

试卷代号:1378

国家开放大学(中央广播电视大学)2017年春季学期“开放本科”期末考试

管理英语 3 试题

2017年6月

注 意 事 项

一、将你的学号、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。监考人收完考卷和答题纸后才可离开考场。

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的指定位置上,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。

四、考试时间为 60 分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — Would you like some more beer?

— _____, please.

A. Just a little

B. No more

C. I've had enough

2. — I suppose there'll be a lot of arguments.

— _____

A. I should imagine so.

B. No problem.

C. That's a good idea.

3. — Do you mind if I smoke here?

— _____

A. No, thanks.

B. Yes, please.

C. Yes, better not.

4. — _____

— Fire, fire service please! There's a huge fire here.

A. 911, how may I direct your call?

B. How may I help you?

C. What can I do for you?

5. — Sorry, I made a mistake again.

— _____ Practise more and you'll succeed.

A. Never mind.

B. Certainly not.

C. Don't mention it.

二、词汇与结构(共计 30 分,每小题 2 分)

6—20 题: 阅读下面的句子, 从 A、B、C 三个选项中选出一个能填入空白处的正确选项, 并将答案序号写在答题纸上。

6. It's _____ to point to or talk about strangers in public.
A. impolite
B. polite
C. good
7. _____ important it is for kids to imagine freely!
A. What
B. How
C. What an
8. John as well as Mike _____ just been back from an important meeting.
A. have
B. has
C. had
9. — When do we have to pay the bill?
— _____ December 30.
A. By
B. In
C. During
10. _____ is known to all, too much fat causes heart problems.
A. It
B. As
C. Just as
11. Let's go _____ the reports on the latest work.
A. over
B. with
C. to
12. A Chinese company is going to _____ over the well-known Japanese company TOSHIBA Corporation.
A. get
B. take
C. turn
13. My friend invited me _____ the art club, and I accepted it with pleasure.
A. join
B. joining
C. to join

Step 1: Organize financial information

The first step is to be clear of your current financial situation. You need to know how much money your company makes monthly and the changes that might arise in the future. Although income flows change throughout the year, you must organize the information based on reliable revenue—the minimum amount of money your company makes each month.

A realistic budget plan will always focus on the income that exceeds the expenses, not the total revenue that comes in. When you have determined the amount of disposable income available for the company, you should determine where the money will go.

Step 2: Determine where you want to spend marketing funds

After you know the total amount available to spend on marketing, the next step is how you plan to spend that money. Three main factors decide how you spend marketing funds: the budget amount, your past experiences, and where you can reach the right audience.

You will start organizing how to spend the funds based on the amount. Besides, you need to consider the strategies that have worked in the past. Also, you need consider which marketing channels will allow you to reach the right audience.

Step 3: Assess data and make appropriate changes

The final step in building a good marketing budget is the analysis of the plan and any changes that may improve revenue. Ultimately, marketing is designed to bring in extra revenue. If the activity does not bring in any additional revenue over its cost, then it is better to change strategy and try something else.

Assessing the data is a vital part of creating an effective marketing strategy. Evaluation begins with comparing past performance to the performance after marketing the product or services.

However, a good budget alone is not enough. You have to take action and remain committed to following through your plan. By keeping the budget in mind when you make decisions, you will have the opportunity to work out different strategies to find the best solutions for your business goals and prevent overspending on marketing.

21. What should the budget plan be based on?

- A. The company's reliable expense.
- B. The company's reliable income.
- C. The company's reliable cost.

22. What does “disposable income” mean in paragraph 3?
- A. Total income. B. Previous income.
C. Net income.
23. You have to be clear of _____ when organizing financial information.
- A. the income and expenses B. the marketing fund
C. the budget management
24. The three main factors that decide how you spend marketing funds are _____.
A. the money you have earned, the actual expenses and the money you will expend
B. the budget amount, your past experiences and where you can reach the right audience
C. the assets you have, the product and the income
25. Keeping the budget in mind when making marketing decisions will avoid _____.
A. using less than you earn B. using money unnecessarily
C. using more than you earn

Passage 2

26—30 题: 请根据短文内容判断给出的语句是否正确, 正确的写“T”, 错误的写“F”, 并将答案写在答题纸上。

The road system in Beijing’s central business district (CBD) is being re-designed to make public transportation easy and improve efficiency.

Plans for 45 roads within the CBD have been approved, measuring 41.5 kilometers in total. In addition to public buses, free or low price shuttle buses from residence areas to subway stations will also be provided for commuters.

This is just over four times the number of roads opened in 2007, and will add another 15.5 km to the existing road network.

Besides roads, an underground traffic system has also been operating, which includes four new subway lines beneath the CBD.

The underground connection system is made up of two levels. The first underground floor is set aside mainly for pedestrians and commercial facilities, while the second underground floor is planned for parking.

The city has also invested 140 million yuan to set up a traffic inquiry system, through

which the public can check traffic conditions online and see the most convenient routes on their GPS system. In the future, the CBD will be fully covered by an intelligent traffic control system.

26. The road system in Beijing's central business district (CBD) is being designed again.

27. Commuters can only take public buses from residence areas to subway stations.

28. The re-designed road will be 15.5 kilometers long.

29. The underground traffic system has four new subway lines beneath the CBD.

30. Both levels of the underground connection system are planned for parking.

四、写作(共 20 分)

31. 根据要求写作文。

写作要求:以李明的身份,根据下表内容,写一篇英文作文介绍自己的日程表。

Write a short passage according to the information of the following timetable.

Li Ming's Timetable from Monday to Friday

(No 3 Middle School)

Time	Activity
6:30	get up
7:00	have breakfast
7:30	go to school
8:30~12:05	have 4 classes
12:05	have lunch at school
14:00~15:40	have 2 classes
15:40~16:40	play basketball / football
16:40	go home
18:00	have supper
18:30~22:00	do homework, watch TV, do some reading
22:00	go to bed

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座位号

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国家开放大学(中央广播电视大学)2017年春季学期“开放本科”期末考试

管理英语 3 试题答题纸

2017年6月

题 号	一	二	三	四	总 分
分 数					

得 分	评卷人

一、交际用语(共计 10 分,每小题 2 分)

1—5 题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

1. 2. 3. 4. 5.

得 分	评卷人

二、词汇与结构(共计 30 分,每小题 2 分)

6—20 题:阅读下面的句子,从 A、B、C 三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. 7. 8. 9. 10.
11. 12. 13. 14. 15.
16. 17. 18. 19. 20.

得 分	评卷人

三、阅读理解(共计 40 分,每小题 4 分)

21—25 题:阅读下列短文,从 A、B、C 三个选项中选出一个正确答案,并将答案序号写在答题纸上。

21. 22. 23. 24. 25.

26—30 题:请根据短文内容判断给出的语句是否正确,正确的写“T”,错误的写“F”,并将答案写在答题纸上。

26. 27. 28. 29. 30.

得 分	评卷人

四、写作(共 20 分)

31. 根据要求写作文。

写作要求:以李明的身份,根据下表内容,写一篇英文作文介绍自己的日程表。

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国家开放大学(中央广播电视大学)2017年春季学期“开放本科”期末考试

管理英语 3 试题答案及评分标准

(供参考)

2017年6月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

1. A 2. A 3. C 4. A 5. A

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. A 7. B 8. B 9. A 10. B
11. A 12. B 13. C 14. B 15. B
16. C 17. A 18. B 19. A 20. B

三、阅读理解(共40分,每小题4分)

21—25题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

21. B 22. C 23. A 24. B 25. C

26—30题:请根据短文内容判断给出的语句是否正确,正确的写“T”,错误的写“F”,并将答案写在答题纸上。

26. T 27. F 28. F 29. T 30. F

四、写作(共20分)

31. 根据要求写作文。

评分标准

(1)评分原则

①本题总分为20分,按6个档次给分。

②评分时,先根据文章的内容和语言初步确定其所属档次,然后以该档次的要求来衡量、确定或调整档次,最后给分。

③评分时应注意的主要内容为:内容要点、句型变化、词汇运用和语法结构的准确性,语意的连贯性、逻辑性以及应用文的格式要求。

④评分时,如拼写错误较多,书写较差,以至影响交际,将分数降低一个档次。

(2)各档次的给分范围和要求

16—20 分	<ul style="list-style-type: none"> ●完全完成了试题规定的任务; ●覆盖所有内容要点; ●语法结构、句型和词汇有变化; ●语法结构和用词准确。 ●语意连贯、逻辑性强。 ●应用文写作格式规范。
11—15 分	<ul style="list-style-type: none"> ●较好地完成了试题规定的任务; ●覆盖所有内容要点; ●句型和词汇有变化; ●语法结构和词汇基本准确,些许错误主要是因为尝试较复杂语法结构或词汇所致。 ●语意基本连贯、有一定的逻辑性。 ●应用文写作格式较为规范。
6—10 分	<ul style="list-style-type: none"> ●基本完成了试题规定的任务; ●覆盖所有内容要点; ●运用语法结构和词汇方面能满足任务的基本要求; ●有一些语法结构或词汇方面的错误,但不影响理解。 ●语意连贯性及逻辑性方面存在一定问题。 ●应用文写作格式基本规范。
3—5 分	<ul style="list-style-type: none"> ●虽尽力但不足以完成试题规定的任务; ●仅覆盖部分主要内容,或写了一些无关内容; ●语法结构和词汇运用能力很弱; ●有许多语法结构或词汇方面的错误,影响了对写作内容的理解。 ●语意不连贯,逻辑性方面问题较大。 ●应用文写作格式不规范。
1—2 分	<ul style="list-style-type: none"> ●未完成试题规定的任务; ●句子不完整或无法理解; ●语法结构或词汇方面错误连篇,影响对写作内容的理解;语言运用能力差。 ●语意不清,毫无逻辑。 ●应用文写作格式不规范。
0 分	<ul style="list-style-type: none"> ●未答题,或虽作答但不知所云。

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国家开放大学(中央广播电视大学)2017年秋季学期“开放本科”期末考试

管理英语 3 试题

2018年1月

注 意 事 项

一、将你的学号、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。监考人收完考卷和答题纸后才可离开考场。

二、仔细读懂题目的说明,并按题目要求答题。答案一定要写在答题纸的指定位置上,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。

四、考试时间为 60 分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — I wonder if I could use your computer tonight?

— _____

- A. Sure, go ahead.
- B. It doesn't matter.
- C. Who cares?

2. — I'm leaving for Shanghai tomorrow.

— _____

- A. See you later.
- B. Have a pleasant trip!
- C. Let's go out for a drink.

3. — Perhaps we should climb out of the window and jump down? It's only two floors.

— _____ We'd better wait for the rescue.

- A. That's a good idea.
- B. No, we can't do that.
- C. I think we will kill ourselves.

4. — I'm more than happy to go out this weekend.

— _____ We've got so much work to do at that time.

- A. Don't worry.
- B. Don't say so.
- C. Forget it.

5. — In what form will you take the investment?

— _____

- A. Yes, we will.
- B. We'll contribute a site and the required premises.
- C. We'll give investment.

二、词汇与结构(共计 30 分,每小题 2 分)

6—20 题:阅读下面的句子,从 A、B、C 三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. — _____ father took part in the charity activity in the neighborhood yesterday?
— Peter's.
A. Whose
B. What
C. Which
7. A number of boys _____ absent some time during the term.
A. have been
B. has been
C. will
8. The machine _____ this morning for no reason.
A. broke off
B. broke down
C. broke up
9. I don't like ice-cream. She doesn't like it, _____.
A. either
B. neither
C. none
10. He will write to me as soon as he _____ home.
A. will have returned
B. returns
C. will return
11. This is the book _____ I have learned a lot.
A. to which
B. by whom
C. from which
12. I bought a new car last month, but I _____ my old car yet.
A. did not sell
B. have not sold
C. had not sold
13. In Beijing, the best season in a year is probably _____ autumn.
A. late
B. later
C. latter

14. Can you tell me how _____ to the railway station, please?
A. getting
B. to get
C. got
15. The manager urged his staff not to _____ the splendid opportunity.
A. slide
B. miss
C. escape
16. _____ is known to all, too much fat causes heart problems.
A. It
B. As
C. Just as
17. — Who should be responsible for the accident?
— The boss, not the workers. They just carried out the order _____.
A. as are told
B. as told
C. as they told
18. The programme gives students the _____ to learn more about global warming.
A. success
B. ambition
C. opportunity
19. Let's discuss these problems at the meeting, _____?
A. do we
B. shall we
C. will you
20. If you need further information, please _____ our office.
A. constant
B. construct
C. contact

三、阅读理解(共 40 分,每小题 4 分)

21—25 题: 阅读下列短文, 从 A、B、C 三个选项中选出一个正确答案, 并将答案序号写在答题纸上。

Passage 1

I'm Michael Bush, Managing Director of Hoogle Engineering. I am pleased to welcome you here to our website and I'd like to tell you a little about the company and its

organization. Hoogle Engineering was set up in 1960. It was divided into several departments at that time, such as the sales department, marketing department, and production department. Lots of managers were employed to manage it all.

Fortunately things are different now. Sixty people are employed by Hoogle and communication between departments is considered to be one of the most important aspects of the business. The market is global so we need to make contact with customers worldwide, not just locally.

But in the old days we were all in different departments and never spoke to each other. We had a tall structure. Traditionally we had people at the first level on the shop floor, manufacturing products according to the instructions which they were given. Then you had a supervisory level of people who supervised them every day. Then you moved up to the middle management, who were doing the tasks of getting new business, and then you had the senior management team, and then you had the board, who decided the business strategy. So there were a lot of levels in the company in the old days actually.

The structure today is that we form teams within teams to place people who can manufacture a product. Each team has members that can manufacture different products. The actual teams now are self-managing, so we don't even have team leaders. You've got the teams, and then you've got two people, only two people, who are what you think of as management. This is generally called flat structure.

21. Hoogle Engineering was set up in _____.
A. the nineteenth century B. the twentieth century
C. the twenty first century
22. There are many different _____ of management in a tall structure.
A. kinds B. levels
C. functions
23. People in a flat structure usually work in _____.
A. departments B. families
C. teams

24. All of the following statements are true according to the passage EXCEPT that _____.

- A. communication in the company is becoming more and more important
- B. the author thinks the two structures have the same functions
- C. there are more individual responsibilities in the flat structure

25. The best title for the passage would be _____.

- A. "Organization Structure in Hoogle Engineering"
- B. "History of Hoogle Engineering"
- C. "Success in Hoogle engineering"

26—30 题:请根据短文内容判断给出的语句是否正确,正确的写“T”,错误的写“F”,并将答案写在答题纸上。

Passage 2

We live in an age full of opportunities; If you are smart enough, and have got ambition and keep pushing forward, you can rise to the top of your chosen profession, no matter where you started out.

But with opportunity comes responsibility. Companies today aren't managing their employees' careers. Professional workers must be their own chief executive officers (CEO). It's up to you to strive for your place, to keep yourself engaged and productive during a working life that may last around 50 years. To do those things well, you'll need to have a deep understanding of yourself—not only what your strengths and weaknesses are, but also how you learn, how you work with others, what your values are, and where you can make the greatest contribution. Because only when you operate from strength can you achieve true excellence.

History's great achievers—Napoléon, da Vinci, and Mozart—have always managed themselves. But they are so unusual both in their talents and their accomplishments as to be considered rare exceptions. Now, most of us, even those of us with modest talents, will have to learn to manage ourselves. We will have to learn to develop ourselves. We will have to place ourselves where we can make the greatest contribution. And we will have to stay

mentally alert and engaged during a 50-year working life, which means knowing how and when to change the work we do.

26. Companies today are responsible for employee's career.

27. It is the CEO who decides your place.

28. You need to understand your company well so that you can do things well.

29. Understanding yourself means knowing well about your strengths, weaknesses, your values, how you learn, how you do with others and so on.

30. Ordinary people cannot manage themselves well.

四、写作(共 20 分)

31. 根据要求写作文。

写作要求:

以秘书张强的名义,给 Sam Smith 写一份电话留言。

来电时间:4 月 6 日下午 3:00

出访时间:4 月 11 日,星期二

航班号:CZ3590

起飞/到达时间:7:55/10:25

访问意图:Mr. James 将于下周到 Sam Smith 的办公室洽谈一项新的技术开发项目并询问对方时间是否合适,如果时间不合适,请 Sam Smith 回电话。

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国家开放大学(中央广播电视大学)2017年秋季学期“开放本科”期末考试

管理英语 3 试题答案及评分标准

(供参考)

2018年1月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

1. A 2. B 3. B 4. C 5. B

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. A 7. A 8. B 9. A 10. B
11. C 12. B 13. A 14. B 15. B
16. B 17. B 18. C 19. B 20. C

三、阅读理解(共40分,每小题4分)

21—25题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

21. B 22. B 23. C 24. B 25. A

26—30题:请根据短文内容判断给出的语句是否正确,正确的写“T”,错误的写“F”,并将答案写在答题纸上。

26. F 27. F 28. F 29. T 30. F

四、写作(共20分)

31. 根据要求写作文。

(仅供参考)

A Telephone Message

To: Sam Smith

1338

Time: 3:00 p. m. , April 6

Message: Mr James is scheduled to visit your office on April 11, Tuesday. His Flight CZ3590 takes off from Shanghai at 7:55 a. m. and arrives in Shenzhen at 10:25. He is expecting to discuss with you about the technical cooperation on a new project. Ring back to check whether the time is suitable.

From: Li Qiang

评分标准

(1)评分原则

①本题总分为 20 分,按 6 个档次给分。

②评分时,先根据文章的内容和语言初步确定其所属档次,然后以该档次的要求来衡量、确定或调整档次,最后给分。

③评分时应注意的主要内容为:内容要点、句型变化、词汇运用和语法结构的准确性,语意的连贯性、逻辑性以及应用文的格式要求。

④评分时,如拼写错误较多,书写较差,以至影响交际,将分数降低一个档次。

(2)各档次的给分范围和要求

16—20 分	<ul style="list-style-type: none">●完全完成了试题规定的任务;●覆盖所有内容要点;●语法结构、句型和词汇有变化;●语法结构和用词准确。●语意连贯、逻辑性强。●应用文写作格式规范。
11—15 分	<ul style="list-style-type: none">●较好地完成了试题规定的任务;●覆盖所有内容要点;●句型和词汇有变化;●语法结构和词汇基本准确,些许错误主要是因为尝试较复杂语法结构或词汇所致。●语意基本连贯、有一定的逻辑性。●应用文写作格式较为规范。

试卷代号:1378

国家开放大学(中央广播电视大学)2018 年春季学期“开放本科”期末考试

管理英语 3 试题

2018 年 7 月

注 意 事 项

一、将你的学号、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。监考人收完考卷和答题纸后才可离开考场。

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的指定位置上,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。

四、考试时间为 60 分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — Could I help you with the heavy box? You look so tired.

— _____ I can manage it.

A. No, thanks.

B. Yes, please.

C. All right.

2. — How is everything going?

— _____, we've been quite busy this month and there's been quite a lot of progress since the last inspection.

A. You can just look

B. As you can see

C. Please just look around

3. — Jack won't like the film, you know.

— _____ I don't care what Jack thinks!

A. So why?

B. So what?

C. So how?

4. — How did you miss your train?

— _____

A. Well, I was caught in the traffic jam.

B. What's your proposal?

C. Never mind.

5. — I'm dog tired. I can't walk any further, Tommy.

— _____, Jenny. You can do it.

A. No problem

B. Come on

C. No hurry

二、词汇与结构(共计 30 分,每小题 2 分)

6—20 题: 阅读下面的句子, 从 A、B、C 三个选项中选出一个能填入空白处的正确选项, 并将答案序号写在答题纸上。

6. A bus driver _____ the safety of his passengers.
A. is responsible in
B. is responsible for
C. is responsible to
7. This is the man _____ last night.
A. whom I saw him
B. whom I saw
C. who I saw him
8. Let's discuss these problems at the meeting, _____?
A. do we
B. shall we
C. will you
9. If you need further information, please _____ our office.
A. constant
B. construct
C. contact
10. We have spent all of our spare time, _____, our spare money, on the project.
A. as soon as
B. as long as
C. as well as
11. I'm going to have a _____ with Mark about this issue tomorrow.
A. speech
B. sentence
C. word
12. I didn't finish my homework. Neither _____.
A. did he
B. didn't he
C. he did
13. A number of boys _____ absent some time during the term.
A. have been
B. has been
C. will
14. I _____ to know how often the bus runs during rush hour.
A. occur
B. happen
C. take place
15. I'm used to _____ up early now.
A. get
B. getting
C. to get

16. I don't think anyone can accuse him _____ not being honest.
A. of B. with
C. about
17. I don't like ice-cream. She doesn't like it, _____.
A. either B. neither
C. none
18. Let's go _____ the reports on the latest work.
A. over B. with
C. to
19. _____ important it is for kids to imagine freely!
A. What B. How
C. What an
20. The manager urged his staff not to _____ the splendid opportunity.
A. slide B. miss
C. escape

三、阅读理解(共 40 分,每小题 4 分)

21—25 题: 阅读下列短文,从 A、B、C 三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

I'm Michael Bush, Managing Director of Hoogle Engineering. I am pleased to welcome you here to our website and I'd like to tell you a little about the company and its organization. Hoogle Engineering was set up in 1960. It was divided into several departments at that time, such as the sales department, marketing department, and production department. Lots of managers were employed to manage it all.

Fortunately things are different now. Sixty people are employed by Hoogle and communication between departments is considered to be one of the most important aspects of the business. The market is global so we need to make contact with customers worldwide, not just locally.

But in the old days we were all in different departments and never spoke to each other. We had a tall structure. Traditionally we had people at the first level on the shop floor, manufacturing products according to the instructions which they were given. Then you had a supervisory level of people who supervised them every day. Then you moved up to the middle management, who were doing the tasks of getting new business, and then you had

the senior management team, and then you had the board, who decided the business strategy. So there were a lot of levels in the company in the old days actually.

The structure today is that we form teams within teams to place people who can manufacture a product. Each team has members that can manufacture different products. The actual teams now are self-managing, so we don't even have team leaders. You've got the teams, and then you've got two people, only two people, who are what you think of as management. This is generally called flat structure.

21. Hoogle Engineering was set up in _____.
A. the nineteenth century B. the twentieth century
C. the twenty first century
22. There are many different _____ of management in a tall structure.
A. kinds B. levels
C. functions
23. People in a flat structure usually work in _____.
A. departments B. families
C. teams
24. All of the following statements are true according to the passage EXCEPT that _____.
A. communication in the company is becoming more and more important
B. the author thinks the two structures have the same functions
C. there are more individual responsibilities in the flat structure
25. The best title for the passage would be "_____".
A. Organization Structure in Hoogle Engineering
B. History of Hoogle Engineering
C. Success in Hoogle engineering

26—30 题: 阅读下列短文, 从 A、B、C 三个选项中选出一个正确答案, 并将答案序号写在答题纸上。

Passage 2

The 2014 Ebola outbreak is the largest in history and the first Ebola outbreak in West Africa. Although the current epidemic does not cause a significant risk to other nations, many countries, including China and the United States of America, have actually been working closely with the Ebola hit states. For example, the US Centers for Disease Control and Prevention (CDC) is taking precautions at home besides its activities abroad.

CDC's team of "virus hunters" is supported by specialized public health teams both in West Africa and at the CDC Atlanta headquarters. Together, they offer continuous support to save lives and protect people. CDC works closely with a number of US government agencies, national and international partners. CDC's experience of working with Ebola is important to the World Health Organization's growing West Africa Ebola response.

On Sept. 2, 2014, CDC Director, Tom Frieden called for more international partners to join this effort. "The sooner the world comes together to help West Africa, the safer we all will be. We know how to stop this outbreak. There is a window of opportunity to do so—the challenge is to scale up the massive response needed to stop this outbreak."

CDC's response to Ebola is the largest international outbreak response in CDC's history with over 100 disease specialists on the ground in West Africa, supported by hundreds of public health emergency response experts stateside, activated at Level 1, its highest level, because of the significance of this outbreak.

The CDC supports affected countries to establish Emergency Operations Centers at national and local levels and helps countries track the epidemic including using real-time data to improve real-time response.

Efforts in West Africa to identify those infected and track people who have come into contact with them are improving. The CDC is operating and supporting labs in the region to improve diagnosis and testing samples from people with suspected Ebola from around the world.

Local health care systems are strengthened through communication, coordination with partners and training on infection control for health care workers and safe patient treatment.

26. How could we describe the 2014 Ebola outbreak?

- A. The first one in western countries.
- B. It did not ever threaten West Africa.
- C. Not the first but the largest one.

27. The 2014 Ebola outbreak response was _____.

- A. an American stateside activity
- B. an international activity
- C. a regional activity

28. What does the underlined word "massive" mean in Paragraph 3?

- A. Huge.
- B. Quick.
- C. Urgent.

29. How many disease specialists from CDC have gone to West Africa for the Ebola response?

- A. Less than 100. B. A hundred.
C. More than 100.

30. What action does CDC take to respond to the large Ebola outbreak?

- A. Work closely with governmental, national and international partners.
B. Call for more partners to join this effort.
C. Establish Emergency Operations Centers.

四、写作(共 20 分)

31. 根据要求写作文。

写作要求:以李明的身份,根据下表内容,写一篇英文作文介绍自己的日程表。

Write a short passage according to the information of the following timetable.

Li Ming's Timetable from Monday to Friday

(No 3 Middle School)

Time	Activity
6:30	get up
7:00	have breakfast
7:30	go to school
8:30~12:05	have 4 classes
12:05	have lunch at school
14:00~15:40	have 2 classes
15:40~16:40	play basketball / football
16:40	go home
18:00	have supper
18:30~22:00	do homework, watch TV, do some reading
22:00	go to bed

试卷代号:1378

国家开放大学(中央广播电视大学)2018年春季学期“开放本科”期末考试

管理英语 3 试题答案及评分标准

(供参考)

2018年7月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

1. A 2. B 3. B 4. A 5. B

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. B 7. B 8. B 9. C 10. C
11. C 12. A 13. A 14. B 15. B
16. A 17. A 18. A 19. B 20. B

三、阅读理解(共40分,每小题4分)

21—25题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

21. B 22. B 23. C 24. B 25. A

26—30题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

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

四、写作(共20分)

31. 根据要求写作文。

评分标准

(1)评分原则

①本题总分为20分,按6个档次给分。

②评分时,先根据文章的内容和语言初步确定其所属档次,然后以该档次的要求来衡量、确定或调整档次,最后给分。

③评分时应注意的主要内容:内容要点、句型变化、词汇运用和语法结构的准确性,语意

试卷代号:1378

国家开放大学(中央广播电视大学)2018年秋季学期“开放本科”期末考试

管理英语 3 试题

2019年1月

注 意 事 项

一、将你的学号、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。监考人收完考卷和答题纸后才可离开考场。

二、仔细读懂题目的说明,并按题目要求答题。答案一定要写在答题纸的指定位置上,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。

四、考试时间为 60 分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — I suppose there'll be a lot of arguments.

— _____

A. No problem.

B. I should imagine so.

C. That's a good idea.

2. — Sorry, I made a mistake again.

— _____ Practice more and you'll succeed.

A. Never mind.

B. Certainly not.

C. You're welcome.

3. — Do you mind if I smoke here?

— _____

A. No, thanks.

B. Yes, please.

C. Yes, better not.

4. — How did you miss your train?

— _____

A. Never mind.

B. What's your proposal?

C. Well, I was caught in the traffic jam.

5. — Good morning, Volunteering Matters, how can I help you?

— Good morning, I'd like to find out _____.

A. how I could pay online

B. how I could become a volunteer

C. how I could make an appointment

6-20 题: 阅读下面的句子, 从 A、B、C 三个选项中选出一个能填入空白处的正确选项, 并将答案序号写在答题纸上。

- 1182

- [illegible]

三、阅读理解(共 40 分,每小题 4 分)

21—25 题: 阅读下列短文, 从 A、B、C 三个选项中选出一个正确答案, 并将答案序号写在答题纸上。

Passage 1

Without good budget management, you are likely to overspend on marketing accidentally.¹⁵ Here are three steps that help to make a good marketing budget.

Step 1: Organize financial information

The first step is to be clear of your current financial situation. You need to know how much money your company makes monthly and the changes that might arise in the future. Although income flows change throughout the year, you must organize the information based on reliable revenue — the minimum amount of money your company makes each month.¹⁶

A realistic budget plan will always focus on the income that exceeds the expenses,¹⁷ not the total revenue that comes in. When you have determined the amount of disposable income available for the company, you should determine where the money will go.

Step 2: Determine where you want to spend marketing funds

After you know the total amount available to spend on marketing, the next step is how you plan to spend that money. Three main factors decide how you spend marketing funds: the budget amount, your past experiences, and where you can reach the right audience.

You will start organizing how to spend the funds based on the amount. Besides, you need to consider the strategies that have worked in the past. Also, you need consider which marketing channels will allow you to reach the right audience.

Step 3: Assess data and make appropriate changes

The final step in building a good marketing budget is the analysis of the plan and any changes that may improve revenue. Ultimately, marketing is designed to bring in extra revenue.¹⁸ If the activity does not bring in any additional revenue over its cost, then it is better to change strategy and try something else.

Assessing the data is a vital part of creating an effective marketing strategy.¹⁹ Evaluation begins with comparing past performance to the performance after marketing the product or services.

However, a good budget alone is not enough. You have to take action and remain committed to following through your plan. By keeping the budget in mind when you make decisions, you will have the opportunity to work out different strategies to find the best solutions for your business goals and prevent overspending on marketing.

21. What should the budget plan be based on?
- A. The company's reliable expense.
 - B. The company's reliable income.
 - C. The company's reliable cost.
22. What does "disposable income" mean in paragraph 3?
- A. Total income.
 - B. Previous income.
 - C. Net income.
23. You have to be clear of _____ when organizing financial information.
- A. the income and expenses
 - B. the marketing fund
 - C. the budget management
24. The three main factors that decide how you spend marketing funds are _____.
- A. the money you have earned, the actual expenses and the money you will expend
 - B. the budget amount, your past experiences and where you can reach the right audience
 - C. the assets you have, the product and the income
25. Keeping the budget in mind when making marketing decisions will avoid _____.
- A. using less than you earn
 - B. using money unnecessarily
 - C. using more than you earn
- 26—30 题: 请根据短文内容判断给出的语句是否正确, 正确的写“T”, 错误的写“F”, 并将答案写在答题纸上。

Passage 2

I think the most terrible thing in life for my little brother is getting up in the morning. He is almost sick when my mother calls, "Herbert! It's seven o'clock! Get up!"

Herbert answers, "I'm coming!" and goes right back to sleep. I'm not at all like my brother. I don't like to go to bed at night but I don't mind getting up in the morning. I usually wake up before my mother calls me. I jump out of bed and go into the bathroom to take a shower. I get dressed, brush my teeth, comb my hair, and get ready to go downstairs for breakfast as soon as my mother calls.

But not Herbert. He just sleeps. A military band (军乐队) in our bedroom could not wake him up. I call him and say, "Get up! Mum will be up here to pull you out of bed if you don't get up immediately!"

But he just sleeps. After calling a few more times my mother has to come upstairs and pull Herbert out of bed. It's that way every day with my little brother. Perhaps someday he'll learn to get up on time, but I really don't think so.

26. The most terrible thing in life for my little brother is going to school.

27. When mother calls, Herbert doesn't answer and remains in bed.

28. My mother often has to pull Herbert out of bed as he refuses to get up.

29. Sometimes we have to send for a military band to wake Herbert up.

30. The writer thinks someday Herbert will learn to get up on time.

四、写作(共 20 分)

31. 根据要求写作文。

写作要求:

以秘书张强的名义,给 Sam Smith 写一份电话留言。

来电时间:4月6日下午3:00

出访时间:4月11日,星期二

航班号:CZ3590

起飞/到达时间:7:55/10:25

访问意图:Mr James 将于下周到 Sam Smith 的办公室洽谈一项新的技术开发项目,询问对方时间是否合适,如果时间不合适,请 Sam Smith 回电话。

试卷代号:1378

国家开放大学(中央广播电视大学)2018年秋季学期“开放本科”期末考试

管理英语 3 试题答案及评分标准

(供参考)

2019年1月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

1. B 2. A 3. C 4. C 5. B

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. A 7. B 8. A 9. B 10. C
11. C 12. B 13. A 14. B 15. A
16. B 17. B 18. C 19. A 20. C

三、阅读理解(共40分,每小题4分)

21—25题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

21. B 22. C 23. A 24. B 25. C

26—30题:请根据短文内容判断给出的语句是否正确,正确的写“T”,错误的写“F”,并将答案写在答题纸上。

Passage 2

26. F 27. F 28. T 29. F 30. F

四、写作(共 20 分)

31. 根据要求写作文。

(供参考)

A Telephone Message

To: Sam Smith

Time: 3:00 p. m. , April 6

Message: Mr. James of AAA Company is scheduled to visit your office on April 11, Tuesday. His Flight CZ3590 takes off from Shanghai at 7:55 a. m. and arrives in Shenzhen at 10:25. He is expecting to discuss with you about the technical cooperation on a new project. Ring back to check whether the time is suitable.

From: Zhang Qiang

作文评分标准:

(1) 评分原则

① 本题总分为 20 分,按 6 个档次给分。

② 评分时,先根据文章的内容和语言初步确定其所属档次,然后以该档次的要求来衡量、确定或调整档次,最后给分。

③ 评分时应注意的主要内容为:内容要点、句型变化、词汇运用和语法结构的准确性,语意的连贯性、逻辑性以及应用文的格式要求。

④ 评分时,如拼写错误较多,书写较差,以至影响交际,将分数降低一个档次。

试卷代号:1378

国家开放大学2019年春季学期期末统一考试

管理英语 3 试题

2019年7月

注 意 事 项

一、将你的学号、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。监考人收完考卷和答题纸后才可离开考场。

二、仔细读懂题目的说明,并按题目要求答题。答案一定要写在答题纸的指定位置上,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。

四、考试时间为 60 分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — I wish you success in your career.

— _____

- A. Go ahead.
- B. It doesn't matter.
- C. The same to you.

2. — I'm more than happy to go out this weekend.

— _____ We've got so much work to do at that time.

- A. Don't worry.
- B. Forget it.
- C. Don't say so.

3. — It's getting dark. I'm afraid I must be off now.

— OK. _____

- A. Take it easy.
- B. Go slowly.
- C. See you.

4. — What do you think about Japanese food?

— _____

- A. Overall, the diet there is a healthy one—— low fat.
- B. Public environment has been greatly improved.
- C. I didn't have much time to prepare food, so I ate out a lot.

5. — _____

— Fire, fire service please! There's a huge fire here.

- A. 911, how may I direct your call?
- B. How may I help you?
- C. What can I do for you?

二、词汇与结构(共计 30 分,每小题 2 分)

6-20 题: 阅读下面的句子, 从 A、B、C 三个选项中选出一个能填入空白处的正确选项, 并将答案序号写在答题纸上。

6. Under no circumstance _____ to tell lies to parents.
A. children are allowed
B. are children allowed
C. will children allow
7. I _____ a book when the telephone _____.
A. was reading...rang
B. read...rang
C. was reading...was ringing
8. This is the man _____ last night.
A. whom I saw him
B. whom I saw
C. which I saw him
9. I don't like ice-cream, she doesn't like it, _____.
A. either
B. neither
C. none
10. He will write to me as soon as he _____ home.
A. will have returned
B. returns
C. will return
11. I bought a new car last month, but I _____ my old car yet.
A. did not sell
B. have not sold
C. had not sold
12. I'm used to _____ up early now.
A. get
B. to get
C. getting
13. We have spent all of our spare time, _____ our spare money, on the project.
A. as soon as
B. as long as
C. as well as

14. A number of boys _____ absent some time during the term.

A. have been B. has been

C. will
15. Purchasing the new production line will be a _____ deal for the company.

A. profitable B. forceful

C. tremendous
16. _____ important it is for kids to imagine freely!

A. What B. How

C. What an
17. I don't think anyone can _____ him of not being honest.

A. accuse B. custom

C. abuse
18. The programme gives students the _____ to learn more about global warming.

A. success B. ambition

C. opportunity
19. The light is too _____ for me to read. I can't stand any more.

A. dim B. ripe

C. soup
20. They are trying to _____ the waste discharged by the factory for profit.

A. expose B. exhaust

C. exploit

三、阅读理解(共 40 分,每小题 4 分)

21—25 题: 阅读下列短文, 从 A、B、C 三个选项中选出一个正确答案, 并将答案序号写在答题纸上。

Passage 1

To minimize traffic jams in the city center and on major roads out of Sydney, the City's highway department will not agree to road closures scheduled for weekdays or Saturdays. On

minor roads outside the city center, weekdays and Saturdays may be considered. You must apply for approval to do roadwork and other road—related activities, tree cutting and use of very large construction machinery, ladders etc. Please note that approval is needed if you plan to block the road or footpath.

Applications to have a road closed to traffic must be completed and sent to the Department's Traffic Calming Committee at least a month before the scheduled date.

Roads can be closed partially or fully, depending on your requirements. Partial road closures are only allowed in light traffic areas where there will be at least 1 lane for traffic with extra traffic control measures to make sure 2-way traffic can continue to run for the duration of the work. Any change of traffic flow will require the proposal to be treated as a full road closure. For further information about a partial road closure, please refer to Contacts.

If you are organizing a parade, march or other type of street-based event, approval is also required and we recommend you choose one of our 4 preferred routes. Choosing an existing route reduces the amount of planning you will need to do.

21. As a rule, Sydney's highway department will agree to road closures in the city center scheduled for _____.

A. weekdays

B. Saturdays

C. Sundays

22. If you want a road closed to traffic, you must complete your applications and send them to the relevant committee at least _____ before the scheduled date.

A. a week

B. 30 days

C. two months

23. Partial or full road closures are decided by _____.

A. the requirements from applicants

B. the traffic flow

C. the road conditions

24. Which is NOT the condition for partial road closures according to the passage?

- A. In light traffic areas.
- B. On work days.
- C. There will be at least 1 lane for traffic during the work.

25. Which is the best title of this passage?

- A. Road Closure Procedures in Sydney.
- B. Road Conditions in Sydney.
- C. Road Management in Sydney.

26—30 题: 阅读下列短文, 从 A、B、C 三个选项中选出一个正确答案, 并将答案序号写在答题纸上。

Passage 2

Uncle Li and Uncle Wang are good friends. They live next to each other and their farms are both at the foot of the mountain. So they can help each other. But neither of them likes to use his head. They're both poor though they work hard. Most villagers have built new houses, but they still live in the low and broken houses. They never find out why.

Once Uncle Li went to town to buy some medicine for his wife. In the town he heard the apples in a city were expensive. He told Uncle Wang about it as soon as he went back. They decided to carry some apples to the city. They borrowed some money from their friends and bought nearly 1,000 kilograms of apples in the villages and carried them to the city on a tractor. Bad luck! A lot of apples have already been carried there when they arrived. A few days later they had to sell them at a low price (价格). They felt unhappy and returned to their village.

"I can't understand why we sustained (蒙受) losses in business while others always profit (盈利)" Uncle Li asked one day.

"The tractor was too small." Uncle Wang said without thinking. "We'll carry more apples on a truck next time!"

"I agree!" said Uncle Li. "How foolish (傻的) we were!"

26. Uncle Li and Uncle Wang live in the low and broken houses because _____.
A. they hope to save money
B. they're both poor
C. their farms are at the foot of the mountain
27. The two farmers carried the apples to the city to _____.
A. make a journey B. make a profit
C. meet their friends
28. The tow farmers had to sell their apples at a low price because _____.
A. theirs weren't as good as the others'
B. they forgot to carry them on a truck
C. a lot of apples had been already carried to the city
29. Uncle Li and Uncle Wang were unhappy because _____.
A. they had sustained losses in business
B. they had lost some money in the city
C. something was wrong with the tractor
30. Which of the following is true?
A. The two farmers found out why they were poor.
B. The two farmers will soon get rich.
C. Neither of the farmers is clever.

四、写作(共 20 分)

31. 根据要求写作文。

写作要求:

以秘书张强的名义,给 Sam Smith 写一份电话留言。

来电时间:4 月 6 日下午 3:00

出访时间:4 月 11 日,星期二

航班号:CZ3590

起飞/到达时间:7:55/10:25

访问意图:Mr James 将于下周到 Sam Smith 的办公室洽谈一项新的技术开发项目,询问对方时间是否合适,如果时间不合适,请 Sam Smith 回电话。

试卷代号:1378

国家开放大学2019年春季学期期末统一考试

管理英语3 试题答案及评分标准

(供参考)

2019年7月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

1. C 2. B 3. C 4. A 5. A

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. B 7. A 8. B 9. A 10. B
11. B 12. C 13. C 14. A 15. A
16. B 17. A 18. C 19. A 20. C

三、阅读理解(共40分,每小题4分)

21—25题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

21. C 22. B 23. A 24. B 25. A

26—30题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 2

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

四、写作(共 20 分)

31. 根据要求写作文。

(供参考)

A Telephone Message

To: Sam Smith

Time: 3:00 p. m. , April 6

Message: Mr. James of AAA Company is scheduled to visit your office on April 11, Tuesday. His Flight CZ3590 takes off from Shanghai at 7:55 a. m. and arrives in Shenzhen at 10:25. He is expecting to discuss with you about the technical cooperation on a new project. Ring back to check whether the time is suitable.

From: Zhang Qiang

作文评分标准:

(1) 评分原则

① 本题总分为 20 分,按 6 个档次给分。

② 评分时,先根据文章的内容和语言初步确定其所属档次,然后以该档次的要求来衡量、确定或调整档次,最后给分。

③ 评分时应注意的主要内容为:内容要点、句型变化、词汇运用和语法结构的准确性,语意的连贯性、逻辑性以及应用文的格式要求。

④ 评分时,如拼写错误较多,书写较差,以至影响交际,将分数降低一个档次。

试卷代号:1378

国家开放大学2019年秋季学期期末统一考试

管理英语3 试题

2020年1月

注 意 事 项

一、将你的学号、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。监考人收完考卷和答题纸后才可离开考场。

二、仔细读懂题目的说明,并按题目要求答题。答案一定要写在答题纸的指定位置上,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。

四、考试时间为60分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — How did you find your visit to Qingdao, Joanna?
— _____
A. Oh, wonderful indeed. B. I went there alone.
C. A guide showed me the way.
2. — I'm dog tired. I can't walk any further, Tommy.
— _____, Jenny. You can do it.
A. No problem B. Come on
C. No hurry
3. — Would you like some more beer?
— _____, please.
A. Just a little B. No more
C. I've had enough
4. — Are you going on holiday for a long time?
— _____
A. It was a long time. B. Two weeks ago.
C. No. Only a couple of days.
5. — Hurry up! If the fire spreads to the stairs, it could block our way out!
— _____ This is no time for talking.
A. Better not. B. We'd better call 911.
C. You're right!

二、词汇与结构 (共计 30 分, 每小题 2 分)

6—20 题: 阅读下面的句子, 从 A、B、C 三个选项中选出一个能填入空白处的正确选项, 并将答案序号写在答题纸上。

6. In Beijing, the best season in a year is probably _____ autumn.
A. late B. later
C. latter

7. I am _____ your early coming.
A. looking forward to
B. looking forward
C. look forward to
8. —Who should be responsible for the accident?
—The boss, not the workers. They just carried out the order _____.
A. as are told
B. as told
C. as they told
9. I'm going to have a _____ with Mark about this issue tomorrow.
A. speech
B. sentence
C. word
10. _____ is known to all, too much fat causes heart problems.
A. It
B. As
C. Just as
11. The products of this company are always _____ to standard, they have very strict quality control process.
A. close
B. down
C. up
12. I didn't finish my homework. Neither _____.
A. did he
B. didn't he
C. he did
13. Let's discuss these problems at the meeting, _____?
A. do we
B. shall we
C. will you
14. John as well as Mike _____ just been back from an important meeting.
A. have
B. has
C. had
15. Can you tell me how _____ to the railway station, please?
A. getting
B. got
C. to get

A realistic budget plan will always focus on the income that exceeds the expenses, not the total revenue that comes in. When you have determined the amount of disposable income available for the company, you should determine where the money will go.

Step 2: Determine where you want to spend marketing funds

After you know the total amount available to spend on marketing, the next step is how you plan to spend that money. Three main factors decide how you spend marketing funds: the budget amount, your past experiences, and where you can reach the right audience.

You will start organizing how to spend the funds based on the amount. Besides, you need to consider the strategies that have worked in the past. Also, you need consider which marketing channels will allow you to reach the right audience.

Step 3: Assess data and make appropriate changes

The final step in building a good marketing budget is the analysis of the plan and any changes that may improve revenue. Ultimately, marketing is designed to bring in extra revenue. If the activity does not bring in any additional revenue over its cost, then it is better to change strategy and try something else.

Assessing the data is a vital part of creating an effective marketing strategy. Evaluation begins with comparing past performance to the performance after marketing the product or services.

However, a good budget alone is not enough. You have to take action and remain committed to following through your plan. By keeping the budget in mind when you make decisions, you will have the opportunity to work out different strategies to find the best solutions for your business goals and prevent overspending on marketing.

21. The budget plan should be based on the company's reliable _____.

- A. expense
- B. income
- C. cost

22. The underlined "disposable income" in Paragraph 3 means _____.

- A. total income
- B. previous income
- C. net income

23. You have to be clear of _____ when organizing financial information.

- A. the income and expenses
- B. the marketing fund
- C. the budget management

24. The three main factors that decide how you spend marketing funds are _____.

- A. the money you have earned, the actual expenses and the money you will expend
- B. the budget amount, your past experiences and where you can reach the right audience
- C. the assets you have, the product and the income

25. Keeping the budget in mind when making marketing decisions will avoid _____.

- A. using less than you earn
- B. using money unnecessarily
- C. using more than you earn

26—30 题: 请根据短文内容判断给出的语句是否正确, 正确的写“T”, 错误的写“F”, 并将答案写在答题纸上。

Passage 2

A question that often troubles food companies is how to control problems like rats and insects without harming the food. Pest control experts say poisons should never be used where they may enter food. They say the first line of defense against pests is to clean the places where the food is handled or stored.

Floors, food preparation surfaces and tools can be disinfected with chemicals like chlorine, iodine or bromine. Food containers should be stored about half a meter off the ground and about half a meter away from any walls. Storage areas should be kept dry and clean.

Containers for raw materials such as rice, wheat, etc. should be kept closed and clean. Any foodstuff split during delivery or handling should be cleared up both inside and outside the building. Pests enter a building from the outside, so pay attention to outer walls. Small stones can be used to cover the ground and block the growth of plants and the grass should be kept short to deny pests a place to live.

Check that doors and windows are completely closed. Also any hole that might allow pests to enter a building should be filled. Rats can enter through a hole the size of a coin. A mouse can pass through a hole half that size.

Supervisors should make a list of pest control measures to be taken by employees. This will aid the efforts and also help prepare for any inspections. In most countries, there is a food and drug administration bureau, or some agency with a similar name, which enforces rules nationwide, responsible for rules about the use of pesticides, etc. However, businesses where food is stored, prepared or sold must also follow state and local health laws. Most of these governmental departments or bureaus have their websites with information about food safety policies and other issues. People can easily access the information.

26. According to pest control experts, poisons should never be used as they may enter food.

27. Food preparation surfaces and tools should be kept clean.

28. Outer walls are used to stop pests from entering a building from the outside.

29. People can easily access the information about food safety policies from the government departments and bureaus.

30. The main idea of the passage is how to prevent plants and grass from growing.

四、写作(共 20 分)

31. 根据要求写作文。

写作要求:以李明的身份,根据下表内容,写一篇英文作文介绍自己的日程表。

Write a short passage according to the information of the following timetable.

Li Ming's Timetable from Monday to Friday

(No. 3 Middle School)

Time	Activity
6 : 30	get up
7 : 00	have breakfast
7 : 30	go to school
8 : 30~12 : 05	have 4 classes
12 : 05	have lunch at school
14 : 00~15 : 40	have 2 classes
15 : 40~16 : 40	play basketball / football
16 : 40	go home
18 : 00	have supper
18 : 30~22 : 00	do homework, watch TV, do some reading
22 : 00	go to bed

试卷代号:1378

国家开放大学2019年秋季学期期末统一考试

管理英语3 试题答案及评分标准

(供参考)

2020年1月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

1. A 2. B 3. A 4. C 5. C

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. A 7. A 8. B 9. C 10. B
11. C 12. A 13. B 14. B 15. C
16. B 17. B 18. C 19. A 20. B

三、阅读理解(共40分,每小题4分)

21—25题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

21. B 22. C 23. A 24. B 25. C

26—30题:请根据短文内容判断给出的语句是否正确,正确的写“T”,错误的写“F”,并将答案写在答题纸上。

Passage 2

26. T 27. T 28. T 29. F 30. F

四、写作(共20分)

31. 根据要求写作文。

写作要求:以李明的身份,根据下表内容,写一篇英文作文介绍自己的日程表。

Write a short passage according to the information of the following timetable.

Li Ming's Timetable from Monday to Friday
(No. 3 Middle School)

Time	Activity
6 : 30	get up
7 : 00	have breakfast
7 : 30	go to school
8 : 30~12 : 05	have 4 classes
12 : 05	have lunch at school
14 : 00~15 : 40	have 2 classes
15 : 40~16 : 40	play basketball / football
16 : 40	go home
18 : 00	have supper
18 : 30~22 : 00	do homework, watch TV, do some reading
22 : 00	go to bed

参考范文:

This is my timetable. I study at No. 3 Middle School from Monday to Friday. I get up at 6 : 30 a. m. I have breakfast at 7 : 00 and then I go to school. I don't like to be late. Our classes begin at 8 : 30 a. m. We have four classes in the morning. I often have lunch at school with my classmates.

In the afternoon, we have two classes. Classes are over at 3 : 40, and I get home at 4 : 00. But sometimes I don't leave school so early because I play basketball in the playground. Then I go home at 5 : 00. I have supper at about 6 : 00. After supper I do my homework. I often watch TV, but sometimes I like to do some reading and the story books are very interesting. I usually go to bed at about 10 : 00 p. m.

作文评分标准:

(1)评分原则。

①本题总分为 20 分,按 6 个档次给分。

② 评分时,先根据文章的内容和语言初步确定其所属档次,然后以该档次的要求来衡量、确定或调整档次,最后给分。

③评分时应注意的主要内容:内容要点、句型变化、词汇运用和语法结构的准确性,语意的连贯性、逻辑性以及应用文的格式要求。

④评分时,如拼写错误较多,书写较差,以至影响交际,将分数降低一个档次。

试卷代号:1378

国家开放大学2020年春季学期期末统一考试

管理英语 3 试题

2020年7月

注 意 事 项

一、将你的学号、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。监考人收完考卷和答题纸后才可离开考场。

二、仔细读懂题目的说明,并按题目要求答题。答案一定要写在答题纸的指定位置上,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。

四、考试时间为 60 分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. —I'm more than happy to go out this weekend.

— _____ We've got so much work to do at that time.

A. Don't worry.

B. Forget it.

C. Don't say so.

2. — I'm leaving for Shanghai tomorrow.

— _____

A. See you later.

B. Have a pleasant trip!

C. Let's go out for a drink.

3. —Could I help you with your heavy box? You are so tired .

— _____ I can manage it.

A. No. Thanks.

B. Yes, please.

C. All right.

4. — I wonder if I could use your computer tonight?

— _____

A. Sure, go ahead.

B. It doesn't matter.

C. Who cares?

5. — _____

— Fire, fire service please! There's a huge fire here.

A. 911, how may I direct your call? B. How may I help you?

C. What can I do for you?

二、词汇与结构 (共计 30 分, 每小题 2 分)

6—20 题: 阅读下面的句子, 从 A、B、C 三个选项中选出一个能填入空白处的正确选项, 并将答案序号写在答题纸上。

6. A bus driver _____ the safety of his passengers.

A. is responsible in

B. is responsible for

C. is responsible to

7. He gave up his study in college in _____.
A. bundle
B. despair
C. ash
8. The manager urged his staff not to _____ the splendid opportunity.
A. slide
B. miss
C. escape
9. A number of boys _____ absent some time during the term.
A. have been
B. has been
C. will
10. This is the book _____ I have learned a lot.
A. to which
B. by whom
C. from which
11. Let's go _____ the reports on the latest work.
A. over
B. with
C. to
12. It's _____ to point to or talk about strangers in public.
A. not polite
B. polite
C. good
13. — I wish you success in your career.
— _____
A. Go ahead.
B. It doesn't matter.
C. The same to you.
14. My friend invited me _____ the art club, and I accepted it with pleasure.
A. join
B. to join
C. joining
15. I _____ a book when the telephone _____.
A. was reading...rang
B. read...rang
C. was reading...was ringing

16. _____ important it is for kids to imagine freely!

A. What

B. How

C. What an

17. You can go out, _____ you promise to be back before 12 o'clock.

A. so far as

B. as far as

C. as long as

18. They recommended that the amusement park _____.

A. was extended

B. will be extended

C. be extended

19. is known to all, too much fat causes heart problems.

A. It

B. As

C. Just as

20. She doesn't French or German.

A. speak

B. say

C. talk

三、阅读理解(共 40 分,每小题 4 分)

21—25 题: 阅读下列短文, 从 A、B、C 三个选项中选出一个正确答案, 并将答案序号写在答题纸上。

Passage 1

To minimize traffic jams in the city centre and on major roads out of Sydney, the City's highway department will not agree to road closures scheduled for weekdays or Saturdays. On minor roads outside the city centre, weekdays and Saturdays may be considered. You must apply for approval to do roadwork and other road-related activities, tree cutting and use of very large construction machinery, ladders etc. Please note that approval is needed if you plan to block the road or footpath.

Applications to have a road closed to traffic must be completed and sent to the Department's Traffic Calming Committee at least a month before the scheduled date.

Roads can be closed partially or fully, depending on your requirements. Partial road closures are only allowed in light traffic areas where there will be at least 1 lane for traffic with extra traffic control measures to make sure 2-way traffic can continue to run for the duration of the work. Any change of traffic flow will require the proposal to be treated as a full road closure. For further information about a partial road closure, please refer to Contacts.

If you are organizing a parade, march or other type of street-based event, approval is also required and we recommend you choose one of our 4 preferred routes. Choosing an existing route reduces the amount of planning you will need to do.

21. As a rule, Sydney's highway department will agree to road closures in the city centre scheduled for _____.

- A. weekdays
- B. Saturdays
- C. Sundays

22. If you want a road closed to traffic, you must complete your applications and send them to the relevant committee at least _____ before the scheduled date.

- A. a week
- B. 30 days
- C. two months

23. Partial or full road closures are decided by _____.

- A. the requirements from applicants
- B. the traffic flow
- C. the road conditions

24. Which of the following is NOT the condition for partial road closures according to the passage?

- A. In light traffic areas.
- B. On work days.
- C. There will be at least 1 lane for traffic during the work.

25. Which of the following would be the best title of this passage?

- A. Road Closure Procedures in Sydney
- B. Road Conditions in Sydney
- C. Road Management in Sydney

26—30 题:请根据短文内容判断给出的语句是否正确,正确的写“T”,错误的写“F”,并将答案写在答题纸上。

Passage 2

The “war for talent” reads like headlines from many years ago, but it has never gone away, says Eleanor Nickerson, director of UK operations for Top Employers. Many companies they have researched are short of talents. Though the companies may receive many applications, they cannot find the people they want.

Top Employers’ research shows that offering good career chances is the key to attracting and keeping the talent. Smart employees know their own value and will want to know what their employers can offer them after 5 or 10 years’ career development. So, keeping staff is the biggest challenge employers face in the long run.

Yet not every employee feels that they can better their career chances. Some are still nervous about losing their jobs, despite a recent fall in unemployment, says the Trades Union Congress (TUC). TUC points out that some four-fifths of new jobs created have been in part of the economy where average pay rates are less than £8 an hour since the recession began. Many of these jobs are on temporary or zero hours contracts.

A report from the Office for National Statistics published in February showed that real wages have been falling consistently since 2010. It’s the longest period since at least 1964. “We’re still in the hardest living standards squeeze for over a century and those who are already working have had years of real-terms pay cuts,” says TUC spokesperson Liz Chinchin. “Understanding the pressures that staff face is a good starting point for any employer. If employers want to show concern for their staff, they should be paying them well and understand that zero hours contracts bring insecurity and extreme money worries.”

26. Many companies are not short of talents any more.

27. Providing employees with good career chances is the key to attracting and keeping the talent.

28. Smart employees don’t care about what companies can offer them after 5 or 10 years’ career development.

29. Most of the new jobs are paid more than £8 an hour.

30. Payments have been decreasing consistently since 2010.

四、写作(共 20 分)

31. 根据要求写作文。

写作要求:

以秘书张强的名义,给 Sam Smith 写一份电话留言。

来电时间:4 月 6 日下午 3:00

出访时间:4 月 11 日,星期二

航班号:CZ3590

起飞/到达时间:7:55/10:25

访问意图:Mr James 将于下周到 Sam Smith 的办公室洽谈一项新的技术开发项目并询问对方时间是否合适,如果时间不合适,请 Sam Smith 回电话。

试卷代号:1378

国家开放大学2020年春季学期期末统一考试

管理英语3 试题答案及评分标准

(供参考)

2020年7月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

1. B 2. B 3. A 4. A 5. A

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. B 7. B 8. B 9. A 10. C
11. A 12. A 13. C 14. B 15. A
16. B 17. C 18. C 19. B 20. A

三、阅读理解(共40分,每小题4分)

21—25题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

21. C 22. B 23. A 24. B 25. A

26—30题:请根据短文内容判断给出的语句是否正确,正确的写“T”,错误的写“F”,并将答案写在答题纸上。

Passage 2

26. F 27. T 28. F 29. F 30. T

四、写作(共 20 分)

31. 根据要求写作文。

写作要求:

以秘书张强的名义,给 Sam Smith 写一份电话留言。

来电时间:4 月 6 日下午 3:00

出访时间:4 月 11 日,星期二

航班号:CZ3590

起飞/到达时间:7:55/10:25

访问意图:Mr James 将于下周到 Sam Smith 的办公室洽谈一项新的技术开发项目并询问对方时间是否合适,如果时间不合适,请 Sam Smith 回电话。

参考范文:

A Telephone Message

To: Sam Smith

Time: 3:00 p. m. , April 6

Message: Mr James of AAA Company is scheduled to visit your office on April 11, Tuesday. His Flight CZ3590 takes off from Shanghai at 7:55 a. m. and arrives in Shenzhen at 10:25. He is expecting to discuss with you about the technical cooperation on a new project. Ring back to check whether the time is suitable.

From: Li Qiang

作文评分标准:

(1)评分原则。

①本题总分为 20 分,按 6 个档次给分。

②评分时,先根据文章的内容和语言初步确定其所属档次,然后以该档次的要求来衡量、确定或调整档次,最后给分。

③评分时应注意的主要内容为:内容要点、句型变化、词汇运用和语法结构的准确性,语意的连贯性、逻辑性以及应用文的格式要求。

④评分时,如拼写错误较多,书写较差,以至影响交际,将分数降低一个档次。

试卷代号:1378

国家开放大学2020年春季学期期末统一考试

管理英语 3 试题

2020年9月

注 意 事 项

一、将你的学号、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。监考人收完考卷和答题纸后才可离开考场。

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的指定位置上,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。

四、考试时间为 60 分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — I'm leaving for Shanghai tomorrow.

— _____

A. See you later.

B. Have a pleasant trip!

C. Let's go out for a drink.

2. — Sorry, I made a mistake again.

— _____ Practice more and you'll succeed.

A. Never mind.

B. Certainly not.

C. Don't mention it.

3. — I'm dog tired. I can't walk any further, Tommy.

— _____, Jenny. You can do it.

A. No problem

B. Come on

C. No hurry

4. — You look upset. _____

— I broke a traffic rule and was stopped by a policeman this morning.

A. That's all right.

B. You got a big fine, didn't you?

C. Anything wrong?

5. — _____

— It's probably somebody that dialed the wrong number.

A. Why isn't Mary teaching here this term?

B. Can you recommend something a girl will really like?

C. Aren't you going to answer the phone?

二、词汇与结构 (共计 30 分, 每小题 2 分)

6—20 题: 阅读下面的句子, 从 A、B、C 三个选项中选出一个能填入空白处的正确选项, 并将答案序号写在答题纸上。

6. It's _____ to point to or talk about strangers in public.

A. not polite

B. polite

C. good

- [illegible]

16. I _____ a book when the telephone _____.
 A. was reading...rang B. read...rang
 C. was reading...was ringing
17. A number of boys _____ absent some time during the term.
 A. have been B. has been
 C. will
18. I'm going to have a _____ with Mark about this issue tomorrow.
 A. speech B. sentence
 C. word
19. I got _____ money with me, so I wasn't able to buy even a bottle of water !
 A. any B. little
 C. few
20. I didn't finish my homework. Neither _____.
 A. did he B. didn't he
 C. he did

三、阅读理解(共 40 分,每小题 4 分)

21—25 题:阅读下列短文,从 A、B、C 三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

To minimize traffic jams in the city center and on major roads out of Sydney, the City's highway department will not agree to road closures scheduled for weekdays or Saturdays. On minor roads outside the city center, weekdays and Saturdays may be considered. You must apply for approval to do roadwork and other road-related activities, tree cutting and use of very large construction machinery, ladders etc. Please note that approval is needed if you plan to block the road or footpath.

Applications to have a road closed to traffic must be completed and sent to the Department's Traffic Calming Committee at least a month before the scheduled date.

Roads can be closed partially or fully, depending on your requirements. Partial road

closures are only allowed in light traffic areas where there will be at least 1 lane for traffic with extra traffic control measures to make sure 2-way traffic can continue to run for the duration of the work. Any change of traffic flow will require the proposal to be treated as a full road closure. For further information about a partial road closure, please refer to Contacts.

If you are organizing a parade, march or other type of street-based event, approval is also required and we recommend you choose one of our 4 preferred routes. Choosing an existing route reduces the amount of planning you will need to do.

21. As a rule, Sydney's highway department will agree to road closures in the city centre scheduled for _____.

- A. weekdays
- B. Saturdays
- C. Sundays

22. If you want a road closed to traffic, you must complete your applications and send them to the relevant committee at least _____ before the scheduled date.

- A. a week
- B. 30 days
- C. two months

23. Partial or full road closures are decided by _____.

- A. the requirements from applicants
- B. the traffic flow
- C. the road conditions

24. Which is NOT the condition for partial road closures according to the passage?

- A. In light traffic areas.
- B. On work days.
- C. There will be at least 1 lane for traffic during the work.

25. Which is the best title of this passage?

- A. Road Closure Procedures in Sydney.
- B. Road Conditions in Sydney.
- C. Road Management in Sydney.

26—30 题: 阅读下列短文, 从 A、B、C 三个选项中选出一个正确答案, 并将答案序号写在答题纸上。

Passage 2

On Christmas Eve—the night before Christmas Day—children all over Britain put a stocking at the end of their beds before they go to sleep. Their parents usually tell them that Father Christmas will come during the night.

Father Christmas is very kind and hearted. He gets to the top of each house and climbs down the chimney into the fireplace. He fills each of the stockings with Christmas presents.

Of course, Father Christmas isn't real. In Jim and Kate's house, "Father Christmas" is really Mr Green. Mr Green doesn't climb down the chimney. He waits until the children are asleep. Then he quietly goes into their bedrooms and fills their stockings with small presents. When they were very young, Mr Green sometimes wore a red coat. But he doesn't do that now. The children are no longer young, and they know who "Father Christmas" really is. But they still put their stockings at the end of their beds.

26. Christmas Eve is _____.

- A. Christmas Day
- B. the evening of Christmas Day
- C. the night before Christmas Day

27. Father Christmas often puts presents _____.

- A. into children's hats
- B. under children's beds
- C. into children's stockings

28. When the children were very young, _____.

- A. they knew that Father Christmas wasn't real
- B. they didn't know who Father Christmas was
- C. they thought their father was Father Christmas

29. When the children are older, they _____.

- A. know that Father Christmas is really their father
- B. ask their mother to fill their stockings with presents
- C. know that Father Christmas is real

30. Father Christmas comes into the house through the _____.

A. window

B. back door

C. chimney

四、写作(共 20 分)

31. 根据要求写作文。

Write a reply to a complaint letter according to the information given below.

投诉者: George Smith

回复者: Peter Bruce, Manager

投诉原因: 2018 年 5 月 10 日在网上购买的 Note 10 手机(Note10 mobile phone)有质量问题, 不能拍照(take pictures), 不能收发信息(receive or send messages)

调查结果: 确实有质量问题

解决方案: 退货(refund)或换部新手机(exchange)

试卷代号:1378

国家开放大学2020年春季学期期末统一考试

管理英语 3 试题答案及评分标准

(供参考)

2020年9月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

1. B 2. A 3. B 4. C 5. C

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. A 7. B 8. B 9. A 10. B
11. B 12. C 13. A 14. B 15. C
16. A 17. A 18. C 19. B 20. A

三、阅读理解(共40分,每小题4分)

21—25题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

21. C 22. B 23. A 24. B 25. A

26—30题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 2

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

四、写作(共20分)

31. 根据要求写作文。

Write a reply to a complaint letter according to the information given below.

投诉者:George Smith

回复者:Peter Bruce, Manager

投诉原因:2018年5月10日在网上购买的 Note 10 手机(Note10 mobile phone)有质量问题,不能拍照(take pictures),不能收发信息(receive or send messages)

调查结果:确实有质量问题

解决方案:退货(refund)或换部新手机(exchange)

参考范文

Dear George Smith,

Thank you for your letter of May 10, 2018 concerning about the problem that occurred with the mobile phone.

We wish to express our deepest regret over the unfortunate incident. I appreciate your sincerity and agree that Note10 mobile phone is imperfect in terms of taking pictures or sending messages. Please accept my sincere apologies.

After checking with our assembly staff in the workshop, it is clear that a small part of the mobile phone was not installed correctly. I can assure you that this oversight will never happen again. We have shipped the replacement of the new Note 10 mobile phone and we believe this will be up to the standards you have come to expect from our company.

Yours Sincerely,

Peter Bruce

作文评分标准:

1. 评分原则

(1) 本题总分为 20 分,按 6 个档次给分。

(2) 评分时,先根据文章的内容和语言初步确定其所属档次,然后以该档次的要求来衡量、确定或调整档次,最后给分。

(3) 评分时应注意的主要内容为:内容要点、句型变化、词汇运用和语法结构的准确性,语意的连贯性、逻辑性以及应用文的格式要求。

(4) 评分时,如拼写错误较多,书写较差,以至影响交际,

将分数降低一个档次。

试卷代号:1378

国家开放大学2020年秋季学期期末统一考试

管理英语3 试题

2021年1月

注 意 事 项

一、将你的学号、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。监考人收完考卷和答题纸后才可离开考场。

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的指定位置上,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。

四、考试时间为60分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — How did you miss your train?

— _____

A. Well, I was caught in the traffic jam.

B. What's your proposal?

C. Never mind.

2. — I've started my own software company.

— _____

A. Could you tell me who is the owner?

B. No kidding! Congratulations!

C. If I had the money, I'd start one.

3. — How did you find your visit to Qingdao, Joanna?

— _____

A. Oh, wonderful indeed.

B. I went there alone.

C. A guide showed me the way.

4. — Are you going on holiday for a long time?

— _____

A. It was a long time.

B. Two weeks ago.

C. No. Only a couple of days.

5. — What's the weather like in this area?

— _____

A. Very well.

B. It's rainy.

C. Yes, it's fine.

二、词汇与结构 (共计 30 分, 每小题 2 分)

6—20 题: 阅读下面的句子, 从 A、B、C 三个选项中选出一个能填入空白处的正确选项, 并将答案序号写在答题纸上。

6. He gave up his study in college in _____.

A. bundle

B. despair

C. ash

7. _____ they have a lot of applicants, they can't find the people they want.
A. Though B. Because
C. Therefore D. However
8. When _____ as planned, a credit card can be a powerful financial tool.
A. use B. using
C. used
9. When you aren't physically handing someone money or a check for a _____, you will feel you are spending free money.
A. purpose B. purse
C. purchase
10. I bought a new car last month, but I _____ my old car yet.
A. did not sell B. have not sold
C. had not sold
11. I don't think anyone can accuse him _____ not being honest.
A. of B. with
C. about
12. — Grace doesn't speak French. Does Mary speak French?
— She doesn't, _____.
A. either B. neither
C. too
13. We have spent all of our spare time, _____, our spare money, on the project.
A. as soon as B. as long as
C. as well as
14. I heard that you really had a wonderful time at John's birthday party, _____?
A. didn't I B. didn't you
C. hadn't you
15. Under no circumstance _____ to tell lies to parents.
A. children are allowed B. are children allowed
C. will children allow

16. I'm going to have a _____ with Mark about this issue tomorrow.
A. speech
B. sentence
C. word
17. I got _____ money with me, so I wasn't able to buy even a bottle of water !
A. any
B. little
C. few
18. Allan is looking forward to _____ you in summer holiday.
A. meet
B. meeting
C. be meeting
19. People now can easily _____ information from the Internet.
A. decrease
B. offer
C. access
20. Supervisors should make a list of pest control measures to be _____ by employees.
A. given
B. adapted
C. taken

三、阅读理解(共 40 分,每小题 4 分)

21—25 题: 阅读下列短文,从 A、B、C 三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

There are three kinds of goals: short-term, medium-range and long-term goals. Short-term goals are those that usually deal with current activities, which we can apply on a daily basis. Such goals can be achieved in a week or less, or two weeks, or possibly months. It should be remembered that just as a building is no stronger than its foundation, our long-term goals cannot amount to very much without the achievement of solid short-term goals. Upon completing our short-term goals, we should date the occasion and then add new short-term goals that will build on those that have been completed.

The intermediate goals build on the foundation of the short-term goals. They might deal with just one term of school or the entire school year, or they could even extend for several years. Any time you move a step at a time, you should never allow yourself to become discouraged or overwhelmed. As you complete each step, you will enforce the belief in your ability to grow and succeed. And as your list of completion dates grows, your motivation and desire will increase.

Long-term goals may be related to our dreams of the future. They might cover five years or more. Life is not a static thing. We should never allow a long-term goal to limit us or our course of action.

21. Short-term goals are the ones that _____.
 - A. motivate you over the long haul
 - B. might be measured for many years
 - C. keep you engaged on a daily basis
22. The medium-range goals are built upon _____.
 - A. belief and success
 - B. the motivation and desire
 - C. the completion of the short-term goals
23. Once we set ourselves long-term goals, _____.
 - A. we should stick to them until we complete them
 - B. we may change our goals as we have new ideas and opportunities
 - C. we had better wait for the exciting news of success
24. What does the word "static" mean in the last paragraph?
 - A. moving
 - B. developing
 - C. not moving
25. Which of the following statements is TRUE according to the passage?
 - A. Any time you move a step at a time, you may become discouraged.
 - B. Short-term goals all help in achieving your long-term goals.
 - C. Life is a static thing, thus never allowing a long-term goal to limit us.

26—30 题: 阅读下列短文, 从 A、B、C 三个选项中选出一个正确答案, 并将答案序号写在答题纸上。

Passage 2

I'm Michael Bush, Managing Director of Hoogle Engineering. I am pleased to welcome you here to our website and I'd like to tell you a little about the company and its organization. Hoogle Engineering was set up in 1960. It was divided into several departments at that time, such as the sales department, marketing department, and production department. Lots of managers were employed to manage it all.

Fortunately things are different now. Sixty people are employed by Hoogle and communication between departments is considered to be one of the most important aspects of the business. The market is global so we need to make contact with customers worldwide, not just locally.

But in the old days we were all in different departments and never spoke to each other. We had a tall structure. Traditionally we had people at the first level on the shop floor, manufacturing products according to the instructions which they were given. Then you had a supervisory level of people who supervised them every day. Then you moved up to the middle management, who were doing the tasks of getting new business, and then you had the senior management team, and then you had the board, who decided the business strategy. So there were a lot of levels in the company in the old days actually.

The structure today is that we form teams within teams to place people who can manufacture a product. Each team has members that can manufacture different products. The actual teams now are self-managing, so we don't even have team leaders. You've got the teams, and then you've got two people, only two people, who are what you think of as management. This is generally called flat structure.

26. Who is telling the information about Hoogle Engineering?

- A. Managing Director.
- B. Vice president.
- C. Accountant.

27. How many people are employed by Hoogle Engineering?
- A. 50.
 - B. 40.
 - C. 60.
28. Why is it necessary to make contact with customers worldwide?
- A. Because the market is global.
 - B. Because we need it.
 - C. Because communication can make people happy.
29. Which of the following statements is NOT true?
- A. In the old days the staff in different departments never spoke to each other.
 - B. There were a lot of levels in the company in the old days.
 - C. The speaker thinks the two structures have the same functions.
30. What kind of organizational structure was Hoogle Engineering?
- A. A flat structure.
 - B. A tall structure.
 - C. A flat structure and a tall structure.

四、写作(共 20 分)

31. 根据要求写一篇 80 词左右的作文。

Write a letter on a suggestion regarding opening a new theme park in the city to the board of directors, based on the following reasons:

- (1) Doing market research since August (online questionnaires and more than 200 respondents);
- (2) The city has a good location with a large population;
- (3) Our competitors plan to expand their business;
- (4) Needing to find out enough funds available.

Dear Board of Directors,

Yours Faithfully,
James Wang

试卷代号:1378

座位号

国家开放大学2020年秋季学期期末统一考试

管理英语3 试题答题纸

2021年1月

题 号	一	二	三	四	总 分
分 数					

得 分	评卷人

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. 2. 3. 4. 5.

得 分	评卷人

二、词汇与结构 (共计 30 分, 每小题 2 分)

6—20 题: 阅读下面的句子, 从 A、B、C 三个选项中选出一个能填入空白处的正确选项, 并将答案序号写在答题纸上。

6. 7. 8. 9. 10.
11. 12. 13. 14. 15.
16. 17. 18. 19. 20.

得 分	评卷人

三、阅读理解 (共 40 分, 每小题 4 分)

21—25 题: 阅读下列短文, 从 A、B、C 三个选项中选出一个正确答案, 并将答案序号写在答题纸上。

Passage 1

21. 22. 23. 24. 25.

26—30 题: 阅读下列短文, 从 A、B、C 三个选项中选出一个正确答案, 并将答案序号写在答题纸上。

Passage 2

26. 27. 28. 29. 30.

得 分	评卷人

四、写作(共 20 分)

31. 根据要求写一篇 80 词左右的作文。

Write a letter on a suggestion regarding opening a new theme park in the city to the board of directors, based on the following reasons:

- (1) Doing market research since August (online questionnaires and more than 200 respondents);
- (2) The city has a good location with a large population;
- (3) Our competitors plan to expand their business;
- (4) Needing to find out enough funds available.

Dear Board of Directors,

Yours Faithfully,

James Wang

试卷代号:1378

国家开放大学2020年秋季学期期末统一考试

管理英语3 试题答案及评分标准

(供参考)

2021年1月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

1. A 2. B 3. A 4. C 5. B

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. B 7. A 8. C 9. C 10. B
11. A 12. A 13. C 14. B 15. B
16. C 17. B 18. B 19. C 20. C

三、阅读理解(共40分,每小题4分)

21—25题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

21. C 22. C 23. B 24. C 25. B

26—30题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 2

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

四、写作(共20分)

31. 根据要求写一篇80词左右的作文。

Write a letter on a suggestion regarding opening a new theme park in the city to the board of directors, based on the following reasons:

(1) Doing market research since August (online questionnaires and more than 200 respondents);

(2) The city has a good location with a large population;

(3) Our competitors plan to expand their business;

(4) Needing to find out enough funds available.

参考范文

Dear Board of Directors,

I would like to make a suggestion regarding opening a new theme park in our city next year.

Since August, 2018, I have been conducting marketing research based on online questionnaires with more than 200 respondents participating. There is a large demand for a new theme park as our city has a good location with a large population.

Besides, I have heard that our competitors plan to expand their business here. If we don't grasp this opportunity, they will.

The most important thing for us to do now is to find out whether we have enough funds available. Therefore, we need a budget report from the Financial Department.

I am looking forward to your further consideration.

Yours Faithfully,

James Wang

作文评分标准:

(1)评分原则。

①本题总分为20分,按6个档次给分。

②评分时,先根据文章的内容和语言初步确定其所属档次,然后以该档次的要求来衡量、确定或调整档次,最后给分。

③评分时应注意的主要内容为:内容要点、句型变化、词汇运用和语法结构的准确性,语意的连贯性、逻辑性以及应用文的格式要求。

④评分时,如拼写错误较多,书写较差,以至影响交际,将分数降低一个档次。

(2)各档次的给分范围和要求。

16—20 分	<ul style="list-style-type: none"> ●完全完成了试题规定的任务； ●覆盖所有内容要点； ●语法结构、句型和词汇有变化； ●语法结构和用词准确； ●语意连贯、逻辑性强； ●应用文写作格式规范。
11—15 分	<ul style="list-style-type: none"> ●较好地完成了试题规定的任务； ●覆盖所有内容要点； ●句型和词汇有变化； ●语法结构和词汇基本准确，些许错误主要是因为尝试较复杂语法结构或词汇所致； ●语意基本连贯、有一定的逻辑性； ●应用文写作格式较为规范。
6—10 分	<ul style="list-style-type: none"> ●基本完成了试题规定的任务； ●覆盖所有内容要点； ●运用语法结构和词汇方面能满足任务的基本要求； ●有一些语法结构或词汇方面的错误，但不影响理解； ●语意连贯性及逻辑性方面存在一定问题； ●应用文写作格式基本规范。
3—5 分	<ul style="list-style-type: none"> ●虽尽力但不足以完成试题规定的任务； ●仅覆盖部分主要内容，或写了一些无关内容； ●语法结构和词汇运用能力很弱； ●有许多语法结构或词汇方面的错误，影响了对写作内容的理解； ●语意不连贯，逻辑性方面问题较大； ●应用文写作格式不规范。
1—2 分	<ul style="list-style-type: none"> ●未完成试题规定的任务； ●句子不完整或无法理解； ●语法结构或词汇方面错误连篇，影响对写作内容的理解；语言运用能力差； ●语意不清，毫无逻辑； ●应用文写作格式不规范。
0 分	<ul style="list-style-type: none"> ●未答题，或虽作答但不知所云。