

试卷代号:1053

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)(2) 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 (20 points)

If you look at the current situation, you can divide the Internet presence of enterprises into six phases:

Phase 1: “Hello, I’m online, too.” — In this phase, the company has set up a web page. But in this phase, no real structure is provided. There is no search engine, there is only some of the product information and there is no link to the current stock price and no way to communicate with people within the company.

Phase 2: “Structured Web Site” — The web site now has a decent structure, you can use a search engine to search for keywords, you can see all the company information, you can exchange messages within the company.

Phase 3: “Trying E-Commerce” — The company is trying to sell information, goods, etc. online. The system is not connected to the real databases on the Intranet. It is slow, costs a lot of money and is not really secure. There is no way to hook up your company’s back-end system to the back-end of the other company.

Phase 4: “Doing E-Business” — Your web site has a direct link into the legacy systems of your Intranet, it allows retrieval of information from internal databases and uses secure protocols to transmit data between your company and the customer or another business. You are able to save costs and start making a profit from your online business.

Phase 5: “Pervasive E-Business” — Using any device that contains a chip (e. g. cellular phone) people are able to connect to your data and transmit or receive the desired information to do e-business.

Phase 6: “One World-One Computer” — All chip-based devices will be interconnected and create one huge information resource. The devices are able to interchange any type of information on an object-oriented level. Applications will be transparent to these devices. Users won’t know where the answer to their problems came from.

Most companies nowadays are somewhere near or between phase 2 and phase 3. Most of them are moving towards phase 4. One important part of this book is to show what will happen after phase 4. Pervasive computing is the most likely thing to happen. The book will show what such a world could look like and what the alternatives are. It tries to identify the standards and the owners, and tries to find out what the Internet will be like in five years' time.

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

1. At present, most enterprises are able to do E-Business on the Internet.
2. One difference between Phase 1 and Phase 2 concerns the presence of a decent structure.
3. The "Trying E-Commerce" phase is the least expensive stage.
4. At the third phase, customers are able to access information from an enterprise's internal database.
5. During "Doing-E-Business" phase, you're starting to make a profit.
6. Users with questions will be able to know who has provided them with the answers.
7. Eventually, all chip-based devices will be interconnected and are able to interchange any type of information.
8. Most companies today are more or less between phase 2 and phase 3.
9. The author would agree that online business will be profitable.
10. The book is focused on the trends of the Internet.

Part Two(简答题) Short-Answer Questions (10 points)

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

11. Describe ways to reduce resistance in persuasive requests.
12. Explain the components of a bad-news message.

Part Three(辨析题)Revising (40 points)

I. Revise each of the following sentences according to the requirement given in the brackets.

Please write your revised version on the Answer Sheet. (10 points)

13. This letter is to inform you of an important change in our policy concerning insurance. (to emphasize "you" attitude)

14. It is imperative that you reply at once. (to make it courteous)

15. We'll make payment soon. (to make it more precise)

16. According to you, the item stopped working. (to avoid mistrust)

17. We will deliver the goods you ordered by March 29. (to focus on the reader's benefits)

II. Revise the following memo. And the formatting of the memo is to be scored. (30 points)

18.

Memo to: Staff Members

Lately, very large expenditures are printing jobs have been submitted, particularly bills being paid to PrintMasters. These bills are suspiciously large and can no longer be honored without careful scrutiny.

Henceforth, all employees may not send out printing jobs without prior written notice. Using PrintMasters as our sole source must stop. Therefore, authorization is now required for all printing. Two copies of any printing order must be submitted to Kelly before any job is commenced. Please see Kelly if you have any questions.

Thank you for your cooperation.

Part Four (小论文) Writing (30 points)

19.

The Situation

You have ordered two cartons of brass candlesticks from a dealer in Sydney. You found that one of the cartons contained only 228 candlesticks instead of the 240 items invoiced when the goods reached your address.

Write a letter asking for a correction to the delivery. Supply any details needed and make your letter smooth and natural.

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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)(2) 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 (20 points)			得分		评卷人	
得分		1		得分		6		
得分		2		得分		7		
得分		3		得分		8		
得分		4		得分		9		
得分		5		得分		10		

Part Two		简答题 Short-Answer Questions (10 points)			得分		评卷人	
Answer the following questions based on what you have learned from the textbook. You should use complete sentences.								
得分								
	11							
得分								
	12							

Part Three	辨析题 Revising (40 points)	得 分		评卷人	
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I . Revise each of the following sentences according to the requirement given in the brackets.
Please write your revised version in the Answer Sheet. (10 points)

得分	13	
得分	14	
得分	15	
得分	16	
得分	17	

II . Revise the following memo. And the formatting of the memo is to be scored. (30 points)

18.		得分	

Part Four	小论文 Writing (30 points)	得 分		评卷人	
19.					

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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)(2) 试题答案及评分标准

(供参考)

2009 年 1 月

Part One(阅读理解)Reading (20 points)

• Two point for each item.

- | | | | | |
|----------|---------|----------|----------|----------|
| 1. False | 2. True | 3. False | 4. False | 5. True |
| 6. False | 7. True | 8. True | 9. True | 10. True |

Part Two(简答题) Short-Answer Questions (10 points)

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

• Five points for each question.

11. People can counter reluctance with testimonials, money-back guarantees, attractive warranties, trial offers, or free samples.

12. Begin with a buffer. Then explain the reasons that necessitate the bad news, trying to cite benefits to the reader or others. Choose positive words, and clarify company policy if necessary. Announce the bad news strategically, mentioning a compromise or alternative if possible. Close pleasantly with a forward-looking good will statement.

Part Three (辨析题) Revising (40 points)

I. Revise each of the following sentences according to the requirement given in the brackets.

(10 points)

• Two points for each sentence.

13. You may take this opportunity to know important change in our insurance policy.
14. Your prompt reply is highly appreciated.
15. We'll make payment on May 30.

16. We noted in your letter of March 16 that the item had stopped working.

17. You can get the goods ordered by March 29.

II . Revise the following memo. And the formatting of the memo is to be scored. (30 points)

18. • Five points for the format of the memo (DATE; TO; FROM; SUBJECT);

• Four points for the beginning with a positive buffer;

• Five points for revealing what the problem is;

• Five points for offering the solution;

• 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).

Part Four (小论文) Writing (30 points)

19. • Five points for the format of the letter, such as the date, the receiver's address, the salutation (Dear _____), the complimentary close (Yours faithfully, Yours sincerely), and the signature, etc. ;

• Fifteen points for the contents of the letter;

• Five points for the fluency and accuracy of the language;

• Five point for three spelling mistakes.