

试卷代号:1361

国家开放大学(中央广播电视大学)2017年春季学期“开放本科”期末考试

国际商务交际 试题

2017年6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)

Nearly everyone agrees that the best way to exchange information is orally in face-to-face conversations or meetings. Oral communication has many advantages. For one thing, it minimizes misunderstandings because communicators can immediately ask questions to clarify uncertainties. For another, it enables communicators to see each other's facial expressions and hear voice inflections, further improving the process. Oral communication is also an efficient way to develop consensus when many people must be consulted. Finally, most of us enjoy face-to-face interpersonal communication because it is easy, feels warm and natural, and promotes friendships.

The main disadvantages of oral communication are that it produces no written record, sometimes wastes time, and may be inconvenient. When individuals meet face-to-face or speak on the telephone, someone's work has to be interrupted. In addition, conversations take more time because we find it difficult to stick to business. Most of us consider it impolite to start a conversation without preliminaries such as *How are you?* Conversations may meander into chitchat, and some people do not know how to end a conversation.

Written communication is impersonal in the sense that two communicators cannot see or hear each other and cannot provide immediate feedback. Most forms of business communication fall into this category. Organizations rely on written communication for many reasons. Written messages provide a permanent record, a necessity in these times of increasing litigation and extensive government regulation. Writing out ideas instead of delivering them orally enables communicators to develop organized, well-considered messages thus facilitating recall and comprehension for receivers. Written documents are also convenient. They can be composed and read when the schedules of both communicators permit, and they can be reviewed if necessary.

Written messages have drawbacks, of course. They require careful preparation. In addition, written messages can be dangerous. Words spoken in conversation may soon be forgotten, but words committed to hard or soft copy become a public record—and sometimes an embarrassing or risky one. E-mail and text-messaging records, even deleted ones, have often become “smoking guns” in court cases, revealing insider information that was never

meant for public consumption.

Another drawback to written messages is that they are more difficult to prepare. They demand good writing skills, and we are not born with these skills. But writing proficiency can be learned. Because as much as 90 percent of all business transactions may involve written messages and because writing skills are so important to your business success, one should receive special instruction in becoming a good writer.

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

1. It is widely agreed that oral communication in face-to-face conversations and meetings is the best way to exchange information.
2. Oral communication maximizes misunderstanding because communicators ask uncertain questions.
3. Most people believe that face-to-face communication can promote friendships.
4. According to the author, it is an advantage of oral communication that it produces no written record.
5. Sometimes, oral communication wastes time.
6. Most forms of business communication are written communication.
7. One of the advantages of written communication is that it provides a permanent record.
8. One of the disadvantages of written communication is that written words may become a public record, and sometimes, it can be embarrassing and risky.
9. E-mail and text-messaging records are not risky because they can be deleted.
10. Though we are not born with writing skills, writing proficiency can be learned.

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. List five thinking traps that block ethical behavior.
12. What does ethnocentrism refer to?
13. How can you overcome defensiveness when your writing is criticized constructively?
14. What are the four steps in the indirect pattern for persuasive messages?

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. Members of the team have taken into consideration every one of the factors that has the capacity to affect the purchase. (to improve vigor and directness)

16. Because of the degree of active employee participation, we are of the opinion that our team management will be successful. (to make it concise)

17. The proposal should allow either for an increase in prices suggested a way to cut costs. (to improve parallelism)

18. Your prompt reply will ease our job of delivering your goods. (to emphasize the “you” view)

19. You failed to include your credit card number, so we can’t mail your order. (to make it positive)

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

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

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

23. An Indian accountant was hired by the company. (to avoid ethnic bias)

24. Your letter claims that you returned a defective headset. (to adopt a positive expression)

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

25.

To: All Management

This memo is addressed to all members of management to advise you that once a year we like to remind management of our policy in relation to the matter of business attire. In this policy there is a recommendation that all employees should wear clothing that promotes

a businesslike atmosphere and meets requirements of safety.

Employees who work in offices and who, as part of their jobs, meet the public and other outsiders should dress in a professional manner, including coat, tie, suit, dress, and so forth. In areas of industrial applications, supervisors may prohibit loose clothing (shirttails, ties, cuffs) that could become entangled in machinery that moves.

Where it is necessary, footwear should provide protection against heavy objects or sharp edges at the level of the floor. In the manufacturing and warehousing areas, prohibited footwear includes the following: shoes that are open toe, sandals, shoes made of canvas or nylon, tennis shoes, spiked heels, and heels higher than 1.5 inches.

Each and every manager has the responsibility for the determination of suitable business attire, and employees should be informed of what is required.

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座位号

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国际商务交际 试题答题纸

2017 年 6 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.

试卷代号:1361

国家开放大学(中央广播电视大学)2017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)

2017年6月

Part One Reading (20 points)

● Two point for each item.

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

Part Two Short-Answer Questions (20 points)

● Five points for each question.

11. Five thinking traps are as follows. They are false necessity trap, the doctrine-of-relative-filth trap, the rationalization trap, the self-deception trap, and the ends-justify-the-means trap.

12. Ethnocentrism refers to a feeling that the culture you belong to is superior to all others and holds all truths. To function effectively in a global economy, we must develop knowledge of and tolerance for other cultures. We also need to move beyond stereotypes, which are oversimplified behavioral patterns applied uncritically to groups. To achieve multicultural sensitivity, we should discover and value individual personal qualities.

13. We should look on the criticism as valuable advice tailored to our specific writing weaknesses as well as strengths. We should also take advantage of this chance to modify our writing and improve our writing skills.

14. 1) To gain attention: To grab attention, the opening statement in a persuasive request should be brief, relevant and engaging. 2) To build interest: After capturing attention, a persuasive request must retain that attention and convince the audience that the request is reasonable. 3) To reduce resistance: You give the receiver an easy opportunity to dismiss your request. You can minimize objections by presenting your counter arguments in sentences that emphasize benefits. 4) To motivate action: After gaining attention, building

interest, and reducing resistance, you'll want to inspire the receiver to act. Knowing exactly what action you favor before you start to write enables you to point your arguments toward this important final paragraph.

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. The team members have considered every factor that may affect the purchase.

16. Because of the active participation, our team management program will be successful.

17. The proposal should allow for either an increase in prices or a way to cut costs.

18. Your prompt reply will enable us to effect an immediate delivery of your goods.

19. We'll mail your order as soon as we receive your credit card number.

20. Once we find out how much it costs, we can begin the project.

21. An applicant for the position of firefighter must submit a medical report signed by his or her physician.

22. At your suggestion I'm investigating your billing immediately.

23. An accountant was hired by the company.

24. Your letter describes a headset you returned.

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).