

试卷代号:1380

国家开放大学2019年秋季学期期末统一考试

商务英语3 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方可离开考场。

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. — Excuse me, _____
— It stands for strengths, weaknesses, opportunities and threats.
A. how do you know by SWOT?
B. what do you mean by SWOT?
C. what is your meaning by SWOT?
2. — Kathy, I'd like you to meet Maggie Jacobs.
— _____, Maggie. You're doing a great job.
A. I'm pleased to meet you
B. It's great to see you again
C. I'm happy to meet you too
3. — _____
— Well, it is a separate department. But there are two laboratories, one at each production plant.
A. What about the training manager and the human resources manager?
B. What about the board of directors and the chairman?
C. What about the Research and Development Department?
4. — Good afternoon. Can I help you?
— _____
— A deposit account or a current account?
A. Thank you. I'd like to order a checkbook.
B. Sorry, I don't have a bank account at all.
C. Yes, I'd like to open an account.
5. — _____
— Usually, the similar contracts signed with other consignees are based on 12 months.
A. What is the deadline for the construction?
B. How long is your consignment term, normally?
C. What do you think of the paper work for the contract?

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。

- 1089

13. I think our marketing team is _____ and the after-sales service is fast and effective.

- A. qualifying
- B. qualified
- C. being qualified

14. Please find enclosed our brochure and other leaflets _____ our range of services.

- A. outlined
- B. outline
- C. outlining

15. Serving overseas customers may often be done by phones, faxes, letters or emails _____ so many personal visits.

- A. instead
- B. with
- C. without

16. No, not really. It is becoming more important with the _____ economy.

- A. ever grown
- B. ever to grow
- C. ever growing

17. The total cost in logistics in China is still higher than that in many other _____ countries.

- A. industrialized
- B. individualized
- C. imperialized

18. They _____ the royalties, including patent right, proprietary technology, copy right, trademark right, and so on.

- A. point to
- B. refer to
- C. show to

19. If you need other tax registrations in addition to the ABN, you may need to provide _____ information.

- A. accidental
- B. additional
- C. addictive

20. _____ you'd have to tell me how large your order is going to be.

- A. I'm nervous
- B. I'm worried
- C. I'm afraid

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

In business, people have to deal in person with all kinds of people. When talking to people within your company who don't speak your language, you may have to use English; these people may be colleagues or co-workers - who may work with you in your own department, in another part of the building or in another branch. And you may also have to deal with people from outside the organization: clients, suppliers, visitors and members of the public. Moreover, these people may be friends or strangers - people of your own age, or people who are younger or older than you.

The relationship you have with a person determines the kind of language you use. For example, it's not appropriate to say 'Hi, how are you!' when meeting the Managing Director of a large company or to say 'Good morning, it's a great pleasure to meet you' when being introduced to a person you'll be working closely with in the same team.

People usually form an impression of you from the way you speak and behave - not just from the way you do your work. People in different countries have different ideas of what sounds friendly, polite or sincere - and of what sounds rude or unfriendly! Good manners in your culture may be considered bad manners in another. Sometimes your body language, gestures and expressions may tell people more about you than the words you use.

21. The topic of the passage is _____.

- A. self-image in business situation
- B. the importance of appropriate choice of language
- C. dealing with people in business

22. The language you use when talking with people in business is decided by _____.

- A. your relationship with the particular person
- B. yourself
- C. your boss

23. People usually form an impression of you from _____.

- A. your way of doing jobs
- B. your language and manners
- C. your facial expressions

24. Good manners in your culture may be considered bad manners in another. Good manners in this statement mean _____.

- A. to behave politely
- B. to behave lovely
- C. to behave aggressively

25. The message of the article is that _____.

- A. dealing with people successfully in business is not easy
- B. clients with different cultural background is most challenging
- C. language plays a very important role in setting up business relationship

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

There are eight traditional functions of marketing:

(1) Buying: A marketer focuses on buyers' needs and desires in order to decide what products to make available. Understanding buyers' behavior is of great importance.

(2) Selling: Marketers usually view selling as a persuasive activity that is completed through promotion. Selling includes personal selling, advertising, and other selling methods. It is probably the function of marketing that we most often see in our daily life.

(3) Transporting: Transporting is physically moving the product from the seller to the buyer. Marketers focus on transporting costs and services.

(4) Storing: Like transporting, storing is an aspect of the physical distribution of products. Storing includes warehousing activities. Warehouses hold products for long periods sometimes in order to create time utility.

(5) Grading: Grading involves sorting products according to size and quality. This makes buying and selling easier because it reduces the need for inspection and sampling.

(6) Financing: For many products, such as automobiles, fridges, and new homes, the purchase is facilitated when the marketer provides credit that makes the purchasing of the product possible.

(7) Marketing research: Through research, marketers may find out the need for new products and services. By gathering information on a regular basis, they can better plan, carry out and control marketing activities.

(8) Risk taking: It involves bearing the uncertainties that are part of the marketing process. Most marketing decisions result in either success or failure that is associated with risk.

26. It is very important to understand buyers' behavior.

27. Marketers usually use different selling methods.

28. Marketers ignore transporting costs and services.

29. Both transporting and storing are the aspects of the physical distribution of products.

30. Marketers provide credit that makes the purchasing of automobiles, bridges, and new homes possible.

四、写作(一篇作文,共 20 分)

31. 根据要求写作文。

You have made an appointment with your client, but failed to keep it. Write a letter of apology to your client according to the information below.

(1) apologize for your failure to keep the appointment;

(2) explain your reason to your client;

(3) express your wish to make another appointment.

试卷代号:1380

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 3 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. 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年秋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)

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列对话,并将答案序号写在答题纸上。

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

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. B 24. A 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. T 27. T 28. F 29. T 30. F

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。