国开电大《商务英语4》单元测试1-8

题目随机，可根据题干搜答案

单元测试1

一、选择填空题

1、—\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

— Yes, business class.

答：Will you fly business class

2、—\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

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

答：Can you fill me in

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

答：On

4、Can you fill me \_\_\_\_\_\_\_\_\_\_\_\_ ? I need some detailed information.

答：In

5、Many of the banks and travel services in the western countries provide convenience for the travellers by issuing traveller's \_\_\_\_\_\_\_\_\_\_\_\_.

答：checks

— How would you like to go?

—\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答：I'd like to fly to Frankfurt for a stay of two days

Traveller's checks are generally \_\_\_\_\_\_\_\_\_\_\_\_ small face value.

答：of

The processing time \_\_\_\_\_\_\_\_\_\_\_\_ per embassy.

答：varies

—Hey Kyle, guess what! The boss is sending me to Europe for a marketing seminar next month.

—\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_You've been itching to go on a business trip for months.

答：Great! You must be happy.

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

答：to visit

We used to \_\_\_\_\_\_\_\_\_\_\_\_ cash advances.

答：have

Please \_\_\_\_\_\_\_\_\_\_\_\_ an open return flight from Barcelona to Frankfurt.

C.book

二、阅读理解/翻译/完形填空（题型随机）

1. Can you fill me in?

你能向我详细介绍一下吗？

2. Not all restaurants accept the card.

并非所有酒店都接受此卡

3. We used to have cash advances

我们以前是预支现金。

4.Let me know how you like living out of a suitcase.

到时候告诉我你是怎么带着旅行包生活的。

5.It is very profitable for the issuing offices to finance the funds they collect by issuing traveller’s checks.

对发行机构来说，发行旅行支票提供融资便利是有利可图的。

完形填空

How to Schedule Your Visa Appointment

Payment can be made with a UnionPay debit card or in cash. You can（pay）directly through the website, the Call Center, or at a Citic bank ATM. If paying at a Citic bank branch, you can pay with a UnionPay（debit card）or with cash. If you prefer to pay in cash, the appointment website will produce a bank deposit slip（based）on the type of appointment for which you have registered; the deposit slip will indicate how much you must pay. You must print this bank（deposit slip）, log off the appointment site, proceed to a local Citic bank branch, present the bank deposit slip, pay the requested amount, obtain an original bank receipt for the transaction, log back into the（appointment site）, and enter the bank receipt confirmation number into the requested field.

单元测试2

题目：— Hello, is that Sail Moving Company?— \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

答案：Yes, this is Jack speaking. Thanks for calling. What can we do for you

题目：— How do you calculate the fee if we ask you to move the office furniture?— \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答案：The cost depends on the floor to move to, the distance between two places and the amount of the furniture to move

题目：— The client said he had to send a monitor back three times before the problem was solved. Do you have a reason for this?— \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答案：Well, I wonder whether the recent layoffs are affecting the quality of our customer service

题目：— What does the customer's complaint say?— \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答案：He says he hasn't gotten back the monitor for repairs

题目：— What is the distance between the new building and your office?— \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答案：It is about 15 kilometers

题目：\_\_\_\_\_\_\_\_\_ the situation may be, make sure that you don't leave your customer with an unanswered question.

答案：Whatever

题目：Customers often remain \_\_\_\_\_\_\_\_\_ to a business that has excellent service even if their prices are high.?

答案：loyal

题目：Customers won't find store clerks sitting around \_\_\_\_\_\_\_\_\_ .

答案：watching TV or playing cards

题目：If any of the articles are damaged during move, you may make a \_\_\_\_\_\_\_\_\_ for compensation with our company.

答案：claim

题目：If things have \_\_\_\_\_\_\_\_\_ , the person you're talking to will want to know the reasons.

答案：gone wrong

题目：Looking your customers in the eye shows that we are listening to them and hearing \_\_\_\_\_\_\_\_\_ .

答案：what they are saying

题目：Some of the customers' complaints seem \_\_\_\_\_\_\_\_\_ .

答案：unacceptable

题目：Some stores even offer \_\_\_\_\_\_\_\_\_ lanes for customers with 10 items or less to checkout quickly.?

答案：express

题目：The American idea of customer service is \_\_\_\_\_\_\_\_\_ each customer the center of attention.

答案：to make

题目：The customer service representative will often allow customers to exchange the product they bought or return it for a full \_\_\_\_\_\_\_\_\_ .

答案：refund

题目：阅读理解：根据文章内容，判断正误（每题10分）。

The Feel Good Factor in Customer Service　　A challenge in working in customer service is to ensure that you have focused your attention on the right key areas, measured by the right Key Performance Indicator (KPI). One of the most important aspects of a customer service KPI is what is often referred to as the “Feel Good Factor”. Basically the goal is not only to help the customer have a good experience, but to offer an experience that exceeds expectations. Several key points are listed as follows:　　Know what products/service you are offering from back to front. In other words, be an information expert. It is okay to say “I don’t know”, but it should always be followed up by “but let me find out” or possibly “but this person will be able to assist you”. Whatever the situation may be, make sure that you don’t leave your customer with an unanswered question.　　Most of the communication that you relay to others is done through body language. If you have negative body language when you communicate with others, it shows that you don't care. Two of the most important aspects of positive body language are smiling and eye contact. Make sure to look your customers in the eye. It shows that we are listening to them and hearing what they are saying. And of course smiling is more inviting than a blank look or frown.　　Nothing surprises your customers more than an employee going the extra mile to help them. Always look for ways to go above and beyond the expectations of your customers. In doing so, it helps them to know that you care and it will leave them with the “Feel Good Factor” that you are searching for. The goal of customer service is to give customers an experience that meets their expectations. (1) 2. Leave your customer with an unanswered question is unacceptable. (2) 3. Both positive body language and negative body language are necessary in customer service. (3) 4. Eye contact is one of the most important aspects of positive body language. (4) 5. The underlined “going the extra mile to help them” in the last paragraph means “going a long way to help them”. (5)

答案：题1：F，题2：T，题3：F，题4：T，题5：F

题目：阅读理解：根据文章内容，把每一段和其所谈论的话题相匹配（每题10分）。

Customer Service The American idea of customer service is to make each customer the center of attention. And wherever you go, good customer service means making customers feel special. (1) 2. When customers get to a store, they are treated as honored guests. Customers don’t usually find store clerks sitting around watching TV or playing cards. Instead, the clerks greet them warmly and offer to help them find what they want. Customers usually don’t have to ask how much items cost, since prices are clearly marked. (2) 3. When customers are ready to checkout, they can go to the nearest and shortest checkout lane. Good stores open new checkout lanes when the line ups get too long. Some even offer express lanes for customers with 10 items or less. After they pay for their purchases, customers receive a smile and a warm “thank you and have a nice day” from the clerk. (3) 4. In America, customer service continues long after the sale. Many products come with a money-back guarantee. Expensive items like cars, computers or stereos often have a warranty that ensures trouble-free use for a period of a year or more. Advertisements regularly include the motto, “Your satisfaction is guaranteed”. So if there is a problem with the product, customers can take it back. The customer service representative will often allow them to exchange the item or return it for a full refund. (4) 5. Customer service in America grows out of the belief that “the customer is always right”. If a person receives poor service from a store, he probably will avoid shopping there in the future. On the other hand, customers often remain loyal to a business that has excellent service even if their prices are high. (5)

答案：

题1： the American idea of customer service，

题2： honored guest，

题3： checkout service，

题4： satisfaction guaranteed，

题5： customer loyalty

题目：完形填空：选择正确答案，补全文章（每题10分）。

Customer service is the service or care that a consumer receives before, during and after a purchase. It's one of the factors that come in to play when a consumer is determining buying value, the other is the quality of the product or service that is being? (1) .　　Consumers often must encounter an experience to not only be a satisfied customer, but a loyal customer. Customer service is a part of that experience.　　Top notch service will create? (2) and a returning customer, which is what we all must strive for.　　Excellent customer service is? (3) to businesses today. It's a component that is often missing, unfortunately. How do you provide great customer service? Always make your customer a? (4) . Greet them in a friendly manner, whether that be via telephone, email or in person.Let them know you are there to help and that you will take care of them, not only before the sale but after as well. After all, in a thriving business customers are not? (5) ; it's a requirement for businesses to survive.

答案：题1： offered，题2： loyalty，题3： vital，题4： priority，题5： optional

题目：翻译：为句子选择正确的翻译（每题10分）。

The American idea of custom service is to make each customer the center of attention.

A. 美式客服理念认为每位客户都是关注的焦点。

2. Many products come with a money-back guarantee.

B. 许多产品都有退款承诺。

3. Make sure to look your customers in the eye.

C.确保要直视顾客的眼睛。

4. Always look for ways to go above and beyond the expectations of your customers.

A. 一定要想方设法，超越顾客的期望。

5. The worst thing is that you discovered at the last moment there were missing parts in the order before shipment.

A. 最糟糕的事情是，在装船之前的最后时刻，你发现订单货物有遗漏。

一、选择填空题

1、— What does the customer's complaint say?

— \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答：He says he hasn't gotten back the monitor for repairs

2、— The client said he had to send a monitor back three times before the problem was solved. Do you have a reason for this?

— \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答：Well, I wonder whether the recent layoffs are affecting the quality of our customer service

3、Some stores even offer \_\_\_\_\_\_\_\_\_ lanes for customers with 10 items or less to checkout quickly.

答：express

4、Customers won't find store clerks sitting around \_\_\_\_\_\_\_\_\_ .

答：watching TV or playing cards

5、Customers often remain \_\_\_\_\_\_\_\_\_ to a business that has excellent service even if their prices are high.

答：loyal

— How do you calculate the fee if we ask you to move the office furniture?

— \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答：The cost depends on the floor to move to, the distance between two places and the amount of the furniture to move

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

答：what they are saying

If any of the articles are damaged during move, you may make a \_\_\_\_\_\_\_\_\_ for compensation with our company.

答：claim

The American idea of customer service is \_\_\_\_\_\_\_\_\_ each customer the center of attention.

答：to make

二、阅读理解/翻译/完形填空（题型随机）

The Feel Good Factor in Customer Service

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

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

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

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

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

F

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

T

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

F

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

T

5.The underlined “going the extra mile to help them” in the last paragraph means “going a long way to help them”.

F

Customer Service

1. The American idea of customer service is to make each customer the center of attention. And wherever you go, good customer service means making customers feel special.

the American idea of customer service

2. When customers get to a store, they are treated as honored guests. Customers don’t usually find store clerks sitting around watching TV or playing cards. Instead, the clerks greet them warmly and offer to help them find what they want. Customers usually don’t have to ask how much items cost, since prices are clearly marked.

honored guest

3.When customers are ready to checkout, they can go to the nearest and shortest checkout lane. Good stores open new checkout lanes when the line ups get too long. Some even offer express lanes for customers with 10 items or less. After they pay for their purchases, customers receive a smile and a warm “thank you and have a nice day” from the clerk.

checkout service

4. In America, customer service continues long after the sale. Many products come with a money-back guarantee. Expensive items like cars, computers or stereos often have a warranty that ensures trouble-free use for a period of a year or more. Advertisements regularly include the motto, “Your satisfaction is guaranteed”. So if there is a problem with the product, customers can take it back. The customer service representative will often allow them to exchange the item or return it for a full refund.

satisfaction guaranteed

5.Customer service in America grows out of the belief that “the customer is always right”. If a person receives poor service from a store, he probably will avoid shopping there in the future. On the other hand, customers often remain loyal to a business that has excellent service even if their prices are high.

customer loyalty

单元测试3

题目：— Could you be so kind as to turn down that rock “n” roll? I'm preparing for tomorrow's meeting report.— \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答案：Sure. Sorry to disturb you

题目：\_\_\_\_\_\_ has good reputation will sooner or later be successful in his business.

答案：Whoever

题目：Although he has sought to find a peaceful \_\_\_\_\_, he is facing more pressure from his business rivals.

答案：solution

题目：At the same time, the negotiator keeps things secret \_\_\_\_ would limit his/her ability to negotiate.

答案：that

题目：—Hello, this is Lucas Bowen. I'd like to order some machines. —\_\_\_\_\_\_\_\_\_\_\_. When do you need them?

答案：No problem

题目：—I'll also throw in the discount of 10% on your up front deposit. What do you think about this suggestion? —\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答案：Ok, I think we've both have done our best for this

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

答案：I'd be happy to

题目：In business，whatever you do, do not \_\_\_\_ illegal benefit.

答案：chase

题目：—Okay then, so to confirm: a 6% discount but you pay all the shipping and installation costs.—\_\_\_\_\_\_\_\_\_\_\_\_. I'll call you tomorrow.

答案：That sounds all right

题目：That might be acceptable \_\_\_\_\_\_ you handle the insurance fees.

答案：if

题目：Their skill and \_\_\_\_ has got them on the sales team.?

答案：enthusiasm

题目：They wanted to \_\_\_\_\_\_ a discussion on economics.

答案：initiate

题目：To attract investors, the government has \_\_\_\_\_ its tax and labor laws.

答案：adjusted

题目：We can't manage that \_\_\_\_ you pay for the installation.?

答案：unless

题目：When the rest of the room \_\_\_\_\_\_ emotional, stay cool and use logic to negotiate and close.

答案：gets

题目：阅读理解：根据文章内容，选择正确答案（每题10分）。

Emotions play an important part in the negotiation process, although it is only in recent years that their effect is being studied. Emotions have the potential to play either a positive or negative role in negotiation. During negotiations, the decision as to whether or not to settle rests in part on emotional factors. Negative emotions can cause intense and even irrational behavior, and can cause conflicts and negotiations to break down, but may be instrumental in attaining concessions. On the other hand, positive emotions often facilitate reaching an agreement and help to maximize joint gains, but can also be instrumental in attaining concessions. Positive and negative discrete emotions can be strategically displayed to influence task and relational outcomes and may play out differently across cultural boundaries. Emotions play an important role during the negotiation, although their effect is being studied just (1) . A. at the beginning of negotiation practice B. during the negotiation process C. not long before2. Negative emotions may (2) make concessions. A. be helpful to B. be harmful to C. be nothing to3. During negotiations, the decision as to whether or not to settle depends in part on emotional factors. (3) A. totallyB. to some extendC. completely not4. Attaining concessions can be done (4) . A. only by negative emotions B. only by positive emotions C. by both negative and positive emotions5. In different cultures, negotiators should use? (5) ? strategies to show positive and negative emotions. A. the sameB. differentC. no

答案：题1：C，题2：A，题3：B，题4：C，题5：B

题目：阅读理解：根据文章内容，判断正误（每题10分）。

The Golden Rules of Negotiating　　The art of negotiating is a difficult skill for most of us, even good salespeople. Here are three golden rules for you to follow:　　 Always Start the Negotiations. 　　You must initiate the process. This is because whoever controls the start of the negotiations tends to control where they end. If you let the other party start negotiations, you will be constantly giving up control, often without even realizing it. For instance, when you ask someone what his project budget is, you are allowing him to start the negotiations. You will then spend your time chasing his number rather than finding the best solution. So, never let the other party control the negotiations.　　2. Always Negotiate in Writing.　　The purpose of negotiations is to arrive at a formal written agreement, not tell a story or spend time talking. From the first moment you begin a proposal, you should create a document and take it to the client. It will include all the points of agreement and become real to the prospective customer. Negotiating first and then having to create a document adds unnecessary time to a transaction. But if you build your written agreement as you negotiate, you are prepared to ask for a signature the moment the decision to buy is made.　　3. Always Stay Cool. 　　The negotiation table can be loaded with agendas, egos and emotions. Great negotiators know how to stay cool, providing leadership and solutions, while the rest of the room becomes insanely invested in personal agendas and useless emotions. Crying, getting angry and blowing off steam may make you feel good, but such behavior will not benefit you while negotiating. When the rest of the room gets emotional, stay cool and use logic to negotiate and close.1. If you let the other party start negotiations, you will be completely grasp the control, often without even realizing it. (1) 2. So, never let both parties control the negotiations. (2) 3. Negotiating first and then having to create a document doesn’t need necessary time to a transaction. (3) 4. Great negotiators know how to stay cool, providing leadership and solutions, while the rest of the room becomes wild or helpless during the negotiation. (4) 5. When the rest of the room gets out of control, stay cool and use logic to negotiate and close. (5)

答案：题1：F，题2：F，题3：T，题4：T，题5：F

题目：完形填空：选择正确答案，补全文章（每题10分）。

　　Another example is reading non-verbal communication.? (1) read the non-verbal communication of another person can be a great asset in the communication process. By being aware? (2) different signs and expressions? (3) a person gives verbally and non-verbally, a negotiator can adjust his/her approach and the negotiation can go smoothly. If? (4) , it may be helpful for negotiation partners to spend time together in a comfortable atmosphere outside of the negotiation room. Being familiar with another person helps you to? (5) the differences between verbal and non-verbal communication within the negotiation atmosphere.

答案：题1： Being able to，题2： of，题3： that，题4： possible，题5： sense

题目：翻译：为句子选择正确的翻译（每题10分）。

By understanding how non-verbal communication works, a negotiator must be able to understand the information the other participants are giving out non-verbally.

A．通过理解非语言性交际如何起作用，谈判者一定能够理解其他参与者透露的非语言性信息。

2. Look the person in the eye with honesty and respect.

B．诚实而尊敬地注视这个人。

3. If possible, it may be helpful for negotiation partners to spend time together in a comfortable atmosphere outside of the negotiation room.

B. 如果有可能，让谈判双方花时间一起处于谈判室以外的舒适氛围，可能会有帮助的。

4. This is because whoever controls the start of the negotiations tends to control where they end.

C．这是因为无论谁控制了谈判的开始，谁往往就能掌控谈判的结果。

5. The negotiation table can be loaded with agendas, egos and emotions

A．谈判桌承载着议事日程，自我意识和各种情绪。

一、选择填空题

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

— \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答：Sure. Sorry to disturb you

2、—I'll also throw in the discount of 10% on your up front deposit. What do you think about this suggestion?

—\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答：Ok, I think we've both have done our best for this

3、To attract investors, the government has \_\_\_\_\_ its tax and labor laws.

答：adjusted

4、In business，whatever you do, do not \_\_\_\_ illegal benefit.

答：chase

5、At the same time, the negotiator keeps things secret \_\_\_\_ would limit his/her ability to negotiate.

答：that

—Okay then, so to confirm: a 6% discount but you pay all the shipping and installation costs.

—\_\_\_\_\_\_\_\_\_\_\_\_. I'll call you tomorrow.

答：That sounds all right

—Hello, this is Lucas Bowen. I'd like to order some machines.

—\_\_\_\_\_\_\_\_\_\_\_. When do you need them?

答：No problem

Their skill and \_\_\_\_ has got them on the sales team.

答：enthusiasm

When the rest of the room \_\_\_\_\_\_ emotional, stay cool and use logic to negotiate and close.

答：gets

\_\_\_\_\_\_ has good reputation will sooner or later be successful in his business.

答：Whoever

That might be acceptable \_\_\_\_\_\_ you handle the insurance fees.

答：if

Although he has sought to find a peaceful \_\_\_\_\_, he is facing more pressure from his business rivals.

答：solution

When the rest of the room \_\_\_\_\_\_ emotional, stay cool and use logic to negotiate and close.

答：gets

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

—\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答：I'd be happy to

They wanted to \_\_\_\_\_\_ a discussion on economics.

答：initiate

二、阅读理解/翻译/完形填空

The Golden Rules of Negotiating

　　The art of negotiating is a difficult skill for most of us, even good salespeople. Here are three golden rules for you to follow:

　　1. Always Start the Negotiations.

　　You must initiate the process. This is because whoever controls the start of the negotiations tends to control where they end. If you let the other party start negotiations, you will be constantly giving up control, often without even realizing it. For instance, when you ask someone what his project budget is, you are allowing him to start the negotiations. You will then spend your time chasing his number rather than finding the best solution. So, never let the other party control the negotiations.

　　2. Always Negotiate in Writing.

　　The purpose of negotiations is to arrive at a formal written agreement, not tell a story or spend time talking. From the first moment you begin a proposal, you should create a document and take it to the client. It will include all the points of agreement and become real to the prospective customer. Negotiating first and then having to create a document adds unnecessary time to a transaction. But if you build your written agreement as you negotiate, you are prepared to ask for a signature the moment the decision to buy is made.

　　3. Always Stay Cool.

　　The negotiation table can be loaded with agendas, egos and emotions. Great negotiators know how to stay cool, providing leadership and solutions, while the rest of the room becomes insanely invested in personal agendas and useless emotions. Crying, getting angry and blowing off steam may make you feel good, but such behavior will not benefit you while negotiating. When the rest of the room gets emotional, stay cool and use logic to negotiate and close.

1. If you let the other party start negotiations, you will be completely grasp the control, often without even realizing it.

F

2. So, never let both parties control the negotiations.

F

3.Negotiating first and then having to create a document doesn’t need necessary time to a transaction.

T

4. Great negotiators know how to stay cool, providing leadership and solutions, while the rest of the room becomes wild or helpless during the negotiation.

T

5. When the rest of the room gets out of control, stay cool and use logic to negotiate and close.

F

Another example is reading non-verbal communication. （Being able to）read the non-verbal communication of another person can be a great asset in the communication process. By being aware（of）different signs and expressions （that）a person gives verbally and non-verbally, a negotiator can adjust his/her approach and the negotiation can go smoothly. If（possible） , it may be helpful for negotiation partners to spend time together in a comfortable atmosphere outside of the negotiation room. Being familiar with another person helps you to（sense）the differences between verbal and non-verbal communication within the negotiation atmosphere.

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

1. Emotions play an important role during the negotiation, although their effect is being studied just not long before

2. Negative emotions may be helpful to make concessions.

3.During negotiations, the decision as to whether or not to settle depends in part on emotional factors. to some extend

4.Attaining concessions can be done by both negative and positive emotions

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

单元测试4

题目：— Betty, we'll have a buffet party next Saturday. Will you join us?— \_\_\_\_\_\_\_ , Susan. Thank you!

答案：I'd love to

题目：— I had a really good weekend at the seaside. —\_\_\_\_\_\_\_\_\_\_\_\_.

答案：Oh, I'm glad to hear that

题目：Among the critiques were allegations \_\_\_\_ some franchise uses its political influence to increase its profits.

答案：that

题目：—How was your trip to London, Jane?— \_\_\_\_\_\_\_\_\_\_\_.

答案：Oh, wonderful indeed

题目：—I am going to ask for a pay rise. —\_\_\_\_\_\_\_\_\_.

答案：I think you may talk to your boss?

题目：It should \_\_\_\_ that franchising is one of the means available for getting investment money without giving up control of the chain operation and building a distribution system for servicing it.

答案：be recognized

题目：Some in the market now want government \_\_\_\_\_ in order to reduce costs.

答案：regulation

题目：Some of the \_\_\_\_\_ solutions will support these requirements better at the moment.?

答案：proprietary

题目：—Thanks for inviting me, John, but I've already made other plans. — \_\_\_\_\_\_\_\_\_. Maybe another time.

答案：Oh! I'm sorry to hear that

题目：The executive team have to hold an urgent meeting \_\_\_\_ they see the bad market feedback.

答案：because

题目：The franchisor \_\_\_\_\_ the franchisee should observe the regulations to make the business go well.?

答案：as well as

题目：The instruction describes completely the \_\_\_\_ and its safety basis.?

答案：facility

题目：Trademarks, proprietary service marks and regulations need \_\_\_\_\_ carefully.

答案：to be observed

题目：We didn't understand how difficult it was to \_\_\_\_ such a breakfast.?

答案：distribute

题目：While the other people \_\_\_\_ and discussed the problem together, Ted ignored them.

答案：interacted

题目：阅读理解：根据上下文，补全对话内容（每题10分）。操作提示：通过下拉选项框，选择答案。A. it doesn't sound too complicatedB. Then what about the qualifications of a franchiseeC. Sure, what do you want to knowD. Thank you very much for all the informationE. could you tell me how long a franchise contract will last?Ada wants to do franchise business and turns to Bill for some information about franchise business.Ada: Hi, Bill. I am really interested in franchising opportunities. Would you be able to give me some advice?Bill:? (1) ?Ada: Ok, first, what are the qualifications that a franchisor should have?Bill: Generally speaking, a franchisor should be a well-developed company with business resources such as a trademark, trade name and business model. Ada:? (2) ?Bill: A franchisee should have the necessary funds, work goals and employees, etc. Ada: Yes,? (3) . Would you please tell me something about the franchise fees?Bill: Ok. The fees for the franchise are an initial fee and a usage fee.Ada: Now,? (4) ? Bill: In general, it is no less than three years. Then both the franchisor and the franchisee may talk about the conditions, and see whether the contact needs to be rewritten. Ada:? (5) .Bill: My pleasure.

答案：题1：C，题2：B，题3：A，题4：E，题5：D

题目：阅读理解：根据文章内容，选择正确答案（每题10分）。

China has the most franchises in the world but the scale of their operations is relatively small. Each system in China has an average of 43 outlets, compared to more than 540 in the United States. Together, there are 2,600 brands in some 200,000 retail markets. KFC was the most significant foreign entry in 1987 and is widespread. Many franchises are in fact joint-ventures, as at their forming the franchise law was not explicit. For example, McDonald's is a joint venture. Pizza Hut, TGIF, Wal-mart, Starbucks followed a little later. But total franchising is only 3% of retail trade, which seeks foreign franchise growth. The year 2005 saw the birth of an updated franchise law, “Measures for the Administration of Commercial Franchise”. Previous legislation (1997) made no specific inclusion of foreign investors. Today the franchise law is much clearer by virtue of the 2007 law, a revision of the 2005 law. The laws are applicable if there are transactions involving a trademark combined with payments with many obligations on the franchisor. The law comprises 42 articles and eight chapters. According to the passage, the passage mainly talks about (1) . A. the scale of franchising in China B. the franchise law in China C. an outline of franchising in China2. KFC was the (2) foreign franchise to China in 1987 and is widespread. A. most profoundB. firstC. wealthiest3. Many franchises are in fact joint-ventures, because (3) . A. at the beginning stage, franchise law was not so clear B. at the beginning stage, many franchises could not find the right partners C. many foreigners were not familiar with Chinese culture4. Foreign franchise grows in China because of (4) . A. the open policy B. the small amount of retail trade C. the Chinese culture5. The writer has the (5) attitude to franchising in China A. negativeB. positiveC. neutral

答案：题1：C，题2：A，题3：A，题4：B，题5：B

题目：阅读理解：根据文章内容，判断正误（每题10分）。

Four Tips for Becoming a Franchisee

If you want to become a franchisee, the tips below can help you to find the perfect opportunity.　　Be focusd on your preference. On the stage of decision-making, the bottom line is: Don't rule out a business without learning or seeing what the day-to-day will look like. For instance, think about a mom returning to the work force who knows she wants to interact with children on a daily basis. Among the hundreds of options there, she needs to decide if she would like to be hands on as a teacher or if she would rather manage a facility that tutors children in math. Deciding between the two is easy if she considers which day-to-day position she would prefer and how that will impact her other goals.　　Be proactive with your research. After you've determined what role you want in a franchise, it's important to start researching different options. Physically visit many different franchise locations and browse the web and then determine what will be a fit in your community. Make sure the franchisor has experience. Before signing on to a franchise, it is essential to ask the franchisor about the executive team and its past industry experience. Find out if the company leaders have had significant experience at another franchise and are now applying that knowledge successfully.　　Read the franchise disclosure document carefully. The first thing to look at is how much a franchise would cost to purchase. Make sure you have a financial advisor who can look at that item with you and see the type of profit a franchisee can make on average. It's also important to take a look at the post-termination clause in the agreement to make sure that when you want to leave the business, you know the terms well and your interests are properly protected.? Decide on a business with learning or seeing what the day-to-day will look like. (1) 2. Before you've determined what role you want in a franchise, it's time to start the business. (2) 3. Before signing on to a franchise, the essential job is to ask the franchisor about the executive team and its past industry experience. (3) 4. The first thing to look at is how long a franchise would take to purchase. (4) 5. To make sure that when you want to leave the business, you have made enough money and you are satisfied with that. (5) ?

答案：题1：T，题2：F，题3：T，题4：F，题5：F

题目：翻译：为句子选择正确的翻译（每题10分）。

The franchisee can get more money than a direct employee because he or she has a vital interest in the business.

A．因为特许经营者在公司中有切身利益，他/她能够比直属雇员赚更多的钱。

2. It is said about 4% of all businesses in the United States are franchisee-worked.

C．据说美国所有的商家中，4%都是特许经营的。

3. But franchisor rules are usually very strict in the US as well as in most other countries.

B．但是在美国授权特许经营者的规则与其他大多数国家的一样，非常严格。

4. Don't rule out a business without learning or seeing what the day-to-day will look like.

C．如果不了解或看到公司的日常情况，就不要排除一个公司。

5. To be honest, after many years of hard work, tears and disagreements, I have made it through.

A．说实话，经过多年的艰苦工作、泪水和意见分歧，我还是渡过了难关。

一、选择填空题

1.—How was your trip to London, Jane?

— \_\_\_\_\_\_\_\_\_\_\_.

答：Oh, wonderful indeed

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

—\_\_\_\_\_\_\_\_\_\_\_\_.

答：Oh, I'm glad to hear that

3.Some in the market now want government \_\_\_\_\_ in order to reduce costs.

答：regulation

4.The executive team have to hold an urgent meeting \_\_\_\_ they see the bad market feedback.

答：because

5.The instruction describes completely the \_\_\_\_ and its safety basis.

答：facility

—I am going to ask for a pay rise.

—\_\_\_\_\_\_\_\_\_.

答：I think you may talk to your boss

The franchisor \_\_\_\_\_ the franchisee should observe the regulations to make the business go well.

答：as well as

Some of the \_\_\_\_\_ solutions will support these requirements better at the moment.

答：proprietary

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

— \_\_\_\_\_\_\_ , Susan. Thank you!

答：I'd love to

Trademarks, proprietary service marks and regulations need \_\_\_\_\_ carefully.

答：to be observed

It should \_\_\_\_ that franchising is one of the means available for getting investment money without giving up control of the chain operation and building a distribution system for servicing it.

答：be recognized

二、阅读理解/翻译/完形填空

Four Tips for Becoming a Franchisee

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

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

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

Make sure the franchisor has experience. Before signing on to a franchise, it is essential to ask the franchisor about the executive team and its past industry experience. Find out if the company leaders have had significant experience at another franchise and are now applying that knowledge successfully.

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

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

T

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

F

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

T

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

F

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

F

阅读理解：根据上下文，补全对话内容（每题10分）。

操作提示：通过下拉选项框，选择答案。

Ada wants to do franchise business and turns to Bill for some information about franchise business.

Ada: Hi, Bill. I am really interested in franchising opportunities. Would you be able to give me some advice?

Bill: Sure, what do you want to know

Ada: Ok, first, what are the qualifications that a franchisor should have?

Bill: Generally speaking, a franchisor should be a well-developed company with business resources such as a trademark, trade name and business model.

Ada: Then what about the qualifications of a franchisee

Bill: A franchisee should have the necessary funds, work goals and employees, etc.

Ada: Yes, it doesn't sound too complicated

Would you please tell me something about the franchise fees?

Bill: Ok. The fees for the franchise are an initial fee and a usage fee.

Ada: Now, could you tell me how long a franchise contract will last

Bill: In general, it is no less than three years. Then both the franchisor and the franchisee may talk about the conditions, and see whether the contact needs to be rewritten.

Ada: Thank you very much for all the information

Bill: My pleasure.

单元测试5

题目：I'm really fed up with Larry!

— \_\_\_\_\_\_\_\_

答案：Hey, what's up?

题目：—Are the Project Managers linking up OK?

—They seem to be, yes.\_\_\_\_\_\_\_\_\_ .

答案：There's been a good atmosphere at the first management meetings

题目：Even though he's \_\_\_\_\_\_ out of college and still a bit green, he is a great co-worker.

答案：fresh

题目：The people in your department seem so \_\_\_\_\_\_ and nice to be around

答案：capable

题目：—Are the Project Managers linking up OK?

—They seem to be, yes.\_\_\_\_\_\_\_\_\_ .

答案：There's been a good atmosphere at the first management meetings

题目：—Henry, what do you think of the new team?

— \_\_\_\_\_\_\_\_ , I think the team is starting to get along quite nicely.

答案：Very well on the whole

题目;Cooperating is simply working together \_\_\_\_\_\_ teammates \_\_\_\_\_\_ the good of the team.

答案：as…for

题目：You can show respect to your teammates \_\_\_\_\_\_\_ everyone fairly and equally.

答案：by treating

题目：The team members are \_\_\_\_\_\_\_ and helping each other out.

答案：getting along

题目：— How would you like to go? —\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答案：I'd like to fly to Frankfurt for a stay of two days

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

答案：On

题目：—\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?— I expect to depart for Frankfurt on Sunday, September 1st, any time after 13:00 pm.

答案：When do you plan to leave

题目：—\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?— Sure, no problem. First, go see Cindy and tell her where you're going and when.

答案：Can you fill me in

题目：—\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?— Yes, business class.

答案：Will you fly business class

题目：Can you fill me \_\_\_\_\_\_\_\_\_\_\_\_ ? I need some detailed information.

答案：in

题目：—Hey Kyle, guess what! The boss is sending me to Europe for a marketing seminar next month. —\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_You've been itching to go on a business trip for months.

答案：Great! You must be happy.

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

答案：to visit

题目：Many of the banks and travel services in the western countries provide convenience for the travellers by issuing traveller's \_\_\_\_\_\_\_\_\_\_\_\_.?

答案：checks

题目：Please \_\_\_\_\_\_\_\_\_\_\_\_ an open return flight from Barcelona to Frankfurt.

答案：book

题目：The processing time \_\_\_\_\_\_\_\_\_\_\_\_ per embassy.

答案：varies

题目：Traveller's checks are generally \_\_\_\_\_\_\_\_\_\_\_\_ small face value.

答案：of

题目：Travellers, when \_\_\_\_\_\_\_\_\_\_\_\_ the checks, have to sign the checks in the presence of the bank or service clerks.

答案：buying

题目：We used to \_\_\_\_\_\_\_\_\_\_\_\_ cash advances.

答案：have

题目：You can download and print off the \_\_\_\_\_\_\_\_\_\_\_\_ online.

答案：form

题目：阅读理解：根据文章内容，判断正误（每题10分）。

Traveller’s Check

Many of the banks and travel services in western provide a convenience for travellers by issuing traveller's checks. Travellers, when buying the checks, have to sign the checks in the presence of the bank or service clerks. During the trip, travellers can cash the checks from the agencies of the bank or the travel service whenever they need after their counter-signatures are recognized. A lot of travellers like to buy these checks as they don't have to take along much cash and worry about counterfeit signatures. The agencies will get back the money they have paid by sending the checks to the issuing offices.　 　 　　Traveller's checks are generally of small face value, such as ten or twenty dollars, or five or ten pounds, for miscellaneous payments. There is no time limit for their circulation period. It is very profitable for the issuing offices to finance the funds they collect by issuing traveller's checks because they not only receive a service charge from the check buyers, but they also don't need to pay any interest no matter how long the checks remain in circulation before clearing. This is why banks and travel services are willing to provide this convenience.　? It is convenient for the travellers to travel around the world as many banks and travel services issue travellers' checks.? (1) 2. There are no signatures of travellers who have bought the checks. (2) 3. Quite a few travellers like to buy the checks.? (3) 4. Travellers do not worry about the circulation period of the checks as there is no time limit for it. (4) 5. Banks and travel services are reluctant to provide travellers'checks. (5)

答案：题1：T，题2：F，题3：T，题4：T，题5：F

题目：阅读理解：根据文章内容，完成选择题（每题10分）。

Schengen Visa Application Steps

Identify the country or countries you will be travelling to. It is particularly important to know which countries you are travelling to because it determines where and how you are going to send your application. 　　●?If you are intending to visit just one Schengen country, you will need to apply for the Schengen visa directly with the embassy or consulate of that particular country. 　　●?If you are intending to visit two or more Schengen countries, your application must be sent to the embassy or consulate of the country that shall be your main destination.　　●?If you are intending to visit several Schengen countries, but do not have a main destination, you should apply for the visa at the embassy or consulate of the first Schengen country on your travel itinerary. 　　Fill out an application form beforehand to obtain a Schengen visa. You can download and print off the form online. 　　Prepare all the requirements for your Schengen visa application. Depending on the consulate or embassy, you are required to show the following documents:　　●?A valid national passport　　●?Evidence showing the purpose of your trip (e.g. hotel reservations)　　●?Proof of medical insurance　　●?A round-trip travel ticket　　●?Proof of funds　　Check the processing time to ensure you get your Schengen visa on time. The processing time varies per embassy, so it is important to take the processing time into account when planning your trip. This passage is mainly about (1) . A. what is a Schengen visa B. who can apply for a Schengen visa C. how to apply for a Schengen visa2. If you are intending to visit two or more Schengen countries, you will need to send your application (2) . A. to the embassy or consulate of the country that shall be your main destinationB. directly with the embassy or consulate of that particular countryC. to the embassy or consulate of the first Schengen country on your travel itinerary3. You can download and print off the form (3) . A. via your phone B. on the Internet C. by your friends4. You are required to show the following documents EXCEPT (4) . A. a round-trip travel ticket B. a valid national passport C. a birth certificate5. The processing time is (5) per embassy. A. different B. the sameC. similar

答案：题1：C，题2：A，题3：B，题4：C，题5：A

题目：完形填空：选择正确答案，补全文章（每题10分）。How to Schedule Your Visa Appointment　　Payment can be made with a UnionPay debit card or in cash. You can? (1) directly through the website, the Call Center, or at a Citic bank ATM. If paying at a Citic bank branch, you can pay with a UnionPay? (2) or with cash. If you prefer to pay in cash, the appointment website will produce a bank deposit slip? (3) on the type of appointment for which you have registered; the deposit slip will indicate how much you must pay. You must print this bank? (4) , log off the appointment site, proceed to a local Citic bank branch, present the bank deposit slip, pay the requested amount, obtain an original bank receipt for the transaction, log back into the? (5) , and enter the bank receipt confirmation number into the requested field.

答案：题1： pay，题2： debit card，题3： based，题4： deposit slip，题5： appointment site

题目：翻译：为句子选择正确的翻译（每题10分）。

Can you fill me in?

C. 你能向我详细介绍一下吗？

2. Not all restaurants accept the card.

B. 并非所有酒店都接受此卡。

3. We used to have cash advances.

A. 我们以前是预支现金。

4. Let me know how you like living out of a suitcase.

B. 到时候告诉我你是怎么带着旅行包生活的。

5. It is very profitable for the issuing offices to finance the funds they collect by issuing traveller’s checks.

A. 对发行机构来说，发行旅行支票提供融资便利是有利可图的。

阅读理解：根据上下文，补全对话内容（每题10分）。

　　In business, people have to deal in person with all kinds of people. You may have to use English when talking to different people within your company who don't speak your language; these may be colleagues or co-workers, superiors or subordinates—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 in English with people from utside the organization: clients, suppliers, visitors and members of the public. Moreover, these people may be friends, acquaintances 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.

　　This relationship may even affect what you say when you meet people: for example, it's not appropriate to say “Hi, how are you!” when meeting the Managing Director of a large company or to say “Good morning, it's a great pleasure to meet you” when being introduced to a person you'll be working closely with in the same team.

　　Remember that people form an impression of you from the way you speak and behave—not just from the style 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.

　　Remember also that your body language, gestures and expression may tell people more about you than the words you use.

完形填空题 (50 分)

6.

阅读理解：根据文章内容，判断正误（每题10分）。

Successful Team Work and Team Building

　　Team building skills are critical for your effectiveness as a manager or entrepreneur. And even if you are not in a management or leadership role yet, better understanding of team work can make you a more effective employee and give you an extra edge in your corporate office.

　　Team building success is when your team can accomplish something much bigger and work more effectively than a group of the same individuals working on their own. There are two critical factors in building a high performance team.

　　The first factor in team effectiveness is the diversity of skills and personalities. It means people use their strengths in full, but can compensate for each other's weaknesses. Or, different personality types balance and complement each other.

　　The other critical element of team work success is that all the team efforts are directed towards the same clear goals, the team goals. This relies heavily on good communication in the team and harmony in member relationships.

　　In real life, team work success rarely happens by itself if there are no focused team building efforts or activities. There is simply too much room for problems. For example, different personalities may build up conflicts. Or even worse, some people with similar personalities may start fighting for authority and dominance in certain areas of expertise. Even if the team goals are clear and accepted by everyone, there may be no team commitment to the group goals, or no consensus on the means of achieving those goals. There may be a lack of trust and openness which may block the critical communication and lead to loss of coordination in the individual efforts. This is why every team needs a good leader who is able to deal with all team work issues.

1.Team building skills are not so critical if you are only an employee. F

2. To form a high performance team, you need many important factors. F

3. A good team should have a diversity of personalities. T

4. Team work success is quite common in practice. F

5. To solve all the problems, you need a capable leader. T

单元测试6

一、选择填空题

1.— They want to make sure you're paying taxes on the money you make.

— \_\_\_\_\_\_\_\_ .

答：We're paying alright

2.— Looking at this, if my calculations are correct, we are about five thousand dollars over budget.

— That's right.\_\_\_\_\_\_\_\_\_\_.

答：It's going to cost about five thousand more to complete the first order

3.Current \_\_\_\_\_\_\_ are those debts that must be paid within the year.

答：liabilities

4.Large organizations will find \_\_\_\_\_\_ impossible to manage all these data if manual accounting were used.

答：it

5.The long-term assets are known as \_\_\_\_\_\_ assets.

答：fixed

— How much of a problem meeting the budget?

— \_\_\_\_\_\_\_.

答：Well, it seems that we underestimated the costs

—Did you get your financial records into shape for your audit next month?

— \_\_\_\_\_\_\_. Keeping a strict account of all our incoming and outgoing is not an easy task.

答：I'm still working on ironing out a few problems

That's something you can improve by talking to human \_\_\_\_\_\_\_ .

答：resources

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

答：manufacturers

Did you get the financial records \_\_\_\_\_\_\_ shape for your audit next month?

答：into

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

— \_\_\_\_\_\_\_\_\_ .

答：Well, you've got my support on this

The bottom half shows \_\_\_\_\_\_ this money came from.

答：where

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

答：raised by

It will （）about eight percent more than initially projected.

C．cost

二、阅读理解/翻译/完形填空

Investors in the United States are preparing for the first public sale of stock in the Chinese company Alibaba. The company sells goods（by）linking buyers and sellers in the hugeChinese online market. Alibaba is expected to （make）its initial public offering, called an IPO, in September on the New York Stock Exchange.

　　The total value of the company, based in Hangzhou, has been estimated at about $200 billion. Reports from Bloomberg News say Alibaba is offering investors a 12 percent （share）of the company. That would mean the company could raise （as much as）$20 billion dollars in the public stock sale.

After the IPO, Alibaba could become one of the most （valuable）technology companies in the world. Apple, for example, has a market value of about $600 billion. Google is valued at about $390 billion and Microsoft is worth about $370 billion.

单元测试7

题目：?It's said that some measures have been taken \_\_\_\_\_ this problem.

答案：to deal with?

题目：?Without close quality control, we may \_\_\_\_\_ fraud, and the e-shop may suddenly go offline, so you can't get a refund.?

答案：encounter ?

题目：\_\_\_\_\_\_ friends and colleagues greeted each other with that day was “Bought anything today?”

答案：What

题目：—\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ , but I still have the feeling that it's not safe enough. —I couldn't agree more. That's why I only do street shopping.

答案：?Paying online is much safer than before

题目：—Amy, do you shop online often? — \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答案：Yes. It's very convenient and the price is often lower than in store

题目：An on-line virtual supermarket \_\_\_\_\_\_ the real supermarket, which makes it feel so real.?

答案：simulates ?

题目：—Are there any disadvantages to shopping online? —\_\_\_\_\_\_\_\_\_\_\_. But I think this problem will be solved soon.

答案：It takes some time for the stuff you buy online to arrive

题目：Chinese shoppers spent billions online yesterday as they took advantage \_\_\_\_\_ discounts offered on Singles Day (November 11).?

答案：of

题目：—Have you ever tried shopping online?—No, never. \_\_\_\_\_\_\_\_\_\_\_\_, especially for clothes and shoes.

答案：I prefer to actually see and touch what I'm buying before I pay for it?

题目：I couldn't agree more. That's \_\_\_\_\_\_ I only do street shopping.

答案：why?

题目：—Some friends say when they get the article, \_\_\_\_\_\_\_\_\_\_\_\_\_\_.—That happens. So close quality control is needed to avoid e-shoppers' fraud.

答案：it's quite different from what they saw on the website advertisement

题目：Sometimes I surf online shops to check some related information, and then go to a physical store to do the \_\_\_\_\_\_ shopping.

答案：actual

题目：Then your \_\_\_\_\_will be sold by auction.

答案：stuff?

题目：They exchanged tales of \_\_\_\_ or disappointing news of popular items sold out minutes after the spree began at midnight.

答案：bargains?

题目：What's more, it's not always so \_\_\_\_\_\_ for us to pay online as hackers might steal our user　name and password.

答案：safe ?

题目：阅读理解：根据文章内容，判断正误（每题10分）。Online Shopping Spree Sets Record　　Chinese shoppers spent billions online yesterday as they took advantage of discounts offered on Singles Day (November 11). It is a festival for young single people to celebrate by eating together, sending gifts or going shopping, thus seized on by online retailers to increase sales.　　It took only 13 hours for sales on just two online sites, Taobao and Tmall, to fly past last year's overall total of 19.1 billion yuan (US$3.1 billion).The final figure of Singles Day reached an astonishing 35.02 billion yuan as hundreds of thousands of consumers rushed to buy clothes, furniture, and home decoration items at discount prices. What friends and colleagues greeted each other with that day was “Bought anything today?” as they exchanged tales of bargains or disappointing news of popular items sold out minutes after the spree began at midnight.　　In under nine hours, turnover at the Alibaba Group's Tmall and Taobao sites had exceeded that of last year's Cyber Monday, a similar event in the United States.　　“We hope other e-commerce sites also did a good job as we want Singles Day to be a holiday for consumers and a good chance for retailers to discover the unmet needs of shoppers,” Jack Ma, founder and chairman of Alibaba Group, told reporters.　　“It's not a difficult thing to bring our total transaction size to 100 billion yuan in a couple of years but we hope to do more to help vendors and manufacturers to upgrade their products and service to reach more clients,” Ma said at a news briefing.? Online retailers took hold of the shopping spree to increase sales successfully. (1) 2. The final figure of Singles Day for this year reached 19.1 billion yuan. (2) 3. Cyber Monday is a similar event in the Great Britain. (3) 4. Other e-commerce sites did as well as Alibaba Group on Singles Day. (4) 5. Jack Ma's goal of transaction size is to reach 100 billion yuan in several years. (5)

答案：题1：T，题2：F，题3：F，题4：F，题5：T

题目：阅读理解：根据文章内容，选择正确答案（每题10分）。

Cyber Monday Clicks in with Record Sales　　Cyber Monday rocked while mobile sales roared.　　The day widely regarded as the Super Bowl of online sales created a record day for retailers, including Walmart, and marked a shift in shopping preferences as smartphones and tablets drove nearly a third of traffic — and for some retailers, more than half.?　　Walmart.com expects to register its biggest Cyber Monday yet, coming off a record Black Friday weekend online. Heading into the afternoon Monday, the website had already sold out of PlayStation 4 and Xbox One consoles, which weren't even discounted. Significant savings on TVs and tablets also encouraged shopping, says Joel Anderson, CEO of Walmart.com.　　Retailers from Target to Sears are fast evolving Cyber Monday into something more akin to Cyber Week, as online deals stretch well beyond Monday.　　As of 6 p.m. ET, sales on Amazon were up 44.3% over last year, while sales at eBay were up 32.1%, according to Channel Advisor, which tracks third-party sellers on eBay and Amazon. The online marketplaces are doing well in part because shoppers are heading to those sites to find popular products that are selling out at regular retailers, says Scot Wingo, CEO of Channel Advisor.　　Flash-sale site Rue La La started Cyber Monday deals on Sunday with a “Cyberthon” that drew more than 350,000 people to the site. The sale promoted as much as 80% off on more than 150 brands. On Monday, sales of Cole Haan and Pandora Jewelry merchandise were strongest, CEO Steve Davis says.? Retailers used mobile devices and drove nearly a third of traffic, or even more than half to online shopping. As we know that doesn't belong to the mobile device. (1) A. tabletsB. smartphones C. personal computer2. PlayStation 4 and Xbox One consoles were sold out on the afternoon Monday although they weren't even discounted. (2) A. eBay.comB. Walmart.comC. Amazon.com3. According to sales on Amazon were up 44.3% over last year, while sales at eBay were up 32.1%. (3) A. WalmartB. Rue La La C. Channel Advisor4. Cyber Monday deals on Sunday with a “Cyberthon” that drew more than people to the site. (4) A. 350,000 B. 35,000 C. 3,500,0005. We can infer from the passage \_\_\_\_\_ isn't an online retailer. (5) A. Sears B. Channel Advisor C. Walmart?

答案：题1：C，题2：B，题3：C，题4：A，题5：B

题目：完形填空：选择正确答案，补全文章（每题10分）。

　　There is nothing in the US quite like Black Friday. Before midnight on Thursday, in malls across the US, people start queuing? (1) outside the locked entrances of stores, making longer and longer lines,? (2) coupons (优惠券), sipping coffee and hot chocolate, rubbing their hands and stamping (跺脚) their feet for warmth,? (3) chatting, and waiting for the clerks to open the door when the time arrives.　　Black Friday, the day after Thanksgiving, which? (4) on Nov 28，2014, “has become in recent decades a special American holiday”, said the International Business Times. Indeed, up to 147 million Black Friday shoppers were expected to? (5) the dark of night and the elbows (手肘) of other shoppers so that they could bring home some bargains, according to the US National Retail Federation.?

答案：题1： up，题2： holding，题3： excitedly，题4： fell，题5： put up with

题目：翻译：为句子选择正确的翻译（每题10分）。

Shopping online is getting more and more popular.

A. 网上购物越来越流行。

2. Walmart.com expects to register its biggest Cyber Monday yet, coming off a record Black Friday weekend online. (2)

A．沃尔玛公司期待注册其最大的网购星期一，然而却实现了黑色星期五周末在线记录。

3. Retailers from Target to Sears are fast evolving Cyber Monday into something more akin to Cyber Week, as online deals stretch well beyond Monday. (3)

C. 从塔吉特到西尔斯的零售商们正迅速把网购星期一发展成为更似网购一星期的促销，因为在线交易在星期一之后也很好。

4. The online marketplaces are doing well in part because shoppers are heading to those sites to find popular products that are selling out at regular retailers. (4)

B．在线市场销售状况良好，部分原因是，消费者去这些网站购买普通零售商店在售的畅销产品。

5. Click the button “buy” or “add to my shopping cart” to continue shopping other items or check out. B．点击“购买”按钮或“加入购物车”，继续购买其他商品或结账离开。

一、选择填空题

1.—Amy, do you shop online often?

— \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

答：Yes. It's very convenient and the price is often lower than in store

2.—Some friends say when they get the article, \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

—That happens. So close quality control is needed to avoid e-shoppers' fraud.

答：it's quite different from what they saw on the website advertisement

3.Chinese shoppers spent billions online yesterday as they took advantage \_\_\_\_\_ discounts offered on Singles Day (November 11).

答：of

4.They exchanged tales of \_\_\_\_ or disappointing news of popular items sold out minutes after the spree began at midnight.

答：bargains

5.What's more, it's not always so \_\_\_\_\_\_ for us to pay online as hackers might steal our user　name and password.

答：safe

—Are there any disadvantages to shopping online?

—\_\_\_\_\_\_\_\_\_\_\_. But I think this problem will be solved soon.

答：It takes some time for the stuff you buy online to arrive

Without close quality control, we may \_\_\_\_\_ fraud, and the e-shop may suddenly go offline, so you can't get a refund

答：encounter

I couldn't agree more. That's \_\_\_\_\_\_ I only do street shopping.

答：why

二、阅读理解/翻译/完形填空（题型随机）

Cyber Monday Clicks in with Record Sales

　　Cyber Monday rocked while mobile sales roared.

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

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

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

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

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

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

答：personal computer

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

答：Walmart.com

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

答：Channel Advisor

4.Cyber Monday deals on Sunday with a “Cyberthon” that drew more than people to the site.

答：350,000

5.We can infer from the passage \_\_\_\_\_ isn't an online retailer.

答：Channel Advisor

翻译：为句子选择正确的翻译

1. Shopping online is getting more and more popular.

网上购物越来越流行。

2.Walmart.com expects to register its biggest Cyber Monday yet, coming off a record Black Friday weekend online.

沃尔玛公司期待注册其最大的网购星期一，然而却实现了黑色星期五周末在线记录

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

从塔吉特到西尔斯的零售商们正迅速把网购星期一发展成为更似网购一星期的促销，因为在线交易在星期一之后也很好。

4.The online marketplaces are doing well in part because shoppers are heading to those sites to find popular products that are selling out at regular retailers.

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5.Click the button “buy” or “add to my shopping cart” to continue shopping other items or check out.

点击“购买”按钮或“加入购物车”，继续购买其他商品或结账离开。

单元测试8

题目：Well，the day we offer stock for sale is the day we will see how much\_\_\_\_\_\_there is in our company.?

答案：faith

题目：But Jerry, have you really thought this \_\_\_\_\_\_? You would essentially be giving up the company that your great-grandfather built.

答案：through

题目：—But then we'll have to accept a Board of Directors chosen by our stockholders. Wouldn't that limit us in many ways?—Certainly. But if you consider the massive capital investment that we'll receive, you'll understand that this could take our company —————— .

答案：from being a medium-tier firm to being one of the big players

题目：Can you tell us why you think this makes good business \_\_\_\_\_\_to you?

答案：sense

题目：—Can you tell us why you think this makes good business sense to you?—We've been doing quite well on our own and we could probably survive like this for quite a few more years to come, but if we really want to take it to the next level, \_\_\_\_\_\_\_\_\_\_\_\_.

答案：we are going to have to consider finding more investors

题目：His ideas are linked to the theory\_\_\_\_\_\_\_\_markets are efficient, which means market actors taking all available information to create the correct price for things at any given time.?

答案：that

题目：His method supports Mr Shiller's findings and has \_\_\_\_\_\_\_\_efforts to predict prices in the financial industry.

答案：influenced

题目：If people \_\_\_\_\_\_\_\_we're very valuable they won't buy our stock.

答案：don't think

题目：Okay, let's say we make a decision \_\_\_\_\_; what kind of price are we thinking about charging for our stock??

答案：to go public

题目：—Okay, what is the decision? —As you know, we have been a privately held, family-owned company for over 120 years,\_\_\_\_\_\_\_\_\_\_\_\_\_.

答案：but it may be time to consider some major changes

题目：One kind of partnership is called a limited \_\_\_\_\_\_\_\_partnership.

答案：liability?

题目：The proprietor owns all of the property of the business and is responsible ?\_\_\_\_\_\_\_\_ everything.?

答案：for

题目：The same is true \_\_\_\_\_\_individual proprietorships.

答案：of

题目：—We've done very well so far but if we want to see serious growth \_\_\_\_\_\_\_\_\_\_\_\_\_\_.—Yeah...maybe. But I have my doubts.

答案：it might be time to ditch our old business model and go public

题目：—You mean... like becoming a publicly-traded company?—That's right. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

答案：It's something we should give serious consideration to

题目：阅读理解：根据文章内容，选择正确答案（每题10分）。

Organizing a Business in Different Ways

答案：题1：C，题2：B，题3：C，题4：A，题5：B

题目：阅读理解：根据文章内容，判断正误（每题10分）。

Three Americans Win Nobel Economics Prize

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

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

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

(4) 5. The Nobel Prize in economics was established in memory of Alfred Nobel by Sweden's central bank in 1968. (5) ?

答案：题1：F，题2：T，题3：T，题4：F，题5：T

题目：完形填空：选择正确答案，补全文章（每题10分）。

Alibaba Seeks to Raise Billions in IPO　　Investors in the United States are preparing for the first public sale of stock in the Chinese company Alibaba. The company sells goods? (1) linking buyers and sellers in the huge Chinese online market. Alibaba is expected to? (2) its initial public offering, called an IPO, in September on the New York Stock Exchange.　　The total value of the company, based in Hangzhou, has been estimated at about $200 billion. Reports from Bloomberg News say Alibaba is offering investors a 12 percent? (3) of the company. That would mean the company could raise? (4) $20 billion dollars in the public stock sale.After the IPO, Alibaba could become one of the most? (5) technology companies in the world. Apple, for example, has a market value of about $600 billion. Google is valued at about $390 billion and Microsoft is worth about $370 billion.

答案：题1： by，题2： make，题3： share，题4： as much as，题5： valuable

题目：翻译：为句子选择正确的翻译（每题10分）。

Not all corporations are traditional businesses that sell stock. (1)

B. 并非所有的公司都是出售股票的传统企业。

2. But don't forget, some of those companies made a killing.

C. 但是不要忘记，一些公司赚了大钱。

3. I don't think there's a lot of appetite for adventure in the market right now.

B. 我认为如今在市场中没有很多冒险的欲望。

4. I see our company as entering a transitory period. (4)

A. 我认为我们公司正进入一个过渡期。

5. We simply don't have the funds to make any serious investments towards obtaining a bigger market share. C. 我们根本没有资金进行大量的投资获取更大的市场份额。

一、选择填空题

1.—Can you tell us why you think this makes good business sense to you?

—We've been doing quite well on our own and we could probably survive like this for quite a few more years to come, but if we really want to take it to the next level, \_\_\_\_\_\_\_\_\_\_\_\_.

答：we are going to have to consider finding more investors

2.—Okay, what is the decision?

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

答：but it may be time to consider some major changes

3.Can you tell us why you think this makes good business \_\_\_\_\_\_to you?

答：sense

4.But Jerry, have you really thought this \_\_\_\_\_\_? You would essentially be giving up the company that your great-grandfather built.

答：through

5.The same is true \_\_\_\_\_\_individual proprietorships.

答：of

—You mean... like becoming a publicly-traded company?

—That's right. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

答：It's something we should give serious consideration to

—We've done very well so far but if we want to see serious growth \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

—Yeah...maybe. But I have my doubts.

答：it might be time to ditch our old business model and go public

If people \_\_\_\_\_\_\_\_we're very valuable they won't buy our stock.

答：don't think

Can you tell us why you think this makes good business \_\_\_\_\_\_to you?

答：sense

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

答：that

二、阅读理解/翻译/完形填空（题型随机）

Organizing a Business in Different Ways

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

1. This passage is mainly about

how different forms of business are organized

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

An agreement.

3.Who are not included in limited liability partnerships?

Unlimited partners.

4.How can corporations raise money?

By selling stock.

5.Who controls corporate policies in a corporation?

A board of directors.

Alibaba Seeks to Raise Billions in IPO

　　Investors in the United States are preparing for the first public sale of stock in the Chinese company Alibaba. The company sells goods（by）linking buyers and sellers in the huge Chinese online market. Alibaba is expected to（make） its initial public offering, called an IPO, in September on the New York Stock Exchange.

　　The total value of the company, based in Hangzhou, has been estimated at about $200 billion. Reports from Bloomberg News say Alibaba is offering investors a 12 percent（share）of the company. That would mean the company could raise （as much as）$20 billion dollars in the public stock sale.

After the IPO, Alibaba could become one of the most （valuable）technology companies in the world. Apple, for example, has a market value of about $600 billion. Google is valued at about $390 billion and Microsoft is worth about $370 billion.