

试卷代号:2140

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(2) 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 would be the most effective title for a set of instructions?
 - A. Using the Best Buy Coffee Maker.
 - B. The Best Buy Coffee Maker.
 - C. Operating Instructions.
 - D. Brewing a Pot of Coffee in your Best Buy Coffee Maker.
2. The conclusions of a report _____.
 - A. should be written using command language
 - B. offer specific suggestions for actions that can solve a report problem
 - C. should analyze information logically and show how the data answer questions
 - D. cover the names of books as reference in the report
3. What is the purpose of a collection letter?
 - A. To persuade a customer to pay a past-due bill.
 - B. To establish a good working relationship.
 - C. To advertise new products or services.
 - D. To warn the customer of the consequences of ignoring a past-due bill.
4. If someone talks about the pitch of a voice, he is referring to its _____.
 - A. accent
 - B. clarify
 - C. loudness or softness
 - D. highness or lowness
5. Effective listeners _____.
 - A. rely mainly on the verbal symbols of a message
 - B. make judgments as quickly and efficiently as possible
 - C. paraphrase the message to ensure understanding
 - D. are seriously concerned with the speaker's delivery and appearance
6. An abstract included with a formal proposal is typically _____.
 - A. one page long
 - B. three to four pages long
 - C. five to six pages long
 - D. at least ten pages long

7. To analyze the job market, it is most important to gather information about _____.

- A. specific companies to which you are applying
- B. employment agencies that serve related fields
- C. publications that cover your field
- D. temp agencies

8. The first step in preparing an effective oral presentation is _____.

- A. collecting information
- B. knowing your purpose
- C. determining what to say
- D. developing an outline

9. Learn about possible career choices through _____.

- A. libraries
- B. the Web
- C. college career centers
- D. all of the above

10. When you research a company, you talk with _____.

- A. employees only
- B. customers, teachers, and utility companies
- C. company employees, supplies, and customers
- D. suppliers, real estate agents, and area businesses

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. A table of contents is helpful, but not essential, for a manual.
- () 12. In describing a process, begin each step with a verb.
- () 13. Providing excellent customer service is a way for a company to distinguish itself from its competitors.
- () 14. As a general rule, you should present a new visual about every minute.
- () 15. When a hitchhiker raises an arm and fist, and extends a thumb, the hitchhiker is using nonverbal communication that substitutes.
- () 16. Touching is a type of nonverbal communication that can be used to reinforce.

- ()17. A person who feels that he or she knows everything has a very good level of self-confidence.
- ()18. Effective listeners ignore a speaker if they already know what the speaker will say.
- ()19. Prepare questions to ask about the job and the company.
- ()20. Businesses frequently use color and furnishings as part of their business strategy.

III. QUESTIONS AND SHORT ANSWERS (5 小题, 每小题 2 分, 共 10 分)

21. Why are persuasive letters presented in an indirect order?

ANS:

22. What is a service culture?

ANS:

23. What's the difference between a flowchart and a pie chart?

ANS:

24. What should be presented in the main body of an oral presentation?

ANS:

25. How can you participate effectively in a meeting?

ANS:

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

Read the following two passages and answer the questions.

Passage One

When anybody starts a business, of course it's the best idea that's ever been thought of. The product is wonderful, the service that they're providing will have customers queuing up around the corner, and everybody is terribly optimistic about what lies ahead. Unfortunately it doesn't always turn out to be the case that the business is going to be the most successful in the world.

If you look at the categories of reasons as to why some businesses go under, what's interesting is you find that a number of businesses go under because—particularly in smaller businesses—people perhaps don't have as good a grip as they might on matters financial, and

as part of that we discover that the process of managing working capital seems to be a weak spot for many businesses.

There's a much heralded statistic in the UK, which has replications in both the US and in continental and Western Europe, that about 70% of newly formed small businesses go out of business within the first two years, and that seems to be, broadly, a correct figure. If you then look at those 70% of businesses which go out of business within the first two years, there's another statistic which says that about three-quarters, about 75%, go out of business because of working capital problems—working capital being the funds that you have tied up on a day-to-day basis just to keep you going.

26. What is included in the best idea thought of when anyone starts a business?

- A. The product is good.
- B. The service is popular.
- C. Both A and B.

27. According to the passage, what is one possible reason for some small businesses to go under?

- A. They don't know how to use their money properly.
- B. They can't successfully hold the market.
- C. They don't have a firm relationship in the government.

28. Statistics show that about 70% of newly formed small businesses in _____ go out of business within the first two years.

- A. the UK and Canada
- B. the UK and America
- C. the US and Australia

29. How many percent of all newly formed small businesses go under because of working capital problems?

- A. About 70%.
- B. About 75%.
- C. About 53%.

30. Which of the following statements is the best summary of this passage?

- A. The working capital problem has caused many newly formed businesses to go out of business.
- B. Many businesses don't expect the working capital problem when starting their business.
- C. The process of managing working capital can be regulated and improved.

Passage Two

One of the criticisms of many accounting systems is that they're really good at looking backwards but not so good at looking forwards. It is of course necessary for them to look over their shoulders and say 'this is what has happened in the past', which is really useful for reporting purposes. After all, if a bank lends you money, they would want to have some statement of account at the end of the year which says 'this is what we did with the money that you gave us'. But one of the problems is that, if you consider running a business as driving a car, the reporting statements are really like looking in the rear-view mirror, and seeing what has happened behind you.

But what's really important when you're driving a car is what lies ahead. Though it's important to know what's behind you, to know where you've been and to learn the lessons from what's happened, you should also need to take those lessons, scanning the environment and finding out what the economy is going to be like. You also need to know what your customers may or may not be doing, what your competitors are doing and what sort of cash requirements you are going to have. Therefore, it seems sensible to do a business plan which incorporates a cash-flow forecast for the future. It also seems sensible to do a forecast profit and loss account for the next year.

31. What is a criticism of many accounting systems?

- A. They are very good at looking backwards.
- B. They are not good at looking forwards.
- C. They don't look forwards at all.

32. It is important for a bank to have some statement of account at the end of the year because it can _____.

- A. make up the mistakes made throughout the year
- B. increase its credit among the customers
- C. gain additional profits in this way

33. Looking in the rear-view mirror when driving a car is compared to _____.

- A. recording what happened last year in a bank
- B. investigating the environment of the whole accounting system
- C. making the budget on the forthcoming year

34. What is more important than looking backwards?

- A. Carrying out needs analysis on your customers.
- B. Bearing in mind the amount of cash that you need.
- C. Both A and B.

35. According to the passage, which of the following statements is NOT true?

- A. You should know your customers as well as your competitors.
- B. A business plan is necessary for a cash-flow forecast.
- C. A forecast profit and loss account can help look backwards.

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

Translate the following passages into Chinese.

36. A sales letter tries to persuade a potential customer to purchase a product or service. Like other persuasive messages, it involves gaining the reader's attention, establishing a need, showing how a product or service will meet that need, presenting supporting information, and providing for an easy way for the reader to respond. A sales letter might appeal to readers' senses by describing how something looks, sounds, feels, smells, or tastes.

37. Too much confidence can hurt you. If others see you as cocky, inflexible, or as a "know it all", they will see you as self-centered and unrealistic about your own abilities. They will probably respond to you negatively and with serious questions about your "ability

to work with others” or your “ability to get the job done”.

38. Employers receive many resumes and must scan each of them quickly. Based on the resume’s appearance, the readers form a first impression. For that reason, a resume should be easy to read, attractive, crisp, and clean.

39. Many interviewers will begin with ice-breaker questions such as, “see that you were in school band. What instruments do you play?” These questions are intended to put you at ease. Answer them naturally and be yourself.

VI. WRITING (30 分)

40. Rewrite the following letter. It projects a self-centered attitude, which may make some readers a little unhappy. Use the you-attitude to personalize it so that it sounds polite and does not cost the company a customer. (10 分)

Dear Peter Johnson,

Our records prove that your June payment is past due. You must get that payment to us by next Friday, or we will not preserve your credit rating any more. Pay attention to this matter, please.

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

Trey Alfred, a graduate student at a local university, is conducting research on stockholder reactions to corporate annual reports. He has written your supervisor, the Vice President of Communication for your corporation, and asked for names and addresses of 100 of your stockholders. Because of privacy laws and the lawsuits that followed, your corporation does not give out names and addresses of stockholders. Write to Trey and deny his request. Try to help Trey in some way. His address is 435 North Essence Avenue, Prairie Village, KS GG208-1935.

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英语(商)专业 商务交际英语(2) 试题答题纸

2007 年 7 月

题 号	I	II	III	IV	V	VI	总 分
分 数							

得 分	评卷人

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

1.
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得 分	评卷人

II . TURE/FALSE(10 小题,每小题 1 分,共 10 分)

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

得 分	评卷人

III . QUESTIONS AND SHORT ANSWERS(5 小题,每小题 2 分,共 10 分)

21.
22.
23.
24.
25.

得 分	评卷人

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

26.

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35.

得 分	评卷人

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40. Rewrite the following letter. It projects a self-centered attitude, which may make some readers a little unhappy. Use the you-attitude to personalize it so that it sounds polite and does not cost the company a customer. (10 分)

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

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英语(商)专业 商务交际英语(2) 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. D | 2. C | 3. A | 4. D | 5. C |
| 6. A | 7. A | 8. B | 9. D | 10. C |

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. F | 18. F | 19. T | 20. T |

III. QUESTIONS AND SHORT ANSWERS (5 小题,每小题 2 分,共 10 分)

21. Why are persuasive letters presented in indirect order?

ANS:

They are in an indirect order to prepare readers for the request before making it.

22. What is a service culture?

ANS:

A combination of customer-focused attitudes and policies.

23. What's the difference between a flowchart and a pie chart?

ANS:

A flowchart is a step-by-step diagram. A pie chart shows how the parts of a whole are distributed and how the parts relate to one another.

24. What should be presented in the main body of an oral presentation?

ANS:

The main points.

25. How can you participate effectively in a meeting?

ANS:

Arrive on time, participate actively, improve the group's decision making and make a positive impact on the meeting.

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

Read the following two passages and answer the questions.

Passage One

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

Passage Two

31. B 32. B 33. A 34. C 35. C

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

Translate the following passages into Chinese.

36. 销售信函试图说服潜在的顾客购买产品或服务。正如其它说服性信息一样, 销售信函应包含赢得顾客的注意力, 设定某种需求, 并表明一种产品或一项服务如何能满足顾客的需求, 展示信息加以证实, 提供方便顾客反馈的方式等内容。销售信函可能通过描述某一物体的外表、声音、触觉、气味或味道来吸引读者。

37. 过分的自信会伤害到你, 如果别人认为你骄傲自大, 固执己见或者无所不知, 他们就会认为你以自我为中心, 对自己的能力存在不切实际的想法。他们很可能对你做出负面的反应, 而且很怀疑你“与他人合作的能力”和“完成工作的能力”。

38. 雇主会收到许多简历, 因此必须快速浏览它们。简历的外观会给读者留下第一印象。因此, 一份简历应该容易读懂、引人注目、清新明晰并干净整洁。

39. 许多面试者会找个话题打破沉默, 例如: “我得知你曾参加过学校的乐队, 你会演奏哪种乐器?” 提出这些问题是为了使你放松下来。回答时要自然, 显现自己的本色。

VI. WRITING (30 分)

40. Rewrite the following letter. It projects a self-centered attitude, which may make some readers a little unhappy. Use the you-attitude to personalize it so that it sounds polite and does not cost the company a customer. (10 分)

Sample:

Dear Mr. Peter Johnson,

Did you overlook your June payment to us? Please check the enclosed statement to make sure it is correct. If so, send your check in the enclosed self-addressed envelope. If you think we have made an error, please call us to discuss it. We look forward to seeing you in the store again soon.

评分标准:

内容:8 分

格式、拼法及其它:2 分

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

Sample:

Mr. Trey Alfred

435 North Essence Avenue

Prairie Village, KS 66208-1935

Dear Mr. Alfred

Your study on stockholder reactions to corporate annual reports sounds interesting.

Stockholder reactions to annual reports are important. We continually try to monitor stockholders' reactions to our reports through surveys and studies such as yours. However, current privacy laws and the possibility of lawsuits make it impossible for us to provide researchers with names and addresses of stockholders. Trey, if we could legally provide the

names and addresses, we would. Unfortunately, the privacy laws have severely restricted even our research.

Although we cannot provide names and addresses, we can help with your research. If you send the cover letters and questionnaires to us, we will randomly select 100 stockholders and send the letters and questionnaires to them for you.

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