

试卷代号:1360

国家开放大学2020年春季学期期末统一考试

高级商务英语阅读 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。

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)

E-commerce to Make Even Bigger Gains

A

China aims to double the value of its e-commerce sales to 18 trillion yuan (\$2. 86 trillion) by the end of 2015, which would make it the leading market for global e-commerce.

That's according to an E-commerce 12th Five-Year Plan (2011-15) that was released on Tuesday by the Ministry of Industry and Information Technology, the nation's top industry regulator.

China, with 513 million Internet users, is home to more residents who are online than the United States, according to a China Internet Network Information Center report in January.

"During the 11th Five-Year Plan (2005-10), the growth rate for China's e-commerce sales increased by an average of 250 percent, reaching 4. 5 trillion yuan by the end of 2010," the ministry said.

B

In 2010, about 161 million Internet users purchased 513. 1 billion yuan in goods online, an amount making up 3. 3 percent of the value of all retail sales in China.

"E-commerce has expanded into various industries such as the agriculture, trading, transportation, finance and travel industries and is merging with China's substantial economy," the plan said.

As online shopping becomes more popular, so do methods of making payments through third-parties online. From 2005 to 2010, the amount of payments made through third-party services increased 60-fold to hit 1. 01 trillion yuan.

"Business-to-customer e-commerce will become the main driver of China's online shopping industry," an analyst with the domestic information technology research company

iResearch Inc. said.

Websites that allow businesses to sell directly to customers, such as Taobao. com, Amazon. com. cn and 360buy. com, held about 23. 2 percent of the e-commerce market last year, having about 179 billion yuan in sales.

The company said China may surpass Japan and the US in three years to become the country with the world's largest market for online goods and services. The research company said 26. 5 percent of online retail sales in 2011 were sales of garments and luggage and 24. 2 percent were of electronic devices.

C

The development of mobile Internet devices has also boosted e-commerce. The number of people who had devices that could connect to third-generation, or 3G, networks in China hit 47 million by the end of 2010, and many websites have developed Internet applications for use in online shopping.

The value of online trading among Chinese businesses, meanwhile, is expected to reach 15 trillion yuan by 2015, and such businesses' online purchases are expected to make up more than 50 percent of all such purchases in China. The ministry also said the government will encourage large companies to move their businesses online.

Small and medium-sized companies brought in 13. 1 billion yuan in online sales revenue last year. The ministry said it will foster the development of third-party purchasing systems online to encourage those companies to adopt e-commerce.

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.

D

“Shopping centers, whole sale markets and supermarkets should create online stores to reduce their costs and develop product-tracking systems,” the ministry said.

“E-tickets are something else that the government will place a greater emphasis on to improve the country’s public transport system. ”

Shopping centers and luxury brands have placed a priority on the e-market in recent years. Online trade in luxury goods was expected to have reached 10. 7 billion yuan in 2011, showing a 68. 8 percent growth rate year-on-year, according to iResearch’s report.

The plan also says the ministry is targeting markets overseas.

Even so, there are some difficulties in the market, the ministry said. The new business has not reached its potential for making contributions to the economy, and online shopping services and legislation need to be improved.

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

1. By 2015, it is expected that the value of businesses’ online purchases will be over half of all such purchases in China.

2. By the end of 2010, the amount of payments made through third-party services surpassed 1 trillion yuan.

3. China’s e-commerce sales surpassed 4 trillion yuan by the end of 2010.

4. In 2011, online trade in luxury goods showed a nearly 70% growth over that of 2010.

5. By the end of 2010, more than 45 million Chinese people had devices to connect to 3G, networks.

6. According to iResearch Inc. , more than a quarter of online retail sales in 2011 were sales of garments and luggage.

7. China’s public transport system will use a lot more e-tickets in the future.

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)

In the United States, a company may be a “corporation, partnership, association, joint-stock company, trust, fund, or organized group of persons, whether incorporated or not,

and (in an official capacity) any receiver, trustee in bankruptcy, or similar official, or liquidating agent, for any of the foregoing. " (8) _____.

In English law and in the Commonwealth realms a company is a body corporate or corporation company registered under the Companies Acts or similar legislation. (9) _____.

A company can be defined as an "artificial person", invisible, intangible, created by or under Law, with a discrete legal entity, perpetual succession and a common seal. (10) _____.

There are various types of company that can be formed in different jurisdictions, but the most common forms of company (generally formed by registration under applicable companies legislation) are:

A company limited by guarantee. Commonly used where companies are formed for non-commercial purposes, such as clubs or charities. (11) _____. This type of company is common in England. A company limited by guarantee may be with or without having share capital.

A company limited by shares. The most common form of company used for business ventures. (12) _____. This can be a public company or private company. " This type of company is common in England.

(13) _____. A hybrid entity, usually used where the company is formed for non-commercial purposes, but the activities of the company are partly funded by investors who expect a return. This type of company may no longer be formed in the UK, although provisions still exist in law for them to exist.

A limited-liability company. "A company—statutorily authorized in certain states—that is characterized by limited liability, management by members or managers, and limitations on ownership transfer", i. e. , L. L. C.

(14) _____. A hybrid entity, a company where the liability of members or shareholders for the debts (if any) of the company are not limited. In this case doctrine of veil of incorporation does not apply.

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

- A** The members guarantee the payment of certain (usually nominal) amounts if the company goes into insolvent liquidation, but otherwise they have no economic rights in relation to the company.
- B** In the US, a company is not necessarily a corporation.
- C** A company limited by guarantee with a share capital.
- D** An unlimited company with or without a share capital.
- E** It does not include a partnership or any other unincorporated group of persons, although such an entity may be loosely described as a company.
- F** Specifically, a limited company is a “company in which the liability of each shareholder is limited to the amount individually invested” with corporations being “the most common example of a limited company.
- G** It is not affected by the death, insanity or insolvency of an individual member.

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)

If your business features products or services for sale, undoubtedly the topic of e-Commerce has come up. What is e-Commerce? Literally defined as “the conduct of financial transactions by electronic means,” it refers to purchases made over the Internet. There are popular slang terms such as e-business, click and mortar, dotcom, cyber-mall and multiple spellings (e-Commerce, e-commerce, E-Commerce), but they are all basically the same thing. Don’t let the different phrases confuse you, it all comes back to the same principle: selling online.

So how do you know if selling online will be beneficial for your business? There are a few basic questions that can help you with this decision. First and foremost, can you afford to develop a professional e-Commerce storefront on your Web site? You’ve heard the phrase “if you can’t do it right, it’s not worth doing at all”. This is especially true in regards to e-Commerce because people will not purchase from your Web site if it looks amateur and is

poorly done.

Custom developed e-Commerce sites can cost tens of thousands of dollars, but pre-built shopping cart solutions such as Web-Solutions' Marketplace can provide your business with a professional e-Commerce storefront for a fraction of the cost.

After the cost issue is addressed, you need to evaluate the potential of selling your product or service online. Are any of your competitors selling online? If not, have a brainstorming session and try to think of any logical reasons why they aren't. Could it be that they tried and failed or is it that they just haven't thought about selling online yet? One key to remember is that once you make the decision to sell online, your product and pricing is now available 24/7 to anyone that stumbles upon your site.

After evaluating your competitor's Web sites, you need to look at your product line and determine your target audience. Who buys from you now? Are you selling to businesses or individuals? If the answer is businesses, are they generally companies that are active on the Internet or businesses that don't rely on the Web as much (such as mechanics, restaurants, etc.). If the answer is individuals, what demographic(s) are you advertising your products or services to? You need to be sure that the people you want purchasing your product have access to the Internet and are willing to shop online. Few businesses realize that over 80% of the world's Internet access speed is still dial-up, so loading huge catalogs, Flash files, and large graphics will deter a prospect from purchasing.

Finally, you need to determine how you can make your business stand out from all the rest. If you're selling copier supplies, why is someone going to come to your site versus the other millions of copier supply Web sites? Are you going to sell based on price, location, quantity, quality of service? Are you going to provide online shipment tracking, account management, wish lists, real-time credit card authorization and processing, and other advanced e-Commerce applications to make your site more professional? These are all issues that need to be addressed before you start designing your first product page.

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

15. The following words all refer to e-Commerce except _____.
A. e-business
B. dotcom
C. cyber-mall
D. Web-Solutions
16. If you want to know whether selling online will be beneficial for your business, you should ask yourself the following questions
A. Can you afford to develop a professional e-Commerce storefront on your Web site?
B. Are any of your competitors selling online?
C. Who buys from your now?
D. Do you know the real meaning of e-Commerce?
17. The phrase in the second paragraph "if you can't do it right, it's not worth doing at all" probably means _____.
A. if your web site is not right, it's not worth doing at all
B. if your web site is not good enough, you needn't have established it
C. if you have no web site, it's not worth setting up one
D. if you are not skilled in setting up a web site, you shouldn't have done it
18. The phrase "**stumbles upon**" in the fourth paragraph might have the similar meaning to _____.
A. finds
B. visits
C. comes across
D. clicks
19. Whether your target audience are businesses or individuals, the most important thing for you to remember is _____.
A. they have internet access and are active on it
B. they are willing to buy from you
C. loading huge catalogs, Flash files, and large graphics will deter a prospect from purchasing
D. they don't rely on the Web as much

20. The writer's purpose of writing this article is _____.

- A. to persuade you to sell online
- B. to give you some advice on setting up your web site
- C. to introduce what is e-Commerce
- D. to inform you that e-Commerce is difficult to do

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)

The credit crunch of 2007-08 was the third phase of a larger and longer financial crisis. The first phase was the emerging market defaults of the 1990s. The second was the new economy boom and bust at the turn of the century. The third was the collapse of markets for structured debt products, (21) _____ had grown so rapidly in the five years up to 2007.

The manifestation of the problem in each phase was different—first emerging markets, then stock markets, then debt. (22) _____ the mechanics were essentially the same. Financial institutions identified a genuine economic change—the assimilation of some poor countries into the global economy, the opportunities (23) _____ to business by new information technology, and the development of opportunities to manage risk and maturity mismatch more effectively through markets. Competition to sell products (24) _____ wild exaggeration of the pace and scope of these trends. The resulting herd enthusiasm led to mispricing—(25) _____ in asset markets, which yielded large, and largely illusory, profits, of which a substantial fraction was paid to employees.

Eventually, at the end of each phase, reality impinged. The activities that once seemed so profitable—funding the financial systems of emerging economies, (26) _____ start-up internet businesses, trading in structured debt products—turned out, in fact, to have been a source of losses. Lenders had to make write-offs, most of the new economy stocks proved (27) _____ and many structured products became unmarketable. Governments, and particularly the US government, reacted on each occasion by pumping money into the financial system in the (28) _____ of staving off wider collapse, with some degree of success. At the end of each phase, regulators and financial institutions declared that lessons

had been (29) _____. While measures were implemented which, if they had been introduced five years earlier, might (30) _____ the most recent crisis from taking the particular form it did, these responses addressed the particular problem that had just occurred, rather than the (31) _____ generic problems of skewed incentives and dysfunctional institutional structures.

The public support of markets provided on each occasion the fuel needed to stoke the next crisis. Each boom and bust is (32) _____ than the last. Since the alleviating action is also larger, the pattern is one of cycles of increasing amplitude.

I do not know what the epicenter of the next crisis will be, except that it is unlikely to involve structured debt products. I (33) _____ know that unless human nature changes or there is fundamental change in the structure of the financial services industry—equally improbable—(34) _____ will be another manifestation once again based on naive extrapolation and collective magical thinking. The recent crisis taxed to the full—the word tax is used deliberately—the resources of world governments and their citizens. Even if there is will to (35) _____ to the next crisis, the capacity to do so may not be there.

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

- | | | | |
|---------------------|-------------------|------------------|------------------|
| 21. A. that | B. it | C. which | D. this |
| 22. A. But | B. And | C. Though | D. While |
| 23. A. given | B. offered | C. giving | D. offering |
| 24. A. result to | B. brought up | C. came to | D. led to |
| 25. A. particularly | B. particular | C. in particular | D. particularity |
| 26. A. promote | B. promoted | C. promoting | D. promotes |
| 27. A. valued | B. valueless | C. unvalued | D. invaluable |
| 28. A. wish | B. wishing | C. hoping | D. hope |
| 29. A. learnt | B. taken | C. known | D. understood |
| 30. A. prevent | B. have prevented | C. had prevented | D. prevented |
| 31. A. underlied | B. underlie | C. underlyinged | D. underlying |
| 32. A. smaller | B. bigger | C. larger | D. heavier |

- | | | | |
|-------------|--------------|---------|------------|
| 33. A. do | B. did | C. does | D. / |
| 34. A. it | B. there | C. this | D. that |
| 35. A. come | B. challenge | C. face | D. respond |

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. bubble | a. 垄断 |
| 37. monopoly | b. 完整 |
| 38. represent | c. 复制 |
| 39. integrity | d. 泡沫 |
| 40. replicate | e. 代表 |

Section Three Translation (15 points)

Translate the following paragraphs into Chinese. (15 points)

41. Managing the product ingredient includes planning and developing the right products and/or services to be marketed by the company. Strategies are needed for changing existing products, adding new ones, and taking other actions that affect the assortment of products carried. Strategic decisions are also needed regarding branding, packaging, and various other product features.

In pricing, management must determine the right base price for its products. It must then decide on strategies concerning discounts, freight payments, and many other price-related variables.

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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

高级商务英语阅读 试题答题纸

2020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2020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)

2020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. C | 2. B | 3. A | 4. D | 5. C |
| 6. B | 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. B | 9. E | 10. G | 11. A | 12. F |
| 13. C | 14. D | | | |

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. D | 17. B | 18. C | 19. A |
| 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. C | 22. A | 23. B | 24. D | 25. A |
| 26. C | 27. B | 28. D | 29. A | 30. B |
| 31. D | 32. C | 33. A | 34. B | 35. D |

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. d

37. a

38. e

39. b

40. c

Section Three Translation

Translate the following paragraphs into Chinese. (15 points)

41. 管理产品元素包括规划和开发公司销售的正确的产品和/或服务。需要制定战略以改变现有产品,添加新的产品,并采取其他行动丰富产品种类。战略决策还包括关于品牌、包装和其他产品特征等。

在定价方面,管理层必须为其产品确定正确的基价。然后,必须制定关于折扣、运费和许多其它与价格有关的变量的战略决策。