

试卷代号:2140

中央广播电视大学 2008—2009 学年度第一学期“开放专科”期末考试

商务交际英语(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、仔细阅读每题的说明,并按题目要求答题。答案必须写在答题纸的指定位置上,写在试卷上无效。

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. How does a process description function?
 - A. It explains how something works.
 - B. It explains what a mechanism is.
 - C. It instructs the reader to do something.

2. The purpose of a collection letter is _____.
 - A. to persuade a customer to buy a product or service
 - B. to give a discount to a potential customer
 - C. to ask a customer to pay a past-due bill

3. To compare one or more quantities, you should use _____.
 - A. line graphs
 - B. bar graphs
 - C. maps

4. If you _____, you may lose your customers' trust on you.
 - A. often get in touch with your customers
 - B. treat your colleagues as your customers
 - C. overstate the quality of your products

5. Nonverbal symbols can _____ the verbal message.
 - A. reinforce
 - B. contradict
 - C. both A and B

6. When listening to the patients describing their symptoms, doctors are using the skill of _____.
 - A. casual listening
 - B. casual speaking
 - C. active listening

7. Which of the following concerning effective listening is NOT true?
- A. A good listener must focus on the main idea rather than unimportant details in a disorganized speech.
 - B. Don't assume you already know what the speaker will say even you have certain knowledge of the topic.
 - C. Even if you understand the message, you shouldn't let the speaker know, or you are likely to disturb him.
8. As an active participant in a meeting, you should _____.
- A. take your position and never change it
 - B. discuss ideas but avoid personal attacks
 - C. raise questions as soon as you have any
9. Brainstorming meetings are sessions in which participants _____.
- A. suggest new ideas
 - B. present oral reports
 - C. work together for a task
10. If you want to apply for a position that has not been advertised, you should write a _____.
- A. solicited letter
 - B. unsolicited letter
 - C. promotion letter

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. People read a process description to learn how to perform a task.
- 12. A process description can be written in present tense or past tense.
- 13. A proposal is a formal report that describes a problem and recommends a solution.
- 14. When providing service to your customers, you should assume that you know what a customer wants or needs.

15. When judging attitudes, people base most of their judgment on nonverbal language.
16. Active listening requires the listener to notice and interpret the nonverbal cues of the message.
17. When listening in a conference setting, you should often judge the speaker's subject.
18. Background information in a presentation is always needed no matter how familiar the audience is with the topic.
19. A larger group often complicates communication.
20. Before interview, preparing to answer typical questions will help relieve your anxiety.

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

21. What are the five steps to organize a persuasive message?
22. What does RFP represent for?
23. List at least three types of graphic aids.
24. What does body language include?
25. What's an impromptu speech?

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

Benjamin Contreras works in the shipping department of a large publisher. When customers return damaged books, the damage often is not obvious to the clerks who unpack them. They sometimes place these books back on the warehouse shelves. The damaged books are then shipped out again to the next customer who orders them. That customer finds the damage, returns them again, and usually complains about the inconvenience.

Benjamin thinks the company could avoid shipping out damaged books by creating labels that identify the books as damaged. The company could send the new labels to customers who want to return damaged books. When the damaged books arrive back at the warehouse with the new labels, the clerks would know to give the customer credit for the return and then destroy the books.

Benjamin's supervisor, Karen Horner, likes this idea and has the new labels made. She asks Benjamin to write a letter to customers, explaining how to use the labels. Karen decides that he also should write a complete set of instructions for returning books. This would prevent customers from shipping by the wrong method, sending the books to the wrong address, and so on. She also asks Benjamin to write a description of the return process for staff in other departments because they often ask questions about it.

Benjamin has read many sets of instructions and assumes that a description of a process would be very similar. He thinks he probably could just give other staff members a copy of the instructions he writes for the customers. Benjamin is concerned about the customers' reaction to the instructions. He often talks with them over the phone and knows they are very busy and tend to be impatient. They may not read the instructions; some may be annoyed at even receiving them.

26. Which department does Benjamin work in?

- A. Sales department.
- B. Shipping department.
- C. Accounting department.

27. According to Benjamin, if there are labels _____, the company can avoid shipping out damaged books.

- A. that tell the books are damaged
- B. that tell the books are new
- C. that give the customer credit

28. Benjamin is asked to _____.

- A. design the labels
- B. destroy the books
- C. write an instruction

29. Benjamin is _____ the customers' reaction to the instruction.

- A. satisfied with
- B. angry with
- C. concerned about

30. Which of the following writings is applied by Benjamin?

A. Object description.

B. Mechanism description.

C. Process description.

Passage Two

The smart job-seeker needs to rid herself of several standard myths about interviewing. What follows is a list of some of these untruths and some suggestions to help you do your best at a job interview.

Myth 1: The aim of interviewing is to obtain a job offer.

Only half true. The real aim of an interview is to obtain the job you want. That often means rejecting job offers you don't want! So, before you do back-flips for an employer be sure you want the job.

Myth 2: Always please the interviewer.

Not true. Try to please yourself. Giving answers that you think will suit a potential employer and practicing a policy of appeasement (讨好) are certain to get you nowhere. An effective interview (where you are offered the job or not) is like an exciting encounter in conversation with your seatmate on an airplane.

Myth 3: Never interrupt the interviewer.

An exciting conversation always makes us feel free—free to interrupt, to disagree, to agree enthusiastically. So, when interviewing, try to be yourself. Employers will either like or dislike you, but at least you'll have made an impression. Leaving an employer indifferent is the worst impression you can make. And the way to make an effective impression is to feel free to be yourself!

Another silly myth. Don't be afraid to disagree with your interviewer in an agreeable way. And don't hesitate to change your mind. The worst that could happen would be that the interviewer says to herself "There's a person with an open mind!"

31. By "myth" the author means _____.

A. an old traditional story or legend

B. something that is unknown and mysterious

C. something false but believed to be true

32. According to the passage, if you are looking for a job, your aim in the interview is _____.
- A. to obtain the job offered by the employer
 - B. to obtain a desirable job
 - C. to let the employer understand your desire
33. The right attitude for you is to _____.
- A. please the potential employer
 - B. avoid disagreement with the interviewer
 - C. talk to your interviewer in a friendly way
34. When interviewing, _____.
- A. try to be natural and relaxed
 - B. always keep an open mind
 - C. don't interrupt the interviewer
35. The best title for this selection would be _____.
- A. The aim of Job-seeking
 - B. Myths About Interviewing
 - C. Search for Potential Talents

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

Translate the following passages into Chinese.

36. The quality of the human voice varies in a number of ways. Though you may think otherwise, you have control over how your voice sounds. You can change how your voice sounds. In fact, you do it every day. Have you ever listened to yourself? Record your speaking voice and listen. You might be surprised at what you hear.

37. How you use time is another aspect of nonverbal communication. If someone asks you to do something as soon as possible, you feel urgency. If someone asks you to do something immediately, you might stop what you are doing and fulfill the request. Arriving on time for appointments and job interviews and responding promptly to requests communicate your sense of responsibility and respect for other people's time as well as your own.

38. 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.”

39. Sincerity is a critical part of your image. For you to be credible, you must be perceived as sincere—which may take time. Open, honest communication sends a nonverbal message that you are sincere. In order to declare you “sincere,” receivers need time to observe. If your actions and words contrast with one another, you will be viewed as insincere. If they match, you are considered credible and sincere.

VI. WRITING (30 分)

40. Rewrite the following sales letter to a potential customer from the manufacturer of a device that gently rocks colicky babies to sleep. Include an attention-getting opening, describe the customer’s need, explain your solution, include supporting information, and end by asking for specific action. (10 分)

Attached you will find information that will assist you and your insurance company in evaluating the SleepRight medical device for possible cost reimbursement. SleepRight’s cost has been covered by many insurance programs, ranging from 80 to 100 percent of the cost. The SleepRight device provides a new, safe treatment which displaces the use of many medications and minimizes physician-office visits for colicky infants. Please note that it will be necessary for you to forward the enclosed information to your insurance company. The insurance company will also need our federal ID number, which is 9987-4556-098.

41. When you applied for a position of assistant advertising manager of Men’s Clothing, you listed as a reference Mr. Best, your former boss. Upon being hired for the job, you learned that Mr. Xu had written an excellent letter of recommendation for you. Write a thank-you letter to Mr. Best. (20 分)

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中央广播电视大学 2008—2009 学年度第一学期“开放专科”期末考试

商务交际英语(2) 试题答题纸

2009 年 1 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. 2. 3. 4. 5.
6. 7. 8. 9. 10.

得分	评卷人

II. TRUE / 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. 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. 27. 28. 29. 30.
 31. 32. 33. 34. 35.

得 分	评卷人

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

36.
 37.
 38.
 39.

得 分	评卷人

VI. WRITING (30 分)

40.
 41.

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中央广播电视大学 2008—2009 学年度第一学期“开放专科”期末考试

商务交际英语(2) 试题答案及评分标准

(供参考)

2009 年 1 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. C | 3. B | 4. C | 5. C |
| 6. C | 7. C | 8. B | 9. A | 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. T | 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. What are the five steps to organize a persuasive message?

- (1) Gain the reader's attention.
- (2) Show the reader that he or she has a need.
- (3) Explain your solution to that need.
- (4) Present the supporting information.
- (5) End by asking for a specific action.

22. What does RFP represent for?

Requests for proposals.

23. List at least three types of graphic aids.

Tables, organization charts, flowcharts, pie charts, line graphs, bar graphs, maps, pictures, drawings (List three of all).

24. What does body language include?

Facial expressions and gestures.

25. What's an impromptu speech?

When you are asked to speak without any notice, you make an impromptu speech.

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. B

27. A

28. C

29. C

30. C

Passage Two

31. C

32. B

33. C

34. A

35. B

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

Translate the following passages into Chinese.

36. The quality of the human voice varies in a number of ways. Though you may think otherwise, you have control over how your voice sounds. You can change how your voice sounds. In fact, you do it every day. Have you ever listened to yourself? Record your speaking voice and listen. You might be surprised at what you hear.

人的音质有种种不同。也许你不这么认为,但你确实可以控制你发出的声音。你可以改变你的声音。事实上,你每天都在改变声音。你听过自己的声音吗?录下你说的声音听一听。你可能会对你所听到的大吃一惊。

37. How you use time is another aspect of nonverbal communication. If someone asks you to do something as soon as possible, you feel urgency. If someone asks you to do something immediately, you might stop what you are doing and fulfill the request. Arriving on time for appointments and job interviews and responding promptly to requests communicate your sense of responsibility and respect for other people's time as well as your own.

怎样使用时间是语言交际的另一个方面。如果有人让你尽快做某件事情,你会感到紧急。如果有人让你马上去做某件事,你可能会停下手中的工作去满足他的要求。按时赴约、按时参加工作面试,对要求迅速做出反应,这些都传达出你的责任感以及对别人和自己时间的尊重。

38. 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.”

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。”

39. Sincerity is a critical part of your image. For you to be credible, you must be perceived as sincere—which may take time. Open, honest communication sends a nonverbal message that you are sincere. In order to declare you “sincere,” receivers need time to observe. If your actions and words contrast with one another, you will be viewed as insincere. If they match, you are considered credible and sincere.

真诚是自身形象的一个关键部分。要做到诚实可信,必须要让别人认为你是真诚的,这可能需要时间。坦率、诚实的交流传达出一种非言语信息,即你是真诚的。为了判断你的真诚,对方需要观察的时间。如果你言行不一,别人就认为你虚假。如果言行一致,你就被认为是可信而真诚的。

VI. WRITING (30 分)

40. Rewrite the following sales letter to a potential customer from the manufacturer of a device that gently rocks colicky babies to sleep. Include an attention-getting opening, describe the customer’s need, explain your solution, include supporting information, and end by asking for specific action. (10 分)

Attached you will find information that will assist you and your insurance company in evaluating the SleepRight medical device for possible cost reimbursement. SleepRight’s cost has been covered by many insurance programs, ranging from 80 to 100 percent of the cost. The SleepRight device provides a new, safe treatment which displaces the use of many medications and minimizes physician-office visits for colicky infants. Please note that it will be necessary for you to forward the enclosed information to your insurance company. The insurance company will also need our federal ID number, which is 9987-4556-098.

评分标准:

内容:8分

格式、拼法及其它:2分

41. When you applied for a position of assistant advertising manager of Men's Clothing, you listed as a reference Mr. Best, your former boss. Upon being hired for the job, you learned that Mr. Xu had written an excellent letter of recommendation for you. Write a thank-you letter to Mr. Best. (20分)

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