

绝密 ★ 启用前

184

2022 年 4 月高等教育自学考试全国统一命题考试

电子商务英语

(课程代码 00888)

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

一、单项选择题:本大题共 10 小题,每小题 1 分,共 10 分。在每小题列出的备选项中只有一项是最符合题目要求的,请将其选出。

1. E-business is a _____ used to describe businesses run on the Internet.
A. task B. turn C. tag D. term
2. Unlike Beijing, Shanghai is regarded as the most important _____ center in China.
A. urban B. financial C. supermarket D. political
3. All the graduates _____ the university by the end of June, 2021.
A. had left B. have left C. left D. will leave
4. Great changes have taken place both in _____ and overseas market.
A. dominant B. domestic C. double D. dormitory
5. A great number of Chinese consumers _____ a lot _____ e-commerce websites.
A. profit ... out B. profit ... beneath
C. profit ... of D. profit ... from
6. EBay's next development prospect is _____ a business-to-business platform in the near future.
A. become B. becomes C. to become D. becoming
7. Let's fix a _____ date for the appointment.
A. easy B. plain C. usual D. definite
8. _____ we made adequate preparations, we might have bought more items at a lower price on Double Eleven.
A. Had B. Were C. Have D. Did

9. More and more people in China _____ the habit to do shopping online in the past 10 years.

- A. has formed B. have formed C. form D. formed

10. Don't _____ me. The price of these apples is cheap enough.

- A. beg with B. depend on C. bargain with D. begin with

二、阅读理解:本大题共 10 小题,每小题 2 分,共 20 分。本部分有三篇短文,每篇短文后有若干问题,每个问题有四个选项,请选择一个最佳答案,将其选出并将答题卡(纸)的相应代码涂黑。错涂、多涂或未涂均无分。

Passage 1

On 6 April 2010, Lei Jun founded Xiaomi Inc., a technology company that produces smartphones, mobile apps, and other consumer electronics.

Xiaomi released its first smartphone in August 2011 and has rapidly gained market share in China to become China's largest smartphone company in 2014. And now Xiaomi has expanded successfully into developing a wider range of consumer electronics, including a smart home device ecosystem (生态系统).

Xiaomi has been famous for its hunger marketing strategies, which Apple also uses. At first, Their new products were only available for purchase on their official website, so only people who had pre-registered could get a chance to make a purchase.

And besides, in order to control costs, Xiaomi did not own any physical stores at first, selling only from its online stores. In recent years, they have opened many brick and mortar stores to combat the strategies of other low-cost competitors in Chinese markets. It also did away with traditional advertising and relies on social networking services and word-of-mouth to publicize (宣传) its products.

At last, listening closely to customers feedback is one of the most important elements for Xiaomi's success because customers are often invited to have a test for the new products in the online community built by the company.

11. Which kind of product is NOT produced by Xiaomi Inc?

- A. Mobile apps B. Smartphones
C. Automobiles D. Other consumer electronics

12. In _____, Xiaomi gained great market share and became the largest smartphone company in China.

- A. 2011 B. 2014 C. 2017 D. 2021

13. Which of the following statements is NOT true?

- A. Xiaomi Inc. was founded by Lei Jun.
- B. Xiaomi has developed a smart home device ecosystem.
- C. Xiaomi has been famous for its hunger marketing tactics, which is different from Apple.
- D. Xiaomi also did away with traditional advertising.

14. What is one of the most important elements for Xiaomi's success mentioned in the passage?

- A. The fashionable design.
- B. The excellent after-purchase service.
- C. The lower price.
- D. Listening closely to customer's feedback.

Passage 2

According to *the E-Commerce in China 2019 report* released by the Ministry of Commerce, (商业部) China's e-commerce market size was the biggest in the world. The report shows that there were more than 900 million online shoppers in 2019. Since 2002, more people have registered e-commerce platforms.

The report also shows that the trend for online-and-offline integration (整合) caused by e-commerce is becoming more and more popular. Enterprises and retail stores are exploring online market space, and traditional brick-and-mortar economies are also trying to go digital. This greatly improves efficiency in the supply chains and industrial transformation and upgrading(升级).

As can be seen in the report, the boom of e-commerce also created jobs and drove up the sales of related hardware. Besides, more than 20.11 million people were at a position related to information technology and other industries serving or supporting the e-commerce.

All in all, e-commerce has a great impact on people's life in China and it has many advantages.

15. *The E-Commerce in China 2019 report* was released by _____.

- A. the Ministry of Commerce
- B. the ministry of Foreign Affairs
- C. the local government
- D. government

16. Which of the following statements is true according to the passage?

- A. China's e-commerce market size ranked the third in the world.
- B. The boom of e-commerce made many people unemployed.
- C. Since 2020, more people have registered e-commerce platforms.
- D. Traditional brick-and-mortar economies are trying to go digital.

17. What is the passage mainly about?

- A. People's attitude towards e-commerce.
- B. E-commerce in China in 2019.
- C. The disadvantages of e-commerce in China.
- D. E-commerce has proved efficient in China.

Passage 3

The web is one of the most revolutionary technologies that changes the business environment and has a great influence on e-commerce. It is a different sales medium and brings down physical barriers to commerce, which can give even smallest business access to markets around the world immediately. And meanwhile consumers can do shopping from companies or stores even they haven't heard of. If you want to succeed in online business, you should learn some Internet-marketing strategies; otherwise, you are destined to fail.

Firstly, you should target your potential customers by network data analysis, such as the Google Index, Ali data. In this way, you can understand how customers use the products, their purchase patterns and other interests they are likely to have.

Besides, an effective digital marketing channel is also important because it can result in maximum two-way communication and better overall ROI for the brand. However, direct e-mail marketing and e-mail newsletters are regarded as the most effective methods for reaching a target customer.

Finally, Advertising by publishing your articles that are placed in e-zines can also be a good way to get some traffic to your site, which can do good to e-commerce.

18. If you want to succeed in online business, _____.

- A. it is important for you to learn some Internet-marketing strategies
- B. you should know the web well
- C. you should know the influence of the web
- D. you should make the web popular

19. _____ are regarded as the most effective methods for reaching a target customer.

- A. Advertising
- B. Promoting
- C. Direct e-mail marketing and e-mail newsletters
- D. Using searching engines

20. What does e-zine refer to in the last paragraph?

- A. Electronic App B. Electronic magazine
C. Electronic dictionary D. Electronic zone

三、完形填空(一): 选择最佳答案完成句子: 本大题共 10 小题, 每小题 1 分, 共 10 分。在每小题列出的四个备选项中只有一个是符合题目要求的, 请将其选出并将答题卡(纸)的相应代码涂黑。错涂、多涂或未涂均无分。

Commerce has experienced great growth in recent years, 21 has given a heavy blow to traditional retail industry. The revenue of the traditional retail industry 22 a lot, and its market has been occupied by e-commerce. 23 the past 3 years, companies of a great many brands closed thousands of physical stores nationwide. For many 24, online shopping has become an important part of their lives; thus they spend 25 time and money in physical stores. Experts predict that e-commerce will 26 a fifth of the total retail sales in China within 5 years, so some traditional retail stores might be 27 replaced. Since 2020, because of the 28 of the COVID-19, e-commerce platforms have registered more volume. They not only have met the demand of the consumers 29 provided strong support for those people who do 30 business online.

21. A. that B. which C. who D. whose
22. A. are dropping B. drops C. has dropped D. drop
23. A. During B. On C. With D. At
24. A. employees B. workers C. consumers D. students
25. A. less B. more C. comfortable D. hard
26. A. account between B. account in C. account on D. account for
27. A. only B. gradually C. even D. still
28. A. importance B. idea C. income D. impact
29. A. or B. but also C. whether D. either
30. A. their B. our C. his D. hers

第二部分 非选择题

四、完形填空(二): 在下列课文片段中按中文意思提示填入遗漏的词: 本大题共 5 小题, 每小题 1 分, 共 5 分。

Business-to-Business-to-Consumer (B2B2C), a business provides some product 31 (或者) service to a client business. The client business maintains its own 32 (顾客). One example is wholesaler-to-retailer-to-consumer merchandising, such as airlines or travel units that provide travel services. The C2B category 33 (包括) individuals who use the Internet to 34 (卖) products or services to organizations and individuals who 35 (寻求; 追求) sellers to bid on products or services.

五、根据给出的汉语词义和规定的词性写出相应的英语单词, 该词的第一个字母已经给出, 每条短线上写一个字母: 本大题共 10 小题, 每小题 1 分, 共 10 分。

36. 影响 n. i _ _ _ _ _
37. 习惯 n. h _ _ _ _
38. 有机的 adj. o _ _ _ _ _
39. 不可避免的 adj. i _ _ _ _ _
40. 限制 v. r _ _ _ _ _
41. 十年 n. d _ _ _ _ _
42. 不管; 尽管 prep. d _ _ _ _ _
43. 网站, 地址 n. s _ _ _ _
44. 手动地; 手工地 adv. m _ _ _ _ _
45. 买得起 v. a _ _ _ _ _

六、给出下列单词或术语的汉语意义: 本大题共 20 小题, 每小题 1 分, 共 20 分。

46. market trends
47. data
48. market analysis
49. target a market
50. the failure rate
51. superior to that plan
52. categories of goods
53. electronic cheques (checks)

- 54. Java applets
- 55. customize personal gifts
- 56. VPN
- 57. cope with
- 58. web traffic flow
- 59. depend on
- 60. online revenue
- 61. agreement
- 62. e-business transactions
- 63. manpower
- 64. give way to
- 65. restore the lost information

七、根据句子的意思将括号中的词变成适当的形式:本大题共 5 小题,每小题 1 分,共 5 分。

- 66. Running a business online _____ (differ) from a brick-and-mortar business.
- 67. The gap between e-commerce and m-commerce keeps on _____ (decrease) nowadays in China.
- 68. E-business, unlike a traditional business, tends to be _____ (conduct) online.
- 69. E-commerce companies can make a lot of _____ (profit).
- 70. She _____ (usual) calls her mother every day but she is too busy to call her today.

八、英译汉:阅读下面的短文,然后把画线的句子翻译成汉语:本大题共 5 小题,每小题 2 分,共 10 分。

(71) Global electronic commerce transactions have increased rapidly in the past 20 years and people benefit a lot from it. In 1997, it was almost 2 billion dollars, while the number reached 90 billion in 2005. By 2011, the number jumped dramatically to 300 billion dollars, 150 times than that of 1997.

Why is electronic commerce booming nowadays? (72) Several causes contribute to this phenomenon. Above all, the wide use of computers is the foremost cause. (73) Besides, the rapid development of information technology enables everybody to have access to a computer and Internet. Nowadays, Internet is no longer a stranger to common people. Most important of all, (74) the Internet technology is becoming increasingly mature and people who at first do not trust e-business begin to accept it. (75) because they believe that doing business on web is convenient and time-saving. That is why electronic commerce transactions is preferable to traditional commerce.

九、汉译英:请把下面的汉语句子翻译成英语:本大题共 5 小题,每小题 2 分,共 10 分。

- 76. 你可以给客户提供各种支付方式,比如信用卡,支付宝。(payment options)
- 77. 首先,我们必须确定是否企业主的能力能满足此要求。(determine)
- 78. 这些公司应更好地跟踪和管理他们的产品。(track; manage)
- 79. 他们关心的一个主要问题是财务信息。(primary; concern)
- 80. 我们应该适应电子商务,并成为精明的网上买家。(adapt ourselves to)