

试卷代号:24050

座位号

国家开放大学2025年春季学期期末统一考试

商务英语阅读 试题

2025年7月

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 One: Grammar and Word Practice (40 points)

Section Two: Reading Comprehension (40 points)

Section Three: Translation (20 points)

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

Section One Grammar and Word Practice (40 points)

Part 1 Questions 1—10. (20 points)

Each of the sentences below is followed by three choices marked A, B and C. Choose the one answer that best completes the sentence. (2 points each)

1. Businesses have a role to \_\_\_\_\_ in improving the lives of all their customers, employees and shareholders.  
A. have B. play  
C. make
2. We need a much stronger focus \_\_\_\_\_ the needs of our customers.  
A. to B. in  
C. on
3. Our head office is in London and we own 80% of a manufacturing \_\_\_\_\_ in New Delhi.  
A. subsidiary B. subsidy  
C. substitute
4. We believe that business can be a powerful \_\_\_\_\_ for social change.  
A. agency B. agenda  
C. agent
5. \_\_\_\_\_ may be established based on costs, demands, the competitors' prices, or some combination of these.  
A. Prices B. Brands  
C. Products
6. You should \_\_\_\_\_ any opportunities you have to practice English.  
A. make fun of B. make use of  
C. make sense of
7. The teachers in our university has a \_\_\_\_\_ of backgrounds.  
A. difference B. variety  
C. vary
8. Material, human, financial, and informational are combined to be \_\_\_\_\_.  
A. foundations of business B. a service business  
C. marketing research report
9. The \_\_\_\_\_ includes a series of four stages for a product—introduction, growth, maturity, and decline.  
A. product cycle of life B. product life cycle  
C. life product cycle
10. A corporation can also obtain equity financing by selling securities directly to current stockholders. 'Equity' here means \_\_\_\_\_.  
A. reasonable quality B. ordinary stocks and shares  
C. principles of equality

Part 2 Questions 11—20. (20 points)

Choose the correct word or words from the box to complete the following sentences. (2 points each)

discount	entrepreneurs	jobs	raw material
benefits	line	attributes	
innovation	criterion	encompasses	

11. The Belt and Road Initiative is in \_\_\_\_\_ with the purposes and principles of the UN Charter.

12. \_\_\_\_\_ is the key to continued prosperity.
13. A product is everything that one receives in an exchange, including all \_\_\_\_\_ and expected benefits.
14. International business \_\_\_\_\_ all business activities that involve exchanges across national boundaries.
15. Compensation programs include wages and salaries, incentives and \_\_\_\_\_ for workers.
16. \_\_\_\_\_ are those people who accept the opportunities and risks involved in creating and operating business.
17. One \_\_\_\_\_ for evaluating the performance of an economic system is to assess changes in productivity, which is the average level of output per worker per hour.
18. Selling something at a reduced price is called giving a \_\_\_\_\_.
19. The rise in \_\_\_\_\_ prices is expected to be between 3.5% and 4.5% this year.
20. They expect to create 1,450 \_\_\_\_\_ worldwide by the end of next year.

**Section Two Reading Comprehension Questions 21—30 (40 points)**

Read the following passage and decide whether the following statements are true (T) or false (F). (4 points each)

**International Business**

International business consists of transactions that are devised and carried out across national borders to satisfy the objectives of individuals, companies, and organizations. These transactions take on varied forms, which are often interrelated. Primary types of international business are export-import trade and direct foreign investment. The latter is carried out in varied forms, including wholly owned subsidiaries and joint ventures. Additional types of international business are licensing, franchising, and management contract.

As the definition indicates, and as for any kind of domestic business, 'satisfaction' remains a key tenet of international business. The fact that the transactions are across international borders highlights the difference between domestic and international business. The international executive is subject to a new set of macro-environmental factors, to different constraints, and to quite frequent conflicts resulting from different laws, cultures, and societies. The basic principles of business still apply, but their application, complexity, and intensity vary substantially.

21. International business consists of domestic and international transactions.
22. Export-import trade is the basic form of international business.
23. As the definition indicates, 'satisfaction' remains a key tenet of international business. 'A key tenet' here means an important principle.
24. There is no difference between national and international business.
25. International business is influenced by different laws, cultures, and societies.

Read the following passage and choose the best statement (A, B, or C) for each question. (4 points each)

**Factors of Production**

The basic resources a business uses to produce goods and services are called factors of production. They include natural resources, labor, capital, and entrepreneurs.

Land, water, mineral deposits, and trees are good examples of natural resources. For example, Exxon Corporation, the world's largest oil company, makes use of a wide variety of natural resources. It must obviously have vast quantities of crude oil to process each year. But Exxon also needs the land where the oil is located, as well as land for its refineries and pipelines.

The people who work for a company represent the second factor of production, labor. Sometimes called human resources, labor is the mental and physical capabilities of people. Exxon employs over 150,000 people worldwide. Carrying out the business of such a huge company requires labor force with a wide variety of skills ranging from managers to geologists to truck drivers.

Obtaining and using material resources and labor requires capital, the funds needed to operate an enterprise. Capital is needed to start any business. Capital is also needed to keep the business operating and growing. Exxon's annual drilling costs alone **run into** the billions of dollars.

Finally, many economic systems need entrepreneurs to function. Entrepreneurs are those people who accept the opportunities and risks involved in creating and operating businesses. They are the people who start new businesses and who make the decisions that allow small businesses to grow into larger ones. Exxon Corporation started as an entrepreneurial venture. Although it did not acquire its current name until 1973, its roots can be traced to 1862 when John D. Rockefeller and Maurice B. Clark decided to establish a petroleum-refining firm.

26. Factors of production refer to \_\_\_\_\_.
  - A. natural resources and capital
  - B. labor and entrepreneurs
  - C. both A and B
27. The labor force needed in Exxon Corporation are \_\_\_\_\_.
  - A. people who have a variety of skills
  - B. only geologists and truck drivers
  - C. managers to run the company
28. Exxon's annual drilling costs alone run into the billions of dollars. 'run into' here means \_\_\_\_\_.
  - A. divide
  - B. reach
  - C. meet
29. The funds needed to operate an enterprise are referred to as \_\_\_\_\_.
  - A. capital
  - B. resources
  - C. labor
30. They are the people \_\_\_\_\_ start new business and make the decisions.
  - A. which
  - B. whom
  - C. who

**Section Three Translation (20 points)**

Translate the following paragraph into Chinese. (20 points)

31. Advertising is a paid, non-personal message communicated to a select audience through a mass medium. Selective advertising promotes a particular brand of product. Institutional advertising is image-building advertising for a firm. Primary-demand advertising promotes the products of an entire industry rather than a single brand. The major advertising media are newspapers, magazines, direct mail, outdoor advertising, television, and radio. Newspapers account for the greatest part of advertising expenditures, with television running a fairly close second. Magazine advertising is perhaps the most prestigious, and direct mail is certainly the most selective medium. Radio and magazine advertising can also be quite selective, and radio is relatively inexpensive.

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国家开放大学2025年春季学期期末统一考试

商务英语阅读 试题答案及评分标准

(供参考)

2025年7月

Section One Grammar and Word Practice (40 points)

Part 1 Questions 1—10. (20 points)

Each of the sentences below is followed by three choices marked A, B and C. Choose the one answer that best completes the sentence. (2 points each)

1. B            2. C            3. A            4. C            5. A  
6. B            7. B            8. A            9. B            10. B

Part 2 Questions 11—20. (20 points)

Choose the correct word or words from the box to complete the following sentences.

(2 points each)

11. line  
12. Innovation  
13. attributes  
14. encompasses  
15. benefits  
16. Entrepreneurs  
17. criterion  
18. discount  
19. raw material  
20. jobs

Section Two Reading Comprehension Questions 21—30. (40 points)

Read the following passage and decide whether the following statements are true or false. (4 points each)

21. F            22. T            23. T            24. F            25. T

Read the following passage and choose the best statement (A, B, or C) for each question. (4 points each)

26. C            27. A            28. B            29. A            30. C

Section Three Translation (20 points)

Translate the following paragraph into Chinese.

31. 广告是非个人信息与一个精选的受众群通过大众传媒进行的一种付费的交流。选择性广告推销特别的产品品牌。机构广告为公司打造形象。原始需求广告推销整个行业的产品而不是一个单独的品牌。主要的广告媒体有报纸、杂志、直接邮寄广告、户外招贴、电视和广播。报纸占广告费用的最大部分,电视紧跟其后排第二位。杂志广告可能是最有威信的,直接邮寄广告肯定是最具有选择性的媒体。广播和杂志广告也有较强的选择性,同时广播也相对便宜。

翻译评分标准	
18—20分	译文正确,文字通顺,语句符合汉语习惯,仅有个别小错。
14—17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。
9—13分	译文勉强表达出原文意思,有时出现语言错误或漏译。
3—8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,有非常严重的语言错误。
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。