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全国 2011 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

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。

- _____ broke down again but luckily they knew how to fix it.
A. Cliff' s and Al' s car B. Cliff and Al' s cars
C. Cliff' s and Al' s cars D. Cliff and Al' s car
- 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
- The lighter an object, the _____ it moves.
A. freer B. more freely C. more free D. freelier
- The food that Mark is cooking in the kitchen _____ delicious.
A. smells B. is smelling
C. has smelled D. has been smelling
- I often heard him _____ that his family was well descended.

- A. said
B. say
C. to say
D. to be said
6. They ____ out because the light is on.
A. mustn't have gone
B. may not have gone
C. cannot have gone
D. needn't have gone
7. I was ill that day. Otherwise I ____ part in the parade.
A. would take
B. would have taken
C. took
D. had taken
8. Get me a hammer from the kitchen, ____?
A. will you
B. would you
C. shall you
D. do you
9. We are in a position ____ we may lose a large sum of money.
A. where
B. when
C. which
D. that
10. All you need to do ____ the form.
A. fill in
B. fills in
C. are to fill in
D. is to fill in
11. They have got into ____ troubles.
A. monetary
B. affluent
C. financial
D. miserable
12. He soon ____ his fortune.
A. confused
B. cost
C. paid
D. consumed
13. He dreams to ____ his goal of serving in the army.
A. pertain
B. attain
C. retain
D. maintain
14. A ____ component of any democracy is a free labor movement.
A. vital
B. visual
C. sole
D. single
15. He has an unusual ____ of life.
A. conception
B. look
C. philosophy
D. science
16. The clerk ____ the judge by looking up related precedents.
A. resisted
B. assisted

- C. handed
17. The document requires ____ changes.
A. substantial
C. authentic
18. The government is ____ a new education policy.
A. expressing
C. defining
19. A poor memory ____ her efforts to become an actress.
A. encouraged
C. frustrated
20. Let's fix a ____ date for the next meeting.
A. infinite
C. distinct
- D. supported
B. strong
D. stable
B. formulating
D. voicing
B. accomplished
D. devoted
B. plain
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。

Several regions in the world are subject 21 storms which are so severe that they cause damage on a tremendous 22. The regions are all located on the edges of great oceans. The general term for such severe storms is 'cyclone'. The term 'hurricane' is 23 for storms that occur in the North Atlantic Ocean.

Cyclones and hurricanes differ in one curious way: in a cyclone, the wind 24 in a clockwise direction; in a hurricane, the wind direction is counter-clockwise. But cyclones and hurricanes have one ominous similarity. 25 the damage they cause on land and at sea, they are identical.

Australia undergoes a number of cyclones every year along its northern coast, which faces Indonesia. The cyclones 26 mainly in December and January, the summer months in the southern hemisphere.

Usually the Australian cyclones don't cause great damage because Australia's northern territory has vast empty regions that are virtually 27. There are few coastal cities. When a cyclone 28 move inland from the sea, it usually blows itself out without striking any inhabited area. 29, in 1917 the small city of Townville was severely devastated by a cyclone. There was a public outcry about it. People demand an adequate 30 system. Ever since then the meteorological bureau has regularly issued alarms in advance of every serious cyclone.

21. A. to
22. A. range
23. A. made
24. A. circles
25. A. In that
- B. for
B. scale
B. called
B. circulates
B. In terms of
- C. of
C. region
C. meant
C. fly
C. Except for
- D. on
D. area
D. defined
D. circuit
D. Along with

26. A. occur B. rise C. raise D. foster
27. A. populated B. deserted C. unpopulated D. undeserted
28. A. could B. does C. would D. should
29. A. Furthermore B. However C. Consequently D. Frequently
30. A. warning B. help C. safety D. weather

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 flying fox is not a fox at all. It is an extra large bat that has got a fox's head, and that feeds on fruit instead of insects. Like all bats, flying foxes hang themselves by their toes when at rest, and travel in great crowds when out flying. A group will live in one spot for years. Sometimes several hundreds of them occupy a single tree. As they return to the tree toward sunrise, they quarrel among themselves and fight for the best places until long after daylight.

Flying foxes have babies once a year, giving birth to only one at a time. At first the mother has to carry the baby on her breast wherever she goes. Later she leaves it hanging up, and brings back food for it to eat. Sometimes a baby bat falls down to the ground and squeaks (尖叫) for help. Then the older ones swoop (俯冲) down and try to pick it up. If they fail to do so, it will die. Often hundreds of dead baby bats can be found lying on the ground at the foot of a tree.

31. Which of the following statements is true?
- A. There is no difference between the flying fox and the ordinary bat in their size.
- B. There is no difference between the flying fox and the ordinary bat in their appearance.
- C. There is no difference between the flying fox and the ordinary bat in the kind of food they eat.
- D. There is no difference between the flying fox and the ordinary bat in the way they rest.
32. Flying foxes tend to ____.
- A. double their number every year
- B. fight and kill a lot of themselves
- C. move from place to place constantly
- D. lose a lot of their young
33. How do flying foxes care for their young?
- A. They only care for their own babies.
- B. They share the feeding of their young.
- C. They help when a baby bat is in danger.
- D. They often leave home and forget their young.

Passage 2

The impact of e-commerce is happening in phases. In its first phase (1994—1997), e-commerce was about presence:

making sure that everybody had a Web site, meeting the demand that every company, large or small, get out there and have at least something on the Internet. People weren't quite sure why they were doing it, but they knew that they had to have an online presence.

The second phase (1997—2000) of e-commerce was about transactions — buying and selling over digital media. The focus in this phase was on order flow and gross revenue. Some of that was the matching of buyers and sellers who would never have found each other in the past. Some of that was simply taking transactions that would have been done through paper purchase orders and saying that this business was done on the Internet, although the meaning of that change was quite insignificant. But in this phase, the announcements were all about order flow at any cost: why-sell-it-when-you-can-give-it-away business models. As a result, many of the first movers in this phase such as Value America, are either gasping, have gasped their last breath, or are flailing about in a sea of red ink.

Today, e-commerce is entering the third phase (2000-?), with a focus on how the Internet can impact profitability. And profitability is not about increasing gross revenues but rather increasing gross margins. We call this phase e-business, and it includes all the applications and processes enabling a company to service a business transaction. In addition to encompassing e-commerce, e-business includes both front- and back-office applications that form the core of engine for modern business. Thus, e-business is not just about e-commerce transactions or about buying and selling over the Web: it's the overall strategy of redefining old business models, with the aid of technology, to maximize customer value and profits. To paraphrase Business Week: “Forget B2B and B2C, E-business is about P2P — path to profitability.”

34. Between 1994 and 1997, companies built their web sites mainly because they ____.

- A. wanted to find more customers
- B. had no other things to do
- C. wanted to show their existence on Internet
- D. felt the Internet was quite interesting

35. The phrase “the first movers” in paragraph 2 most probably means ____.

- A. the first motivations for the companies to take e-commerce.
- B. the earliest transformation of transactions from paper orders to e-commerce.
- C. the first companies that have failed in the field of e-commerce.
- D. the earliest companies that get involved in e-commerce.

36. The earliest e-commerce began in the year of ____.

- A. 1994
- B. 1997
- C. 1999
- D. 2000

37. What does the last sentence in the passage most probably mean?

- A. B2B and B2C are no longer suitable e-business models.
- B. The aim of taking e-business is to earn more profit.

- C. E business is by no means a good way of getting profit.
D. P2P is the most suitable e-business model.

Passage 3

For some time past it has been widely accepted that babies - and other creatures - learn to do things because certain acts lead to “rewards” ; and there is no reason to doubt that this is true. But it also used to be widely believed that effective reward, at least in the early stages, had to be directly related to such basic physiological (生理的) “drives” as thirst or hunger. In other words, a baby would learn if he got food or drink of some sort of physical comfort, not otherwise.

It is now clear that this is not so. Babies will learn to behave in ways that produce results in the world with no reward except the successful outcome.

Papousek began his studies by using milk in the normal way to “reward” the babies and so teach them to carry out some simple movements, such as turning the head to one side or the other. Then he noticed that a baby who had had enough to drink would refuse the milk but would still go on making the learned response with clear signs of pleasure. So he began to study the children’s responses in situations where no milk was provided. He quickly found that children as young as four months would learn to turn their heads to right or left if the movement “switched on” a display of lights —and indeed that they were capable of learning quite complex turns to bring about this result, for instance, two left or two right, or even to make as many three turns to one side.

Papousek’s light display was placed directly in front of the babies and he made the interesting observation that sometimes they would not turn back to watch the lights closely although they would “smile and bubble” when the display came on. Papousek concluded that it was not primarily the sight of the lights which pleased them, it was the success they were achieving in solving the problem, in mastering the skill, and that there exists a fundamental human urge to make sense of the world and bring it under intentional control.

38. According to the author, babies learn to do things which _____.

- A. are directly related to pleasure B. will meet their physical needs
C. will bring them a feeling of success D. will satisfy their curiosity

39. In Papousek’s experiment babies make learned movements of the head in order to _____.

- A. have the lights turned on B. be rewarded with milk
C. please their parents D. be praised

40. The babies would “smile and bubble” at the lights because _____.

- A. the lights were directly related to some basic “drives”
B. the sight of the lights was interesting
C. they need not turn back to watch the lights
D. they succeeded in “switching on” the lights

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. 抵押 v. & n. | m _ _ t _ _ ge |
| 42. 合同, 契约 n. | c _ _ tr _ _ t |
| 43. 商品, 货品 n. | m _ _ ch _ _ dise |
| 44. 保留, 保持 v. | r _ t _ _ n |
| 45. 可用的, 可获得的 adj. | av _ _ l _ ble |
| 46. 声称, 认领 v. & n. | cl _ _ m |
| 47. 战略, 策略 n. | str _ te _ _ |
| 48. 恐吓, 威胁 v. | thr _ _ t _ _ |
| 49. 幸存, 比...长命 v. | s _ _ vi _ _ |
| 50. 采访, 访问, 面试 n. & v. | inter _ _ _ _ |
| 51. 地方, 位置 n. | loca _ _ _ _ |
| 52. 卖主, 卖方 n. | v _ _ dor |
| 53. 流行, 货币 n. | c _ rr _ _ _ y |
| 54. 尝试, 试图, 努力 v. | att _ _ p _ |
| 55. 整理, 安排 v. | arr _ _ ge |

五、单词英译汉 (本大题共 15 小题, 每小题 1 分, 共 15 分)

56. market share
57. net loss
58. earnings per share
59. Federal Express
60. search engines
61. information network
62. client
63. database
64. sales tax
65. information technology
66. web server
67. on-line order
68. human resources
69. shopping cart
70. smart cards

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。

It has been a tumultuous time for dot-com start-ups. In fact, Gartner, Inc. estimates that over 75% of e-commerce start-ups will end in failure. (71) While it is tempting to blame prevailing market conditions for this failure rate, the fact is that early planning ultimately determines the potential success or failure of a start-up. This whitepaper helps managers understand the characteristics that contribute to successful start-ups. (72) Importantly, this work also includes a valuable diagnostic survey that helps entrepreneurs quantify the strength of the business and identify problem areas.

One thing is clear: There are a lot of ways for a new business to go out of business. (73) Loss of focus, an inability to fulfill customer orders or service, and a mismatch of top management with the corporate culture are but a few common reasons that businesses fail. To increase the chances of success, managers need to consider four crucial inputs:

Management / People: The single most vital component of any business, every start-up needs a skilled management team that can execute the business plan, adapt to changing environments, and attract and retain valuable staff.

Market Opportunity: To succeed, a venture requires a business model that is adaptable, scalable, defensible, and able to generate both revenue and profits. (74) In addition, management must recognize the company's market position and the potential of its ideas in the market.

Funding: The ability of the venture to raise operating cash in order to establish profitability.

Product and Service: This defines the demand for the product, including the degree to which it addresses customer needs and the ability to provide fulfillment and client service functions.

(75) By keeping a close eye on these found areas — strong leadership and management, good people, a solid business plan, and a product that people want to purchase — businesses can position themselves to weather inevitable challenges.

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. 为了获得市场份额，他们必须竭尽全力。（market share, go to lengths）
77. 我们要事先准备所有申请材料。（in advance, application materials）
78. 愿意买该产品的人越多，价格就降得越多。（the more, the more）
79. 电子商务的交易通常涉及几个互动的步骤。（involve, interactive steps）
80. 应该由你决定是否实施这一计划。（up to, carry out）