云南师范大学 2009－2010 学年上学期统一考试

《商务英语阅读》试卷（A 卷）

学 院：经济与管理学院　班 级：_____　姓 名：_____学 号：_____

考试方式：闭 卷　　考试时间：150 分钟

题号	一	二	三	四	五	六	七	总 分	评 卷 人
得分									

得分	评卷人

一.READING

PART ONE

Questions 1-7

. Read these sentences and the instructions that follow.

. Which method does each sentence describe?

. For each sentence mark one letter (A ,B ,C or D) on your answer Sheet.

Example

You can dictate a message almost anywhere at your convenience.

Answer: B

1. You speak, while your secretary types down your words.
2. You have to speak slowly and very clearly.
3. One of these methods can be used when you are in a hurry.
4. While dictating ,you use some tapes.
5. One of the disadvantages of this method is that you are totally strange to the transcriber.
6. the dictation is done with your speaking, a machine's recording, and your secretary's transcribing.
7. the machine records your words and then provide the transcription.

A. Dictation to your own secretary-"live" dictation, taken by a person who becomes familiar with your dictating characteristics.

B. Dictation to a machine, with your secretary transcribing.

Inexpensive cassette recorders provide GREat flexibility in dictation.

You can dictate in the office, at home, in an automobile, in an airplane, and in any out-of-the-office situation. Your dictation tapes can be transcribed by being played back on modern transcribing equipment.

C. Dictation to a machine, with a word-processing center providing the transcription in this case, the transcriber will probably not be familiar with your dictation manners and peculiarities.

D. Other dictation methods, such as by telephone calls or by direct secretarial transcription at the typewriter. These methods are not routine but are used typically in "rush" situations. They require a slow voice speed and clear pronunciation.

PART TWO

Questions 8-12

. Read this text about electrical power in Canada.

. Choose the best sentence from the list A-I to fill each of the blanks.

. For each blank(8-12) mark one letter (A-I) on your Answer Sheet.

. De not mark any letter twice.

. One answer has been given as an example.

ELECTRICITY : WEALTH , MONEY , POWER

Canadian industries have prospered for more than a century on the country's abundance of cheap, reliable electrical power...example...In fact ,Canada consumes more electricity on a per person basis than any country except for Norway...8...

Electricity is a significant source of export income for Canada...9...But in the 1970s ,Canadian exports rose sharply to address the U. S. demand for cheaper and more reliable.

In 1985, exports of Canadian electrical power reached 1,400 million US dollars ...10...Net electricity exports account for more than 60% of Canada's balance of trade.

Domestically, Canada continues to generate electrical power, primarily from water ...11...

Exports of electricity are now subject to forces far beyond the control of utility managers...12...

Example: B

A. Besides, electricity from coal and nuclear is 50/00 to 75/00 cheaper than many other industrial nations.

B.Generated primarily by water, our power supplies have attracted and supported energy-intensive industries such as mining.

C. It also ranks among the top three electricity producers in the world, behind the U. S. and Russia.

D. Next to electricity, Canadian paper exports came to 900 million US dollars every year in the 1960s.

E. Two large nuclear power plants began to generate electricity.

F. Since then, electricity' exports have declined but they have continued to exceed 700 million US dollars.

G. Environmental and trade policies all influence electrical production and trade.

H. Canada and the U. S. imported and exported power in almost equal measures after 1901.

I. therefore, the Canadian government has little influence on these forces.

PART THREE

Questions 13- 20

Read this text about south Korea's economic development, and answer the questions that follow.

The Koreans see the Seoul Olympics as a chance to show their rapid proGREss. The Tokyo Olympic Games in 1964 served the same purpose for a developing Japan. Within 13 years , according to a detailed development plan ,Korea is determined to be among the world's ten largest trading nations ,up from the 13th now.

1. Much of the economy's development in recent years comes from what Korean leaders call the three blessings-lower oil prices, lower world wide interest rates, and a currency that is weak against the Japanese yen. The Korean won is closely related with many other currencies, though the finance ministry will not say which ones. Obviously the U. S. dollar is the most important. When its value drops against the Japanese yen, the Korean won went down too. Since September 1985 the won has decreased about 40% against the yen, giving Korea a huge advantage over Japan in the U.S. market.

2. the Koreans made good use of this advantage, pouring 40% of their exports into America. When the U.S. responded with tough protectionism talk, they pretended to be surprised and angry. The Koreans still see themselves as relatively poor dependents of the U.S. and take American protectionism as betrayal by a big brother. They are right. The Korean economy is only 6% of Japan's. Tall buildings in Seoul resemble those in Tokyo, but the Korean capital is full of narrow streets and poor houses like a village. In the countryside some 20% of home lack running water. Moreover, Korea has a heavy defense burden as well as that big foreign debt.

3. And Korea has suffered set tacks before In the 1970s the government supported heavy industry,creating some big but useless enterprises. The Treasury Ministry is still quietly supporting some ill shipping and overseas companies. Meanwhile the government does not know how to set up wining industries.

4. the Koreans are also quick to point out that their 7.1 billion trade surplus with the U.S. is just 4% of the total American trade deficit. Japan account for 35%. In the U. S. the Koreans are competing with Japanese not American, Products. They complain that U. S. protectionism punishes them for Americans' lazy work habits and drug abuse. They say the union rules have ruined U. S. competitiveness.

Questions 13-16

. For questions 13-16, choose the correct title for each paragraph for the box below.

. For each paragraph(l-4) mark one letter (A-G) on your Answer Sheet.

. Do not mark any letter twice.

13. Paragraph 1 ...

14. Paragraph 2 ...

15. Paragraph 3 ...

16. Paragraph 4 ...

A. Economy's development

B. Lessons from the past

C. Korean products in U. S. market

D. Exports into America

E. Favourable economic background

F. Trade surplus

G. Disadvantageous factors

Questions 17- 20

Using the information in the text, complete each sentence 17-20 ,with a phrase from the List below (A-G) .

. For each sentence (17-20) mark one letter (A-G) on your Answer Sheet.

. Do not mark any letter twice.

17. For the Japanese ,the Tokyo Olympic Games was regarded...

18. the Koreans think of the U. S. protectionism...
19. the recent economic development of south Korea is due...
20. the Japanese trade surplus accounts...
A. to have three advantages.
B. among the ten biggest countries in foreign trade.
C. for thirty-five percent of the total American trade deficit.
D. as an exhibition of rapid economic growth.
E. against the Japanese currency.
F. of narrow streets and poor houses.
G. as cheating a little brother.

PART FOUR

Questions 21-35

. Read this news.

. Choose the best word to fil1 each gap.

. For each question (21-35) mark one letter (A ,B ,C or D) on your Answer Sheet.

. One answer has been given as an example.

Three Bootleggers Jailed

Three men who ran a cross-channel smuggling group, selling cheap French beer ,wine and champagne in Britain ,were jailed yesterday.

The men were leaders of an 11-man group which made at least 42...example...on the Dover-Calais ferry in three months.

Trucks of cheap drink were brought into the country and sold ...21 ...at Sunday market, And corner shops in South Wales , Two secret teams of customs officers ... 22...vehicles between Kent and Cardiff in an operation called "chancer". Eleven men admitted their part in a.. ...23...to avoid paying duty on beer and spirits.

Mr. Roger Thomas said it was ...24 ... that 70, 000pounds of unpaid duty was involved between January and April last year when the gang was ... 25 ...the smuggling group. Cases of beer, wine and champagne were brought to a rented warehouse in Cardiff before being ... 26 ... to traders. Mr. Richard Nichols, a former market trader, Mr. Qichard Spencer ,a shopowner, and Mr Raymond Tout , were put in prison for ... 27...of nine, four and three months ... 28 ... Judge Michael Burr said the group had used "an army of helpers "in an organized conspiracy to make ... 29 ... money. He ordered six other men to carry out community service and conditionally...30...two others who had played a lesser role.

After the ... 31 ...customs investigators said that the group made as many as four cross channel trips a day ...32... to a hypermarket near Calais. They went into business only three weeks after the new customs laws came into ... 33...on New Year's day last year. The investigators added : "We hope these jail ...34...will be a big help to tackle this...35...crime which is causing concern to the retail industry.

Example

A. holidays B. tours C. trips D. voyages

Answer: C

21. A. lawfully B. secretly C. legally D. illegally
22. A. tracked B. travelled C. saw D. watched
23. A. accident B. conspiracy C. hope D. dream
24. A. calculated B. considered C. counted D. estimated
25. A. meeting B. talking C. organizing D. using
26. A. moved B. rented C. distributed D. using
27. A. times B. lengths C. terms D. periods
28. A. each B. altogether C. long D. respectively
29. A. hard B. easy C. comfortable D. simple
30. A. closed B. discharged C. opened D. liberated
31. A. trial B. sentence C. accident D. case
32. A. occasionally B. particularly C. mainly D. consequently
33. A. being B. force C. strength D. use
34. A. words B. sentences C. phrases D. punishment
35. A. widespread B. terrible C. serious D. rare

PART FIVE

Section A

Questions 36 -40

. Read this text about Turkish Airlines

. In most of the lines (36 - 40) there is one extra word which does not fit in. One or two lines, however , are correct.

. If the line is correct, put a tick (√)in the space on your Answer Sheet.

. If there is an extra word in the line (36-40) that word in the space on your Answer Sheet.

Example :

Because we Turks are famous for hospitality, you may just find yourself...√...

Thinking therefore we're an important centre of modern civililzation...therefore...

ISTANBUL

For centuries, istanbul was the ce4tre of ancient civitisation. And today

36. it's easy to see why. Although much has changed, but Istabul is still

37. very central when traveling to the Middle East or Asia. And possibly

38. it's very central to the enjoyment of your trip as well as. On Turkish

39. Airlines ,you'll have the comfort of our modern planes which offer

40. to you extra room for your legs and wide Business Class seating ,not to

mention the ordinary recreations.

Section B

Questions 41-45

. Your friend works as secretary in a British company in China. He has written a letter in answer to a Canadian Customer's complaint.

. In each line there is one wrong word.

. For each numbered line (41 -45) write the correct word in the space on your Answer Sheet.

Example :
Mr. Davidson works hardly every day and he is a model worker ...hard...
Dear Mrs. David,
I received your letter dated December the 21st complaining
41. about the qualify of our TL135 camera! checked with our
42. manager and I am now answer your questions: Your can mail
43. the flawed camera to us and paying the postage by yourself. Then
44. upon receiving your package, we'll immediate send you a new one.
45. And the postage is on us. I look forward to hear from you.
Thank your for your letter.

II.WRITING

PART ONE

Question 46

You have received a fax from a customer who in the fax complained that he had received 100 GREEN color bicycles instead of 50 green and 50 blue color bicycles. In order to solve the problem and find out the facts, you write a short note to the warehouse.

. Write a short note to Mr. Randy Simon who is in charge of delivering goods from warehouse.
. Tell him about the claim.
. Mention the date of delivery.
. Ask for the duplicate invoice. .
. Write 30-40 words on your Answer Sheet.

PART TWO

Question 47

you work for Alla ,a shop which sells upmarket clothing. You are asked to find a way to increase the profits of your shop.

Read the following figure showing the results of a survey of two upmarket specialty shops.

Point A refers to your shop. Point B refers to Betty Fashion shop ,your main competitor, near your shop.

. Use the figure to write a report (about 100- 120 words) recommending ways of improving the quality and pricing of your shop.
. Write on your Answer Sheet.

PART THREE

Question 48-52

Explain the meaning of the following words and phrases

48. progressive-adaptive culture
49. X theory
50. globalization
51. consumer behavior
52. pricing

III.TRANSLATING

Question 53

Translate the following passage from English intoChinese

Wish the bank's involement,the exporter looks to the bank for payment instead of relying upon the ability or willingness of importer to pay,but the exporter cannot obtain payment unless he complies with all the terms in a document issuled by the bank.

At the same time,the bank pays on bi half of the importer against documents which represent the goods and give the importer right to the goods.Therefore,banks assist in the settlement of international commercial transactions by providing safeguard for parties involved and ensuring payment to the exporter if he complies whth the terms in the document.These objectives are accomplished by the use of a document called documentary letter of credit.

答题卡

姓名 _____ 学号 _____班级 _____成绩 _____

I.Reading Comprehension (60%)

PART ONE

Questions 1-7 (7%)

题号	1	2	3	4	5	6	7			
答案										

PART TWO

Questions 8-12 (5%)

题号	8	9	10	11	12					
答案										

PART THREE

Questions 13- 20 (8%)

题号	13	14	15	16	
答案					
题号	17	18	19	20	
答案					

PART FOUR

Questions 21-35 (30%)

题号	21	22	23	24	25	26	27	28	29	30
答案										
题号	31	32	33	34	35					
答案										

PART FIVE

Section A

Questions 36-40 (5%)

题号	36	37	38	39	40					
答案										

Section B

Questions 41-45 (5%)

题号	41	42	43	44	45					
答案										

II.WRITING

PART ONE

Question 46 (10%)

PART TWO

Question 47 (10%)

PART THREE

Question 48-52 (10%)

Explain the meaning of the following words and phrases

48.

50.

51.

52.

53.

II.TRANSLATING

Question 54 (10%)

云南师范大学 2009-2010 学年上学期统一考试

《商务英语阅读》试卷答案

学院 经济与管理学院　　专业_____　　年级_____

考试方式：闭卷　考试时量：150 分钟　　试卷编号：（A 卷）

一. 阅读部分

PART ONE

1. A 2. D 3. D 4. B 5. C 6. B 7. C

PART TWO

8. C 9. H 10. F 11. A 12. G

PART THREE

13. E 14. G 15. B 16. C 17. D 18. G 19. A 20. C

PART FOUR

21. D 22. A 23.B 24. D 25. C 26.C 27.C 28. D 29.B

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

PART FIVE

Section A

36. but 是多余,应删掉.

37. 没有多余的词.

38. 后面的 as 是多余,应删掉.

39. 没有多余的词.

40. to 是多余,应删掉.

Section B

41. qualify 应改为 quality

42. answer 应改为 answering

43. paying 应改为 pay

44. immediate 应改为 immediately

45.hear 应改为 hearing

二.写作部分

PART ONE

Question 46 .

(Sample for reference)

Dear Mr. Simon,

A customer complained that he had received 100 GREen coloured bicycles instead of 50 green and 50 blue colour bicycles,which had been shipped on 11th May. Could you please send me the immediate invoice under contract No. TXI 2- 1 in duplicate?

PART TWO

Question 47

(Sample for reference)

Both Betty Fashion Shop and our shop are in city centre, therefore,we have almost the same customers. But there exists a fact that customers are more likely to spend their money in Betty

shop. After careful research, we notice that,although Betty shop has higher prices ,they also have more fashionable clothes. Compared with Betty Shop, our real prices are not high, but the comparative prices to fashion are high. Therefore, if our shop decides to increase the profits, we`should purchase highly fashionable clothes, at least as fashionable as Betty Shop ,with the prices lower than Betty Shop's. As customers hate increasing prices, it is better to do this gradually.

三、名词解释

48.it is a culture that adjust quickly to shifting market conditions

49. Douglas McGregor developed a philosophical view of humankind with his Theory X and Theory Y in 1960. These are two opposing perceptions about how people view human behavior at work and organizational life.

With Theory X assumptions, management’s role is to coerce and control employees.

People have an inherent dislike for work and will avoid it whenever possible.

People must be coerced, controlled, directed, or threatened with punishment in order to get them to achieve the organizational objectives.

People prefer to be directed, do not want responsibility, and have little or no ambition.

People seek security above all else.

50. describes an ongoing process by which regional economies, societies and cultures have become integrated through a globe-spanning network of exchange. The term is sometimes used to refer specifically to economic globalization: the integration of national economies into the international economy through trade, foreign direct investment, capital flows, migration, and the spread of technology.

51. The study of when, why, how, where and what people do or do not buy products. It blends elements from psychology, sociology, social, anthropology and economics.

it attempts to understand the buyer decision making process, both individually and in groups;

it studies characteristics of individual consumers such as demographics and behavioral variables;

it also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general;

it is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer.

52. One of the four major elements of the marketing mix is price. Pricing is an important strategic issue because it is related to product positioning. Furthermore, pricing affects other marketing mix elements such as product features, channel decisions, and promotion. Before the product is developed, the marketing strategy is formulated, including target market selection and product positioning. There usually is a tradeoff between product quality and price, so price is an important variable in positioning.

四、翻译

译文：

出口商从银行那里得到付款，而不是依赖于进口商的付款能力和他的自愿付款行为，但是前提是出口商必须遵守银行颁布的条文的所有条款。

同时，银行根据货物单据分两次支付款项，确保进口商的货物与单据相符。因此，银行通过对进出口商提供保护和确保遵守银行条款的出口商的款项, 来保障国际商贸结算。这些目标通过“信用记录卡”来保障实现