

试卷代号:1361

国家开放大学(中央广播电视大学)2016年秋季学期“开放本科”期末考试

## 国际商务交际 试题

2017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方可离开考场。

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)

We live in an economy based on information and knowledge. The computer, the mobile phone, and the Internet are all instrumental in the continuing development of the Information Age. Previously, in the Industrial Age, raw materials and physical labor were the key ingredients in the creation of wealth. Today, however, wealth depends on the development and exchange of knowledge. Individuals in the workforce offer their knowledge, not their muscles. Knowledge workers get paid for their education and their ability to learn. More recently, we are hearing the term information worker (i-worker) to describe those who work with information and technology. Regardless of the terminology, knowledge and information workers engage in mind work. They deal with symbols: words, figures, and data. Some knowledge workers in the US worry over the outsourcing of their jobs to skilled workers in other countries. Outsourcing overseas is a reality. Jobs that can be condensed to a set of rules are likely to go first — either to workers abroad or to computers. Although we cannot predict the kinds of future jobs that will be available, they will undoubtedly require brainpower and education. Existing jobs, in both good and bad times, give way to shifts in technology and competition. Recessions are followed by recoveries, and the economy adjusts, as it has always done in the past. In the current climate of outsourcing and changing job requirements, workers need to be flexible, to learn continually, and to have strong basic skills.

As a knowledge and information worker, you can expect to be generating, processing, and exchanging information. Whether you work in m-commerce (mobile technology businesses), e-commerce (Internet-based businesses), or bricks-and-mortar commerce, nearly three out of four jobs will involve some form of mind work. Jobs that require thinking, brainpower, and decision making skills are likely to remain plentiful. To be successful in these jobs, you will need to be able to think critically, make decisions, and communicate those decisions.

Management and employees will be working together in such areas as product

development, quality control, and customer satisfaction. All workers, from executives to subordinates, need to think creatively and critically. Even in factory production lines, workers are part of the knowledge culture. One of the secrets of a well-known carmaker's success in the past, said a chief executive of the Japanese carmaker, "is that the company encourages every worker, no matter how far down the production line, to consider himself or herself a knowledge worker and to think creatively about improving his particular corner of the organization."

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

1. Today, the development of economy is based on information and knowledge.
2. In the Industrial Age, raw materials and physical labor were the most important in the creation of wealth.
3. In the Information Age, the creation of wealth depends on the development and exchange of information and knowledge.
4. In the Information Age, people in the workforce offer more of their knowledge, rather than just their muscles, to do their jobs.
5. Knowledge workers are a team of workers formed by people in the management of a company.
6. Information workers get paid for their education and their ability to learn, and they engage in mind work, dealing with words, figures and data.
7. Outsourcing of knowledge workers' jobs overseas is not a reality in the US.
8. Knowledge and information workers work at jobs that require thinking, brainpower, and decision making skills.
9. To be successful as a knowledge worker, one needs to be able to think critically, make decisions, and communicate those decisions.
10. All workers, from executives to subordinates, need to think creatively and critically, but those far down the production line should not regard themselves as knowledge workers.

## **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. Explain five strategies for improving communication among diverse workplace audiences.
12. What does ethnocentrism refer to?
13. What are the techniques for building interest in a persuasive request?
14. What are the five significant characteristics of culture?

## **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. In accordance with your wishes, we are sending you under separate cover two contract forms. (to make it concise)
16. The committee reached the conclusion that a great majority of students had a preference for mail-in registration. (to improve the vigor and clarity)
17. Reference is made to your May 7 letter in which you describe the approved procedure for initiating a claim. (to make it conversational)
18. You won't be disappointed with the many electronic services we now offer. (to make it positive)
19. It is imperative that you reply at once. (to make it courteous)
20. This letter is to inform you of an important change in our policy concerning insurance. (to emphasize "you" attitude)
21. Every employee is entitled to see his personnel file. (to eliminate gender bias)
22. According to you, the item stopped working. (to avoid mistrust)
23. You must return the form by 5 p. m. (to change the aggressive tone to a friendly one)
24. We will inspect the building plans before construction begins. (to avoid dangerous words)

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

25.

TO:Andrea Kana

This message is in response to your recent inquiry about mail costs. Your message of April 30 said that you wanted a brief explanation of what is being done in Mail Services to cut back on overall costs. I can tell you that I've been doing many things to cut costs.

For one thing, I'm trying very hard to locate duplicate names and addresses inadvertently included in our mailing lists. This problem is particularly difficult when we merge multiple mailing lists. Another thing I'm doing relates to envelope size. Departments that use envelopes larger than 6½ by 11½ are costing us a lot of money, which they do not realize. Therefore, I am making a proposal to all departments to limit the envelope size.

Finally, I'm looking into the possibility of presorting some of our first- and third-class mail. Mailings that are presorted are charged less.

George Miller

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座位号

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国际商务交际 试题答题纸

2017 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)2016 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)

2017 年 1 月

Part One Reading (20 points)

● Two point for each item.

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

Part Two Short-Answer Questions (20 points)

● Five points for each question.

11. Seeking training. Understanding the value of differences. Don't expect conformity. Create zero tolerance for bias and stereotypes. Learn about your cultural self. Make fewer assumptions. Build on similarities. (If five of these are mentioned, 5 full points shall be offered.)

12. Ethnocentrism refers to a feeling that the culture you belong to is superior to all others and holds all truths.

13. You can build interest through the use of the following: facts or statistics; examples; expert opinion; specific details; direct benefits; indirect benefits etc.

14. Culture is learned. Cultures are inherently logical. Culture is the basis of self-identity and community. Culture combines the visible and invisible, and culture is dynamic.

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. As you wish, we are sending you two contract forms separately.



16. The committee concluded that a great majority of students preferred mail-in registration.

17. Please refer to your May 7 letter in which you explain how to file a claim.

18. You will certainly be pleased with the many electronic services we now offer.

19. Your prompt reply is highly appreciated.

20. You may take this opportunity to know an important change in our insurance policy.

21. Every employee is entitled to see his or her personnel file.

22. We noted in your letter that the item had stopped working.

23. Would you please return the form by 5 p. m. .

24. We will review the building plans before construction begins.

**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).