

国家开放大学2024年春季学期期末统一考试

国际商务礼仪 试题

2024年7月

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。

第一部分 判断题(30分,每小题2分)

There are fifteen statements in this section. Mark the statements True (T) or False (F) according to what you have learned in this course.

1. In the business environment, all people should stand, recognize each other, and shake hands with each other.
2. If you need to leave the table during the meal, place the napkin in your chair.
3. If you are at work sitting behind your desk when a visitor comes by, you can just reach out across your desk to shake your visitor's hand instead of walking around your desk.
4. Smoking is a personal choice that does not affect other people.
5. When you answer the telephone, identify yourself using your first and last name.
6. Try to avoid the habit of using possessive pronouns when describing coworkers, such as my assistant.
7. You do have to give away your precious time to visitors when they come to your office to see you.
8. When you begin a conversation with another person, try not to tilt your head forward the person.
9. Representing oneself or one's company in an unfamiliar business environment can present some challenges.
10. A genuine smile with a twinkle in your eye is a powerful way to communicate your willingness to meet another person.
11. In a restaurant, always talk softly to your server, as if you were sharing a secret.
12. The first rule of etiquette is that the other person feels comfortable. This applies to all settings and social situations.

13. Common courtesy is genderless.
14. If it is raining, the driver (whether man or woman) should offer to walk to the car and drive it back to where the sheltered passengers are waiting.
15. If you are a woman and a man wants to open the door for you, try to do it yourself.

第二部分 选择题(20分,每1个正确答案2分)

There are five questions in this section. Each question has one or more than one correct answer. Select the correct answer or answers.

16. Why is lunch an excellent time to accomplish a good deal of work?
 - A. Because you are away from the usual interruptions.
 - B. Because the atmosphere in a restaurant sets a different mood.
 - C. Because you can have the whole table to yourself in a restaurant.
 - D. Because working while eating is a new fashion.
17. In a more formal meeting, which of the following item or items should an agenda identify?
 - A. People not invited to the meeting.
 - B. The lunch menu.
 - C. The subject.
 - D. People expected to speak on the issue.
18. How long should a handshake last?
 - A. Three shakes seem to be about right.
 - B. A lingering handshake is necessary.
 - C. Let go of your hand as quickly as possible.
 - D. It relies on your best sense of social timing.
19. How do you give your work life the quality of your personal life?
 - A. Dress comfortably.
 - B. Be punctual.
 - C. Be critical.
 - D. Offer privacy.
20. Why should you repeat his or her name as soon as someone has been introduced to you?
 - A. So that the other person feels recognized.
 - B. Because repeating the name helps you better remember it.
 - C. Because you need to show the other person that you like the name.
 - D. So that the other person knows you are talking to him or her.

第三部分 简答题(30分,每小题6分)

根据本课程所学,简述下列问题:

21. 目光接触有什么作用?
22. 在工作交流中,为什么要慎用祈使句?
23. 何为“黄金法则”?
24. 会议通知或邀请中要包含的五个W指的是什么?
25. 在西餐中,如需暂时放下餐具,那么餐具应如何摆放?

第四部分 实践题(20分)

26. 结合你的日常观察,说一说在你的工作环境中,人们是如何应对工作效率不高的同事。如果你有项工作任务要与一位工作效率不高的同事合作,你会怎么办?结合本课程所学,谈谈你的看法。

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考点名称:

姓名:

学号:

○—○—○

试卷代号:23981

国家开放大学2024年春季学期期末统一考试

国际商务礼仪 试题答案及评分标准

(供参考)

2024年7月

第一部分 判断题(30分,每小题2分)

- | | | | | |
|-------|-------|-------|-------|-------|
| 1. T | 2. T | 3. F | 4. F | 5. T |
| 6. T | 7. F | 8. F | 9. T | 10. T |
| 11. T | 12. T | 13. T | 14. T | 15. F |

第二部分 选择题(20分,每一个正确答案2分)

- | | | | | |
|--------|--------|--------|--------|--------|
| 16. AB | 17. CD | 18. AD | 19. BD | 20. AB |
|--------|--------|--------|--------|--------|

第三部分 简述题(30分,每题6分)

21. 目光接触有什么作用?

目光接触可以表达自信、真诚和善意。缺乏直接的目光接触,特别是在两个人之间进行交流时,可能会让对方感到不舒服,感到给冒犯,或者感觉说话人不够真诚,甚至有欺骗性。

22. 在工作交流中,为什么要慎用祈使句?

因为,祈使句通常表示的是命令、建议、忠告、警告、请求、制止。因此,祈使句听起来容易让人产生“居高临下”甚至“强加于人”的感觉,会使对方或多或少感到不舒服。在使用祈使句时,最好同时使用诸如 please 之类的礼貌用语,以缓和语气。

23. 何为“黄金法则”?

所谓“黄金法则”,其核心是“推己及人”,这是世界上不同文化都十分推崇的道德准则。“希望别人怎么对待你,你就怎么对待别人”或“己所欲,施于人”。

24. 会议通知或邀请中要包含的五个 W 指的是什么?

五个 W 指的是 who, what, where, why 和 when。会议通知要说明此次会议都邀请了谁,议程是什么,会议地址,会议的目的(即为什么要开会),以及会议日期和时间。

25. 在西餐中,如需暂时放下餐具,那么餐具应如何摆放?

刀叉不能搭在盘子边上,应该放在盘子里,餐刀的尖要放在食物下面。汤勺不要放在汤碗里,应放在汤碗下的盘子里。

第四部分 实践题(20分)

26. 要求学生就这一话题阐述教材中的观点,并与现实观察做比较,阐述现实与教材内容的相同之处和不同之处。在评分时,不要求学生将教材中某一话题的要点全部列出,仅列出与其观察相关的要点即可。做到这一步,即可给12分。如能对观察到的现实状况加以分析,且阐述清晰、逻辑清楚、见解独到,可获得更高分。这一部分未设字数限制,答题以阐述透彻、语言简练为宜。