

试卷代号:11361

座位号

国家开放大学2024年春季学期期末统一考试

国际商务交际 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。

Part One Reading (15 points)

In the United Arab Emirates (the UAE), the working week traditionally begins on Sunday and ends on Thursday. Friday and Saturday are officially the weekend. Some of the smaller private companies are only closed on Fridays. Normal working hours in the UAE are eight hours per day. Appointments should generally be made no more than two weeks in advance and reconfirmed one or two days before the actual meeting. In the case of cancelling an appointment due to urgent commitments, it is advisable to prepare a letter expressing regret over the cancellation and the wish for rescheduling.

Business meetings in the UAE can take many forms. You might attend formal meetings where the most senior people present and negotiate. Alternatively, you may find yourself attending more casual lunches or coffees. In some cases, you may even be asked to go to someone's house for dinner. Don't be surprised if someone is late, shows up unannounced, checks their phone irregularly, or changes the direction of the discussion.

When it comes to actual business negotiations, you should learn to be flexible. Having a clear goal in your mind is required, but being capable of making changes is also needed.

Decision-making in the UAE is usually a lengthy process. In this case, you should remain patient. Don't try to rush negotiations and make sure that all feedback is respectfully given. It is very offensive to directly criticize or disagree with local business people as this will make them feel embarrassed. Disagreements may be resolved using a non-confrontational, more subtle approach.

The Emiratis are known for their expert negotiation skills. Any pressure tactic will be seen negatively. That is to say, it is advisable to avoid using negative expressions such as the word "no", if you have doubts about the outcome of the negotiations. People should not be offended when their business partner answers the phone or allows others to enter during a meeting. Once an agreement has been reached, either verbally or in writing, the Emirati partners are expected to abide by it.

Under the UAE law, verbal contracts are enforceable. Yet it is still advisable to formalise the agreed terms of any negotiation in writing in order to avoid potential disputes.

In the UAE, people prefer to do business in person. Relationships and mutual trust can be developed through face-to-face meetings. It is vital to spend time with your business partners in the UAE and ensure that this relationship continues to be nurtured in future meetings.

Mark the following statements True (T) or False (F) according to the information provided in the text.

1. In the United Arab Emirates, Friday and Saturday are officially the weekend.
2. Business appointments should generally be made at least two weeks in advance.
3. When it comes to actual business negotiations, you should focus on your goal and try not to be flexible to make any changes.
4. It is very offensive to directly criticize or disagree with local business people as this will make them feel embarrassed.
5. In the UAE, verbal contracts are not legally enforceable, thus you have to formalise the agreed terms of any negotiation in writing.

○—○—○

考点名称:

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Part Two Short-Answer Questions (15 points)

Answer the following questions based on what you have learned from the textbook. You should use complete sentences.

6. Why is etiquette more about attitude than about formal rules of behavior?
7. Why do we say that culture is learned?
8. What are the key factors in successful communication?

Part Three Writing (70 points)

I. Revise each of the following sentences according to the requirement given in the brackets.

Please write your revised version in the Answer Sheet. (40 points)

9. Members of the team have taken into consideration every one of the factors that has the capacity to affect the purchase. (to improve vigor and directness)
10. Because of the degree of active employee participation, we are of the opinion that our team management will be successful. (to make it concise)
11. The proposal should allow for an increase in prices or suggest a way to cut costs. (to improve parallelism)
12. Your prompt reply will ease our job of delivering your goods. (to emphasize the "you" view)
13. You failed to include your credit card number, so we can't mail your order. (to make it positive)
14. Am I the only one who can read the operating manual? (to make it courteous)
15. I shall be most pleased to avail myself of your kind suggestion when and if prices decline. (to keep it conversational)
16. We take pride in announcing a new schedule of low-cost flights to Hawaii. (to make it receiver-focused)
17. We hired Todd Shimaya, a Korean American, for the position of communications coordinator. (to use bias-free word)
18. Changing the name of a company that is successful is always risky. (to get rid of empty words)

II. Revise the following message. The formatting of the memo is to be scored. (30 points)

19.

To: Mr. Winkleman;

You need to replace the wallpaper in Edward's Tower because it is not what I ordered.

I did not pay \$8,600 to redecorate and then not have the wallpaper properly match the carpeting. The tenant is threatening to leave, due to your carelessness.

I intend to have you replace all the paper on the fifth floor without charging me one dime.

I need you to replace it promptly before the tenant leaves, creating another problem for me.

Fred Edward

Owner

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国家开放大学2024年春季学期期末统一考试

国际商务交际 试题答案及评分标准

(供参考)

2024年7月

Part One Reading (15 points)

● **Three points for each item.**

1. T 2. F 3. F 4. T 5. F

Part Two Short-Answer Questions (15 points)

● **Five points for each question.**

6. Etiquette is more about attitude than about formal rules of behavior. Attitude is a desire to show others consideration and respect. It includes a desire to make others feel comfortable.

7. Rules, values, and attitudes of a culture are not inherent. They are learned and passed down from generation to generation.

8. The ability to accurately predict how a message will affect its receiver and the skill in adapting that message to its receiver are key factors in successful communication.

Part Three Writing (70 points)

I. Revise each of the following sentences according to the requirement given in the brackets. (40 points)

● **Four points for each sentence.**

9. The team members have considered every factor that may affect the purchase.
10. Because of the active participation, our team management program will be successful.
11. The proposal should allow for either an increase in prices or a way to cut costs.
12. Your prompt reply will enable us to effect an immediate delivery of your goods.
13. We'll mail your order as soon as we receive your credit card number.
14. Let's review the operating manual together so that you can get your documents to print correctly next time.
15. I'll gladly follow your suggestion if the price falls.
16. You will appreciate a new schedule of low-cost flights to Hawaii.
17. We hired Todd Shimoya for the position of communications coordinator.
18. Changing the name of a successful company is always risky.

II. Revise the following message. The formatting of the memo is to be scored. (30 points)

19.

- Five points for the format of the message (TO; FROM; SUBJECT;);
- Four points for gaining attention at the beginning;
- Five points for building interest;
- Five points for reducing resistance and motivating action;
- Three points for ending positively;
- Eight points for the fluency and accuracy of the language. (including one point for three spelling mistakes, one point for two grammar mistakes).