

试卷代号:1365

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

## 高级商务英语写作 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 4 parts. They are:  
Part 1: Matching up (20 points)  
Part 2: Translation (20 points)  
Part 4: Paragraph Organization (20 points)  
Part 3: Writing (40 points)
- The total marks for this examination are 100 points. Time allowed for completing this examination is 90 minutes.
- There will be no extra time to transfer answers to the Answer Sheet; therefore, you should write ALL your answers on the Answer Sheet as you do each task.

## Part 1 Matching up(20 points)

Questions 1—10 are based on the following task.

Directions: Match the English words and phrases with their proper Chinese Meanings.

1. 部门经理,科长	a. accompany
2. 售后服务部	b. insurance policy
3. 企业文化	c. product feature
4. 产品特点	d. After-sales Service Department
5. 陪伴,陪同	e. specialize in
6. 为庆祝、为纪念	f. subject to our final confirmation
7. 以我方最后确认为准	g. corporate culture
8. 专门经营	h. in honor of
9. 保险单	i. carrier
10. 承运人;运输公司	j. Section Manager

## Part 2 Translation(20 points)

Questions 11—15 are based on the following task.

Directions: Translate the following sentences into Chinese (English).

- I worked as an assistant to the General Manager. I handled the schedule of the general manager, and met clients as a representative of the corporation.
- We hope you will take the opportunity to try this product, an excellent combination of highest quality and reasonable price.
- Mr. Li will be in your city from April 2 to 7 to make specific arrangements and would very much appreciate your assistance.
- 我们特此致函是想与贵方建立业务关系。
- 请合理考虑我们的索赔要求并尽快答复。

## Part 3 Paragraph Organization (20 points)

Questions 16—20 are based on the following task.

Directions: Rearrange the order of the following sentences to form a proper letter of

L/C extension.

16.  17.  18.  19.  20.

- a. We would ask you to extend the shipping date and the credit validity for one month respectively.
- b. We regret that we could not ship the goods by the end of July because of the delay of your L/C.
- c. We have received your L/C Number 189 and thank you for your cooperation.
- d. Please reply as soon as possible.
- e. Dear Mr. Bean,
- f. We are aware that the only vessel available this month will leave in one or two days and the deadline for booking space has passed.
- g. Yours faithfully,

#### **Part 4 Writing(40 points)**

**Question 21 is based on the following task.**

**Directions: Write a business letter according to the information given below. Write about 150 words. Write your answers on the Answer Sheet.**

21. 我借此机会感谢贵公司在去年选择本公司的产品。我们为拥有贵公司这样的客户而骄傲。期望未来还能合作。

如果对我们的产品有任何疑问,欢迎致电,我们很乐意为你们服务。

最后,再次感谢你们的惠顾。

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座位号 

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## 高级商务英语写作 试题答题纸

2014 年 7 月

题 号	Part 1	Part 2	Part 3	Part 4	总 分
分 数					

得 分	评卷人

### Part1 Matching Up(20 points)

**Directions: Match the English words and phrases with their proper Chinese Meanings.**

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

得 分	评卷人

### Part 2 Translation(20 points)

**Directions: Translate the following sentences into Chinese (English).**

11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_

得 分	评卷人

### Part 3 Paragraph Organization (20 points)

**Directions:** Rearrange the order of sentences to form a proper letter.

16.                      17.                      18.                      19.                      20.

得 分	评卷人

### Part 4 Writing(40 points)

**21. Directions:** Write a business letter according to the information given below. Write about 150 words. Write your answers on the Answer Sheet.

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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

## 高级商务英语写作 试题答案及评分标准

(供参考)

2014年7月

### Part 1 Matching Up(20 points)

Directions: Match the English words and phrases with their proper Chinese Meanings.

- |      |      |      |      |       |
|------|------|------|------|-------|
| 1. j | 2. d | 3. g | 4. c | 5. a  |
| 6. h | 7. f | 8. e | 9. b | 10. i |

### Part 2 Translation(20 points)

Directions: Translate the following sentences into Chinese (English).

11. I worked as an assistant to the General Manager. I handled the schedule of the general manager, and met clients as a representative of the corporation.

11. 我曾担任总经理助理。我安排总经理的日程,作为公司代表会见客户。

12. We hope you will take the opportunity to try this product, an excellent combination of highest quality and reasonable price.

12. 我们希望您能尝试一下这种集高端质量与适中价格于一体的产品。

13. Mr. Li will be in your city from April 2 to 7 to make specific arrangements and would very much appreciate your assistance.

13. 我公司李先生将于四月二日到七日在贵公司所在城市进行具体筹备安排,我们先对贵方的协助表示衷心感谢。

14. 我们特此致函是想与贵方建立业务关系

14. We are now writing you for the purpose of establishing business relations with you.

15. 请合理考虑我们的索赔要求并尽快答复。

15. Please give our claim your most favorable consideration and let us have your settlement at an early date.

### Part 3 Paragraph Organization(20 points)

Directions: Rearrange the order of sentences to form a proper letter.

16. c

17. b

18. f

19. a

20. d

### Part 4 Writing(40 points)

21. Directions: Write a business letter according to the information given below. Write about 150 words. Write your answers on the Answer Sheet.

评分标准

36—40 分	<p>全部完成答题要求</p> <ul style="list-style-type: none"><li>● 所有内容点都已包括在内并在答题要求允许的情况下加以展开。</li><li>● 语言规范、恰当;错误少,且均属小错。</li><li>● 多样化的语言结构和丰富准确的词汇。</li><li>● 组织结构好,前后呼应自然。</li><li>● 格式完全适当。</li></ul> <p>给读者的印象极佳。</p>
31—35 分	<p>较好的完成答题要求</p> <ul style="list-style-type: none"><li>● 所有内容点都处理得不错,展开得不够。</li><li>● 大体准确;运用复杂语言时有错误。</li><li>● 结构合理,用词基本准确。</li><li>● 大体上组织较好,注意逻辑关系。</li><li>● 格式总体来说适当。</li></ul> <p>给读者的印象良好。</p>
21—30 分	<p>尚能达到答题要求</p> <ul style="list-style-type: none"><li>● 所有的主要内容点已包括进去,遗漏了一些次要的内容。</li><li>● 语言使用时出现一些错误,但不妨碍交流。</li><li>● 结构和词汇掌握范围适度。</li><li>● 组织和安排总的来说尚令人满意。</li><li>● 格式尚可,虽然并不完全成功。</li></ul> <p>给读者的印象较好。</p>
11—20 分	<p>不能完全达到答题要求</p> <ul style="list-style-type: none"><li>● 遗漏了一些主要的内容点或者处理得不充分,可能有些不切题。</li><li>● 语言错误有时影响交流,错误较多,使读者感到迷惑。</li><li>● 结构、词汇掌握有限。</li><li>● 内容条理不清、不连贯,造成理解困难。</li><li>● 格式不适当。</li></ul> <p>给读者的印象不佳。</p>
0—10 分	<p>未能达到答题要求</p> <ul style="list-style-type: none"><li>● 显著的内容遗漏/或大量内容不相关,可能由于对题目要求的误解。</li><li>● 语言严重不规范,经常出现基本错误。</li><li>● 结构和词汇使用有严重错误。</li><li>● 缺乏组织,造成交流失败。</li><li>● 几乎没有使用适当的格式。</li><li>● 篇幅太短</li></ul> <p>给读者的印象极差。</p>