

国家开放大学2024年春季学期期末统一考试

商务交际英语(1) 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。

I. MULTIPLE CHOICE (10 小题,每小题 2 分,共 20 分)

Choose the letter indicating the best choice to complete each sentence or answer each question.

1. Instant message conversations are _____.
A. formal
B. analytical
C. informal
2. If a message reflects concern for the receiver's needs, it is considered to be _____-oriented.
A. I
B. you
C. he/she
3. An oral message is composed of both _____ and non-verbal symbols.
A. gestures
B. body languages
C. verbal symbols
4. The _____ states the purpose of the report.
A. introduction
B. finding
C. analysis

5. An obstacle to the communication process is called a(n) _____.
A. communication barrier
B. external barrier
C. internal barrier
 6. The _____ is the central theme or most important thought in a message.
A. objective
B. main idea
C. supporting information
 7. A memo to a coworker thanking her for her support on a project is to _____.
A. state a policy
B. provide a record
C. promote goodwill
 8. A _____ is a formal report that describes a problem and recommends a solution.
A. memo
B. letter
C. proposal
 9. A message that has only bad news should use the _____ order.
A. indirect order
B. direct order
C. direct-indirect order
 10. Proofreading is the process of _____ the message.
A. planning
B. reviewing
C. organizing
- II. TRUE/FALSE (10 小题,每小题 2 分,共 20 分)
- Write a T if the statement is true. Write an F if the statement is false. Your judgment should be based on your understanding of the course book.
11. All business messages should promote goodwill.
 12. A paragraph must have at least three sentences to be complete.
 13. E-mail should not be used to send sensitive information.
 14. The supporting information of a message contains the main idea.
 15. There are two participants in the communication process: the message and the receiver.
 16. Business proposals may be internal or external.
 17. Use indirect order when you expect your reader to respond favorably to the main idea in a report.
 18. A multicultural society is one that made up of people from the same culture.
 19. A friendship letter may or may not need supporting information.
 20. The receiver is responsible for reading and listening effectively.

○-○-○

考点名称:

姓名:

学号:

○-○-○

III. READING COMPREHENSION (10 小题, 每小题 2 分, 共 20 分)

Read the following two passages and answer the questions.

Passage One

Monthly Meeting Minutes of Board of Directors

Time: 2:30 p. m., March 5, 2022

Place: Conference Room, second floor of 3T Co. Ltd.

Participants: All the directors

Chairman: Chairman of the board, Mr. William Forest

Minutes keeper: Linda

The main activities at the meeting are as follows:

Firstly, Mr. William Forest, chairman of the board, made a report on the work and total sales of the company this season. Then the report was followed by a heated discussion.

Secondly, all the directors agreed to hold a press conference for the company next month.

Thirdly, the meeting suggested inciting experts from Canada to give a five-day training course to staff in the Sales Department.

The meeting finished at 3:30 p. m.

21. Who are the meeting participants?

- A. The directors.
- B. The interviewees.
- C. The executive assistants.

22. How many activities does the meeting have?

- A. One.
- B. Two.
- C. Three.

23. Mr. William Forest made a report on _____.

- A. the advertisement policies of the company.
- B. the work and total sales of the company.
- C. the training course in the Sales Department.

24. What did all the directors agree to do?

- A. To have another board meeting of all directors next season.
- B. To carry out a training project in the company next year.
- C. To hold a press conference for the company next month.

25. How long did the meeting last?

- A. 1 hour.
- B. 2 hours.
- C. 3 hours.

Passage Two

Nowadays, more and more attention is being paid to "business ethics". But what does it mean? What is the importance of ethics in business?

Business ethics is not about personality, though a good personality is valuable. Ethics is the primary element and prerequisite for successful business. No matter what you do, you should think of business as a matter of integrity. Nowadays, the slip in ethics and the absence of social responsibility, especially integrity, have led to a crisis in business, seriously influencing social development.

Events resulting from a loss of trust are being seen now and then and they affect the society in many unfortunate ways. Most people know the importance of business ethics, but still some people don't honor them. We often hear media reports on problems in business, such as adding harmful materials to products. These behaviors cause much damage to consumers, who spend money but do not get quality commodities, especially when these commodities do great harm to their health. It is difficult for people to forget the case in which some children consumed unsafe milk powder produced by a few immoral businesses, and their health suffered serious damage as a result. People can't bear this kind of behavior and the businesses responsible must be closed down and the related personal be published.

26. What is the primary component for a prosperous business?

- A. Business ethics.
- B. Good management.
- C. Reliable credit status.

27. What is the influence of losing integrity?

- A. Worsen the company's reputation.
- B. Hinder social development.
- C. Reduce people's trust between each other.

28. What is people's attitude towards business ethics?

- A. All people pay attention to business ethics.
- B. Most people attach importance to it and follow it.
- C. Lots of people know its importance but still some don't honor it.

29. Which of the following items is NOT mentioned in this passage?

- A. Media is important for people to know more about commodities.
- B. Manufacturers' immoral behaviors do little harm to consumers.
- C. The absence of ethics has led to a crisis in business world.

30. What is the author's attitude toward immoral behaviors in business?

- A. Critical.
- B. Affirmative.
- C. Indifferent.

IV. TRANSLATION (4 小题, 每小题 5 分, 共 20 分)

Translate the following sentences into Chinese.

31. Most business messages are organized using direct, indirect or direct-indirect order.

32. Your ability to establish and build relationships affects every aspect of your life.

33. Reports can be classified according to their style, purpose, and format.

34. Communication is the process used to send and interpret messages so they are understood.

V. WRITING (2 小题, 每小题 10 分, 共 20 分)

35. According to the given facts, format a business envelope. (10 分)

The sender:

Li Dong, Head of Memorial Hospital
666 Beijing Road, Shanghai, 213500
China

The receiver:

Mr. Herry Smith, Head of Hope Hospital
36 Rose Avenue, New York, 100100
U. S. A

36. Write a memo in a traditional format according to the following information. (10 分)

A coworker's son was selected for the all-state debate team and will compete in a national competition. Write a memo to your coworker, congratulating him on his son's success.

试卷代号:24015

国家开放大学2024年春季学期期末统一考试

商务交际英语(1) 试题答案及评分标准

(供参考)

2024年7月

I. MULTIPLE CHOICE (10 小题,每小题 2 分,共 20 分)

Choose the letter indicating the best choice to complete each sentence or answer each question.

1	2	3	4	5	6	7	8	9	10
C	B	C	A	A	B	C	C	A	B

II. TRUE/FALSE (10 小题,每小题 2 分,共 20 分)

Write a T if the statement is true. Write an F if the statement is false. Your judgment should be based on your understanding of the course book.

11	12	13	14	15	16	17	18	19	20
T	F	T	F	F	T	F	F	T	T

III. READING COMPREHENSION (10 小题,每小题 2 分,共 20 分)

Read the following two passages and answer the questions.

Passage One

21	22	23	24	25
A	C	B	C	A

Passage Two

26	27	28	29	30
A	B	C	B	A

IV. TRANSLATION (4 小题,每小题 5 分,共 20 分)

Translate the following sentences into Chinese.

31. Most business messages are organized using direct, indirect or direct-indirect order.

大多数商业信息的建构顺序有直接、间接和先直接后间接三种。

32. Your ability to establish and build relationships affects every aspect of your life.

建立关系的能力会影响到你生活的各个方面。

33. Reports can be classified according to their style, purpose, and format.

报告可以根据其风格、目的和格式分类。

34. Communication is the process used to send and interpret messages so they are understood.

交流是传达和解释信息使其易于理解的过程。

V. WRITING (2 小题,每小题 10 分,共 20 分)

35. According to the given facts, format a business envelope. (10 分)

评分标准:

格式:5 分

内容:5 分

36. Write a memo in a traditional format according to the following information. (10 分)

评分标准:

格式、版面:3 分

内容:5 分(清楚、合理)

拼法及其它:2 分