

中臺科技大學 專業英文字彙測驗題庫-行銷系(範圍 1-100 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.	advertising	(A)	注意力；專心	(B)	廣告(業)	(C)	橫幅廣告
02.	Business To Business (B2B)	(A)	企業對企業	(B)	信心	(C)	行動
03.	Business To Consumer (B2C)	(A)	溝通	(B)	企業對消費者	(C)	輸送帶
04.	baby boomers	(A)	產生欲望	(B)	客製化	(C)	嬰兒潮世代
05.	bancassurance	(A)	耐久性	(B)	銀行保險	(C)	配送
06.	BI (behavior identity)	(A)	行為識別	(B)	紙箱	(C)	貨櫃或容器
07.	brand association	(A)	記憶力、記性	(B)	品牌聯想	(C)	行銷
08.	brand awareness	(A)	品牌知名度	(B)	管理	(C)	標誌
09.	brand belief	(A)	邏輯上、合乎邏輯	(B)	在地化、本土化	(C)	品牌信念
10.	brand bonding	(A)	法規	(B)	品牌聯結	(C)	知識
11.	brand elements	(A)	激發興趣	(B)	內部的、自身的	(C)	品牌元素
12.	brand equity	(A)	品牌價值	(B)	可行性的	(C)	特色
13.	brand extension	(A)	配送	(B)	品牌延伸	(C)	客製化
14.	brand internalization	(A)	信心	(B)	有效的	(C)	品牌內化
15.	brand knowledge	(A)	品牌知識	(B)	例子、例證、楷模	(C)	交換
16.	CIS (corporate identity system)	(A)	配送	(B)	企業識別系統	(C)	信賴感
17.	customer satisfaction	(A)	顧客滿意度	(B)	產生欲望	(C)	評價、評估
18.	CVS (convenience store)	(A)	競爭力	(B)	便利商店	(C)	客製化
19.	decentralization	(A)	分權	(B)	溝通	(C)	全面的
20.	decision making	(A)	協調	(B)	常識	(C)	決策力
21.	Delphi Method	(A)	紙箱	(B)	德爾菲法	(C)	注意力；專心
22.	distribution	(A)	流通、配銷、分銷	(B)	創造	(C)	信念
23.	EC (electronic commerce)	(A)	標誌	(B)	法規	(C)	電子商務
24.	ECR (efficient customer response)	(A)	有效客戶回應	(B)	好處	(C)	成本降低
25.	EDI (electronic data interchange)	(A)	市場調查	(B)	電子資料交換	(C)	注意力；專心
26.	EOS (electronic order system)	(A)	認知；覺察	(B)	折扣	(C)	電子訂貨系統
27.	EOS (electronic order system)	(A)	經濟附加價值	(B)	橫幅廣告	(C)	財務
28.	franchisee	(A)	記憶力、記性	(B)	加盟者、加盟店	(C)	活動、比賽
29.	franchisor	(A)	競爭力	(B)	管理	(C)	加盟總部
30.	frequency	(A)	利益	(B)	消費頻率	(C)	常識

31.	GDP (gross domestic product)	(A)	可行性的	(B)	信心	(C)	國內生產毛額
32.	GNP (gross national product)	(A)	品牌	(B)	國民生產毛額	(C)	貨櫃或容器
33.	human resources	(A)	人力資源	(B)	特色	(C)	費用
34.	hypermarket	(A)	配送	(B)	協調	(C)	量販店
35.	localization	(A)	信心	(B)	在地化、本土化	(C)	客製化
36.	customization	(A)	客製化	(B)	經驗	(C)	交換
37.	interaction	(A)	通路	(B)	互動	(C)	耐久性
38.	inventory	(A)	存貨	(B)	活動、比賽	(C)	特色
39.	jingles	(A)	廣告歌曲	(B)	在地化、本土化	(C)	管理
40.	logistics	(A)	效率	(B)	購物中心	(C)	物流、運籌
41.	media	(A)	媒體	(B)	知識	(C)	記憶力、記性
42.	merchandising	(A)	有效的	(B)	推銷、商品	(C)	標誌
43.	message	(A)	生活型態	(B)	折扣	(C)	訊息
44.	MI (mind identity)	(A)	顧客、客戶	(B)	理念識別	(C)	折扣
45.	modularity	(A)	模組化	(B)	條碼	(C)	購買者、成交顧客

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.	Take whatever _____ is needed. (A) conveyor (B) belief (C) action
02.	He gave me his personal _____ that the vehicle was safe. (A) assurance (B) distribution (C) container
03.	Can I have your _____ please? (A) desire (B) attention (C) dumping
04.	The survey after the campaign showed advertising _____ had remained low. (A) awareness (B) channel (C) lifestyle
05.	There are two versions of this ad: a 300x250 square ad and a 160x600 vertical _____. (A) knowledge (B) banner ad (C) memory
06.	The consumer then scans the _____ on a product with the camera in their smartphone. (A) legal (B) knowledge (C) bar code
07.	One of the many _____ of foreign travel is learning how to cope with the unexpected. (A) benefits (B) information (C) faith
08.	The company spent a lot of money and energy establishing its _____. (A) event (B) brand (C) durability
09.	Word of mouth is now the number one marketing _____. (A) creative (B) channel (C) carton
10.	We offer only the best to our _____. (A) clients (B) finance (C) inhouse
11.	You don't need any special skills for this job, just plain _____. (A) inventory (B) common sense (C) legal
12.	Good _____ is key to our success. (A) communication (B) immediate (C) belief
13.	It's hard to maintain _____ pricing. (A) extension (B) association (C) competitive
14.	We offer a _____ range of express delivery options for a small additional charge. (A) identity (B) comprehensive (C) corporate

15.	They appointed a new manager to _____ the work of the team. (A) message (B) logo (C) coordinate
16.	We aim to help our customers to _____ from time to time. (A) cost down (B) human resources (C) decision making
17.	The high prices have frightened off many _____. (A) customers (B) legal (C) container
18.	_____ has provided a big boost for small business finance in recent years. (A) Durability (B) Dividing (C) Discounting
19.	Television is an _____ means of communication. (A) exchange (B) behavior (C) effective
20.	The way the guests were treated in the hotel influenced their _____ of the service. (A) evaluation (B) customization (C) distribution
21.	Children travel (at) half _____. (A) fare (B) advantage (C) elements
22.	The latest model has over 100 new _____. (A) commerce (B) features (C) franchisee
23.	Any _____ involves an element of risk. (A) logo (B) investment (C) message
24.	Turn the shopping _____ into an amusement park. (A) mall (B) identity (C) jingles
25.	Good risk _____ and higher sales can both boost profits. (A) localization (B) investment (C) management

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

語言中心給舊檔

Part 3. 舊題目單句字彙選擇題：請選出合適文意之單字 (題庫共26題)：

請將正確答案以紅字標註

題號	題目及選項
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