

国家开放大学2024年春季学期期末统一考试

商务英语阅读 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 three sections.

Section One: Grammar and Word Practice (40 points)

Section Two: Reading Comprehension (40 points)

Section Three: Translation (20 points)

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

Section One Grammar and Word Practice(40 points)

Questions 1—10. (20 points)

Each of the sentences below is followed by three choices marked A, B and C. Choose the one answer that best completes the sentence. (2 points each)

1. We tend to believe or wish that all foreigners will \_\_\_\_\_ the stereotypes we have of them.
  - A. satisfy
  - B. agree
  - C. fit
2. If a company is to get the most out of its workers, it must \_\_\_\_\_ those workers.
  - A. develop
  - B. select
  - C. put
3. The new offices are \_\_\_\_\_ situated close to the motorway and to the local railway station.
  - A. conveniently
  - B. deeply
  - C. highly
4. Managers must also consider the relative importance of \_\_\_\_\_ to buyers in the target market before setting prices.
  - A. product
  - B. plan
  - C. price
5. \_\_\_\_\_ a company may involve hiring from outside the company.
  - A. Having staffed
  - B. Staffing
  - C. Staff
6. Technical skills \_\_\_\_\_ performing specialized tasks within the organization.
  - A. are associated with
  - B. differ from
  - C. are similar to
7. \_\_\_\_\_ means using the Internet and a website to promote products or services.
  - A. On-line support
  - B. Web support
  - C. Advertising on the web
8. A personal identification for access to a website or a security protected resource is called \_\_\_\_\_.
  - A. access code
  - B. website word
  - C. web page
9. They also want to integrate these systems \_\_\_\_\_ the rest of their business process.
  - A. with
  - B. and
  - C. for
10. A firm's marketing program must be adapted to foreign markets to \_\_\_\_\_ differences in the business environment and target markets from nation to nation.
  - A. account of
  - B. account for
  - C. account on

Part 2 Questions 11—20. (20 points)

Choose the correct word or words from the box to complete the following sentences. (2 points each)

|           |              |          |
|-----------|--------------|----------|
| in turn   | buck-passing | acquire  |
| reflect   | stockholders | delegate |
| formulate | depict       | product  |
|           |              | consist  |

11. Sole proprietorship, the most common business form, \_\_\_\_\_ of one person doing business with no legal charter.

12. These \_\_\_\_\_ share in the company's profits and elect a board of directors to oversee the professional managers who run the company.

13. Top managers set policies, \_\_\_\_\_ strategies, and oversee all of a firm's major decisions.

14. Each of the plant managers reports directly to the vice president for production who, \_\_\_\_\_, reports to the president.

15. Most business prepare organizational charts that \_\_\_\_\_ the company's structure and how employee where they fit into the firm's operations.

16. Many also \_\_\_\_\_ new skills through on-the-job training, off-the-job training and/or management development programs.

17. He plans to \_\_\_\_\_ more authority to his deputies.

18. There is great deal of \_\_\_\_\_ and procrastination in the government.

19. Modern American business structures \_\_\_\_\_ a pattern of development over centuries.

20. Marketing is concerned with getting the right \_\_\_\_\_ to the right place at the right time.

### Section Two Reading Comprehension (40 points)

Questions 21—30.

Read the following passage and decide whether the following statements are true (T) or false (F).

(4 points each)

#### About Olympus

People talk a lot about corporate culture these days but at Olympus we really pay attention to it. We aim to offer people challenging and rewarding work in a pleasant environment. Employees dress casually on days when there is no customer contact and this helps to create a friendly atmosphere.

Developing and maintaining close partnerships with our customers is one of the keys to our success. Our customers appreciate that we offer high quality products at competitive prices and a high level of customer care.

We also work in close contact with other Olympus employees around the world. This interaction creates many opportunities to travel and to learn from other offices. We realise that our most valuable resource is our employees. This is why we strongly support the professional and personal development of our staff through workshops, classes and short courses.

Our management style is open door and staff have access to management at all levels at all times. We pride ourselves on our good communication. We hold quarterly meetings where employees can put forward any new proposals and we have regular communication meeting to inform employees about all company activities.

21. The Olympus pays attention to the corporate culture.

22. The staff at Olympus must dress formally every work day.

23. The Olympus offers high quality product with reasonable price.

24. The Olympus has the offices around the world. Their employees have to travel and learn new things from those offices.

25. Decision-making in Olympus tends to be autocratic.

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

(4 points each)

#### Foundations of Business

Business is the organized effort of individuals to produce and sell, for a profit, the goods and services that satisfy society's needs. Four kinds of resources—material, human, financial, and informational—must be combined to start and operate a business. The three general types of businesses are manufacturers, service businesses, and marketing middlemen.

Profit is what remains after all business expenses are deducted from sales revenue. It is thus the payment that business owners receive for assuming the risks of business; primarily the risks of not receiving payment and of losing whatever has been invested in the firm. Most often, a business that is operated to satisfy its customers earns a reasonable profit.

By studying business, you can become a more informed consumer and investor and be a better employee. And with a working knowledge of business, you may decide to open your own business.

Since its beginnings in the seventeenth century, American business has been based on private ownership of property and freedom of enterprise. And from this beginning, through the Industrial Revolution of the early nineteenth century, to the phenomenal expansion of American industry in the nineteenth and early twentieth centuries, our government maintained an essentially laissez-faire attitude toward business. However, during the Great Depression of the 1930s, the federal government began to provide a number of social services to its citizens. Government's role in business has expanded continually since that time.

26. Material, human, financial, and informational are combined to be \_\_\_\_\_.

A. foundations of business

B. a service business

C. marketing research report

27. By studying business, you can become \_\_\_\_\_ and investor and be a better employee.

A. more informed a consumer

B. a more informing consumers

C. a more informed consumer

28. With a working knowledge of \_\_\_\_\_, people can open their own shop.

A. weather

B. business

C. middle class

29. \_\_\_\_\_ has been based on private ownership of property and freedom of enterprise since the 17th century.

A. Businesses in America

B. American business

C. American government

30. In the following descriptions about the phrase 'laissez-faire', which one is **not** correct \_\_\_\_\_?

A. Laissez-faire is an economic theory that opposed any government intervention in business.

B. Laissez-faire is an economic philosophy of free market capitalism.

C. Laissez-faire refers to the government control in business.

### Section Three Translation (20 points)

Translate the following passage into Chinese. (20 points)

31. Are all companies having trouble changing? For companies who have not had to change very often, the occasional change is especially difficult but they usually muddle through. For companies more experienced with organizational change, the change process goes better. But even the companies who do change best cannot do it as well as they can run their daily businesses. Of those companies best at change, few would be willing to adopt a change standard of on target, on time, and on budget. And therein lies the problem; companies are not changing well enough to avoid negative consequences, much less use change as a competitive weapon.

试卷代号:24050

国家开放大学2024年春季学期期末统一考试

商务英语阅读 试题答案及评分标准

(供参考)

2024年7月

Section One Grammar and Word Practice (40 points)

Questions 1—10. (20 points)

Each of the sentences below is followed by three choices marked A, B and C. Choose the one answer that best completes the sentence. (2 points each)

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

Questions 11—20. (20 points)

Choose the correct word or words from the box to complete the following sentences. (2 points each)

11. consist  
12. stockholders  
13. formulate  
14. in turn  
15. depict  
16. acquire  
17. delegate  
18. buck-passing  
19. reflect  
20. product

Section Two Reading Comprehension Questions 21—30. (40 points)

Read the following passage and decide whether the following statements are true or false. (4 points each)

21. T      22. F      23. T      24. T      25. F

Read the following passage and choose the best statement (A, B, or C) for each question. (4 points each)

26. A      27. C      28. B      29. B      30. C

Section Three Translation (20 points)

31. 原文: Are all companies having trouble changing? For companies who have not had to change very often, the occasional change is especially difficult but they usually muddle through. For companies more experienced with organizational change, the change process goes better. But even the companies who do change best cannot do it as well as they can run their daily businesses. Of those companies best at change, few would be willing to adopt a change standard of on target, on time, and on budget. And therein lies the problem; companies are not changing well enough to avoid negative consequences, much less use change as a competitive weapon.

中文译文: 所有的公司进行变革都有麻烦吗? 对不需要经常进行变革的公司而言, 偶尔的变革是特别困难的, 但它一般能应付过去。对进行组织变革更有经验的公司来说, 变革的过程比较顺利。但是, 即使变革搞得最好的公司, 它们也无法做得像管理日常业务那么好。在这些变革搞得好的公司之中, 很少有公司愿意把在预算内按时达到目标作为变革标准。问题就在这里, 公司的变革搞得不够好, 因而不能避免负面的效果, 更无法把变革当作一种竞争的武器。

| 翻译评分标准 |   |
|--------|---|
| 18—20分 | 译文正确, 文字通顺, 语句符合汉语习惯, 仅有个别小错。                 |
| 14—17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。          |
| 9—13分  | 译文勉强表达出原文意思, 有时出现语言错误或漏译。                     |
| 3—8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, 有非常严重的语言错误。 |
| 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。                  |