

试卷代号:1360

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

高级商务英语阅读 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。

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)

China and the WTO: A Good Thing

A

Not all anniversaries are landmarks. And yet, ten years after China joined the World Trade Organization, it is impossible to overlook the consequences of this momentous decision on the global economy.

Those present in 2001 will recall how difficult the negotiation process was. In fact, it was extraordinary that they even reached an agreement.

The US benefited from the deal but it was far from being the biggest winner. China scooped the largest prize. In areas such as agricultural goods, trade liberalization was nothing short of dramatic. By entering the WTO, Beijing could adopt aspects of international commercial law which would have been more difficult to introduce because of domestic constraints.

The sheer size of China's export market is the most powerful testimony to Beijing's success. But other countries benefited too. Since Beijing's emergence on the stage of world trade, commerce between emerging markets has enjoyed a significant boost. It can only be a good thing that less developed countries are now trading with each other rather than relying only on Western partners.

B

As for the rich world, the accession of China to the WTO has created new challenges. Consumers have enjoyed cheap Chinese goods. At the same time, European and US companies have struggled to keep pace with ever stiffer competition.

There were also macroeconomic consequences. The low prices of Chinese imports meant that it was easier for central banks in developed countries to meet their inflation targets. This triggered the cuts in interest rates which, in turn, helped to cause an unsustainable credit boom. Now that the bubble has burst, the consequences of China's entry in the trade arena have become painfully apparent.

Ten years on, the future outlook remains mixed. Chinese trade policy still has not evolved sufficiently. Beijing is determined not to let its currency appreciate as it should do. Though there have been modest steps forward in its exchange rate policy, the world's economy is still far from seeing the problems associated with global imbalances resolved.

As for "win-win", well, China is certainly winning. In 2000 it was the world's seventh largest exporter and eighth largest importer of merchandise; in 2010 it was number one and two, respectively. But, as America's increasingly critical assessments of China's WTO compliance suggests, those trading partners do not always feel like winners. During its

relatively brief membership, the world's second-largest economy has responded to 22 complaints—more than the next three put together.

C

The WTO Secretariat's *China Trade Policy Review* 2010 had the following summary.

At a time of heightened trade tensions around the world as governments manage the economic consequences of last year's global recession and 12 percent drop in world trade flows, this Trade Policy Review (TPR) of China has highlighted the valuable role that the WTO's TPR Mechanism plays by increasing transparency, encouraging consultation and cooperation among WTO Members, and helping to avoid misunderstandings and, ultimately, trade disputes when trade frictions arise.

A well-functioning multilateral trading system has contributed considerably to China's sustainable economic growth and development. The global recession had a substantial adverse impact on China's economy as external demand fell sharply from the end of 2008. The Government's response of expansionary fiscal and monetary policies, including a ¥4 trillion (13% of 2008 GDP) stimulus package, helped China's economic growth to rebound in 2009 and made an important contribution to global recovery elsewhere, particularly in the Asia region.

D

The global economic crisis has reinforced China's determination to transform its pattern of economic development, including through structural diversification, improving the functioning of the domestic capital market and strengthening social safety nets for the population. Looking ahead, as the Government pursues policies to increase the role of domestic demand in underwriting China's growth and to encourage the expansion of the services sector, further liberalization of the trade and investment regimes is called for to foster competition and achieve more efficient allocation of resources in the economy.

There was widespread recognition of China's constructive role in resisting protectionist pressures and boosting global demand during the recent economic downturn, appreciation for China's stepped-up involvement in South-South trade and its duty-free scheme for imports from least-developed countries, and acknowledgment that China has continued the gradual liberalization of its trade and investment regimes, although several members felt that this had slowed down compared to its pace in earlier years.

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

1. The accession to WTO helps China to make its commercial law more internationally viable.
2. The global economic crisis has made China's determination to transform its pattern of economic development even stronger.
3. China has made efforts to adjust its foreign exchange rate but the western countries are still not satisfied.

4. As part of the stimulus package, Chinese government made the 4 trillion RMB investment decision towards the end of 2008.

5. It is widely recognized that China has enhanced its involvement in South-South trade and imported more goods from least-developed countries duty-free.

6. WTO's Trade Policy Review Mechanism plays a positive role in increasing transparency, encouraging consultation and cooperation among WTO Members.

7. China's entry to the WTO enabled European and American consumers to enjoy inexpensive Chinese goods, but their companies are meeting with more severe competition.

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)

What I like about the Fortune 500 list

The Fortune 500 isn't made for light reading. (8)_____ The 500 is based on U. S. -based companies' publicly reported revenue, not on any quality-based metrics; You get high-grade companies such as Warren Buffett's Berkshire Hathaway (No. 7) nestled near utter dogs such as Fannie Mae (No. 5). (9)_____ My favorites;

LeBron who? Last summer, Cleveland sustained a psychic trauma when basketball star LeBron James dumped the Cavaliers and went to Miami. Now the home of the Rock and Roll Hall of Fame has gotten a little mojo back by adding a company to the Fortune 500: Cliffs Natural Resources. (10)_____ It could have been better for Cleveland, though. The company used to be known as Cleveland-Cliffs Inc. but renamed itself in 2008, saying, "We're no longer only a North American iron ore player." LeBron-Cliffs, anyone?

Chrysler returns. The automaker fell off the list 13 years ago, when it was acquired by Daimler-Benz (later DaimlerChrysler) in what proved to be one of the worst corporate deals ever, right up there with Time Warner (owner of Fortune's publisher) selling itself to AOL in 2001. Daimler dumped Chrysler onto the Cerberus leveraged-buyout firm, which put up almost nothing but still overpaid. (11)_____ It has no publicly traded stock. Under the terms of its federal bailout, however, it has to file financial reports with the SEC, so it's list-eligible again. Welcome back, No. 59.

Exit Unisys. Enter Cognizant. These two information technology firms are heading in opposite directions. (12)_____ But the company's revenue dropped in 2010, and this year it's fallen off the list, to No. 520. Meanwhile, Cognizant, on Fortune's list of fastest-growing companies for a record eight straight years, has grown its way into the 500 (No. 484) only three years after first making the Fortune 1,000. (13)_____ Unisys, by contrast, was formed in 1986 by combining old-line computer companies Burroughs and Sperry.

Finally, Buffett. His Berkshire Hathaway cracked the top 10 in revenue and profit for the first time because last year it bought the 78 percent of Burlington Northern that it didn't

already own. (Buffett, a longtime director of The Washington Post Co., steps down this month.) As part of that deal, Buffett split Berkshire Hathaway's B shares 50 for 1. (14) _____ So I decided it was time to sell half my Berkshire stake, held in an IRA, into the run-up. The stock's since risen 10 percent. Oh, well. Yet another example of why he's Warren Buffett and I write for a living.

Now match the statements (8—14) to the letter (A, B, C or D).

A Unisys was one of only 62 companies to have been in the 500 every year since Fortune started the list in 1955.

B Cliffs, which is heavy into iron ore pellets, coal and other industrial raw materials, doubled its revenue with the aid of acquisitions and leapt to No. 477 on this year's list from No. 750 last year.

C Cognizant, formed in 1994, is a creature of the offshoring world, with most of its development centers in India.

D I found some of this year's corporate comings and goings especially interesting.

E That got it listed on the S&P 500 index, forcing index investors to buy it and running up its price.

F Chrysler went broke and is now run by Fiat; it is owned primarily by Fiat and a trust for Chrysler workers and retirees.

G But if you leaf through the list at random, the way I used to leaf through the Book of Knowledge encyclopedia when I was a kid, you come across all sorts of stuff that's kind of fun.

Part Three Questions 15—20. (21 points)

Read the following passage and choose the best sentence (A-G) to fill each of the gaps. (3 points each)

The common forms of business organization are proprietorship, partnership, corporation, or limited liability corporation.

A proprietorship is owned by one individual. More than 70% of the businesses in the United States are organized as proprietorships. The popularity of this form is due to the ease and the low cost of organizing. The primary disadvantage of proprietorships is that the financial resources available to the business are limited to the individual owner's resources. Small local businesses such as hardware stores, repair shops, laundries, restaurants, and maid services are often organized as proprietorships.

As a business grows and more financial and managerial resources are needed, it may become a partnership. A partnership is owned by two or more individuals. Like proprietorships, small local businesses such as automotive repair shops, music stores, beauty salons, and clothing stores may be organized as partnerships. Currently, about 10% of the businesses in the United States are organized as partnerships.

A corporation is organized under state or federal statutes as a separate legal taxable entity. The ownership of a corporation is divided into shares of stock. A corporation issues

the stocks to individuals or other businesses, who then become owners or stockholders of the corporation.

A primary advantage of the corporate form is the ability to obtain large amounts of resources by issuing stock. For this reason, most companies that require large investments in equipment and facilities are organized as corporations. About 20% of the businesses in the United States are organized as corporations. Given that most large companies are organized as corporations, over 90% of the total dollars of business receipts are received by corporations. Thus, corporations have a major influence on the economy.

A limited liability corporation combines attributes of a partnership and a corporation in that it is organized as a corporation, but it can elect to be taxed as a partnership. Thus, its owners' (or members') liability is limited to their investment in the business, and its income is taxed when the owners report it on their individual tax returns.

Now choose the best sentence (A, B, C or D) for each question.

15. Most businesses in America are organized as proprietorships due to the reason that _____.

- A. it is owned by one individual
- B. it is easy and cheap to organize them
- C. the financial resources available to the business are limited
- D. small local businesses are organized as proprietorships

16. The difference between a proprietorship and a partnership is that _____.

- A. a partnership is organized under state or federal statutes
- B. a proprietorship has the ability to obtain large amounts of resources
- C. a partnership has two or more owners while a proprietorship has only one
- D. a proprietorship is more welcomed by businesses

17. The corporate form is quite suitable for companies that _____.

- A. need large investments in equipment and facilities
- B. obtain large amounts of resources
- C. have to issue the stocks to others
- D. belong to separate legal taxable entities

18. Which of the following organizations has a major influence on the economy?

- | | |
|---------------------|------------------------------------|
| A. Proprietorships. | B. Partnerships. |
| C. Corporations. | D. Limited liability corporations. |

19. A limited liability corporation has the following features except

- A. it has the attributes of both a partnership and a corporation.
- B. it is organized as a corporation.
- C. it can be taxed as a partnership.
- D. its owners are liable for all the failures.

20. According to the passage, which of the following is not true?

- A. Proprietorship, partnership, corporation and limited liability corporation are common forms of business organizations.
- B. Most business receipts are received by limited liability corporations.
- C. Corporations issue stocks to individuals or businesses, who then become their owners.
- D. The owners of limited liability corporations should be taxed.

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)

Marketing starts with the product since it is what an organization has to offer its target market. Organizations attempt to provide solutions (21) _____ a target market's problems. These solutions include tangible or (22) _____ (or both) product offerings marketed by an organization.

In addition to (23) _____ the target market's needs, the product is important because it is how organizations generate revenue. It is the "thing" that for-profit companies sell in order to realize profits and satisfy stakeholders and what a (24) _____ organization use to generate funds needed to sustain itself. (25) _____ a well-developed product strategy that includes input from the target market, a marketing organization will not have long-term success.

In marketing, the term "product" is often used as a (26) _____ word to identify solutions a marketer provides to its target market. We will follow this approach and permit the term "product" to cover offerings that fall into one of the following categories:

Goods: Something is considered a good if it is a tangible item. That is, it is something that is felt, tasted, heard, smelled or (27) _____. For example, bicycles, cell phones, and donuts are all examples of tangible goods. In some cases there is a fine line between items that affect the senses and whether these are considered tangible or intangible. We often see this with digital goods accessed via the Internet, such as (28) _____ to music online or visiting an information website. In these cases there does not appear to be anything (29) _____ is tangible or real since it is essentially computer code that is proving the solution. (30) _____, for our purposes, we distinguish these as goods since these products are built (albeit using computer code), are stored (e.g., on a computer hard drive), and generally offer the same benefits each time (e.g., quality of the download song is always the same).

Services: Something is considered a service if it is an offering a customer (31) _____ through the work or labor of someone else. Services can result in the creation of tangible goods (e.g., a publisher of business magazines hires a freelance writer to write an article) but the main solution being purchased is the service. (32) _____ goods, services are not stored, they are only available at the time of use (e.g., hair salon) and the consistency of the benefit offered can vary (33) _____ one purchaser to another (e.g., not exactly the same hair styling each time).

Ideas: Something falls into the category of an idea if the marketer attempts to convince the customer to alter their behavior or their perception (34) _____ some way. Marketing ideas is often a solution put forth by non-profit groups or governments in order to get targeted groups to avoid or change (35) _____ behavior. This is seen with public service announcements directed toward such activity as youth smoking, automobile safety, and illegal drug use.

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

- | | | | |
|--------------------|---------------|-----------------|------------------|
| 21. A. for | B. to | C. with | D. of |
| 22. A. intangible | B. concrete | C. detailed | D. formless |
| 23. A. satisfy | B. dissatisfy | C. satisfying | D. dissatisfying |
| 24. A. profit | B. profitable | C. unprofitable | D. non-profit |
| 25. A. Without | B. For | C. With | D. No |
| 26. A. overall | B. catch-all | C. complete | D. meaningful |
| 27. A. see | B. saw | C. seen | D. sees |
| 28. A. listened | B. listen | C. listens | D. listening |
| 29. A. that | B. which | C. who | D. it |
| 30. A. Furthermore | B. However | C. Despite | D. Therefore |
| 31. A. obtains | B. gets | C. achieves | D. receives |
| 32. A. Like | B. Dislike | C. Unlike | D. Likewise |
| 33. A. to | B. as | C. by | D. from |
| 34. A. to | B. in | C. for | D. by |
| 35. A. some | B. that | C. certain | D. specific |

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)

In addition to satisfying the target market's needs, the product is important because it is how organizations generate revenue. It is the "thing" that for-profit companies sell in order to realize profits and satisfy stakeholders and what a non-profit organization use to generate funds needed to sustain itself. Without a well-developed product strategy that includes input from the target market, a marketing organization will not have long-term success.

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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

高级商务英语阅读 试题答题纸

2016 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)2016 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)

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

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

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. C | 17. A | 18. C | 19. D |
| 20. B | | | | |

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. C | 24. D | 25. A |
| 26. B | 27. C | 28. D | 29. A | 30. B |
| 31. A | 32. C | 33. D | 34. B | 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)

除了满足目标市场的需求以外,产品之所以很重要,还因为它是组织盈利的手段。盈利性公司通过出售这个“东西”以实现利润和满足利益相关者,一个非盈利组织用这个“东西”来获得所需资金维持运转。没有一个成熟的产品战略,包括从目标市场的输入,一个营销组织不会有长期的成功。