

0. Exercise: **Part 4 (30x2%)**

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14. According to the speaker, why are delays expected?

- Ⓐ Some roads are being repaired.
- Ⓑ A tree is blocking part of a road.
- Ⓒ Many people are going to the same event.
- Ⓓ The weather is bad.

15. What does the speaker say about Highway 165?

- Ⓐ Trucks are not allowed on it.
- Ⓑ It is currently closed.
- Ⓒ It has a new tollbooth.
- Ⓓ Traffic is moving well.

16. What are the listeners reminded to do?

- Ⓐ Drive carefully in the evenings
- Ⓑ Listen to updates on the radio
- Ⓒ Follow detour signs
- Ⓓ Check the tires on their cars

A: .... there are a lot of \_\_\_\_\_ projects going on.

B: .... \_\_\_\_\_ on most local roads \_\_\_\_\_ for Highway 165 ....

A: .... for regular traffic \_\_\_\_\_.

廣告宣傳

14. What kind of business is Q&P?

- Ⓐ A sporting goods store
- Ⓑ An advertising agency
- Ⓒ An event planning service
- Ⓓ A travel agency

15. What is being advertised?

- Ⓐ A volunteer opportunity
- Ⓑ A restaurant opening
- Ⓒ An anniversary celebration
- Ⓓ A training seminar

16. What does the speaker recommend the listeners do?

- Ⓐ Go on a Web site
- Ⓑ Submit some ideas
- Ⓒ Buy a new product
- Ⓓ Obtain tickets

B: .... selling \_\_\_\_\_ here in Midvale.

A: .... holding an \_\_\_\_\_ all day at the store.

B: .... pick up a free \_\_\_\_\_ for the raffle contest!

<p>17. What is the topic of the broadcast?</p> <p>Ⓐ Banking</p> <p>Ⓑ Travel</p> <p>Ⓒ Healthy habits</p> <p>Ⓓ Career advice</p> <p>18. Why does the speaker say, "our audience may have some advice"?</p> <p>Ⓐ He is comparing one group to another.</p> <p>Ⓑ He does not want to give advice.</p> <p>Ⓒ He disagrees with an expert.</p> <p>Ⓓ He is encouraging participation.</p> <p>19. What has John Jones recently done?</p> <p>Ⓐ He opened a business.</p> <p>Ⓑ He wrote a magazine article.</p> <p>Ⓒ He created a Web site.</p> <p>Ⓓ He won a competition.</p>	<p>14. Where is the announcement most likely being made?</p> <p>Ⓐ At an appliance store</p> <p>Ⓑ At a bookstore</p> <p>Ⓒ At a coffee shop</p> <p>Ⓓ At a supermarket</p> <p>15. What type of product is the speaker promoting?</p> <p>Ⓐ Frozen meals</p> <p>Ⓑ Microwave ovens</p> <p>Ⓒ Cookbooks</p> <p>Ⓓ Soft drinks</p> <p>16. How long does the promotion last?</p> <p>Ⓐ For an hour</p> <p>Ⓑ For a day</p> <p>Ⓒ For a week</p> <p>Ⓓ For two weeks</p>
<p>A: .... talking about _____.</p> <p>B: .... Let us know by _____ or _____ the station.</p> <p>A: .... His _____ in Fitness Today magazine highlights the latest exercise equipment.</p>	<p>B: .... make for _____ tonight?</p> <p>A: .... for Mega Mart's deluxe _____?</p> <p>B: .... is good for _____ only.</p>

<p>14. What event is being advertised?</p> <p>Ⓐ A grand opening</p> <p>Ⓑ A charity fund-raiser</p> <p>Ⓒ A community breakfast</p> <p>Ⓓ A job fair</p> <p>15. Why are healthy snacks mentioned?</p> <p>Ⓐ To point out a new vending machine</p> <p>Ⓑ To highlight a menu item</p> <p>Ⓒ To introduce cooking classes</p> <p>Ⓓ To contrast with other snack foods</p> <p>16. What will be discounted by 20 percent?</p> <p>Ⓐ Workout clothing</p> <p>Ⓑ Cooking utensils</p> <p>Ⓒ Parking permits</p> <p>Ⓓ Family memberships</p>	<p>15. What is being advertised?</p> <p>Ⓐ A grand opening ceremony</p> <p>Ⓑ A food fair</p> <p>Ⓒ A sports competition</p> <p>Ⓓ A vegetable market</p> <p>16. What highlight of the event does the speaker mention?</p> <p>Ⓐ A famous singer will perform.</p> <p>Ⓑ A tour will be given.</p> <p>Ⓒ A contest winner will be chosen.</p> <p>Ⓓ A television show will be filmed.</p> <p>17. What is included in the price of admission?</p> <p>Ⓐ A gift certificate</p> <p>Ⓑ A signed book</p> <p>Ⓒ A dinner for two</p> <p>Ⓓ A magazine subscription</p>
<p>A: .... host the _____ of our new city center location on Saturday.</p> <p>B: .... will offer healthy _____ in our very own classroom kitchen.</p> <p>A: .... because our _____ will be discounted by twenty percent!</p>	<p>B: .... and sample their _____!</p> <p>A: .... will be there _____ his _____ Cooking with Jeff.</p> <p>B: .... you'll get a free recipe _____ by Jeff.....</p>

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<p>9. What type of property is being discussed?</p> <p>Ⓐ A concert hall Ⓑ An office building Ⓒ A convention center Ⓓ A supermarket</p> <p>10. According to the advertisement, what is the main attraction of the property?</p> <p>Ⓐ The convenient location Ⓑ The affordable price Ⓒ The building's history Ⓓ The energy efficiency</p> <p>11. Why are listeners encouraged to act now?</p> <p>Ⓐ A business will close soon. Ⓑ The event is coming up soon. Ⓒ A special offer will end. Ⓓ Space will run out quickly.</p>	<p>17. What is being announced?</p> <p>Ⓐ The expansion of a government building Ⓑ The closing of a popular business Ⓒ The results of an election Ⓓ The retirement of a local politician</p> <p>18. What does Richard Suarez plan to do in the future?</p> <p>Ⓐ Write a memoir Ⓑ Teach some classes Ⓒ Open a community center Ⓓ Participate in a debate</p> <p>19. What is said about Janice Feldman?</p> <p>Ⓐ She is a schoolteacher. Ⓑ She is moving to another city. Ⓒ She may run for mayor. Ⓓ She will be interviewed.</p>
<p>A: .... This dazzling, state-of-the-art _____ will include over 80,000 square feet of office space .....</p> <p>B: The property is _____ ....</p> <p>A: Nearly _____ of the offices have already been _____ ....</p>	<p>B: .... has announced his _____ from city _____.</p> <p>A: .... instead plans to teach _____ at a local university.</p> <p>B: .... will serve as Mayor Suarez' _____. Some predict that Deputy Mayor Janice Feldman will run for _____.</p>

<p>17. What is the topic of the seminar?</p> <p>Ⓐ Selling houses</p> <p>Ⓑ Writing a book</p> <p>Ⓒ Saving money</p> <p>Ⓓ Managing a business</p> <p>18. Who is Trisha Wilson?</p> <p>Ⓐ A bank president</p> <p>Ⓑ An author</p> <p>Ⓒ A home decorator</p> <p>Ⓓ A television host</p> <p>19. According to the speaker, what will Ms. Wilson do after she speaks?</p> <p>Ⓐ Distribute brochures</p> <p>Ⓑ Answer questions</p> <p>Ⓒ Accept resumes</p> <p>Ⓓ Provide autographs</p>	<p>12. Who is Jerry Benson?</p> <p>Ⓐ A musical-instrument maker</p> <p>Ⓑ A recording technician</p> <p>Ⓒ A music teacher</p> <p>Ⓓ A computer programmer</p> <p>13. According to the speaker, what will happen next month?</p> <p>Ⓐ A concert will be broadcast</p> <p>Ⓑ A conference will be held.</p> <p>Ⓒ A new store will open.</p> <p>Ⓓ New software will be released.</p> <p>14. Why are listeners encouraged to call the radio station?</p> <p>Ⓐ To make a donation</p> <p>Ⓑ To share an anecdote</p> <p>Ⓒ To enter a contest</p> <p>Ⓓ To ask questions</p>
<p>A: .... today's seminar on _____ management.</p> <p>B: .... Our guest speaker today is Trisha Wilson, _____ of the new book Save Money Now!</p> <p>A: .... After she speaks, Ms. Wilson will be happy to _____ _____ from the audience....</p>	<p>B: ..... to learn how to play the _____.</p> <p>A: .... Next month Mr. Benson and his students will be _____ their first online concert.</p> <p>B: .... during the interview with your own _____ for our guest.</p>

**Part 7 (52x0.8%)**

**Questions 12-16** refer to the following article, book review, and interview transcript.

## Long-Awaited Sequel Has Arrived

(June 2)-David Mendoza's eagerly anticipated sequel to the best-selling *Waking Up* is finally here. The much loved *Waking Up* chronicled the ups and downs Mendoza experienced as he moved from job to job as a youth, working as everything from dock worker and fisherman, to hotel clerk and tennis instructor.

*Life Lessons in Advertising* picks up where the previous book left off, with Mendoza having just arrived in New York

City. We follow his rise from mailroom clerk to the head of M&D Creative, a highly successful advertising agency. Written in the humorous, informal style that has made Mendoza's ads so successful over the years, the book shares stories of client case histories and reveals how he developed his most successful advertisements. The book is now available online and in bookstores everywhere.

### **Book Review: *Life Lessons in Advertising***

By Julia Turnbull

Given that it took twenty years for David Mendoza to write his second book, *Life Lessons in Advertising*, the impression the reader is left with at the end is that he forgot to edit his work.

While I thoroughly enjoyed Mendoza's previous book, this sequel is made up of dull, complicated sentences that make reading a chore. There's no argument regarding his abilities as an advertising executive, yet the anecdotes about life in the advertising business are so much less engaging than those earlier stories that almost jumped off the pages. For example, nothing matches the earlier book's crystal clear descriptions of his escapades and unexpected adventures as a hotel clerk in northern Montana. This is one book you can skip.



### Advertising in Motion Magazine

A minute with...

Advertising guru David Mendoza

**AIMM:** Why did it make you so long to write this book?

**Mendoza:** It's funny. I've always considered my copywriting to be my strength. But long pieces of writing, like manuscripts, are very difficult for me, so I take my time to edit them carefully. But I'm very proud of the end result – It's easy to read and highly enjoyable, just like my first book.

**AIMM:** You've held so many jobs, like fisherman and tennis instructor. Why do you think advertising stuck?

**Mendoza:** I'm not so sure it did really stick, although I've been with it for a while. My philosophy is to be open to any opportunity that comes my way. Advertising came my way, but I'm rather sure it's not the last thing I'll try my hand at. And you never know, I might go back to fishing or tennis.

<p>12. In the article, the phrase “picks up” in paragraph 2, line1, is closest in meaning to</p> <p>Ⓐ gets better</p> <p>Ⓑ becomes faster</p> <p>Ⓒ starts again</p> <p>Ⓓ lifts up</p>	<p>14. In the book review, what is suggested about Mr. Mendoza's time as a hotel clerk?</p> <p>Ⓐ He experienced some surprising incidents.</p> <p>Ⓑ He traveled throughout Montana.</p> <p>Ⓒ He met several advertising executives.</p> <p>Ⓓ He wrote stories in the evenings.</p>
<p>13. What is indicated about <i>Walking up</i>?</p> <p>Ⓐ It was published twenty years ago.</p> <p>Ⓑ It has been made into a movie.</p> <p>Ⓒ It contains photographs.</p> <p>Ⓓ It is out of print.</p>	<p>16. What does Mr. Mendoza imply in the interview transcript?</p> <p>Ⓐ He is looking for a new publisher.</p> <p>Ⓑ He has recently brought a new fishing boat.</p> <p>Ⓒ He learned the most from his job as a tennis instructor.</p> <p>Ⓓ He may change his profession again.</p>
<p>15. On what point do Mr. Mendoza and Ms. Turnbull disagree?</p> <p>Ⓐ Mr. Mendoza's effectiveness as an advertising executive</p> <p>Ⓑ Mr. Mendoza's attitude toward reading for pleasure</p> <p>Ⓒ The reason <i>Waking Up</i> is popular</p> <p>Ⓓ The quality of the writing in <i>Life Lessons in Advertising</i></p>	

**Questions 8-11** refer to the following article.

Nairobi, January 22 – Accord Airlines Chief Executive Officer Pramod Gupta announced on Monday that his company has purchased Glade Airways. Accord is headquartered in Mumbai, India, and the purchase is expected to double the size of the airline and extend its reach into new markets. Most of Accord’s routes are to cities in Asia, Great Britain, and the United States. Glade’s head office is in Nairobi, and from its East African base the airline flies to countries throughout the rest of Africa.

Representatives of the two airlines said customers would not notice many immediate changes. There are no plans yet to paint the airplanes or redecorate the interiors. Each airline will keep its own Web site, baggage fees, and frequent-flyer programs for at least the next six months.

Airfares are not expected to change immediately, either, although Accord spokesperson Amina Odoyo said that “This will be the first aspect of the merger to be addressed.” She hastened to add, however, that there would be “no problem” for customers who have already booked a flight. “Tickets that have already been purchased for either airline will be honored,” she said.

Flight attendants and pilots for both airlines were pleased by the purchase. “I hope I will be able to fly to Nairobi,” said Shiv Parida, a pilot who has worked for Accord for six years. “I’ve been flying the same route for about four years,” he noted, “and expanding into new areas should help Accord grow, which means more opportunities for me. I have always wanted to visit Africa.”

<p>8. What is the purpose of the article?</p> <p>Ⓐ To profile a company’s new chief executive officer</p> <p>Ⓑ To compare airports in different cities</p> <p>Ⓒ To publicize the merger of two companies</p> <p>Ⓓ To announce the upcoming renovation of an airport</p>	<p>9. What does Ms. Odoyo suggest about tickets?</p> <p>Ⓐ Tickets purchased six months in advance will receive a discount.</p> <p>Ⓑ More tickets will become available for purchase online.</p> <p>Ⓒ Some tickets may not be transferable.</p> <p>Ⓓ Ticket prices may change in the future.</p>
<p>10. The word “honored” in paragraph 3, line9, is closest in meaning to</p> <p>Ⓐ rewarded                      Ⓑ accepted</p> <p>Ⓒ refunded                      Ⓓ offered</p>	<p>11. What is indicated about Mr. Parida?</p> <p>Ⓐ He is eager to fly new routes.</p> <p>Ⓑ He is a frequent visitor to Africa.</p> <p>Ⓒ He was hired four years ago.</p> <p>Ⓓ He is planning to relocate.</p>



Questions 12-16 refer to the following hotel reviews, Web page, and articles.

### Garnett Gusthouse

Loved everything about this hotel expect for its Web site. It was absolutely impossible to book our stay online. We tried to reserve a room, but the site kept crashing. We almost gave up, but decided to call the hotel and were able to make the arrangements that we wanted. The owner was very nice and gave us directions to her place. She also told us she had just signed up with a service that will improve her Web site. Hope it works!

Anna and Mark, July 11

How can I make a reservation for this hotel? Their Web site is very difficult to use – it says every room is “unavailable.” I’m trying to stay there in December, so I feel there’s something wrong with the site.

Meiying, August 3

<http://reservacorp.com>



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### How Your Hotel Can Benefit from Reserva

***You’re not just renting out rooms anymore – Reserva Corporation helps you improve the customer experience.***

We’ve all come to expect convenience from our online experiences. We assume single-click payments and instant answers to our questions. Reserva is an affordable business software solution that helps bed-and-breakfasts, guesthouses, and other small hotels provide these services efficiently.

- **Reserva creates mobile-friendly designs for guests on the go.**

Many of your guests are likely to search for a hotel room on their smartphones, which means it is critical for your site to be as mobile-friendly as possible.

- **Reserva shows your establishment in great detail.**

High-quality photos of the facility on your Web site will make it clear what sets you apart from the competition.

- **Reserva allows rooms to be booked right from your site.**

Potential customers will abandon your site if they’re not able to book rooms themselves.

Reserva offers four different plans: Package A is for skilled hoteliers who do not need programming support; Package B is for subscribers who want the convenience of our updating tools; Package C is for managers of multiple properties; Package D is a monthly packages, or to purchase one, go to the appropriate tab on this Web page.

## Hotel Reservation

### Management Simplified

by Rebecca Landis

The hospitality business is a multimillion-dollar, competitive industry that relies on effective and efficient ways for consumers to access hotel Web sites and make reservations.

“We’re often approached by hotels that are losing business to competitors with better Web sites,” says Reserva developer Dmitri Kellerman. “A number of hospitality software developers provide Web-design services, but then expect the hoteliers to be able to program their own applications to stay competitive. This is beyond the skills of most small business owners.”

Francine Malloy couldn’t agree more. “I was so relieved to finally find a solution to our Web site problems. The Reserva software is very easy to use and intuitive. Even more, with the help of the tools provided, we were able to update the site information ourselves. Our guests, and particularly our return guests, are very impressed with our new Web site. All parties involved are very satisfied. Within twenty-four hours of launch, the first reservation came in and online bookings have been arriving so quickly that in just ten days, the site had fully paid for the cost of the upgrade.”

12. What common problem do the reviewers of Garnett Guesthouse mention?  Ⓐ The location is hard to find. Ⓑ Online reservations are difficult to make. Ⓒ The room descriptions are not accurate. Ⓓ The prices are out-of-date.		13. What is NOT mentioned as a feature enabled by using the Reserva software?  Ⓐ High-quality images on Web sites Ⓑ Mobile-friendly Web sites Ⓒ Direct reservations made by customers Ⓓ Real-time chatting with hotel staff	
14. Who most likely is Ms. Malloy?  Ⓐ A software developer    Ⓑ A travel consultant Ⓒ A hotel owner            Ⓓ A magazine editor		15. What service did Ms. Malloy most likely buy?  Ⓐ Package A            Ⓑ Package B Ⓒ Package C            Ⓓ Package D	
		16. In the article, the word “parties” in paragraph 3, line9, is closest in meaning to  Ⓐ groups                  Ⓑ celebrations Ⓒ companies            Ⓓ subscribers	

Questions 9-12 refer to the following article.

## Growing Your Business, Part 6: Using Social Media

By Rajiv Shrestha

Everyone knows that social media is an excellent way to promote a company's brand and products. The speed of social media, as well as its relative inexpensiveness, make it an attractive option for small companies that can't rely on television or magazine advertising to reach new customers. And most sites can be managed without the help of a technology expert. —[1]—.

But even though social media offers many opportunities, you shouldn't try to promote your business on as many outlets as possible. Managing information on several networks can quickly become a full-time job

and can make it harder, not easier, to control your message. —[2]—.

Therefore, it's important that you learn the benefits and limitations of each social media platform, and then decide which one or two are best suited to your target customers. —[3]—.

Different platforms focus on different kinds of content, like photos, videos, short messages, or blogs. Some platforms need to be updated frequently, with customers expecting you to post new material every day. —[4]—. Certain platforms are better for reaching larger, more general audiences, while some allow you to focus on a specific group of customers. So before you set up accounts on every available platform, think about your business needs and your customer base.

<p>9. For whom is the article most likely intended?</p> <p>Ⓐ A small business owner</p> <p>Ⓑ A human resources manager</p> <p>Ⓒ A network administrator</p> <p>Ⓓ A Web site designer</p>	<p>10. What is NOT mentioned as a benefit of using social media?</p> <p>Ⓐ It spreads information very quickly.</p> <p>Ⓑ It allows customers to give feedback.</p> <p>Ⓒ It cost less than more traditional media.</p> <p>Ⓓ It requires little technical knowledge.</p>
<p>11. What advice does the article give about using social media?</p> <p>Ⓐ Try as many sites as possible.</p> <p>Ⓑ Hire a full-time employee to manage accounts.</p> <p>Ⓒ Avoid posting personal information.</p> <p>Ⓓ Select platforms carefully.</p>	<p>12. In which of the positions marked [1], [2], [3], and [4] does the following sentence best belong?</p> <p>"Others require less maintenance."</p> <p>Ⓐ [1]                      Ⓑ [2]</p> <p>Ⓒ [3]                      Ⓓ [4]</p>

**Questions 14-18** refer to the following article and award certificate.

CHICAGO, December 5 – To the many awards earned over the 12 years since its founding, Chicago-based Roxina Travel can add another distinction: a NOTA Award, Presented by the National Organization of Travel Agencies (NOTA) at its annual Travel Fair, the award recognizes Roxina Travel for developing the most innovative tour program of the year. The honor was a pleasant surprise for the local agency given the larger size of many of its competitors. Roxina Travel has focused on a unique type of tourism and it has paid off.

“Diving tourism used to be a small niche, and investing in it was a risk for us,” said Terry Mason, Roxina’s owner. “But over the years we have attracted an increasing number of customers who are interested in trying something new and experiencing the thrill of exploring the underwater universe.” Since it first opened, Roxina Travel has been organizing diving tours to unexpected places such as Egypt, Iceland, and Tanzania. In May of this year it added a Scotland tour to its list of offerings.

The award was presented at this year’s Travel Fair, which is now celebrating its 10<sup>th</sup> year. It is among the leading events for professionals working in the travel and hospitality business and is held every year in New York City, where NOTA is based.



<p>14. What is indicated about the travel fair?</p> <p>Ⓐ It is attended by tourists.</p> <p>Ⓑ It takes place twice a year.</p> <p>Ⓒ It is organized by NOTA.</p> <p>Ⓓ It takes place in Chicago.</p>	<p>15. Why did Roxina Travel not expect to win the award?</p> <p>Ⓐ It has not won any awards previously.</p> <p>Ⓑ It was not present at the travel fair.</p> <p>Ⓒ It has recently changed management.</p> <p>Ⓓ It is smaller than similar companies.</p>
<p>16. What does Mr. Mason say about diving tourism?</p> <p>Ⓐ It has become more popular than it was in the past.</p> <p>Ⓑ It attracts participants from around the world.</p> <p>Ⓒ It requires extensive training for participants.</p> <p>Ⓓ It is not a profitable form of tourism.</p>	<p>17. Where is Sabingdon Lake located?</p> <p>Ⓐ In Egypt</p> <p>Ⓑ In Iceland</p> <p>Ⓒ In Scotland</p> <p>Ⓓ In Tanzania</p>
<p>18. What is suggested about Mr. Kumar?</p> <p>Ⓐ He is a friend of Mr. Mason.</p> <p>Ⓑ He has an office in New York City.</p> <p>Ⓒ He has held his current position for twelve years.</p> <p>Ⓓ He frequently participates in diving tours.</p>	

Questions 9-12 refer to the following schedule.

Thank you for booking a trip with Eccellenza Tours. Below please find the schedule for your group tour.			
Day	Schedule Events	Accommodations	Date
1	Arrive in Capri. Check into hotel.	Bellissima Capri	July 7
2	Sail along the Amalfi Coast and explore the Grotta Azzurra, a picturesque cave. <b>Optional morning excursion:</b> Tour the Augustus Gardens and dine at a charming local restaurant.	Same as above	July 8
3	Sail across the gulf and ride through Naples on our tour bus. Meet a popular chef and dine at his restaurant before checking in at the Napoli Inn. There is free time in the late afternoon and evening to explore the area on your own.	Napoli Inn	July 9
4	Travel to Venice and check in at the Crown Hotel. Take a walking tour of the city and visit a glass-blowing factory and store.	Crown Hotel	July 10
5	Spend the morning as you wish in Venice. The bus will leave from the Crown Hotel at 1:30 P.M. and will arrive in Florence in the evening. Check in at the Casa Pirello. <b>Optional Morning excursion:</b> Travel the Venetian canals by gondola, a thin rowboat, operated by an entertaining gondolier.	Casa Pirello	July 11
6	Go on a guided tour of Florence, which includes visits to the most famous tourist attractions. End the day with a farewell dinner at the hotel restaurant.	Casa Pirello	July 12
7	A shuttle bus will depart from the hotel at 10:30 A.M. and will stop at the main train terminal and the airport.		July 13
<b>Note: The tour includes transportation for the seven days, hotels, and the meals listed in the above itinerary. Each optional excursion that you choose to participate in, however, will incur an extra fee. Please see your tour guide for details.</b>			

<p>9. What is scheduled for July 8?</p> <ul style="list-style-type: none"> <li>Ⓐ A tour of the city</li> <li>Ⓑ A visit to a cave</li> <li>Ⓒ A meal served in a garden</li> <li>Ⓓ A guided bus tour</li> </ul>	<p>10. Where will tour participants stay overnight on day five?</p> <ul style="list-style-type: none"> <li>Ⓐ In capri</li> <li>Ⓑ In Naples</li> <li>Ⓒ In Venice</li> <li>Ⓓ In Florence</li> </ul>
<p>11. What is included in the price of the tour?</p> <ul style="list-style-type: none"> <li>Ⓐ A meal at Casa Pirello</li> <li>Ⓑ A cooking class</li> <li>Ⓒ A souvenir from a glass factory</li> <li>Ⓓ A boat ride on the canals</li> </ul>	<p>12. What is indicated about the optional excursions?</p> <ul style="list-style-type: none"> <li>Ⓐ They are available in Naples.</li> <li>Ⓑ They require advance reservations.</li> <li>Ⓒ They include museum tours.</li> <li>Ⓓ They take place in the morning.</li> </ul>

**Questions 10-14** refer to the following meeting minutes.

**Clemington Park Service  
February 6 Management Meeting**

Roll Call 7:30 P.M.:

Chair.....Terri Hopkins (TH)  
Vice Chair .....Annette Bender (AB)  
Secretary .....John Thompson (JT)  
Treasurer.....Alfonso Romero (AR)

Updates

Hamilton Park fence-AR requested an update on the planned repairs for the fence on Elm Road. AB verified that the board requires three estimates before making a decision and acknowledged that she would present the repair estimates at next month's meeting.

New Business

New bicycle trails – TH proposed adding two bicycle trails to the three walking trails already in existence. Discussion of costs involved with adding more trails followed. JT suggested that, instead, one of the walking trails be turned into a trail exclusively for bicycles. Motion to approve made by AB, seconded by AR. All voted yes.

New Personnel – JT proposed the idea of hiring one additional part-time maintenance employee to work at Hamilton Park on Saturdays. Currently, full-time employees take turns on a rotating basis to work this extra day. Discussion followed concerning the costs involved in hiring and training a new employee. AB suggested maintaining the current situation. Motion to approve made by TH. This motion was not seconded. JT shared the current salary guidelines for full-time personnel working eight hours of overtime. Discussion centered on the money that could be saved by hiring a new part-time employee rather than paying a full-time employee overtime pay. Motion to hire one additional part-time maintenance worker for Saturdays made by JT, seconded by AR. All voted yes.

History Fair Extension – AR reviewed the profit report received in January relating to the History Fair. He noted that this event was very popular. After a breakdown of expenses, the total revenue came to \$1,250.00. TH suggested extending the December event from one day to two days.

Discussion was tabled until the March meeting.



<p>10. What was one purpose of the meeting?</p> <ul style="list-style-type: none"> <li>Ⓐ To make plans to remove a fence</li> <li>Ⓑ To approve a vendor estimate for repairs</li> <li>Ⓒ To arrange to recruit extra committee members</li> <li>Ⓓ To vote on park activities and policies</li> </ul>	<p>11. Who will report in March on planned repairs?</p> <ul style="list-style-type: none"> <li>Ⓐ Terri Hopkins</li> <li>Ⓑ Annette Bender</li> <li>Ⓒ John Thompson</li> <li>Ⓓ Alfonso Romero</li> </ul>
<p>12. What is implied about park trails?</p> <ul style="list-style-type: none"> <li>Ⓐ They are expensive to create.</li> <li>Ⓑ They are easy to maintain.</li> <li>Ⓒ They are used more frequently on Saturdays.</li> <li>Ⓓ They are primarily for bicycle riding.</li> </ul>	<p>13. Why did Mr. Thompson recommend hiring a new part-time employee?</p> <ul style="list-style-type: none"> <li>Ⓐ Because full-time employees are not willing to work on Saturdays</li> <li>Ⓑ Because paying a part-time employee will save the park service money</li> <li>Ⓒ Because full-time employees are not available for maintenance work</li> <li>Ⓓ Because the salary guide has been updated to include part-time employees</li> </ul>
<p>14. When did the History Fair take place?</p> <ul style="list-style-type: none"> <li>Ⓐ In December</li> <li>Ⓑ In January</li> <li>Ⓒ In February</li> <li>Ⓓ In March</li> </ul>	

Questions 12-15 refer to the following article.

## Around Town

The Jarman Museum of Literature in Cardiff has been closed for many months now, and that is why we are excited to announce its reopening this autumn. On 14 October, the main area will open to the public. Works by the late author Stefan Lougher will be on display along with some of his personal effects. Patrons will be able to inspect the desk taken from his home in Bangor and imagine what it must have been like constructing his greatest novel, *Brothers from Snowdonia*.

Portions of the museum and the adjacent library will remain closed until 18 October, when the entire complex will finally reopen for the first time in over eight months. Guests are invited to attend the Museum Dedication Ceremony on 20 October, at which architect Trefor Anwyl, a major contributor to the museum's renovation project, is expected to make

a few remarks.

Mr. Anwyl has been working with the city's major and business leaders for several years in anticipation of this day.

Several exciting events are planned for the following weeks. On 2 November, Dilwen Gadarn will be signing copies of her book *Saving the Greats*. Her family has donated various works to the museum since its opening nearly eighty years ago, and she has spent much of her life seeking out and preserving manuscripts that were once thought to be lost forever. *Saving the Greats* is the most recent addition to her extensive body of work.

On the evening of 8 November, well-known professor and speaker Gareth Banes will deliver a fascinating lecture on eighteenth-century Welsh poetry. If you plan to attend, please arrive one hour in advance to reserve a seat. In order to view the full event calendar, visit the Web site, [jarmanmuseum.org.uk](http://jarmanmuseum.org.uk).

<p>12. What is the purpose of the article?</p> <p>Ⓐ To announce the closing of an art exhibit</p> <p>Ⓑ To discuss the release of a new book</p> <p>Ⓒ To publicize the reopening of a museum</p> <p>Ⓓ To describe the life of an author</p>	<p>13. What is NOT true of Mr. Lougher?</p> <p>Ⓐ He wrote <i>Brothers from Snowdonia</i>.</p> <p>Ⓑ His family donated artwork to the museum.</p> <p>Ⓒ He lived in Bangor.</p> <p>Ⓓ His writing table will be on display.</p>
<p>14. According to the article, what will take place in November?</p> <p>Ⓐ Mr. Anwyl will make a statement. Ⓑ A book will be published.</p> <p>Ⓒ A poetry contest will be held. Ⓓ Mr. Banes will give a speech.</p>	<p>15. What is indicated about Ms. Gadarn?</p> <p>Ⓐ She is a business leader. Ⓑ She is an art collector.</p> <p>Ⓒ She is an author. Ⓓ She is a local mayor.</p>

**Questions 13-15** refer to the following article.

Sano Airlines will be implementing a revised menu on all flights starting in November. In response to criticism over the inadequate food choices available on its flights, the airline has decided to offer a wider selection of hot meals, snacks, and beverages to customers. Airline spokesperson Olga Kasparov commented that the revised menu and food options have been carefully planned by consulting chef Jung Li, who is known in the industry for designing meals that travel well.

Ms. Kasparov said that Sano Airlines is also responding to customer feedback regarding the presentation of the food. Customers surveyed noted that the current white packaging is plain and unappealing. This packaging will be replaced with a newly designed package featuring bright colors and the Sano Airlines logo.

Ms. Kasparov added that she is confident passengers will be pleased with the changes.

<p>13. What is the purpose of the article?</p> <ul style="list-style-type: none"> <li>Ⓐ To profile an airline's executive chef</li> <li>Ⓑ To request that readers respond to a survey</li> <li>Ⓒ To discuss personnel changes at an airline</li> <li>Ⓓ To discuss improvements made by an airline</li> </ul>	<p>14. Who is Ms. Kasparov?</p> <ul style="list-style-type: none"> <li>Ⓐ A travel agent</li> <li>Ⓑ A food-service coordinator</li> <li>Ⓒ An airline representative</li> <li>Ⓓ A design consultant</li> </ul>
<p>15. What is mentioned about the current packaging?</p> <ul style="list-style-type: none"> <li>Ⓐ It is not made of plastic.</li> <li>Ⓑ It is not attractive.</li> <li>Ⓒ It does not keep food fresh.</li> <li>Ⓓ It does not keep meals hot.</li> </ul>	

**Questions 15-19** refer to the following business profiles and e-mail.

<b>Name:</b> Loma Industries Ltd.
<b>Description:</b> Loma Industries Ltd. is an India-based company engaged in the production of textiles and is one of the industry's leading producers of cotton, wool, and silk-blended fabrics and yarns. The company's main areas of operation are concentrated in two segments: production and trading. The production segment includes textiles and yarns. The trading segment includes finished garments and assorted other merchandise.
<b>Locations:</b> Corporate headquarters in Bangalore, India. Manufacturing plants in Bangalore and Mumbai. Distribution centers in Mumbai, Hong Kong, and Tokyo.
<b>Employees:</b> 300 in Bangalore, 100 in Mumbai, 50 in Hong Kong, 70 in Tokyo.
<b>Officers:</b> Sandeep Shukla, CEO; Mahendar Vaidra, CFO; Rajesh Khujneri, President; Maneesha Mehta, Vice President of Communications; Sunil Kumar, Vice President of Operations.
<b>Performance:</b> Loma's revenues have increased by at least 10% each year for the last five years. It posted revenues of \$18 million last year, with a profit of \$2.5 million (14%). Projected revenues for the current year are \$20 million, with a projected profit of \$3.5 million.

<b>From:</b>	Maneesha Mehta <mmehta@lomaindustries.com>
<b>To:</b>	Abjit Patel <apatel@lomaindustries.com>
<b>Date:</b>	Thursday, September 15, 8:45 A.M.
<b>Subject:</b>	Business Profile
<p>Dear Abjit,</p> <p>I was looking at our business profile on the company's Web site, and I'd like you to add some important information that's missing. The profile should reflect the new manufacturing plant in Singapore, which opened in February with about 80 employees. We also added approximately 50 employees here at headquarters. For the exact numbers of employees, I would suggest you talk to Sunil Kumar. As far</p>	

as I can tell, the financial information looks correct. When you've finished the revisions, please send a draft copy to Mahendar and me so that we can have a look at it.

Thanks,  
Maneesha



15. What kind of business is Loma Industries Ltd.?

- Ⓐ A fashion design firm
- Ⓑ A textile manufacturer
- Ⓒ A telecommunications company
- Ⓓ A department store chain

16. According to the profile, how much profit did Loma Industries Ltd. make last year?

- Ⓐ \$2.5 million
- Ⓑ \$3.5 million
- Ⓒ \$12 million
- Ⓓ \$18 million

17. Where does Ms. Mehta work?

- Ⓐ In Bangalore
- Ⓑ In Mumbai
- Ⓒ In Hong Kong
- Ⓓ In Singapore

18. What did Loma Industries Ltd. do this year?

- Ⓐ Sold one of its subsidiaries
- Ⓑ Appointed a new vice president
- Ⓒ Moved its headquarters to a different city
- Ⓓ Opened a new manufacturing facility

19. From whom does Ms. Mehta ask Mr. Patel to get information?

- Ⓐ The CFO
- Ⓑ The president
- Ⓒ The vice president of operations
- Ⓓ The human resources director

**Questions 16-20** refer to the following article and e-mail.

## For a Store, Time Marches On

By Paula Zander, Times Staff Writer

May 12 – Emery Robinson watched the last few customers leave the store on April 30. “I’ll see you soon,” he said to some of them. He had been the manager of Hillman’s Market for over two decades, but now Hillman’s was closing. The Houston store was part of a family-owned chain that has been purchased by the Ridgeman Corporation.

The Ridgeman Corporation, headquartered in Atlanta, has been buying stores throughout the United States and converting them into Ridgeman’s stores – usually very quickly. This time the store was set to open as a Ridgeman’s in only ten days. It was hoped that the rapid turnaround would keep shoppers from taking their business to other area markets.

Mr. Robinson and most of his employees

are remaining at the store to work with the new company.

Although Mr. Robinson knew the transformation would be a big job, he had no idea exactly how big. “I was amazed by the amount of work that went into this,” he said. A group of contractors, along with Ridgeman’s employees, descended upon the 7,000-square-meter store on May 1. They worked night and day removing refrigerator units and installing new ones, painting walls, and replacing flooring and shelves. The enormous Hillman’s Market sign in front of the store had to be taken down and replaced with the new red Ridgeman’s sign. Finally, groceries had to be labeled and placed on the new shelves. Produce and perishable goods were not stocked until the final day, but everything else was nearly in place by Saturday morning. On Sunday, May 10, a tired but smiling Mr. Robinson was there to cut the ribbon and greet customers at the newest Ridgeman’s.

<b>From:</b>	Tom Yi <tyi@ridgemans.com>
<b>To:</b>	Emery Robinson <erobinson@ridgemans.com>
<b>Date:</b>	Transition
<b>Subject:</b>	May 14

<p>Dear Emery,</p> <p>I am so glad that you were able to stay on as manager and that most of the store employees have stayed as well. You are a dedicated group, and it was a pleasure working with you and your team at your store. I have assisted several stores in Denver and San Francisco with their transitions, and none of them went as smoothly as yours did.</p> <p>Thank you for your fine work.</p> <p>I am confident that everything will continue to run well. Please feel free to contact me with any questions or concerns.</p> <p>Sincerely,</p> <p>Tom</p>	<p>▲</p>
	<p>▼</p>

<p>16. What is indicated about Mr. Robinson?</p> <p>Ⓐ He has held the same position for more than twenty years.</p> <p>Ⓑ He has asked management to hire more employees.</p> <p>Ⓒ He has decided to retire.</p> <p>Ⓓ He has received a promotion.</p>	<p>17. When did the newest Ridgeman's store open?</p> <p>Ⓐ On April 30</p> <p>Ⓑ On May 10</p> <p>Ⓒ On May 12</p> <p>Ⓓ On May 14</p>
<p>18. Why did Mr. Yi send the e-mail?</p> <p>Ⓐ To request some help</p> <p>Ⓑ To ask about some employees</p> <p>Ⓒ To express his appreciation</p> <p>Ⓓ To find out about the new manager</p>	<p>19. Where did Mr. Yi work with Mr. Robinson?</p> <p>Ⓐ In Atlanta</p> <p>Ⓑ In Denver</p> <p>Ⓒ In San Francisco</p> <p>Ⓓ In Houston</p>
<p>20. In the e-mail, the word "run" in paragraph 2, line 1, is closest in meaning to</p> <p>Ⓐ understand      Ⓑ race</p> <p>Ⓒ function        Ⓓ open</p>	

Questions 11-13 refer to the following article.

## Local Meeting Erupts in Protest

LAKELAND (7 May) – When the board of city commissioners voted on the impending redesign of Memorial Boulevard on Tuesday, they did not anticipate the reaction they would get, --[1]-- . In a surprisingly heated public meeting, local residents vehemently protested the exclusion of a bike lane from the plan.

The Lakeland Department of Transportation had originally submitted a plan to the board that called for a new traffic light and several traffic islands on Memorial Boulevard. The plan also called for a new bike lane between Florida

Avenue and Lemon Street. --[2]-- . The plan, as it was presented by the board on Tuesday, excluded the bike lane, which would leave bicyclists forced to join the flow of regular vehicular traffic. --[3]-- .

“You thought you could do this without anyone’s noticing,” protested Mark Niven, a local bicyclist.

“Memorial Boulevard is not a park,” replied commissioner Pandit Jindal.” --[4]-- . It is a vital roadway for commerce.”

The approved work on the road is scheduled to begin in August.

11. What is the main topic of the article?

- Ⓐ The accessibility of a roadway to bicyclists
- Ⓑ The protest against the closing of a street
- Ⓒ The delay of a road project because of weather
- Ⓓ The approval of a plan to widen city streets

12. What does Mr. Jindal suggest about Memorial Boulevard?

- Ⓐ It does not need to be closed.
- Ⓑ It is not an appropriate place for bicycles.
- Ⓒ It was once the location of a popular park.
- Ⓓ Commercial vehicles should not be allowed to drive on it.

13. In which of the positions marked [1], [2], [3], and[4] does the following sentence best belong?

“This addition was meant to address safety issues that had been reported for that stretch of road.”

- Ⓐ [1]
- Ⓑ [2]
- Ⓒ [3]
- Ⓓ [4]



### 1. Vocabulary Review:

(1)_____	(2)_____	(3)_____	(4)_____	(5)_____	(6)_____	(7)_____	(8)_____	(9)_____	(10)_____
(11)_____	(12)_____	(13)_____	(14)_____	(15)_____	(16)_____	(17)_____	(18)_____	(19)_____	(20)_____

(a) advance	(b) appoint	(c) appraisal	(d) assignment	(e) assume	(f) authorize	(g) caliber	(h) commensurate
(i) completion	(j) dependable	(k) diligent	(l) duty	(m) effective	(n) eligible	(o) expertise	(p) extensive
(q) field	(r) fire	(s) hire	(t) independently				

### 2. Part 4 (Short talks)



#### 題型 4 語音訊息 Voice Message:

所謂的「電話語音服務」是對客戶進行電話導覽。由於它所提供的資訊量很多，因此必需針對有需要的地方做取捨。

Check1: 「電話語音服務」模式

語音服務的流程為(1)「問候語」->(2)「營業時間說明」->(3)「根據需求做的電話號碼說明」。

Check 2: 對 please press 1 做出反應!

語音服務的最大特色就是有「指示」。例如: If you are calling..., please press 1 等用法。這是語音服務最常出題的句型，請務必牢記。

Check 3: 抓住聽力的輕重緩急!

TOEIC 從頭到尾都是問題中心主義，因此務必只聽和問題有關的重點，這樣答題才有效率。先讀問題，然後再抓住關鍵字，這是最基本的聽力做法。

Page 104: 1[ ]2[ ]3[ ]4[ ]5[ ]6[ ]

#### 題型 5 公告或宣布 Announcements:

Check1:公共場所的「廣播」類型

公司內部公告以外的廣播多是在「公共場所」播放，如機上，機場，會議中心，政府機關，體育館等都是典型的例子，不過重點在於播放施工，修理，破損等麻煩事所需注意的事項。它的流程為(1)「喚起注意的廣播」->(2)「問題發生的原因」->(3)「處理方式或指示」，請務必記住。

Check 2: 確認廣播的「地點，目的，內容」

Where is this announcement probably being made?, What is the purpose of the announcement?, What is being announced?等都是問「整體」問題的固定班底。基本上這和「問題狀況」有關，因此在思考這類和整體相關的問題時，從開頭的地方去抓住主題(=問題狀況的內容)是很重要的。

Check 3: 確認問題重點的「原因」!

例如像 Due to the heavy turbulence, there is a delay.這樣的句子，讀者就需確認表現原因的用法(due to)。例如問的是 What is the

reason for the delay?這樣的問題。問題的狀況是很容易出題的地方，所以它的問法也會很多樣化。

Page 108: 1[ ]2[ ]3[ ]4[ ]5[ ]6[ ]

### 題型 6 公司公告 Business announcements:

公司內部公告必須判斷出這是誰向誰說的話。在剛開始的幾秒內就必須確認「說話者」與「聽話者」。

Check1: 「公司內部公告」的二種類型

公司內部公告有二種類型，第一種是和「業務聯絡」有關的會議，活動(社交聚會，火災訓練等)，業績報告等，而除了「日程」(時間與場所)之外，最常問到的是給員工「指示」。第二種是與「公司內施工，修理」有關的大樓改建或電腦升級，維護，而施工「期間」或「注意事項」也經常出題。

Check 2: 「公司內部公告」的模式

公司內部公告所呈現的順序通常是(1)「OO 公告」->(2)「日期，地點」->(3)「給員工的指示=員工應做的事」。

Check 3: 聽清楚給公司員工的「指示」!

不管是「命令」或是「提議」，都要豎起耳朵好好注意。

Page 110: 1[ ]2[ ]3[ ]4[ ]5[ ]6[ ]

### 3. Part 7 (Reading comprehension)

『替换表达』(paraphrase):

01. We assure you that your order will arrive within seven days. = Delivery is _____ to take place within a specific time. Ⓐ likely Ⓑ guaranteed	02. I am sending a copy of your flight itinerary with my letter. = Please find the information on your travel plans _____. Ⓐ enclosed Ⓑ revised
03. I have attached the technical specifications for the AC20 to this e-mail. = A list of the product's _____ is included with the e-mail. Ⓐ costs Ⓑ details	04. Thank you for finding the data that I asked you about. = I appreciate your taking the time to _____ the requested information. Ⓐ locate Ⓑ fill out
05. Schedule your appointment a week before you want to have your car checked. Ⓐ Appointments for car maintenance should be made a week in advance. Ⓑ You should check your car service appointment one week ahead of time.	06. Please give me information about the conference facilities at your hotel. Ⓐ I would like some details about the meeting rooms at your hotel. Ⓑ I want to have a meeting about the services available at your hotel.
07. The improperly disposal of motor oil can contaminate drinking water. Ⓐ Motor oil must be disposed of in specific areas. Ⓑ Disposing of motor oil inappropriately can pollute drinking water.	08. Mr. Singh is in charge of organizing the reception for the overseas investors. Ⓐ Mr. Singh has the responsibility for planning a welcome party. Ⓑ Mr. Singh is the receptionist for the overseas branch.

**4. Reading Practice:**

Page 234

**Part 5**

101	(A) (B) (C) (D)	
102	(A) (B) (C) (D)	
103	(A) (B) (C) (D)	
104	(A) (B) (C) (D)	
105	(A) (B) (C) (D)	
106	(A) (B) (C) (D)	
107	(A) (B) (C) (D)	
108	(A) (B) (C) (D)	
109	(A) (B) (C) (D)	
110	(A) (B) (C) (D)	

**Part 7**

153	(A) (B) (C) (D)	
154	(A) (B) (C) (D)	
155	(A) (B) (C) (D)	
156	(A) (B) (C) (D)	
157	(A) (B) (C) (D)	
158	(A) (B) (C) (D)	
159	(A) (B) (C) (D)	
160	(A) (B) (C) (D)	
161	(A) (B) (C) (D)	
162	(A) (B) (C) (D)	
163	(A) (B) (C) (D)	
164	(A) (B) (C) (D)	
165	(A) (B) (C) (D)	

Vocabulary –Organization (2)

Student A: Mr. Davidson started here as an **inexperienced** university graduate..

Student B: Ever since Mr. Derrick \_\_\_\_\_ the staff, the marketing team has been praised for its excellent work.

Student A: Under Ms. Wibowo's **leadership**, Mustika Museum has developed several award-winning services.

Student B: You are eligible for paid sick \_\_\_\_\_, paid vacation, and participation in the company retirement plan.

Student A: Winthrop will succeed in sales even though he has **limited** experience in this area of the business.

Student B: I know that his will be your first \_\_\_\_\_ role, but I am sure you are capable of it.

Student A: I am **particularly** impressed with your professional accomplishments up to this point.

Student B: In Mr. Brothet's \_\_\_\_\_ review, the department supervisor wrote that he worked extremely diligently.

Student A: Kyung Bin Yi has been **praised** for her role in securing several lucrative contracts for Dwyer Industries.

Student B: Mr. Lee takes his job more seriously than his \_\_\_\_\_ did.

Student A: Ms. Jacobs will be **promoted** to Marketing Director.

Student B: As award will be given to Elaine Tang in \_\_\_\_\_ of her exceptional service to our company.

Student A: Why did one of the engineers **resign** from the McMaster project?

Student B: Frank is highly \_\_\_\_\_, excellent with patrons, and is dedicated to providing quality service.

Student A: As you know, we're here to celebrate with Mr. Kim, who is **retiring** after 37 years with New Star Corporation.

Student B: Because of my diverse experience, I have developed strong \_\_\_\_\_s in financial consulting.

Student A: Mr. Bloom will be **succeeded** by Ben Gordon, currently Vice President of Marketing.

Student B: Dr. Brown was the CEO of Popovich Materials, where she reduced expenses by almost a third in her four-year \_\_\_\_\_.

Student A: At my performance review, it was agreed that my **title** would be changed to Senior Project Manager.

Student B: Although she has been \_\_\_\_\_**red** to Mexico City, Ms. Baxter and her former colleagues remain in contact.