

试卷代号:1380

国家开放大学2020年春季学期期末统一考试

商务英语 3 试题

2020年9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. — _____

— Yes, certainly. We are a medium firm with about two thousand people in two different plants.

- A. Do you have totally nine departments in your company?
- B. Could you tell me how your company is actually organized?
- C. Can you tell me a little more about the four branch offices?

2. — Does modern logistics mean transportation and delivery?

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

- A. Yes, you're right.
- B. No, it's not the whole story.
- C. No, you're absolutely wrong.

3. — You are right. How do you analyze our weaknesses?

— _____

- A. I'm afraid we put less emphasis on the overall design.
- B. I tell you we have been working hard on the overall design.
- C. I have to say what we put is excellent in the overall design.

4. — _____

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

- A. What do you mean by taxable services?
- B. What is the deadline for tax declaration?
- C. What do you think of the deadline for tax declaration?

5. — _____

— OK. We have 8 major retailers running demonstrations at most branches, and...

- A. Quality is the focus of the ad campaign.
- B. A good advertising campaign will increase our sales.
- C. Let's go over our promotion plans again, shall we?

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. I started with my first job in 2010 and I _____ to the position of sales manager in about two years.

A. had been promoted

B. was promoted

C. have promoted

7. My friend Edward will _____ you and give you a copy of products investigation.

A. get in touch

B. communicate

C. contact

8. Are there any other features worth _____ about the organization of the company?

A. mentioning

B. to mention

C. mention

9. Many more young people _____ the organization once it began to teach business skills as part of the school day.

A. took part

B. joined

C. participated

10. So far, Bank of China _____ the qualifications to engage in all-channel individual foreign exchange settlement and sale business,

A. obtain

B. will obtain

C. has obtained

11. When you set up your online banking, be sure _____ all of your accounts at the bank are listed.

A. which

B. when

C. that

12. The newly-designed ad _____ a higher click through rate by the end of next month, I suppose.

A. have brought about

B. will have brought about

C. will bring about

13. Our exhibition team is already _____ setting up for computer shows.
A. at the road B. in the road
C. on the road
14. A good salesperson is good at listening to and taking note of _____ different kinds of people tell him.
A. what B. whether
C. how
15. Mike and Bob are talking about how to make _____ of advertising to promote the products.
A. usage B. use
C. advantage
16. Our worldwide network enables us to offer _____ multi-model services and ensures our clients quality logistics solutions.
A. gradual B. global
C. glamorous
17. An IT system at a personal computer manufacturer may help a manager analyze the information and _____ an action.
A. recommend B. recognize
C. reconstruct
18. The donations are taxable for the transfer of immovable property, but the _____ will be assessed by the tax authority.
A. accounting B. profit
C. turnover
19. Accounting errors will happen from time to time, but many common accounting mistakes _____ with proper planning and preparation.
A. can avoid B. can be avoided
C. can avoid being
20. Trading globally allows us to expand our markets for both goods and services that _____ may not have been available to us.
A. otherwise B. however
C. whereas

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

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 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 are especially designed for their wants and needs.

Strict dress code or early start time may seem like an easy way to build professionalism (职业精神) 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 (激励) 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 understand the seemingly mysterious world of 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 built 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(public relations) world
B. attracting as many investments as possible
C. making a link between selling and buying

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

International trade is the exchange of goods and services between countries. It gives consumers and countries the opportunity to be exposed to goods and services not available in their own countries. Almost every kind of product can be found on the international market; food, clothes, spare parts, oil, jewelry, wine, stocks, currencies and water. Services are also traded; tourism, banking, consulting and transportation. A product that is sold to the global market is an export, and a product that is bought from the global market is an import.

International trade can benefit us a lot. Trading globally allows us to expand our markets for both goods and services that otherwise may not have been available to us. If you walk into a supermarket and are able to buy Indonesian bananas, Brazilian coffee and a bottle of French wine, you are experiencing the effects of international trade.

International trade brings us both advantages and disadvantages. For instance, international trade may also make the world economy easily affected by factors like prices, supply and demand, as well as global events. Political change in Asia, for example, could

result in an increase in the cost of labor, thereby increasing the manufacturing costs for an American sneaker company based in Malaysia, which would then result in an increase in the price that you have to pay to buy the tennis shoes at your local mall. A decrease in the cost of labor, on the other hand, would result in you having to pay less for your new shoes.

26. International trade exchanges goods and services between different countries.

27. Practically speaking, every kind of goods and services can be found on the global market.

28. A product that is bought from the global market is an export.

29. International trade may easily affect world economy.

30. Political change in one country has nothing to do with international trade.

四、写作(一篇作文,共 20 分)

31. 根据要求写作文。

You are Linda. Write a letter to Lily, an important client of your company, inviting her to a New Year celebration for VIP clients. The following information should be included:

- The time for the event
- The place for the event
- The reasons to invite her, etc.

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座位号

国家开放大学2020年春季学期期末统一考试

商务英语 3 试题答题纸

2020 年 9 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2020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)

2020年9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. B 3. A 4. B 5. C

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

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. B 22. A 23. C 24. C 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,逻辑性方面的问题较大； ● 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。