

2022年10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. Social marketing has _____ the development of social networking.
A. taken B. followed C. looked D. regarded
2. He dislikes their _____ of his freedom of choice.
A. reduction B. restriction C. decrease D. demand
3. E-business is a(n) _____ used to describe business run on the Internet.
A. term B. service C. item D. level
4. Your e-commerce efforts should differ depending on _____ you are targeting.
A. that B. why C. it D. whom
5. Some users _____ its reliance on the feedback mechanism to root out dishonest traders and want the company to take more anti-fraud action.
A. subject to B. look forward to C. object to D. refer to
6. Today we are going to focus _____ the problem of homeless people.
A. to B. for C. at D. on
7. Success in the online marketplace is never an _____ outcome.
A. assure B. assured C. assuring D. to assure
8. _____ the Internet economy has created many opportunities, the online climate has little tolerance for delays of failures.
A. Although B. As C. Until D. Unless

9. Small organizations can also _____ the services of dot-com companies such as salesforce. com and upshot. com.
A. take out B. take for C. take advantage of D. take turns

10. _____ do you think is the essence of the American dream?
A. Why B. Where C. What D. When

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

Searching by keywords is the most common method of using a search engine, but the problems with keywords are the relatively imprecise results and the return of too much irrelevant information. Keywords may have more than one meaning and search results may be found only by using a synonym of the keyword. The method of browsing on the other hand takes too much to find the relevant information. Although directories like Yahoo try to solve this problem, the manual processing of classifying materials takes too much time. Therefore, new kinds of searching are needed with the new software which can classify Web sites automatically.

However, because most of the search engines are from the United States and have specialized in English resources and information about American culture, people who can't speak English would feel inconvenient. For example, people from Japan or Italy are likely to be confused about the way the information presented in English because they are not familiar with the American logic and have to try to understand it first.

11. The problem with searching by keywords is _____.
A. the results are more precise and the information is abundant
B. the results are not precise and the information is not enough
C. the results are not precise and the information is more than necessary
D. None of the above
12. Which of the following is true about the search engines from the U. S. ?
A. All of them have specialized in English resources and information.
B. They are majorly operated with U. S. companies.
C. They only provide cultural resources and information.
D. It is not convenient for people who don't speak English.

13. We can know from the passage that an Italian _____.

- A. fails to find any information that he needs
- B. totally doesn't know how to use and install the search engines.
- C. has to understand the American logic first
- D. has to learn English culture first

Passage 2

Internet Boom

Today the Internet is widely used in homes, schools and business around the world. The Internet was firstly developed in the 1960s and 1970s by U. S. government scientists as a way of sharing information. The earliest Internet was called ARPAnet. Just 20 years later, as computers became more commonly developed, over 80,000 computers were connected.

Use of the Internet has continued to grow dramatically. Experts assert that about 1% of the world population used the Internet in 1996. By 2008, that percentage grew to 24%.

How do scientists count more than 1 billion users? Programs called Web Crawlers look through the Internet to see how many people are using the Internet and which pages they are visiting. They also make copies of web-pages, which are stored by search engines. Web Crawlers work and collect information once they are started. These programs are sometimes called "spiders" because they "Crawl" around the Web.

These programs collect and send information 24 hours a day. So, if everyone stops using the Internet for one day, the Internet will still be a very busy place. Even people aren't online, these programs travel the Internet.

14. The information in the first paragraph shows the idea that the Internet _____.

- A. is available mainly in the United States
- B. was firstly invented by American scientists
- C. is seldom used by people in other countries
- D. is used mainly by government scientists today

15. What can we learn from the second paragraph?

- A. the number of people using the Internet is on a great rise.
- B. the number of people using the Internet drops.
- C. the number of people using the Internet is the same.
- D. the number of people using the Internet fluctuates.

16. From the third paragraph, we can know that scientists use Web Crawlers to _____.

- A. clean the Web
- B. catch the spiders
- C. find the Internet
- D. count the users

17. The Underlined word "Boom" in the title means _____.

- A. a loud noise
- B. a job
- C. a rapid progress
- D. an excitement

Passage 3

Undoubtedly, Internet is playing a significant role in conducting international trade. Recently, the World Trade Center Association (WTCA) announced a plan to assist developing countries to develop a capacity for e-commerce and e-business.

E-business will help you get and set up operational companies with a minimum of effort and at reasonable prices. E-business Incorporated works with international companies to set up a web-office, or Cyber Suite 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 and want to sell your goods online, your Cyber Suite would have a showroom where visitors can find images, drawings or listing of what you can offer. If you are a buyer, your web-office can provide you with a notice board with products, services or agreements you are looking for and bidding gallery where suppliers can post bids and link you to their sites.

18. The recent goal of WTCA is to _____.

- A. help developing countries to develop an ability for e-commerce and e-business.
- B. play a significant role in economy development
- C. assist developed countries to supply goods and services around the world
- D. promote the international friendship among developing countries

19. E-business Incorporated works with international companies to _____.

- A. get its own domain name
- B. establish a web-office, or Cyber Suite
- C. develop a new web site as its domain
- D. have its web site accessible via its own domain name

20. Which of the following statements is NOT TRUE?

- A. Internet is playing an important role in conducting international trade.
- B. If you are a buyer, your Cyber Suite would provide you with a showroom.
- C. WTCA refers to the World Trade Center Association.
- D. With the help of E-business, you can establish operational companies with a minimum of effort and at reasonable prices.

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。

I have a degree in business, but it was only my father's 21 because he wanted me to seek and attain a business major. He thought that having a business major would help me more to make sensible choices and therefore I could find a good job when 22 a global labor market. I 23 his advice. However, even though my college experiences were 24, I had no interest in my 25 of commerce, let alone having a long-term career as a businessman. After I 26, I worked as a market planner at a computer company. My pay and working environment were very satisfying; yet I 27 didn't feel happy doing something that held little appeal for me. After two months 28 working there, I made up my mind to quit and decided to do 29 I loved, namely teaching history. I have been doing this job for over 20 years. I am 30 of being with my students. So, if you are in a place where you don't love what you are learning or doing, please ask yourself what you are really anxious about and what you really want in life.

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|------------------|---------------|---------------|-----------------|
| 21. A. ambition | B. commitment | C. decision | D. response |
| 22. A. entrance | B. entering | C. entered | D. enter |
| 23. A. ignored | B. valued | C. took | D. opposed |
| 24. A. fantastic | B. awkward | C. painful | D. plain |
| 25. A. field | B. effect | C. paper | D. way |
| 26. A. grew | B. graduated | C. considered | D. trained |
| 27. A. only | B. also | C. even | D. still |
| 28. A. on | B. of | C. in | D. about |
| 29. A. why | B. where | C. which | D. what |
| 30. A. proud | B. pride | C. puzzled | D. enthusiastic |

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。

One key answer to the problem of 31 (发现; 找到) and keeping customers — and turning their good 32 (愿望) into sales — is having good customer relationship management (CRM). CRM's 33 (目标) is to create a synergy among sales, marketing, and some customer-service 34 (活动).

Within an organization in order to obtain and 35 (留住) customers, CRM on the Internet — eCRM — uses Web technology to create a team relationship.

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。

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|-------------------|-------------|
| 36. 方面 n. | a _ _ _ _ _ |
| 37. 银行业 n. | b _ _ _ _ _ |
| 38. 纯的 adj. | p _ _ _ _ |
| 39. 不太可能的 adj. | u _ _ _ _ _ |
| 40. 普遍的, 通用的 adj. | u _ _ _ _ _ |
| 41. 风险, 危险 n. | r _ _ _ _ |
| 42. 定制, 定做 v. | c _ _ _ _ _ |
| 43. 实质, 精华 n. | e _ _ _ _ _ |
| 44. 终端, 终点站 n. | t _ _ _ _ _ |
| 45. 扫描, 细看 v. | s _ _ _ _ |

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. business run on the Internet
- 47. cut costs
- 48. additional market channel
- 49. promotional mail
- 50. unique customer experience
- 51. to some degree
- 52. fraud detection technology
- 53. interface

- . e-business marketing strategies
- . the security of their personal information
- . provide the service
- . start-up capital
- . spam emails
- . install anti-virus software
- . search engine
- . potential customers
- . case study
- . in a wireless environment
- . improve the productivity
- . the benefit of online marketing

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。

6. The gap between e-commerce and m-commerce is _____ (go) on decreasing.
7. _____ (run) a business online has some security and privacy issues that differ from a brick-and-mortar business.
8. E-business is not just a traditional business being _____ (conduct) online.
9. Create a high-quality website that offers excellent information and _____ (resource).
10. This _____ (strong) reduces the possibility of using the Web as a source for the worldwide diffusion of information.

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) The greatest transformation in business practice (活动) today is the appearance of the Internet and it has become more and more popular in commercial field.

(72) Generally speaking, the term e-business refers to all forms of transactions on the Web. It brings about great convenience and has restructured the business models completely.

For an e-business, the economics is simple. (73) It is said that only 1% of the first-time visitors to a web site will buy a product. However, 20% people would buy a product when they visit the Web site the second time. That is to say, the site can successfully attract customers to come back.

(74) Customer service has always been, and continues to be a major factor of success for today's shop owners especially online shop owners.

Achieving the goal of outstanding customer service requires a business which can provide the fastest access to all customer information. (75) All in all, e-business can give the customer an instant service and meet their demands as much as possible. It has totally changed people's life and become a powerful medium for commerce and business transactions.

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

76. 这就保证了顾客提供的数据信息不会落入不良黑客之手。(guarantee; fall into)
77. 品牌强大可以让参与竞争的对手更少。(result in)
78. 支付宝(Alipay)被认为是一种人们最喜欢的在线支付服务之一。(favorite; online; payment)
79. 经理们正在谈论着电子商务的美好未来和新趋势。(trend)
80. 另一方面,我们要及时处理这些问题。(cope with)