

试卷代号:1360

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

高级商务英语阅读 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才可离开考场。

二、仔细阅读题目的说明,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。

Information for the examinees:

This examination consists of three parts. They are:

Section One: Reading Comprehension (75 points, 70 minutes)

Section Two: Words (10 points, 10 minutes)

Section Three: Translation (15 points, 10 minutes)

The total marks for this examination are 100 points. Time allowed for completing this examination is 90 minutes.

Section One Reading Comprehension (75 points)

Part 1 Questions 1-7. (21 points)

Read the following passage and then match the statements (1-7) to the letter (A, B, C or D).

(3 points each)

My Vision for a World Bank that Serves Everyone

A

In 1944, the Bretton Woods conference set up institutions that reflected a world about to emerge from the Second World War. Nearly 70 years later, the world has changed. Emerging countries, once dependent on the World Bank, have become world powers. Growth across Asia, Africa and Latin America is transforming the global economy. The World Bank must adapt to such tectonic shifts and progress is being made, albeit slowly.

For the first time, three candidates are contesting the World Bank presidency in what ought to be an open, competitive and merit-based process. I feel privileged to be one of those candidates, and to represent the aspirations of many people from the developing world.

B

My own approach to thinking about development has been influenced by my childhood experiences. I grew up in a village in Nigeria where I knew poverty first-hand. I lived through the Nigerian civil war in my formative years, where I observed how violence could set back years of economic development. My thinking has also been shaped by the past 30 years, working in almost every region of the world on thorny issues of development. It has certainly been informed by four years as finance and foreign minister in one of the most challenging but also exciting countries in the world—Nigeria.

In the wake of the great recession, the uncertain times in which we live call for decisive action. The World Bank must respond quickly and effectively to three key challenges facing its client countries in ways that respect their priorities, their culture and their own processes.

C

Creating jobs is the first and most important challenge, complicated by the coming of age of a burgeoning youth population. This requires steady, inclusive economic growth based on prudent macroeconomic policies and development of key sectors of the economy, fitting

the specific conditions of each country. No one size fits all. For many countries, it would be important to prioritize investments in infrastructure, agriculture, health, education and other sectors that can unleash jobs. Second, the Bank must support investments in human capital, especially in health, education, and welfare. Health sector investments should prioritize strengthening national health systems as a way of sustainably managing disease prevention and control. Similarly, investments in education must extend beyond primary and secondary enrolment targets, and focus on learning outcomes, vocational training and the development of employable skills at the secondary and tertiary level.

Third, the Bank must support developing countries in building appropriate institutions that support property rights and the enforcement of contracts, promote good governance and provide a conducive environment for private initiative. Building institutions is arduous and requires patience and persistence. Institutional reforms have been dear to my heart, both in Nigeria and abroad, and nowhere more so than in fighting corruption. In Nigeria, I have promoted and implemented transparency of the budget and public finances by publishing monthly revenues of all tiers of government, which has been instrumental in making leaders more accountable. I have fought corruption at our ports and strengthened central government governance.

D

These three major challenges—creating jobs, investing in the human capital of the poor and building institutions—have to be pursued with vigor. Furthermore, the Bank also plays a key role in ensuring the efficient delivery of global public goods and in meshing its initiatives with the priorities of national and regional development programs.

Over the past 30 years working in developing countries I have listened to the concerns of politicians and policy makers, to the aspirations of entrepreneurs and youth activists, and to the dreams of women for inclusion and true equality of opportunity. All would like to see a Bank that is innovative and responsive; a true partner; a quick and nimble Bank that listens and supports them on their journey to a better life.

The work of the World Bank affects the welfare of millions of citizens and the prospects for a more peaceful world. I would be most honored to lead this important institution with a sense of humility, urgency and hope at this time of change and challenge.

1. The work of the World Bank has influence on millions of people in the world.
2. The employment issue is one of the most important challenges facing the developing countries.
3. The author was a minister in Nigeria for four years before he became a candidate for president of the World Bank.
4. The World Bank should support investment in education, especially in developing countries.
5. The World Bank should pursue its tasks vigorously.
6. The World Bank must support developing countries in building up institutions that suit the market economy.
7. Economic growth in emerging countries is changing the world economy.

Part 2 Questions 8-14. (21 points)

Read the following passage and choose the best sentence (A-G) to fill each of the gaps. (3 points each)

GATT: 'Provisional' for Almost Half a Century

From 1948 to 1994, the General Agreement on Tariffs and Trade (GATT) provided the rules for much of world trade and presided over periods that saw some of the highest growth rates in international commerce. (8)_____.

The original intention was to create a third institution to handle the trade side of international economic cooperation, joining the two "Bretton Woods" institutions, the World Bank and the International Monetary Fund. Over 50 countries participated in negotiations to create an International Trade Organization (ITO) as a specialized agency of the United Nations. The draft ITO Charter was ambitious. (9)_____. The aim was to create the ITO at a UN Conference on Trade and Employment in Havana, Cuba in 1947.

(10)_____. With the Second World War only recently ended, they wanted to give an early boost to trade liberalization, and to begin to correct the legacy of protectionist measures which remained in place from the early 1930s.

This first round of negotiations resulted in a package of trade rules and 45,000 tariff concessions affecting \$ 10 billion of trade, about one fifth of the world's total. The group had expanded to 23 by the time the deal was signed on 30 October 1947. (11)_____. And

so the new General Agreement on Tariffs and Trade was born, with 23 founding members (officially “contracting parties”).

The 23 were also part of the larger group negotiating the ITO Charter. One of the provisions of GATT says that they should accept some of the trade rules of the draft. (12) _____. They spelt out how they envisaged the relationship between GATT and the ITO Charter, but they also allowed for the possibility that the ITO might not be created. They were right.

The Havana conference began on 21 November 1947, less than a month after GATT was signed. The ITO Charter was finally agreed in Havana in March 1948, but ratification in some national legislatures proved impossible. (13) _____. In 1950, the United States government announced that it would not seek Congressional ratification of the Havana Charter, and the ITO was effectively dead. So, the GATT became the only multilateral instrument governing international trade from 1948 until the WTO was established in 1995.

(14) _____. There were additions in the form of a section on development added in the 1960s and “plurilateral” agreements (i. e. with voluntary membership) in the 1970s, and efforts to reduce tariffs further continued. Much of this was achieved through a series of multilateral negotiations known as “trade rounds”—the biggest leaps forward in international trade liberalization have come through these rounds which were held under GATT’s auspices.

- A** It extended beyond world trade disciplines, to include rules on employment, commodity agreements, restrictive business practices, international investment, and services.
- B** The tariff concessions came into effect by 30 June 1948 through a “Protocol of Provisional Application”.
- C** The most serious opposition was in the US Congress, even though the US government had been one of the driving forces.
- D** Meanwhile, 15 countries had begun talks in December 1945 to reduce and bind customs tariffs.
- E** For almost half a century, the GATT’s basic legal principles remained much as they were in 1948.

F It seemed well-established, but throughout those 47 years, it was a provisional agreement and organization.

G This, they believed, should be done swiftly and “provisionally” in order to protect the value of the tariff concessions they had negotiated.

Part 3 Questions 15-20. (18 points)

Read the following passage and choose the best statement (A, B, C or D) for each question. (3 points each)

What does 2012 hold in store for the world economy? Let us start by looking at the battered high-income countries. Is there a good reason to expect healthy recoveries? Not really. The outcome in the eurozone might be a disaster that spreads around the world. Even the US recovery is likely to be fragile. The shadow cast by events before 2007 passes slowly.

The December consensus of forecasts is gloomy. The most recent views on likely growth this year are far below those expected a year ago. This is particularly true for the eurozone, which is expected to fall into recession. The economies of Italy and Spain are expected to contract, while France and Germany are expected to produce negligible growth. The UK is forecast to be in the same state as the eurozone’s two largest members. Only Japan and the US are forecast to show anything close to reasonable economic growth this year. In the case of the US, growth was forecast at 2.1 per cent in December, up from 1.9 per cent in November.

Let us put this performance in context. In the third quarter of 2011, Canada was the only member of the Group of Seven leading high-income countries whose gross domestic product was much above its pre-crisis peak. The US and German economies were marginally above their pre-crisis peaks, while France was marginally below it. The UK, Japan and Italy were still far below their pre-crisis peaks. Recovery? What recovery?

Yet the highest interest rate now applied by the four most important central banks is the European Central Bank’s only 1 per cent. The balance sheets of these central banks have also expanded dramatically. Moreover, between 2006 and 2013, the ratio of gross public debt to GDP will jump by 56 percentage points in the UK, 55 points in Japan, 48 points in the US and 33 points in France. Why have such drastic policy actions brought forth such modest results?

Far more persuasive, to me, are views that accept that people make important mistakes. The big divide is between those—the Austrians—who hold that the mistakes are made by governments while the solution is to let the distorted financial edifice collapse and those—the post-Keynesians—who hold that a modern economy is inherently unstable, while letting it collapse would take us back to the 1930s. I am decidedly in the latter camp.

In his prescient 1986 masterpiece, *Stabilizing an Unstable Economy*, the late Hyman Minsky laid out his financial instability hypothesis. Janet Yellen, vice-chair of the US Federal Reserve, remarked in 2009 that “with the financial world in turmoil, Minsky’s work has become required reading”.

What makes his work compelling is that it ties investment decisions oriented to an inherently uncertain future to the balance sheets that finance them and so to the financial system. In Minsky’s view, leverage—and so fragility—are determined by the economic cycle. A lengthy period of tranquility will raise fragility; people will underestimate dangers and overestimate opportunities. Minsky would have warned that the “great moderation” contained seeds of its own destruction.

15. In the writer’s view, the world economy _____.

- A. will recover soon
- B. will remain stable
- C. is unlikely to recover
- D. is unlikely to fall back

16. Among the following countries, whose economy is forecast to increase?

- A. Italy and Spain.
- B. France and Germany.
- C. The UK.
- D. Japan and the US.

17. In the third quarter of 2011, whose gross domestic product was well above its pre-crisis peak?

- A. Canada.
- B. The US and Germany.
- C. France.
- D. Japan and Italy.

18. The following are all evidences of economic recession but _____.

- A. the highest interest rate applied by the four most important central banks is only 1 per cent
- B. US’ growth was forecast at 2.1 per cent in December, up from 1.9 per cent in November
- C. the balance sheets of the central banks have expanded dramatically
- D. the ratio of gross public debt to GDP in some countries will jump greatly

19. The writer firmly believes that _____.

- A. the mistakes are made by governments
- B. the solution is to let the distorted financial edifice collapse
- C. a modern economy is inherently unstable
- D. he should support the Austrians

20. The following statements about *Stabilizing an Unstable Economy* are true except _____.

- A. it is Hyman Minsky's masterpiece
- B. it is about Minsky's financial instability hypothesis
- C. it ties investment decisions to the balance sheets and the financial system
- D. it requires the public to read Minsky's works

Part 4 Questions 21-35. (15 points)

Read the following passage and fill each gap with the best word (A, B, C or D). (1 point each)

There are many choices for insurance. Insurance is a policy (21) _____ you pay in a certain figure that you do not usually get back, and the insurance company pays out in the event of a certain situation. The details (22) _____ according to the type of coverage.

Health insurance was invented to help with your medical care. You will typically pay in a certain amount every month (23) _____ premiums and you may have invested a certain percentage on your prescriptions and doctor's visits but the insurance is created to help you with the costs. It will also help you in emergencies such as a (24) _____ bone, an accident or a sudden illness. Insurance is there to (25) _____ you if you are having a baby or any other time you require regular care.

Car insurance is intended for accidents; (26) _____ your fault or someone else's. You pay your car insurance premium every month (or quarterly or yearly) and if you are in an accident, the insurance can (27) _____ damages. There are two basic kinds of car insurance; liability and full-coverage. Liability will only cover what you are liable (28) _____. Full-coverage will cover anything that happens to your car, your body or to the other party in an accident.

The main purpose of life insurance is to cover the survivors of the person who dies. Life insurance can be used to pay (29) _____ debt, cover burial expenses or take care of surviving children. Life insurance can be very important, especially if you are leaving a

spouse that doesn't work, young children, or debts. In the event of your (30) _____, the life insurance company would award the amount of the policy to your beneficiaries.

As the name implies, home insurance is meant to protect your home and (31) _____. There is home owner's insurance and also renter's insurance. Renter's insurance will take care of personal items that are in the home and most often cover damages to the house itself if there were a robbery or similar damage (32) _____ the property. This will keep the renter (33) _____ having to pay the owner personally if damage to the property occurred as a result of a burglary.

The home owner's insurance will protect the same things; damage to personal property and also to the premises. Many insurance plans cover natural events such as (34) _____ or earthquakes. Some plans cover fire and others do not. Most cover fire only if it was not set by the owner.

There are many other kinds of coverage that are (35) _____ for business owners, including disability and business interruption insurance. The only way to assure proper coverage is to consult with an agent and one that has your particular situation in mind.

Now fill each gap with the best word (A, B, C or D)

- | | | | |
|----------------------|--------------|-------------|-------------|
| 21. A. where | B. that | C. which | D. when |
| 22. A. varies | B. change | C. vary | D. changes |
| 23. A. of | B. with | C. by | D. called |
| 24. A. break | B. broken | C. breaking | D. broke |
| 25. A. protect | B. cover | C. benefit | D. aid |
| 26. A. either | B. whether | C. or | D. as |
| 27. A. make up for | B. cover | C. insure | D. ensure |
| 28. A. for | B. with | C. to | D. from |
| 29. A. back | B. up | C. in | D. off |
| 30. A. die | B. death | C. dying | D. dead |
| 31. A. money | B. life | C. property | D. stuff |
| 32. A. by | B. for | C. of | D. to |
| 33. A. from | B. in | C. by | D. on |
| 34. A. car accidents | B. burglary | C. death | D. floods |
| 35. A. inevitable | B. necessary | C. urgent | D. required |

Section Two Words

Questions 36-40. (10 points)

Match the English words on the left with the Chinese words on the right. (2 points each)

- | | |
|-----------------|---------|
| 36. beneficiary | a. 期货 |
| 37. reinsurance | b. 工薪支票 |
| 38. testimony | c. 受益人 |
| 39. futures | d. 证据 |
| 40. paycheck | e. 再保险 |

Section Three Translation (15 points)

Translate the following paragraphs into Chinese. (15 points)

41. Many small companies have also established online stores for group buying, which enable customers to obtain goods at a discount so long as a certain number of people make the purchases. China had about 4,000 group-buying websites in December, up from 2,630 in January 2011.

“About 1 million small companies were brought into the e-commerce market through online group buying last year,” an analyst with the research firm Analysys International said.

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座位号

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

高级商务英语阅读 试题答题纸

2019 年 1 月

题 号	Section One				Section Two	Section Three	总 分
	Part 1	Part 2	Part 3	Part 4			
分 数							

Section One Reading Comprehension (75 points)

得 分	评卷人

Part 1 Questions 1—7. (21 points)

Read the following passage and then match the statements (1—7) to the letter (A, B, C or D).

(3 points each)

1.
2.
3.
4.
5.
6.
7.

得 分	评卷人

Part 2 Questions 8—14. (21 points)

Read the following passage and choose the best sentence (A—G) to fill each of the gaps. (3

points each)

8.
9.
10.
11.
12.
13.
14.

得 分	评卷人

Part 3 Questions 15—20. (18 points)

Read the following passage and choose the best statement (A, B, C or D) for each question. (3 points each)

15.
16.
17.
18.
19.
20.

得 分	评卷人

Part 4 Questions 21—35. (15 points)

Read the following passage and fill each gap with the best word (A, B, C or D). (1 point each)

21.
22.
23.
24.
25.
26.
27.
28.
29.
30.
31.
32.
33.
34.
35.

得 分	评卷人

Section Two Questions 36—40. (10 points)

Match the English words on the left with the Chinese words on the right. (2 points each)

36.
37.
38.
39.
40.

得 分	评卷人

Section Three Translation. (15 points)

Translate the following paragraphs into Chinese. (15 points)

41.

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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

高级商务英语阅读 试题答案及评分标准

(供参考)

2019年1月

Section One Reading Comprehension (75 points)

Part 1 Questions 1—7. (21 points)

Read the following passage and then match the statements (1—7) to the letter (A, B, C or D). (3 points each)

- | | | | | |
|------|------|------|------|------|
| 1. D | 2. C | 3. B | 4. C | 5. D |
| 6. C | 7. A | | | |

Part 2 Questions 8—14. (21 points)

Read the following passage and choose the best sentence (A-G) to fill each of the gaps. (3 points each)

- | | | | | |
|-------|-------|-------|-------|-------|
| 8. F | 9. A | 10. D | 11. B | 12. G |
| 13. C | 14. E | | | |

Part 3 Questions 15—20. (18 points)

Read the following passage and choose the best statement (A, B, C or D) for each question. (3 points each)

- | | | | | |
|-------|-------|-------|-------|-------|
| 15. C | 16. D | 17. A | 18. B | 19. C |
| 20. D | | | | |

Part 4 Questions 21—35. (15 points)

Read the following passage and fill each gap with the best word (A, B, C or D). (1 point each)

- | | | | | |
|-------|-------|-------|-------|-------|
| 21. A | 22. C | 23. D | 24. B | 25. C |
| 26. A | 27. B | 28. A | 29. D | 30. B |
| 31. C | 32. D | 33. A | 34. D | 35. B |

Section Two Words Questions 36—40. (10 points)

Match the English words on the left with the Chinese words on the right. (2 points each)

36. c 37. e 38. d 39. a 40. b

Section Three Translation. (15 points)

Translate the following paragraphs into Chinese. (15 points)

41. 很多小公司也建立了提供团购的网上商店,只要有相当数量的人进行购买,顾客就能以折扣价购得商品。2011 年 12 月份,中国大概有 4000 个团购网站,而当年 1 月仅有 2630 个。

易观国际研究公司的分析师说:“通过网上团购,去年约有 1 百万家小公司被带入电子商务市场。”