

试卷代号:1053

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)(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。

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 Reading (20 points)

If you look at the current situation, you can divide the Internet presence of enterprises into six phases:

Phase 1: “Hello, I’m online, too” — In this phase, the company has set up a web page. But in this phase, no real structure is provided. There is no search engine, there is only some of the product information and there is no link to the current stock price and no way to communicate with people within the company.

Phase 2: “Structured Web Site” — The web site now has a decent structure, you can use a search engine to search for keywords, you can see all the company information, you can exchange messages within the company.

Phase 3: “Trying E-Commerce” — The company is trying to sell information, goods, etc. online. The system is not connected to the real databases on the Intranet. It is slow, costs a lot of money and is not really secure. There is no way to hook up your company’s back-end system to the back-end of the other company.

Phase 4: “Doing E-Business” — Your web site has a direct link into the legacy systems of your Intranet, it allows retrieval of information from internal databases and uses secure protocols to transmit data between your company and the customer or another business. You are able to save costs and start making a profit from your online business.

Phase 5: “Pervasive E-Business” — Using any device that contains a chip (e. g. cellular phone) people are able to connect to your data and transmit or receive the desired information to do e-business.

Phase 6: “One World-One Computer” — All chip-based devices will be interconnected and create one huge information resource. The devices are able to interchange any type of information on an object-oriented level. Applications will be transparent to these devices. Users won’t know where the answer to their problems came from.

Most companies nowadays are somewhere near or between phase 2 and phase 3. Most of them are moving towards phase 4. One important part of this book is to show what will happen after phase 4. Pervasive computing is the most likely thing to happen. The book will show what such a world could look like and what the alternatives are. It tries to identify the standards and the owners, and tries to find out what the Internet will be like in five years' time.

Mark the following statements True or False according to the information provided in the text.

1. At present, most enterprises are able to do E-Business on the Internet.
2. One difference between Phase 1 and Phase 2 concerns the presence of a decent structure.
3. The "Trying E-Commerce" phase is the least expensive stage.
4. At the third phase, customers are able to access information from an enterprise's internal database.
5. During "Doing-E-Business" phase, you're starting to make a profit.
6. Users with questions will be able to know who has provided them with the answers.
7. Eventually, all chip-based devices will be interconnected and are able to interchange any type of information.
8. Most companies today are more or less between phase 2 and phase 3.
9. The author would agree that online business will be profitable.
10. The book is focused on the trends of the Internet.

Part Two Short-Answer Questions (10 points)

Answer the following questions based on what you have learned from the textbook. You should use complete sentences.

1. Name the five characteristics of goodwill messages.
2. Explain the components of a bad-news message.

Part Three Writing (70 points)

I. Revise each of the following sentences according to the requirement given in the brackets.

Please write your revised version on the Answer Sheet. (10 points)

1. You obviously made a mistake by sending us the wrong goods. (to/avoid indignation)
2. It is imperative that you reply at once. (to make it courteous)
3. According to you, the item stopped working. (to avoid mistrust)
4. We hope you won't be dissatisfied with our new products. (to avoid double negatives)
5. We will deliver the goods you ordered by March 29. (to focus on the reader's benefits)

II. Revise the following memo. And the formatting of the memo is to be scored. (30 points)

To: Good Vibes Inc.

You call yourselves Good Vibes, but all I'm getting from your service is bad vibes. I'm furious that you have your salespeople slip in unwanted service warranties to boost your sales.

When I bought my Panatronic VCR from Good Vibes, Inc., in August, I specifically told the salesperson that I did NOT want a three-year service warranty. But there it is on my VISA statement this month! You people have obviously billed me for a service I did not authorize. I refuse to pay this charge.

How can you hope to stay in business with such fraudulent practices? I was expecting to return this month and look at CD players, but you can be sure I'll find an honest dealer this time.

III. Writing (30 points)

The situation:

You have ordered two cartons of brass candlesticks from a dealer in Sydney. You found that one of the cartons contained only 228 candlesticks instead of the 240 items invoiced when the goods reached your address.

Write a letter asking for a correction to the delivery. Supply any details needed and make your letter smooth and natural.

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商务英语(下)(2) 试题答题纸

2010 年 1 月

题号	Part One	Part Two	Part Three	总分
分数				

Part One	Reading	得分	评卷人
1		6	
2		7	
3		8	
4		9	
5		10	

Part Two	Short-answer Questions	得分	评卷人
Short-answer Questions:			
1			
2			

Part Three	Writing	得分	评卷人
I.			
1			
2			
3			
4			
5			

II.
III.

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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)(2) 试题答案及评分标准

(供参考)

2010 年 1 月

Part One Reading (20 points)

● **Two points for each item.**

- | | | | | |
|----------|---------|----------|----------|----------|
| 1. False | 2. True | 3. False | 4. False | 5. True |
| 6. False | 7. True | 8. True | 9. True | 10. True |

Part Two Short-Answer Questions (10 points)

1. Goodwill messages deliver thanks, praise or sympathy. They should be selfless, specific, sincere, spontaneous, and short. Thank-you gifts should identify the gift, tell why you appreciate it, and explain how you will use it. Thank-you's for favors should tell, without gushing, what they mean to you. Expressions of sympathy should mention the loss tactfully; recognize good qualities in the deceased; offer assistance; and conclude on a positive, reassuring note.

2. Begin with a buffer, such as a compliment, appreciate a point of agreement, objective information, understanding or some part of the message that represents good news. Then explain the reasons that necessitate the bad news, trying to cite benefits to the reader or others. Choose positive words, and clarify company policy if necessary. Announce the bad news strategically, mentioning a compromise or alternative if possible. Close pleasantly with a forward-looking good will statement.

Part Three Writing (70 points)

I. Revise each of the following sentences according to the requirement given in the brackets.

(10 points)

● Two points for each sentence.

1. Thank you for your goods. However, we have found the goods are not the one we ordered.

2. Your prompt reply is highly appreciated.

3. We noted in your letter of March 16 that the item had stopped working.

4. We hope you'll be satisfied with our new products.

5. You can get the goods ordered by March 29.

II. Revise the following memo. And the formatting of the memo is to be scored. (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 reasons;
- 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).

III. Writing (30 points)

- Five points for the format of the letter, such as the date, the receiver's address, the salutation (Dear _____), the complimentary close (Yours faithfully, Yours sincerely), and the signature, etc. ;
- Fifteen points for the contents of the letter;
- Five points for the fluency and accuracy of the language;
- Five points for three spelling mistakes.