

试卷代号:1361

国家开放大学(中央广播电视大学)2018年秋季学期“开放本科”期末考试

国际商务交际 试题

2019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)

Today most companies that are active in global markets have ethical codes of conduct. These codes are public documents and can usually be found on company Web sites. They are an accepted part of governance. The growing sophistication of these codes results in ethics training programs that often include complicated hypothetical questions. Ethics trainers teach employees to solve problems by reconciling legal requirements, company policies, and conflicting cultural norms.

Businesses in other countries are also adopting ethics codes and helping employees live up to the standards. The CEO of a multinational construction firm has worked very hard to rid his company of corruption. The battle against bribery in an industry where corruption is rampant hasn't been easy. Yet the company experienced success after installing a company lawyer as head of compliance.

Over three decades ago, the U. S. government passed the Foreign Corrupt Practices Act of 1977. It prohibits payments to foreign officials for the purpose of obtaining or retaining business. But the law applied only to U. S. companies. Therefore, they were at a decided disadvantage when competing against less scrupulous companies from other nations. U. S. companies complained that they lost billions of dollars in contracts every year because they refused to bribe their way to success.

Most other industrialized countries looked the other way when their corporations used bribes. They considered the "greasing of palms" just a cost of doing business in certain cultures. Until 1999 German corporations were even allowed to deduct bribes as a business expense—as long as they got receipts. An engineering giant was slapped with billion-dollar fines in Germany and in the United States for systematically paying off foreign officials. In total, its corrupt practices cost the company \$2.6 billion for fines and internal reforms.

In the United States bribery is a criminal offense, and American corporate officials found guilty are fined and sent to jail. However, American law does permit payments that may ease the way for routine government actions, such as expediting a visa request.

More attention is now being paid to the problem of global corruption. With increased global interdependence, corruption is increasingly seen as costly as well as unethical. Many

of the world's industrialized countries formally agreed in 1999 to a new global treaty promoted by the Organization for Economic Cooperation and Development (OECD). This treaty bans the practice of bribery of foreign government officials. Today, bribery is illegal almost everywhere in the world.

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

1. Most companies doing business internationally have ethical codes of conduct.
2. The ethical codes of conduct are private documents that can be seen only by the employees of the companies.
3. Companies would hire ethics trainers to teach their employees to solve ethical problems.
4. Fighting against bribery in an industry is not easy where corruption is commonplace.
5. Over thirty years ago, American government passed a law to prohibit bribery of foreign officials.
6. Equipped with the Foreign Corrupt Practices Act, U. S. companies were at an advantage when competing against companies from other nations.
7. Most industrialized countries considered the bribes just a cost of doing business in certain cultures.
8. Until 1999, German companies were allowed to deduct bribes as a business expense, if they got receipts.
9. In the United States of America, bribery is a crime, and American corporate officials found guilty of this crime are fined and sent to jail.
10. In 1999, a new global treaty was agreed among most industrialized countries that bans the practice of bribery of foreign government officials.

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. Describe the components in each stage of the 3- \times -3 writing process.
12. Describe the process of communication.
13. What are the four stages of team construction?
14. Describe the major dimensions 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. We will inspect the building plans before construction begins. (to avoid dangerous words)

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

17. If you had listened to our agent more carefully, you would know that your policy does not cover accidents outside the United States. (to make it courteous)

18. The policy affected all vendors, suppliers, and those involved with consulting. (to develop parallelism)

19. These brakes stop a car within a short distance. (to use concrete expressions)

20. We can not deliver your order until June 5. (to make it positive)

21. I heard that you start a new membership policy, and I have a number of questions to ask. (to improve the directness)

22. We have shipped your order by UPS, and we are sure it will arrive in time for the sales promotion January 15. (to change to the “you” attitude)

23. It has been determined by the staff that our process of checking verification for customers must be simplified. (to make it simple and clear)

24. Ms. Thomas tries to read all e-mail messages daily, but responses may not be made until the following day. (to improve parallelism)

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

25.

TO: Jay S. Jacobs, VP Human Resources

Sue Simmons and I, along with other Intercontinental Bank employees, have been eager to return to college, but we can't afford the costs of tuition and books.

Many of us were forced to go to work before we could complete our college degrees. We know that the continuing education divisions of some universities provide good courses that we could take at night. Sue and I—and we think many other employees as well—would like

to enroll for these courses. Would Intercontinental be interested in helping us with a tuition-reimbursement program?

We've heard about other local companies (Bank of America, First Federal, GE and others) that offer reimbursement for fees and books when employees complete approved courses with a C or higher. Sue and I have collected information, including a newspaper clipping that we're enclosing. Surveys show that tuition-reimbursement programs help improve employee morale and loyalty. They also result in higher productivity because employees developed improved skills.

We'd like a chance to talk over this worthwhile employee program with you at your convenience.

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国家开放大学(中央广播电视大学)2018 年秋季学期“开放本科”期末考试

国际商务交际 试题答题纸

2019 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)2018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)

2019年1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. True | 10. True |

Part Two Short-Answer Questions (20 points)

● Five points for each question.

11. The 3- \times -3 writing process consists of three stages: phase 1 (prewriting), phase 2 (writing), and phase 3 (revising). Phase 1 involves organizing the message, anticipating the audience, and considering ways to adapt the message to the audience. Phase 2 involves researching the topic, organizing the material, and composing the message. Phase 3 includes proofreading and evaluating the message.

12. The sender encodes words or symbols to express an idea. The message is sent verbally over a channel or is expressed nonverbally, perhaps with gestures or body language. The receiver decodes the message and attempts to make sense of it. The receiver responds with feedback, informing the sender of the effectiveness of the message. The objective of communication is the transmission of meaning so that a receiver understands a message as intended by the sender.

13. In the forming stage, members of the team get to know each other and discuss general topics. In the second stage, storming, they define their roles, goals, and governing procedures. In the third stage, norming stage, the tension between members subsides, roles clarify, and information begins to flow. In the performing stage, teams develop loyalty and progress toward their goals.

14. High- and low-context, individualism and collectivism; formality; communication style, time orientation.

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. We will review the building plans before construction begins.

16. An accountant was hired by the company.

17. As it is stated in your policy, only accidents within the United States can be covered.

18. The policy affected all vendors, suppliers, and consultants.

19. These brakes stop a 2-ton car, travelling 60 mph, within 240 feet.

20. We can deliver your order on June 5.

21. Please answer the following questions about your new membership policy.

22. Your order will be delivered by UPS in time for your sales promotion January 15.

23. We determined to simplify the customers verification process.

24. Ms. Thomas tries to read all e-mail messages daily, but she may not make the responses until the following day.

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).