



By the time I was a junior, I decided to take courses besides social science. A year later, I finally graduated with a (5) bachelor's degree in international business.

## ■ ■ 英語會話(一) ■ ■

### 10 至 18 講作業解答

#### 第一部分自我評量

- A company that produces drugs/medicine is called a \_\_\_\_\_ company.  
pharmacy                      pharmaceutical                      pharmacist
- If you've had a \_\_\_\_\_ to these pills in the past I don't recommend you take them again.  
nausea                      bad feeling                      bad reaction
- Are you \_\_\_\_\_ taking any other medication?  
right now                      currently/presently                      present/current
- You can \_\_\_\_\_ your prescription online or by telephone.  
re-order                      rearrange                      react to
- I just want to make sure there are no \_\_\_\_\_ with other medication you might be taking.  
interaction(s)                      prescription(s)                      refills
- In the United States and Canada, there are many \_\_\_\_\_ pharmacies. You can pick up your prescription without even getting out of your car!  
driving                      drive-by                      drive-through
- A negative reaction = An \_\_\_\_\_ reaction  
adverse                      awesome                      adept
- \_\_\_\_\_ medicine is medicine that you can buy without



a prescription.

Over-the-counter     On demand     Overpriced

9. Are there any potential \_\_\_\_\_ (= problems) from using the medications together?

correlations     complications     collocations

10. Your prescription usually includes your doctor's \_\_\_\_\_ on how and when to take a medication.

infractions     complications     instructions

- 答** 1. pharmaceutical    2. bad reaction    3. currently  
4. re-order    5. interaction(s)    6. drive-through    7. adverse  
8. over-the-counter (OTC)    9. complications    10. instructions

## 第二部分自我評量

1. I want to \_\_\_\_\_ a party next weekend.

make     throw

2. P1: I didn't know this was a \_\_\_\_\_ party. P2: Yes, it is. The \_\_\_\_\_ is "come as your favorite celebrity".

theme     tone

3. P1: Are you going to John's party? P2: No, I wasn't \_\_\_\_\_.

requested     invited

4. P1: Tom's having a party. P2: Oh yeah? What's the \_\_\_\_\_?

P1: It's his birthday.

event     occasion

5. BYOB stands for "bring your own \_\_\_\_\_".

bottle     burgundy

6. A "party \_\_\_\_\_" is a term used (somewhat jokingly) to refer to someone who loves to party.

creature     animal

7. P1: Are you going to serve dinner at your party? P2: No, it's going to be a "wine and \_\_\_\_\_" party.





4. a flash in the pan

The company hopes that their new computer game won't just be a flash in the pan, but that it'll \_\_\_\_\_.

- (a) be popular for a long time
- (b) be unpopular for a very long time
- (c) be very popular for a short time

5. a knuckle sandwich

Kenny gave me a knuckle sandwich and I said, \_\_\_\_\_.

- (a) "No thanks, I'm not hungry."
- (b) "Thanks, I needed that."
- (c) "Ouch! That hurt!"

6. a piece of cake

Her homework was a piece of cake because \_\_\_\_\_.

- (a) the house was very quiet
- (b) it was filled with nuts
- (c) it was so easy to do

7. a recipe for disaster

Which of the following would most people say is a recipe for disaster?

- (a) educating poor people
- (b) reducing pollution from factories
- (c) destroying huge forests

8. chew the fat | chew the rag

While I was chewing the fat with Graham, he \_\_\_\_\_.

- (a) ate too much fat and got sick
- (b) told me all about his new job
- (c) got really tired and asked me to stop

9. drink like a fish

Even though uncle Barry drinks like a fish, he \_\_\_\_\_.

- (a) never drinks alcohol



- (b) never looks drunk
- (c) never drinks much

10. easy as pie | easy as abc

They said configuring the software is easy as pie, but I don't think it is. I found it \_\_\_\_\_.

- (a) really difficult
- (b) really easy
- (c) really delicious

答 1. b 2. c 3. a 4. a 5. c 6. c 7. c 8. b 9. b 10. a

#### 第四部分自我評量 Negotiation Vocabulary Quiz

以下是有關協商議價的英文單字測驗

1. The parties came to \_\_\_\_\_.
  - (a) hostility
  - (b) bottomline
  - (c) consensus after five hours of negotiating.
2. It was \_\_\_\_\_.
  - (a) a flexible
  - (b) a mutual
  - (c) an unrealistic decision to settle our differences out of court.
3. One \_\_\_\_\_.
  - (a) tactic
  - (b) bargain
  - (c) resistance that always works is to ask your counterpart to speak first.
4. We would have more \_\_\_\_\_.
  - (a) haggling
  - (b) concession
  - (c) leverage if we had some more recent statistics to use.
5. They were \_\_\_\_\_.



作業解答

- (a) hostile  
(b) receptive  
(c) resistant to our proposal until we made our last demand.
6. We were \_\_\_\_\_.  
(a) misleading  
(b) conflict  
(c) haggling over prices all afternoon.
7. I wasn't expecting our opponents to \_\_\_\_\_.  
(a) amplify  
(b) yield  
(c) arbitration so quickly.
8. When I \_\_\_\_\_.  
(a) logrolled  
(b) entitled  
(c) confronted the client about their promise they agreed to honor it.
9. If that is your only \_\_\_\_\_.  
(a) pressure  
(b) objective  
(c) victory I would be happy to concede.
10. The negotiations had already ended in a \_\_\_\_\_.  
(a) deadlock  
(b) counterpart  
(c) collective within ten minutes of starting

答 1. c 2. b 3. a 4. c 5. b 6. c 7. b 8. c 9. b 10. a

第五部分自我評量

1. Where can you buy bread?

- A. At the restaurant  
C. At the baker's

- B. At the butcher's  
D. At the jeweller's



2. Where can you borrow books?
 

A. At the bookshop	B. At the library
C. At the cinema	D. At the theatre
3. Where can you buy meat?
 

A. At the baker's	B. At the shoe shop
C. At the fishmonger's	D. At the butcher's
4. Where can you see a film?
 

A. At the theatre	B. At the restaurant
C. At the optician's	D. At the cinema
5. Where can you post a letter?
 

A. At the library	B. At the tobacconist's
C. At the post-office	D. At the bookshop
6. Where can you get a train?
 

A. At the post-office	B. At the airport
C. At the railway station	D. At the police station
7. Where can you get the bus?
 

A. At the coach station	B. At the train station
C. At the restaurant	D. At the police station
8. Where can you get a boat?
 

A. At the airport	B. At the bus station
C. At the harbour	D. At the police station
9. Where can you get your eyes checked?
 

A. At the optician's	B. At the vet's
C. At the dentist's	D. At the butcher's
10. Where can you get medical care?
 

A. At the vet's	B. At the church
C. At the hospital	D. At the bus station

答 1. C 2. B 3. D 4. D 5. C 6. C 7. A 8. C 9. A  
10. C



### 第六部分自我評量

1. When you pick up the phone to call someone you hear a \_\_\_\_\_.  
(a) ringer (b) dial tone (c) receiver.
2. If I'm not home leave a message on my \_\_\_\_\_.  
(a) directory (b) answering (c) dial machine.
3. Sally must be talking to her mom because I have been getting \_\_\_\_\_.  
(a) an answer (b) a chat (c) a busy signal for two hours.
4. I never answer my \_\_\_\_\_.  
(a) cordless (b) cell phone (c) pay phone while I'm driving.
5. Mark always turns his \_\_\_\_\_.  
(a) ringer (b) other line (c) call display off when he is studying.
6. I'm busy right now. Can you \_\_\_\_\_.  
(a) hang up (b) call back (c) call through later.
7. You have to \_\_\_\_\_.  
(a) answer (b) hang up (c) dial "0" for the operator.
8. I have a \_\_\_\_\_.  
(a) receiver (b) busy signal (c) cordless so I can do the dishes and chat at the same time.
9. You will need a quarter or a phone card if you want to use the \_\_\_\_\_.  
(a) cell phone (b) pay phone (c) pager.
10. I know it was my boyfriend who called because I have \_\_\_\_\_.  
(a) dial tone (b) call display (c) directory.

**答** 1. b 2. b 3. c 4. b 5. a 6. b 7. c 8. c 9. b 10. b

**說明：**第三期題目刊登時，原「第四部分自我評量」與「第六部分自我評量」重覆，故刪第六部分，原「第七部分」改為「第六部分」。



## 勘 誤

### 第二期作業解答

#### 第四部分自我評量：Fill in the blanks with the missing word:

答 1. b 2. b 3. b 4. c 5. b 6. c 7. c 8. b 9. c 10. a

## 消費者行為

### 10 至 18 講作業解答

1. 請比較古典制約與操作制約的差異。(10 講)

答(1)古典制約是非自主性的反應；操作制約是在個人意識掌控下的行為。

(2)古典制約是先有刺激，才引發行為反應；操作制約行為是行為後的結果所引起的。

(3)詳細內容請見課本 89 頁。

2. 請說明在高涉入的購買過程中，信念、態度、行為三者發生時的順序。(11 講)

答(1)信念首先發生，接著為態度，最後則是行為。

(2)詳細內容請見課本 100 頁。

3. 請說明如何將文化意義從產品轉移至消費者。(12 講)

答(1)儀式是將意義從產品移至消費者的方法。

(2)共有 5 種儀式：獲得儀式、擁有儀式、交換儀式、修飾儀式及消除儀式。

(3)詳細內容請見課本 113-115 頁。

4. 請定義次文化，並舉一個例子。(13 講)

答(1)次文化是指社會中特定的族群，對情感與認知的反應（指情緒的反應、信念、價值和目標）、行為（指風俗習慣、