

试卷代号:1360

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

## 高级商务英语阅读 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 I : Reading Comprehension (75 points, 70 minutes)**

**Part II : Words (10 points, 10 minutes)**

**Part III : Translation (15 points, 10 minutes)**

**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)**

**Marketing Is Dead**

**A**

Traditional marketing—including advertising, public relations, branding and corporate communications—is dead. Many people in traditional marketing roles and organizations may not realize they are operating within a dead paradigm. But they are. The evidence is clear.

First, buyers are no longer paying much attention. Several studies have confirmed that in the “buyer’s decision journey,” traditional marketing communications just aren’t relevant. Buyers are checking out product and service information in their own way, often through the Internet, and often from sources outside the firm such as word-of-mouth or customer reviews.

**B**

Second, CEOs have lost all patience. In a devastating 2011 study of 600 CEOs and decision makers by a London-based marketing group, 73% of them said that CMOs lack business credibility and the ability to generate sufficient business growth, 72% are tired of being asked for money without explaining how it will generate increased business, and 77% have had it with all the talk about brand equity that can’t be linked to actual firm equity or any other recognized financial metric.

Third, in today’s increasingly social media-infused environment, traditional marketing and sales not only doesn’t work so well, it doesn’t make sense. Think about it: An organization hires people—employees, agencies, consultants, partners—who don’t come from the buyer’s world and whose interests aren’t necessarily aligned with his, and expects them to persuade the buyer to spend his hard-earned money on something. Huh? When you try to extend traditional marketing logic into the world of social media, it simply doesn’t work.

**C**

There’s a lot of speculation about what will replace this broken model—a sense that we are only getting a few glimpses of the future of marketing on the margins. Actually, we already know in great detail what the new model of marketing will look like. It is already in place in a number of organizations. Here are its critical pieces:

**Restore community marketing.** Used properly, social media is accelerating a trend in which buyers can increasingly approximate the experience of buying in their local, physical communities. For instance, when you contemplate a major purchase, such as a new roof, a flat screen TV, or a good surgeon, you are not likely to go looking for a salesperson to talk to, or to read through a bunch of corporate website content. Instead, you'll probably ask neighbors or friends—your peer network—what or whom they're using. Companies should position their social media efforts to replicate as much as possible this community-oriented buying experience.

**B**

**Find your customer influencers.** Many firms spend lots of resources pursuing outside influencers who've gained following on the Web and through social media. A better approach is to find and cultivate customer influencers and give them something great to talk about. This requires a new concept of customer value that goes way beyond customer lifetime value, which is based only on purchases. There are many other measures of a customer's potential value, beyond the money they pay you. For example, how large and strategic to your firm is the customer's network? How respected is she?

**Help them build social capital.** Practitioners of this new, community-oriented marketing are also rethinking their customer value proposition for such MVP customer advocates and influencers. Traditional marketing often tries to encourage customer advocacy with cash rewards, discounts or other untoward inducements. The new marketing helps its advocates and influencers create social capital; it helps them build their affiliation networks, increase their reputation and gives them access to new knowledge—all of which your customer influencers crave.

Traditional marketing may be dead, but the new possibilities of peer influence-based, community-oriented marketing, hold much greater promise for creating sustained growth through authentic customer relationships.

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

1. Nowadays customers do not believe in what chief marketing officers say.
2. A customer that is respected and has a large network is of great value to a company.
3. Companies need to make their media promotions as near to customer's buying experience as possible.
4. Customers are now getting information about the product mostly from sources outside

the company.

5. Now company employees often do not understand the customers' interest that well.

6. The discount method may not be the most important way for customers to advocate your product.

7. For a major purchase, customers tend to believe more in the words by their neighbors and friends.

**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)**

**Are You Ready to Manage Your Investments and Savings?**

One of the most important skills in life is understanding your money, and the correct ways to make it grow. Of all the language, math, and science skills schools teach to help you get a paying job, they never teach you how to take care of the money you make. (8) \_\_\_\_\_ Saving as much of that money you make is also really important. This includes careful spending and taking advantage of sales and coupons.

But then what? If you ask most retirees they'll tell you it is scary once that paycheck stops and all you have to depend on is those life savings. Especially for this current working class generation, whose retirement funds the government is "borrowing" from to pay for our debt, we have no dependable social security for retirement. (9) \_\_\_\_\_

It's safe to say at some point, your savings will be tied to the stock market. Could be through pension funds, 401k's, IRA retirement funds, life insurance, etc. What's critical for you to know is whether you, your current financial advisor, or another financial advisor is the one to trust your hard earned money with.

(10) \_\_\_\_\_ By the time you retire in 20 or 30 years your investments will be worth more than when you started right? While the statistic is true over 50 or 100 years, there are decades in between where the stock market is the same or lower than when you started.

(11) \_\_\_\_\_ Even if you retired at a time when the stock market is the same as when you started instead of down, it still means your savings did nothing over the decades to help you retire. (12) \_\_\_\_\_

Know that investing on your own is a challenge, but it is very doable and many regular working class people successfully do it everyday to increase their savings and wealth.

(13) \_\_\_\_\_ The danger is most financial advisors aren't professional money managers;

they're just advisors who work mostly as salesmen for investing firms.

A simple way to see if your financial advisor is qualified to handle your savings is to ask them to see records of real customers they themselves have personally managed. (14) \_\_\_\_\_ This probably means the financial advisor would have dozens of years of experience and investing his own money alongside yours.

A What happens if your retirement date happens to be during those bad years?

B The theoretical solution, which everyone knows, is investing so your savings grow over time as the investment grows, and that investment growth covers your retirement living expenses.

C The standard pitch a financial advisor will give you is that the stock market goes up in the long run.

D However, looking at our self assessment criteria below, if you are still in the "Beginner" stage, it is safer to find a good professional to manage your money for you.

E Of course, having a well paying job is the first step to survival and paying expenses.

F Look at those records and see if those customers were able to retire comfortably like the financial advisor is promising you.

G More devastating would be realizing that years of saving with coupons, sales, and driving cars with higher MPG did little to help compared to how your investments lost.

### 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 the best sentence (A, B, C or D) for each question.**

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)**

**What Is Marketing?**

Marketing people are involved in marketing 10 types of entities: goods, services,

experiences, events, persons, places, properties, organizations, information, and ideas.

**Goods.** Physical goods constitute the bulk of most countries' production and marketing effort. The United States produces and markets billions of physical goods, from eggs to steel to hair dryers. In developing nations, goods—(21) \_\_\_\_\_ food, commodities, clothing, and housing are the mainstay of the economy.

**Services.** As economies advance, a (22) \_\_\_\_\_ proportion of their activities are focused on the production of services. The U. S. economy today consists of a 70% — 30% services-to-goods mix. Services include airlines, hotels, and maintenance and repair people, (23) \_\_\_\_\_ professionals such as accountants, lawyers, engineers, and doctors. Many market offerings consist of a variable mix of goods and services.

**Experiences.** By orchestrating several services and goods, one can create, stage, and market experiences. Walt Disney World's Magic Kingdom is an experience; (24) \_\_\_\_\_ is the Hard Rock Cafe.

**Events.** Marketers promote time-based events, such as the Olympics, trade shows, sports events, and artistic performances.

**Persons.** Celebrity marketing has become a major business. Artists, musicians, CEOs, physicians, high-profile lawyers and financiers, and other (25) \_\_\_\_\_ draw help from celebrity marketers.

**Places.** Cities, states, regions, and nations (26) \_\_\_\_\_ to attract tourists, factories, company headquarters, and new residents. Place marketers include economic development specialists, real estate agents, commercial banks, local business associations, and advertising and public relations agencies.

**Properties.** ~~Properties are intangible rights of ownership of either real property (real estate) (27) \_\_\_\_\_ financial property (stocks and bonds). Properties are bought and sold, and this occasions a marketing effort by real estate agents (for real estate) and investment companies and banks (for securities).~~

**Organizations.** Organizations actively work to build a strong, favorable (28) \_\_\_\_\_ in the mind of their publics. Philips, the Dutch electronics company, advertises with the tag line, "Let's Make Things Better." The Body Shop and Ben & Jerry's also gain attention by promoting social causes. Universities, museums, and performing arts organizations boost their public images to compete more successfully (29) \_\_\_\_\_ audiences and funds.

**Information.** The production, packaging, and distribution of information (30) \_\_\_\_\_



one of society's major industries. Among the marketers of information are schools and universities; publishers of encyclopedias, nonfiction books, and specialized magazines; makers of CDs; and Internet Web sites.

Ideas. Every market offering has a basic idea at its (31) \_\_\_\_\_. In essence, products and services are platforms for delivering some idea or benefit to satisfy a core need.

The successful marketer will try to understand the target market's needs, wants, and demands. Needs describe basic human requirements such as food, air, water, clothing, and (32) \_\_\_\_\_. People also have strong needs for recreation, education, and entertainment.

Those needs become wants when they are directed to specific objects that might satisfy the need. An American needs food but wants a hamburger, French fries, and a soft drink. A person in Mauritius needs food but (33) \_\_\_\_\_ a mango, rice, lentils, and beans. Clearly, wants are shaped by one's society.

Demands are wants for specific products backed by an ability to pay. Many people want a Mercedes; only a few are able and (34) \_\_\_\_\_ to buy one. Companies must measure not only how many people want their product, but also how many would (35) \_\_\_\_\_ be willing and able to buy it.

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

- |                      |                   |                 |               |
|----------------------|-------------------|-----------------|---------------|
| 21. A. namely        | B. particularly   | C. specifically | D. really     |
| 22. A. growing       | B. developing     | C. decreasing   | D. soaring    |
| 23. A. as well       | B. as             | C. well as      | D. as well as |
| 24. A. such          | B. much           | C. so           | D. also       |
| 25. A. professionals | B. professors     | C. professes    | D. progresses |
| 26. A. contest       | B. fight          | C. compete      | D. confront   |
| 27. A. other than    | B. but            | C. and          | D. or         |
| 28. A. reflection    | B. image          | C. picture      | D. style      |
| 29. A. with          | B. for            | C. by           | D. to         |
| 30. A. is            | B. are            | C. was          | D. were       |
| 31. A. heart         | B. root           | C. focus        | D. core       |
| 32. A. car           | B. transportation | C. shelter      | D. living     |
| 33. A. wants         | B. hopes for      | C. reaches      | D. gets       |
| 34. A. be willing    | B. willing        | C. are willing  | D. will       |
| 35. A. nearly        | B. hardly         | C. beneficially | D. actually   |

**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. affiliation network | a. 合并   |
| 37. current account     | b. 投资   |
| 38. mechanism           | c. 联系网络 |
| 39. merge               | d. 经常账户 |
| 40. invest              | e. 机制   |

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

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

Strategic marketing planning should be done within the context of the organization's overall strategic planning. The strategic marketing planning process consists of (1) conducting a situation analysis, (2) setting marketing goals, (3) selecting target markets, (4) designing a strategic marketing mix to satisfy those markets and achieve those goals, and (5) preparing an annual marketing plan to guide the tactical operations.

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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

**高级商务英语阅读 试题答题纸**

2016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)2015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)

2016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. B | 2. D | 3. C | 4. A | 5. B |
| 6. D | 7. C |      |      |      |

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

### 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. B | 22. A | 23. D | 24. C | 25. A |
| 26. C | 27. D | 28. B | 29. B | 30. A |
| 31. D | 32. C | 33. A | 34. B | 35. D |

**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. a

40. b

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

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

战略营销计划的制定应该在其组织的总体战略规划中进行。战略营销计划过程包括:(1)开展情况分析;(2)设定营销目标;(3)选择目标市场;(4)设计一个战略营销组合来满足那些市场并实现这些目标;以及(5)制定一个年度营销计划来指导营销战术行动。