

试卷代号:1052

中央广播电视大学 2009—2010 学年度第一学期“开放本科”期末考试

## 商务英语(下)(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。

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。

**Part One 阅读理解 Reading (25 points)**

**Passage 1 (10 points)**

**Quarterly Report on Office Furniture**

I must apologize for the late submission of my report, but the delay was partly connected with my visit to our Spanish subsidiary in San Sebastian. I had to step in at the last moment for the Sales Manager, who unfortunately suffered a car accident.

Here are the results of my analysis of the international performance of Relaxo International together with some predictions for the future development of the business furniture market. The first point to stress is that following the acquisition of the Relaxo Group and J. S. Moretti S. p. A. last year, Relaxo International, the renamed division, experienced a year of consolidation and profit growth this year. At the same time marketing activity was strengthened by the opening of new showrooms for Relaxo at the new International Design Centre in New York City and for Moretti S. P. A. in the office and factory complex just outside Milan. We also had good production results to show in our three major European regions; the Iberian Peninsula, Northern Europe and the British Isles. Muebles Relax de España showed real profit improvement following the factory investments which have led to more cost-effective manufacture. The order book increased significantly during the year, despite the lack of any real improvement in the business climate in Spain. This was due to the introduction of new desking and storage products, aided by key changes to the sales management structure. The Relaxo companies in Europe traded exceptionally well during the year, and new products were introduced to extend the System 99 executive seating range. The market conditions in Germany and Holland were very favourable and Relaxo looks able to take further advantage of this with systems furniture to be launched in these countries in the next couple of years. The Swiss company continues to develop its own markets and last year significantly increased its activity in southern Europe. However, market conditions in the USA were not so favourable for Relaxo Incorporated, but the opening of the showroom in New York should indicate a return to growth in the USA in coming years.

Relaxo Systems Furniture in the UK continued its profitable growth pattern. In

marketing terms, the major events include extensions to the System M100 screen based furniture range which is proving such a popular product with major British companies. New storage products were also introduced in October. Alhambra, a Spanish desking range, was launched in the UK for the front office furniture market. It was well received and projected sales for next year are encouraging.

Overall, the past year has been a favourable one for the Relaxo Group in all three European regions. This has been the case despite the variable conditions from country to country. The prospect for the coming years looks favourable on the whole, and only the situation in the USA may give some cause for concern.

**Mark the following statements True or False according to the passage.**

1. The newly restructured company had a good year.
2. Production facilities were improved in America and Italy.
3. The success of Spanish subsidiary was connected to the change in the business climate.
4. European trade developments helped Relaxo companies to expand the number of new products they were able to sell.
5. The most important market development for the UK-based company was the introduction of the Alhambra desking range.

**Passage 2 (15 points)**

Verbal skills in another culture can generally be mastered if one studies hard enough. But nonverbal skills are much more difficult to learn. Nonverbal behavior includes eye contact, facial expression, posture, gestures, and the use of time, space, and territory. The messages sent by body languages and the way we arrange time and space have always been open to interpretation. Does a raised eyebrow mean that your boss doubts your statement or just that she is seriously considering it? Does that closed door to an office mean that your coworker is angry or just that he is working on a project that requires concentration? Deciphering nonverbal communication is difficult for people who are culturally similar, and it is even more troublesome when cultures differ.

In western cultures, for example, people perceive silence as a negative trait. It suggests rejection, unhappiness, depression, regret, embarrassment, or ignorance. However, the Japanese admire silence and consider it a key to success. A Japanese proverb says, "Those who know do not speak; those who speak do not know." Over 60 percent of Japanese businesswomen said that they would prefer to marry silent men. Silence is equated with wisdom.

Although nonverbal behavior is ambiguous within culture and even more problematic between cultures, it nevertheless conveys meaning. If you've ever had to talk with someone who does not share your language, you probably learned quickly to use gestures to convey basic messages. Since gestures can create very different reaction in different cultures, one must be careful in using and interpreting them. In some societies it is extremely bad form to point one's finger, as in giving directions. Other hand gestures can also cause trouble. The "thumb up" symbol may be used to indicate approval in North America, but in Iran and Ghana it is a vulgar gesture.

As businesspeople increasingly interact with their counterparts from other cultures, they will become more aware of these differences. Some behaviors are easy to warn against, such as touching people from the Middle East with the left hand (because it is considered unclean and is used for personal hygiene). We're also warned not to touch anyone's head (even children) in Thailand, as the head is considered sacred. Numerous lists of cultural do's and don'ts have been compiled. However, learning all the nuances of nonverbal behavior in other cultures is impossible, and such lists are merely the tip of the cultural iceberg.

**Using the information in the text, answer each of these questions in the fewest possible words.**

**Your answer should not exceed 10 words.**

6. Why are nonverbal skills hard to learn?
7. What does the Japanese proverb suggest about the Japanese people?
8. Why should one be careful in using and interpreting gestures?
9. What is true about the lists of cultural do's and don'ts?
10. What is the message this passage gives to people in international business?

**Part Two 简答题 Short-Answer Questions (15 points)**

**Answer the following questions based on what you have learned from the textbook. You should use complete sentences. (15 points)**

11. Define *communication* and explain its most critical factor.
12. What are the five significant characteristics of culture?
13. Explain five strategies for improving communication among diverse workplace audiences.

**Part Three 辨析题 Revise (30 points)**

**Revise each of the following sentences according to the requirement given in the bracket. Please write your revised version in the Answer Sheet. (30 points)**

14. Members of the team have taken into consideration every one of the factors that has the capacity to affect the purchase. (to improve vigor and directness)
15. Last year Mr. Alvarro wrote letters and was giving presentations to promote investment in his business. (to improve parallelism)
16. It has been established that the incontestable key to the future success of QuadCam is a deep and firm commitment to quality. (to keep it simple, direct and conversational)
17. It has been determined by the staff that our process of check verification for customers must be simplified. (to make it clear)
18. We offer a free catalog of computer and office supplies that saves money and shopping time for readers. (to make it receiver-focused)
19. It is impossible to move forward without community support. (to make it positive)
20. You failed to include your credit card number, so we can't mail your order. (to make it positive)
21. Because of the degree of active employee participation, we are of the opinion that our team management will be successful. (to make it concise)
22. Am I the only one who can read the operating manual? (to make it courteous)
23. Whether or not we make a continuation of the sales campaign is dependent upon its success in the city of Houston. (to improve vigor and directness)

**Part Four 小论文 Writing (30 points)**

**24. Revise the following memo to improve its clarity, conciseness, vigor and readability. (30 points)**

**TO: All Employees Using Dell GX 520 Computers**

It has recently come to my attention that a computer security problem exists within our organization. I understand that the problem is twofold in nature:

- i . You have been sharing computer passwords.
- ii . You are using automatic log-on procedures.

Henceforth, you are prohibited from sharing passwords for security reasons that should be axiomatic. We also must forbid you to use automatic log-on procedures because they empower anyone to have access to our entire computer system and all company data.

Enclosed please find a form that you must sign and return to the aforementioned individual, indicating your acknowledgement of and acquiescence to the procedures described here. Any computer user whose signed form is not returned will have his personal password invalidated.

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商务英语(下)(1) 试题答题纸

2010 年 1 月

题号	Part One	Part Two	Part Three	Part Four	总分
分数					

Part One		阅读理解 Reading (25 points)				得分				评卷人					
Passage 1 (10 points)															
1.			2.			3.			4.			5.			
得分				得分				得分				得分			
Passage 2 (15 points)															
得分															
		6													
得分															
		7													
得分															
		8													
得分															
		9													
得分															
		10													

<b>Part Two</b>		<b>简答题 Short-Answer Questions (15 points)</b>	<b>得 分</b>		<b>评卷人</b>	
得分	11					
得分	12					
得分	13					

<b>Part Three</b>		<b>辨析题 Revise (30 points)</b>	<b>得 分</b>		<b>评卷人</b>	
得分	14					
得分	15					
得分	16					
得分	17					
得分	18					
得分	19					
得分	20					
得分	21					
得分	22					
得分	23					

<b>Part Four</b>		<b>小论文 Writing (30 points)</b>	<b>得 分</b>		<b>评卷人</b>	
24.						

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商务英语(下)(1) 试题答案及评分标准

(供参考)

2010 年 1 月

**Part One 阅读理解 Reading (25 points)**

**Passage 1 (10 points)**

- **Two points for each item.**

1. T                      2. F                      3. F                      4. T                      5. F

**Passage 2 (15 points)**

- **Three points for each item.**
- **Lose one point if exceeding ten words in each item.**

6. Because messages sent by body language are often ambiguous.  
7. They value silence highly.  
8. Because they may mean different things in different cultures.  
9. They are numerous but far from exhaustive.  
10. They can never be too careful in nonverbal communication.

**Part Two 简答题 Short-Answer Questions (15 points)**

- **Five points for each question.**

11. For our purposes, communication is the transmission of information and meaning from one individual or group to another. The crucial element in this definition is meaning. The process of communication is successful only when the receiver understands an idea as the sender intended it. Both parties must agree not only on the information transmitted but also on the meaning of that information.

12. Culture is learned. Cultures are inherently logical. Culture is the basis of self-identity and community. Culture combines the visible and invisible, and culture is dynamic.

13. Seek training. Understand the value of differences. Don't expect conformity. Create zero tolerance for bias and stereotypes. Learn about your cultural self. Make fewer assumptions. Build on similarities. (If any five strategies of these are mentioned, five pointed can be offered.)

**Part Three 辨析题 Revise (30 points)**

**Revise each of the following sentences according to the requirement given in the brackets. (30 points)**

- **Three points for each question.**

14. The team members have considered every factor that may affect the purchase.

15. Last year Mr. Alvarro wrote letters and gave presentations to promote investment in his business.

16. We deeply believe that quality is the most important key to the future success of QuadCam.

17. We determined to simplify check verification process for customers.

18. Readers can be offered a free catalog of computer and office supplies, which can help save money and shopping time.

19. With community support, we can move forward.

20. We'll mail your order as soon as we receive your credit card number.

21. Because of the active participation, our team management program will be successful.

22. Let's review the operating manual together so that you can get your documents to print correctly next time.

23. Whether we'll continue the sales campaign depends upon its success in the city of Houston.

**Part Four 小论文 Writing (30 points)**

**24. Revise the following memo to improve its clarity, conciseness, vigor and readability. (30 points)**

- Five points for the format of the memo (DATE; TO; FROM; SUBJECT);
- Four points for the beginning with a positive buffer;
- Five points for offering the reasoning;
- Five points for revealing bad news clearly;
- Three points for ending positively;
- Eight points for the fluency and accuracy of the language. (including one point for three spelling mistakes, one point for two grammar mistakes).