

试卷代号:1365

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

高级商务英语写作 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 4 parts. They are:
Part 1: Matching up (20 points)
Part 2: Translation (20 points)
Part 3: Paragraph Organization (20 points)
Part 4: Writing (40 points)
- The total marks for this examination are 100 points. Time allowed for completing this examination is 90 minutes.
- There will be no extra time to transfer answers to the Answer Sheet; therefore, you should write ALL your answers on the Answer Sheet as you do each task.

Part 1 Matching up (20 points)

Questions 1—10 are based on the following task.

Directions: Match the English words and phrases with their proper Chinese Meanings.

1. 希望的职位	a. damp-proof
2. 产品特点	b. terms and conditions
3. 毫无意外	c. position desired
4. 在平等互利的基础上	d. company profile
5. 承运人; 运输公司	e. After-sales Service Department
6. 防潮	f. product feature
7. 条款	g. on the basis of equality and mutual benefit
8. 为庆祝、为纪念	h. as no surprise
9. 企业简介	i. in honor of
10. 售后服务部	j. carrier

Part 2 Translation (20 points)

Questions 11—15 are based on the following task.

Directions: Translate the following sentences into Chinese (English).

11. I understand that the position requires a candidate who is organized and detail-oriented, works well under pressure and enjoys working with a variety of people.
12. Our latest model cannot fail to attract your attention. It features a fashionable design and superior performance.
13. 如果您有任何问题请不要犹豫联系我们。
14. 我们特此致函是想与贵方建立业务关系。
15. 我的知识和经历使我有资格成为你们团队称职的成员。

Part 3 Paragraph Organization (20 points)

Questions 16—20 are based on the following task.

Directions: Rearrange the order of the following sentences to form a proper letter.

16. 17. 18. 19. 20.

- a. You mentioned that Japanese goods are offered to you at a price approximately 10% lower than that quoted by us.
- b. We accept what you say, but we are of the opinion that the quality of the other makes does not measure up to that of our products.
- c. We are disappointed to hear that our price for flame cigarette lighters is too high for you to work on.
- d. Thank you for your letter of 29 December 2012.
- e. Although we are keen to do business with you, we regret that we cannot accept your counter - offer.
- f. We look forward to hearing from you.
- g. The best we can do is to reduce our previous quotation by 2%.
- h. We trust that this will satisfy your requirement.

Part 4 Writing (40 points)

Question 21 is based on the following task.

Directions: Write a business letter according to the information given below.

Write about 150 words. Write your answers on the Answer Sheet.

21. 请根据下文中的信息, 写作一篇英文公司介绍。

我公司是北京的一家国营外贸企业。主要经营各类轻工业产品的进出口业务。近年来, 随着公司内部改革及业务量的迅速增加, 公司在增强经济势力方面已经取得了巨大的成绩。

玩具部作为公司的主要业务部门之一, 专营各类儿童玩具的出口。产品主要销往中国香港、欧洲、美国及亚洲市场。公司拥有诸多富有经验的玩具开发人员及商务人员, 并与北京及周边地区的十余家工厂建立了密切的联系, 公司可按客户的要求大批量定做各类玩具。

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座位号

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

高级商务英语写作 试题答题纸

2016 年 7 月

题 号	Part 1	Part 2	Part 3	Part 4	总 分
分 数					

得 分	评卷人

Part 1 Matching Up(20 points)

Directions: Match the English words and phrases with their proper Chinese Meanings.

- 1.2.3.4.5.
- 6.7.8.9.10.

得 分	评卷人

Part 2 Translation(20 points)

Directions: Translate the following sentences into Chinese (English).

11.
12.
13.
14.
15.

得 分	评卷人

Part 3 Paragraph Organization (20 points)

Directions: Rearrange the order of the following sentences to form a proper letter.

16. 17. 18. 19. 20.

得 分	评卷人

Part 4 Writing(40 points)

21. Directions: Write a business letter according to the information given below. Write about 150 words. Write your answers on the Answer Sheet.

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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

高级商务英语写作 试题答案及评分标准

(供参考)

2016 年 7 月

Part 1 Matching Up (20 points)

Directions: Match the English words and phrases with their proper Chinese Meanings.

- | | | | | |
|------|------|------|------|-------|
| 1. c | 2. f | 3. h | 4. g | 5. j |
| 6. a | 7. b | 8. i | 9. d | 10. e |

Part 2 Translation (20 points)

Directions: Translate the following sentences into Chinese (English).

考题

11. I understand that the position requires a candidate who is organized and detail-oriented, works well under pressure and enjoys working with a variety of people.
12. Our latest model cannot fail to attract your attention. It features a fashionable design and superior performance.
13. 如果您有任何问题请不要犹豫联系我们。
14. 我们特此致函是想与贵方建立业务关系。
15. 我的知识和经历使我有资格成为你们团队称职的成员。

参考答案

11. 我了解到该职位需要工作有条理, 注意细节, 能在压力下很好工作, 敬业乐群的工作候选人。
12. 我们最新的型号一定会吸引您。它具备了时尚的外观和优质的性能。
13. If you have any questions, please do not hesitate to contact us.
14. We are now writing you for the purpose of establishing business relations with you.
15. My knowledge and experiences qualify me to be a competent member of your team.

Part 3 Paragraph Organization (20 points)

Directions: Rearrange the order of sentences to form a proper letter.

- | | | | | |
|-------|-------|-------|-------|-------|
| 16. c | 17. a | 18. b | 19. e | 20. h |
|-------|-------|-------|-------|-------|

Part 4 Writing (40 points)

21. Directions: Write a business letter according to the given information indicated.
Write about 150 words. Write your answers on the Answer Sheet.

36—40 分	<p>全部完成答题要求</p> <ul style="list-style-type: none">● 所有内容点都已包括在内并在答题要求允许的情况下加以展开。● 语言规范、恰当;错误少,且均属小错。● 多样化的语言结构和丰富准确的词汇。● 组织结构好,前后呼应自然。● 格式完全适当。 <p>给读者的印象极佳。</p>
31—35 分	<p>较好的完成答题要求</p> <ul style="list-style-type: none">● 所有内容点都处理得不错,展开得不够。● 大体准确;运用复杂语言时有错误。● 结构合理,用词基本准确。● 大体上组织较好,注意逻辑关系。● 格式总体来说适当。 <p>给读者的印象良好。</p>
21—30 分	<p>尚能达到答题要求</p> <ul style="list-style-type: none">● 所有的主要内容点已包括进去,遗漏了一些次要的内容。● 语言使用时出现一些错误,但不妨碍交流。● 结构和词汇掌握范围适度。● 组织和安排总的来说尚令人满意。● 格式尚可,虽然并不完全成功。 <p>给读者的印象较好。</p>
11—20 分	<p>不能完全达到答题要求</p> <ul style="list-style-type: none">● 遗漏了一些主要的内容点或者处理得不充分,可能有些不切题。● 语言错误有时影响交流,错误较多,使读者感到迷惑。● 结构、词汇掌握有限。● 内容条理不清、不连贯,造成理解困难。● 格式不适当。 <p>给读者的印象不佳。</p>
0—10 分	<p>未能达到答题要求</p> <ul style="list-style-type: none">● 显著的内容遗漏/或大量内容不相关,可能由于对题目要求的误解。● 语言严重不规范,经常出现基本错误。● 结构和词汇使用有严重错误。● 缺乏组织,造成交流失败。● 几乎没有使用适当的格式。● 篇幅太短 <p>给读者的印象极差。</p>