

试卷代号:1360

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

## 高级商务英语阅读 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。

### 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**

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.

**B**

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.

**C**

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.

**D**

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

1. You need to evaluate the potential of selling your product or service online before taking actions.
2. To look at your product line and determine your target audience is the third step you should do.
3. Ask yourself whether you can afford to develop a professional eCommerce storefront on your Web site if you want to sell online.
4. You need to address a lot of issues before you start designing your first product page.
5. Businesses and individuals are roughly the two types of your target audience.
6. eCommerce refers to purchases made over the Internet.
7. Web-Solutions might be company providing pre-built shopping cart solutions to its clients.

**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)**

### **Types of International Business**

#### **Merchandise Exports and Imports**

Merchandise exports are goods sent out of a country, whereas merchandise imports are goods brought in. Since these are tangible goods that visibly leave and enter countries, they are sometimes referred to as visible exports and imports. (8).....

Exporting and importing of goods are the major sources of international revenue and expenditure for most countries. Among companies engaged in some form of international business, more are involved in importing and exporting than in any other type of transaction.

Importing and or exporting is usually, but not always, the first type of foreign operations in which a firm gets involved. (9)..... For example, firms may be able to export by using excess capacity thus limiting the need to invest more capital. Firms may be able to use the services of trade intermediaries who, for a fee, will take on the export-import functions, thus eliminating the need to have trained personnel and a department to carry out foreign sales or purchases.

#### **Service Exports and Imports**

Service exports and imports refer to international earnings other than those from goods sent to another country. (10)..... Services are also referred to as invisible. International business comprises many different types of services.

##### **A. Travel, Tourism, and Transportation**

Earnings from transportation and from foreign travel can be an important source of revenue for international airlines, shipping companies, reservations agencies, and hotels.

(11)..... The Bahamas earns much more from foreign tourists than it earns from exporting merchandise.

**B. Performance of Activities Abroad**

(12)..... Engineering services are often handled through turn-key operations, contracts for the construction of operating facilities that are transferred to the owner when the facilities are ready to begin operations. Fees for management services are often the result of management contracts, arrangements through which one firm provides management personnel to perform general or specialized management functions for another firm.

**C. Use of Assets From Abroad**

Royalties are the payment for use of assets from abroad, such as for trademarks, patents, copyrights, or other expertise under contracts known as licensing agreements. (13)..... In addition, the franchisor assists on a continuing basis in the operation of the business, such as by providing components, managerial services, or technology.

Firms often move to foreign licensing or franchising after successfully building exports to a market. (14)..... The greater involvement occurs because the firm commonly has to send technicians to the foreign country to assist the licensee or franchisee in establishing and adapting its production facilities for the new product.

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

**A** On a national level, such countries as Greece and Norway depend heavily on revenue collected from carrying foreign cargo on their ships.

**B** This move usually involves a greater international commitment than in the early stages of exporting.

**C** This is because at an early stage of international involvement these operations usually take the least commitment and least risk of a firm's resources.

**D** Fees are payments for the performance of certain activities abroad, such services as banking, insurance, rentals (e. g. the Star Wars film), engineering, and management.

**E** The terms exports or imports are used frequently yet in reality the reference is only to the merchandise exports or imports.

**G** Royalties are also paid for franchising, a way of doing business in which one party (the franchisor) sells an independent party (the franchisee) the use of a trademark that is an essential asset for the franchisee's business.

**F** Receipt of these earnings is considered a service export, whereas payment is considered a service import.

**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)**

The Olympics are drawing to a climax and the US presidential election is three months away; conditions are perfect for an outbreak of wrong-headed economic nationalism.

There is fierce competition for the title of most hilarious inability to appreciate that the modern global economy involves complex, multinational supply chains. But a leading contender must be the fury in the US Congress that the American Olympic team's uniforms

were stitched in China, ignoring the fact that the most value-added parts of the production process—design, marketing, research—take place in the US.

Meanwhile, a recent flurry of legal activity in the form of unilateral blocks on imports, and of litigation at the World Trade Organization, might persuade a casual observer that there is a trade war **under way**.

The news that European solar panel manufacturers were pressing for EU anti-dumping (against low-priced imports) and possibly “countervailing” (anti-subsidy) duties against competition from China, following the example of their US counterparts, confirmed that renewable energy has become one of the main theatres of international trade combat. It also underlines, given the length and complexity of modern global supply chains, what a tangled web we weave when first we seek a trade reprieve.

When the US industry was granted anti-dumping and countervailing duties on solar cells earlier this year, Chinese companies apparently simply added a Taiwanese link to their supply chain to skirt them, sending solar wafers to Taiwan for processing, re-importing the resulting cells to the mainland for assembly into modules and then re-exporting them to the US. Accordingly, the European petition has had to be drawn much wider to encompass a larger part of the solar panel value chain, threatening the efficient and cost-effective manufacturing of a technology whose affordability is on trial.

Any such intervention also risks creating friction elsewhere in the production process, especially given how many subsidies and tax credits are sloshing round the global renewables industry. The US solar cell tariffs promptly set off a trade dispute over polysilicon, the material used to make them. Chinese officials are now threatening anti-dumping duties against imports from America, citing US federal and state tax credits to polysilicon manufacturers.

But Washington’s moral standing is compromised, and its time and energy diverted, by the fact that its own trade defense armory contains a few weapons struggling to pass the Geneva conventions. Last year Washington lost key parts of a WTO case brought by Beijing addressing the US practice of imposing both anti-dumping and countervailing duties on the same imports. It has had to laboriously rewrite its own trade law in response to a US federal court ruling on the same issue. Only this year did Washington settle disputes with the EU and Japan dating back nearly a decade about “zeroing”—the US practice of ignoring unhelpful data when calculating anti-dumping duties.

As it happens, the use of trade defense instruments has been remarkably limited since the beginning of the global financial crisis. Part of the credit should go to the very nature of globalization itself. Companies with operations spread across several countries are less likely to demand protection in case it hurts their own subsidiaries or contractors.

But it is also due to the restraints progressively placed on countries’ use of trade defense instruments by WTO rulings. The “Doha round” of trade talks may be dead, but the WTO’s dispute settlement arm is still playing a valuable role.

Trade defense instruments are policy tools of long standing, and their continued use in some form is inevitable. But they are clumsy utensils indeed to intervene in the minutely

disaggregated value chains of the modern global economy.

One of the most important battles in trade is not between the US and China. It is between arbitrary import restrictions and the set of global rules and judgments that restrain them. **Free-traders should be hoping fervently that the latter prevail.**

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

15. In which year do you think was this article written?

- A. In 2004.
- B. In 2006.
- C. In 2008.
- D. In 2012.

16. The phrase “**under way**” in the second paragraph probably means that a trade war

- A. is going to take place
- B. is in the process
- C. is not going to take place
- D. is taking place silently

17. One of the main theatres of international trade combat is \_\_\_\_\_.

- A. the American Olympic team’s uniforms
- B. the renewable energy
- C. solar cells
- D. polysilicon

18. In the battle of dealing with America’s practice of imposing both anti-dumping and countervailing duties on the same imports, Chinese companies \_\_\_\_\_.

- A. won
- B. were defeated
- C. broke even
- D. none of the above

19. The use of trade defense instruments has been remarkably limited because of \_\_\_\_\_.

- A. the nature of globalization
- B. WTO rulings
- C. both A and B
- D. B but not A

20. “**the latter prevail**” in the last paragraph might mean that free-traders should be hoping that \_\_\_\_\_.

- A. China should win most of the battles
- B. those arbitrary import restrictions should win
- C. the global rules and judgments restrained by arbitrary important restrictions should win
- D. the global rules and judgments restraining arbitrary important restrictions should win

**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)**

China aims to double the value of its e-commerce sales to 18 trillion yuan ( \$ 2. 86 trillion) by the end of 2015, (21)..... would make it the leading market for global e-commerce.

That’s according to an E-commerce 12th Five-Year Plan (2011-15) that was (22)..... on Tuesday by the Ministry of Industry and Information Technology, the nation’s top industry regulator.

China, (23)..... 513 million Internet users, is home to more residents who are online than the United States, according to a China Internet Network Information Center report in January.

“During the 11th Five-Year Plan (2005-10), the (24)..... rate for China’s e-commerce sales increased by an average of 250 percent, reaching 4.5 trillion yuan by the end of 2010,” the ministry said.

In 2010, about 161 million Internet users purchased 513.1 billion yuan in goods online, an amount (25)..... up 3.3 percent of the value of all retail sales in China.

“E-commerce has expanded into various (26)..... such as the agriculture, trading, transportation, finance and travel industries and is merging with China’s substantial economy,” the plan said.

As online shopping becomes more popular, (27)..... do methods of making payments through third-parties online. From 2005 to 2010, the amount of payments made through third-party services increased 60-fold to (28)..... 1.01 trillion yuan.

“Business-to-customer e-commerce will become the main (29)..... of China’s online shopping industry,” an analyst with the domestic information technology research company iResearch Inc. said.

Websites that allow businesses to sell (30)..... to customers, such as Taobao.com, Amazon.com.cn and 360buy.com, held about 23.2 percent of the e-commerce market last year, having about 179 billion yuan in sales.

The company said China may (31)..... Japan and the US in three years to become the country with the world’s largest market for online goods and services.

The research company said 26.5 percent of online retail sales in 2011 were sales of garments and luggage and 24.2 percent were of electronic (32).....

The development of mobile Internet devices has also (33)..... e-commerce. The number of people who had devices that could (34)..... to third-generation, or 3G, networks in China hit 47 million by the end of 2010, and many websites have developed Internet applications for use in online shopping.

The value of online trading among Chinese businesses, meanwhile, is (35)..... to reach 15 trillion yuan by 2015, and such businesses’ online purchases are expected to make up more than 50 percent of all such purchases in China. The ministry also said the government will encourage large companies to move their businesses online.

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

- |                  |               |                |             |
|------------------|---------------|----------------|-------------|
| 21. A. which     | B. that       | C. when        | D. thus     |
| 22. A. published | B. released   | C. shown       | D. appeared |
| 23. A. has       | B. and        | C. with        | D. owns     |
| 24. A. grow      | B. grown      | C. grew        | D. growth   |
| 25. A. making    | B. reaching   | C. getting     | D. selling  |
| 26. A. sectors   | B. industries | C. departments | D. sections |
| 27. A. such      | B. either     | C. so          | D. neither  |
| 28. A. get       | B. meet       | C. come        | D. hit      |

- |                  |              |               |                 |
|------------------|--------------|---------------|-----------------|
| 29. A. indicator | B. force     | C. driver     | D. pusher       |
| 30. A. direct    | B. indirect  | C. indirectly | D. directly     |
| 31. A. surpass   | B. over      | C. pass       | D. go over      |
| 32. A. things    | B. equipment | C. devices    | D. applications |
| 33. A. promoted  | B. pushed    | C. boosted    | D. stimulates   |
| 34. A. link      | B. come      | C. reach      | D. connect      |
| 35. A. targeted  | B. expected  | C. hope       | D. wished       |

**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. freight payment | a. 应急资金 |
| 37. emergency fund  | b. 运费支付 |
| 38. storefront      | c. 赔偿   |
| 39. depreciate      | d. 店面   |
| 40. redress         | e. 贬值   |

**Part Six Translation. (15 points)**

**Translate the following paragraphs into Chinese. (15 points)**

41. International trade is the exchange of goods and services between countries. Trading globally gives consumers and countries the opportunity to be exposed to goods and services not available in their own countries. Almost every kind of product can be found on the international market: food, clothes, spare parts, oil, jewelry, wine, stocks, currencies and water. Services are also traded: tourism, banking, consulting and transportation.



试卷代号:1360

座位号 

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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

高级商务英语阅读 试题答题纸

2014 年 7 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.

试卷代号:1360

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

高级商务英语阅读 试题答案及评分标准

(供参考)

2014年7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. C | 3. A | 4. D |
| 5. C | 6. A | 7. B |      |

**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. C  | 10. F | 11. A |
| 12. D | 13. G | 14. B |       |

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

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

**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. b                  37. a                  38. d                  39. e                  40. c

**Part Six Translation. (15 points)**

**Translate the following paragraphs into Chinese. (15 points)**

41. 国际贸易是国家之间商品和服务的交易。在全球范围内的交易给消费者和国家创造了享用在他们自己的国家没有的商品和服务的机会。在国际市场上,几乎每一种商品都可以找到:食物、衣服、备件、石油、珠宝、酒、股票、货币和水。服务也是可交易的:旅游业、银行业、咨询业和运输业。