

试卷代号:1361

国家开放大学(中央广播电视大学)2015年春季学期“开放本科”期末考试

## 国际商务交际 试题

2015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)**

In business, if not politics, the world has quietened down a bit; the number of spectacular bankruptcies, indictments, scandals, and implosions is not as high as it was in 2001 and 2002. Although executives still have to face a global slowdown, the uncertain effects of the war in Iraq, and the still fresh confusion over SARS, they might now be excused a deep breath and a look at aspects of their businesses that may have been neglected in the scramble to stay on top of new accounting laws and restated earnings.

One area to start catching up on is knowledge. This is true both personally, as executives work out whether or not they are staying on top of internal or external developments, but also at the level of companies. A survey of knowledge management, “Knowledge Unplugged”, published in 2001 by McKinsey, found that the best-performing companies were far more likely than the worst-performing ones to use creative techniques for acquiring, processing and distributing knowledge — everything from emphasizing teamwork in product development to holding “idea contests” and trying to avoid boring daily routines.

But creating an atmosphere in which knowledge can be shared can be almost as challenging as obtaining it in the first place. This is the potential prisoner’s dilemma of knowledge: the more valued it becomes, the less incentive employees have to share it with one another, at the risk of losing the competitive advantage of what they know — or, worse, seeing another profit at their expense. This proves to be even more true at the company level. While firms might turn to external partners to enhance their knowledge base, the sharing will be incomplete without mutual trust.

Since “knowledge” is such a vague term, it helps to have specific goals in mind when looking to gain more of it. Are you looking for information about your company, or industry in particular? Despite the general slowdown in executive education, there are still a number of courses devoted specifically to helping managers in given industries — technology, for example, or health care. Are you more concerned with acquiring more knowledge, or putting it to better use? Do you need to move quickly, or is this a subject that needs to be explored in greater depth?

And bear in mind that styles of learning vary. Some people will profit most from informal networking; some enjoy learning in a classroom; others will be able to take advantage of the company intranet. Be flexible in the pursuit of knowledge; it is better to set performance targets, concentrate on meeting them, and allow individuals and their teams to explore their own solutions. Sometimes the best way to generate knowledge is simply a bit of brainstorming.

The edition of Executive Education Outlook looks at the options available to executives in gaining knowledge, and enhancing what they already have. It includes a look at the state of distance learning — neither the revolution the hype claimed it would be in the late 1990s, nor completely dismissible — as a possible conduit of knowledge, the best place to go for new programmes in knowledge management, and a consideration of the demand for the best sources of knowledge: business-school academics.

Coming in June, Global Executive will also feature a series of Executive Dialogue interviews with prominent CIOs, further exploring the themes of information and knowledge gathering. Concentrating on knowledge now may be the best way to be prepared for the next challenges facing the business world.

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

1. Over the past few years, there have been as many scandals in business as in politics.
2. The worst-performing companies try to avoid the daily routines because they are boring.
3. Catching up on knowledge is important to an individual both personally and professionally.
4. It's challenging to create an atmosphere in which knowledge can be shared.
5. Employees tend to share the knowledge they value most.
6. External partners tend to share their knowledge incompletely.
7. There is a general slowdown in executive education.
8. The best style of learning is to learn in a classroom, though there are quite a few other styles.

9. The best option available to executives in gaining knowledge is the business-school academics.

10. Knowledge can prepare the executives for the challenges in business.

**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. What are the techniques for building interest in a persuasive request?

12. When does persuasion become unethical?

13. Explain five strategies for improving communication among diverse workplace audiences.

14. Define “communication” and explain its most critical factor.

**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 inspect the building plans before construction begins. (to avoid dangerous words)

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

17. If you had listened to our agent more carefully, you would know that your policy does not cover accidents outside the United States. (to make it courteous)

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

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

20. We have received your letter, and we are sending the brochures you request. (to avoid saying what is obvious)

21. We must make the assumption that you wish to be transferred. (to improve vigor and directness)

22. We have shipped your order by UPS, and we are sure it will arrive in time for the sales promotion January 15. (to change to the “you” attitude)

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

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: Mark Stevenson

We can't allow you to attend the conference in Sept. , Mark. Perhaps you didn't know that the budget planning meetings are scheduled for that month.

Your expertise is needed here to help keep our telecommunications network on schedule. Without you, the entire system — which is shaky at best — might fall apart. I'm sorry to have to refuse your request to attend the conference. I know this is small thanks for the fine work you have done for us. Please accept my humble apologies.

In the spring I'm sure your work schedule will be lighter, and we can release you to attend a conference at that time.

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座位号

国家开放大学(中央广播电视大学)2015 年春季学期“开放本科”期末考试

**国际商务交际 试题答题纸**

2015 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)2015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)

2015年7月

### Part One Reading (20 points)

● Two point for each item.

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

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

● Five points for each question.

11. You can build interest and conviction through the use of the following: facts or statistics; examples; expert opinion; specific details; direct benefits; indirect benefits etc.

12. Persuasion becomes unethical when facts are distorted, overlooked, or manipulated with an intent to deceive.

13. Seek training. Understand the value of differences. Don't expect conformity. Create zero tolerance for bias and stereotypes. Learn about your cultural self. Make fewer assumptions. Build on similarities. (If any five strategies of these are mentioned, five points can be offered.)

14. For our purposes, communication is the transmission of information and meaning from one individual or group to another. The crucial element in this definition is meaning. The process of communication is successful only when the receiver understands an idea as the sender intended it. Both parties must agree not only on the information transmitted but also on the meaning of that information.



**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. We will review the building plans before construction begins.
16. An accountant was hired by the company.
17. As it is stated in your policy, only accidents within the United States can be covered.
18. The policy affected all vendors, suppliers, and consultants.
19. These breaks stop a 2-ton car, travelling 60 mph, within 240 feet.
20. At your request, we are sending you the brochures.
21. We assume that you wish to be transferred.
22. Your order will be delivered by UPS in time for your sales promotion January 15.
23. Once we find out how much it costs, we can begin the project.
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).