Part I: Listening Comprehension

Please listen and select the best answer according to the news headline. Each question is worth 5 points.

1. Which of the following statement is not true about Toyota's hybrid cars?
   a. they are environmental friendly.
   b. they have always been selling extremely well.
   c. they are gasoline-electric-fueled.
   d. Toyota was the first maker of hybrid cars.

2. When did hybrid cars first launch the market?
   a. 1987
   b. 1996
   c. 1978
   d. 1997

3. Toyota wants to ____________ sales of its upgraded Prius.
   a. double
   b. breakeven
   c. decrease
   d. none of the above

4. Which of the following is not the feature of the new Prius?
   a. it has an electric motor.
   b. it needs to be plugged in for recharging.
   c. it has an intelligent parking system
   d. Toyota has made it a complete automobile

5. Which of the following statement is not true?
   a. The new Prius is priced at $20,000.
   b. The new Prius has improved its emission efficiency.
   c. Prius never had acceleration problems.
   d. The new Prius is more eco-friendly than before.
( ) 6. The new Prius can now go up to
   a. 35.5 kilometers on one liter of gas.
   b. 31 kilometers on one liter of gas.
   c. 31.5 kilometers on one liter of gas.
   d. 30.5 kilometers on one liter of gas

( ) 7. Which car company will consider selling hybrid cars in the near future?
   a. Honda.
   b. General Motors.
   c. Nissan.
   d. Volkswagen.

( ) 8. What is the potential incentive for buyers of hybrid cars in the U.S.?
   a. It's possible for car owners to get a tax break.
   b. It's possible for car owners to get free after sale services.
   c. It's possible for carmakers to get a tax break.
   d. It's possible for car buyers to get a discount from the car company.

( ) 9. “IRS” stands for
   a. Internet Rating Service.
   b. Internal Revenue Service.
   c. Income Redemption Service.
   d. Income Rating Service.

( ) 10. The mileage on one liter of gas for the new Prius is almost _____ as much as the average cars on the highway today.
   a. two times
   b. three times
   c. four times
   d. none of the above
Part II: Reading Comprehension

Read the passages and answer the multiple choice questions. Each question is worth 2.5 points (Total 50 points)

A.

The words "jobless recovery" make Jeff Taylor angry. Sitting in his chair, his long legs and enormous feet tucked up under him, he lists all the evidence that the American economy, at least, is at last creating jobs again. January and February were better months for the world's biggest online job-search site, Monster.com, which Mr. Taylor launched ten years ago this April.

Sales jobs, always in Monster's top five, both by postings of job-seekers' resumes and by prospective employers' searches, are now the top category, after picking up gradually over the past year along with American consumer confidence. Accounting and finance jobs are now the second category, thanks to stronger demand from companies in the wake of Enron, WorldCom and other corporate frauds. More tellingly, entry-level jobs began to pick up last autumn. And jobs in information technology were 16% higher in February than a year earlier.

Mr. Taylor is also relentlessly cheerful about the long-term prospects of the job market, at least from the employee's point of view. "By 2010 we will see the worst labor shortages in our lifetime," he says happily. "As 70m baby-boomers go and only 35m entry-level workers come on to the market in the next 15 years, the economy won't suffer skill shortages; it will suffer body shortages." And demand will grow for "knowledge workers", and for people to fill new management posts with such ghastly-yet-fashionable names as "chief learning officer" and "chief knowledge officer". Offshore workers may ease the shortage. But there will be opportunities galore, he clearly thinks, for people who search Monster's vast electronic "help wanted" pages.

As one of the dotcom boom's great survivors, Monster shows how electronic marketplaces can offer a reach and efficiency that physical markets cannot rival. It also shows that money can be made in such markets: Monster has been profitable now for 22 successive quarters.

Monster was one of the first dotcoms to be launched. But, unlike many dotcom entrepreneurs, Mr. Taylor already knew the business he was entering. He came to online recruitment from the offline sort, having set up an agency, Adion, in 1989, not long after leaving the University of Massachusetts, where he managed to spend five and a half years without collecting a degree. He seems to have used the time to develop other talents and interests, including becoming a successful disc jockey in Boston's night clubs and building a vast collection of dance music.
Like Britain's Richard Branson, he has since used that student flair to instill a sense of youthful fun and anti-establishment energy in what is basically a boring business. Like Mr. Branson, he easily makes an audience love him: some years ago, he persuaded attendees at a conference organised by America's Department of Labour to yell "We rock" at every mention in his speech of human resources, and "To the Batmobile" at every mention of the new economy. Mr. Branson goes ballooning; Mr. Taylor water-skis behind blimps. Mr. Branson's success is built on the ubiquitous Virgin brand; when, in 1995, Adion was bought by TMP Worldwide, an advertising group, Mr. Taylor insisted on keeping the Monster.com name. It is, he says, the firm's "single most important success factor". Supporting the brand is a big advertising budget, accounting for a quarter of the firm's costs.

Like another great online success, eBay, Monster has flourished thanks to a mixture of scale and free content. The company claims to have a 50% share of its online segment, ahead of its two main rivals, HotJobs (owned by Yahoo") and CareerBuilder (owned by three big newspaper groups). Job-seekers work for long hours to supply eye-catching resumes, whereas employers pay to scan them or to post help-wanted ads. The scanning accounts for 32% of Monster.com's revenues, the posting for 53%. Most of the services that job-seekers get are free, but Mr. Taylor hopes they will pay to join a new service that he has just launched to allow them to contact each other for advice, mentoring and career management. He hopes that they will ask each other questions about, say, what it is like to work for a firm that a job-seeker is thinking of joining, or what it is like to work as a nurse in a large teaching hospital in another part of the country.

But the main contribution of Monster has been to speed up hiring and vastly increase the accuracy of the job-search process. "You can post a job at 2pm and get your first response at 2.01," Mr. Taylor boasts. And an employer who knows exactly what he wants can use Monster's filters to search vast numbers of resumes with pinpoint accuracy. Just as the rise of online travel sites has devastated traditional travel agents, Monster, with its low costs and wide reach, has surpassed old-economy market intermediaries. Monster is posing a serious threat to newspapers, which historically made 40% of their revenues from carrying ads, up to half of which were for staff. Headhunting firms have also suffered, as demand has slumped for their help in filling lower-level jobs at client firms.

1) What kind of company is Monster?
a) an online employment company.
b) an online gaming company.
c) an online software company.
d) an online clothing company.
2) Why does Jeff Taylor think the economy is getting better in the short term?
   a) More and more people are looking for work.
   b) More and more jobs are being posted to Monster.
   c) More and more work is not being done.
   d) New kinds of jobs that didn't exist ten years ago are being created.

3) How does Monster differ from other online companies?
   a) It uses software with search filters.
   b) It actually has real offices.
   c) It was founded in 1989.
   d) It actually makes money.

4) Titles like "Chief learning officer" and "Chief knowledge officer" are examples of...
   a) new kinds of jobs the economy will demand in the future.
   b) new kinds of jobs created in online companies.
   c) new kinds of jobs from management books.
   d) new kinds of jobs that companies are currently creating.

5) What is one important expenditure that makes Monster a success?
   a) Mr. Taylor's funding of computer hardware development.
   b) Monster's spending on advertising.
   c) Monster's investments in online gaming.
   d) The cooperative venture with Ted Branson.

6) How has Monster affected other types of employment media?
   a) It has stimulated their growth.
   b) It has reduced their revenues.
   c) It has created new possible markets for them.
   d) It has formed cooperative ventures with them.
7) What new service is Monster offering?
  a) A service that links companies and employees for informal discussions.
  b) A service that puts together lists of potential employees for companies.
  c) Filtering software.
  d) A service that brings together job seekers for discussions.

8) According to Mr. Taylor, what will happen to the economy in the long term?
  a) It will become more information-intensive.
  b) More people will leave the labor market as a result of dotcom failures.
  c) More people will leave the labor market, and fewer will enter, resulting in labor shortage.
  d) Monster will become the most important source of future economic growth.

9) What are two things that make Monster a success?
  a) Large size and many free services.
  b) Mr. Taylor's close connections to the government and old friendships with the Bush family.
  c) Tight control over costs and a clear vision of the future.
  d) Innovative software development and strong support of advertisers.

10) How does Monster help job seekers and companies looking for people?
    a) It makes the process of finding people faster and more accurate.
    b) It makes the process of finding people easier by giving companies a larger pool of applicants.
    c) Its innovative software programs make writing resumes much easier.
    d) Its helpful job consulting services are the finest in the industry.

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B.

from *Lukang: Commerce and Community in a Chinese City*

Don Deglopper

During the nineteenth century, Lukang was a city of wholesalers and middlemen, with many large firms in the trade in rice, cloth, sugar, timber, and pottery...Lukang's merchants lived in big houses, the bricks and tiles of which had been imported from Fukien. The shoes they wore, the dishes they ate from, the paper they wrote their accounts on, and even the ancestor tablets they worshipped were all made by craftsmen in Fukien and shipped across the Straits. Lukang had official buildings, granaries, warehouses, temples, and academies, and was the site of magnificent annual festivals and displays of
wealth. But it produced practically nothing for itself, and depended on the trade that exchanged the rice and agricultural produce of central Taiwan for the cloth and manufactured goods of southern Fukien.

By the second half of the nineteenth century Lukang's total share of Taiwan's trade and its relative importance in the island's economy had begun to decline. This may have been the result of a decline in the volume of trade at the city, but more likely was caused by the economic growth of the northern part of the island and by changes in Fukien's rice trade.

The years after 1875 saw the development of the tea industry in northern Taiwan. Foreign firms, mostly British, set up businesses in Taipei, and the Japanese began exporting manufactured goods like textiles and matches to Taiwan. Taipei grew rapidly, and labor in the northern third of the island was so scarce that tea-pickers had to be brought in from Fukien each year.

Lukang's primary export had always been rice, but the rice trade appears to have fallen by the end of the nineteenth century. Taiwan's population grew and more rice was eaten by the city dwellers, tea-pickers, and coal miners of the north. Fukien did not have any problems, for it was able to import rice from Southeast Asia at a lower price. Since no steamship, even a small one, could safely enter the shallow harbor, the sailing ships sailing in and out of Lukang were not directly threatened.

But Lukang's trade with the mainland was threatened indirectly when large steamships were able to bring rice from Southeast Asia more cheaply than it could be shipped over from Taiwan in small ships. Any improvement of land transport, even in Fukien, directly threatened Lukang. The city functioned as a port, in spite of silt, tidal mud flats, the necessity of employing gangs of workers to load everything into small ships by hand, and the danger of storms and shoals in the Straits, only because there was no better way to move things into and out of the Changhua Plain.

By the end of the nineteenth century the trading system linking central Taiwan and the China coast was already declining as the rice trade gradually disappeared and Japanese imports began to replace Fukienese cloth. Under the Japanese the commerce between Taiwan and Fukien shrank further and the trade of Lukang, by then only a minor port, almost died. The Japanese built roads and the railroad, and so made it possible to move goods into and out of the Changhua Plain more cheaply than they could be shipped through Lukang's silt-choked harbor. The colonial government developed Keelung and Kaohsiung (then called Takao) as modern, deepwater ports...

11) Lukang in the middle of the nineteenth century produced what manufactured goods?

a) rice
b) paper and shoes
c) almost none
d) wine, cloth, and tiles
12) What factors destroyed Lukang’s role as a major port?
   a) changes in transportation technology
   b) earthquakes and hurricanes
   c) the mud and dirt that filled the harbor
   d) the lack of labor

13) Why did road improvements in Fukien threaten Lukang?
   a) Because labor could move more easily into Fukien
   b) Because rice could be moved more easily in Fukien
   c) Because Japanese cloth could be moved more easily into Fukien
   d) Because agricultural goods from Lukang could be moved more easily into Fukien

14) What changes at the end of the 19th century helped kill Lukang as a major port?
   a) Japanese imports of rice
   b) Japanese railroads
   c) Japanese cloth
   d) Japanese tea firms

15) What caused the labor shortage in the northern part of the island?
   a) British railroad construction
   b) Tea drinking
   c) rapid economic growth
   d) Japanese imports of matches and textiles

16) Why was Lukang used as a port despite its many problems?
   a) The government insisted.
   b) There was no other way to get things out of Changhua
   c) The opium trade depended on small sailing ships.
   d) Lukang’s merchants needed things from Fukien.
17) How did steamships threaten Lukang?
   a) In Fukien, rice from southeast Asia on steamships was cheaper than rice from Lukang on
      sailing vessels.
   b) Steamships could not enter Lukang’s harbor, and so could not bring cloth and other goods to
      Lukang.
   c) Lukang’s harbor was too small for steamships, so they went to Keelung instead.
   d) Lukang’s merchants did not have enough money to buy large steamships.

18) In the late 19th century, from where was central Taiwan getting cloth?
   a) Fukien
   b) England
   c) Taiwan itself
   d) Japan

19) People in northern Taiwan ate more rice in the late 19th century. This was a problem for
    Lukang because....?
   a) The rice could be eaten in Lukang.
   b) The rice could have been traded for Japanese textiles.
   c) The rice could have been shipped to England.
   d) The rice could have been shipped to Fukien.

20) How did Japanese colonial policy threaten Lukang?
    a) It emphasized investments in food production.
    b) It emphasized investments in China
    c) It emphasized investments in transportation improvements.
    d) It emphasized investments in trade with Japan.