

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%)

PART ONE – Questions 1 – 5 (4 points each)

- Read the following extract on protocol and etiquette and answer the questions below.
- For each question **1 - 5** mark one letter (**A, B, C** or **D**) in your answer sheet. Make sure your answers are properly numbered.

Protocol and Etiquette, Past and Present

Protocol has been observed since the ancient Egyptians produced the first known book, *The Instructions of Ptahhotep*. Along with the plough and the twelve-month calendar, they invented manners.

By the 19th century, the French term 'protocole diplomatique' referred to the body of ceremonial rules to be observed in all written or personal official interaction between heads of different states or their ministers. Today, the word 'protocol' serves as the code of international politeness that blends diplomatic form, ceremony, and etiquette.

Etiquette used to mean 'keep off the grass' in the days of the French King Louis XIV. The meaning of etiquette later was expanded to include the ticket to court functions that listed the rules on where to stand and what to do. Like language, etiquette continues to evolve, but in a sense it still means 'keep off the grass'. If we stay within the flexible bounds of etiquette, we will give relationships a chance to grow; we will give ourselves a chance to grow; and we will be able to present ourselves with confidence and authority in all areas of our professional and personal life.

Today, in business arenas worldwide, the term protocol is often used instead of etiquette because it sounds more businesslike and official. Many companies have established their own rules of protocol as part of their corporate culture to ensure smooth daily operations.

Order of Precedence

The hierarchical standings of guests are critically important for diplomatic functions. Failure to recognize the proper rank and precedence of a guest where representatives are present is tantamount to an insult to his/her position and the country he/she represents. These rules were established by the participating nations at the Congress of Vienna in 1815. Envoys of equal titles are ranked according to the date and hour they present their letters of credentials rather than the size or influence of the nation represented by the envoy.

- 1 In the *Instructions of Ptahhotep* the ancient Egyptians describe
 - A the 12-month calendar.
 - B the plough.
 - C how to behave well.
 - D all three of the above.

- 2 The word protocol comes from the French term 'protocole diplomatique' and describes
 - A how to behave during ceremonies.
 - B how heads of state should write to each other.
 - C how officials should deal with other officials.
 - D how to behave politely, diplomatically, and sensitively across cultures.

- 3 'Etiquette' means
 - A rules on where to stand and what to do.
 - B taking care in dealing with others.
 - C a ticket to court functions.
 - D keep off the grass.

- 4 Today, the term protocol is more common than the term etiquette because
- A it ensures smooth daily operations.
 - B companies have established their own rules of protocol.
 - C it is the official word used by business people.
 - D businesses worldwide prefer it.
- 5 Protocol defines the hierarchical standing of international guests. This means:
- A Guests of the same titles are ranked according to the time they are officially represented in the country.
 - B Countries are ranked from most influential to least influential.
 - C Countries are ranked in size from largest to smallest.
 - D Envoys are ranked equally.

PART TWO – Questions 6 - 10 (4 points each)

- Read the following extract on Ethics.
- Choose the best word to fill each gap from **A, B, C** or **D** below.
- For each question **6 - 10**, mark one letter (**A, B, C** or **D**) in your answer sheet. Make sure your answers are properly numbered.
- There is an example at the beginning, (**0**).

Ethics

When event professionals operate **0** the borders of their own countries, new issues often arise which can test the resolve and conscience of those unprepared for them.

..... **6** speaking, all of us adopt the ethical and moral behavior of the race, nation or tribe into which we are born. Our standards are formed almost subliminally, by absorption, from the conduct of parents, friends, teachers, mentors and cultural **7** such as TV and sports stars. **8** the time we are adult, we have a set of values that will probably remain with us for the rest of our lives - although we may sometimes choose to ignore them.

..... **9** different professions may accept slightly different standards of behavior, often by tradition, it is common to find a consensus within a single country about what is acceptable professional conduct.

But what is normal in one country may be radically **10** in another. The danger is to assume that one's own ethical conventions are a benchmark of acceptability. In Europe, for example, with many different cultures, races, languages, traditions, religions and backgrounds jostling together, there is no 'norm'.

Example

 C **0** **A** in **B** out **C** beyond **D** below

___ **6** **A** On occasion **B** Occasionally **C** Generally **D** In general

___ **7** **A** stars **B** icons **C** symbols **D** images

___ **8** **A** From **B** In **C** At **D** By

___ **9** **A** However **B** Perhaps **C** Although **D** Moreover

___ **10** **A** strange **B** confusing **C** acceptable **D** different

PART THREE – Questions 11 – 15 (4 points each)

- Look at the following statements and the text below about the factors that influence attitudes to ethical behavior.
- Which section (**A**, **B**, **C**, or **D**) does each statement (**11 - 15**) refer to?
- For each statement (**11 - 15**), 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.

Example:

0 It is important to understand how and why people behave the way they do.

SECTION: D

11 The importance of family can influence business decisions.

SECTION: _____

12 The correct way to behave is strongly influenced by the environment people grow up in.

SECTION: _____

13 Knowing about the ethical conventions in a country helps to do business successfully.

SECTION: _____

14 One of the factors that influences what is ethical behavior is religion.

SECTION: _____

15 The country or tribe to which people belong can also influence the correct way to behave.

SECTION: _____

Factors that Influence Attitudes to Ethical Behavior

A

Throughout the world, attitudes to what is ethical will be influenced by a variety of factors such as religion, political system, nationality and tradition. (In Papua New Guinea, theft from a member of your tribe is incomprehensible but, until recently, cannibalism of your enemy was considered unremarkable.)

B

Religion is a potent factor in forming codes of conduct and event professionals should be especially alert to cultural nuances when operating in regions where the local religion is unfamiliar to them. Event organizers are advised to learn something of the main tenets of the world's primary religions if they intend to operate internationally.

C

Among many cultures, loyalty is due first and foremost to the family. For example, in some countries you may find that business (and jobs) will first be offered to a family member irrespective of their ability. It might even be considered unethical to award a contract to a stranger before a brother, cousin or uncle. Loyalty to a company or to an employer can be quite far down the list.

D

Sometimes the closest ties are based on tribe or ethnicity, and in Europe, nationality (often evident in a common language). Event professionals should try to learn something about the culture of a destination if they wish to understand the ethical conventions of the people they will be dealing with. This knowledge will prove invaluable when handling negotiation and choosing suppliers.

All the texts for this paper come from *Convention Industry Council, International Manual, A Working Guide for Effective Global Events*, 1st Edition

第二部分：英譯中(20%)

What makes a MICE event successful? A robust MICE sector is a strong indicator of a sophisticated economy and attracting top level international events requires the hardware of physical infrastructure, the software of people skills and a first-class service mentality. The must-have credentials to be a ideal MICE destination include easy access by air, road or rail, at least one good quality congress centre, an adequate range of three- to five-star hotels, an attractive destination and surroundings, value for money, adequate marketing muscle, and a good range of local professional conference organizers. Increasingly discerning MICE clients now also insist on flexible, fast and efficient service, a strong track record of success with previous events, excellent IT and telecoms, meaningful environmental policies, and smart marketing.

第三部分：中譯英(20%)

會展產業成功發展的關鍵條件之一是專業人才培育。由於各種因素，目前許多會展產業還在發展中的國家，從業人員多以兼職為主。但兼職人員流動性較高，每一次會展活動都必須重新訓練工作人員；不僅工作重複，更浪費寶貴會展資源。未來應該培育全職會展專業人才，負責執行規劃及管理性質的關鍵項目，才能真正改善會展活動品質，提升該國會展產業競爭力。