**一、交际用语（共计10分．每小题2分）**

**1一5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。**

1．一 ．

一According to law , they refer to transportation , construction , finance , insurance

and the like .

A . Do you know taxable services ?

B . How do you like taxable services ?

C . What do you mean by taxable services ?

2．一Good morning . FarEast Logistics Company . \_ .

一Good rnorning . This 15 Maggie Bonner . 1 would like to know your freight

forwarding business .

A . May 1 help you ? B . What do you want ?

C . Who 15 that calling ?

3．一We would like to place an order for some of yourC乙2 desk units .

A . Certainly , we keep a large supply in stock

B . Delivery dates depend onyour location

C . We recommend payment by letter of credit

4．一1 think a bus stop advertisement 15 a very wise chance to promote our products .

A . Our products are popular . B . You said it .

C . 1 don ' t like advertisement .

5．一Then , what kind of music are you going to have in the background ?

A . This 15 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 15 to establish our brand name among our target audience .

**二、词汇语法（共计30分，每小题2分）**

**6一20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 toB , 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 iob 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 . 15 due to B . 15 due for

C . 15 due

1 1 . 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 diffe : ent parts of the

country or the world .

A . consists of B . inslsts on

C . persists in

1091

13 you 90 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 15 to engage in a quick conversation with

high--energy colleagues .

A . energized B . affected

C . discouraged

15 . One of the advantages of online banking 15 that it allows you to transfer money

between accounts

A . relatively

C . emotionally

B . effectively

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 15 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 . 15

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）**

**21一25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。**

**Passagel**

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 15 a kind of more direct and forceful sales tactics . The sales personjustkeeps

explaining how good the product 15 , why people should buy it and even howthe prices might

increase if the consumer walks off .

A soft sell 15 a different approach . The sales person tries to build trust with consumers·

He doesn ' t put pressure on them to buy things , iust recommending a product and Ietting the

consumers make their own decisions .

An example of soft sell 15 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 15 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 15 also used to attract the consumer ' 5 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一selling more effective

for success ,

A . resist B . oppose C . obiect

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 15 one of the approaches companies use to

A . reduce selling costs B . attract people , 5 interests

C . avoid the shortage of sales staff

24 . According to the passage the author indicates that \_ .

A . soft sell 15 preferred by business companies

B . hard sell 15 rarely resisted by customers

C . soft sell 15 expensive

25 . What , 5 the topic and main idea of the passage ? \_

A . Selling Strategy一Sales Staff

B . Sales Staff一What Sales Staff Should Know

C . Selling Strategy一Hard Sell and Soft Sell Strategies

**26一30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。**PassageZ

International trade 15 the exchange of goods and services between count : ies . It gives consumers and countries the opportunity to be exposed to goods and services not availabe in their own countries . Almost every kind of product can be found on the international market :food , clothes , spare parts , 011 , jewelry , wine , stocks , currencies and water . Services are also traded : tourism , banking , consulting and transportation . A product that 15 sold to the global market 15 an export , and a product that 15 bought from the global market 15 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 bottleof French wine , you are experiencing the effects of international trade .

International trade brings us both advantages and disadvantages . For instance ,internationa工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 , couldresult 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 Iabor , 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 andreg10ns· **T**

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

28 . A product that 15 bought from the global market 15 an export . **F**

29 . International trade may easily affect world economy . **T**

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

**四、写作（一篇作文，共20分）**

**31．根据要求写作文。**

Writc 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 .

(1）评分原则

①本题总分为20分，按6个档次给分。

1098②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。

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

一、交际用语（共计10分，每小题2分）

1一5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。

1.一Good morning . Madam ?

一Good morning ! 1 need a check to send to my publisher in New York .

A . What can 1 do for you ,

B . What do you want to buy ,

c . why do you come here ,

2．一

一Thank you . 1 must say 1 have a great staff .

A . 1 ' d like you to meet Joe Stevens . He ' 5 our sales team head . The Sales

Department has more than 50 employees .

B . Please allow me to introduce my colleague to you . She 15 the Purchasing

Manager .

C . It ' 5 a pleasure to meet you , Ben . 50 you ' re the one responsible for those

outstanding sales figuresl ' ve seen .

3．一What can 1 do for you , Madam ?

A . You ' d better remit 500 yuan in cash to my son in Beiiing 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 .

4．一What about the commission ?

A . It ' 5 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 15 going to be .

5．一And could you give me your signature here ?

A . Oh , 1 don ' t have my signature with me today .

B . Sorry ? I ' m afraid 1 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）

6一20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 15 \_ water . If you don夕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 15 the Planning Department一Chow Fung 15 \_ that .

A . on a charge of B . in charge of

C . under charge of

10 . Online banking developed in the late 19905 and grew more popular over the years 5 ince it can make one ' 5 financial life much \_ to manage .

A . be easy B . easier C . easy

1 1 . 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一win situation 50 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 ' 5 time of"on the road , , more but a face一to一face meeting 15 more effective .

A . promotionally B . progressively C . productively

15 . 1 think a bus stop advertisement 15 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 . 15 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 . 1 ' d like 75 units by the end of the month . Could 1 get an \_ before placing an order ?

A . e一commerce B . evaluation C . estimate

20 . 1 usually get a commission of about6%for the imports . It ' 5 a general \_ everywhere else .

A . progress B . pretense C . practice

三、阅读理解（共计40分，每小题4分）

21一25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一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 15 the first of its kind . Here , it 15 critical to give each employee an entire task to complete . If that ' 5 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 , orthe project involves numerous employees and requires a top一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 15 the teamwork style . If you want to speed up a project and choose the best process for completing that project , managing by teamwork 15 the way to 90 . 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一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 15 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 15 likely to change because the manager has been replaced .

B . The management style 15 likely to change because the desired r ' esults have changed .

C . The management style 15 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 to complete the task . likely to(c)

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一down management C . tight deadline

26一30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 .

(l)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 ' 5 cash flow .

(4)Avoiding book一keeping tasks : Not recording and posting transactions regularly

leaves you with a mountain of book一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一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一even analysis can help you set prices at a profitable level .

26 . Accounting mistakes are inevitable even with careful handling .**( F ）**

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

28 . It 15 recommended not to pay bills too soon .**( T ）**

29 . Business money and personal money can be mixed up .**( F ）**

30 . Try your best to understand your costs before you set prices for your products or SerVICeS .**( T ）**

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。ompensation or a 10% discount ;

. end the complaint letter

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

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

一、交际用语（共计10分，每小题2分）

1一5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。

1．一Excuse me ,

一It stands for strengths , weaknesses , opportunities and threats .

A . how do you know by SWOT ?

B . what do you mean by SWOT ?

C . what 15 your meaning by SWOT ?

2．一Kathy , I ' d like you to meet Maggie Jacobs .

一 ，Maggie . You ' re doing a great iob .

A . I’m pleased to meet you

B , It ' 5 great to see you again

C . I ' m happy to meet you too

3．一

一Well , it 15 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 ?

4，一Good afternoon . Can 1 help you ?

一A deposit account or a current account ?

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

B . Sorry , 1 don ' t have a bank account at all .

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

5. ---

一Usually , the similar contracts signed with other consignees are based On 12

months

A . What 15 the deadline for the construction ?

B . Howlongisyourconsignmentterm , normally ?

C . Whatdoyouthinkofthepaperworkforthecontract ?

二、词汇语法《共计30分．每小题2分）

6一20题：阅读下面的句子，从A、B、C三个选项中选出一个能坟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 15 to engage in a quick conversation with high一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 yollr 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

1 1 . 1 have monthly remittances \_ to me from the Canada Embassy andl ' 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 15 that it allows you to \_ money between accounts effectively .

A . deposit

B . pay

C . transfer

13 . 1 think our marketing team 15 and the after一sales SerVICe 15 fastand effective .

A . qualifying C being qualified

B . 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 50 many personal visits .

A . instead

B . with

C . without

16 . No , not really . It 15 becoming more important with the eC0nomy·

A . ever grown

B , ever to grow

C . ever growing

17 . The total cost in logistics in China 15 still higher than that in many other CollntrleS .

A . industrialized

B . individualized

C . imperialized

18 . They \_ the royalties , including patent right , proprietary technology , copy right , trademark right , and 50 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 15 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）

21一25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 speakyour language , you may have to use English ; these people may be colleagues or co一workers一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一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 ' 5 not appropriate to say ' Hi , how are you ! ' when meeting the Managing Director of a large company or to say ' Good morning , it ' 5 a great pleasure to meet you ' when being introduced to a person you ' 11 be working closely with in the same team .

People usually form an impression of you from the way you speak and behave一not iust from the way you do your work . People in different countries have different ideas of what sounds friendly , polite or sincere一and of what sounds rude or unfriendly ! Goodmanners 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 15

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 businessi , decided by \_ .

A . your relationship with the particular person

B . yourself

C . your boss

109123 . 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 15 that \_ .

A . dealing with people successfully in business 15 not easy

B . clients with different cultural background 15 most challenging

C . language plays a very important role in setting up business relationship

26一30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 inorder to decide what products to make available . Understanding buyers ' behavior 15 of great importance .

(2)Selling : Marketers usually view selling as a persuasive activity that 15 completed through promotion . Selling includes personal selling , advertising , and other selling methods . It 15 probably the function of marketing that we most often see in our daily life .

(3)Transporting : Transporting 15 physically moving the product from the seller to the buyer . Marketers focus on transporting costs and services .

(4)Storing : Like transporting , storing 15 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 15 facilitated when the marketer provides credit that makes the purchasing of the productpossible .

(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 15 associated with risk .

26 . It 15 very important to understand buyers ' behavior . **T**

27 . Marketers usually use different selling methods . **T**

28 . Marketers ignore transporting costs and services . **F**

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

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

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

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。

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

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.--Bytheway,whatdoyouwantmetodothere?

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 ltter of credit.

3.一Hello, this is Steven Smith. Nice to hear your voice egain.

- 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.1 would like to know about the coverage of your freight forwarding business.

4.-They refer to the royaltie, including patent right, copy right, trademark righ and so on.

A. What about the tax base?

B. How about the tax rate?

C. What are intangible assets?

5.一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:阅读下面的旬子,从A、B、C三个选项中选出一个能填入空自处的最佳选项,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

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 lttle 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 adertisements 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“p" ,并将答案写在答题纸上。

Passage 2

Onine banking refers to banking activities that are crried out over the Internet on a secure website. It developed in the late 19909s 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 blls., 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 alows you to aces your account history and transactions from anywhere. It is the quickest way to check and see if a transaction has cleared your account. It is also enables you to find out about unauthorized transactions more quickly.

Third, online banking also alows you to transfer money between accounts electively.It is more convenient than using the automated phone servce. When you set up your online banking, be sure that all of your acounts 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**.F**

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

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

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

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

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.

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。

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。

评分时,如拼写错误较多,书写较差,以至影响交际,将分数降低-一个档次。

试卷代号：1380

**国家开放大学2018年秋季学期期末统一考试**

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

三、用蓝、黑圆珠笔或钢笔答题，使用铅笔答题无效。

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. 1 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.

2.一What can I do for you, Madam?

— 500 yuan in cash to my son in Beiing University.

A. You’ d better remit

B. I'd like to remit

C. I'd rather remit

3.一 ？

- 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

4.一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 specifie 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 filing 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 is 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 rachievers, 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 built a cohesive office culture on purpose

B. how you can use Q and A sessions from your staff

C. office culture must reflct 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. Adinally, make sure that your password is long enough to prevent it from esily being hacked. Never give your online acount informatin to anyone else. Check your credit report regularly. Thus you can protect yourself from identity theft.

26. Online banking relers to banking systems where you can carry out your business over the Internet on any website.（F）

1. Most banks have a section in which you set up your own business.（F）

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

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

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

范文：

Hello, customer service. I'm Simon. A few days ago, after buying Sony digital camera in Amazon, the screen was scratched after receiving it. It can be an old camera, or damaged in transit. I asked for a brand-new camera, and I paid back the shipping costs. Thank you.

试卷代号：1380

**国家开放大学2018年春季学期期末统一考试**

**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。

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

三、用蓝、黑圆珠笔或钢笔答题，使用铅笔答题无效。

-、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。

1.一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

2.一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

3.一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

1. 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 1 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 sucessful 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, Bejing 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 21" 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 21\* 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.

1. It is very important to understand buyers' behavior.（T）

27. Marketers usually use different selling methods.（T）

1. Marketers ignore transporting costs and services.（F）

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

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

范文：

Dear David:It would give us great pleasure to have your presence at the opening ceremony for a new factory. scheduled for 2017.11.20, at the factory.Your presence would contribute greatly to the success of the ceremony. please let me know as soon as possible if you can come.Your sincerelySusan

试卷代号：1380

**国家开放大学2017年秋季学期期末统一考试**

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

三、用蓝、黑圆珠笔或钢笔答题，使用铅笔答题无效。

-、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?

2.一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

3.一May I suggest the sales start on or about October 1?

—

A. What do you mean?

B. I like sales.

C. Great

4.一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.1 don't like advertisement.

5.一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自处的正确选项,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

13. That is the reason we've lost so many customers.

A. why

B. that

C. Which

1. I plan to use the media mix to reach our

A. target market

B. free market

C. stock market

15. I'll the exchange rate and service charge and then type up the check

for you,

A. make up

B. figure out .

C. carry out

16. We have in most major cities in China.

A. subsides

B. subsidiaries

C. Submits

17. you have said is very important to us.

A. What

B. That

C. W hose

18. It means you can online with us.

A. translate

B. transport

C. Transact

19. Moreover, reservations by credit card four weeks guarantee availability of the room size required.

A. in advance

B. at advance

C. on advance

20，Our terms of payment are normally 30-day bill of exchange, documents payment.

A. against

B. for

C. in

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 custoners 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 alies 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

1. 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 bookeeping 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.（F）

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

28. It is recommended not to pay bills too soon.（T）

29. Business money and personal money can be mixed up.（F）

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

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 eficiently, excellent rapport with people of

all ages

●Reason for leaving: personal reasons

试卷代号：1380

**国家开放大学2017年春季学期期末统一考试**

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

三、用蓝、黑圆珠笔或钢笔答题，使用铅笔答题无效。

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. 1'rn going to do a brief about my latest work and performance.

B. Sure，Mr. Marx. Thanks for giving me this opportunity.1 started as a clerk in this company ...

C. Sorry，Mr. Marx. but I don't like my boss at all. 1 think he is toa serious and critical.

2.一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

3.一 You are right. How do you analyze our weaknesses?

— we put less emphasis on the overall design.

A. 1’rm afraid

B. l tell you

C. 1 see

4.— ?

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

1. Could I get an estimate before placing an order
2. 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)

6一20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 advertiscment.

A. relaters. .. with. ..

B.relates.. .for. . .

C relates.. . to...

7. Before 1 came to America，I as an executive secretary with a trading company for one year in Britain.

A. arm 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

1. If you’re ready，we can go to meet some of our key

A. personal

B. personnel

c. Person

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

A. which

B. what

C. that

12. You can get the goods to your door so quickly nowadays.

A. deliver

B. delivering

C. Delivered

13. So 1 have a number of other up my sleeve, as well.

A. tricks

B. strict

C. Trace

14. The only thing 1 have is this bill the publisher' s name and address

it.

A. with... on

B. by...in

C. in...on .

15. Too many debts in日company easily bankruptcy.

A. result from

B. result on

C. result in

16. If the case reaches the criminal limit, the taxpayer my be accused criminal responsibilities.

A. at

B. on

C. Of

17. The manager asked me I could finish my work before the weekend.

A. what

B. whether

C. Which

18. Businesses can use free samples to build rapport and customers products or services.

A. engage... in...

B. engage... to...

C. engage... for...

19，That can lead a bigger personal income-tax bill,

A. to

B. on

C. in

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 bu!k 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 currentiy the host to new negotiations, under the‘Dohs Development Agenda' launched in 2001. .

Where countries have fsced trade barriers and wanted them lowered, the negotiations have helped to open markets for trade, But the WTO is not just about opening markets, snd in snme circumstances its rules support maintaining trade barriers 一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 privileges. Over three-quarters of WTO members are developing countries and countries in transition to market economies. The WTO agreements give them transition petiods to adjust to the more unfamiliar and, perhaps, difficult WTO provisions.

21. What is N0T the duties of the WTO?

A. Helping its members to conduct business.

B. Dealing with the rules of trade bet ween nations.

C. Providing goods and services to its members.

22. Everything the WTO does is the result of

A. discussing between organizations

B. making rules by legal authorities

C. movements and revolutions

23. Which of the following is NOT the function of the WTO's rules?

A. To help companies open markets for trade.

B. To remove all the commercial restrictions.

C. To maintain trade barriers for protection.

1. of WTO members are developing countries and alike.

A. More than 75%

B. About a half

C. Less than 30%

25. This article mainly

A. discuss the strength and weakness of WTO

B. introduce the concept and functions of WTO

C. compare WTO with other intcrnational organizations

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

Headhunters or executive search firms specialize in finding the right person for the right job. When a company wishes to recruit a new person for an important position, it may use 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 nay already have a lit of people with the appropriate skills for the job. If this is not the case, then it may act as a consultent，advising or even organizing tests and simulations to evaluate candidates' behavior in order to select

the most competent person for the job.

1. The passage mainly talks about the increased business of headhunters.(F)
2. Companies may use the services of an executive search firm to recruit new employees.(T)
3. Employers prefer to use headhunters because the services are quick.(F)
4. Search firms often have their own talent pool or human resource bank.(T)
5. Headhunters also provide services like advertisement and candidate evaluation.(T)

四、写作(一籍作文,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

apolngy to your client according to the information below.

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

(2)explain your reason to your client;

(3)express your wish to make another appointment.

**形考任务**

**形考任务(单元自测1至8)试题**及答案

[题目]一Why did you choose our company?

—

[答案] Sorry， I didn't catch that. Would you say it again?

[题目]一Can you show me the schedule?

—

[答案] Sure, a tight schedule as usual

[题日]一But what do you want me to do there?

—

[答案] You have to give a presentation on what our products are.

[题目]一Morning, Maggie. Could you talk briefly about your career development?

—

[答案] Thanks for giving me this opportunity. I started as a clerk in the...

[题目]一You need to pay a visit to our important customers from\_ Chamberlain Automat ion Systems

Company in Washington.

[答案] Sorry， can you repeat the name of the company?

[题目] \_a vacation is always a good way to get relaxation and refreshment.

[答案] Taking .

[题目]Before I came to America, I \_as an executive secretary with a trading company

for one year in Britain.

[答案] had worked

[题目]Good manners may be varied cul tural backgrounds.

[答案] due to

[题目]I led and a sales team of 20 people.

[答案] motivated

[题目]I was devising sales strategies and targets for the West Region.

[答案] responsible fo

[题目]Is possible to take a 10-minute break during the meet ing tomorrow morning?

[答案] it

[题目]Sometimes your body language， gestures and expressions may tell people about you than the words you use.

[答案] more

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

[答案] get you going

[题目]When talking to people within your company don’t speak your language，you may

have to use English.

[答案] who

[题目]You are the right person for the job that your application the advertisement.

[答案] relates... to...

二、阅读理解

阅读下面的文章，根据文章内容给题目选择正确的答案。(每题10分)

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' 11 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.

题目6: The topic of the passage is .

[答案]dealing with people in business .

题目7: The language you use when talking with people in business is decided by

[答案] your relationship with the particular person

题目8: People usually form an impression of you from

[答案] your language and manners

题目9: Good manners in your culture may be considered bad manners in another.\_ Good manners\_

in this statement mean

[答案] to behave politely

题目10: The message of the article is that

[答案] dealing with people successfully in business is not easy

**单元自测2 试题**及答案

题目顺序是随机的，使用查找功能(Ctr1+F) 进行搜索

[题目]

—Thank you. I must say I have a great staff.

[答案] It's a pleasure to meet you, Ben. So you're the one responsible for those outstanding

sales figures I've seen.

[题目]

—We are headquartered in Shanghai.

[答案] Where are your headquarters?

[题目]

一Well, it is a separate department. But there are two laboratories, one at each production plant.

[答案] What about the Research and Development Department?

[题目]

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

[答案] Could you tell me how your company is actually organized?

[题目]—Kathy, I'd like you to meet Maggie Jacobs.

— Maggie. You' re doing a great job.

[答案] I'm pleased to meet you

[题日]Being an manager means knowing when to use the right management style.

[答案] effective

[题日]Finally，they return the to the people who bought shares in the company.

[答案] profits

[题日]I didn't know you a previous supplier.

[答案] were

[题目]Sometimes a situation will a direct style of management.

[答案] call for

[题目]They over at great length the matter of how to increase the sale of your products

last night.

[答案] talked

[题日]What we do if the company cut down on ad3?

[答案] shall

[题目]You just send the faulty product back to them and they it free of charge.

[答案] will replace

[题日]Young people can learn how entrepreneurship works by their own companies.

[答案] operating

[题目]Your T shirts found a ready market in the eastern part of our country 2014.

[答案] in

阅读下面的文章，根据文章内容给题目选择正确的答案。(每题10分)

THREE EFFECTIVE MANAGEMENT STYLES

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 w1ll depend on your people ski1ls 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.

1. Being an effective manager lies in knowing the right {A; B; C}

[答案] C. management style

2. Which of the following is NOT mentioned as a focus of different management styles? {A;3; c}

[答案] B. Customers.

3， Which of the following can' t be inferred from the passage? {A; B; C}

[答案] A. The management style is likely to change because the manager has been replaced.

4. When people in your team know where they fit in the big picture， they are more likely to

be to complete the task. {A; B; Cl

[答案] C. inspired

5. If you want to speed up a project and choose the best process for completing that project,

you can resort to\_ {A; B; C}

[答案] A. team work

阅读下面的文章，根据文章内容判断文章后的句子是正确(T)还是错误(F)。 (每题10分）

LEARNING BUSINESS SKILLS THROUGH JUNIOR ACHIEVEMENT

Junior Achievement is an international movement to educate young people about business

and economics for the purpose of helping them prepare to succeed in a world economy. 11 The

organization is the largest of its kind.

Junior Achievement has gone through different stages in its development. 12 It was started

by two business leaders, Horace Moses and Theodore Vail, and Senator Murray Crane in 1919 in

Springfield, Massachusetts. The organization started with a small number of children aged ten

to twelve. For more than 50 years, Junior Achievement programs met after school as a group

of business clubs. But in 1975，Junior Achievement began to offer classes during school hours.

Many more young people joined the organization once it began to teach business skills as part

of the school day. In 2004， Junior Achievement Worldwide was formed.

The Junior Achievement programs teach about businesses, how they are organized, and how

products are made and sold. 13 The programs also teach about the American and world economies

and business operations. Young people can learn how entrepreneurship works by operating their

own companies. For instance， the students develop a product and sell shares in their company.

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

Finally，they return the profits to the people who bought shares in the company. It is reported

that in the United States alone, there are more than 22, 000 places that hold Junior Achievement

events currently. According to Junior Achievement， about 287, 000 volunteers support its

programs around the world.

1. This passage is about Junior Achievement，an international movement to educate young

people about businesses and economics. { [答案] T }

1. Junior Achievement was started by two business leaders in Massachusetts. { [答案] F}

3. Classes during school hours have been available in Junior Achievement for more than 60 years. { L答案」F}

4.Junior Achievement has been worldwide since 1919. { [答案] F}

5. Volunteers of Junior Achievement teach about the American and world economies and business operations. { [答案] T }

**单元自测3 试题**及答案

题目顺序是随机的，使用查找功能(Ctr1+F) 进行搜索

[题目]Additionally, make sure that your password is long enough to easily being hacked.

[答案] prevent it from

[题目]I'll the exchange rate and service charge and then type up the check for you.

[答案] figure out

[题日]In addition, you are required to the Bank your Social Security Number and

two valid identification documents.

[答案] provide —w1th

[题目]In order to make proper reservations， will you send your acceptance to the attention

of the General Office a week before that day?

[答案] no later than

[题目]Most banks have a section you set up payees.

[答案] in which

[题目]The bank grand door faces south is Bank of China.

[答案] whose

[题目]The only thing I have is this bill the publisher' s name and address\_\_\_\_\_ it.

[答案] with--on

[题目]This is the best business program has been accomplished this year.

[答案] that

[题目]This will make easier to transfer money and make loan payments online.

[答案] it

[题目]You can send them gifts your best clients.

[答案] in honor of

二、翻译(每题10分)

1.It is important to clear your cookies after each banking session, especially at a public

computer. {A; B; C}

[答案]A.重要的是在每次银行交易业务结束后，要清除你的上网痕迹，尤共是在公共电脑上。

2. For further information， you can call at the bank’s customer service hotline 12345 to

extens1on 3124，or pay a vIs1t to www.bocusa. com. [A; B; C]

[答案]C.要了解更多信息，你可以拨打银行客服热线12345转分机3124,或者访问www.bocusa.com网站去查询。

3.0nline banking refers to banking activities that are carried out over the Internet on a secure website. {A; B; C}

[答案]A. 网上银行是指通过互联网在安全的网站上实现的银行业务活动。

4. Thus you can protect yourself from identity theft. {A; B; C}

[答案]B. 这样，你就可以保护自己，避免身份被盗用。

5. You can inform your bank of your account number so that your money can be transferred directly. {A，B; C}

[答案]A.你可以把你的账号告知银行，以便你的钱直接转账。

二、阅读理解(每题10分)

CHOOSE THE BEST ITEM T0 COMPLETE THE DIALOG.

—Jenny comes to a bank to open an account. A clerk comes up to help her.

A. THEN PLEASE JUST FILL IN THIS FORM WITH YOUR NAME AND ADDRESS IN CAPITAL LETTERS.

B. I' M AFRAID I DIDN' T QUITE CATCH THAT.

C. I' D LIKE T0 OPEN AN ACCOUNT.

D. THEN YOU’ D BETTER OPEN A CURRENT ACCOUNT.

E. WE' LL CONTACT YOU AS S0ON AS IT COMES.

Clerk: Good afternoon. Can I help you?

Jenny: Yes,{ [答案]A

Clerk: A deposit account or a current account?

Jenny: Er, I' m not sure. You see，I have monthly remittances sent to me from the Canada Embassy

and I' d like to have the money paid into an account.

Clerk:{ [答案]A } The bank will give you a check book and you can take money out when you need

it.

Jenny: Fine. What do I have to do?

Clerk: Do you have any form of ID?

Jenny: Will my passport do?

Clerk: Sure. { [答案]A }

Jenny: No problem... It’s done.

Clerk: And could you give me your signature here?

Jenny: Sorry? {[答案]A }

Clerk: Please sign your name in the blank space below.

Jenny: I see. Now here you are.

Clerk: Thank you. It wi1l take a few days for your check book to arrive. ([答案]A } You can .

inform your embassy of your account number so that your money can be transferred directly.

Jenny: Thank you very much.

**单元自测4 试题及**答案

题目顺序是随机的，使用查找功能(Ctrl+F) 进行搜索

[题目]\_\_\_\_your price be competitive and date of shipment acceptable, we intend to place a large order with you.

[答案] Should

[题目]An example of soft sell is to distribute free samples customers often respond favorably.

[答案] to which

[题目]Businesses can use free samples to build rapport and customers products or services.

[答案] engage....to...

[题目]Moreover, reservations by credit card four weeks guarantee availability of the room size required.

[答案] in advance

[题目]0ur new type of treadmill release next month.

[答案] is due for

[题目]She is the CEO of Roston Sport Accessories I told you.

[答案] about whom .

[题目]So I have a number of other up my sleeve, as well.

[答案] tricks

[题目]The newly-designed ad brought about a higher click through rate by the end of next month.

[答案] will have

[题目]We sell insurance cover, the you pay will depend on the cover you require.

[答案] charge

[题目]We will have flown for 13 hours by the time we to New York.

[答案] will get

阅读下面的文章，根据文章内容给题目选择正确的答案。

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 1s 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.

1. What's the topic and main idea of the passage? {A; B; C}

[答案]C. Selling Strategy - Hard Sell and Soft Sell Strategies

1. Customers often hard sales tactics, thus making soft - selling more effective for success. {A; B; C}

[答案]A. resist

3. Examples of soft sell mentioned in the passage include {A; B; C}

[答案]B. recommending products among friends

4. Making humorous advertisements is one of the approaches companies use to {A;b;c}

[答案]B. arouse people' s interests

5. According to the passage, {A; B; C}

[答案]C. soft sell is preferred by business companies

阅读下面的文章，根据文章内容判断文章后的句子是正确(T)还是错误(F)。 .

The marketing mix consists of ‘the four Ps ’: providing the customer with the right product

at the right price, presented in the most attractive promotion and available in the easiest

place. The product is not just an assembled set of components: it is something customers buy

to satisfy a need they feel they have. The image and the design of the product are a8 important

as its specifications. Then the product must be priced so that it competes effectively with

rival products in the same market. In addition, the product should be presented to customers

through advertising (e. g. TV commercials, newspaper advertisements or posters), packing (e. g.

design, labels， materials)， publicity, public relation and personal selling. Finally， the

product must be available to customers through the most cost effective channels of distribution.

A consumer product must be offered to end-users in suitable retail outlets, or available on

hire purchase or by mail order.

1. The author of the article intends to explain to us what the marketing mix is.{ [答案]T }

1. Customers’ satisfaction matters greatly to a product. { [答案]T }
2. The price of a product must be exactly the same as rival products in the same market. {[答案]F}
3. To make your product known to the public， advertising is the only consideration you need to take into account. { [答 案]F}
4. A product can reach customers, according to the text, through retail outlets, hire purchase,mail order and online sales. { [答案]F}

**单元自测5 试题及答案**

题目顺序是随机的，使用查找功能(Ctrl+F) 进行搜索

. [题目]一What kind of music are you going to have in the background?

一Light ones.

[答案] It makes the audience feel comfortable.

[题目]一I think a bus stop advertisement is a very wise chance to promote our products.

—

[答案] You said it.

[题日]They have signed the to export textiles.

[答案] contract

[题日]We usually keep a large supply stock.

[答案] a1

[题日]We will an order with your company for digital cameras.

[答案] place

[题目]一What is your opinion for promotion of our products?

[答案] Why don’t we try the online ads for our products?

[题目]一Hello! ？

- Hello， this is Michael from Tianjin Vanguard Trading Ine.

[答案] Who is that?

[题目]They are talking about how to make use of advertising to the products.

[答案] promote .

[题目]一May I suggest the sales start on or about 0ctober 1?

[答案] Great. We can start to prepare for the big event.

[题目]Too many debts in a company easily bankruptcy.

[答案] result in

二、翻译(每题10分)

1. Based on that, we' l1 decide whether to run full-page ads. {A: B: C}

[答案]A.以此为基础，我们再决定是否运作整版广告。

2. A sales department consists of many people who are based in different parts of the country or the world. {A; B; C}

[答案]C.销售部由很多工作在全国乃至世界各地的人员组成。

3. I look forward to hearing from you by return. {A; B; C}

[答案]A.期待能得到您的回信。

4. Although successful salespeople often have special talents and an outgoing personality,

the skills they employ are used by us all. {A; B; C}

[答案]B.虽然成功人士通常拥有特殊天赋和开朗性格，但是他们运用的技能也被我们所用。

5. Export companies often have a separate export sales force, whose travel and accommodat ion

expenses may be very high. {A; B; C}

[答案]C.出口公司通常拥有专门的出口营销人员，其差旅费可能会很高。

二、阅读理解(每题10分)

阅读下面的文章，根据文章内容判断文章后的句子是正确(T) 还是错误(F)。 .

There are eight traditional functions of marketing:

1. [答案]T

2. [答案]T

3. [答案]F

4. [答案]T

5. [答案]T

**单元自测6 试题及答案:**

题目顺序是随机的，使用查找功能(Ctr1+F)进行搜索

[题目]-Hello，this is Steven Smith. Nice to hear your voice again. .

- -Hi， Mr. Smith.

[答案] I would like to know about the coverage of your freight forwarding business.

[题日]一Don' t hesitate to click on our website when you need us.

— Thank you.

[答案] Sure, I will .

[题目]

一We offer special services such as personal belongings, express, holiday pick up and delivery

services and s0 on.

[答案] What kind of special services do you offer?

[题目]一-Good morning. Far East Logistics Company.

-Good morning. This is Maggie Bonner. I would like to know more about your products.

[答案] May I help you?

[题目]That is the reason we've lost so many customers.

[答案] why

[题目]The manager asked me I could finish my work before the weekend.

[答案] whether

[题目]The total cost in logistics in China is still higher than in many other industrialized countries.

[答案] that

[题目]We work closely every large airline like Air China, Air France and American Airlines.

[答案] with

[题目]You can get the goods to your door so quickly nowadays.

[答案] delivered

[题目]一-Does modern logistics mean transportation and delivery?

[答案] No，it's not the whole story

二、翻译(每题10分)

1. After a commercial transaction is done, logistics will carry out the transfer of goods from the seller to the buyer for the lowest cost and in the most effective manner. {A; B; C}

[答案]B.在完成商业交易后，物流将以最低成本和最有效的方式将商品从卖方运输到买方。

2. Goods are often in stagnation during the transfer process, which is called the storage of logistics. {A; B; C}

[答案]A. 商品在流转过程中往往有处于停滞状态的时候，这被称为物流存储。

3. Sometimes the distribution processing changes the packages of the goods. {A; B; C}

[答案]C.有时，配送加工会改变商品的包装形态。

4. Information is important because it provides the facts that supply chain managers use to make decisions. {A; B; C}

[答案]B.信息很重要，因为它提供了供应链管理者用以决策的事实。

1. 信息很重要，因为供应链管理者可以利用它提供信息进行决策。

5. With the rapid economic growth in China， the logistics industry is expanding greatly. {A;B; C}

[答案]A.随着中国经济的快速发展，物流行业也极大发展。

二、阅读理解(每题10分)

阅读下面的文章，根据文章内容判断文章后的句子是正确(T)还是错误(F)。

FUNCTIONS 0F LOGISTICS

Logistics is the physical flow process of goods from the point of origin to the point of

consumption concerning transportation, warehousing and storage, loading and unloading, goods

handling, packing, distribution processing delivery and information management. For example,

after a commercial transaction is done，logistics will carry out the transfer of goods from

the seller to the buyer for the lowest cost and in the most effective manner. During the transfer

process, logistics facilities, equipment (carriers)， administration of information and

standardization are needed.

Logistics has three major functions. Firstly, it creates time value. The same goods can :

be valued differently at different times. Goods are often in stagnation during the transfer

process, which is called the storage of logistics. Secondly， it creates location value. The

same goods can be valued differently at different locations. The value added during the transfer

process is the location value of logistics. Thirdly, it creates distribution processing value.

Sometimes the distribution processing changes the packages of the goods. That is, during this

stage, it cuts large packages of goods into smaller parts, which creates added value for goods.

1. Logistics is the physical flow process of goods from the seller to the buyer. {[答案]T }

2. Administrat1on of Information and standard1zat1on are needed during the transfer process.{[答案]T }

3.Storage creates the location value for goods. {[答案 ]F}

4.The same goods can be valued differently at different times and locations. [[答案]T }

5.Large packages of goods should always be cut into smaller parts to create added value. {[答案]F}

二、阅读理解(每题10分)

阅读下面的文章，根据文章内容给题目选择正确的答案。

The Importance of Information in the Supply Chain

1. [答案]B

2. [答案]A

3. [答案]C

4. L答案JB

5. [答案]B

**单元自测7 试题**及答案

题目顺序是随机的，使用查找功能(Ctrl+F) 进行搜索

[题目] They refer to the royalties, including patent right, copy right，trademark right，and so on.

[答案]What are intangible assets?

[题目] Alright，I will try my best.

[答案]Can you give me a brief introduction about business tax?

[题日] For individual income tax， it is within the first 7 days.

[答案]What is the deadline for tax declarat ion?

[题日] According to 1aw，they refer to transportation， construction， finance,insurance and the like.

[答案]What do you mean by taxable services?

[题目]一What is the criminal limit?

[答案]The amount exceeds 10% of the amount that he should declare.

[题目] you have said is very important to us.

[答案]What

[题目]According to law, taxable services refer to transportation, finance, insurance and the like.

[答案]construction

[题目]Assets appear on your balance

[答案] sheet

[题目]Does that include the turnover in advance?

[答案]received

[题目]Generally ，business tax is based on taxable services， the transfer of intangible assets and sale of immovable property within China.

[答案]speaking

[题目]If the case reaches the criminal limit， the taxpayer my be accusedcriminal responsibilities.

[答案]of

[题日]It does in the of transfer of intangible assets or immovable property. .

[答案]case

[题日]It means you can online with us.

[答案]case

[题目]That can lead a bigger personal income - tax bill. .

[答案] to

[题目]We are engaged in the development of real

[答案]estate

阅读下面的文章，根据文章内容给题目选择正确的答案。

No matter how small your business is and what industry you are in, your company has assets.

From a computer to a proeessing plant， every single thing your company owns is an asset.

Assets can be in different forms. Some assets are physical, such as computers, filing

cabinets, and delivery vans. Others are legally binding promises, such as accounts receivable,

the money owed to your company. Still others seem to exist more on paper, for example, a year’s

worth of insurance paid in advance. No matter what form it takes, anything with monetary value

that your company owns counts as an asset.

Assets appear on your balance sheet, reporting the key financial statements at the end .

of each accounting period. Your assets will be split into different types to make analysis

easier. The order in which you list them on the balance sheet typically matches the way they

appear in your chart of accounts.

Assets do more than just show up on reports, though. They are the resources your company

uses to produce revenue. Your business cannot bring in sales without assets. For product -based

businesses, you can’t produce anything without proper assets. It’s true for service companies

as well. At least， you have to have cash to pay your expenses and to help get the word out

that your company exists. Service companies a1so need basic tools to provide service to

customers: a hair stylist needs a chair, scissors, and styling tools; an accountant needs a

computer and a lot of file cabinets. Assets are key factors for any business.

1. Which of the following is NOT physical asset? {A; B; C}

[答案]B. Accounts receivable.

2. According to the passage， where do the assets appear? {A; B; C}

[答案]A. The balance sheet

3. What do you think an accountant is responsible for? {A; B; C}

[答案]C. An accountant is responsible for bookkeeping.

4. According to the passage, which of the following is INCORRECT? {A: B: C}

[答案]C. Every businesscan bring in sales without assets.

5. What is the passage discussing about? {A; B; C}

[答案]A. Every business has assets.

阅读下面的文章，根据文章内容判断文章后的句子是正确(T)还是错误(F)。

Accounting errors will happen from time to time, but many common accounting mistakes can

be avoided with

1. [答案]F

2. [答案]T

3. [答案]T

4. [答案]F

5. [答案]T

**单元自测8 试题及答案:**

[题目] It includes merchandise, packaging and shipping, duty if required, any taxes and insurance.

[答案]What does the estimate include?

[题目]一What about the commission?

[答案]I’m afraid you have to tell me， first. how large your order is going to be.

[题目]一What does CIF refer to?

[答案]It refers to cost, insurance and freight

[题目]一What is it in particular you' re interested in?

[答案]Your kitchenware, I suppose.

[题目]一We would like to place an order for some of your C&Z desk units.

[答案]Thank you very much. We keep a large supply in stock.

[题目」A letter of is a document issued by a financial institution.

[答案]credit

[题目]After having seen the and samples, Jenny makes the specific inquiry. .

[答案]catalog

[题目]All the prices on the list are subject to our final confirmation.

[答案]to

[题目]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.

[答案]paying

[题目]International trade gives consumers and countries the opportunity to goods and 3ervices not available in their own countries.

[答案]be exposed to

[题日]0f course， I' d give you our lowest

[答案]quotation

[题日]0ur terms of payment are normally 30- day bill of exchange， documents payment.

[答案]against

[题目]The payment is made by an irrevocable letter of credit in our favor.

[答案]sight

[题目]We are a large chain of retailers and are looking for a manufacturer could supply .

us with a large quantity of smart phones for the teenager market.

[答案]who

阅读下面的文章，根据文章内容判断文章后的句子是正确(T)还是错误(F)。(每题10分)

International trade 1s 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 eas1ly affected by factors l1ke 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.

1. International trade exchanges goods and services between different countries and regions.{[答案]T }

2. Every kind of goods and services can be found on the global market. {[答案]F }

3. A product that is bought from the global market is an export. ([答案]F}

4. International trade may easily affect world economy. {[答 案]T}

5. Pol1tical change in one country has nothing to do with international trade. {[答 案]F}

二、阅读理解(每题10分)

The Basics of Import and Export

1. [答案]T

2. [答案]T

3. [答案]F

4. [答案]F

5. [答案]F

复习知识点：

试题 信息

未标记标记试题

信息文本

一、交际用语（共计10分，每小题2分）

1-5题：阅读下面的小对话，选择恰当的答语。

试题 1

– \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

选择一项：

A.Could I get an estimate before placing an order?

B.What does the estimate include?

C.How many would you like to order?

正确答案是：What does the estimate include?

试题 2

– But what do you want me to do there?

– \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

选择一项：

A.You have to give a presentation on what our products are.

B.Thank you so much for doing such a favor for me.

C.Take it easy. There’s nothing to be worried about.

正确答案是：You have to give a presentation on what our products are.

试题 3

– What about the commission?

– \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

选择一项：

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.

正确答案是：I’m afraid you have to tell me how large your order is going to be.

试题 4

– Good morning. Far East Logistics Company. .

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

选择一项：

A.Who is that calling?

B.What do you want?

C.What can I do for you?

正确答案是：What can I do for you?

试题 5

– Hello! \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

– Hello, this is Michael from Tianjin Vanguard Trading Inc.

选择一项：

A.Who are you?

B.What are you?

C.Who is that, please?

正确答案是：Who is that, please?

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。

试题 6

The price of commodities \_\_\_\_\_\_\_ on many factors like quality, demand, supply, etc.

选择一项：

A.is basing

B.has based

C.is based

正确答案是：is based

试题 7

You can get the goods \_\_\_\_\_\_ to your door so quickly nowadays.

选择一项：

A.deliver

B.delivering

C.delivered

正确答案是：delivered

试题 8

Many common accounting mistakes with proper planning and preparation.

选择一项：

A.can avoid

B.can be avoided

C.will avoid

正确答案是：can be avoided

试题 9

The payment is made by an irrevocable \_\_\_\_\_\_ letter of credit in our favor.

选择一项：

A.light

B.bright

C.sight

正确答案是：sight

试题 10

According to law, taxable services refer to transportation, \_\_\_\_\_\_, finance, insurance and the like.

选择一项：

A.operation

B.construction

C.introduction

正确答案是：construction

试题 11

When talking to people within your company \_\_\_\_\_\_\_\_\_ don’t speak your language, you may have to use English.

选择一项：

A.who

B.which

C.that

正确答案是：who

试题 12

They have signed the \_\_\_\_\_\_\_ to export textiles.

选择一项：

A.content

B.contract

C.contact

正确答案是：contract

试题 13

It does in the circumstances of transfer of \_\_\_\_\_\_ assets or immovable property.

选择一项：

A.intangible

B.intact

C.manageable

正确答案是：intangible

试题 14

If the case reaches the criminal limit, the taxpayer may be accused \_\_\_\_\_\_ criminal responsibilities.

选择一项：

A.at

B.on

C.of

正确答案是：of

试题 15

They have signed the \_\_\_\_\_\_\_ to export textiles.

选择一项：

A.content

B.contract

C.contact

正确答案是：contract

试题 16

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.

选择一项：

A.to pay

B.paying

C.being paid

正确答案是：paying

试题 17

This is the best business program \_\_\_\_ has been accomplished this year.

选择一项：

A.which

B.what

C.that

正确答案是：that

试题 18

The price of commodities \_\_\_\_\_\_ on many factors like quality, demand, supply, etc.

选择一项：

A.is basing

B.has based

C.is based

正确答案是：is based

试题 19

Before I came to America, I \_\_\_\_\_\_\_\_\_\_as an executive secretary with a trading company for one year in Britain.

选择一项：

A.am working

B.had worked

C.has worked

正确答案是：had worked

试题 20

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

选择一项：

A.expose to

B.be exposing to

C.be exposed to

正确答案是：be exposed to

三、阅读理解（共计40分，每小题4分）

21-25题：阅读下面的句子，根据文章内容进行判断，正确写 “T” 错误写 “F”。

试题 21

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.

21. Online banking refers to banking systems where you can carry out your business over the Internet on any website.回答 **F**

22. Most banks have a section in which you set up your own business.回答 **F**

23. Online banking is the quickest way to check and see if a transaction is done.回答 **T**

24. It is more useful and easier than using the automated phone service.回答 **T**

25. No doubt, you have to keep a special eye on your safety or privacy using online banking.回答 **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。

The Importance of Information in the Supply Chain

　　Information is important because it provides the facts that supply chain managers use to make decisions. Without information, a manger will not know what customers want, how much inventory is in stock and when more products should be produced and shipped. In short, without information, a manager can only make decisions blindly.

　　Managers must understand how information is gathered and analyzed. This is where information technology comes into play. Information technology serves as the eyes and ears of management in a supply chain, capturing and delivering the information necessary to make a good decision. For instance, an IT system at a personal computer manufacturer may help a manager analyze the information and recommend an action. The manager can use the remaining chips first, then look at demand forecast, and determine whether to order more chips.

　　There are four reasons why timely and accurate information has become more important for effective logistics system design and operations. First, customers recognize information about order status, product availability, delivery schedule, and shipment tracking as necessary elements of total customer service. Then, managers realize that information can be used to reduce human resource requirements. What’s more, information increases flexibility with regard to how, when, and where resources may be used to gain strategic advantage. And finally, enhanced information transfer and exchange capability using the Internet is changing relationships between buyers and sellers and refining channel relationships.

21. Information is so important that .回答

A. managers can make decisions without it

B. managers can only make decisions blindly without it

1. managers will know nothing without it

22. Information technology .回答

A. could be used to gather and deliver information for decision-making

B. is necessary to make a good decision

C. can be used to determine whether to order more chips

23. Information can .回答

A. help customers to know many things but not product availability.

B. not be used to reduce human resource requirements

C. help to refine channel relationships

24. If you are a manager, you will use information to .回答

A. help improve customer service

B. order more chips

C. know which staff member is not on duty and should be laid off

25. The main point of this passage is about .回答

A. how to use information

B. the importance of information

C. where to gather information

四、写作（一篇作文，共20分）

根据写作要求，写出一篇作文。

试题正文

2. 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.

范文：

Hello, customer service. I'm Simon. A few days ago, after buying Sony digital camera in Amazon, the screen was scratched after receiving it. It can be an old camera, or damaged in transit. I asked for a brand-new camera, and I paid back the shipping costs. Thank you.

**写作题(7)**1、**Suppose you are Henry. Last month, you b...**

2、**Suppose you are Simon.**

3、**Write a recommendation letter for Li Hua...**

4、**Write a recommendation letter for Miss H...**

5、**You are Susan. Your company will hold an...**

6、**You are Susan.Your company will hold an ...**

7、**You have made an appointment with your c...**

1、**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 ：

（1）describe the problems clearly;

（2）ask for a replacement of the camera;

（3）ask for compensation or a 10% discount;

（4）end the complaint letter.

【译文】假设你是亨利。 上个月，你从京东买

了一台佳能数码相机，发现镜头不能正常工作。

你要了一个新的，发现新相机到了屏幕上有一些

划痕。 你写信是为了抱怨：

（1）问题描述清楚；

（2）要求更换相机；

（3）要求赔偿或 10%的折扣；

（4）结束投诉信。

【参考范文】投诉信

Dear Sir or Madam,

I bought a Canon digital camera from JD.com last

month and found that the lens was not working

properly. Later, I replaced it with a new one and

found that the new camera had some scratches on

the screen.

According to you mentioned that the replacement or

refund of substandard quality is valid for 7 days,

please give a full refund from your store, or provide

me with a replacement service and give me a 10%

discount, I would be very grateful.

I look forward to your prompt reply.

Thank you!

Sincerely,

Henry

【译文】亲爱的先生或女士，

我于上个月从 从京东买了一台佳能数码相机，

发现镜头不能正常工作。后来，我更换了一个新

的，发现新相机到了屏幕上有一些划痕。

根据您提到了质量不合格的换货或退款的有效

期为 7 天，请贵商店全额退款，或者为我提供

换货服务并给予 10%的折扣，我将不胜感激。

我期待着您的及时答复。

谢谢！

此致，

Henry

2、**Suppose you are Simon.**

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.

假设您是西蒙（Simon），您从 Amazon.com

购买了一台 Sony数码相机，发现屏幕上有划痕，

您写信来抱怨它。

参考答案：

Hello, customer service.I'm Simon.A few

days ago, after buying Sony digital camera in

Amazon, the screen was scratched after receiving

it.It can be an old camera, or damaged in transit.I

asked for a brand-new camera, and I paid back the

shipping costs.Thank you.

Professor Li

【译文：您好，客户服务部，我是西蒙。几

天前，在亚马逊上购买了索尼数码相机后，收到

后屏幕出现了划痕。它可能是旧相机，或者在运

输途中损坏了。 相机，我还清了运费。谢谢。】

3、**Write a recommendation letter for Li Hua**

**who has been working in your company for 5**

**years. You may include the information below:**

Write a recommendation letter for Li Hua who has

been working in your company for 5 years. You

may include the information below:

（1）his work experience and strengths

（2）his character and personality

（3）his reasons for leaving the present job, etc.

【题目译文】给在贵公司工作 5 年的李华写一封

推荐信。 您可以包含以下信息：

（1）他的工作经验和特长

（2）他的性格和个性

（3）离职原因等。

【参考范文】推荐信

Dear Sir or Madam,

Li Hua is a deputy manager of the administration

department of our company. He has worked in this

position for nearly 5 years.

As an old employee, she usually doesn't care about

working overtime. She gets along well with her

colleagues. She is strict in self-discipline at work,

learns modestly, and strives to improve her

professional level and skills. Her work ability is

obvious to all.

I left the company mainly because I wanted to leave

the city and I needed to find a suitable job in my

hometown company.

I believe that Li Hua is such a rare and outstanding

employee, and I believe she will do better in her

future work.

Sincerely,

Henry

【译文】亲爱的先生或女士，

李华，本公司行政部副经理。 他在这个职位上

工作了将近 5 年。

作为一名老员工，她平时对加班并不在意。 她

和同事相处得很好。 她在工作中严于律己，虚

心学习，努力提高自己的专业水平和技能。 她

的工作能力有目共睹。

我离开公司主要是因为我想离开这个城市，我需

要在我家乡的公司找到一份合适的工作。

我相信李华是这样一位难得的优秀员工，相信她

在以后的工作中会做得更好。

真挚地，

亨利

4、**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

为在您公司工作了5年的Helen Joyce小姐写一封

推荐信。

您可以包括以下信息；

•她的工作经验和优势

•她的性格和个性

•她离职的原因。 等等

【答案参考】

XYZ Company

I've been Helen Joyce's manager for over five

years. While I wish her only the best and fully

understand that she must advance her career, I'm

truly sorry to see her go. It has been a pleasure

having her on my team.

Helen is a professional technical writer of the

highest caliber, who meticulously researches,

formats, edits and proofs her documents. I've

received many compliments from customers who

rely on Helen's documentation. Management and

personnel in tech support, engineering, technical

training, and other departments praise her work.

Helen is an innovative self-starter, who rarely

needs supervision. She is punctual and typically

exceeds expectations. She handles pressure well,

and will voluntarily work overtime and take work

home to meet a deadline.

**1** /

Helen is an invaluable asset to any technical

communications department, and I highly

recommend hiring her. If you'd like to discuss her

attributes in more detail, please don't hesitate to

contact me.

Sincerely,

John Doe Manager, Technical

Communications Ext.

【译文：XYZ 公司

我担任海伦·乔伊斯（Helen Joyce）的经理已有五

年多了。虽然我只希望她最好，并充分理解她必

须提高自己的事业，但我真的很抱歉看到她加入。

她加入我的团队真是一种荣幸。

海伦是最高水准的专业技术作家，她认真研究，

格式化，编辑和校对她的文档。我收到了许多依

赖 Helen 文档的客户的称赞。技术支持，工程，

技术培训等部门的管理层和人员对她的工作表

示赞赏。

海伦是一个创新的自我启动者，几乎不需要监督。

她守时，通常超出预期。她能够很好地处理压力，

并将自愿加班并带回家完成最后期限。

海伦是任何技术通信部门的宝贵资产，我强烈建

议雇用她。如果您想更详细地讨论她的属性，请

随时与我联系。

真诚的

John Doe 技术通讯分公司经理】

5、**You are Susan. Your company will hold an**

**opening ceremony for a new factory.**

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

he included:

the reasons to invite him; the time for the

event;

the place for the event;

early reply expected.

你是苏珊 贵公司将举行新工厂的开业典礼。请

您写一封邀请函给贵公司的重要客户戴维。 他

应包括以下信息：

邀请他的理由； 活动时间；

活动地点；

希望早日回复。

【答案参考】

Dear David:

It would give us great pleasure to have your

presence at the opening ceremony for a new factory.

scheduled for 2017.11.20, at the factory.

Your presence would contribute greatly to the

success of the ceremony. please let me know as

soon as possible if you can come.

Your sincerely

Susan

L

i Ming

【译文：亲爱的大卫：

能够为您出席新工厂的开业典礼感到非常荣幸。

定于 2017 年 11 月 20 日在工厂生产。

您的光临将为仪式的成功做出巨大贡献。 如果

可以的话，请尽快通知我。

忠实于你的

苏珊

李明】

6、**You are Susan.Your company will hold an**

**opening ceremony for a new factory.**

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 he

included:

the reasons to invite him; the time for the

event;

the place for the event;

early reply expected.

您是 Susan，您的公司将举行新工厂的开业典礼，

请您写一封邀请函给公司的重要客户 David，他

应提供以下信息：

邀请他的理由； 活动时间；

活动地点；

希望早日回复。

参考答案：

Dear David:

It would give us great pleasure to have your

presence at the opening ceremony for a new

factory.scheduled for 2017.11.20, at the factory.

Your presence would contribute greatly to the

success of the ceremony.please let me know as soon

as possible if you can come.

Your sincerely

Susan

Li

Ming

【

译文：亲爱的大卫：

希

望您能参加定于 2017.11.20 在工厂开业的新工厂

的开业典礼。

您

的光临将为仪式的成功做出很大的贡献。如果可

以的话，请尽快告诉我。

忠

实于你的

苏

珊

李

明】

7、**You have made an appointment with your**

**client,**

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; and

3. express your wish to make another

appointment.

您已与客户预约，但未能如愿。请根据以下

信息向客户致歉信。

1.对您未能遵守任命表示歉意；

2.向客户说明您的原因； 和

3.表达您希望再次约会的意愿。

参考答案：

Dear customer:

I'm sorry that I couldn't keep the appointment in

time.This is a mistake in my work arrangement.We

had an appointment, but the company suddenly had

an emergency, and we needed an emergency

meeting, so we couldn't do it.Sorry to tell you

again.I hope we can make an appointment again to

say sorry to you personally.

【译文：尊敬的客户：

很抱歉我不能及时进行约会，这是我的工作安排

中的一个错误。我们有一个约会，但是公司突然

发生了紧急情况，我们需要召开紧急会议，所以

我们不能做 很抱歉再次告诉您。希望我们可以

再次约个面对您说声抱歉。】

**交际用语(59)--**电大资源网：

http://www.dda123.cn/（微信搜：905080280）

1、**—According to law, they refer to**

**transportation, construction, finance, insurance**

**and the like.**

C. What do you mean by taxable services?

2、**—And could you give me your signature here?**

B. Sorry? I'm afraid I didn't quite catch that.

3、—But what do you want me to do there? —（）

-->(You have to give a presentation on what our

products are.)

4、**—But（）by SWOT? 一It stands for strengths,**

**weaknesses, opportunities and threats.**

C. what is your meaning

5、**—By the way，what do you want me to do**

**there?—（）**

C. You have to give a presentation on what our

products are.

6、**—Can you show me the schedule?—（）**

C. Sure , a tight schedule as usual

7、**—Does modern logistics mean transportation**

**and delivery?—（）. Modern logistics is more**

**about effective and efficient flow of materials**

**and information**

B. No , it' s not the whole story

8、—Don't hesitate to click on our website when

you need us. —（）-->(Sure, I will)

9、**—Excuse me,（）—It stands for**

**strengths,weaknesses,opportunities and threats.**

B.what do you mean by SWOT?

10、**—Good afternoon.Can I help you?—（）A**

**deposit account or a current account?**

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

11、—Good morning. Far East Logistics Company.

—（）.-->(May I help you?)

12、**—Good morning. Far East Logistics**

**Company.（）.Good morning. This is Maggie**

**Bonner. I would like to know your freight**

**forwarding business.**

A. May I help you?

13、**—Good morning. Far East Logistics**

**Company.（）.—Good morning. This is Maggie**

**Bonner. I would like to know your freight**

**forwarding business.**

C. May I help you?

14、**—Good morning.（）Madam?一 Good**

**morning! I need a check to send to my publisher**

**in New York.**

A. What can I do for you,

**2** /

15、**—Good morning.（）？—Good morning! I**

**need a check to send to my publisher in N ew Y**

**ork.**

A. What can I do for you , Madam

16、**—Hello , this is Steven Smith. Nice to hear**

**your voice again.—Hi , Mr. Smith. （）the**

**coverage of your freight forwarding business?**

C. I would like to know about

17、**—Hello!（）？—Hello , this is Michael from**

**Tianjin Vanguard Trading Inc.**

c. Who is that?

18、—Hello, this is Steven Smith. Nice to hear your

voice again. —（）-->(I would like to know about the

coverage of your freight forwarding business.)

19、**—Hello,this is Steven Smith. Nice to hear**

**your voice again.—Hi ，Mr. Smith.（）**

C. I would like to know about the CQverage of

your freight forwarding business

20、**—I think a bus stop advertisement is a very**

**wise chance to promote our products. —（）.**

B.You said it.

21、**—Kathy， I'd like you to meet Maggie**

**Jacobs.—（）.Maggie. You're doing a great job.**

A. I' m pleased to meet you

22、**—May I suggest the sales start on or about**

**October 1 ?—（）.**

C. Great

23、**—Morning Maggie. Could you talk briefly**

**about your career development?**

B. Sure, Mr. Marx. Thanks for giving me this

opportunity. I started as a clerk in this company ...

24、**—Thank you. 一 I must say I have a great**

**staff.**

C. It's a pleasure to meet you, Ben. So you' re the

one responsible for those outstanding sales figures I'

ve seen.

25、**—Then. what kind of music are you going to**

**have in the background?**

B. We'd better use light ones. They make the

audience feel comfortable

26、**—Usually,the similar contracts signed with**

**other consignees are based On 12 months—（）**

B.How long is your consignmentterm, normally?

27、**—We would like to place an order Ior some**

**of your C&Z desk units.**

A. Great! We keep a large supply in stock

28、**—What about the commission?**

C. I'm afraid you have to tell me how large your

order is going to be.

29、**—What are they ？（）？ —It’s a secret. But**

**I’11 give you some hints, anyway.**

B. Can I have an idea about them

30、**—What can I do for you, Madam? —（）**

**500yuan in cash to my son in Beijing University.**

B.I'd like to remit

31、**—What can I do for you, Madam?一（）**

B. I'd like to remit 500 yuan in cash to my son in

Beijing University.

32、—What does CIF refer to? —（）-->(It refers to

cost, insurance and freight)

33、—What is it in particular you're interested in?

—（）-->(Your kitchenware, I suppose.)

34、—What is the criminal limit? —（）-->(The

amount exceeds 10% of the amount that he should

declare. —（）)

35、—What is your opinion for promotion of our

products? —（）-->(Why don’t we try the online ads

for our products?)

36、—What kind of music are you going to have in

the background? —（）-->(It makes the audience feel

comfortable.)

37、—Why did you choose our company? —（）

-->(Sorry, I didn't catch that. Would you say it

again?)

38、**—You are right.How do you analyze our**

**weaknesses? 一（）we put less emphasis on the**

**overall design.**

A.I’m afraid

39、—You need to pay a visit to our important

customers from （）Chamberlain

Automation-->(Sorry, can you repeat the name of

the company?)

40、—（） —According to law, they refer to

transportation, construction, finance,

insurance -->(What do you mean by taxable

services?)

41、—（）—Alright, I will try my best.-->(Can you

give me a ief introduction about business tax?)

42、—（）—For inpidual income tax, it is within the

first 7 days. -->(What is the deadline for tax

declaration?)

43、—（） —Thank you. I must say I have a great

staff.-->(It's a pleasure to meet you, Ben. So you're

the one responsible for those outstanding sales

figures I've seen.)

44、—（） —They refer to the royalties, including

patent right, copy right, trademark-->(What are

intangible assets?)

45、—（） —We are headquartered in

Shanghai.-->(Where are your headquarters?)

46、—（） —We offer special services such as

personal belongings, express, holiday

pick-up-->(What kind of special services do you

offer?)

47、—（） —Yes, certainly. We are a medium firm

with about two thousand people in two-->(Could

you tell me how your company is actually

organized? —（）)

48、—（）.Well, it is a separate department. But there

are two laboratories, one at each -->(What about the

Research and Development Department?)

49、**—（）**

**.**

**—Well,it I5 a separate department.But**

**there are two laboratories,one at each**

**production plant.**

C.What about the Research and Development

Department?

50、**—（）—For individual income tax, it is within**

**the first 7 days.**

A. What is the deadline for tax declaration?

51、—（）—It includes merchandise, packaging and

shipping, duty if required, any taxes -->(What does

the estimate include?)

52、**—（）—Thank you. I must say I have a great**

**staff.**

C. It' s a pleasure to meet you , Ben. So you' re the

one responsible for those outstanding sales figures

I've seen.

53、**—（）—They refer to the royalties. including**

**patent right ，copy right. trademark right. and**

**so on**

C. What are intangible assets?

54、**—（）—Yes, I will try my best.**

B. Can you give me a brief introduction about

value added tax

55、**—（）？ 一 It includes merchandise,**

**packaging and shipping, duty if required, any**

**taxes and insurance.**

B.What does the estimate include

56、**一 Can you show me the schedule? —（）.**

C.Sure, a tight schedule as usual

57、**一 Hello!（）? —Hello, this is Michael from**

**Tianjin Vanguard Trading Inc.**

C.Who is that?

58、**一 Hello, this is Steven Smith.Nice to hear**

**your voice again. 一 Hi, Mr.Smith.（）the**

**coverage of your freight forwarding business?**

A.Do you know

59、**一（）？ —Yes, I will try my best.**

B.Can you give me a brief introduction about

business tax

**词汇与语法(143)--**电大资源网：

http://www.dda123.cn/（微信搜：905080280）

1、**A good salesperson is good at listening to and**

**taking note of（）different people tell him .**

A. what

2、A letter of （） is a document issued by a

financial institution.-->(credit)

3、**A sales department （）many people who are**

**based in different parts of the country or the**

**world.**

A. consists of

4、**According to Jaw ，they refer to**

**transportation ，construction.finance.insurance**

**and （）.**

C.the like

5、**According to law , taxable services refer to**

**transportation ,（）, finance , insurance and the**

**like.**

B. construction

6、**According to law, they refer to transportation,**

**construction, finance, insurance and（）.**

C. the like

7、**Additionally , make sure that your password**

**is long enough to （）easily being hacked.**

A. prevent your account from

8、Additionally, make sure that your password is

long enough to （）easily being hacked.-->(prevent

it from)

9、**After having seen the（）and samples , Jenny**

**makes the specific inquiry.**

B. catalog

10、**All the prices on the list are subject（）our**

**final confirmation.**

A. to

11、An example of soft sell is to distribute free

samples （） customers often respond-->(to which)

12、**An IT system at a personal computer**

**manufacturer may help a manager（） the**

**information and recommend an action.**

B. analyze

13、**Are there any other features worth（） about**

**the organization of the company?**

A. mentioning

14、Assets appear on your balance （）.-->(sheet)

15、Before I came to America, I （）as an executive

secretary with a trading company for-->(had

worked)

16、Being an（）manager means knowing when to

use the right management style.-->(effective)

17、Businesses can use free samples to build rapport

and （）customers （）products-->(engage…to…)

**3** /

18、**Does that include the turnover （）in**

**advance?**

B. received

19、Does that include the turnover（） in

advance?-->(received)

20、**Finally , they return the （） to the people**

**who bought shares in the company.**

C. profits

21、Finally, they return the（）to the people who

bought shares in the company.-->(profits)

22、**Firms hold regular sales conferences （）**

**their entire sales force can meet，receive**

**Înforrnation and ask questioDs about new**

**products and receive training**

A.where

23、Generally （）, business tax is based on taxable

services, the transfer of intangible-->(speaking)

24、**Good manners may be varied（）cultural**

**backgrounds.**

C.due to

25、**Having been working in logistics for 3 years,**

**he is more （） than he used to be.**

C. confident

26、**I can't attend the meeting in Washington**

**next week so I （） you as the most able**

**substitute. able substitute**

C. have proposed

27、**I didn' t know you （） a previous supplier.**

A. were

28、**I have monthly remittances（）to me from the**

**Canada Embassy andl'd like to have the money**

**paid into an account.**

A.sent

29、**I led and （）a sales team of 20 people.**

B. motivated

30、**I plan to use the media mix to reach our（）.**

A.target market

31、**I think a bus stop advertisement is a very**

**wise choice to （）our products.**

B. promote

32、**I think our marketing team is （） and the**

**after-sales Service is fast and effective.**

B.qualified

33、**I usually get a commission of about 6% for**

**the imports. It's a general （）everywhere else.**

C. practice

34、I was （） devising sales strategies and targets

for the West Region.-->(responsible for)

35、**I'd like 75 units by the end of the month.**

**Could I get an（） before placing an order?**

C. estimate

36、**I'll（）the exchange rate and service charge**

**and then type up the check for you.**

B. figure out

37、I'll （） the exchange rate and service charge

and then type up the check for you.-->(figure out)

38、**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

39、If the case reaches the criminal limit, the

taxpayer my be accused （） criminal-->(of)

40、**If you need other tax registrations in addition**

**to the ABN,you may need to provide**

**information.**

B.additional

41、**If you’re ready, we can go to meet some of**

**our key（）.**

C.person

42、**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.**

B. paying

43、**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

44、In addition, you are required to （） the Bank

（） your Social Security Number

and-->(provide…with)

45、**In my opinion，if we （）some new products**

**for young people ，we'll have a bigger market**

**share.**

B.come up with

46、**In order to make proper reservations , will**

**you send your acceptance to the attention of**

**Professor Chen （） a week before that day?**

C. no later than

47、In order to make proper reservations, will you

send your acceptance to the attention of-->(no later

than)

48、**In short , without information, a manager**

**can only make（）blindly.**

B. decisions

49、International trade gives consumers and

countries the opportunity to （） goods and-->(be

exposed to)

50、Is （）possible to take a 10-minute break during

the meeting tomorrow morning?-->(it)

51、**It does in the（）of transfer of intangible assets**

**or immovable property.**

A. circumstances

52、**It means you can（）online with us.**

C. transact

53、**I’ll（）the exchange rate and service charge**

**and then type up the check for you.**

B.figure out

54、**Junior Achievement has（）different stages in**

**its development.**

A.gone through

55、**Modern logîstics is more about effective and**

**（） flow of materials and information**

B.effiαent

56、**Moreover , reservations by credit card four**

**weeks （）guarantee availability of the room size**

**required.**

A. in advance

57、Moreover, reservations by credit card four

weeks （） guarantee availability of the room-->(in

advance)

58、**Most banks have a section（）you set up**

**payees.**

A. that

59、**Mr. Tanaka has subscribed（）an English**

**language magazine from the United States.**

B. to

60、**No,not really.It I5 becoming more important**

**with the economy.**

C.ever growing

61、Of course, I’d give you our lowest

（）.-->(quotation)

62、**Often,teams can tackle problems more**

**quickly than（）you can accomplish on yollr own.**

A.what

63、**One of the advantages of online banking I5**

**that it allows you to（）money between accounts**

**effectively.**

C.transfer

64、**One of the advantages of online banking is**

**that it allows you to transfer money between**

**accounts（）.**

B. effectively

65、**One of the ways to help you stay energized I5**

**to engage in a quick conversation with**

**high—energy colleagues because their positive**

**energy may（）you.**

A.refresh

66、**One of the ways to help you stay（） is to**

**engage in a quick conversation with high-energy**

**colleagues.**

A. energized

67、**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.**

B. easier

68、**Online banking refers to banking activities**

**that （）over the loternet on a secure website**

A.afe carried out

69、**Our bank provides you quick and（）**

**electronic remittance for individuals.**

B.convenient

70、**Our new type of treadmill （）release next**

**month.**

B. is due for

71、**Our terms of payment are normally 30-day**

**bill of exchange, documents （）payment.**

A. against

72、**Please find enclosed our brochure and other**

**leaflets our range of services.**

C.outlining

73、**Please just fill in this form with yaur name**

**and address （）capital letters.**

B.in

74、**Products are graded according to size and（）**

**.**

B. quality

75、**Serving overseas customers may often be**

**done by phones,faxes,letters or emails 50 many**

**personal visits.**

C.without

76、**She is the CEO of Roston Sport Accessories**

**（） I told you.**

C. about whom

77、So I have a number of other （） up my sleeve,

as well.-->(tricks)

78、**Sometimes a situation will（）a direct style of**

**management.**

B. call for

79、**Sometimes your body language, gestures and**

**expressions may tell people（）about you than the**

**words you use.**

A. more

80、**Sorne oI your products are ，（）They might**

**find a ready market in my country.**

B.unique in design

81、**Telephone selling may use the salespeople's**

**time of “on the road“more（），but a face-to-face**

**meeting is more effective.**

C. productively

82、That can lead （）a bigger personal income-tax

bill.-->(to)

**4** /

83、**That is the reason（）we’ve lost so many**

**customers.**

A.why

84、**The bank（）grand door faces south is Bank**

**of China.**

C. whose

85、**The following hints may help you stay**

**energized , or at least（）until you can make the**

**time for rest.**

A. get you going

86、**The majority of your body is （）water. If you**

**don't hydrate, you' re going to feel tired.**

B. made of

87、The manager asked me（）I could finish my work

before the weekend.-->(whether)

88、The newly-designed ad （） brought about a

higher click through rate by the end of-->(will

have)

89、The only thing I have is this bill （） the

publisher’s name and address （） it.-->(with…on)

90、**The organization started with a small**

**number of children（）ten to twelve.**

B.aged

91、**The payment is made by an irrevocable （）**

**letter of credit in our favour.**

C. sight

92、**The price of commodities （）on many factors**

**like quality , demand , supply , etc.**

C. is based

93、**The relationship you have with a person（）**

**the kind of language you use.**

C.have proposed

94、**The relationship you have with a person（）**

**the kind of language you use.**

A.cletermines

95、**The total cost in logistics in China I5 still**

**higher than that in many other Collntrles.**

A.industrialized

96、The total cost in logistics in China is still higher

than（） in many other industrialized-->(that)

97、**There is the Planning Department —Chow**

**Fung is（）that.**

B. in charge of

98、They are talking about how to make use of

advertising to（） the products.-->(promote)

99、They have signed the （） to export

textiles. -->(contract)

100、**They use the money to buy the materials**

**they need to make their product,（） they then**

**sell.**

C. which

101、They （） over at great length the matter of

how to increase the sale of your products-->(talked)

102、**They（）the royalties,including patent**

**right,proprietary technology,copy**

**right,trademark right,and 50 on.**

B.refer to

103、**This is Ben ，the one responsible for those （）**

**sales figures yau have seen.**

C.outstanding

104、This is the best business program （）has been

accomplished this year.-->(that)

105、This will make（）easier to transfer money and

make loan payments online.-->(it)

106、Too many debts in a company easily （）

bankruptcy.-->(result in)

107、**Usually ，the similar contracts （）with other**

**coosignees are based on 12 months.**

A.signed

108、We are a large chain of retailers and are

looking for a manufacturer （） could supply

us-->(who)

109、**We are engaged in the development of real**

**（）.**

C. estate

110、**We have （） in most major cities in China.**

B. subsidiaries

111、**We sell insurance cover; （） your pay will**

**depend on the cover you require.**

C. charge

112、**We usually keep a large supply （）stock.**

C. in

113、We will have flown for 13 hours by the time

we （） to New York.-->(will get)

114、**We willl （） an order with your company**

**for digital cameras.**

C. place

115、**We work closely （）every large airline like**

**Air China , Air France and American Airlines.**

A. with

116、**What（）we do if the company cut down on**

**ads?**

C. shall

117、**When people in your team know where they**

**fit in the big picture ，they're more likely （） to**

**com plete the task.**

A.to be motivated

118、**When talking to people within your**

**company（）don' t s peak your language, you may**

**have to use English.**

A. who

119、**When you sent in your report,you also have**

**to file a report（）your trip.**

B.summarizing

120、**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

121、**With the rapid economic growth in China ,**

**the logistics industry is （）greatly.**

A. expanding

122、**With the RMB account you can （）and**

**deposit RMB cash directly**

B.withdraw

123、**Without information.a maoager wiIl oot**

**know what consumers want，how much**

**mventory is （）and when more products should**

**be produced and shipped.**

A.in stock

124、**You are the right person for the job that（）**

**your application to the advertisement.**

A. relates

125、You are the right person for the job that（）

your application （）the-->(relates… to…)

126、**You can apply for an AUSkey, which means**

**you can（）online with us and update your details**

**online .**

B. transact

127、You can get the goods to your door so

quickly nowadays.-->(delivered)

128、**You can send them gifts（）your best clients.**

C. in honor of

129、**You can send them gifts（）your most loyal**

**customers.**

C. in honor of

130、**you go to visit a new customer to negotiate a**

**sale, you should find out as much as you can**

**about them.**

C. Before

131、**You have made your clients（）too long in the**

**office.**

C.waited

132、**You just send the faulty product back to**

**them and they （）it free of charge.**

A. will replace

133、You just send the faulty product back to them

and they（）it free of charge.-->(will replace)

134、**You see, with the rapid economic growth**

**nowadays in China, the logistics industry （）**

**greatly.**

C. is expanding

135、Young people can learn how entrepreneurship

works by（）their own companies.-->(operating)

136、Your T shirts found a ready market in the

eastern part of our country （） 2014.-->(in)

137、（） a vacation is always a good way to get

relaxation and refreshment.-->(Taking)

138、**（） you go to visit a new customer to**

**negotiate a sale ，you should find out as much as**

**you can about them**

C.Before

139、**（）a vacation is always a good way to get**

**relaxation and refreshment.**

c. Taking

140、**（）an effective manager lies in knowing the**

**right management style.**

C. Being

141、**（）you have said is very important to us.**

A. What

142、**（）you'd have to tell me how large your**

**order I5 going to be.**

C.I'm afraid

143、**（）your price be competitive and date of**

**shipment acceptable, we intend to place a large**

**order with you.**

A.If

**阅读理解（单选）(8)--**电大资源网：

http://www.dda123.cn/（微信搜：905080280）

1、**Being an effective manager means knowing...**

2、**Hard sell and soft sell are important bu...**

3、**In business,people have to deal in perso...**

4、**It takes a lot of time and effort to dev...**

5、**Last week , Jack Ma called for a new “e...**

6、**No matter how small your business is and...**

7、**The biggest mistake a workplace leader c...**

8、**The Importance of Information in the Sup...**

1、**Being an effective manager means knowing**

**when to use the right management style.**

1. Being an effective manager lies in knowing the

right（）.-->C. management style

2. Which of the following is NOT mentioned as a

focus of different management styles?-->B.

Customers.

3. 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.

4. When people in your team know where they fit in

the big picture, they are more likely to be（） to

complete the task.-->C. inspired

5. If you want to speed up a project and choose the

best process for completing that project, you can

resort to（）.-->A. team work

**5** /

2、**Hard sell and soft sell are important business**

**terms and useful strategies for sales staff to**

**know and understand.**

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

passage?-->C.Sel1ing Strategy - Hard Sell and Soft

Sell Strategies

22.Customers often （）hard sales tact1cs ，thus

making soft-selling more effective for

success.-->A.resist

23.Examples of soft sell mentioned in the passage

include（）-->C.all the above

24.Making humorous advertisernents is one of the

approaches companies use to （）-->B.attract

people's interests

25.According to the passage the author indicates

that （）-->A.soft sell is preferred by business

companies

3、**In business,people have to deal in person with**

**all kinds of people.**

21.The topic of the passage is（）.-->C.dealing with

people in business

22.The language you use when talking with people

in businessi,decided by（）.-->A.your relationship

with the particular person

23.People usually form an impression of you from

（）.-->B.your language and manners

24.Good manners in your culture may be

considered bad manners in another.Good manners

in this statement mean.-->A.to behave politely

25.The message of the article I5 that

（）.-->A.dealing with people successfully in

business I5 not easy

4、**It takes a lot of time and effort to develop and**

**maintain**

26.This article mainly talks about（）.-->A.some

marketing strategies

27.You are suggested in the second paragraph to

（）. -->B.find allies with someone else

28.To embrace user-generated content does good at

（）. -->C.Carrying out advertisement

29.Which of the following is NOT a way of helping

customers solve a problem? -->C.having dinner

with customers

30.AMC created an online tool so that（）

.

-->A.one

can write down what he imagines

5、**Last week , Jack Ma called for a new**

**“e-WTO“ with**

21. Jack Ma hopes e-WTO can help（）.-->B.

success of small business online

22. Digital obsession in the second paragraph refers

to（）.-->C. passion on Internet business

23. Which is NOT true according to the third

paragraph?-->B. The lnternet makes people harder

to sell products and buy goods .

24. China and India need to （）.-->A. find a new

model by using science and technology

25. What is the author' s attitude to China' s

development of online business?-->C. Neutral.

6、**No matter how small your business is and**

**what industry you are in,**

1. Which of the following is NOT physical

asset?-->B. Accounts receivable.

2. According to the passage, where do the assets

appear?-->A. The balance sheet

3. What do you think an accountant is responsible

for?-->C. An accountant is responsible for

bookkeeping.

4. According to the passage, which of the following

is INCORRECT?-->C. Every businesscan bring in

sales without assets.

5. What is the passage discussing

about?-->A. Every business has assets.

7、**The biggest mistake a workplace leader can**

**make with office culture is failing to devise one**

**at all.**

21. What is the main topic of this article?——>B.

How to design a thoughtful office culture.

22. The example of Facebook is to

show\_\_\_\_\_\_.——>C. office culture must reflect

your own wants and needs

23. It is suggested that one should \_\_\_\_\_\_in the

third paragraph.——>B. drop strict dress code or

early start time

24. What does "put your budget on that" means in

the fourth paragraph?——>A. To withdraw the

money.

25. Mabbly is targeted in\_\_\_\_\_\_.——>C. making a

link between selling and buying

8、**The Importance of Information in the Supply**

**Chain**

答案：BACBB

**阅读理解（判断）(10)--**电大资源网：

http://www.dda123.cn/（微信搜：905080280）

1、**Accounting errors will happen from time ...**

2、**Headhunters or executive search firms sp...**

3、**here are eight traditional functions of ...**

4、**International trade is the exchange of g...**

5、**Junior Achievement is an international m...**

6、**Logistics is the physical flow process o...**

7、**Online banking refers to banking activit...**

8、**The Basics of Import and Export**

9、**The marketing mix consists of the four P...**

10、**There are eight traditional functions of...**

1、**Accounting errors will happen from time to**

**time,**

21.Accounting mistakes cannot be

avoided.(F)

22.With a lot of credit sales, your company

may have no cash at hand.(T)

23.It is recommended not to pay bills too

soon.(T)

24.Business money and personal money can

be mixed up.(F)

25.Try your best to know your costs before

you set product or service prices.(T)

2、**Headhunters or executive search firms**

**specialize in finding**

21.The passage mainly talks about the

increased business of headhunters.（ T ）

22.Companies may use the services of an

executive search firm to recruit new employees.（ T ）

23.Employers prefer to use the headhunters

because the services are cheap.（ F ）

（24.Search firms often have their own talent

pool or human resource ban T ）

25.Headhunters also provide services like

advertisement and candidate evaluation.（ T ）

3、**here are eight traditional functions of**

**marketing**

26.It is very important to understand

buyers'behavior.-->T

27.Marketers usually use different selling

methods.-->T

28.Marketers ignore transporting costs and

services.-->F

29.Both transporting and storing are the aspects of

the physical distribution of products.-->T

30.Marketers provide credit that makes the

purchasing of automobiles,bridges,and new homes

possible.-->F

4、**International trade is the exchange of goods**

**and services between countries.**

1. International trade exchanges goods and services

between different countries and regions. --> T

2. Every kind of goods and services can be found

on the global market. -->F

3. A product that is bought from the global market

is an export. -->F

4. International trade may easily affect world

economy. --> T

5. Political change in one country has nothing to do

with international trade. -->F

5、**Junior Achievement is an international**

**movement to educate young people about**

1. This passage is about Junior Achievement，an

international movement to educate young people

about businesses and economics.--> {T; F}

2. Junior Achievement was started by two business

leaders in Massachusetts.-->F

3. Classes during school hours have been available

in Junior Achievement for more than 60 years.-->F

4. Junior Achievement has been worldwide since

1919.-->F

5. Volunteers of Junior Achievement teach about

the American and world economies and business

operations.--> T

6、**Logistics is the physical flow process of goods**

**from the point of**

1. Logistics is the physical flow process of goods

from the seller to the buyer. --> T

2. Administration of information and

standardization are needed during the transfer

process. --> T

3. Storage creates the location value for goods. -->F

4. The same goods can be valued differently at

different times and locations. --> T

5. Large packages of goods should always be cut

into smaller parts to create added value. -->F

7、**Online banking refers to banking activities**

**that are carried out over the Internet on a secure**

**website.**

26. Online banking refers to banking systems where

you can carry out your business over the Internet on

any website.（F）

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

your own business.（F）

28. Online banking is the quickest way to check and

see if a transaction has cleared your history.（T）

29. It is more useful and easier than using the

automated phone service.（T）

30. No doubt , you have to keep a special eye on

your safety or privacy using online banking.（T）

8、**The Basics of Import and Export**

答案：TTFFF

9、**The marketing mix consists of the four Ps:**

1. The author of the article intends to explain to us

what the marketing mix is.--> T

2. Customers’ satisfaction matters greatly to a

product.--> T

3. The price of a product must be exactly the same

as rival products in the same market.-->F

**6** /

4. To make your product known to the public,

advertising is the only consideration you need to

take into account.-->F

5. A product can reach customers, according to the

text, through retail outlets, hire purchase, mail order

and online sales.-->F

10、**There are eight traditional functions of**

**marketing:**

26. 1t is very important to understand buyers'

behavior.（T）

27. Marketers usually use different selling methods.

（T）

28. Marketers ignore transporting costs and services.

（F）

29. Both transporting and storing are the aspects of

the physical distribution of products.（T）

30. Marketers provide credit that makes the

purchasing of automobiles , fridges , and new

homes possible.（T）