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閱讀測驗題 ( 25 小題 每小題 4 分 共 100 分)  Seeing-eye dogs are trained to help and lead blind people around. Seeing-eye dogs are also called guide dogs. They live very interesting lives. After being trained, they will help and lead the blind people for eight or ten years. Dogs which are selected and trained for this special job must be both smart and gentle.  When the dogs are born, they are given to live with children. About fourteen months later, they come back to their birthplace for training. They are trained in groups of six to eight. The training lasts more than three months. Then they are trained with their masters, their future handlers*, for one more month. After that they live with their masters and help them. The guide dogs love their masters very much, and seem to enjoy their jobs as well. *handler n.[C] 使用者  1.( )What qualities should seeing-eye dogs have? (A) They must be intelligent and gentle. (B) They must be interesting and helpful. (C) They must be playful and famous. (D) They must run fast and jump high. 2. ( )What is another name for a seeing-eye dog? (A) A blind dog. (B) A guide dog. (C) A shepherd dog. (D) A master. 3. ( )How long are seeing-eye dogs trained with their masters? (A) Fourteen months. (B) Three months. (C) One month. (D) One year. Have you ever regretted buying some items that you don’t really need? Here are some suggestions on how to be a smart consumer.  First, make a shopping list in advance. Then you will know how much your budget is, and think over the items you plan to buy. You can ask yourself, “Do I really need this or do I just want this?” If the answer is the latter, it means that you don’t need this. Second, don’t take your credit card with you. When you use a credit card, you may forget that it will cost you more later in interest. Last but not least, don’t shop alone. It’s better to go shopping with friends or family, who can give you practical advice. Never waste your money on unnecessary items. Keep in mind that a penny saved is a penny earned. 4.( )What’s the best title for the passage? (A) How to Sell Goods Efficiently (B) How to Shop on Credit (C) How to Be a Smart Customer (D) How to Line Up in a Crowd 5.( )Which statement is NOT true? (A) Your friends or family members may give you advice when you shop. (B) You may end up paying interest if you use a credit card. (C) Something you “want” is not always necessary. (D) Shopping alone is a good way to save money.						Owner Wanted for Newly Trained Hearing Dog <b>Hearing Dog Description:</b> 1.A kind of assistance dog that is specially trained to help people with hearing disabilities. 2.Two years old, female, just finished one year of training. 3.Its abilities: to alert its owner of different kinds of sounds, including doorbells, the sound of babies’ crying, sirens*, and so on. 4.Stable, calm, and well-mannered. <b>Potential* Hearing Dog Owners:</b> 1.People with hearing disabilities. 2.People who need the assistance of a hearing dog in their daily lives. 3.People with a stable income and no psychological* problems. 4.People willing to take care of their hearing dog and willing to receive training in how to get along with it. 5.People who choose to get a hearing dog voluntarily, not because their family thinks they need one. <b>Application Procedure*:</b> 1.Potential owners should send the application form to the Taiwan Assistance Dog Association. 2.The association will invite the potential owner for an interview to discuss the details. 3.The potential owner and the hearing dog will receive training together for about two months. The trainer will then decide if the dog and potential owner match each other. *siren n. [C] 警笛聲 *potential adj. 可能的 *psychological adj. 心理的 *application procedure 申請流程  6. ( )What is this notice about? (A) A dog that lost its hearing is looking for its owner. (B) An association is looking for a hearing dog. (C) A newly trained hearing dog needs an owner. (D) An owner is giving away his hearing dog. 7. ( )Which is true about the hearing dog? (A) It can help people with mental problems. (B) It can identify the sound of a siren. (C) It just finished two years of training. (D) It is one year old. 8. ( )What does a potential owner need to keep a hearing dog? (A)A big house. (B) A mental disability. (C) A family. (D) A stable income												
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9. ( ) According to the notice, which statement is NOT true?
- (A) The potential dog owner needs to know how to get along with a hearing dog before applying.
- (B) The hearing dog is polite and calm.
- (C) The trainer will decide if the owner can have the hearing dog.
- (D) The hearing dog can tell its owner if he or she has a visitor.
10. ( ) After the potential owner sends the application form, he or she \_\_\_\_.
- (A) will receive training
- (B) will have to pay an application fee
- (C) will have an interview at the association
- (D) will have to be a volunteer at the association

Many businesses are now advertising through social networking websites such as Facebook and Twitter. This is called “**social media marketing**,” and many people believe that Facebook is the greatest marketing tool because it has over a billion users worldwide.

Two of the many benefits of advertising on social media are raising brand awareness\* and increasing **customer loyalty**. Brand awareness has to do with how much a potential\* consumer associates the brand with the product he or she wishes to buy. For example, if you want to get a nice pair of jogging shoes, the shoe brands that first come to mind are probably Nike, New Balance, and Adidas. As for customer loyalty, it has to do with how or why a consumer chooses to stick to one particular product or go to one particular shop only. One of the examples would be someone who always buys stationery\* made by Pentel or Plus.

A business report points out that social media marketing has become a “**must-have**” when it comes to promoting products. So next time you notice an advertisement while visiting Facebook or other social networking websites, don’t forget that this is one of the ways companies are promoting their products.

\*awareness *n. [U]* 意識 \*potential *adj.* 有潛力的 \*stationery *n. [U]* 文具

11. ( ) What is the passage mainly about?
- (A) What kind of jogging shoes you should have.
- (B) A strategy companies use to advertise their products.
- (C) The idea of staying loyal to one particular fashion brand.
- (D) How Facebook users are marketing their products.
12. ( ) What is “**social media marketing**?”
- (A) It is a kind of marketing which advertises products on Facebook or Twitter.
- (B) It is a kind of shoe brand you can get on YouTube.
- (C) It is a kind of pencil you can exchange stickers for.
- (D) It is a kind of strategy that makes you pay more for Nike shoes.

13. ( ) According to the passage, which of the following statements is NOT true?
- (A) Nowadays you can see many advertisements on social networking websites.
- (B) One of the benefits of advertising through social media is brand awareness.
- (C) Nike, New Balance, and Adidas are not getting any business by using strategies.
- (D) The advertisement on Facebook is meant to encourage you to spend money on certain products.
14. ( ) What is an example of “**customer loyalty**?”
- (A) A customer buys jogging shoes made by Nike and other brands.
- (B) A customer clicks on the advertisements on social networking websites.
- (C) A customer visits one particular shop only.
- (D) A customer chooses to buy the cheapest pencils offered by a company.
15. ( ) What does the term “**must-have**” in the third paragraph refer to?
- (A) The Nike shoe brand. (B) Customer loyalty.
- (C) Pentel and Plus. (D) Social media marketing.

You would agree that Hachiko was one of the most loyal dogs in the world if you heard his story.

The two-month-old Hachiko was sent to live with Dr. Ueno, a professor at a university. When Hachiko grew older, **he accompanied Dr. Ueno to the Shibuya station every morning**, where Dr. Ueno would say goodbye to Hachiko and take the train to work. Every afternoon, Hachiko would wait for Dr. Ueno at the station and they would walk back home together. Life was wonderful for them until an unfortunate\* accident happened on May 21, 1925.

Dr. Ueno died of a stroke\* that day, and Hachiko was sent to a new family. However, he ran away from his new family and returned to the station to wait for the professor every day. Yet every day, of course, Hachiko was disappointed. He waited for his master there every day for almost ten years. The workers at the station learned Hachiko’s story and told it to the newspapers. People throughout Japan were touched by the story.

After his death, they set up a statue of Hachiko at the Shibuya station to honor his great loyalty\*.

\*unfortunate *adj.* 不幸的 \*stroke *n. [C]* 中風 \*loyalty *n. [U]* 忠心

16. ( ) Which of the following would be the best title for this passage?
- (A) Hachiko and his Friends (B) Hachiko, the Most Loyal Dog
- (C) Hachiko and the Shibuya Station (D) Hachiko, the Perfect Breed (品種)
17. ( ) The passage is about \_\_\_\_.
- (A) a dog (B) a professor (C) a station (D) a family

18. ( )The sentence “**he accompanied Dr. Ueno to the Shibuya station every morning**” in the second paragraph can be replaced by \_\_\_\_\_.  
(A) he went with Dr. Ueno to the Shibuya Station every morning  
(B) he stopped Dr. Ueno from going to the Shibuya Station every morning  
(C) He begged Dr. Ueno to take him to the Shibuya Station every morning  
(D) He wanted Dr. Ueno not to go to the Shibuya Station every morning
19. ( )According to the passage, which of the following is true?  
(A) Hachiko still went to the station every day after the professor’s death.  
(B) Hachiko soon forgot the professor after being sent to a new family.  
(C) Hachiko ran to the university to look for Dr. Ueno.  
(D) Hachiko was abandoned (拋棄) by his new family.
20. ( )The passage is developed as \_\_\_\_\_.  
(A) a description of causes and effects  
(B) an argument about the pros and cons (贊成和反對)  
(C) a narrative in reverse order (倒述)  
(D) a narrative in chronological order (正述)

As convenience stores strive to provide customers with more and more products and services in order to make a profit, clerks have come to take on a variety of tasks—hopefully, this will attract more people to show up and spend their money.

The clerks in a convenience store in Taiwan do not only work as cashiers, receiving money and giving back change at the counter. Customers can pay their phone bills, gas bills, water bills, and even taxes in a convenience store, and so clerks should know how to deal with the documents the customers show them. Moreover, there is a trend in **the industry** to offer fresh foods and drinks, rather than only the usual ready-made, frozen meals that can be microwaved for customers. One company in Taipei made a name for itself after having coffee machines installed\* in its stores to make fresh coffee, and other companies followed suit. Lately, another company caused quite a stir when it introduced ice cream machines in its stores. However, although the clerks now have to perform a lot more tasks, they are not paid any better than in the past. Many of them still are given the minimum\* wage, that is, a little more than a hundred NT dollars per hour.

\*install vt. 安裝 \*minimum adj. 最低的

21. ( )According to the article, why do convenience stores now provide more products and services?  
(A) In order for the clerks to make more money.  
(B) In order to appeal to more customers.  
(C) In order to obey the government’s orders.  
(D) In order to compete with other companies.
22. ( )According to what you read in the article, which of the following bills CAN’T you pay at a convenience store?  
(A) Your cell phone bill. (B) Your water bill.  
(C) Your income tax. (D) Your gasoline bill.
23. ( )What must “**the industry**” in the second paragraph refer to?  
(A) Convenience store companies. (B) Factories that produce goods.  
(C) Factories that produce ice cream machines. (D) Coffee companies.
24. ( )What may not happen to an ordinary convenience store clerk at work?  
(A) Receiving a customer’s telephone bill payment.  
(B) Making a fresh cappuccino coffee for a customer.  
(C) Receiving ninety-nine dollars for an hour’s work.  
(D) Microwaving a frozen meal.
25. ( )What could be the title for this article?  
(A) A Successful Convenience Store Company.  
(B) Convenience Store Clerks and Their Job.  
(C) Good Clerks are Hard to Find.  
(D) How to Satisfy Picky Customers.

Man proposes, God disposes.  
謀事在人，成事在天