

试卷代号:2139

中央广播电视大学 2009—2010 学年度第一学期“开放专科”期末考试

商务交际英语(1) 试题

2010 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 is NOT the purpose of communication?
 - A. To establish goodwill.
 - B. To refuse invitation.
 - C. To share information.
2. A conversation between supervisors of differing departments is a _____ communication.
 - A. downward
 - B. upward
 - C. lateral
3. When greeting, a(an) _____ may fold palms together below his or her chin and nod or bow slightly.
 - A. French
 - B. Japanese
 - C. Indian
4. A _____ of an effective team is not afraid to question ineffective techniques or strategies. He or she is always trying to improve the team.
 - A. thinker
 - B. supporter
 - C. challenger
5. Which of the following sentences shows race bias?
 - A. The student suffers from serious heart attack.
 - B. Have you met my Asian American friend?
 - C. We hired a female lawyer to sue the case.
6. A memo telling employees that the new supervisor is Beth Kirk is to _____.
 - A. advise
 - B. inform
 - C. record
7. In a letter, "Sincerely yours" is _____.
 - A. the complementary close
 - B. the salutation
 - C. the letter address

8. Which of the following sentences uses positive language?
- A. Don't hand in your assignment until it is finished.
 - B. If your camera were still under warranty, it would be replaced.
 - C. We can't send you the paper you requested because we are sold out.
9. Which of the following is NOT a method to organize an analytical report?
- A. Categories.
 - B. Hypotheses.
 - C. Alternatives.
10. To conduct secondary research, you might _____.
- A. talk with customers and suppliers
 - B. collect data on the Internet
 - C. observe what happens

II. TRUE/FALSE (10 小題, 每小題 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. A smile is universal and means the same in any culture.
14. Understanding people in stereotype is helpful to effective communication.
15. In a direct order, the main idea should be placed first.
16. Memos are less expensive, time-consuming and complex than conference calls or meetings.
17. In planning an agenda, do not consider new business at this time.
18. In routine requests, the receiver views the main idea of the letter neutrally.
19. A friendship letter may or may not need supporting information.
20. A formal report has three main divisions: preliminary parts, body, and supplementary parts.

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

A highly successful German automotive company recently merged with a U. S. carmaker. Members of the German team met with American staff members in Detroit.

Anita Boaz had been employed at the Detroit site for seven years, moving from administrative assistant to manager. As a result of the merger, Anita's new supervisor would be a newly relocated German manager, Hans Dortmann. She was very comfortable in the relaxed atmosphere of the American office but was a little nervous about meeting the German visitors. She worried that their English wouldn't be good enough for her to understand easily.

Anita's first meeting with Mr. Dortmann was set for a Friday — casual day at the Detroit office. Anita chose some nice slacks to wear, instead of jeans. Traffic was unusually heavy; Anita was a few minutes late for the meeting. The door was closed. She knocked once and went in. The Germans, all dressed in conservative business suits, were sitting at a conference table. Anita reached out her hand to Dortmann and said with a smile, "Good morning, Hans. It's good to meet you! I'm Anita Boaz." Dortmann rose hesitantly, then responded with a brief greeting and sat down. Anita was baffled by his chilly reaction. Then she decided maybe he wasn't used to working with women at the management level.

A few weeks later, the company offered some sessions on cultural orientation. Anita learned the following about German businesspeople: they have a high regard for authority and structure; they greet each other formally; they enjoy working with data and other concrete "evidence"; they tend to separate business and pleasure.

Over time, Anita and her colleagues in Detroit develop a friendlier relationship with the Germans. But first they had to establish respect for one another.

21. This story happened in _____.

A. China

B. America

C. Germany

22. Anita worried that her new supervisor _____.

A. wouldn't speak fluent English

B. would change the relaxed atmosphere

C. would criticize her wearing

23. How did Dortmann react when Anita greeted to him with enthusiasm?
A. He talked to her friendly. B. He was angry with her.
C. He greeted her briefly.
24. Anita learned the following about German businesspeople EXCEPT _____.
A. they greet each other formally
B. they seldom consider authority
C. they often separate business and pleasure
25. The story is mainly about _____.
A. customs of American businesses B. problems in personal development
C. cultural diversity in workplace

Passage Two

Each year, about 8.5 million people in the UK have to complete a tax return (纳税申报单). This includes all self-employed people and some others. Taxpayers should be very careful when they fill it in, because if they make any mistakes, they might receive a heavy fine (罚金). The Inland Revenue is taking a tough line against people completing them wrongly, so be careful.

On average, the tax office tells us, about 30% of all tax returns include some sort of error. Consequently they send out almost a million penalty notices to British taxpayers.

This is not the only problem. If you send in your return late, you make another mistake. This also results in a heavy fine. This time, the fine is almost as much as the tax bill itself. As a result, the Inland Revenue receives an incredible £50 million in fines.

The tax return must be returned by 31 January. That's the deadline. However, the biggest mistake you can make is not to send the form back at all. This makes the Inland Revenue very, very unhappy.

26. What is the passage mainly about?
A. It talks about mistakes made on the tax return and the penalties.
B. It teaches how to fill in and when to return the tax return.
C. It introduces the history of the tax return in the UK.
27. According to the passage, which of the following statements is NOT true?
A. About 8.5 million people in the UK, including self-employed people, have to complete a tax return.
B. If taxpayers make any mistakes when they complete the tax return, they might have to pay a large sum of penalty for the mistakes.
C. The Inland Revenue, which is responsible for collecting tax returns, doesn't take these mistakes as a serious problem.

28. What does the 30% of all tax returns with errors result in?
- A. A million penalty notices. B. A million oral warnings.
C. A million pounds in fines.
29. When is the amount of the fine mostly equal to that of the tax bill?
- A. When you write down a wrong number in your tax return.
B. When you send in your return after 31 January.
C. When you lose your tax return.
30. What is the most serious mistake mentioned in this passage?
- A. Making mistakes in you tax return. B. Sending in your tax return late.
C. Failing to send your tax return back.

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

Translate the following passages into Chinese.

31. The communication process consists of five components: (a) the sender, (b) the message, (c) the receiver, (d) the feedback, and (e) the channel.
32. Avoid discussion about politics, religion and any other potentially sensitive issues during business conversations. Be sensitive to ethnic, religious and moral values of others.
33. The supporting information in a letter containing a negative message provides the reasons for the negative news. Present the receiver with a logical explanation of the reasons why you cannot grant the request.
34. A report is a document that provides the facts about a specific situation or problem for consideration by a specific group of people.

V. WRITING (40 分)

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

The sender:

Mrs. Gillian Reeve, Sales Department of Rosette Trading Co. Ltd.

315 Bukit Timah Road, Singapore 259716

Fax: 65 259 5096

Tel: 65 255 6344

The receiver:

Ms. Ho Yuen Ping, Managing Director of Hin Lung Jewellery Co Ltd.

1024 Balestier Road, Hanoi 312000, Vietnam

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

Mr. Don Howard, Service Manager of Far Eastern Air Transfer Co. , plans to send a memo to his assistant, Ms. Linda Richards, informing her to purchase a new air-conditioning system for the freight storehouse. Mr. Howard will offer Ms. Richards three

companies who sell air-conditioning systems: Yang Fat Air Condition Co. (Tel: 65 545 5634), Tramin (Tel: 65 552 6221) and Mega Air Conditioning (Tel: 65 612 9097). Mr. Howard would like Ms. Richards to compare their prices, quality and service. Suppose you were Mr. Don Howard, write a traditional memo for him, covering the above-mentioned information.

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

You are the Sales Manager of Luck Shoes Co. Ltd. , 112 Balestier Road, Singapore. Mr. Jones Smith, Vice President of Oriental Co. Ltd, 315 Bukit Road, Singapore, is a good friend of your supervisor. Recently, however, records shows that a total sum of \$1,200 has been overdue for almost two weeks, which was caused by his company, with no excuse given. You are now required to write a payment demand to Mr. Jones Smith. Explain why you write the letter. Ask him why his company failed to meet the debts. Offer one or two effective suggestions to close the deal. You should be careful enough not to violate your good relationship.

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中央广播电视大学 2009—2010 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

2010 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 2009—2010 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)

2010 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. B | 2. C | 3. C | 4. C | 5. B |
| 6. B | 7. A | 8. B | 9. A | 10. B |

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. F | 15. T |
| 16. T | 17. F | 18. T | 19. T | 20. T |

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

Passage Two

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

IV. TRANSLATION (4 段短文,每段 5 分,共 20 分)

Translate the following passages into Chinese.

31. The communication process consists of five components: (a) the sender, (b) the message, (c) the receiver, (d) the feedback, and (e) the channel.

交际过程包括五个组成因素:信息发送者,信息,信息接收者,反馈,渠道。

32. Avoid discussion about politics, religion and any other potentially sensitive issues during business conversations. Be sensitive to ethnic, religious and moral values of others.

在商务洽谈中要避免谈到政治、宗教等潜在敏感的话题。同时要对别人的民族观、宗教观和价值观保持谨慎态度。

33. The supporting information in a letter containing a negative message provides the reasons for the negative news. Present the receiver with a logical explanation of the reasons why you cannot grant the request.

含有负面消息的信函的辅助信息为这个负面消息提供了原因。它能够向信函接收者提出合理的解释,说明为什么你无法满足其要求。

34. A report is a document that provides the facts about a specific situation or problem for consideration by a specific group of people.

报告是由某个人群撰写的、为某种具体情况或问题提供以便参考的事实的一种文件。

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