

试卷代号:3936

国家开放大学(中央广播电视大学)2017年秋季学期“开放专科”期末考试

商务英语 2 试题

2018年1月

注 意 事 项

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

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

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

四、考试时间为 60 分钟。

一、交际用语 (每小题 2 分, 共计 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. — _____
— We would like to get in with the fall publication, if possible.
A. What product are we talking about?
B. Which edition would you like your advertisement to appear in?
C. How much do you plan to spend on advertisement?
2. — Your bank is huge! It must have many departments.
— _____
A. It's true. Our bank consists of many departments.
B. Thank you, our bank is a small one.
C. You are kidding! Our bank is a small one.
3. — _____
— It will take at least three weeks.
A. When will you finish our TV commercial?
B. How long did you finish our TV commercial?
C. How soon will you finish our TV commercial?
4. — You want to know about the value added tax, don't you?
— _____
A. Yes, you need to introduce it for me.
B. Yes, I must know everything about it.
C. Yes, could you give me a brief overview of it?
5. — So could you make an exception and accept D/P?
— _____
A. I shall tell you frankly it would drastically increase our risk.
B. Thanks, we are inclined to accept your price.
C. Yes, we have already tried our best.

二、选择填空 (每小题 2 分, 共计 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. We are full of confidence _____ the Chinese market.
A. in
B. on
C. with
7. Who _____ the inspection certificate?
A. publishes
B. issues
C. suggests
8. Our current agent agreements are _____ regions.
A. broken in
B. broken up with
C. broken into
9. Remember we want to create a forward-looking image _____ increase the awareness of our brand.
A. as well as
B. instead of
C. apart from
10. _____, our customer was very happy with the quality of service.
A. Regardless of it
B. Helpless to do
C. Needless to say
11. The digital image processing of this copier is a prime reason you can _____ it.
A. deal with
B. count on
C. give up
12. A successful program also tells the consumer how the product is better than similar offerings by _____.
A. managers
B. partners
C. competitors
13. Corporate advertising is not _____ concerned with increasing the sales of a particular product or service.
A. professionally
B. directly
C. completely

14. Well, I will get the market survey _____ with my colleagues.
A. started B. start
C. to be started
15. The sandbags stopped her property from _____.
A. to be flooding B. being flooding
C. being flooded
16. A situation analysis can help define the problem and make clear what additional information _____.
A. is needed B. needed
C. needs
17. ATMs have become very useful _____ they allow you to check balances, make deposit, withdraw funds and transfer money.
A. which B. because
C. then
18. Our bank consists of many departments, each of _____ is responsible for a particular area of business.
A. what B. that
C. which
19. _____ more manageable, we divided the sandbags onto two pallets (平板车).
A. To make it B. Making it
C. Make it
20. One major benefit of online advertising is the immediate spread of information _____ by geography or time
A. that limits B. that is not limited
C. which is limited

三、阅读理解 (每小题 4 分, 共计 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。

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 better than similar offerings by competitors.

Corporate advertising is not directly concerned with increasing the sales of a particular product or service, but more with the brand image and reputation a company wants to present to the general public or within an industry. Corporate advertising comes in three different types: image advertising, opinion advertising and investment advertising. Image advertising attempts to promote the importance of a company. Opinion advertising presents the impression of doing a public service by addressing the importance of a company. Investment advertising is designed to attract potential investors.

21. Generally, an advertising agency is responsible for designing and organizing a product's advertisement

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

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

24. Product advertising is different from corporate advertising.

25. This passage is mainly about the history of advertising.

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。

Roles and Functions of Banks

The roles and functions of banks have changed over the years. Today the services that a bank offers depend on the type of bank and the country. Many of the larger banks may deal in financial instruments such as share certificates, certificates of deposit, and bills of exchange. A financial instrument is a legal document. It shows that money has been lent or borrowed, invested or passed from one account to another.

Some banks also offer online banking and insurance to their customers. However, one of the basic functions of a bank is to provide services related to the storing and management of money. These services include accepting deposits, making loans, paying or charging interest, transferring and investing money, providing ATM networks and so on. Nowadays, online banking allows us to have more choices and services, including opening accounts, transferring money between accounts, paying bills and even getting loans.

26. Different types of bank may offer _____ .

- A. different functions
- B. different services
- C. different roles

27. _____ banks may provide services about financial instruments.

- A. Smaller
- B. Medium
- C. Larger

28. A financial instrument proves that _____ is transferred from one account to another in a certain way.

- A. money
- B. a service
- C. a legal document

29. _____ is one of the basic functions of a bank.

- A. Insurance
- B. Offering bills of exchange
- C. Storing and management of money

30. _____ provides more choices and services.

- A. ATM network
- B. Online banking
- C. An financial instrument

四、翻译(每小题 4 分,共计 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. A good advertising program tells potential customers the benefits derived from the use of products.

- A. 一个好的广告方案告诉潜在的客户如何使用产品。
- B. 一个好的广告方案告诉潜在的客户从产品使用中能有哪些受益。
- C. 一个好的广告方案将自己使用产品的受益告诉了潜在的客户。

32. The re-inspection should be completed within a month of the arrival of the goods.
- A. 对货物的重新检查应在到货一个月内完成。
 - B. 应在一月内到货并完成对货物的重新检查。
 - C. 应在完成对货物的重新检查后一个月内到货。
33. In short, paying tax is our responsibility to society.
- A. 总之,我们必须给社会上税。
 - B. 总之,纳税的意思就是社会责任。
 - C. 总之,纳税是我们对社会的责任。
34. Many people know the importance of business ethics, but still some people don't keep to it.
- A. 许多人知道商业道德很重要,但仍有一些人避而不谈它。
 - B. 许多人知道商业道德的意义,但仍有一些人不理会它。
 - C. 许多人知道商业道德的重要性,但仍有一些人不遵守它。
35. I provide more information below about our company and the services we offer for your reference.
- A. 下面我提供更多的信息,是关于我们公司和我们为您提供服务。
 - B. 下面我列举更多关于我们公司的信息和我们提供的服务,供您参考。
 - C. 我提供更多关于我们下面公司的信息及服务供您参考。

试卷代号:3936

国家开放大学(中央广播电视大学)2017年秋季学期“开放专科”期末考试

商务英语 2 试题答案及评分标准

(供参考)

2018年1月

一、交际用语(共计10分,每小题2分)

1~5题:选择正确的语句完成下列对话,并将答案序号写在答题纸上。

1. B 2. A 3. C 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最佳选项,并将答案序号写在答题纸上。

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

三、阅读理解(共计40分,每小题4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。

21. T 22. F 23. F 24. T 25. F

26~30题:阅读短文,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。

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

四、翻译(共计20分,每小题4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. B 32. A 33. C 34. C 35. B

试卷代号:3936

国家开放大学(中央广播电视大学)2018年春季学期“开放专科”期末考试

商务英语 2 试题

2018年7月

注 意 事 项

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

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

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

四、考试时间为 60 分钟。

一、交际用语 (每小题 2 分, 共计 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. — Morning, Daniel. Today I'd like to discuss the promotional events of our products with you.

— _____

- A. I can't agree with you more on that.
- B. Our customers are satisfied with our products.
- C. Ok. I think we should draw up a thorough plan.

2. — Is it possible to find alternative payment terms for this order?

— _____

- A. I'm afraid not. We insist on a letter of credit.
- B. No, I think the price is reasonable.
- C. I can't be of any help in this respect.

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

— _____

- A. It doesn't really matter.
- B. It's true. I'm sorry about that.
- C. Thank you for your cooperation.

4. — Now shall we move on to the next question?

— _____

- A. Thank you for your questions on commodity inspection.
- B. Sure. Let's talk about the time of shipment and payment.
- C. Importers must have the right to re-inspect goods upon arrival.

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

— _____

- A. I'm afraid we really couldn't accept that.
- B. Really? You should check it again.
- C. I'm sorry to say the shipment didn't turn out to be satisfactory.

二、选择填空 (每小题 2 分, 共计 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. People are allowed to _____ their money at ATMs.

- A. devote
- B. deposit
- C. demand

7. What a _____! I didn't expect to meet you here.
A. incidence B. accident
C. coincidence
8. _____ view of our long-standing business relations, we can consider a price reduction.
A. In B. With
C. On
9. We have to _____ these details by the 15th of this month at the latest.
A. break out B. hammer out
C. check out
10. Any advice you give us will be kept strictly _____.
A. secret B. unknown
C. confidential
11. Please transfer the remaining account balance, after deducting all _____ bank charges (if any) to our A/C 7654321.
A. relevant B. permanent
C. average
12. It is important to protect your _____ information when banking online.
A. individual B. personal
C. plenty
13. A company can advertise in various ways, _____ how much it wishes to spend.
A. relying on B. depending on
C. focusing on
14. Tax, _____ can be used in public services, is very important to our country.
A. what B. that
C. which
15. _____ our income is, _____ tax we should pay.
A. The higher... the more B. Higher... more
C. The highest... the most
16. A large volume of sales _____ result in a low profit margin, therefore, it is important for marketers to focus on their profitable sales volume.
A. will B. must
C. may

Kevin: Then, type the name of your desired product in the search box or select the category of the product you would like. Then compare the prices, features and shipping conveniences offered from several sites. If you have any question, you can ask the sellers. Next, add the items to your shopping cart and place the order. After completing electronic payment, you just wait for the delivery of goods as requested.

Daniel: Uh, I think it is time-consuming.

Kevin: I somewhat agree with you, but not completely. As you know, there is so much to choose from and it takes time to make comparisons. However, online shops give us the opportunity to shop 24/7 and it's very convenient for you.

Daniel: Great! Maybe from now on, I should try to buy goods online.

Kevin: Why not? Go ahead.

21. Daniel has been shopping online for a long time.

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

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

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

25. Kevin believes online shopping offers us more convenience.

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。

Personal Income Tax Rate

Personal Income Tax Rate (monthly) (Valid from Sept. 1, 2011)			
bracket	grading	tax rate (%) (TR)	simple coefficient (SC)
1	less than 1,500	3	0
2	1,500-4,500	10	105
3	4,500-9,000	20	555
4	9,000-35,000	25	1005
5	35,000-55,000	30	2755
6	55,000-80,000	35	5505
7	Over 80,000	45	13505
Note: Tax = (income - 3500) * TR - SC			

The above table shows individual income tax in China. The tax free threshold is 3,500 RMB per month. The tax rates are divided into 7 brackets. The lowest rate is 3% for income between 3,501 and 5,000, while the highest rate is 45% for income over 83,500. Therefore, the higher our income is, the more tax we should pay.

Tax, which can be used in public services such as education, road construction, public health and so on, is very important to our country. As we all know, tax makes up a great part of our country's revenue, and the development of our country depends on it.

From what has been discussed above, we can see that it is everyone's legal duty to pay tax because taxes contribute to the country and create benefits for everyone. Those who try to evade taxation are sure to be punished. In short, paying tax is our responsibility to society.

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

- A. zero
- B. 10%
- C. 3%

27. Tax rate for income over 85000 is _____ .

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

28. Countries depend _____ on tax for their revenue.

- A. greatly
- B. slightly
- C. somewhat

29. Taxes contribute to _____ and the country.

- A. personal income
- B. public services
- C. people's responsibilities

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

- A. supports the idea of paying necessary tax
- B. doesn't want to pay his tax next year
- C. sometimes evades taxation

四、翻译(每小题 4 分,共计 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. So let's meet each other half-way and compromise on a 10% reduction in price on the consignment.

- A. 那么我们各让一半,运货价减少 10%吧。
- B. 那么我们半路上见,妥协运货价降低 10%吧。
- C. 那么我们各让一半,你我妥协将运货价降至 10%吧。

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

- A. 为了卖方利益,最好的条款是在销售时以现金全额付款。
- B. 对于卖方来说,最好的付款方式是销售时全额现金支付。
- C. 由于卖方缘故,最好的协议是在销售时以现金全额付款。

33. 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?
- B. 您能否确认一下,他们有特别的资金支撑这个数量的订单吗?
- C. 您可否批准一下,他们有额外的资金为这个数量的订单保险吗?

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

- A. 你再也不需要花很多时间在银行排队进行交易。
- B. 你绝不需要花大量时间在银行排队办你的业务。
- C. 你不必花许多时间在银行交易,排队等待。

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

- A. 导致信任缺失的事件多多少少有所发生,并以不同方式影响社会。
- B. 因信任缺失导致的事件现在和当时都有发生,并不幸严重影响社会。
- C. 因信任缺失导致的事件时有发生,并且不幸的是,以不同方式影响着社会。

试卷代号:3936

国家开放大学(中央广播电视大学)2018年春季学期“开放专科”期末考试

商务英语 2 试题答案及评分标准

(供参考)

2018年7月

一、交际用语(共计10分,每小题2分)

1~5题:选择正确的语句完成下列对话,并将答案序号写在答题纸上。

1. C 2. A 3. B 4. B 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,并将答案序号写在答题纸上。

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

三、阅读理解(共计40分,每小题4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。

21. F 22. F 23. T 24. T 25. T

26~30题:阅读短文,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。

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

四、翻译(共计20分,每小题4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. A 32. B 33. A 34. A 35. C

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国家开放大学(中央广播电视大学)2018年秋季学期“开放专科”期末考试

商务英语 2 试题

2019年1月

注 意 事 项

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

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

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 (每小题 2 分, 共计 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. — Ok, what are your initial thoughts on our computers in China? Is there a market?

— _____

- A. They have the most need for computers.
- B. I am very optimistic about the market opportunities in China.
- C. Our current agent agreements are broken up into regions.

2. — I'd like to know what insurance you will cover for your clients.

— _____

- A. Insurance is necessary for our clients.
- B. I suppose a Free of Particular Average Policy.
- C. Sure, but there is an extra premium for buyer's account.

3. — What should a healthy diet contain?

— _____

- A. A healthy diet should contain all the essential nutrients.
- B. We shouldn't eat too much fast food because it's rich in fat.
- C. A lot of food safety issues have been exposed in the food industry.

4. — Is there any time requirement for registration?

— _____

- A. Sure. We will register within 30 days after we receive our business license.
- B. Of course. We might register within 30 days after we receive our business license.
- C. Certainly. We should register within 30 days after we receive our business license.

5. — I suggest that you conduct a commodity re-inspection in a month.

— _____

- A. I think you should apply for it as soon as possible.
- B. The shipment you ordered will arrive next week.
- C. That sounds good, but I'd like to know how much time it will take.

二、选择填空 (每小题 2 分, 共计 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. Our advertising rates are _____ size and location.

- A. depended on
- B. put on
- C. based on

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

A. encircle

B. enclose

C. enrich

8. It assures that you are dealing with a _____ business partner.

A. trustworthy

B. confidential

C. mysterious

9. It is everyone's legal duty to pay tax _____ taxes contribute to the country and create benefits for everyone.

A. although

B. when

C. because

10. We regret to _____ you that your request of commodity inspection has not been accepted.

A. extend

B. inform

C. assure

11. The question _____ whether insurance against all risks will be necessary.

A. remains

B. keeps

C. contains

12. Your kind co-operation _____ this regard will be highly appreciated.

A. on

B. in

C. from

13. The finished product is comparable to one that has been _____ edited.

A. profitably

B. probably

C. professionally

14. A good advertising program tells potential customers _____.

A. why they need the product

B. why do they need the product

C. why they don't need the product

15. One of the basic functions of a bank is _____ services related to the storing and management of money.

A. provide

B. to provide

C. provided

16. If customers _____, there is a chance that they will be retained for a long time and possibly permanently.

A. satisfy

B. have satisfied

C. are satisfied

17. About ten years ago, we shopped only at local stores in the market place _____ cash.

- A. used
B. using
C. to use

18. Now a new world _____ to people around the globe through the World Wide Web.

- A. has been opened up B. opened up
C. open up

19. The sandbags stopped her property from _____.

- A. to be flooding
B. being flooded
C. being flooding

20. No matter _____ it may lead to, they always pursue the profit maximization.

- A. where
B. what
C. how

三、阅读理解 (每小题 4 分, 共计 40 分)

21~25 题: 阅读对话, 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。

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.

Bob: Where do you think our greatest advantage lies in our competition?

John: We're taking advantage of the economies of scale. We've been able to reduce our price point, which gives us the advantage over the competition in pricing.

Bob: Our new supply chain has really been pushed by the management. We're also thinking about expanding this strategy to other segments of the market.

John: It's been tough on our competition, they just can't keep up. Not only that, but our uniqueness(独一无二性)is finally being perceived by a wider audience.

Bob: Our breadth really can't be beat. Marketing's also been doing excellent job on getting that message out.

John: Our sportswear line combines durability(耐久性), uniqueness and comfort - at an incredibly affordable price. Can't beat that!

Bob: We're also taking advantage of social media, such as the Facebook, Twitter and other social networking tools to get the message out. It's a new territory(领域), but we need to continue to hone that message.

John: Social media is an entirely new game. Marketing's brought in some consulting specialists to help us take advantage of these new technologies.

21. How is the company doing currently?

- A. Rather badly.
- B. Rather well.
- C. Moderately well.

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

- A. New marketing schemes.
- B. Wide range of activities.
- C. Economies of scale.

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

- A. The company's quality.
- B. The company's growth.
- C. The company's uniqueness.

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

- A. Social media.
- B. Sportswear.
- C. Marketing chain.

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

- A. It has created a new job for social media.
- B. It has consulted some consultants.
- C. It has ignored social media.

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。

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.

Far East is a specialist logistics service provider. We operate in sectors of commerce and industry where flexible solutions are required. We're flexible, adaptable and innovative. Everything we do is about your business. We will tailor our services to your exact needs, or provide a unique solution.

An example of a recent action was the delivery of sandbags to Rowlands Castle this week. Our customer urgently required the delivery due to the local flooding.

Also, the customer worked nights, so we had to make the delivery fit with her work schedule. To make it more manageable, we divided the sandbags onto two pallets.

On arrival, our staff parked in one foot deep water and assisted the customer with placing the sandbags so that they stopped her property from being flooded. Needless to say, our customer was very happy with the quality of service.

The fact is that we care about our customers and we are passionate about our services.

Thank you for your attention.

Yours sincerely,

Lin Hanxue (Ms.)

Logistics Officer

26. Lin Hanxue thanks Mr. Anderson _____.
A. for his kindness
B. to get more help
C. for their joint work
27. Far East is a specialist logistics service provider which _____.
A. works at night
B. is flexible, adaptable and innovative
C. provides information
28. The customer urgently asked them to deliver the sandbags _____.
A. because they care about the customer's business
B. because they can split down the sandbags into two pallets
C. to stop her property from being flooded
29. They divided the sandbags onto two pallets _____.
A. to make the delivery fit with the requirements
B. because they are too heavy
C. to make it easy to handle
30. The main purpose of the letter is to show that _____.
A. Far East cares about their customers and they are passionate about their service
B. their customers are very happy with the quality of service
C. an example of their latest actions

四、翻译(每小题 4 分,共计 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. You no longer need to spend much time lining up at a bank to do your transactions.

- A. 你不必花许多时间在银行交易,排队等待。
- B. 你绝不需要花大量时间在银行排队办你的业务。
- C. 你再也不需要花很多时间在银行排队进行交易。

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

- A. 明天之前我们广告公司将会索取广告的主题。
- B. 明天之前我们广告公司将会推出广告的主题。
- C. 明天之前我们广告公司将会收到广告的主题。

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

- A. 为了在商业上取得成功,以下两条营销原则应该牢记在心。
- B. 企业若想取得盈利,就必须牢记以下营销原则。
- C. 为了取得商业成功,两条市场原则应当被置于脑海中。

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

- A. 对货物的重新检查应在到货后一个月内完成。
- B. 应在一月内到货并完成对货物的重新检查。
- C. 应在完成对货物的重新检查后一个月内到货。

35. There is a difference of 5 million dollars between this year's sales and last year's.

- A. 这里有今年和去年 5 百万美元的销售额差价。
- B. 今年和去年的销售额有 5 百万美元的不同。
- C. 今年和去年的销售额相差 5 百万美元。

试卷代号:3936

国家开放大学(中央广播电视大学)2018年秋季学期“开放专科”期末考试

商务英语 2 试题答案及评分标准

(供参考)

2019年1月

一、交际用语(共计10分,每小题2分)

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

二、词汇与结构(共计30分,每小题2分)

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

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

三、阅读理解(共计40分,每小题4分)

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

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

26~30题:阅读短文,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。

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

四、翻译(共计20分,每小题4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. C 32. B 33. A 34. A 35. C

试卷代号:3936

国家开放大学2019年春季学期期末统一考试

商务英语 2 试题

2019年7月

注 意 事 项

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

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

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

四、考试时间为 60 分钟。

一、交际用语 (每小题 2 分, 共计 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.

B. Yes, you need.

C. Yes, you may.

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

— _____

A. She is fine, thank you, and you?

B. She is fine, thank you, and she'll be happy to see you again.

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

3. — _____

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

A. When do you start to learn about taxable income?

B. Why do you want to know taxable income?

C. What does taxable income refer to?

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

— _____

A. Yes, we process cash transactions during the working day.

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

C. Yes, we process cash transactions on the second day.

5. — How can people avoid food contamination nowadays?

— _____

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

B. People should have balanced food to get different nutrients they need.

C. I agree with you on this point, and we should pay more to attention to food safety.

二、选择填空 (每小题 2 分, 共计 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. I know personal selling is also a very effective tool _____ building _____ buyers' confidence.

A. for... to

B. for... up

C. to... with

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

A. earn

B. get

C. take

8. What's the insurance _____ for the shipment?

A. rate

B. value

C. ratio

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

A. in

B. from

C. out

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

A. sustainable

B. environmental

C. social

11. His failure _____ not working hard enough.

A. resulted in

B. benefited from

C. acted on

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

A. fire

B. gun

C. sea

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

A. award

B. availability

C. awareness

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

A. the most fancy

B. fanciest

C. the fanciest

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

A. respectfully

B. respectively

C. respectably

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

A. Define

B. To be defined

C. Defining

17. The sandbags stopped her property from _____.

A. to be flooding

B. being flooded

C. being flooding

18. A company can advertise in various ways, depending on _____ it wishes to spend.

A. how far

B. how long

C. how much

19. _____ our income is, _____ tax we should pay.

A. The higher, the more

B. Higher, more

C. The highest, the most

20. Our new supply chain _____ by the management.

A. has really been pushed

B. has really pushed

C. did really push

三、阅读理解 (每小题 4 分, 共计 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 cover this amount and that they have a reliable credit rating?

We would be most grateful for your assistance, and any advice you give us will be kept strictly confidential.

A stamped and addressed envelope has been included for your reply. Thank you in advance.

Sincerely yours,

John Taylor

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

22. The letter is written to a reference bank.

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

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

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

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 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.

26. What's the primary component for a prosperous business?
- A. Good management.
 - B. Reliable credit status.
 - C. Business ethics.
27. What is the influence of losing integrity?
- A. It hinders social development.
 - B. It worsens the company's reputation.
 - C. It reduces people's trust between each other.
28. What is people's attitude towards business ethics?
- A. All people pay attention to business ethics.
 - B. Lots of people know its importance but some still don't honor it.
 - C. Most people attach importance to it and follow 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.
 - C. Media is very important for people to know more about commodities.
30. What is the author's attitude toward immoral behaviors in business?
- A. Critical.
 - B. Affirmative.
 - C. Indifferent.

四、翻译(每小题 4 分,共计 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.

- A. 企业若想取得成功,必须牢记以下原则。
- B. 为了取得商业成功,两条市场原则应当被置于脑海中。
- 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.

- A. 但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。
- B. 但定价是基于目标客户需求的,它随着不同的地点和时间而推移。
- 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.

- A. 在银行上网时要防止你的个人信息泄露,这点很重要。
- B. 进行网上银行操作时,保护好你的个人信息非常重要。
- C. 上网之前把银行卡的信息保存好是很重要的。

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

- A. 不必说客户是否满意我们的服务质量。
- B. 不用说,客户非常满意我们的服务质量。
- C. 客户是否满意我们的服务质量是不用说的。

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。
- B. 表明钱已借入或借出、已花费或从一个帐户转给另一个人。
- C. 它表明钱已被借贷、已投资或从一个帐户转到其它账户。

试卷代号:3936

国家开放大学2019年春季学期期末统一考试

商务英语2 试题答案及评分标准

(供参考)

2019年7月

一、交际用语(共计10分,每小题2分)

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. A 2. C 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最佳选项,并将答案序号写在答题纸上。

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

三、阅读理解(共计40分,每小题4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。

21. F 22. T 23. T 24. F 25. F

26~30题:阅读短文,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。

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

四、翻译(共计20分,每小题4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. C 32. C 33. B 34. B 35. A

试卷代号:3936

国家开放大学2019年秋季学期期末统一考试

商务英语2 试题

2020年1月

注 意 事 项

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

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

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

四、考试时间为60分钟。

一、交际用语 (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?
—
A. The coming edition is ready next Thursday.
B. How much do you plan to spend on advertisement?
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?
B. How long will you receive your business license?
C. Is 30 days enough for you to send the goods to us?
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.
A. What do you learn about the term? B. Why do you mention the word?
C. What do you mean by that?
4. —Mr. Wilson. Your request for compensation surprises me. What happened?
—
A. 15 tons of goods can’t simply disappear into thin air.
B. The issue is a shortage of weight.
C. I’m afraid that it really has nothing to do with us.
5. —
—Is there a market?
—I am very optimistic about the market opportunities in China.
A. They have the most need for computers.
B. Our current agent agreements are broken up into regions.
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.
A. incidence B. accident
C. coincidence

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.

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

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

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

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

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

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.

Now there are many banking methods available. ATMs have become very useful because they allow you to check balances, make deposits, withdraw funds and transfer money. Telephone banking enables you to conduct electronic funds transfer, check balances and pay bills. Mobile banking functions nearly the same as telephone banking, except that information is carried by Short Message Service. Online banking provides you with many more services. They include changing account details like address and password, arranging bill payments, viewing transactions and transferring money between accounts.

It is important to protect your personal information when banking online. You should clear your cookies after each banking session, and make sure that your password is long enough to prevent it from being easily hacked.

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

- A. They telephoned the bank. B. They wrote to the bank.
C. They went to a bank to check it.

27. There are _____ banking methods mentioned in the passage.

- A. 3. B. 4.
C. 5.

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

- A. change account details B. make deposits
C. conduct electronic funds transfer

29. Mobile banking provides _____ online banking.

- A. more services than B. as many services as
C. the same services as

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

- A. We can clean the computer whenever we use it.
B. We only check our own account balances.
C. We can set longer password to make it difficult for hackers.

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. Our advertising rates are based on size and location.

- A. 我们的广告费根据大小尺寸和地理位置决定。
B. 我们的广告收费是基于版面大小和位置来决定的。
C. 我们根据尺寸大小和地理位置来决定收取广告费用。

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。
B. 我们需要推敲这些细节,最晚在这个月 15 号前。
C. 本月 15 号前,我们需要敲打这些问题细节。

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

- A. 企业若想取得成功,必须牢记以下原则。
B. 为了取得商业成功,两条市场原则应当被置于脑海中。
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?
- B. 您能否确认一下,他们有特别的资金支撑这个数量的订单吗?
- C. 您可否批准一下,他们有额外的资金为这个数量的订单保险吗?

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

- A. 您需要对我们的产品树立信心,它享受很高的用户声誉。
- 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。
- C. 我们的产品您要建立信心,我们的产品享誉全部消费群体。

试卷代号:3936

国家开放大学2019年秋季学期期末统一考试

商务英语2 试题答案及评分标准

(供参考)

2020年1月

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

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

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。

21. T 22. T 23. F 24. F 25. F

26~30题:阅读短文,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。

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

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. B 32. A 33. C 34. A 35. B

试卷代号:3936

国家开放大学2020年春季学期期末统一考试

商务英语2 试题

2020年7月

注 意 事 项

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

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

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

四、考试时间为60分钟。

一、交际用语 (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?

—

- A. Yes, you need to introduce it for me.
- B. Yes, could you give me a brief overview of it?
- C. Yes, you must explain it to me in great details.

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

—

- A. Yes, we process cash transactions in the working days.
- B. Yes, we process cash transactions on the second day.
- 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 ...?
- B. Ah, yeah. It's been great to talk about the old ages.
- C. What have you been doing for the last years?

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

—

- A. Yes, there might be a dispute over the results of the inspection.
- B. Quite right, but it's very complicated to have the goods re-inspected.
- C. No, we should inspect the goods to see if there is any breakage or damage.

5. —

—It will take at least three weeks.

- A. When did you finish our TV commercial?
- B. How soon will you finish our TV commercial?
- C. How long did 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
- B. in this way
- C. in this method

7. What's the insurance _____ for the shipment?
 A. ratio B. value
 C. rate
8. It assures that you are dealing with a _____ business partner.
 A. trustworthy B. confidential
 C. ethics
9. No matter what it may lead to, they always _____ the profit maximization.
 A. persuade B. pursue
 C. prepare
10. A company can advertise in various ways, _____ how much it wishes to spend.
 A. resulting from B. depending on
 C. looking after
11. A successful program also tells the consumer how the product is better than similar offerings _____ competitors.
 A. with B. for
 C. by
12. We need to select the best salesmen to establish an _____ relationship with buyers.
 A. interactive B. international
 C. intellectual
13. Increasingly, online marketing is no longer just an option. It is a _____.
 A. business B. necessity
 C. communication
14. Now we are able to browse _____ shops in the world in our own home.
 A. the most fancy B. fanciest
 C. the fanciest
15. I have just _____ some American dollars into *Renminbi Yuan*.
 A. been changed B. changed
 C. been changing
16. It aims at increasing sales by _____ a product or service _____ to a wider audience
 A. making...known B. making ... to know
 C. to make...knowing

17. The sandbags stopped her property from _____.

A. to be flooding

B. being flooded

C. being flooding

18. Those enterprises _____ only seek profits without awareness of environmental protection are short-sighted.

A. who

B. that

C. those

19. Another principle for a business is that profitable sales volume is _____ than maximum sales volume.

A. the more important

B. most important

C. more important

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

A. unless you will have

B. unless you have

C. unless you don't 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:

Shipper: Far East Logistics Co. Ltd

Room 1205, JIN YUAN TOWER,

No. 168, JINSHUI ROAD, QINGDAO

TEL: 0532-82732189

FAX: 0532-82732190

Contact person: Ms. Li Huahua

Vessel/voyage: Pacific 041P

Port of loading: QINGDAO

DEP: August 6, 2016

Port of discharge: SAN FRANCISCO

ETA: August 28, 2016

Final destination: SEATTLE, USA

No. of packages & containers: 1000 CTNS lined with foamed plastic in 1 × 40' STD CTNR

Weight (Kilos): 3214.0 KGS

Container No. : CE500001

Seal No. : ST2111111

P. O. No. : TD9990

Item: Air conditioners, HSU-12HQA/R2-DB

Quantity: 1,000 pieces

We have enclosed the commercial invoice, copy of B/L, packing list and export permit for your preparation for payment and collection of goods.

Yours sincerely,

Lin Hanxue (Ms)

Logistics Officer

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

22. The shipper of the consignment is Li Huahua.

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

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

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

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, 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 better than similar offerings by competitors.

Corporate advertising is not directly concerned with increasing the sales of a particular product or service, but more with the brand image and reputation a company wants to

present to the general public or within an industry. Corporate advertising comes in three different types: image advertising, opinion advertising and investment advertising. Image advertising attempts to promote the importance of a company. Opinion advertising presents the impression of doing a public service by addressing the importance of a company. Investment advertising is designed to attract potential investors.

26. Generally speaking, what's an advertising agency responsible for?
- A. Telling customers what they need to buy.
 - B. Emphasizing positive qualities of products.
 - C. Designing and organizing advertisements for customers.
27. Companies can choose how to advertise their products according to _____.
- A. their product quality
 - B. their advertising budget
 - C. customers' likes and dislikes
28. A good advertising program can tell people _____.
- A. how they can benefit from using the product
 - B. where the product is produced
 - C. how the product is different
29. _____ is more interested in increasing the sales of products.
- A. Product advertising
 - B. Successful advertising
 - C. Corporate advertising
30. Corporate advertising aims to build up the company's general _____.
- A. sales volume
 - B. positive qualities
 - 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.
- A. 采集数据后要进行分析,判断这些内容究竟是什么意思。
 - B. 数据收集后,需要进行数据分析,来决定这些数据的意义。
 - 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.
- A. 我们不接受索赔,你们有商检局检验证书除外。
 - B. 除非贵方没有商检局检验证书,我们不接受索赔。
 - 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.

- A. 对货物的重新检查应在到货一个月内完成。
- B. 应在一月内到货并完成对货物的重新检查。
- C. 应在完成对货物的重新检查后一个月内到货。

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

- A. 你不必花许多时间在银行交易,排队等待。
- B. 你再也不需要花很多时间在银行排队进行交易。
- C. 你绝不需要花大量时间在银行排队办你的业务。

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。
- B. 定价是基于目标客户需求的,它随着不同的地点和时间而不同。
- 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。

试卷代号:3936

国家开放大学2020年春季学期期末统一考试

商务英语2 试题答案及评分标准

(供参考)

2020年7月

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

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

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。

21. T 22. F 23. F 24. F 25. T

26~30题:阅读短文,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。

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

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. C 32. C 33. B 34. B 35. A

试卷代号:3936

国家开放大学2020年春季学期期末统一考试

商务英语 2 试题

2020年9月

注 意 事 项

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

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

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

四、考试时间为 60 分钟。

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?

— _____

- A. Yes, you need to introduce it for me.
- B. Yes, I must know everything about it.
- C. Yes, could you give me a brief overview of it?

2. — _____

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

- A. What does taxable income refer to?
- B. Why do you want to know taxable income?
- C. When do you start to learn about taxable income?

3. — Can we discuss the question of commodity inspection?

— _____

- A. OK. The inspection of goods is particularly important.
- B. We would prefer to re-inspect goods at the unloading port.
- C. But there might be some dispute over the results of inspection.

4. — This is *Focus Advertising Agency*. How may I help you?

— _____

- A. I'd like to buy a pair of sports shoes.
- B. I'm glad to introduce myself to you.
- C. I need to inquire about your advertising rates.

5. — How can people avoid food contamination nowadays?

— _____

- A. People should have balanced food to get different nutrients they need.
- B. The government should set strict rules to standardize the production of food.
- C. I agree with you on this point, and we should pay more to attention to food safety.

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

A. In

B. With

C. On

7. It can be aimed _____ individuals with select surfing behavior.

A. to

B. in

C. at

8. Online marketing allows businesses to reach a wider market while _____ costs, _____ time and eliminating tons of paperwork.

A. to cut, to save

B. cutting, saving

C. cut, save

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

A. prepare

B. pronounce

C. prevent

10. On arrival, our staff _____ the customer with placing the sandbags down off the vehicle.

A. assisted

B. sustained

C. attracted

11. One of the basic functions of a bank is to provide services _____ the storing and management of money.

A. instead of

B. related to

C. subject to

12. _____ rate is 3% for income between 3,501 and 5,000, while _____ rate is 45% for income over 80,000.

A. Low ... high

B. The lowest... the high

C. The lowest ...the highest

13. Mobile banking functions nearly _____ telephone banking, except that information is carried by Short Message Service.

- A. as the same
- B. the same as
- C. as same the

14. It will take at least two weeks just to get the storyboard _____.

- A. written up
- B. write up
- C. to write up

15. The participation of environmental protection is also the _____ path for a company's development.

- A. sustainable
- B. moderate
- C. continuous

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

- A. definite
- B. desired
- C. unfortunate

17. Could you please _____ that they have sufficient funds to cover this amount?

- A. comfort
- B. confirm
- C. conclude

18. Marketing theory states that marketing managers should _____ the needs of customers.

- A. meet
- B. involve
- C. measure

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

- A. on road
- B. on site
- C. on track

20. Our new supply chain _____ by the management.

- A. has really been pushed
- B. has really pushed
- C. did really push

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。

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 better than similar offerings by competitors.

Corporate advertising is not directly concerned with increasing the sales of a particular product or service, but more with the brand image and reputation a company wants to present to the general public or within an industry. Corporate advertising comes in three different types: image advertising, opinion advertising and investment advertising. Image advertising attempts to promote the importance of a company. Opinion advertising presents the impression of doing a public service by addressing the importance of a company. Investment advertising is designed to attract potential investors.

21. Generally, an advertising agency is responsible for designing and organizing a product's advertisement.

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

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

24. Product advertising is different from corporate advertising.

25. This passage is mainly about the history of advertising.

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。

We are disappointed to learn from your letter of March 15 that 50 out of the 3000 cartons of Herbs supplied to your Order No. DF-3 were found deteriorated on arrival at the port of destination.

We have been exporting Herbs for many years. All our goods were carefully inspected before shipment by China Commodity Inspection Bureau and were found to be of standard quality, and enjoy a good reputation on international markets. But for any possible deterioration for which we are found liable, we shall always be ready to compensate.

For this particular transaction, however, we have to point that the goods were in good condition when shipped, which was clearly stated in the clean Bill of Lading. We, therefore, are certain they were damaged or stained through careless handling while in transit, or they were put in the open and damaged by rain.

Should you wish to place an order for a new batch of 50 cartons to make up for your deteriorated goods, please let us know and we will be willing to do so.

Yours faithfully,

Tom White

26. Why does Tom White feel disappointed?

- A. 50 out of the 3000 cartons of Herbs supplied were found deteriorated.
- B. He received a complaint letter from the client.
- C. The goods were delivered late.

27. How were all the Herbs before shipment?

- A. They were found deteriorated.
- B. They were found to be of standard quality.
- C. They were found in poor quality.

28. Is Tom White willing to compensate the loss of the client?

- A. No, he doesn't think it is his fault.
- B. No, he thinks the transportation company should compensate.
- C. Yes, he is willing to compensate for their loss.

29. Which might not be the reason of the damage?

- A. Tom's company didn't inspect it clearly.
- B. They were damaged or stained through careless handling while in transit.
- C. They were put in the open and damaged by rain.

30. How will Tom's company make up for the Herbs damaged?

- A. They will send all the goods again.
- B. They will ask the insurance company to compensate.
- C. They will ask the client to order another 50 cartons.

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

- A. 那么我们各让一半,运货价减少 10%吧。
- B. 那么我们半路上见,妥协运货价降低 10%吧。
- C. 那么我们各让一半,你我妥协将运货价降至 10%吧。

32. Many people know the importance of business ethics, but still some people don't keep to it.

- A. 许多人知道商业道德很重要,但仍有一些人避而不谈它。
- B. 许多人知道商业道德的意义,但仍有一些人不理会它。
- C. 许多人知道商业道德的重要性,但仍有一些人不遵守它。

33. As a player in the computer industry, our company has witnessed firsthand the industry's phenomenal growth.

- A. 作为计算机行业的运动员,我们公司亲眼目睹了这个行业令人瞩目的成长。
- B. 作为参与者,我们公司亲自见证了计算机行业令人瞩目的发展。
- C. 作为计算机行业的一个打手,我们的公司已经见证了行业的惊人增长。

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

- A. 在银行上网时要防止你的个人信息泄露,这点很重要。
- B. 进行网上银行操作时,保护好你的个人信息非常重要。
- C. 上网之前把银行卡的信息保存好是很重要的。

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

- A. 它表明钱已被借贷、已投资或从一个帐户转到其它账户。
- B. 表明钱已借入或借出、已花费或从一个帐户转给另一个人。
- C. 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。

试卷代号:3936

国家开放大学2020年春季学期期末统一考试

商务英语2 试题答案及评分标准

(供参考)

2020年9月

一、交际用语(共计10分,每小题2分)

1~5题:选择正确的语句完成下列对话,并将答案序号写在答题纸上。

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

二、词汇与结构(共计30分,每小题2分)

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

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

三、阅读理解(共40分,每小题4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。

Passage 1

21. T 22. F 23. F 24. T 25. F

26~30题:阅读短文,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。

Passage 2

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

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. A 32. C 33. B 34. B 35. C

试卷代号:3936

国家开放大学2020年秋季学期期末统一考试

商务英语 2 试题

2021年1月

注 意 事 项

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

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

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

四、考试时间为 60 分钟。

一、交际用语 (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. — Your bank is huge! It must have many departments.

— _____

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

B. Thank you, our bank is a small one.

C. You are kidding! Our bank is a small one.

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.

A. What do you learn about the term?

B. Why do you mention the word?

C. What do you mean by that?

3. — _____

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

A. When do you start to learn about taxable income?

B. Why do you want to know taxable income?

C. What does taxable income refer to?

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

— _____

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

B. Well, that rate is acceptable. Thanks

C. But the extra premium is for buyer's account

5. — How can people avoid food contamination nowadays?

— _____

A. People should have balanced food to get different nutrients they need.

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

C. I agree with you on this point, and we should pay more to attention to food safety.

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. We _____ a copy of the statement for your reference.
- A. enclose B. encircle
- C. enrich
7. We won't let you into the park _____ the valid pass for this month.
- A. unless you will have B. unless you don't have
- C. unless you have
8. Consumers can't digest too much information on a web page, resulting _____ low
sales of return.
- A. with B. in
- C. at
9. In China, Taobao is one of _____ e-commerce sites.
- A. most popular B. the most popular
- C. more popular
10. What's the insurance _____ for the shipment?
- A. rate B. value
- C. ratio
11. Our bank consists of many departments, each of _____ is responsible for a
particular area of business.
- A. that B. which
- C. what
12. Experts suggest _____ a different password for every website you visit, and
changing the password every few months.
- A. using B. to use
- C. use

13. The ideal money is something _____ acceptable, easily stored and transported.
A. partially
B. probably
C. universally
14. It aims at increasing sales by making a product or service known to a wider _____.
A. witness
B. audience
C. evidence
15. No matter what it may lead to, they always _____ the profit maximization.
A. pursue
B. respect
C. perform
16. People can't bear this kind of behavior and the businesses responsible must _____.
A. to be closed
B. close up
C. be closed down
17. It is just not possible for managers to keep up with all of the changes _____ in their markets.
A. to take place
B. taking place
C. being taking place
18. A company can advertise in _____ ways, depending on how much it wishes to spend.
A. peculiar
B. various
C. serious
19. We're also thinking about _____ this strategy to other segments of the market.
A. expanding
B. exciting
C. extracting
20. We _____ so many changes over the past few months.
A. are undertaking
B. are to undertake
C. have undertaken

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 cover this amount and that they have a reliable credit rating?

We would be most grateful for your assistance, and any advice you give us will be kept strictly confidential.

A stamped and addressed envelope has been included for your reply. Thank you in advance.

Sincerely yours,

John Taylor

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

22. The letter is written to a reference bank.

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

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

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

26~30 题:阅读对话,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。

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.

Bob: Where do you think our greatest advantage lies in our competition?

John: We're taking advantage of the economies of scale. We've been able to reduce our price point, which gives us the advantage over the competition in pricing.

Bob: Our new supply chain has really been pushed by the management. We're also thinking about expanding this strategy to other segments of the market.

John: It's been tough on our competition, they just can't keep up. Not only that, but our uniqueness(独一无二性)is finally being perceived by a wider audience.

Bob: Our breadth really can't be beat. Marketing's also been doing excellent job on getting that message out.

John: Our sportswear line combines durability(耐久性), uniqueness and comfort - at an incredibly affordable price. Can't beat that!

Bob: We're also taking advantage of social media, such as the Facebook, Twitter and other social networking tools to get the message out. It's a new territory(领域), but we need to continue to hone that message.

John: Social media is an entirely new game. Marketing's brought in some consulting specialists to help us take advantage of these new technologies.

26. How is the company doing currently?

- A. Rather badly.
- B. Rather well.
- C. Moderately well.

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

- A. New marketing schemes.
- B. Wide range of activities.
- C. Economies of scale.

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

- A. The company's quality.
- B. The company's growth.
- C. The company's uniqueness.

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

- A. Social media.
- B. Sportswear.
- C. Marketing chain.

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

- A. It has created a new job for social media.
- B. It has consulted some consultants.
- C. It has ignored social media.

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

- A. 为了卖方利益,最好的条款是在销售时以现金全额付款。
- B. 对于卖方来说,最好的付款方式是销售时全额现金支付。
- C. 由于卖方缘故,最好的协议是在销售时以现金全额付款。

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

- A. 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。
- B. 导致信任缺失的事件多多少少有所发生,并以不同方式影响社会。
- C. 因信任缺失导致的事件现在和当时都有发生,并不幸严重影响社会。

33. Attracting customers to a business makes the difference between succeeding and failing.

- A. 能否吸引顾客,是企业成功还是失败的区别。
- B. 能否吸引客户对企业产生兴趣,决定了经营的成败。
- C. 能否吸引顾客来做生意,是成功与失败之间的区别。

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

- A. 我们不接受索赔,你们有商检局检验证书除外。
- B. 除非贵方没有商检局检验证书,我们不接受索赔
- 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。

35. 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?
- B. 您能否确认一下,他们有特别的资金支撑这个数量的订单吗?
- C. 您可否批准一下,他们有额外的资金为这个数量的订单保险吗?

试卷代号:3936

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 2 试题答题纸

2021 年 1 月

题 号	一	二	三	四	总 分
分 数					

得 分	评卷人

一、交际用语 (共计 10 分, 每小题 2 分)

1~5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. 2. 3. 4. 5.

得 分	评卷人

二、词汇与结构 (共计 30 分, 每小题 2 分)

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

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

得 分	评卷人

三、阅读理解 (共计 40 分, 每小题 4 分)

21~25 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 1

21. 22. 23. 24. 25.

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

Passage 2

26. 27. 28. 29. 30.

得 分	评卷人

四、翻译 (共计 20 分, 每小题 4 分)

31~35 题: 英译汉, 从 A、B、C 三个选项中选出一个最佳翻译, 并将答案序号写在答题纸上。

31. 32. 33. 34. 35.

试卷代号:3936

国家开放大学2020年秋季学期期末统一考试

商务英语2 试题答案及评分标准

(供参考)

2021年1月

一、交际用语(共计10分,每小题2分)

1~5题:选择正确的语句完成下列对话,并将答案序号写在答题纸上。

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

二、词汇与结构(共计30分,每小题2分)

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

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

三、阅读理解(共40分,每小题4分)

21~25题: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 1

21. F 22. T 23. T 24. F 25. F

26~30题:阅读对话,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。

Passage 2

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

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. B 32. A 33. B 34. C 35. A