

试卷代号:2139

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(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。监考人收完考卷和答题纸后才可离开考场。

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 statements best defines communication?
  - A. The process of sending messages.
  - B. The process of receiving messages.
  - C. The process of sending and interpreting messages.
2. We use \_\_\_\_\_ to persuade.
  - A. a sales phone call
  - B. a message full of errors
  - C. a friendship letter
3. To signal "yes", a Greek may \_\_\_\_\_.
  - A. nod the head upward
  - B. lift his eyebrows
  - C. tilt the head to either side
4. Which of the following statements describes an effective team?
  - A. The team learns from its successes and failures and makes progress.
  - B. Team members are individuals who do not agree on the team's vision.
  - C. Team members have similar skills and attitudes; conflict will not arise.
5. Which of the following sentences contains all of the five W's?
  - A. The Board of Directors will hold a meeting in the conference room on March 9 to discuss staff's suggestions.
  - B. New employees should report at 8:30 a. m. on Monday, October 6, for an orientation session.
  - C. Committee volunteers will meet in conference room C on Thursday at 2:30.
6. Proofreading is the process of \_\_\_\_\_ the message.
  - A. planning
  - B. organizing
  - C. reviewing
7. A memo to coworker thanking her for her support on a project is to \_\_\_\_\_.
  - A. state a policy
  - B. promote goodwill
  - C. provide a record
8. When you want to send a memo to someone who is unknown to you, you should write \_\_\_\_\_ in the TO line.
  - A. To: Mr. Evan Wherry
  - B. To: Sir or Madame
  - C. To: Service Manager

9. In a letter, \_\_\_\_\_ is NOT a necessary part.
- A. the dateline  
B. the subject line  
C. the letter address
10. In chronological order, a report is organized regarding \_\_\_\_\_.
- A. importance  
B. hypotheses  
C. time

**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. When a company put its web page on the Internet, it intends to share information with others.
12. The sender is responsible for reading and listening effectively.
13. The OK sign is perceived the same way in France and the United States.
14. To avoid offending a Chinese or Japanese businessperson, carefully examine a business card that is presented to you before putting it away.
15. In a direct order, the main idea should be placed first.
16. A transition is a word or phrase that connects sentences in paragraphs.
17. Memos take more time to format and key than letters.
18. All goodwill letters require supporting information.
19. Data lead to conclusions; conclusions lead to recommendations.
20. An appendix and a letter of transmittal are two supplementary parts of a formal report.

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

**Read the following two passages and answer the questions.**

**Passage One**

Atlee Corporation is a consulting company with offices in several major cities in the United States. An old firm, it is considered conservative and somewhat elite. The company directors have recently bowed to pressure and agreed to institute a casual dress day for employees. The directors issued the following memo:

After much consideration, we, the board of directors, agree that the implementation of a casual dress day will neither interrupt business nor damage our reputation. For that reason, employees may participate by wearing less formal attire on the last first and third Friday of each month.

Should any employee violate any of the rules stated herein, disciplinary action may be taken. If this arrangement is to work in an acceptable manner, certain rules must be followed. First, employees who have contact with outside clients on the designated casual dress days may not participate in casual dress day under any circumstances. Women may not wear clothing that would be considered revealing. In addition, short ("mini") skirts, shorts, halter tops, tight jeans, and anything resembling swimwear is not allowed. Male employees should wear comfortable slacks and shirts or sweaters, depending on the season.

21. Which of the following words best describes Atlee Corporation?
- A. Young and conservative.
  - B. Old and elite.
  - C. Old and conservative.
22. Who made the memo?
- A. The Labor Union.
  - B. The Sales Department.
  - C. The Board of Directors.
23. What does the memo mainly talk about?
- A. Implementation of a casual dress day.
  - B. Declaration of rules and regulations.
  - C. Carrying out several activities.
24. According to the memo, women are not allowed to wear \_\_\_\_\_.
- A. slacks
  - B. shorts
  - C. sweaters
25. What can be inferred from the memo?
- A. The casual dress day set by Atlee Corporation is not popular among its employees.
  - B. If any employee violates any of the rules, he or she will possibly be punished.
  - C. Women seem to be restricted more and therefore the rule seems unfair to them.

**Passage Two**

### Let People Do What They Do Best

We recently had lunch with some web developers in Memphis and it came up how we try to stick to what we do best, and team up with other companies for their own expertise. We think it is important for a small company like ours to be successful.

Sometimes when a small company tries to do what it does best, we often have to wear

several hats to get the job done. We all have to know many different aspects of web development and business in order to work well together. Even though I'm not a programmer, for example, I do need some kind of basic knowledge in computer programming to communicate well with Stephen and Nate. So do they. I would argue that both Stephen and Nate have a great sense of design, too.

While the idea of a being a “renaissance (多才多艺的) man” is a very romantic ideal, it doesn't make much business sense. When you try to do everything, you end up not being good at anything. We always keep in mind that web development is our strength, not anything else. Because of this, we enjoy partnering up with other design, advertising, public relations, and marketing companies if a project requires those specific needs. For instance, if a potential (潜在的) client comes to us about a new website and logo, we'll tell them that we don't design logos, but we can put them in contact with a great design shop. We don't try and sell a client on something that we know we're not the best at doing. The same goes for a client needing a great viral marketing campaign for their web application. Could we do a sufficient job and get the word out about their project or even develop them a new logo? Quite possibly, yes. But we will find a company that specializes in just that, would do a 100% better job.

26. According to the article, what's important for a small company to succeed?
- A. Having lunch with important clients.
  - B. Persisting in doing what it does best.
  - C. Concentrating on one specific job.
27. What does the sentence ‘... we often have to wear several hats to get the job done.’ mean?
- A. Different hats can help attract more audience for us.
  - B. We often display various models of goods in promotion.
  - C. It's necessary for us to know different knowledge.
28. It's inferred from the second paragraph that the author is a \_\_\_\_\_.
- A. designer
  - B. programmer
  - C. professor
29. Which partnership is not mentioned in the article?
- A. Planning.
  - B. Advertising.
  - C. Public relations.

30. What's the main idea of the last paragraph?

- A. If one wants to be a successful businessman, he must be renaissance.
- B. A successful company must try its best to do everything good.
- C. A small company should keep its partnership with other companies.

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

**Translate the following passages into Chinese.**

31. We all use communication for five basic purpose: (1) to establish and build goodwill, (2) to persuade, (3) to obtain or share information, (4) to establish personal effectiveness, and (5) to build self-esteem.
32. In addition to differences in culture and nationality, we are likely to encounter other types of diversity in the workplace concerning race or ethnicity, gender, physical abilities, social class, age, religion, personality and so on.
33. The order of a message depends on how you expect the receiver to react to the message. Most business messages are organized using direct, indirect or direct-indirect order.
34. Informational reports present facts, so they include very little analysis. Analytical reports analyze a problem, present facts, draw conclusions and make recommendations.

**V. WRITING (40 分)**

35. According to the given facts, format a business envelope. (10 分)

The sender:

Ms Wang Fang, Head of Sales Department, Fortune Warehouse Co. Ltd.  
122 Financial Road, Chaoyang District, Beijing, China 100032

The receiver:

Mr Johnny Kidman, Marketing Manager, International House London  
53 Swiss Cottage, NW13, London, U. K.

36. Write a memo in traditional form according to the following situation. (10 分)

You are Manager of Publishing Services Department, you are going to write a memo to Mr Bobby Davis, Supplies Clerk, to ask him to prepare an order of supplies for your department. You need the following things:

- 1. 5 packages of company letterhead stationery
- 2. 12 cartridges for Zippy Laser Printers (Model 500)
- 3. 7 packages of packages of plain bond stationery

You are going to tell him in your memo that one of your staff, Casey MacDonald, will go to the supply room tomorrow at 9 a. m. to pick up the order. Use the direct order and You-attitude to write this memo.

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

It's September 5, 2007 and you, Mario Lopez, are going to write a letter to Ms. Alicia DeVon, who gave a presentation to the Taylorsville Investment Club. You have unfortunately miss the meeting but you have read the article, in which you appreciate her investment strategies and her insights on mutual funds and state bonds. You will enclose a self-addressed, stamped envelope in your letter and ask for the handouts that Ms. DeVon provided at her presentation.

Please write a letter in direct order and with You-attitude.

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座位号

中央广播电视大学 2008—2009 学年度第一学期“开放专科”期末考试

### 商务交际英语(1) 试题答题纸

2009 年 1 月

题号	I	II	III	IV	V	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. READING COMPREHENSION (10 小题,每小题 2 分,共 20 分)

21.                      22.                      23.                      24.                      25.  
26.                      27.                      28.                      29.                      30.

得 分	评卷人

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

31.

32.

33.

34.

得 分	评卷人

V. WRITING (40 分)

35. (10 分)

36. (10 分)

37. (20 分)

试卷代号:2139

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(1) 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. A | 3. C | 4. A | 5. A  |
| 6. C | 7. B | 8. B | 9. B | 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. T | 12. F | 13. F | 14. T | 15. T |
| 16. T | 17. F | 18. F | 19. T | 20. F |

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

Read the following two passages and answer the questions.

Passage One

- |       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 21. B | 22. C | 23. A | 24. B | 25. C |
|-------|-------|-------|-------|-------|

Passage Two

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

IV. TRANSLATION (4 段短文,每段 5 分,共 20 分)

Translate the following passages into Chinese.

31. We all use communication for five basic purpose: (1) to establish and build goodwill, (2) to persuade, (3) to obtain or share information, (4) to establish personal effectiveness, and (5) to build self-esteem.

我们使用交际有五个基本目的:(1)建立良好的人际关系;(2)说服他人;(3)获取或分享信息;(4)建立个人效率;(5)建立自尊。

32. In addition to differences in culture and nationality, we are likely to encounter other types of diversity in the workplace concerning race or ethnicity, gender, physical abilities, social class, age, religion, personality and so on.

除了文化差异和民族差异,我们有可能在工作中遇到其他的多样性,比如人种,性别,身体条件,社会等级,年龄,宗教,性格等方面的多样性。

33. The order of a message depends on how you expect the receiver to react to the message. Most business messages are organized using direct, indirect or direct-indirect order.

建构一个信息的顺序取决于你估计信息接收者会对这个信息有怎样的反馈。大多数商业信息的建构顺序有直接、间接和先直接后间接三种。

34. Informational reports present facts, so they include very little analysis. Analytical reports analyze a problem, present facts, draw conclusions and make recommendations.

信息报告展示事实,因此它们几乎没有分析内容。分析报告分析问题,展示事实,下结论,提供参考建议。

#### V. WRITING (40 分)

35. According to the given facts, format a business envelope. (10 分)

评分标准:

格式:8 分

内容:2 分

36. Write a correctly laid out memo according to the following situation. (10 分)

评分标准:

格式、版面:3 分

内容:5 分(清楚,合理)

拼法及其它:2 分

37. Write a letter according to the situation below, using the block format and open punctuation. (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