试卷代号:1051

中央广播电视大学2001—2002学年度第一学期“开放本科”期末考试

英语专业经贸英语(上)试题

2002年1月

注 意 事 项

一、将你的准考证号、学生证号、姓名及分校(工作站)名称填写在答题纸的规定栏内。考试结束后,把试卷和答题纸放在桌上。试卷和答题纸均不得带出考场。

二、仔细阅读题目的说明,并按题目要求答题。答案一定要写在答题纸指定的位置上,写在试卷上的答案无效。

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

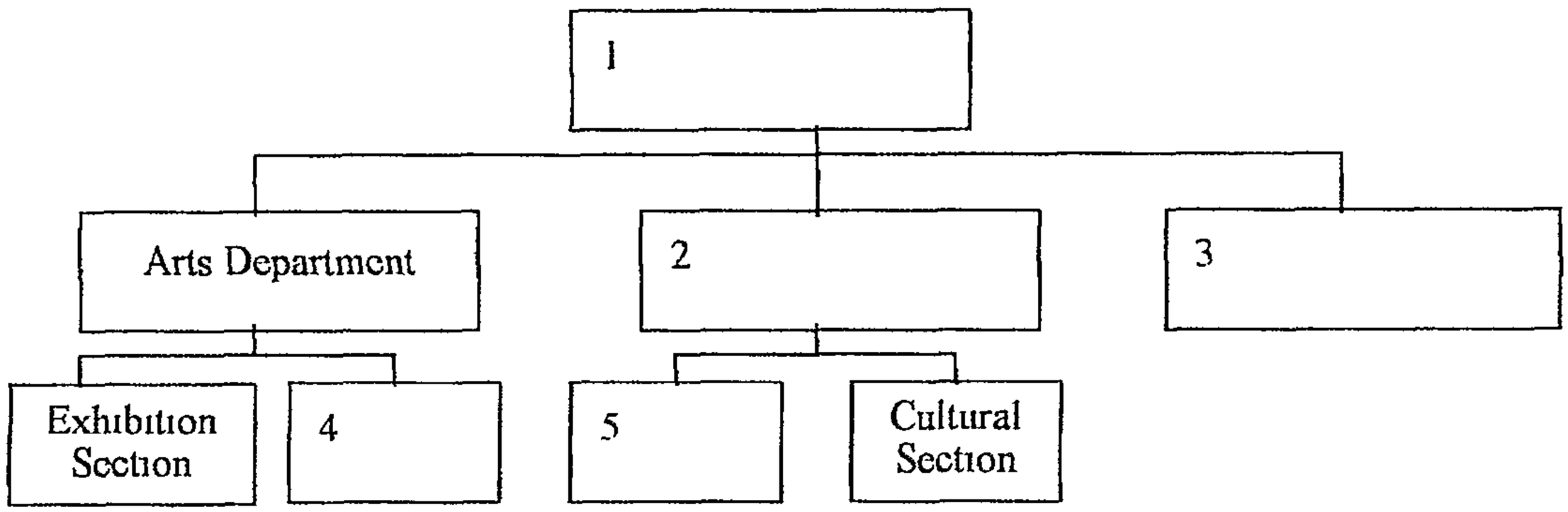
Paper 1　Listening Test (15 points)

Information for candidates

- **There are three parts to the test and you will hear each part twice.**
- **There will be a pause before each part to allow you to look through the questions and other pauses to let you think about your answers.**
- **Write your answers in the spaces indicated in the test paper.**
- **You will have ten minutes at the end of the listening test to transfer your answers to the answer sheet.**

Part 1

You now hear an employee describing the structure of Yes UK, a British organization which organizes cultural events and language courses. Fill in the chart according to what you have heard. (5 points)



Part 2

You are going to listen to a conversation between Helen and Alex. You will listen to it twice. Choose the best choice according to the information provided. (5 points)

6　Alex is going to finish his business plan on _____

A　Monday　　B　Wednesday

C　Tuesday

7 Alex will need about _____ to cover his personal expenses for the first year

A £ 20,000

B £ 12,000

C £ 24,000

8 Alex has decided he is not going to have _____

A an appointment with the manager

B a holiday

C a company of his own

9 How did Alex's girl friend think of his plan?

A She is much worried about it

B She is enthusiastic about it

C She is too busy to notice it

10 Alex and Helen will meet to _____

A finish the business plan together

B discuss health and safety legislation

C go over the plan together

Part 3

You will hear a short passage. As you listen, mark the following statements True or False according to the information you have heard. (5 **points**)

11 Swiss luxury watch manufacturers were doing badly in the 1980s

12 Electronic digital watches were invented in Switzerland

13 According to market research consumers preferred analogue watches

14 ETA's new product would be easy to repair.

15 Swatches would be fashion items, not timepieces

Paper 2 Vocabulary and Structure

I. Match the words on the left with their definitions on the right. (8 **points**)

1 relocation	(a) a small group representing a large group
2 accessories	(b) the statement that shows an organization's assets against its liabilities at a particular time
3 catalogues	(c) research carried out for a number of companies on the performance of different products
4 product range	(d) when the company moves, e g to another part of the country
5 hard sell approach	(e) leaflets and booklets which a company produces to give information about their products
6 the balance sheet	(f) all the products sold by a company
7 omnibus survey	(g) a direct way of persuading people to buy things
8 sample	(h) items which are additional to the main product and which can be used with it

II. Complete the following sentences, using the appropriate phrasal verbs from the box below. Remember to put the verbs in their correct forms. (7 **points**)

take on	get down to	come to	get through
call on	carry out	look into	sum up
run out of	put of		

1 They _____ new staff to deal with the increase in orders

2 (During a presentation) And finally, _____, let us look at the main points again

3 It was a disaster! The restaurant _____ wine and everybody had to drink water

4 If we don't _____ business soon, it'll be time for lunch

5 I'll _____ that in a moment

6 It's going to take a long time to _____ this agenda

7 I'll be _____ you when I'm next in town

III. Choose a word or phrase from the list for each space in the passage below. Make changes if necessary. (15 **points**)

like	join up with	heavily	with	unique
while	set out	partners	launched	founded
called	replacement	take off	as	however

Quad is a company that makes stereo systems and loudspeakers Its loudspeakers are 1 Ir the 1950s, when most loudspeakers looked 2 wooden boxes, Quad 3 a speaker that looked like

a radiator

4 in 1936, Quad is located in Huntingdon, in the south of England

It has a simple strategy, to manufacture products that last for ever 5 most hi-fi companies launch new models every year, Quad's go on for years Its original 'electrostatic' speaker, for example, was in production for 28 years

Peter Walker, the founder of Quad, initially 6 to produce the highest level of sound reproduction possible Although Quad's products were originally designed for use in studios and laboratories, sales soon 7 in the domestic market Today a large percentage of the company's products are exported to Japan and continental Europe

8 a policy, Quad relies 9 on its subcontractors Those working closely with the company are treated almost as 10 The firm's closest relationships, however, are 11 its customers They are well looked after and often advised to send elderly equipment back for repair, rather than to buy a 12 'We treat our customers as friends,' said Quad

In 1995 Quad was taken over by a company 13 Verity plc 14 , in the late 1990s it decided to leave Verity and 15 three other famous names to form the International Audio Group Together these four now make up an impressive and important hi-fi company

Paper 3 Translation and Short-Answer Questions.

Part 1 Translate the following two paragraphs into Chinese. (16 **points**)

GATT—the General Agreement on Tariffs and Trade—is a multilateral treaty, subscribed (签署) to by 88 governments which together account for more than four-fifths of world trade Its basic aim is to liberalize world trade, and place it on a secure basis, thereby contributing to economic growth and development and to the welfare of the world's peoples The General Agreement is the only multilateral instrument that lays down agreed rules for international trade

For the past 35 years, GATT has also functioned as the principal international body concerned with negotiating the reduction of trade barriers and with international trade relations GATT is thus both a code of rules and a forum (论坛) in which countries can discuss and overcome their trade problems and negotiate to enlarge world trading opportunities The eightfold growth in the volume of

international trade since the Second World War has provided continuing evidence of GATT's success in this double role

Part 2 Answer the following questions based on what you have learned from the textbook. You should use complete sentences. (14 **points**)

1 What is a tall structure? And what is a flat structure? (4%)

2 What is SWOT analysis? (5%)

3 What are the three common ways of getting feedback from customers? (3%)

4 What is quantitative market research? (2%)

Paper 4 Reading

Passage 1 (7 **points**)

P&O Stena Line: the best way of crossing the Channel

The UK's leading ferry company, P&O Stena Line, operates the premier car and passenger service to France between Dover and Calais with the best fleet of ships on the English Channel

Luxury facilities include comfortable lounge areas, including a Club Lounge facility, a great choice of catering outlets and fun children's amenities

There is something to suit everyone on the ferries Teenagers will be entertained by the latest electronic games in the new Coca-Cola Megadrome areas They can even enjoy a burger in the fast-food restaurant Younger children can enjoy cartoon-themed soft play areas and even children's entertainers (during the summer only)

The international food court offers an excellent range of international cuisine Alternatively there are silver-service restaurants on every ship offering à la carte and table d'hôte menus at very reasonable prices

Other new features on every ship will include Harbour Coffee Company outlets, offering an extensive range of Kenco coffees and fresh pastries, the Silverstone Sports Bar, the Horizons Family Bar or the exclusive Club Lounge which, for a small supplement, includes a welcome glass of champagne, tea, coffee, biscuits, soft drinks and newspapers

The Dover-Calais service offers the quickest and most frequent ferry link to France P&O Stena

Line operates a fleet of seven ships on a round-the-clock schedule of 35 return sailings each day with a departure every 30 minutes during peak times And the latest computerized check-in and loading systems have cut check-in times to just 20 minutes prior to sailing for motoring and foot passengers alike

Answer the following questions according to the information provided in the passage.

1 Can both foot and car passenger use the P&O Stena Line ferries?

2 What facilities are available for teenagers on the ferries?

3 When does the company provide live entertainment for children?

4 Can passengers only get British food on the ferries?

5 How many ships does the company operate on the Dover-Calais service?

6 How long before sailing do passengers have to check in?

7 How often do the ferries run at the busiest times of the year?

Passage 2 (8 points)

On June 8th the Supreme Court ordered Eastman Kodak to stand trial in a competition case about the repair of expensive photocopiers It has thrown a spotlight on the increasingly hostile relationship in America between manufacturing companies and the firms that service and repair the goods which manufactures produce

If firms chose to use an independent service company, it is alleged, Kodak refused to supply either the servicing firm or the customer with spare parts In effect, Kodak was trying to get customers to agree not to employ any firms that competed with it for service contracts on the Kodak machines

Many economists would side with Kodak, rather than the court They argue that consumers take servicing costs into account when buying equipment, so restrictive service agreements are not necessarily anti-competitive as long as there is competition in the equipment market itself

The market for servicing high-technology electronic products alone is worth roughly $ 100 billion a year Thousands of independent contractors compete for the business, but the lion's share goes to equipment manufacturers

Roughly a quarter of the revenues of America's computer makers comes from servicing and maintaining the machines they sell Profit margins on service contracts can be as high as 50% That

comes in handy when profit margins on the sale of computers are disappearing because of recurring price wars

Other industries may also be affected Detroit's car makers also backed Kodak In 1990 the retail market for car parts was worth $150 billion, about the same as that for new cars Serving cars came to another $100 billion on top of that Detroit used to be happy to leave the repair business to mom-and-pop garages No longer Many independent distributors of spare parts complain that the big car makers are muscling in on their business

Big manufacturers in Japan and Germany service nearly all their own products But America's high job mobility and entrepreneurial traditions have encouraged many engineers in high-tech industries to set up service firms of their own, often to the fury of their former employers

Not all manufacturers are keen on the repair and service business Makers of cheaper electronic goods, such as washing machines, televisions and video-recorders, find it cheaper and easier to replace faulty machines with new ones, or encourage customers to buy a new model, than to bother with spare parts But many states in America require that manufacturers honour warranties on anything they sell To satisfy the law they have appointed dealers and service agents And yet because the manufacturers of electronic goods now view many of their products as disposable, they are in direct conflict with the dealers who have to provide service under those warranties

Mark the following statements True or False according to the information provided in the text.

1 It is alleged that Kodak refused to supply repair firms which competed with them

2 It is generally agreed that Kodak acted unfairly

3 Most servicing of electronic equipment is done by independent contractors

4 US computer manufacturers earn about half their income from selling spare parts

5. Servicing computers is more profitable than selling computers

6 US car manufacturers earn about half their income from selling spare parts

7 The number of independent servicing companies is greater in Japan and Germany than in the USA

8 If cheaper electronic products go wrong, they are more likely to be replaced than repaired

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英语专业经贸英语(上)试题答题纸

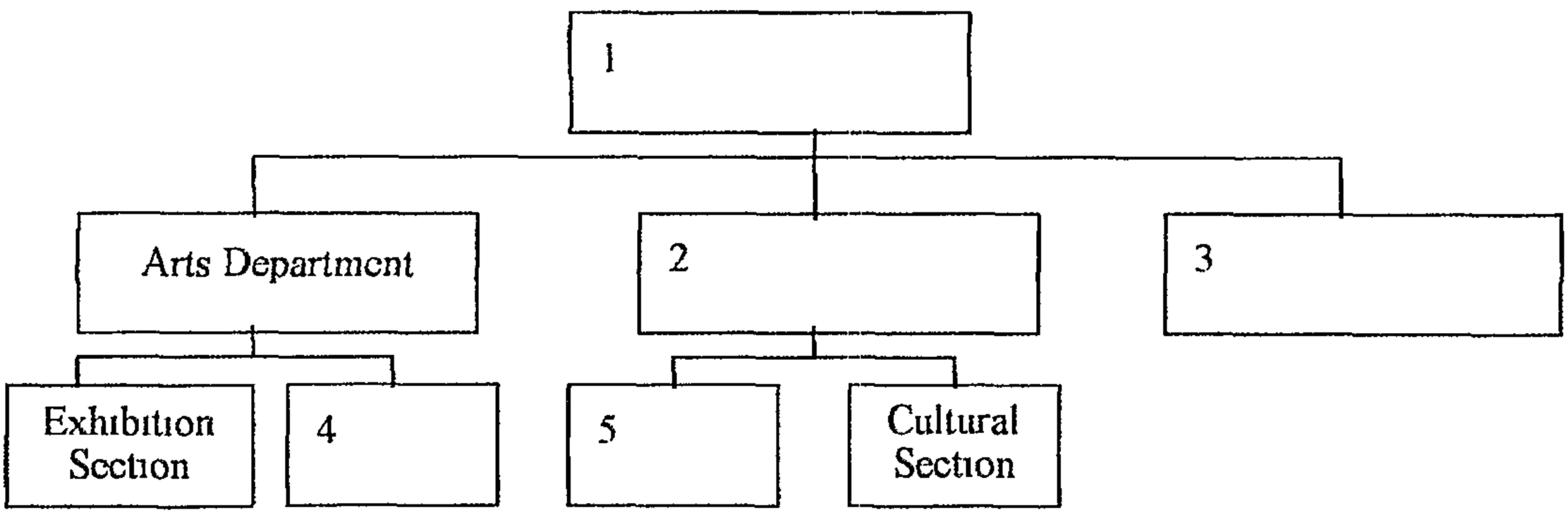
2002年1月

题　号	Paper 1	Paper 2	Paper 3	Paper 4	总　分
分　数					

Paper 1　Listening Test (15 points)

得　分	评卷人

Part 1　You now hear an employee describing the structure of Yes UK, a British organization which organizes cultural events and language courses. Fill in the chart according to what you have heard. (5 points)



得　分	评卷人

Part 2　You are going to listen to a conversation between Helen and Alex. You will listen to it twice. Choose the best choice according to the information provided. (5 points)

6 _____　　7 _____

8 _____　　9 _____

10 _____

得　分	评卷人

Part 3　You will hear a short passage. As you listen, mark the following statements True or False according to the information you have heard. (5 points)

11 _____　　12 _____

13 _____　　14 _____

15 _____

Paper 2　Vocabulary and Structure

得　分	评卷人

I. Match the words on the left with their definitions on the right. (8 points)

1 _____　　2 _____

3 _____　　4 _____

5 _____　　6 _____

7 _____　　8 _____

得　分	评卷人

Ⅱ. Complete the following sentences, using the appropriate phrasal verbs from the box below. Remember to put the verbs in their correct forms. (7 points)

1 _____　　2 _____

3 _____　　4 _____

5 _____　　6 _____

7 _____

得　分	评卷人

Ⅲ. Choose a word or phrase from the list for each space in the passages below. (15 points)

1 _____　　2 _____

3 _____　　4 _____

5 _____　　6 _____

7 _____　　8 _____

9 _____　　10 _____

11 _____　　12 _____

13 _____　　14 _____

15 _____

Paper 3　Translation and Short-Answer Questions.

得　分	评卷人

Part 1 Translate the following two paragraphs into Chinese. (16 points)

- Award a maximum of 16 points

得　分	评卷人

Part 2 Answer the following questions based on what you have learned from the textbook. You should use complete sentences. (14 points)

- Award a maximum of 14 points

1

2

3

4

Paper 4　Reading

得　分	评卷人

Passage 1 (7 points)

1

2

3

4

5

6

7

得　分	评卷人

Passage 2 (8 points)

True. _____

False. _____

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中央广播电视大学2001—2002学年度第一学期“开放本科”期末考试

英语专业经贸英语(上)

试题答案及评分标准

(供参考)

2002年1月

Answer Key & Marking Guide

Paper 1 Listening Test

Part 1

- **One point for each item.**

1 Director

2 English Language

3 Science

4 Library

5 Examination

Part 2

- **One point for each item.**

6 A

7 B

8 B

9 C

10 C

Part 3

- **One point for each item.**

11 F

12 T

13 T

14 F

15 T

Paper 2 Vocabulary and Structure

- **One point for each item.**

I. Match the words on the left with their definitions on the right. (8 **points**)

1 d

2 h

3 e

4 f

5 g

6 b

7 c

8 a

II. Complete the following sentences, using the appropriate phrasal verbs from the box below. Remember to put the verbs in their correct forms. (7 **points**)

1 took on

2 to sum up

3 ran out of

4 get down to

5 come to

6 get through

7 calling on

III. Choose a word or phrase from the list for each space in the passages below. (15 **points**)

1 unique

2 like

3 launched

4 Founded

5 While

6 set out

7 took off

8 As

9 heavily

10 partners

11 with

12 replacement

13 called

14 However

15 joined up with

Paper 3 Translation and Short-Answer Questions.

Part 1 Translate the following two paragraphs into Chinese. (16 points)

● **Award a maximum of 16 points.**

关贸总协定——全称为关税及贸易总协定——是一项多边条约,由八十八个政府签署,它们的贸易总和占世界贸易五分之四强。(2%)关贸总协定的基本宗旨是世界贸易自由化,并使世界贸易建立在一个牢固的基础上,从而为经济增长和发展,为世界各国人民的福利作出贡献。(4%)关贸总协定是唯一的有关国际贸易各项规定的多边条约文件,文件中的规定均得到成员国的一致通过。(2%)

在过去的三十五年中,关贸总协定组织还作为一个主要的国际机构,在有关减少贸易壁垒的谈判和促进国际贸易关系方面发挥作用。(3%)因此,关贸总协定既是一个行为准则,又是一个论坛。(1%)在这个论坛上,各国可以讨论解决相互间的贸易问题,并且通过谈判来增加世界贸易的机会。(2%)第二次世界大战以来,国际贸易总额增长了七倍,这证明关贸总协定在上述双重作用中不断取得成功。(2%)

Part 2 Answer the following questions based on what you have learned from the textbook. You should use complete sentences. (14 points)

● **Award a maximum of 14 points.**

1 A tall structure usually has many levels or layers of management (1%) It is hierarchical

(1%) And a flat structure has fewer layers of management (1%) This often results in more individual responsibility (1%)

2 A SWOT analysis is an analytical tool that can help you work through all the infromation you have about your business (1%) 'SWOT' stands for strengths (1%), weaknesses (1%), opportunities (1%) and threats (1%)

3 They are face-to-face interviews (1%), on the telephone (1%) and a written questionnaire (1%)

4 Quantitative market research is a study of the demand for products (1%) by finding the number of people who use it (1%)

Paper 4 Reading

Passage 1 (7 points)

- **One point for each item.**

1 Yes

2 Electronic games in the Coca-Cola Megadrome areas and a fast-food restaurant

3 During the summer

4 No

5 Seven

6 20 minutes

7 Every 30 minutes at peak times

Passage 2 (8 points)

- **One point for each item.**

True: 1, 5, 8

False: 2, 3, 4, 6, 7