Lesson 8

Convenience Stores: Where Our Wallets Are Always Open

I. 文意字彙與詞類變化：36%

_____ 1. Josh bought a new smartphone on i_____e just because it was on sale.

_____ 2. This language course is a_____med at students who want to take the TOEIC test.

_____ 3. People sometimes have an u_____e to eat something sweet when they are under great pressure.

_____ 4. Though investing in the stock market can be p_____e, it is also very risky.

_____ 5. All the new toys are d_____yed in glass cases. Kids can easily see what's new on the shelves.

_____ 6. This plan is not working. We need to think of a new marketing s_____y to improve sales.

_____ 7. Following the huge success of the movie, the characters in *Black Panther* are now f_____r to fans around the world.

_____ 8. Taipei 101, which used to be the tallest building in the world, is v_____e from almost anywhere in Taipei City.

_____ 9. Many travelers were _____ (trap) at the airport when the typhoon hit Japan.

_____ 10. With this new app, you can always get a discount when you make a _____ (purchase).

_____ 11. Members of the organization are working hard to raise _____ (aware) of environmental issues.

_____ 12. There are many _____ (similarly) between these two movies. I think they were made by the same director.

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II. 文法選擇：15%

( ) 1. The harder you study, the _____ you will get good grades.
(A) easily (B) more easily (C) easy (D) much easily

( ) 2. Please turn down the music _____ I can focus on my studying.
(A) so that (B) or (C) that (D) therefore

( ) 3. Sam is a funny guy. His jokes always _____ me laugh.
(A) get (B) allow (C) turn (D) make

( ) 4. I have many hobbies. One of them _____ playing basketball.
(A) been (B) be (C) is (D) are

( ) 5. If you don't hurry, you _____ miss your flight.
(A) must (B) should (C) will (D) can

III. 綜合測驗：15%

Miranda got her first job in a convenience store. After working there for a few months, she noticed something. Many shoppers ended up __1.__ into the same traps. She realized that the convenience store used three ways to make shoppers spend more money. She also learned that these strategies were adopted by most convenience stores.

First, shop owners place their most popular items __2.__ the average shopper's eye level. If __3.__ easier for shoppers __3.__ them, they will be more likely to buy them. Another way is __4.__ unplanned purchases. Shoppers in line to pay often grab something extra like a candy bar. The third trap is an open dining area. The owners want people to stay longer so they will have a chance to spend more.

Miranda never __5.__ these things before getting the job. Now she knows how to avoid falling into these traps. You can learn from Miranda and save some money!

( ) 1. (A) fall (B) falling (C) fell (D) to fall

( ) 2. (A) with (B) in (C) for (D) at

( ) 3. (A) it is; to see (B) it is; seeing
(C) they are; to see (D) they are; seeing

( ) 4. (A) by promote (B) by promoting
(C) to promoting (D) from promote

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(　　) 5. (A) thought of　　(B) looked forward to
(C) thought twice　　(D) looked for

V. 引導式翻譯：9%

1. 根據研究，害羞的人可能會有較少的朋友。
According to studies, shy people are _____ _____ have fewer friends.

2. 這個週末你應該利用好天氣享受一些戶外活動。
You should _____ _____ _____ the good weather and enjoy some outdoor activities this weekend.

3. 他租了一間辦公室，並成立自己的工作室。
He rented an office and _____ _____ his own studio.

4. 有些人在人行道上排隊等公車。
Some people are _____ _____ on the sidewalk, waiting for the bus.

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