

试卷代号:1360

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

## 高级商务英语阅读 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)**

In addition to categorizing by type of offering, most products intended for consumer use can be further categorized by how frequently and where they are purchased.

**A**

Convenience Products — These are products that appeal to a very large market segment. They are generally consumed regularly and purchased frequently. Examples include most household items such as food, cleaning products, and personal care products. Because of the high purchase volume, pricing per item tends to be relatively low and consumers often see little value in shopping around since additional effort yields minimal savings. From the marketer's perspective the low price of convenience products means that profit per unit sold is very low. In order to make high profits marketers must sell in large volume. Consequently, marketers attempt to distribute these products in mass through as many retail outlets as possible.

**B**

Shopping Products — These are products consumers purchase and consume on a less frequent schedule compared to convenience products. Consumers are willing to spend more time locating these products since they are relatively more expensive than convenience products and because these may possess additional psychological benefits for the purchaser, such as raising their perceived status level within their social group. Examples include many clothing products, personal services, electronic products, and household furnishings. Because consumers are purchasing less frequently and are willing to shop to locate these products, the target market is much smaller than that of convenience goods. Consequently, marketers often are more selective when choosing distribution outlets to sell their products.

**C**

Specialty Products — These are products that tend to carry a high price tag relative to convenience and shopping products. Consumption may occur at about the same rate as shopping products but consumers are much more selective. In fact, in many cases consumers know in advance which product they prefer and will not shop to compare products. But they may shop at retailers that provide the best value. Examples include high-end luxury automobiles, expensive champagne, and celebrity hair care experts. The target markets are generally very small and outlets selling the products are very limited to the point of being exclusive.

**D**

In addition to the three main categories above, products are classified in at least two additional ways:

**Emergency Products** — These are products a customer seeks due to sudden events and for which pre-purchase planning is not considered. Often the decision is one of convenience (e. g. , whatever works to fix a problem) or personal fulfillment (e. g. , perceived to improve purchaser's image).

**Unsought Products** — These are products whose purchase is unplanned by the consumer but occur as a result of marketer's actions. Such purchase decisions are made when the customer is exposed to promotional activity, such as a salesperson's persuasion or purchase incentives like special discounts offered to certain online shoppers. These promotional activities often lead customers to engage in Impulse Purchasing.

**Now match**

1. In order to make high profits, marketers must sell in large volume of these products.
2. These products tend to carry a higher price tag than the other two main types of products.
3. Customers buy these products when they are exposed to promotional activities.
4. Consumers are willing to spend more time locating these products both because they are more expensive and possess additional psychological benefits.
5. Customers buy these products because of sudden events.
6. In many cases consumers know in advance which product they prefer and will not shop to compare products.
7. Most household items such as food and cleaning products belong to this group.

**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)**

**Useful Tips on Reducing Insurance Costs**

Most people want lower insurance costs but are often too lazy to do anything about it. (8).....

Here are some useful tips on reducing insurance costs:

**Shop Around**

(9)..... It'll take some time, but could save you a good sum of money.

Check consumer guides, insurance agents and online insurance quote services. Ask friends what they are paying for their policies. (10)..... But don't consider price alone. The insurer you select should offer a fair price and deliver quality service.

**Raise Your Excess Amounts**

Excess amounts are the amount of money you have to pay toward a loss before your insurance company starts to pay a claim, according to the terms of your policy. (11).....

**Buy your home and car policies from the same insurer**

Some companies that sell homeowner, car and personal liability insurance policies will

offer you a reduced premium if you buy two or more insurance policies from them. (12).....

### **Improve your home security**

You can usually get discounts for fitting a smoke detector, burglar alarm or dead-bolt locks. Some companies offer quite substantial reductions on premiums if a sophisticated sprinkler system and a fire and burglar alarm that rings at the police, fire or other monitoring stations are installed. (13)..... Before you buy such a system, find out what kind your insurer recommends, how much the device would cost and how much you'd save on premiums.

### **Maintain a good credit record**

Establishing a solid credit history can cut your insurance costs. (14).....

To protect your credit standing, pay your bills on time, don't obtain more credit than you need and keep your credit balances as low as possible.

### **Stay with the same insurer**

If you've kept your policy with a company for several years, you may receive a special discount for being a long-term policyholder. But make certain to periodically compare this price to ensure that you are getting the most competitive price.

#### **Now choose**

**A** Although it may sound an obvious thing to do, you will be surprised at how many people just renew their policy without comparing prices.

**B** The higher your excess, the more money you can save on your premiums.

**C** These systems aren't cheap and not every system qualifies for a discount.

**D** This will give you an idea of price ranges and tell you which companies have the lowest prices.

**E** But make certain this combined price is lower than buying the different policies from different companies.

**F** All it takes is a little time and effort and you could be looking at a reduced insurance premium.

**G** Insurers are increasingly using credit information to price homeowners' insurance policies.

### **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)**

#### **What forces are fueling e-commerce?**

There are at least three major forces fueling e-commerce: economic forces, marketing and customer interaction forces, and technology, particularly multimedia convergence.

Economic forces. One of the most evident benefits of e-commerce is economic efficiency resulting from the reduction in communications costs, low-cost technological infrastructure,

speedier and more economic electronic transactions with suppliers, lower global information sharing and advertising costs, and cheaper customer service alternatives.

Economic integration is either external or internal. External integration refers to the electronic networking of corporations, suppliers, customers/clients, and independent contractors into one community communicating in a virtual environment (with the Internet as medium). Internal integration, on the other hand, is the networking of the various departments within a corporation, and of business operations and processes. This allows critical business information to be stored in a digital form that can be retrieved instantly and transmitted electronically. Internal integration is best exemplified by corporate intranets. Among the companies with efficient corporate intranets are Procter and Gamble, IBM, Nestle and Intel.

Market forces. Corporations are encouraged to use e-commerce in marketing and promotion to capture international markets, both big and small. The Internet is likewise used as a medium for enhanced customer service and support. It is a lot easier for companies to provide their target consumers with more detailed product and service information using the Internet.

Technology forces. The development of ICT is a key factor in the growth of e-commerce. For instance, technological advances in digitizing content, compression and the promotion of open systems technology have paved the way for the convergence of communication services into one single platform. This in turn has made communication more efficient, faster, easier, and more economical as the need to set up separate networks for telephone services, television broadcast, cable television, and Internet access is eliminated. From the standpoint of firms/businesses and consumers, having only one information provider means lower communications costs.

Moreover, the principle of universal access can be made more achievable with convergence. At present the high costs of installing landlines in sparsely populated rural areas is a disincentive to telecommunications companies to install telephones in these areas. Installing landlines in rural areas can become more attractive to the private sector if revenues from these landlines are not limited to local and long distance telephone charges, but also include cable TV and Internet charges. This development will ensure affordable access to information even by those in rural areas and will spare the government the trouble and cost of installing expensive landlines.

**Now choose**

15. The phrase "fueling e-commerce" in the title might mean \_\_\_\_\_.

- A. irritating e-commerce
- B. stimulating e-commerce to boom
- C. setting e-commerce on fire
- D. providing e-commerce with fuels such as gases

16. According to the passage, the achievement of e-commerce's benefit economic efficiency should contribute to \_\_\_\_\_.
- A. the reduced communications costs
  - B. the low-cost technological infrastructure
  - C. the cheaper customer service alternatives
  - D. the faster development of ICT
17. The difference between external and internal economic integration is in that \_\_\_\_\_.
- A. the former refers to the integration within a company
  - B. the former refers to the integration between different departments
  - C. the latter refers to the integration outside of a company
  - D. the latter refers to the integration within a company
18. A good example of internal integration is \_\_\_\_\_.
- A. electronic networking of suppliers
  - B. corporate intranets
  - C. low-cost technological infrastructure
  - D. Procter and Gamble
19. The following are advantages of e-commerce except that \_\_\_\_\_.
- A. it makes electronic transactions available which are speedier and more economic
  - B. it makes it easy for companies to provide their target consumers with more detailed product and service information
  - C. it is used by companies like Procter and Gamble, IBM, Nestle and Intel
  - D. it makes it possible to reduce the communication costs
20. It can be inferred from the passage that \_\_\_\_\_.
- A. telecommunications companies are not willing to install landlines in sparsely populated rural areas
  - B. landlines could only be used to make telephones calls
  - C. IBM is the only company that makes better use of corporate intranets
  - D. it is the government's responsibility to install landlines for cable TV and Internet

**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)**

The World Trade Organization — the WTO — is the international organization (21)..... primary purpose is to open trade for the benefit of all.

The WTO provides a forum for negotiating agreements aimed at (22)..... obstacles to international trade and ensuring a level playing field for all, thus contributing to economic growth and development. The WTO also provides a legal and institutional

framework for the implementation and monitoring of these agreements, (23)..... for settling disputes arising from their interpretation and application. The current body of trade agreements comprising the WTO (24)..... 16 different multilateral agreements (to which all WTO members are parties) and two different plurilateral agreements (to which only some WTO members are parties).

Over the past 60 years, the WTO, which was (25)..... in 1995, and its predecessor organization the GATT have helped to create a strong and prosperous international trading system, thereby contributing to unprecedented global economic growth. The WTO currently has 155 members, (26)..... which 117 are developing countries or separate customs territories. WTO activities are supported by a Secretariat of some 700 (27)....., led by the WTO Director-General. The Secretariat is located in Geneva, Switzerland, and has an annual budget of (28)..... CHF 200 million ( \$ 180 million, €130 million). The three official languages of the WTO are English, French and Spanish.

Decisions in the WTO are generally taken by consensus of the entire membership. The highest institutional body is the Ministerial Conference, which meets roughly (29)..... years. A General Council conducts the organization's business in the intervals (30)..... Ministerial Conferences. Both of these bodies comprise all members. Specialised subsidiary bodies (Councils, Committees, Sub-committees), also comprising all members, administer and monitor the implementation by members of the various WTO agreements.

The WTO's founding and guiding principles (31)..... the pursuit of open borders, the guarantee of most-favoured-nation principle and (32)..... treatment by and among members, and a commitment to transparency in the conduct of its activities. The opening of national markets (33)..... international trade, with justifiable exceptions or with adequate flexibilities, will encourage and contribute to (34)..... development, raise people's welfare, reduce poverty, and foster peace and stability. At the same time, such market opening must be accompanied by sound domestic and international policies that contribute to economic growth and development according to each member's needs and (35).....

- |                    |                |               |                |
|--------------------|----------------|---------------|----------------|
| 21. A. which       | B. that        | C. whose      | D. the         |
| 22. A. reduce      | B. reducing    | C. reduced    | D. reduces     |
| 23. A. as well as  | B. also        | C. together   | D. as well     |
| 24. A. composed of | B. compose of  | C. consist of | D. consists of |
| 25. A. found       | B. established | C. setting up | D. formed      |
| 26. A. of          | B. from        | C. among      | D. in          |
| 27. A. staffs      | B. stuff       | C. staff      | D. stuffs      |

- |                       |                      |                      |                       |
|-----------------------|----------------------|----------------------|-----------------------|
| 28. A. approximately  | B. approximate       | C. approaching       | D. approached         |
| 29. A. each two       | B. two               | C. every             | D. every two          |
| 30. A. among          | B. between           | C. after             | D. of                 |
| 31. A. still          | B. keep              | C. remain            | D. continue           |
| 32. A. discriminatory | B. in-discriminatory | C. un-discriminatory | D. non-discriminatory |
| 33. A. from           | B. to                | C. with              | D. and                |
| 34. A. sustain        | B. sustaining        | C. sustained         | D. sustainable        |
| 35. A. inspirations   | B. perspirations     | C. aspirations       | D. desperations       |

**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. target market | a. 货币贬值 |
| 37. load fund     | b. 推销宣传 |
| 38. deposit       | c. 目标市场 |
| 39. pitch         | d. 负载基金 |
| 40. devaluation   | e. 存款   |

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

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

41. ADRs are traded on U. S. stock markets just like regular stocks, but they actually represent shares in foreign corporations. An ADR is issued by a U. S.-based bank or brokerage, which buys a large number of shares from a company based outside the U. S. Those shares are bundled into groups and then resold. ADRs are a relatively simple way to invest in foreign companies and avoid the administrative and duty costs of international transactions.



试卷代号:1360

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

## 高级商务英语阅读 试题答题纸

2015 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—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.

试卷代号:1360

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

## 高级商务英语阅读 试题答案及评分标准

(供参考)

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

### 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)

#### Part Two

- |       |       |       |       |
|-------|-------|-------|-------|
| 8. F  | 9. A  | 10. D | 11. B |
| 12. E | 13. C | 14. G |       |

### 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. D | 18. B | 19. C | 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. C | 22. B | 23. A | 24. D | 25. B |
| 26. A | 27. C | 28. A | 29. D | 30. B |
| 31. C | 32. D | 33. B | 34. D | 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. c                  37. d                  38. e                  39. b                  40. a

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

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

41. 美国存托凭证在美国证券市场上就像普通股票一样进行交易,但它们实际上代表外国公司的股份。美国存托凭证由美国银行或经纪公司发行,这些机构从一个总部在美国以外的公司购买大量的股票,并把那些股票打包后再出售。美国存托凭证是一个投资外国公司的相对简单的方式,避免了国际交易中的管理费用和关税成本。