

**试卷代号:1391**

国家开放大学(中央广播电视大学)2017 年秋季学期“开放本科”期末考试

**商务英语 4 试题**

2018 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. — 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

2. — I am going to ask for a pay rise.

— \_\_\_\_\_

A. I don't think you are worth.

B. Let me pay for it.

C. I think you may talk to your boss.

3. — I had a really good weekend at the seaside.

— \_\_\_\_\_

A. Oh, that's very nice of you.

B. Oh, I'm glad to hear that.

C. It's a pleasure.

4. — Okay, what is the decision?

— As you know... we have been a privately held, family-owned company for over 120 years, \_\_\_\_\_.

A. and I think it definitely has a bright future

B. but it may be time to consider some major changes

C. but the company faces tough competition

5. — I'll be away on a business trip. Would you mind signing for my express delivery?

— \_\_\_\_\_

A. I have no time.

B. I'd rather not.

C. I'd be happy to.

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. Customers won't find store clerks sitting around \_\_\_\_\_.  
A. watching TV or playing cards      B. to watch TV or play cards  
C. watching TV or to play cards
7. The instruction describes completely the \_\_\_\_\_ and its safety basis.  
A. faculty      B. facilitate  
C. facility
8. I couldn't agree more. That's \_\_\_\_\_ I only do street shopping.  
A. whether      B. because  
C. why
9. Can you fill me \_\_\_\_\_? I need some detailed information.  
A. in      B. up  
C. out
10. I really \_\_\_\_\_ the effort you have put in on your team's current project.  
A. thank      B. grateful  
C. appreciate
11. The long-term assets are known as \_\_\_\_\_ assets.  
A. fixed      B. current  
C. net
12. Large organizations will find \_\_\_\_\_ impossible to manage all these data if manual accounting were used.  
A. what      B. that  
C. it
13. For a limited company, this will include the money \_\_\_\_\_ issuing shares, and is known as the share capital.  
A. raise for      B. raised by  
C. raising at

14. We didn't understand how difficult it was to \_\_\_\_\_ such a breakfast.  
A. district B. distribute  
C. distract
15. The people in your department seem so \_\_\_\_\_ and nice to be around.  
A. capacity B. capably  
C. capable
16. Well, the day we offer stock for sale is the day we will see how much \_\_\_\_\_ there is in our company.  
A. fact B. fate  
C. faith
17. Respecting fellow teammates keeps everyone in a good \_\_\_\_\_ and encourages overall team spirit.  
A. mood B. state  
C. situation
18. We used to \_\_\_\_\_ cash advances.  
A. had B. having  
C. have
19. Teammates who have team spirit are more satisfied \_\_\_\_\_ their team activities.  
A. to B. with  
C. at
20. To attract investors, the government has \_\_\_\_\_ its tax and labor laws.  
A. adapted B. applied  
C. adjusted

### 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

The Royal Swedish Academy of Sciences awarded the Nobel Prize in economics to three Americans, Eugene Fama, Lars Peter Hansen and Robert Shiller on Oct. 14, 2013. Eugene Fama and Lars Peter Hansen are both professors at the University of Chicago. Robert Shiller is a professor at Yale University. They will share the prize worth about 1.2 million dollars.

“This year’s prize in economic sciences is about predictions.” All three of this year’s prize winners are mainly known for their research and explanations of pricing forces in financial markets. They have had a big influence on the way people look at and talk about financial markets.

Eugene Fama’s research on financial markets in the 1960s led market watchers to change their ideas about investing. His ideas are linked to the theory that markets are efficient, which means market actors taking all available information to create the correct price for things at any given time. This also means that over short periods of time, it is not possible to predict prices.

Robert Shiller found, however, that over long periods, the opposite is true. It is possible to predict the movement of prices and that price changes are linked to human behavior.

The findings of both economists have led to the growth of index funds, investing many different securities as a way to reduce risk. Mr Shiller also helped to create the Standard & Poor’s Case-Shiller home prices index. That index follows home prices across the United States.

Lars Peter Hansen developed a method for studying historical pricing information. His method supports Mr Shiller's findings and has influenced efforts to predict prices in the financial industry.

The Nobel Prize in economics was not created by Alfred Nobel, but was established in his memory by Sweden's central bank in 1968.

26. The Royal Swedish Academy of Sciences awarded the Nobel Prize in electronics to three Americans on Oct. 14, 2013.

27. Eugene Fama, Lars Peter Hansen and Robert Shiller won the prize for their research and explanations of pricing forces in financial markets.

28. Eugene Fama's research on financial markets in the 1960s resulted in some change in how market watchers look at investing.

29. The findings of both economists have led to the growth of price prediction, investing many different securities as a way to reduce risk.

30. The Nobel Prize in economics was established in memory of Alfred Nobel by Sweden's central bank in 1968.

#### 四、写作(共 20 分)

31: 根据要求写作文。

You are Bill Wang, and is about to write a letter of acceptance of claim. Base your letter on the following notes;

- acknowledging receipt of the claim letter on products' paper bag breakage during transit;
- apologizing for the error and accept the claim;
- explaining the cause of error; fail to use the strong paper bags due to the negligence on the part of the warehouse manager;
- offering a solution; make a payment of \$ 500.00 into your customer's bank account.

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座位号

国家开放大学(中央广播电视大学)2017 年秋季学期“开放本科”期末考试

## 商务英语 4 试题答题纸

2018 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。

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国家开放大学(中央广播电视大学)2017年秋季学期“开放本科”期末考试

## 商务英语 4 试题答案及评分标准

(供参考)

2018年1月

### 一、交际用语(共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. A                  2. C                  3. B                  4. B                  5. C

### 二、词汇与结构(共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. A                  7. C                  8. C                  9. A                  10. C  
11. A                  12. C                  13. B                  14. B                  15. C  
16. C                  17. A                  18. C                  19. B                  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. T                  29. F                  30. T

### 四、写作(共20分)

31:根据要求写作文。

You are Bill Wang, and is about to write a letter of acceptance of claim. Base your letter on the following notes:

- acknowledging receipt of the claim letter on products' paper bag breakage during transit;
- apologizing for the error and accept the claim;
- explaining the cause of error: fail to use the strong paper bags due to the negligence on the part of the warehouse manager;
- offering a solution: make a payment of \$500. 00 into your customer's bank account.

参考范文:

Dear Sirs,

We have just received your letter of Jan. 12 with regarding of the paper bag breakage and have given our prompt attention. We wish to express our deepest regret over the unfortunate incident.

After check-up by our staff at the warehouse, it was found that some paper bags were not strong paper bags as stipulated in the contract, thus resulting in the breakage during transit. This was due entirely to negligence on the part of the warehouse managers, for which we tender our apologies.

In view of our recent friendly cooperation, we will make a payment of \$500. 00 into your account with the Bank of China, upon receipt of your agreement.

We hope that the arrangement we have made will satisfy you and look forward to having your further orders.

Yours faithfully,

Bill Wang

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