

试卷代号:1391

国家开放大学2019年秋季学期期末统一考试

商务英语 4 试题

2020年1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. — I'm really fed up with Larry!

— _____

A. I'm sorry to hear that.

B. Really?

C. Hey, what's up?

2. — _____

— Sure, no problem. First, go see Cindy and tell her where you're going and when.

A. Can you fill me in?

B. Will I use the card for everything?

C. Will the company reimburse everything?

3. — _____, but I still have the feeling that it's not safe enough.

— I couldn't agree more. That's why I only do street shopping.

A. Paying online is much unsafe than before

B. Paying online is less safer than before

C. Paying online is much safer than before

4. — What is the distance between the new building and your office?

— _____

A. It is near to the bus stop.

B. It is about 15 kilometers.

C. It is very close.

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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14. When the rest of the room _____ emotional, stay cool and use logic to negotiate.
A. get B. gets
C. got
15. But Jerry, have you really thought this _____? You would essentially be giving up the company that your great-grandfather built.
A. through B. of
C. about
16. Can you tell us why you think this makes good business _____ to you?
A. deal B. sense
C. program
17. _____ you have a job, you may be in the market for another one.
A. Even if B. When
C. Since
18. _____ the situation may be, make sure that you don't leave your customer with an unanswered question.
A. However B. Whenever
C. Whatever
19. Did you get the financial records _____ shape for your audit next month?
A. into B. to
C. from
20. If you are intending _____ just one Schengen country, you will need to apply for the Schengen visa directly with the embassy or consulate of that particular country.
A. to visit B. visiting
C. visited

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

Team spirit can make or break a team. Teammates who have team spirit are better able to work together and achieve team goals. They are also more satisfied with their team

activities. John Wooden, a former basketball coach at UCLA, said, "Team spirit means you are willing to sacrifice personal considerations for the welfare of all. That defines a team player. " There are certain skills team members develop that serve as good examples of team spirit.

Cooperation

Cooperating is simply working together as teammates for the good of the team. Cooperation is a skill that team members can sharpen during practice. For example, basketball players must practice passing the ball in different plays and situations. Team efficiency is directly related to the cooperation of its members. Acting cooperatively is a good way to show team spirit because doing so contributes to the overall success of the team.

Motivation

Team members must fulfil their duties with their full efforts. Staying motivated shows team spirit because it shows that you want the team to do well. This includes being motivated to give your best in practice and in competition, as well as outside of team activities. For example, a baseball player can show team spirit by being motivated to practice his swing outside of practice.

Respect

Respect for your fellow team members is a must. You can show respect to your teammates by treating everyone fairly and equally. Teammates also respect each other by allowing everyone to participate. Respecting fellow teammates keeps everyone in a good mood and encourages overall team spirit. For example, people can show team spirit through respect by encouraging other team members who might be struggling.

21. *Teammates who have team spirit* _____.

- A. can break a team
- B. are better able to work together and achieve team goals
- C. are less satisfied with their team activities

22. According to the article, team spirit means _____.

- A. cooperation and motivation
- B. motivation and respect
- C. cooperation, motivation and respect

23. Cooperation is a skill that _____.
A. can be sharpened during practice
B. is born with
C. everyone should have
24. Being motivated means _____.
A. you should compete with others
B. you should practice swing outside of practice
C. you should give your best in any circumstances
25. Respecting your teammates _____.
A. can treat everyone fairly and equally
B. can keep everyone in a good mood
C. can discourage overall team spirit

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

If you want to become a franchisee, the tips below can help you to find the perfect opportunity.

Be focusd on your preference. On the stage of decision-making, the bottom line is: Don't rule out a business without learning or seeing what the day-to-day will look like. For instance, think about a mom returning to the work force who knows she wants to interact with children on a daily basis. Among the hundreds of options there, she needs to decide if she would like to be hands on as a teacher or if she would rather manage a facility that tutors children in math. *Deciding between the two is easy if she considers which day-to-day position she would prefer and how that will impact her other goals.*

Be proactive with your research. After you've determined what role you want in a franchise, it's important to start researching different options. Physically visit many different franchise locations and browse the web and then determine what will be a fit in your community.

Make sure the franchisor has experience. Before signing on to a franchise, it is essential to ask the franchisor about the executive team and its past industry experience. Find out if

the company leaders have had significant experience at another franchise and are now applying that knowledge successfully.

Read the franchise disclosure document carefully. The first thing to look at is how much a franchise would cost to purchase. Make sure you have a financial advisor who can look at that item with you and see the type of profit a franchisee can make on average. It's also important to take a look at the post-termination clause in the agreement to make sure that when you want to leave the business, you know the terms well and your interests are properly protected.

26. Decide on a business with learning or seeing what the day-to-day will look like.

27. Before you've determined what role you want in a franchise, it's time to start the business.

28. Before signing on to a franchise, the essential job is to ask the franchisor about the executive team and its past industry experience.

29. The first thing to look at is how long a franchise would take to purchase.

30. To make sure that when you want to leave the business, you have made enough money and you are satisfied with that.

四、写作(共 20 分)

31. 根据要求写作文。

Write an invitation letter to your business partners and invite them to China according to the following information.

- Your name and position: Simon Zhang, President of Tianjin Trust Int'l Trade Co., Ltd;
- Your business partners: Mr. James Laird, and Mr. Luke Smith;
- Time of visit: between Jan. 28 and Feb. 4, 2017;
- Purpose of visit: potential financing;
- Expenses to be borne by: your business partners.

试卷代号:1391

座位号

国家开放大学2019年秋季学期期末统一考试

商务英语 4 试题答题纸

2020 年 1 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年秋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)

2020年1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. A 3. C 4. B 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. C 7. A 8. B 9. A 10. B
11. C 12. B 13. C 14. B 15. A
16. B 17. A 18. C 19. A 20. A

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. B 22. C 23. A 24. C 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. T 27. F 28. T 29. F 30. F

四、写作(共20分)

31: 根据要求写作文。

Write an invitation letter to your business partners and invite them to China according to the following information.

- Your name and position: Simon Zhang, President of Tianjin Trust Int'l Trade Co. , Ltd;
- Your business partners: Mr. James Laird, and Mr. Luke Smith;
- Time of visit: between Jan. 28 and Feb. 4, 2017;
- Purpose of visit: potential financing;
- Expenses to be borne by: your business partners.

参考范文:

Dec. 22, 2016

Dear Mr. James Laird,

On behalf of Tianjin Trust Int'l Trade Co. , Ltd. , I would like to invite you and your colleague Mr. Luke Smith, to visit us between Jan. 28 and Feb. 4, 2017 for the purpose of potential financing in the near future.

We both understand that your company will be responsible for all the expenses for your visit to and within China. Although we expect your visit and wish fruitful outcomes between us, Tianjin Trust Int'l Trade Co. , Ltd. is not responsible for any financial aspects of your trip to and within China.

I look forward to welcoming you both in Tianjin and pray that you have a wonderful trip.

Yours sincerely,

Simon Zhang

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。