

试卷代号:1380

国家开放大学(中央广播电视大学)2018年春季学期“开放本科”期末考试

商务英语 3 试题

2018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、仔细阅读题目的说明,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. — Can you show me the schedule?

— _____.

A. Don't worry. I can help you with that

B. You won't miss the plane

C. Sure, a tight schedule as usual

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 wrong

3. — Good morning. _____?

— Good morning! I need a check to send to my publisher in New York.

A. What can I do for you, Madam

B. What do you want to buy, Madam

C. Why do you come here, Madam

4. — Good morning. Far East Logistics Company. _____.

— Good morning. This is Maggie Bonner. I would like to know your freight forwarding business.

A. Who is that calling?

B. What do you want?

C. May I help you?

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

— Hi, Mr. Smith. _____ the coverage of your freight forwarding business?

A. Do you know

B. Please tell me

C. I would like to know about

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. We will _____ an order with your company for digital cameras.
A. reserve B. book
C. place
7. _____ a vacation is always a good way to get relaxation and refreshment.
A. Take B. Took
C. Taking
8. I led and _____ a sales team of 20 people.
A. suggested B. motivated
C. moved
9. Sometimes a situation will _____ a direct style of management.
A. call up B. call for
C. call on
10. Having been working in logistics for 3 years, he is more _____ than he used to be.
A. proud B. brave
C. confident
11. In order to make proper reservations, will you send your acceptance to the attention of Professor Chen _____ a week before that day?
A. no later then B. no late than
C. no later than
12. I didn't know you _____ a previous supplier.
A. were B. be
C. are
13. She is the CEO of Roston Sport Accessories _____ I told you.
A. who B. whom
C. about whom
14. According to law, taxable services refer to transportation, _____, finance, insurance and the like.
A. operation B. construction
C. introduction

15. We usually keep a large supply _____ stock.
A. at B. on
C. in
16. Additionally, make sure that your password is long enough to _____ easily being hacked.
A. prevent your account from B. provide your account with
C. do away with
17. We work closely _____ every large airline like Air China, Air France and American Airlines.
A. with B. to
C. in
18. The payment is made by an irrevocable _____ letter of credit in our favour.
A. light B. bright
C. sight
19. Does that include the turnover _____ in advance?
A. to receive B. received
C. receiving
20. Importing and exporting is transferring goods from one country to another while _____ attention to the laws and requirements of bringing goods out or into that country.
A. to pay B. paying
C. being paid

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

Last week, Jack Ma called for a new “e-WTO” with the aim of helping small businesses get on the Internet, as the best hope in the fight against poverty. This appeal came after Alibaba’s largest ever “Singles Day” a week earlier, with almost US \$14.3 bn of merchandise sold in 24 hours. Alibaba’s social media accounts even reported that Premier Li Keqiang called CEO Jack Ma to wish him a successful day. “Singles Day” is now the world’s largest shopping day, dwarfing (胜过) even the United States’ “Black Friday.”

These are the latest manifestations of a worrying obsession with e-commerce and the Internet in Asia's largest economies. In March, Beijing announced its new "Internet Plus" plan to expand Internet connectivity. Premier Li, when describing it, brought up the "mobile Internet", "cloud computing", "big data", "intelligent manufacturing" and the "Internet of Things," in a manner similar to business leaders in America. Nor is this digital obsession restricted to China. Indian Prime Minister Narendra Modi's meeting with Mark Zuckerberg at Facebook's headquarters received as much, if not more, media attention as his address on sustainable development to the United Nations days earlier.

The claim that the Internet will fundamentally transform development is unproven (未被证实的) and untested. What is clear is that the Internet makes consumption easier, faster and more expansive than ever before. Analysts have thus looked to e-commerce and China's Internet giants to help "save" China's economic model from slowing down.

By extension, China and India must have "dreams" that are bigger than the Internet. They need to take the lead in finding a new model of development for the 21st Century that intelligently make use of science and technology, but without being seduced by musings about e-commerce that mask deep structural flaws of current economic models. Resolving those pressing issues should be the real "innovation" that lies at the heart of any development program.

21. Jack Ma hopes e-WTO can help _____.
A. cooperation between companies
B. success of small business online
C. people look for friends and lovers
22. Digital obsession in the second paragraph refers to _____.
A. problems caused by Internet
B. trades between China and America
C. passion on Internet business
23. Which is NOT true according to the third paragraph?
A. It is not clear that how the Internet will deeply influence development.
B. The Internet makes people harder to sell products and buy goods.
C. E-commerce is likely to contribute to China's economic development.

24. China and India need to _____.
A. find a new model by using science and technology
B. find a solution to take place of online business
C. find a cure to deal with diseases in the 21st Century
25. What is the author's attitude to China's development of online business?
A. Negative.
B. Positive.
C. Neutral.

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

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, fridges, and new homes possible.

四、写作(共 20 分)

31. 根据要求写作文。

You are Susan. Your company will hold an opening ceremony for a new factory. You are asked to write an invitation letter to David, an important client of your company. The following information should be included:

- the reasons to invite him;
- the time for the event;
- the place for the event;
- early reply expected.

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座位号

国家开放大学(中央广播电视大学)2018年春季学期“开放本科”期末考试

商务英语 3 试题答题纸

2018 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(共 20 分)

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国家开放大学(中央广播电视大学)2018年春季学期“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)

2018年7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. A 4. C 5. C

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

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

四、写作(共20分)

31. 根据要求写作文。

You are Susan. Your company will hold an opening ceremony for a new factory. You are asked to write an invitation letter to David, an important client of your company. The following information should be included:

- the reasons to invite him;
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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。