

试卷代号:1361

国家开放大学(中央广播电视大学)2017年秋季学期“开放本科”期末考试

国际商务交际 试题

2018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)

Most organizations today share company news through consistent, formal channels such as e-mail and staff meetings, a recent survey shows. However, as many as 20 percent do not provide consistent channels to share company news. Even within organizations with consistent formal channels, people still gossip about company news. The “grapevine” is an informal channel of communication that carries organizationally relevant gossip. This powerful but informal channel functions through social relationships; people talk about work when they are lunching, working out, golfing, and carpooling, as well as in e-mails, texts, and blogs. At one time gossip took place around the water cooler. Today, however, a study of office workers reveals that gossip usually takes place in the office break room (36 percent), at a coworker’s desk (33 percent), or in e-mails and instant messages (10 percent).

Researchers studying communication flow within organizations know that the grapevine can be a powerful, pervasive source of information.

In some organizations it can account for as much as two thirds of an employee’s information. Is this bad? Well, yes and no. The grapevine can be a fairly accurate and speedy source of organization information. Studies have demonstrated accuracy ratings of nearly 80 percent for many grapevine transmissions. However, grapevine information is often incomplete because it travels in headlines; *Vice President Sacked* or *Jerk on the Fourth Floor Promoted*. When employees obtain most of their company news from the grapevine, management is not releasing sufficient information through formal channels.

Managers can use the grapevine productively by (a) respecting employees’ desire to know, (b) increasing the amount of information delivered through formal channels, (c) sharing bad as well as good news, (d) monitoring the grapevine, and (e) acting promptly to correct misinformation.

The truth is that most employees want to know what’s going on. In fact, one study found that regardless of how much information organization members reported receiving, they wanted more. Many companies today have moved away from a rigid authoritarian management structure in which only managers were allowed to see vital information, such as

product success and profit figures. Employees who know the latest buzz feel like important members of the team. Through formal and informal channels of communication, smart companies keep employees informed.

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

1. 20% of business organizations do not provide consistent channels to share company news.
2. People gossip about company news.
3. The grapevine refers to the plants that people grow in their offices.
4. Organizationally relevant gossip takes place almost everywhere.
5. People are careful enough not to gossip in e-mails or instant messages.
6. In some organizations, organizationally relevant gossip can take up as much as two thirds of an employee's information.
7. Though the grapevine is believed to be a fairly accurate and speedy source of organization information, grapevine information is often incomplete.
8. Employees obtain most of their company news from the grapevine, because management prefer to release information through this channel.
9. There are at least five ways that managers can use the grapevine productively.
10. According to the author, most employees want to obtain company news through the grapevine, because they don't trust the information released by the management through formal channels.

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. What are the five significant characteristics of culture?
13. Explain five strategies for improving communication among diverse workplace audiences.
14. Briefly, contrast high- and low-context cultures.

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 will reimburse you for all travel expenses. (to emphasize "you" view)
16. These brakes stop a car within a short distance. (to use concrete expressions)
17. The policy affected all vendors, suppliers, and those involved with consulting. (to develop parallelism)
18. In a dialogue with the manager, I learned that you plan to terminate our agreement. (to improve vigor and directness)
19. Because of the fact that his visit was an unexpected surprise, we were totally unprepared to make a presentation of profit and loss figures. (to make it concise)
20. Am I the only one who can read the operating manual? (to make it courteous)
21. I shall be most pleased to avail myself of your kind suggestion when and if prices decline. (to keep it conversational)
22. We take pride in announcing a new schedule of low-cost flights to Hawaii. (to make it receiver-focused)
23. We hired Todd Shimaya, a Korean American, for the position of communications coordinator. (to use bias-free word)
24. Changing the name of a company that is successful is always risky. (to get rid of empty words)

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

25.

To: Mr. Winkleman;

You need to replace the wallpaper in Edward's Tower because it is not what I ordered.

I did not pay \$8,600 to redecorate and then not have the wallpaper properly match the carpeting. The tenant is threatening to leave, due to your carelessness.

I intend to have you replace all the paper on the fifth floor without charging me one dime. I need you to replace it promptly before the tenant leaves, creating another problem for me.

Fred Edward

Owner

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座位号

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国际商务交际 试题答题纸

2018 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)2017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)

2018年1月

Part One Reading (20 points)

● Two point for each item.

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

13. Seek training. Understand 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 any five strategies of these are mentioned, five pointed can be offered.)

14. Communicators in low-context cultures tend to prefer direct verbal interaction, understand meaning at one level only, are generally less proficient in reading nonverbal cues, value individualism, rely more on logic, employ linear logic, say no directly, and communicate in highly structured messages, provide details, stress literal meanings, and give authority to written information. While communicators in high-context cultures tend to prefer indirect verbal interaction, understand meanings embedded at many sociocultural

levels, are generally more proficient in reading nonverbal cues, value group membership, rely more on context and feeling, employ spiral logic, talk around point; avoid saying no, communicate in simple, sometimes ambiguous, messages, and understand visual messages readily. (If five of the features in each culture are mentioned, 5 full points shall be offered.)

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. You can be reimbursed for all travel expenses.
16. These brakes stop a 2-ton car, travelling 60 mph, within 240 feet.
17. The policy affected all vendors, suppliers, and consultants.
18. From the manager, I learn you plan to break our agreement.
19. Because of his unexpected visit, we were totally unprepared to make a presentation of profit and loss figures.
20. Let's review the operating manual together so that you can get your documents printed properly next time.
21. I'll gladly follow your suggestion if the price falls.
22. You will appreciate a new schedule of low-cost flights to Hawaii.
23. We hired Todd Shimoya for the position of communications coordinator.
24. Changing the name of a successful company is always risky.

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).