

试卷代号:1380

国家开放大学(中央广播电视大学)2018年秋季学期“开放本科”期末考试

### 商务英语 3 试题

2019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。

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. — \_\_\_\_\_

— Thank you. I must say I have a great staff.

A. I'd like you to meet Joe Stevens. He's our sales team head. The Sales Department has more than 50 employees.

B. Please allow me to introduce my colleague to you. She is the Purchasing Manager.

C. It's a pleasure to meet you, Ben. So you're the one responsible for those outstanding sales figures I've seen.

2. — What can I do for you, Madam?

— \_\_\_\_\_ 500 yuan in cash to my son in Beijing University.

A. You'd better remit

B. I'd like to remit

C. I'd rather remit

3. — \_\_\_\_\_?

— Yes, I will try my best.

A. Do you know about value added tax

B. Can you give me a brief introduction about value added tax

C. What do you think about value added tax

4. — What are they? \_\_\_\_\_?

— It's a secret. But I'll give you some hints, anyway.

A. Is it a secret

B. Can I have an idea about them

C. Why do you keep it a secret

5. — \_\_\_\_\_

— For individual income tax, it is within the first 7 days.

A. What is the deadline for tax declaration?

B. What do you mean by taxable services?

C. What do you think of the deadline for tax declaration?

二、词汇语法(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最佳选项,并将答案序号写在答题纸上。

6. Sometimes your body language, gestures and expressions may tell people \_\_\_\_\_ about you than the words you use.

- A. more
- B. most
- C. much

7. Products are graded according to size and \_\_\_\_\_.

- A. quantity
- B. quality
- C. qualification

8. The following hints may help you stay energized, or at least \_\_\_\_\_ until you can make the time for rest.

- A. get you going
- B. get you go
- C. get you went

9. When talking to people within your company \_\_\_\_\_ don't speak your language, you may have to use English.

- A. who
- B. which
- C. whose

10. You can send them gifts \_\_\_\_\_ your best clients.

- A. in reply to
- B. with regard to
- C. in honor of

11. In short, without information, a manager can only make \_\_\_\_\_ blindly.

- A. managements
- B. decisions
- C. agendas

12. The bank \_\_\_\_\_ grand door faces south is Bank of China.

- A. that
- B. which
- C. whose

13. What \_\_\_\_\_ we do if the company cut down on ads?

- A. could
- B. will
- C. shall

14. They have signed the \_\_\_\_\_ to export textiles.  
A. content B. contract  
C. contact
15. It does in the \_\_\_\_\_ of transfer of intangible assets or immovable property.  
A. circumstances B. operation  
C. case
16. With the rapid economic growth in China, the logistics industry is \_\_\_\_\_ greatly.  
A. expanding B. exploring  
C. exploding
17. Most banks have a section \_\_\_\_\_ you set up payees.  
A. that B. which  
C. in which
18. We are engaged in the development of real \_\_\_\_\_.  
A. establish B. state  
C. estate
19. After having seen the \_\_\_\_\_ and samples, Jenny makes the specific inquiry.  
A. category B. catalog  
C. calculation
20. All the prices on the list are subject \_\_\_\_\_ our final confirmation.  
A. to B. at  
C. on

**三、阅读理解(共计 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**

The biggest mistake a workplace leader can make with office culture is failing to devise one at all. How do you know if your office culture is helping, or hurting, your employees, and as a result your bottom line? Designing a thoughtful (周到的) office culture is so important for a new company. Here are some aspects where a leader should be careful not to make mistakes.

A cohesive (和谐一致的) office culture starts at the top and is built with intention. Facebook's founder projects a laid-back vibe (氛围). That sets the tone for his \$200 billion company, where he visits weekly Q and A sessions from his staff, loads up the perks, and courts a young team that closely mirrors his target market, positioning Facebook as especially designed for their wants and needs.

Strict dress code or early start time may seem like an easy way to build professionalism (职业化) in your workplace, but is there a good reason for it? Strict requirements that work in a law office may erode the work ethic at a hip tech startup. Make sure to back up your rules with reason. For example, at Culture Studio, a T-shirt design and printing company, you'd better believe there's no place for ties. Employees are encouraged to dress down in their brand's merchandise or their competitors'.

Leadership shouldn't abandon culture development there. Good employees tend to be goal-oriented over-achievers, so put your budget on that with team-building activities, contests, and incentives for the best. Think critically about the ideal employees for your team, what makes the tick, and how you can support them, within and outside of their role in the company's goals.

Setting the tone for your workplace starts with each hire and at every level in the company. At digital marketing firm Mabbly, every hiring decision is made with the company's vision in mind: a creative and young team of approachable (伸手可及的) guides that help clients to understand the seemingly mysterious world of PR (public relations) in this internet age.

21. What is the main topic of this article?

- A. How to write business emails and memos.
- B. How to design a thoughtful office culture.
- C. How to set rules for employees to follow.

22. The example of Facebook is to show \_\_\_\_\_.

- A. one should build a cohesive office culture on purpose
- B. how you can use Q and A sessions from your staff
- C. office culture must reflect your own wants and needs

23. It is suggested that one should \_\_\_\_\_ in the third paragraph.
- A. set the tone for one's company
  - B. drop strict dress code or early start time
  - C. back up office rules with reason
24. What does "put your budget on that" means in the fourth paragraph?
- A. To withdraw the money.
  - B. To pay more attention to it.
  - C. To invest money and efforts.
25. Mabbly is targeted in \_\_\_\_\_.
- A. helping clients to understand the PR world
  - B. attracting as many investments as possible
  - C. making a link between selling and buying

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

Online banking refers to banking activities that are carried out over the Internet on a secure website. It developed in the late 1990s and grew more popular over the years since it can make one's financial life much easier to manage.

First, you can use online banking to pay your bills. Most banks have a section in which you set up payees. Fill out the information once, you can simply choose that profile every time you pay a bill online.

Second, online banking allows you to access your account history and transactions from anywhere. It is the quickest way to check and see if a transaction has cleared your account. It also enables you to find out about unauthorized transactions more quickly.

Third, online banking also allows you to transfer money between accounts effectively. It is more convenient than using the automated phone service. When you set up your online banking, be sure that all of your accounts at the bank are listed. This will make it easier to transfer money and make loan payments online.

Obviously, you need to pay a special attention to your safety or privacy using online banking. It is important to clear your cookies after each banking session, especially at a

public computer. Additionally, make sure that your password is long enough to prevent it from easily being hacked. Never give your online account information to anyone else. Check your credit report regularly. Thus you can protect yourself from identity theft.

26. Online banking refers to banking systems where you can carry out your business over the Internet on any website.

27. Most banks have a section in which you set up your own business.

28. Online banking is the quickest way to check and see if a transaction has cleared your history.

29. It is more useful and easier than using the automated phone service.

30. No doubt, you have to keep a special eye on your safety or privacy using online banking.

#### 四、写作(共 20 分)

31. 根据要求写作文。

Suppose you are Simon. You purchased a Sony digital camera from Amazon.com and found that there were scratches on the screen. You are writing to complain about it.

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座位号 

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国家开放大学(中央广播电视大学)2018年秋季学期“开放本科”期末考试

## 商务英语 3 试题答题纸

2019 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.                      2.                      3.                      4.                      5.

得 分	评卷人

### 二、词汇语法(共计 30 分,每小题 2 分)

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(共计 40 分,每小题 4 分)

21.                      22.                      23.                      24.                      25.

26.                      27.                      28.                      29.                      30.



得 分	评卷人

#### 四、写作(共 20 分)

31. 根据要求写作文。

Suppose you are Simon. You purchased a Sony digital camera from Amazon. com and found that there were scratches on the screen. You are writing to complain about it.

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国家开放大学(中央广播电视大学)2018年秋季学期“开放本科”期末考试

## 商务英语 3 试题答案及评分标准

(供参考)

2019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. C                      2. B                      3. B                      4. B                      5. A

### 二、词汇语法(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最佳选项,并将答案序号写在答题纸上。

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

### 三、阅读理解(共计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。

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

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。

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

### 四、写作(共20分)

31. 根据要求写作文。

Suppose you are Simon. You purchased a Sony digital camera from Amazon. com and found that there were scratches on the screen. You are writing to complain about it.

#### 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、语法结构的准确性,语意

的连贯性和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>