

试卷代号:1391

国家开放大学(中央广播电视大学)2017 年秋季学期“开放本科”期末考试

商务英语 4 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. — Betty, we'll have a buffet party next Saturday. Will you join us?

— _____, Susan. Thank you!

A. I'd love to

B. I'm afraid not

C. By no means

2. — I am going to ask for a pay rise.

— _____

A. I don't think you are worth.

B. Let me pay for it.

C. I think you may talk to your boss.

3. — I had a really good weekend at the seaside.

— _____

A. Oh, that's very nice of you.

B. Oh, I'm glad to hear that.

C. It's a pleasure.

4. — Okay, what is the decision?

— As you know... we have been a privately held, family-owned company for over 120 years, _____.

A. and I think it definitely has a bright future

B. but it may be time to consider some major changes

C. but the company faces tough competition

5. — I'll be away on a business trip. Would you mind signing for my express delivery?

— _____

A. I have no time.

B. I'd rather not.

C. I'd be happy to.

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. Customers won't find store clerks sitting around _____.
A. watching TV or playing cards B. to watch TV or play cards
C. watching TV or to play cards
7. The instruction describes completely the _____ and its safety basis.
A. faculty B. facilitate
C. facility
8. I couldn't agree more. That's _____ I only do street shopping.
A. whether B. because
C. why
9. Can you fill me _____? I need some detailed information.
A. in B. up
C. out
10. I really _____ the effort you have put in on your team's current project.
A. thank B. grateful
C. appreciate
11. The long-term assets are known as _____ assets.
A. fixed B. current
C. net
12. Large organizations will find _____ impossible to manage all these data if manual accounting were used.
A. what B. that
C. it
13. For a limited company, this will include the money _____ issuing shares, and is known as the share capital.
A. raise for B. raised by
C. raising at

14. We didn't understand how difficult it was to _____ such a breakfast.
A. district B. distribute
C. distract
15. The people in your department seem so _____ and nice to be around.
A. capacity B. capably
C. capable
16. Well, the day we offer stock for sale is the day we will see how much _____ there is in our company.
A. fact B. fate
C. faith
17. Respecting fellow teammates keeps everyone in a good _____ and encourages overall team spirit.
A. mood B. state
C. situation
18. We used to _____ cash advances.
A. had B. having
C. have
19. Teammates who have team spirit are more satisfied _____ their team activities.
A. to B. with
C. at
20. To attract investors, the government has _____ its tax and labor laws.
A. adapted B. applied
C. adjusted

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

Businesses are structured in different ways to meet different needs. The simplest form of business is called an individual or sole proprietorship. The proprietor owns all of the property of the business and is responsible for everything.

Another kind of business is a partnership. Two or more people go into business together. An agreement is usually needed to decide how much of the partnership each person controls. One kind of partnership is called a limited liability partnership. These have full partners and limited partners. Limited partners may not share as much in the profits, but they also have less responsibility for the business. Doctors, lawyers and accountants often form partnerships to share their risks and profits. A husband and wife can form a business partnership together. Partnerships exist only for as long as the owners remain alive. The same is true of individual proprietorships.

But corporations are designed to have an unlimited lifetime. A corporation is the most complex kind of business organization. Corporations can sell stock as a way to raise money. Stocks represent shares of ownership in a company. Investors who buy stock can trade their shares or keep them as long as the company is in business.

A corporation is recognized as an entity—its own legal being, separate from its owners. A board of directors controls corporate policies. The directors appoint top company officers. The directors might or might not hold shares in the corporation. Corporations can have a few major shareholders, or ownership can be spread among the general public. But not all corporations are traditional businesses that sell stock. Some non-profit groups are also organized as corporations.

21. This passage is mainly about _____.
A. why different forms of business run
B. when different forms of business raise money
C. how different forms of business are organized
22. What is usually needed to decide the portion of the partnership each person controls?
A. A rule.
B. An agreement.
C. A regulation.
23. Who are not included in limited liability partnerships?
A. Full partners.
B. Limited partners.
C. Unlimited partners.

24. How can corporations raise money?

A. By selling stock.

B. By buying stock.

C. By holding corporation shares.

25. Who controls corporate policies in a corporation?

A. Chairman of the board.

B. A board of directors.

C. The owner of the corporation.

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

Passage 2

The Royal Swedish Academy of Sciences awarded the Nobel Prize in economics to three Americans, Eugene Fama, Lars Peter Hansen and Robert Shiller on Oct. 14, 2013. Eugene Fama and Lars Peter Hansen are both professors at the University of Chicago. Robert Shiller is a professor at Yale University. They will share the prize worth about 1.2 million dollars.

“This year’s prize in economic sciences is about predictions.” All three of this year’s prize winners are mainly known for their research and explanations of pricing forces in financial markets. They have had a big influence on the way people look at and talk about financial markets.

Eugene Fama’s research on financial markets in the 1960s led market watchers to change their ideas about investing. His ideas are linked to the theory that markets are efficient, which means market actors taking all available information to create the correct price for things at any given time. This also means that over short periods of time, it is not possible to predict prices.

Robert Shiller found, however, that over long periods, the opposite is true. It is possible to predict the movement of prices and that price changes are linked to human behavior.

The findings of both economists have led to the growth of index funds, investing many different securities as a way to reduce risk. Mr Shiller also helped to create the Standard & Poor’s Case-Shiller home prices index. That index follows home prices across the United States.

Lars Peter Hansen developed a method for studying historical pricing information. His method supports Mr Shiller's findings and has influenced efforts to predict prices in the financial industry.

The Nobel Prize in economics was not created by Alfred Nobel, but was established in his memory by Sweden's central bank in 1968.

26. The Royal Swedish Academy of Sciences awarded the Nobel Prize in electronics to three Americans on Oct. 14, 2013.

27. Eugene Fama, Lars Peter Hansen and Robert Shiller won the prize for their research and explanations of pricing forces in financial markets.

28. Eugene Fama's research on financial markets in the 1960s resulted in some change in how market watchers look at investing.

29. The findings of both economists have led to the growth of price prediction, investing many different securities as a way to reduce risk.

30. The Nobel Prize in economics was established in memory of Alfred Nobel by Sweden's central bank in 1968.

四、写作(共 20 分)

31: 根据要求写作文。

You are Bill Wang, and is about to write a letter of acceptance of claim. Base your letter on the following notes;

- acknowledging receipt of the claim letter on products' paper bag breakage during transit;
- apologizing for the error and accept the claim;
- explaining the cause of error; fail to use the strong paper bags due to the negligence on the part of the warehouse manager;
- offering a solution; make a payment of \$ 500.00 into your customer's bank account.

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国家开放大学(中央广播电视大学)2017年秋季学期“开放本科”期末考试

商务英语 4 试题答案及评分标准

(供参考)

2018年1月

一、交际用语(共10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

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

二、词汇与结构(共30分,每小题2分)

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

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

三、阅读理解(共40分,每小题4分)

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

Passage 1

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

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

Passage 2

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

四、写作(共20分)

31:根据要求写作文。

You are Bill Wang, and is about to write a letter of acceptance of claim. Base your letter on the following notes:

- acknowledging receipt of the claim letter on products' paper bag breakage during transit;
- apologizing for the error and accept the claim;
- explaining the cause of error: fail to use the strong paper bags due to the negligence on the part of the warehouse manager;
- offering a solution: make a payment of \$500. 00 into your customer's bank account.

参考范文:

Dear Sirs,

We have just received your letter of Jan. 12 with regarding of the paper bag breakage and have given our prompt attention. We wish to express our deepest regret over the unfortunate incident.

After check-up by our staff at the warehouse, it was found that some paper bags were not strong paper bags as stipulated in the contract, thus resulting in the breakage during transit. This was due entirely to negligence on the part of the warehouse managers, for which we tender our apologies.

In view of our recent friendly cooperation, we will make a payment of \$500. 00 into your account with the Bank of China, upon receipt of your agreement.

We hope that the arrangement we have made will satisfy you and look forward to having your further orders.

Yours faithfully,

Bill Wang

作文评分标准:

1. 评分原则

(1) 本题总分为 20 分, 按 6 个档次给分。

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

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

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国家开放大学(中央广播电视大学)2018年春季学期“开放本科”期末考试

商务英语 4 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. — Hello, is that Sail Moving Company?

— _____

A. Yes, this is Jack speaking. Thanks for calling. What can we do for you?

B. Yes, I'm Jack. Thanks for calling. What can we do for you?

C. Yes, speaking. What can I do for you?

2. — What does the customer's complaint say?

— _____

A. He says he will write us a thank-you letter.

B. He says he hasn't gotten back the monitor for repairs.

C. He wants to know whether we could give him a discount.

3. — I thought that if I could get your support first, it might make getting approval easier.

— _____

A. Well, you've got my support on this.

B. We will need another four thousand dollars to cover the cost.

C. You only need a budget increase for the first order.

4. — What is the distance between the new building and your office?

— _____

A. It is near to the bus stop.

B. It is about 15 kilometers.

C. It is very close.

5. — Henry, what do you think of the new team?

— _____ I think the team is starting to get along quite nicely.

A. Yes, you're right.

B. Not so good.

C. Very well on the whole.

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. We used to _____ cash advances.

A. had

B. having

C. have

7. Better understanding of team work can make you a more effective employee and give you an extra _____ in your corporate office.

A. edge

B. badge

C. age

8. The bottom half shows _____ this money came from.

A. where

B. what

C. why

9. Can you fill me _____? I need some detailed information.

A. out

B. up

C. in

10. That's something you can improve by talking to human _____.

A. courses

B. resources

C. sources

11. What's more, it's not always so _____ for us to pay online as hackers might steal our username and password.

A. safety

B. safe

C. safely

12. Trademarks, proprietary service marks and regulations need _____ carefully.

A. to be observed

B. be observed

C. being observed

13. For a limited company, this will include the money _____ issuing shares, and is known as the share capital.

- A. raise for
- B. raised by
- C. raising at

14. Some in the market now want government _____ in order to reduce costs.

- A. regulate
- B. regulation
- C. regular

15. _____ behalf of Vancouver C&S Int'l Trade Corp. , I am pleased to invite you and your colleagues to visit us.

- A. For
- B. In
- C. On

16. Sometimes I surf online shops to check some related information, and then go to a physical store to do the _____ shopping.

- A. actual
- B. simulated
- C. virtual

17. Some stores even offer _____ lanes for customers with 10 items or less to checkout quickly.

- A. expire
- B. express
- C. exact

18. _____ you have a job, you may be in the market for another one.

- A. Even if
- B. When
- C. Since

19. _____ has good reputation will sooner or later be successful in his business.

- A. whatever
- B. whoever
- C. whosever

20. Can you tell us why you think this makes good business _____ to you?

- A. deal
- B. program
- C. sense

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

Cyber Monday rocked while mobile sales roared.

The day widely regarded as the Super Bowl of online sales created a record day for retailers, including Walmart, and marked a shift in shopping preferences as smartphones and tablets drove nearly a third of traffic — and for some retailers, more than half.

Walmart.com expects to register its biggest Cyber Monday yet, coming off a record Black Friday weekend online. Heading into the afternoon Monday, the website had already sold out of PlayStation 4 and Xbox One consoles, which weren't even discounted. Significant savings on TVs and tablets also encouraged shopping, says Joel Anderson, CEO of Walmart.com.

Retailers from Target to Sears are fast evolving Cyber Monday into something more akin to Cyber Week, as online deals stretch well beyond Monday.

As of 6 p. m. ET, sales on Amazon were up 44.3% over last year, while sales at eBay were up 32.1%, according to Channel Advisor, which tracks third-party sellers on eBay and Amazon. The online marketplaces are doing well in part because shoppers are heading to those sites to find popular products that are selling out at regular retailers, says Scot Wingo, CEO of Channel Advisor.

Flash-sale site Rue La La started Cyber Monday deals on Sunday with a “Cyberthon” that drew more than 350,000 people to the site. The sale promoted as much as 80% off on more than 150 brands. On Monday, sales of Cole Haan and Pandora Jewelry merchandise were strongest, CEO Steve Davis says.

21. Retailers used mobile devices and drove nearly a third of traffic, or even more than half to online shopping. As we know that _____ doesn't belong to the mobile device.

A. tablets

B. smartphones

C. personal computer

22. PlayStation 4 and Xbox One consoles were sold out on _____ the afternoon Monday although they weren't even discounted.

A. eBay.com

B. Walmart.com

C. Amazon.com

23. According to _____ sales on Amazon were up 44.3% over last year, while sales at eBay were up 32.1%.

A. Walmart

B. Rue La La

C. Channel Advisor

24. Cyber Monday deals on Sunday with a "Cyberthon" that drew more than _____ people to the site.

A. 350,000

B. 35,000

C. 3,500,000

25. We can infer from the passage _____ isn't an online retailer.

A. Sears

B. Channel Advisor

C. Walmart

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

Many of the banks and travel services in western provide a convenience for travelers by issuing traveler's checks. Travelers, when buying the checks, have to sign the checks in the presence of the bank or service clerks. During the trip, travelers can cash the checks from the agencies of the bank or the travel service whenever they need after their counter-signatures are recognized. A lot of travelers like to buy these checks as they don't have to take along much cash and worry about counterfeit signatures. The agencies will get back the money they have paid by sending the checks to the issuing offices.

Traveler's checks are generally of small face value, such as ten or twenty dollars, or five or ten pounds, for miscellaneous payments. There is no time limit for their circulation period. It is very profitable for the issuing offices to finance the funds they collect by issuing

traveler's checks because they not only receive a service charge from the check buyers, but they also don't need to pay any interest no matter how long the checks remain in circulation before clearing. This is why banks and travel services are willing to provide this convenience.

26. It is convenient for the travelers to travel around the world as many banks and travel services issue travelers' checks.

27. There are no signatures of travelers who have bought the checks.

28. Quite a few travelers like to buy the checks.

29. Travelers do not worry about the circulation period of the checks as there is no time limit for it.

30. Banks and travel services are reluctant to provide travelers' checks.

四、写作(共 20 分)

31: 根据要求写作文。

Write an invitation letter to your business partners and invite them to China according to the following information.

- Your name and position; Simon Zhang, President of Tianjin Trust Int'l Trade Co., Ltd;
- Your business partners; Mr. James Laird, and Mr. Luke Smith;
- Time of visit; between Jan. 28 and Feb. 4, 2017;
- Purpose of visit; potential financing;
- Expenses to be borne by; your business partners.

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国家开放大学(中央广播电视大学)2018年春季学期“开放本科”期末考试

商务英语 4 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)

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

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

三、阅读理解(共40分,每小题4分)

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

Passage 1

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

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

Passage 2

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

四、写作(共20分)

31:根据要求写作文。

Write an invitation letter to your business partners and invite them to China according to the following information.

- Your name and position; Simon Zhang, President of Tianjin Trust Int'l Trade Co. , Ltd;
- Your business partners; Mr. James Laird, and Mr. Luke Smith;
- Time of visit; between Jan. 28 and Feb. 4, 2017;
- Purpose of visit; potential financing;
- Expenses to be borne by; your business partners.

参考范文:

Dec. 22, 2016

Dear Mr. James Laird,

On behalf of Tianjin Trust Int'l Trade Co. , Ltd. , I would like to invite you and your colleague Mr. Luke Smith, to visit us between Jan. 28 and Feb. 4, 2017 for the purpose of potential financing in the near future.

We both understand that your company will be responsible for all the expenses for your visit to and within China. Although we expect your visit and wish fruitful outcomes between us, Tianjin Trust Int'l Trade Co. , Ltd. is not responsible for any financial aspects of your trip to and within China.

I look forward to welcoming you both in Tianjin and pray that you have a wonderful trip.

Yours sincerely,

Simon Zhang

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(4) 评分时, 如拼写错误较多, 书写较差, 以至影响交际, 将分数降低一个档次。

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国家开放大学(中央广播电视大学)2018年秋季学期“开放本科”期末考试

商务英语 4 试题

2019年1月

注 意 事 项

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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. — Hey Kyle, guess what! The boss is sending me to Europe for a marketing seminar next month.
— _____ You've been itching to go on a business trip for months.
A. I am sorry to hear that.
B. Great! You must be happy.
C. So what?
2. — Henry, what do you think of the new team?
— _____ I think the team is starting to get along quite nicely.
A. Yes, you're right.
B. Not so good.
C. Very well on the whole.
3. — Could you be so kind as to turn down that rock "n" roll? I'm preparing for tomorrow's meeting report.
— _____
A. It's none of your business.
B. No, I don't think so.
C. Sure. Sorry to disturb you.
4. — You mean... like becoming a publicly-traded company?
— That's right. _____
A. It's something we should give serious consideration to.
B. It will still be a privately held company.
C. It will become a privately held company.
5. — _____
— Yes, business class.
A. Will you fly business class?
B. When do you plan to leave?
C. Where shall I make hotel reservation?

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。

- 1258

13. There are more and more _____ of software for accounting, this has made the different types of software more accessible in terms of costs and variety.

A. manufacturers

B. manufacturing

C. manufactures

14. When the rest of the room _____ emotional, stay cool and use logic to negotiate.

A. get

B. gets

C. got

15. In business, whatever you do, do not _____ illegal benefit.

A. chase

B. choose

C. challenge

16. An on-line virtual supermarket _____ the real supermarket, which makes it feel so real.

A. stimulates

B. simulates

C. similar

17. The franchisor _____ the franchisee should observe the regulations to make the business go well.

A. or

B. as well as

C. either

18. The people in your department seem so _____ and nice to be around.

A. capacity

B. capably

C. capable

19. At the same time, the negotiator keeps things secret _____ would limit his/her ability to negotiate.

A. who

B. that

C. what

20. The same is true _____ individual proprietorships.

A. of

B. to

C. at

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

① Identify the country or countries you will be travelling to. It is particularly important to know which countries you are travelling to because it determines where and how you are going to send your application.

- If you are intending to visit just one Schengen country, you will need to apply for the Schengen visa directly with the embassy or consulate of that particular country.

- If you are intending to visit two or more Schengen countries, your application must be sent to the embassy or consulate of the country that shall be your main destination.

- If you are intending to visit several Schengen countries, but do not have a main destination, you should apply for the visa at the embassy or consulate of the first Schengen country on your travel itinerary.

② Fill out an application form beforehand to obtain a Schengen visa. You can download and print off the form online.

③ Prepare all the requirements for your Schengen visa application. Depending on the consulate or embassy, you are required to show the following documents:

- A valid national passport
- Evidence showing the purpose of your trip (e. g. hotel reservations)
- Proof of medical insurance
- A round-trip travel ticket
- Proof of funds

④ Check the processing time to ensure you get your Schengen visa on time. The processing time varies per embassy, so it is important to take the processing time into account when planning your trip.

21. This passage is mainly about _____.

- A. what a Schengen visa is
- B. who can apply for a Schengen visa
- C. how to apply for a Schengen visa

22. If you are intending to visit two or more Schengen countries, you will need to send your application _____.
A. to the embassy or consulate of the country that shall be your main destination
B. directly with the embassy or consulate of that particular country
C. to the embassy or consulate of the first Schengen country on your travel itinerary
23. You can download and print off the form _____.
A. via your phone
B. on the Internet
C. by your friends
24. You are required to show the following documents EXCEPT _____.
A. a round-trip travel ticket
B. a valid national passport
C. a birth certificate
25. The processing time is _____ per embassy.
A. different
B. the same
C. similar

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

Many of the banks and travel services in western provide a convenience for travelers by issuing traveler's checks. Travelers, when buying the checks, have to sign the checks in the presence of the bank or service clerks. During the trip, travelers can cash the checks from the agencies of the bank or the travel service whenever they need after their counter-signatures are recognized. A lot of travelers like to buy these checks as they don't have to take along much cash and worry about counterfeit signatures. The agencies will get back the money they have paid by sending the checks to the issuing offices.

Travelers' checks are generally of small face value, such as ten or twenty dollars, or five or ten pounds, for miscellaneous payments. There is no time limit for their circulation period. It is very profitable for the issuing offices to finance the funds they collect by issuing traveler's checks because they not only receive a service charge from the check buyers, but they also don't need to pay any interest no matter how long the checks remain in circulation before clearing. This is why banks and travel services are willing to provide this convenience.

26. It is convenient for the travelers to travel around the world as many banks and travel services issue travelers' checks.

27. There are no signatures of travelers who have bought the checks.

28. Quite a few travelers like to buy the checks.

29. Travelers do not worry about the circulation period of the checks as there is no time limit for it.

30. Banks and travel services are reluctant to provide travelers' checks.

四、写作(共 20 分)

31: 根据要求写作文。

假定你是马淑云,两周前你从网上订购了一套英语书虫系列读物(Bookworm Series),昨天才到货,且包装破损、数量不足。请就此向网店客服写封投诉信。

要点如下:

(1)介绍购物情况;

(2)反映存在问题;

(3)提出解决方案。

试卷代号:1391

国家开放大学(中央广播电视大学)2018年秋季学期“开放本科”期末考试

商务英语 4 试题答案及评分标准

(供参考)

2019年1月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

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

二、词汇与结构(共计30分,每小题2分)

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

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

三、阅读理解(共40分,每小题4分)

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

Passage 1

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

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

Passage 2

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

四、写作(共20分)

31:根据要求写作文。

假定你是马淑云,两周前你从网上订购了一套英语书虫系列读物(Bookworm Series),昨

天才到货,且包装破损、数量不足。请就此向网店客服写封投诉信。

要点如下:

- (1)介绍购物情况;
- (2)反映存在问题;
- (3)提出解决方案。

参考范文:

To whom it may concern,

I'm one of your customers. I ordered a set of Bookworm Series on your website two weeks ago, but I didn't receive them until yesterday. And much to my disappointment, the books were so poorly packed up that the cover of one book was torn. To make matters worse, it is not a complete set, as I found one book missing.

I'm sorry to have received such poor service, and I believe I have every right to ask you to deal with this problem. I hope that you either return my money or deliver a new set of books to me. Besides, I'd like to be informed of the process of your dealing with my complaint.

Looking forward to your reply.

Ma Shuyun

作文评分标准:

1. 评分原则

- (1) 本题总分为 20 分,按 6 个档次给分。
- (2) 评分时,先根据文章的内容和语言初步确定其所属档次,然后以该档次的要求来衡量、确定或调整档次,最后给分。
- (3) 评分时应注意的主要内容为:内容要点、句型变化、词汇运用和语法结构的准确性,语意的连贯性、逻辑性以及应用文的格式要求。
- (4) 评分时,如拼写错误较多,书写较差,以至影响交际,将分数降低一个档次。

试卷代号:1391

国家开放大学2019年春季学期期末统一考试

商务英语 4 试题

2019年7月

注 意 事 项

一、将你的学号、姓名及分校(工作站)名称填写在答题纸的规定栏内。考试结束后,把试卷和答题纸放在桌上。试卷和答题纸均不得带出考场。监考人收完考卷和答题纸后才可离开考场。

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

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

四、考试时间为 60 分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — We've done very well so far but if we want to see serious growth, _____.
— Yeah... maybe. But I have my doubts
A. it might be time to stick to original business model
B. it might be time not to change company model
C. it might be time to ditch our old business model and go public
2. — Thanks for inviting me, John, but I've already made other plans.
— _____ Maybe another time.
A. I hope you enjoy it.
B. That's good.
C. Oh! I'm sorry to hear that.
3. — Have you ever tried shopping online?
— No, never. _____, especially for clothes and shoes.
A. I prefer to actually see and touch what I'm buying before I pay for it
B. I prefer not to actually see and touch what I'm buying before I pay for it
C. I would rather surf online and I pay for it immediately
4. — Aunt Cindy, do you shop online often?
— _____
A. No, I don't think so.
B. That's a good idea.
C. Yes. It's very convenient and the price is often lower than in store.
5. — Betty, we'll have a buffet party next Saturday. Will you join us?
— _____, Susan. Thank you!
A. I'd love to
B. I'm afraid not
C. By no means

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. That's something you can improve by talking to human _____.
A. courses
B. resources
C. sources
7. Then your _____ will be sold by auction.
A. stiff
B. staff
C. stuff
8. At the same time, the negotiator keeps things secret _____ would limit his/her ability to negotiate.
A. who
B. what
C. that
9. Travelers, when _____ the checks, have to sign the checks in the presence of the bank or service clerks.
A. buy
B. buying
C. to buy
10. They wanted to _____ a discussion on economics.
A. initiative
B. initiate
C. initial
11. Better understanding of team work can make you a more effective employee and give you an extra _____ in your corporate office.
A. edge
B. badge
C. age
12. It's said that some measures have been taken _____ this problem.
A. dealing with
B. to deal with
C. dealt with

13. His ideas are linked to the theory _____ markets are efficient, which means market actors taking all available information to create the correct price for things at any given time.

- A. which
- B. who
- C. that

14. If people _____ we're very valuable they won't buy our stock.

- A. do think
- B. think
- C. don't think

15. Even though he's _____ out of college and still a bit green, he is a great co-worker.

- A. flesh
- B. fresh
- C. flash

16. Looking your customers in the eye shows that we are listening to them and hearing _____.

- A. why are they saying
- B. how are they saying
- C. what they are saying

17. Some stores even offer _____ lanes for customers with 10 items or less to checkout quickly.

- A. express
- B. expire
- C. exact

18. Sometimes I surf online shops to check some related information, and then go to a physical store to do the _____ shopping.

- A. virtual
- B. simulated
- C. actual

19. While the other people _____ and discussed the problem together, Ted ignored them.

- A. interacted
- B. intensive
- C. interviewed

20. We can't manage that _____ you pay for the installation.

- A. if
- B. until
- C. unless

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

Businesses are structured in different ways to meet different needs. The simplest form of business is called an individual or sole proprietorship. The proprietor owns all of the property of the business and is responsible for everything.

Another kind of business is a partnership. Two or more people go into business together. An agreement is usually needed to decide how much of the partnership each person controls. One kind of partnership is called a limited liability partnership. These have full partners and limited partners. Limited partners may not share as much in the profits, but they also have less responsibility for the business. Doctors, lawyers and accountants often form partnerships to share their risks and profits. A husband and wife can form a business partnership together. Partnerships exist only for as long as the owners remain alive. The same is true of individual proprietorships.

But corporations are designed to have an unlimited lifetime. A corporation is the most complex kind of business organization. Corporations can sell stock as a way to raise money. Stocks represent shares of ownership in a company. Investors who buy stock can trade their shares or keep them as long as the company is in business.

A corporation is recognized as an entity—its own legal being, separate from its owners. A board of directors controls corporate policies. The directors appoint top company officers. The directors might or might not hold shares in the corporation. Corporations can have a few major shareholders, or ownership can be spread among the general public. But not all corporations are traditional businesses that sell stock. Some non-profit groups are also organized as corporations.

21. This passage is mainly about _____.

- A. why different forms of business run
- B. when different forms of business raise money
- C. how different forms of business are organized

22. What is usually needed to decide the portion of the partnership each person controls?

- A. A rule.
- B. An agreement.
- C. A regulation.

23. Who are not included in limited liability partnerships?

- A. Full partners.
- B. Limited partners.
- C. Unlimited partners.

24. How can corporations raise money?

- A. By selling stock.
- B. By buying stock.
- C. By holding corporation shares.

25. Who controls corporate policies in a corporation?

- A. Chairman of the board.
- B. A board of directors.
- C. The owner of the corporation.

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

Passage 2

A challenge in working in customer service is to ensure that you have focused your attention on the right key areas, measured by the right Key Performance Indicator (KPI). One of the most important aspects of a customer service KPI is what is often referred to as the “Feel Good Factor”. Basically the goal is not only to help the customer have a good experience, but to offer an experience that exceeds expectations. Several key points are listed as follows:

Know what products/service you are offering from back to front. In other words, be an information expert. It is okay to say “I don’t know”, but it should always be followed up by “but let me find out” or possibly “but this person will be able to assist you”. Whatever the situation may be, make sure that you don’t leave your customer with an unanswered question.

Most of the communication that you relay to others is done through body language. If you have negative body language when you communicate with others, it shows that you

don't care. Two of the most important aspects of positive body language are smiling and eye contact. Make sure to look your customers in the eye. It shows that we are listening to them and hearing what they are saying. And of course smiling is more inviting than a blank look or frown.

Nothing surprises your customers more than an employee going the extra mile to help them. Always look for ways to go above and beyond the expectations of your customers. In doing so, it helps them to know that you care and it will leave them with the "Feel Good Factor" that you are searching for.

26. The goal of customer service is to give customers an experience that meets their expectations.

27. Leave your customer with an unanswered question is unacceptable.

28. Both positive body language and negative body language are necessary in customer service.

29. Eye contact is one of the most important aspects of positive body language.

30. The underlined "going the extra mile to help them" in the last paragraph means "going a long way to help them".

四、写作(共 20 分)

31: 根据要求写作文。

Please write an application letter for salary raise, according to the following information.

(1) You are George, and your boss is Mr. Smith.

(2) Your reasons for the letter.

(3) Your expectation for the salary raise.

试卷代号:1391

国家开放大学2019年春季学期期末统一考试

商务英语4 试题答案及评分标准

(供参考)

2019年7月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

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

二、词汇与结构(共计30分,每小题2分)

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

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

三、阅读理解(共40分,每小题4分)

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

Passage 1

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

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

Passage 2

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

四、写作(共20分)

31:根据要求写作文。

Please write an application letter for salary raise, according to the following information.

(1) You are George, and your boss is Mr. Smith.

(2) Your reasons for the letter.

(3) Your expectation for the salary raise.

参考范文:

Dear Mr. Smith,

As I approach my third year in the job, I find myself more dedicated, devoted and motivated than I ever was. I am thrilled to the fact that my efforts have been sensed and this will only result in enhanced performance. The performance review demonstrates how hard I have worked and how much commitment I am willing to put.

I hope you agree with me that better performance and hard work should be rewarded. I hereby kindly ask you to consider a salary adjustment commensurate with my performance. I am willing to give more and would be grateful if my efforts can be acknowledged and consequently reflected with an appropriate change in my pay.

Thank you.

Sincerely,

George

作文评分标准:

1. 评分原则

(1) 本题总分为 20 分, 按 6 个档次给分。

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

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

(4) 评分时, 如拼写错误较多, 书写较差, 以至影响交际, 将分数降低一个档次。

试卷代号:1391

国家开放大学2019年秋季学期期末统一考试

商务英语 4 试题

2020年1月

注 意 事 项

一、将你的学号、姓名及分校(工作站)名称填写在答题纸的规定栏内。考试结束后,把试卷和答题纸放在桌上。试卷和答题纸均不得带出考场。监考人收完考卷和答题纸后才可离开考场。

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

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

四、考试时间为60分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — I'm really fed up with Larry!

— _____

A. I'm sorry to hear that.

B. Really?

C. Hey, what's up?

2. — _____

— Sure, no problem. First, go see Cindy and tell her where you're going and when.

A. Can you fill me in?

B. Will I use the card for everything?

C. Will the company reimburse everything?

3. — _____, but I still have the feeling that it's not safe enough.

— I couldn't agree more. That's why I only do street shopping.

A. Paying online is much unsafe than before

B. Paying online is less safer than before

C. Paying online is much safer than before

4. — What is the distance between the new building and your office?

— _____

A. It is near to the bus stop.

B. It is about 15 kilometers.

C. It is very close.

5. — Betty, we'll have a buffet party next Saturday. Will you join us?

— _____, Susan. Thank you!

A. I'd love to

B. I'm afraid not

C. By no means

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。

- 1142

14. When the rest of the room _____ emotional, stay cool and use logic to negotiate.
A. get B. gets
C. got
15. But Jerry, have you really thought this _____? You would essentially be giving up the company that your great-grandfather built.
A. through B. of
C. about
16. Can you tell us why you think this makes good business _____ to you?
A. deal B. sense
C. program
17. _____ you have a job, you may be in the market for another one.
A. Even if B. When
C. Since
18. _____ the situation may be, make sure that you don't leave your customer with an unanswered question.
A. However B. Whenever
C. Whatever
19. Did you get the financial records _____ shape for your audit next month?
A. into B. to
C. from
20. If you are intending _____ just one Schengen country, you will need to apply for the Schengen visa directly with the embassy or consulate of that particular country.
A. to visit B. visiting
C. visited

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

Team spirit can make or break a team. Teammates who have team spirit are better able to work together and achieve team goals. They are also more satisfied with their team

activities. John Wooden, a former basketball coach at UCLA, said, "Team spirit means you are willing to sacrifice personal considerations for the welfare of all. That defines a team player. " There are certain skills team members develop that serve as good examples of team spirit.

Cooperation

Cooperating is simply working together as teammates for the good of the team. Cooperation is a skill that team members can sharpen during practice. For example, basketball players must practice passing the ball in different plays and situations. Team efficiency is directly related to the cooperation of its members. Acting cooperatively is a good way to show team spirit because doing so contributes to the overall success of the team.

Motivation

Team members must fulfil their duties with their full efforts. Staying motivated shows team spirit because it shows that you want the team to do well. This includes being motivated to give your best in practice and in competition, as well as outside of team activities. For example, a baseball player can show team spirit by being motivated to practice his swing outside of practice.

Respect

Respect for your fellow team members is a must. You can show respect to your teammates by treating everyone fairly and equally. Teammates also respect each other by allowing everyone to participate. Respecting fellow teammates keeps everyone in a good mood and encourages overall team spirit. For example, people can show team spirit through respect by encouraging other team members who might be struggling.

21. Teammates who have team spirit _____.
 - A. can break a team
 - B. are better able to work together and achieve team goals
 - C. are less satisfied with their team activities
22. According to the article, team spirit means _____.
 - A. cooperation and motivation
 - B. motivation and respect
 - C. cooperation, motivation and respect

23. Cooperation is a skill that _____.
A. can be sharpened during practice
B. is born with
C. everyone should have
24. Being motivated means _____.
A. you should compete with others
B. you should practice swing outside of practice
C. you should give your best in any circumstances
25. Respecting your teammates _____.
A. can treat everyone fairly and equally
B. can keep everyone in a good mood
C. can discourage overall team spirit

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 want to become a franchisee, the tips below can help you to find the perfect opportunity.

Be focused on your preference. On the stage of decision-making, the bottom line is: Don't rule out a business without learning or seeing what the day-to-day will look like. For instance, think about a mom returning to the work force who knows she wants to interact with children on a daily basis. Among the hundreds of options there, she needs to decide if she would like to be hands on as a teacher or if she would rather manage a facility that tutors children in math. Deciding between the two is easy if she considers which day-to-day position she would prefer and how that will impact her other goals.

Be proactive with your research. After you've determined what role you want in a franchise, it's important to start researching different options. Physically visit many different franchise locations and browse the web and then determine what will be a fit in your community.

Make sure the franchisor has experience. Before signing on to a franchise, it is essential to ask the franchisor about the executive team and its past industry experience. Find out if

the company leaders have had significant experience at another franchise and are now applying that knowledge successfully.

Read the franchise disclosure document carefully. The first thing to look at is how much a franchise would cost to purchase. Make sure you have a financial advisor who can look at that item with you and see the type of profit a franchisee can make on average. It's also important to take a look at the post-termination clause in the agreement to make sure that when you want to leave the business, you know the terms well and your interests are properly protected.

26. Decide on a business with learning or seeing what the day-to-day will look like.

27. Before you've determined what role you want in a franchise, it's time to start the business.

28. Before signing on to a franchise, the essential job is to ask the franchisor about the executive team and its past industry experience.

29. The first thing to look at is how long a franchise would take to purchase.

30. To make sure that when you want to leave the business, you have made enough money and you are satisfied with that.

四、写作(共 20 分)

31: 根据要求写作文。

Write an invitation letter to your business partners and invite them to China according to the following information.

- Your name and position: Simon Zhang, President of Tianjin Trust Int'l Trade Co. , Ltd;
- Your business partners: Mr. James Laird, and Mr. Luke Smith;
- Time of visit: between Jan. 28 and Feb. 4, 2017;
- Purpose of visit: potential financing;
- Expenses to be borne by: your business partners.

试卷代号:1391

国家开放大学2019年秋季学期期末统一考试

商务英语4 试题答案及评分标准

(供参考)

2020年1月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

1. C 2. A 3. C 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. B 9. A 10. B
11. C 12. B 13. C 14. B 15. A
16. B 17. A 18. C 19. A 20. A

三、阅读理解(共40分,每小题4分)

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

Passage 1

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

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

Passage 2

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

四、写作(共20分)

31:根据要求写作文。

Write an invitation letter to your business partners and invite them to China according to the following information.

- Your name and position: Simon Zhang, President of Tianjin Trust Int'l Trade Co. , Ltd;
- Your business partners: Mr. James Laird, and Mr. Luke Smith;
- Time of visit: between Jan. 28 and Feb. 4, 2017;
- Purpose of visit: potential financing;
- Expenses to be borne by: your business partners.

参考范文:

Dec. 22, 2016

Dear Mr. James Laird,

On behalf of Tianjin Trust Int'l Trade Co. , Ltd. , I would like to invite you and your colleague Mr. Luke Smith, to visit us between Jan. 28 and Feb. 4, 2017 for the purpose of potential financing in the near future.

We both understand that your company will be responsible for all the expenses for your visit to and within China. Although we expect your visit and wish fruitful outcomes between us, Tianjin Trust Int'l Trade Co. , Ltd. is not responsible for any financial aspects of your trip to and within China.

I look forward to welcoming you both in Tianjin and pray that you have a wonderful trip.

Yours sincerely,

Simon Zhang

作文评分标准:

1. 评分原则

(1) 本题总分为 20 分, 按 6 个档次给分。

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

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

(4) 评分时, 如拼写错误较多, 书写较差, 以至影响交际, 将分数降低一个档次。

试卷代号:1391

国家开放大学2020年春季学期期末统一考试

商务英语 4 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方可离开考场。

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

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

四、考试时间为 60 分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — I'm really fed up with Larry!

— _____

A. I'm sorry to hear that.

B. Really?

C. Hey, what's up?

2. — Hello, is that Sail Moving Company?

— _____

A. Yes, this is Jack speaking. Thanks for calling. What can we do for you?

B. Yes, I'm Jack. Thanks for calling. What can we do for you?

C. Yes, speaking. What can I do for you?

3. — Are there any disadvantages to shopping online?

— _____ But I think this problem will be solved soon.

A. It makes life easy.

B. It takes some time for the stuff you buy online to arrive.

C. The stuff you buy online arrives quickly.

4. — Could you be so kind as to turn down that rock "n" roll? I'm preparing for tomorrow's meeting report.

— _____

A. It's none of your business.

B. No, I don't think so.

C. Sure. Sorry to disturb you.

5. — I had a really good weekend at the seaside.

— _____

A. Oh, that's very nice of you.

B. Oh, I'm glad to hear that.

C. It's a pleasure.

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. The processing time _____ per embassy.
A. various
B. variety
C. varies
7. It will _____ about eight percent more than initially projected.
A. spend
B. pay
C. cost
8. _____ has good reputation will sooner or later be successful in his business.
A. whatever
B. whoever
C. whosoever
9. When the rest of the room _____ emotional, stay cool and use logic to negotiate and close.
A. get
B. gets
C. got
10. Some stores even offer _____ lanes for customers with 10 items or less to checkout quickly.
A. express
B. expire
C. exact
11. The same is true _____ individual proprietorships.
A. of
B. to
C. at
12. Some of the customers' complaints seem _____.
A. unacceptable
B. unacceptably
C. unaccepted

13. That might be acceptable _____ you handle the insurance fees.
A. if B. whether
C. even if
14. The franchisor _____ the franchisee should observe the regulations to make the business go well.
A. or B. as well as
C. either
15. Some of the _____ solutions will support these requirements better at the moment.
A. property B. prosperity
C. proprietary
16. Did you get the financial records _____ shape for your audit next month?
A. into B. in
C. from
17. They exchanged tales of _____ or disappointing news of popular items sold out minutes after the spree began at midnight.
A. bargains B. deals
C. goods
18. One kind of partnership is called a limited _____ partnership.
A. obligation B. responsibility
C. liability
19. Travelers, when _____ the checks, have to sign the checks in the presence of the bank or service clerks.
A. buy B. buying
C. to buy
20. The instruction describes completely the _____ and its safety basis.
A. faculty B. facilitate
C. facility

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

Emotions play an important part in the negotiation process, although it is only in recent years that their effect is being studied. Emotions have the potential to play either a positive or negative role in negotiation. During negotiations, the decision as to whether or not to settle rests in part on emotional factors. Negative emotions can cause intense and even irrational behavior, and can cause conflicts and negotiations to break down, but may be instrumental in attaining concessions. On the other hand, positive emotions often facilitate reaching an agreement and help to maximize joint gains, but can also be instrumental in attaining concessions. Positive and negative discrete emotions can be strategically displayed to influence task and relational outcomes and may play out differently across cultural boundaries.

21. Emotions play an important role during the negotiation, although their effect is being studied just _____.

- A. at the beginning of negotiation practice
- B. during the negotiation process
- C. not long before

22. Negative emotions may _____ make concessions.

- A. be helpful to
- B. be harmful to
- C. be nothing to

23. During negotiations, the decision as to whether or not to settle depends _____ on emotional factors.

- A. totally
- B. to some extent
- C. completely not

24. Attaining concessions can be done _____.

- A. only by negative emotions
- B. only by positive emotions
- C. by both negative and positive emotions

25. In different cultures, negotiators should use _____ strategies to show positive and negative emotions.

- A. the same
- B. different
- C. no

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

Passage 2

The balance sheet is produced at the end of a company's financial year, and is a snapshot of its financial situation. It shows the company's assets and liabilities at that point in time.

There are two halves to a balance sheet. The top half shows where the money is being used in the business (the net assets), and the bottom half shows where this money came from (the capital employed). The total of each half should be the same, hence the expression balance sheet.

There are two kinds of assets — long-term and short-term. The long-term assets are known as fixed assets, and include the land, buildings, machinery and vehicles that are used in connection with the business. All fixed assets except land are depreciated as they wear out over time. The total fixed assets are the value of the fixed assets, less the accumulated depreciation.

The short-term assets are known as current assets, and include cash, stocks and receivables that are due within one year.

The top half of the balance sheet also includes liabilities, that is all debts and obligations owed by the business to creditors. Current liabilities are those debts that must be paid within

the year, such as wages earned but not yet paid. Long-term liabilities may include mortgages and other loans that will not have been paid off within the year.

The top half of the balance sheet therefore consists of the total of fixed and current assets, less the current and long-term liabilities, giving the net assets.

The bottom half of the balance sheet shows where this money came from. For a limited company, this will include the money raised by issuing shares, and is known as the share capital. The business may also have ploughed some of the money back into building up the business. This is called retained profit.

The bottom half of the balance sheet therefore consists of the total of share capital and retained profits, giving the capital employed.

26. The top half of a balance sheet shows where the money is being used in the business.

27. All fixed assets are depreciated as they wear out over time.

28. The short-term assets are known as fixed assets.

29. Current liabilities are those debts that must be paid within the year.

30. The money ploughed back into building up the business is called retained profit.

四、写作(共 20 分)

31: 根据要求写作文。

Write a resignation letter according to the information below. (根据以下信息写一封英文辞职信)

Suppose you are Jason Law, CEO of Starwood's. Write a resignation letter to the Board of Directors based on the following information.

- (1) Resign due to personal health problem;
- (2) Participate in the search for a successor;
- (3) Continue as CEO until a new CEO is selected;

(4) Wish a bright future for Starwood's; and thank Starwood's for the days spent together.

试卷代号:1391

国家开放大学2020年春季学期期末统一考试

商务英语4 试题答案及评分标准

(供参考)

2020年7月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

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

二、词汇与结构(共计30分,每小题2分)

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

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

三、阅读理解(共40分,每小题4分)

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

Passage 1

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

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

Passage 2

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

四、写作(共20分)

31: 根据要求写作文。

Write a resignation letter according to the information below. (根据以下信息写一封英文辞职信)

Suppose you are Jason Law, CEO of Starwood's. Write a resignation letter to the Board of Directors based on the following information.

- (1) Resign due to personal health problem;
- (2) Participate in the search for a successor;
- (3) Continue as CEO until a new CEO is selected;
- (4) Wish a bright future for Starwood's; and thank Starwood's for the days spent together.

参考范文:

To the Starwood's Board of Directors and the Starwood's Community,

I'd like to share with you some difficult news about my future plans. Later today, I will announce that I have resigned from Starwood's due to my health problems.

I will be participating in the search for my successor, and I will continue as CEO until the board selects a new one.

Together, we have accomplished what some might have thought could not be done. I believe Starwood's brightest and most innovative days are ahead of it.

I have made some of the best friends of my life at Starwood's, and I thank you all for the many years of being able to work alongside you.

Jason Law

作文评分标准:

1. 评分原则

- (1) 本题总分为 20 分, 按 6 个档次给分。
- (2) 评分时, 先根据文章的内容和语言初步确定其所属档次, 然后以该档次的要求来衡量、确定或调整档次, 最后给分。
- (3) 评分时应注意的主要内容为: 内容要点、句型变化、词汇运用和语法结构的准确性, 语意的连贯性、逻辑性以及应用文的格式要求。
- (4) 评分时, 如拼写错误较多, 书写较差, 以至影响交际, 将分数降低一个档次。

试卷代号:1391

国家开放大学2020年春季学期期末统一考试

商务英语 4 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。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 根据对话内容选择恰当的选项。

1. — Betty, we'll have a buffet party next Saturday. Will you join us?

— _____, Susan. Thank you!

A. I'd love to

B. I'm afraid not

C. By no means

2. — I'm really fed up with Larry!

— _____

A. I'm sorry to hear that.

B. Really?

C. Hey, what's up?

3. — Hello, is this the Sail Moving Company?

— _____

A. Yes, Thanks for calling.

B. Thanks, I'm here.

C. Hello, what did he say?

4. — Thanks for inviting me, John, but I've already made other plans.

— _____ Maybe another time.

A. I hope you enjoy it.

B. That's good.

C. Oh! I'm sorry to hear that.

5. — Hello, Sir. _____

— I'd like to order a pizza.

A. What do you do?

B. How are you?

C. What can I help?

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最佳选项。

6. Can you fill me _____? I need some detailed information.

- A. in
- B. up
- C. out

7. _____ you have a job, you may be in the market for another one.

- A. Even if
- B. When
- C. Since

8. Traveler's checks are generally _____ small face value.

- A. at
- B. on
- C. of

9. We used to _____ cash advances.

- A. had
- B. having
- C. have

10. _____ the situation may be, make sure that you don't leave your customer with an unanswered question.

- A. Whatever
- B. Whenever
- C. However

11. You can show respect to your teammates _____ everyone fairly and equally.

- A. to treat
- B. treated
- C. by treating

12. The franchisor _____ the franchisee should observe the regulations to make the business go well.

- A. or
- B. as well as
- C. either

13. Customers won't find store clerks sitting around _____.
A. watching TV or playing cards B. to watch TV or play cards
C. watching TV or to play cards
14. Can you tell us why you think this makes good business _____ to you?
A. deal B. sense
C. program
15. While the other people _____ and discussed the problem together, Ted ignored them.
A. interacted B. intensive
C. interviewed
16. Please _____ an open return flight from Barcelona to Frankfurt.
A. paper B. text
C. book
17. Although he has sought to find a peaceful _____, he is facing more pressure from his business rivals.
A. solute B. solve
C. solution
18. The people in your department seem so _____ and nice to be around.
A. capacity B. capable
C. capably
19. You can download and print off the _____ online.
A. from B. form
C. formal
20. Some of the _____ solutions will support these requirements better at the moment.
A. property B. prosperity
C. proprietary

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。

The following steps can help you apply for a Schengen visa.

Identify the country or countries you will be travelling to. It is particularly important to know which countries you are travelling to because it determines where and how you are going to send your application.

If you are intending to visit just one Schengen country, you will need to apply for the Schengen visa directly with the embassy or consulate of that particular country.

If you are intending to visit two or more Schengen countries, your application must be sent to the embassy or consulate of the country that shall be your main destination.

If you are intending to visit several Schengen countries, but do not have a main destination, you should apply for the visa at the embassy or consulate of the first Schengen country on your travel itinerary.

Fill out an application form beforehand to obtain a Schengen visa. You can download and print off the form online.

Prepare all the requirements for your Schengen visa application. Depending on the consulate or embassy, you are required to show the following documents;

- A valid national passport
- Evidence showing the purpose of your trip (e.g. hotel reservations)
- Proof of medical insurance
- A round-trip travel ticket
- Proof of funds

Check the processing time to ensure you get your Schengen visa on time. The processing time varies per embassy, so it is important to take the processing time into account when planning your trip.

21. This passage is mainly about _____.

- A. what is a Schengen visa
- B. who can apply for a Schengen visa
- C. how to apply for a Schengen visa

22. If you are intending to visit two or more Schengen countries, you will need to send your application _____.

- A. to the embassy or consulate of the country that shall be your main destination
- B. directly with the embassy or consulate of that particular country
- C. to the embassy or consulate of the first Schengen country on your travel itinerary

23. You can download and print off the form _____.

- A. via your phone
- B. on the Internet
- C. by your friends

24. You are required to show the following documents EXCEPT _____.

- A. a round-trip travel ticket
- B. a valid national passport
- C. a birth certificate

25. The processing time is _____ per embassy.

- A. different
- B. the same
- C. similar

26—30 题: 阅读下面的句子, 根据文章内容进行判断, 正确写“T”错误写“F”。

Many of the banks and travel services in western countries provide a convenience for travelers by issuing traveler's checks. Travelers, when buying the checks, have to sign the checks in the presence of the bank or service clerks. During the trip, travelers can cash the checks at the agencies of the bank or the travel service whenever they need after their counter-signatures are recognized. A lot of travelers like to buy these checks as they don't have to take along much cash and worry about counterfeit signatures. The agencies will get back the money they have paid by sending the checks to the issuing offices.

Traveler's checks are generally of small face value, such as ten or twenty dollars, or five or ten pounds, for miscellaneous payments. There is no time limit for their circulation period. It is very profitable for the issuing offices to finance the funds they collect by issuing traveler's checks because they not only receive a service charge from the check buyers, but

they also don't need to pay any interest no matter how long the checks remain in circulation before clearing. This is why banks and travel services are willing to provide this convenience.

26. It is convenient for the travelers to travel around the world as many banks and travel services issue travelers' checks.

27. There are no signatures of travelers who have bought the checks.

28. Quite a few travelers like to buy the checks.

29. Travelers do not worry about the circulation period of the checks as there is no time limit for it.

30. Banks and travel services are reluctant to provide travelers' checks.

四、写作(共计 20 分)

31. 根据要求,完成作文。

According to the following information, please write an application letter for salary raise.

(1) You are George, and your boss is Mr. Smith.

(2) Your reasons for the letter

(3) Your expectation for the salary raise

试卷代号:1391

国家开放大学2020年春季学期期末统一考试

商务英语4 试题答案及评分标准

(供参考)

2020年9月

一、交际用语(共计10分,每小题2分)

1—5题:根据对话内容选择恰当的选项。

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

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的最佳选项。

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

三、阅读理解(共计40分,每小题4分)

21—25题:阅读短文,根据短文内容从A、B、C三个选项中选出一个正确答案。

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

26—30题:阅读短文,根据短文内容进行判断,正确写“T”错误写“F”。

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

试卷代号:1391

国家开放大学2020年秋季学期期末统一考试

商务英语 4 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)

1—5 题: 根据对话内容选择恰当的选项。

1. —I'm really fed up with Larry!

— _____

A. I'm sorry to hear that.

B. Really?

C. Hey, what's up?

2. —Aunt Cindy, do you shop online often?

— _____

A. No, I don't think so.

B. That's a good idea.

C. Yes. It's very convenient.

3. —Are there any disadvantages to shopping online?

— _____ But I think this problem will be solved soon.

A. It makes life easy.

B. It takes some time for the stuff you buy online to arrive.

C. The stuff you buy online arrives quickly.

4. —Is there a bank near here?

— _____

A. No, I don't like it.

B. Yes. I saw him this morning.

C. Yes. There is one just down the road.

5. —I'll be away on a business trip. Would you mind signing for my express delivery?

— _____

A. I have no time.

B. Yes, I do.

C. I'd be happy to.

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最佳选项。

6. We used to _____ cash advances.
A. had B. having
C. have
7. We can't manage that _____ you pay for the installation.
A. if B. when
C. unless
8. The same is true _____ individual proprietorships.
A. of B. to
C. at
9. When the rest of the room _____ emotional, stay cool and use logic to negotiate and close.
A. get B. gets
C. got
10. But Jerry, have you really thought this _____ ? You would essentially be giving up the company that your great-grandfather built.
A. through B. of
C. about
11. _____ friends and colleagues greeted each other with that day was "Bought anything today?"
A. That B. Who
C. What
12. The franchisor _____ the franchisee should observe the regulations to make the business go well.
A. or B. as well as
C. either

13. Trademarks, proprietary service marks and regulations need _____ carefully.
- A. to be observed B. be observed
C. being observed
14. Customers won't find store clerks sitting around _____.
- A. watching TV or playing cards B. to watch TV or play cards
C. watching TV or to play cards
15. The long-term assets are known as _____ assets.
- A. fixed B. current
C. net
16. In business, whatever you do, do not _____ illegal benefit.
- A. chase B. choose
C. challenge
17. Even though he's _____ out of college and still a bit green, he is a great co-worker.
- A. flesh B. fresh
C. flash
18. It will _____ about eight percent more than initially projected.
- A. spend B. pay
C. cost
19. I'm still working on _____ a few problems.
- A. iron in B. to iron at
C. ironing out
20. Although he has sought to find a peaceful _____, he is facing more pressure from his business rivals.
- A. solute B. solve
C. solution

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。

Cyber Monday rocked while mobile sales roared.

The day widely regarded as the Super Bowl of online sales created a record day for retailers, including Walmart, and marked a shift in shopping preferences as smart phones and tablets drove nearly a third of traffic — and for some retailers, more than half.

Walmart.com expects to register its biggest Cyber Monday yet, coming off a record Black Friday weekend online. Heading into the afternoon Monday, the website had already sold out of PlayStation 4 and Xbox One consoles, which weren't even discounted. Significant savings on TVs and tablets also encouraged shopping, says Joel Anderson, CEO of Walmart.com.

Retailers from Target to Sears are fast evolving Cyber Monday into something more akin to Cyber Week, as online deals stretch well beyond Monday.

As of 6 p. m. ET, sales on Amazon were up 44.3% over last year, while sales at eBay were up 32.1%, according to Channel Advisor, which tracks third-party sellers on eBay and Amazon. The online marketplaces are doing well in part because shoppers are heading to those sites to find popular products that are selling out at regular retailers, says Scot Wingo, CEO of Channel Advisor.

Flash-sale site Rue La La started Cyber Monday deals on Sunday with a “Cyberthon” that drew more than 350,000 people to the site. The sale promoted as much as 80% off on more than 150 brands. On Monday, sales of Cole Haan and Pandora Jewelry merchandise were strongest, CEO Steve Davis says.

21. Retailers used mobile devices and drove nearly a third of traffic, or even more than half to online shopping. As we know that _____ doesn't belong to the mobile device.

A. tablets

B. smart phones

C. personal computer

22. PlayStation 4 and Xbox One consoles were sold out on _____ the afternoon Monday although they weren't even discounted.

A. eBay. com

B. Walmart. com

C. Amazon. com

23. According to _____ sales on Amazon were up 44.3% over last year, while sales at eBay were up 32.1%.

A. Walmart

B. Rue La La

C. Channel Advisor

24. Cyber Monday deals on Sunday with a "Cyberthon" that drew more than _____ people to the site.

A. 350,000

B. 35,000

C. 3,500,000

25. We can infer from the passage _____ isn't an online retailer.

A. Sears

B. Channel Advisor

C. Walmart

26—30 题: 阅读下面的句子, 根据文章内容进行判断, 正确写“T”错误写“F”。

A challenge in working in customer service is to ensure that you have focused your attention on the right key areas, measured by the right Key Performance Indicator (KPI). One of the most important aspects of a customer service KPI is what is often referred to as the "Feel Good Factor". Basically the goal is not only to help the customer have a good experience, but to offer an experience that exceeds expectations. Several key points are listed as follows:

Know what products/service you are offering from back to front. In other words, be an information expert. It is okay to say "I don't know", but it should always be followed up by "but let me find out" or possibly "but this person will be able to assist you". Whatever the situation may be, make sure that you don't leave your customer with an unanswered question.

Most of the communication that you relay to others is done through body language. If you have negative body language when you communicate with others, it shows that you don't care. Two of the most important aspects of positive body language are smiling and eye contact. Make sure to look your customers in the eye. It shows that we are listening to them and hearing what they are saying. And of course smiling is more inviting than a blank look or frown.

Nothing surprises your customers more than an employee going the extra mile to help them. Always look for ways to go above and beyond the expectations of your customers. In doing so, it helps them to know that you care and it will leave them with the "Feel Good Factor" that you are searching for.

26. The goal of customer service is to give customers an experience that meets their expectations.

27. Leave your customer with an unanswered question is unacceptable.

28. Both positive body language and negative body language are necessary in customer service.

29. Eye contact is one of the most important aspects of positive body language.

30. "Going the extra mile to help them" in the last paragraph means "going a long way to help them".

四、写作(共计 20 分)

31. 根据要求,完成作文。

According to the sample letter above and based on the following information, you are required to write an invitation letter to your business partners and invite them to China.

(1) Your name and position: Simon Zhang, President of Tianjin Trust Int'l Trade Co., Ltd

(2) Your business partners: Mr. James Laird and Mr. Luke Smith

(3) Time of visit: between Jan. 28 and Feb. 4

(4) Purpose of visit: potential financing

(5) Expenses to be borne by: your business partners

试卷代号:1391

座位号

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国家开放大学2020年秋季学期期末统一考试

商务英语 4 试题答题纸

2021 年 1 月

题 号	一	二	三	四	总 分
分 数					

得 分	评卷人

一、交际用语 (共计 10 分,每小题 2 分)

1—5 题:根据对话内容选择恰当的选项。

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最佳选项。

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:阅读短文,根据短文内容从 A、B、C 三个选项中选出一个正确答案。

21. 22. 23. 24. 25.

26—30 题:阅读短文,根据短文内容进行判断,正确写“T”错误写“F”。

26. 27. 28. 29. 30.

得 分	评卷人

四、写作(共计 20 分)

31. 根据要求,完成作文。

An Invitation Letter

试卷代号:1391

国家开放大学2020年秋季学期期末统一考试

商务英语4 试题答案及评分标准

(供参考)

2021年1月

一、交际用语(共计10分,每小题2分)

1—5题:根据对话内容选择恰当的选项。

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

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的最佳选项。

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

三、阅读理解(共计40分,每小题4分)

21—25题:阅读短文,根据短文内容从A、B、C三个选项中选出一个正确答案。

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

26—30题:阅读短文,根据短文内容进行判断,正确写“T”错误写“F”。

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

四、写作(共计 20 分)

31. 评分标准:

16~20 分	<ul style="list-style-type: none">● 完全完成了试题规定的任务;● 覆盖所有内容要点;● 语法结构、句型和词汇有变化;● 语法结构和用词准确;● 应用文写作格式规范
11~15 分	<ul style="list-style-type: none">● 较好地完成了试题规定的任务;● 覆盖所有内容要点;● 句型和词汇有变化;● 语法结构和词汇基本准确,些许错误主要是由尝试使用较复杂的语法结构或词汇所致;● 应用文写作格式较为规范
6~10 分	<ul style="list-style-type: none">● 基本完成了试题规定的任务;● 覆盖所有内容要点;● 运用语法结构和词汇方面的能力能满足任务的基本要求;● 有一些语法结构或词汇方面的错误,但不影响理解;● 应用文写作格式基本规范
3~5 分	<ul style="list-style-type: none">● 虽尽力但不足以完成试题规定的任务;● 仅覆盖部分主要内容,或写了一些无关内容;● 对语法结构和词汇的运用能力很弱;● 有许多语法结构或词汇方面的错误,影响了对写作内容的理解;● 应用文写作格式不规范
1~2 分	<ul style="list-style-type: none">● 未完成试题规定的任务;● 句子不完整或无法理解;● 语法结构或词汇方面错误连篇,影响对写作内容的理解;语言运用能力差;● 应用文写作格式不规范
0 分	<ul style="list-style-type: none">● 未答题,或虽作答但让人不知所云