

试卷代号:2139

中央广播电视大学 2006—2007 学年度第二学期“开放专科”期末考试

英语(商)专业 商务交际英语(1) 试题

2007 年 7 月

注 意 事 项

一、将你的学号、姓名及分校(工作站)名称填写在答题纸的规定栏内。考试结束后,把试卷和答题纸放在桌上。试卷和答题纸均不得带出考场。

二、仔细读懂题目的说明,并按题目要求和答题示例答题。答案一定要写在答题纸的指定位置上,写在试卷上的答案无效。

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

I . MULTIPLE CHOICE (10 小题, 每小题 1 分, 共 10 分)

Choose the letter indicating the best choice to complete each sentence or answer each question.

1. Which of the following describes a cross-cultural communication situation?
 - A. A worker feels isolated from his coworkers because they do not invite him to lunch.
 - B. Two colleagues wave to each other across the parking lot at the end of the day.
 - C. A receptionist speaks slowly to a client who speaks with a heavy accent.
 - D. An employee disagrees with her supervisor over the method of awarding bonuses.
2. Which of the following describes best the workforce in the twenty-first century?
 - A. The workforce will have to be more mobile than ever before because of the global marketplace.
 - B. Continuing development of a global marketplace will require development of an international workforce.
 - C. The technology required by the global marketplace will reduce the need for a multicultural workforce.
 - D. As nations become self-sufficient, international business will decrease, eliminating the need for a multinational workforce.
3. Instead of making judgments based on stereotypes, you should _____.
 - A. develop your own groups into which to categorize people
 - B. assume similarities and differences based on a persons cultural background
 - C. judge people according to their appearance
 - D. learn to understand people as individuals
4. Good memos and email messages generally _____.
 - A. discuss only one topic
 - B. are used for personal information
 - C. require more attention to goodwill efforts than do external communication
 - D. use a more formal tone than do external communications

5. Which of the following main ideas should be communicated in a business message in indirect order?

- A. The item you ordered is being sent today.
- B. The information you requested is enclosed.
- C. I am writing to confirm our meeting on Thursday, August 26th, at 10 : 30 a. m.
- D. Your library books are overdue and a fine has been assessed.

6. Which of the following is based on data?

- A. Findings.
- B. Conclusions.
- C. Recommendations.
- D. Conclusions and recommendations.

7. The heading of a memo in traditional format consists of _____.

- A. TO, FROM, DATE, and TOPIC lines
- B. TO, FROM, DATE, and SUBJECT lines
- C. TO, FROM, DATE, and DISTRIBUTION lines
- D. TO, FROM, SUBJECT, and DISTRIBUTION lines

8. To gain attention in a persuasive message, begin with a(n) _____.

- A. related fact or stimulating question
- B. reader benefit or compliment
- C. summary of the problem or an unexpected statement
- D. a positive and friendly message

9. Which of the following should be part of an informational report?

- A. Facts.
- B. Conclusions.
- C. Recommendations.
- D. Hypothesis.

10. Which statement accurately describes the leadership of a team?

- A. One team member should always fill the role of leader.
- B. Leadership should rotate to those with the appropriate expertise at a particular time.
- C. Teams should always have a formal leadership structure.
- D. Each person on a team should serve as leader for a portion of a project.

II. TRUE/FALSE (10 小题, 每小题 1 分, 共 10 分)

Write a T in the space provided if the statement is true. Write an F in the space if the statement is false. Your judgment should be based on your understanding of the course book.

- () 11. The OK sign is perceived the same way in France and the United States.
- () 12. A smile is universal and means the same in any culture.
- () 13. An agenda is the order of business for a meeting.
- () 14. All goodwill letters require supporting information.
- () 15. All business messages should promote goodwill.
- () 16. A hypothesis is a possible cause or explanation for a problem.
- () 17. Data lead to conclusions; conclusions lead to recommendations.
- () 18. In good business writing, the writer sometimes addresses the receiver by name.
- () 19. An informational report in direct order starts with the supporting information, followed by main idea.
- () 20. Informal reports have three main parts: the opening, the body, and the findings.

III. READING COMPREHENSION (10 小题, 每小题 2 分, 共 20 分)

Read the following two passages and answer the questions.

Passage One

There comes a point with a technological process when the world wakes up to the possibilities of what can be achieved. A decade ago, the cellphone was a bulky item of limited range, high cost and minority interest. Now it is everywhere.

The personal computer (PC) has been around for decades. But it was only in the mid-1990s, with the explosive growth of the Internet and the World Wide Web, that it was first recognized that the technology can be used to do business. It is now fully recognized that shopping in cyberspace, the name given to this world wide electronic network, is the way of the future.

A recent study by the Department of Trade and Industry (the DTI) provides some impressive data. In the United States, the world's largest consumer of goods, about 21% of the population is now online. Europe is still behind, with only 10% in Britain, for example. But, as we've seen before, when it comes to technology, nothing stays the same for long. The number of people online is rising dramatically throughout the world.

21. According to the passage, how was the cellphone like a decade ago?
- A. It had small size with bad connection.
 - B. It cost a lot but was used everywhere.
 - C. It interested few people.
22. People realized that the technology can help do business when _____.
- A. the Internet began to be widely used
 - B. the cellphone was everywhere
 - C. the personal computer was more and more popular
23. According to the passage, what is the way of the future?
- A. The explosive growth of the Internet and the World Wide Web.
 - B. Buying or selling via the Internet and the World Wide Web.
 - C. Use of personal computers throughout the world.
24. According to the passage, which of the following statements is NOT true?
- A. The number of people online is rising slowly throughout the world.
 - B. America consumes more goods than other countries.
 - C. The population online in Britain at present is smaller than that in the United States.
25. The passage mainly talks about _____.
- A. the cellphone and its influence in some countries.
 - B. development of the Internet technology and its influence
 - C. the data provided by the Department of Trade and Industry

Passage Two

The people that an organization employs are probably its greatest resource. That is why the management of personnel should be constantly reviewed and improved. Based on the organization's general policy and strategy, surveys should be carried out to assess whether or not staff are satisfied with their jobs. Actions then should be taken to make sure that staff do have job satisfaction.

First, it is essential to recruit the right person for the job. People's skills should be classified and matched to the organization's requirements. Second, it's also important to develop people's skills by training, not just at the start of their job, but throughout their career. Training plans should be established and training should be reviewed constantly. Third, developing people through teamwork is very important. Staff should feel that they are working together and not by themselves. Last but not least, people should not necessarily stay in the same jobs throughout their career. They should be employed in the job where they are most effective. Developing their careers is important.

26. What is the article mainly talking about?

- A. Management of personnel.
- B. Importance of human resource.
- C. Personnel training.

27. Surveys should be carried out in accordance with _____.

- A. the organization's general policy and strategy
- B. staff's job satisfaction
- C. people's skills

28. How many actions should be taken to meet staff's job satisfaction?

- A. Three.
- B. Four.
- C. Five.

29. According to the article, which of the following statements is NOT true?

- A. An employee should be assigned to the position that can fully exert his skills.
- B. Personnel training at the start of the job is more important than that in the later period.
- C. An effective work team is very important.

30. People _____ stay in the same jobs throughout their career.

- A. mustn't
- B. ought to
- C. shouldn't

IV. TRANSLATION (4 段短文, 每段 5 分, 共 20 分)

Translate the following passages into Chinese.

31. As humans, we have two means by which to send messages and two means by which we receive them. To send messages, we speak and write; these messages are accompanied by nonverbal symbols. To receive message, we read or listen.

32. Good business communications use concise words. Concise means brief, to the point, or short. Concise words, however, are comprehensive; they carry the writer's full meaning.

33. Meetings are an important method of exchanging information in any business setting. There are boarding meetings, conferences, training sessions, and staff meeting. A meeting may consist of a supervisor and one employee, a group of colleagues, or employees and their vendors or clients.

34. Complete business messages often include five Ws: who, what, where, when and why. Many business messages require several paragraphs to cover the five Ws. Adjust the message for your receiver. In some cases, the receiver may not need all five pieces of information.

V. WRITING (40 分)

35. According to the given facts, format a business envelope. (10 分)

The sender:

Mr. Ai Zhiguo, Managing Director of Overseas Trading Co. Ltd.

2345 Xizang Road, Shanghai China 200010

Tel: (020) 2000000

Fax: (020) 2000001

The receiver:

Mr. Lynn Mackintosh, Sales & Marketing Division of Precise Instruments, Inc.

202 37th street, New York, NY, U. S. A 10018

36. Write a correctly laid out memo according to the following situation. (10 分)

Mr. Don Howard, Service Manager of Far Eastern Air Transfer Co. , plans to send a memo to his assistant, Ms. Linda Richards, informing her to purchase a new air-conditioning system for the freight storehouse. Mr. Howard will offer Ms. Richards three companies who sell air-conditioning systems: Yang Fat Air Condition Co. (Tel: 65 545 5634), Tramin (Tel: 65 552 6221) and Mega Air Conditioning (Tel: 65 612 9097). Mr. Howard would like Ms. Richards to compare their prices, quality and service. Suppose you were Mr. Don Howard, write a traditional memo for him, covering the above-mentioned information.

37. Write a letter according to the situation below, using the block format and open punctuation. (20 分)

Mr. Charles Martin is an information officer of Psion Travel, 105 Gloucester Road, Hong Kong. His company specializes in student exchanges between Europe and Hong Kong. Mr. Martin plans to send a letter to Hong Kong Convention and Exhibition Center, Timberland Road, Hong Kong, to ask for 200 copies of the summer calendar of forthcoming cultural and educational events. He thinks the brochures would be very useful in helping him to arrange evening activities for the students. Suppose you were Mr. Charles Martin. Write this letter for him.

试卷代号:2139

座位号

--	--

中央广播电视大学 2006—2007 学年度第二学期“开放专科”期末考试

英语(商)专业 商务交际英语(1) 试题答题纸

2007 年 7 月

题 号	I	II	III	IV	V	总 分
分 数						

得 分	评卷人

I . MULTIPLE CHOICE(10 小题,每小题 1 分,共 10 分)

1. 2. 3. 4. 5.
6. 7. 8. 9. 10.

得 分	评卷人

II . TURE/FALSE(10 小题,每小题 1 分,共 10 分)

11. 12. 13. 14. 15.
16. 17. 18. 19. 20.

得 分	评卷人

III . READING COMPREHENSION(10 小题,每小题 2 分,共 20 分)

21. 22. 23. 24. 25.
26. 27. 28. 29. 30.

得 分	评卷人

IV. TRANSLATION(4 段短文, 每段 5 分, 共 20 分)

31.

32.

33.

34.

得 分	评卷人

V. WRITING(40 分)

35. According to the given facts, format a business envelope. (10 分)

36. Write a correctly laid out memo according to the following situation. (10 分)

37. Write a letter according to the situation below, using the block format and open punctuation. (20 分)

试卷代号:2139

中央广播电视大学 2006—2007 学年度第二学期“开放专科”期末考试

英语(商)专业 商务交际英语(1) 试题答案及评分标准

(供参考)

2007 年 7 月

I. MULTIPLE CHOICE (10 小题,每小题 1 分,共 10 分)

Choose the letter indicating the best choice to complete each sentence or answer each question.

- | | | | | |
|------|------|------|------|-------|
| 1. C | 2. B | 3. D | 4. A | 5. D |
| 6. A | 7. B | 8. C | 9. A | 10. B |

II. TRUE/FALSE (10 小题,每小题 1 分,共 10 分)

Write a T in the space provided if the statement is true. Write an F in the space if the statement is false. Your judgment should be based on your understanding of the course book.

- | | | | | |
|-------|-------|-------|-------|-------|
| 11. F | 12. F | 13. T | 14. F | 15. T |
| 16. T | 17. T | 18. T | 19. F | 20. F |

III. READING COMPREHENSION (10 小题,每小题 2 分,共 20 分)

Read the following two passages and answer the questions.

Passage One

- | | | | | |
|-------|-------|-------|-------|-------|
| 21. C | 22. A | 23. B | 24. A | 25. B |
|-------|-------|-------|-------|-------|

Passage Two

- | | | | | |
|-------|-------|-------|-------|-------|
| 26. A | 27. A | 28. B | 29. B | 30. C |
|-------|-------|-------|-------|-------|

IV. TRANSLATION (4 段短文,每段 5 分,共 20 分)

Translate the following passages into Chinese.

31. 我们人类发出讯息时有两种途径,接收讯息时也有两种途径。我们通过说和写发出讯息,这些讯息会伴有一些非言语符号。我们通过读和听接收讯息。

32. 好的商务交流中,要使用简洁的词语。简洁的意思是简、短、扼要。但是,简洁的词语也是意思完整的,并表达了作者的全部意思。

33. 会议是商务环境中一种重要的交换信息的方式。会议的类型有董事会、业务会、培训会和全体职员会。一次会议的参加者可能由一名主管、一名雇员、一组同事或业务员以及他们的供货商或客户所组成。

34. 完整的商务信函常常包括五个 W: who(人), what(事、物), where(地点), when(时间)以及 why(原因)。许多商务信函需要好几个段落来阐明这五个 W。要根据对方的情况来调整你的信函。在有些情况下,对方也许不需要全部这五个方面的信息。

V. WRITING (40 分)

35. According to the given facts, format a business envelope. (10 分)

Sample:

Ai Zhiguo
Managing Director
Overseas Trading Co. Ltd.
2345 Xizang Road
Shanghai 200010
China

Mr. Lynn Mackintosh
Sales & Marketing Division
Precise Instruments, Inc.
202 37th street
New York, NY 10018
U. S. A

评分标准:

格式:6 分

内容:4 分

36. Write a correctly laid out memo according to the following situation. (10 分)

Sample:

TO: Ms. Linda Richards, Assistant Service Manager

FROM: Mr. Don Howard, Service Manager

DATE: 18 April, 2006

SUBJECT: New air-conditioning system for the freight storehouse

We plan to purchase a new air-conditioning system for the freight storehouse. You are

responsible for this matter. There are three companies who sell air-conditioning systems, which are:

Yang Fat Air Condition Co. (Tel: 65 545 5634)

Tramin (Tel: 65 552 6221)

Mega Air Conditioning (Tel: 65 612 9097)

Please compare their prices, quality and service. I'd like to be informed by Saturday.

评分标准:

格式、版面:3 分

内容:5 分(清楚,合理)

拼法及其它:2 分

37. Write a letter according to the situation below, using the block format and open punctuation. (20 分)

Sample:

Psion Travel
105 Gloucester Road
Hong Kong

January 18, 2006

Hong Kong Convention and Exhibition Center
Timberland Road
Hong Kong

Dear Sir or Madam:

Forthcoming cultural and educational events

Could you please send me 200 copies of your summer calendar of forthcoming cultural and educational events?

This company specializes in student exchanges between Europe and Hong Kong. One of my responsibilities is to arrange interesting activities for the students. Your brochures would be very useful in helping me to do this.

Yours faithfully

For Psion Travel

0112: 号大信

Charles Martin
Information Officer

评分标准:

信件内容切题完整,语句连贯,条理清楚,语法基本正确,语言通顺恰当,信件格式正确。

内容:10分

格式:5分

句子结构、语法:3分

拼法、标点:2分