

Global Exam Business 商用英文測驗使用指南

1. 學生：**登入**輔大學生資訊入口網，點選**校內系統選單**的圖示。



1-2. 在左側**課程·學習**的最下面點選**Global Business**圖示即可進入系統畫面。



2. 教師：**登入**輔大教職員工資訊入口網，在**教學**欄位中點選 **Global Exam Business** 圖示即可進入系統。



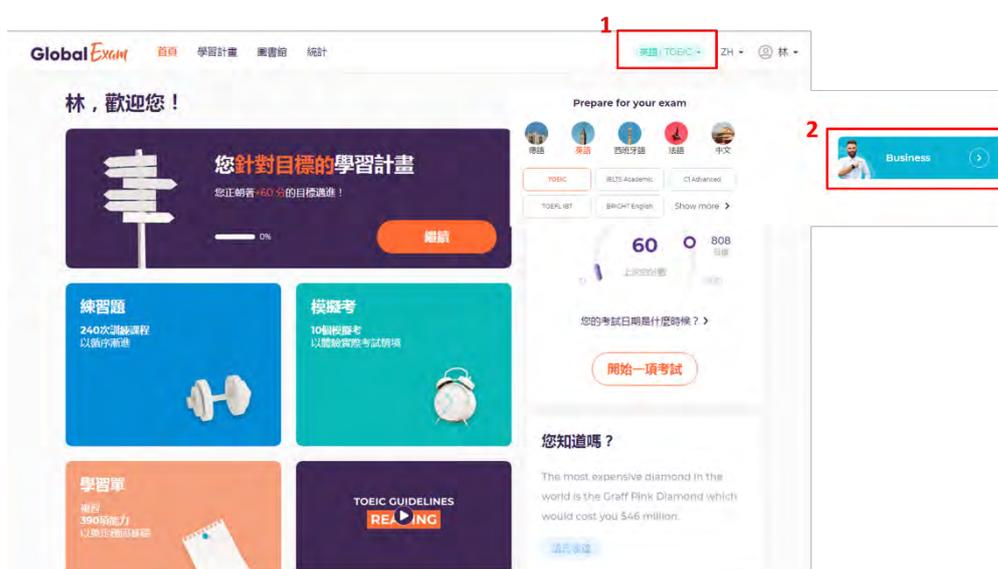
- 2-1. 若在教學欄位中未找到 Global Exam Business，請點選**個人化設定**。



2-2. 在個人化設定中，勾選 **Global Exam Business** 後，點選右上角的**儲存設定**，再回到輔大教職員工資訊入口網得主頁面就可以了。



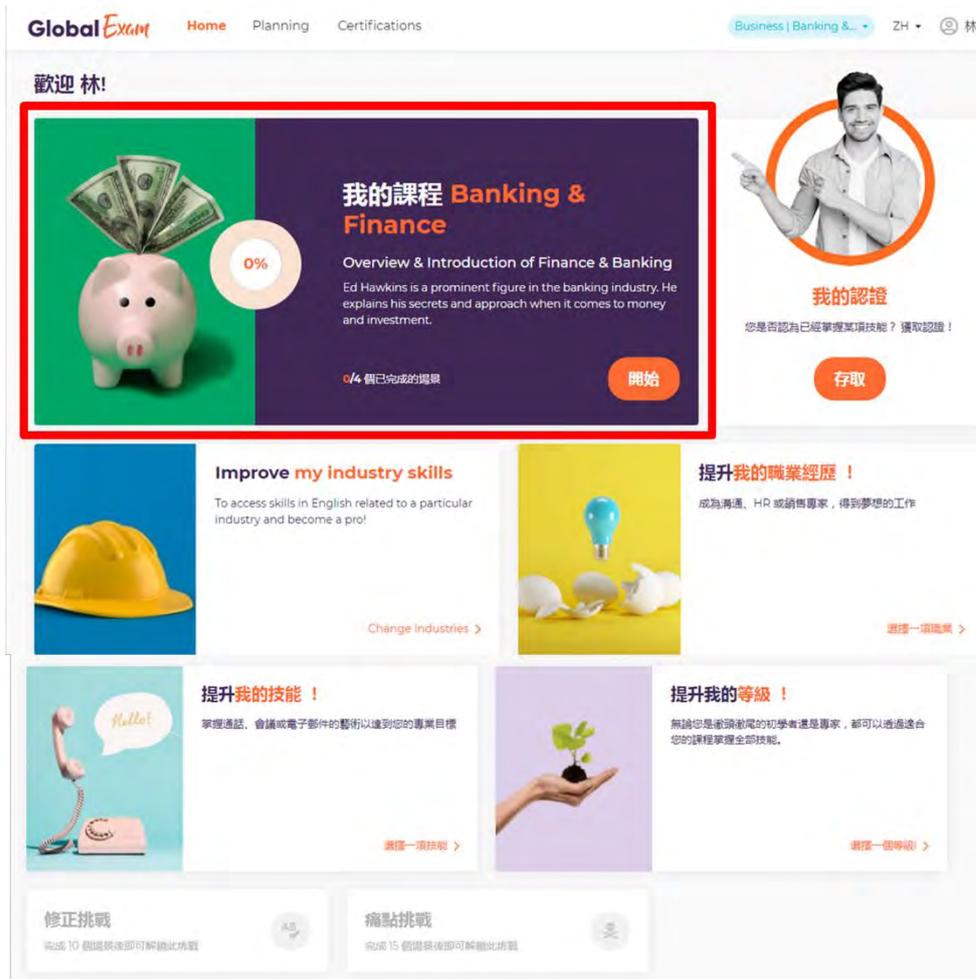
3. 從 Global Exam 進入：先點選右上角的**變更檢定**，再點選隨即出現的 **Business** 即可。



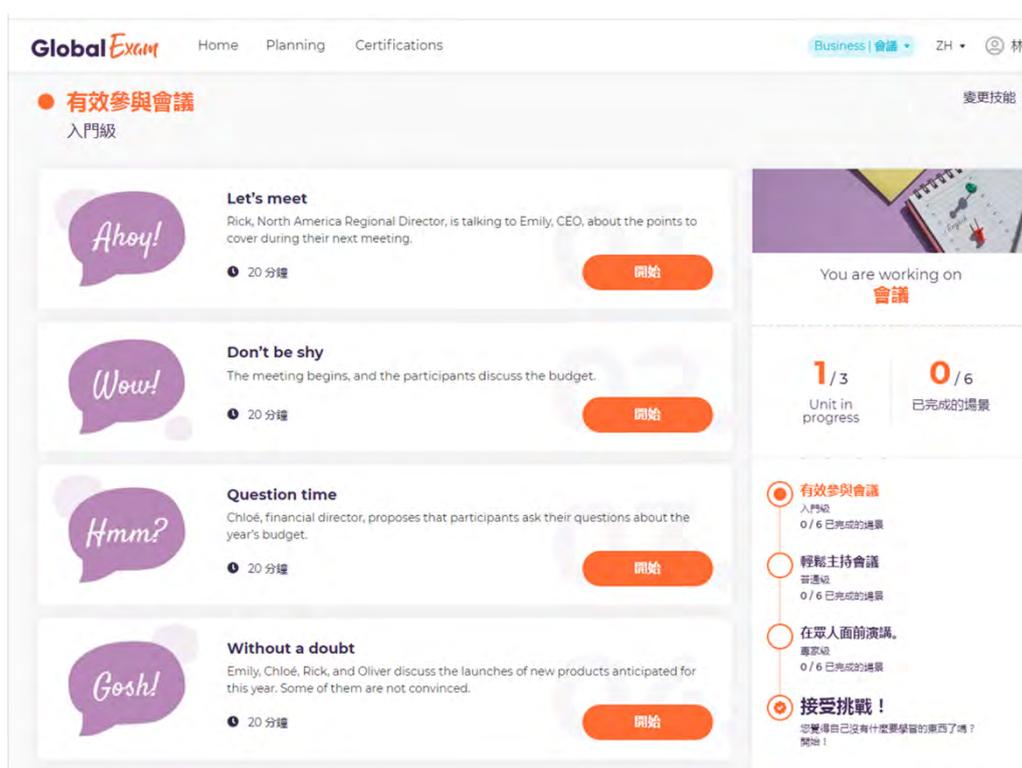
4. 進入 Global Business 後，選擇您的學習目標和想提升的職業經歷。



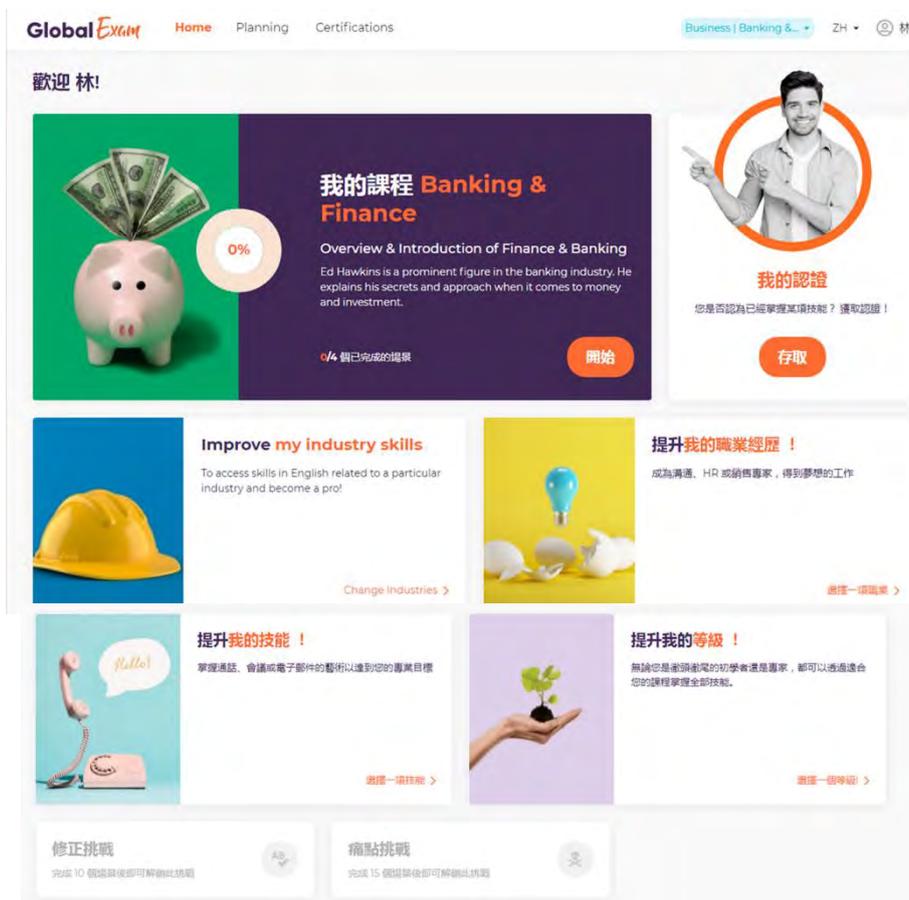
5. 進入 Global Exam 開始使用頁面，點選開始我的課程。

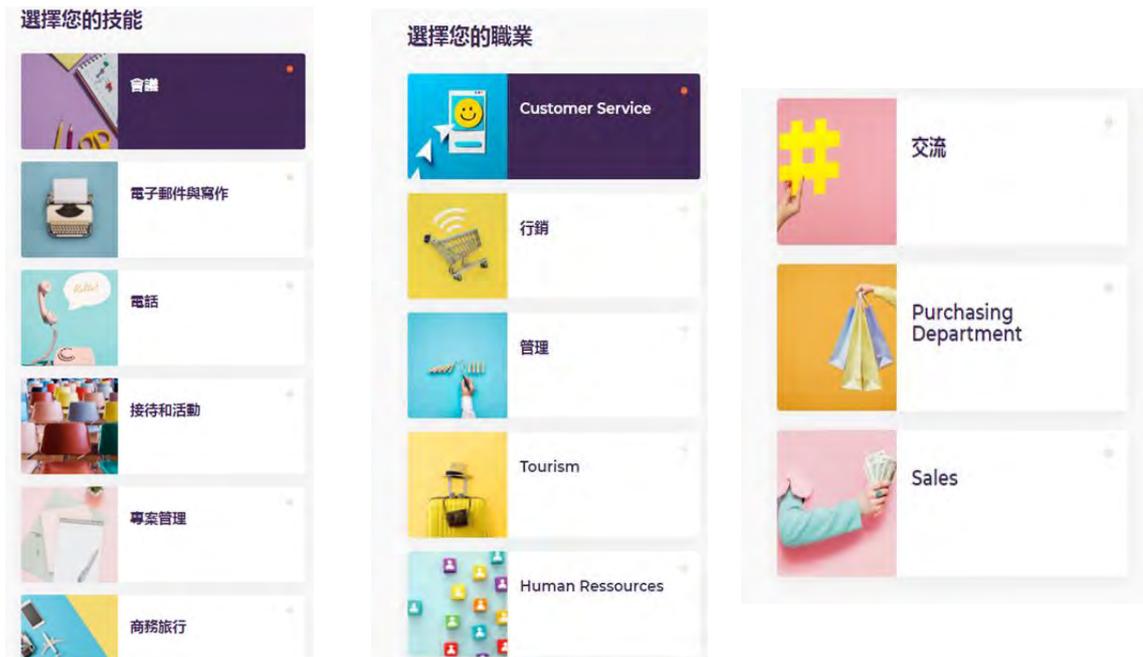


5-1. 進入後，即可開始練習系統為你優先推薦的學習單元。



6. 點選提升職業技能/職業經歷/我的技能/我的等級，皆可學習系統尚未幫你安排的學習內容。





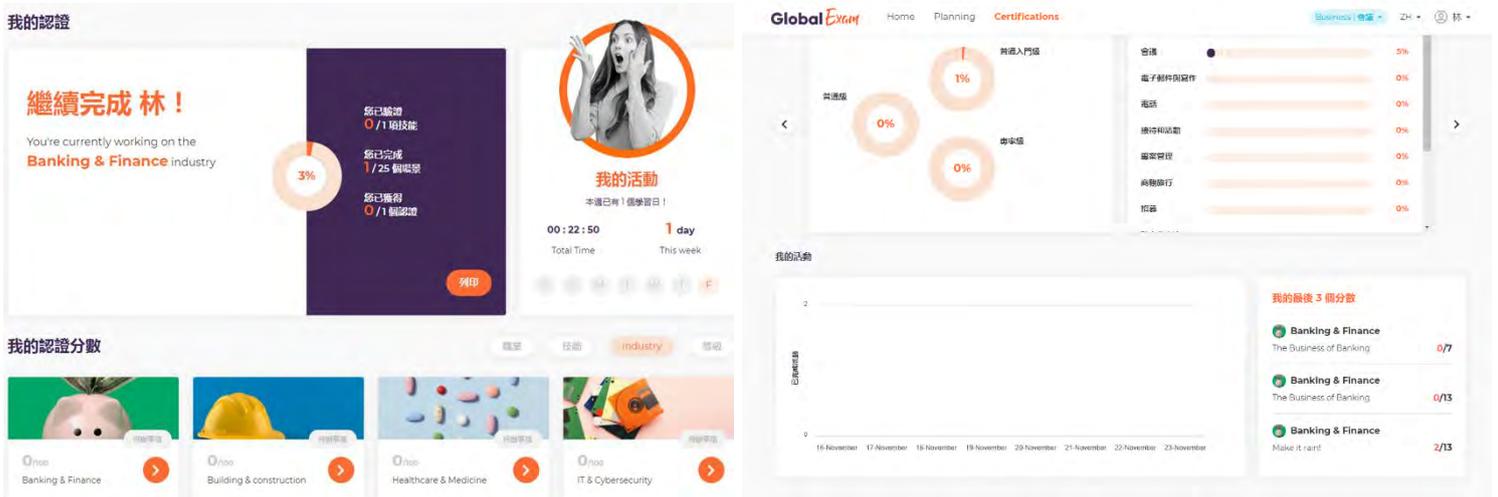
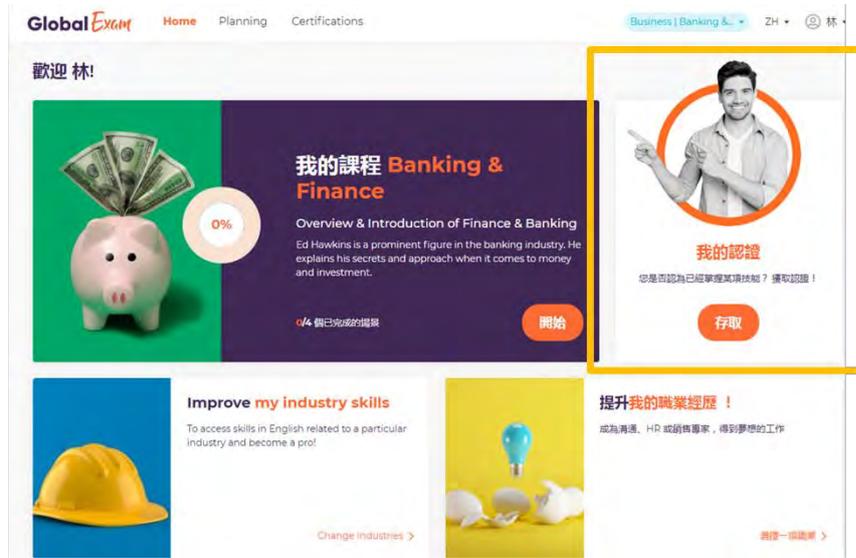
7. 當您完成 10 個以上的場景練習後，便能解鎖**修正挑戰**，以便您複習。



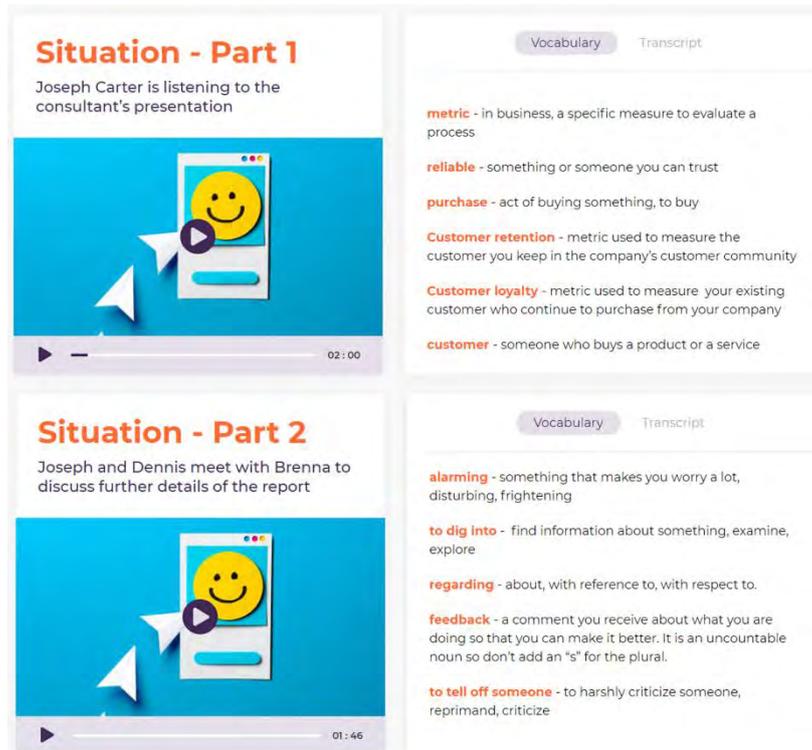
7-1. 當您完成 15 個以上的場景練習後，便能解鎖**痛點挑戰**，重新練習之前錯誤的題目。



8. 點選**存取**，可看到系統幫你統計的學習時間和頻率



8. 進入學習單，系統基本上會有兩大部分，每部份都會有生字表和音檔供您練習。



9. 待您背誦完單字，閱讀完學習單後，系統會為您準備不同類型的**聽力測驗**和**填空測驗**為您的學習成效做檢測

單選題

多選題

寫入缺失的單詞來填寫文本。

Fill-in-the-blank with a word that means: "something or someone you can trust"

If we are buying new products, I want it to be from a _____ company.

按正確順序移動項目。

Place the words in the correct order to form a sentence:

with a pile of

to their customers.

with no regard

they will end up

make profit

if a company only

complaints

seeks to

移動缺失的單詞來填寫文本。

Fill in the blank with the following words: feedback, alarming, dig into, Customer Loyalty

There are _____ customer reviews on our website. I am going to _____ it to know what happened. This _____ is crucial to solidify our _____ program.

feedback

Customer Loyalty

dig into

alarming

移動下方的項目並將其與左側項目合併。

Match the words with their opposites:

to seek

alarming

delay

disturbing

comforting

9-1. 且每題作答完後，系統會立刻為您提供解答和詳解

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回報 返回

Good job!

You chose the correct answer:

Which one of these metrics measures how your existing customers purchase products from you?

A. customer acquisition

B. customer retention

C. customer loyalty

Read the explanation

Customer loyalty is the metric used to keep track of how your existing customers purchase from you.

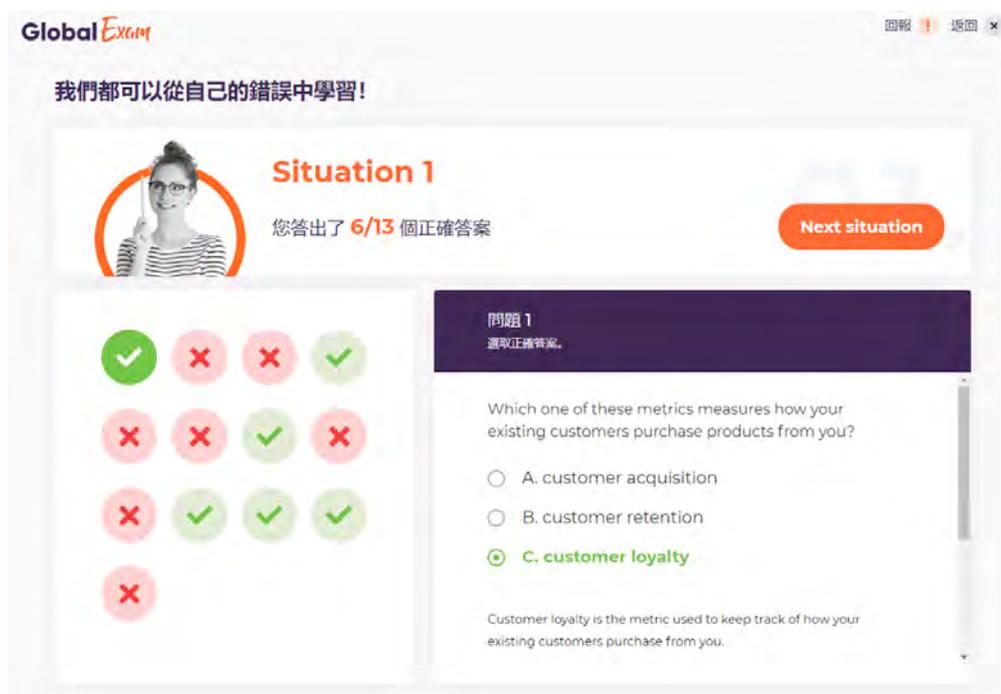
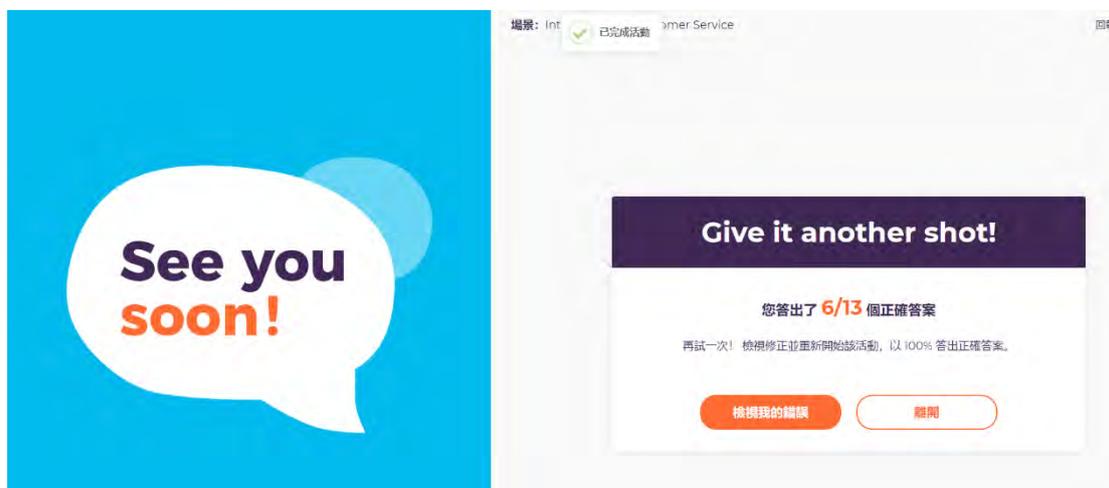
(B) Customer retention is the metric used to measure how many customers stay in the company's community.

(C) Customer acquisition is the metric used to measure how many new customers buy at least one product from you.

Keep in mind that Customer Loyalty and Customer Retention refer to a customer that has already bought something from the company, and Customer Acquisition is to make the customer buy something.

下一項

9-2. 都作答結束後，系統會為您提供您這個單元的學習成效和學習單的答對率。



10. 總結：透過 Global Exam Business 可獲得以下服務。

學習計畫	系統根據您的需求，為您量身訂做學習計畫。
練習題	提供您同職場領域的練習題。
學習單	根據您想學習的職場技能提供您學習單做學習。
統計	查看您的學習進度。