

试卷代号:1361

国家开放大学(中央广播电视大学)2016年春季学期“开放本科”期末考试

国际商务交际 试题

2016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)

New electronic technologies are dramatically affecting the way workers communicate. In our always-connected, everything-linked world, we exchange information and stay in touch by using e-mail, instant messaging, text messaging, fax, voice mail, cell phones, powerful laptop computers, satellite communications, wireless networking, and even by "tweeting." Through teleconferencing and videoconferencing, we can conduct meetings with associates around the world. The rapid development of social software such as weblogs, wikis (multiuser weblogs), and peer-to-peer tools makes it easier for workers to communicate online and wirelessly almost instantaneously. One complaint about e-mail is that messages and documents with pertinent information are limited to senders and receivers. The latest software, however, enables people in different offices to work on projects using a single Web calendar, a to-do list, and online discussion rooms. To share information graphically, presenters use sophisticated presentation software.

All businesspeople today rely heavily on the Internet and the Web to collect information, serve customers, and sell products and services. To use these new resources most effectively, you must develop a tool kit of new communication skills. You will want to know how to select the best communication channel, how to use each channel safely and effectively, and how to incorporate the latest technologies and search tools efficiently.

Today's work environments are also changing profoundly. Thanks largely to advances in high-speed and wireless Internet access, millions of workers no longer report to nine-to-five jobs that confine them to offices. They have flexible working arrangements so that they can work at home or on the road. The "anytime, anywhere" office requires only a mobile phone and a wireless computer. To save on office real estate, a growing number of industries provide "nonterritorial" workspaces. Also known as "mobile platforms" and "hot desks," these unassigned workspaces are up for grabs. The first to arrive gets the best desk and the corner window.

Even in more traditional offices, employees work in open spaces with flexible workstations, shared conference rooms, and boomerang-shaped desks that save space. Moreover, many workers are part of virtual teams that complete projects without ever meeting each other. Tools such as e-mail, instant and text messaging, file sharing,

conferencing software, and wireless networking make it easy for employees to collaborate or complete their work in the office, at home, or on the road.

As more and more employees work separately, communication skills become increasingly important. Staying connected involves sending messages, most of which are written. This means that your writing skills will constantly be on display. Those who can write clear and concise messages contribute to efficient operations and can expect to be rewarded.

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

1. This passage states the fact that the application of new electronic technologies is affecting the way people communicate.
2. By using e-mail, workers can communicate online instantaneously.
3. Businesspeople today need to develop their communication skills so as to use the Internet efficiently and effectively.
4. With high-speed and wireless Internet access, many workers can work at home.
5. Workers can work anytime and anywhere if they have a mobile phone and a wireless computer.
6. Hot desks provide the workers with warm workspaces.
7. In traditional offices, boomerang-shaped desks are used to save space.
8. Virtual team members can complete projects without meeting each other physically.
9. Only written messages can be sent through e-mail and instant messaging.
10. More and more employees work separately so as to display their writing skills.

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. Define communication and explain its most critical factor.
12. When does persuasion become unethical?
13. Which factors will affect your choice as to which channel you would use to convey a message?
14. Why is it increasingly important for businesspeople to develop multicultural communication skills?

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

16. 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)

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

18. These brakes stop a car within a short distance. (to use concrete expressions)

19. There are numerous benefits that can result from a good program that focuses on customer service. (to make it concise)

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

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

22. 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)

23. As per your verbal instruction, steps will be undertaken immediately to investigate your billing problem. (to make it conversational)

24. Any applicant for the position of fireman must submit a medical report signed by his physician. (to avoid gender stereotype)

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

25.

TO: Jay S. Jacobs, VP Human Resources

Sue Simmons and I, along with other Intercontinental Bank employees, have been eager to return to college, but we can't afford the costs of tuition and books.

Many of us were forced to go to work before we could complete our college degrees. We know that the continuing education divisions of some universities provide good courses that

we could take at night. Sue and I— and we think many other employees as well— would like to enroll for these courses. Would Intercontinental be interested in helping us with a tuition-reimbursement program?

We've heard about other local companies (Bank of America, First Federal, GE and others) that offer reimbursement for fees and books when employees complete approved courses with a C or higher. Sue and I have collected information, including a newspaper clipping that we're enclosing. Surveys show that tuition-reimbursement programs help improve employee morale and loyalty. They also result in higher productivity because employees developed improved skills.

We'd like a chance to talk over this worthwhile employee program with you at your convenience.

Sue and Marty

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座位号

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国际商务交际 试题答题纸

2016 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)2016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)

2016年7月

Part One Reading (20 points)

● Two point for each item.

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

Part Two Short-Answer Questions (20 points)

● Five points for each question.

11. 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.

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

13. The choice depends on the purpose of a message, the importance of the message, the amount and speed of feedback required, the need for a permanent record, the cost of the channel, and the degree of formality desired.

14. Three trends are working together to enforce the growing need for developing multicultural sensitivities and improved communication techniques. First, the globalization of markets means that you can expect to be doing business with people from around the world. Second, technological advancements in transportation and information are making the world smaller and more intertwined. Third, more and more immigrants from other cultures

are settling in their new country, thus changing the complexion of the workforce. Successful interaction requires awareness, tolerance and accommodation.

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 assume that you wish to be transferred.
16. Your order will be delivered by UPS in time for your sales promotion January 15.
17. At your request, we are sending you the brochures.
18. These brakes stop a 2-ton car, travelling 60 mph, within 240 feet.
19. Many benefits can result from a good customer-oriented program.
20. The policy affected all vendors, suppliers, and consultants.
21. Once we find out how much it costs, we can begin the project.
22. As it is stated in your policy, only accidents within the United States can be covered.
23. At your suggestion, I'm investigating your billing immediately.
24. An applicant for the position of firefighter must submit a medical report signed by his or her physician.

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).