

试卷代号:1380

国家开放大学2019年春季学期期末统一考试

商务英语3 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。

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列对话,并将答案序号写在答题纸上。

1. — By the way, what do you want me to do there?

— _____

- A. Take it easy. I'll be there on time.
- B. Thank you for doing me such a favor.
- C. You have to give a presentation on what our products are.

2. — We would like to place an order for some of your C&Z desk units.

— _____

- A. Great! We keep a large supply in stock.
- B. Excellent! Delivery dates depend on your location.
- C. Of course, we recommend payment by letter of credit.

3. — Hello, this is Steven Smith. Nice to hear your voice again.

— Hi, Mr. Smith. _____

- A. Do you know the coverage of your freight forwarding business?
- B. You've got to tell me the coverage of your freight forwarding business.
- C. I would like to know about the coverage of your freight forwarding business.

4. — _____

— They refer to the royalties, including patent right, copy right, trademark right, and so on.

- A. What about the tax base?
- B. How about the tax rate?
- C. What are intangible assets?

5. — Then, what kind of music are you going to have in the background?

— _____

- A. This is obviously too heavy. People won't be able to carry it.
- B. We'd better use light ones. They make the audience feel comfortable.
- C. Our main goal is to establish our brand name among our target audience.

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。

A. had proposed B. proposed
C. have proposed

A. determines
B. decides
C. arranges

A. to be motivated B. being motivated
C. to motivate

A. outgoing
C. outstanding

A. with
B. in
C. at

A. are carried out B. carry out
C. will be carried out

A. extend
B. withdraw
C. complete

A. Soon after B. While
C. Before

14. In my opinion, if we _____ some new products for young people, we'll have a bigger market share.

A. come across with

B. come up with

C. come down with

15. Usually, the similar contracts _____ with other consignees are based on 12 months.

A. signed

B. being signed

C. signing

16. Firms hold regular sales conferences _____ their entire sales force can meet, receive information and ask questions about new products and receive training.

A. where

B. that

C. when

17. Modern logistics is more about effective and _____ flow of materials and information.

A. sufficient

B. efficient

C. superficial

18. Without information, a manager will not know what consumers want, how much inventory is _____ and when more products should be produced and shipped.

A. in stock

B. at stock

C. on stock

19. According to law, they refer to transportation, construction, finance, insurance and _____.

A. others

B. the things

C. the like

20. Some of your products are _____. They might find a ready market in my country.

A. special to style

B. unique in design

C. famous as color

三、阅读理解(共计 40 分,每小题 4 分)

21—25 题:阅读短文,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

Hard sell and soft sell are important business terms and useful strategies for sales staff to know and understand. Both of them can work. The effect depends on the type of customers and the type of products.

A hard sell is a kind of more direct and forceful sales tactics. The sales person just keeps explaining how good the product is, why people should buy it and even how the prices might increase if the consumer walks off.

A soft sell is a different approach. The sales person tries to build trust with consumers. He doesn't put pressure on them to buy things, just recommending a product and letting the consumers make their own decisions.

An example of soft sell is to distribute free samples to which customers often respond favorably. Businesses can use free samples to build rapport and engage customers in products or services. Recommending products between friends is a little bit like doing soft selling. People don't really care if someone else buys the product. They are just giving their honest opinions and trying to be helpful.

Humor in advertising is also used to attract the consumer's attention and get them interested in the products or services. Customers often resist hard sales tactics, thus making soft-selling much more effective for success.

21. What's the topic and main idea of the passage?

- A. Selling Strategy - Sales Staff.
- B. Sales Staff - What Sales Staff Should Know.
- C. Selling Strategy - Hard Sell and Soft Sell Strategies.

22. Customers often _____ hard sales tactics, thus making soft-selling more effective for success.

- A. resist
- B. oppose
- C. object

23. Examples of soft sell mentioned in the passage include _____.

- A. distributing free samples to customer
- B. recommending products among friends
- C. all the above

24. Making humorous advertisements is one of the approaches companies use to _____.

- A. reduce selling costs
- B. attract people's interests
- C. avoid the shortage of sales staff

25. According to the passage the author indicates that _____.

- A. soft sell is preferred by business companies
- B. hard sell is rarely resisted by customers
- C. soft sell is expensive

26—30 题: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 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 is done.

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(一篇作文,共 20 分)

31. 根据要求写作文。

Write a recommendation letter for Miss Helen Joyce who has been working in your company for 5 years.

You may include the information below:

- her work experience and strengths.
- her character and personality.
- her reasons for leaving the present job, etc.

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座位号

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国家开放大学2019年春季学期期末统一考试

商务英语 3 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. 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(一篇作文,共 20 分)

31. 根据要求写作文。

试卷代号:1380

国家开放大学2019年春季学期期末统一考试

商务英语3 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列对话,并将答案序号写在答题纸上。

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

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

三、阅读理解(共40分,每小题4分)

21—25题:阅读短文,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. C 22. A 23. C 24. B 25. A

26—30题: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. T 29. T 30. T

四、写作(共20分)

31. 根据要求写作文。

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"> ● 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。