

试卷代号:1361

国家开放大学2020年春季学期期末统一考试

国际商务交际 试题

2020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。

Part One Reading (20 points)

Doing business beyond borders is now commonplace. Not only are market borders blurring, but acquisitions, mergers, alliances, and buyouts are obscuring the nationality of many companies. The quirky Vermont ice cream purveyor Ben & Jerry's is a division of Dutch multinational Unilever; Bridgestone Americas is owned by a Japanese conglomerate; the Arco gas station chain is a subsidiary of the third-largest energy company in the world, British Petroleum; and "Your Neighborhood Grocery Store," Trader Joe's, is owned by Germany's top discounter, Aldi. Two thirds of Colgate-Palmolive's employees work outside North America, and Nike is raking in more revenue overseas than in the United States. Procter & Gamble wants to more than double its sales over the next 15 years, primarily by expanding into developing markets. What's more, 7-Eleven is the highest-grossing retailer in Japan and has nearly twice as many outlets there as it has in the United States.

To be successful in this interdependent global village, companies are increasingly finding it necessary to adapt to other cultures. In promoting its shoes and clothes to kids from Rome to Rio de Janeiro, Nike features Brazilian soccer star Ronaldo, rather than a U. S. basketball star. To sell its laundry products in Europe, Unilever learned that Germans demand a product that is gentle on lakes and rivers. Spaniards wanted cheaper products that get shirts white and soft, and Greeks preferred small packages that were cheap and easy to carry home. To push ketchup in Japan, H. J. Heinz had to overcome a cultural resistance to sweet flavors. Thus, it offered Japanese homemakers cooking lessons instructing them how to use the sugary red sauce on omelets, sausages, and pasta. Domino's Pizza catered to the Japanese by adding squid to its pizza toppings. McDonald's is adjusting its menus to suit the dietary preferences of very diverse customers around the world.

Why are businesses rushing to expand around the world? What is causing this dash toward globalization of markets and blurring of national identities? Many companies are increasingly looking overseas as domestic markets mature. They can no longer expect double-digit sales growth at home. Another significant factor is the passage of favorable trade agreements. The General Agreement on Tariffs and Trade (GATT) promotes open trade globally, and the North American Free Trade Agreement (NAFTA) has expanded free trade among Canada, the United States, and Mexico.

Beyond favorable trade agreements, other changes fuel globalization. Of paramount importance in explaining the explosive growth of global markets is the development of new transportation and information technologies.

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

1. Doing business beyond borders is to do business in a common place.
2. Trader Joe's is a grocery store owned by a Japanese conglomerate.
3. Nike is earning more money in other countries than in the United States.
4. 7-Eleven has more stores in the United States than it has in Japan.
5. To do business beyond borders successfully, companies are increasingly finding it necessary to adapt to other cultures.
6. In general, Japanese prefer sweet flavors.
7. Businesses are eager to expand globally.
8. One of the reasons why businesses rush to expand around the world is that domestic markets are mature.
9. The passage of favorable trade agreements promotes open trade internationally.
10. The development of new transportation and information technologies accelerates the growth of global markets.

Part Two Short-Answer Questions (20 points)

Answer the following questions based on what you have learned from the textbook.

11. Please compare direct and indirect patterns for organizing ideas.
12. Which factors will affect your choice as to which channel you would use to convey a message?
13. What are the characteristics of effective teams?
14. When does persuasion become unethical?

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. Reference is made to your May 7 letter in which you describe the approved procedure for initiating a claim. (to make it conversational)
16. You won't be disappointed with the many electronic services we now offer. (to make it positive)
17. It is imperative that you reply at once. (to make it courteous)
18. This letter is to inform you of an important change in our policy concerning insurance. (to emphasize "you" attitude)
19. Every employee is entitled to see his personnel file. (to eliminate gender bias)

20. According to you, the item stopped working. (to avoid mistrust)

21. The committee reached the conclusion that a great majority of students had a preference for mail-in registration. (to improve the vigor and clarity)

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

23. We'll make payment soon. (to make it more precise)

24. We will deliver the goods you ordered by March 29. (to focus on the reader's benefits)

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

25.

To: Staff Members

Lately, very large expenditures on printing jobs have been submitted, particularly bills being paid to PrintMasters. These bills are suspiciously large and can no longer be honored without careful scrutiny.

Henceforth, all employees may not send out printing jobs without prior written notice. Using PrintMasters as our sole source must stop. Therefore, authorization is now required for all printing. Two copies of any printing order must be submitted to Kelly before any job is commenced. Please see Kelly if you have any questions.

Thank you for your cooperation.

Mark

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座位号

国家开放大学2020年春季学期期末统一考试

国际商务交际 试题答题纸

2020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.

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国家开放大学2020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)

2020年7月

Part One Reading (20 points)

● **Two point for each item.**

- | | | | | |
|----------|----------|---------|---------|----------|
| 1. False | 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 direct pattern places the main idea first. This pattern is useful when audiences will be pleased, mildly interested, or neutral. It saves the reader's time, sets the proper frame of mind, and prevents reader frustration. The indirect pattern places the main idea after explanations. This pattern is useful for audiences that will be unwilling, displeased, or hostile. It respects the feelings of the audience, encourages a fair hearing and minimizes negative reactions.

12. The choice depends on the purpose of a message, the importance of the message, the amount and speed of feedback required, the need for a permanent record, the cost of the channel, and the degree of formality desired.

13. The most effective teams are usually small and diverse. They are made up of people representing different ages, genders, and backgrounds and agree on their purpose and procedures. They are able to channel conflict into constructive discussion and reach consensus. They encourage open communication, listen actively, provide feedback, and have fun. They are able to collaborate rather than compete, and leadership is often a shared responsibility depending on the situation and expertise required.

14. Persuasion becomes unethical when facts are distorted, overlooked, or manipulated with an intent to deceive.

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. Please refer to your May 7 letter in which you explain how to file a claim.
16. You will certainly be pleased with the many electronic services we now offer.
17. Your prompt reply is highly appreciated.
18. You may take this opportunity to know important change in our insurance policy.
19. Every employee is entitled to see his or her personnel file.
20. We noted in your letter of March 16 that the item had stopped working.
21. The committee concluded that a great majority of students preferred mail-in registration.
22. We determined to simplify the customers verification process.
23. We'll make payment on May 30.
24. You can get the goods ordered by March 29.

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).