

试卷代号:11365

座位号

国家开放大学2024年春季学期期末统一考试

高级商务英语写作 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。

Information for the examinees:

- This examination consists of 4 parts. They are:
 - Part 1: Matching up (20 points, 2 points each)
 - Part 2: Translation (20 points, 4 points each)
 - Part 3: Paragraph Organization (20 points, 4 points each)
 - Part 4: Writing (40 points)
- The total marks for this examination are 100 points. Time allowed for completing this examination is 90 minutes.
- There will be no extra time to transfer answers to the Answer Sheet; therefore, you should write ALL your answers on the Answer Sheet as you do each task.

Part I Matching up (Items 1—10, 20 points, 2 points each)

Directions: Match the English words and phrases with their proper Chinese meanings.

1. Block style
2. Indented style
3. Self-evaluation
4. Supplier
5. Unit price
6. Statements of claims
7. Commercial invoice
8. Dependable performance
9. Assorted shipment
10. Educational background

a. 自我评价
b. 索赔清单
c. 齐头式
d. 缩进式
e. 拼单装运
f. 性能可靠
g. 教育背景
h. 单价
i. 供应商
j. 商业发票

Part 2 Translation (Items 11—15, 20 points, 4 points each)

Directions: Translate the following sentences into Chinese (English).

11. I have work experience in personnel affairs in a foreign-invested enterprise and educational background specializing in personnel management.

12. Regular use of the cream results in the increase of skin cell vitality.

13. Nothing will be able to erase our wonderful memories; we will treasure them forever.

14. 我们最新的型号一定会吸引您。它具备了时尚的外观和优质的性能。

15. 如果您有任何问题,请及时联系我们,不要犹豫。

○-○-○

考点名称:

姓名:

学号:

○-○-○

Part 3 Paragraph Organization (Items 16—20, 20 points, 4 points each)

Directions: Rearrange the order of sentences to form a proper letter.

	16	17		18	19	20	
e			f				g

- () a. We feel it necessary to make our regret known since we cannot give reliable delivery dates to our customers unless we can count on our suppliers.
- () b. We did not receive them until this morning though you had guaranteed delivery within a week.
- () c. We regret having to complain about the late delivery of the filing cabinets ordered on 2nd July.
- () d. Unfortunately, there have been similar delays on several previous occasions and their increasing frequency in recent months compels us to say that business between us cannot be continued under such conditions.
- () e. Dear Sirs,
- () f. It was on this understanding that we placed the order.
- () g. Yours faithfully,
- () h. We hope that you will understand our position and that from now on we can rely upon punctual completion of our orders.

Part 4 Writing (Item 21, 40 points)

Directions: Write a company profile according to the information given below. Write about 150 words. Write your answer on the Answer Sheet.

21. 请根据下文中的信息, 写作一篇英文公司介绍。

我公司是北京的一家国营外贸企业。主要经营各类轻工业产品的进出口业务。近年来, 随着公司内部改革及业务量的迅速增加, 公司在增强经济实力方面已经取得了巨大的成绩。

玩具部作为公司的主要业务部门之一, 专营各类儿童玩具的出口。产品主要销往中国香港、欧洲、美国及亚洲市场。公司拥有诸多富有经验的玩具开发人员及商务人员, 并与北京及周边地区的十余家工厂建立了密切的联系, 公司可按客户的要求大批量定做各类玩具。

试卷代号:11365

国家开放大学2024年春季学期期末统一考试

高级商务英语写作 试题答案及评分标准

(供参考)

2024年7月

Part 1 Matching Up (Items 1—10, 20 points, 2 points each)

Directions: Match the English words and phrases with their proper Chinese Meanings.

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

Part 2 Translation (Items 11—15, 20 points, 4 points each)

Directions: Translate the following sentences into Chinese (English).

11. (题目) I have work experience in personnel affairs in a foreign-invested enterprise and educational background specializing in personnel management.

(参考答案) 我具有从事外资企业人事事务的工作经验和人事管理的专门学历背景。

12. (题目) Regular use of the cream results in the increase of skin cell vitality.

(参考答案) 经常擦用本品可增强皮肤细胞活力。

13. (题目) Nothing will be able to erase our wonderful memories; we will treasure them forever.

(参考答案) 什么都不能抹掉我们美好的记忆,我们会永远珍惜它。

14. (题目) 我们最新的型号一定会吸引您。它具备了时尚的外观和优质的性能。

(参考答案) Our latest model cannot fail to attract your attention. It features a fashionable design and superior performance.

15. (题目) 如果您有任何问题,请及时联系我们,不要犹豫。

(参考答案) If you have any questions, please do not hesitate to contact us.

Part 3 Paragraph Organization (Items 16—20, 20 points, 4 points each)

Directions: Rearrange the order of sentences to form a proper letter.

16	17	18	19	20
c	b	d	a	h

Part 4 Writing (Item 21, 40 points)

Directions: Write a company profile in about 150 words according to the given information. Write about 150 words. Write your answers on the Answer Sheet.

21. 评分标准

36—40分	全部完成答题要求 ● 所有内容点都已包括在内并在答题要求允许的情况下加以展开。 ● 语言规范、恰当;错误少,且均属小错。 ● 多样化的语言结构和丰富准确的词汇。 ● 组织结构好,前后呼应自然。 ● 格式完全适当。 给读者的印象极佳。
31—35分	较好的完成答题要求 ● 所有内容点都处理得不错,展开得不够。 ● 大体准确;运用复杂语言时有错误。 ● 结构合理,用词基本准确。 ● 大体上组织较好,注意逻辑关系。 ● 格式总体来说适当。 给读者的印象良好。
21—30分	尚能达到答题要求 ● 所有的主要内容点已包括进去,遗漏了一些次要的内容。 ● 语言使用时出现一些错误,但不妨碍交流。 ● 结构和词汇掌握范围适度。 ● 组织和安排总的来说尚令人满意。 ● 格式尚可,虽然并不完全成功。 给读者的印象较好。
11—20分	不能完全达到答题要求 ● 遗漏了一些主要的内容点或者处理得不充分,可能有些不切题。 ● 语言错误有时影响交流,错误较多,使读者感到迷惑。 ● 结构、词汇掌握有限。 ● 内容条理不清、不连贯,造成理解困难。 ● 格式不适当。 给读者的印象不佳。
0—10分	未能达到答题要求 ● 显著的内容遗漏/或大量内容不相关,可能由于对题目要求的误解。 ● 语言严重不规范,经常出现基本错误。 ● 结构和词汇使用有严重错误。 ● 缺乏组织,造成交流失败。 ● 几乎没有使用适当的格式。 ● 篇幅太短 给读者的印象极差。