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英语/高等数学预备班：英语从英文字母发音、国际音标、基本语法、常用词汇、阅读、写作等角度开展教学；数学针对有仅有高中入学水平的数学基础的同学开设。通过知识点精讲、经典例题详解、在线模拟测验，有针对性而快速的提高考生数学水平。[立即报名！](#)

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全国 2007 年 7 月高等教育自学考试

外刊经贸知识选读试题

课程代码：00096

请将所有答案写在答题纸相应的位置上，否则不计分。

一、单项选择题（本大题共 15 小题，每小题 2 分，共 30 分）

在每小题列出的四个备选项中只有一个可以替代句中划线的单词或词组，请将其代码填写在答题纸相应的位置上。错选、多选或未选均无分。

1. If current population trends continue and states do not improve the education of all racial groups, the skills of the workforce and the incomes of U.S. residents are projected to decline over the next two decades.

- A. fall
- B. define
- C. increase
- D. deliver

2. But the company also continues to work in Michigan, including assembling land for retail projects in Commerce Township.

- A. associating
- B. contributing
- C. appreciating
- D. collecting

3. The emergence of new products in the global navigation market is growing so fast that today's \$100 CD-ROM navigation package will be out of date in six months.

- A. efficiency
- B. appearance

- C. exercise D. arrangement
4. Discover real practical information that shows you how to manifest your desires.
A. manage B. accelerate
C. demonstrate D. implement
5. A slump in share prices has made life difficult for public companies.
A. slum B. drop
C. pick-up D. contract
6. Divergent creative processes like biological evolution always involve tradeoffs between diversity and concentration.
A. Different B. Absurd
C. Fragile D. Explicit
7. Just as in the stock market, there is opportunity for power-management advances in rough economic times, despite a darkening forecast for many power management devices themselves.
A. coarse B. evident
C. excess D. difficult
8. Trade Minister Mark Vaile today announced a new taskforce designed to help Australian companies deal with business opportunities in the United States.
A. reckon B. argue
C. tackle D. dispute
9. My point in explaining this is not necessarily to discourage developers from creating them.
A. compound B. dissuade
C. evaporate D. persuade
10. Henry was sure the future of the auto industry was in a low-priced car for the general public.
A. automat B. automation
C. autobicycle D. automobile
11. Managers who seek growth at a reasonable price try to strike a balance between strong earnings and good value.
A. fair B. seasonable
C. supreme D. predictable
12. The bank found that from the 1709 postcode districts in England and Wales, 757 (44%) had average detached property prices above the IHT threshold for the new tax year.
A. discharged B. disguised
C. separated D. exerted
13. If you are a new learner at a participating organization you must register to create your own username and password and gain access to the site.
A. have B. make

C. take D. save

14. Garlic mashed potatoes were served perfectly whipped and full of flavor, but the chopped carrots, drenched in cinnamon, brown sugar and a brandy glaze, were very sweet and sugary and did not complement the rest of the meal.

A. soda B. taste
C. syrup D. bubble

15. Customs procedures should, on the basis of compliance on the part of firms, be simplified, facilitating trade for firms.

A. sorting B. grading
C. easing D. shipping

二、将下列词组译成中文（本大题共 10 小题，每小题 1 分，共 10 分）

16. GATT
17. portfolio investment
18. debt restructuring
19. countervailing duty
20. glut of supplies
21. barrier-free market
22. invisible account
23. preferential tax rate
24. economic heavy weight
25. fledgling industries

三、将下列词组译成英文（本大题共 10 小题，每小题 1 分，共 10 分）

26. 中国出口商品交易会
27. 硬通货
28. 剩余劳动力
29. 试销
30. 直接投资
31. 资本货物
32. 国际收支
33. 强硬政策
34. 合资企业
35. 技术转让

四、简答题（本大题共 6 小题，每小题 3 分，共 18 分）

Passage 1

Having spent years fattening up its leading companies, South Korea is now forcing them to slim down. On Jan. 18th the Ministry of Trade, Industry and Energy announced that the country's top 30 chaebols would do as the government had asked

and concentrate on their core businesses. The ten largest chaebols were allowed to name three sectors each, the next 20 to name two sectors.

The government claims it has three clear aims: to encourage competition and foster small businesses; to wrest power from the old industrial dynasties and hand it over to professional managers; and, above all, to stem the “octopus-like growth” of the chaebols into unrelated areas.

36. In what way did the government require the chaebols to slim down?

37. What does “octopus-like growth” mean here?

38. Among the three aims of the government order, which is the most important?

Passage 2

In the first half of the 1980s, it was conventional wisdom to say that the exceptional strength of the dollar was partly responsible for—and helped to offset—the increasing weakness of dollar denominated commodity prices. All other things being equal, so the argument went, a subsequent fall in the dollar might be expected to give a compensating boost to dollar commodity prices.

39. What do “all other things” mainly refer to?

40. What was the “fall in the dollar” subsequent to?

41. Why should the “boost” have been a compensating one?

五、正误判断题（本大题共 10 小题，每小题 2 分，共 20 分）

Passage 1

In 1958, two young college students, brothers Frank and Dan Carney, opened the first Pizza Hut restaurant in Kansas, USA with US \$ 600. The Carney brothers found that there was a great potential in franchises, so they decided to use that as a foundation for their business. A year later, the first Pizza Hut franchise store opened.

In 1977, Pizza Hut became a subsidiary of PepsiCo., Inc. Through mergers and acquisitions, as well as organic growth, Pizza Hut has secured a prominent position in the market.

Today, franchises and joint venture partnerships account for more than half of the Pizza Hut system’s total units. Following the opening of the first international restaurant in Canada in 1968, Pizza Hut restaurants quickly appeared in Mexico, South America, Australia, Europe, the Far East and Africa. The red roof was introduced as the company logo which was soon to become world famous as an easily recognized guarantee of crispy pizza, delicious pasta and friendly service in a pleasant atmosphere.

Pizza Hut, a division of Tricon Global Restaurants, Inc., is now the world’s largest pizza restaurant company with more than 8,000 units in the United States and more than 4,000 units in over 90 countries and territories. The company is the recognized leader in the \$25 billion pizza category worldwide. It has more than 250,000 employees worldwide, providing more than 1.7 million pizzas to more than 4 million customers each day.

42. Franchise has brought about the spread of Pizza Hut worldwide not only at the beginning of its business but also at present.

43. Now Pizza Hut is a subsidiary of PepsiCo., Inc.
44. The red roof of Pizza Hut is a symbol of good pizza and good service.
45. Four million customers around the world have pizza each day.
46. The company makes a total profit of \$25 billion each year.

Passage 2

The term market and marketing can have several meanings depending upon how they are used. The term stock market refers to the buying and selling of shares in corporations as well as other activities related to stock trading and pricing. Another type of market is a grocery market, which is a place where people purchase food. When economists use the word market they mean a set of forces or conditions that determine the price of a product, such as the supply available for sale and the demand for it by consumers. The term marketing in business includes all of these meanings, and more.

In the past, the concept of marketing emphasized sales. The manufacturer made a product he wanted to sell. Marketing was the task of figuring out how to sell the product. Basically, selling the product would be accomplished by sales promotion, which included advertising and personal selling. In addition to sales promotion, marketing also involved the physical distribution of the product to the places where it was actually sold. Distribution consisted of transportation, storage, and related services such as financing, standardization and grading, and the related risks.

The modern marketing concept includes all of the activities mentioned, but it is based on a different set of principles. It suggests that production can be economically justified only by consumption. In other words, goods should be produced only if they can be sold. Therefore, the producer should consider who is going to buy the product or what the market for the product is—before production begins.

Marketing now involves first deciding what the customer wants, and designing and producing a product that satisfies these wants at a profit to the company. Instead of concentrating solely on production, the company must consider the desires of the consumer, and this is much more difficult since it involves human behavior. Production, on the other hand, is mostly an engineering problem.

Because products are often marketed internationally, distribution has increased in importance. Goods must be at the place where the customer needs them and must be brought there. This is known as place utility; it adds value to a product. However, many markets are separated from the place of production, which means that often both raw materials and finished products must be transported to the points where they are needed.

Modern marketing is therefore a coordinated system of many business activities, but basically it involves four things: 1. selling the correct product at the proper place; 2. selling it at a price determined by demand; 3. satisfying a customer's needs and wants; and 4. producing a profit for the economy.

47. When different economists use the word “marketing”, they mean different things.
48. Marketing is a bigger concept than market.
49. One characteristic of traditional marketing is that demand is considered before production.
50. Modern marketing is much more than making a product and thinking about how to sell it.

51. Distribution is a basic activity of modern marketing.

六、翻译题（本大题 12 分）

52. But some economists stressed the risks that a more aggressive U.S. policy poses. C. Fred Bergsten, director of the Institute for International Economists and a prominent member of the free-trade establishment, said he saw little evidence for a strategy, except for “a willingness to listen to protectionist appeals” from the automobile, semi conductor, steel and energy industries, among others, and a desire to mollify these industries’ powerful congressional protectors.



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