

试卷代号:1360

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

高级商务英语阅读 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、仔细阅读题目的说明,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。

Information for the examinees:

This examination consists of three parts. They are:

Part One Questions 1—7. (21 points)

Part Two Questions 8—14. (21 points)

Part Three Questions 15—20. (18 points)

Part Four Questions 21—35. (15 points)

Part Five Questions 36—40. (10 points)

Part Six Translation 41. (15 points)

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

Part One Questions 1—7. (21 points)

Read the following passage and then match the statements (1—7) to the letter (A, B, C or D). (3 points each)

A

There are some unique problems in international trade and companies doing business overseas must be aware of them. In particular, there include (a) cultural problems, (b) monetary conversion, and (c) trade barriers.

Cultural problems

When companies do business overseas, they come in contact with people from different cultures. These individuals often speak a different language and have their own particular custom and manners. These differences can create problems.

For example, in France, business meetings begin promptly at the designated time and everyone is expected to be there. Foreign business people who are late are often left outside to cool their heels as a means of letting them know the importance of promptness. Unless one is aware of such expected behaviors he may end up insulting the people with whom he hopes to establish trade relations.

B

Monetary conversion

A second traditional problem is that of monetary conversion. For example, if a transaction is conducted with Russia, payment may be made in rubles. Of course, this currency is of little value to the American firm. It is, therefore, necessary to convert the foreign currency to American dollars. How much are these Russian rubles worth in terms of dollars? This conversion rate is determined by every market, where the currencies of countries are bought and sold. Thus there is an established rate, although it will often fluctuate from day to day. For example, the ruble may be worth \$0.75 on Monday and \$0.72 on Tuesday because of an announced wheat shortage in Russia. In addition, there is the dilemma associated with converting at \$0.72. Some financial institutions may be unwilling to pay this price, feeling that the ruble will sink much lower over the next week. As a result, conversion may finally come at \$0.69. These "losses" must be accepted by the company as one of the costs of doing business overseas.

C

Trade barriers

A third unique problem is trade barriers. For one reason or another, all countries impose trade barriers on certain goods crossing their borders. Some trade barriers are directly related to exports. For example, the United States permits strategic military material to be shipped abroad only after government permission has been obtained. Most trade barriers, however, are designed to restrict imports. Two of the most common import

barriers are quotas and tariffs.

A quota is a quantitative restriction that is expressed in terms of either physical quantity or value. For example, a quota that states that no more than 50,000 Class A widgets may be imported from Europe each year is a restriction stated in terms of physical quantity. Meanwhile, a quota that restricts the importation of a certain type of Japanese glassware to no more than \$ 1 million worth a year is stated in terms of value.

D

A tariff is a duty or fee levied on goods being imported into the country. These tariffs can be of two types; revenue or protective. A revenue tariff is designed to raise money for the government. These tariffs are usually low, often amounting to less than twenty-five cents per item or pound. A protective tariff is designed to discourage foreign businesses from shipping certain goods into the country. The basic reason for a protective tariff is to keep out goods that will undersell products made in the home country. For this reason, protective tariffs are often very high, thus forcing the foreign business to raise its prices to cover the tariff.

Now, match the statements(1—7)to the letter(A,B,C or D).

1. The monetary conversion rate is determined by the market where the currencies of countries are bought and sold.
2. It is the protective tariffs that force the foreign business to raise its prices.
3. A quota that states that no more than 10,000 Product F may be imported from a certain country each year is a restriction stated in terms of physical quantity.
4. The losses caused by monetary conversion have to be borne by the company doing business overseas.
5. Revenue tariffs are often lower than protective tariffs.
6. Quotas and tariffs are the two most import barriers.
7. People's different languages, their own particular custom and manners create the cultural problems in international trade.

Part Two Questions 8—14. (21 points)

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

The credit crunch of 2007-08 was the third phase of a larger and longer financial crisis. The first phase was the emerging market defaults of the 1990s. (8)..... The third was the collapse of markets for structured debt products, which had grown so rapidly in the five years up to 2007.

The manifestation of the problem in each phase was different—first emerging markets, then stock markets, then debt. (9)..... Financial institutions identified a genuine

economic change—the assimilation of some poor countries into the global economy, the opportunities offered to business by new information technology, and the development of opportunities to manage risk and maturity mismatch more effectively through markets. (10)..... The resulting herd enthusiasm led to mispricing—particularly in asset markets, which yielded large, and largely illusory, profits, of which a substantial fraction was paid to employees.

Eventually, at the end of each phase, reality impinged. The activities that once seemed so profitable—funding the financial systems of emerging economies, promoting start-up internet businesses, trading in structured debt products—turned out, in fact, to have been a source of losses. (11)..... Governments, and particularly the US government, reacted on each occasion by pumping money into the financial system in the hope of staving off wider collapse, with some degree of success. At the end of each phase, regulators and financial institutions declared that lessons had been learnt. While measures were implemented which, if they had been introduced five years earlier, might have prevented the most recent crisis from taking the particular form it did, these responses addressed the particular problem that had just occurred, rather than the underlying generic problems of skewed incentives and dysfunctional institutional structures.

The public support of markets provided on each occasion the fuel needed to stoke the next crisis. (12)..... Since the alleviating action is also larger, the pattern is one of cycles of increasing amplitude. (13)..... I do know that unless human nature changes or there is fundamental change in the structure of the financial services industry—equally improbable—there will be another manifestation once again based on naive extrapolation and collective magical thinking. The recent crisis taxed to the full—the word tax is used deliberately—the resources of world governments and their citizens. (14).....

Now choose the best sentence (A—H) to fill each of the gaps.

A Lenders had to make write-offs, most of the new economy stocks proved valueless and many structured products became unmarketable.

B But the mechanics were essentially the same.

C Competition to sell products led to wild exaggeration of the pace and scope of these trends.

D I do not know what the epicenter of the next crisis will be, except that it is unlikely to involve structured debt products.

E The second was the new economy boom and bust at the turn of the century.

F Even if there is will to respond to the next crisis, the capacity to do so may not be there.

G Each boom and bust is larger than the last.

Part Three Questions 15—20. (18 points)

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

If your business features products or services for sale, undoubtedly the topic of eCommerce has come up. What is eCommerce? Literally defined as “the conduct of financial transactions by electronic means,” it refers to purchases made over the Internet. There are popular slang terms such as e-business, click and mortar, dotcom, cyber-mall and multiple spellings (eCommerce, e-commerce, E-Commerce), but they are all basically the same thing. Don’t let the different phrases confuse you, it all comes back to the same principle: selling online.

So how do you know if selling online will be beneficial for your business? There are a few basic questions that can help you with this decision. First and foremost, can you afford to develop a professional eCommerce storefront on your Web site? You’ve heard the phrase “if you can’t do it right, it’s not worth doing at all”. This is especially true in regards to eCommerce because people will not purchase from your Web site if it looks amateur and is poorly done.

Custom developed eCommerce sites can cost tens of thousands of dollars, but pre-built shopping cart solutions such as Web-Solutions’ Marketplace can provide your business with a professional eCommerce storefront for a fraction of the cost.

After the cost issue is addressed, you need to evaluate the potential of selling your product or service online. Are any of your competitors selling online? If not, have a brainstorming session and try to think of any logical reasons why they aren’t. Could it be that they tried and failed or is it that they just haven’t thought about selling online yet? One key to remember is that once you make the decision to sell online, your product and pricing is now available 24/7 to anyone that **stumbles upon** your site.

After evaluating your competitor’s Web sites, you need to look at your product line and determine your target audience. Who buys from you now? Are you selling to businesses or individuals? If the answer is businesses, are they generally companies that are active on the Internet or businesses that don’t rely on the Web as much (such as mechanics, restaurants, etc.). If the answer is individuals, what demographic(s) are you advertising your products or services to? You need to be sure that the people you want purchasing your product have access to the Internet and are willing to shop online. Few businesses realize that over 80% of the world’s Internet access speed is still dial-up, so loading huge catalogs, Flash files, and large graphics will deter a prospect from purchasing.

Finally, you need to determine how you can make your business stand out from all the rest. If you’re selling copier supplies, why is someone going to come to your site versus the other millions of copier supply Web sites? Are you going to sell based on price, location,

quantity, quality of service? Are you going to provide online shipment tracking, account management, wish lists, real-time credit card authorization and processing, and other advanced eCommerce applications to make your site more professional? These are all issues that need to be addressed before you start designing your first product page.

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

15. The following words all refer to eCommerce except _____.

- A. e-business
- B. dotcom
- C. cyber-mall
- D. Web-Solutions

16. If you want to know whether selling online will be beneficial for your business, you should ask yourself the following questions except _____.

- A. Can you afford to develop a professional eCommerce storefront on your Web site?
- B. Are any of your competitors selling online?
- C. Who buys from your now?
- D. Do you know the real meaning of eCommerce?

17. The phrase in the second paragraph "if you can't do it right, it's not worth doing at all" probably means _____.

- A. if your web site is not right, it's not worth doing at all
- B. if your web site is not good enough, you needn't have established it
- C. if you have no web site, it's not worth setting up one
- D. if you are not skilled in setting up a web site, you shouldn't have done it

18. The phrase "stumbles upon" in the fourth paragraph might have the similar meaning to _____.

- A. finds
- B. visits
- C. comes across
- D. clicks

19. Whether your target audience are businesses or individuals, the most important thing for you to remember is _____.

- A. they have internet access and are active on it
- B. they are willing to buy from you
- C. loading huge catalogs, Flash files, and large graphics will deter a prospect from purchasing
- D. they don't rely on the Web as much

20. The writer's purpose of writing this article is _____.

- A. to persuade you to sell online
- B. to give you some advice on setting up your web site
- C. to introduce what is eCommerce
- D. to inform you that eCommerce is difficult to do

Part Four Questions 21—35. (15 points)

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

Marketing starts with the product since it is what an organization has to offer its target market. Organizations attempt to provide solutions (21)..... a target market's problems. These solutions include tangible or (22)..... (or both) product offerings marketed by an organization.

In addition to (23)..... the target market's needs, the product is important because it is how organizations generate revenue. It is the "thing" that for-profit companies sell in order to realize profits and satisfy stakeholders and what a (24)..... organization use to generate funds needed to sustain itself. (25)..... a well-developed product strategy that includes input from the target market, a marketing organization will not have long-term success.

In marketing, the term "product" is often used as a (26)..... word to identify solutions a marketer provides to its target market. We will follow this approach and permit the term "product" to cover offerings that fall into one of the following categories:

Goods: Something is considered a good if it is a tangible item. That is, it is something that is felt, tasted, heard, smelled or (27)..... For example, bicycles, cell phones, and donuts are all examples of tangible goods. In some cases there is a fine line between items that affect the senses and whether these are considered tangible or intangible. We often see this with digital goods accessed via the Internet, such as (28)..... to music online or visiting an information website. In these cases there does not appear to be anything (29)..... is tangible or real since it is essentially computer code that is proving the solution. (30)....., for our purposes, we distinguish these as goods since these products are built (albeit using computer code), are stored (e. g., on a computer hard drive), and generally offer the same benefits each time (e. g., quality of the download song is always the same).

Services: Something is considered a service if it is an offering a customer (31)..... through the work or labor of someone else. Services can result in the creation of tangible goods (e. g., a publisher of business magazines hires a freelance writer to write an article) but the main solution being purchased is the service. (32)..... goods, services are not stored, they are only available at the time of use (e. g., hair salon) and the consistency of the benefit offered can vary (33)..... one purchaser to another (e. g., not exactly the same hair styling each time).

Ideas: Something falls into the category of an idea if the marketer attempts to convince the customer to alter their behavior or their perception (34)..... some way. Marketing ideas is often a solution put forth by non-profit groups or governments in order to get targeted groups to avoid or change (35)..... behavior. This is seen with public service

announcements directed toward such activity as youth smoking, automobile safety, and illegal drug use.

Now fill each gap with the best word (A,B,C or D).

- | | | | |
|--------------------|---------------|-----------------|------------------|
| 21. A. for | B. to | C. with | D. of |
| 22. A. intangible | B. concrete | C. detailed | D. formless |
| 23. A. satisfy | B. dissatisfy | C. satisfying | D. dissatisfying |
| 24. A. profit | B. profitable | C. unprofitable | D. non-profit |
| 25. A. Without | B. For | C. With | D. No |
| 26. A. overall | B. catch-all | C. complete | D. meaningful |
| 27. A. see | B. saw | C. seen | D. sees |
| 28. A. listened | B. listen | C. listens | D. listening |
| 29. A. that | B. which | C. who | D. it |
| 30. A. Furthermore | B. However | C. Despite | D. Therefore |
| 31. A. obtains | B. gets | C. achieves | D. receives |
| 32. A. Like | B. Dislike | C. Unlike | D. Likewise |
| 33. A. to | B. as | C. by | D. from |
| 34. A. to | B. in | C. for | D. by |
| 35. A. some | B. that | C. certain | D. specific |

Part Five Questions 36—40. (10 points)

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

- | | |
|-------------------------|---------|
| 36. affiliation network | a. 合并 |
| 37. current account | b. 投资 |
| 38. mechanism | c. 联系网络 |
| 39. merge | d. 经常账户 |
| 40. invest | e. 机制 |

Part Six Translation. (15 points)

Translate the following paragraphs into Chinese. (15 points)

41. A proprietorship is owned by one individual. More than 70% of the businesses in the United States are organized as proprietorships. The popularity of this form is due to the ease and the low cost of organizing. The primary disadvantage of proprietorships is that the financial resources available to the business are limited to the individual owner's resources. Small local businesses such as hardware stores, repair shops, laundries, restaurants, and maid services are often organized as proprietorships.

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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

高级商务英语阅读 试题答题纸

2014 年 1 月

题 号	Part One	Part Two	Part Three	Part Four	Part Five	Part Six	总 分
分 数							

得 分	评卷人

Part One Questions 1—7. (21 points)

Read the following passage and then match the statements (1—7) to the letter (A, B, C or D).

(3 points each)

- | | | | |
|----|----|----|----|
| 1. | 2. | 3. | 4. |
| 5. | 6. | 7. | |

得 分	评卷人

Part Two Questions 8—14. (21 points)

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

points each)

- | | | | |
|-----|-----|-----|-----|
| 8. | 9. | 10. | 11. |
| 12. | 13. | 14. | |

得 分	评卷人

Part Three Questions 15—20. (18 points)

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

15. 16. 17. 18. 19. 20.

得 分	评卷人

Part Four Questions 21—35. (15 points)

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

21. 22. 23. 24. 25.
26. 27. 28. 29. 30.
31. 32. 33. 34. 35.

得 分	评卷人

Part Five Questions 36—40. (10 points)

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

36. 37. 38. 39. 40.

得 分	评卷人

Part Six Translation. (15 points)

Translate the following paragraphs into Chinese. (15 points)

41.

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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

高级商务英语阅读 试题答案及评分标准

(供参考)

2014 年 1 月

Part One Questions 1—7. (21 points)

Read the following passage and then match the statements (1—7) to the letter (A, B, C or D).

(3 points each)

- | | | | |
|------|------|------|------|
| 1. B | 2. D | 3. C | 4. B |
| 5. D | 6. C | 7. A | |

Part Two Questions 8—14. (21 points)

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

- | | | | |
|-------|-------|-------|-------|
| 8. E | 9. B | 10. C | 11. A |
| 12. G | 13. D | 14. F | |

Part Three Questions 15—20. (18 points)

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

- | | | | | | |
|-------|-------|-------|-------|-------|-------|
| 15. D | 16. D | 17. B | 18. C | 19. A | 20. B |
|-------|-------|-------|-------|-------|-------|

Part Four Questions 21—35. (15 points)

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

- | | | | | |
|-------|-------|-------|-------|-------|
| 21. B | 22. A | 23. C | 24. D | 25. A |
| 26. B | 27. C | 28. D | 29. A | 30. B |
| 31. A | 32. C | 33. D | 34. B | 35. C |

Part Five Questions 36—40. (10 points)

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

- | | | | | |
|-------|-------|-------|-------|-------|
| 36. c | 37. d | 38. e | 39. a | 40. b |
|-------|-------|-------|-------|-------|

Part Six Translation. (15 points)

Translate the following paragraphs into Chinese. (15 points)

41. 独资企业是由一个人所有。在美国,超过70%的企业是独资企业。这种形式的流行是由于其组织形式的便捷和低成本。独资企业主要的缺点是企业所能获得的金融资源仅限于其个人所有者的资源。小的地方性的企业如五金店、维修店、洗衣店、餐馆和女佣服务通常是独资企业的形式。