

试卷代号:1391

国家开放大学2019年春季学期期末统一考试

商务英语 4 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。

四、考试时间为 60 分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — We've done very well so far but if we want to see serious growth, _____.
— Yeah... maybe. But I have my doubts
A. it might be time to stick to original business model
B. it might be time not to change company model
C. it might be time to ditch our old business model and go public
2. — Thanks for inviting me, John, but I've already made other plans.
— _____ Maybe another time.
A. I hope you enjoy it.
B. That's good.
C. Oh! I'm sorry to hear that.
3. — Have you ever tried shopping online?
— No, never. _____, especially for clothes and shoes.
A. I prefer to actually see and touch what I'm buying before I pay for it
B. I prefer not to actually see and touch what I'm buying before I pay for it
C. I would rather surf online and I pay for it immediately
4. — Aunt Cindy, do you shop online often?
— _____
A. No, I don't think so.
B. That's a good idea.
C. Yes. It's very convenient and the price is often lower than in store.
5. — Betty, we'll have a buffet party next Saturday. Will you join us?
— _____, Susan. Thank you!
A. I'd love to
B. I'm afraid not
C. By no means

6—20 题: 阅读下面的句子, 从 A、B、C 三个选项中选出一个能填入空白处的正确选项, 并将答案序号写在答题纸上。

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13. His ideas are linked to the theory _____ markets are efficient, which means market actors taking all available information to create the correct price for things at any given time.

A. which

B. who

C. that

14. If people _____ we're very valuable they won't buy our stock.

A. do think

B. think

C. don't think

15. Even though he's _____ out of college and still a bit green, he is a great co-worker.

A. flesh

B. fresh

C. flash

16. Looking your customers in the eye shows that we are listening to them and hearing _____.

A. why are they saying

B. how are they saying

C. what they are saying

17. Some stores even offer _____ lanes for customers with 10 items or less to checkout quickly.

A. express

B. expire

C. exact

18. Sometimes I surf online shops to check some related information, and then go to a physical store to do the _____ shopping.

A. virtual

B. simulated

C. actual

19. While the other people _____ and discussed the problem together, Ted ignored them.

A. interacted

B. intensive

C. interviewed

20. We can't manage that _____ you pay for the installation.

A. if

B. until

C. unless

三、阅读理解(共 40 分,每小题 4 分)

21—25 题:阅读下列短文,从 A、B、C 三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

Businesses are structured in different ways to meet different needs. The simplest form of business is called an individual or sole proprietorship. The proprietor owns all of the property of the business and is responsible for everything.

Another kind of business is a partnership. Two or more people go into business together. An agreement is usually needed to decide how much of the partnership each person controls. One kind of partnership is called a limited liability partnership. These have full partners and limited partners. Limited partners may not share as much in the profits, but they also have less responsibility for the business. Doctors, lawyers and accountants often form partnerships to share their risks and profits. A husband and wife can form a business partnership together. Partnerships exist only for as long as the owners remain alive. The same is true of individual proprietorships.

But corporations are designed to have an unlimited lifetime. A corporation is the most complex kind of business organization. Corporations can sell stock as a way to raise money. Stocks represent shares of ownership in a company. Investors who buy stock can trade their shares or keep them as long as the company is in business.

A corporation is recognized as an entity—its own legal being, separate from its owners. A board of directors controls corporate policies. The directors appoint top company officers. The directors might or might not hold shares in the corporation. Corporations can have a few major shareholders, or ownership can be spread among the general public. But not all corporations are traditional businesses that sell stock. Some non-profit groups are also organized as corporations.

21. This passage is mainly about _____.

- A. why different forms of business run
- B. when different forms of business raise money
- C. how different forms of business are organized

22. What is usually needed to decide the portion of the partnership each person controls?

- A. A rule.
- B. An agreement.
- C. A regulation.

23. Who are not included in limited liability partnerships?

- A. Full partners.
- B. Limited partners.
- C. Unlimited partners.

24. How can corporations raise money?

- A. By selling stock.
- B. By buying stock.
- C. By holding corporation shares.

25. Who controls corporate policies in a corporation?

- A. Chairman of the board.
- B. A board of directors.
- C. The owner of the corporation.

26—30 题: 请根据短文内容判断给出的语句是否正确, 正确的写“T”, 错误的写“F”, 并将答案写在答题纸上。

Passage 2

A challenge in working in customer service is to ensure that you have focused your attention on the right key areas, measured by the right Key Performance Indicator (KPI). One of the most important aspects of a customer service KPI is what is often referred to as the “Feel Good Factor”. Basically the goal is not only to help the customer have a good experience, but to offer an experience that exceeds expectations. Several key points are listed as follows:

Know what products/service you are offering from back to front. In other words, be an information expert. It is okay to say “I don’t know”, but it should always be followed up by “but let me find out” or possibly “but this person will be able to assist you”. Whatever the situation may be, make sure that you don’t leave your customer with an unanswered question.

Most of the communication that you relay to others is done through body language. If you have negative body language when you communicate with others, it shows that you

don't care. Two of the most important aspects of positive body language are smiling and eye contact. Make sure to look your customers in the eye. It shows that we are listening to them and hearing what they are saying. And of course smiling is more inviting than a blank look or frown.

Nothing surprises your customers more than an employee going the extra mile to help them. Always look for ways to go above and beyond the expectations of your customers. In doing so, it helps them to know that you care and it will leave them with the "Feel Good Factor" that you are searching for.

26. The goal of customer service is to give customers an experience that meets their expectations.

27. Leave your customer with an unanswered question is unacceptable.

28. Both positive body language and negative body language are necessary in customer service.

29. Eye contact is one of the most important aspects of positive body language.

30. The underlined "going the extra mile to help them" in the last paragraph means "going a long way to help them".

四、写作(共 20 分)

31: 根据要求写作文。

Please write an application letter for salary raise, according to the following information.

(1) You are George, and your boss is Mr. Smith.

(2) Your reasons for the letter.

(3) Your expectation for the salary raise.

试卷代号:1391

座位号

国家开放大学2019年春季学期期末统一考试

商务英语 4 试题答题纸

2019年7月

题 号	一	二	三	四	总 分
分 数					

得 分	评卷人

一、交际用语 (共计 10 分,每小题 2 分)

1—5 题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

1. 2. 3. 4. 5.

得 分	评卷人

二、词汇与结构 (共计 30 分,每小题 2 分)

6—20 题:阅读下面的句子,从 A、B、C 三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. 7. 8. 9. 10.
11. 12. 13. 14. 15.
16. 17. 18. 19. 20.

得 分	评卷人

三、阅读理解 (共 40 分,每小题 4 分)

21—25 题:阅读下列短文,从 A、B、C 三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

21. 22. 23. 24. 25.

26—30 题：请根据短文内容判断给出的语句是否正确，正确的写“T”，错误的写“F”，并将答案写在答题纸上。

Passage 2

26. 27. 28. 29. 30.

得 分	评卷人

四、写作(共 20 分)

31：根据要求写作文。

试卷代号:1391

国家开放大学2019年春季学期期末统一考试

商务英语4 试题答案及评分标准

(供参考)

2019年7月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

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

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. B 7. C 8. C 9. B 10. B
11. A 12. B 13. C 14. C 15. B
16. C 17. A 18. C 19. A 20. C

三、阅读理解(共40分,每小题4分)

21—25题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

21. C 22. B 23. C 24. A 25. B

26—30题:请根据短文内容判断给出的语句是否正确,正确的写“T”,错误的写“F”,并将答案写在答题纸上。

Passage 2

26. F 27. T 28. F 29. T 30. F

四、写作(共20分)

31:根据要求写作文。

Please write an application letter for salary raise, according to the following information.

(1) You are George, and your boss is Mr. Smith.

(2) Your reasons for the letter.

(3) Your expectation for the salary raise.

参考范文:

Dear Mr. Smith,

As I approach my third year in the job, I find myself more dedicated, devoted and motivated than I ever was. I am thrilled to the fact that my efforts have been sensed and this will only result in enhanced performance. The performance review demonstrates how hard I have worked and how much commitment I am willing to put.

I hope you agree with me that better performance and hard work should be rewarded. I hereby kindly ask you to consider a salary adjustment commensurate with my performance. I am willing to give more and would be grateful if my efforts can be acknowledged and consequently reflected with an appropriate change in my pay.

Thank you.

Sincerely,

George

作文评分标准:

1. 评分原则

(1) 本题总分为 20 分, 按 6 个档次给分。

(2) 评分时, 先根据文章的内容和语言初步确定其所属档次, 然后以该档次的要求来衡量、确定或调整档次, 最后给分。

(3) 评分时应注意的主要内容为: 内容要点、句型变化、词汇运用和语法结构的准确性, 语意的连贯性、逻辑性以及应用文的格式要求。

(4) 评分时, 如拼写错误较多, 书写较差, 以至影响交际, 将分数降低一个档次。

2. 各档次的给分范围和要求

16—20 分	<ul style="list-style-type: none"> ●完全完成了试题规定的任务； ●覆盖所有内容要点； ●语法结构、句型和词汇有变化； ●语法结构和用词准确。 ●语意连贯、逻辑性强。 ●应用文写作格式规范。
11—15 分	<ul style="list-style-type: none"> ●较好地完成了试题规定的任务； ●覆盖所有内容要点； ●句型和词汇有变化； ●语法结构和词汇基本准确，些许错误主要是因为尝试较复杂语法结构或词汇所致。 ●语意基本连贯、有一定的逻辑性。 ●应用文写作格式较为规范。
6—10 分	<ul style="list-style-type: none"> ●基本完成了试题规定的任务； ●覆盖所有内容要点； ●运用语法结构和词汇方面能满足任务的基本要求； ●有一些语法结构或词汇方面的错误，但不影响理解。 ●语意连贯性及逻辑性方面存在一定问题。 ●应用文写作格式基本规范。
3—5 分	<ul style="list-style-type: none"> ●虽尽力但不足以完成试题规定的任务； ●仅覆盖部分主要内容，或写了一些无关内容； ●语法结构和词汇运用能力很弱； ●有许多语法结构或词汇方面的错误，影响了对写作内容的理解。 ●语意不连贯，逻辑性方面问题较大。 ●应用文写作格式不规范。
1—2 分	<ul style="list-style-type: none"> ●未完成试题规定的任务； ●句子不完整或无法理解； ●语法结构或词汇方面错误连篇，影响对写作内容的理解；语言运用能力差。 ●语意不清，毫无逻辑。 ●应用文写作格式不规范。
0 分	<ul style="list-style-type: none"> ●未答题，或虽作答但不知所云。