**交际用语(69)-**

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

B. various

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

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

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

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

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

-->(There are many rich people in this areA.)

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

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

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

B. in

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

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

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

B.Yes, you need.

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

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

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

A.using

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

-->(what do you mean by that?)

12、**—Great! Maybe from now on, I should try to**

**buy goods online.** C.Why not? Go ahead.

13、—Hi, Wang Li, is that you? Long time no

see.—（）.

-->(Yes, it’s been ages. It’s nice to see you here.)

14、**— you for a long time. Hi, Wang Ping, is that you? Haven't seen**

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

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

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

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

-->(She is an assistant auditor and works in the Auditing Department.)

17、**—How can people avoid food contamination nowadays?**

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

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

-->(C. That sounds good, but l\' d like to know how much time it will take.)

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

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

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

-->(Thank you for your interest in representing our product. )

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

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

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

B.I suppose a Free of Particular Average Policy.

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

-->(Well, our department deals with all kinds of consultant service.)

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

-->(I’m sorry to say the shipment didn’t turn out to be satisfactory.)

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

B. the most popular

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

C. What does taxable income refer to?

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

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

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

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

29、—is there any time requirement for registration?

—（）.

-->(C. Certainly. We shou1d register within 30 days after we receive our

business license.)

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

B. audience

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

B. taking place

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

B. lt's true. l' m sorry about that.

33、**—It will take at least three weeks.**

B.How soon will you finish our TV commercial?

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

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

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

-->(B.l suppose a Free of Particular Average Policy.)

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

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

37、—Morning, Daniel. Today I’d like to discuss

the promotional events of our products—（）.

-->(Ok. I think we should draw up a thorough plan, first.)

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

B.The issue is a shortage of weight.

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

-->(Yes, you must.)

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

A. pursue

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

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

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

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

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

B.which

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

C. be closed down

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

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

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

C. universally

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

-->(I need some information on the advertising rates of your magazines.)

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

-->(I somewhat agree with you, but not completely.)

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

-->(I’m very familiar with the market there.)

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

-->(But 15 tons of goods can’t simply disappear into thin air.)

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

C. unless you have

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

A. enclose

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

A.expanding

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

C.have undertaken

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

-->(It’s not complicated. Just fill in a form and sign it.)

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

->(A. A healthy diet should contain all the

essential nutrients.)

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

A.rate

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

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

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

-->(Because those food manufacturers only focus on making money.)

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

C.What do you mean by that?

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

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

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

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

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

C.What does taxable income refer to?

64、**—（）.—Certainly.We should register within**

**30 days after we receive our business license.**

A.is there any time requirement for registration?

65、—（）— It’s not bad. I have worked in this bank for two years and I love my current job.

-->(How is everything going?)

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

C. How soon will you finish our TV commercial?

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

B. Which edition would you like your

advertisement to appear in?

68、**一 How can people avoid food contamination nowadays?一（）.**

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

69、**一 You want to know about the value added tax, don't you? —（）.**

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

**词汇与语法(107)-**

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

B. depending on

2、**A company can advertise in various ways, how much it wishes to spend.**

B. depending on

3、**A good advertising program tells potential customers .**

A.why they need the product

4、A good advertising program tells potential customers （）.

-->(A. why they need the product)

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

-->(nutrients)

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

C. may

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

A. is needed

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

C. competitors

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

C. by

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

-->(B.using)

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

C. more important

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

C. confidentîal

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

B.as much

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

B. because

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

A. is

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

-->(in)

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

C .respectively

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

C.accounted for

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

A.in

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

B. directly

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

-->(with)

22、**His fallure（）not working hard enough.**

A.reauked in

23、**I have just （）some American dollars into Renminbi Yuan.**

B.changed

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

-->(changed)

25、**I know personal selling is also a very effective tool for building buyers ‘confidence.**

B.up

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

-->(up)

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

B.building up

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

A.for

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

-->(C. are satisfied)

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

C.will entitle

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

B. are en ti tled

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

B. are entitled

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

B. to be discussed

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

C.relations

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

B. necessityn

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

A. making...known

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

A. trustworthy

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

-->(C. because)

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

B. personal

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

A.deposit

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

C.for checking

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

-->(written up)

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

-->(deal in)

44、Mobile banking functions nearly （）telephone

banking.

-->(the same as)

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

B. pursue

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

-->(A. has been opened up)

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

C. the fanciest

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

-->(to)

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

B. that is not limited

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

B.to provide

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

B.speedy

52、**Our advertising rates are size and location.**

C.based on

53、Our advertising rates are （） size and

location.

-->(C. based on)

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

C. which

55、**Our current agent agreements are broken up regions.**

C.into

56、**Our current agent agreements are（）regions.**

C. broken into

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

A.has really been pushed

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

B. deposit

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

A. relevant

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

A. as well as

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

-->(takes up)

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

C. which

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

-->(but also)

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

B.count on

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

-->(C.professionally)

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

B.has been professionally edited

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

B.fill in

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

-->(most of)

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

B.get

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

-->(A. remains )

71、**The sandbags stopped her property from（）.**

C. being flooded

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

C.could

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

-->(to)

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

C.profitable

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

-->(that)

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

B.environmental

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

B. that

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

C.provided by

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

A. in

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

B.gun

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

B. hammer out

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

A. interactive

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

-->(B. Inform)

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

B. unless you have

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

-->(enclose)

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

-->(B. enclose)

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

B.only if

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

A. started

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

B.enclose

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

c. coincidence

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

C. rate

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

C.coincidence

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

-->(has been collected)

94、**Who（）the inspection certificate?**

B. issues

95、**You can deliver the goods by train or by**

**ship.**

C.either

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

-->(which)

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

B.from

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

-->(from)

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

A.in this regard

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

-->(B. in)

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

-->(The higher, the more)

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

C.Defining

103、**（）, our customer was very happy with the quality of service.**

C. Needless to say

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

-->(No matter what)

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

A. To make it

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

C.The higher,the more

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

A.in

**阅读理解（单选）(10)-**

1、**Bob:We've undertaken so many changes over**

**the past few months. l' d like to know how things**

**are shaping up.**

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

21. How is the company doing currently?

-->B.

Rather well.

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

-->C. Economies of scale.

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

-->C. The company' s uniqueness.

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

-->A. Social media.

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

-->B. It has consulted some consultants.

2、**Business Ethics**

Nowadays, more and more attention is being paid to

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

-->C.Business ethics.

27.What is the influence of losing integrity?

-->A.Hinder social development.

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

-->B.Lots of people know its importance but some

still don't honor it.

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

-->B.Manufacturers ‘immoral

behaviors do little harm to consumers.

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

-->A.Critical.

3、**Electronic banking has radically changed the way customers**

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

-->A.banks

27.Which seems to have most functions? .

-->C.online banking

28.Which of the following is NOT true in the

passage?

-->A.Online banking password should be as short as possible.

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

-->C.password

30.The passage is mainly about .

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

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

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

-->C.Whey went to a bank to check it.

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

-->B.4.

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

-->C.conduct electronic funds transfer

29.Mobile banking provides（）online banking.

-->A.more services than

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

-->C.We can set longer password to make it difficult for hackers.

5、**Far East: Logistical Solution**

June 1, 2016

Dear Mr. Anderson,

We appreciate very much the cooperation you have

always extended to us. I provide more information

below about our company and the services we offer

for your reference.

26. Lin Hanxue thanks Mr. Anderson().

-->C. for their joint work

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

-->B. is flexible , adaptable and innovative

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

-->C. to stop her property from being flooded

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

-->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

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

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

-->C.Business ethics.

2.What is the influence of losing integrity?

-->A. Hinder social development.

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

-->B.Lots of people know its importance but some still don’t honor it.

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

-->B.Manufacture’s immoral behaviors do little harm to consumers.

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

-->A. Critical.

7、**Personal Income Tax Rate**

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

-->C. 3%

27. Tax rate for income over 85000 is（）

-->B. the same

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

-->A. greatly

29. Taxes contribute to （） and the country.

-->B. public services

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

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

8、**Product Advertising**

Product advertising is an important part of marketing.

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

-->C. Designing and organizing advertisements for customers.

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

--> B. their advertising budget

28. A good advertising program can tell people .

-->A. how they can benefit from using the product

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

-->A. Product advertising

30. Corporate advertising aims to build up the companygeneral ・

-->C. image and reputation

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

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

——>C. 3%

27. Tax rate for income over 85000 is .

——>B. the same

28. Countries depend on tax for their revenue.

——>A. greatly

29. Taxes contribute to and the country.

——>B. pu blic services

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

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

10、**With the introduction of the Internet, there**

**came many changes to the way a company**

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

-->A. The Internet

2.What does virtually mean in Paragraph One?

-->B.By means of a computer.

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

-->C.Increasing trust between traders and buyers.

4.What problems are still outstanding in online shopping?

-->B.Credit card fraud on the Internet.

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

-->C.Undoubtedly the era of e-commerce has arrived.

**阅读理解（判断）(9)-**

1、**Business Ethics**

Nowadays,more and more attention is being paid to

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

-->T

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

-->T

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

-->F

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

-->F

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

-->F

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

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

（F）

22. Amazon. com.. Ebay and Taobao are a11

famous e-.commerce sites a11 over the world.（F）

23. You can compare the prices , features and

shipping conveniences offered from several sites if

shopping online.（T）

24. There is so much to choose from online shops

so it costs our tinle to rnake comparlsons.（T）

25. Kevin believes onlîne shopping offers us more

convenience.（T）

3、**Dear Sir or Madam**

We have received an order for US $ 3, 200,000 worth of goods from Delta Co. ,

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

-->F

22. The letter is written to a reference bank.

-->T

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

-->T

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

-->F

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

reply

-->F

4、**Marketing is the part of your business where**

**money is made.In order to succeed in business,**

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

-->F

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

--> T

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

--> T

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

--> T

5.Profitable sales volume is as important as the maximum sales volume.

-->F

5、**Online advertising is the means of selling a product on the Internet.**

26.A.activity

27.A.prefer

28. C.Besides

29.A.on

30. B.whose

6、**Online Shopping**

Daniel is interested in Kevin' s new mobile ρ hone

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

22. Amazon. com.. Ebay and Taobao are a11 famous e-.commerce sites a11 over the world（F）

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

24. There is so much to choose from online shops so it costs our tinle to rnake comparlsons .（T）

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

7、**Product advertising is an important part of**

**marketing.**

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

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

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

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

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

8、**Shipping Advice**

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

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

-->T

22. The shipper of the consignment is Li Huahua.

-->F

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

-->F

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

-->F

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

-->T

9、**The Functions of Money**

What is money? Anything which performs the

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

22.Money provides a convenient standard used for comparison, showing the value of othergoods.( T)

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

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

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

**翻译题(54)-**

1、**15 tons of goods can’t simply disappear into thin air.**

A.15 吨的货物不可能凭空消失。

2、**A good advertising program tells potential customers the benefits derived from the use of products.**

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。

3、**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从产品使

用中能有哪些受益。

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

B.事实上，我一直考虑网上购物已有很长时间了。

5、**As we all know, tax makes up a great part of our country’s revenue.**

C.众所周知，我们国家的财政收入很大一部分来

自税收。

6、**Attracting customers to a business makes the difference between succeeding and failing.**

能否吸引客户对企业产生兴趣，决定了经营的成 败。

7、**Attracting customers to a business makes the difference between succeeding and failing.**

A.能否吸引顾客，是成功还是失败的区别。

8、**But pricing is based on the needs of target customers and it differs from place to place andovertime.**

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。

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

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？

10、**Could you please confirm that they have sufficient funds to cover thisamount of order?**

A．能请您确认—下，他们有足够的资金支付这 个数量的订单吗？

11、**Events resulting from a 1055 of trust are beíng seen now and then and they affect society**

**in many unfortunate ways.**

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。

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

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。

13、**For the seller ,the hεst terms would be full payment in cash at the tirne of sale.**

B.对于卖方来说，最好的付款方式是销售时全额 现金支付。

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

对于卖方来说，最好的付款方式是销售时全额现 金支付。

15、**Having been a player in the computer industry in China for the last decade, our company has witnessed firsthand the industry’s phenomenal growth.**

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

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

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。

17、**I would like to inform you that the following consignment has been shipped.**

A.我谨通知贵公司，下列货物已装运。

18、**If customers are satisfied, there is a chance that they will be retained for a long time and possibly permanently.**

C.如果满足了客户，就有机会长期保留他们，成 为永久客户。

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

C.然而，如果你愿意，你仍然可以用老旧方式来

报税，而且也不用花一分钱。

20、**In order to suoceed in business,the following two principles of marketing should be kept in mind.**

C．为了在商业上取得成功，以下两条营销原则 应该牢记在心。

21、**In short，paying tax is our responsibility to society.**

C.总之，纳税是我们对社会的责任。

22、**Increasingly, online marketing is no longer just an option.It is a necessity.**

A.网络营销愈来愈不再只是一个选择。它是一种 必然。

23、**It is important to protect your personal**

**information when banking online.**

B.进行网上银行操作时，保护好你的个人信息非

常重要

24、**It shows that money has been lent or borrowed, invested or passed from one account toanother.**

B.它表明钱已借出或借入、已投资或从一个账户 转到另一个账户。

25、**Many people know the importance of business ethics，but still some people don’t keep to it.**

C.许多人知道商业道德的重要性，但仍有一些人 不遵守它。

26、**Needless to say our customers was very**

**happy with the quality of service.**

C.不用说，客户非常满意我们的服务质量。

27、**OK, then please cover both War Risks and WPA for us.**

B.好的，那么请为我们办理战争险和水渍险。

28、**Online marketing saves time and can be delivered anytime, anywhere.**

C.在线营销节约时间，可以随时随地传输信息。

29、**Online shops give us the opportunity to shop 24/7.**

C.网上商店为我们提供了一周 7 天、一天 24 小 时地全天候购物机会。

30、**Opinion advertising presents the impression of doing a public service by addressing the importance of a company.**

C.舆论广告通过强调公司在公共服务中的重要 性来展示公司形象。

31、**Our advertising agency wil1 just have to come up with a theme for the advertisement by tomorrow.**

B.明天之前我们广告公司将会推出广告的主题。

32、**Our advertising rates are based on size and location.**

B.我们的广告收费是基于版面大小和位置来决 定的。

33、**People can’t bear this kind of behavior and the businesses responsible must be closed down immediately.**

C.人们无法容忍这类行为，相关责任企业必须立

即关闭。

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

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。

35、**Product advertising aims at increasing sales by making a product known to a wider audience.**A.产品广告旨在通过广泛宣传其产品来提高销

售。

36、**So let's meet each other half 叩 way and compromise on a 10 % reduction in price on the consìgnment.**

A. 那么我们各让一半，运货价减少 10%吧。

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

A.食品生产商只沉迷于赚钱，结果经常置商业道 德于不顾。

38、**The manager hastened to point out that his products were far superior to others.**

A.经理急忙指出，他的产品比其他的要好得多。

39、**The money transfers from your account to another within a second when you click OK on the computer screen.**

C.当你在电脑屏幕上点击确定时，你账户的钱马 上就会转到另一个帐户。

40、**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。

41、**The re-inspection should be completed within a month of the arrival of the goods.**

应在一月内到货并完成对货物的重新检查。

42、**The rush to buy from online shops has demonstrated a growing consumer acceptance of online marketing.**

B.消费者的网购热潮说明越来越多的消费者接 受网络营销。

43、**The tax rates are divided into 7 brackets.**

B.税率可以分为 7 个等级。

44、**There is a difference of 5 million dollars**

**between this year' s sales and last year' s.**

C. 今年和去年的销售额相差 5 百万美元。

45、**These services include accepting deposits,**

**making loans, paying or charging interest,**

**transferring and investing money.**

B.这些服务包括接受存款、发放贷款、支付或收

取利息、转让和投资资金。

46、**We have to hammer out these details by the**

**isth of this month at the latest.**

A．我们最迟要在本月 is 号之前敲定这些细节。

47、**We won't entertain your claim unless you**

**have the inspection certification from the**

**Commodity Inspection Bureau.**

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。

48、**We won't entertain your claim unless you**

**have the inspection certification from the**

**Commodity Inspection Bureau.**

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。

49、**When data has been collected, it has to be**

**analyzed to decide what it all means.**

先进行数据收集，然后分析，再决定这些数据的

含义。

50、**You can handle more than one account at the**

**same time, dealing with money at will.**

B.你可以同时操作不止一个账户，任意处理你的

款项。

51、**You can use either your own designers or a**

**team of designers in our agency.**

B.您可以采用您自己的设计师，或者采用我们公

司的设计团队。

52、**You no longer need to spend much time**

**lining up at a bank to do your transactions.**

你再也不需要花很多时间在银行排队进行交易。

53、**You no longer need to spend much time**

**lining up at a bank to do your transactions.**

C. 你再也不需要花很多时间在银行排队进行交

易。

54、**You should be confident with our**

**products,which enjoys a high prestige among the**

**COnSUlllerS.**

B．您应该对我们的产品有信心，我们的产品广

受消费者好评。

一、交际用语（ 每小题 2 分，共 10 分）

1~ 5 题：选择正确的语句完成下列对话 ，并将答案序号写在答题纸上。

1.-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?

参考答案：

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 ，井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. commumcat10n

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 mto 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

参考答案：

6.A

11.C

16.A

7.C

12.A

17.B

8.A

13.B

18.B

9.B

14.C

19.C

10.B

15.B

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。

**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 X 40'STD CTNR

Weight (Kilos): 3214. O KGS

Container No. : CE500001

Seal No. : ST2111111

P. 0. 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.（T/F）21. T

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

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

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

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

参考答案：

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正确答案，井将答案序号 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

参考答案：

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

A.采集数据后要进行数据分析，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.定价是基千目标客户需求的，它不同于地点，随着时间的推移。

B.定价是基千目标客户需求的，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。

参考答案：

31. C 32. C 33. B 31.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.-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 f r 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.

5.一 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?

参考答案：

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 ，井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

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

A.contacts B. friends C. relations

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

A.setting up B. building up C. bringing up

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

A.deposit B. devote C. demand

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

A.practical B. professional C. profitable

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

A.consciousness B. awareness C. broadness

13.Consumption and investment, meanwhile, 4. 5 and 1. 2 percentage pomts of first-quarter growth respectively.

A.applied for B. appealed to C. accounted for

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

A.which B. that C. what

15.We'll accept the goods the resu1ts from the two inspect1ons are identical.

A.if only B. only if C. even if

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

A.to fill in B. fill in C. filling in

17.We are dissatisfied with the services your bank.

A.provided that B. to provide for C. provided by

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

A.in B. with C.out

19. our income is, tax we should pay.

A.The highest, the most B. Higher, more

C. The higher, the more

20.The finished product is comparable to one that .

A.has really been pushed B.has been professionally edited

C.did really push

参考答案：

6. C

11. C

16. B

7. B

12. B

17. C

8. C

13. C

18. A

9. B

14. A

19. C

10. A

15. B

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。

**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. （T/F）

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

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

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

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

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

参考答案：

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正确答案，井将答案序号 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. Whey 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 b lances.

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

参考答案：

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.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千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息，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。

参考答案：

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

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

一、交际用语（ 每小题 2 分，共 10 分）

1~ 5 题：选择正确的语句完成下列对话 ，并将答案序号写在答题纸上。

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

－

A.Yes, you must. B. Yes, you need. C. Yes, you may.

2. - How about you, friend, Li Yan? Does she wo,k in the same depa<tment with you?

－

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

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

C. She is line, 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.

参考答案：

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

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 ，井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 foe the shipment?

A.rate B. value C. take

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 ace short-sighted

A.sustainable B. environmental C. social

11.His failure not working hard enough.

A.ressulted in B. benefited from C. acted on

12.We acr 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 lo, 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）

参考答案：

6.B

11.A

16.C

7.A

12.B

17.B

8.A

13. C

18. C

9.B

11.C

19.A

10.B

15.B

20.A

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. 21. F

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

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

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

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

参考答案：

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正确答案，井将答案序号 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.

参考答案：

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

四、翻译（ 每小题 4 分，共 20 分）

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

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

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人、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。

参考答案：

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

**形考任务**

课程名称：商务英语2 作业1

课程编号：04010

**词汇与结构**

1、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

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

A、incidence B、accident C、coincidence

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

A、making …to making…known B、making …to  know

C、to make…  knowing

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

A、entitle B、are entitled C、will entitle

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

A、on B、in C、from

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

A、neither B、both  C、either

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

A、for B、to C、as

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

A、fire B、gun C、sea

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

A、In  B、with C、into

10、Our advertising rates are           size and location.

A、depended on B、put on C、based on

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

A、contacts B、friends C、relations

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

A、earn B、get C、take

13、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

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

A、if only B、only if C、even if

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

A、trustworthy B、confidential C、ethics

参考答案：

1-5 ACABB 6-10 CABCC 11-15 CABBA

**情景交际**

1、——

——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?

2、——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.

3、——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.

4、——

——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?

5、——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.

参考答案：

1-5 BCCAB

**阅读理解单选题**

Far East： Logistical Solution

June 1, 2016

Dear Mr. Anderson,

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

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 cur services.

Thank you for your attention.

Yours sincerely,

Lin Hanxue (Ms.)

Logistics Officer

1.1、Lin Hanxue thanks Mr. Anderson ——————————————

A、for his kindness

B、to get more help

C、for their joint work

1.2、Far East is a specialist logistics service provider which——————

A、works at night

B、is flexible, adaptable and innovative

C、provides information

1.3、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

1.4、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

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

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

B、their customers are very happy with the quality of service

C、an example of their latest actions

参考答案：

1-5 CBCCA

**阅读理解判断题**

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

根据短文内容判断给出的语句是否正确，

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 X 40 ’ STD CTNR

Weight (Kilos): 3214.0 KGS

Container No. : CE500001

Seal No. : ST21U111

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

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

正确错误

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

正确错误

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

正确错误

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

正确错误

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

正确错误

参考答案：

1-5 对错错错对

**翻译题**

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

A、我们最迟要在本月15号之前敲定这些细节。

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。

2、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。

3、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。

4、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。

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

A、事实上，很久以前我就已经考虑过网上购物了。

B、事实上，我一直考虑网上购物已有很长时间了。

C、事实上，我正在考虑长时间网上购物。

参考答案：

1-5 ACCBB

课程名称：商务英语2 作业2

课程编号：04010

**词汇与结构**

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

A、has really been pushed B、has really pushed C、did really push

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

A、in this regard B、in this way C、in this method

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

A、neither B、both  C、either

4、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

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

A、setting up B、building up C、bringing up

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

A、persuade B、pursue C、prepare

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

A、in  B、with C、out

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

A、award B、availability C、awareness

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

A、In  B、with C、into

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

A、consciousness B、awareness C、broadness

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

A、on B、in C、from

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

competitors.

A、with B、for C、by

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

A、deposit B、devote C、demand

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

A、been changed B、changed C、been changing

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

A、if only B、only if C、even if

参考答案：

1-5 AACAB 6-10 BACCB 11-15 BCABB

**情景交际**

1、——

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

A、is there any time requirement for registration?

B、How long will you receive your business license?

C、is 30 days enough for you to send the goods to us?

2、——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.

3、——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.

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、——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.

参考答案：

1-5 ABCCA

**阅读理解单选题**

Far East： Logistical Solution

June 1, 2016

Dear Mr. Anderson,

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

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 cur services.

Thank you for your attention.

Yours sincerely,

Lin Hanxue (Ms.)

Logistics Officer

1.1、Lin Hanxue thanks Mr. Anderson ——————————————

A、for his kindness

B、to get more help

C、for their joint work

1.2、Far East is a specialist logistics service provider which——————

A、works at night

B、is flexible, adaptable and innovative

C、provides information

1.3、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

1.4、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

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

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

B、their customers are very happy with the quality of service

C、an example of their latest actions

参考答案：

1-5 CBCCA

**阅读理解判断题**

1、根据短文内容判断给出的语句是否正确，

Shipping Advice

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 X 40 ’ STD CTNR

Weight (Kilos): 3214.0 KGS

Container No. : CE500001

Seal No. : ST21U111

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

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

正确错误

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

正确错误

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

正确错误

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

正确错误

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

正确错误

参考答案：

1-5 对错错错对

**翻译题**

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

A、我们最迟要在本月15号之前敲定这些细节。

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。

2、 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。

3、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。

4、 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。

5、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。

参考答案：

1-5 ABCCC

课程名称：商务英语2 作业3

课程编号：04010

词汇与结构

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

A、Had to B、dared C、could

2、The finished product is comparable to one that .

A、 has really been pushed B、has been professionally edited

C、did really push

3、Consumption and investment, meanwhile, accounted for 4. 5 and 1. 2 percentage points of first-quarter growth \_\_\_\_\_\_\_\_\_\_.

A、respectfully B、respectively C、respectably

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

A、earn B、get C、take

5、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

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

A、fire B、gun C、 sea

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

A、trustworthy B、confidential C、mysterious

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

A、remains B、keeps C、contains

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

A、award B、availability C、awareness

10、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

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

A、encircle B、enclose C、enrich

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

A、interactive B、international C、intellectual

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

A、ratio B、value C、rate

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

A、how far B、how long C、how much

15、our income is, tax we should pay.

A、The highest, the most B、Higher, more C、The higher, the more

参考答案：

1-5 CBBAA 6-10 BAACC 11-15 BACCC

情景交际

1、——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.

2、——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.

3、——\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_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?

4、 You mentioned the term “online banking”just now. I don’t quite get it. \_\_\_\_\_\_\_\_\_\_.

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

A、 What do you learn about the term?

B、Why do you mention the word?

C、What do you mean by that?

5、——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.

参考答案：

1-5 ABCCC

阅读理解单选题

三、阅读理解

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

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

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.

1.1、How is the company doing currently?

A、Rather badly.

B、Rather well.

C、Moderately well.

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

A、New marketing schemes.

B、Wide range of activities.

C、Economies of scale.

1.3、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.

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

A、Social media.

B、Sportswear.

C、Marketing chain.

1.5、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.

参考答案：

1-5 BCCAB

阅读理解判断题

1、根据短文内容判断给出的语句是否正确

Business Ethics

Nowadays, more and more attention is being paid to "business ethics”. But what does it mean? What is the importance o? 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 businesss seriously influencing social development.

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

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

正确错误

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

正确错误

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

正确错误

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

正确错误

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

正确错误

参考答案：

1-5 对对错错错

翻译题

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

A、 能请您确认一下，他们有足够的资金支付这个数量的订单吗？

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？

2、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息，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.

3、 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。

4、 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。

5、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。

参考答案：

1-5 ABCCC

课程名称：商务英语2 作业4

课程编号：04010

词汇与结构

1、A company can advertise in various ways, \_\_\_how much it wishes to spend.

A、resulting from B、depending on C、looking after

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

A、neither B、both C、either

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

A、 to fill in B、fill in C、 filling in

4、 One of the basic functions of a bank is services related to the storing and management o? money.

A、provide B、 to provide C、provided

5、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

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

A、for B、to C、as

7、35. We'll accept the goods the results from the two inspections are identical.

A、 if only B、 only if C、even if

8、I have just some American dollars into Renminbi Yuan.

A、been changed B、 changed C、been changing

9、 The finished product is comparable to one that has been edited.

A、profitably B、probably C、professionally

10、Consumption and investment, meanwhile, accounted for 4. 5 and 1. 2 percentage points of first-quarter growth \_\_\_\_\_\_\_\_\_\_.

A、respectfully B、respectively C、respectably

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

A、has really been pushed B、has really pushed C、did really push

12、I know personal selling is also a very effective tool \_\_\_building buyers' confidence.

A、for…to B、for…. Up C、to…with

13、The Smart Color Laser Copier 200 \_\_\_\_\_\_\_\_do a lot for your business.

A、Had to B、dared C、could

14、 The sandbags stopped her property from .

A、to be flooding B、being flooded C、being flooding

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

A、consciousness B、 awareness C、broadness

参考答案：

1-5 BCABC 6-10 ABBCB 11-15 ABCBB

情景交际

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、 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、——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.

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、——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?

参考答案：

1-5 BCCBA

阅读理解单选题

1、阅读短文，从A、B、C三个选项中选出一个正确答案。

Product Advertising

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

1.1、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.

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

A、their product quality

B、their advertising budget

C、customers' likes and dislikes

1.3、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

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

A、Product advertising

B、Successful advertising

C、Corporate advertising

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

A、sales volume

B、positive qualities

C、image and reputation

参考答案：

1-5 CBAAC

阅读理解判断题

1、根据短文内容判断给出的语句是否正确

Business Ethics

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

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

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正确错误

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

正确错误

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

正确错误

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

正确错误

参考答案：

1-5 对对错错错

翻译题

1、 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。

2、 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。

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

A、 能请您确认一下，他们有足够的资金支付这个数量的订单吗？

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？

4、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。

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

A、事实上，很久以前我就已经考虑过网上购物了。

B、事实上，我一直考虑网上购物已有很长时间了。

C、事实上，我正在考虑长时间网上购物。

参考答案：

1-5 BCACB