

试卷代号:1360

国家开放大学2019年春季学期期末统一考试

高级商务英语阅读 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。

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)**

Unique Problems in International Trade

A

There are some unique problems in international trade and companies doing business overseas must be aware of them. In particular, there include (a) cultural problems, (b) monetary conversion, and (c) trade barriers.

Cultural problems

When companies do business overseas, they come in contact with people from different cultures. These individuals often speak a different language and have their own particular custom and manners. These differences can create problems.

For example, in France, business meetings begin promptly at the designated time and everyone is expected to be there. Foreign business people who are late are often left outside to cool their heels as a means of letting them know the importance of promptness. Unless one is aware of such expected behaviors he may end up insulting the people with whom he hopes to establish trade relations.

B

Monetary conversion

A second traditional problem is that of monetary conversion. For example, if a transaction is conducted with Russia, payment may be made in rubles. Of course, this currency is of little value to the American firm. It is, therefore, necessary to convert the foreign currency to American dollars. How much are these Russian rubles worth in terms of dollars? This conversion rate is determined by every market, where the currencies of countries are bought and sold. Thus there is an established rate, although it will often fluctuate from day to day. For example, the ruble may be worth \$0.75 on Monday and \$0.72 on Tuesday because of an announced wheat shortage in Russia. In addition, there is

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the dilemma associated with converting at \$0. 72. Some financial institutions may be unwilling to pay this price, feeling that the ruble will sink much lower over the next week. As a result, conversion may finally come at \$0. 69. These "losses" must be accepted by the company as one of the costs of doing business overseas.

C

Trade barriers

A third unique problem is trade barriers. For one reason or another, all countries impose trade barriers on certain goods crossing their borders. Some trade barriers are directly related to exports. For example, the United States permits strategic military material to be shipped abroad only after government permission has been obtained. Most trade barriers, however, are designed to restrict imports. Two of the most common import barriers are quotas and tariffs.

A quota is a quantitative restriction that is expressed in terms of either physical quantity or value. For example, a quota that states that no more than 50 000 Class A widgets may be imported from Europe each year is a restriction stated in terms of physical quantity. Meanwhile, a quota that restricts the importation of a certain type of Japanese glassware to no more than \$ 1 million worth a year is stated in terms of value.

D

A tariff is a duty or fee levied on goods being imported into the country. These tariffs can be of two types; revenue or protective. A revenue tariff is designed to raise money for the government. These tariffs are usually low, often amounting to less than twenty-five cents per item or pound. A protective tariff is designed to discourage foreign businesses from shipping certain goods into the country. The basic reason for a protective tariff is to keep out goods that will undersell products made in the home country. For this reason, protective tariffs are often very high, thus forcing the foreign business to raise its prices to cover the tariff.

Tariff duties are of three types; specific, ad valorem, and compound. Specific duties are levied at the rate of so much per unit or pound. For example, the specific duty on one

product might be \$10 per unit, while on another it might be 25 cents per pound. Ad valorem duties are levied on the basis of the product's value. For example, an ad valorem duty of 7 percent on a particular product valued at \$100 would result in a \$7 tariff. Compound duties are a combination of specific and ad valorem duties. One example is suits. In the past the duty on them has been 37.5 cents per pound and 21 percent ad valorem.

Now match the statements (1-7) to the letter (A, B, C or D).

1. One reason for tariff is not to let imported goods be cheaper than locally produced ones.
2. Foreign exchange rate is an important consideration in international business.
3. If you are not aware of the cultural differences, you may offend people without knowing it.
4. Tariffs may be levied in order to protect the domestic industry.
5. Punctuality is one of the important cultural differences between countries.
6. Quota is a quantitative restriction in international trade.
7. Import duty may be calculated according to the value of the goods.

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)

What does 2012 hold in store for the world economy? (8) _____. 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. (9)

_____. 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. (10) _____. 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. (11) _____. 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. (12) _____.

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. (13) _____. A lengthy period of tranquillity will raise fragility: people will underestimate dangers and overestimate opportunities. (14) _____

Now choose the best sentence (A-G) to fill each of the gaps.

A Only Japan and the US are forecast to show anything close to reasonable economic growth this year.

B The balance sheets of these central banks have also expanded dramatically.

C In Minsky's view, leverage—and so fragility—are determined by the economic cycle.

D 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.

E Minsky would have warned that the “great moderation” contained seeds of its own destruction.

F Let us start by looking at the battered high-income countries.

G 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”.

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)

4 Billionaires Give You The Best Investment Advice They Know

Eli Broad

Broad started out building houses and ended up buying and selling insurance companies. Most notably, he founded Sun Life Insurance Co. of America Inc to AIG in 1999 for \$18 billion. Now he’s a Los Angeles society figure with an impressive modern art collection and a charitable foundation (The Broad Foundation) that handles assets of \$2. 1 billion.

What’s the best advice he ever got? Don’t bet the farm.

Where would he invest a million dollars? “High-quality multinational consumer companies such as Procter & Gamble co. , Coca-Cola co. , Kraft Foods inc. and Johnson & Johnson. ”

Tidbit: He thinks the dollar will remain strong but the euro will tank in 2012. As for hedge funds, he likes funds and managers with good long term track records like Seth Klarman Baupost Group LLC.

Randall J. Kirk

Kirk’s venture fund, Third Security LLC, has made major money on biotech firms. In 2007 he score his biggest deal when he sold New River Pharmaceuticals for \$2. 6 billion—out of that deal, he got \$1. 2 billion for himself. He’s been doing well ever since. Now he lives in California, Connecticut, Virginia and Florida. When he’s not making deals, he’s laying down electronic music tracks in his recording studio.

What’s the best advice he ever got? “Good deals are like bus stops, there’s one of every

corner. " Told to me by Red Robertson of Grundy, Virginia, who invested in my first deal. The advice illustrated not so interested in my deal as in my dedication to it. One invests in the guy behind the deal, above all else. "

Tidbit: Would he buy a hot-shot tech IPO on the secondary market before it went public? "Only if they would participate as a judge in a Keynesian beauty contest. I am not one of those people. "

John Paul DeJoria

In 1980 DeJoria invest in a friends hair care company, Paul Mitchell. Now it's generates \$ 1 billion of revenue annually. DeJoria wisely took his earning from that investment and co-founded Patron tequila.

What's the best advice he ever got? How to buy a put, told to DeJoria by a woman named Rebecca.

Where would he invest a million dollars? "25% percent in gold, 25 percent in silver, 25 percent in NYSE blue-chip stocks that pay a dividend and 25 percent between Asian and European blue chips that pay a dividend. "

Tidbit: Beauty salons are the best economic indicator. Typically, customers will visit every 6 weeks; in downturns that drops to every 8 weeks. When it goes up again, things are on the mend.

Donald Trump

Everyone knows "The Donald. " From real estate to television, he's managed to turn his last name into a brand synonymous with business. He also claims to have a 3 handicap.

Best advice? "My father, Fred C. Trump, told me to know everything you can about what you're doing. He believed in being thorough and was wary of blind spots. "

Where would he invest a million dollars? "Equities, corporate bonds and, if you know what you're doing, purchasing foreclosed houses from banks and demanding long-term financing at favorable interest rate. "

Tidbit: Trump's best investment was buying 40 Wall Street. His worst was buying a yacht.

Now choose the best sentence (A, B, C or D) for each question.

15. Among the four billionaires, the one that once invested in real estate is _____.
A. Eli Broad
B. Randall J. Kirk
C. John Paul DeJoria
D. Donald Trump
16. Among the four billionaires, the one that loves music is _____.
A. Eli Broad
B. Randall J. Kirk
C. John Paul DeJoria
D. Donald Trump
17. The best understanding of the word "tank" might be _____.
A. it is an enclosed armored military vehicle
B. it is a large container for holding liquid or gas
C. if the thing tanks, it performs very badly
D. if the thing tanks, it beats others
18. Red Robertson invested in Randall J. Kirk's first deal because _____.
A. he believed in Randall J. Kirk
B. he was interested in Randall J. Kirk's deal
C. good deals are on every corner
D. he would participate as a judge in a Keynesian beauty contest
19. The reason why John Paul DeJoria wouldn't invest all his money in the same thing might be that _____.
A. he wanted to save money
B. he intended to make money from more sectors
C. he intended to reduce risks
D. he was interested in a variety of things
20. The sentence "things are on the mend" most probably means _____.
A. things are in the process of repairing
B. things are turning good
C. things are alive
D. things are turning bad

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)

Marketing starts with the product since it is what an organization has to offer its target market. Organizations attempt to provide solutions (21) _____ a target market's problems. These solutions include tangible or (22) _____ (or both) product offerings marketed by an organization.

In addition to (23) _____ the target market's needs, the product is important because it is how organizations generate revenue. It is the "thing" that for-profit companies sell in order to realize profits and satisfy stakeholders and what a (24) _____ organization use to generate funds needed to sustain itself. (25) _____ a well-developed product strategy that includes input from the target market, a marketing organization will not have long-term success.

In marketing, the term "product" is often used as a (26) _____ word to identify solutions a marketer provides to its target market. We will follow this approach and permit the term "product" to cover offerings that fall into one of the following categories:

Goods; Something is considered a good if it is a tangible item. That is, it is something that is felt, tasted, heard, smelled or (27) _____. For example, bicycles, cell phones, and donuts are all examples of tangible goods. In some cases there is a fine line between items that affect the senses and whether these are considered tangible or intangible. We often see this with digital goods accessed via the Internet, such as (28) _____ to music online or visiting an information website. In these cases there does not appear to be anything (29) _____ is tangible or real since it is essentially computer code that is proving the solution. (30) _____, for our purposes, we distinguish these as goods since these products are built (albeit using computer code), are stored (e. g. , on a computer hard drive), and generally offer the same benefits each time (e. g. , quality of the download song is always the same).

Services; Something is considered a service if it is an offering a customer (31) _____ through the work or labor of someone else. Services can result in the creation of tangible goods (e. g. , a publisher of business magazines hires a freelance writer to write an article)

but the main solution being purchased is the service. (32) _____ goods, services are not stored, they are only available at the time of use (e. g. , hair salon) and the consistency of the benefit offered can vary (33) _____ one purchaser to another (e. g. , not exactly the same hair styling each time).

Ideas: Something falls into the category of an idea if the marketer attempts to convince the customer to alter their behavior or their perception (34) _____ some way. Marketing ideas is often a solution put forth by non-profit groups or governments in order to get targeted groups to avoid or change (35) _____ behavior. This is seen with public service announcements directed toward such activity as youth smoking, automobile safety, and illegal drug use.

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

- | | | | |
|--------------------|---------------|-----------------|------------------|
| 21. A for | B. to | C. with | D. of |
| 22. A. intangible | B. concrete | C. detailed | D. formless |
| 23. A. satisfy | B. dissatisfy | C. satisfying | D. dissatisfying |
| 24. A. profit | B. profitable | C. unprofitable | D. non-profit |
| 25. A. Without | B. For | C. With | D. No |
| 26. A. overall | B. catch-all | C. complete | D. meaningful |
| 27. A. see | B. saw | C. seen | D. sees |
| 28. A. listened | B. listen | C. listens | D. listening |
| 29. A. that | B. which | C. who | D. it |
| 30. A. Furthermore | B. However | C. Despite | D. Therefore |
| 31. A. obtains | B. gets | C. achieves | D. receives |
| 32. A. Like | B. Dislike | C. Unlike | D. Likewise |
| 33. A. to | B. as | C. by | D. from |
| 34. A. to | B. in | C. for | D. by |
| 35. A. some | B. that | C. certain | D. specific |

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. freight payment | a. 应急资金 |
| 37. emergency fund | b. 运费支付 |
| 38. storefront | c. 赔偿 |
| 39. depreciate | d. 店面 |
| 40. redress | e. 贬值 |

Section Three Translation (15 points)

Translate the following paragraphs into Chinese. (15 points)

41. Something falls into the category of an idea if the marketer attempts to convince the customer to alter their behavior or their perception in some way. Marketing ideas is often a solution put forth by non-profit groups or governments in order to get targeted groups to avoid or change certain behavior. This is seen with public service announcements directed toward such activity as youth smoking, automobile safety, and illegal drug use.

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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

高级商务英语阅读 试题答题纸

2019年7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2019年春季学期期末统一考试

高级商务英语阅读 试题答案及评分标准

(供参考)

2019年7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. B | 3. A | 4. D | 5. A |
| 6. C | 7. D | | | |

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

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

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. b

37. a

38. d

39. e

40. c

Section Three Translation

Translate the following paragraphs into Chinese. (15 points)

41. 如果营销者试图说服客户以某种方式来改变他们的行为或认知,这些东西我们归类为创意。营销创意通常是一个非营利组织或政府为了目标群体避免或改变某些行为而提出的解决方案。这些可以在如青少年吸烟、行车安全和非法毒品的使用等公共服务通告中看到。