

商業策略與管理

Practice Worksheet

A. Vocabulary - Write the English word

Write the correct English word for each Chinese meaning.

1. 策略 (n.) _____
2. 營收 (n.) _____
3. 利潤率 (n.) _____
4. 利害關係人 (n.) _____
5. 收購 (n.) _____
6. 合併 (n.) _____
7. 多角化 (n.) _____
8. 顛覆 (n.) _____
9. 可擴展的 (adj.) _____
10. 新創公司 (n.) _____
11. 風險投資 (n.) _____
12. 股權 (n.) _____
13. 槓桿; 利用 (n./v.) _____
14. 外包 (v.) _____
15. 基準 (n.) _____

B. Grammar - Choose the correct answer

1. Recent _____ in the field have raised important questions about ethics.
(A) developments (B) deductions
(C) departures (D) deletions
2. The study found that public understanding _____ impacts policy outcomes.
(A) insignificantly (B) rarely
(C) significantly (D) negatively
3. Having studied the topic for years, she _____ an expert in the field.
(A) becomes (B) became
(C) becoming (D) has become

4. The evidence is compelling; _____, more research is needed.
(A) therefore (B) nevertheless
(C) consequently (D) furthermore
5. What researchers discovered _____ changed our understanding entirely.
(A) have (B) has
(C) having (D) had
6. The company's competitive ____ lies in its proprietary technology.
(A) advantage (B) adversity
(C) advocacy (D) adjacency
7. The merger required regulatory ____ from multiple jurisdictions.
(A) approval (B) approach
(C) appetite (D) apparatus
8. Market ____ revealed a significant unmet demand for sustainable products.
(A) research (B) resistance
(C) resonance (D) restriction
9. The CEO outlined a bold ____ for expanding into emerging markets.
(A) strategy (B) struggle
(C) surplus (D) symptom
10. Effective leaders must ____ trust among their team members.
(A) cultivate (B) calculate
(C) circulate (D) complicate

C. Listening - Go to learn.chparenting.com to listen

1. 專家呼籲什麼？
(A) Experts want to stop all progress.
(B) Experts call for balancing innovation with public welfare.
(C) There is no debate about regulation.
2. 研究發現什麼？
(A) Public understanding does not matter.
(B) Informed citizens support better policies.
(C) The study was published in a newspaper.
3. 國際合作方面的現狀如何？
(A) International cooperation has decreased.
(B) Cooperation has grown but inequality remains.
(C) All nations participate equally.
4. 科技與此領域的交集帶來什麼？
(A) Technology only creates problems.
(B) Technology creates both opportunities and challenges.
(C) Misinformation is not a concern.

5. 專家預測什麼？

- (A) This field will become less important.
- (B) This field will increasingly influence public policy.
- (C) Only one discipline needs to be involved.

D. Reading - Go to learn.chparenting.com to read the passage

1. What has driven the transformation of this field?

- (A) Only technology
- (B) Technology, social values, and new research
- (C) Government mandates alone
- (D) Historical tradition

2. What challenge has the democratization of knowledge created?

- (A) Too few people are interested.
- (B) Misinformation and quality control issues.
- (C) Everyone became an expert.
- (D) Research funding decreased.

3. Why are interdisciplinary approaches important?

- (A) They are cheaper.
- (B) Problems rarely fit into a single discipline.
- (C) They are required by law.
- (D) They are simpler.

4. What ethical questions does the passage raise?

- (A) Whether to stop all research
- (B) How to balance progress with precaution and equity
- (C) Whether ethics matter
- (D) How to avoid all risk

5. What will shape the future of this field?

- (A) Random chance
- (B) Investment in education and evidence-based policy
- (C) Ignoring public opinion
- (D) Reducing all research funding

