

试卷代号:1052

中央广播电视大学 2008—2009 学年度第一学期“开放本科”期末考试

## 商务英语(下)(1) 试题

2009 年 1 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、仔细阅读题目的说明,并按题目要求答题。答案一定要写在答题纸指定的位置上,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。

## Part One 阅读理解 Reading (25 points)

### Passage 1 (10 points)

Rapport means “a close relationship,” “empathy,” “agreement,” or “harmony.” Communication works best when people are in rapport because rapport facilitates mutual understanding. Rapport with others is based on having things in common with them. The deepest, longest-lasting rapport results from a sense of shared values and beliefs. People who have the same religious beliefs or work in the same occupations, for example, frequently have good rapport. When people first meet one another, they tend to look for those things they have in common. When people have little in common, they find it more difficult to establish rapport and to reach agreement about their differences.

Rapport can also be created quickly and easily between those whose physiology (body type and posture), appearance (style of dress), and language styles (vocabulary, tone, rate, and pitch) match or are highly similar. If we are dressed alike, we will tend to assume that we will have certain things in common. In many business organizations, for example, you will find that most employees will dress very much alike. Some organizations require their members to wear uniforms to help promote a group identity and to facilitate rapport and communication among their members.

You may have noticed that when friends walk or talk together, they fall into a natural rhythm of doing things at the same time — stepping forward at the same time if they are walking, leaning forward or backward at the same time, tilting their heads the same way at the same time, crossing their legs in the same way, or using similar hand gestures. These are all ways of using nonverbal communication to let another person know that you are in rapport with him or her. Such nonverbal communication usually remains below the level of conscious awareness. You can use such nonverbal matching to gain rapport with another if you do so carefully. If you are too obvious and the other person notices that you are deliberately matching him or her, however, you will lose rapport rather than gain it.

Because the way we use language is tied so closely to the way we think — the way we process information and create meaning — we are most comfortable with those who use language in essentially the same way. If others use the same words we would use in a similar context, and speak at the same rate, we will be comfortable communicating with them. We can increase others' comfort level with us by adapting our speech so that we use their words in the way they would use them and match their rate of speech.

**Mark the following statements True or False according to the information provided in the passage.**

1. Rapport helps people understand each other better.
2. People who don't have anything in common can also have rapport with each other.
3. Members of some organizations are required to wear uniforms so as to promote group identity and to improve rapport and communication among them.
4. When friends walk together, they may not necessarily have the same rhythm of doing things.
5. It is a better way to establish rapport with others to let them aware that you are deliberately matching them nonverbally.

**Passage 2 (15 points)**

In any organization, individuals must get together periodically to decide how to solve important problems and to exchange the information necessary to coordinate their activities. Meetings, workshops, conferences, focus groups, and self-directed work teams require additional communication skills because they involve communicating with more than one person at a time.

Everything that applies to effective interpersonal communication also applies in group situations. You will need to pay close attention to nonverbal communication as well as listening closely to what others are saying and asking questions to clarify intentions.

Unlike most interpersonal communication, communication in a small group is primarily task oriented in that the group has been assembled to receive specific information or to solve a particular problem. The group members are usually selected because they are directly concerned with the topic being considered. With a group, you will need to *pace* others for them to feel comfortable with you, *lead* when it is time for you to contribute to the group discussion, *blend outcomes* to resolve differences of opinion, and *motivate* to ensure appropriate follow-through on agreements reached.

Small groups play an increasingly important role in modern business as decisions become more complex and require a wider variety of expertise. In the course of your career, you will undoubtedly be part of innumerable small groups and work teams, either as a member or as a group leader. In most modern organizations, almost all important decisions are made in small groups, either by consensus or by the group leader following discussion.

This trend results in part from the increasing complexity of society in general and technology in particular. Another factor is the fact that small groups consistently produce more reliable decisions than any one person can produce. Although in some cases a highly skilled individual can analyze a problem and reach a solution more efficiently than a group, the complex nature of many business problems makes it difficult to determine in advance who might have the skills required to solve a particular problem. Also, when small groups function as they should, more information is brought to bear on the situation than any one individual could bring.

**Using the information in the text, answer each of these questions in the fewest possible words. Your answer should not exceed 10 words.**

6. In interpersonal communication, what does one need to do besides listening closely to what others are saying, and asking clarifying questions?
7. Why are members of groups usually selected?
8. What is purpose of blending outcomes in a group discussion?
9. Why do small groups play a more important role in modern business?
10. In what situation can small groups bring more information than any one individual can?

**Part Two 简答题 Short-Answer Questions (15 points)**

**Answer the following questions based on what you have learned from the textbook. You should use complete sentences.**

11. How does empathy apply to business writing?
12. Which factors will affect your choice as to which channel you would use to convey a message?
13. Describe the components in each stage of the 3- $\times$ -3 writing process.

**Part Three 辨析题 Revise (30 points)**

**Revise each of the following sentences according to the requirement given in brackets. Please write your revised version in the Answer Sheet. (30 points)**

14. Each employee should indicate his first and second choice of vacation time before November 1, 2004. (to avoid gender bias)

15. Three of the seven graphs were presented incorrectly. (to adopt a positive expression)

16. I invite you to attend a special reception we are sponsoring. (to change to the "you" attitude)

17. You must return the form before Wednesday. (to change the aggressive tone to a friendly one)

18. An Afro-American lawyer was hired by those families. (to avoid ethnic bias)

19. The problem cannot be solved without the help of those experts. (to make it positive)

20. Employees have not been made sufficiently aware of the potentially adverse consequences involved regarding these chemicals. (to make it clear)

21. Once we ascertain how much it costs, we can initiate the project. (to use familiar words)

22. The committee reached the conclusion that a great majority of students had a preference for mail-in registration. (to improve vigor and directness)

23. Our organization would like to inform you that your account is being credited in the aforementioned sum of \$78. (to keep it conversational)

**Part Four 小论文 Writing (30 points)**

24. **Revise the following memo to improve its clarity, conciseness, vigor and readability. (30 points)**

TO: All Employees  
FROM: Robert McCann, Personnel Director  
DATE: October 25,  
SUBJECT: Mountaintop Children's Home

The committee for selecting a charity for Hutchins to sponsor has chosen Mountaintop Children's Home this year. We need you to send your donation no later than November 15.

We need to beat the \$8,700 that we gave to Needline last year. We think that Mountaintop is in more of a need than was Needline. This year's goal is \$10,000.

If you need more information, read the enclosed brochure that gives you all the details.

试卷代号:1052

座位号

中央广播电视大学 2008—2009 学年度第一学期“开放本科”期末考试

商务英语(下)(1) 试题答题纸

2009 年 1 月

| 题号 | Part One | Part Two | Part Three | Part Four | 总分 |
|----|----------|----------|------------|-----------|----|
| 分数 |          |          |            |           |    |

| Part One                     | 阅读理解 Reading (25 points) | 得分 |    | 评卷人 |  |
|------------------------------|--------------------------|----|----|-----|--|
| <b>Passage 1 (10 points)</b> |                          |    |    |     |  |
| 1.                           | 2.                       | 3. | 4. | 5.  |  |
| 得分                           | 得分                       | 得分 | 得分 | 得分  |  |
| <b>Passage 2 (15 points)</b> |                          |    |    |     |  |
| 得分                           | 6                        |    |    |     |  |
| 得分                           | 7                        |    |    |     |  |
| 得分                           | 8                        |    |    |     |  |
| 得分                           | 9                        |    |    |     |  |
| 得分                           | 10                       |    |    |     |  |

| Part Two |    | 简答题 Short-Answer Questions<br>(15 points) | 得 分 |  | 评卷人 |  |
|----------|----|---|-----|--|-----|--|
| 得分       | 11 |   |     |  |     |  |
|          |    |   |     |  |     |  |
| 得分       | 12 |   |     |  |     |  |
|          |    |   |     |  |     |  |
| 得分       | 13 |   |     |  |     |  |
|          |    |   |     |  |     |  |

| Part Three |    | 辨析题 Revise (30 points) | 得 分 |  | 评卷人 |  |
|------------|----|------------------------|-----|--|-----|--|
| 得分         | 14 |                        |     |  |     |  |
|            |    |                        |     |  |     |  |
| 得分         | 15 |                        |     |  |     |  |
|            |    |                        |     |  |     |  |
| 得分         | 16 |                        |     |  |     |  |
|            |    |                        |     |  |     |  |
| 得分         | 17 |                        |     |  |     |  |
|            |    |                        |     |  |     |  |
| 得分         | 18 |                        |     |  |     |  |
|            |    |                        |     |  |     |  |
| 得分         | 19 |                        |     |  |     |  |
|            |    |                        |     |  |     |  |
| 得分         | 20 |                        |     |  |     |  |
|            |    |                        |     |  |     |  |
| 得分         | 21 |                        |     |  |     |  |
|            |    |                        |     |  |     |  |
| 得分         | 22 |                        |     |  |     |  |
|            |    |                        |     |  |     |  |
| 得分         | 23 |                        |     |  |     |  |
|            |    |                        |     |  |     |  |

| Part Four  | 小论文 Writing (30 points) | 得分 |  | 评卷人 |  |
|--|-------------------------|----|--|-----|--|
| <p>24.</p> <p style="text-align: center;">The Role of the Internet in Modern Society</p> <p>The internet has become an integral part of our lives, transforming the way we communicate, work, and learn. It has opened up a world of opportunities and challenges, reshaping the social and economic landscape. In this essay, we will explore the multifaceted role of the internet in modern society, focusing on its impact on communication, education, and the economy.</p> <p>Firstly, the internet has revolutionized communication. It has broken down geographical barriers, allowing people from different parts of the world to connect and interact in real-time. Social media platforms, email, and instant messaging have become essential tools for personal and professional communication. This has led to a more global and interconnected society, where information is shared and spread rapidly.</p> <p>Secondly, the internet has transformed education. It has provided access to a vast amount of knowledge and resources, making learning more accessible and flexible. Online courses, digital textbooks, and educational videos have become popular alternatives to traditional classroom education. This has enabled people to learn at their own pace and from anywhere, promoting lifelong learning and personal growth.</p> <p>Thirdly, the internet has had a profound impact on the economy. It has created new business opportunities and markets, leading to the growth of e-commerce and digital marketing. Companies can now reach a global audience and sell their products and services online. This has also led to the emergence of new industries and job opportunities, such as digital marketing, software development, and e-commerce.</p> <p>However, the internet also presents several challenges. One major concern is the digital divide, where not everyone has equal access to the internet and digital resources. This can lead to social and economic inequalities, as those without access are left behind. Another challenge is the spread of misinformation and fake news, which can have serious consequences on public opinion and social stability. Additionally, the internet has raised concerns about privacy and data security, as personal information is often collected and stored by companies and governments.</p> <p>In conclusion, the internet plays a crucial role in modern society, shaping the way we live, work, and learn. While it offers numerous benefits and opportunities, it also presents significant challenges that need to be addressed. By harnessing the power of the internet responsibly and ensuring equal access, we can maximize its potential and create a more inclusive and prosperous future.</p> |                         |    |  |     |  |

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中央广播电视大学 2008—2009 学年度第一学期“开放本科”期末考试

商务英语(下)(1) 试题答案及评分标准

(供参考)

2009 年 1 月

**Part One 阅读理解 Reading (25 points)**

**Passage 1 (10 points)**

- Two points for each item.

1. T                    2. F                    3. T                    4. F                    5. F

**Passage 2 (15 points)**

- Three points for each correct answer.
  - Lose one point if exceeding ten words in each item.
6. One needs to pay close attention to nonverbal communication.  
7. Because they are directly concerned with the topic being considered.  
8. So as to resolve differences of opinion.  
9. Because more complex decisions require wider varieties of expertise.  
10. When small groups function as they should.

**Part Two 简答题 Short-Answer Questions (15 points)**

- Five points for each question.

11. Empathy means that the sender of a business message adapts it to the receiver's needs. Applying it to business writing, the sender tries to give something to the receiver, solve the receiver's problems, save the receiver money, or just understand the feelings and position of that person.

12. The choice depends on the purpose of a message, the importance of the message, the amount and speed of feedback required, the need for a permanent record, the cost of the channel, and the degree of formality desired.

13. The 3- $\times$ -3 writing process consists of three stages: phase 1 (prewriting), phase 2 (writing), and phase 3 (revising). Phase 1 involves analysing the message, anticipating the audience, and considering ways to adapt the message to the audience. Phase 2 involves

researching the topic, organising the material, and composing the message. Phase 3 includes proofreading and evaluating the message.

**Part Three 辨析题 Revise (30 points)**

Revise each of the following sentences according to the requirement given in brackets. Please write your revised version in the Answer Sheet. (30 points)

- Three points for each correctly revised sentence.

14. Employees should indicate their first and second choice of vacation time before November 1, 2004.

15. Four of the seven graphs were presented correctly.

16. You are invited to attend a special reception we are sponsoring.

17. Would you please return the form before Wednesday.

18. A lawyer was hired by those families.

19. With the help of those experts, the problem can be solved.

20. Warn your employees about these chemicals.

21. Once we are sure how much it costs, we can start the project.

22. The committee concluded that a great majority of students preferred mail-in registration.

23. We're crediting your account for \$ 78.

**Part Four 小论文 Writing (30 points)**

24. Revise the following memo to improve its clarity, conciseness, vigor and readability. (30 points)

- Five points for the format of the memo (DATE; TO; FROM; SUBJECT);
- Four points for the beginning with a positive buffer;
- Five points for offering the reasons for the donation;
- Five points for explaining your goal clearly;
- Three points for ending positively;
- Eight points for the fluency and accuracy of the language. (including one point for three spelling mistakes, one point for two grammar mistakes).