

交际用语(69)-

1、—A company can advertise in ( ) ways, depending on how much it wishes to be peculiar.

B. various

2、—As you know, I'm not quite familiar with how to shop online.— ( ) .

答案: (First of all, you should find a good e-commerce site.)

3、—But in your case, we strongly recommend War Risks and WPA.

A. OK, then please cover both War Risks and WPA for us

4、—But why is it so much higher in this market?— ( ) .

答案: (There are many rich people in this area.)

5、—Can we discuss the question of commodity inspection?— ( ) .

答案: (OK. As an integral part of the contract, the inspection of goods is particularly important.)

6、—Consumers can't digest too much information on a web page, resulting ( ) low rates of return.

B. in

7、—Could I suggest we meet to review the issue and propose a mutually satisfactory— ( ) .

答案: (Sure, we will try our best jointly to deal with the issue.)

8、—Do we need to fill in the application form?

B. Yes, you need.

9、—Do you mean that deposits and withdrawals are posted to my account immediately?

C. Yes, we process cash transactions as soon as they take place.

10、—Experts suggest ( ) a different password for every website you visit, and changing the password every few months.

A. using

11、—Generally speaking, value added tax is mainly charged on the taxable services.— ( ) .

答案: (what do you mean by that?)

12、—Great! Maybe from now on, I should try to buy goods online.

C. Why not? Go ahead.

13、—Hi, Wang Li, is that you? Long time no see.— ( ) .

答案: (Yes, it's been ages. It's nice to see you here.)

14、—you for a long time. Hi, Wang Ping, is that you? Haven't seen A. Yes, it's been ages. It's nice to see you here.

15、—How about your friend, Li Yan? Does she work in the same department with you?— ( ) .

C. She is fine, thank you, and she works in the Auditing Department.

16、—How about your friend, Li Yan? Does she work in the same department with you?— ( ) .

答案: (She is an assistant auditor and works in the Auditing Department.)

17、—How can people avoid food contamination nowadays?

B. The government should set strict rules to standardize the production of food.

18、—I suggest that you conduct a commodity re-inspection in a month.— ( ) .

答案: (That sounds good, but I'd like to know how much time it will take.)

19、—I think that importers must also have the right to re-inspect goods upon arrival.

B. Quite right, but it's very complicated to have the goods re-inspected.

20、—I wonder if you are able to offer market exclusivity for all of China?— ( ) .

答案: (Thank you for your interest in representing our product.)

21、—I'm afraid the goods we received yesterday are short of weight.— ( ) .

C. I'm sorry to say the shipment didn't turn out to be satisfactory.

22、—I'd like to know what insurance you will cover for your clients.— ( ) .

B. I suppose a Free of Particular Average Policy.

23、—I'd like to have credit information about my corporate partner in Australia.—  
() .

答案: (Well, our department deals with all kinds of consultant service.)

24、—I'm afraid the goods we received yesterday are short of weight.— () .

答案: (I'm sorry to say the shipment didn't turn out to be satisfactory.)

25、—In China, Taobao is one of () e-commerce sites.

B. the most popular

26、—In most cases, it is the total income received .

C. What does taxable income refer to?

27、—Is it possible to find alternative payment terms for this order?— ()

A. I'm afraid not. We insist on a letter of credit.

28、—Is there a market?— about the market opportunities in China. I am very optimistic

C.What are your initial thoughts on our computers in China?

29、—Is there any time requirement for registration?— () .

答案: (C. Certainly. We should register within 30 days after we receive our business license.)

30、—It aims at increasing sales by making a product or service known to a wider () .

B. audience

31、—It is just not possible for managers to keep up with all of the changes () in their markets.

B. taking place

32、—It seems that the sales volume has not reached our objective.

B. It's true. I'm sorry about that.

33、—It will take at least three weeks.

B.How soon will you finish our TV commercial?

34、—I'm afraid the goods we received yesterday are short of weight.

C. I'm sorry to say the shipment didn't turn out to be satisfactory.

35、—I'd like to know what insurance you will cover for your clients.— () .

答案: (B.I suppose a Free of Particular Average Policy.)

36、—Morning , Daniel. Today I'd like to discuss the promotional events of our products with you.— ()

C. Ok. I think we should draw up a thorough plan.

37、—Morning, Daniel. Today I'd like to discuss the promotional events of our products— () .

答案: (Ok. I think we should draw up a thorough plan, first.)

38、—Mr.Wilson.Your request for compensation surprises me.What happened?

B.The issue is a shortage of weight.

39、—Need we fill in the application form?— () .

答案: (Yes, you must.)

40、—No matter what it may lead to, they always () the profit maximization.

A. pursue

41、—Now shall we move on to the next question?— ()

B. Sure. Let's talk about the time of shipment and payment.

42、—OK, what are your initial thoughts on our computers in China? Is there a market?

B.I am very optimistic about the market opportunities in China.

43、—Our bank consists of () is responsible for a particular area of business.

B.which

44、—People can't bear this kind of behavior and the businesses responsible must () .

C. be closed down

45、—accept D/P So could you make an exception and ? — ()

A. I shall tell you frankly it would drastically increase our risk.

46、—The ideal money is something () acceptable, easily stored and transported.

C. universally

47、—This is \_Focus Advertising Agency\_. How may I help you?— () .

答案: (I need some information on the advertising rates of your magazines.)

48、—Uh, I think online shopping is very time-consuming.— () .

答案: (I somewhat agree with you, but not completely.)

49、—We are now looking for agents to cover southern China.— () .

答案: (I'm very familiar with the market there.)

50、—We regret we cannot review your weight-shortage claim as it really has nothing to do— () .

答案: (But 15 tons of goods can't simply disappear into thin air.)

51、—We won't let you into the park () the valid pass for this month.

C. unless you have

52、—We () a copy of the statement for your reference.

A. enclose

53、—We're also thinking about () this strategy to other segments of the market.

A.expanding

54、—We () so many changes over the past few months.

C.have undertaken

55、—What do I have to do to get the credit information of our corporate partner?— () .

答案: (It's not complicated. Just fill in a form and sign it.)

56、—What should a healthy diet contain?— () .

->(A. A healthy diet should contain all the essential nutrients.)

57、—What's the insurance () for the shipment?

A.rate

58、—Which edition would you like your advertisement to appear in?

C.We would like to get in with the fall publication, if possible.

59、—Why does food contamination seem to occur so frequently these days?— () .

答案: (Because those food manufacturers only focus on making money.)

60、—You mentioned the term "online banking" int now. I don't quite get it.—online computer systems help us provide speedy bank service to customers.

C.What do you mean by that?

61、—You want to know about the value added tax, don't you?

B.Yes, could you give me a brief overview of it?

62、—Your bank is huge! It must have many departments.

A. It's true. Our bank consists of many departments.

63、— () .—In most cases, it is the total income received.

C.What does taxable income refer to?

64、— () .—Certainly. We should register within 30 days after we receive our business license.

A.is there any time requirement for registration?

65、— () — It's not bad. I have worked in this bank for two years and I love my current job. 答案: (How is everything going?)

66、— () —It will take at least three weeks.

C. How soon will you finish our TV commercial?

67、— () —We would like to get in with the fall publication, if possible.

B. Which edition would you like your advertisement to appear in?

68、— How can people avoid food contamination nowadays?— () .

A.The government should set strict rules to standardize the production of food

69、— You want to know about the value added tax, don't you?— () .

B.Yes, could you give me a brief overview of it?

词汇与语法(107)-

1、A company can advertise in various ways , () how much it wishes to spend.

B. depending on

3、A good advertising program tells potential customers .

A.why they need the product

5、A healthy diet should contain all the necessary () .

答案: (nutrients)

6、A large volume of sales () result in a low profit margin , therefore , it is important for marketers to focus on their profitable sales volume.

C. may

7、A situation analysis can help define the problem and make clear what additional information () .

A. is needed

8、A successful program also tells the consumer how the product is better than similar offerings by () .

C. competitors

9、A successful program also tells the consumer how the product is better than similar offerings () competitors.

C. by

10、About ten years ago, we shopped only at local stores in the market place () cash.

答案: (B.using)

11、Another principle for a business is that profitable sales volume is () than maximum sales volume.

C. more important

12、Any advice you give us will be kept strictly ()

C. confidential

13、As it is known that the aim of every business is to make profit as possible.

B.as much

14、ATMs have become very useful () they allow you to check balances, make deposit,withdraw funds and transfer money.

B. because

15、Business ethics () not about personality, though a good personali ty is valuable.

A. is

16、Consumers can't digest too much information on a web page, resulting () low

rates

答案: (in)

17、Consumption and investment, meanwhile, accounted for 4.5 and 1.2 percentage pointsof first-quarter growth .

C .respectively

18、Consumption and investment,meanwhile , () 4.5 and l.2 percentage points of first-quarter growth respectively.

C.accounted for

19、Corporate advertising comes () three different types:image advertising,opinion advertising and investment advertising.

A.in

20、Corporate advertising is not () concerned with increasing the sales of a particular product or service.

B. directly

21、Denial, do you know how to register () the taxation bureau now?

答案: (with)

22、His failure () not working hard enough.

A.reauked in

24、I have just () some dollars into Renminbi.

答案: (changed)

26、I know personal selling is also a very effective tool for building () buyers' confidence.

B.building up

28、I'll provide more information about the coverage your reference.

A.for

29、If customers (), there is a chance that they will be retained for a long time and possibly permanently.

答案: (C. are satisfied)

30、If you fail to honor the contract, we to cancel it.

C.will entitle

31、If you fail to honor the contract, we () be discussed to cancel it.

B. are entitled

32、If you fail to honor the contract, we () to cancel it.

B. are entitled

33、In my opinion , the first thing () is what tools we should use.

B. to be discussed

34、In view of our long—standing business (), we can consider a price reduction.

C.relations

35、Increasingly, online marketing is no longer just an option. It is a ()

B. necessity

36、It aims at increasing sales by () a product or service () to a wider audience.

A. making...known

37、It assures that you are dealing with a business partner.

A. trustworthy

38、It is everyone' s legal duty to pay tax () taxes contribute to the country and create benefits for everyone.

答案：(C. because)

39、It is important to protect your () information when banking online.

B. personal

40、It is nowadays very easy for people to () their money at ATMs.

A.deposit

41、It is responsible the bank's activities to make sure there are no errors orimproper procedures.

C.for checking

42、It will take at least two weeks just to get the storyboard () .

答案：(written up)

43、Many of the larger banks may () financial instruments.

答案：(deal in)

44、Mobile banking functions nearly () telephone banking.

答案：(the same as)

45、No matter what it may lead to, they always the profit maximization.

B. pursue

46、Now a new world () to people around the globe through the World Wide We

B.

答案：(A. has been opened up)

47、Now we are able to browse () shops in the world in our own home.

C. the fanciest

48、Nowadays, more and more attention is being paid () Business Ethics.

答案：(to)

49、One major benefit of online advertising is the immediate spread of information () by geography or time.

B. that is not limited

50、One of the basic functions of a bank is services related to the storing and managementof money.

B.to provide

51、Online computer systems help us provide a service to our customers.

B.speedy

52、Our advertising rates are size and location.

C.based on

53、Our advertising rates are () size and location.

答案：(C. based on)

54、Our bank consists of many departments, each of () is responsible for a particular area of business.

C. which

55、Our current agent agreements are broken up regions.

C.into

56、Our current agent agreements are () regions.

C. broken into

57、Our new supply chain () by the management.

A.has really been pushed

58、People are allowed to () their money at ATMs.

B. deposit

59、Please transfer the remaining account balance , after deducting all () bank charges (if any) to our A/C 7654321.

A. relevant

60、Remember we want to create a forward-looking image () increase awareness of our brand.

A. as well as

61、Sometimes it () over half the total time spent on a research problem.

答案: (takes up)

62、Tax, () can be used in pu blic services , is very important to our country.

C. which

63、The company owns branches not only in Europe () in North America.

答案: (but also)

64、The digital image processing of this copier is a prime reason you can () it.

B.count on

65、The finished product is comparable to one that has been () edited.

答案: (C.professionally)

66、The finished product is comparable to one that () .

B.has been professionally edited

67、The only thing for you to do is () the form and sign it.

B.fill in

68、The Operations Department is the one which takes care () the day-to-day business of

答案: (most of)

69、The profitable sales volume is the volume of sales that actually will businessthe most profit.

B.get

70、The question () whether insurance against all risks will be necessary.

答案: (A. remains )

71、The sandbags stopped her property from () .

C. being flooded

72、The Smart Color Laser Copier 200 do a lot for your business.

C.could

73、The Smart Color Laser Copier is comparable () professional editing.

答案: (to)

74、The () sales volume is the volume of sales that actually will earn business the most profit.

C.profitable

75、This is one of the main ways () a business learns what customers want.

答案: (that)

76、Those enterprises that only seek profits without awareness of protection areshort—sighted.

B.environmental

77、Those enterprises () only seek profits without awareness of environmental protection are short-sighted.

B. that

78、We are dissatisfied with the services () your bank ,

C.provided by

79、We are full of confidence () the Chinese market.

A. in

80、We are under the () to finish the TV commercial before the deadline

B.gun

81、We have to () these details by the 15th of this month at the latest.

B. hammer out

82、We need to select the best salesmen to establish an () relationship with buyers.

A. interactive

83、We regret to () you that your request of commodity inspection has not been accepted.

答案: (

B. Inform)

84、We won't entertain your claim () the inspection certification from the Commodity Inspection Bureau.

B. unless you have

85、We () a copy of the statement for your reference.

答案: (enclose)

86、We () the receipt for the draft, and be good enough to overlook our request for a remittance.

答案: (

B. enclose)

87、We'll accept the goods () the results from the two inspections are identical.

B.only if

88、Well, I will get the market survey () with my colleagues.

A.started

89、We () the receipt for the draft, and be good enough to overlook our request for a

remittance.

B.enclose

90、What a () ! I didn't expect to meet you here.

C. coincidence

91、What's the insurance () for the shipment?

C. rate

92、Whata () ! I didn't expect to meet you here. C.coincidence

93、When data (), it has to be analyzed to decide what it all means.

答案: (has been collected)

94、Who () the inspection certificate?

B. issues

95、You can deliver the goods by train or by ship. C.either

96、You should be confident with our products, () enjoys a high prestige among the

答案: (which)

97、You should make sure that your password is long enough to prevent it being easily hacked.

B.from

98、You should make sure that your password is long enough to prevent it () being easily

答案: (from)

99、Your kind co-operation () will be highly appreciated.

A.in this regard

100、Your kind co—operation () this regard will be highly appreciated.

答案: (

B. in)

101、() our income is, () tax we should pay.

答案: (The higher, the more)

102、() the problem is the most important and often the most difficult step in the process. C.Defining

103、() , our customer was very happy with the quality of service. C. Needless to say

104、() it may lead to, they always pursue the profit maximization.

答案: (No matter what)

105、() more manageable, we divided the sandbags onto two pallets(平板车)。

A. To make it

106、() our income is, tax we should pay. C.The higher, the more

107、() view of our long-standing business relations , we can consider a price reduction.

A.in

阅读理解 (单选) (10)-

1、Bob: We've undertaken so many changes over the past few months. I'd like to know how things are shaping up.

John: There have certainly been some challenges, but I'd say we're on track to hit our targets for the year's end.

21. How is the company doing currently?

答案:

B. Rather well.

22. Where does the greatest advantage lie in their competition?

答案: C. Economies of scale.

23. What quality of the company is being perceived by a wider audience?

答案: C. The company's uniqueness.

24. What tool is the marketing department using to get their message out?

答案: A. Social media.

25. What steps has the marketing department taken to improve their understanding of social media?

答案:

B. It has consulted some consultants.

2、Business Ethics Nowadays, more and more attention is being paid to

26.What's the primary component for a prosperous business?

答案: C.Business ethics.

27.What is the influence of losing integrity?

答案: A.Hinder social development.

28.What is people's attitude towards business ethics?

答案:

B.Lots of people know its importance but some still don't honor it.

29.Which of the following items is NOT mentioned in this passage?

答案:

B.Manufacturers 'immoral behaviors do little harm to consumers.

30.What is the author's attitude toward immoral behaviors in business?

答案: A.Critical.

3、Electronic banking has radically changed the way customers

26.People used to check their account balance at I by .

答案: A.banks

27.Which seems to have most functions? .

答案: C.online banking

28.Which of the following is NOT true in the passage?

答案: A.Online banking password should be as short as possible.

29.It is important to protect your when banking online.

答案: C.password

30.The passage is mainly about .

答案:

B.what types the e—banking includes and the basic function for each type

4、Electronic banking,or e-banking,has radically changed the way customers can do banking.

26.How did people check how much money they had in their bank account before e—banking?

答案: C.Whey went to a bank to check it.

27.There are () banking methods mentioned in the passage.

答案:

B.4.

28.According to the passage,you can () through telephone banking.

答案: C.conduct electronic funds transfer

29.Mobile banking provides () online banking.

答案: A.more services than

30.How can we protect our personal information when we conduct online banking?

答案: C.We can set longer password to make it difficult for hackers.

5、Far East: Logistical Solution

June 1, 2016 Dear Mr. Anderson, We appreciate very much the cooperation you have always extended to us. I provide more information below about our company and the services we offer for your reference.

26. Lin Hanxue thanks Mr. Anderson().

答案: C. for their joint work

27. Far East is a specialist logistics service provider which ().

答案:

B. is flexible , adaptable and innovative

28. The customer urgently asked them to deliver the sandbags ()·

答案: C. to stop her property from being flooded

29. They divided the sandbags onto two pallets().

答案: C. to make it easy to handle

30. The main purpose of the letter is to show that ().

答案: A. Far East cares about their customers and they are passionate about their service

6、Nowadays, more and more attention is being paid to Business Ethics.

1.What's the primary component for a prosperous business?

答案: C.Business ethics.

2.What is the influence of losing integrity?

答案: A. Hinder social development.

3.What is people's attitude towards business ethics?

答案:

B.Lots of people know its importance but some still don't honor it.

4.Which one among the following items is not mentioned in this passage?

答案:

B.Manufacture's immoral behaviors do little harm to consumers.

5.What is the author's attitude toward immoral behaviors in business?

答案: A. Critical.

7、Personal Income Tax Rate

26. If your income is 3450 RMB a month , the tax rate for you is () .

答案: C. 3%

27. Tax rate for income over 85000 is ()

答案:

B. the same

28. Countries depend () on tax for their revenue.

答案: A. greatly

29. Taxes contribute to () and the country.

答案:

B. public services

30. It can be inferred from the text that the author ()

答案: A. supports the idea of paying necessary tax

8、Product Advertising Product advertising is an important part of marketing.

26. Generally speaking, what's an advertising agency responsible for?

答案: C. Designing and organizing advertisements for customers.

27. Companies can choose how to advertise their products according to () .

答案:

B. their advertising budget

28. A good advertising program can tell people .

答案: A. how they can benefit from using the product

29. is more interested in increasing the sales of products.

答案: A. Product advertising

30. Corporate advertising aims to build up the companygeneral .

答案: C. image and reputation

9、The above table shows individual income tax in China. The tax free threshold is 3,500 RMB per month.

26. If your income is 3450 RMB a month , the tax rate for you is .

——>C. 3%

27. Tax rate for income over 85000 is .

——>

B. the same

28. Countries depend on tax for their revenue.

——>A. greatly

29. Taxes contribute to and the country.

——>

B. public services

30. It can be inferred from the text that the author .

——>A. supports the idea of paying necessary tax

10、With the introduction of the Internet, there came many changes to the way a company

1.() changed the way a company might carry out a marketing strategy over the past 10 years.

答案: A. The Internet

2.What does virtually mean in Paragraph One?

答案:

B.By means of a computer.

3.Which of the following advantages of online marketing is not mentioned?

答案: C.Increasing trust between traders and buyers.

4.What problems are still outstanding in online shopping?

答案:

B.Credit card fraud on the Internet.

5.Which is the author's attitude towards online shopping?

答案: C.Undoubtedly the era of e-commerce has arrived.

阅读理解 (判断) (9)-

1、Business Ethics Nowadays,more and more attention is being paid to

21.Lack of business ethics has seriously influenced social development.

答案: T

22.Business is to be treated with social responsibility and integrity.

答案: T

23.People who don't honor business ethics are likely to make a profit.

答案: F

24.People can easily forget those bad behaviors by bad businesses.

答案: F

25.Recently,people are paying less attention to professional ethics the business world.

答案: F

2、Daniel is interested in Kevin's new mobile phone which he's bought on the Internet.

21. Daniel has been shopping online for a long time. (F)

22. Amazon. com. Ebay and Taobao are all famous e-commerce sites all over the world. (F)

23. You can compare the prices , features and

shipping conveniences offered from several sites if shopping online. (T)

24. There is so much to choose from online shops so it costs our time to make comparisons. (T)

25. Kevin believes online shopping offers us more convenience. (T)

3、Dear Sir or Madam We have received an order for US \$ 3, 200,000 worth of goods from Delta Co. ,

21. John Taylor's company has received US \$ 3, 200, 000 worth of goods from Delta Co., Ltd.

答案: F

22. The letter is written to a reference bank.

答案: T

23. John Taylor wants to know if Delta Co., Ltd. is trustworthy as a corporate partner.

答案: T

24. The advice that the bank gives won't be kept in confidence.

答案: F

25. John Taylor's company has paid for the bank's reply

答案: F

4、Marketing is the part of your business where money is made.In order to succeed in business,

1.In order to succeed in business, three principles of marketing should be kept in mind.

答案: F

2.If customers are satisfied, they will be likely to encourage more people to buy the products or services.

答案: T

3.The profitable sales volume is the volume of sales that will bring a business profit.

答案: T

4.The maximum sales volume refers to the biggest sum of retail sales.

答案: F

5.Profitable sales volume is as important as the maximum sales volume.  
答案: F  
5. Online advertising is the means of selling a product on the Internet.

26.A.activity

27.A.prefer

28. C.Besides

29.A.on

30.

B.whose

6、Online Shopping

Daniel is interested in Kevin's new mobile phone

21. Daniel has been shopping online for a long time. (F)

22. Amazon. com.. Ebay and Taobao are all famous e-commerce sites all over the world (F)

23. You can compare the prices , features and shipping conveniences offered from several sites if shopping online. (T)

24. There is so much to choose from online shops so it costs our time to make comparisons . (T)

25. Kevin believes online shopping offers us more convenience. (T)

7、Product advertising is an important part of marketing.

21.Generally, an advertising agency is responsible for designing and organizing a product's advertisement.(T)

22.It is not necessary to consider the budget of an advertisement in choosing a media for advertising.( F)

23.There are only three types of media used in advertising.( F)

24.Product advertising is different from corporate advertising.( T)

25.This passage is mainly about the history of advertising.( F)

#### 8、Shipping Advice

August 8, 2016 Dear Mr. Anderson, I would like to inform you that the following consignment has been shipped.

21. The letter is to inform Mr. Anderson that his consignment has been shipped.

答案：T

22. The shipper of the consignment is Li Huahua.

答案：F

23. The final destination of the consignment is San Francisco.

答案：F

24. The items in the container are air conditioners and TV sets.

答案：F

25. The commercial invoice, copy of B/L, packing list and export permit are enclosed for preparation for payment and collection of goods.

答案：T

#### 9、The Functions of Money

What is money? Anything which performs the

21.Money makes the exchange of goods simpler because it provides a mutually acceptable item for exchange.( T)

22.Money provides a convenient standard used for comparison, showing the value of

other goods.( T)

23.Money is a standard of deferred payments because it is generally acceptable.( F)

24.Precious metals have commonly been used as money because they have the functions of money in themselves.( T)

25.The main point of this passage is about four functions of money.( T)

#### 一、交际用语（每小题 2 分，共 10 分）

1~ 5 题：选择正确的语句完成下列对话，并将答案序号写在答题纸上。

1.- You want to know about the value added tax, don't you?

-

B.Yes, could you give me a brief overview of it?

2.—Do you mean that deposits and withdrawals are posted to my account immediately?

-

C.Yes, we process cash transactions as

soon as they take place.

3.- Hi, Wang Ping, is that you? Haven't seen you for a long time.

-

A.Yes, it's been ages. It's nice to see you here. Have you ... ?

4.I think that importers must also have the right to re-inspect goods upon arrival.

-

B.Quite right, but it's very complicated to have the goods re-inspected.

5. -

—It will take at least three weeks.

B.How soon will you finish our TV commercial?

#### 二、选择填空（每小题 2 分，共 30 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最佳选项，并将答案序号写在答题纸上。

6.Your kind co-operation will be highly appreciated.

- A.in this regard
- 7.What's the insurance for the shipment?C. rate
- 8.It assures that you are dealing with a business partner.
- A.trustworthy
- 9.No matter what it may lead to, they always the profit maximization.
- B. pursue
- 10.A company can advertise in various ways, how much it wishes to spend.
- B. depending on
- 11.A successful program also tells the consumer how the product is better than similar offerings competitors.C. by
- 12.We need to select the best salesmen to establish an relationship with buyers.
- A.interactive
- 13.Increasingly, online marketing is no longer just an option. It is a
- B. necessity
- 14.Now we are able to browse shops in the world in our own home.C. the fanciest
- 15.I have just some American dollars mto Renminbi Yuan.
- B. changed
- 16.It aims at increasing sales by a product or service to a wider audience
- A.making ..known
- 17.The sandbags stopped her property from .
- B. being flooded
- 18.Those enterprises only seek profits without awareness of environmental protection are short-sighted.
- B. that
- 19.Another principle for a business is that profitable sales volume is than maximum sales volume.C. more important

20.We won't entertain your claim the inspection certification from the Commodity Inspection Bureau.

B.unless you have

### 三、阅读理解 (每小题 4 分, 共 40 分)

21 ~ 25 题: 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。

#### Shipping Advice

August 8, 2016

Dear Mr. Anderson,

I would like to inform you that the following consignment has been shipped. Details of the shipment are below:

21.The letter is to inform Mr. Anderson that his consignment has been shipped. (T/F)  
21. T

22.The shipper of the consignment is Li Huahua. (T/F) 22. F

23.The final destination of the consignment is San Francisco. (T/F) 23. F

24.The items in the container are air conditioners and TV sets. (T/F) 24. F

25.The commercial invoice, copy of B/L, packing list and export permit are enclosed for preparation for payment and collection of goods. (T/F) 25. T

26~ 30 题: 阅读短文, 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。

#### Product Advertising

Product advertising is an important part of marketing. It aims at increasing sales by making a product or service known to a wider audience, and by emphasizing its positive qualities. A company can advertise in various ways, depending on how much it wishes to spend. There are different media for advertising including television, radio, newspapers,

26.Generally speaking, what's an advertising agency responsible for?

C.Designing and organizing advertisements for customers.

27.Companies can choose how to advertise their products according to

B.their advertising budget

28.A good advertising program can tell people .

A.how they can benefit from using the product

29. is more interested in increasing the sales of products.

A.Product advertising

30.Corporate advertising aims to build up the company's general .C. image and reputation

四、翻译 (每小题 4 分, 共 20 分)

31~35 题: 英译汉 , 从 A、

B、C 三个选项 中选出一个最佳答案, 并将答案序号写在答题纸上。

31.When data has been collected, it has to be analyzed to decide what it all means.

( ) C.先进行数据收集, 然后分析, 再决定这些数据的含义。

32.We won't entertain your claim unless you have the inspection certification from the Commodity Inspection Bureau. ( ) C.除非贵方提供商检局检验证书, 否则我们将不受理贵方的索赔。

33.The re-inspection should be completed within a month of the arrival of the goods.

( )

B.应在一月内到货并完成对货物的重新检查。

34.You no longer need to spend much time lining up at a bank to do your transactions.

( )

B.你再也不需要花很多时间在银行排队进行交易。

35.Pricing is based on the needs of target customers and it differs from place to place and over time. ( )

A.定价是基于目标客户需求的, 它不同于地点, 随着时间的推移。

一、交际用语 (每小题 2 分, 共 10 分)

1~5 题: 选择正确的语句完成下列对话 , 并将答案序号写在答题纸上。

1.-Which edition would you like your advertisement to appear in?

- C.We would like to get in with the fall publication, if possible.

2. -

-Certainly. We should register within 30 days after we receive our business license.

A.is there any time requirement for registration?

3.-You mentioned the term "online banking" just now. I don't quite get it.

-

-Online computer systems help us provide speedy bank service to customers.C. What do you mean by that?

4.-Mr. Wilson. Your request for compensation surprises me. What happened?

-

B.The issue is a shortage of weight.

5.- is there a market?

-I am very optimistic about the market opportunities in China.C.What are your initial thoughts on our computers in China?

二、选择填空 (每小题 2 分, 共 30 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 处的最佳 选项 , 并将答案序号写在答题纸 上。

6.What a ! I didn't expect to meet you here.C. coincidence

7.We the receipt for the draft, and be good enough to overlook our request for a remittance.

B. enclose

8.In view of our long-standing business , we can consider a price reduction.C. relations

9.I know personal selling is also a very effective tool for buyers' confidence.

B. building upC. bringing up

10.It is nowadays very easy for people to their money at ATMs.

A.deposit

11.The sales volume is the volume of sales that actually will earn business the most profit.C. profitable

12.Remember we want to create a forward-looking image so as to increase the of our brand.

B. awareness

13.Consumption and investment, meanwhile, 4. 5 and 1. 2 percentage points of first-quarter growth respectively.C. accounted for

14.Our bank consists of many departments, each of is responsible for a particular area of business.

A.which

15.We'll accept the goods the results from the two inspections are identical.

B. only if

16.The only thing for you to do is the form and sign it.

B. fill in

17.We are dissatisfied with the services your bank.C. provided by

18.Corporate advertising comes three different types: image advertising, opinion advertising and investment advertising.

A.in

19. our income is, tax we should pay.C. The higher, the more

20.The finished product is comparable to one that .

B.has been professionally edited

### 三、阅读理解 (每小题 4 分, 共 40 分)

21~25 题: 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。

#### Business Ethics

Nowadays, more and more attention is being paid to "business ethics". But what does it mean? What is the importance of ethics in business?

21.Lack of business ethics has seriously influenced social development. (T/F) 21. T

22.Business is to be treated with social responsibility and integrity. (T/F) 22. T

23.People who don't honor business ethics are likely to make a profit. (T/F) 23. F

24.People can easily forget those bad behaviors by bad businesses. (T/F) 24.F

25.Recently, people are paying less attention to professional ethics the business world.

25. F

26~30 题: 阅读短文, 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。

#### Electronic Banking

Electronic banking, or e-banking, has radically changed the way customers can do banking. Before e-banking, if you wanted to check an account balance, you physically had to go to the bank branch.

26.How did people check how much money they had in their bank account before e-banking? C. Whey went to a bank to check it.

27.There are banking methods mentioned in the passage.

B. 4.

28.According to the passage, you can through telephone banking.C. conduct electronic funds transfer

29.Mobile banking provides online banking.

A.more services than

30.How can we protect our personal information when we conduct online banking? C.We can set longer password to make it difficult for hackers.

#### 四、翻译 (每小题 4 分, 共 20 分)

B、C 三个选项 中选出一个最佳答案, 并将答案序号写在答题纸上。

31.Our advertising rates are based on size and location.

B.我们的广告收费是基于版面大小和位置来决定的。

32.We have to hammer out these details by the 15th of this month at the latest.

A.我们最迟要在本月 15 号之前敲定这些细节。

33.In order to succeed in business, the following two principles of marketing should be kept in mind.C.为了在商业上取得成功, 以下两条营销原则应该牢记在心。

34.Could you please confirm that they have sufficient funds to cover this amount of order?

A.能请您确认一下，他们有足够的资金支付这个数量的订单吗？

35.You should be confident with our products, which enjoys a high prestige among the consumers.

B.您应该对我们的产品有信心，我们的产品广受消费者好评。

一、交际用语（每小题 2 分，共 10 分）

1~5 题：选择正确的语句完成下列对话，并将答案序号写在答题纸上。

1.- Do we need to fill in the application form?

-

A.Yes, you must.

2. - How about you, friend, Li Yan? Does she work in the same department with you?

- C. She is fine, thank you, and she works in the Auditing Department.

3. -

- In most cases, it is the total income received.C. What does taxable income refer to?

4.Do you mean that deposits and withdrawals are posted to my account immediately?

-

B.Yes, we process cash transactions as soon as they take place.

5.- How can people avoid food contamination nowadays?

-

A.The government should set strict rules to standardize the production of food.

二、选择填空（每小题 2 分，共 30 分）

6.I know personal selling is also a very effective tool building buyers' confidence,

B. for ... up

7.The profitable sales volume is the volume of sales that actually will business the most profit.

A.earn

8.What's the insurance for the shipment?

A.rate

9.You should make sure that your password is long enough to prevent it being easily hacked.

B.from

10.Those enterprises that only seek profits without awareness of protection are short-sighted

B. environmental

11.His failure not working hard enough.

A.resulted in

12.We are under the to finish the TV commercial before the deadline.

B. gun

13.Remember we want to create a forward-looking image as well as increase the of our brand.C. awareness

14.Now we are able to browse shops in the world in our own home.C. the fanciest

15.Consumption and investment, meanwhile, accounted for 4.5 and 1.2 percentage points of first-quarter growth .

B. respectively

16. the problem is the most important and often the most difficult step in the process.C. Defining

17.The sandbags stopped her property from.

B. being flooded

18.A company can advertise in various ways, depending on its wishes to spend.C. how much

19. our income is, tax we should pay.

A. The higher, the more

20.Our new supply chain by the management

A. has really been pushed

三、阅读理解（每小题 4 分，共 40 分）

21 ~ 25 题：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。

Dear Sir or Madam,

We have received an order for US \$ 3,200,000 worth of goods from Delta Co., Ltd., 1258 Husten Avenue, New York, U.S.A., who has given us your bank as a reference. Could you please confirm that they have sufficient funds to

21.John Taylor's company has received US \$ 3,200,000 worth of goods from Delta Co., Ltd. 21. F

22.The letter is written to a reference bank. (T/F) 22. T

23.John Taylor wants to know if Delta Co., Ltd. is trustworthy as a corporate partner. 22. T

24.The advice that the bank gives won't be kept in confidence. (T/F) 24. F

25.John Taylor's company has paid for the bank's reply. (T/F) 24. F

26~ 30 题：阅读短文，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。

#### Business Ethics

Nowadays, more and more attention is being paid to “Business Ethics”. But what does it mean? What is the importance of ethics in business?

Business ethics is not about personality, though a good personality is

26. What's the primary component for a prosperous business?

C. Business ethics.

27.What is the influence of losing integrity?

A. It hinders social development.

28. What is people's attitude towards business ethics?

B. Lots of people know its importance but some still don't honor it.

29. Which of the following items is NOT mentioned in this passage?

A. Nowadays, the absence of ethics, especially integrity has led to a crisis in business world.

B. Manufacture's immoral behaviors do little harm to consumers.

30. What is the author's attitude toward immoral behaviors in business?

A. Critical.

四、翻译（每小题 4 分，共 20 分）

31 ~ 35 题：英译汉，从 A、

B、C 三个选项中选出一个最佳答案，并将答案序号写在答题纸上。

31.In order to succeed in business, the following two principles of marketing should be kept in mind.

C.为了在商业上取得成功,以下两条营销原则应该牢记在心。

32.But pricing is based on the needs of target customers and it differs from place to place and over time.

C.但定价是基于目标客户需求的,并且价格也因地域和时间而有所不同。

33.It is important to protect your personal information when banking online.

B.进行网上银行操作时,保护好你的个人信息非常重要。

34.Needless to say our customers were very happy with the quality of service.

B.不用说,客户非常满意我们的服务质量。

35. It shows that money has been lent or borrowed, invested or passed from one account to another.

A.它表明钱已借出或借入、已投资或从一个帐户转到另一个账户。

1、A good advertising program tells potential customers\_\_\_\_\_.

A、why they need the product

2、What a ! I didn't expect to meet you here.

C、coincidence

3、56.It aims at increasing sales by a product or service to a wider audience.

A、making···to making···known

4、If you fail to honor the contract, we\_\_\_\_to cancel it.

B、are entitled

5、Your kind co-operation \_\_\_\_\_ this regard will be highly appreciated.

B、in

6、You can deliver the goods\_\_\_\_\_ by train or by ship.

C、either

7、I will provide more information about the coverage\_\_\_\_\_your reference.

A、for

8、We are under the \_\_\_\_\_ to finish the TV commercial before the deadline.

B、gun

9、Our current agent agreements are broken up\_\_\_\_\_regions.

C、into

10、Our advertising rates are \_\_\_\_\_ size and location.

C、based on

11、In view of our long-standing business \_\_\_\_\_, we can consider a price reduction.

C、relations

12、The profitable sales volume is the volume of sales that actually will \_\_\_\_\_ business the most profit.

A、earn

13、We won't entertain your claim \_\_\_\_\_ the inspection certification from the Commodity Inspection Bureau.

B、unless you have

14、We'll accept the goods \_\_\_\_\_ the results from the two inspections are identical.

B、only if

15、It assures that you are dealing with a \_\_\_\_\_ business partner.

A、trustworthy

情景交际

1、\_\_\_\_\_

—It will take at least three weeks.

B、How soon will you finish our TV commercial?

2、\_\_\_\_\_is there any time requirement for registration?

C、Certainly. We should register within 30 days after we receive our business license.

3、\_\_\_\_\_Which edition would you like your advertisement to appear in?

C、We would like to get in with the fall publication, if possible.

4、\_\_\_\_\_

—Certainly. We should register within 30 days after we receive our business license.

A、is there any time requirement for registration?

5、\_\_\_\_\_You want to know about the value added tax, don't you?

B、Yes, could you give me a brief overview of it?

阅读理解单选题

Far East: Logistical Solution

June 1, 2016

Dear Mr. Anderson,

We appreciate very much the cooperation you have always extended to us. I provide more information below about our company and the services we offer for your reference.

1.1、Lin Hanxue thanks Mr. Anderson \_\_\_\_\_

C、for their joint work

1.2、Far East is a specialist logistics service provider which\_\_\_\_\_

B、is flexible, adaptable and innovative

1.3、The customer urgently asked them to deliver the sandbags \_\_\_\_\_

C、to stop her property from being flooded

1.4、They divided the sandbags onto two pallets\_\_\_\_\_.

C、to make it easy to handle

1.5、The main purpose of the letter is to show that \_\_\_\_\_.

A、Far East cares about their customers and they are passionate about their service

#### 阅读理解判断题

Questionnaires can be a simple way to get to know your audience's opinions. Though it is easy to 1.

1.1、The letter is to inform Mr. Anderson that his consignment has been shipped.对

1.2、The shipper of the consignment is Li Huahua.错

1.3、The final destination of the consignment is San Francisco.错

1.4、The items in the container are air conditioners and TV sets.错

1.5、The commercial invoice, copy of B/L, packing list and export permit are enclosed for preparation for payment and collection of goods.对

#### 翻译题

1、We have to hammer out these details by the 15th of this month at the latest.

A、我们最迟要在本月 15 号之前敲定这些细节。

2、In order to succeed in business, the following two principles of marketing should be kept in mind.

C、为了在商业上取得成功，以下两条营销原则应该牢记在心。

3、You no longer need to spend much time lining up at a bank to do your transactions.

C、你再也不需要花很多时间在银行排队进行交易。

4、Our advertising agency will just have to come up with a theme for the advertisement by tomorrow.

B、明天之前我们广告公司将会推出广告的主题。

5、Actually, I have been thinking about online shopping for a long time.

B、事实上，我一直考虑网上购物已有很长时间了。

#### 词汇与结构

1、Our new supply chain\_\_\_\_\_by the management.

A、has really been pushed

2、Your kind co-operation \_\_\_\_\_ will be highly appreciated.

A、in this regard

3、You can deliver the goods\_\_\_\_\_by train or by ship.

C、either

4、Now a new world \_\_\_to people around the globe through the World Wide Web.

A、has been opened up

5、I know personal selling is also a very effective tool for\_\_\_\_\_buyers' confidence.

B、building up

6、No matter what it may lead to, they always\_\_\_the profit maximization.

B、pursue

7、Corporate advertising comes \_\_\_\_\_ three different types: image advertising, opinion advertising and investment advertising.

A、in

8、Remember we want to create a forward-looking image as well as increase the \_\_\_\_\_ of our brand.

C、awareness

9、Our current agent agreements are broken up\_\_\_\_\_regions.

C、into

10、Remember we want to create a forward-looking image so as to increase the \_\_\_\_\_ of our brand.

B、awareness

11、Your kind co-operation \_\_\_\_\_ this regard will be highly appreciated.

B、in

12、A successful program also tells the consumer how the product is better than similar offerings

competitors.

C、by

13、It is nowadays very easy for people to \_\_\_\_\_ their money at ATMs.

A、deposit

14、I have just \_\_\_\_\_ some American dollars into Renminbi Yuan.

B、changed

15、We'll accept the goods the results from the two inspections are identical.

B、only if

情景交际

1、—

—Certainly. We should register within 30 days after we receive our business license.

A、is there any time requirement for registration?

2、—You want to know about the value added tax, don't you?

—

B、Yes, could you give me a brief overview of it?

3、—Do you mean that deposits and withdrawals are posted to my account immediately?

—

C、Yes, we process cash transactions as soon as they take place.

4、—is there any time requirement for registration?

—

C、Certainly. We should register within 30 days after we receive our business license.

5、—What should a healthy diet contain?

—

A、A healthy diet should contain all the essential nutrients.

阅读理解单选题

Far East: Logistical Solution

June 1, 2016

Dear Mr. Anderson,

We appreciate very much the cooperation you have always extended to us. I provide more information below about our company and the services we offer for your reference.

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C、to stop her property from being flooded

1.4、They divided the sandbags onto two pallets——.

C、to make it easy to handle

1.5、The main purpose of the letter is to show that ——.

A、Far East cares about their customers and they are passionate about their service

阅读理解判断题

1、根据短文内容判断给出的语句是否正确。

Shipping Advice

August8, 2016

Dear Mr. Anderson,

I would like to inform you that the following consignment has been shipped. Details of the shipment are below:

Shipper: Far East Logistics Co. Ltd

1.1、The letter is to inform Mr. Anderson that his consignment has been shipped. 对

1.2、The shipper of the consignment is Li Huahua 错.

1.3、The final destination of the consignment is San Francisco 错.

1.4、The items in the container are air conditioners and TV sets 错.

1.5、The commercial invoice, copy of B/L, packing list and export permit are enclosed for preparation for payment and collection of goods. 对

翻译题

1、We have to hammer out these details by the 15th of this month at the latest.

A、我们最迟要在本月 15 号之前敲定这些细节。

2、Our advertising rates are based on size and location.

B、我们的广告收费是基于版面大小和位置来决定的。

3、In order to succeed in business, the following two principles of marketing should be kept in mind.

C、为了在商业上取得成功，以下两条营销原则应该牢记在心。

4、We won't entertain your claim unless you have the inspection certification from the Commodity Inspection Bureau.

C、除非贵方提供商检局检验证书，否则我们将不受理贵方的索赔。

5、You no longer need to spend much time lining up at a bank to do your transactions.

C、你再也不需要花很多时间在银行排队进行交易。

#### 词汇与结构

1、The Smart Color Laser Copier 200 \_\_\_\_\_ do a lot for your business.

C、could

2、The finished product is comparable to one that \_\_\_\_\_.

B、has been professionally edited

3、Consumption and investment, meanwhile, accounted for 4.5 and 1.2 percentage points of first-quarter growth \_\_\_\_\_.

B、respectively

4、The profitable sales volume is the volume of sales that actually will \_\_\_\_\_ business the most profit.

A、earn

5、A good advertising program tells potential customers \_\_\_\_\_.

A、why they need the product

6、We are under the \_\_\_\_\_ to finish the TV commercial before the deadline.

B、gun

7、It assures that you are dealing with a \_\_\_\_\_ business partner.

A、trustworthy

8、The question \_\_\_\_\_ whether insurance against all risks will be necessary.

A、remains

9、Remember we want to create a forward-looking image as well as increase the \_\_\_\_\_ of our brand.

C、awareness

10、It is everyone's legal duty to pay tax \_\_\_\_\_. taxes contribute to the country and create benefits for everyone.

C、because

11、We \_\_\_\_\_ the receipt for the draft, and be good enough to overlook our request for a remittance.

B、enclose

12、We need to select the best salesmen to establish an \_\_\_\_\_ relationship with buyers.

A、interactive

13、What's the insurance \_\_\_\_\_ for the shipment?

C、rate

14、A company can advertise in various ways, depending on \_\_\_\_\_ it wishes to spend.

C、how much

15、our income is, \_\_\_\_\_ tax we should pay.

C、The higher, the more

#### 情景交际

1、——What should a healthy diet contain?  
\_\_\_\_\_

A、A healthy diet should contain all the essential nutrients.

2、——Mr. Wilson. Your request for compensation surprises me. What happened?  
\_\_\_\_\_

B、The issue is a shortage of weight.

3、——\_\_\_\_\_ is there a market?

——I am very optimistic about the market opportunities in China.

C、What are your initial thoughts on our computers in China?

4、You mentioned the term "online banking" just now. I don't quite get it. \_\_\_\_\_.

Online computer systems help us provide speedy bank service to customers.

C、What do you mean by that?

5、——Do you mean that deposits and withdrawals are posted to my

account immediately?

——  
C、Yes, we process cash transactions as soon as they take place.

#### 阅读理解单选题

#### 三、阅读理解

Bob: We've undertaken so many changes over the past few months. I'd like to know how things are shaping up.

John: There have certainly been some challenges, but I'd say we're on track to hit our targets for the year's end.

1.1、How is the company doing currently?

B、Rather well.

1.2、Where does the greatest advantage lie in their competition?

C、Economies of scale.

1.3、What quality of the company is being perceived by a wider audience?

C、The company's uniqueness.

1.4、What tool is the marketing department using to get their message out?

A、Social media.

1.5、What steps has the marketing department taken to improve their understanding of social media?

B、It has consulted some consultants.

#### 阅读理解判断题

1、根据短文内容判断给出的语句是否正确

#### Business Ethics

Nowadays, more and more attention is being paid to "business ethics". But what does it mean? What is the importance of ethics in business?

Business ethics is not about personality, though a good personality is valuable. Ethics is the primary element and prerequisite for a successful business. No matter what you do, you should think of business as a matter of integrity. Nowadays, the slip in ethics and the absence of social responsibility, especially

1.1、Lack of business ethics has seriously influenced social development. 对

1.2、Business is to be treated with social responsibility and integrity. 对

1.3、People who don't honor business ethics are likely to make a profit 错

1.4、People can easily forget those bad behaviors by bad businesses 错

1.5、Recently, people are paying less attention to professional ethics in the business world 错。

#### 翻译题

1、Could you please confirm that they have sufficient funds to cover this amount of order?

A、能请您确认一下，他们有足够的资金支付这个数量的订单吗？

2、You should be confident with our products, which enjoys a high prestige among the consumers.

B、您应该对我们的产品有信心，我们的产品广受消费者好评。

3、Pricing is based on the needs of target customers and it differs from place to place and over time.

C、定价是基于目标客户需求的，而且价格因地域和时间而有所区别。

4、We won't entertain your claim unless you have the inspection certification from the Commodity Inspection Bureau.

C、除非贵方提供商检局检验证书，否则我们将不受理贵方的索赔。

5、In order to succeed in business, the following two principles of marketing should be kept in mind.

C、为了在商业上取得成功，以下两条营销原则应该牢记在心。

#### 词汇与结构

- 1、A company can advertise in various ways, \_\_\_\_\_ how much it wishes to spend.  
B、depending on
- 2、You can deliver the goods\_\_\_\_\_ by train or by ship.  
C、either
- 3、The only thing for you to do is \_\_\_\_\_ the form and sign it.  
A、to fill in
- 4、One of the basic functions of a bank is \_\_\_\_\_ services related to the storing and management o? money.  
B、to provide
- 5、It is everyone's legal duty to pay tax \_\_\_\_\_. taxes contribute to the country and create benefits for everyone.  
C、because
- 6、I will provide more information about the coverage\_\_\_\_\_. your reference.  
A、for
- 7、35. We'll accept the goods \_\_\_\_\_ the results from the two inspections are identical.  
B、only if
- 8、I have just \_\_\_\_\_ some American dollars into Renminbi Yuan.  
B、changed
- 9、The finished product is comparable to one that has been \_\_\_\_\_ edited.  
C、professionally
- 10、Consumption and investment, meanwhile, accounted for 4. 5 and 1. 2 percentage points of first-quarter growth \_\_\_\_\_.  
B、respectively
- 11、Our new supply chain\_\_\_\_\_by the management.  
A、has really been pushed
- 12、I know personal selling is also a very effective tool \_\_\_\_\_. building buyers' confidence.

- B、for... Up
- 13、The Smart Color Laser Copier 200 \_\_\_\_\_do a lot for your business.  
C、could
- 14、The sandbags stopped her property from \_\_\_\_\_.  
B、being flooded
- 15、Remember we want to create a forward-looking image so as to increase the \_\_\_\_\_ of our brand.  
B、awareness
- 情景交际
- 1、——You want to know about the value added tax, don't you?  
——
- B、Yes, could you give me a brief overview of it?
- 2、You mentioned the term "online banking"just now. I don't quite get it. \_\_\_\_\_.  
Online computer systems help us provide speedy bank service to customers.
- C、What do you mean by that?
- 3、——is there any time requirement for registration?  
——
- C、Certainly. We should register within 30 days after we receive our business license.
- 4、——I think that importers must also have the right to re-inspect goods upon arrival.  
——
- B、Quite right, but it's very complicated to have the goods re-inspected.
- 5、——Hi, Wang Ping, is that you? Haven't seen you for a long time.  
——
- A、Yes, it's been ages. It's nice to see you here. Have you ...?
- 阅读理解单选题
- 1、阅读短文, 从 A、  
B、C 三个选项中选出一个正确答案。

### Product Advertising

Product advertising is an important part of marketing. It aims at increasing sales by making a product or service known to a wider audience, and by emphasizing its positive qualities. A company can advertise in various ways, depending on how much it wishes to spend. There are different media for advertising including television, radio, newspapers, magazines, the Internet and direct mail. The design and organization of advertising campaigns is usually the job of an advertising agency. A good advertising program tells potential customers why they need the product, how it is used and the benefits derived from its use. A successful program also tells the consumer how the product is

1.1、Generally speaking, what's an advertising agency responsible for?

C、Designing and organizing advertisements for customers.

1.2、Companies can choose how to advertise their products according to\_\_\_\_\_

B、their advertising budget

1.3、A good advertising program can tell people\_\_\_\_\_

A、how they can benefit from using the product

1.4、\_\_\_\_\_is more interested in increasing the sales of products.

A、Product advertising

1.5、Corporate advertising aims to build up the company's general\_\_\_\_\_.

C、image and reputation

### 阅读理解判断题

1、根据短文内容判断给出的语句是否正确

### Business Ethics

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Business ethics is not about personality, though a good personality is valuable. Ethics is the primary element and prerequisite for a successful business. No matter what you do, you should think of business as a matter of integrity. Nowadays, the slip in ethics and the absence of social responsibility, especially integrity, have led to a crisis in business seriously influencing social development.

Events resulting from a loss of trust are being seen now and then and they affect society in many unfortunate ways. Most people know the importance of business ethics, but still some people don't honor them. We often hear media reports on problems in business, such as adding harmful materials to products. These behaviors cause much damage to consumers, who spend money but do not get quality goods, especially when these commodities do great harm to their health. It is difficult for people to forget the case in which some children consumed unsafe milk powder produced by a few immoral businesses, and their health suffered serious damage as a result. People can't bear this kind of behavior and the businesses responsible must be closed down and the related personnel be punished.

1.1、Lack of business ethics has seriously influenced social development. 对

1.2、Business is to be treated with social responsibility and integrity. 对

1.3、People who don't honor business ethics are likely to make a profit. 错

1.4、People can easily forget those bad behaviors by bad businesses. 错

1.5、Recently, people are paying less attention to professional ethics the business world. 错

### 翻译题

1、You no longer need to spend much time lining up at a bank to do your transactions.

B、你再也不需要花很多时间在银行排队进行交易。

2、Pricing is based on the needs of target customers and it differs from place to place and over time.

C、定价是基于目标客户需求的，而且价格因地域和时间而有所区别。

3、Could you please confirm that they have sufficient funds to cover this amount of order?

A、能请您确认一下，他们有足够的资金支付这个数量的订单吗？

4、You no longer need to spend much time lining up at a bank to do your transactions.

C、你再也不需要花很多时间在银行排队进行交易。

5、Actually, I have been thinking about online shopping for a long time.

B、事实上，我一直考虑网上购物已有很长时间了。

### 一、交际用语

1.-As the market price for similar products is much lower, buyers will choose products from other companies. -\_\_\_\_\_

答案: C. We need to survey and monitor the market further.

2.-Why does food contamination seem to occur so frequently these days? -\_\_\_\_\_

答案: C. Because those food manufacturers only focus on making money.

3.-I'd like to know what insurance you will cover for your clients. -\_\_\_\_\_

答案: B. I suggest a Free of Particular Average Policy.

4.-Your bank is huge! It must have many departments. -\_\_\_\_\_

答案: A. It's true. Our bank consists of many departments.

5.-But why is it so much higher in this market? -\_\_\_\_\_

答案: C. There are many rich people in this area.

6.-I think that importers must also have the right to re-inspect goods upon arrival. -\_\_\_\_\_

答案: A. Quite right, but it's very complicated to have the goods re-inspected.

7.-We are now looking for agents to cover southern China. -

Excellent.\_\_\_\_\_

答案: A. I have several years of experience in southern China.

8.-It seems that the sales volume has not reached our objective. -\_\_\_\_\_

答案: C. It's true. I'm sorry about that.

9.-This is Focus Advertising Agency. How may I help you? -\_\_\_\_\_

答案: B. I need some information on the advertising rates of your magazines.

10.-Hi, Kevin. You've bought a new mobile phone, haven't you? -\_\_\_\_\_

答案: A. Oh, yes. I ordered it online three days ago and it arrived yesterday.

11.-I need some information on the advertising rates. Could you explain them to me? -\_\_\_\_\_

答案: B. Sure. Our rates are based on the size and location of the advertisement.

12.-I'm afraid the goods we received yesterday are short of weight. -\_\_\_\_\_

答案: C. I'm sorry to say the shipment didn't turn out to be satisfactory.

13.-\_\_\_\_\_ -In most cases, it is the total income received.

答案: A. What does taxable income refer to?

14.-Uh, I think online shopping is very time-consuming. -\_\_\_\_\_

答案: B. I somewhat agree with you, but not completely.

15.-We regret we cannot review your weight-shortage claim as it really has nothing to do with us. -\_\_\_\_\_

答案: B. But 15 tons of goods can't simply disappear into thin air.

16.-You want to know about the value added tax, don't you? -\_\_\_\_\_

答案: B. Yes, could you give me a brief overview of it?

17.-How about your friend, Li Yan? Does she work in the same department with you? -\_\_\_\_\_

答案: C. She is an assistant auditor and works in the Auditing Department.

18.-I wonder if you are able to offer market exclusivity for all of China? -\_\_\_\_\_

答案: C. Thank you for your interest in representing our product.

19.-\_\_\_\_\_ -It will take at least three weeks.

答案: A. How soon will you finish our TV commercial?

20.-I think we can use two or more kinds of media together in an advertising campaign. -\_\_\_\_\_

答案: B. That's quite right. We can attract more people.

21.-I'd like to have credit information about my corporate partner in Australia. Could you give me a hand? -\_\_\_\_\_

答案: A. Yes, our department deals with all kinds of consultant service.

22.-Is it possible to find alternative payment terms for this order? -\_\_\_\_\_

答案: A. I'm afraid not. We insist on a letter of credit.

23.-Now shall we move on to the next question? -\_\_\_\_\_

答案: C. Sure. Let's talk about the time of shipment and payment.

24.-I suggest that you conduct a commodity re-inspection in a month. -  
\_\_\_\_\_

答案: C. That sounds good, but I'd like to know how much time it will take.

25.-How long should our Letter of Credit be valid? -\_\_\_\_\_

答案: A. The Letter of Credit should be valid for 30 days after the date of shipment.

## 二、词汇与结构

1.The only thing for you \_\_\_\_ is to fill in a form and sign it.

答案: C. to do

2.This notebook \_\_\_\_ belong to Bob. It has his name on it.

答案: C. must

3.Generally \_\_\_\_\_. value added tax is mainly charged on taxable services.

答案: B. speaking

4.This set of new equipment \_\_\_\_ the company a large sum of money.

答案: C. cost

5.You can deliver the goods \_\_\_\_ by train \_\_\_\_ by ship.

答案: A. either, or

6.People try to evade taxation are sure \_\_\_\_.

答案: C. to be punished

7.He can \_\_\_\_ great pleasure from painting.

答案: A. derive

8.In my opinion, the first thing \_\_\_\_ is what tools we should use.

答案: A. to be discussed

9.Your kind cooperation in this regard will \_\_\_\_.

答案: C. be appreciated

10.The \_\_\_\_ of goods put our firm in a difficult position.

答案: C. shortage

11.The Yellow River is one of \_\_\_\_ rivers in China.

答案: C. the longest

12.We should register \_\_\_\_ 30 days after we receive our business license.

答案: B. within

13.Working people everywhere object to \_\_\_\_ taxes.

答案: B. paying

14.The question remains \_\_\_\_ insurance against all risks will be necessary.

答案: B. whether

15.Our bank consists of many departments, each \_\_\_\_ is responsible for a particular area of business.

答案: B. of which

16.I don't care \_\_\_\_ you like the plan or not.

答案: C. whether

17.Mobile advertising can \_\_\_\_ consumers at the point-of-sale.

答案: B. reach

18.It will \_\_\_\_ at least two weeks to finish our TV commercial.

答案: A. take

19.I enclose a check \_\_\_\_ your account.

答案: A. in settlement of

20.We should \_\_\_\_ a thorough plan to ensure a successful campaign.

答案: A. draw up

21.If you \_\_\_\_ honor the contract, we can cancel it.

答案: A. fail to

22.We would be grateful if you would send payment as \_\_\_\_ as possible.

答案: A. soon

23.We would prefer \_\_\_\_ products of home brands.

答案: B. to buy

24.Denial knows how to register \_\_\_\_ the taxation bureau.

答案: C. with

25.We won't entertain your claim \_\_\_\_ the inspection certification from the Commodity Inspection Bureau.

答案: C. unless you have

26.I know nothing except \_\_\_\_ he left home early that morning.

答案: A. that

27.Many firms are \_\_\_\_ increasing their markets overseas.

答案: B. focusing on

28.Today the services that a bank offers \_\_\_\_ the type of bank and the country.

答案: A. depend on

29.The Smart Color Laser Copier is comparable\_\_\_\_ professional editing.

答案: A. to

30.Business ethics is not about personality, \_\_\_\_ a good personality is valuable.

答案: B. though

31.We \_\_\_\_ a copy of the statement for your reference.

答案: A. enclose

32.Online computer systems help us provide a \_\_\_\_ service to our customers.

答案: B. speedy

33.Sometimes it \_\_\_\_ over half the total time spent on a research problem.

答案: A. takes up

34.Excessive moisture \_\_\_\_ the short weight.

答案: A. accounted for

35.\_\_\_\_ our long-standing business relations, we can consider a price reduction.

答案: A. In view of

36.\_\_\_\_ our income is, \_\_\_\_ tax we should pay.

答案: C. The higher, the more

37.Our rates are different according \_\_\_\_ which publication you wish to advertise in.

答案: A. to

38.He asked the board \_\_\_\_ the issue.

答案: A. to discuss

39.Tax, \_\_\_\_ can be used in public services, is very important to our country.

答案: A. which

40.When the marketing manager thinks a real problem has begun to \_\_\_\_, a situation analysis is useful.

答案: A. surface

41.We are very sorry to \_\_\_\_ you that your last shipment is not up to your usual standard.

答案: B. inform

42."Free File" is \_\_\_\_ for those in the low- to middle-income tax bracket.

答案: B. available

43.A healthy diet should contain all the necessary \_\_\_\_.

答案: C. nutrients

44.It is just not possible for managers to \_\_\_\_ all of the changes taking place in their markets.

答案: A. keep up with

45.Now a new world has been \_\_\_\_ to people around the globe through the World Wide Web.

答案: B. opened up

46.The manager \_\_\_\_ that his products were far superior to others.

答案: B. pointed out

47.His failure resulted \_\_\_\_ not working hard enough.

答案: B. from

48.We have received an order for US\$3,200,000 \_\_\_\_ goods from the company.

答案: C. worth of

49.There's always \_\_\_\_ waste paper in the office.

答案: B. tons of

50.The food manufacturers are \_\_\_\_ obsessed with making money that they often lose their business ethics.

答案: A. so

51.Either you or I \_\_\_\_ going on business tomorrow.

答案: C. am

52.When data \_\_\_\_, it has to be analyzed to decide what it all means.

答案: C. has been collected

53.\_\_\_\_ it may lead to, they always pursue the profit maximization.

答案: B. No matter what

54.We are inclined to accept your price, \_\_\_\_ we find is reasonable and satisfactory.

答案: C. which

55.Importers and \_\_\_\_ may be separated from each other by thousands of miles.

答案: C. exporters

56.The Digital Image Processing of this copier is a prime reason you can \_\_\_\_ on it.

答案: A. count

57.I'd like to know what insurance you will \_\_\_\_ for your clients.

答案: A. cover

58.There is a \_\_\_\_ of 5 million dollars between this year's sales and last year's.

答案: A. difference

59.You can \_\_\_\_ Mr. Li, for he will never fail you.

答案: A. count on

60.He has some unfinished business to \_\_\_\_ .

答案: A. deal with

61.Consumers can't digest too much information on a web page, resulting \_\_\_\_ low rates of return.

答案: B. in

### 三、阅读理解（单选题）

1.

(1) How is the company doing currently?

答案: B. Rather well.

(2) Where does the greatest advantage lie in their competition?

答案: C. Economies of scale.

(3) What quality of the company is being perceived by a wider audience?

答案: C. The company's uniqueness.

(4) What tool is the marketing department using to get their message out?

答案: A. Social media.

(5) What steps has the marketing department taken to improve their understanding of social media?

答案: B. It has consulted some consultants.

2.

(1) \_\_\_\_ changed the way a company might carry out a marketing strategy over the past 10 years.

答案: A. The Internet

(2) What does "virtually" mean in Paragraph One?

答案: B. By means of a computer.

(3) Which of the following advantages of online marketing is not mentioned?

答案: C. Increasing trust between traders and buyers.

(4) Which is the most outstanding problem in online shopping?

答案: B. Credit card fraud on the Internet.

(5) What is the author's idea about online shopping?

答案: A. Undoubtedly the era of e-commerce has arrived.

3.

(1) Lin Hanxue thanks Mr. Anderson \_\_\_\_\_.  
答案: C. for their joint work

(2) Far East is a specialist logistics service provider which \_\_\_\_\_.  
答案: B. is flexible, adaptable and innovative

(3) If customers have exact needs, what will Far East do?  
答案: B. It will provide a particular solution.

(4) Why did the customer urgently ask them to deliver the sandbags?  
答案: C. Because she wanted to stop her property from being flooded.

(5) The main purpose of the letter is to show \_\_\_\_\_.  
答案: A. Far East cares about their customers and they are passionate about their service

#### 四、阅读理解 (判断对错)

1.

(1) The services offered by banks today are decided by the type of bank and the country.  
答案: A. T

(2) All of the larger banks deal in financial instruments.  
答案: B. F

(3) Certificates of deposit and bills of exchange are legal documents.  
答案: A. T

(4) The basic services of a bank include accepting deposits, investing money and so on.  
答案: A. T

(5) If you want to have more choices and services, you have to go to the offline banks.  
答案: B. F

2.

(1) In order to succeed in business, three principles of marketing should be kept in mind.  
答案: B. F

(2) If customers are satisfied, they will be likely to encourage more people to buy the products or services.  
答案: A. T

(3) The profitable sales volume is the volume of sales that will bring a business profit.  
答案: A. T

(4) The maximum sales volume refers to the biggest sum of retail sales.  
答案: A. T

(5) Profitable sales volume is as important as the maximum sales volume.  
答案: B. F

3.

(1) The quality of Mr. Moore's last shipment is lower than that of the former sample.  
答案: A. T

(2) The sample of the goods is sent along with the letter by one mail.  
答案: B. F

(3) Andy Williams thought Mr. Moore was a reliable corporate partner.  
答案: A. T

(4) If Mr. Moore can deal with the event of the inferior goods immediately, Andy Williams will be satisfied.  
答案: A. T

(5) This passage is a letter of complaint sent by a dealer to his supplier.  
答案: A. T

#### 五、英译汉

1. There is a difference of 5 million dollars between this year's sales and last year's.  
答案: B. 今年和去年的销售额相差 5 百万美元。

2. The rush to buy from online shops has demonstrated a growing consumer acceptance of online marketing.  
答案: B. 消费者的网购热潮说明越来越多的消费者接受网络营销。

3. So let's meet each other half-way and compromise on a 10% reduction in price on the  
58

consignment.

答案: C. 那么我们双方都做些让步, 运货价减少 10% 吧。

4.Online advertising saves time and can be delivered anytime, anywhere.

答案: B. 在线广告节省时间, 可以随时随地传输信息。

5.The food manufacturers are so obsessed with making money that they often lose their business ethics.

答案: A. 食品生产商只沉迷于赚钱, 结果经常置商业道德于不顾。

6.The manager hastened to point out that his products were far superior to others.

答案: A. 经理急忙指出, 他的产品比其他的要好得多。

7.You no longer need to spend much time lining up at a bank to do your transactions.

答案: A. 你再也不需要花很多时间在银行排队进行交易。

8.Opinion advertising presents the impression of doing a public service by addressing the importance of a company.

答案: C. 奉论广告通过强调公司在公共服务中的重要性来展示公司形象。

9.What do I have to do to get the credit information of our corporate partner?

答案: B. 要得到合作伙伴的信用信息, 我需要做些什么?

10.It shows that money has been lent or borrowed, invested or passed from one account to another.

答案: A. 它表明钱已借出或借入、已投资或从一个账户转到另一个账户。

11.Having been a player in the computer industry in China for the last decade, our company has witnessed firsthand the industry's phenomenal growth.

答案: B. 在过去的十年中, 我们公司作为参与者, 亲眼见证了中国计算机行业令人瞩目的发展。

12.Product advertising aims at increasing sales by making a product known to a wider audience.

答案: A. 产品广告旨在通过广泛宣传其产品来提高销售。

13.Actually, I have been thinking about online shopping for a long time.

答案: B. 事实上, 我一直考虑网上购物已有很长时间了。

14.People can't bear this kind of behavior and the businesses responsible must be closed down immediately.

答案: C. 人们无法容忍这类行为, 相关责任企业必须立即关闭。

15.Events resulting from a loss of trust are being seen now and then and they affect society in many unfortunate ways.

答案: B. 因信任缺失导致的事件时有发生, 并在多方面严重影响社会。

16.For the seller, the best terms would be full payment in cash at the time of sale.

答案: B. 对于卖方来说, 最好的付款方式是销售时全额现金支付。

17.But there might be a dispute over the results of the inspection.

答案: A. 但是对于检验结果可能会有不同意见。

18.If you prefer, however, you can still file your taxes the old-fashioned way without spending a dime.

答案: C. 然而, 如果你愿意, 你仍然可以用老旧方式来报税, 而且也不用花一分钱。

19.As we all know, tax makes up a great part of our country's revenue.

答案: C. 众所周知, 我们国家的财政收入很大一部分来自税收。

20.I provide more information below about our company and the services we offer for your reference.

答案: B. 下面, 我提供更多关于我们公司的信息和我们提供的服务, 供您参考。

21.You can handle more than one account at the same time, dealing with money at will.

答案: B. 你可以同时操作不止一个账户, 任意处理你的款项。