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- □ 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 小时更新;
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# 全国 2010 年 1 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位置上

	PH 1	10 木光 11 日 12					
一、词汇和语法(本大匙	题共 20 小题,每小题	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。							
. The spacecraft will send	d back on surfa	ace wind and temp	eratures.				
A. many new informations	S	B. a new inform	ation				
C. some new information		D. a few new in	formation				
She played in the	e orchestra						

A. a violin

B. violin

C. violins

D. the violin

3. Come as as possible.



# 全天 24 小时服务咨询电话 010-82335555 免费热线 4008135555

A. earlier	B. more early
C. early	D. earliest
4. He the button before we could stop him	n.
A. had pressed	B. pressed
C. would have pressed	D. would press
5. This book must next summer.	
A. publish	B. have published
C. be published	D. have been published
6. John admitted that it's always difficult	<u>_</u> .
A. for him being on time	B. being on time for him
C. for him to be on time	D. on time for him
7. It was really very dangerous; you him	seriously.
A. might have injured	B. could injure
C. should have injured	D. must injure
8. If we hadn't got everything ready by now, v	ve a terrible time tomorrow.
A. would have	B. shall have
C. would have had	D. should have had
9. The girl work won the prize is the your	ngest in her class.
A. who	B. whose
C. that	D. for whom
10 and to go skiing are popular winter sp	ports in the northern United States.
A. Ice-skating	B. Ice-skate
C. To go ice-skating	D. Going ice-skating
11. She was appointed to the advertising	campaign.
A. fight	B. guide
C. conduct	D. control
12. A cream sauce is the perfect to this do	essert.
A. complement	B. supplement
C. element	D. permanent
13. It is important for university to keep	with the changes in science and technology.
A. step	B. stage
C. pace	D. space
14. Is there any of the word in Chinese?	
A. equal	B. match
C. rival	D. equivalent
15. It has been for him by his family to m	narry a girl of his own class.
A. arranged	B. organized
C. settled	D. adapted
16. He his first book to his mother.	
A. committed	B. dedicated
C. assigned	D. appointed
17. When he moved to Canada, the children	to the change very well.
A. adapted	B. adopted



C. varied	D. modified
18. Use your, and you' re sure to achieve	e something.
A. capacity	B. intelligence
C. heart	D. soul
19. He that we should probably have rain	
A. observed	B. beheld
C. examined	D. followed
20. Let's fix a date for the next meeting	
A. infinite	B. plain
C. distinct	D. definite

# 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。

It is not surprising that people <u>21</u> ever associate Britain with wine and in fact it may astonish you to learn that grapes are grown <u>22</u> in England and nearly 200,000 bottles of wine were sold in 1975. <u>23</u> very new in growing grapes in Britain, in spite of the climate. The Romans planted the first vines about AD 300 and <u>24</u> a long time people always drank home-produced wines. What <u>25</u> the English wine industry was not so much a change in the climate <u>26</u> the fact that an English king, Henry II, inherited the Bordeaux area of France as part of his dominions during the twelfth century and the imported wine provided <u>27</u> of competition. The English wine industry did not disappear, however, <u>28</u> the sixteenth century, when the monks, who had been the main producers in the meantime, had their estates taken away by Henry VIII. The new owners let the vineyards die out. But now English people, probably <u>29</u> their memories of holidays by the Mediterranean, drink more wine than <u>30</u> and the new industry is now developing at a modest but consistent rate.

D goldom

21. A. Haluly	D. aiiiiost	C. Hearry	D. Seldolli
22. A. wildly	B. outwards	C. in the open air	D. in the wide
23. A. It is nothing	B. It is any thing	C. There is any thing	D. There is nothing
24. A. during	B. from	C. since	D. for
25. A. rended	B. developed	C. abated	D. destroyed
26. A. lice	B. for	C. as	D. that
27. A. much	B. many	C. a great deal	D. a large number
28. A. as long as	B. as far as	C. since	D. until
29. A. because	B. for	C. because of	D. due
30. A. never	B. no one	C. all	D. ever

D -1...-4

# 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

The Internet will play a central role in conducting international trade beyond the year 2000. The World Trade Centers Association (WTCA) recently announced a plan to assist developing countries develop a capacity for e-commerce and e-business. The spin off from the decision can pay huge dividends to offshore companies that position themselves on-line right now to supply goods and services to the coming global Internet trading market.

E-business will help you set up and operate with a minimum of effort and at reasonable prices.

E-business Incorporated works with international companies to set up a web-office, or CyberSuite as its own domain accessible over the Internet via its own domain name or from the e-business Cyberspace Station.



If you are a supplier, your CyberSuite would have a showroom where visitors — especially wholesale importers and distributors — can examine images, drawings or listings of what you have to offer. If you are a buyer, your web-office can include a notice board listing products or services or agreements you are looking for and a bidding gallery where suppliers can post bids and link you to their sites to examine products. Trading partners can make purchases, send invoices, hold business meetings, track shipments, and work out potential trade agreements within the E-business Cyberspace Station. E-business seminars and conferences will introduce new potential trade partners to each other.

Orders placed on the site are sent immediately to manufacturers and any suppliers integrated into the trade process. For example, established trading partners might include an importer ordering large shipments from a manufacturer and suppliers of parts or raw materials in other countries. By electronically notifying the whole trade net at the same time, each partner is able to trim supply and demand to "just in time" delivery of goods or services. The savings of doing business this way can be substantial — even without the tax advantages.

be substantial even without the tax advantages.
31. E-business Incorporated can help a company to
A. set up a web-office free of charge
B. build a Cybersuite as its domain
C. get its own domain name
D. have its web site accessible via its own domain name.
32. In a Cybersuite, a supplier can
A. exhibit its products and services
B. find more images and drawings
C. get many lists of products
D. bid for a certain product or service
33. The passage mainly tells about
A. the benefits brought by e-business.
B. how to do e-commerce via Internet.
C. a project by WTCA.
D. how to find trade partners via Internet.
Dagge

#### Passage 2

If we were asked exactly what we were doing a year ago, we should probably have to say that we could not remember. But if we had kept a book and had written in it an account of what we did each day, we should be able to give an answer to the question.

It is the same in history. Many things have been forgotten because we do not have any written account of them. Sometimes men did keep a record of the most important happenings in their country, but often it was destroyed by fire or in a war. Sometimes there was never any written record at all because the people of that time and place did not know how to write. For example, we know a good deal about the people who lived in China 4,000 years ago, because they could write and leave written records for those who lived after them. But we know almost nothing about the people who lived even 200 years ago in central Africa, because they had not learned to write.

Sometimes, of course, even if the people cannot write, they may know something of the past. For most people are proud to tell what their fathers did in the past. This we may call "remembered history". Some of it has now been written down. It is not so exact or so valuable to us as written history is, because words are much more easily changed when used again and again in speech than when copied in writing. But where there are no written records, such spoken stories are often very helpful.

34. Why do we know very little about the central Africa 200 years ago?

A. Because there was nothing worth being written down at that time.



B. Because the people there ignored the importance of keeping a record.
C. Because the written records were perhaps destroyed by a fire.
D. Because the people there had not known how to write.
35. "Remembered history" refers to
A. history based on a person's imagination
B. stories of important happenings passed down from mouth to mouth
C. songs and dances about the most important events
D. both B and C
36. It can be inferred from the passage that we could have learned much more about our past than we do now if our ancestors
had
A. kept a written record of every past event
B. not burnt their written records in wars
C. told exact stories of the most important happenings
D. made more songs and dances
Passage 3
Have you ever been in a meeting while someone was making a speech and realized suddenly that your mind was a
million miles away? You probably felt sorry and made up your mind to pay attention and never have daydreaming again.
Most of us, from earliest school days, have been told that daydreaming is a waste of time.
"On the contrary," says L. Giambra, an expert in psychology, "daydreaming is quite necessary. Without it, the mind
couldn't get done all the thinking it has to do during a normal dayYou can't possibly do all your thinking with a
conscious mind. Instead, your unconscious mind is working out problems all the time. Daydreaming then may be one way
that the unconscious and conscious states of mind have silent dialogues."
Early experts in psychology paid no attention to the importance of daydreams or even considered them harmful. At one
time daydreaming was thought to be a cause of some mental illnesses. They did not have a better understanding of
daydreams until the late 1980s. Eric Klinger, a professor of psychology, is the writer of the book Daydreaming. Klinger says,
"We know now that daydreaming is one of the main ways that we organize our lives, learn from our experiences, and plan
for our futures Daydreams really are a window on the things we fear and the things we long for in life."
Daydreams are usually very simple and direct, quite unlike sleep dreams, which may be hard to understand. It's easier
to gain a deep understanding of your life by paying close attention to your daydreams than by trying to examine your sleep
dreams carefully. Daydreams help you recognize the difficult situations in your life and find out a possible way of handling
them.
Daydream cannot be predicted; they move off in unexpected directions which may be creative and full of useful ideas.
For many famous artists and scientists, daydreams were and are a main source of creative energy.
So the next time you catch yourself daydreaming, don 't stop. Just pay attention to your dream. It may be more
important than you think.
37. Which of the following is a case of daydreaming?
A. You are in a meeting and make up your mind to pay attention.
B. You are in a meeting and someone is making a speech.
C. You are in a meeting and you are not listening to the speaker.
D. You are in a meeting and you are giving a speech.
38. Daydreaming used to be considered
A. very simple and direct
B. unimportant or even harmful



- C. a necessary part of thinking
- D. the result of an unconscious mind
- 39. Compared with sleep dreams,
- A. daydreams are easier for us to understand.
- B. daydreams are not so easy for us to control and direct.
- C. daydreams help to develop an unconscious mind.
- D. daydreams help us to handle more difficult situations.
- 40. The writer of the article thinks that
- A. Professor Eric Klinger has a better idea than L. Giambra
- B. daydreaming with an unconscious mind will do good to health
- C. daydreaming is more helpful than sleep dreams
- D. many artists and scientists are famous because they have daydreams

# 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。每词的部分字母已给出。请将整个单词写在答题纸上。

- 41. 保险; 保险费 n.
- 42. 收入; 岁入 n.
- 43. 保证 v. & n.
- 44. 证实; 确认 v.
- 45. 转移: 调动 v.
- 46. 基金; 经费 n.
- 47. 尝试, 试图, 努力 v.
- 48. 可用的,可获得的 adj.
- 49. 口令, 密码 n.
- 50. 抵押 v. & n.
- 51. 报答,报偿,奖赏 n. & v.
- 52. 卖主, 卖方 n.
- 53. 流行; 货币 n.
- 54. 商品; 货品 n.
- 55. 幸存; 比…长命 v.

- i \_ su \_ \_ \_ c e
- re\_ n \_ \_
- gu\_r\_\_t\_\_
- c\_ f \_ m
- tr\_\_\_ f \_\_
- $f_{-}d$
- att \_ \_ p \_
- av \_ \_ 1 \_ ble
- pa \_ \_ w \_ \_ d
- m \_ \_ t \_ \_ ge
- $r_w_d$
- v \_ \_ dor
- c\_ rr \_\_\_ y
- m\_\_ ch \_ \_ dise
- s \_ \_ vi \_ \_

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

- 56. online marketing
- 57. financial transaction
- 58. customer service
- 59. dispute resolution
- 60. intangible benefit
- 61. balance sheet
- 62. DigiCash
- 63. global market
- 64. web server
- 65. Federal Express
- 66. search engines

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- 67. information network
- 68. place an order
- 69. smart cards
- 70. net loss

## 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。

- (71) <u>Customer Relationship Management (CRM) provides your company with new ways of better understanding and serving your customer.</u> In July 1998, when Intel began taking orders over the Internet, it also premiered a new Web-based system to deliver confidential documents to its B2B direct customers.
- (72) This service, known as Information Desk, along with other new Web-based information delivery services, has enabled the company and its direct, indirect and channel customers to work together more efficiently. In Intel's case, there were several reasons for deploying CRM, including:

With Web-based information delivery, everyone can get important information at the same time no matter where they are located.

(73) The first release of Intel's information delivery system slashed document delivery time from as much as two to three weeks to an average of three days. Now, it's a matter of minutes.

Extend reach without adding staff. Intel has added services to upwards of 75,000 global resellers.

(74) As a result of getting confidential documents faster, three-fourths of Intel's direct customer engineers shaved a week or more off their product development cycle.

When it came to designing the system, Intel used best-of-breed, off-the-shelf applications and modified them to meet the needs of their customers. Indirect customers received an Electronic Design Kit (EDK) to help develop their own products and solutions.

(75) And because CRM is a field in which new applications appear frequently, it was important to develop a flexible software architecture and an agile hardware infrastructure. Intel runs its CRM systems on dual and 4-way Intel-based servers, with back-end databases distributed over 8-way Intel-based servers. This gives the company a powerful, flexible and highly available infrastructure.

## 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. 电子商务的交易通常涉及几个互动的步骤。 (involve, interactive steps)
- 77. 我们必须尽最大可能地利用我们已有的资源。(make use of, resources)
- 78. 我们要在出发前把一切都规划好。(plan out, departure)
- 79. 在某种程度上,男性更容易找到报酬高的工作。(to ... extent, well-paid jobs)
- 80. 我们怎样才能防止这种疾病蔓延? (prevent... from, disease)