2022年4月高等教育自学考试福建省统一命题考试

# 商务英语

(课程代码 00796)

#### 注意事项:

- 1. 本试卷分为两部分,第一部分为选择题,第二部分为非选择题。
- 2. 应考者必须按试题顺序在答题卡(纸)指定位置上作答,答在试卷上无效。
- 3. 涂写部分、画图部分必须使用 2B 铅笔,书写部分必须使用黑色字迹签字笔。

## 第一部分 选择题

I. 1	Answer the following by choosing one best	response from the choices given. (2 points					
each, 20 points total)							
1.	His responsibilities are to supervise projects and resources.						
	A. cooperate	B. considerate					
	C. compassionate	D. coordinate					
2.	The employees should a significan	ant contribution to company efficiency, profit,					
	product development.						
	A. make	B. do					
	C. get	D. take					
3.	This company was set up as a small family	in 1977.					
	A. empire	B. corporation					
	C. business	D. factory					
4.	Sally Green is on the board of						
	A. directors	B. founders					
	C. managers	D. investors					
5.	5. Tom East is the executive in charge of Marketing.						
	A. chief	B. head					
	C. senior	D. elder					
6. Last year we made of \$ 1.5 million.							
	A. liabilities	B. profits					
	C. finances	D. money					

/ •	The corporate we try to prese	in is of a business that truly values his custom-		
	ers.			
	A. image	B. logo		
	C. ladder	D. shape		
8.	Each year, we two or three graduates as trainee managers.			
	A. recruit	B. qualify		
	C. situate	D. locate		
9.	We pay reasonable salaries and offer excellent fringe			
	A. perks	B. tips		
	C. benefits	D. money		
10.	Next month we are going to two new	products.		
	A. forecast	B. innovate		
	C. launch	D. work		
П.	True or False(2 points each, 20 points total	d) Decide if the statements below are true		
	(A) or false(B).			
11.	Free-market competition often leads to brand w	ars.		
	A B			
12.	Bargaining power refers to the degree to which one side is strong enough to obtain what it			
	wants.			
	A B			
13. In a cut-throat market, manufacturers and retailers struggle for domination.				
	A B			
14.	An advertising campaign is an example of bran	d values.		
	A B			
15.	15. To maintain brand equity means protecting the value of the brand name.			
	A B			
16.	Keynote speaker is a person who gives the mai	n talk at an event.		
	A B			
17.	A premium brand is a high quality brand, mor	e expensive than its competitors.		
	A B			
18.	You can gain the audience's attention in a pres	entation by asking a question.		
	A B			
19.	Promotional activities carried out through mass	media, such as television, radio and news-		
	paper, are classed as below the line promotion			
	A B			
20.	The so-called Pareto Principle, also known as	the $80-20$ rule, states that for many events,		
	roughly $80\%$ of the effects come from $20\%$ of the	e causes.		
	A D			

#### III. Reading Comprehension (2 points each, 40 points total)

Questions 21-30

Choose the best word to fill each gap.

This book(21) the idea that all working relationships, including the relationship								
with	with one's boss, can and should be managed.							
	You do not have to be (22) than your manager in order to manage the relation-							
ship. Nor do you have to be better than your manager in any(23) Your manager may								
well be your career (24) and guide: he or she may have taught you almost everything								
you know about your(25) of business-and may continue to teach you more. You may be								
planning to remain under his or her guidance in the future. None of these (26) should								
alter your relationship with your manager or (27) you off managing upwards. I use								
this phrase to (28) to the management of one's boss because, for many people on the								
way up, it is the first relationship they have to get right.								
	You can, of course, get on at work just by (29) positively to your manager, but							
that is not likely to be the most successful way to (30) your working life. An active								
policy of managing upwards will make you more successful and, at the same time, make the bus-								
iness of going to work more enjoyable.								
21.	A. promotes	B. presses	C. advertises	D. convinces				
22.	A. clearer	B. deeper	C. smarter	D. fuller				
23	A. respect	B. fashion	C. part	D. means				
24	A. leader	B. supporter	C. adviser	D. helper				
25	A. course	B. line	C. path	D. route				
26	A. factors	B. aspects	C. causes	D. topics				
27	A. put	B. see	C. keep	D. take				
28	A. specify	B. identify	C. indicate	D. refer				
29	A. giving	B. operating	C. reacting	D. cooperating				
30	A. run	B. forward	C. move	D. make				
Questions 31-35								

WASHINGTON - - A survey released Monday by the National Association for Business Economics shows that U. S. companies expect to hire and invest more over the next six months. It is another sign that the economy is improving.

More business executives and economists polled by NABE in its third-quarter industry survey reported a rise in capital spending over the previous quarter, instead of a decline. That is the first time since October 2008.

The survey is based on 78 panelists. It also showed a majority expecting their companies to add employees over the next six months rather than cutting jobs for the first time since the recession began.

Industry demand increased during the July-to-September period for the first time in five quarters, with growth seen in finance, insurance and real estate.

商务英语试题第3页(共6页)

"NABE's October 2009 industry survey provides new evidence that the U. S. recovery is underway," said William Strauss of the Federal Reserve Bank of Chicago.

All 78 NABE panelists indicated that business decisions are being made with the expectations that the economy will expand in 2010. Some 73% of companies expect real gross domestic product to expand between 1% and 3% in 2010.

- 31. According to NABE's survey of 78 business executives and economists
  - A. Economists and executives are worried.
  - B. The U.S. economy is strengthening.
  - C. Consumer demand is soaring.
  - D. Business conditions are declining.
- 32. According to the article, when was the last time industry demand increased?
  - A. July to September 2008

B. October to December 2008

C. January to March 2009

- D. April to June 2009
- 33. Look at the underlined word or phrase and choose the answer that is closest in meaning. It also showed a majority expecting their companies to add employees over the next six months rather than cutting jobs for the first time since the recession began.
  - A. all

B. none

C. few

- D. most
- 34. "NABE's October 2009 industry survey provides new evidence that the U. S. recovery is underway," said William Strauss of the Federal Reserve Bank of Chicago. That the U. S. recovery is underway means
  - A. The U. S. economy will never be better than it is right now.
  - B. Improvement in the U.S. economy may occur in the future.
  - C. The U. S. economy is in the process of improving once again.
  - D. The number of jobs will continue to decline in the U. S. economy.
- 35. According to the information in the article, what is likely to happen over the next several months in the U. S. economy?
  - A. Most companies will continue cutting jobs.
  - B. NABE will ask more panelists for predictions.
  - C. The unemployment rate will start to decline.
  - D. The gross domestic product will fall again.

#### Questions 36-40

TOKYO - - Nomura Holdings Inc. moved a step closer to becoming a global investment bank as it reported international revenue that exceeded domestic revenue for the first time. At the same time, it also reported its second consecutive quarterly profit.

Japan's largest brokerage attributed the quarter's performance to the recovery in financial markets and to the former Lehman Brothers' European and Asian businesses, which it bought out of insolvency late last year to broaden its global reach.

Nomura posted a net profit for its fiscal second quarter, which ended in September, of 27.72

商务英语试题第4页(共6页)

billion yen(\$ 301.7 million), compared with a net loss of 72.87 billion yen in the same period last year. The brokerage reported a net profit of 11.42 billion yen in the first quarter this year.

Second-quarter overseas revenue totaled about 160 billion yen, compared with domestic revenue of about 140 billion yen. In Japan, Nomura has investment-banking and asset-management businesses, as well as a brokerage that caters to retail clients.

Nomura's next challenge is its U. S. business, which is smaller than its Asian and European operations. The U. K. 's Barclays PLC bought Lehman's operations in the U. S. for \$ 1.75 billion.

- 36. What has Nomura announced for the second quarter 2009?
  - A. It has changed its goal of becoming a global bank.
  - B. It became insolvent after buying Lehman Brothers.
  - C. Its overseas business helped it earn a profit again.
  - D. Its domestic sales are rising faster than ever before.
- 37. By how much did Nomura's net profit for its 2009 fiscal second quarter exceed that for the first quarter?

A. Y11.42 billion

B. Y16.30 billion

C. Y27. 72 billion

D. Y72. 87 billion

38. Look at the underlined word or phrase and choose the answer that is closest in meaning. Nomura's Global Goal Begins to Pay Off.

A. accept

B. decline

C. succeed

D. exchange

- 39. Japan's largest brokerage attributed the quarter's performance to the recovery in financial markets and to the former Lehman Brothers' European and Asian businesses, which it bought out of insolvency late last year to broaden its global reach. If Nomura wants to broaden its global reach, it wants to
  - A. choose a new method to achieve its goal
  - B. follow the lead of other foreign brokerages
  - C. abandon its domestic operations totally
  - D. increase its operations around the world
- 40. Based on the information in the article, what is Nomura likely to focus on in the near future?
  - A. increasing its operations in the U.S.
  - B. selling Lehman's European business
  - C. strengthening its domestic operations
  - D. trying to avoid another insolvency

### 第二部分 非选择题

IV. Writing (20 points)

41. You received a quotation from a supplier which was rather unsatisfactory. They didn't offer a discount, misquoted some facts and failed to include a guarantee. You have asked your Office Junior to draft them a letter, which she has left on your desk for approval. Unfortunately, her tone was very undiplomatic, and the letter must be rewritten.

We refer to your letter of 2<sup>nd</sup> August. We are very unhappy with your offer and we can't accept it. With have been dissatisfied with your deliveries for some months now, and things just have to improve. Don't forget, as our suppliers, you have certain obligations to us. What happened to the discount you promised, and the guarantees? And why should we cover the insurance costs when we expect you to always quote CIF prices? Also, as we have been placing evergrowing orders, we want you to check back over the business we have given you and offer us a rebate of some sort. Could you phone Shelly Metzs on 077772996613 by 10 a.m. tomorrow as the deal must be finalised by then.

Yours
Shelly Metzs

Rewrite the letter, using the diplomatic language you learned. Write 120-140 words. Do not include addresses.

The End