

试卷代号:2140

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(2) 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。



8. Active participation in meetings means that \_\_\_\_\_.
- A. you should keep the meeting under control
  - B. you are partially responsible for the meeting
  - C. you must not make any important decisions
9. Which of the following is NOT a popular meeting time?
- A. Early in the morning.
  - B. Right after lunch.
  - C. Late in the evening.
10. Use a general resume if \_\_\_\_\_.
- A. you are applying for a variety of jobs
  - B. you've got one particular job in mind
  - C. you've targeted on one or two companies

**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. Unfamiliar terms may discourage people from reading the instructions.
- 12. In describing a process, begin each step with a verb.
- 13. A drawing is used to emphasize details of an idea or procedure.
- 14. You need to pay more attention to external customers than internal ones.
- 15. The pitch of your voice is its highness or lowness.
- 16. Nonverbal symbols exist only in oral communication.
- 17. The social zone is common for most business meetings or social gatherings.
- 18. To memorize a speech means to read it from a written copy of the speech.
- 19. When scheduling a meeting, consider the travel needs of the participants.
- 20. There is no need to do research on specific organizations in job searches.

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

- 21. What is an RFP? What does a company use it for?
- 22. List at least TWO ways to foster trust with a customer.

23. List at least TWO examples of nonverbal symbols.
24. What does an effective meeting need?
25. List at least FOUR sections contained in a resume.

#### **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 arrived 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 on 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.



Generally speaking, salespeople employ five skills. First, they ask questions and really listen to the replies so they can identify the customer's needs exactly. Second, they describe those benefits of the product which meet that customer's needs. Third, they use evidence to support any claims made. Fourth, they overcome objections. Finally, they close the sale. These techniques can be used positively by us all, at work and in our daily lives.

31. According to the passage, how can we favorably influence others?
- A. By considering things in their ways.
  - B. By persuading them in favor of us.
  - C. By listening to them effectively.
32. According to the passage, which of the following statements is true?
- A. Persuasion is useful only in marketing and sales.
  - B. Everyone can be successful in selling.
  - C. Many people have bad feelings to the word, selling.
33. According to the passage, customers decide to buy a product when \_\_\_\_\_.
- A. they realize the product is a necessity to them
  - B. their friends and relatives have the same product
  - C. they have enough money to buy the product
34. If a salesperson shows you some statistics to prove his product is popular, he is using the \_\_\_\_\_ skill mentioned in the last paragraph.
- A. second
  - B. third
  - C. fourth
35. The author's attitude to selling is \_\_\_\_\_.
- A. positive
  - B. negative
  - C. indifferent

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

**Translate the following passages into Chinese.**

36. To organize a persuasive message, follow these steps: (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 and (5) end by asking for a specific action.

37. A graphic aid provides a visual representation of the words in your message. Because most people remember what they see much longer and better than what they hear, graphic aids are important for you to know how to use as you work to improve your communication skills.
38. Think of the introduction as a transition from the greeting to the topic of the conversation. An introduction may be direct or indirect.
39. 'It's not what you say, but how you say it that counts.' Paralanguage involves the nonverbal symbols that accompany a verbal message and reveal the difference between what is said and how it is said.

#### **VI. WRITING (30 分)**

40. Create a table that arranges into rows and columns the information in the paragraph below. Include a title for the table as well as labels at the top of each column. (10 分)

The University has set eight courses at Level One from Monday to Friday; two for Monday, International Trade from 9 : 00 to 11 : 00 and Foundations to International Finance from 15 : 00 to 17 : 00; two for Tuesday, Economic Law from 9 : 00 to 11 : 00 and History of Economy from 15 : 00 to 17 : 00; one for Wednesday, Comparison between Western and Chinese Cultures from 9 : 00 to 11 : 00; two for Thursday, English Reading from 9 : 00 to 11 : 00 and International Politics from 15 : 00 to 17 : 00; one for Friday, Business English from 15 : 00 to 17 : 00.

41. You are working as an office clerk in a trading firm in Shanghai. You wish to apply for the position of office manager in Premier Business Co. , Ltd, whose advertisement has recently been published on the Beijing Youth. Your letter of application should include the following information: (20 分)

- You are 32 years old, not married.
- You graduated from Nanjing University as B. A. in management. After that you went on for one year's united courses by Nanjing University and Johns-Hopkins University of U. S. A.
- You have worked for five years in the trading firm in Shanghai.
- You are going to enclose your resume and credentials (证明文件) of your education qualification.

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座位号

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(2) 试题答题纸

2010 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 COMPREHENSTON (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 2009—2010 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)

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

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. T | 14. F | 15. T |
| 16. F | 17. T | 18. F | 19. T | 20. F |

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

21. What is an RFP? What does a company use it for?

An RFP is a request for proposals. A company sends out an RFP to solicit proposals for making decisions.

22. List at least TWO ways to foster trust with a customer.

(1) Make oneself accessible to the customer. (2) Give the customer knowledgeable responses. (3) Maintain continuous contact with the customer (list at least two).

23. List at least TWO examples of nonverbal symbols.

Body language, appearance, touch, space, time or voice (list at least two).

24. What does an effective meeting need?

It needs competent participants, organization and effective leadership.

25. List at least FOUR sections contained in a resume.

(1) Heading, (2) job objective, (3) special qualifications, (4) work experience,

(5) education, (6) activities, interests and achievements, (7) personal information and (8) references(list at least four).

#### 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. B

##### Passage Two

31. B                      32. C                      33. A                      34. B                      35. A

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

Translate the following passages into Chinese.

36. To organize a persuasive message, follow these steps: (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 and (5) end by asking for a specific action. 建构一个说服力信息要遵循以下步骤:(1)吸引读者注意力;(2)让读者感到他们有需求;(3)解释你对该需求的解决办法;(4)提供补充信息;(5)结束时要求读者采取具体行动。

37. A graphic aid provides a visual representation of the words in your message. Because most people remember what they see much longer and better than what they hear, graphic aids are important for you to know how to use as you work to improve your communication skills. 图像辅助手段为信息文字的可视呈现。因为大多数人记住他们看见的东西比记住他们听见的更久更深刻,所以如果你想要改善自己的交际技能,重要的一点就是知道如何使用图像辅助手段。

38. Think of the introduction as a transition from the greeting to the topic of the conversation. An introduction may be direct or indirect. 把介绍当作对话中从寒暄到主题的过渡,介绍可以是直接的,也可以是间接的。

39. 'It's not what you say, but how you say it that counts.' Paralanguage involves the nonverbal symbols that accompany a verbal message and reveal the difference between what is said and how it is said. “重要的不是你说了什么,而是怎么说。”辅助语言涉及到伴随一个言语信息的非言语符号,它揭露了说话内容与说话方式之间的差异。

## VI. WRITING (30 分)

40. Create a table that arranges into rows and columns the information in the paragraph below. Include a title for the table as well as labels at the top of each column. (10 分)

The University has set eight courses at Level One from Monday to Friday; two for Monday, International Trade from 9:00 to 11:00 and Foundations to International Finance from 15:00 to 17:00; two for Tuesday, Economic Law from 9:00 to 11:00 and History of Economy from 15:00 to 17:00; one for Wednesday, Comparison between Western and Chinese Cultures from 9:00 to 11:00; two for Thursday, English Reading from 9:00 to 11:00 and International Politics from 15:00 to 17:00; one for Friday, Business English from 15:00 to 17:00.

评分标准:

内容:5 分

格式、拼法及其它:5 分

41. You are working as an office clerk in a trading firm in Shanghai. You wish to apply for the position of office manager in Premier Business Co., Ltd, whose advertisement has recently been published on the Beijing Youth. Your letter of application should include the following information: (20 分)

- You are 32 years old, not married.
- You graduated from Nanjing University as B. A. in management. After that you went on for one year's united courses by Nanjing University and Johns-Hopkins University of U. S. A.
- You have worked for five years in the trading firm in Shanghai.
- You are going to enclose your resume and credentials (证明文件) of your education qualification.

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