试卷代号：11360　　　　座位号□□

国家开放大学2024年秋季学期期末统一考试

高级商务英语阅读　试题

2025年1月

学　　号：________________

姓　　名：________________

考点名称：________________

注意事项：

1. 将你的学号、姓名及考点名称填写在试题和答题纸的规定栏内。考试结束后，把试题和答题纸放在桌上。试题和答题纸均不得带出考场。待监考人员收完试题和答题纸后方可离开考场。

2. 仔细阅读题目的说明，并按题目要求答题。所有答案必须写在答题纸的指定位置上，写在试题上的答案无效。

3. 用蓝、黑圆珠笔或钢笔(含签字笔)答题，使用铅笔答题无效。

Information for the examinees:

This examination consists of three sections. They are:

Section Ⅰ: Words (20 points)

Section Ⅱ: Reading Comprehension (64 points)

Section Ⅲ: Translation (16 points)

The total marks for this examination are 100 points. Time allowed for completing this examination is 90 minutes.

Section Ⅰ: Words

Questions 1—10. (20 points, 2 points each)

Match the English words on the left with the Chinese words on the right.

1. capital	a. 货币贬值
2. monopoly	b. 交易
3. transaction	c. 时髦术语
4. asset	d. 保险费
5. devaluation	e. 分歧
6. creditor	f. 垄断
7. premium	g. 资金
8. buzzword	h. 摩擦
9. friction	i. 债权人
10. divergence	j. 资产

Section Ⅱ: Reading Comprehension (64 points)

Part 1 Questions 11—17. (21 points, 3 points each)

Read the following passage and then match the statements (11—17) to the letter (A, B, C or D).

13 Essential Rules for Investing

A

1. Choose a sound financial lifestyle

This is the first thing you should do before investing: Graduate from the paycheck mentality to the net worth mentality.

People with paycheck mentality spend to the max based on their net incomes. Their financial lifestyle is all about earning to spend. On the other hand, people with net worth mentality focus on building net worth over the long term.

Pay off credit card and high-interest debts. Paying your high-interest debts is the highest, risk-free, tax-free return on your money that you can possibly earn.

Establish an emergency fund. Six months living expenses is adequate for most people.

2. Start early and invest regularly

Saving is the key to wealth, so there is no substitute for frugality. And, due to the power of compounding, starting early makes a huge difference.

3. **Know what you are buying**

Know more about the various investment choices available to you, such as stocks, bonds, and mutual funds. Don't invest in things you don't understand.

4. **Keep it simple**

Simple investing strategy almost always beats the complicated ones. Index investing takes very little investment knowledge, practically no time or effort—and outperforms about 80 percent of all investors. Instead of hiring an expert or spending a lot of time trying to decide which stocks or actively managed funds are likely to be top performers, just invest in index funds and forget about it.

B

5. **Diversify your portfolio**

When it comes to investing, the old saying, "Don't put all your eggs in one basket," definitely applies. In order to diversify your portfolio, you should try to find investments that don't always move in the same direction at the same time. A good mix for this is stocks and bonds.

6. **Decide your asset allocation**

You should decide what a suitable stock/bond/cash allocation is for your personal long-term asset allocation plan. This is the most important portfolio decision you will make. Investments in stocks, bonds, and cash have proven to be a successful combination of securities for portfolio construction.

7. **Minimize your investment costs**

The shortest route to top quartile performance is to be in the bottom quartile of expenses. It's critical that you keep your investment costs as low as possible. It is recommended to avoid all load funds and favor low-cost index funds.

C

8. **Invest in the most tax-efficient way possible**

For all long-term investors, there is only one objective—maximum total return after taxes. Tax can be your biggest expense, so it's important to be tax-efficient. One of the easiest and most effective ways to cut mutual fund taxes significantly is to hold mutual funds for more than 12 months.

9. **Avoid performance chasing and market timing**

Using past performance to pick tomorrow's winning mutual funds is such a bad idea that the government requires a statement similar to this: "Past performance is no guarantee of future performance." And market timing (a strategy based on predicting short-term price changes in securities) is something which is virtually impossible to do. The logical alternative to performance chasing and market timing is structuring a long-term asset allocation plan and then staying on the course.

10. **Track your progress and rebalance when necessary**

Rebalancing is the simple act of bringing your portfolio back to your target asset allocation. Rebalancing controls risk and may reward you with higher returns. Rebalancing forces us to sell high and buy low. We're selling the outperforming asset class or segment and buying the underperforming asset class or segment. That's exactly what smart investors want to do.

D

11. **Tune out the "noise"**

Most sales and advertising pitches from brokerage houses and money managers are variations of one single message: "Invest with us because we know how to beat the market." Far more often than not, this promise is fictitious at best and financially disastrous at worst. Here is a simple guideline: all forecasting is noise. Believing that "It's different this time" can cause severe financial damage to your portfolio.

12. **Master your emotions**

When it's time to make investing decisions, check your emotions at the door. Things such as blindly following the crowd, trying too hard or acting on a hot tip will almost always leave you poorer. Forget the popular but misguided notion that investing is supposed to be fun and exciting. If you seek excitement in investing, you're going to lose money.

13. **Protect your assets by being well-insured**

To be a successful investor requires being a good risk manager. Three key rules for being properly insured: Only insure against the big catastrophes and disasters that you can't afford to pay for out of pocket. Carry the largest possible deductibles you can afford. Only buy coverage from the best-rated insurance companies.

Now match the statements (11—17) to the letter (A, B, C or D).

11. You should try to reduce the tax related to your investment earnings to the minimum.
12. Index investing is a simple way of investment.
13. Choosing the most reliable insurance company is the most important.
14. It is essential to keep your investment cost as low as possible.
15. It is advisable to structure a long-term asset allocation plan and then follow it.
16. Establish an emergency fund is important in making investment decisions.
17. You should not always follow the advertisement by investment brokerage houses.

Part 2 Questions 18—23. (18 points, 3 points each)

Read the following passage and choose the best sentence (A—F) to fill each of the gaps.

Are You Ready to Manage Your Investments and Savings?

One of the most important skills in life is understanding your money, and the correct ways to make it grow. Of all the language, math, and science skills schools teach to help you get a paying job, they never teach you how to take care of the money you make. (18)________ Saving as much of that money you make is also really important. This includes careful spending and taking advantage of sales and coupons.

But then what? If you ask most retirees they' ll tell you it is scary once that paycheck stops and all you have to depend on is those life savings. Especially for this current working class generation, whose retirement funds the government is "borrowing" from to pay for our debt, we have no dependable social security for retirement. (19) ________

It's safe to say at some point, your savings will be tied to the stock market. Could be through pension funds, 401k's, IRA retirement funds, life insurance, etc. What's critical for you to know is whether you, your current financial advisor, or another financial advisor is the one to trust your hard earned money with.

(20) ________ By the time you retire in 20 or 30 years your investments will be worth more than when you started right? While the statistic is true over 50 or 100 years, there are decades in between where the stock market is the same or lower than when you started. (21)________ Even if you retired at a time when the stock market is the same as when you started instead of down, it still means your savings did nothing over the decades to help you retire. (22) ________

Know that investing on your own is a challenge, but it is very doable and many regular working class people successfully do it everyday to increase their savings and wealth. (23)________ The danger is most financial advisors are not professional money managers; they' re just advisors who work mostly as salesmen for investing firms.

A simple way to see if your financial advisor is qualified to handle your savings is to ask them to see records of real customers they themselves have personally managed. Look at those records and see if those customers were able to retire comfortably like the financial advisor is promising you. This probably means the financial advisor would have dozens of years of experience and investing his own money alongside yours.

A What happens if your retirement date happens to be during those bad years?

B The theoretical solution, which everyone knows, is investing so your savings grow over time as the investment grows, and that investment growth covers your retirement living expenses.

C The standard pitch a financial advisor will give you is that the stock market goes up in the long run.

D However, looking at our self assessment criteria below, if you are still in the "Beginner" stage, it is safer to find a good professional to manage your money for you.

E Of course, having a well paying job is the first step to survival and paying expenses.

F More devastating would be realizing that years of saving with coupons, sales, and driving cars with higher MPG did little to help compared to how your investments lost.

Part 3 Questions 24—28. (15 points, 3 points each)

Read the following passage and choose the best statement (A, B, C or D) for each question.

For the first time, three candidates are contesting the World Bank presidency in what ought to be an open, competitive and merit-based process. I feel privileged to be one of those candidates, and to represent the aspirations of many people from the developing world.

My own approach to thinking about development has been influenced by my childhood experiences. I grew up in a village in Nigeria where I knew poverty first-hand. I lived through the Nigerian civil war in my formative years, where I observed how violence could set back years of economic development. My thinking has also been shaped by the past 30 years, working in almost every region of the world on thorny issues of development. It has certainly been informed by four years as finance and foreign minister in one of the most challenging but also exciting countries in the world—Nigeria.

In the wake of the great recession, the uncertain times in which we live call for decisive action. The World Bank must respond quickly and effectively to three key challenges facing its client countries in ways that respect their priorities, their culture and their own processes.

Creating jobs is the first and most important challenge, complicated by the coming of age of a burgeoning youth population. This requires steady, inclusive economic growth based on prudent macroeconomic policies and development of key sectors of the economy, fitting the specific conditions of each country. No one size fits all. For many countries, it would be important to prioritize investments in infrastructure, agriculture, health, education and other sectors that can unleash jobs.

Second, the Bank must support investments in human capital, especially in health, education, and welfare. Health sector investments should prioritize strengthening national health systems as a way of sustainably managing disease prevention and control. Similarly, investments in education must extend beyond primary and secondary enrolment targets, and focus on learning outcomes, vocational training and the development of employable skills at the secondary and tertiary level.

Third, the Bank must support developing countries in building appropriate institutions that support property rights and the enforcement of contracts, promote good governance and provide a conducive environment for private initiative. Building institutions is arduous and requires patience and persistence. Institutional reforms have been dear to my heart, both in Nigeria and abroad, and nowhere more so than in fighting corruption. In Nigeria, I have promoted and implemented transparency of the budget and public finances by publishing monthly revenues of all tiers of government, which has been instrumental in making leaders more accountable. I have fought corruption at our ports and strengthened central government governance.

These three major challenges—creating jobs, investing in the human capital of the poor and building institutions—have to be pursued with vigor. Furthermore, the Bank also plays a key role in ensuring the efficient delivery of global public goods and in meshing its initiatives with the priorities of national and regional development programs.

Now choose the best statement (A, B, C or D) for each question.

24. The writer of this passage is ________ .

A. the president of the World Bank

B. a candidate for the presidency of the World Bank

C. a reporter of a newspaper

D. a politician working in Nigeria

25. Which of the following about the writer's experience is not mentioned according to the passage?

A. He experienced poverty in his childhood.

B. He used to work in almost every region of the world.

C. He has been the finance and foreign minister of Nigeria.

D. He grew up in Nigeria and received education overseas.

26. The three key challenges put forward by the writer does not include ________ .

A. creating jobs

B. investing in the human capital

C. improving the welfare of the poor

D. building institutions

27. The writer thinks to create jobs, each country ________ .

A. should have its specific policies that fit its own conditions

B. could apply the same policies that fit all

C. should stimulate its youth population

D. needs to prioritize investments in infrastructure, agriculture, health, education and other sectors that can unleash jobs

28. The writer has promoted and implemented transparency of the budget and public finances in Nigeria ________ .

A. by publishing monthly revenues of all tiers of government

B. by making leaders more accountable

C. by strengthening central government governance

D. by having patience and persistence

Part 4 Questions 29—38. (10 points, 1 point each)

Read the following passage and fill each gap with the best word (A, B, C or D).

Global economic growth is making a (29)________ than expected comeback. This is good news on many fronts, but can we expect this stronger growth to (30) ________ the frustrations about rising inequality and economic insecurity that have rocked the political establishments of many countries?

That has been the (31)________ assumption behind the standard "growth model" of recent decades: a rising tide of GDP promoted particularly by supply side reforms and increased (32)________ for private capital investment and export-oriented production will ultimately lift all boats.

But recent political developments around the world suggest that in many countries most citizens lack (33)________ in this. And political leaders have been voicing similar(34)________, calling repeatedly in G20 communiques and UN declarations for new and more deliberate efforts to make economic growth more socially inclusive.

(35)________ this new consensus that broad socioeconomic progress should be prioritized much more strongly in economic policy, GDP growth statistics continue to be the primary way national economic performance is tracked by governments and (36)________ in the media. Since what gets measured tends to get managed, the primacy of GDP statistics tends (37)________ reinforce the imbalance of attention and resources applied to macroeconomic and financial stability policies, (38)________ influence the overall level of economic activity, relative to the strength and equity of institutions and policy incentives in such structural policy areas as skills development, labour markets, competition, investor and corporate governance, social protection, infrastructure and basic services.

29. A. stronger	B. strong	C. strongest	D. strongly
30. A. relish	B. reload	C. relieve	D. rely
31. A. imply	B. explicit	C. absolute	D. implicit
32. A. bonds	B. incentives	C. efforts	D. services
33. A. confidence	B. space	C. foundation	D. technology
34. A. skeptical	B. skeptic	C. skepticism	D. sketch
35. A. But	B. Despite	C. Even	D. Even so
36. A. took	B. came	C. developed	D. reported
37. A. to	B. for	C. at	D. of
38. A. that	B. which	C. where	D. who

Section Ⅲ: Translation

Translate the following paragraphs into Chinese. (16 points)

39. Car insurance is intended for accidents; either your fault or someone else's. You pay on your car insurance premium every month (or quarterly or yearly) and if you are in an accident, the insurance can cover damages.

The main purpose of life insurance is to cover the survivors of the person who dies. Life insurance can be used to pay off debt, cover burial expenses or take care of surviving children. Life insurance can be very important, especially if you are leaving a spouse that doesn't work, young children, or debts. In the event of your death, the life insurance company would award the amount of the policy to your beneficiaries.

试卷代号：11360

国家开放大学2024年秋季学期期末统一考试

高级商务英语阅读　试题答案及评分标准

（供参考）

2025年1月

Section Ⅰ: Words (20 **points**, 2 **points each**)

Match the English words on the left with the Chinese words on the right. (2 **points each**)

1. g　2. f　3. b　4. j　5. a

6. i　7. d　8. c　9. h　10. e

Section Ⅱ: Reading Comprehension (64 **points**)

Part 1 **Questions** 11—17. (21 **points**, 3 **points each**)

Read the following passage and then match the statements (11—17) **to the letter** (**A, B, C or D**). (3 **points each**)

11. C　12. A　13. D　14. B　15. C

16. A　17. D

Part 2 **Questions** 18—23. (18 **points**, 3 **points each**)

Read the following passage and choose the best sentence (**A**—**F**) **to fill each of the gaps.** (3 **points each**)

18. E　19. B　20. C　21. A　22. F

23. D

Part 3 **Questions** 24—28. (15 **points**, 3 **points each**)

Read the following passage and choose the best statement (**A, B, C or D**) **for each question.** (3 **points each**)

24. B　25. D　26. C　27. A　28. A

Part 4 **Questions** 29—38. (10 **points**, 1 **point each**)

Read the following passage and fill each gap with the best word (**A, B, C or D**). (1 **point each**)

29. A　30. C　31. D　32. B　33. A

34. C　35. B　36. D　37. A　38. B

Section Ⅲ: Translation

Translate the following paragraphs into Chinese. (16 **points**)

英文原文

39. Car insurance is intended for accidents; either your fault or someone else's. You pay on your car insurance premium every month (or quarterly or yearly) and if you are in an accident, the insurance can cover damages.

The main purpose of life insurance is to cover the survivors of the person who dies. Life insurance can be used to pay off debt, cover burial expenses or take care of surviving children. Life insurance can be very important, especially if you are leaving a spouse that doesn't work, young children, or debts. In the event of your death, the life insurance company would award the amount of the policy to your beneficiaries.

中文译文

39. 汽车保险是针对意外事故的，无论事故责任在你或对方。你按月(或季度或年)支付你的汽车保险费。如果你遭遇事故，该保险将赔偿你的损失。

人寿保险的主要目的是对死者的遗属给予保障。人寿保险金可以用来偿还债务、支付殓葬费用或照顾活着的孩子。人寿保险非常重要，尤其当你身故，留下没有工作的配偶、年幼的孩子和债务的时候。万一你死亡的时候，人寿保险公司将把保险金偿付给其受益人。

翻译评分标准	
13—16分	译文正确，文字通顺，语句符合汉语习惯，仅有个别小错。
10—12分	译文基本上表达出原文的意思，个别语句不符合汉语习惯，有些用词欠准确。
7—9分	译文勉强表达出原文意思，有时出现语言错误或漏译。
3—6分	译文仅表达出一小部分原文意思，用词不准确，语句不符合汉语习惯，有非常明显的语言错误。
0—2分	译文混乱不成句，只写出个别单词，或译文和原文不相关。