试卷代号:11360　　座位号□□

国家开放大学2026年春季学期期末统一考试

高级商务英语阅读　试题

2026年7月

准考证号:_____

姓　　名:_____

考点名称:_____

注意事项:

1. 将你的准考证号、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. They are:

Section Ⅰ: Words (20 points)

Section Ⅱ: Reading Comprehension (64 points)

Section Ⅲ: Translation (16 points)

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

Section Ⅰ: Words

Questions 1—10. (20 points, 2 points each)

Match the English words on the left with the Chinese words on the right.

1. turnover rate	a. 货币贬值
2. potential	b. 愿望
3. aspiration	c. 贫困
4. stakeholder	d. 保险费
5. devaluation	e. 节俭
6. creditor	f. 潜力
7. premium	g. 流失率;周转率
8. poverty	h. 摩擦
9. friction	i. 债权人
10. frugality	j. 利益相关者

Section Ⅱ: Reading Comprehension (64 points)

Part 1 Questions 11—17. (21 points, 3 points each)

Read the following passage and then match the statements (11—17) to the letter (A, B, C or D).

In addition to categorizing by type of offering, most products intended for consumer use can be further categorized by how frequently and where they are purchased.

A

Convenience Products - These are products that appeal to a very large market segment. They are generally consumed regularly and purchased frequently. Examples include most household items such as food, cleaning products, and personal care products. Because of the high purchase volume, pricing per item tends to be relatively low and consumers often see little value in shopping around since additional effort yields minimal savings. From the marketer's perspective the low price of convenience products means that profit per unit sold is very low. In order to make high profits marketers must sell in large volume. Consequently, marketers attempt to distribute these products in mass through as many retail outlets as possible.

B

Shopping Products-These are products consumers purchase and consume on a less frequent schedule compared to convenience products. Consumers are willing to spend more time locating these products since they are relatively more expensive than convenience products and because these may possess additional psychological benefits for the purchaser, such as raising their perceived status level within their social group. Examples include many clothing products, personal services, electronic products, and household furnishings. Because consumers are purchasing less frequently and are willing to shop to locate these products, the target market is much smaller than that of convenience goods. Consequently, marketers often are more selective when choosing distribution outlets to sell their products.

C

Specialty Products-These are products that tend to carry a high price tag relative to convenience and shopping products. Consumption may occur at about the same rate as shopping products but consumers are much more selective. In fact, in many cases consumers know in advance which product they prefer and will not shop to compare products. But they may shop at retailers that provide the best value. Examples include high-end luxury automobiles, expensive champagne, and celebrity hair care experts. The target markets are generally very small and outlets selling the products are very limited to the point of being exclusive.

D

In addition to the three main categories above, products are classified in at least two additional ways:

Emergency Products-These are products a customer seeks due to sudden events and for which pre-purchase planning is not considered. Often the decision is one of convenience (e.g., whatever works to fix a problem) or personal fulfillment (e.g., perceived to improve purchaser's image).

Unsought Products-These are products whose purchase is unplanned by the consumer but occur as a result of marketer's actions. Such purchase decisions are made when the customer is exposed to promotional activity, such as a salesperson's persuasion or purchase incentives like special discounts offered to certain online shoppers. These promotional activities often lead customers to engage in Impulse Purchasing.

Now match the statements (11—17) to the letter (A, B, C or D).

11. In order to make high profits, marketers must sell in large volume of these products.
12. These products tend to carry a higher price tag than the other two main types of products.
13. Customers buy these products when they are exposed to promotional activities.
14. Consumers are willing to spend more time locating these products both because they are more expensive and possess additional psychological benefits.
15. Customers buy these products because of sudden events.
16. In many cases consumers know in advance which product they prefer and will not shop to compare products.
17. Most household items such as food and cleaning products belong to this group.

Part 2 Questions 18—23. (18 points, 3 points each)

Read the following passage and choose the best sentence (A—F) to fill each of the gaps.

Are You Ready to Manage Your Investments and Savings?

One of the most important skills in life is understanding your money, and the correct ways to make it grow. Of all the language, math, and science skills schools teach to help you get a paying job, they never teach you how to take care of the money you make. (18)_____ Saving as much of that money you make is also really important. This includes careful spending and taking advantage of sales and coupons.

But then what? If you ask most retirees they' ll tell you it is scary once that paycheck stops and all you have to depend on is those life savings. Especially for this current working class generation, whose retirement funds the government is "borrowing" from to pay for our debt, we have no dependable social security for retirement. (19)_____

It's safe to say at some point, your savings will be tied to the stock market. Could be through pension funds, 401k's, IRA retirement funds, life insurance, etc. What's critical for you to know is whether you, your current financial advisor, or another financial advisor is the one to trust your hard earned money with.

(20) _____ By the time you retire in 20 or 30 years your investments will be worth more than when you started right? While the statistic is true over 50 or 100 years, there are decades in between where the stock market is the same or lower than when you started. (21)_____ Even if you retired at a time when the stock market is the same as when you started instead of down, it still means your savings did nothing over the decades to help you retire. (22) _____

Know that investing on your own is a challenge, but it is very doable and many regular working class people successfully do it everyday to increase their savings and wealth. (23) _____ The danger is most financial advisors are not professional money managers; they're just advisors who work mostly as salesmen for investing firms.

A simple way to see if your financial advisor is qualified to handle your savings is to ask them to see records of real customers they themselves have personally managed. Look at those records and see if those customers were able to retire comfortably like the financial advisor is promising you. This probably means the financial advisor would have dozens of years of experience and investing his own money alongside yours.

A What happens if your retirement date happens to be during those bad years?

B The theoretical solution, which everyone knows, is investing so your savings grow over time as the investment grows, and that investment growth covers your retirement living expenses.

C The standard pitch a financial advisor will give you is that the stock market goes up in the long run.

D However, looking at our self assessment criteria below, if you are still in the "Beginner" stage, it is safer to find a good professional to manage your money for you.

E Of course, having a well paying job is the first step to survival and paying expenses.

F More devastating would be realizing that years of saving with coupons, sales, and driving cars with higher MPG did little to help compared to how your investments lost.

Part 3 Questions 24—28. (15 points, 3 points each)

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

If your business features products or services for sale, undoubtedly the topic of eCommerce has come up. What is eCommerce? Literally defined as "the conduct of financial transactions by electronic means," it refers to purchases made over the Internet. There are popular slang terms such as e-business, click and mortar, dotcom, cyber-mall and multiple spellings (eCommerce, e-commerce, E-Commerce), but they are all basically the same thing. Don't let the different phrases confuse you, it all comes back to the same principle: selling online.

So how do you know if selling online will be beneficial for your business? There are a few basic questions that can help you with this decision. First and foremost, can you afford to develop a professional eCommerce storefront on your Website? You've heard the phrase "if you can't do it right, it's not worth doing at all". This is especially true in regards to eCommerce because people will not purchase from your Web site if it looks amateur and is poorly done.

Custom developed eCommerce sites can cost tens of thousands of dollars, but pre-built shopping cart solutions such as Web-Solutions' Marketplace can provide your business with a professional eCommerce storefront for a fraction of the cost.

After the cost issue is addressed, you need to evaluate the potential of selling your product or service online. Are any of your competitors selling online? If not, have a brainstorming session and try to think of any logical reasons why they aren't. Could it be that they tried and failed or is it that they just haven't thought about selling online yet? One key to remember is that once you make the decision to sell online, your product and pricing is now available 24/7 to anyone that **stumbles upon** your site.

After evaluating your competitor's Web sites, you need to look at your product line and determine your target audience. Who buys from your now? Are you selling to businesses or individuals? If the answer is businesses, are they generally companies that are active on the Internet or businesses that don't rely on the Web as much (such as mechanics, restaurants, etc.). If the answer is individuals, what demographic(s) are you advertising your products or services to? You need to be sure that the people you want purchasing your product have access to the Internet and are willing to shop online. Few businesses realize that over 80% of the world's Internet access speed is still dial-up, so loading huge catalogs, Flash files, and large graphics will deter a prospect from purchasing.

Finally, you need to determine how you can make your business stand out from all the rest. If you're selling copier supplies, why is someone going to come to your site versus the other millions of copier supply Web sites? Are you going to sell based on price, location, quantity, quality of service? Are you going to provide online shipment tracking, account management, wish lists, real-time credit card authorization and processing, and other advanced eCommerce applications to make your site more professional? These are all issues that need to be addressed before you start designing your first product page.

24. The following words all refer to eCommerce except _____.

A. e-business.

B. dotcom.

C. cyber-mall.

D. Web-Solutions.

25. According to the text, why is it important to have a professional eCommerce storefront?

A. Because it is cheaper than a custom developed site.

B. Because it makes your business look more modern.

C. Because people will not purchase from a poorly designed website.

D. Because it will reduce the cost of development.

26. What is the author's attitude toward pre-built shopping cart solutions like Web-Solutions' Marketplace?

A. Skeptical　　B. Indifferent

C. Supportive　　D. Critical

27. The phrase **"stumbles upon"** in the fourth paragraph might have the similar meaning to _____.

A. comes across　　B. choose

C. hit　　D. overlook

28. What can be inferred about the importance of advanced eCommerce applications, such as online shipment tracking and real-time credit card processing?

A. They are unnecessary for most businesses.

B. They are only useful for large corporations.

C. They can help a business stand out from competitors.

D. They are too expensive to implement.

Part 4 29—38. (10 points, 1 point each)

Read the following passage and fill each gap with the best word (A, B, C or D).

Global economic growth is making a (29)_____ than expected comeback. This is good news on many fronts, but can we expect this stronger growth to (30) _____ the frustrations about rising inequality and economic insecurity that have rocked the political establishments of many countries?

That has been the (31)_____ assumption behind the standard "growth model" of recent decades: a rising tide of GDP promoted particularly by supply side reforms and increased (32) _____ for private capital investment and export-oriented production will ultimately lift all boats.

But recent political developments around the world suggest that in many countries most citizens lack (33)_____ in this. And political leaders have been voicing similar (34)_____, calling repeatedly in G20 communiques and UN declarations for new and more deliberate efforts to make economic growth more socially inclusive.

(35)_____ this new consensus that broad socioeconomic progress should be prioritized much more strongly in economic policy, GDP growth statistics continue to be the primary way national economic performance is tracked by governments and (36)_____ in the media. Since what gets measured tends to get managed, the primacy of GDP statistics tends (37)_____ reinforce the imbalance of attention and resources applied to macroeconomic and financial stability policies, (38)_____ influence the overall level of economic activity, relative to the strength and equity of institutions and policy incentives in such structural policy areas as skills development, labour markets, competition, investor and corporate governance, social protection, infrastructure and basic services.

29. A. stronger	B. strong	C. strongest	D. strongly
30. A. relish	B. reload	C. relieve	D. rely
31. A. imply	B. explicit	C. absolute	D. implicit
32. A. bonds	B. incentives	C. efforts	D. services
33. A. confidence	B. space	C. foundation	D. technology
34. A. skeptical	B. skeptic	C. skepticism	D. sketch
35. A. But	B. Despite	C. Even	D. Even so
36. A. took	B. came	C. developed	D. reported
37. A. to	B. for	C. at	D. of
38. A. that	B. which	C. where	D. who

Section Ⅲ: Translation

Translate the following paragraphs into Chinese. (16 points)

39. WTO agreements contain special provision for developing countries, including longer time periods to implement agreements and commitments, measures to increase their trading opportunities, and support to help them build their trade capacity, to handle disputes and to implement technical standards. The WTO organizes hundreds of technical cooperation missions to developing countries annually. It also holds numerous courses each year in Geneva for government officials.

试卷代号:11360

国家开放大学2026年春季学期期末统一考试

高级商务英语阅读　试题答案及评分标准

（供参考）

2026年7月

Section Ⅰ: Words (20 points, 2 points each)

Match the English words on the left with the Chinese words on the right. (2 points each)

1. g	2. f	3. b	4. j	5. a
6. i	7. d	8. c	9. h	10. e

SectionⅡ: Reading Comprehension (64 points)

Part 1 Questions 11—17. (21 points, 3 points each)

Read the following passage and then match the statements (11—17) to the letter (A, B, C or D). (3 points each)

11. A	12. C	13. D	14. B	15. D
16. C	17. A			

Part 2 Questions 18—23. (18 points, 3 points each)

Read the following passage and choose the best sentence (A—F) to fill each of the gaps. (3 points each)

18. E	19. B	20. C	21. A	22. F
23. D				

Part 3 Questions 24—28. (15 points, 3 points each)

Read the following passage and choose the best statement (A, B, C or D) for each question. (3 points each)

24. D	25. C	26. C	27. A	28. C

Part 4 Questions 29—38. (10 points, 1 point each)

Read the following passage and fill each gap with the best word (A, B, C or D). (1 point each)

29. A	30. C	31. D	32. B	33. A
34. C	35. B	36. D	37. A	38. B

Section Ⅲ: Translation

Translate the following paragraphs into Chinese. (16 points)

英文原文

39. WTO agreements contain special provision for developing countries, including longer time periods to implement agreements and commitments, measures to increase their trading opportunities, and support to help them build their trade capacity, to handle disputes and to implement technical standards. The WTO organizes hundreds of technical cooperation missions to developing countries annually. It also holds numerous courses each year in Geneva for government officials.

中文译文

39. 对于发展中国家,WTO协议包含有特别规定,包括用较长的时间来执行协议和承诺,增加他们的贸易机会的措施,并为他们贸易能力的提升、处理纠纷和实施技术标准提供支持。世界贸易组织每年向发展中国家派出数以百计的技术合作使团。在日内瓦,它每年还向众多的政府官员提供多种多样的课程。

翻译评分标准	
13—16分	译文正确,文字通顺,语句符合汉语习惯,仅有个别小错。
10—12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。
7—9分	译文勉强表达出原文意思,有时出现语言错误或漏译。
3—6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,有非常明显的语言错误。
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。