

# 1132 Final Exam (06/16)

CSEPT p. 92-112

English Expressway Unit 12

Listening & Reading Comprehension



# 1

✓(A) The smartwatches

(B) The headphones

(C) Neither product

(D) Both products

- ✓ fly off the shelves 東西賣得非常好、很暢銷
- ✓ offer a discount to boost sales 打折刺激銷售
- slow sellers 滯銷品



2

industry

(A) Clothing design

(B) Education

✓ (C) Advertising

(D) Medicine

✓ client 客戶

✓ campaign design 活動設計

● soda brand 汽水品牌

● slogan 廣告口號



3.

M: I like to target at younger audience for our guidebooks?

W: That's a great idea. But we don't have the budget for publicity.

M: We could use social media like Facebook and Twitter.

Q: What does the man said to use for publicity?

(A) Flyers

(B) Celebrity endorsement

(C) TV ads

(D) Social media



4

(A) He liked the packaging.

☒ (B) A friend and reviews convinced him.

(C) He got a free sample.

(D) He saw it in a store.

5.

M: Why is Ben selling his car? Didn't he just buy it?

W: Well, he has massive credit card debt, so he has having trouble keeping up with the payment.

M: Maybe he has learned the lesson this time.

Q: Why is Ben selling his car?

(A) He cannot afford it.

(B) He needs the money to pay for school.

(C) He doesn't like the color.

(D) He doesn't like it.



Listening

6

a recent graduate

insurance

(A) Six weeks

☒ (B) Three months

(C) Six months

(D) Twelve months

● three-month training period 三個月的培訓期

☒ entry positions 初級職位

☒ work your way up 逐步達成

the company ladder





7.

Before we start our lesson today, I like to remind you about the final project. As you know, it worth 50% of your final grade. Yes, 50%, it's quite important that you start thinking about it now, because it's due in 4 weeks. I have many students failed the course, because they didn't do well on the final project. If you have any questions or problems, please make an appointment with me at my office.

**Q: What's the reason why the students failed the professor's class?**

- (A) They did not do well on tests and quizzes.
- (B) They did not go to class.
- (C) They did not ask the professor questions.
- (D) They did not do well on their final project.**





7.

Don't change the channel. Smooth glow lotion is the solution your dry skin needs. It's light, no sticky, and keep your skin soft and fresh all day. Users said they notice the big difference just after one week. Now available the stores near you. Get yours while supply last.

Q: Where would you most likely hear this talk?

(A) At a store.

(B) In a classroom.

(C) On TV.

(D) During a job interview.



1

I can probably meet with you tomorrow \_\_\_\_\_ something comes up. *happens*

☒ (A) unless

(B) nor

(C) once

(D) either

☒ A. 除非

B. neither... nor... 兩者皆非

C. 一旦

D. either... or... 非A即B



2

However, from the context of the sentences and <sup>N.</sup> the way ( ) the words were used, you may have guessed that she wanted to buy a really expensive smartphone.

(A) where

(B) which

☒ (C) in which

(D) whose

- the way (in which)  
= the manner (in which)  
= how

表方式、方法、過程



3. Since he came and studied here in Taiwan, he's traveled to many cities, \_\_\_\_\_?

(A) is he

(B) has he

(C) isn't he

(D) hasn't he

4

If I had gone to college, I \_\_\_\_\_ more job opportunities now.

(A) would have had

☒ (B) would have

(C) will have

(D) had

時態不一致的假設

這個句子中，if 子句是「與過去事實相反的假設」，  
而主要子句則是與「現在事實相反」。

would / should / could / might  
+ 原V.



5

Her father may have guessed that Linda wanted to buy a really expensive laptop, and \_\_\_\_\_ she had to work hard to earn enough money to buy one.

連

~~(A) which~~

✓(B) that

(C) what

~~(D) who~~





6

\_\_\_\_\_ a singer is, the more popular he is with girls.

(A) More handsome

(B) A more handsome

(C) The handsome

☒ (D) The more handsome

比較級

1 ✓ **as...as**

He ate **as much as** I did.

2 ✓ **than**

You play tennis **better than** I do.

3 ✓ **The..., the...**

**The bigger, the better.**



## 7

Idioms may be hard to understand and may take a lot of time to learn. However, they make our language \_\_\_\_\_ more interesting and diverse.

(A) much

(B) more

(C) actual

(D) deep

**much** + 比較級adj. 更加...



8. I'm sorry. I'm not available tomorrow night because I have something really important \_\_\_\_\_.

(A) doing

(B) to do

(C) will do

(D) and do

9. \_\_\_\_\_ if the class's students are good at English.

(A) Five-three

(B) Fifth-three

(C) Three-fifth

(D) Three-fifths

## 10

Day after day, Edward \_\_\_\_\_ an hour late for class.

(A) came back

(B) came over

(C) showed off

✓ (D) showed up

A. 回來

B. 過來

C. 炫耀

D. 到達，露面 = arrive



## 11

Over the years, the government has put a lot of money into developing new technological \_\_\_\_\_.

a. n.

~~(A)~~ innovators 人

~~(B)~~ innovative adj.

☒ (C) innovations

~~(D)~~ innovates v.





## 12

The company handed out free samples<sup>✓</sup> and flyers<sup>✓</sup> as part of its new \_\_\_\_\_ campaign downtown.

- ☒ (A) promotional a. n. a.
- ☐ (B) promotion n.
- ☐ (C) promoted
- ☐ (D) promote v.



13

You may have had a hard time <sup>V-ing</sup> \_\_\_\_\_ what happened with Linda.

(A) to understand

~~(B) understanding~~

(C) understand

(D) understood

- have trouble / difficulty / problems / a hard time + V-ing 從事.....很困難 ✓
- have fun / have a good/great/wonderful time + V-ing 從事.....很愉快 ✓



14

S.

① v.

Many young athletes \_\_\_\_\_ **to** join professional teams and  
② <sup>v.</sup> compete at the highest level someday.

(A) mobilize

(B) improve

(C) receive

☒ (D) aspire

☒ A. 動員

☒ B. 改進

C. 收到

☒ D. 追求，渴望，有志於



15

S.

V.

O.

Some companies \_\_\_\_\_ their advertisements directly into movies to reach a wider audience.

- (A) endorse
- ☒ (B) embed
- (C) offset
- (D) influence

A. (公開) 支持，背書

☒ B. 嵌入

C. 抵銷

D. 影響



16

The new marketing campaign helped <sup>S.</sup>\_\_\_\_\_ <sup>V.</sup>more interest and <sup>O.</sup>increased <sup>V.</sup>sales across all product lines.

(A) involve

(B) benefit

☒ (C) generate

(D) donate

A. 牽涉

B. 使受益

☒ C. 產生

D. 捐贈



17

S.    V.

a.    n.    ①

The city launched a new recycling \_\_\_\_\_ to reduce waste and  
② protect the environment more effectively.

(A) a portion of

✓ (B) initiative

(C) occasion

(D) container

A. 一部分

✓ B. 倡議，新措施

C. 特殊場合 (What's the occasion?)

D. 容器





18

S.

(Traveling to different countries) can really change your \_\_\_\_\_  
on life and culture.

- (A) attention
- (B) outlet
- ✓ (C) perspective
- (D) brand

A. 注意力

B. (情緒) 發洩方式；暢貨中心

C. (思考問題的) 角度，觀點，想法

✓ *put sth in perspective*

D. 品牌



19

S                      v.                      O.                      adj.  
She received a scholarship from a \_\_\_\_\_ university known for  
its science and engineering programs.

- (A) prestigious
- (B) useless
- (C) revolutionary
- (D) charitable

- A. 有聲望的
- B. 無用的
- C. 革命性的
- D. 慈善的



20

One day, a <sup>Adj.</sup> <sup>N</sup> customer walked into her shop.

- ☒ (A) strange-looking
- (B) looking-strange
- (C) strange-looked
- (D) looked-strange

She looked strange.



## Reading

topic sentence

- for a cause  
- a good cause

(Many companies today use **cause marketing** to connect with customers in a meaningful way.) This type of marketing links a product to a **social cause**, such as helping the environment or supporting education. For example, a company might donate a portion of sales to a charity. Customers often feel good buying these products because they're helping others too. This builds trust and makes people more likely to support the brand. Cause marketing also helps companies stand out in a crowded market. Instead of just selling something, they show they care about the world. That emotional connection can lead to long-term customer loyalty and strong brand image.



1

What is the main topic of the article?

(A) Market prices ✗

(B) Cause marketing ✓

(C) Product design ✗

(D) Shopping habits ✗



## 2

How does cause marketing help companies?

- (A) It helps with shipping. <sup>n.</sup> X
- (B) It makes products cheaper. <sup>a.</sup> X
- (C) It increases customer trust. <sup>v.</sup> <sup>n.</sup> ✓
- (D) It reduces costs. <sup>v.</sup> <sup>n.</sup> X





3

Which of the following is NOT mentioned as a cause?

- (A) Supporting education ✓
- (B) Fighting hunger ✗
- (C) Helping the environment ✓
- (D) Donating to a charity ✓

