

试卷代号:1361

国家开放大学2019年春季学期期末统一考试

国际商务交际 试题

2019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。

Part One Reading (20 points)

In addressing intercultural audiences when you are giving a presentation, you need to anticipate expectations and perceptions that may differ significantly from what you may consider normal. For example, emphasis on getting to the point quickly is not equally prized across the globe. Many people (notably those in Japanese, Latin American, and Arabic cultures) consider such directness to be brash and inappropriate.

When working with an interpreter, you must be very careful about your language. For example, you will need to express ideas in small chunks to give the interpreter time to translate. You may need to slow down as you speak and stop after each thought to allow time for the translation that will follow. Even if your presentation or speech is being translated simultaneously, remember to speak slowly and to pause after each sentence to ensure that your message is rendered correctly in the target language.

The same advice is useful in organizing presentations. Consider breaking your presentation into short, discrete segments. You may want to divide your talk into distinct topics, developing each separately and encouraging discussion periods after each. Such organization enables participants to ask questions and digest what has been presented.

Match your presentation and your nonverbal messages to the expectations of your audience. In Germany, for instance, successful presentations tend to be dense with facts and precise statistics. Americans might say “around 30 percent” whereas a German presenter might say “30.4271 percent.” Similarly, constant smiling is not as valued in Europe as it is in North America. Many Europeans distrust a speaker who is cracking jokes, smiling, or laughing in a business presentation. Their expectation is of a rational—that is, “serious”—fact-based delivery. American-style enthusiasm is often interpreted abroad as hyperbolic exaggeration or, worse, as dishonesty and can lead to misunderstandings. If an American says “Great job!” to offer praise, a Spanish counterpart might believe the American has approved the project. “When Europeans realize there’s no commitment implied,” warned an intercultural consultant, “they might feel deceived or that the American is being superficial.”

Remember, too, that some cultures prefer greater formality than Americans exercise. Instead of first names, use only honorifics (Mr. or Ms.) and last names, as well as academic or business titles—such as Doctor or Director. Writing on a flipchart or transparency seems natural and spontaneous in this country. Abroad, though, such informal techniques may suggest that the speaker does not value the audience enough to prepare proper visual aids in advance.

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

1. Latin American people may not like the idea of getting to the point quickly.
2. Japanese people may consider directness in communication to be inappropriate.
3. When working with an interpreter, you need to talk faster so as to save time.
4. Interpreters might ask you to pause from time to time to allow time for the translation.
5. You need to break your presentation into short parts.
6. You are not supposed to encourage discussion during your presentation.
7. Your nonverbal messages should be out of the expectations of your audience so as to make an impact.
8. Constant smiling is not as valued in Europe as it is in North America.
9. Many Europeans do not trust speakers who tell jokes in a business presentation.
10. According to the author, Americans tend to use less formality than people from some other cultures.

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. When faced with a difficult ethical decision, what questions should you ask yourself?
12. Explain five strategies for improving communication among diverse workplace audiences.
13. Name five specific items to check in proofreading.
14. Name five characteristics of goodwill messages.

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

16. Every employee is entitled to see his personnel file. (to eliminate language bias)

17. You won’t be disappointed with the many electronic services we now offer. (to make it positive)

18. Reference is made to your May 7 letter in which you described the approved procedure for initiating a claim. (to make it conversational)

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

20. In accordance with your wishes, we are sending you under separate cover two contract forms. (to make it concise)

21. I understand that you offer employee testing materials, and I have a number of questions to ask. (to improve the directness)

22. Your letter claims that you returned a defective headset. (to adopt a positive expression)

23. Come join our company, where the pay is high, working conditions are pleasant, and to succeed is possible. (to improve parallelism)

24. Members of the team have taken into consideration every one of the factors that has the capacity to affect the purchase. (to improve the vigor and directness)

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

25.

TO: Mindy Latimer, Manager

You are still not giving my division an opportunity to expand by allowing it to produce the new cordless telephone.

I cannot believe that you selected Fred’s division to develop the product. It seems that his division is always getting the breaks. His division already has responsibility for eight products while mine only has four.

You need to reconsider your decision. I would like to supervise the production of the new telephones.

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座位号

国家开放大学2019年春季学期期末统一考试

国际商务交际 试题答题纸

2019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.

试卷代号:1361

国家开放大学2019年春季学期期末统一考试

国际商务交际 试题答案及评分标准

(供参考)

2019年7月

Part One Reading (20 points)

● Two point for each item.

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

Part Two Short-Answer Questions (20 points)

● Five points for each question.

11. (a) Is the action you are considering legal?

(b) How would you see the problem if you were on the opposite side?

(c) What are the alternative solutions?

(d) Can you discuss the problem with someone whose advice you trust?

(e) How would you feel if your family, friends, employer, or coworkers learned of your action?

12. Seeking training. Understanding 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.

13. Careful proofreaders check for problems in these areas: spelling, grammar, punctuation, names and numbers, format, etc.

14. The five characteristics of goodwill messages are as follows. They should be selfless, be specific, be sincere, be spontaneous, and be short.

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

16. Every employee is entitled to see his or her personnel file.

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

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

19. We determined to simplify the customers verification process.

20. As you wish, we are sending you two contract forms separately.

21. Please answer the following questions about your employee testing materials.

22. Your letter describes a headset you returned.

23. Come join our company, where the pay is high, working conditions are pleasant, and success is possible.

24. Members of the team have considered every possible factor that can affect the purchase.

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).