

**试卷代号:1361**

国家开放大学(中央广播电视大学)2014年春季学期“开放本科”期末考试

**国际商务交际 试题**

2014年7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。

## Part One Reading (20 points)

Global economic integration is not a new phenomenon. Some communication and trade took place between distant civilizations even in ancient times. Since the travels of Marco Polo seven centuries ago, global economic integration — through trade, factor movements, and communication of economically useful knowledge and technology — has been on a generally rising trend. This process of globalization in the economic domain has not always proceeded smoothly. Nor has it always benefited all whom it has affected. But, despite occasional interruptions, such as following the collapse of the Roman Empire or during the interwar period in this century, the degree of economic integration among different societies around the world has generally been rising. Indeed, during the past half century, the pace of economic globalization (including the reversal of the interwar decline) has been particularly rapid. And, with the exception of human migration, global economic integration today is greater than it ever has been and is likely to deepen going forward.

Three fundamental factors have affected the process of economic globalization and are likely to continue driving it in the future. First, improvements in the technology of transportation and communication have reduced the costs of transporting goods, services, and factors of production and of communicating economically useful knowledge and technology. Second, the tastes of individuals and societies have generally, but not universally, favored taking advantage of the opportunities provided by declining costs of transportation and communication through increasing economic integration. Third, public policies have significantly influenced the character and pace of economic integration, although not always in the direction of increasing economic integration.

These three fundamental factors have influenced the pattern and pace of economic integration in all of its important dimensions. In particular, this paper discusses three important dimensions of economic integration: (1) through human migration; (2) through trade in goods and services; and (3) through movements of capital and integration of financial markets. After examining how fundamental forces have influenced economic integration in these dimensions, the paper concludes with reflections on three issues of general importance to the future course of global economic integration: the importance of

communication as an influence on integration; the possibility that we may see a sharp reversal in the general trend of increasing integration, as occurred in the interwar period; and the apparent end of imperialism as a mechanism of integration. Before turning to this agenda, however, it is important to emphasize a key theme that will recur in subsequent discussion: the main factors that drive the process of economic integration exert not only independent influences but also interact in important and complex ways.

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

1. Global economic integration is a new phenomenon.
2. Since the travels of Marco Polo seven centuries ago, global economic integration has been on the whole on the rise.
3. Economic integration has generally done good to those it has affected.
4. Economic globalization has quickened particularly during the past half century.
5. There are three fundamental factors that have affected the process of economic globalization.
6. One advantage of increasing economic integration is that costs of transportation and communication go down.
7. Public policies have always helped to bring about higher economic integration.
8. One important dimension of economic integration is through trade in goods and services.
9. The paper concludes with recommendations for increasing global economic integration.
10. None of the three factors driving economic integration has worked independently of each other.

**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. Please list five goals of ethical business communication.
12. Describe the major dimensions of culture.
13. Describe the components in each stage of the 3- $\times$ -3 writing process.
14. What are the four steps in the indirect pattern for persuasive 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 will reimburse you for all travel expenses. (to emphasize “you” view).

16. These breaks stop a car within a short distance. (to use concrete expressions)

17. The policy affected all vendors, suppliers, and those involved with consulting. (to develop parallelism)

18. In a dialogue with the manager, I learned that you plan to terminate our agreement. (to improve vigor and directness)

19. As per your verbal instruction, steps will be undertaken immediately to investigate your billing problem. (to make it conversational)

20. Once we ascertain how much it costs, we can initiate the project. (to use familiar words)

21. Any applicant for the position of fireman must submit a medical report signed by his physician. (to avoid gender stereotype)

22. Because of the fact that his visit was an unexpected surprise, we were totally unprepared to make a presentation of profit and loss figures. (to make it concise)

23. An Indian accountant was hired by the company. (to avoid ethnic bias)

24. Your letter claims that you returned a defective headset. (to adopt a positive expression)

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

25.

To: All Management

This memo is addressed to all members of management to advise you that once a year we like to remind management of our policy in relation to the matter of business attire. In this policy there is a recommendation that all employees should wear clothing that promotes a businesslike atmosphere and meets requirements of safety.

Employees who work in offices and who, as part of their jobs, meet the public and other outsiders should dress in a professional manner, including coat, tie, suit, dress, and so forth. In areas of industrial applications, supervisors may prohibit loose clothing (shirttails, ties, cuffs) that could become entangled in machinery that moves.

Where it is necessary, footwear should provide protection against heavy objects or sharp edges at the level of the floor. In the manufacturing and warehousing areas, prohibited footwear includes the following: shoes that are open toe, sandals, shoes made of canvas or nylon, tennis shoes, spiked heels, and heels higher than 1.5 inches.

Each and every manager has the responsibility for the determination of suitable business attire, and employees should be informed of what is required.

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## 国际商务交际 试题答题纸

2014年7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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国家开放大学(中央广播电视大学)2014年春季学期“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7月

### Part One Reading (20 points)

● Two point for each item.

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

### Part Two Short-Answer Questions (20 points)

● Five points for each question.

11. Ethical business communicators strive to (a) tell the truth, (b) label opinions so that they are not confused with facts, (c) be objective and avoid distorting a message, (d) write clearly and avoid obscure language, and (e) give credit when using the ideas of others.

12. Culture is the complex system of values, traits, morals, and customs shared by a society. The significant characteristics of culture include the following: (1) culture is learned, (2) cultures are inherently logical, (3) culture is the basis of self-identity and community, (4) culture combines the visible and invisible, and (5) culture is dynamic.

13. The 3- $\times$ -3 writing process consists of three stages: phase 1 (prewriting), phase 2 (writing), and phase 3 (revising). Phase 1 involves analyzing the message, anticipating the audience, and considering ways to adapt the message to the audience. Phase 2 involves researching the topic, organizing the material, and composing the message. Phase 3 includes proofreading and evaluating the message.

14. 1) To gain attention: To grab attention, the opening statement in a persuasive request should be brief, relevant and engaging. 2) To build interest: After capturing attention, a persuasive request must retain that attention and convince the audience that the request is reasonable. 3) To reduce resistance: You give the receiver an easy opportunity to dismiss your request. You can minimize objections by presenting your counter arguments in



sentences that emphasize benefits. 4) To motivate action: After gaining attention, building interest, and reducing resistance, you'll want to inspire the receiver to act. Knowing exactly what action you favor before you start to write enables you to point your arguments toward this important final paragraph.

**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. You can be reimbursed for all travel expenses.

16. These breaks stop a 2-ton car, travelling 60 mph, within 240 feet.

17. The policy affected all vendors, suppliers, and consultants.

18. From the manager, I learn you plan to break our agreement.

19. At your suggestion I'm investigating your billing immediately.

20. Once we find out how much it costs, we can begin the project.

21. An applicant for the position of firefighter must submit a medical report signed by his or her physician.

22. Because of his unexpected visit, we were totally unprepared to make a presentation of profit and loss figures.

23. An accountant was hired by the company.

24. Your letter describes a headset you returned.

**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).