


中国十大品牌教育集团 中国十佳网络教育机构

	<ul style="list-style-type: none">□ 自考名师全程视频授课，图像、声音、文字同步传输，享受身临其境的教学效果；□ 权威专家在线答疑，提交到答疑板的问题在 24 小时内即可得到满意答复；□ 课件自报名之日起可反复观看不限时间、地点、次数，直到当期考试结束后一周关闭；□ 付费学员赠送 1G 超大容量电子信箱；及时、全面、权威的自考资讯全天 24 小时滚动更新；□ 一次性付费满 300 元，即可享受九折优惠；累计实际交费金额 500 元或支付 80 元会员费，可成为银卡会员，购课享受八折优惠；累计实际交费金额 1000 元或支付 200 元会员费，可成为金卡会员，购课享受七折优惠（以上须在同一学员代码下）；
--	---

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！](#)

基础学习班：依据全新考试教材和大纲，由辅导老师对教材及考试中所涉及的知识进行全面、系统讲解，使考生从整体上把握该学科的体系，准确把握考试的重点、难点、考点所在，为顺利通过考试做好知识上、技巧上的准备。[立即报名！](#)

冲刺串讲班：结合历年试题特点及命题趋势，规划考试重点内容，讲解答题思路，传授胜战技巧，为考生指出题眼，提供押题参考。配合高质量全真模拟试题，让学员体验实战，准确地把握考试方向、将已掌握的应试知识融会贯通，并做到举一反三。[立即报名！](#)

习题班：自考 365 网校与北大燕园合作推出，共计 390 门课程，均涵盖该课程全部考点、难点，在线测试系统按照考试难度要求自动组卷、全程在线测试、提交后自动判定成绩。我们相信经过反复练习定能使您迅速提升应试能力，使您考试梦想成真！[立即报名！](#)

论文答辩与毕业申请指导班：来自主考院校的指导老师全程视频授课，系统阐述申报自考论文的时间、论文的选题、论文的格式及内容、与导师的沟通技巧等，并提供论文范例供学员参考。[立即报名！](#)

自考实验班：针对高难科目开设，签协议，不及格退还学费。全国限量招生，报名咨询 010-82335555 [立即报名！](#)

浙江省 2007 年 10 月高等教育自学考试
专业英语试题
课程代码：00196

一、Choose the best answer for each question (15 points, 1 point for each item) 从下列各答题的四个选项中选出一个最佳答案，填在其答题的空格内。(每小题 1 分，共 15 分)

1. The contemporary approaches to management include the following EXCEPT _____.

- A. quality management
- B. system theory
- C. organizational behavior
- D. contingency perspective

2. High-end as in “high-end office products” means _____.

- A. complicated and sophisticated
- B. high-tech and state of art
- C. highly priced and charged
- D. appealing to sophisticated and discerning customers

3. Problem can be identified in organizational performance by comparing current performance against _____.

- A. desired state
- B. past performance
- C. others' performance
- D. expected performance

4. "The corporate strategy of an organization is sometimes called its business portfolio." The word *portfolio* here is closest in meaning to _____.
- A. collection
B. group
C. case
D. profile
5. Which of the following statements is NOT true? _____
- A. all leaders have a vision
B. leaders lead people, not the other way round
C. the word vision is only recently used
D. for some, no vision, no business
6. A well-designed job according to Hackman and Oldham in Lesson Six should have the following dimensions EXCEPT _____.
- A. skills
B. identity
C. significance
D. automation
7. The following are the main components of communication process EXCEPT _____.
- A. sender and receiver
B. message
C. channel
D. noise
8. The major difference between restaurants and catering business in their ways of operation is _____.
- A. the kind of food
B. the premise of business
C. the type of service
D. the location of service
9. Large hotels and small hotels may differ in the following areas EXCEPT _____.
- A. the number of units offered
B. the basic functions served
C. the size of executive staff
D. the number of department heads
10. Which of the following statements about travel agents is NOT true? _____
- A. travel agents bring together suppliers and tourists.
B. travel agents are paid by tourists for their professional assistance.
C. suppliers pay travel agents for selling their products.
D. the payment by suppliers to travel agents is in the form of commission.
11. "Political risk ranges from unexpected changes in tax rules to outright expropriation of assets held by foreigners," the word *expropriation* in this sentence is closest in meaning to _____.
- A. deprivation
B. transference
C. appropriation
D. suitability
12. Managers must deal with the following EXCEPT _____.
- A. the company's culture
B. the company's policies

- C. the company's politics
D. bureaucracy
13. The factors of production include the following EXCEPT _____.
A. labor
B. capital
C. natural resources
D. financial resources
14. Product strategy has the following components EXCEPT _____.
A. successful products
B. new products
C. problem products
D. failed products
15. Which of the following is NOT one of the researchers' obligations? _____.
A. to specify the problems
B. to develop a creative research design
C. to provide the data analyzed in terms of the problems
D. to spell out the implications of the research results

二、Cloze test (20 points, 2 points for each item) 下列短文中有十个空白, 每个空白有四个选项, 根据上下文要求选出最佳答案, 并填写在题后括号内。(每小题 2 分, 共 20 分)

In practice, there are many 16 between a full house and very low occupancy that need decisions about 17. In addition, there is the decision to overbook, that is, to take more 18 than there are rooms available based on a "no-show" 19 that can be built into the yield management system on a seasonal and daily basis. While the staff at some properties 20 its own yield management system, 21 companies use computer programs 22 designed to take account of a property's 23 of demand for rooms and of forecast demand and 24 rates as demand shifts from period to 25.

16. A. situations B. indications C. costs D. concepts ()
17. A. rates B. assessments C. profits D. supports ()
18. A. appearances B. reservations C. applauses D. attires ()
19. A. taste B. making C. section D. factor ()
20. A. promises B. operates C. popularizes D. orders ()
21. A. successfully B. totally C. increasingly D. cheerfully ()
22. A. specially B. tastefully C. elegantly D. greatly ()
23. A. history B. reliability C. working D. validity ()
24. A. scoop B. adjust C. chance D. rear ()
25. A. activity B. clearance C. strike D. period ()

三、Reading comprehension (15 points, 3 points for each item) 阅读下列短文, 根据短文, 在每个答题所给的四个选项中选出一个最佳答案, 填写在其答题后的空格内。(每小题 3 分, 共 15 分)

Passage One

The “law” of supply and demand suggests that the relationships between supply and demand are *inexorable*, a change in one results in a change in the other. In some cases this is no doubt true, but other forces, such as advertising, marketing skills and human motivation—with all of its *intricacies* and convolutions—exert tremendous influence on what people “supply” and “demand”. Hamburgers sold by the major chains contain almost the same amounts of fat, protein, and carbohydrates, yet the demand for one brand over the others is influenced greatly by images and other factors. Travel destinations come and go based on the way they are perceived by a market. People are attracted to a particular dinner house restaurant if it is perceived as fitting the individual’s self-image. Will the restaurant satisfy not only the desire for food and ambiance but also will it enhance the diner’s favorable feeling about him-or herself.

Thus, while laws of supply and demand utilize the disclaimer that other things must be equal in order for the law to work, in reality of the business world things are not equal. External effects on the quantities supplied or demanded of a service or product are nearly always present. Factors that play in a decision on where to take a vacation include marketing campaigns of a given location and word of mouth—that is, friends or family who may have been to the location.

26. The word *inexorable* in the 1st paragraph is closest in meaning to _____.

- A. relentless
B. persistent
C. obstinate
D. ruthless

27. What does the author mean when he exemplifies in the first paragraph that travel destinations come and go based on the way they are perceived by a market? _____

- A. the law of supply and demand is inexorable.
B. the law of supply and demand governs the relationship between supply and demand.
C. other forces, such as marketing skills, human motivation etc., exert tremendous influence on people’s choice of a market.
D. people choose travel destinations because of the law of supply and demand.

28. The word *intricacies* in the 1st paragraph is closest in meaning to _____.

- A. complexities
B. ambiguities
C. perplexities
D. intrigues

29. Which of the following is NOT true of the external effects as the author mentions in 2nd paragraph? _____

- A. marketing campaigns
B. word of mouth of friends
C. advertising
D. law of supply and demand

30. The author’s purpose in writing this passage is _____.

- A. to urge people to follow the law of supply and demand
B. to stress the dominant influence of the law of supply and demand
C. to examine the relationship between supply and demand
D. to show that in reality of the business world things are not always governed by the law of supply and demand.

四、Word Spelling (20 points, 1 point for each item) 请将完整的单词写出。作为提示，每个单词的意义，词类

及首字母均已给出。(每小题 1 分, 共 20 分)

1. To contend; to struggle (with) (vi.) w_____.
2. Something handed down from an ancestor or from the past (n.) l_____.
3. Very complex or complicated (adj.) s_____.
4. To place in the same order, class, or rank (v.) c_____.
5. To open and spread out (something folded) (vt.) u_____.
6. Confusing or troubling with uncertainty or doubt (adj.) p_____.
7. A plan of action or policy designed to achieve a major or overall aim (n.) s_____.
8. To surpass (another) in performance (v.) o_____.
9. To arrange, place, or set in methodical order (v.) m_____.
10. One who has a share or an interest, as in an enterprise (n.) s_____.
11. To keep in existence; maintain (v.) s_____.
12. To put (a message, for example) into code (vt.) e_____.
13. A connoisseur of fine food and drink (n.) g_____.
14. To bind or obligate, as by a pledge (v.) c_____.
15. To take apart; disassemble; tear down (vt.) d_____.
16. The quality or state of being changeable, inconsistent (n.) v_____.
17. To come in or between so as to hinder or alter an action (v.) i_____.
18. A field, sphere, or province (n.) r_____.
19. To undergo or show change (v.) v_____.
20. Deficient in quantity, fullness, or extent; scanty (adj.) m_____.

五、Translation from Chinese into English (15 points, 3 points for each item). 将下列各句译成英语, 并写在各句下面的空行内。(每小题 3 分, 共 15 分)

1. 二十世纪九十年代, 管理理论继续对企业所面临的许多新的挑战作出回答。
2. 战略管理过程的最后组成部分是战略控制。
3. 传统上, 饭店业把入住率看作是衡量成功的标准。
4. 保持对成千上万顾客的联系, 控制企业财务, 对未来作出规划仅仅是现代经理的一些任务。
5. 在过去的二十年里, 我们目睹了商业环境的激烈变化。

六、Translation from English into Chinese (15 points, 3 points for each item) 将下列各句译成汉语, 并写在各句下面的空行内。(每小题 3 分, 共 15 分)

1. Managers are concerned with achieving individual and organizational goals.
2. Empowerment is the process of sharing power with employees, thereby enhancing their confidence in their ability to perform their jobs.

3. An assistant manager comes in before the restaurant opens and oversees all the opening routines.
4. Research on how managers obtain information shows that for the most part they get it from other people.
5. The main task of marketing strategy for attraction involves segmenting the total market and targeting the potential volume demand from each group.

