

试卷代号:1389

国家开放大学2020年春季学期期末统一考试

管理英语 4 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. — This project is too big for me to finish on time.

— _____

A. Please do me a favor.

B. You may not ask for help.

C. I'll give you a hand.

2. — I'd like a wake-up call at 7:00 a. m. , please!

— OK, _____

A. you will certainly make it.

B. I'll make sure you get one.

C. just do what you like.

3. — Terribly sorry to interrupt, but may I use your dictionary?

— Yes, _____

A. of course.

B. it doesn't matter.

C. no hurry.

4. — I think I have made a serious mistake.

— _____

A. I don't think so. You really made an error.

B. I don't think so. It's really terrible.

C. I don't think so. It's not your fault.

5. — _____

— I'd like to have this film developed.

A. What's it?

B. May I help you?

C. What do you want?

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. She is very adaptive and soon adapted _____ to the campus life.

A. with

B. to

C. as

7. All _____ glitters (闪闪发光) is not gold.

A. that

B. which

C. what

8. This is the man _____ last night.

A. whom I saw him

B. who I saw him

C. whom I saw

9. Wendy suggests that we _____ tomorrow.

A. should go

B. shall go

C. will go

10. By the end of the year, the sales plan for the next year _____.

A. will be made

B. will have been made

C. have been made

11. In high school, I am equally comfortable _____ as a member of a team and independently.

A. to work

B. working

C. work

12. On hearing the news of _____ the major exam again, the girl burst into tears.

A. her having failed

B. she failed

C. her being failed

13. —Who should be responsible for the accident?

—The boss, not the workers. They just carried out the order _____.

A. as are told

B. as told

C. as they told

14. My leather shoes cost me _____ the last pairs I bought.

A. three times as

B. three time as

C. three times as much as

15. Without human resources, no organization can _____ the ground, let alone do business and make profits.

A. get off

B. get up

C. get on

16. He's left now, but productivity hasn't _____ that much.

A. carried on

B. caught up

C. picked up

17. They _____ all their computing work, i. e. they arrange for some outside company to do the work.

A. outsource

B. outside

C. outsell

18. The leader _____ at creating opportunities to provide rewards, recognition and thanks to his or her staff.

A. exceeds

B. excellent

C. excels

19. You can't _____ to sit back —even though it might be tempting.

A. afford

B. stand

C. beat

20. At a rough _____, we will take another four weeks to finish this plan.

A. value

B. estimate

C. account

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。

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。

In competitive markets, leaders are under increased pressure to maintain a positive work culture. A positive work culture cultivates greater employee satisfaction; greater employee satisfaction contributes to higher performance; higher performance impacts improved client outcomes; improved client outcomes contribute to service excellence.

Positive work cultures are built over time and need constant attention. Such cultures are dependent on leadership vision and values.

An effective leader sets the tone for the team, encourages a positive workplace culture and is able to bring about cultural change.

Workplace culture is made up of the shared attitudes, beliefs, behaviors, values and expectations that influence the way people work in the workplace. It is “the way we do things around here”.

Some cultural aspects are understood by all and are obvious such as turning up for work on time, while others may be “unwritten rules” that are not so obvious for example how personal issues are resolved with work colleagues.

Many factors that influence whether a workplace has a positive outlook are within the control of people who work in a workplace. There are also factors out of their control, such as slumps in global prices or a change in demand and supply. The company can, however, control how they respond to these factors.

Those companies that do create positive workplace environments develop a reputation in their community as being ‘good to work for’ and have a competitive edge. Not only are these companies more able to attract and retain people, they tend to be more stable as they proactively deal with issues and adapt to change.

Teams work best when they are clear about what is expected of them. They are more able to deal with difficult issues if they feel the values of the organization are supportive of them.

For a workplace culture to be positive, the direction and actions of the business must be consistent with the core values of the people in the workplace. The people must trust each other and be able to openly express and exchange ideas.

Working through these steps will help with developing a positive business culture.

26. A positive work culture will give workers more satisfaction.

27. Positive cultures have a lot to do with leadership vision and values.

28. The direction and actions for the business must differ from the core values of the employees in order for a workplace culture to be positive.

29. In competitive markets, leaders are under more and more pressure to keep a positive work culture.

30. Positive work culture can be built in a short period of time.

四、写作(共 20 分)

31. 根据要求写作文。了解会议日程的主要内容,根据所给信息制定会议日程安排。

The structure of a meeting agenda:

- (1) Title of the meeting
- (2) Time of the meeting
- (3) Place of the meeting
- (4) People who will attend the meeting
- (5) Events in time sequence

09:00 09:40 10:05 10:20 12:00

Sofitel Jin Jiang Oriental Hotel

Arrival, registration, picking up meeting kits Exhibitor Day One

The First Participants Meeting of Expo (exposition), 2010, Shanghai, China

Report on the organizational structure and preparatory progress of Expo

Tea break (15m.) (2F Entrance) Wednesday, Oct. 20, 2008

Watching Expo image video/film (10m.) Work lunch (buffet)

Agenda

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座位号

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国家开放大学2020年春季学期期末统一考试

管理英语 4 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—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. 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。

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。了解会议日程的主要内容,根据所给信息制定会议日程安排。

试卷代号:1389

国家开放大学2020年春季学期期末统一考试

管理英语4 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. C 2. B 3. A 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. C 9. A 10. B
11. B 12. A 13. B 14. C 15. A
16. C 17. A 18. C 19. A 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. 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. F

四、写作(共20分)

31. 根据要求写作文。了解会议日程的主要内容,根据所给信息制定会议日程安排。

Meeting Agenda

The First Participants Meeting of Expo(exposition),2010,Shanghai,China

Wednesday, Oct. 20, 2008 Day One

Sofitel Jin Jiang Oriental Hotel

Exhibitor

- 09:00 Arrival, registration, picking up meeting kits
- 09:40 Watching Expo image video/film (10m)
- 10:05 Tea break (15m) (2F Entrance)
- 10:20 Report on the organizational structure and preparatory progress of Expo
- 12:00 Work lunch (buffet)