

试卷代号:1357

国家开放大学2020年春季学期期末统一考试

高级商务英语听说 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上。试卷和答题纸均不得带出考场。

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指定的位置上,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。

Instructions:

- This test will take approximately 30 minutes.
- There are **FIVE** recordings in the test and you will hear each recording twice.
- There will be a pause of 30 seconds before each recording to allow you to look at your questions.
- There will be a pause of 30 seconds after each recording to allow you to check your answers.
- You can first mark or write your answers on this test paper. After the recordings, you **MUST** transfer all your answers to the Answer Sheet.
- The total marks for this test are 100 points. There are altogether 25 questions in the test and each question takes 4 points.

There are five multiple choice questions after the recording. Choose the best answer to each question and write your answer on the Answer Sheet. You will hear the recording twice. (20 points, 4 points each)

- ## Recording Two

6. The number of the printer order is HF6518. (T/F)
7. The problem is that only 70 have arrived. (T/F)
8. Berraondo Company needs the other three printers urgently. (T/F)
9. The customers of Berraondo Company are rather unhappy. (T/F)
10. The Sales Office will despatch the printers next Monday. (T/F)

Recording Three

Listen and mark the following as True (T) or False (F). Write your answer on the Answer Sheet. You will hear the recording twice. (20 points, 4 points each)

11. According to Santana, they haven't received the right quantity of manuals to support the HT telephone system. (T/F)
12. Santana knows clearly about the number of packages that are without manuals. (T/F)
13. Yoshinaga suggests the quickest solution to the problem. (T/F)
14. Yoshinaga's company will be responsible for all the cost of sending out the manuals to the sales reps. (T/F)
15. Yoshinaga provides very good customer service. (T/F)

Recording Four

Fill in the blanks as you listen to the recording. Write your answer on the Answer Sheet. You will hear the recording twice. (20 points, 4 points each)

Thank you for coming today. As you know, I want to talk about the (16) _____ plans. Brand (17) _____ is a key issue and what it means is how we are seen by our customers and how our products are recognised and what our consumers think of us as a (18) _____. And I should also say, what they think of our products and the name ... what Telco means for them. And advertising is part of it of course, though not something I am going to talk about now except to say that as for (19) _____ image, it's (20) _____ in that area too, advertising that is.

Recording Five

Fill in the blanks as you listen to the recording. Write your answer on the Answer Sheet. You will hear the recording twice. (20 points, 4 points each)

Now let me show you this graph, the Fossil Fuel Farewell graph, from a study (21) _____ from Greenpeace. It shows how over the next 100 years renewable energy could supply all the world's energy needs. The vertical axis shows energy in exajoules, while the horizontal axis shows (22) _____ up to 2100. Clearly we can see that oil, coal and (23) _____ gas, and nuclear energy, are gradually (24) _____ by biomass and solar and wind-generated energy. In other words, all energy is provided, or could be provided, by renewable energy (25) _____. The graph also suggests an end to the use of nuclear power by about 2012.

This is the end of the test.

Now remember to transfer all your answers to your Answer Sheet.

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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

高级商务英语听说 试题答题纸

2020年7月

题 号	Recording 1	Recording 2	Recording 3	Recording 4	Recording 5	总 分
分 数						

得 分	评卷人

Recording One (20 points, 4 points each)

1. 2. 3. 4. 5.

得 分	评卷人

Recording Two (20 points, 4 points each)

6. 7. 8. 9. 10.

得 分	评卷人

Recording Three (20 points, 4 points each)

11. 12. 13. 14. 15.

得 分	评卷人

Recording Four (20 points, 4 points each)

16. 17. 18. 19. 20.

得 分	评卷人

Recording Five (20 points, 4 points each)

21.

22.

23.

24.

25.

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国家开放大学2020年春季学期期末统一考试

高级商务英语听说 试题答案及评分标准

(供参考)

2020年7月

评分标准:

■ 本试题共由 25 题组成,每题 4 分,做对得 4 分,做错不得分。

■ 16—25 题中的单词拼写出现错误,每题扣 2 分。

Recording One

1. D 2. C 3. A 4. C 5. A

Recording Two

6. F 7. F 8. T 9. T 10. T

Recording Three

11. T 12. F 13. T 14. T 15. T

Recording Four

16. marketing 17. identity 18. company 19. brand 20. important

Recording Five

21. originally 22. decades 23. natural 24. replaced 25. sources