

试卷代号:1389

国家开放大学(中央广播电视大学)2017年秋季学期“开放本科”期末考试

## 管理英语 4 试题

2018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的指定位置上,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. — Is it possible for you to work out the plan tonight?  
— \_\_\_\_\_  
A. I'll do that.  
B. I think so.  
C. I'd love to.
2. — How did your meeting go yesterday?  
— \_\_\_\_\_ actually, it was really frustrating.  
A. Not so good  
B. Very good  
C. Nothing special
3. — I think things have been a bit difficult for us the last couple of months.  
— \_\_\_\_\_ We've been working hard, but still getting behind.  
A. You're right.  
B. I'm afraid.  
C. I don't think so.
4. — Will you help me arrange a meeting with Mr. Brown, please?  
— \_\_\_\_\_  
A. No, no way.  
B. No, I can't.  
C. Sorry I can't. I have to finish my project right now.
5. — You'd better not push yourself too hard. You can ask the team and listen.  
— \_\_\_\_\_  
A. You are right.  
B. No, we can't do that.  
C. I think it will kill our time.

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. \_\_\_\_\_ his anger the employees called him Mr. Thunder, but they loved him.  
A. Due to  
B. In spite of  
C. Because
7. \_\_\_\_\_ CEOs spend planning, the more profitable their companies are.  
A. The more time  
B. If more  
C. The less time
8. In today's environment, \_\_\_\_\_ people are often burned out, it's important for employees to have a personal connection with you and the work you believe in.  
A. when  
B. where  
C. while
9. \_\_\_\_\_ clearly communicate with and actively listen to employees is essential to improve their performance.  
A. Be able to  
B. Being able  
C. Being able to
10. I believe that I have a lot to contribute \_\_\_\_\_ a team environment, and am comfortable in both leadership and player roles.  
A. to  
B. with  
C. for
11. Compared \_\_\_\_\_ English, Chinese is generally believed to be more difficult to learn.  
A. with  
B. from  
C. against
12. \_\_\_\_\_ the importance of English, we should put more effort into it and try to learn it well.  
A. Gave  
B. Giving  
C. Given

13. He will write to me as soon as he \_\_\_\_\_ home.  
 A. will have returned                      B. returns  
 C. will return
14. Linda walked at the head, \_\_\_\_\_ by her colleagues.  
 A. followed                                      B. following  
 C. to follow
15. After days of investigation, the police were \_\_\_\_\_ reality.  
 A. attempting                                      B. approving  
 C. approaching
16. I think the primary \_\_\_\_\_ factor is there's been so much absence lately.  
 A. contributing                                      B. causing  
 C. affecting
17. An agreement was reached on the \_\_\_\_\_ of mutual respect and mutual interest.  
 A. basic    B. base  
 C. basis
18. Please ask the solicitor what his \_\_\_\_\_ would be to take the case to court.  
 A. fare    B. fee  
 C. salary
19. All the \_\_\_\_\_ guests are seated in the front row.  
 A. distinguishing                                      B. extinguishing  
 C. distinguished
20. Learning new things has always been a great \_\_\_\_\_ for me.  
 A. motivator    B. motivate  
 C. motivation

### 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。

The meaning of "communication" goes a lot deeper than people often think. Communication is about conceiving, sending, receiving, and interpreting messages as well as confirming reception of these messages. A failure at any point in this chain can result in ineffective communication.

Ineffective communication can be disastrous. There is a famous story of a British Army Commander who sent the message “Send reinforcements, we’re going to advance. ” back to his Command Center, through a long chain of subordinates. When the message finally reached the Command Center, it had “mutated” to become --“Send three and four-pence, we’re going to a dance. ”The reinforcements never arrived.

You can demonstrate this same principle, albeit on a less dramatic scale, by trying to play Chinese Whispers with more than 20 people. It is highly unlikely the same message you started with will be the one you end with.

In a business, there are three main types of communication failure. Each has its own indicative signs.

- The first type is known as allocative failure. This occurs when a firm is not gathering enough intelligence about its market or (most often), the information is not reaching the right points. The firm will not be allocating resources in step with the shifts in demand. If demand is rising but the firm is suffering from allocative communication failure, then stocks will fall and there will be understaffing. If the inverse happens, there will be a surplus of stocks and overstaffing.

- The second type is executive failure, where communication to trigger specific events/ actions is either late, lacking or in error. The symptoms of this are a general loss of direction in the company or departments, a loss of co-ordination and an increase in complaints from customers as things happen late or not at all.

- The final type is human failure. This occurs when the general culture of a business or the relationships between particular individuals or departments do not foster effective communication. This leads to alienated staff, an increase in staff turnover, an increase in absenteeism and general frustration among staff. Creativity, especially that which takes place across departmental boundaries, is likely to suffer hugely as team synergy slips.

21. Confirming reception of the sent messages means \_\_\_\_\_.

- A. the messages are sent to right receivers
- B. the messages are correctly understood
- C. the messages are correctly understood by right receivers

22. In the famous British Army Commander story, which step probably did NOT go wrong in the communication chain?

- A. Conceiving.
- B. Sending.
- C. Receiving.

23. What is Chinese whispers?

- A. Who whispers in Chinese.
- B. A game to pass message around in a whisper.
- C. Chinese people who don't normally talk very loudly.

24. Allocative failure does NOT happen when \_\_\_\_\_.

- A. the right information goes to the right place
- B. a company gathers false information
- C. the correct information is not received by the right department or person

25. According to the passage, which of the following cases does NOT belong to human failure?

- A. Decreasing creativity across departments.
- B. Inadequate communication between departments.
- C. Increasing customer complaints.

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。

When Jack Welch, the Chairman and CEO at General Electric (GE) retired in 2001, he could look back at a very successful career. He became CEO in 1981 at the age of 45. At that time, GE had a very complex organizational structure with considerably bureaucratic rules.

One of his first changes was to initiate a strategy formulation process with the guideline that each of the businesses should be number 1 or 2 in their respective areas. If this was not the case, managers had the options of fixing the problem, selling their particular business, or closing it. In an effort to streamline the organization, Welch removed the sector level and eliminated thousands of salaried and hourly employee positions.

The restructuring was followed by changing the organizational culture and the managerial styles of GE's managers. One such program was the Work-Out (群策群力).

Groups of managers were assembled to share their views openly in three-day sessions. At the beginning of the meetings, the superior presented the challenges for his or her organizational unit. Then the superior had to leave, requesting the groups to find solutions to the problems. Facilitators (会议主持人) helped these discussions. On the last day, the superior was presented with proposed solutions. He or she then had three choices: to accept the proposal, not to accept it, or to collect more information. This process put great pressure on the superior to make decisions.

Another program to improve effectiveness and efficiency was Best Practices. The aim was to learn from other companies how they obtained customer satisfaction, how they related to their suppliers, and in what ways they developed new products. This helped the GE people to focus on the processes in their operations that would improve the company's performance.

Jack Welch was personally involved in developing managers at GE's training center in Crotonville. Leaders, Welch suggested, are not only those who achieve results but also those who share the values of the company.

26. Jack Welch retired at the age of 65.

27. Jack Welch insisted that each of the businesses should be at least number 3 in their respective area.

28. If the business could not meet Welch's change requirements, its manager had 3 choices.

29. The restructuring went before changing the organizational culture and the managerial styles of GE's managers.

30. The Work Out lasted a week.

#### 四、写作(共 20 分)

31: 根据要求写作文。

Write at least 100 words about an event caused by different understandings of the workplace culture. You may need to include the 5Ws and 1H elements.

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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)2017 年秋季学期“开放本科”期末考试

**管理英语 4 试题答题纸**

2018 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—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.                      2.                      3.                      4.                      5.

得 分	评卷人

**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.                      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 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.                      22.                      23.                      24.                      25.

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.                      27.                      28.                      29.                      30.

得 分	评卷人

四、写作(共 20 分)

31: 根据要求写作文。

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国家开放大学(中央广播电视大学)2017年秋季学期“开放本科”期末考试

管理英语 4 试题答案及评分标准

(供参考)

2018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. A            4. C            5. A

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. A            7. A            8. B            9. C            10. A  
11. A            12. C            13. B            14. A            15. C  
16. A            17. C            18. B            19. C            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. C            22. A            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. F            28. T            29. T            30. F

四、写作(共20分)

31. Write at least 100 words about an event caused by different understandings of the workplace culture. You may need to include the 5Ws and 1H elements.

## 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、词汇运用和语法结构的准确性, 语意的连贯性、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>