

试卷代号:1361

中央广播电视大学 2013—2014 学年度第一学期“开放本科”期末考试

国际商务交际 试题

2014 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子上。试卷和答题纸均不得带出考场。监考人收完考卷和答题纸后才可离开考场。

二、仔细读懂题目的说明,并按题目要求和答题示例答题。答案一定要写在答题纸的指定位置上,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)

I'm contemplating applying for my fifty-first job. It's been a long time since I wasted stamp money this way. In fact, when I reached the fiftieth without success I decided to abandon jobhunting and got out my pen to scratch a living instead.

But there's another wildly exciting job in the paper today, "salary £9,500 — £11,250 according to age and experience." The good news is the pay, the bad news is that damning little phrase "according to age and experience" which means I won't get the job.

It's not that I have more age than experience — I've led an incident-packed existence. Unfortunately it's not all related to a single-strand career structure. Journalist, temp, company director, wife and mother, market researcher, and now, at thirty-something, I'm trying to use my Cambridge degree in criminology.

I'm a victim of the sliding pay-scale. Employers can obtain a fresh 22-year-old graduate to train a lot cheaper than me. Yet I'm the ideal employee; stable, good-humored, child-bearing behind me, looking for 25-plus years of steady pensionable employment.

Ageism is everywhere. It's much more prevalent than sexism in the job market, or that's how it seems from where I'm standing. Even the BBC is a culprit. Their appointments brochure says in part: "The BBC's personnel policies are based on equal opportunities for all ... This applies to ... opportunity for training and promotion, irrespective of sex, marital status, creed, colour, race, or ethnic origin and the BBC is committed to the development and promotion of such equality of opportunity." "Traineeships — are available to suitably qualified candidates under the age of 25."

Ageism's lagging behind sexism, racism, and handicappism because even the oppressed seem to accept the discrimination. The public and private sectors are obsessed with attracting young high-fliers. Yet there are many professions that would benefit from the maturity and stability the older entrant can bring. This is recognized by the Probation Service, for example, who welcome experienced adults looking for a second career.

The armed services and police, perhaps, could think about strenuous aptitude and fitness tests rather than imposing a blanket upper limit on entrants which is arbitrarily and variously fixed between 28 and 33.

The administrative grade of the Civil Service, assumes the role sets in at 32.

My own pressing concern is to alleviate my guilt. I loved every minute of my university education, and I'm desperately grateful to the Government for financing me through this at a cost of over £10,000. But unless someone gives a job how can I pay them back in income tax?

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

1. The writer is over forty years old.
2. The writer gave up applying for jobs some time ago.
3. The writer has not had much experience of working for a living.
4. Employers think that someone of the writer's age is too expensive to employ.
5. The writer needs a job so that she can support her family.
6. People get as angry about ageism as about other forms of discrimination.
7. Employers are looking for bright, ambitious people of any age.
8. More mature employees would be valuable assets to many professions.
9. People in their thirties can't get jobs in government departments.
10. The writer wants to 'repay' the State for her university education.

Part Two Short-Answer Questions (20 points)

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

11. What elements should most confirmation e-mail messages include?
12. Explain the components of a bad-news message.
13. Describe ways to reduce resistance in persuasive requests.
14. Name five characteristics of goodwill messages.

Part Three Writing (60 points)

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

Please write your revised version in the Answer Sheet. (30 points)

15. We are pleased to announce that we have selected you to join our trainee program.
(to emphasize "you" view)

16. Every employee is entitled to see his personnel file. (to eliminate language bias)

17. You won't be disappointed with the many electronic services we now offer. (to make it positive)

18. Reference is made to your May 7 letter in which you describe the approved procedure for initiating a claim. (to make it conversational)

19. It has been determined by the staff that our process of check verification for customers must be simplified. (to make it simple and clear)

20. It is obvious that these procedures are very crucial. (to make it concise)

21. I understand that you offer employee testing materials, and I have a number of questions to ask. (to improve the directness)

22. We wish to let you know that we fully appreciate the confidence you have reposed in our product, which as you are aware is well recognized for its good quality. (to improve the conciseness)

23. Come join our company, where the pay is high, working conditions are pleasant, and to succeed is possible. (to improve parallelism)

24. Members of the team have take into consideration every one of the factors that has the capacity to affect the purchase. (to improve the vigor and directness)

II . Revise the following E-mail message. And the formatting of the message is to be scored. (30 points)

25.

TO: Mindy Latimer, Manager

You are still not giving my division an opportunity to expand by allowing it to produce the new cordless telephone.

I cannot believe that you selected Fred's division to develop the product. It seems that his division is always getting the breaks. His division already has responsibility for eight products while mine only has four.

You need to reconsider your decision. I would like to supervise the production of the new telephones.

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座位号

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国际商务交际 试题答题纸

2014 年 1 月

题 号	Part One	Part Two	Part Three	总 分
分 数				

得 分	评卷人

Part One Reading (20 points)

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

得 分	评卷人

Part Two Short-answer Questions (20 points)

Short-answer Questions:

- 11.
- 12.
- 13.
- 14.

得 分	评卷人

Part Three Writing (60 points)

I. (30 points)

15.

16.

17.

18.

19.

20.

21.

22.

23.

24.

II. (30 points)

25.

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中央广播电视大学 2013—2014 学年度第一学期“开放本科”期末考试

国际商务交际 试题答案及评分标准

(供参考)

2014 年 1 月

Part One Reading (20 points)

● **Two point for each item.**

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

Part Two Short-Answer Questions (20 points)

● **Five points for each question.**

11. They should include names and titles of involved individuals, major issues discussed, and a request for approval by the receiver.

12. Begin with a buffer. 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.

13. People can counter reluctance with testimonials, money-back guarantees, attractive warranties, trial offers, or free samples.

14. The five characteristics of goodwill messages are as follows. They should be selfless, be specific, be sincere, be spontaneous, and be short.

Part Three Writing (60 points)

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

(30 points)

● **Three points for each sentence.**

15. Congratulations! You have been selected to join our trainee program.

16. Every employee is entitled to see his or her personnel file.
17. You will certainly be pleased with the many electronic services we now offer.
18. Please refer to your May 7 letter in which you explain how to file a claim.
19. We determined to simplify the customers verification process.
20. These procedures are very crucial.
21. Please answer the following questions about your employee testing materials.
22. We appreciate your confidence in our product.
23. Come join our company, where the pay is high, working conditions are pleasant, and success is possible.
24. Members of the team have considered every possible factor that can affect the purchase.

II . Revise the following e-mail message. And the formatting of the message is to be scored. (30 points)

25.

- Five points for the format of the e-mail message (TO; FROM; SUBJECT;)
- Four points for gaining attention at the beginning;
- Five points for building interest;
- Five points for reducing resistance and motivating action;
- 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).