

2022年10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. Answer the following by choosing one best response from the choices given. (2 points each, 20 points total)

1. We've made a loss for the past three years but we should break _____ this year.
A. even B. up C. out D. off
2. The company's debt _____ was too large and it couldn't make the repayments.
A. schedule B. default C. appointment D. burden
3. With 51% of the shares, Max Com now has a _____ interest in Media World.
A. mid-range B. majority C. minority D. motivation
4. He is the _____ financial officer of the company.
A. elder B. larger C. chief D. public
5. Our department arranges and carries _____ tests of our products.
A. on B. off C. out D. onto
6. Lastminute.com _____ public in 2018.
A. came B. went C. moved D. put
7. We have a _____ of 60 employees.
A. workforce B. population C. performance D. production
8. I've got lots to do but finishing this report is my first _____.
A. priority B. schedule C. perfection D. opportunity
9. He was selling Rolex watches for \$1,000, but they turned out to be _____.
A. foreign B. forges C. fakes D. forever
10. The country's gross domestic _____ has grown by more than \$200 billion.
A. payment B. product C. profit D. prevention

II. True or False (2 points each, 20 points total)

Decide if the statements below are true (A) or false (B).

11. A crisis plan enables a company to handle a crisis quickly.
A B
12. Telecommuters do not need self-discipline.
A B
13. You should come to the assembly point when you hear the fire alarm.
A B
14. Marketing department is responsible for the company's accounts, and controls money coming in and going out.
A B
15. Sales representative organizes meetings and deals with correspondence.
A B
16. Management consultant is responsible for testing new products.
A B
17. A trainer is someone who helps people to improve at a sport, skill or school subject.
A B
18. A receptionist is someone who carries guests' bags at the hotel.
A B
19. PEST analyses refer to public, economic, social and technological analyses.
A B
20. A business crisis happens only in one form.
A B

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

Questions 21-30

Choose the best word to fill each gap.

Too much to read! It's impossible to find time to read today's business books—and thousands are published each year. Yet not keeping up with those books could be a serious and expensive mistake. Often the ideas and insights they contain are available nowhere else. But how can you even know which (21) _____ are worthwhile—let alone find time to read them?

Fortunately, there's a (22) _____ Sound view Executive Book Summaries. It really works. In fact, it's guaranteed to (23) _____. It is ingenious and essential. Every month, you receive two or three quick reading, time saving summaries of the best new business books. Each (24) _____ all the key points in the original book. The big (25) _____, instead of 200 to 500 pages, the summary is only several pages. Instead of taking five, ten or more hours to read, it (26) _____ just 15 minutes. Of the thousands of business books published (27) _____, only a (28) _____ are really worth reading. To save your time, our Editorial Board goes (29) _____ them all eliminating 90%. Our (30) _____ are high, and the criteria rigorous.

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|-------------------|-----------------|----------------|-----------------|
| 21. A. books | B. ones | C. subjects | D. titles |
| 22. A. solution | B. way | C. key | D. method |
| 23. A. function | B. work | C. enter | D. operate |
| 24. A. includes | B. concludes | C. contains | D. takes |
| 25. A. similarity | B. difference | C. resemblance | D. disagreement |
| 26. A. takes | B. costs | C. spends | D. shares |
| 27. A. separately | B. differently | C. partly | D. annually |
| 28. A. handful | B. several | C. little | D. score |
| 29. A. through | B. over | C. in | D. out |
| 30. A. requests | B. requirements | C. standards | D. needs |

Questions 31-35

Money spent on advertising is money spent as well as any I know of. It serves directly to assist a rapid distribution of goods at reasonable prices, thereby establishing a firm home market and so making it possible to provide for export at competitive prices. By drawing attention to new ideas it helps enormously to raise standards of living. By helping to increase demand it ensures an increased need for labor, and is therefore an effective way to fight unemployment. It lowers the costs of many services: without advertisements your daily newspaper would cost four times as much, the price of your television license would need to be doubled, and travel by bus or tube would cost percent more.

And perhaps most important of all, advertising provides a guarantee of reasonable value in the products and services you buy. Apart from the fact that twenty-seven Acts of Parliament govern the terms of advertising, no regular advertiser dare promote a product that fails to live up to the promise of his advertisements. He might fool some people for a little while through misleading advertising. He will not do so for long, for mercifully the public has the good sense not to buy the inferior article more than once. If you see an article consistently advertised, it is the surest proof I know that the article does what is claimed for it, and that it represents good value. Advertising does more for the material benefit of the community than any other force I can think of. There is one more point I feel I ought to touch on. Recently I heard a well-known television personality declare that he was against advertising because it persuades rather than informs. He was drawing excessively fine distinctions. Of course advertising seeks to persuade.

If its message were confined merely to information—and that in itself would be difficult if not impossible to achieve, for even a detail such as the choice of the color of a shirt is subtly persuasive—advertising would be so boring that no one would pay any attention. But perhaps that is what the well-known television personality wants.

31. By the first sentence of the passage the author means that _____.
- he is fairly familiar with the cost of advertising.
 - everybody knows well that advertising is money consuming.
 - advertising costs money like everything else.
 - it is worthwhile to spend money on advertising.

32. The phrase "live up to" in the article can be replaced by
 A. survive B. complement C. agree with D. carry on
33. In the passage, which of the following is NOT included in the advantages of advertising?
 A. Securing greater fame. B. Providing more jobs.
 C. Enhancing living standards. D. Reducing newspaper cost.
34. The author deems that the well-known TV personality is
 A. very precise in passing his judgment on advertising.
 B. interested in nothing but the buyer's attention.
 C. correct in telling the difference between persuasion and information.
 D. obviously partial in his views on advertising.
35. In the author's opinion, _____
 A. advertising can seldom bring material benefit to man by providing information.
 B. advertising informs people of new ideas rather than win them over.
 C. there is nothing wrong with advertising in persuading the buyer.
 D. the buyer is not interested in getting information from an advertisement.

Questions 36-40

For most of the 20th century Smithson's was one of Britain's most successful department stores, but by the mid-1990s, it had become dull. Still profitable, thanks largely to a series of successful advertising campaigns, but decidedly boring. The famous were careful not to be seen there, and its sales staff didn't seem to have changed since the store opened in 1908. Worst of all, its customers were buying fewer and fewer of its own-brand products, the major part of its business, and showing a preference for more fashionable brands.

But now all this has changed, thanks to Rowena Baker, who became Smithson's first woman Chief Executive three years ago. Since then, while most major retailers in Britain have been losing money, Smithson's profits have been rising steadily. When Baker started, a lot of improvements had just been made to the building, without having any effect on sales, and she took the bold decision to invite one of Europe's most exciting interior designers to develop the fashion area, the heart of the store. This very quickly led to rising sales, even before the goods on display were changed. And as sales grew, so did profits.

Baker had ambitious plans for the store from the start. We're playing a big game, to prove we're up there with the leaders in our sector, and we have to make sure people get that message. Smithson's had fallen behind the co-repetition. It provided a traditional service targeted at middle-aged, middle-income customers, who'd been shopping there for years, and the customer base was gradually contracting. Our idea is to sell such an exciting variety of goods that everyone will want to come in, whether they plan to spend a little or a lot. Baker's vision for the store is clear, but achieving it is far from simple. At first, many employees resisted her improvements because they just wouldn't be persuaded that there was anything wrong with the way they'd always done things, even if they accepted that the store had to overtake its competitors. It took many long meetings, involving the entire workforce, to win their support. It helped when they realized that

Baker was a very different kind of manager from the ones they had known.

Baker's staff policies contained more surprises. The uniform that had hardly changed since day one has now disappeared. Moreover, teenagers now get young shop assistants, and staff in the sports departments are themselves sports fans in trainers. As Baker explains, "How can you sell jeans if you're wearing a black suit? Smithson's has a new identity, and this needs to be made clear to the customers." She's also given every sales assistant responsibility for ensuring customer satisfaction, even if it means occasionally breaking company rules in the hope that this will help company profits.

Rowena Baker is proving successful, but the City's big investors haven't been persuaded. According to retail analyst, John Matthews, "Money had already been invested in refurbishment of the store and in fact that led to the boost in sales. She took the credit, but hadn't done anything to achieve it. And in my view the company's shareholders are not convinced. The fact is that unless she opens several more stores pretty soon, Smithson's profits will start to fall because turnover at the existing store will inevitably start to decline."

36. According to the writer, in the mid-1990s Smithson's department store _____
- was making a loss.
 - had a problem keeping staff.
 - was unhappy with its advertising agency.
 - mostly sold goods under the Smithson's name.
37. According to the writer, Smithson's profits started rising three years ago because of
- an improvement in the retailing sector.
 - the previous work done on the store.
 - Rowena Baker's choice of designer.
 - a change in the products on sale.
38. According to Rowena Baker, one problem which Smithson's faced when she joined was that
- the number of people using the store was falling slowly.
 - its competitors offered a more specialized range of products.
 - the store's prices were set at the wrong level.
 - customers were unhappy with the service provided.
39. According to the writer, many staff opposed Baker's plans because
- they were unwilling to change their way of working.
 - they disagreed with her goals for the store.
 - they felt they were not consulted enough about the changes.
 - they were unhappy with her style of management.
40. Baker has changed staff policies because she believes that
- the corporate image can be improved through staff uniforms.
 - the previous rules were not fair to customers.
 - customers should be able to identify with the staff serving them.
 - employees should share in company profits.

第二部分 非选择题

IV. Writing (20 points)

41. You work in the customer services department of a large store. Your line manager has asked you to write a report on the results of a recent customer survey.
- Look at the information below, on which you have already made some handwritten notes.
 - Using all your handwritten notes, write your report.
 - Write 120-140 words.

Results of Customer Survey		
Responses:	Good	Poor
staff friendliness	30%	70%
product range	62%	38%
opening hours	87%	13%

Handwritten notes:

- new training for staff should help! (points to 70% in staff friendliness)
- give reason for this (points to 30% in staff friendliness)
- suggest products to attract more customers (points to 38% in product range)

Additional customer comments:

- difficult to find things
- not enough parking

Handwritten notes:

- new store layout next month (points to difficult to find things)
- say why this is no longer a problem (points to not enough parking)