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## 浙江省 2008 年 1 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. Which management approach believes that social needs of employees are more important than their economic needs? ( )

- A. Human relations.
- B. Scientific management.
- C. Bureaucracy.
- D. Administrative management.

2. Which of the following is NOT mentioned in the key characteristics of the executive recruit? ( )

- A. Self-confidence.
- B. Loyalty.
- C. Integrity.
- D. Leadership.

3. The word cumbersome is closest in meaning to ( )

- A. worrisome
- B. handsome
- C. difficult
- D. onerous

4. Internal assessment usually covers the following areas except ( )

- A. mission
- B. strategic objectives
- C. business approach
- D. corporate strategy

5. Which of the following is NOT one of the manager's five sources of power? ( )
- A. Legitimate power. B. Punishment power.  
C. Forcible power. D. Expertise power.
6. The company must motivate workers to do the following except ( )
- A. joining and remaining in the company B. coming to work regularly  
C. putting up a good performance D. showing good corporate membership
7. Information flow generally occurs in three directions, which are the following except ( )
- A. from superiors to inferiors B. from lower ranks to higher ranks  
C. among peers D. between management and labor
8. Which of the following is NOT one of the reasons for the failure of restaurant business?( )
- A. Lack of experience. B. Poor location.  
C. Too much competition. D. Insufficient investment.
9. "Reasonable care" of hotels may include the following measures except ( )
- A. new locks B. lighting  
C. closed circuit TV D. eyesight of the guard
10. Which of the following is NOT one of the obligations imposed on travel agents by ARC and IATAN?( )
- A. Documentation procedures. B. Ticket stock procedures.  
C. Bond. D. Ownership procedures.
11. The following have been highly globalized except ( )
- A. consumption B. production  
C. investment D. finance
12. Which of the following is NOT one of DSS components?( )
- A. Database. B. Model base.  
C. Interactive software. D. Simple analytical tools.
13. According to the law of demand, the relationship is \_\_\_\_\_ between the price of a good or service and the quantity of the good or service that buyers demand, while other things being equal.( )
- A. opposite B. contradictory  
C. backward D. disproportionate
14. Marketing mix contains the following except( )
- A. product B. place  
C. price D. position
15. Business organizations have to adapt to the changes in the business environment, which are brought about by the following except ( )
- A. national policies B. rapid technology growth

C. savings investment issues

D. advances in global communications

**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,并填写在其空白内。(每小题 2 分, 共 20 分)**

The restaurant and catering industry 16 literally millions of people 17 the world. Particularly in tourist areas the foodservice and accommodations industries are major 18 and play a principal part in the regional 19. 20 most other service businesses, foodservice is labor 21 which means it employs a high 22 of workers in relation to the number of people it serves. Every restaurant customer sees the maitre d'hotel, captain, or hostess who does the 23, the waiters and waitresses who take 24 and bring food, and the bussers who 25 and clear the table.

- |                    |               |               |                 |
|--------------------|---------------|---------------|-----------------|
| 16. A. observes    | B. interests  | C. lifts      | D. employs      |
| 17. A. about       | B. throughout | C. toward     | D. to           |
| 18. A. strongholds | B. employers  | C. jobs       | D. standers     |
| 19. A. economy     | B. prospect   | C. timetable  | D. exploitation |
| 20. A. As          | B. Like       | C. Therefore  | D. Somehow      |
| 21. A. acceptable  | B. movable    | C. intensive  | D. changeable   |
| 22. A. proportion  | B. activity   | C. touch      | D. impression   |
| 23. A. seating     | B. feeling    | C. attainment | D. respect      |
| 24. A. show        | B. profit     | C. money      | D. orders       |
| 25. A. suggest     | B. indicate   | C. structure  | D. set          |

16. \_\_\_\_\_ 17. \_\_\_\_\_ 18. \_\_\_\_\_ 19. \_\_\_\_\_ 20. \_\_\_\_\_  
21. \_\_\_\_\_ 22. \_\_\_\_\_ 23. \_\_\_\_\_ 24. \_\_\_\_\_ 25. \_\_\_\_\_

**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

Restaurants have three basic stakeholders. One is the customer. Another is the employees, who seek a good place to work and a decent living. At bottom, though, the purpose that underlies the logic of any business is to make a profit. Without profit, funds to renew the business—to remodel, to launch new products or services, to expand to serve a changing market and keep employees on the payroll—are just not available. Moreover, the third stakeholder, the owners, like all of us, need some reward for their effort and risk. Profit, then, fulfills vital roles in a business.

There are two basic approaches to increasing profit. One is to increase sales, while the other is to reduce costs. Most commonly, operators try to do both to the limits of what will make sense for the other stakeholders.

The two basic approaches to raising sales are to sell to more people or to sell more to your present customers—or to do both. Increasing the customer base is usually thought of as the job of advertising and promotion. A superior operation that achieves a good reputation may build its customer base through word-of-mouth referrals. Another approach to raising sales is to increase sales to the customers you now have; that is, to increase the check average. One obvious way to do this is simply

to raise prices. But, unless the price level of the competition is also going up, this will most probably result in losing customers. Effective approaches to increasing the average check are menu redesign and suggestive selling.

26. What is the bottom reward for the owners of restaurants to want for their effort and risk? ( )

- A. Increasing customer base.                      B. Renewing the business.  
C. Profit of a business.                          D. Expanding a market.

27. Which of the following is NOT true of the approach to increasing profit? ( )

- A. Increasing sales.                                B. Advertising and promotion.  
C. Both A and D.                                  D. Reducing costs.

28. Which of the following is NOT true of the approach to raising sales? ( )

- A. Competition of business.                      B. Increasing check average.  
C. Both B and D.                                  D. Increasing customer base.

29. What does the word *check* in check average mean? ( )

- A. Bill.    B. Inspection.  
C. Menu.    D. Point.

30. Which of the following is the least desirable approach to increasing check average according to the author? ( )

- A. Raising price.                                    B. Suggestive selling.  
C. Both B and D.                                  D. Menu redesign.

**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 put into vigorous action; put forth (strength, ability or the like) (vt.) e \_\_\_\_\_
2. The holding of something, such as real estate or an office; occupation (n.) t \_\_\_\_\_
3. The greatest quantity or degree reached or recorded; the upper limit of variation (n.) m \_\_\_\_\_
4. To reprove severely, especially in a formal or official way (v.) r \_\_\_\_\_
5. Payment or settlement of a debt (n.) l \_\_\_\_\_
6. The sale, liquidation, or spin-off of a corporate division or subsidiary (v.) d \_\_\_\_\_
7. To persist in or remain constant to a purpose, an idea, or a task in the face of obstacles or discouragement (v.) p \_\_\_\_\_
8. To bind or obligate, as by a pledge (v.) c \_\_\_\_\_
9. A preceding occurrence, cause, or event (n.) a \_\_\_\_\_
10. A deep-seated feeling of resentment or rancor (n.) g \_\_\_\_\_
11. Casual conversation; small talk; gossip (n.) c \_\_\_\_\_
12. Alert watchfulness (n.) v \_\_\_\_\_
13. Food and drink; diet (n.) f \_\_\_\_\_
14. Failure to perform a task or fulfill an obligation (n.) d \_\_\_\_\_
15. A group of investments (n.) p \_\_\_\_\_

16. deprivation of ( ownership, property) especially for public use (n.) e \_\_\_\_\_
17. To strive for victory or superiority; contend (v.) v \_\_\_\_\_
18. Exactly suitable; appropriate (adj.) \_\_\_\_\_
19. To adjust or adapt so as to make suitable (v.) g \_\_\_\_\_
20. A person new to a field or activity; a beginner (n.) n \_\_\_\_\_

**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. 你在学校所学的技术技能也会帮助你成为一名管理者。
2. 环境分析的一个重要任务是预测将来的趋势。
3. 根据马斯洛理论, 人的动机驱动是在试图满足更高层次需求之前满足较低层次需求。
4. 管理者不在真空状态中进行工作。
5. 市场细分着眼于购物者市场需求的性质和范围。

**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. To assess the consequences of decisions, managers need information.
2. Central to effective leadership is power—the ability to influence other people.
3. Communication can be sent through a variety of channels, including oral, written, and electronic.
4. Managers of successful travel agencies must carefully watch all areas of the company's operations to generate a profit.
5. The power and ease of use of today's computer have given us the capability to analyze data to deal with today's complex managerial problems.