

# 創業與行銷

## Practice Worksheet

### A. Vocabulary - Write the English word

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Write the correct English word for each Chinese meaning.

1. 企業家 (n.) \_\_\_\_\_
2. 新創公司 (n.) \_\_\_\_\_
3. 冒險事業 (n.) \_\_\_\_\_
4. 合夥 (n.) \_\_\_\_\_
5. 投資人 (n.) \_\_\_\_\_
6. 利害關係人 (n.) \_\_\_\_\_
7. 營收 (n.) \_\_\_\_\_
8. 利潤率 (n.) \_\_\_\_\_
9. 營運成本 (n.) \_\_\_\_\_
10. 提案 (n./v.) \_\_\_\_\_
11. 行銷 (n.) \_\_\_\_\_
12. 品牌建立 (n.) \_\_\_\_\_
13. 目標受眾 (n.) \_\_\_\_\_
14. 策略 (n.) \_\_\_\_\_
15. 活動 (n.) \_\_\_\_\_

### B. Grammar - Choose the correct answer

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1. She considered \_\_\_\_\_ the product in Asia first.  
(A) to launch (B) launching  
(C) launch (D) launched
2. If we had started earlier, we \_\_\_\_\_ the market leader now.  
(A) are (B) will be  
(C) would be (D) were
3. I suggest that the company \_\_\_\_\_ more on digital marketing.  
(A) focuses (B) focus  
(C) focused (D) focusing



4. \_\_\_\_\_ the market was competitive, the startup succeeded.  
(A) Despite (B) Although  
(C) Because (D) Unless
5. The company needs to \_\_\_\_\_ its business model to survive.  
(A) pitch (B) pivot  
(C) profit (D) promote
6. Good leaders know how to \_\_\_\_\_ tasks to their team members.  
(A) delegate (B) negotiate  
(C) evaluate (D) automate
7. The ad campaign went \_\_\_\_\_ and reached millions of people.  
(A) scalable (B) viral  
(C) agile (D) efficient
8. \_\_\_\_\_ helps websites appear higher in search results.  
(A) ROI (B) B2B  
(C) SEO (D) KPI
9. Customer \_\_\_\_\_ is essential for improving products and services.  
(A) overhead (B) feedback  
(C) franchise (D) milestone
10. The business became \_\_\_\_\_ after just two years of operation.  
(A) profitable (B) scalable  
(C) disruptive (D) automated

### C. Listening - Go to [learn.chparenting.com](http://learn.chparenting.com) to listen

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1. 我們的新創公司剛完成了500萬美元的A輪融資，來自三家創投公司。  
(A) The startup lost money.  
(B) The startup received 5 million in funding.  
(C) The startup closed permanently.  
(D) Three companies merged.
2. 我們需要轉型商業模式。目前的做法沒有產生足夠的營收。  
(A) The business model is working well.  
(B) They need to change their business model.  
(C) They need more employees.  
(D) Revenue is increasing.
3. 行銷活動在社群媒體上爆紅，三天內觸及超過200萬人。  
(A) The campaign failed.  
(B) The campaign reached 200 people.  
(C) The campaign went viral and reached millions.  
(D) The campaign lasted three months.
4. 我建議我們專注於提高客戶留存率，而不是只獲取新客戶。  
(A) Focus on getting new customers only.  
(B) Focus on keeping existing customers.  
(C) Stop all marketing activities.  
(D) Raise prices for all customers.



5. 成功電商的關鍵是有好用的網站和出色的客服。
- (A) E-commerce only needs low prices.
  - (B) Website design and customer service are key.
  - (C) E-commerce doesn't need a website.
  - (D) Customer service isn't important online.

#### D. Reading - Go to [learn.chparenting.com](http://learn.chparenting.com) to read the passage

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1. What is replacing traditional advertising?
  - (A) Radio ads
  - (B) Newspaper ads
  - (C) Digital marketing strategies
  - (D) Billboard advertising
2. What is content marketing about?
  - (A) Pushing advertisements
  - (B) Creating valuable content to attract customers
  - (C) Copying competitors
  - (D) Reducing prices
3. What is the biggest advantage of digital marketing?
  - (A) It's free
  - (B) The ability to measure everything
  - (C) It doesn't require creativity
  - (D) It works automatically
4. What must businesses do to stay competitive?
  - (A) Never change strategies
  - (B) Constantly adapt and learn
  - (C) Spend more money
  - (D) Use only traditional media
5. What does SEO help businesses with?
  - (A) Hiring employees
  - (B) Being found online by customers
  - (C) Reducing costs
  - (D) Creating products

