

试卷代号:1365

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

高级商务英语写作 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、仔细阅读题目的说明,并按题目要求答题。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 4 parts. They are:
Part 1: Matching up (20 points)
Part 2: Translation (20 points)
Part 3: Paragraph Organization (20 points)
Part 4: Writing (40 points)
- The total marks for this examination are 100 points. Time allowed for completing this examination is 90 minutes.
- There will be no extra time to transfer answers to the Answer Sheet; therefore, you should write ALL your answers on the Answer Sheet as you do each task.

Part 1 Matching up (20 points)

Questions 1—10 are based on the following task.

Directions: Match the English words and phrases with their proper Chinese Meanings.

1. 产品特点	a. specialize in
2. 陪同	b. foamed plastics
3. 告知收到	c. acknowledge
4. 专门经营	d. specifications
5. 规格	e. mission
6. 毛重	f. carrier
7. 承运人	g. product feature
8. 泡沫塑料	h. accompany
9. 出价	i. gross weight
10. 使命	j. bid

Part 2 Translation (20 points)

Questions 11—15 are based on the following task.

Directions: Translate the following sentences into Chinese (English).

11. 多年以来我们出口各类洁具,在客户中享有良好的声誉。
12. I understand that the position requires a candidate who is organized and detail-oriented, works well under pressure and enjoys working with a variety of people.
13. You are an internationally acclaimed scholar and educator, and your participation will be among the highlights of the conference.
14. 我们十分感激贵方如此详细的活动清单。
15. 此报盘着眼于扩大销路而且很有竞争性。

Part 3 Paragraph Organization (20 points)

Questions 16—20 are based on the following task.

Directions: Rearrange the order of the following sentences to form a proper letter.

	16		17					18			19	20	
d		g		j	f	e	k		i	c			m

- a. Your position requires experience in computer systems and financial application software.
- b. I am confident that I can perform the job efficiently.
- c. I shall call you next week to see if a meeting can be arranged.
- d. Dear Ms. Strand.
- e. My enclosed resume provides more details on my qualifications.
- f. My practical experience in my university's IT Office as a programmer and as a student consultant for system users gave me valuable exposure to complex computer operations.
- g. The position fits well with my education, experience, and career interests.
- h. I am applying for the position of systems analyst, which was advertised in the Daily News on January 22, 2011.
- i. Would you please consider my request for a personal interview to discuss further my qualifications and to learn more about this opportunity?
- j. With a major in Computer Information Systems, I have training on mainframes and microcomputers with a variety of software programs and applications.
- k. My background and career goals seem to match your job requirements well.
- l. Thank you for your consideration.
- m. Sincerely yours.
- n. Should you need to reach me, please feel free to call me at (777) 549-2543.

Part 4 Writing (40 points)

Question 21 is based on the following task.

Directions: Write a business letter according to the information given below. Write about 150 words. Write your answers on the Answer Sheet.

21. 感谢贵公司长期以来是本公司的忠实顾客。我们很高兴想你们推荐我们的新产品SD15号产品。

该产品是目前市场上最新款式的产品。由德国制造,价格优惠,技术先进,质量上乘。如果需要更多信息,请直接与我们联系。

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

高级商务英语写作 试题答题纸

2018 年 7 月

题 号	Part 1	Part 2	Part 3	Part 4	总 分
分 数					

得 分	评卷人

Part 1 Matching Up(20 points)

Directions: Match the English words and phrases with their proper Chinese Meanings.

1.

2.

3.

4.

5.
6.

7.

8.

9.

10.

得 分	评卷人

Part 2 Translation(20 points)

Directions: Translate the following sentences into Chinese (English).

11.
12.
13.
14.
15.

得 分	评卷人

Part 3 Paragraph Organization (20 points)

Directions: Rearrange the order of the following sentences to form a proper letter.

16.
17.
18.
19.
20.

得 分	评卷人

Part 4 Writing(40 points)

21. Directions : Write a business letter according to the information given below. Write about 150 words. Write your answers on the Answer Sheet.

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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

高级商务英语写作 试题答案及评分标准

(供参考)

2018 年 7 月

Part 1 Matching Up (20 points)

Directions: Match the English words and phrases with their proper Chinese Meanings.

- | | | | | |
|------|------|------|------|-------|
| 1. g | 2. h | 3. c | 4. a | 5. d |
| 6. i | 7. f | 8. b | 9. j | 10. e |

Part 2 Translation (20 points)

Directions: Translate the following sentences into Chinese (English).

考题

11. 多年以来我们出口各类洁具,在客户中享有良好的声誉。
12. I understand that the position requires a candidate who is organized and detail-oriented, works well under pressure and enjoys working with a variety of people.
13. You are an internationally acclaimed scholar and educator, and your participation will be among the highlights of the conference.
14. 我们十分感激贵方如此详细的活动清单。
15. 此报盘着眼于扩大销路而且很有竞争性。

参考答案

11. We have been exporting various sanitary wares for many years and have enjoyed good reputation among our customers.
12. 我了解到该职位需要工作有条理,注意细节,能在压力下很好工作,敬业乐群的工作候选人。
13. 您是享誉国际的学者和教育家,您的光临将会是我们会议的亮点之一。
14. We are very grateful for such a detailed account of your activities.
15. This offer is made with a view to expanding the market and is competitive.

Part 3 Paragraph Organization (20 points)

Directions: Rearrange the order of sentences to form a proper letter.

- | | | | | |
|-------|-------|-------|-------|-------|
| 16. h | 17. a | 18. b | 19. n | 20. l |
|-------|-------|-------|-------|-------|

Part 4 Writing (40 points)

21. Directions: Write a business letter according to the given information. Write about 150 words. Write your answers on the Answer Sheet.

评分标准

36—40 分	<p>全部完成答题要求</p> <ul style="list-style-type: none">● 所有内容点都已包括在内并在答题要求允许的情况下加以展开。● 语言规范、恰当;错误少,且均属小错。● 多样化的语言结构和丰富准确的词汇。● 组织结构好,前后呼应自然。● 格式完全适当。 <p>给读者的印象极佳。</p>
31—35 分	<p>较好的完成答题要求</p> <ul style="list-style-type: none">● 所有内容点都处理得不错,展开得不够。● 大体准确;运用复杂语言时有错误。● 结构合理,用词基本准确。● 大体上组织较好,注意逻辑关系。● 格式总体来说适当。 <p>给读者的印象良好。</p>
21—30 分	<p>尚能达到答题要求</p> <ul style="list-style-type: none">● 所有的主要内容点已包括进去,遗漏了一些次要的内容。● 语言使用时出现一些错误,但不妨碍交流。● 结构和词汇掌握范围适度。● 组织和安排总的来说尚令人满意。● 格式尚可,虽然并不完全成功。 <p>给读者的印象较好。</p>
11—20 分	<p>不能完全达到答题要求</p> <ul style="list-style-type: none">● 遗漏了一些主要的内容点或者处理得不充分,可能有些不切题。● 语言错误有时影响交流,错误较多,使读者感到迷惑。● 结构、词汇掌握有限。● 内容条理不清、不连贯,造成理解困难。● 格式不适当。 <p>给读者的印象不佳。</p>
0—10 分	<p>未能达到答题要求</p> <ul style="list-style-type: none">● 显著的内容遗漏/或大量内容不相关,可能由于对题目要求的误解。● 语言严重不规范,经常出现基本错误。● 结构和词汇使用有严重错误。● 缺乏组织,造成交流失败。● 几乎没有使用适当的格式。● 篇幅太短 <p>给读者的印象极差。</p>