

试卷代号:1365

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

高级商务英语写作 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. 婚姻状况	a. Have pleasure in inviting
2. 企业简介	b. Performance
3. 售后服务部	c. After-sales service department
4. 有幸邀请	d. Specialize in
5. 专门经营	e. Dishonor
6. 毛重	f. Dependable
7. 可靠的	g. Marital status
8. 表现	h. Company profile
9. 追索权	i. Gross weight
10. 拒付	j. Recourse

Part 2 Translation (20 points)

Questions 11—15 are based on the following task.

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

- 11. I have work experience in personnel affairs in a foreign-invested enterprise and educational background specializing in personnel management.
- 12. We hope you will take the opportunity to try this product, an excellent combination of highest quality and reasonable price.
- 13. 您在信息搜集上的努力程度以及将信息传递给我方的速度给我方留下了深刻印象。
- 14. We regret that we are unable to accept your counter-offer or give you any discount.
- 15. 我们借此机会与贵方接洽, 希望与贵方建立贸易关系。

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
c				g		

Claire's Ear Care Lotion

- a. When using irritants such as hairspray, shampoo, soap, etc. , protect and rinse your ears with water and re-apply Ear Care Lotion (step2) to your ears.
- b. For external use only. In case of contact with eyes flush with water.
- c. Directions: For optimum problem-free results, follow these steps every day.
- d. Clean hands thoroughly before touching ears, studs and lobes.
- e. Seek medical attention if irritation persists. Keep out of children's reach.
- f. Using cotton balls, cleanse front and back ears 3 times a day with Ear Care Lotion. Rotate the ear piercing studs 2 or 3 times. Do not remove earrings.
- g. Warming.

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. 很高兴的告知你们,在五月二十日第 252 号定单的货物及时运抵。
所有货物都状况很好,除了第 46 号箱。我们开箱后,发现箱子装了完全不同的货物。
请尽快安排发来正确的货物。错运的货物我们将保存,供你方处置。
希望能尽早回复本信。

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座位号

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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

高级商务英语写作 试题答题纸

2019 年 1 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.

试卷代号:1365

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

高级商务英语写作 试题答案及评分标准

(供参考)

2019年1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. I have work experience in personnel affairs in a foreign-invested enterprise and educational background specializing in personnel management.

12. We hope you will take the opportunity to try this product, an excellent combination of highest quality and reasonable price.

13. 您在信息搜集上的努力程度以及将信息传递给我方的速度给我方留下了深刻印象。

14. We regret that we are unable to accept your counter-offer or give you any discount.

15. 我们借此机会与贵方接洽,希望与贵方建立贸易关系。

参考答案

11. 我具有外资企业人事事务的工作经验,和人事管理的专门学历背景。

12. 我们希望您能尝试一下这种集高端质量与适中价格于一体的产品。

13. We are quite impressed by your efforts in collecting the information and getting it to us so quickly.

14. 我方很遗憾不能接受你方的还盘也不能给你方任何折扣。

15. We take this opportunity to approach you, hoping to enter into business relations with you.

Part 3 Paragraph Organization (20 points)

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

- | | | | | |
|-------|-------|-------|-------|-------|
| 16. d | 17. f | 18. a | 19. b | 20. e |
|-------|-------|-------|-------|-------|

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>