

## 高雄銀行 105 年新進人員甄試試題

職等／甄試類別【代碼】：七職等／財務操作人員【16208】、八職等／數位金融企劃人員【16209】

科目一：英文閱讀與翻譯

\*請填寫入場通知書編號：\_\_\_\_\_

注意：①作答前須檢查答案卷、入場通知書編號、桌角號碼、甄試類別是否相符，如有不同應立即請監試人員處理，使用非本人答案卷作答者，該節不予計分。

②本試卷為一張單面，共有四大題之非選擇題，各題配分均為 25 分，總計 100 分。

③非選擇題限以藍、黑色鋼筆或原子筆於答案卷上採橫式作答，並請依標題指示之題號於各題指定作答區內作答。

④請勿於答案卷上書寫姓名、入場通知書號碼或與答案無關之任何文字或符號。

⑤本項測驗僅得使用簡易型電子計算器(不具任何財務函數、工程函數功能、儲存程式功能)，但不得發出聲響；若應考人於測驗時將不符規定之電子計算器放置於桌面或使用，經勸阻無效，仍執意使用者，該節扣 10 分；該電子計算器並由監試人員保管至該節測驗結束後歸還。

⑥答案卷務必繳回，未繳回者該節以零分計算。

### 第一題：問答題（請以英文作答，未以英文作答者不予計分）

Disruptive technologies bring to a market a very different value proposition than had been available previously. Generally, disruptive technologies underperform established products in mainstream markets. But they have other features that a few fringe (and generally new) customers value. Products based on disruptive technologies are typically cheaper, simpler, smaller, and, frequently, more convenient to use. There are many examples in addition to the personal desktop computer and discount retailing examples.

Transistors were disruptive technologies relative to vacuum tubes. Health maintenance organizations were disruptive technologies to conventional health insurers. In the near future, “internet appliances” may become disruptive technologies to suppliers of personal computer hardware and software.

In addition, the observation that technologies can progress faster than market demand means that in their efforts to provide better products than their competitors and earn higher prices and margins, suppliers often “overshoot” their market: They give customers more than they need or ultimately are willing to pay for. And more importantly, it means that disruptive technologies that may underperform today, relative to what users in the market demand, may be fully performance-competitive in that same market tomorrow. Many who once needed mainframe computers for their data processing requirements, for example, no longer need or buy mainframes. Mainframe performance has surpassed the requirements of many original customers, who today find that much of what they need to do can be done on desktop machines linked to file servers. In other words, the needs of many computer users have increased more slowly than the rate of improvement provided by computer designers. Similarly, many shoppers who in 1965 felt they had to shop at department stores to be assured of quality and selection now satisfy those needs quite well at Target and Wal-Mart.

Questions :

1. According to the passage, what are the possible competitive edges of products applying disruptive technologies, and why? In addition to the given cases, elaborate how disruptive technologies work by using other business cases / examples. 【15 分】
2. Explain the meaning of “suppliers often overshoot their market.” If this is indeed the case, what are the potential concerns? 【10 分】

### 第二題：問答題（請以英文作答，未以英文作答者不予計分）

Nobody likes to wait in line. Sometimes you can pay to jump the queue. It has been known that, in fancy restaurants, a handsome tip to the maître d’ can shorten the wait on a busy night. Such tips are quasi bribes and handled discreetly. No sign in the window announces immediate seating for anyone willing to slip the host a fifty-dollar bill. But in recent years, selling the right to cut in line has come out of the shadows and become a familiar practice. This can be known as fast-track service.

The fast-track trend can also be seen on freeways across the United States. Increasingly, commuters can buy their way out of bumper-to-bumper traffic and into a fast-moving express lane. For fees of up to \$10 during rush hour, solo drivers can buy their right to use car pool lanes. San Diego, Minneapolis, Houston, Denver, Miami, Seattle, and San Francisco are among the cities that now sell the right to a faster commute. The toll typically varies according to the traffic—the heavier the traffic, the higher the fee. On the Riverside Freeway, east of Los Angeles, rush hour traffic creeps along a 15-20 miles an hour in the free lanes, while the paying customers in the express lane zip by at 60-65 mph.

Some people object to the idea of selling the right to jump the queue. They argue that the proliferation of fast-track schemes adds to the advantage of affluence and consigns the poor to the back of the line. In this particular vein, such lanes are thus called “Lexus lanes.” This practice is unfair to commuters of modest means. Others argue that there is nothing wrong with charging more for faster service. Federal Express charges a premium for overnight delivery. The local dry cleaner charges extra for same-day service. And yet no complaints that it’s unfair for FedEx, or the dry cleaner, to deliver your parcel or launder your shirts ahead of someone else’s.

To an economist, long lines for goods and services are wasteful and inefficient, a sign that the price system has failed to align supply and demand. Letting people pay for faster service improves economic efficiency by allowing them to put a price on their time.

Questions :

1. According to the above passage, what are the two opposing views in regard to fast-track service? Evaluate both the opponent’s and proponent’s views respectively. 【15 分】
2. What does it mean by “quasi bribes” in the above passage? In addition, what does the author mean by saying that “the proliferation of fast-track schemes adds to the advantage of affluence and consigns the poor to the back of the line”? 【10 分】

### 第三題：中翻英【25 分】（請將下列段落翻譯成英文）

經濟學人雜誌(The Economist)以莎士比亞名劇哈姆雷特中的一段話“無情命運的弓箭弩石”(slings and arrows)為題，深入討論了全球金融科技的發展及趨勢。這項金融科技的革命其中主要的關鍵是，創投基金大量投入擁有數位雲端科技提供新型態金融服務的新創公司，可以說是目前最熱門的投資。光在 2014 到 2015 期間就吸引了 120 億美元的資金，同時也有為數不少的金融科技新創公司在一到二年期間就成了市值數十億美元的上市公司。

### 第四題：英翻中【25 分】（Please translate the following passage into Chinese.）

It is indeed a commonly held belief that investors hate uncertainty. Yet, a more insightful understanding about what uncertainty really is can probably shed better light on the very nature of investment. It’s easy to understand why markets are roiled by catastrophic events like the collapse of Lehman Brothers in 2008. In such scenarios, stock prices fall, investors rush to relatively safe havens and drive down bond yields, and typically the real economy is shaken.

A recent study reveals that, in key respects, the net effects of uncertainty are greater than previously thought, and also that they are not always bad. In fact, uncertainty related to good events is typically followed by desirable results like greater economic growth, higher investment rates and higher asset prices. In the past, research has generally not distinguished between good and bad surprises. In that traditional view, uncertainty has been seen as one force, a deviation from the norm that upsets everyone’s expectations. When good surprises, like the tech revolution of the 1990s, are lumped in with bad ones, like the Lehman collapse, negative and positive events largely cancel each other out over time, softening the apparent effect of uncertainty in general.