

试卷代号:1361

国家开放大学(中央广播电视大学)2014年秋季学期“开放本科”期末考试

## 国际商务交际 试题

2015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)

Remember “e-learning”? In 2003 both the limits and potential of the internet for business education are becoming clearer. Many people do indeed want to sit down at their computers and take courses at their leisure; but they also want to see their teachers in the flesh.

The market for online-only programmes is shaky at best. The more prestigious schools have had a hard time making them work; their reputations are not on the whole enough to overcome qualms about distance learning. When Unext, based in Deerfield, Illinois, founded the online-only Cardean University in 2000, it recruited professors from the University of Chicago, Stanford University, and the London School of Economics (LSE) to develop course materials, but it has fewer than 500 students enrolled in its MBA programme. (By contrast, the University of Phoenix and Heriot-Watt University, each have more than 10,000 enrolled MBA students.) Eduventures, a research and consulting firm that specialises in education, estimates that 350,000 students — only 2% of all students in college or above in the United States — are enrolled in online-only programmes.

Several ventures by top institutions have failed altogether. NYU Online, which offered versions of New York University courses, shut down in November 2001. Fathom, mainly sponsored by Columbia University, seemed even more promising: it offered free and paid-for material from such diverse sources as Columbia, LSE, Cambridge University Press, and the British Museum. But after spending \$30m, Columbia wasn't seeing enough return on its investment, and in January 2003 announced that Fathom would also be shut down.

But less prestigious schools, not saddled with such high expectations, have more freedom to experiment. Take, for example, Auburn University, an Alabama school better known for its football teams than for its MBA programmes. Schools such as Auburn can use technology as a tool to reach students living further away and thus increase their national reputations. Daniel Gropper, executive director of MBA programmes at Auburn's College of Business, reports that Auburn's most successful executive MBA programme is a “blend” in which participants receive lectures on CDs and discuss class materials online, then spend a

total of five weeks on campus. The online/offline mixture seems to have satisfied both the college and the students; more than 90% of students complete the programme, says Mr Gropper, and two-thirds of them are based outside Alabama and Georgia. Such hybrid programmes are on the rise.

With online programmes, access to technology becomes crucial: one of the reasons given for Fathom's demise was that the users' technology could not keep up with the demands of the courses. One place, then, to watch for the possibilities of online executive education might be Korea, where broadband use is widespread (about 68% of households are thought to have access). Korea National Open University, which teaches only in Korean, claims to have "education-on-demand" offerings and hosted a 2002 conference for open universities in Asia on distance learning. Cardean, sensing an opportunity, created EducAsia, a separate business with offices in Seoul and Singapore, in early 2000; EducAsia now offers 52 courses on business topics, all in English (and four in Korean as well) ranging from eight to 30 hours long.

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

1. In the 21<sup>st</sup> century, people prefer studying online in their spare time to sitting in the classrooms.
2. In 2000 the market for online-only programmes is not well developed as expected for Unext.
3. Only 2% of the 350,000 students in the U. S. are enrolled in online-only programmes.
4. Online-only programmes by some famous universities can not last long.
5. Fathom, sponsored by Columbia University, was the only successful and profitable online programme.
6. One of the reasons why some online programmes fail is that the users' technology can hardly keep up with the demands of the courses.
7. Blended programmes satisfy both the students and the college.
8. The great majority of the students complete the hybrid executive MBA programme in Auburn's College of Business.

9. About two thirds of the Korean households are thought to have broadband access.

10. Korea National Open University offers courses in Seoul and Singapore.

**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. Describe the components in each stage of the 3- $\times$ -3 writing process.

12. Describe the process of communication.

13. What are the four stages of team construction?

14. Please compare direct and indirect patterns for organizing ideas.

**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. The committee reached the conclusion that a great majority of students had a preference for mail-in registration. (to improve the vigor and clarity)

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

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

18. It is imperative that you reply at once. (to make it courteous)

19. This letter is to inform you of an important change in our policy concerning insurance. (to emphasize "you" attitude)

20. We can not deliver your order until June 5. (to make it positive)

21. I heard that you start a new membership policy, and I have a number of questions to ask. (to improve the directness)

22. It is very clear that these procedures are very important. (to make it concise)

23. To prevent us from possibly losing large sums of money, our bank now requires verification of any large check presented from immediate payment. (to emphasize the "you" view)

24. Ms. Thomas tries to read all e-mail messages daily, but responses may not be made until the following day. (to improve parallelism)

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

25.

TO: Jay S. Jacobs, VP Human Resources

Sue Simmons and I, along with other Intercontinental Bank employees, have been eager to return to college, but we can't afford the costs of tuition and books.

Many of us were forced to go to work before we could complete our college degrees. We know that the continuing education divisions of some universities provide good courses that we could take at night. Sue and I — and we think many other employees as well — would like to enroll for these courses. Would Intercontinental be interested in helping us with a tuition-reimbursement program?

We've heard about other local companies (Bank of America, First Federal, GE and others) that offer reimbursement for fees and books when employees complete approved courses with a C or higher. Sue and I have collected information, including a newspaper clipping that we're enclosing. Surveys show that tuition-reimbursement programs help improve employee morale and loyalty. They also result in higher productivity because employees developed improved skills.

We'd like a chance to talk over this worthwhile employee program with you at your convenience.

试卷代号:1361

座位号 

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国家开放大学 (中央广播电视大学)2014 年秋季学期“开放本科”期末考试

国际商务交际    试题答题纸

2015 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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国家开放大学 (中央广播电视大学)2014 年秋季学期“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)

2015 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. True | 8. True  | 9. True | 10. False |

Part Two Short-Answer Questions (20 points)

● Five points for each question.

11. The 3- $\times$ -3 writing process consists of three stages: phase 1 (prewriting), phase 2 (writing), and phase 3 (revising). Phase 1 involves organizing 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.

12. The sender encodes words or symbols to express an idea. The message is sent verbally over a channel or is expressed nonverbally, perhaps with gestures or body language. The receiver decodes the message and attempts to make sense of it. The receiver responds with feedback, informing the sender of the effectiveness of the message. The objective of communication is the transmission of meaning so that a receiver understands a message as intended by the sender.

13. In the forming stage, members of the team get to know each other and discuss general topics. In the second stage, storming, they define their roles, goals, and governing procedures. In the third stage, norming stage, the tension between members subsides, roles clarify, and information began to flow. In the performing stage, teams develop loyalty and progress toward their goals.

14. The direct pattern places the main idea first. This pattern is useful when audiences will be pleased, mildly interested, or neutral. It saves the reader's time, sets the proper



frame of mind, and prevents reader frustration. The indirect pattern places the main idea after explanations. This pattern is useful for audiences that will be unwilling, displeased, or hostile. It respects the feelings of the audience, encourages a fair hearing and minimizes negative reactions.

**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. The committee concluded that a great majority of students preferred mail-in registration.

16. Please refer to your May 7 letter in which you explain how to file a claim.

17. You will certainly be pleased with the many electronic services we now offer.

18. Your prompt reply is highly appreciated.

19. You may take this opportunity to know important change in our insurance policy.

20. We can deliver your order June 5.

21. Please answer the following questions about your new membership policy.

22. These procedures are very important.

23. For your own benefits, verification of any large check presented for immediate payment is required.

24. Ms. Thomas tries to read all e-mail messages daily, but she may not make the responses until the following day.

**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).