

试卷代号:1361

国家开放大学(中央广播电视大学)2018 年春季学期“开放本科”期末考试

国际商务交际 试题

2018 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)

Doing business beyond borders is now commonplace. Not only are market borders blurring, but acquisitions, mergers, alliances, and buyouts are obscuring the nationality of many companies. The quirky Vermont ice cream purveyor Ben & Jerry's is a division of Dutch multinational Unilever; Bridgestone Americas is owned by a Japanese conglomerate; the Arco gas station chain is a subsidiary of the third-largest energy company in the world, British Petroleum; and "Your Neighborhood Grocery Store," Trader Joe's, is owned by Germany's top discounter, Aldi. Two thirds of Colgate-Palmolive's employees work outside North America, and Nike is raking in more revenue overseas than in the United States. Procter & Gamble wants to more than double its sales over the next 15 years, primarily by expanding into developing markets. What's more, 7-Eleven is the highest-grossing retailer in Japan and has nearly twice as many outlets there as it has in the United States.

To be successful in this interdependent global village, companies are increasingly finding it necessary to adapt to other cultures. In promoting its shoes and apparel to kids from Rome to Rio de Janeiro, Nike features Brazilian soccer star Ronaldo, rather than a U.S. basketball star. To sell its laundry products in Europe, Unilever learned that Germans demand a product that is gentle on lakes and rivers. Spaniards wanted cheaper products that get shirts white and soft, and Greeks preferred small packages that were cheap and easy to carry home. To push ketchup in Japan, H. J. Heinz had to overcome a cultural resistance to sweet flavors. Thus, it offered Japanese homemakers cooking lessons instructing them how to use the sugary red sauce on omelets, sausages, and pasta. Domino's Pizza catered to the Japanese by adding squid to its pizza toppings.

Why are businesses rushing to expand around the world? What is causing this dash toward globalization of markets and blurring of national identities? Many companies are increasingly looking overseas as domestic markets mature. They can no longer expect double-digit sales growth at home. Another significant factor is the passage of favorable trade agreements. The General Agreement on Tariffs and Trade (GATT) promotes open trade globally, and the North American Free Trade Agreement (NAFTA) has expanded free trade among Canada, the United States, and Mexico.

Beyond favorable trade agreements, other changes fuel globalization. Of paramount importance in explaining the explosive growth of global markets is the development of new transportation and information technologies.

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

1. Doing business internationally is now common.
2. Bridgestone Americas is an American business.
3. Trader Joe's is a popular grocery store owned by a German enterprise.
4. Businesses around the world are now interdependent.
5. It is necessary for companies doing business beyond borders to adapt to other cultures.
6. Nike, an American shoe maker, believes that when selling their shoes in other countries, it is a good idea to promote their shoes by American basketball stars.
7. According to the author, Japanese people, in general, do not like sweet flavors in their food.
8. Businesses rush to expand around the world because domestic markets are mature.
9. The passage of favorable trade agreements slows down the dash toward globalization.
10. New transportation and information technologies fuel globalization.

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. Briefly contrast high- and low-context cultures.
12. Which factors will affect your choice as to which channel you would use to convey a message?
13. Explain five strategies for improving communication among diverse workplace audiences.
14. Define "communication" and explain its most critical factor.

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. The committee reached the conclusion that a great majority of students had a preference for mail-in registration. (to improve the vigor and clarity)
16. Reference is made to your May 7 letter in which you described the approved procedure for initiating a claim. (to make it conversational)
17. You won't be disappointed with the many electronic services we now offer. (to make it positive)

18. It is imperative that you reply at once. (to make it courteous)

19. This letter is to inform you of an important change in our policy concerning insurance. (to emphasize “you” attitude)

20. We have received your letter, and we are sending the brochures you request. (to avoid saying what is obvious)

21. We must make the assumption that you wish to be transferred. (to improve vigor and directness)

22. It is very clear that these procedures are very important. (to make it concise)

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

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: Mark Stevenson

We can't allow you to attend the conference in Sept. , Mark. Perhaps you didn't know that the budget planning meetings are scheduled for that month.

Your expertise is needed here to help keep our telecommunications network on schedule. Without you, the entire system—which is shaky at best—might fall apart. I'm sorry to have to refuse your request to attend the conference. I know this is small thanks for the fine work you have done for us. Please accept my humble apologies.

In the spring I'm sure your work schedule will be lighter, and we can release you to attend a conference at that time.

国家开放大学(中央广播电视大学)2018 年春季学期“开放本科”期末考试

国际商务交际 试题答题纸

2018 年 7 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)2018 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)

2018 年 7 月

Part One Reading (20 points)

● Two point for each item.

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

Part Two Short-Answer Questions (20 points)

● Five points for each question.

11. In low-context culture, people 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. In high-context culture, people 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, avoid saying no, and communicate in simple, ambiguous, noncontexted messages. (If five of these are offered, 5 full points will be offered.)

12. The choice depends on the purpose of a message, the importance of the message, the amount and speed of feedback required, the need for a permanent record, the cost of the channel, and the degree of formality desired.

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 points can be offered.)

14. 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.

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

16. Please refer to your May 7 letter in which you explained how to file a claim.

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

18. Your prompt reply is highly appreciated.

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

20. At your request, we are sending you the brochures.

21. We assume that you wish to be transferred.

22. These procedures are very important.

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

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).