

试卷代号:1380

国家开放大学(中央广播电视大学)2017年春季学期“开放本科”期末考试

商务英语 3 试题

2017年6月

注 意 事 项

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

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

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. — Morning Maggie. Could you talk briefly about your career development?

— _____.

- A. Good morning, Mr. Marx. I'm going to do a brief about my latest work and performance.
- B. Sure, Mr. Marx. Thanks for giving me this opportunity. I started as a clerk in this company ...
- C. Sorry, Mr. Marx, but I don't like my boss at all. I think he is too serious and critical.

2. — Then what do you think of the opportunities?

— _____, if we come up with some new products for young people, we'll have a bigger market share.

- A. According to my opinion
- B. In my opinion
- C. According to my mind

3. — You are right. How do you analyze our weaknesses?

— _____ we put less emphasis on the overall design.

- A. I'm afraid
- B. I tell you
- C. I see

4. — _____?

— It includes merchandise, packaging and shipping, duty if required, any taxes and insurance.

- A. Could I get an estimate before placing an order
- B. How many would you like to order
- C. What does the estimate include

5. -- But _____ by SWOT?

-- It stands for strengths, weaknesses, opportunities and threats.

A. what do you mean

B. how do you know

C. what is your meaning

二、词汇语法(共计 30 分,每小题 2 分)

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

6. You are the right person for the job that _____ your application _____ the advertisement.

A. relates... with...

B. relates... for...

C. relates... to...

7. Before I came to America, I _____ as an executive secretary with a trading company for one year in Britain.

A. am working

B. had worked

C. has worked

8. You have made your clients _____ too long in the office.

A. wait

B. to wait

C. waited

9. Junior Achievement has _____ different stages in its development.

A. gone through

B. got through

C. got over

10. If you're ready, we can go to meet some of our key _____.

A. personal

B. personnel

C. person

11. This is the best business program _____ has been accomplished this year.

A. which

B. what

C. that

20. International trade gives consumers and countries the opportunity to _____ goods and services not available in their own countries.

- A. expose to
- B. be exposing to
- C. be exposed to

三、阅读理解(共计 40 分,每小题 4 分)

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

Passage 1

The World Trade Organization (WTO) is the only global international organization dealing with the rules of trade between nations. At its heart are the WTO agreements, negotiated and signed by the bulk of the world's trading nations and ratified in their parliaments. The goal is to help producers of goods and services, exporters, and importers conduct their business.

The WTO was born out of negotiations, and everything the WTO does is the result of negotiations. The bulk of the WTO's current work comes from the 1986-94 negotiations called the Uruguay Round and earlier negotiations under the General Agreement on Tariffs and Trade (GATT). The WTO is currently the host to new negotiations, under the 'Doha Development Agenda' launched in 2001.

Where countries have faced trade barriers and wanted them lowered, the negotiations have helped to open markets for trade. But the WTO is not just about opening markets, and in some circumstances its rules support maintaining trade barriers — for example, to protect consumers or prevent the spread of disease. It also means ensuring that individuals, companies and governments know what the trade rules are around the world, and giving them the confidence that there will be no sudden changes of policy. In other words, the rules have to be 'transparent' and predictable.

Giving them more time to adjust, there will be greater flexibility (灵活性) and special

the services of such a firm. The advantages for the employer are that it does not have to organize the costly and time-consuming process of advertising, selecting and interviewing suitable applicant. In some cases, the search firm may already have a list of people with the appropriate skills for the job. If this is not the case, then it may act as a consultant, advising or even organizing tests and simulations to evaluate candidates' behavior in order to select the most competent person for the job.

26. The passage mainly talks about the increased business of headhunters.

27. Companies may use the services of an executive search firm to recruit new employees.

28. Employers prefer to use headhunters because the services are quick.

29. Search firms often have their own talent pool or human resource bank.

30. Headhunters also provide services like advertisement and candidate evaluation.

四、写作(一篇作文,共 20 分)

31. 根据要求写作文。

You have made an appointment with your client, but failed to keep it. Write a letter of apology to your client according to the information below.

(1) apologize for your failure to keep the appointment;

(2) explain your reason to your client;

(3) express your wish to make another appointment.

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座位号

国家开放大学(中央广播电视大学)2017年春季学期“开放本科”期末考试

商务英语 3 试题答题纸

2017年6月

题 号	一	二	三	四	总 分
分 数					

得 分	评卷人

一、交际用语(共计 10 分,每小题 2 分)

1. 2. 3. 4. 5.

得 分	评卷人

二、词汇语法(共计 30 分,每小题 2 分)

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. 22. 23. 24. 25.

26. 27. 28. 29. 30.

得 分	评卷人

四、写作(一篇作文,共 20 分)

31. 根据要求写作文。

You have made an appointment with your client, but failed to keep it. Write a letter of apology to your client according to the information below.

- (1)apologize for your failure to keep the appointment;
- (2)explain your reason to your client;
- (3)express your wish to make another appointment.

试卷代号:1380

国家开放大学(中央广播电视大学)2017年春季学期“开放本科”期末考试

商务英语 3 试题答案及评分标准

(供参考)

2017年6月

一、交际用语(共10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

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

二、词汇语法(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. B 8. A 9. A 10. B
11. C 12. C 13. A 14. A 15. C
16. C 17. B 18. A 19. A 20. C

三、阅读理解(共计40分,每小题4分)

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

21. C 22. A 23. B 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。

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

四、写作(一篇作文,共20分)

31. 根据要求写作文。

You have made an appointment with your client, but failed to keep it. Write a letter of apology to your client according to the information below.

(1) apologize for your failure to keep the appointment;

(2) explain your reason to your client;

(3) express your wish to make another appointment.

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、语法结构的准确性, 语意的连贯性和逻辑性以及应用文的格式要求。

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

(2) 各档次的给分范围和要求

16—20 分	<ul style="list-style-type: none">● 完全完成了试题规定的任务;● 覆盖所有内容要点;● 语法结构、句型和词汇有变化;● 语法结构和用词准确。● 语意连贯、逻辑性强。● 应用文写作格式规范。
11—15 分	<ul style="list-style-type: none">● 较好地完成了试题规定的任务;● 覆盖所有内容要点;● 句型和词汇有变化;● 语法结构和词汇基本准确, 些许错误主要是因为尝试较复杂语法结构或词汇所致。● 语意基本连贯、有一定的逻辑性。● 应用文写作格式较为规范。
6—10 分	<ul style="list-style-type: none">● 基本完成了试题规定的任务;● 覆盖所有内容要点;● 运用语法结构和词汇方面能满足任务的基本要求;● 有一些语法结构或词汇方面的错误, 但不影响理解。● 语意连贯性及逻辑性方面存在一定问题。● 应用文写作格式基本规范。

3—5 分	<ul style="list-style-type: none"> ●虽尽力但不足以完成试题规定的任务； ●仅覆盖部分主要内容,或写了一些无关内容； ●语法结构和词汇运用能力很弱； ●有许多语法结构或词汇方面的错误,影响了对写作内容的理解。 ●语意不连贯,逻辑性方面问题较大。 ●应用文写作格式不规范。
1—2 分	<ul style="list-style-type: none"> ●未完成试题规定的任务； ●句子不完整或无法理解； ●语法结构或词汇方面错误连篇,影响对写作内容的理解；语言运用能力差。 ●语意不清,毫无逻辑。 ●应用文写作格式不规范。
0 分	<ul style="list-style-type: none"> ●未答题,或虽作答但不知所云。

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国家开放大学(中央广播电视大学)2017年秋季学期“开放本科”期末考试

商务英语 3 试题

2018年1月

注 意 事 项

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

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

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! _____?
— Hello, this is Michael from Tianjin Vanguard Trading Inc.
A. Who are you?
B. What are you?
C. Who is that?
2. — Kathy, I'd like you to meet Maggie Jacobs.
— _____, Maggie. You're doing a great job.
A. I'm pleased to meet you
B. It's great to see you again
C. I'm happy to meet you too
3. — May I suggest the sales start on or about October 1?
— _____.
A. What do you mean?
B. I like sales.
C. Great
4. — I think a bus stop advertisement is a very wise chance to promote our products.
— _____.
A. Our products are popular.
B. You said it.
C. I don't like advertisement.
5. — What about the commission?
— _____.
A. Of course, I'd give you our lowest quotation
B. I'm afraid you have to tell me how large your order is going to be
C. It's a general practice everywhere else

二、词汇语法(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. Good manners may be varied _____ cultural backgrounds.

A. since

B. because

C. due to

7. I was _____ devising sales strategies and targets for the West Region.

A. responsible with

B. responsible for

C. responsible in

8. You just send the faulty product back to them and they _____ it free of charge.

A. will replace

B. replace

C. have replaced

9. The price of commodities _____ on many factors like quality, demand, supply, etc.

A. is basing

B. has based

C. is based

10. Your T-shirts found a ready market in the eastern part of our country _____ 2014.

A. on

B. in

C. at

11. Finally, they return the _____ to the people who bought shares in the company.

A. cost

B. price

C. profits

12. We sell insurance cover; _____ your pay will depend on the cover you require.

A. fee

B. fare

C. charge

三、阅读理解(共计 40 分,每小题 4 分)

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

Passage 1

It takes a lot of time and effort to develop and maintain a marketing campaign that resonates (共鸣) with your potential clients. However, you should think more about how to develop a marketing campaign. After all, we're always looking for ways to increase our competitiveness. Here are some marketing strategies for you to check out.

Partner (结伴) with allies. Marketing partnerships have many benefits to push a marketing campaign. For starters, when you stand side by side with someone else, you can deliver better content. If you are at the top of your business, marketing partnerships are cheaper to maintain your success and expose your brand.

Embrace user-generated content. According to a survey of 839 millennials(千万富翁), they spend 5.4 hours a day communicating with their peers, about 30 percent of their total media time. Similarly, you can also make this by sharing personal stories and exchanging ideas with your customers. This is a good way of carrying out advertisement.

Help customers solve a problem. As perfectly stated on HubSpot, "You're in business because you provide solutions." Some of the ways you can help customers solve a problem is by: creating how-to-content; offering exclusives that make their lives easier; listening to them or answering their questions; or creating APPs or tools.

Let customers interact. No matter what product or service you're offering, your customers want to interact with your company, or at least other customers. AMC, for example, created an online tool that allowed you to write down your imaginations. American Express connects small-business owners to each other and helpful resources through its open forum.

21. This article mainly talks about _____.

- A. some marketing strategies
- B. your potential clients
- C. communicative skills

22. You are suggested in the second paragraph to _____.
A. fight against your opponent B. find allies with someone else
C. always focus on yourself
23. To embrace user-generated content does good at _____.
A. making friends with strangers B. choosing capable employees
C. carrying out advertisement
24. Which of the following is NOT a way of helping customers solve a problem? _____.
A. Creating how-to-content B. Listening to customers
C. Having dinner with customers
25. AMC created an online tool so that _____.
A. one can write down what he imagines
B. your dreams and thoughts will come true
C. they can gather information from customers

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

Passage 2

Accounting errors will happen from time to time, but many common accounting mistakes can be avoided with proper planning and preparation. Here are the top seven accounting mistakes that should be paid more attention to.

(1) Not knowing your true cash balance: Due to things like automatic payments and bank charges, money that appears in your cash drawer and your checking account may already be spent.

(2) Mistaking profits for cash: When you have a lot of credit sales, your company can post big profits without seeing any cash.

(3) Paying bills too soon: If your vendors give you thirty days to pay them, take it. Unless you get a discount for paying early, paying your bills only when they're due improves your company's cash flow.

(4) Avoiding book-keeping tasks: Not recording and posting transactions regularly leaves you with a mountain of book-keeping to deal with in the end.

(5) Paying accidental dividends: Every time a corporation owner takes money out of his business, it counts as a dividend. That can lead to a bigger personal income-tax bill.

(6) Not keeping personal finances separate from business: Mixing up business and personal money can cause bookkeeping and legal problems.

(7) Setting prices too low: Know your costs before you set product or service prices, or you run the risk of losing money on every sale. A simple break-even analysis can help you set prices at a profitable level.

26. Accounting mistakes cannot be avoided.

27. With a lot of credit sales, your company may have no cash at hand.

28. It is recommended not to pay bills too soon.

29. Business money and personal money can be mixed up.

30. Try your best to know your costs before you set product or service prices.

四、写作(一篇作文,共 20 分)

31. 根据要求写作文。

Suppose you are the manager and write a recommendation letter for Miss Helen Miller according to the following information.

Candidate: Miss Helen Miller

- Working experience: worked in the Export Department of a large firm for over 8 years from July 2006 to December 2014.

- Her character and advantages: hardworking, honest and reliable, excellent communication skills, work independently and efficiently, excellent rapport with people of all ages

- Reason for leaving: personal reasons

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

二、词汇语法(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. B 8. A 9. C 10. B
11. C 12. C 13. A 14. A 15. B
16. B 17. A 18. C 19. A 20. A

三、阅读理解(共计40分,每小题4分)

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

21. A 22. B 23. C 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。

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

四、写作(一篇作文,共20分)

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Suppose you are the manager and write a recommendation letter for Miss Helen Miller according to the following information.

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• Reason for leaving: personal reasons

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、语法结构的准确性，语意的连贯性和逻辑性以及应用文的格式要求。

④ 评分时，如拼写错误较多，书写较差，以至影响交际，将分数降低一个档次。

(2) 各档次的给分范围和要求

16—20 分	<ul style="list-style-type: none"> ● 完全完成了试题规定的任务； ● 覆盖所有内容要点； ● 语法结构、句型和词汇有变化； ● 语法结构和用词准确。 ● 语意连贯、逻辑性强。 ● 应用文写作格式规范。
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6—10 分	<ul style="list-style-type: none"> ● 基本完成了试题规定的任务； ● 覆盖所有内容要点； ● 运用语法结构和词汇方面能满足任务的基本要求； ● 有一些语法结构或词汇方面的错误，但不影响理解。 ● 语意连贯性及逻辑性方面存在一定问题。 ● 应用文写作格式基本规范。

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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 3 试题

2018年7月

注 意 事 项

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

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三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

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. — Can you show me the schedule?

— _____.

A. Don't worry. I can help you with that

B. You won't miss the plane

C. Sure, a tight schedule as usual

2. — Does modern logistics mean transportation and delivery?

— _____. Modern logistics is more about effective and efficient flow of materials and information.

A. Yes, you're right

B. No, it's not the whole story

C. No, you're wrong

3. — Good morning. _____?

— Good morning! I need a check to send to my publisher in New York.

A. What can I do for you, Madam

B. What do you want to buy, Madam

C. Why do you come here, Madam

4. — Good morning. Far East Logistics Company. _____.

— Good morning. This is Maggie Bonner. I would like to know your freight forwarding business.

A. Who is that calling?

B. What do you want?

C. May I help you?

5. — Hello, this is Steven Smith. Nice to hear your voice again.

— Hi, Mr. Smith. _____ the coverage of your freight forwarding business?

A. Do you know

B. Please tell me

C. I would like to know about

二、词汇语法(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. We will _____ an order with your company for digital cameras.
A. reserve B. book
C. place
7. _____ a vacation is always a good way to get relaxation and refreshment.
A. Take B. Took
C. Taking
8. I led and _____ a sales team of 20 people.
A. suggested B. motivated
C. moved
9. Sometimes a situation will _____ a direct style of management.
A. call up B. call for
C. call on
10. Having been working in logistics for 3 years, he is more _____ than he used to be.
A. proud B. brave
C. confident
11. In order to make proper reservations, will you send your acceptance to the attention of Professor Chen _____ a week before that day?
A. no later then B. no late than
C. no later than
12. I didn't know you _____ a previous supplier.
A. were B. be
C. are
13. She is the CEO of Roston Sport Accessories _____ I told you.
A. who B. whom
C. about whom
14. According to law, taxable services refer to transportation, _____, finance, insurance and the like.
A. operation B. construction
C. introduction

15. We usually keep a large supply _____ stock.
A. at B. on
C. in
16. Additionally, make sure that your password is long enough to _____ easily being hacked.
A. prevent your account from B. provide your account with
C. do away with
17. We work closely _____ every large airline like Air China, Air France and American Airlines.
A. with B. to
C. in
18. The payment is made by an irrevocable _____ letter of credit in our favour.
A. light B. bright
C. sight
19. Does that include the turnover _____ in advance?
A. to receive B. received
C. receiving
20. Importing and exporting is transferring goods from one country to another while _____ attention to the laws and requirements of bringing goods out or into that country.
A. to pay B. paying
C. being paid

三、阅读理解(共计 40 分,每小题 4 分)

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

Passage 1

Last week, Jack Ma called for a new “e-WTO” with the aim of helping small businesses get on the Internet, as the best hope in the fight against poverty. This appeal came after Alibaba’s largest ever “Singles Day” a week earlier, with almost US \$14.3 bn of merchandise sold in 24 hours. Alibaba’s social media accounts even reported that Premier Li Keqiang called CEO Jack Ma to wish him a successful day. “Singles Day” is now the world’s largest shopping day, dwarfing (胜过) even the United States’ “Black Friday.”

These are the latest manifestations of a worrying obsession with e-commerce and the Internet in Asia's largest economies. In March, Beijing announced its new "Internet Plus" plan to expand Internet connectivity. Premier Li, when describing it, brought up the "mobile Internet", "cloud computing", "big data", "intelligent manufacturing" and the "Internet of Things," in a manner similar to business leaders in America. Nor is this digital obsession restricted to China. Indian Prime Minister Narendra Modi's meeting with Mark Zuckerberg at Facebook's headquarters received as much, if not more, media attention as his address on sustainable development to the United Nations days earlier.

The claim that the Internet will fundamentally transform development is unproven (未被证实的) and untested. What is clear is that the Internet makes consumption easier, faster and more expansive than ever before. Analysts have thus looked to e-commerce and China's Internet giants to help "save" China's economic model from slowing down.

By extension, China and India must have "dreams" that are bigger than the Internet. They need to take the lead in finding a new model of development for the 21st Century that intelligently make use of science and technology, but without being seduced by musings about e-commerce that mask deep structural flaws of current economic models. Resolving those pressing issues should be the real "innovation" that lies at the heart of any development program.

21. Jack Ma hopes e-WTO can help _____.
A. cooperation between companies
B. success of small business online
C. people look for friends and lovers
22. Digital obsession in the second paragraph refers to _____.
A. problems caused by Internet
B. trades between China and America
C. passion on Internet business
23. Which is NOT true according to the third paragraph?
A. It is not clear that how the Internet will deeply influence development.
B. The Internet makes people harder to sell products and buy goods.
C. E-commerce is likely to contribute to China's economic development.

24. China and India need to _____.
A. find a new model by using science and technology
B. find a solution to take place of online business
C. find a cure to deal with diseases in the 21st Century
25. What is the author's attitude to China's development of online business?
A. Negative.
B. Positive.
C. Neutral.

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

There are eight traditional functions of marketing:

(1) Buying: A marketer focuses on buyers' needs and desires in order to decide what products to make available. Understanding buyers' behavior is of great importance.

(2) Selling: Marketers usually view selling as a persuasive activity that is completed through promotion. Selling includes personal selling, advertising, and other selling methods. It is probably the function of marketing that we most often see in our daily life.

(3) Transporting: Transporting is physically moving the product from the seller to the buyer. Marketers focus on transporting costs and services.

(4) Storing: Like transporting, storing is an aspect of the physical distribution of products. Storing includes warehousing activities. Warehouses hold products for long periods sometimes in order to create time utility.

(5) Grading: Grading involves sorting products according to size and quality. This makes buying and selling easier because it reduces the need for inspection and sampling.

(6) Financing: For many products, such as automobiles, fridges, and new homes, the purchase is facilitated when the marketer provides credit that makes the purchasing of the product possible.

(7) Marketing research: Through research, marketers may find out the need for new products and services. By gathering information on a regular basis, they can better plan, carry out and control marketing activities.

(8) Risk taking: It involves bearing the uncertainties that are part of the marketing process. Most marketing decisions result in either success or failure that is associated with risk.

26. It is very important to understand buyers' behavior.

27. Marketers usually use different selling methods.

28. Marketers ignore transporting costs and services.

29. Both transporting and storing are the aspects of the physical distribution of products.

30. Marketers provide credit that makes the purchasing of automobiles, fridges, and new homes possible.

四、写作(共 20 分)

31. 根据要求写作文。

You are Susan. Your company will hold an opening ceremony for a new factory. You are asked to write an invitation letter to David, an important client of your company. The following information should be included:

- the reasons to invite him;
- the time for the event;
- the place for the event;
- early reply expected.

试卷代号:1380

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 3 试题答案及评分标准

(供参考)

2018年7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. C 2. B 3. A 4. C 5. C

二、词汇语法(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. C 8. B 9. B 10. C
11. C 12. A 13. C 14. B 15. C
16. A 17. A 18. C 19. B 20. B

三、阅读理解(共计40分,每小题4分)

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

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

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

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

四、写作(共20分)

31. 根据要求写作文。

You are Susan. Your company will hold an opening ceremony for a new factory. You are asked to write an invitation letter to David, an important client of your company. The following information should be included:

- the reasons to invite him;
- the time for the event;
- the place for the event;
- early reply expected.

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、语法结构的准确性，语意的连贯性和逻辑性以及应用文的格式要求。
- ④ 评分时，如拼写错误较多，书写较差，以至影响交际，将分数降低一个档次。

(2) 各档次的给分范围和要求

16—20 分	<ul style="list-style-type: none"> ● 完全完成了试题规定的任务； ● 覆盖所有内容要点； ● 语法结构、句型和词汇有变化； ● 语法结构和用词准确。 ● 语意连贯、逻辑性强。 ● 应用文写作格式规范。
11—15 分	<ul style="list-style-type: none"> ● 较好地完成了试题规定的任务； ● 覆盖所有内容要点； ● 句型和词汇有变化； ● 语法结构和词汇基本准确，些许错误主要是因为尝试较复杂语法结构或词汇所致。 ● 语意基本连贯、有一定的逻辑性。 ● 应用文写作格式较为规范。
6—10 分	<ul style="list-style-type: none"> ● 基本完成了试题规定的任务； ● 覆盖所有内容要点； ● 运用语法结构和词汇方面能满足任务的基本要求； ● 有一些语法结构或词汇方面的错误，但不影响理解。 ● 语意连贯性及逻辑性方面存在一定问题。 ● 应用文写作格式基本规范。

试卷代号:1380

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 3 试题

2019年1月

注 意 事 项

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

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

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. — _____
— Thank you. I must say I have a great staff.
A. I'd like you to meet Joe Stevens. He's our sales team head. The Sales Department has more than 50 employees.
B. Please allow me to introduce my colleague to you. She is the Purchasing Manager.
C. It's a pleasure to meet you, Ben. So you're the one responsible for those outstanding sales figures I've seen.
2. — What can I do for you, Madam?
— _____ 500 yuan in cash to my son in Beijing University.
A. You'd better remit
B. I'd like to remit
C. I'd rather remit
3. — _____?
— Yes, I will try my best.
A. Do you know about value added tax
B. Can you give me a brief introduction about value added tax
C. What do you think about value added tax
4. — What are they? _____?
— It's a secret. But I'll give you some hints, anyway.
A. Is it a secret
B. Can I have an idea about them
C. Why do you keep it a secret
5. — _____
— For individual income tax, it is within the first 7 days.
A. What is the deadline for tax declaration?
B. What do you mean by taxable services?
C. What do you think of the deadline for tax declaration?

二、词汇语法(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. Sometimes your body language, gestures and expressions may tell people _____ about you than the words you use.

A. more

B. most

C. much

7. Products are graded according to size and _____.

A. quantity

B. quality

C. qualification

8. The following hints may help you stay energized, or at least _____ until you can make the time for rest.

A. get you going

B. get you go

C. get you went

9. When talking to people within your company _____ don't speak your language, you may have to use English.

A. who

B. which

C. whose

10. You can send them gifts _____ your best clients.

A. in reply to

B. with regard to

C. in honor of

11. In short, without information, a manager can only make _____ blindly.

A. managements

B. decisions

C. agendas

12. The bank _____ grand door faces south is Bank of China.

A. that

B. which

C. whose

13. What _____ we do if the company cut down on ads?

A. could

B. will

C. shall

14. They have signed the _____ to export textiles.
A. content B. contract
C. contact
15. It does in the _____ of transfer of intangible assets or immovable property.
A. circumstances B. operation
C. case
16. With the rapid economic growth in China, the logistics industry is _____ greatly.
A. expanding B. exploring
C. exploding
17. Most banks have a section _____ you set up payees.
A. that B. which
C. in which
18. We are engaged in the development of real _____.
A. establish B. state
C. estate
19. After having seen the _____ and samples, Jenny makes the specific inquiry.
A. category B. catalog
C. calculation
20. All the prices on the list are subject _____ our final confirmation.
A. to B. at
C. on

三、阅读理解(共计 40 分,每小题 4 分)

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

Passage 1

The biggest mistake a workplace leader can make with office culture is failing to devise one at all. How do you know if your office culture is helping, or hurting, your employees, and as a result your bottom line? Designing a thoughtful (周到的) office culture is so important for a new company. Here are some aspects where a leader should be careful not to make mistakes.

A cohesive (和谐一致的) office culture starts at the top and is built with intention. Facebook's founder projects a laid-back vibe (氛围). That sets the tone for his \$200 billion company, where he visits weekly Q and A sessions from his staff, loads up the perks, and courts a young team that closely mirrors his target market, positioning Facebook as especially designed for their wants and needs.

Strict dress code or early start time may seem like an easy way to build professionalism (职业化) in your workplace, but is there a good reason for it? Strict requirements that work in a law office may erode the work ethic at a hip tech startup. Make sure to back up your rules with reason. For example, at Culture Studio, a T-shirt design and printing company, you'd better believe there's no place for ties. Employees are encouraged to dress down in their brand's merchandise or their competitors'.

Leadership shouldn't abandon culture development there. Good employees tend to be goal-oriented over-achievers, so put your budget on that with team-building activities, contests, and incentives for the best. Think critically about the ideal employees for your team, what makes the tick, and how you can support them, within and outside of their role in the company's goals.

Setting the tone for your workplace starts with each hire and at every level in the company. At digital marketing firm Mabbly, every hiring decision is made with the company's vision in mind: a creative and young team of approachable (伸手可及的) guides that help clients to understand the seemingly mysterious world of PR (public relations) in this internet age.

21. What is the main topic of this article?

- A. How to write business emails and memos.
- B. How to design a thoughtful office culture.
- C. How to set rules for employees to follow.

22. The example of Facebook is to show _____.

- A. one should build a cohesive office culture on purpose
- B. how you can use Q and A sessions from your staff
- C. office culture must reflect your own wants and needs

23. It is suggested that one should _____ in the third paragraph.
- A. set the tone for one's company
 - B. drop strict dress code or early start time
 - C. back up office rules with reason
24. What does "put your budget on that" means in the fourth paragraph?
- A. To withdraw the money.
 - B. To pay more attention to it.
 - C. To invest money and efforts.
25. Mabbly is targeted in _____.
- A. helping clients to understand the PR world
 - B. attracting as many investments as possible
 - C. making a link between selling and buying

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

Online banking refers to banking activities that are carried out over the Internet on a secure website. It developed in the late 1990s and grew more popular over the years since it can make one's financial life much easier to manage.

First, you can use online banking to pay your bills. Most banks have a section in which you set up payees. Fill out the information once, you can simply choose that profile every time you pay a bill online.

Second, online banking allows you to access your account history and transactions from anywhere. It is the quickest way to check and see if a transaction has cleared your account. It also enables you to find out about unauthorized transactions more quickly.

Third, online banking also allows you to transfer money between accounts effectively. It is more convenient than using the automated phone service. When you set up your online banking, be sure that all of your accounts at the bank are listed. This will make it easier to transfer money and make loan payments online.

Obviously, you need to pay a special attention to your safety or privacy using online banking. It is important to clear your cookies after each banking session, especially at a

public computer. Additionally, make sure that your password is long enough to prevent it from easily being hacked. Never give your online account information to anyone else. Check your credit report regularly. Thus you can protect yourself from identity theft.

26. Online banking refers to banking systems where you can carry out your business over the Internet on any website.

27. Most banks have a section in which you set up your own business.

28. Online banking is the quickest way to check and see if a transaction has cleared your history.

29. It is more useful and easier than using the automated phone service.

30. No doubt, you have to keep a special eye on your safety or privacy using online banking.

四、写作(共 20 分)

31. 根据要求写作文。

Suppose you are Simon. You purchased a Sony digital camera from Amazon.com and found that there were scratches on the screen. You are writing to complain about it.

试卷代号:1380

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 3 试题答案及评分标准

(供参考)

2019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. C 2. B 3. B 4. B 5. A

二、词汇语法(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. A 9. A 10. C
11. B 12. C 13. C 14. B 15. A
16. A 17. C 18. C 19. B 20. A

三、阅读理解(共计40分,每小题4分)

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

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

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

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

四、写作(共20分)

31. 根据要求写作文。

Suppose you are Simon. You purchased a Sony digital camera from Amazon. com and found that there were scratches on the screen. You are writing to complain about it.

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、语法结构的准确性,语意

试卷代号:1380

国家开放大学2019年春季学期期末统一考试

商务英语 3 试题

2019年7月

注 意 事 项

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

二、仔细读懂题目的说明,并按题目要求答题。答案一定要写在答题纸指定的位置上,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列对话,并将答案序号写在答题纸上。

1. — By the way, what do you want me to do there?

— _____

- A. Take it easy. I'll be there on time.
- B. Thank you for doing me such a favor.
- C. You have to give a presentation on what our products are.

2. — We would like to place an order for some of your C&Z desk units.

— _____

- A. Great! We keep a large supply in stock.
- B. Excellent! Delivery dates depend on your location.
- C. Of course, we recommend payment by letter of credit.

3. — Hello, this is Steven Smith. Nice to hear your voice again.

— Hi, Mr. Smith. _____

- A. Do you know the coverage of your freight forwarding business?
- B. You've got to tell me the coverage of your freight forwarding business.
- C. I would like to know about the coverage of your freight forwarding business.

4. — _____

— They refer to the royalties, including patent right, copy right, trademark right, and so on.

- A. What about the tax base?
- B. How about the tax rate?
- C. What are intangible assets?

5. — Then, what kind of music are you going to have in the background?

— _____

- A. This is obviously too heavy. People won't be able to carry it.
- B. We'd better use light ones. They make the audience feel comfortable.
- C. Our main goal is to establish our brand name among our target audience.

二、词汇语法(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. I can't attend the meeting in Washington next week so I _____ you as the most able substitute.

A. had proposed

B. proposed

C. have proposed

7. The relationship you have with a person _____ the kind of language you use.

A. determines

B. decides

C. arranges

8. When people in your team know where they fit in the big picture, they're more likely _____ to complete the task.

A. to be motivated

B. being motivated

C. to motivate

9. This is Ben, the one responsible for those _____ sales figures you have seen.

A. outgoing

B. outshining

C. outstanding

10. Please just fill in this form with your name and address _____ capital letters.

A. with

B. in

C. at

11. Online banking refers to banking activities that _____ over the Internet on a secure website.

A. are carried out

B. carry out

C. will be carried out

12. With the RMB account you can _____ and deposit RMB cash directly.

A. extend

B. withdraw

C. complete

13. _____ you go to visit a new customer to negotiate a sale, you should find out as much as you can about them.

A. Soon after

B. While

C. Before

14. In my opinion, if we _____ some new products for young people, we'll have a bigger market share.

A. come across with

B. come up with

C. come down with

15. Usually, the similar contracts _____ with other consignees are based on 12 months.

A. signed

B. being signed

C. signing

16. Firms hold regular sales conferences _____ their entire sales force can meet, receive information and ask questions about new products and receive training.

A. where

B. that

C. when

17. Modern logistics is more about effective and _____ flow of materials and information.

A. sufficient

B. efficient

C. superficial

18. Without information, a manager will not know what consumers want, how much inventory is _____ and when more products should be produced and shipped.

A. in stock

B. at stock

C. on stock

19. According to law, they refer to transportation, construction, finance, insurance and _____.

A. others

B. the things

C. the like

20. Some of your products are _____. They might find a ready market in my country.

A. special to style

B. unique in design

C. famous as color

三、阅读理解(共计 40 分,每小题 4 分)

21—25 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。

Passage 1

Hard sell and soft sell are important business terms and useful strategies for sales staff to know and understand. Both of them can work. The effect depends on the type of customers and the type of products.

A hard sell is a kind of more direct and forceful sales tactics. The sales person just keeps explaining how good the product is, why people should buy it and even how the prices might increase if the consumer walks off.

A soft sell is a different approach. The sales person tries to build trust with consumers. He doesn't put pressure on them to buy things, just recommending a product and letting the consumers make their own decisions.

An example of soft sell is to distribute free samples to which customers often respond favorably. Businesses can use free samples to build rapport and engage customers in products or services. Recommending products between friends is a little bit like doing soft selling. People don't really care if someone else buys the product. They are just giving their honest opinions and trying to be helpful.

Humor in advertising is also used to attract the consumer's attention and get them interested in the products or services. Customers often resist hard sales tactics, thus making soft-selling much more effective for success.

21. What's the topic and main idea of the passage?

- A. Selling Strategy - Sales Staff.
- B. Sales Staff - What Sales Staff Should Know.
- C. Selling Strategy - Hard Sell and Soft Sell Strategies.

22. Customers often _____ hard sales tactics, thus making soft-selling more effective for success.

- A. resist
- B. oppose
- C. object

23. Examples of soft sell mentioned in the passage include _____.

- A. distributing free samples to customer
- B. recommending products among friends
- C. all the above

24. Making humorous advertisements is one of the approaches companies use to _____.

- A. reduce selling costs
- B. attract people's interests
- C. avoid the shortage of sales staff

25. According to the passage the author indicates that _____.

- A. soft sell is preferred by business companies
- B. hard sell is rarely resisted by customers
- C. soft sell is expensive

26—30 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 2

Online banking refers to banking activities that are carried out over the Internet on a secure website. It developed in the late 1990s and grew more popular over the years since it can make one's financial life much easier to manage.

First, you can use online banking to pay your bills. Most banks have a section in which you set up payees. Fill out the information once, you can simply choose that profile every time you pay a bill online.

Second, online banking allows you to access your account history and transactions from anywhere. It is the quickest way to check and see if a transaction has cleared your account. It also enables you to find out about unauthorized transactions more quickly.

Third, online banking also allows you to transfer money between accounts effectively. It is more convenient than using the automated phone service. When you set up your online banking, be sure that all of your accounts at the bank are listed. This will make it easier to transfer money and make loan payments online.

Obviously, you need to pay special attention to your safety or privacy using online banking. It is important to clear your cookies after each banking session, especially at a public computer. Additionally, make sure that your password is long enough to prevent it from easily being hacked. Never give your online account information to anyone else. Check your credit report regularly. Thus you can protect yourself from identity theft.

26. Online banking refers to banking systems where you can carry out your business over the Internet on any website.

27. Most banks have a section in which you set up your own business.

28. Online banking is the quickest way to check and see if a transaction is done.

29. It is more useful and easier than using the automated phone service.

30. No doubt, you have to keep a special eye on your safety or privacy using online banking.

四、写作(一篇作文,共 20 分)

31. 根据要求写作文。

Write a recommendation letter for Miss Helen Joyce who has been working in your company for 5 years.

You may include the information below:

- her work experience and strengths.
- her character and personality.
- her reasons for leaving the present job, etc.

试卷代号:1380

国家开放大学2019年春季学期期末统一考试

商务英语3 试题答案及评分标准

(供参考)

2019年7月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下列对话,并将答案序号写在答题纸上。

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

二、词汇与结构(共计30分,每小题2分)

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

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

三、阅读理解(共40分,每小题4分)

21—25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。

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

26—30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。

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

四、写作(共20分)

31. 根据要求写作文。

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、语法结构的准确性,语意的连贯性和逻辑性以及应用文的格式要求。

④评分时,如拼写错误较多,书写较差,以至影响交际,将分数降低一个档次。

(2)各档次的给分范围和要求

16—20 分	<ul style="list-style-type: none">● 完全完成了试题规定的任务;● 覆盖所有内容要点;● 语法结构、句型和词汇有变化;● 语法结构和用词准确;● 语意连贯、逻辑性强;● 应用文写作格式规范。
11—15 分	<ul style="list-style-type: none">● 较好地完成了试题规定的任务;● 覆盖所有内容要点;● 句型和词汇有变化;● 语法结构和词汇基本准确,些许错误主要是因为尝试较复杂语法结构或词汇所致;● 语意基本连贯、有一定的逻辑性;● 应用文写作格式较为规范。
6—10 分	<ul style="list-style-type: none">● 基本完成了试题规定的任务;● 覆盖所有内容要点;● 运用语法结构和词汇方面能满足任务的基本要求;● 有一些语法结构或词汇方面的错误,但不影响理解;● 语意连贯性及逻辑性方面存在一定问题;● 应用文写作格式基本规范。

试卷代号:1380

国家开放大学2019年秋季学期期末统一考试

商务英语 3 试题

2020年1月

注 意 事 项

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

二、仔细读懂题目的说明,并按题目要求答题。答案一定要写在答题纸指定的位置上,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列对话,并将答案序号写在答题纸上。

1. — Excuse me, _____

— It stands for strengths, weaknesses, opportunities and threats.

A. how do you know by SWOT?

B. what do you mean by SWOT?

C. what is your meaning by SWOT?

2. — Kathy, I'd like you to meet Maggie Jacobs.

— _____, Maggie. You're doing a great job.

A. I'm pleased to meet you

B. It's great to see you again

C. I'm happy to meet you too

3. — _____

— Well, it is a separate department. But there are two laboratories, one at each production plant.

A. What about the training manager and the human resources manager?

B. What about the board of directors and the chairman?

C. What about the Research and Development Department?

4. — Good afternoon. Can I help you?

— _____

— A deposit account or a current account?

A. Thank you. I'd like to order a checkbook.

B. Sorry, I don't have a bank account at all.

C. Yes, I'd like to open an account.

5. — _____

— Usually, the similar contracts signed with other consignees are based on 12 months.

A. What is the deadline for the construction?

B. How long is your consignment term, normally?

C. What do you think of the paper work for the contract?

二、词汇语法(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. When you sent in your report, you also have to file a report _____ your trip.
- A. which summarize B. summarizing
C. summarize
7. One of the ways to help you stay energized is to engage in a quick conversation with high-energy colleagues because their positive energy may _____ you.
- A. refresh B. affect
C. discourage
8. The organization started with a small number of children _____ ten to twelve.
- A. being aged B. aged
C. aging
9. Often, teams can tackle problems more quickly than _____ you can accomplish on your own.
- A. what B. that
C. which
10. Sometimes a situation will _____ a direct style of management.
- A. call out B. call on
C. call for
11. I have monthly remittances _____ to me from the Canada Embassy and I'd like to have the money paid into an account.
- A. sent B. send
C. being sent
12. One of the advantages of online banking is that it allows you to _____ money between accounts effectively.
- A. deposit B. pay
C. transfer

13. I think our marketing team is _____ and the after-sales service is fast and effective.

A. qualifying

B. qualified

C. being qualified

14. Please find enclosed our brochure and other leaflets _____ our range of services.

A. outlined

B. outline

C. outlining

15. Serving overseas customers may often be done by phones, faxes, letters or emails _____ so many personal visits.

A. instead

B. with

C. without

16. No, not really. It is becoming more important with the _____ economy.

A. ever grown

B. ever to grow

C. ever growing

17. The total cost in logistics in China is still higher than that in many other _____ countries.

A. industrialized

B. individualized

C. imperialized

18. They _____ the royalties, including patent right, proprietary technology, copy right, trademark right, and so on.

A. point to

B. refer to

C. show to

19. If you need other tax registrations in addition to the ABN, you may need to provide _____ information.

A. accidental

B. additional

C. addictive

20. _____ you'd have to tell me how large your order is going to be.

A. I'm nervous

B. I'm worried

C. I'm afraid

三、阅读理解(共计 40 分,每小题 4 分)

21—25 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。

Passage 1

In business, people have to deal in person with all kinds of people. When talking to people within your company who don't speak your language, you may have to use English; these people may be colleagues or co-workers - who may work with you in your own department, in another part of the building or in another branch. And you may also have to deal with people from outside the organization: clients, suppliers, visitors and members of the public. Moreover, these people may be friends or strangers - people of your own age, or people who are younger or older than you.

The relationship you have with a person determines the kind of language you use. For example, it's not appropriate to say 'Hi, how are you!' when meeting the Managing Director of a large company or to say 'Good morning, it's a great pleasure to meet you' when being introduced to a person you'll be working closely with in the same team.

People usually form an impression of you from the way you speak and behave - not just from the way you do your work. People in different countries have different ideas of what sounds friendly, polite or sincere - and of what sounds rude or unfriendly! Good manners in your culture may be considered bad manners in another. Sometimes your body language, gestures and expressions may tell people more about you than the words you use.

21. The topic of the passage is _____.
A. self-image in business situation
B. the importance of appropriate choice of language
C. dealing with people in business
22. The language you use when talking with people in business is decided by _____.
A. your relationship with the particular person
B. yourself
C. your boss

23. People usually form an impression of you from _____.

- A. your way of doing jobs
- B. your language and manners
- C. your facial expressions

24. Good manners in your culture may be considered bad manners in another. Good manners in this statement mean _____.

- A. to behave politely
- B. to behave lovely
- C. to behave aggressively

25. The message of the article is that _____.

- A. dealing with people successfully in business is not easy
- B. clients with different cultural background is most challenging
- C. language plays a very important role in setting up business relationship

26—30 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 2

There are eight traditional functions of marketing:

(1) Buying: A marketer focuses on buyers' needs and desires in order to decide what products to make available. Understanding buyers' behavior is of great importance.

(2) Selling: Marketers usually view selling as a persuasive activity that is completed through promotion. Selling includes personal selling, advertising, and other selling methods. It is probably the function of marketing that we most often see in our daily life.

(3) Transporting: Transporting is physically moving the product from the seller to the buyer. Marketers focus on transporting costs and services.

(4) Storing: Like transporting, storing is an aspect of the physical distribution of products. Storing includes warehousing activities. Warehouses hold products for long periods sometimes in order to create time utility.

(5) Grading: Grading involves sorting products according to size and quality. This makes buying and selling easier because it reduces the need for inspection and sampling.

(6) Financing: For many products, such as automobiles, fridges, and new homes, the purchase is facilitated when the marketer provides credit that makes the purchasing of the product possible.

(7) Marketing research: Through research, marketers may find out the need for new products and services. By gathering information on a regular basis, they can better plan, carry out and control marketing activities.

(8) Risk taking: It involves bearing the uncertainties that are part of the marketing process. Most marketing decisions result in either success or failure that is associated with risk.

26. It is very important to understand buyers' behavior.

27. Marketers usually use different selling methods.

28. Marketers ignore transporting costs and services.

29. Both transporting and storing are the aspects of the physical distribution of products.

30. Marketers provide credit that makes the purchasing of automobiles, bridges, and new homes possible.

四、写作(一篇作文,共 20 分)

31. 根据要求写作文。

You have made an appointment with your client, but failed to keep it. Write a letter of apology to your client according to the information below.

(1) apologize for your failure to keep the appointment;

(2) explain your reason to your client;

(3) express your wish to make another appointment.

试卷代号:1380

国家开放大学2019年秋季学期期末统一考试

商务英语3 试题答案及评分标准

(供参考)

2020年1月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下列对话,并将答案序号写在答题纸上。

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

二、词汇与结构(共计30分,每小题2分)

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

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

三、阅读理解(共40分,每小题4分)

21—25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。

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

26—30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。

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

四、写作(共20分)

31. 根据要求写作文。

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、语法结构的准确性,语意的连贯性和逻辑性以及应用文的格式要求。

④评分时,如拼写错误较多,书写较差,以至影响交际,将分数降低一个档次。

(2)各档次的给分范围和要求

16—20 分	<ul style="list-style-type: none"> ● 完全完成了试题规定的任务; ● 覆盖所有内容要点; ● 语法结构、句型和词汇有变化; ● 语法结构和用词准确; ● 语意连贯、逻辑性强; ● 应用文写作格式规范。
11—15 分	<ul style="list-style-type: none"> ● 较好地完成了试题规定的任务; ● 覆盖所有内容要点; ● 句型和词汇有变化; ● 语法结构和词汇基本准确,些许错误主要是因为尝试较复杂语法结构或词汇所致; ● 语意基本连贯、有一定的逻辑性; ● 应用文写作格式较为规范。
6—10 分	<ul style="list-style-type: none"> ● 基本完成了试题规定的任务; ● 覆盖所有内容要点; ● 运用语法结构和词汇方面能满足任务的基本要求; ● 有一些语法结构或词汇方面的错误,但不影响理解; ● 语意连贯性及逻辑性方面存在一定问题; ● 应用文写作格式基本规范。

试卷代号:1380

国家开放大学2020年春季学期期末统一考试

商务英语3 试题

2020年7月

注 意 事 项

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

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指定的位置上,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列对话,并将答案序号写在答题纸上。

1. — Good morning. _____ Madam?
— Good morning! I need a check to send to my publisher in New York.
A. What can I do for you,
B. What do you want to buy,
C. Why do you come here,
2. — _____
— Thank you. I must say I have a great staff.
A. I'd like you to meet Joe Stevens. He's our sales team head. The Sales Department has more than 50 employees.
B. Please allow me to introduce my colleague to you. She is the Purchasing Manager.
C. It's a pleasure to meet you, Ben. So you're the one responsible for those outstanding sales figures I've seen.
3. — What can I do for you, Madam?
— _____
A. You'd better remit 500 yuan in cash to my son in Beijing University.
B. I'd like to remit 500 yuan in cash to my son in Beijing University.
C. I'd rather remit 500 yuan in cash to my son in Beijing University.
4. — What about the commission?
— _____
A. It's a general practice everywhere else.
B. Of course, I'd give you our lowest quotation.
C. I'm afraid you have to tell me how large your order is going to be.
5. — And could you give me your signature here?
— _____
A. Oh, I don't have my signature with me today.
B. Sorry? I'm afraid I didn't quite catch that.
C. What do you think of my handwriting?

二、词汇语法(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. Whether you leave town for a day or for a week, having something fun you _____ will excite you and stimulate energy.

A. have been looking forward to

B. will look forward to

C. are going to look forward to

7. The majority of your body is _____ water. If you don't hydrate, you're going to feel tired.

A. made up of

B. made of

C. made from

8. They use the money to buy the materials they need to make their product, _____ they then sell.

A. what

B. that

C. which

9. There is the Planning Department — Chow Fung is _____ that.

A. on a charge of

B. in charge of

C. under charge of

10. Online banking developed in the late 1990s and grew more popular over the years since it can make one's financial life much _____ to manage.

A. be easy

B. easier

C. easy

11. Mr. Tanaka has subscribed _____ an English language magazine from the United States.

A. on

B. to

C. at

12. In a soft sell approach, the sales person tries to build trust with consumers by recommending a product and letting the consumers _____ their own decisions.

A. make

B. to make

C. making

13. Ideally a negotiation should be a win-win situation so both you and your customer will probably have to _____ on some points.

A. give in

B. give out

C. give over

14. Telephone selling may use the salespeople's time of "on the road" more _____, but a face-to-face meeting is more effective.

A. promotionally

B. progressively

C. productively

15. I think a bus stop advertisement is a very wise choice to _____ our products.

A. launch

B. promote

C. campaign

16. You see, with the rapid economic growth nowadays in China, the logistics industry _____ greatly.

A. has extracted

B. is to explode

C. is expanding

17. We work closely _____ every large airline like Air China, Air France and American Airlines.

A. with

B. to

C. in

18. You can apply for an AUSkey, which means you can _____ online with us and update your details online.

A. transfer

B. transact

C. transport

19. I'd like 75 units by the end of the month. Could I get an _____ before placing an order?

A. e-commerce

B. evaluation

C. estimate

20. I usually get a commission of about 6% for the imports. It's a general _____ everywhere else.

A. progress

B. pretense

C. practice

三、阅读理解(共计 40 分,每小题 4 分)

21—25 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。

Passage 1

Being an effective manager means knowing when to use the right management style. Some styles, for instance, are more people-oriented, while others tend to focus on a project or product. The management style you select will depend on your people skills and knowledge, available resources (like time and money), desired results, and, of course, the task before you. The common management styles can be summarized into three categories.

The participatory style is the first of its kind. Here, it is critical to give each employee an entire task to complete. If that's not possible, make sure the individual knows and understands his or her part as it relates to the project or task. When people in your team know where they fit in the big picture, they're more likely to be motivated to complete the task.

Following that, we have the directing style. Sometimes a situation will call for a direct style of management. Perhaps a tight deadline looms, or the project involves numerous employees and requires a top-down management approach. Here, a manager answers five questions for the employees: What? Where? How? Why? and When? Let employees know what they need to do, how they're going to do it, and when the questions must be finished.

The last one is the teamwork style. If you want to speed up a project and choose the best process for completing that project, managing by teamwork is the way to go. When you motivate people to pool their knowledge, the results may exceed your expectations. Often, teams can tackle problems more quickly than what you can accomplish on your own. The give-and-take can create a process that you can repeat in other projects.

21. Being an effective manager lies in knowing the right _____.

- A. knowledge
- B. skills
- C. management style

22. Which of the following is NOT mentioned as a focus of different management styles?

- A. People.
- B. Customers.
- C. Project.

23. Which of the following can't be inferred from the passage?

- A. The management style is likely to change because the manager has been replaced.
- B. The management style is likely to change because the desired results have changed.
- C. The management style is likely to change because the available resources have changed.

24. When people in your team know where they fit in the big picture, they are more likely to be _____ to complete the task.

- A. frustrated
- B. reluctant
- C. inspired

25. If you want to speed up a project and choose the best process for completing that project, you can resort to _____.

- A. team work
- B. top-down management
- C. tight deadline

26—30 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 2

Accounting errors will happen from time to time, but many common accounting mistakes can be avoided with proper planning and preparation. Here are the top seven accounting mistakes that should be paid more attention to.

(1) Not knowing your true cash balance: Due to things like automatic payments and bank charges, money that appears in your cash drawer and your checking account may already be spent.

(2) Mistaking profits for cash: When you have a lot of credit sales, your company can post big profits without seeing any cash.

(3) Paying bills too soon: If your vendors give you thirty days to pay them, take it. Unless you get a discount for paying early, paying your bills only when they're due improves your company's cash flow.

(4) Avoiding book-keeping tasks: Not recording and posting transactions regularly leaves you with a mountain of book-keeping to deal with in the end.

(5) Paying accidental dividends: Every time a corporation owner takes money out of his business, it counts as a dividend. That can lead to a bigger personal income-tax bill.

(6) Not keeping personal finances separate from business: Mixing up business and personal money can cause bookkeeping and legal problems.

(7) Setting prices too low: Know your costs before you set product or service prices, or you run the risk of losing money on every sale. A simple break-even analysis can help you set prices at a profitable level.

26. Accounting mistakes are inevitable even with careful handling.

27. With a lot of credit sales, your company may have no cash at hand.

28. It is recommended not to pay bills too soon.

29. Business money and personal money can be mixed up.

30. Try your best to understand your costs before you set prices for your products or services.

四、写作(一篇作文,共 20 分)

31. 根据要求写作文。

Suppose you are Henry. Last month, you bought a Canon digital camera from JD. com and found that the lens didn't work properly. You asked for a new one and found that there were some scratches on the screen when the new camera arrived. You are writing to complain about it:

- describe the problems clearly;
- ask for a replacement of the camera;
- ask for compensation or a 10% discount;
- end the complaint letter.

试卷代号:1380

国家开放大学2020年春季学期期末统一考试

商务英语3 试题答案及评分标准

(供参考)

2020年7月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下列对话,并将答案序号写在答题纸上。

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

二、词汇与结构(共计30分,每小题2分)

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

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

三、阅读理解(共40分,每小题4分)

21—25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。

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

26—30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。

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

四、写作(共20分)

31. 根据要求写作文。

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、语法结构的准确性,语意的连贯性和逻辑性以及应用文的格式要求。

④评分时,如拼写错误较多,书写较差,以至影响交际,将分数降低一个档次。

(2)各档次的给分范围和要求

16—20 分	<ul style="list-style-type: none">● 完全完成了试题规定的任务;● 覆盖所有内容要点;● 语法结构、句型和词汇有变化;● 语法结构和用词准确;● 语意连贯、逻辑性强;● 应用文写作格式规范。
11—15 分	<ul style="list-style-type: none">● 较好地完成了试题规定的任务;● 覆盖所有内容要点;● 句型和词汇有变化;● 语法结构和词汇基本准确,些许错误主要是因为尝试较复杂语法结构或词汇所致;● 语意基本连贯、有一定的逻辑性;● 应用文写作格式较为规范。
6—10 分	<ul style="list-style-type: none">● 基本完成了试题规定的任务;● 覆盖所有内容要点;● 运用语法结构和词汇方面能满足任务的基本要求;● 有一些语法结构或词汇方面的错误,但不影响理解;● 语意连贯性及逻辑性方面存在一定问题;● 应用文写作格式基本规范。

试卷代号:1380

国家开放大学2020年春季学期期末统一考试

商务英语 3 试题

2020年9月

注 意 事 项

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

二、仔细读懂题目的说明,并按题目要求答题。答案一定要写在答题纸指定的位置上,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列对话,并将答案序号写在答题纸上。

1. — _____

— Yes, certainly. We are a medium firm with about two thousand people in two different plants.

- A. Do you have totally nine departments in your company?
- B. Could you tell me how your company is actually organized?
- C. Can you tell me a little more about the four branch offices?

2. — Does modern logistics mean transportation and delivery?

— _____ Modern logistics is more about effective and efficient flow of materials and information.

- A. Yes, you're right.
- B. No, it's not the whole story.
- C. No, you're absolutely wrong.

3. — You are right. How do you analyze our weaknesses?

— _____

- A. I'm afraid we put less emphasis on the overall design.
- B. I tell you we have been working hard on the overall design.
- C. I have to say what we put is excellent in the overall design.

4. — _____

— For individual income tax, it is within the first 7 days.

- A. What do you mean by taxable services?
- B. What is the deadline for tax declaration?
- C. What do you think of the deadline for tax declaration?

5. — _____

— OK. We have 8 major retailers running demonstrations at most branches, and...

- A. Quality is the focus of the ad campaign.
- B. A good advertising campaign will increase our sales.
- C. Let's go over our promotion plans again, shall we?

二、词汇语法(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. I started with my first job in 2010 and I _____ to the position of sales manager in about two years.

A. had been promoted

B. was promoted

C. have promoted

7. My friend Edward will _____ you and give you a copy of products investigation.

A. get in touch

B. communicate

C. contact

8. Are there any other features worth _____ about the organization of the company?

A. mentioning

B. to mention

C. mention

9. Many more young people _____ the organization once it began to teach business skills as part of the school day.

A. took part

B. joined

C. participated

10. So far, Bank of China _____ the qualifications to engage in all-channel individual foreign exchange settlement and sale business,

A. obtain

B. will obtain

C. has obtained

11. When you set up your online banking, be sure _____ all of your accounts at the bank are listed.

A. which

B. when

C. that

12. The newly-designed ad _____ a higher click through rate by the end of next month, I suppose.

A. have brought about

B. will have brought about

C. will bring about

13. Our exhibition team is already _____ setting up for computer shows.
A. at the road B. in the road
C. on the road
14. A good salesperson is good at listening to and taking note of _____ different kinds of people tell him.
A. what B. whether
C. how
15. Mike and Bob are talking about how to make _____ of advertising to promote the products.
A. usage B. use
C. advantage
16. Our worldwide network enables us to offer _____ multi-model services and ensures our clients quality logistics solutions.
A. gradual B. global
C. glamorous
17. An IT system at a personal computer manufacturer may help a manager analyze the information and _____ an action.
A. recommend B. recognize
C. reconstruct
18. The donations are taxable for the transfer of immovable property, but the _____ will be assessed by the tax authority.
A. accounting B. profit
C. turnover
19. Accounting errors will happen from time to time, but many common accounting mistakes _____ with proper planning and preparation.
A. can avoid B. can be avoided
C. can avoid being
20. Trading globally allows us to expand our markets for both goods and services that _____ may not have been available to us.
A. otherwise B. however
C. whereas

三、阅读理解(共计 40 分,每小题 4 分)

21—25 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。

Passage 1

The biggest mistake a workplace leader can make with office culture is failing to devise one at all. How do you know if your office culture is helping, or hurting, your employees, and as a result your bottom line? Designing a thoughtful office culture is so important for a new company. Here are some aspects where a leader should be careful not to make mistakes.

A cohesive (和谐一致的) office culture starts at the top and is built with intention. Facebook's founder projects a laid-back vibe (氛围). That sets the tone for his \$ 200 billion company, where he visits weekly Q and A sessions from his staff, loads up the perks, and courts a young team that closely mirrors his target market, positioning Facebook are especially designed for their wants and needs.

Strict dress code or early start time may seem like an easy way to build professionalism (职业精神) in your workplace, but is there a good reason for it? Strict requirements that work in a law office may erode the work ethic at a hip tech startup. Make sure to back up your rules with reason. For example, at Culture Studio, a T-shirt design and printing company, you'd better believe there's no place for ties. Employees are encouraged to dress down in their brand's merchandise or their competitors'.

Leadership shouldn't abandon culture development there. Good employees tend to be goal-oriented over-achievers, so put your budget on that with team-building activities, contests, and incentives(激励) for the best. Think critically about the ideal employees for your team, what makes the tick, and how you can support them, within and outside of their role in the company's goals.

Setting the tone for your workplace starts with each hire and at every level in the company. At digital marketing firm Mabbly, every hiring decision is made with the company's vision in mind; a creative and young team of approachable (伸手可及的) guides that help clients understand the seemingly mysterious world of public relations in this internet age.

21. What is the main topic of this article?

- A. How to write business emails and memos.
- B. How to design a thoughtful office culture.
- C. How to set rules for employees to follow.

22. The example of Facebook is to show _____.
A. one should built a cohesive office culture on purpose
B. how you can use Q and A sessions from your staff
C. office culture must reflect your own wants and needs
23. It is suggested that one should _____ in the third paragraph.
A. set the tone for one's company
B. drop strict dress code or early start time
C. back up office rules with reason
24. What does "put your budget on that" means in the fourth paragraph?
A. To withdraw the money. B. To pay more attention to it.
C. To invest money and efforts.
25. Mabbly is targeted in _____.
A. helping clients to understand the PR(public relations) world
B. attracting as many investments as possible
C. making a link between selling and buying

26—30 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 2

International trade is the exchange of goods and services between countries. It gives consumers and countries the opportunity to be exposed to goods and services not available in their own countries. Almost every kind of product can be found on the international market; food, clothes, spare parts, oil, jewelry, wine, stocks, currencies and water. Services are also traded; tourism, banking, consulting and transportation. A product that is sold to the global market is an export, and a product that is bought from the global market is an import.

International trade can benefit us a lot. Trading globally allows us to expand our markets for both goods and services that otherwise may not have been available to us. If you walk into a supermarket and are able to buy Indonesian bananas, Brazilian coffee and a bottle of French wine, you are experiencing the effects of international trade.

International trade brings us both advantages and disadvantages. For instance, international trade may also make the world economy easily affected by factors like prices, supply and demand, as well as global events. Political change in Asia, for example, could

result in an increase in the cost of labor, thereby increasing the manufacturing costs for an American sneaker company based in Malaysia, which would then result in an increase in the price that you have to pay to buy the tennis shoes at your local mall. A decrease in the cost of labor, on the other hand, would result in you having to pay less for your new shoes.

26. International trade exchanges goods and services between different countries.

27. Practically speaking, every kind of goods and services can be found on the global market.

28. A product that is bought from the global market is an export.

29. International trade may easily affect world economy.

30. Political change in one country has nothing to do with international trade.

四、写作(一篇作文,共 20 分)

31. 根据要求写作文。

You are Linda. Write a letter to Lily, an important client of your company, inviting her to a New Year celebration for VIP clients. The following information should be included:

- The time for the event
- The place for the event
- The reasons to invite her, etc.

试卷代号:1380

国家开放大学2020年春季学期期末统一考试

商务英语3 试题答案及评分标准

(供参考)

2020年9月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下列对话,并将答案序号写在答题纸上。

1. B 2. B 3. A 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正确选项,并将答案序号写在答题纸上。

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

三、阅读理解(共40分,每小题4分)

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

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

26—30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。

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

四、写作(共20分)

31. 根据要求写作文。

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、语法结构的准确性，语意的连贯性和逻辑性以及应用文的格式要求。

④评分时，如拼写错误较多，书写较差，以至影响交际，将分数降低一个档次。

(2)各档次的给分范围和要求

16—20 分	<ul style="list-style-type: none"> ● 完全完成了试题规定的任务； ● 覆盖所有内容要点； ● 语法结构、句型和词汇有变化； ● 语法结构和用词准确； ● 语意连贯、逻辑性强； ● 应用文写作格式规范。
11—15 分	<ul style="list-style-type: none"> ● 较好地完成了试题规定的任务； ● 覆盖所有内容要点； ● 句型和词汇有变化； ● 语法结构和词汇基本准确，些许错误主要是因为尝试较复杂语法结构或词汇所致； ● 语意基本连贯、有一定的逻辑性； ● 应用文写作格式较为规范。
6—10 分	<ul style="list-style-type: none"> ● 基本完成了试题规定的任务； ● 覆盖所有内容要点； ● 运用语法结构和词汇方面能满足任务的基本要求； ● 有一些语法结构或词汇方面的错误，但不影响理解； ● 语意连贯性及逻辑性方面存在一定问题； ● 应用文写作格式基本规范。

试卷代号:1380

国家开放大学2020年秋季学期期末统一考试

商务英语3 试题

2021年1月

注 意 事 项

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

二、仔细读懂题目的说明,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。

二、词汇语法(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. You can send them gifts _____ your most loyal customers.
A. in reply to B. with regard to
C. in honor of
7. Our bank provides you quick and _____ electronic remittance for individuals.
A. determined B. convenient
C. comfortable
8. You are the right person for the job that _____ your application to the advertisement.
A. relates B. recognizes
C. replies
9. Sometimes your body language, gestures and expressions may tell people _____ about you than the words you use.
A. most B. more
C. much
10. Our new type of treadmill _____ release next month.
A. is due to B. is due for
C. is due
11. We will _____ an order with your company for digital cameras.
A. reserve B. book
C. place
12. A sales department _____ many people who are based in different parts of the country or the world.
A. consists of B. insists on
C. persists in

13. _____ you go to visit a new customer to negotiate a sale, you should find out as much as you can about them.

- A. Soon after
- B. While
- C. Before

14. One of the ways to help you stay _____ is to engage in a quick conversation with high-energy colleagues.

- A. energized
- B. affected
- C. discouraged

15. One of the advantages of online banking is that it allows you to transfer money between accounts _____.

- A. relatively
- B. effectively
- C. emotionally

16. According to law, they refer to transportation, construction, finance, insurance and _____.

- A. others
- B. the things
- C. the like

17. Are there any other features worth _____ about the organization of the company?

- A. mentioning
- B. to mention
- C. mention

18. A good salesperson is good at listening to and taking note of _____ different people tell him.

- A. what
- B. whether
- C. how

19. _____ an effective manager lies in knowing the right management style.

- A. Be
- B. Is
- C. Being

20. An IT system at a personal computer manufacturer may help a manager _____ the information and recommend an action.

A. analyzing

B. analyze

C. to analyze

三、阅读理解(共计 40 分,每小题 4 分)

21-25 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。

Passage 1

Hard sell and soft sell are important business terms and useful strategies for sales staff to know and understand. Both of them can work. The effect depends on the type of customers and the type of products.

A hard sell is a kind of more direct and forceful sales tactics. The sales person just keeps explaining how good the product is, why people should buy it and even how the prices might increase if the consumer walks off.

A soft sell is a different approach. The sales person tries to build trust with consumers. He doesn't put pressure on them to buy things, just recommending a product and letting the consumers make their own decisions.

An example of soft sell is to distribute free samples to which customers often respond favorably. Businesses can use free samples to build rapport and engage customers in products or services. Recommending products between friends is a little bit like doing soft selling. People don't really care if someone else buys the product. They are just giving their honest opinions and trying to be helpful.

Humor in advertising is also used to attract the consumer's attention and get them interested in the products or services. Customers often resist hard sales tactics, thus making soft-selling much more effective for success.

21. Customers often _____ hard sales tactics, thus making soft-selling more effective for success.

A. resist

B. oppose

C. object

22. Examples of soft sell mentioned in the passage include _____.

- A. collecting free samples from customer
- B. recommending products among friends
- C. telling customers that the products are good

23. Making humorous advertisements is one of the approaches companies use to _____.

- A. reduce selling costs
- B. attract people's interests
- C. avoid the shortage of sales staff

24. According to the passage the author indicates that _____.

- A. soft sell is preferred by business companies
- B. hard sell is rarely resisted by customers
- C. soft sell is expensive

25. What's the topic and main idea of the passage? _____

- A. Selling Strategy—Sales Staff
- B. Sales Staff—What Sales Staff Should Know
- C. Selling Strategy—Hard Sell and Soft Sell Strategies

26-30 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 2

International trade is the exchange of goods and services between countries. It gives consumers and countries the opportunity to be exposed to goods and services not available in their own countries. Almost every kind of product can be found on the international market: food, clothes, spare parts, oil, jewelry, wine, stocks, currencies and water. Services are also traded: tourism, banking, consulting and transportation. A product that is sold to the global market is an export, and a product that is bought from the global market is an import.

International trade can benefit us a lot. Trading globally allows us to expand our markets for both goods and services that otherwise may not have been available to us. If you

walk into a supermarket and are able to buy Indonesian bananas, Brazilian coffee and a bottle of French wine, you are experiencing the effects of international trade.

International trade brings us both advantages and disadvantages. For instance, international trade may also make the world economy easily affected by factors like prices, supply and demand, as well as global events. Political change in Asia, for example, could result in an increase in the cost of labor, thereby increasing the manufacturing costs for an American sneaker company based in Malaysia, which would then result in an increase in the price that you have to pay to buy the tennis shoes at your local mall. A decrease in the cost of labor, on the other hand, would result in you having to pay less for your new shoes.

26. International trade exchanges goods and services between different countries and regions.

27. Every kind of goods and services can be found on the global market.

28. A product that is bought from the global market is an export.

29. International trade may easily affect world economy.

30. Political change in one country has nothing to do with international trade.

四、写作(一篇作文,共 20 分)

31. 根据要求写作文。

Write a recommendation letter for Li Hua who has been working in your company for 5 years. You may include the information below:

- his work experience and strengths
- his character and personality
- his reasons for leaving the present job, etc.

试卷代号:1380

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 3 试题答题纸

2021 年 1 月

题 号	一	二	三	四	总 分
分 数					

得 分	评卷人

一、交际用语(共计 10 分,每小题 2 分)

1.
2.
3.
4.
5.

得 分	评卷人

二、词汇语法(共计 30 分,每小题 2 分)

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.
22.
23.
24.
25.
26.
27.
28.
29.
30.

得 分	评卷人

四、写作(一篇作文,共 20 分)

31. 根据要求写作文。

Write a recommendation letter for Li Hua who has been working in your company for 5 years. You may include the information below:

- his work experience and strengths
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- his reasons for leaving the present job, etc.

试卷代号:1380

国家开放大学2020年秋季学期期末统一考试

商务英语3 试题答案及评分标准

(供参考)

2021年1月

一、交际用语(共计10分,每小题2分)

1-5题:选择正确的语句完成下列对话,并将答案序号写在答题纸上。

1. C 2. A 3. A 4. B 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. B 8. A 9. B 10. B
11. C 12. A 13. C 14. A 15. B
16. C 17. A 18. A 19. C 20. B

三、阅读理解(共40分,每小题4分)

21-25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。

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

26-30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。

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

四、写作(共20分)

31. 根据要求写作文。

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、语法结构的准确性,语意的连贯性和逻辑性以及应用文的格式要求。

④评分时,如拼写错误较多,书写较差,以至影响交际,将分数降低一个档次。

(2)各档次的给分范围和要求

16—20 分	<ul style="list-style-type: none">● 完全完成了试题规定的任务;● 覆盖所有内容要点;● 语法结构、句型和词汇有变化;● 语法结构和用词准确;● 语意连贯、逻辑性强;● 应用文写作格式规范。
11—15 分	<ul style="list-style-type: none">● 较好地完成了试题规定的任务;● 覆盖所有内容要点;● 句型和词汇有变化;● 语法结构和词汇基本准确,些许错误主要是因为尝试较复杂语法结构或词汇所致;● 语意基本连贯、有一定的逻辑性;● 应用文写作格式较为规范。
6—10 分	<ul style="list-style-type: none">● 基本完成了试题规定的任务;● 覆盖所有内容要点;● 运用语法结构和词汇方面能满足任务的基本要求;● 有一些语法结构或词汇方面的错误,但不影响理解;● 语意连贯性及逻辑性方面存在一定问题;● 应用文写作格式基本规范。

3—5 分	<ul style="list-style-type: none"> ● 虽尽力但不足以完成试题规定的任务； ● 仅覆盖部分主要内容,或写了一些无关内容； ● 语法结构和词汇运用能力很弱； ● 有许多语法结构或词汇方面的错误,影响了对写作内容的理解； ● 语意不连贯,逻辑性方面问题较大； ● 应用文写作格式不规范。
1—2 分	<ul style="list-style-type: none"> ● 未完成试题规定的任务； ● 句子不完整或无法理解； ● 语法结构或词汇方面错误连篇,影响对写作内容的理解；语言运用能力差； ● 语意不清,毫无逻辑； ● 应用文写作格式不规范。
0 分	<ul style="list-style-type: none"> ● 未答题,或虽作答但不知所云。