

试卷代号:11360

座位号

国家开放大学2024年春季学期期末统一考试

高级商务英语阅读 试题

2024年7月

学 号: _____

姓 名: _____

考点名称: _____

注意事项:

1. 将你的学号、姓名及考点名称填写在试题和答题纸的规定栏内。考试结束后,把试题和答题纸放在桌上。试题和答题纸均不得带出考场。待监考人员收完试题和答题纸后方可离开考场。
2. 仔细阅读题目的说明,并按题目要求答题。所有答案必须写在答题纸的指定位置上,写在试题上的答案无效。
3. 用蓝、黑圆珠笔或钢笔(含签字笔)答题,使用铅笔答题无效。

Information for the examinees:

This examination consists of three sections. They are:

Section One: Words (20 points)

Section Two: Reading Comprehension (64 points)

Section Three: Translation (16 points)

The total marks for this examination are 100 points. Time allowed for completing this examination is 90 minutes.

Section One: Words

1—10. (20 points, 2 points each)

Match the English words on the left with the Chinese words on the right.

- | | |
|--------------------|---------|
| 1. freight payment | a. 应急资金 |
| 2. emergency fund | b. 运费支付 |
| 3. monopoly | c. 代表 |
| 4. replicate | d. 赔偿 |
| 5. storefront | e. 垄断 |
| 6. bubble | f. 反对的 |
| 7. represent | g. 泡沫 |
| 8. depreciate | h. 店面 |
| 9. redress | i. 复制 |
| 10. opposing | e. 贬值 |

Section Two: Reading Comprehension (64 points)

Part 1 11—17. (21 points, 3 points each)

Read the following passage and then match the paraphrased statements (11—17) to the letter (A, B, C or D).

A

Every organization has a culture, but does the culture contribute to achieving business goals, or does it hinder?

A company's culture is the only truly unique identifier. It is like a finger print, it may be similar to others, but is uniquely distinct to your business. Everything else (products, strategies, marketing, even innovations) can be replicated, but the only truly unique identifiers are the values and norms of the organization — its culture, or personality.

A positive culture in business today is unfortunately the exception rather than the norm, but a strong organizational culture can clearly differentiate a business from its competitors in the mind of its stakeholders.

B

Organizational culture consists of shared beliefs and values established by the organization's leaders and then communicated and reinforced through various methods, ultimately shaping employee perceptions, behaviors and understanding. Simply speaking, a company's structure and design can be viewed as its body, and its culture as its soul. The definition of organizational culture is a set of shared values and norms that characterize a particular organization. A strong culture, in which members agree upon and care intensely about organizational values, can improve business performance by motivating employees and coordinating their behavior towards a vision and specific performance goals that benefit the company.

C

Your company culture defines for you and for all others how your organization does business, how your organization interacts with one another and how the team interacts with the outside world, specifically your customers, employees, partners, suppliers, media and all other stakeholders.

Your culture is the formula, the DNA that provides guidelines, boundaries and expectations for your team and your customers, and is the primary platform for inspiring and motivating your people, and is the most powerful resource you have to attract, recruit, hire and retain the highest level of talent to your business. The best people always want to work with the best companies, and the best people are the catalyst for creating ongoing business success.

Talented humans want to do business with best organizations because it aligns with their own values and expectations. These talented people, partners and clients see your culture as a strong differentiator of how you do business, rather than solely on your products or services alone.

D

Typically, companies with a strong culture tend to produce superior results as compared to those with weaker cultures. When a culture is strong, it leads to motivated employees and high performing managers. Over the past few decades, both academics and practitioners have spent time focusing on the issue of corporate culture and whether a company's culture does in fact impact its overall performance and effectiveness.

11. Company culture is the shared values, beliefs, and characteristics of an organization.
12. Nor do most company fall perfectly into a single culture.
13. Company culture is important to employees because they are more likely to enjoy work when their needs and values are consistent with their employers.
14. A strong organizational culture can clearly differentiate a business from its competitors.
15. If an employee works for a company with a strong culture that aligns with his/her own beliefs, the employee will be more likely to work hard.
16. If a company has a strong work culture, most people in the group agree on the culture.
17. Talented people want to work in a culture which aligns with their expectations.

Part 2 18—23. (18 points, 3 points each)

Read the following passage and choose the best sentence (A—F) to fill each of the gaps.

It's impossible to miss the fact that stocks, real estate and bonds all make for decent investments. But there are so many different investment options, most of which get minimal marketing. (18) _____

1. *American Depository Receipt (ADR)*

ADRs are traded on U. S. stock markets just like regular stocks, but they actually represent shares in foreign corporations. An ADR is issued by a U. S. -based bank or brokerage, which buys a large number of shares from a company based outside the U. S.

(19) _____ ADRs are a relatively simple way to invest in foreign companies and avoid the administrative and duty costs of international transactions.

2. *Annuity*

Annuities provide set payments at regular intervals to their owners. (20) _____ Deferred annuities are often contracted for life—they're set up so that as long as you live, the insurance company will send you a check at a regular interval. Annuities are also either fixed (the payments are set) or variable (there is a guaranteed minimum payment, as well as payments based on the performance of an annuity investment portfolio).

3. *Closed-End Investment Fund*

A closed-end fund issues shares that are traded just like stocks but are actually closer to mutual funds in the way they are managed. Closed-end funds hold portfolios of securities—usually securities that meet very specific criteria. (21) _____ Some closedend funds offer dividends.

4. *Collectibles*

Collectibles can be pretty much any physical asset with a value that increases over time. While most people consider fine art, stamps and similar purchases to be collectibles, there is no strict definition that includes or excludes a particular asset. (22) _____ However, a collectible's appreciating value often outpaces inflation.

5. *Common Stock*

Common stock is a share of ownership in a particular company. (23) _____ The majority of stocks traded today are common stocks. While the benefits associated with owning stock can be great, it is a relatively risky investment. If a company that you own stock in goes bankrupt, as a common shareholder, you won't receive money until the creditors, bondholders and preferred shareholders have all been paid off.

- A Those shares are bundled into groups and then resold.
- B These funds are actively managed and may hold a few investments in stocks or bonds in order to diversify.
- C An annuity can either be immediate or deferred; with a deferred annuity, you will not begin receiving payments for a certain period of time.
- D Those listed below are investments that any investor should be familiar with.
- E The greatest drawback to collectibles is the fact that collectibles offer no income.
- F It entitles you to a portion of the company's profits as well as voting rights.

Part 3 24—28. (15 points, 3 points each)

Read the following passage and choose the best statement (A, B, C or D) for each question.

International trade is the exchange of goods and services between countries.

Trading globally 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. Imports and exports are accounted for in a country's current account in the balance of payments.

Countries are endowed with different assets and natural resources (land, labor, capital and technology). Some countries may produce the same good more efficiently and therefore sell it more cheaply than other countries. If a country cannot efficiently produce an item, it can obtain the item by trading with another country that can. This is known as specialization in international trade.

Let's take a simple example. Country A and Country B both produce cotton sweaters and wine. Country A produces 10 sweaters and six bottles of wine a year while Country B produces six sweaters and 10 bottles of wine a year. Both can produce a total of 16 units. Country A, however, takes three hours to produce the 10 sweaters and two hours to produce the six bottles of wine (total of five hours). Country B, on the other hand, takes one hour to produce 10 sweaters and three hours to produce six bottles of wine (total of four hours).

But these two countries realize that they could produce more by focusing on those products with which they have a comparative advantage. Country A then begins to produce only wine and Country B produces only cotton sweaters. Each country can now create a specialized output of 20 units per year and trade equal proportions of both products. As such, each country now has access to 20 units of both products.

We can see then that for both countries, the opportunity cost of producing both products is greater than the cost of specializing. More specifically, for each country, the opportunity cost of producing 16 units of both sweaters and wine is 20 units of both products (after trading). Specialization reduces their opportunity cost and therefore maximizes their efficiency in acquiring the goods they need. With the greater supply, the price of each product would decrease, thus giving an advantage to the end consumer as well.

As with other theories, there are opposing views. International trade has two contrasting views regarding the level of control placed on trade: free trade and protectionism. Free trade is the simpler of the two theories; a laissez-faire approach, with no restrictions on trade. The main idea is that supply and demand factors, operating on a global scale, will ensure that production happens efficiently. Therefore, nothing needs to be done to protect or promote trade and growth, because market forces will do so automatically. In contrast, protectionism holds that regulation of international trade is important to ensure that markets function properly. Advocates of this theory believe that market inefficiencies may hamper the benefits of international trade and they

aim to guide the market accordingly. Protectionism exists in many different forms, but the most common are tariffs, subsidies and quotas.

As it opens up the opportunity for specialization and therefore more efficient use of resources, international trade has the potential to maximize a country's capacity to produce and acquire goods. Opponents of global free trade have argued, however, that international trade still allows for inefficiencies that leave developing nations compromised. What is certain is that the global economy is in a state of continual change, and, as it develops, so too must all of its participants.

24. Which of the following statements about international trade is not right according to the passage?

- A. Both goods and services can be traded on the international market.
- B. You can find almost everything on the international market.
- C. An export is something that you buy from other countries.
- D. International trade makes it possible for countries to get things unavailable in their own countries.

25. Countries can sell their goods more cheaply than other countries because _____.

- A. they can produce them more efficiently
- B. they are endowed with different assets and natural resources
- C. they can trade with other countries
- D. they are specialized in them

26. In the given example, which country is more efficient in producing sweaters?

- A. Country A.
- B. Country B.
- C. They are of the same efficiency.
- D. Neither of them.

27. Quotas are a typical example of _____.

- A. free trade
- B. international trade
- C. specialization
- D. protectionism

28. According to the passage, the writer's attitude toward international trade is _____.

- A. optimistic
- B. pessimistic
- C. indifferent
- D. neutral

Part 4 29—38. (10 points, 1 point each)

Read the following passage and fill each gap with the best word (A, B, C or D).

Conversion rate specialists Smarter Click market development director Henry Boyson said: "Chinese e-commerce has seen a massive (29) _____ in recent years due, in no small part, to the massively successful and now globally recognised Singles' Day.

"There is a much higher degree of personalisation in Chinese online retail when compared to the West, where customers are expected to search for and purchase (30) _____ products themselves. In China, however, brands (31) _____ have stores on well-established online retailers—such as Alibaba—rather than have their own (32) _____ sites. This means that the customer experiences a more personalised journey, where everything can be bought in one place, (33) _____ the online experience ultimately more seamless.

“As a result of this, suggested products and adverts are easier to (34) _____ with just one click, in China, when browsing the web because of the integrated online platforms, where the same activity would take much longer in the U. K.

“The personalisation of the customer journey can also help to explain why Singles’ Day is so successful and how it eclipses Black Friday and Cyber Monday in the West. The latter retail events focus solely on prices and aggressive discounts. The former tends to focus more on experience, than price, celebrating the day through games and entertainment in a fun, social way.”

U. K. delivery company Yodel director of international services Jayne James said: “One of the biggest reasons that Chinese e-commerce companies like Alibaba and JD.com are so successful is that they’ve been built in the internet age with tech (35) _____ their core.

“Personalisation has become a popular buzzword when we talk about meeting the demands of consumers and Chinese companies have set the bar high in achieving this to enhance customer experiences. Chinese customers are (36) _____ for choice when it comes to delivery options and have a vast menu of preferences they’re able to define—from fast deliveries with tight, time-definable windows for the latest must-have tech products, through to slow but economical postal services for basic purchases. A lot of Chinese retailers build their own tech systems (37) _____ scratch to improve their ability to personalise shopping experiences and then make (38) _____ of big data to study customers and make decisions at hyper-speed.”

- | | | | |
|-------------------|--------------------|---------------|----------------|
| 29. A. decline | B. boom | C. plunge | D. fluctuation |
| 30. A. individual | B. collective | C. mysterious | D. special |
| 31. A. ought to | B. are supposed to | C. tend to | D. plan to |
| 32. A. different | B. standalone | C. similar | D. new |
| 33. A. make | B. made | C. making | D. will make |
| 34. A. download | B. buy | C. read | D. access |
| 35. A. in | B. at | C. with | D. on |
| 36. A. destroyed | B. disposed | C. eclipsed | D. spoilt |
| 37. A. from | B. by | C. for | D. in |
| 38. A. the least | B. the most | C. the fewest | D. the biggest |

Section Three Translation

Translate the following paragraphs into Chinese. (16 points)

39. Managing the product ingredient includes planning and developing the right products and services to be marketed by the company. Strategies are needed for changing existing products, adding new ones, and taking other actions that affect the assortment of products carried. Strategic decisions are also needed regarding branding, packaging, and various other product features.

In pricing, management must determine the right base price for its products. It must then decide on strategies concerning discounts, freight payments, and many other price-related variables.

试卷代号:11360

国家开放大学2024年春季学期期末统一考试

高级商务英语阅读 试题答案及评分标准

(供参考)

2024年7月

Section One Words (20 points)

Match the English words on the left with the Chinese words on the right. (2 points each)

1. b 2. a 3. e 4. i 5. h
6. g 7. c 8. e 9. d 10. f

Section Two Reading Comprehension (64 points)

Part 1 11—17. (21 points)

Read the following passage and then match the paraphrased statements (11—17) to the letter (A, B,

C or D). (3 points each)

11. B 12. A 13. C 14. B 15. D
16. B 17. C

Part 2 18—23. (18 points)

Read the following passage and choose the best sentence (A—F) to fill each of the gaps. (3 points each)

18. D 19. A 20. C 21. B 22. E
23. F

Part 3 24—28. (15 points)

Read the following passage and choose the best statement (A, B, C or D) for each question. (3 points each)

24. C 25. A 26. B 27. D 28. A

Part 4 29—38. (10 points)

Read the following passage and fill each gap with the best word (A, B, C or D). (1 point each)

29. B 30. A 31. C 32. B 33. C
34. D 35. B 36. D 37. A 38. B

Section Three Translation

Translate the following paragraphs into Chinese. (16 points)

英文原文

39. Managing the product ingredient includes planning and developing the right products and services to be marketed by the company. Strategies are needed for changing existing products, adding new ones, and taking other actions that affect the assortment of products carried. Strategic decisions are also needed regarding branding, packaging, and various other product features.

In pricing, management must determine the right base price for its products. It must then decide on strategies concerning discounts, freight payments, and many other price-related variables.

中文译文

39. 管理产品元素包括规划和开发公司销售的正确的产品和服务。需要制定战略以改变现有产品,添加新的产品,并采取其他行动丰富产品种类。战略决策还包括关于品牌、包装和其他产品特征等。

在定价方面,管理层必须为其产品确定正确的基价。然后,必须制定关于折扣、运费和许多其它与价格有关的变量的战略决策。

翻译评分标准	
13—16分	译文正确,文字通顺,语句符合汉语习惯,仅有个别小错。
10—12分	译文基本上表达出原文的意思,个别语句不符合汉语习惯,有些用词欠准确。
7—9分	译文勉强表达出原文意思,有时出现语言错误或漏译。
3—6分	译文仅表达出一小部分原文意思,用词不准确,语句不符合汉语习惯,有非常明显的语言错误。
0—2分	译文混乱不成句,只写出个别单词,或译文和原文不相关。