

试卷代号:1143

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(上) 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。

Paper 1 Listening Test (30 points)

Information for candidates

- There are three parts to the test and you will hear each part twice.
- There will be a pause before each part to allow you to look through the questions and other pauses to let you think about your answers.
- Write your answers on the Answer Sheet.

Part 1

You will hear a short talk. As you listen, mark the following statements True or False according to the information you have heard. (10 points)

1. This talk explains why many small businesses fail.
2. When people start a new business they are usually optimistic about its future.
3. Many small businesses fail in the UK and US because of working capital problems.
4. In their first two years about half of small businesses go out of business.
5. Most of the failed companies don't have enough customers.

Part 2

You will hear part of a presentation about a British company. As you listen, answer questions 6–10. (10 points)

2000, our fifteenth year, was another record year.

Turnover was up over (6) _____% to almost £14 billion reflecting strong organic growth, the first time fourth quarter inclusion of Young & Rubicam Inc. and continued rapid growth in our media investment management activities.

Revenues grew over 37% to almost £3 billion for the first time. Pre-tax profits rose by over 43% to £366 million, earnings per share by over 26% to (7) _____ p and dividends by 21% to 3.75 p.

The only disappointment was that the share price, the real measure of your wealth, fell by (8) _____% during 2000. However, your Company's share price performance ranks

(9) _____ in terms of share price appreciation against a company group of 14 competitors since 1 January (10) _____.

Part 3

You are going to listen to part of a conversation. Choose the best answer according to what you learn from the conversation. (10 points)

11. Jane does not want to use a consultant agency because _____.
- A. it is too expensive
 - B. it is not a systematic approach
 - C. it is not safe to ask for external help
12. Henry thinks that _____.
- A. the company needs to spend a lot of money on the research immediately
 - B. the company shouldn't spend a lot of money on research for the moment
 - C. the company will have to spend a lot of money on research in the future
13. Which of the following is mentioned as a way of finding out about the competition?
- A. Talking to loyal older customers.
 - B. Making some enquiries via email.
 - C. Visiting the local libraries.
14. Which of the following is true?
- A. Jane agrees that they should try the simpler tactics first.
 - B. Henry agrees with Jane because she is familiar with press coverage.
 - C. John obviously agrees with his colleagues at the end of the conversation.
15. What are the people talking about?
- A. Ways of raising money for a competition research.
 - B. Ways of doing a competition research.
 - C. Ways of contacting the outside world.

Paper 2 Vocabulary and Structure (30 points)

I. Match the words on the left with their definitions on the right. (8 points)

1. to quantify	(a) a company may give financial support to an activity, for example a sports team or a music concert, and get publicity in exchange
2. to supervise	(b) to register your arrival at work at a specific time
3. strategy	(c) to measure statistically
4. to clock in	(d) a small group representing a large group
5. sponsorship	(e) to watch over someone to make sure they do their jobs correctly
6. sample	(f) a general plan intended to achieve something over a period of time
7. potential	(g) a person who starts or runs a company and is prepared to take risks in order to make a profit
8. entrepreneur	(h) possibilities that can be developed

II. The text below gives the procedure that the staff have to follow when a guest enters Guzzles.

Choose a word or phrase from the list for each space in the passage below. Make changes if necessary. (22 points)

available	step	during	offer	on
menu	before	until	ready	correctly
greet	after	while	check	to

First of all the waiter greets the guests when they come into the restaurant and takes their coats. If a table is not (1) _____, he takes the guests to the bar area and tells them how long they will have to wait.

If a table is available, the next step is to take them immediately to their seats. By the time they reach the table, he has already given them the (2) _____. When the guests have been seated, the waiter offers them a drink and then leaves them to look at the menu. (3) _____ five minutes the waiter returns to the table, and asks the guests if they are ready to order. Before taking the order he kneels beside the guests so that he is (4) _____ the same level as them. (5) _____ he is taking the order, he explains the ingredients of

dishes. Afterwards he (6) _____ the order with the guests to make sure that he has written it (7) _____.

As soon as the order has been prepared by the kitchen, the waiter brings it to the guests. (8) _____ the meal he checks to see if everything is all right.

At the end of the meal, he offers the guests coffee. He does not bring the guests the bill (9) _____ they have asked for it.

When the guests are (10) _____ to go, he brings them their coats and escorts them to the door. Finally he says goodbye (11) _____ them.

Paper 3 Short-Answer Questions. (15 points)

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

1. What is a tall structure, and what is a flat structure?
2. What are the advantages of working in teams?
3. What are the most frequent symptoms of culture shock?

Paper 4 Reading (25 points)

Passage 1 (15 points)

Read the following text and answer questions 1—5.

How to Buy Computer Equipment

I. Decide who to buy from

Once you've decided what to buy, you must choose your supplier. Most of the PCs and many of the notebooks reviewed in magazines are only available direct from their manufacturers. However, PCs and notebooks from big names such as Compaq, Packard Bell or IBM, as well as most other hardware and software, are sold through dealers - and there are hundreds to choose from.

There are four main kinds of dealer:

- Mail-order suppliers who publish price lists or catalogues in magazines.
- Out of town computer superstores.
- High-street chains.
- Local independent computer shops.

Computer shops and superstores allow you to try out equipment before you buy. Buying through mail-order makes it easier to shop around and usually gets you more for your money.

II. Preparation

When buying it pays to make it clear to the salesperson what you want and what you're going to use it for. This means that if the product doesn't match up to your specifications or expectations you'll have grounds to reject it. Write down everything you intend to use the product for and go through this checklist with each salesperson you talk to. You also want to be specific about any other equipment you will connect it to.

III. Shopping around

When shopping around, make sure you remember to check the precise terms of delivery, warranties, technical support and payment.

IV. Ordering

Everything a salesperson promises about your purchase becomes a term of the contract, so it pays to go into details. Also, if you say you are buying an item for a particular purpose, it becomes an implied term of the contract that the product should be suitable — if it isn't, you can return it and get a full refund.

V. Payment

You must be careful if you are spending a lot of money, but you can protect yourself by using a credit card (provided you're buying as a private individual). For purchases over £100, if you use a credit card, you can claim a refund from the credit card company if your supplier fails to deliver or goes broke. However you pay, make sure you won't be charged until the goods are despatched.

VI. When the goods arrive

Check the goods as soon as possible. If the goods are delivered and you are asked to sign a delivery note, write "not examined" beside your signature if you don't have time to check them there and then. Complain immediately if there is any delay or mistake on the supplier's part. Say exactly what you want done about it and when.

VII. If you have a problem

If you have a problem with your purchase, the law is largely on your side as long as

you're careful. You should keep a copy of all correspondence and a note of anyone you spoke to, what they said and when. Never agree to items that are delivered faulty being repaired — you will lose your right to reject the goods and ask for a full refund. Insist on a replacement or refund instead.

1. Why, according to the article, should you explain to the salesperson what you intend to use the computer for?
2. What is the best way to pay for your home computer? Why?
3. What is the best way to pay for your company's computers?
4. When should you write "not examined" beside your signature?
5. Does the article recommend accepting or rejecting offers to repair faulty goods? Why?

Passage 2 (10 points)

For the manager of the 1990s, time is apparently of the essence. Consumers, the argument runs, want to get their hands on the products faster than ever. The fashionable will buy from your firm only if you have the latest designs before your rivals. Better still, they will invariably pay more for the privilege of speed. The key is to look at the entire manufacturing operation and then restructure that, systematically.

Traditionally, manufacturing is a carefully ordered affair: tasks usually have a sequence that can be changed only in small ways. Most firms will have employed specialists to determine the best scheduling logic for manufacturing. But "precedence constraints" (e. g. task A must be carried out before task B) can cause queues and bottlenecks in even the most logical manufacturing process. This not only results in delay, it also introduces an unpredictable variability into a company's operations.

There is a cheaper route. By breaking down tasks into ever smaller, faster bits, companies can increase their manufacturing flexibility. This, in turn, will tend to increase the number of tasks that can be performed in parallel rather than in sequence. For instance, several smaller machines can be used to perform one task, rather than a single large machine. Parallel tasks have precedence constraints and reduce bottlenecks. That helps speed a company's manufacturing process closer to the theoretical ideal — which reduces queues and bottlenecks elsewhere in the factory.

Perhaps the single most effective answer to the problem is to invest in lots of excess capacity. It eliminates queuing and bottlenecks, sharply reducing unpredictable variations in the time needed to complete each part of the manufacturing process. As a consequence, production times tend to fall while manufacturing reliability (and hence the reliability of products) soars. It also introduces much greater flexibility into the factory — which helps companies respond more rapidly to customers' whims.

All told, experts reckon that cutting production times by a quarter can reduce overall costs by about a fifth.

If it sounds too costly and risky, concentrate on the margin. Benetton, an Italian clothes company, does just that, as does Nissan. For the core products bought by the bulk of their customers, a prompt response to new trends is not a priority. But for their growing number of faddish innovation-loving customers, these companies have developed fast-response marketing, manufacturing and distribution. Benetton has undyed stocks of clothes waiting to be coloured according to the latest trends. Nissan will quickly assemble from standardized components a limited run of vehicles for micro-niches in the market — including speciality versions of its snail-like S-Cargo delivery vans suitably tailored for customers such as bakeries, flower shops or boutiques.

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

1. Consumers will pay more for goods if they can get them quickly.
2. Manufacturers can become more flexible if more tasks are performed in parallel.
3. Larger machines are better than smaller machines.
4. If manufacturers invest in increased capacity, they can respond to customers' requirements more quickly.
5. Benetton can't respond quickly to changes in fashion.

试卷代号:1143

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(上) 试题答题纸

2009 年 1 月

题号	Paper 1	Paper 2	Paper 3	Paper 4	总分
分数					

Paper 1	Listening Test (30 points)			得分		评卷人	
1.	2.	3.	4.	5.			
6.	7.	8.	9.	10.			
11.	12.	13.	14.	15.			

Paper 2	Vocabulary and Structure (30 points)			得分		评卷人	
I. (8 points)							
1.	2.	3.	4.				
5.	6.	7.	8.				
II. (22 points)							
1.	2.						
3.	4.						
5.	6.						
7.	8.						
9.	10.						
11.							

Paper 3	Short-Answer Questions (15 points)	得 分		评卷人	
1.					
2.					
3.					

Paper 4	Reading (25 points)	得 分		评卷人	
Passage 1 (15 points)					
1.					
2.					
3.					
4.					
5.					
Passage 2 (10 points)					
1.	2.	3.	4.	5.	

Paper 3 Short-Answer Questions. (15 points)

- **Five points for each correct answer.**

1. A tall structure usually has many levels or layers of management. It is hierarchical. And a flat structure has fewer layers of management. This often results in more individual responsibility.

2. Working in teams may be motivating, give workers the opportunity to work with different people and a sense that they are doing something useful, allow different abilities to be used on a project, be educational, be interesting, make workers feel more valuable or important and produce better solutions to problems more quickly.

3. The most frequent symptoms of culture shock are feelings of isolation, anxiety, worry, a drop in performance at work and helplessness.

Paper 4 Reading (25 points)

Passage 1 (15 points)

- **Three points for each correct answer.**

1. So that you can reject the computer if it doesn't meet your needs.

2. By credit card as it offers protection for private individuals.

3. Don't know. The article doesn't say.

4. When you don't have time to check goods when they are delivered.

5. It says you should reject them as you will lose your right to reject faulty goods if you don't. You should insist on a replacement or refund.

Passage 2 (10 points)

- **Two points for each correct answer.**

1. T

2. T

3. F

4. T

5. F