) system (C) storage
17.	It is always advisable for businesses to look beyond the price _____ and look for a business-only provider that can offer more reliability, with good support. (A) telesales (B) tag (C) tie-in

18.	_____ has become so popular that you'll soon receive many calls each day. (A) Tie-in (B) Telesales (C) Telemarketing
19.	Kevin is going to invite the professional _____ from Cambro to conduct a training course for our customers. (A) synchronize (B) rent (C) trainer
20.	This year _____ prices rises 2.7%. (A) chain (B) target (C) behavior
21.	You have to be able to describe things in a form that the end _____ can understand. (A) staple (B) user (C) value
22.	He must sell the house for the current market _____. (A) investment (B) simplification (C) value
23.	The research evaluates how _____ managed inventory (VMI) affects supply chain. (A) development (B) vendor (C) service
24.	_____ increases must be in line with inflation. (A) Wage (B) Wholesale (C) Word of mouth
25.	Warehouse clubs allow members to buy goods at _____ prices. (A) warehouse club (B) web community (C) wholesale

中臺科技大學 專業英文字彙測驗題庫-行銷系(範圍 100-200 字)
答案卷

Part 1. 單字選擇題：請挑選每題專業英文字彙之正確中文翻譯 (共45題)：

1	B	2	A	3	C	4	A	5	B
6	A	7	B	8	B	9	C	10	A
11	B	12	A	13	C	14	B	15	C
16	A	17	C	18	B	19	A	20	B
21	A	22	B	23	C	24	C	25	B
26	B	27	A	28	B	29	C	30	B
31	A	32	B	33	C	34	B	35	A
36	C	37	B	38	A	39	C	40	B
41	A	42	B	43	C	44	B	45	A

Part 2. 單句字彙選擇題：請選出合適文意之單字 (題庫共25題)：

1	A	2	C	3	B	4	A	5	B
6	C	7	A	8	C	9	B	10	A
11	C	12	A	13	A	14	C	15	A
16	B	17	B	18	C	19	C	20	A
21	B	22	C	23	B	24	A	25	C