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**全国 2007 年 10 月高等教育自学考试****电子商务英语试题**

课程代码：00888

请将答案填在答题纸相应的位置上

**一、词汇和语法（本大题共 20 小题，每小题 1 分，共 20 分）**

根据句子的意思选择一个正确的答案，错选、多选或未选均无分。

1. The officer \_\_\_\_\_ his orders to the men by radio.  
A. reported  
B. transmitted  
C. communicated  
D. exchanged
2. She could only see the \_\_\_\_\_ of the trees.  
A. outline  
B. general  
C. edge  
D. outlook
3. The wording of the note \_\_\_\_\_ of several interpretations.  
A. permits  
B. allows  
C. admits  
D. grants
4. The business has \_\_\_\_\_ from having one office to having twelve.  
A. broadened  
B. enlarged  
C. expanded  
D. extended

5. He has an unusual \_\_\_\_\_ of life.  
A. conception  
B. look  
C. philosophy  
D. science
6. The plane is \_\_\_\_\_ to take off at 4.  
A. enlisted  
B. enrolled  
C. prompted  
D. scheduled
7. She \_\_\_\_\_ large profits from her unique invention.  
A. reaped  
B. gathered  
C. rewarded  
D. built
8. The wreckage of the crashed plane was \_\_\_\_\_ from the ocean.  
A. compensated  
B. retrieved  
C. procured  
D. revived
9. Teachers all \_\_\_\_\_ the student to enter the competition.  
A. cheered  
B. animated  
C. encouraged  
D. heartened
10. The ship continued to \_\_\_\_\_ a northern course.  
A. chase  
B. trail  
C. proceed  
D. pursue
11. \_\_\_\_\_ of a newspaper nor the number of pages in an edition has ever been standardized.  
A. The page size is neither  
B. The page size, neither  
C. Neither is the page size  
D. Neither the page size
12. This substance reacts \_\_\_\_\_ as fast as the other one.  
A. one-tenths  
B. first-ten  
C. one-ten  
D. one-tenth
13. It was \_\_\_\_\_ that we went camping in the mountains last week.  
A. such nice weather  
B. too nice weather  
C. so nice a weather  
D. nice weather so
14. I have so much work to do that a holiday for me this year is \_\_\_\_\_.  
A. out of question  
B. out of a question  
C. out of questions  
D. out of the question
15. There are \_\_\_\_\_ opportunities for employment in the rural area.  
A. less  
B. little  
C. small  
D. fewer

16. George \_\_\_\_\_ in the school for forty years by the time he retires.
- A. will teach  
B. will have taught  
C. has taught  
D. will be teaching
17. It was really very dangerous; you \_\_\_\_\_ him seriously.
- A. might have injured  
B. could injure  
C. should have injured  
D. must injure
18. \_\_\_\_\_ in my present work, I would be quite willing to do what you ask me to.
- A. Were I not engaged  
B. I were not engaged  
C. Engaged I were not  
D. Were not I engaged
19. The time was not far off when he \_\_\_\_\_ this decision.
- A. has regretted  
B. had regretted  
C. will regret  
D. would regret
20. This is the hour \_\_\_\_\_ the place is always full of women and children.
- A. that  
B. when  
C. where  
D. how

## 二、完形填空(本大题共 10 小题, 每小题 1 分, 共 10 分)

从选择项中选择一个最适合短文的选项, 错选、多选或未选均无分。

Human beings act in a different way from 21 of animals just because they can speak while animals cannot. Even the cleverest animals cannot do things which to us seem very 22 and which small children, as soon as they learn to talk, would be able to do.

A German scientist, who 23 experiments for many years with big apes, found that his apes could use his sticks as tools to pull down bananas which they could not 24. But they only used the stick to get a banana when both the banana and the stick were in view at the same time. If the banana was in front of them and the stick was behind them, they could not use the stick. They could not keep the banana 25 enough in mind to look around and then pick up the stick and use it.

The 26 for this is clear. We have words for banana and stick which help use to think about these things when they are not in 27. Even a small child knowing the words “banana” and “stick” has an idea of their relationship and is able to think “stick” together with “banana” and to remember this long enough to pick the stick 28 behind and use it on the banana.

29 to speak, animals cannot keep their knowledge of things for long. That is why they often interrupt one line of action to do something else and later forget it completely. Human beings, on the other hand, use 30 and are able to do one thing continuously.

21. A. that  
B. this  
C. way  
D. eat
22. A. honest  
B. foolish  
C. simple  
D. evident

23. A. carried                      B. dealt                      C. developed                      D. performed
24. A. get                              B. reach                      C. eat                              D. take
25. A. clear                              B. alive                      C. long                              D. complete
26. A. answer                      B. truth                      C. reason                      D. cause
27. A. vision                      B. mind                      C. thought                      D. sight
28. A. from                              B. in                              C. at                              D. around
29. A. incapable                      B. unable                      C. unwilling                      D. hard
30. A. knowledge                      B. language                      C. expressions                      D. mind

### 三、阅读理解（本大题共 10 小题，每小题 2 分，共 20 分）

阅读下面的短文，从 A、B、C、D 四个选项中选出一个最佳答案填空或答题，错选、多选或未选均无分。

#### Passage 1

People over the age of 65 in the U.S.A are called senior citizens. Life for these people is different from that for younger Americans. Most senior citizens retire, or no longer work full time. Also it is unusual for people of this age to live with their children and grandchildren. Grandparents tend to live in their own houses or apartments away from their families.

For many senior citizens, the years after 65 are not enjoyable. They feel unproductive when they no longer work. Their lives lose meaning. In addition, they may feel lonely being away from their families and the contacts they had in their work. Moreover, they become more concerned with their health as they grow older. If they live in big cities, they often worry about their safety.

Other senior citizens enjoy their lives. They feel free to do things they were not able to do when they were working and raising families. They now have time to enjoy hobbies and sports and travel. They associate with their fellow senior citizens who have common interests and equal free time. Many senior citizens move to retirement communities located in warm climates. Some senior citizens continue to work beyond retirement age. Many find new careers and professional opportunities after they retire.

The number of senior citizens in the U.S.A is increasing rapidly because people are living longer than before. The average life span for Americans is now more than 74 years. Because of their larger numbers and more active life styles, senior citizens are gaining social influence in the country both politically and economically. Their concerns are receiving a wider audience than ever before. The time may come when all Americans will look forward to becoming senior citizens.

31. Many senior citizen \_\_\_\_\_ .

- A. are enjoyable
- B. live together with their families
- C. feel unproductive, lonely and unsafe
- D. feel safe in big cities

32. Senior citizens are gaining social influence because \_\_\_\_\_ .

A. the number of senior citizens is growing and because senior citizens are more active

B. senior citizens have experience

C. their average life span is longer

D. they do more work now

33. Implied but not stated: \_\_\_\_\_.

A. Most of American senior citizens have lived a lonely and unhappy life

B. They have played an important part in society

C. Like young people, senior citizens can still enjoy everything they like

D. Their average lifespan is becoming longer and longer

### Passage 2

The digital revolution, as exemplified by the Internet and electronic commerce, has shaken marketing practices to their core. In a recent paper, Wharton's Jerry Wind, director of the SEI Center for Advanced Studies in Management, and co-author Vijay Mahajan, a marketing professor at the College of Business Administration of the University of Texas at Austin, examine the impact of digital marketing on concepts like pricing, when customers can propose their own prices (priceline.com), or buyers and sellers can haggle independently in auctions (eBay.com).

The paper provides an overview of some of the emerging realities and new rules of marketing in a digital world, and outlines what the new discipline of marketing may look like in the early part of the new century.

To begin with, say the authors, the rapid-fire growth of the Internet is helping to drive changes. "It is not just our computers that are being reprogrammed; it is customers themselves," says Wind. "These emerging cyber consumers are like an alien race that have landed in the midst of our markets. They have different expectations and different relationships with companies from which they purchase products and services."

For one thing, cyber consumers expect to be able to customize everything — from the products and services they buy and the information they seek, to the price they are willing to pay. And with digital technology opening new channels for gaining information, they are more knowledgeable and demanding than previous consumers.

Digital customers can also sort products based on any desired attribute, price, nutritional value, or functionality, and they can easily obtain third-party endorsements and evaluations, tapping the experience of other users. "Companies that cannot meet their demands and expectations will be at a loss," says Wind.

34. The passage was most likely to be taken from \_\_\_\_\_.

A. an overview of a paper

B. an introduction to a book

C. a book on digital revolution

D. a paper discussing digital revolution

35. From the third paragraph, we can infer that \_\_\_\_\_.

- A. the customers are also reprogrammed by computers
  - B. e-business companies need be more knowledgeable about cyber consumers
  - C. cyber consumers are a group of strange people
  - D. cyber consumers came from outer space
36. Compared with traditional customers, the emerging cyber consumers \_\_\_\_\_.
- A. are more difficult to satisfy
  - B. have less knowledge about business
  - C. have more problems with prices
  - D. are less willing to buy products and services
37. In the last paragraph, what Wind said means \_\_\_\_\_.
- A. digital consumers' decision to buy depends largely on others' evaluation
  - B. it will be more and more difficult for companies to earn profit in e-business
  - C. most of the companies in e-business are at a loss
  - D. companies should try their best to meet the digital consumers' demands and expectations

### Passage 3

In ancient times wealth was measured and exchanged tangibly, in things that could be touched: foods, tools, and precious metals and stones. Then the barter system (以货易货贸易制度) was replaced by coins, which still had real value since they were pieces of rare metal. Coins were followed by fiat money (不兑换的纸币), paper notes that have value only because everyone agrees to accept them.

Today electronic monetary systems are gradually being introduced that will transform money into even less tangible forms, reducing it to arrays of "bits and bytes," or units of computerized information, whizzing (发嗖嗖声) between machines at the speed of light. Already, electronic fund transfer allows money to be instantly sent and received by different banks, companies, and countries through computers and telecommunications devices.

38. According to the passage, which of the following was the earliest kind of exchange of wealth?
- A. Bartered goods
  - B. Coin currency
  - C. Fiat money
  - D. Intangible forms
39. According to the passage, coins once had real values as currency because they \_\_\_\_\_.
- A. represented a great improvement over barter
  - B. permitted easy transportation of wealth
  - C. could become collector's items
  - D. were made of precious metals
40. Which of the following statements about computerized monetary systems is NOT supported by the passage?
- A. They promote international trade.

- B. They allow very rapid money transfers.  
C. They are still limited to small transactions.  
D. They are dependent on good telecommunications systems.

#### 四、单词汉译英（本大题共 15 小题，每小题 1 分，共 15 分）

根据给出的汉语词义和规定的词类写出相应的英语单词。该词的第一个字母已经给出。

41. 贸易, 商业 n. c \_\_\_\_\_  
42. 包含, 牵涉 v. i \_\_\_\_\_  
43. 地方, 位置 n. l \_\_\_\_\_  
44. 障碍 n. b \_\_\_\_\_  
45. 成就 n. a \_\_\_\_\_  
46. 所有权的 adj. p \_\_\_\_\_  
47. 自动的 adj. a \_\_\_\_\_  
48. 本质, 精髓, 精华 n. e \_\_\_\_\_  
49. 放弃, 遗弃 v. a \_\_\_\_\_  
50. 垂直的, 直立的 adj. v \_\_\_\_\_  
51. 分配, 分布, 分发 v. d \_\_\_\_\_  
52. 限制, 约束 v. r \_\_\_\_\_  
53. 厌烦的, 乏味的 adj. t \_\_\_\_\_  
54. 不必要的, 多余的 adj. u \_\_\_\_\_  
55. 总部, 司令部 n. h \_\_\_\_\_

#### 五、单词英译汉（本大题共 15 小题，每小题 1 分，共 15 分）

给出下列单词或术语的汉语意义。

56. B2B  
57. global marketplace  
58. on-line payment  
59. customer service  
60. growth rate  
61. virtual private network  
62. web page  
63. back-end integration  
64. data ownership  
65. electronic signature  
66. purchase attempt(s)

67. transaction platforms

68. advertising medium

69. Just-In-Time

70. strategic objective

#### 六、英译汉（本大题共 5 小题，每小题 2 分，共 10 分）

阅读下面的短文，然后把划线的句子翻译成汉语。

Communication can be the most critical aspect of whether a change strategy will succeed or fail. (71) The degree to which information flows down through the organization can influence how well the change vision is understood and embraced. It can impact the values, behaviors and mindset of the workforce. It can either clarify or muddle a company's organizational structure and employee roles and it can enhance or detract from the culture the leadership is trying to maintain. (72) Executives who have successfully led change efforts advocate in-person discussions and meetings as the most effective communication vehicles.

The degree to which information is shared across the organization can impact speed and flexibility tremendously. Lateral communication and cooperation is important to build an innovative organization as it supports risk-taking and provides tools to take action. (73) Continuous innovation, a critical element of e-business strategy, is at the mercy of an organization's communication structure.

(74) In today's business environment, the challenge associated with communication is not simply one of volume. Instead, it is the need to reach the target audience (both internal and external) with messages that include strategic, tactical and "WIFEM" elements. It is the need to prioritize the communications for the target audiences (so that the most important will be absorbed first), as well as the need to strike a balance between too little and too much information. (75) In the e-business environment, building a relationship with customers is critical, and this cannot be achieved without hearing their suggestions, needs and desires. To be effective for internal audiences, communication must share what is and what is not changing, Communication builds commitment, and is the key to overcoming resistance to the change.

#### 七、汉译英（本大题共 5 小题，每小题 2 分，共 10 分）

用括号内给出的词，把下列汉语句子翻译成英语。

76. 我们要利用一切教育机会。(take advantage of)

77. 他既种菜也种花。(as well as)

78. 这张桌子占的地方太大。(take up)

79. 她把句子中不必要的词删除掉了。(eliminate)

80. 他似乎很可能通过入学考试。(likely)