

## 進階會議英語試題

說明：請將答案書寫在答案卷上，不必抄題，但務必要標明題號，否則不予計分。

## 第一部分：閱讀測驗（60%，每一小題4分）

## PART ONE – Questions 1 – 6

- Look at the following text and statements.
- Which section (**A**, **B**, **C**, or **D**) does each statement (**1-6**) refer to?
- For each statement (**1-6**), mark one letter (**A**, **B**, **C**, or **D**) in your answer sheet. Make sure your answers are properly numbered.
- You will need to use some of these letters more than once.

**A**

*Webster's* defines *convention* as: "An assembly, often periodical, of members or delegates, of a political, social, professional or religious group" (*Webster's* 1974, 310). The word *meeting* is similarly defined (*Webster's* 1974, 883) as: "A coming together of persons or things (or) an assembly; gathering of people, especially to discuss or decide on matters. These definitions help to classify such events to some extent so that people can understand more clearly what a convention really is.

**B**

To define a modern meeting or convention more accurately, we must also pay attention to the fact that such assemblies may often:

- occur at specific places called facilities
- involve food and beverage services
- provide for specialized technical support such as audiovisual equipment
- require transportation
- require accommodation
- involve exhibition of products
- require entertainment for the delegates of the convention or meeting

It is still an exchange of experience, opinions, knowledge, and know-how, in the fields of science, trade, or industry.

**C**

If management decides to use an instrument such as a congress to pass on experience, ideas, or knowledge, it is fully aware that only a living dialogue can create an environment in which agreement and understanding can flourish, and where common ground can be established. For a successful conference, it is essential to have continuing and "accessible" communication between the various participants, with the giving and receiving of views and opinions, intentions, experiences, and even advice.

**D**

Modern industry uses a convention or conference as one of many marketing instruments. Today conventions and conferences increasingly serve one aim - advertising and selling - trivial as this may sound. Whether as a medium to promote consumer goods or as a specialized scientific conference, the convention serves as a platform to arouse greater interest. The convention "promotes" interest among people who are gathered together to pass on or to receive information. The conference, while serving as a source of information for participants, does tend to interpret "messages" to participants on behalf of the meeting organizer.

- 1 Where the convention is to take place is an important consideration.

**SECTION:** \_\_\_\_\_

- 2 Opportunities for lively debate are an important part of a successful conference.

**SECTION:** \_\_\_\_\_

- 3 The purpose of this event is to get together with others in the same field.

**SECTION:** \_\_\_\_\_

- 4 Conventions have become a marketing tool.

**SECTION:** \_\_\_\_\_

- 5 A conference is an opportunity for promoting the perspective of the organizer.

**SECTION:** \_\_\_\_\_

- 6 People with technical skills are needed when running a convention.

**SECTION:** \_\_\_\_\_

## PART TWO - Questions 7 – 15

- Read the advice below about bidding for a congress.
- Choose the best word to fill each gap from **A, B, C** or **D**.
- For each question **7 - 15**, mark one letter (**A, B, C** or **D**) in your answer sheet. Be sure your answers are properly numbered.
- There is an example at the beginning, **(0)**.

### Bidding for a Congress

A "bid" is defined as an invitation to (0) an international congress in your country. In most (7) the national group or chapter of an international organization will need to support the initiative and will be (8) for the management of the congress if the bid is successful. Having obtained (9) a commitment from the national organization, formal invitations can be prepared and the bid project can begin.

Bids may be (10) in a different way depending on the destination presenting the bid. There are cities with a Convention or Visitor Bureau, some active, some (11) so, and other cities without (12) at all, which has an influence on who is taking the lead and (13) the congress actively. It is, (14), important that the PCO and the Convention Bureau (if existing), and the Convention Centre, (15) together in harmony, coordinating their efforts and strengths in order to achieve the common goal.

| Example  |           |          |              |          |             |          |                |          |             |
|----------|-----------|----------|--------------|----------|-------------|----------|----------------|----------|-------------|
| <b>B</b> | <b>0.</b> | <b>A</b> | <b>join</b>  | <b>B</b> | <b>hold</b> | <b>C</b> | <b>present</b> | <b>D</b> | <b>ask</b>  |
|          | 7.        | A        | events       | B        | occasions   | C        | cases          | D        | times       |
|          | 8.        | A        | culpable     | B        | controlling | C        | concerned      | D        | responsible |
|          | 9.        | A        | such         | B        | like        | C        | similar        | D        | that        |
|          | 10.       | A        | dealt        | B        | operated    | C        | handled        | D        | manipulated |
|          | 11.       | A        | less         | B        | fewer       | C        | more           | D        | greater     |
|          | 12.       | A        | it           | B        | them        | C        | one            | D        | any         |
|          | 13.       | A        | contributing | B        | promoting   | C        | working        | D        | benefiting  |
|          | 14.       | A        | however      | B        | altogether  | C        | very           | D        | anyway      |
|          | 15.       | A        | struggle     | B        | attempt     | C        | stand          | D        | work        |

第一部分答案：

|     |     |             |     |     |    |    |    |    |     |
|-----|-----|-------------|-----|-----|----|----|----|----|-----|
| 1.  | 2.  | 3.          | 4.  | 5.  | 6. | 7. | 8. | 9. | 10. |
| B   | C   | A 或 C<br>均可 | D   | D   | B  | C  | D  | A  | C   |
| 11. | 12. | 13.         | 14. | 15. |    |    |    |    |     |
| A   | C   | B           | A   | D   |    |    |    |    |     |

第二部分：英譯中（20%）

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**Instructions: Translate the following passage into Chinese. (20%)**

**Note: The acronym IMEX can be used in the Chinese translation.**

### **New “Power” Sessions at Corporate Responsibility Centre**

New for 2010, the Corporate Responsibility Centre at IMEX was “Powered by GMIC” (the Green Meeting Industry Council). The Centre together with the Council was proud to host several environmental “power” sessions. These were a series of short, drop-in workshops that ran throughout the day at the Centre. They included case studies from previous award winners, and “how to go green” power-sessions with advice about where and how to start, as well as information on more advanced green policies and practices.

第三部分：中譯英（20%）

(文件類型:大會手冊之一部分)

答題說明: 請將該則公告訊息譯成英文。

本次大會期間設有接駁車服務，服務時間為十月十六日至十月十九日。每日分為上午、下午兩時段：上午08:00 ~ 10:00，每十分鐘一班。路線由大會指定飯店A發車，行經指定飯店B至會場，行車時間全程約十五分鐘。下午16:00 ~ 18:00由會場發車，每十分鐘一班。接駁路線為會場 -- 指定飯店B -- 指定飯店A。