国家开放大学(中央广播电视大学)2017年秋季学期"开放专科"期末考试

### 管理英语 2 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.	— How do you think of the theme of our event? —
	A. It's pretty good.
	B. I feel so sorry about that.
	C. I'd like to have some tea.
2.	- Hello, is that service center? The elevator of our apartment doesn't work.
	A. Oh, I don't know what's wrong with it.
	B. Sorry, I'll have it checked out at once.
	C. Ok, I see. Thank you.
3.	— Do you mind if I record your lecture?
	— Go ahead.
	A. Never mind.
	B. No, you'd better not.
	C. Not at all.
4.	
	— My name is Helen, and I was born in 1980. My major was electrical engineering.
	A. Tell me your name, please.
	B. Tell me a little bit about yourself, please.
	C. Tell me how old you are, please.
5.	— Hi, Helen, I'll have an interview tomorrow. I'm afraid I can't make it.
	A. Sure, you can. Take it easy.
	B. I'm sorry to hear that.
	C. That's all 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. — Whose textbook is this?	
— It John's. It has his na	me on it.
A. can't be	B. must be
C. might be	
7. These tips may help you avoid	bad employees for your company.
A. to hire	B. hiring
C. hire	
8. Customers refuse to filling	the questionnaire are not permitted to buy the
product.	
A. what	B. which
C. who	
9. I have coffee breakfast time	e.
A. at	B, in
C. on	
10. The heating system of our apartmen	nt broke down so I made a call to the
community service center.	
A. discussion	B. complaint
C. praise	
11. Where are you used to veg	getables?
A. buy	B. bought
C. buying	
12. He says what he thinks and does	what he wants to do, other people's
feelings.	
A. according to	B. regardless of
C. because of	
13. We should take the degree	account when we recruit a new secretary.
A. with	B. into
C. of	

14. At the end of the day, you want all atter	ndees your event to remember this				
key message that you've spent a long time reinforcing.					
A. leave	B. to leave				
C. leaving					
15. Let's our plan.					
A. start	B. started				
C. starting					
16. I didn't do last week.					
A. nothing	B. something				
C. anything					
17. If I you, I more at	tention to the independent auditors' report				
and financial statements in the annual report.					
A. was; shall pay	B. am; will pay				
C. were; would pay					
18. We feel with the inconvenienc	e the service center brought us.				
A. disappointed	B. worried				
C. surprised					
19. You must the annual certification	tion of employment online within 15 days.				
A. submit	B. omit				
C. commit					
20. Look!					
A. Here are the bus comes.	B. Here comes the bus.				
C. The bus here come.					
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					

Angry customers tend to aim their dissatisfaction and complaints at staff members. If this happens to you, you should remember that they are actually expressing their dissatisfaction about the company and not about you as an individual. But if you wish to be 1934

successful in any business, then you have to learn how to handle angry customers. Listed below are a few guidelines to help you develop your own personal strategy for dealing with angry customers:

Never argue back. You must stay calm and aim to satisfy the customer even in the most difficult situations. It is only by agreeing with their view point and suggesting a possible solution that you will resolve the situation and send the customer away happy.

Use your ears more than your mouth. Make sure you listen more than you speak. By listening carefully, you will be able to understand why the customer is complaining, so that satisfactory steps can be taken.

Show that you care: Use every opportunity to express your apology and understanding. You have to show that you will do everything within your power to try and resolve the situation. This exhibition of your concern will win the customer over. There will be a significant change in their behaviour.

Control your anger and be patient. Learn to relax and calm yourself. Having patience with your customers and with yourself will go a long way in winning over hostile customers.

The above guidelines are very useful in every situation in life and you can successfully tackle hostile circumstances by following them. If you follow the above tips, you are on your way to succeeding in your career.

- 21. At whom do angry customers tend to aim their dissatisfaction and complaints?
  - A. Staff members.
  - B. Company managers.
  - C. Those who accompany them.
- 22. When a customer shouts rudely at you, you should .
  - A. argue back and protect yourself
  - B. keep quiet and leave the customer alone
  - C. keep calm and listen carefully to the customer
- 23. The underlined sentence "Use your ears more than your mouth" means \_\_\_\_\_.
  - A. Your mouth is not more important for you than your ears
  - B. You should listen more than you speak
  - C. You should talk more than you listen

- 24. When dealing with an angry customer, which is NOT the right attitude?
  - A. Be concerned.

B. Be patient.

- C. Be amused.
- 25. Which of the following statements is true according to the passage?
  - A. When the customers complain, you needn't listen carefully.
  - B. You needn't say sorry to those angry customers.
  - C. You should relax yourself and try to understand the angry customers.

# 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

Cross training is training an employee to do a different part of the organization's work. Training worker A to do the task that worker B does and training B to do A's task is cross training. Cross training is good for managers because it provides more flexibility in managing the workforce to get the job done. On the other hand, cross training has some benefits for the employees as well. It lets them learn new skills, makes them more valuable, keeps them stimulated and reduces worker boredom.

Cross training can be used in almost any position in almost any industry. I cross trained some of my design engineers to go on field installation trips and get first hand knowledge of how their designs worked, or didn't work, in the field. Cashiers can be trained to stock shelves and stockers trained to cashier. This allows you to quickly open additional registers if the customer queue gets too long.

As you prepare cross training plans, you need to consider both the company benefits and the employee benefits. Carefully select the employees to be cross trained. Some people like to learn new things. Some are more comfortable sticking to what they know. Don't decide which employees are ready for a change based on their age or performance.

- 26. Cross training is training an employee to do a different job in a different company.
- 27. Cross training is beneficial not only for managers but also for employees.
- 28. Cross training can apply to almost any position and almost any industry.
- 29. Not all employees are suitable to be cross trained.
- 30. You can decide which employees to be cross trained according to their age.

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#### 四、翻译(共计20分,每小题4分)

- 31-35 题:请从以下 A、B、C 三个选项中选出最佳翻译,并将答案序号写在答题纸上。
  - 31. A new food market will be built in our community next month.
    - A. 下个月我们社会就已经建了一个新的食物市场。
    - B. 我们社区正在建一个新的菜市场。
    - C. 下个月我们社区将新建一个菜市场。
- 32. To communicate precisely what you want to say, you have to frequently need to define key words.
  - A. 要简明扼要地表达本意,就必须不断定义关键词。
  - B. 只要定义频繁出现的关键词就能准确传达本意。
  - C. 要准确表达你的本意,就必须不断定义关键词。
  - 33. I think what should be done is to create more job opportunities for students.
    - A. 我认为我们更需要为学生们创造更多的工作机会。
    - B. 我认为我们将来要给学生们更多机会。
    - C. 我认为我们已经给了学生们更多的工作机会。
  - 34. A few minutes later the doctor came out of his room for the third time.
    - A. 几分钟后,医生来到他的房间第三次。
    - B. 几分钟后,医生第三次从他的房间走出来。
    - C. 医生在迟到的几分钟后,终于从他的房间走出来为了第三名。
  - 35. The old saying "practice makes perfect" applies to interviewing too.
    - A. 古话"曲不离口"也适用于招聘。
    - B. 古话"熟能生巧"对面试也是适用的。
    - C. 在申请面试资格时我们常常用到古话"熟能生巧"。

## 国家开放大学(中央广播电视大学)2017 年秋季学期"开放专科"期末考试

## 管理英语 2 试题答案及评分标准

(供参考)					
				2018 年 1 月	1
一、交际用语(共	<b>ķ计 10 分,每小</b> 題	0 2 分)			
15 题:选择正	确的语句完成下	面对话,并将答案	<b>客序号写在答题</b> 组	走。	
1. A	2. B	3. C	4. B	5. A	
二、词汇与结构(	共计 30 分,每小	题 2 分)			
620 <b>题:阅读下</b>	面的句子,从 A	、B、C 三个选项中	中选出一个能填 <i>)</i>	、空白处的正确选项,并	F将答
案序号写在答题	纸上。				
6. B	7. B	8. C	9. A	10. B	
11. C	12. B	13. B	14. C	15. A	
16. C	17. C	18. A	19. A	20. B	
三、阅读理解(共	40 分,每小题 4	分)			
21─25 <b>题 : 阅读</b>	下列短文,从 A、	B、C 三个选项中	选出一个正确各	「案,并将答案序号写在	E答题
纸上。					
Passage 1					
21. A	22. C	23. B		25. C	
	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	子答案
写在答题纸上。					
Passage 2					
26. F	27. T	28. T	29. T	30. F	
四、翻译(共计 20	0 分,每小题 4 分	•)			
				序号写在答题纸上。	
31. C	32. C	33. A	34. B	35. B	

国家开放大学(中央广播电视大学)2018年春季学期"开放专科"期末考试

### 管理英语 2 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 was worried about my math, but Mr. White gave me an A.
	A. That's an easy course.
	B. Congratulations!
	C. Mr. White is very good.
2.	- Can you stay here longer?
	, but I have to be back tomorrow.
	A. I'd love to
	B. No, thank you
	C. I'm afraid not
3.	- Any suggestions for the project?
	A. I need your advice on it.
	B. I advise you to put more hands in this project.
	C. Thanks for your suggestions.
4.	— Your plan is perfect and I believe that it will be a great success.
	A. Yes, it is.
	B. Thank you very much.
	C. I don't think so.
5.	- Would you mind answering some questions about your annual report?
	A. Yes, with great pleasure.
	B. No, I'm afraid I can't make it.
	C. No. as long as it doesn't take long

#### 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.	You can try these methods to keep your	interview anxiety control.
	A. under	B. on
	C. with	
7.	One day, our dreams will reali	ty.
	A. turn out	B. turn into
	C. turn away	
8.	I don't know I just arrived he	re two minutes ago.
	A. what's going on	B. how is going on
	C. who is going on	
9.	Write the telephone number down	you forget.
	A. on case	B. in case
	C. under case	
10	) you prepare cross training pla	ns, you need to consider both the company
benefi	ts and the employee benefits.	•
	A. Although	B. Even if
	C. As	
1	1. We think that Smith should be told	about his condition as soon as
possib	le.	
	A. physic	B. physics
	C. physical	
12	2 the feedback is very helpful fo	or planning future meetings and events.
	A. Get	B. Getting
1944	C. To get	
1017		

13.	face-to-face interviews, question	onn	aires are cheaper for collecting data from
a large	number of respondents.		
	A. Compared to	В.	Comparing
	C. Compare		
14.	Our company will the custome	ers'	suggestions.
	A. respond	В.	be responding to
	C. respond to		
15	. This involves the high-level	re	asoning behind your intentions for the
event.			
	A. identify	В.	identifying
	C. identified		
16.	People find useful information	fro	om the annual report.
	A. had to	В.	dared
	C. could		
17.	The enemy has strengthened their		position.
	A. protective	В.	defensive
	C. offensive		
18.	. More than 30 people the posit	ion.	
	A. applied for	В.	applied to
	C. applied in		
19.	. Look!		
	A. Here are the bus comes.	В.	Here comes the bus.
	C. The bus here come.		
20.	. They promised the car for us.		•
	A. repairing	B.	repaired
	C. to repaired		

#### 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

Successful and memorable events don't just happen. Organizing and holding an event takes planning. Whether it's an anniversary, a sporting event or a retirement party, and no matter how much time you have, your event's success is in the details.

There are some suggestions for you to hold a successful event. Decide upon your target audience. The first thing is you should know who your target audience is. From this all the other decisions will fall into place in terms of format, content, prices, location etc.

Make a list of details. When you hold an event, you need to consider everything, from program content, lighting, food serving, transportation to parking and safety. Making a list will ensure you don't overlook things.

Have a clear purpose. When you plan an event, you should clearly define its purpose, because the following decision should support it.

Do not clash. Check the calendar. Don't clash with holidays or popular vacation times.

Know your limitations. You should be aware of your weakness such as budget or time. If you decide to hold an event in a week's time, plan for a more familiar affair. If it's a big event, prepare several months ahead. If the budget is small, you may have to a lot of do-it-yourself work.

- 21. Which of the following statement is NOT true according to the passage?
  - A. To know your target audience first helps you plan your event better.
  - B. To check the calendar carefully will avoid time conflict.
  - C. Know the limitation means you should know the audience's limitation.
- 22. Which is not the factor of holding a successful event?
  - A. A clear purpose.

B. A list of details.

- C. A invitation.
- 23. According to the passage, what is the key factor to make your event successful?
  - A. Leadership.

- B. Details.
- C. Plenty of planning time.

- 24. What is the main idea of this passage?
  - A. Details the key to the success of an event.
  - B. Successful and memorable events don't just happen.
  - C. How to plan successful events.
- 25. What is the purpose of making list of details?
  - A. Make sure not overlook things.
- B. To follow decisions.
- C. To have a clear purpose.

# 26一30 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

Hiring the right employee is a challenging process for a company. A bad hire not just wastes your time and money, but also impacts the team spirit and company morale. A good hire, however, pays you back in employee productivity, successful employment relationship, and business culture enhancement. Here are certain rules that you can use to select the right employee.

Design an effective advertisement. A clearly targeted ad attracts qualified candidates and discourages others. You can make your ad more effective with a precise and specific job description.

Ask the right job interview questions. The purpose of the interview is to find out if the candidate is a strong fit to your business. By using a sequence of particularly designed questions, you are able to get a true picture of your potential employee.

Check backgrounds and references. Background checking helps you reduce risks and improve the overall quality of hire. You need to verify that all the presented, credentials, skills, and experience are actually possessed by your candidate.

- 26. Hiring the wrong employee is expensive, costly to a company, and time consuming.
- 27. A company has to spend a lot of money hiring a right employee.
- 28. An advertisement with a clear target will make all candidates lose courage.
- 29. Well designed interview questions can help you know more about the candidates.
- 30. Work experience is one of the primary things for an employer to verify in background checking.

#### 四、翻译(共计20分,每小题4分)

- 31-35 题:请从以下 A、B、C 三个选项中选出最佳翻译,并将答案序号写在答题纸上。
- 31. This involves identifying the high-level reasoning behind your intentions for the event.
  - A. 这也包含了此次活动的主要目的和意义。
  - B. 这些都是用来识别此次活动与其他不同活动的主要的区别。
  - C. 这就包括了弄明白你举办次活动目的背后的高层次的推理。
- 32. By the following week, when he's on his own, he feels he has a pretty good idea of what he needs to do, and how to go about it.
  - A. 直到跟着的那个星期,他一个人的时候,他感到对于自己需要做什么以及如何开始做非常清楚。
  - B. 到第二个星期,他一个人的时候,他感到对于自己需要做什么以及如何开始做有了一个很好的主意。
  - C. 到第二个星期,当他独立工作的时候,他感到对于自己需要做什么以及如何开始做非常清楚。
  - 33. We can't possibly get the work done by October.
    - A. 十月份前我们不可能做完这项工作。
    - B. 十月份前我们不可能做这项工作。
    - C. 十月份后我们不可能做完这项工作。
- 34. Having patience with your customers and with yourself will go a long way in winning over hostile customers.
  - A. 对顾客和对自己有耐心将走很长的路才能赢得生气的顾客对你工作的支持。
  - B. 对顾客和对自己有耐心将在赢得生气的顾客对你工作的支持方面大有帮助。
  - C. 对顾客和对自己有耐心将会很难赢得生气的顾客对你工作的支持。
- 35. A bad hire not just wastes your time and money, but also impacts the team spirit and company morale.
  - A. 坏雇员不只是会浪费你的时间和金钱,但是也影响队伍的精神和公司风气。
  - B. 招聘到不合格的员工即浪费时间和金钱,而且还会影响整个团队精神和公司士气。
  - C. 浪费时间和金钱的招聘是不合格的,而且对公司团队精神和士气也会影响。

31. C

32. C

33. A

34. B

#### 国家开放大学(中央广播电视大学)2018年春季学期"开放专科"期末考试

## 管理英语 2 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. B	2. A	3. B	4. B	5. C
二、词汇与结构(共计	十30分,每小题2	3分)		
620 题:阅读下面	的句子,从A、B、	∁三个选项中选は	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』	Ŀ.			
6. A	7. B	8. A	9. B	10. C
11. C	12. B	13. A	14. C	15. B
16. C	17. B	18. A	19. B	20. C
三、阅读理解(共 40	分,每小题4分)			
21-25 题:阅读下列	月短文,从 A、B、C	三个选项中选出	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. A
26-30 题:请根据短	<b>夏文内容判断给出</b>	的语句是否正确	角,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. F	28. F	29. T	30. T
四、翻译(共计 20 分	,每小题 4 分)			
31-35 题:请从以下	S A,B,C 三个选	<b>项中</b> 选出最佳翻	译.并将答案序号	· 马在答题纸上。

35. B

国家开放大学(中央广播电视大学)2018年秋季学期"开放专科"期末考试

#### 管理英语 2 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,写在试券上的答案无效。

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.	— Hi, Helen, I'll have an interview tomorrow. I'm afraid I can't make it.
	A. Sure, you can. Take it easy.
	B. I'm sorry to hear that.
	C. That's all right.
2.	- Why do you look unhappy. What's the matter?
	A. I'm satisfied with the good performance of the radio I've just bought.
	B. I'm glad to have bought this radio at such a price.
	C. I'm rather disappointed with the poor quality of the radio I've just bought.
3.	— Our company is doing a customer service questionnaire. May I take you a
	moment?
	A. It doesn't matter.
	B. By all means.
	C. I have no idea.
4.	
	— It will take at least two weeks.
	A. How soon will you finish our annual report?
	B. How often will you finish our annual report?
	C. How long have you finished our annual report?
5.	- Would you like to go to the concert with us?
	, but I've promised to help Jim with his Chinese. Thank you all the
	same.
	A. I hate concerts
	B. I'll go with you
	C. I wish I could

#### 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.	I'm writing to a position as a o	computer engineer in your company.
	A. thank for	B. wait for
	C. apply for	
7.	You need to those questionnair	re papers for your company.
	A. hand out	B. hand in
	C. hand on	
8.	We feel with the inconvenience	the service center brought us.
	A. disappointed	B. worried
	C. surprised	
9.	You must the annual certificati	on of employment online within 15 days.
	A. submit	B. omit
	C. commit	
10.	Hiring the right employee yo	ou a thousand times over in high
employe	ee morale.	
	A. paysoff	B. takeoff
	C. paysback	
11.	Our workers have been checking the hea	ating system since you called us. I
you it w	vill perform well soon.	
	A. argue	B. affect
	C. assure	
12.	Questionnaires are not suitable	_ some people.
	A. in	B. for
	C. with	
13.	We should keep in mind the	feedback is very helpful for planning future
meeting	s and events.	
	A. what	B. that
	Ch.an	

14. The investor should be aware of the limitations of the financial statement analysis			
the annual report.			
A. based on	B. basing on		
C. base on			
15. It is only by agreeing with their view p	oint and that you will resolve the		
situation and send the customer away happy.			
A. suggesting a possible solution	B. suggest a possible solution		
C. suggested a possible solution			
16. The new year is just			
A. in corner	B. around the corner		
C. outside the corner			
17. Under no circumstance to tell	lies to the public.		
A. the companies are allowed	B. are the companies allowed		
C. the companies will allow			
18 a company really wants is a ca	andidate has the right skills.		
A. Whatthat	B. What what		
C. Thatthat			
19. He is this company.			
A. in charge of	B. in the charge of		
C. under the charge of			
20. The more information you can get,	in your field.		
A. the more competitive will you be	B. you will be the more competitive		
C. the more competitive you will be			
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			
PPHC and Gooseneck are two organizations	that do similar community work. Each has		

Elainehas accepted a job with PPHC. She has a degree in psychology but has never done 1814

hired a new staff member to make contact with and provide services to new parents.

this type of work before. On her first day, after showing her to her desk and introducing her to colleagues, the director gives her a town map and a list of the names of the families she will be responsible for, and wishes her luck. After lunch, Elaine sets out to contact the families, worried about what she'll do or say when she meets them.

Mark has a degree similar to Elaine's, and has just been hired by Gooseneck. On his first day, he learns thathis job will consist of training for the next week. Mark spends two days going on family visits with experienced staff members, and discusses with them what they did and why. He role-plays some situations with other staff members, and gets some direct instruction from them. By the following week, when he's on his own, he feels he has a pretty good idea of what he needs to do, and how to go about it. And he knows that his training will continue.

Which situation would you rather be in, being thrown into the thick of things with no trainingor being trained to prepare for the work you're going to do?

- 21. What are PPHC and Gooseneck?
  - A. They are two companies that do similar business.
  - B. They are two organizations that do different community work.
  - C. They are two organizations that do similar community work,
- 22. Which degree does Elaine have?
  - A. Psychology degree.

B. Physiology degree.

- C. Sociology degree.
- 23. Which of the following statements is TRUE according to the passage?
  - A. Elaine has done this type of community work so her organization doesn't provide staff training.
  - B. Mark has a clear idea of his job after the training.
  - C. Mark knows his training comes to an end.
- 24. How is Mark trained to be prepared for his work?
  - A. Mark spends two days on family visits with experienced staff members and discuss with them.
  - B. Mark role-plays some situations with other staff members and gets some direct instruction from them.
  - C. Both A and B.

- 25. What is the main idea of the passage?
  - A. The importance of training.
  - B. Different training ways.
  - C. Elaine's and Mark's work experience.

## 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

Feedback from your customers is very important. The more information you have from them, the more competitive you will be in your field. The following techniques will help you know what the customers think of your business.

- (1) Ask your customers directly and cater to their wishes. This is the simplest way to find out what people want from your service or product. When hotel customers are asked what they want for their breakfast and then the hotel staff are asked what they think the customer wants, the answers are quite different.
- (2) Be a customer yourself and find out what your customers experience when they use your service. This is one of the most obvious but underused ways for getting feedback. For example, you can act as one of the customers in a wheelchair, and see how you're treated.
- (3) Use a focus group. Focus groups are representatives of customers whose job is to provide you with information on their needs and preferences.
- (4) Use questionnaires and surveys. This is one of the most well-established feedback techniques. When well-conducted, they usually work well.
- (5) Encourage your front-line staff to build strong relationships with customers. Your front-line staff are the most resourceful and reliable, as well as the least costly, of your customer feedback sources. Their communication with the customers will become important information for improving customer care.

You may deliver the best service in the world. But if it is not what people want, you're wasting your time. Implement one, two, three or all of the above techniques, and your service and product will improve overnight.

- 26. Hotel customers and hotel staff think the same about breakfast.
- 27. A good or bad experience of a customer in a wheelchair in your shop shows whether your service is good or not.

- 28. It's not necessary to know about the customers' needs and preferences.
- 29. Questionnaires are useful in getting feedback from customers.
- 30. Front-line staff have nothing to do with improving customer service.

#### 四、翻译(共计20分,每小题4分)

#### 31-35 题:请从以下 A、B、C 三个选项中选出最佳翻译,并将答案序号写在答题纸上。

- 31. The old saying "practice makes perfect" applies to interviewing too.
  - A. 古话"曲不离口"也适用于招聘。
  - B. 古话"熟能生巧"对面试也是适用的。
  - C. 在申请面试资格时我们常常用到古话"熟能生巧"。
- 32. We can't possibly get the work done by October.
  - A. 十月份前我们不可能做完这项工作。
  - B. 十月份前我们不可能做这项工作。
  - C. 十月份后我们不可能做完这项工作。
- 33. A few minutes later the doctor came out of his room for the third time.
  - A. 几分钟后,医生来到他的房间第三次。
  - B. 几分钟后,医生第三次从他的房间走出来。
  - C. 医生在迟到的几分钟后,终于从他的房间走出来为了第三名。
- 34. I don't know why he is late, he might have had an accident.
  - A. 我不知道他为何没有迟到,很有可能遇上了事故。
  - B. 我不知道他为何迟到,一定是遇上了事故。
  - C. 我不知道他为何迟到,可能遇上了事故。
- 35. Angry customers tend to aim their dissatisfaction and complaints at staff members.
  - A. 愤怒的顾客往往会把员工当做他们发泄不满和抱怨的目标。
  - B. 愤怒的顾客计划把对员工的不满和抱怨当做目标。
  - C. 愤怒的顾客趋向于把员工的不满和抱怨当成目标。

## 国家开放大学(中央广播电视大学)2018年秋季学期"开放专科"期末考试

	管理英语 2	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	<del>)</del> )		
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. C	3. B	4. A	5. C
二、词汇与结构(共计	<b>十</b> 30 <b>分,每小题</b> 2	分)		
6-20 题:阅读下面的	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	_ o			
6 C	7. A	8. A	9. A	10. C
11. C	12. B	13. B	14. A	15. A
16. B	17. B	18. A	19. A	20. C
三、阅读理解(共 40	分,每小题 4 分)			
21-25 题:阅读下列	J短文,从A、B、C	三个选功	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. A	23. B	24. C	25. A
2630 题:请根据短	[文内容判断给出	的语句是	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. T	30. F
四、翻译(共计20分	,每小题 4 分)			
3135 题:请从以下	、A、B、C 三个选项	页中选出	【最佳翻译,并将答案序号	写在答题纸上。
31. B	32. A	33. B	34. C	35. A

#### 国家开放大学2019年春季学期期末统一考试

#### 管理英语 2 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。

l.	— Should I leave earlier tomorrow morning?
	A. Yes, it's better to leave earlier to avoid the morning traffic.
	B. Yes, you will.
	C. No, you won't.
2.	— Good morning, Sunshine Community Center! May I help you?
	A. I'd like to book one air ticket.
	B. I'm glad to introduce myself to you.
	C. I need a plumber to repair the water pipe in my kitchen.
3.	- I am sorry. Now what were we talking about?
	A. Never mind.
	B. I don't remember, either.
	C. You were saying that you used to be a teacher.
4.	— How's your mother doing?
	A. She is very well.
	B. She is very kind.
	C. She is doing shopping now.
5.	- Would you mind filling the questionnaire for me?
	A. No problem. Just give it to me.
	B. Sorry, I can't go there.
	C. I really appreciate that.

#### 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 was always in sharing his	enormous knowledge.
	A. generous	B. generation
	C. generate	
7.	We should keep in mind the	feedback is very helpful for planning future
neetir	ngs and events.	
	A. what	B. that
	C. when	
8.	Hiring a good employ may cost much r	money and time,, it can win much
nore f	for the company in future.	
	A. what's more	B. at last
	C. however	
9.	They since last night. They a	re about to finish the work.
	A. are cleaning the system	B. have been cleaning the system
	C. had cleaned the system	
10	O. He keeps on his focus on mo	oney.
	A. make	B. made
	C. making	
11	l. Look!	
	A. Here are the bus comes.	B. Here comes the bus.
	C. The bus here come.	
12	2. The success of our event is t	o the sponsor.
	A. related .	B. based
	C. intended	
13	3. When stating problems, we can make	a with those from last year.
	A. comparing	B. compare
	C. comparison	

14. When reading the annual report, we should look out the areas where the			
company did not comply with the regulations.			
A. at	B. for		
C. on			
15. The Jiahe Community Service Center is	about to service for residents.		
A. provided	B. provide		
C. providing			
16 the fog, we should have reach	ed the annual meeting site on time.		
A. Because of	B. In spite of		
C. But for			
17. — Did the medicine make you feel bette	er?		
— No. The more,I	feel.		
A. medicine I take; worse	B. medicine I take; the worse		
C. I take medicine; worse			
18. Your long-term success in event plann	ning will be based the experience		
you had.			
A. to	B. on		
C. of			
19. Her article is in her class.			
A. the best	B. better		
C. well			
20. I would rather two weeks earl	ier.		
A. you should come here	B. you came here		
C. you had come here			
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			
Stress around interviews is often influenced	by our assumptions we make to ourselves		
about the process. Countering anxiety-provoki 1740	ng thoughts can help to lower levels of		

anxiety. "I just messed up that answer, and there's no hope." One poor answer normally does not knock a candidate out of consideration. An interview is like a test, getting an 85 or 90 might be good enough to get the job.

Visualizing success can improve performance and help ease anxiety. Always try imagining positive interactions with your interviewer, particularly in the hours just before your interview.

To some extent, relaxation techniques, such as progressive muscle relaxation or breathing exercises, can manage anxiety. If your anxiety around interview is excessive, you might consider seeing a doctor to develop effective countermeasures.

ght con	sider seeing a doctor to develop effective countermeasures.
21	often influences the stress around interviews according to the passage
A.	. Interview process
В.	Anxiety-provoking thoughts
C.	Interviewers' assumptions
22. D	oes one poor answer in an interview influence a candidate to get a job?
A.	. Yes.
В.	No.
C.	Not given.
23. I	magining success help a candidate to levels of anxiety?
A	. lower
В.	raise
C.	equal
24. H	Now can we reduce our stress around interviews?
A.	Breathe deeply.
В.	Meet friends.
C.	Have a big meal.
25. V	When should we go to see a doctor according the author?
A	When we lose confidence in an interview.

B. When we find effective measures against anxiety round interview.

C. When we have too much stress around interview.

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

Good communication skills are the key to success in life, work and relationships. Without effective communication, a message can turn into error, misunderstanding, frustration, or even disaster by being misinterpreted or poorly delivered.

#### The steps for good communication skills:

(1) Know what to say.

Understand clearly the purpose and intent of your message.

(2) Know how to say.

Begin by making eye contact, which shows confidence. Then pay attention to your body language.

(3) Listen.

After you've finished talking, you should stop, listen, and look for feedback and clues of comprehension.

(4) Reach understanding.

To communicate well is to understand and be understood.

#### More Tips for Developing Good Communication Skills:

- (1) The better you are able to express yourself, the better your ability to communicate.
- (2) Practice your listening skills. Be considerate of other speakers by waiting until they are done before stating your views.
- (3) Learn to understand and appreciate different views by being open-minded. It will in turn, gain you more cooperation and understanding.
- (4) Avoid trying to communicate when in an emotional state. Take time to consider your position through before speaking.

When you take the time to develop good communication skills, it means you open yourself up to better relationships, more career opportunities, and increased self-confidence. Moreover, you reach higher levels of mutual understanding and cooperation while successfully attaining your goals.

26. A message must be understood, interpreted or delivered correctly with communication.

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- 27. When you talk with others you can pay little attention to your body language.
- 28. The better you are able to understand others, the better your ability to communicate.
- 29. Before stating your opinions, you'd better let the speaker finish his or her talking first.
  - 30. Don't argue or debate with others if you feel angry or displeased.

#### 四、翻译(共计 20 分,每小题 4 分)

#### 31-35 题:请从以下 A、B、C 三个选项中选出最佳翻译,并将答案序号写在答题纸上。

- 31. A true friend is someone who reaches for your hand and touches your heart,
  - A. 一个真实的朋友就是能伸出他的手触碰你心灵的人。
  - B. 一个真实的朋友就是能伸出他的手理解你心灵的人。
  - C. 真正的朋友是一个可以援手帮助并感动你心扉的人。
- 32. You can see many interesting things on your way.
  - A. 你能看见许多有趣的东西在你回家的路上。
  - B. 一路上你能看见许多有趣的事情。
  - C. 你能看见许多好玩的东西在车上。
- 33. Stress around interviews is often influenced by our assumptions we make to ourselves about the process.
  - A. 来自面试的压力会影响我们对面试过程的推测。
  - B. 揣测会影响面试压力,我们只要关注过程。
  - C. 我们自己对面试过程的揣测往往会影响面试压力。
  - 34. In contrast to other countries, the US has no national college entrance exam.
    - A. 对比其他国家而言,美国没有国家考试。
    - B. 与其他国家相比,美国没有大学人学考试。
    - C. 相比较其他国家,美国大学没有考试。
- 35. This involves identifying the high-level reasoning behind your intentions for the event.
  - A. 这也包含了此次活动的主要目的和意义。
  - B. 这些都是用来识别此次活动与其他不同活动的主要的区别。
  - C. 这就包括了弄明白你举办次活动目的背后的高层次的推理。

## 国家开放大学2019年春季学期期末统一考试

	管理英语 2	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	<del>分</del> )		
15 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. C	3. C	4. A	5. A
二、词汇与结构(共记	† 30 <b>分,每小题</b> 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」	Ŀ。			
6. A	7. B	8. C	9. B	10. C
11. B	12. A	13. C	14. B	15. B
16. C	17. B	18. B	19. A	20. C
三、阅读理解(共 40	分,每小题4分)			
21-25 题:阅读下列	J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. B	23. A	24. A	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"]	〕",错误的写"F",并将答案
写在答题纸上。				
Passage 2				
26. F	27. F	28. F	29. T	30. T
四、翻译(共计 20 分	,每小题 4 分)			
3135 <b>题:请从以下</b>				号写在答题纸上。
31. C	32. B	33. C	34. B	35. C

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#### 国家开放大学2019年秋季学期期末统一考试

#### 管理英语 2 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)

15 題	1: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.	-Good morning, Sunshine Community Center! May I help you?
	A. I'd like to book one air ticket.
	B. I'm glad to introduce myself to you.
	C. I need a plumber to repair the water pipe in my kitchen.
2.	-How's your mother doing?
	<del></del>
	A. She is very well.
	B. She is very kind.
	C. She is doing shopping now.
3.	
	-My name is Helen, and I was born in 1980. My major was electrical engineering
	A. Tell me your name, please.
	B. Tell me a little bit about yourself, please.
	C. Tell me how old you are, please.
4.	—Any suggestions for the project?
	A. I need your advice on it.
	B. I advise you to put more hands in this project.
	C. Thanks for your suggestions.
5.	— Hi, Helen, I'll have an interview tomorrow. I'm afraid I can't make it.
	A. Sure, you can. Take it easy.
	B. I'm sorry to hear that.

C. That's all 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	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. At the end of the day, you want all atte	ndees your event to remember this
key message that you've spent a long time rein	forcing.
A. leave	B. to leave
C. leaving	
7. He is this company.	
A. in charge of	B. in the charge of
C. under the charge of	
8. Hiring a good employ may cost much r	money and time,, it can win much
more for the company in future.	
A. what's more	B. at last
C. however	
9. They have disagreement th	ne plan of celebrating the founding of the
community.	
A. on	B. in
C. /	
10. The quality of questionnaire will	how much information we know from our
customers.	
A. effect	B. affect
C. take	
11. The heating system of our apartment b	broke down so I made a call to the
community service center.	
A. discussion	B. complaint
C. praise	
12. It is only by agreeing with their view	point and that you will resolve the
situation and send the customer away happy.	
A. suggesting a possible solution	B. suggest a possible solution
C. suggested a possible solution	
13. The new year is just	
A. in corner	B. around the corner
C outside the corner	

14.	Look!		
	A. Here are the bus comes.	В.	Here comes the bus.
	C. The bus here come.		
15.	. The music like the singing of	f a b	ird.
	A. hears	В.	listens
	C. sounds		
16.	. American young people would rather _	4	advice from strangers.
	A. get	В.	getting
	C. got		
17.	Whose textbook is this?		
	-It John's. It has his name o	n it.	
	A. can't be	В.	must be
	C. might be		
18.	The success of our event is to	the	sponsor.
	A. related	В.	based
	C. intended		
19	. The more information you can get,		in your field.
	A. the more competitive will you be	В.	you will be the more competitive
	C. the more competitive you will be		
20	. We it very much that you've	com	e to give us a timely ride. Otherwise we
would	miss the train.		
	A. appreciate	В.	expect
	C. promise		
三、阅读	<b>建理解(共计 40 分,每小题 4 分)</b>		
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

Angry customers tend to aim their dissatisfaction and complaints at staff members. If this happens to you, you should remember that they are actually expressing their dissatisfaction about the company and not about you as an individual. But if you wish to be 1728

successful in any business, then you have to learn how to handle angry customers. Listed below are a few guidelines to help you develop your own personal strategy for dealing with angry customers:

Never argue back. You must stay calm and aim to satisfy the customer even in the most difficult situations. It is only by agreeing with their view point and suggesting a possible solution that you will resolve the situation and send the customer away happy.

Use your ears more than your mouth. Make sure you listen more than you speak. By listening carefully, you will be able to understand why the customer is complaining, so that satisfactory steps can be taken.

Show that you care: Use every opportunity to express your apology and understanding. You have to show that you will do everything within your power to try and resolve the situation. This exhibition of your concern will win the customer over. There will be a significant change in their behaviour.

Control your anger and be patient. Learn to relax and calm yourself. Having patience with your customers and with yourself will go a long way in winning over hostile customers.

The above guidelines are very useful in every situation in life and you can successfully tackle hostile circumstances by following them. If you follow the above tips, you are on your way to succeeding in your career.

to buseling in your cureer	
21. Angry customers tend to aim their dissatisfaction and complaints at	
A. staff members	
B. company managers	
C. those who accompany them	
22. When a customer shouts rudely at you, you should	
A. argue back and protect yourself	
B. keep quiet and leave the customer alone	
C. keep calm and listen carefully to the customer	
23. The underlined sentence in Paragraph 3 means	
A. your mouth is not more important for you than your ears.	
B. you should listen more than you speak.	
C. you should talk more than you listen.	

- 24. When dealing with an angry customer, which is NOT the right attitude?
  - A. Be concerned.
  - B. Be patient.
  - C. Be amused.
- 25. Which of the following statements is true according to the passage?
  - A. When the customers complain, you needn't listen carefully.
  - B. You needn't say sorry to those angry customers.
  - C. You should relax yourself and try to understand the angry customers.

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

Cross training is training an employee to do a different part of the organization's work. Training worker A to do the task that worker B does and training B to do A's task is cross training. Cross training is good for managers because it provides more flexibility in managing the workforce to get the job done. On the other hand, cross training has some benefits for the employees as well. It lets them learn new skills, makes them more valuable, keeps them stimulated and reduces worker boredom.

Cross training can be used in almost any position in almost any industry. I cross trained some of my design engineers to go on field installation trips and get firsthand knowledge of how their designs worked, or didn't work, in the field. Cashiers can be trained to stock shelves and stockers trained to cashier. This allows you to quickly open additional registers if the customer queue gets too long.

As you prepare cross training plans, you need to consider both the company benefits and the employee benefits. Carefully select the employees to be cross trained. Some people like to learn new things. Some are more comfortable sticking to what they know. Don't decide which employees are ready for a change based on their age or performance.

- 26. Cross training is training an employee to do a different job in a different company.
- 27. Cross training is beneficial not only for managers but also for employees.
- 28. Cross training can apply to almost any position and almost any industry.
- 29. When you prepare cross training plans, the only consideration is the company benefits.
  - 30. You can decide which employees to be cross trained according to their age.

#### 四、翻译(共计20分,每小题4分)

- 31-35:请从以下 A、B、C 三个选项中选出最佳翻译,并将答案序号写在答题纸上。
  - 31. When you start a job, you must stick to it.
    - A. 一旦你开始了一件工作,你就得持之以恒。
    - B. 一旦你开始了一件工作,他就得紧跟着它。
    - C. 当你开始一件工作的时候,他就得认真做。
  - 32. The old saying "practice makes perfect" applies to interview preparation too.
    - A. 古话"曲不离口"也适用于招聘。
    - B. 古话"熟能生巧"对面试准备也是适用的。
    - C. 在申请面试资格时我们常常用到古话"熟能生巧"。
  - 33. We can't possibly get the work done by October.
    - A. 十月份前我们不可能做完这项工作。
    - B. 十月份前我们不可能做这项工作。
    - C. 十月份后我们不可能做完这项工作。
- 34. The more familiar interviewing feels to you, the less anxiety you will feel with the process.
  - A. 你对面试越熟悉,在面试过程中你的焦虑就会越少。
  - B. 面试中熟人多,面试过程中你焦虑也会少。
  - C. 你熟悉面试多一点,面试中的麻烦就会少一点。
  - 35. In contrast to other countries, the U. S has no national college entrance exam.
    - A. 对比其他国家而言,美国没有国家考试。
    - B. 与其他国家相比,美国没有大学入学考试。
    - C. 相比较其他国家,美国大学没有考试。

### 国家开放大学2019年秋季学期期末统一考试

# 管理英语 2 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 <del>]</del>	题 2 分)			
15 题:选择正	确的语句完成下	面对话,并将答	<b>案</b> 序号写在答题:	纸上。	
1. C	2. A	3. B	4. B	5. A	
二、词汇与结构	(共计 30 分,每小	<b>、题</b> 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. C	7. A	8. C	9. A	10. B	
11. B	12. A	13. B	14. B	15. C	
16. A	17. B	18. A	19. C	20. A	
三、阅读理解(共	<b>卡计 40 分,每小</b> 是	亙4分)			
2125 题:阅读	下列短文,从 A.	,B,C 三个选项中	<b>"选出一个正确</b> ?	答案,并将答案序号写在	答题
纸上。					
Passage 1					
21. A	22. C	23. B	24. C	25. C	
26-30 题:请根	据短文内容判断	i给出的语句是否	正确,正确的写	"T <b>",</b> 错误的写"F",并将	答案
写在答题纸上。					
Passage 2					
26. F	27. T	28. T	29. F	30. F	
四、翻译(共计2	四、翻译(共计20分,每小题4分)				

31-35:请从以下 A、B、C 三个选项中选出最佳翻译,并将答案序号写在答题纸上。

33. A

34. A

35. B

32. B

1734

31. A

### 国家开放大学2020年春季学期期末统一考试

### 管理英语 2 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)

C. I really appreciate that.

### 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.	—Should I leave earlier tomorrow morning?
	A. Yes, it's better to leave earlier to avoid the morning traffic.
	B. Yes, you will.
	C. No, you shouldn't.
2.	— How are you feeling now?
	A. Much better.
	B. It's OK.
	C. Thank you.
3.	— What time does the train leave?
	A. On Tuesday.
	B. In the morning.
	C. At half past five.
4.	-Good morning, Sunshine Community Center! May I help you?
	A. I'd like to book one air ticket.
	B. I'm glad to introduce myself to you.
	C. I need a plumber to repair the water pipe in my kitchen.
5.	-Would you mind filling the questionnaire for me?
	A. No problem.
	B. Sorry, I can't go there.

### 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.	One day, our dreams will real	ity.
	A. turn out	B. turn into
	C. turn away	
7.	I don't know I just arrived h	ere two minutes ago.
	A. what's going on	B. how is going on
	C. who is going on	
8.	Write the telephone number down	you forget.
	A. on case	B. in case
	C. under case	
9.	you prepare cross training pla	ns, you need to consider both the company
benefit	s and the employee benefits.	
	A. Although	B. Even if
	C. As	
10	. We think that Smith should be told abou	at his condition as soon as possible.
	A. physic	B. physic
	C. physical	
11	. We should keep in mind the	feedback is very helpful for planning future
meetin	gs and events.	
	A. what	B. that
	C. when	
12	. I'm writing to a position as	a computer engineer in your company.
	A. thank for	B. wait for
1678	C. apply for	

13. We it very much t	hat you've come to give us a timely ride. Otherwise we
would miss the train.	
A. appreciate	B. expect
C. promise	
14. We feel with the i	nconvenience the service center brought us.
A. disappointed	B. worried
C. surprised	
15. Customers refuse	to filling the questionnaire are not permitted to buy the
product.	
A. what	B. which
C. Who	
16. The music like the	e singing of a bird.
A. hears	B. sounds
C. listens	
17. Our workers have been check	king the heating system since you called us. I
you it will perform well soon.	
A. argue	B. affect
C. assure	
18 the fog, we should	d have reached the annual meeting site on time.
A. Because of	B. In spite of
C. But for	
19. His action is always	with his words.
A. constant	B. consistent
C. continuous	
20. We have to our an	nual work report to the manager next week.
A. hand in	B. hand out
C. hands up	

#### 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

Angry customers tend to aim their dissatisfaction and complaints at staff members. If this happens to you, you should remember that they are actually expressing their dissatisfaction about the company and not about you as an individual. But if you wish to be successful in any business, then you have to learn how to handle angry customers. Listed below are a few guidelines to help you develop your own personal strategy for dealing with angry customers:

Never argue back. You must stay calm and aim to satisfy the customer even in the most difficult situations. It is only by agreeing with their view point and suggesting a possible solution that you will resolve the situation and send the customer away happy.

<u>Use your ears more than your mouth.</u> Make sure you listen more than you speak. By listening carefully, you will be able to understand why the customer is complaining, so that satisfactory steps can be taken.

Show that you care: Use every opportunity to express your apology and understanding. You have to show that you will do everything within your power to try and resolve the situation. This exhibition of your concern will win the customer over. There will be a significant change in their behaviour.

Control your anger and be patient. Learn to relax and calm yourself. Having patience with your customers and with yourself will go a long way in winning over hostile customers.

The above guidelines are very useful in every situation in life and you can successfully tackle hostile circumstances by following them. If you follow the above tips, you are on your way to succeeding in your career.

- 21. At whom do angry customers tend to aim their dissatisfaction and complaints?
  - A. Staff members.

- B. Company managers.
- C. Those who accompany them.
- 22. When a customer shouts rudely at you, you should .
  - A. argue back and protect yourself
  - B. keep quiet and leave the customer alone
  - C. keep calm and listen carefully to the customer

- 23. The underlined sentence "Use your ears more than your mouth" means
  - A. Your mouth is not more important for you than your ears
  - B. You should listen more than you speak
  - C. You should talk more than you listen
- 24. When dealing with an angry customer, which is NOT the right attitude?
  - A. Be concerned.

B. Be patient.

- C. Be amused
- 25. Which of the following statements is true according to the passage?
  - A. When the customers complain, you needn't listen carefully.
  - B. You needn't say sorry to those angry customers.
  - C. You should relax yourself and try to understand the angry customers.

# 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

If you take the following steps, you can make a satisfactory annual report. And your boss and other supporters will be impressed.

Defining your accomplishments. What difference did you make? What has changed in your community or field because of your work over the past year? Take all of your activities over the last 12 months and divide them into three to five major accomplishments.

Less is more: Be selective. If you include everything, the annual report becomes cluttered with information. You should think about what you want to focus on, and then select statistics to represent that and highlight key achievements with photos, or case studies, etc.

Adding visuals and charts: Visuals and charts can reduce the need for texts and details. And they will make the report more attractive. It's great if you produce a full color publication with lots of nice photography. Of course, it will depend on your resources.

A strong call to action. A strong call to action at the end of your report will impress the readers deeply. Make it clear what you'd like your readers to do once they've read it, such as donate, purchase services, etc.

- 26. Before writing the report, you should gather all the work you have done over the past year.
  - 27. The contents of the report should be selective.
  - 28. The idiom "a picture is worth a thousand words" is appropriate here.
  - 29. The application of visuals and charts can make the report more boring.
  - 30. Ending the report with a strong call to action will offend he readers.

#### 四、翻译(共计20分,每小题4分)

- 31-35:请从以下 A、B、C 三个选项中选出最佳翻译,并将答案序号写在答题纸上。
- 31. The more familiar interviewing feels to you, the less anxiety you will feel with the process.
  - A. 你对面试越熟悉,在面试过程中你的焦虑就会越少。
  - B. 面试中熟人多,面试过程中你焦虑也会少。
  - C. 你熟悉面试多一点,面试中的麻烦就会少一点。
  - 32. Will you be involved in opening the new office?
    - A. 你会加入新办公室吗?
    - B. 你会参与开设新办公室的工作吗?
    - C. 你会被卷入到新办公室的工作中吗?
  - 33. When you start a job, you must stick to it.
    - A. 一旦你开始了一件工作,你就得持之以恒。
    - B. 一旦你开始了一件工作,他就得紧跟着它。
    - C. 当你开始一件工作的时候,他就得认真做。
- 34. By the following week, when he's on his own, he feels he has a pretty good idea of what he needs to do, and how to go about it.
  - A. 直到跟着的那个星期,他一个人的时候,他感到对于自己需要做什么以及如何开始做非常清楚。
  - B. 到第二个星期,他一个人的时候,他感到对于自己需要做什么以及如何开始做有了 一个很好的主意。
  - C. 到第二个星期,当他独立工作的时候,他感到对于自己需要做什么以及如何开始做 非常清楚。
- 35. Having patience with your customers and with yourself will go a long way in winning over hostile customers.
  - A. 对顾客和对自己有耐心将走很长的路才能赢得生气的顾客对你工作的支持。
  - B. 对顾客和对自己有耐心将在赢得生气的顾客对你工作的支持方面大有帮助。
  - C. 对顾客和对自己有耐心将会很难赢得生气的顾客对你工作的支持。

### 国家开放大学2020年春季学期期末统一考试

# 管理英语 2 试题答案及评分标准

		(供参	*考)		
				2020 年	7 月
一、交际用语(表	共计 10 <b>分,每小</b>	题 2 分)		•	
1-5 题:选择正确	角的语句完成下面	面对话,并将答案	<b>尽序号写在答题纸</b>	上。	
1. A	2. A	3. C	4. C	5. A	
二、词汇与结构	(共计 30 分,每小	<b>小题 2 分)</b>		*	
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,	<b>片将答</b> 案
序号写在答题纸	€上。				
6. B	7. A	8. B	9. C	10. C	
11. B	12. C	13. A	14. A	15. C	
16. B	17. C	18. C	19. B	20. A	
三、阅读理解(共	<b>ķ 40 分,每小题</b> 4	1分)			
21-25 <b>题:阅读下</b>	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. A	22. C	23. B	24. C	25. C	
26-30 <b>题:请根</b> 据	居短文内容判断约	合出的语句是否	正确,正确的写"T	",错误的写"F",并#	<b>各答案写</b>
在答题纸上。		**************************************			
Passage 2					
26. T	27. T	28. T	29. F	30. F	
四、翻译(共计2	0 分,每小题 4 分	<del>)</del> )			
31-35:请从以下	A、B、C 三个选I	页中选出最佳翻	译,并将答案序号	写在答题纸上。	
31. A	32. B	33. A	34. C	35. B	

### 国家开放大学2020年春季学期期末统一考试

### 管理英语 2 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。

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# 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.	— What's the matter with you?
	A. It matters with you.
	B. Not too bad.
	C. I feel a bit sick.
2.	- Hi, Helen, I'll have an interview tomorrow. I'm afraid I can't make it.
	A. Sure, you can. Take it easy.
	B. I'm sorry to hear that.
	C. That's all right.
3.	— Have you ever been to Tokyo?
	A. No, I didn't go there last year.
	B. No, but I hope to go there next year.
	C. Tokyo is a busy city.
4.	— Our company is doing a customer service questionnaire. May I take you a moment?
	A. It doesn't matter.
	B. By all means.
	C. I have no idea.
5.	<u> </u>
	— It will take at least two weeks.
	A. How soon will you finish our annual report?
	B. When will you finish our annual report?
	C. How long have you finished our annual report?

### 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 was always in sharing his	enormous knowledge.
	A. generous	B. generation
	C. generate	
7.	The candidate should dress in a manne	r that is appropriate to the position
he is a	pplying.	
	A. for which	B. which
	C. that	
8.	the feedback is very helpful fo	or planning future meetings and events.
	A. Get	B. Getting
	C. To get	
9.	His action is always with his	words.
	A. constant	B. continuous
	C. consistent	
10	O. Participants have the Produc	tivity Analysis Worksheet.
	A. completing	B. been completed
	C. completed	
13	1. People find useful informatio	n from the annual report.
	A. could	B. dared
	C. had to	
1:	2. The enemy has strengthened their	position.
	A. protective	B. defensive
	C. offensive	
1:	3. More than 30 people the posi	tion.
	A. applied for	B. applied to
	C. applied in	

14. Look!	······································			
A. Here are the	e bus comes.	B. Here come	s the bus.	
C. The bus her	e come.			
15. Customers	refuse to filling	the questionnaire	are not permit	ted to buy the
product.				
A. what		B. which		
C. Who				
16. The music	like the singing	g of a bird.		
A. hears		B. listens		
C. sounds				
17. I like cooking	for my friends in	free time.		
A. me		B. my		
C. mine				
18. You'd better l	have your hair	before going to	your friend's v	vedding.
A. cutting		B. cut		
C. to cut				
19. Her article is	in her class.			
A. better		B. well		
C. the best				
20. You must	the annual certi	ification of employs	ment online wit	hin 15 days
A. submit		B. omit		
C. commit			9,	
= 阅读理解(± 40 分:	毎小颗 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

PPHC and Gooseneck are two organizations that do similar community work. Each has hired a new staff member to make contact with and provide services to new parents.

Elaine has accepted a job with PPHC. She has a degree in psychology but has never done this type of work before. On her first day, after showing her to her desk and introducing her to colleagues, the director gives her a town map and a list of the names of the families she will be responsible for, and wishes her luck. After lunch, Elaine sets out to contact the families, worried about what she'll do or say when she meets them.

Mark has a degree similar to Elaine's, and has just been hired by Gooseneck. On his first day, he learns that his job will consist of training for the next week. Mark spends two days going on family visits with experienced staff members, and discusses with them what they did and why. He role-plays some situations with other staff members, and gets some direct instruction from them. By the following week, when he's on his own, he feels he has a pretty good idea of what he needs to do, and how to go about it. And he knows that his training will continue.

Which situation would you rather be in, being thrown into the thick of things with no training or being trained to prepare for the work you're going to do?

- 21. What are PPHC and Gooseneck?
  - A. They are two companies that do similar business.
  - B. They are two organizations that do different community work.
  - C. They are two organizations that do similar community work.
- 22. Which degree does Elaine have?
  - A. Psychology degree.

B. Physiology degree.

- C. Sociology degree.
- 23. Which of the following statements is TRUE according to the passage?
  - A. Elaine has done this type of community work so her organization doesn't provide staff training.
  - B. Mark has a clear idea of his job after the training.
  - C. Mark knows his training comes to an end.
- 24. How is Mark trained to be prepared for his work?
  - A. Mark spends two days on family visits with experienced staff members and discuss with them.
  - B. Mark role-plays some situations with other staff members and gets some direct instruction from them.
  - C. Both A and B.

- 25. What is the main idea of the passage?
  - A. The importance of training.
  - B. Different training ways.
  - C. Elaine's and Mark's work experience.

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

One morning, Wu Liang discovered that her classroom had changed. She found that the desks were no longer in rows, but pushed together to make eight bigger desks. She was so excited about it for the first two days that she couldn't listen to the teachers carefully. But soon she and her classmates got used to this new classroom arrangement. "Now our class is quieter," said Wu. "What's more, we can come up with our own ideas and learn more through discussion. It's a better way to study."

Li Yu liked it, too. "Group members first discuss," he said, "and then present to the whole class. It makes us believe in ourselves." This was part of a reform at Li's school. The school made this reform because they wanted to offer students easier ways to study and more chances to discuss. "Our school hopes to improve students' abilities to study by themselves and work in groups." said Zhang Ming, an English teacher.

However, the reform has demanded more from teachers. Now they have only 15 minutes to give a lesson that would have been taught in 45 minutes before. It is difficult to teach in such a short time. The teachers have to find better ways to teach more effectively.

"The reform demands more, but I'm sure it is helpful." added Zhang Ming.

- 26. It was easier for Wu Liang to discuss with other students in class after the new classroom arrangement.
  - 27. The school made the reform in order to offer students more seats to study.
  - 28. The reform has demanded more from teachers.
  - 29. Wu Liang and her classmates like the new classroom arrangement.
  - 30. The best title of this passage may be New Look in Class

#### 四、翻译(共计20分,每小题4分)

- 31-35:请从以下 A、B、C 三个选项中选出最佳翻译,并将答案序号写在答题纸上。
- 31. As a general rule, it is better to focus on the content of a presentation as a means of attracting your audience's attention.
  - A. 一般来说,它最好将重心放在讲解的内容上,使之成为吸引观众注意力的方式。
  - B. 一般的规则是,它最好集中在礼物的内容上,这比吸引观众的注意力更好。
  - C. 一般而言,最好把重点放在讲解的内容上,借此来吸引观众的注意。
- 32. They are willing to understand their partner's position first before trying to get understood.
  - A. 在得到合作对方理解后,他们才愿意理解合作伙伴的立场。
  - B. 在得到合作对方理解前,他们愿意先理解合作伙伴的立场。
  - C. 他们愿意去了解对方的立场但必须先想明白。
- 33. We should present data in tables or charts so that the report may not be boring with facts alone.
  - A. 我们应该用表格或图表来呈现数据以便报告不因为仅有事实而枯燥乏味。
  - B. 我们应该用表格或图表来表示数据,因此,报告就不会因为仅有事实而枯燥乏味。
  - C. 我们应该用表格或图表来呈现数据以便报告不厌烦仅有事实。
- 34. A bad hire not just wastes your time and money, but also impacts the team spirit and company morale.
  - A. 坏雇员不只是会浪费你的时间和金钱,但是也影响队伍的精神和公司风气。
  - B. 招聘到不合格的员工即浪费时间和金钱,而且还会影响整个团队精神和公司士气。
  - C. 浪费时间和金钱的招聘是不合格的,而且对公司团队精神和士气也会影响。
  - 35. I don't know why he is late, he might have had an accident.
    - A. 我不知道他为何没有迟到,很有可能遇上了事故。
    - B. 我不知道他为何迟到,一定是遇上了事故。
    - C. 我不知道他为何迟到,可能遇上了事故。

### 国家开放大学2020年春季学期期末统一考试

# 管理英语 2 试题答案及评分标准

	2	(供参	考)		
				2020 4	年9月
一、交际用语(	共计 10 分,每小	题 2 分)			
1-5 题:选择正确	角的语句完成下	面对话,并将答案	序号写在答题纸。	Ŀ.	
1. C	2. A	3. B	4. B	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	选出一个能填入图	空白处的正确选项	i,并将答案
序号写在答题组	<b>先上。</b>				
6. A	7. A	8. B	9. C	10. C	
11. A	12. B	13. A	14. B	15. C	
16. C	17. B	18. B	19. C	20. A	
三、阅读理解(共	t 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,	<b>并将答案序号写在</b>	答题纸上。
Passage1					
21. C	22. A	23. B	24. C	25. A	
26-30 题:请根据	居短文内容判断	给出的语句是否正	E确,正确的写"T'	",错误的写"F",	<b>片将答案写</b>
在答题纸上。					
Passage2					
26. T	27. F	28. T	29. F	30. T	
四、翻译(共计2	20 分,每小题 4	分)			
31-35:请从以下	、A、B、C 三个选	项中选出最佳翻记	<b>孝,并将答案序号</b>	写在答题纸上。	
31. C	32 <b>.</b> B	33. A	34. B	35. C	

### 国家开放大学2020年秋季学期期末统一考试

### 管理英语 2 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)

C. OK, I see. Thank you.

### 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 mind filling the questionnaire for me?	
	<u> </u>	
	A. No problem.	
	B. Sorry, I can't go there.	
	C. I really appreciate that.	
2	— Can you stay here longer?	
۷.		
	, but I have to be back tomorrow.	
	A. I'd love to	
	B. No, thank you	
	C. I'm afraid not	
3.	— Our company is doing a customer service questionnaire. Ma	ay I take you a moment?
	A. It doesn't matter.	grande i grande de la compansión de la comp
	B. By all means.	
	C. I have no idea.	
4.	- I am sorry. Now what were we talking about?	
	A. Never mind.	
	B. That's OK.	
	C. You were saying that you used to be a teacher.	
5.	-Hello, is that service center? The elevator of our apartment	nt doesn't work.
	iliani <u>andra andra a</u>	
	A. Oh, I don't know what's wrong with it.	
	B. Sorry, I'll have it checked out at once.	

### 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.	Let's our plan.	
	A. start	B. started
	C. starting	
7.	I didn't do last week.	
	A. nothing	B. something
	C. anything	
8.	According to their feedback sheets, the pa	articipants are all with the training.
	A. satisfied	B. satisfying
	C. satisfactory	
9.	The Jiahe Community Service Center is	about to service for residents.
	A. provided	B. provide
	C. providing	
10.	. I'd like to that the staff me	mber who served me didn't really seem to
know w	vhat he was doing.	
	A. point out	B. point at
	C. point in	
11.	. I have coffee breakfast time.	
	A. at	B. in
	C. on	
12	. Hiring the right employee y	ou a thousand times over in high
employ	ree morale.	
	A. paysoff	B. take···off
	C. pays…back	
13	. Are you familiar the saying	g, "it's not what you know, but who you
know";	? In event planning, networking is key!	
	A. with	B. to
	C. in	
1848		

14. We should take the degree ac	count when we recruit a new secretary.
A. with	B. into
C. of	
15. The candidate should dress in a manne	er that is appropriate to the position
he is applying.	
A. for which	B. which
C. that	
16. Participants have the Produc	tivity Analysis Worksheet.
A. completing	B. been completed
C. completed	
17. Under no circumstance to te	ll lies to the public.
A. the companies are allowed	B. are the companies allowed
C. the companies will allow	
18. We it very much that you've	e come to give us a timely ride. Otherwise we
would miss the train.	
A. appreciate	B. expect
C. promise	
19. We feel with the inconvenier	nce the service center brought us.
A. disappointed	B. worried
C. surprised	
20. I would rather two weeks ea	rlier.
A. you should come here	B. you came here
C. you had come here	
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。	

#### Passage 1

The houses we live in are very important. They keep us from being cold in the winter and hot in the summer. In the winter they keep out the snow. They also keep out the wind. Even if it is blowing outside, we are nice and warm inside. In the summer houses keep the hot sun from us. When it rains, they keep us from getting wet.

Houses are also places where we can feel safe. People can't get at us or our things. Houses give us a place to be together with our families and friends. Mothers and fathers care for their children there. The children play there. The family eat and sleep under the same roof.

Houses are different in many ways. They are made of different things. Some houses are made of wood. Some are made of stone. Sometimes more than one thing is used to make a house.

Houses come in different sizes. Some houses have only one room. Some houses have more than one room. Big apartment houses found in cities have a great many rooms. They hold many families. The rooms in which each family lives are called an apartment.

Houses are different in the ways they are built. Houses in hot countries can be lightly built. In places it rains much of the time, houses must keep out the water.

t. In places it rains much of the time, hou	uses must keep out the water.
21. Which of the following is NOT mention	oned in the passage?
A. People feel safe in house.	
B. Families and friends live in the san	ne house.
C. Children often play in house.	
22. According to the passage, the house	can keep out
A. the wind	B. the snow
C. the wind and the snow	
23. Houses are in sizes and man	ny ways.
A. beautiful	B. the same
C. different	
24. Which of the following is probably N	OT the thing used to build houses?
A. steel	B. cotton
C. stone	
25. From the passage we can infer that p	eople
A. in hot places like to live the lightly	y-built houses to get heat
B. in the cold places like to live in the	e strong houses to keep safe

C. in some places where it rains much of the time like to live in house which can keep

1850

# 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

Feedback from your customers is very important. The more information you have from them, the more competitive you will be in your field. The following techniques will help you know what the customers think of your business.

Ask your customers directly and cater to their wishes. This is the simplest way to find out what people want from your service or product. When hotel customers are asked what they want for their breakfast and then the hotel staff are asked what they think the customer wants, the answers are quite different.

Be a customer yourself and find out what your customers experience when they use your service. This is one of the most obvious but underused ways for getting feedback. For example, you can act as one of the customers in a wheelchair, and see how you're treated.

Use a focus group. Focus groups are representatives of customers whose job is to provide you with information on their needs and preferences.

Use questionnaires and surveys. This is one of the most well-established feedback techniques. When well-conducted, they usually work well.

Encourage your front-line staff to build strong relationships with customers. Your front-line staff are the most resourceful and reliable, as well as the least costly, of your customer feedback sources. Their communication with the customers will become important information for improving customer care.

You may deliver the best service in the world. But if it is not what people want, you're wasting your time. Implement one, two, three or all of the above techniques, and your service and product will improve overnight.

- 26. Hotel customers and hotel staff think the same about breakfast.
- 27. A good or bad experience of a customer in a wheelchair in your shop shows whether your service is good or not.
  - 28. It's not necessary to know about the customers' needs and preferences.
  - 29. Questionnaires are useful in getting feedback from customers.
  - 30. Front-line staff have nothing to do with improving customer service.

#### 四、翻译(共计20分,每小题4分)

- 31-35:请从以下 A、B、C 三个选项中选出最佳翻译,并将答案序号写在答题纸上。
  - 31. On the last day of the old year, there is a family dinner.
    - A. 在老年人的最后日子,通常有一顿家庭餐。
    - B. 在即将过去的一年的最后一天,会有一次家庭聚餐。
    - C. 在过去的日子里,经常有家庭聚餐。
  - 32. Will you be involved in opening the new office?
    - A. 你会加入新办公室吗?
    - B. 你会参与开设新办公室的工作吗?
    - C. 你会被卷入到新办公室的工作中吗?
  - 33. I think what should be done is to create more job opportunities for students.
    - A. 我认为我们需要为学生们创造更多的工作机会。
    - B. 我认为我们将来要给学生们更多机会。
    - C. 我认为我们已经给了学生们更多的工作机会。
  - 34. I want to leave a little room in the budget, just in case.
    - A. 我想在桶里留点地方,以备不时之需。
    - B. 我想在预算里留着空间,结果发生了意外。
    - C. 我想留一点预算空间,以防万一。
  - 35. A true friend is someone who reaches for your hand and touches your heart.
    - A. 一个真实的朋友就是能伸出他的手触碰你心灵的人。
    - B. 一个真实的朋友就是能伸出他的手理解你心灵的人。
    - C. 真正的朋友是一个可以援手帮助并感动你心扉的人。

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 2 试题答题纸

2021年1月

题	号	 =	=	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。

#### Passage 1

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。

#### Passage 2

26.

27.

28.

29.

30.

得	分	评卷人		

四、翻译(共计20分,每小题4分)

31-35 题:请从以下 A、B、C 三个选项中选出最佳翻译,并将答案序号写在答题纸上。

31.

32.

33.

34.

35.

31. B

32. B

# 国家开放大学2020年秋季学期期末统一考试

## 管理英语 2 试题答案及评分标准

	日生人	CITI D MINES	日本及月九	がは世	
		(供参	考)		
				2021 年	1月
一、交际用语(共	计 10 分,每小	<b>、题</b> 2分)	ta e e e e e e e e e e e e e e e e e e e		
15 题:选择正确	的语句完成	下面对话,并将答3	<b>≷序号写在答题</b> 组	<b>禹上。</b>	
1. A	2. A	3. B	4. C	5. B	
二、词汇与结构(共	<b>共计</b> 30 分,每	小题 2 分)			
620 <b>题:阅读下</b> ī	面的句子,从	A、B、C 三个选项中	中选出一个能填。	入空白处的正确选 <sup>1</sup>	页,并将答
案序号写在答题组	氏上。				
6. A	7. C	8. A	9. B	10. A	
11. A	12. C	13. A	14. B	15. A	
16. C	17. B	18. A	19. A	20. C	
三、阅读理解(共)	十40分,每小	题 4 分)			
21-25 题:阅读下	列短文,从 A	1、B、C 三个选项中	选出一个正确智	答案,并将答案序号	写在答题
纸上。					
Passage1					
21. B	22 <b>.</b> C	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。					. *
Passage2	\$ P			nto Berthalam (1996) Talan	
26. F	27. T	28. F	29. T	30. F	
四、翻译(共计 20	分,每小题4	分)			
31-35:请从以下	A、B、C 三个	选项中选出最佳翻	译,并将答案序	号写在答题纸上。	

34. C