

试卷代号:1361

国家开放大学(中央广播电视大学)2015年秋季学期“开放本科”期末考试

国际商务交际 试题

2016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)

Doing business beyond borders is now commonplace. Not only are market borders blurring, but acquisitions, mergers, alliances, and buyouts are obscuring the nationality of many companies. The quirky Vermont ice cream purveyor Ben & Jerry's is a division of Dutch multinational Unilever; Bridgestone Americas is owned by a Japanese conglomerate; the Arco gas station chain is a subsidiary of the third-largest energy company in the world, British Petroleum; and "Your Neighborhood Grocery Store," Trader Joe's, is owned by Germany's top discounter, Aldi. Two thirds of Colgate-Palmolive's employees work outside North America, and Nike is raking in more revenue overseas than in the United States. Procter & Gamble wants to more than double its sales over the next 15 years, primarily by expanding into developing markets. What's more, 7-Eleven is the highest-grossing retailer in Japan and has nearly twice as many outlets there as it has in the United States.

To be successful in this interdependent global village, companies are increasingly finding it necessary to adapt to other cultures. In promoting its shoes and clothes to kids from Rome to Rio de Janeiro, Nike features Brazilian soccer star Ronaldo, rather than a U. S. basketball star. To sell its laundry products in Europe, Unilever learned that Germans demand a product that is gentle on lakes and rivers. Spaniards wanted cheaper products that get shirts white and soft, and Greeks preferred small packages that were cheap and easy to carry home. To push ketchup in Japan, H. J. Heinz had to overcome a cultural resistance to sweet flavors. Thus, it offered Japanese homemakers cooking lessons instructing them how to use the sugary red sauce on omelets, sausages, and pasta. Domino's Pizza catered to the Japanese by adding squid to its pizza toppings. McDonald's is adjusting its menus to suit the dietary preferences of very diverse customers around the world.

Why are businesses rushing to expand around the world? What is causing this dash toward globalization of markets and blurring of national identities? Many companies are increasingly looking overseas as domestic markets mature. They can no longer expect double-digit sales growth at home. Another significant factor is the passage of favorable

trade agreements. The General Agreement on Tariffs and Trade (GATT) promotes open trade globally, and the North American Free Trade Agreement (NAFTA) has expanded free trade among Canada, the United States, and Mexico.

Beyond favorable trade agreements, other changes fuel globalization. Of paramount importance in explaining the explosive growth of global markets is the development of new transportation and information technologies.

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

1. Doing business beyond borders is to do business in a common place.
2. Trader Jax's is a grocery store owned by a Japanese conglomerate.
3. Nike is earning more money in other countries than in the United States.
4. 7-Eleven has more stores in the United States than it has in Japan.
5. To do business beyond borders successfully, companies are increasingly finding it necessary to adapt to other cultures.
6. In general, Japanese prefer sweet flavors.
7. Businesses are eager to expand globally.
8. One of the reasons why businesses rush to expand around the world is that domestic markets are mature.
9. The passage of favorable trade agreements promotes open trade internationally.
10. The development of new transportation and information technologies accelerates the growth of global markets.

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. List five goals of ethical business communication.
12. Describe the major dimensions of culture.
13. What are the characteristics of effective teams?
14. Describe the basic elements that distinguish business writing from academic writing.

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. I am asking all of our employees to respond to the attached survey regarding working conditions. (to emphasize the "you" view)

16. For this position we assess oral and written communication skills, how well individuals solve problems, whether they can work with teams, and we're also interested in interpersonal skills, such as cultural awareness and sensitivity. (to improve parallelism)

17. Customers are ineligible for the 10 percent discount unless they show their membership cards. (to make it positive)

18. Because of the fact that his visit was an unexpected surprise, we were totally unprepared to make a presentation of profit and loss figures. (to make it concise)

19. Fill out these forms before April 1, therefore we can process them in time. (to make it courteous)

20. Please be kind enough to grant me a deferral. (avoid being too humble)

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

22. We have begun to export our product to some other countries. (to avoid wordiness or wordy expression)

23. It has been established that the incontestable key to the future success of QuadCam is a deep and firm commitment to quality. (to keep it simple, direct and conversational)

24. We offer a free catalog of computer and office supplies that saves money and shopping time for readers. (to make it receiver-focused)

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

25.

To: Staff Members

Lately, very large expenditures on printing jobs have been submitted, particularly bills

being paid to PrintMasters. These bills are suspiciously large and can no longer be honored without careful scrutiny.

Henceforth, all employees may not send out printing jobs without prior written notice. Using PrintMasters as our sole source must stop. Therefore, authorization is now required for all printing. Two copies of any printing order must be submitted to Kelly before any job is commenced. Please see Kelly if you have any questions.

Thank you for your cooperation.

Mark

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座位号

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国际商务交际 试题答题纸

2016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)2015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)

2016年1月

Part One Reading (20 points)

● Two point for each item.

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

Part Two Short-Answer Questions (20 points)

● Five points for each question.

11. Ethical business communicators strive to (a) tell the truth, (b) label opinions so that they are not confused with facts, (c) be objective and avoid distorting a message, (d) write clearly and avoid obscure language, and (e) give credit when using the ideas of others.

12. High- and low-context, individualism and collectivism; formality; communication style, time orientation.

13. The most effective teams are usually small and diverse. They are made up of people representing different ages, genders, and backgrounds and agree on their purpose and procedures. They are able to channel conflict into constructive discussion and reach consensus. They encourage open communication, listen actively, provide feedback, and have fun. They are able to collaborate rather than compete, and leadership is often a shared responsibility depending on the situation and expertise required.

14. Business writing differs from academic writing in that it strives to solve business problems, it is economical, and it is reader-oriented.

Part Three Writing (60 points)

1. Revise each of the following sentences according to the requirement given in the brackets.
(30 points)

● Three points for each sentence.

15. For your own sake, you can respond to the attached survey regarding working conditions.

16. For this position, we assess oral and written skills, problem-solving ability, team spirit and interpersonal skills.

17. Customers are eligible for the 10 percent discount if they show their membership cards.

18. Because of his unexpected visit, we were totally unprepared to make a presentation of profit and loss figures.

19. Please fill out these forms before April 1, so that we can process them in time.

20. Would you please offer me a deferral, if possible?

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

22. We have begun to export our products.

23. We deeply believe that quality is the most important key to the future success of QuadCam.

24. Readers can be offered a free catalog of computer and office supplies, which can help save money and shopping time.

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).