

※注意：Part I 題目請於試卷內之「選擇題作答區」依序作答，Part II 請作答於試卷內之「非選擇題作答區」。

Part I (40%): Reading Comprehension (閱讀並回答下列問題於試卷內之「選擇題作答區」):

Article 1: Excerpts of "Taiwan's Continuing Uber Controversy," by Matthew Fulco, Taiwan Business TOPICS (Amcham), December 8, 2016

Brittany Holsinger swears by Uber. The Taipei-based digital marketing strategist uses the ride-hailing app four to five times a week, opting for a taxi only when Uber's rush-hour surcharges make its prices less competitive. 'Uber is my preferred transportation method,' she says. Citing the ability to rate Uber's drivers in online reviews, she says the app 'offers more accountability than taxis,' noting that 'the drivers are motivated to offer better service, and the company doesn't hesitate to reimburse you for the cost of a ride if something goes wrong.'

Holsinger is one of the many Taiwan residents embracing Uber and by extension the sharing economy – an umbrella term for an economic model in which individuals borrow or rent assets owned by someone else. Drivers are enthusiastic about Uber as the passengers, says Likai Gu, Uber Taiwan's general manager. 'People feel like income levels are low in Taiwan,' he says. Driving for Uber, Gu adds, 'is a great way to increase income' and make better use of an existing asset – a car. Through July, Uber had provided more than 10 million rides in Taiwan and recorded NT\$3 billion in revenue over its three-plus years here, according to the Taipei City Professional Drivers' Union. ...(omitted)

Yet to date, enthusiasm for Uber – the world's largest technology start-up and ride-hailing app – has not persuaded Taiwanese regulators to legalize its service. Regulators say Uber is illegally operating a passenger transportation service, a sector of the economy closed to foreign businesses. The San Francisco-based company is licensed to operate in Taiwan as an information service provider.

While stopping short of banning Uber, the government has imposed stiff financial penalties on the company. As of early November, Uber Taiwan had accrued NT\$74.82 million in fines. The company was fined NT\$54.8 million and its drivers NT\$20 million.

Taxes are another point of contention. In 2015, the company earned an estimated NT\$20 million in Taiwan but paid just NT\$1 million in tax. 'Uber's passengers in Taiwan pay Uber drivers via an app which is bundled with credit cards that pay to Uber's office in Amsterdam and bypass Taiwan's government,' says Nephys Hu, an industry analyst with the semi-governmental Market Intelligence & Consulting Institute (MIC). 'It isn't fair to other transportation service providers.'

Article 2: Excerpts of "Uber must follow taxi regulations," by Shelley Shan, Taipei Times, August 11, 2016

Uber said that the nation has yet to have rules in place to regulate innovative services like Uber, while taxi operators said that they would support the government's diversified taxi service policy only if the government asks Uber, which has been operating illegally for three years, to withdraw its investment from Taiwan. ...(omitted)

(Minister of Transportation and Communications Hochen Tan) said that Uber is a company developing a taxi business in Taiwan by using a technology that was made possible through the Internet, adding that it should not be given special treatment just because it is widely perceived as an example of the sharing economy. People should 'call a spade a spade,' he said. Hochen said that the government considers that taxi services are, in a broader sense, a part of the public transport system. As such, the government provides subsidies to taxi operators and expects them to offer safe and professional services to the public, he said, adding that laws require taxi operators to meet such expectations. Uber must fulfill these legal requirements if it wants to be a legitimate taxi-service provider, he said. Existing taxi operators should be encouraged to use the Internet, as well as branding strategies to develop new services, he added.

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Answer the following questions. For Questions 1-4, select one answer choice:

1. (5%) According to Article 1, Uber has only paid NT\$1 million in taxes to Taiwan because:
 - a. Uber forgot to pay the taxes.
 - b. Uber charges passengers' credit cards from a foreign location to keep the money away from regulators.
 - c. Uber is based in San Francisco, which qualifies them for subsidies from Taiwan.
2. (5%) True or False: According to Article 1, Uber is illegally operating in Taiwan because it is paying its drivers too little.
 - a. True,
 - b. False,
 - c. Not specified in Article 1.
3. (5%) According to Article 1, as of November 2016, total fines for Uber drivers were:
 - a. Between NT\$100,000 to NT\$500,000
 - b. Between NT\$500,000 to NT\$1,000,000
 - c. Between NT\$1,000,000 to NT\$5,000,000
 - d. Between NT\$5,000,000 to NT\$10,000,000
 - e. Over NT\$10,000,000
4. (5%) According to Article 2, when Hochen Tan said "people should call a spade a spade", he meant:
 - a. Uber should invest in agriculture because they launched a food delivery service.
 - b. Uber is gambling with the law, like playing spades in poker.
 - c. Uber provides the same service as a taxi company and so should be regulated like a taxi company.
 - d. If people want a taxi, they should call a taxi, rather than using Uber.

For the following questions, consider each of the choices separately and select all that apply:

5. (10%) Which of the following would be representative of the "sharing economy" described in Article 1:
 - a. Renting out a spare bedroom for short term stays, like on AirBnB.
 - b. Selling your bicycle on Facebook
 - c. Letting others use your car for trips in exchange for a small amount of money
 - d. Inviting your friends to go dancing at a club
 - e. Stealing someone else's umbrella while they are inside a store
6. (10%) According to Article 2, which of the following are likely reasons Hochen would provide for fining Uber:
 - a. Uber is a foreign company and should be taxed.
 - b. Taxis and Uber are part of a public service, and thus expected to satisfy certain requirements for safety.
 - c. Uber uses the internet, which creates issues with identifying drivers.
 - d. Uber is basically a Taxi service, but is registered as an innovation service.
 - e. The sharing economy hurts economic growth and we should discourage it.

Part II (60%): Analytical Writing (分析寫作；作答於試卷內之「非選擇題作答區」)

Read the following excerpts of news articles, then plan and compose a response to the particular issue below.

Responding to any other issue will receive a score of zero. Be sure to respond according to the specific instructions and support your position on the issue with reasons and examples drawn from such areas as your reading, experience, observations, and/or academic studies.

接次頁

Article 3: Excerpts of "Uber Drivers fined NT\$331 mil. In 8 days," by Sun Hsin Hsuan, The China Post, January 18, 2017

Uber Taiwan and its drivers in Taipei alone have been fined more than NT\$331 million in the eight days since an amendment to the Highway Act came into effect, the Taipei City Vehicle Monitor Office said Tuesday. The office issued more than 130 fines, a cumulative total of approximately NT\$331 million since Jan. 6, officials announced. The figure is four times the total amount the riding-sharing giant had been handed in the past four years for violating local laws.

The Legislature passed an amendment to the Highway Act in December last year, raising the maximum fine on any firm or individual who illegally runs a transportation service to NT\$25 million. The move was widely seen an official "declaration of war" against the ride-hailing company Uber Taiwan, who had not only maintained operations, but pitched more offers to passengers, and organized events and campaigns to promote the business. The government had ordered the firm to end operations 2015. ...(omitted)

Taxi associations from across the country jointly initiated a "reporting task force" on Monday, calling on taxi drivers as well as citizens to join the mission in "combatting the unlawful business." In a rather provocative statement, the taxi associations uploaded a detailed guideline on its Facebook page on Monday, teaching citizens how to report on Uber to get award money.

Article 4: Excerpts of "Uber is on the verge of getting kneecapped in East Asia," by Josh Horwitz, Quartz Media, January 16, 2017

"[Uber's] most recent hurdle comes in Taiwan, where the company has been operating since 2013. After a months-long battle with the government, its Ministry of Transportation on Dec. 27 passed an amendment to a law that imposes extremely steep penalty fees on Uber and its drivers, for acting as "illegal taxi operators."

The regulation, which president Tsai Ing-wen personally signed off on, places a bounty on Uber drivers, and rewards ordinary people financially for reporting them to police. Drivers caught accepting rides through Uber will face a minimum fine of NT\$100,000 (\$3,164) and a maximum fine of NT\$25 million (\$791, 277), depending on the infraction. That marks the highest penalty Uber has been subject to in any market, according to Uber. The regulation also ensures pedestrians who report Uber drivers to police can receive a percentage cut of the fine based on its size—thereby encouraging the public to rat drivers out for cash.

Fines for Uber had technically been in place since September 2014, but they were considerably lower—each infraction was subject to a maximum fine of NT\$150,000 (\$4,746). Yet these smaller penalties nevertheless accumulated, and cost Uber a pretty penny. According to Focus Taiwan, a government-linked news site, the transportation ministry had received NT\$62.86 million (\$1.9 million) from Uber to pay back fines. Uber typically foots the bill for penalties doled out to its drivers. If these larger fines are implemented aggressively, that figure could grow much higher, forcing Uber to exit Taiwan or scale back its business dramatically.

Uber customers should not report their drivers so that Uber can continue to provide low cost rides and additional income for drivers. This would help promote Taiwan's economy by increasing efficiency.

Write a response in which you discuss the extent to which you agree or disagree with this claim **AND** the reason on which that claim is based.

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You should write no less than 300 words, but no more than 1000 words. Your response will be evaluated for its overall quality based on how well you:

- Respond to the specific task instructions
- Consider the complexities of the issue
- Organize, develop, and express your ideas
- Support your ideas with relevant reasons and/or examples
- Control the elements of standard written English

Before beginning writing, you may want to think for a few minutes and then plan your response. Use the bottom of this page to plan your response, and then write your response in the answer sheets (試卷內之「非選擇題作答區」). Be sure to develop your positions completely and organize it coherently, but spare some time to proof-read what you have written to make any revisions you deem necessary.

Plan Your Response Here -- Write Your Essay in the Answer Sheets (試卷內之「非選擇題作答區」)

This page will not be scored.

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