

進階展覽英語試題

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 – 10

- For each missing word in the following text please mark your answer (A, B, C or D) in your answer sheet. Be sure your answers are properly numbered.
- There is an example at the beginning, (0).

Example

B 0. A work B labor C crew D breadwinners

An I&D Primer: How to Select and Supervise an I&D Crew

Want to cut costs AND reduce your trade show “hassle factor”? Tune up your knowledge and use of professional (0)_____ by following the tips below. We all utilize Installation and Dismantle (I&D) crews (1)_____ we exhibit in a local hotel or a large convention center. Knowing how to select and manage these professionals can (2)_____ you time and money.

SELECTING YOUR TEAM

Your I&D team can come from the General Service Contractor (GSC) or an independent I&D company (Exhibitor Appointed Contractor or EAC). Your selection should be (3)_____ on their experience, depth of service, geographic coverage, and the people working for them. They should be familiar (4)_____ your exhibit property (portable, system, or custom) and the city and facility in which you’re exhibiting. Where the GSC offers convenience, EACs offer accountability. You don’t have to file EAC forms or (5)_____ background checks if the GSC is your labor provider and they’re already on the show floor. But you usually get better quality labor and accountability from EACs. The EACs want your future business and work to (6)_____ satisfaction but the GSCs seem to treat shows independently with seemingly no concern for the future.

PLANNING YOUR EXHIBIT

You need to know how many people and how long it will take to set up and dismantle your exhibit. Be sure your crew is the right size – one man for a 10x10 popup, two if there are heavy components, three or more if you have larger property to (7)_____

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SUPERVISING YOUR CREW

Be on time and ready to provide (8)_____ direction. The nicer you are and the more you know your property, the better attitude your crew will have and the quicker you will be done. If you're impressed with your crew, ask to have them back for dismantling. Good workers are in (9)_____, so ask early for the best ones. Using staff that know you and your exhibit saves time for everyone.

SAVING TIME AND MONEY

When you schedule a crew, know when your freight will be on the (10)_____, when your electricity will be installed, and when you can be there. Remember – the time you save installing and dismantling your exhibit is budget savings. Streamline everything you can and keep your crew focus on your task. Poor planning leads to higher labor costs so double check everything and plan ahead to avoid or remedy potential problems.

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|-----|-------------|----------------|-------------|------------|
| 1. | A as | B however | C whether | D either |
| 2. | A afford | B take | C spend | D save |
| 3. | A based | B dependent | C founded | D located |
| 4. | A including | B of | C to | D with |
| 5. | A achieve | B perform | C fulfill | D operate |
| 6. | A ensure | B insure | C assure | D secure |
| 7. | A collect | B organize | C gather | D assemble |
| 8. | A trained | B professional | C qualified | D sharp |
| 9. | A need | B fashion | C demand | D supply |
| 10. | A floor | B booth | C ground | D board |

(次頁尚有題目 , 請翻頁作答)

PART TWO – Questions 11 –15

- Mark “**True**” or “**False**” for each statement in your answer sheet. Be sure your answers are properly numbered.

Exhibitions are the best face-to-face marketing opportunity for companies around the world. They provide outstanding sales, marketing, research, branding, financial, and other rewards for companies that understand some important exhibition marketing fundamentals.

Executive decision-makers consistently rank exhibitions as their "Number One" choice for obtaining purchasing information - beating twelve other business media choices, including direct mail, advertising, telemarketing, etc.

Exhibitions are the only sales and marketing medium that delivers a pre-qualified visitor to your company's stand in a face-to-face selling environment. And these visitors invest their own valuable time and money to be at the exhibition. This is truly an outstanding marketing opportunity.

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|--|-------------|--------------|
| 11. Face-to-face marketing is the best form of marketing in the world. | True | False |
| 12. Good results are experienced by those companies which follow some basic rules. | True | False |
| 13. If you want to know how successful your marketing has been, an exhibition gives you the most reliable results. | True | False |
| 14. A prequalified visitor has already decided to buy your product. | True | False |
| 15. Exhibitions provide a pre-arranged meeting place for exhibitors and visitors. | True | False |

第二部分：英譯中（20%）

Instructions: Translate the following passage into Chinese.

Note: The acronym COMPUTEX TAIPEI 2010 can be used in the translation.

Having mirrored the epic progress of ICT (Information and Communications Technology) for three decades, COMPUTEX TAIPEI 2010 unfolded its 30th anniversary event last June 1 to 5 with the largest event ever where hard and soft tech merged with East and West to shape the future. Every year, each of its 30 huge shows had a distinct direction, and this year carried on that function of further shaping the future.

第三部分：中譯英（20%）

答題說明：請將本則訊息譯成英文

本展場設有十六間商務中心辦公室，每一辦公室配備一組辦公桌椅、一組會客沙發或桌椅、一具電話、兩部電腦及一部印表機、防焰地毯等。並有專人負責管理，提供傳真影印、上網及一般諮詢等服務，可供參展廠商付費使用；白金級以上贊助廠商將可免費使用辦公室一間。展覽期間辦公室使用須於十月二十一日前登記完成，額滿為止。敬請儘早登記，以免向隅。