

试卷代号:1143

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(上) 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。

Paper 1 Listening Test (30 points)

Information for candidates

- There are three parts to the test and you will hear each part twice.
- There will be a pause before each part to allow you to look through the questions and other pauses to let you think about your answers.
- Write your answers on the Answer Sheet.

Part 1

You will hear a short talk. As you listen, mark the following statements True or False according to the information you have heard. (10 points)

1. The Internet and intranet have not changed the way we do things.
2. The intranet is used for communicating with the sales force.
3. The intranet is not used for posting information for general use.
4. In terms of the Internet, obviously we're communicating externally quite frequently.
5. The Internet is used for researching other companies, potential customers and competitors.

Part 2

You will hear part of a presentation about a transport company. As you listen, answer questions 6—10. (10 points)

Today there are 12,000 buses, 4,000 train units, (6) _____ employees, which is quite phenomenal growth for (7) _____ years. We've been on the stock exchange in London for five years now.

When we floated in (8) _____, the business had annual revenues of 150 million, and the pre-tax profits were 13 million. This year the, the market expects revenues to be (9) _____ billion, so they've gone up 10 times, and pretax profits to be around 160 million, so they're gone up, er, more than 10 times.

The family has slowly loosed control of the business over the years. They used to have 100% ownership; they had (10) _____% ownership when the company was floated on the stock exchange five years ago; today they have just over 25% ownership.

Part 3

You are going to listen to part of a conversation. Choose the best answer to what you learn from the conversation. (10 points)

11. Mr. Winters has been to the restaurant _____.
A. once
B. twice
C. more than twice
12. He went to the restaurant the first time because _____.
A. he had seen an advertisement in a magazine
B. a friend recommended it
C. he happened to be passing it
13. His opinion of the food at the restaurant is that it's _____.
A. very good but a little expensive
B. good value for money
C. very good and very cheap
14. His opinion of the ambience of the restaurant is that it's _____.
A. quiet and intimate
B. too noisy and crowded
C. full of life
15. His opinion of the service is that the waiters are _____.
A. a bit too polite and helpful
B. efficient but a bit rude
C. polite and friendly, but not very efficient

Paper 2 Vocabulary and Structure (30 points)

I. Match the words on the left with their definitions on the right. (8 points)

1. in stock	A. the process of coming into ownership, control or possession of something
2. the bare minimum	B. to bring people into conflict or competition of one's own advantage
3. to play off	C. the routines service of passively responding to a customer's needs; offer the basic service only
4. transcript	D. possibility
5. market share	E. a question, often expressing doubt about something or looking for an answer from an authority
6. acquisition	F. the part of the market that belongs to or is owned by a particular company or product
7. feasibility	G. the exact written copy of (something)
8. query	H. (of goods) available for immediate sale in a shop

II. Choose a word or phrase from the list for each space in the passage below. Make changes if necessary. (22 points)

trying times;	rose;	motivated;	dramatically;	cramped;
declined;	result;	demoralized;	determined;	smoothly;
				morale

At first business went 1. Their customers were satisfied with both their goods and the service World Fabrics provided. 2 among the workers was also good and they were all highly 3 and 4 to make a success of the new company.

The number of customers increased twofold in less than six months and their sales figures rose 5. Their staff doubled and the company's existing premises were too 6 to deal with the increase in business so they moved to a larger more modern office on the outskirts of Birmingham.

Once in their new premises things begin to change for the worse. The number of complaints they received 7 suddenly and, as far as the company was concerned, inexplicably. Their customers were no longer pleased with the service they received and began to look elsewhere for their business. As a 8 sales figures 9. The next few years were 10 for the company as it struggled to keep afloat. Staff felt 11 as their salaries froze and the threat of redundancy was always in the background.

Paper 3 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)

1. What sort of information is supposed to be included in your CV?
2. What is SWOT analysis?
3. What makes a successful interview?

Paper 4 Reading (25 points)

Passage 1(15 points)

Read the following text and answer questions 1—5.

People often fail to understand the difference between accounting and bookkeeping. Bookkeeping, which is a process of accounting, is the means of recording transactions and keeping records. Mechanical and repetitive, bookkeeping is only a small, simple part of accounting. Accounting, on the other hand, includes the design of an information system that meets the users' needs. The major goal of accounting is the analysis, interpretation, and use of information. Accountants look for important relationships in the information they produce. They are interested in finding trends and studying the effects of different alternatives. Accounting includes system design, budgeting, cost analysis, auditing, and income tax preparation or planning. It is important that the user of accounting information understand the processes underlying accounting.

Most businesses use a large amount of nonfinancial information. Their marketing departments, for example, are interested in the style or packaging of competitors' products. Personnel departments keep health and employment records of employees. With the widespread use of the computer today, varied information needs are being organised into what might be called a management information system (MIS). The management information system consists of the interconnected subsystems that provide the information needed to run a business. The accounting information system is the most important subsystem because it plays the primary role of managing the flow of economic data to all parts of a business and to interested parties outside the business.

Questions 1—5

1. How would you describe the relationship of bookkeeping to accounting?
2. What is the major goal of accounting?
3. What activities are included in accounting?
4. What is the MIS?
5. Why is the accounting system the most important subsystem in MIS?

Passage 2 (10 points)

A survey can be used to collect data before a new product or service is launched on the

market, or to collect feedback from customers who are already using a product or service.

In a survey, a sample of the target customers is asked questions relating to the data the company needs. It is often useful to survey people in their own homes, as then you can be more selective about who your target customers are than if you interview people at random in the street.

There are three main types of survey that can reach target customers in their own homes: doorstep interviews, postal surveys and telephone surveys.

Doorstep interviews. These are most informative because interviewers can check responses by watching respondents' body language, but there are disadvantages. People are usually suspicious of a stranger who knocks at their door and may be reluctant to be interviewed. Also, it can be difficult to check that interviewers are actually interviewing people and not falsifying the results by filling in the answers themselves. They are also expensive to run, so they are not used very often.

Postal surveys. These are the most frequently used form of survey. They are considered less reliable than doorstep interviews, because there is no interviewer to check that the customer understands the questions, although this problem can be reduced by good research design. They also have the lowest response rate because people often just throw questionnaires away. They have the advantage of being very cheap.

Telephone surveys. These are intermediate in cost and can give very quick results. They are less reliable than doorstep interviews as interviewers cannot see respondents' body language, but they can make sure respondents understand the question. Telephone surveys are usually recorded, so it is hard for the interviewer to falsify the results. The main problem is that most people feel that a phone call from a stranger is an invasion of their privacy. Considerable skill is therefore needed to persuade people to agree to answer the questions. One technique in tele-interviewing is to start the call by asking for the customer by name, and then to identify yourself by name and ask a question such as 'How are you?' in order to establish personal contact.

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

1. Surveys are only used before a product is put on the market.
2. Doorstep interviewers get more information because they can see the person's face and movements.
3. Sometimes doorstep interviews give false results as interviewers may invent the answers instead of asking questions.
4. People don't always answer postal surveys.
5. Telephone surveys cost less than doorstep surveys but more than postal surveys.

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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(上) 试题答题纸

2010 年 1 月

题号	Paper 1	Paper 2	Paper 3	Paper 4	总分
分数					

Paper 1	Listening Test (30 points)				得分		评卷人	
1.	2.	3.	4.	5.				
6.	7.	8.	9.	10.				
11.	12.	13.	14.	15.				

Paper 2	Vocabulary and Structure (30 points)				得分		评卷人	
I. (8 points)								
1.	2.	3.	4.					
5.	6.	7.	8.					
II. (22 points)								
1.	2.							
3.	4.							
5.	6.							
7.	8.							
9.	10.							
11.								

Paper 3	Short-Answer Questions (15 points)	得 分		评卷人	
1.					
2.					
3.					

Paper 4	Reading (25 points)	得 分		评卷人	
Passage 1 (15 points)					
1.					
2.					
3.					
4.					
5.					
Passage 2 (10 points)					
1.	2.	3.	4.	5.	

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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(上) 试题答案及评分标准

(供参考)

2010 年 1 月

Paper 1 Listening Test (30 points)

- Two points for each correct answer.

Part 1

You will hear a short talk. As you listen, mark the following statements True or False according to the information you have heard. (10 points)

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

Part 2

You will hear part of a presentation about a transport company. As you listen, answer questions 6—10. (10 points)

6. 31,000 7. 18 8. 1993 9. 1.5 10. 55

Part 3

You are going to listen to part of a conversation. Choose the best answer to what you learn from the conversation. (10 points)

11. C 12. A 13. B 14. C 15. A

Paper 2 Vocabulary and Structure (30 points)

I. Match the words on the left with their definitions on the right. (8 points)

- One point for each correct answer.

1. H 2. C 3. B 4. G
5. F 6. A 7. D 8. E

II. Choose a word from the list for each space in the passage below. Make changes if necessary. (22 points)

- Two points for each correct answer.

1. smoothly 2. Morale 3. motivated 4. determined
5. dramatically 6. cramped 7. rose 8. result
9. declined 10. trying times 11. demoralized

Paper 3 Short-Answer Questions(15 points)

- **Five points for each correct answer.**

1. Your CV should include your name, address, telephone number, your education, your work experience, your skills, your hobbies and names of referees etc.

2. SWOT analysis, on the other hand, is used to categorise aspects of an organization which may need to be changed or developed. It stands for strengths, weakness, opportunities and threats.

3. Good preparation is the key to a successful interview. Apart from that, you have to tactfully deal with the questions during the interview, pay attention to your manners and be honest.

Paper 4 Reading (25 points)

Passage 1(15 points)

- **Three points for each correct answer.**

1. Bookkeeping is a process of accounting; it is only a small, simple part of accounting.

2. Its major goal is the analysis, interpretation, and use of information.

3. Included in accounting are system design, budgeting, cost analysis, auditing, and income tax preparation or planning.

4. It means the management information system, which consists of the subsystems that provide the necessary information for running a business.

5. Because it manages the flow of economic data to concerned parties in and outside a business, and this is an essential role.

Passage 2(10 points)

- **Two points for each correct answer.**

1. F

2. T

3. T

4. T

5. T