

试卷代号:1391

国家开放大学(中央广播电视大学)2018年春季学期“开放本科”期末考试

## 商务英语 4 试题

2018年7月

### 注 意 事 项

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

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

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

四、考试时间为 60 分钟。

一、交际用语 (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, is that Sail Moving Company?

— \_\_\_\_\_

- A. Yes, this is Jack speaking. Thanks for calling. What can we do for you?
- B. Yes, I'm Jack. Thanks for calling. What can we do for you?
- C. Yes, speaking. What can I do for you?

2. — What does the customer's complaint say?

— \_\_\_\_\_

- A. He says he will write us a thank-you letter.
- B. He says he hasn't gotten back the monitor for repairs.
- C. He wants to know whether we could give him a discount.

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

— \_\_\_\_\_

- A. Well, you've got my support on this.
- B. We will need another four thousand dollars to cover the cost.
- C. You only need a budget increase for the first order.

4. — What is the distance between the new building and your office?

— \_\_\_\_\_

- A. It is near to the bus stop.
- B. It is about 15 kilometers.
- C. It is very close.

5. — Henry, what do you think of the new team?

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

- A. Yes, you're right.
- B. Not so good.
- C. Very well on the whole.

二、词汇与结构(共计 30 分,每小题 2 分)

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

6. We used to \_\_\_\_\_ cash advances.  
A. had  
B. having  
C. have
7. Better understanding of team work can make you a more effective employee and give you an extra \_\_\_\_\_ in your corporate office.  
A. edge  
B. badge  
C. age
8. The bottom half shows \_\_\_\_\_ this money came from.  
A. where  
B. what  
C. why
9. Can you fill me \_\_\_\_\_? I need some detailed information.  
A. out  
B. up  
C. in
10. That's something you can improve by talking to human \_\_\_\_\_.  
A. courses  
B. resources  
C. sources
11. What's more, it's not always so \_\_\_\_\_ for us to pay online as hackers might steal our username and password.  
A. safety  
B. safe  
C. safely
12. Trademarks, proprietary service marks and regulations need \_\_\_\_\_ carefully.  
A. to be observed  
B. be observed  
C. being observed

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

- A. raise for
- B. raised by
- C. raising at

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

- A. regulate
- B. regulation
- C. regular

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

- A. For
- B. In
- C. On

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

- A. actual
- B. simulated
- C. virtual

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

- A. expire
- B. express
- C. exact

18. \_\_\_\_\_ you have a job, you may be in the market for another one.

- A. Even if
- B. When
- C. Since

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

- A. whatever
- B. whoever
- C. whosever

20. Can you tell us why you think this makes good business \_\_\_\_\_ to you?

- A. deal
- B. program
- C. sense

三、阅读理解(共 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

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.

21. 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.

A. tablets

B. smartphones

C. personal computer

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

A. eBay.com

B. Walmart.com

C. Amazon.com

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

A. Walmart

B. Rue La La

C. Channel Advisor

24. Cyber Monday deals on Sunday with a "Cyberthon" that drew more than \_\_\_\_\_ people to the site.

A. 350,000

B. 35,000

C. 3,500,000

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

A. Sears

B. Channel Advisor

C. Walmart

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

Many of the banks and travel services in western provide a convenience for travelers by issuing traveler's checks. Travelers, when buying the checks, have to sign the checks in the presence of the bank or service clerks. During the trip, travelers 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 travelers 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.

Traveler'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

traveler'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.

26. It is convenient for the travelers to travel around the world as many banks and travel services issue travelers' checks.

27. There are no signatures of travelers who have bought the checks.

28. Quite a few travelers like to buy the checks.

29. Travelers do not worry about the circulation period of the checks as there is no time limit for it.

30. Banks and travel services are reluctant to provide travelers' checks.

#### 四、写作(共 20 分)

31: 根据要求写作文。

Write an invitation letter to your business partners and invite them to China according to the following information.

- Your name and position; Simon Zhang, President of Tianjin Trust Int'l Trade Co. , Ltd;
- Your business partners; Mr. James Laird, and Mr. Luke Smith;
- Time of visit; between Jan. 28 and Feb. 4, 2017;
- Purpose of visit; potential financing;
- Expenses to be borne by; your business partners.

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座位号

国家开放大学(中央广播电视大学)2018年春季学期“开放本科”期末考试

### 商务英语 4 试题答题纸

2018年7月

题号	一	二	三	四	总分
分数					

得分	评卷人

#### 一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1.                      2.                      3.                      4.                      5.

得分	评卷人

#### 二、词汇与结构 (共计 30 分, 每小题 2 分)

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

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

得分	评卷人

#### 三、阅读理解 (共 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

21.                      22.                      23.                      24.                      25.



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

26.

27.

28.

29.

30.

得 分	评卷人

四、写作(共 20 分)

31: 根据要求写作文。

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国家开放大学(中央广播电视大学)2018年春季学期“开放本科”期末考试

## 商务英语 4 试题答案及评分标准

(供参考)

2018年7月

### 一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

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

### 二、词汇与结构(共计30分,每小题2分)

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

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

### 三、阅读理解(共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

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

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

#### Passage 2

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

### 四、写作(共20分)

31:根据要求写作文。

Write an invitation letter to your business partners and invite them to China according to the following information.

- Your name and position: Simon Zhang, President of Tianjin Trust Int'l Trade Co. , Ltd;
- Your business partners: Mr. James Laird, and Mr. Luke Smith;
- Time of visit: between Jan. 28 and Feb. 4, 2017;
- Purpose of visit: potential financing;
- Expenses to be borne by: your business partners.

参考范文:

Dec. 22, 2016

Dear Mr. James Laird,

On behalf of Tianjin Trust Int'l Trade Co. , Ltd. , I would like to invite you and your colleague Mr. Luke Smith, to visit us between Jan. 28 and Feb. 4, 2017 for the purpose of potential financing in the near future.

We both understand that your company will be responsible for all the expenses for your visit to and within China. Although we expect your visit and wish fruitful outcomes between us, Tianjin Trust Int'l Trade Co. , Ltd. is not responsible for any financial aspects of your trip to and within China.

I look forward to welcoming you both in Tianjin and pray that you have a wonderful trip.

Yours sincerely,

Simon Zhang

作文评分标准:

1. 评分原则

(1) 本题总分为 20 分, 按 6 个档次给分。

(2) 评分时, 先根据文章的内容和语言初步确定其所属档次, 然后以该档次的要求来衡量、确定或调整档次, 最后给分。

(3) 评分时应注意的主要内容为: 内容要点、句型变化、词汇运用和语法结构的准确性, 语意的连贯性、逻辑性以及应用文的格式要求。

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

## 2. 各档次的给分范围和要求

16—20 分	<ul style="list-style-type: none"> <li>●完全完成了试题规定的任务；</li> <li>●覆盖所有内容要点；</li> <li>●语法结构、句型和词汇有变化；</li> <li>●语法结构和用词准确。</li> <li>●语意连贯、逻辑性强。</li> <li>●应用文写作格式规范。</li> </ul>
11—15 分	<ul style="list-style-type: none"> <li>●较好地完成了试题规定的任务；</li> <li>●覆盖所有内容要点；</li> <li>●句型和词汇有变化；</li> <li>●语法结构和词汇基本准确,些许错误主要是因为尝试较复杂语法结构或词汇所致。</li> <li>●语意基本连贯、有一定的逻辑性。</li> <li>●应用文写作格式较为规范。</li> </ul>
6—10 分	<ul style="list-style-type: none"> <li>●基本完成了试题规定的任务；</li> <li>●覆盖所有内容要点；</li> <li>●运用语法结构和词汇方面能满足任务的基本要求；</li> <li>●有一些语法结构或词汇方面的错误,但不影响理解。</li> <li>●语意连贯性及逻辑性方面存在一定问题。</li> <li>●应用文写作格式基本规范。</li> </ul>
3—5 分	<ul style="list-style-type: none"> <li>●虽尽力但不足以完成试题规定的任务；</li> <li>●仅覆盖部分主要内容,或写了一些无关内容；</li> <li>●语法结构和词汇运用能力很弱；</li> <li>●有许多语法结构或词汇方面的错误,影响了对写作内容的理解。</li> <li>●语意不连贯,逻辑性方面问题较大。</li> <li>●应用文写作格式不规范。</li> </ul>
1—2 分	<ul style="list-style-type: none"> <li>●未完成试题规定的任务；</li> <li>●句子不完整或无法理解；</li> <li>●语法结构或词汇方面错误连篇,影响对写作内容的理解；语言运用能力差。</li> <li>●语意不清,毫无逻辑。</li> <li>●应用文写作格式不规范。</li> </ul>
0 分	<ul style="list-style-type: none"> <li>●未答题,或虽作答但不知所云。</li> </ul>