

试卷代号:1360

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

高级商务英语阅读 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

In fighting the crisis, China has made huge strides in developing social programs, which was beyond our means just a few years ago. We have made breakthroughs in building a social security system covering urban and rural areas. We have introduced a rural old-age insurance scheme which will cover 60 per cent of counties in China this year. The basic urban medical insurance scheme and rural co-operative medical care scheme now cover more than 90 per cent of the population. All Chinese now have access to free compulsory education. Government spending on education has grown to 3.69 per cent of GDP.

B

It has also pursued flexible and prudent economic policies, and ensured they are targeted and sustainable. Our budget deficit and debt balance are respectively below 3 and 20 per cent of GDP. The government budget deficit has been cut in 2010 and 2011. Since mid-2009, we have used monetary policy tools to absorb excess liquidity. In the fourth quarter of 2009, to strike a balance between maintaining steady and fast growth, conducting structural adjustment and managing inflation were set as the main goal of macroeconomic regulation. Since January 2010, the required reserve ratio and benchmark deposit and lending rates have been raised 12 times and four times respectively. So growth in money and credit supply has returned to normal. In June 2010, reform of the renminbi exchange rate regime was advanced, and the renminbi has appreciated 5.3 per cent against the US dollar.

C

There is concern as to whether China can rein in inflation and sustain its rapid development. My answer is an emphatic yes. Rapid price rises pose a common challenge to many countries, especially other emerging economies and China. China has made capping price rises the priority of macroeconomic regulation and introduced a host of targeted policies. These have worked. The overall price level is within a controllable range and is expected to drop steadily. The output of grain, of which there is now an abundant supply, has increased for seven years in a row. There is an oversupply of main industrial products. Imports are growing fast. We are confident price rises will be firmly under control this year.

D

China is now at a new starting point in its drive for development. We have adopted the 12th five-year plan which calls for shifting the development model. We will continue to pursue economic structural adjustment, boost research and development, and education, save energy and resources, promote ecological and environmental conservation, and narrow the regional and urban-rural gap. China's drive for industrialization and urbanization is gathering pace. Its economy is increasingly market-oriented and internationalized. We are fully capable of sustaining steady and fast economic growth.

China will continue to work with other countries with common responsibilities. We should make concerted efforts to strengthen the co-ordination of macroeconomic policies, fight protectionism, improve the international monetary system and tackle climate change and other challenges. We should welcome the fast development of emerging economies, respect different models of development, increase help to least developed countries to enhance their capacity for self-development, and promote strong, sustainable and balanced growth of the global economy.

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

1. China has adopted the 12th five-year plan.
2. Chinese people are free to receive education.
3. China is confident that the price rises will be under control.
4. Macroeconomic regulation's main goal was to conduct structural adjustment and manage inflation.
5. China can rein in inflation and sustain its rapid development at the same time.
6. China's security system covers both urban and rural areas.
7. China will cooperate with other countries with common responsibilities.

Part Two Questions 8—14. (21 points)

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

Decommission the Misfiring Weapons of Trade Warfare

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.

(8).....

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.

(9).....

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. (10).....

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. (11)..... 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. (12)..... 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. (13).....

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.

14..... Free-traders should be hoping fervently that the latter prevail.
Now choose the best sentence (A—G) to fill each of the gaps.

A 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.

B 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.

C 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.

D It has had to laboriously rewrite its own trade law in response to a US federal court ruling on the same issue.

E Part of the credit should go to the very nature of globalization itself.

F 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.

G The "Doha round" of trade talks may be dead, but the WTO's dispute settlement arm is still playing a valuable role.

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)

For the first time, three candidates are contesting the World Bank presidency in what ought to be an open, competitive and merit-based process. I feel privileged to be one of those candidates, and to represent the aspirations of many people from the developing world.

My own approach to thinking about development has been influenced by my childhood experiences. I grew up in a village in Nigeria where I knew poverty first-hand. I lived through the Nigerian civil war in my formative years, where I observed how violence could set back years of economic development. My thinking has also been shaped by the past 30 years, working in almost every region of the world on thorny issues of development. It has certainly been informed by four years as finance and foreign minister in one of the most challenging but also exciting countries in the world—Nigeria.

In the wake of the great recession, the uncertain times in which we live call for decisive action. The World Bank must respond quickly and effectively to three key challenges facing its client countries in ways that respect their priorities, their culture and their own processes.

Creating jobs is the first and most important challenge, complicated by the coming of age of a burgeoning youth population. This requires steady, inclusive economic growth based on prudent macroeconomic policies and development of key sectors of the economy, fitting the specific conditions of each country. No one size fits all. For many countries, it would be important to prioritize investments in infrastructure, agriculture, health, education and other sectors that can unleash jobs.

Second, the Bank must support investments in human capital, especially in health, education, and welfare. Health sector investments should prioritize strengthening national health systems as a way of sustainably managing disease prevention and control. Similarly, investments in education must extend beyond primary and secondary enrolment targets, and focus on learning outcomes, vocational training and the development of employable skills at the secondary and tertiary level.

Third, the Bank must support developing countries in building appropriate institutions that support property rights and the enforcement of contracts, promote good governance and provide a conducive environment for private initiative. Building institutions is arduous and requires patience and persistence. Institutional reforms have been dear to my heart, both in Nigeria and abroad, and nowhere more so than in fighting corruption. In Nigeria, I have promoted and implemented transparency of the budget and public finances by publishing monthly revenues of all tiers of government, which has been instrumental in making leaders more accountable. I have fought corruption at our ports and strengthened central government governance.

These three major challenges—creating jobs, investing in the human capital of the poor and building institutions—have to be pursued with vigor. Furthermore, the Bank also plays a key role in ensuring the efficient delivery of global public goods and in meshing its initiatives with the priorities of national and regional development programs.

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

15. The writer of this passage is _____.
A. the president of the World Bank
B. a candidate for the presidency of the World Bank
C. a reporter of a newspaper
D. a politician working in Nigeria
16. Which of the following about the writer's experience is not mentioned according to the passage?
A. He experienced poverty in his childhood.
B. He used to work in almost every region of the world.
C. He has been the finance and foreign minister of Nigeria.
D. He grew up in Nigeria and received education overseas.
17. The three key challenges put forward by the writer does not include _____.
_____.
A. creating jobs
B. investing in the human capital
C. improving the welfare of the poor
D. building institutions
18. The writer thinks to create jobs, each country _____.
A. should have its specific policies that fit its own conditions
B. could apply the same policies that fit all
C. should stimulate its youth population
D. needs to prioritize investments in infrastructure, agriculture, health, education and other sectors that can unleash jobs
19. The priority of health sector investments is _____.
A. creating jobs
B. strengthening national health systems
C. extending beyond primary and secondary enrolment targets
D. improving learning outcomes and vocational training
20. The writer has promoted and implemented transparency of the budget and public finances in Nigeria _____.
A. by publishing monthly revenues of all tiers of government
B. by making leaders more accountable
C. by strengthening central government governance
D. by having patience and persistence

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)

Components of a Product

On the surface it seems a product is simply a marketing offering, (21)..... tangible or intangible, that someone wants to purchase and consume, in which case one might believe product decisions are focused exclusively on designing and (22)..... the consumable elements of goods, services or ideas. For instance, one might think the key product decision for a manufacturer of floor cleaners is to focus on creating a (23)..... that cleans more effectively. In actuality, while decisions related to the consumable parts of the product are extremely important, the Total Product consists of more than what is (24)..... The total product offering and the decisions facing the marketer can be broken down into three key parts:

- 1. Core Benefits
- 2. Actual Product
- 3. Augmented Product

Core Benefits

Consider that people make buying decisions that satisfy their needs. While many needs are addressed by the consumption of a product or service, some needs (25)..... not. For instance, customers may need to be perceived highly by other members of their (26)..... or need a product that is easy to use or need a risk-free purchase. In each of these cases, and many more, the core product (27)..... is the benefit the customer receives from using the product.

In some cases these core benefits are (28)..... by the product itself (e. g. , floor cleaner) while in other cases the benefit is offered by other aspects of the product (e. g. , the can containing the floor cleaner that makes it easier to spread the product). Consequently, at the very heart of all product decisions is determining the key or core benefits a product will provide. From this decision, the rest of the product offering can be developed.

Actual Product

The core benefits are offered through the components that (29)..... the actual product the customer purchases. For instance, when a consumer (30)..... home from shopping at the grocery store and takes a purchased item out of her shopping bag, the actual product is the item she holds in her hand.

Within the actual product is the consumable product, (31)..... can be viewed as the main good, service or idea the customer is buying. For example, while toothpaste may come in a package that makes dispensing it easy, the Consumable Product is the paste that is placed on a toothbrush. But marketers must understand that while the consumable product is, (32)..... most cases, the most critical of all product decisions, the actual product includes many separate product decisions including product features, branding, packaging, labeling, and more.

Augmented Product

Marketers often surround their actual products with goods and services that provide (33)..... value to the customer's purchase. While these factors may not be key reasons (34)..... customers to purchase (i. e. , not core benefits), for some the inclusion of these items strengthens the purchase decision while for (35)..... failure to include these may cause the customer not to buy. Items considered part of the augmented product include guarantee, warranty, customer service, complementary products and accessibility.

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

- | | | | |
|-------------------|-----------------|---------------|---------------|
| 21. A. however | B. that | C. no matter | D. whether |
| 22. A. building | B. build | C. to build | D. built |
| 23. A. liquid | B. formula | C. form | D. thing |
| 24. A. perceived | B. got | C. consumed | D. thought |
| 25. A. are | B. do | C. while | D. as |
| 26. A. family | B. company | C. team | D. group |
| 27. A. it | B. itself | C. them | D. themselves |
| 28. A. shown | B. manifested | C. offered | D. referred |
| 29. A. make up | B. consist of | C. compose of | D. make up of |
| 30. A. come back | B. returns back | C. going back | D. returns |
| 31. A. that | B. it | C. which | D. this |
| 32. A. at | B. under | C. for | D. in |
| 33. A. additional | B. more | C. addition | D. adding |
| 34. A. resulting | B. leading | C. inducing | D. forcing |
| 35. A. some | B. some others | C. others | D. another |

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. brand equity | a. 基准 |
| 37. protective tariff | b. 承保 |
| 38. divergence | d. 品牌资产 |
| 39. underwrite | c. 关税保护 |
| 40. benchmark | e. 分歧 |

Part Six Translation. (15 points)

Translate the following paragraphs into Chinese. (15 points)

41. As you may gather, marketing is a very broad-based activity, and consequently, it calls for a broad definition. That is, marketing occurs any time one social unit (person or organization) strives to exchange something of value with another social unit. Our broad definition then is as follows; Marketing consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants.

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高级商务英语阅读 试题答题纸

2015 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—G) 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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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

高级商务英语阅读 试题答案及评分标准

(供参考)

2015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. D | 2. A | 3. C | 4. B |
| 5. C | 6. A | 7. D | |

Part Two Questions 8—14. (21 points)

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

- | | | | |
|-------|-------|-------|-------|
| 8. F | 9. C | 10. A | 11. D |
| 12. E | 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. B | 16. D | 17. C | 18. A | 19. B | 20. A |
|-------|-------|-------|-------|-------|-------|

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. D | 22. A | 23. B | 24. C | 25. A |
| 26. D | 27. B | 28. C | 29. A | 30. D |
| 31. C | 32. D | 33. A | 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. d | 37. c | 38. e | 39. b | 40. a |
|-------|-------|-------|-------|-------|

Part Six Translation. (15 points)

Translate the following paragraphs into Chinese. (15 points)

41. 正如你可能了解的,市场营销是一项基础非常广泛的活动,因此,它需要一个广泛的定义。市场营销产生于一个社会单元(个人或组织)努力与任何另一个社会单元交换有价值的东西的任何时候。因此,我们的广泛定义如下:市场营销包含旨在生成和促进任何交换以满足人们的需求或欲望的所有活动。