**國立台東高級中學106學年度第二學期期末考原三英文**

適用班級：原三 請將答案寫在答案欄中 座號 : 姓名 :

**I. 字彙60% (填入最符合中文的英文單字)**

1. 心理學 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. 促銷活動 \_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. 錯覺幻想 \_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. 櫃台 \_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. 說服勸說 \_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. 隨機的 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. 策略對策 \_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. 巧合 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. 迷惑不解的 \_\_\_\_\_\_\_\_\_\_\_\_
10. 購買 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
11. 購物車 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
12. 特價商品 \_\_\_\_\_\_\_\_\_\_\_\_\_\_
13. 產生引起 \_\_\_\_\_\_\_\_\_\_\_\_\_\_
14. 選擇 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
15. 特定的 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
16. 熟食店 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
17. 魔力魅力 \_\_\_\_\_\_\_\_\_\_\_\_\_\_
18. 個別的 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
19. 走道通道 \_\_\_\_\_\_\_\_\_\_\_\_\_\_
20. 使提升 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**參考答案**

random

spell

strategy

coincidence

shelf

beg

intend

deli

promotion

psychology

counter

convince

illusion

aisle

generate

bargain

cart

puzzled

boost

manipulate

option

sample

purchase

individual

random

specific

boost

**II. 克漏字選擇10%**

Supermarkets usually use many clever ways to make shoppers buy more. For instance, they like to hold special activities 1 attract customers. 2 , sometimes, the “specials” in supermarkets are just intended to give shoppers the illusion that the item is on sale. Only smart shoppers can discover that they are actually not saving any money at all. Supermarkets are very cunning, 　3　 they? Therefore, if shoppers don’t pay attention 　4　 what is going on at supermarkets, they may fall for the tricks of these supermarkets and buy 　5　 than they expected.

( ) 1. (A) in order (B) so as to (C) so that (D) in order that

( ) 2. (A) However (B) Therefore (C) Otherwise (D) Meanwhile

( ) 3. (A) are (B) aren’t (C) do (D) don’t

( ) 4. (A) at (B) in (C) to (D) with

( ) 5. (A) few (B) fewer (C) many (D) more

**III. 寫出下列超市販賣區的中文 10%**

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| --- |
| **Supermarket Section** |
| dairy section\_\_\_\_\_ 1.  | meat section肉品區 | produce section 2.  |
| seafood section海鮮區 | frozen-food section 3.  | household section 4.  |
| bakery section 5.  | checkout結帳區 |  |

**IV. 寫出下列段落的中文大意 20%**

1. Believe it or not, this usually happens because of the little tricks that are played by supermarkets. In order to boost their sales, supermarkets have come up with a lot of smart strategies. You might be astonished at how good they are at manipulating shoppers secretly. One of the tricks supermarkets love to play is to keep changing the display of products in the stores. This keeps the store looking fresh. More importantly, shoppers have to walk all over the store to find what they want. While they are strolling down the aisles, they will come across other shopping options and be tempted to buy more.

2. Last but not least, supermarkets also like to play psychological games. One favorite technique is to do special promotions, such as “buy 2 and get a 20 percent discount” or “free gift with purchase of NT$500 or more.” Seeing these activities, shoppers may consider themselves to be lucky and end up buying more than they need. Sometimes, the “specials” in supermarkets are not even that special. Some supermarkets may put up signs like “2 for NT$100” to give shoppers the illusion that the item is a good bargain. In fact, if shoppers look at the individual price, they will realize they actually don’t save any money at all.