试卷代号:1052

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(下)(1)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。

Part One Reading (20 points)

I. Reading (20 points)

Passage 1

The Japan Society's crash course on how to bridge the chasm between Japanese and American managers forces participants to examine their own cultural assumptions, as well as to learn about the other side Behaviour which Americans consider trustworthy is often precisely that which Japanese associate with shifty characters — and vice versa

To Americans, people who pause before replying to a question are probably dissembling They expect a trustworthy person to respond directly The Japanese distrust such fluency They are impressed by somebody who gives careful thought to a question before making a reply Most Japanese are comfortable with periods of silence Americans find silence awkward and like to plug any conversational gaps

The cherished American characteristics of frankness and openness are also misunderstood The Japanese think it is sensible, as well as polite, for a person to be discreet until he is sure that a business acquaintance will keep sensitive information confidential An American who boasts "I'm my own man" can expect to find his Japanese hosts anxiously counting the chopsticks after a business lunch As the Japanese see it, individualists are antisocial Team players are sound

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

1 American managers learn about the cultural assumptions of the Japanese

2 In the eyes of Americans people who hesitate have something to hide

3 The Japanese are impressed by careful replies

4 Periods of silence bother the Japanese

5 The Japanese are in favour of working in teams

Passage 2

Domestic flights in the USA are organized on the principle of hubs and spokes, like a bicycle wheel which has a hub at the center and lots of spokes radiating out from it in all directions One such hub is Houston in Texas. flights to over 100 other airports radiate out in different directions from there and half of these are non-stop flights

For example, if you want to get from Miami to Los Angeles, you can catch a Continental Airlines flight from Fort Lanuderdale (a few miles north of Miami and less hassle than Miami Interna-

tional Airport), change planes in Houston and fly on to Orange County (John Wayne Airport) or Hollywood-Burbank Airport — both of which are much more relaxing and less crowded ways into Los Angeles than the appalling LAX(Los Angeles International Airport)

The hub and spoke network has made flights cheaper and means that even quite small places are connected to each other by a major airline or feeder service Another advantage of the system is that connecting flights are to some extent guaranteed If one incoming flight is up to one hour late, all the connecting flights (up to 30 to 40) will be held until it arrives So if you're on a delayed flight, that is good news — but it's bad news for everyone else because they all have to wait for your plane to land

From the point of view of overseas connections, many hubs also operate as entry points or 'gateways', where passengers flying in from another country can join the hub and spoke system

The same type of system does operate in other parts of the world: for example, you can fly from one part of Europe to another via Frankfurt or Paris or Amsterdam or London, but the difference in other parts of the world is that the fares are not any cheaper so there's no special advantage

Flying in to the USA it's advisable, if you possibly can, to avoid any major gateway, such as Los Angeles International, Miami and JFK(New York) in favour of a smaller gateway like Charlotte, Pittsburgh or Orlando

Using the information in the text, complete each of the following sentences in the fewest possible words. Your answer should not exceed 10 words.

6 If you want to get from Miami to Los Angeles, you can _____

_____

7 If you want to avoid from flying into LAX, you should _____

_____

8 If you flight is less than an hour late, your connecting flight will _____

_____

9 If you fly between London and Vienna via Frankfurt or Paris, instead of direct, the fare _____

_____

10 If you are entering the United States from abroad, you should _____

_____

Part Two Short-Answer Questions and Translation. (30 **points**)

I Answer the following questions based on what you have learned from the textbook. You should use complete sentences. (15 **points**)

1 Describe the process of communication

2 What are the four stages of team construction?

3 Which factors will affect your choice as to which channel you would use to convey a message?

II Translate the following sentences by referring to the words or phrases provided. (15 **points**)

1 我们正在讨论促销的预算,但是我想顺便提一下我们的对手已将他们的促销预算增加了百分之三十。(budget, in passing)

2 请给我公司寄一些制造这些产品的样料。(sample materials)

3 他们给我们的重油报价为每桶 17 美元。(quote)

4 在每月的部门会议上,他总能提出一些新的想法。(monthly, come up with)

5 这次价格下降将使得我们甚至不能负担起我们基本的管理费用。(cover ,overheads)

Part Three Writing (50 **points**)

I In each of the following sentences, four words or phrases have been underlined. You should choose the one word or phrase that would not be appropriate in standard written English. (10 **points**)

1 He was the only one of the candidates (A) who were (B) able to carry out (C) his campaign pledges (D)

2 Industrial (A) management is the aspect (B) of business (C) management that was (D) most prominent in the United States for the past eighty years

3 A change in (A) technology can alter (B) both the ecological balance or (C) the social (D) organization

4 If (A) I was you, I wouldn't (B) let anyone see (C) me in (D) those awful clothes

5 Commercial banks make most of (A) their income (B) from interests to be earned (C) on loans and invest-

ments in stocks and bonds
D

5 In modern industrious areas, sociocultural change is occurring at an accelerated rate
A B C D

7 Despite public opposition, the committee has decided to carry out the plan they adopted in a
A B C

previous meeting
D

8 Managers today usually have very relatively little share in the ownership of the companies they
A B C

operate
D

9 Temperature measurement developed much more later than other kinds of measurement did
A B C D

10 Brad refused to attend the dinner because he did not like to dress formerly
A B C D

II Revise each of the following sentences according to the requirement given in the brackets. Please write your revised version in the Answer Sheet. (20 **points**)

1 We have shipped your order by UPS, and we are sure it will arrive in time for the sales promotion January 15 (to emphasize the "you" view)

2 The problem cannot be solved without the aid of top management (to make it positive)

3 It is perfectly clear that meetings held on a weekly basis are most effective (to make it concise)

4 You must complete this report before Friday (to make it courteous)

5 Please give consideration to our latest proposal, despite the fact that it comes into conflict with the original plan (to improve vigor and directness)

6 The policy affected all vendors, suppliers, and those involved with consulting (to improve parallelism)

7 As per your verbal instruction, steps will be undertaken immediately to investigate your billing problem (to keep it conversational)

8 Employees have not been made sufficiently aware of the potentially adverse consequences involved regarding these chemicals (to make it clear)

9 Our warranty becomes effective only when we receive an owner's registration (to make it receiver-focused)

10 Once we ascertain how much it costs, we can initiate the project (to use familiar words)

Ⅲ The following memo is hard to read. There are many long sentences, passive-voice constructions, dangling or misplaced modifiers etc. Revise it and make it readable. (20 **points**)

To: All Southeast Division Employees

Personal computers and all the software to support these computers are appearing on many desks of Southeast Division employees After giving the matter considerable attention, it has been determined by the Systems Development Department (SDD) that more control should be exerted in coordinating the purchase of hardware and software to improve compatibility throughout the division so that a library of resources may be developed Therefore, a plan has been developed by SDD that should be followed in making all future equipment selections and purchase To make the best possible choice, SDD should be contacted as you begin your search because questions about personal computers, word processing programs, hardware, and software can be answered by our knowledge staff, who can also provide you with invaluable assistance in making the best choice for your needs at the best possible cost

After your computer and its software arrive, all your future software purchases should be channeled through SDD To actually make your initial purchase, a written proposal and a purchase request form must be presented to SDD for approval A need for the purchase must be established; benefits that you expect to derive resulting from its purchase must be analyzed and presented, and an itemized statement of all costs must be submitted By following these new procedures coordinated purchasing benefits will be realized by all employees I may be reached at X466 if you have any questions

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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(下)(1)试题答题纸

2002年1月

题　号	Part One	Part Two	Part Three	总　分
分　数				

得　分	评卷人

Part One　Reading(20 points)

I . Reading(20 points)

Passage 1

True: _____

False. _____

Passage 2

Using the information in the text, complete cach of the following sentences in the fewest possible words. Your answer should not exceed 10 words.

5 If you want to get from Miami to Los Angeles, you can _____

_____

7 If you want to avoid from flying into LAX, you should _____

_____

8 If your flight is less than an hour late, your connecting flight will _____

_____

9 If you fly between London and Vienna via Frankfurt or Paris, instead of direct, the fare _____

_____

10 If you are entering the United States from abroad, you should _____

_____

得　分	评卷人

Part Two Short-Answer Questions and Translation (30 points)

Ⅰ. Answer the following questions based on what you have learned from the textbook. You should use complete sentences. (15 points)

1

2

3

Ⅱ Translate the following sentences into English by referring to the words or phrases provided. (15 points)

1

2

3

4

5

得　分	评卷人

Part Three Writing (50 points)

Ⅰ. In each of the following sentences, four words or phrases have been underlined. You should choose the one word or phrase that would not be appropriate in standard written English. (10 points)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

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

(20 **points**)

1

2

3

4

5

6

7

8

9

10

III The following memo is hard to read. There are many long sentences, passive-voice constructions, dangling or misplaced modifiers etc. Revise it and make it readable. (20 **points**)

试卷代号:1052

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(下)(1)试题答案及评分标准

(供参考)

2002年1月

Part One Reading(20 points)

I. Reading(20 points)

Passage 1

- **Two points for each item.**

True: 2,3,5

False. 1,4

II. Passage 2

- **Two points for each item.**
- **Lose one point if exceeding ten words in each item.**

6 fly from Fort Lauderdale and change planes at Houston

7 fly to Orange County or Hollywood-Burbank Airport

8 wait for your plane

9 won't be any cheaper

10 avoid a busy gateway and choose less busy ones

Part Two Short-Answer Questions and Translation (30 points)

I. Answer the following questions based on what you have learned from the textbook. You should use complete sentences. (15 points)

- **Five points for each question.**

1' The sender encodes words or symbols to express an idea (1%) The message is sent verbally

over a channel or is expressed nonverbally, perhaps with gestures or body language (1%) The receiver decodes the message and attempts to make sense of it (1%) The receiver responds with feedback, informing the sender of the effectiveness of the message (2%) The objective of communication is the transmission of meaning so that a receiver understands a message as intended by the sender

2 In the forming stage, members of the team get to know each other and discuss general topics (1%) In the second stage, storming, they define their roles, goals, and governing procedures (1%) In the third stage, norming stage, the tension between members subsides, roles clarify, and information began to flow (1%) In the performing stage, teams develop loyalty and progress toward their goals (1%)

3 The choice depends on the purpose of a message, (1%) the importance of the message, (1%) the amount and speed of feedback required, (1%) the need for a permanent record, (1%) the cost of the channel, (1%) and the degree of formality desired (1%)

Ⅱ. Translate the following sentences into English. Please write your translation on the Answer Sheet. (15 **points**)

● **Three points for each sentence.**

1 While we are talking about our **promotion budget**, (1%) **I'd like to mention, in passing,** (1%) that our competitors have **increased theirs by up to** 30% (1%)

2 **Would you please** (1%) mail us some sample materials (1%) **from which the items are made** (1%)?

3 They **quoted us** $17 (1%) **per barrel** (1%) **for the heavy oil** (1%)

4 **He could always come up with some new ideas** (2%) in the **monthly departmental meeting.** (1%)

5 **This price cut** (1%) **won't allow us even** (1%) to **cover our overheads.** (1%)

Part Three Writing (50 **points**)

I. In each of the following sentences, four words or phrases have been underlined. You should choose the one word or phrase that would not be appropriate in standard written English. (10 **points**)

● **One point for each item.**

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

II. Revise each of the following sentences according to the requirement given in the brackets. (20 **points**)

● **Two points for each sentence.**

1 Your order will be delivered by UPS in time for your sales promotion January 15

2 With the aid of top management, the problem can be solved

3 Weekly meetings are most effective

4 Will you please complete the report by Friday?

5 Please consider our latest proposal despite its conflicts with the original one

6 The policy affected all vendors, suppliers and consultants

7 At your suggestion I'm investigating your billing immediately

8 Warn your employees about these chemicals

9 Your warranty begins working for you as soon as you return your owner's registration

10 Once we are sure how much it costs, we can start the project

III The following meno is hard to read. There are many long sentences, passive-voice constructions, dangling or misplaced modifiers etc. Revise it and make it readable. (20 **points**)

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