

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(二)

(课程代码 07342)

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. Questions 1-7: 本大题共7小题,每小题2分,共14分。

Look at the statements below.

Which (A, B, C, D) does each statement (1-7) refer to?

For each statement 1-7, mark one letter (A, B, C, D) on your Answer Sheet.

You will need to use some of the letters MORE THAN ONCE.

1. The need for good managers is increasing.
2. The raw number of managers needed is decreasing.
3. Being a good manager must enjoy people.
4. An effective leader has a quality that makes him/her easily noticed.
5. Anyone can be a good manager.
6. A good manager must let others trust him/her.
7. A good manager dares to take some risks.

A

The need for good managers is not going away. It is intensifying. With "flatter" organizations and self-directed teams becoming common; with personal computers and networks making information available to more people more quickly; the raw number of managers needed is decreasing. However, the need for good managers, people who can manage themselves and others in a high stress environment, is increasing.

B

I believe anyone can be a good manager. It is as much trainable skill as it is inherent ability; as much science as art. You have confidence in yourself and your abilities. You are happy with whom you are, but you are still learning and getting better. You are something of an extrovert. You don't have to be the life of the party, but you can't be a wallflower. Management is a people skill-it's not the job for someone who doesn't enjoy people.

C

You are honest and straight forward. Your success depends heavily on the trust of others. You are an includer not an excluder. You bring others into what you do. You don't exclude other because they lack certain attributes. You have a presence. Managers must lead. Effective leaders have a quality about them that makes people notice when they enter a room.

D

You are consistent, but not rigid; dependable, but can change your mind. You make decisions, but easily accept input from others. You are a little bit crazy. You think out-of-the box. You try new things and if they fail, you admit the mistake, but don't apologize for having tried. You are not afraid to "do the math". You make plans and schedules and work toward them.

II. Questions 8-13: 本大题共6小题,每小题2分,共12分。

Read the article and the questions below.

For each question 8-13, mark one letter (A, B, C, or D) on your Answer Sheet for the answer you choose.

## Employment Situation

Opinion polls are now beginning to show that, whoever is to blame and whatever happens from now on, high unemployment is probably here to stay. This means we shall have to find ways of sharing the available employment more widely.

But we need to go further. We must ask some fundamental questions about the future work. Should we continue to treat employment as the norm? Should we not rather encourage many ways for self-respecting people to work? Should we not create conditions in which many of us can work for ourselves, rather than for an employer? Should we not aim to revive the household and the neighborhood, as well as the factory and the office, as centers of production and work? The industrial age has been the only period of human history in which most people's work has taken the form of jobs. The industrial age may now be coming to an end, and some of the changes in work patterns which it brought may have to be reversed. This seems a daunting thought.

But, in fact, it could offer the prospect of a better future for work. Universal employment, as its history shows, has not meant economic freedom. Employment became widespread when the enclosures of the 17th and 18th centuries made many people dependent on paid work by depriving them of the use of the land, and thus of the means to provide a living for themselves. Then the factory system destroyed the cottage industries and removed work from people's homes. Later, as transport improved, first by rail and then by road, people commuted longer distances to their places

of employment until, eventually, many people's work lost all connection with their home lives and the places in which they live.

Meanwhile, employment put women at a disadvantage. In preindustrial times, men and women had shared the productive work of the household and village community. Now it became customary for the husband to go out to paid employment, leaving the unpaid work of the home and families to his wife. Tax and benefit regulations still assume this norm today, and restrict more flexible sharing of work roles between the sexes. It was not only women whose work status suffered. As employment became the dominant form of work, young people and old people were excluded—a problem now, as more teenagers become frustrated at school and more retired people want to live active lives. All this may now have to change.

The time has certainly come to switch some effort and resources away from the idealist goal creating jobs for all, to the urgent practical task of helping many people to manage without full-time jobs.

8. What is the main idea of the passage?
- A. Employment became widespread in the 17th and 18th centuries.  
B. Unemployment will remain a major problem for industrialized nations.  
C. The industrial age may now be coming to an end.  
D. Some efforts and resources should be devoted to helping more people cope with the problem of unemployment.
9. Which of the following was NOT mentioned as a factor contributing to the spread of employment?
- A. The enclosures of the 17th and 18th centuries.  
B. The development of factories.  
C. Relief from housework on the part of women.  
D. Development of modern means of transportation.
10. It can be inferred from the passage that \_\_\_\_\_.
- A. most people who have been polled believe that the problem of unemployment may not be solved within a short period of time  
B. many farmers lost their land when new railways and factories were being constructed  
C. in preindustrial societies housework and community service was mainly carried out by women  
D. some of the changes in work pattern that the industrial age brought have been reversed
11. What does the word "daunting" in the third paragraph mean?
- A. Shocking.      B. Interesting.      C. Confusing.      D. Stimulating.
12. Which of the following is NOT suggested as a possible means to cope with the current situation?
- A. Create situations in which people work for themselves.  
B. Treat employment as the norm.  
C. Endeavor to revive the household and the neighborhood as centers of production.  
D. Encourage many ways for self-respecting people to work.

13. The passage most probably is \_\_\_\_\_.

- A. an official document      B. a research report  
C. an advertisement      D. a news story

III. Questions 14 – 28: 本大题共 15 小题, 每小题 1 分, 共 15 分。

Read the passage below and choose from the opposite page the best word (A, B, C, or D) to fill each gap.

For each question 14 – 28, mark one letter (A, B, C, or D) on your Answer Sheet.

#### A News Report

Three men who ran a cross-channel smuggling group, selling cheap French beer, wine and champagne in Britain, were \_\_\_\_\_ (14) \_\_\_\_\_ yesterday. The men were leaders of an 11-man group which made at least 42 \_\_\_\_\_ (15) \_\_\_\_\_ on the Dover-Calais ferry in three months. Trucks of \_\_\_\_\_ (16) \_\_\_\_\_ drink were brought into the country and sold illegally at Sunday market, and corner shops in South Wales. Two secret teams of \_\_\_\_\_ (17) \_\_\_\_\_ officers \_\_\_\_\_ (18) \_\_\_\_\_ vehicles between Kent and Cardiff in an operation called chancer. Eleven men admitted their \_\_\_\_\_ (19) \_\_\_\_\_ in a conspiracy to avoid \_\_\_\_\_ (20) \_\_\_\_\_ duty on beer and spirits.

Mr. Roger Thomas said it was \_\_\_\_\_ (21) \_\_\_\_\_ that 70,000 pounds of unpaid duty was \_\_\_\_\_ (22) \_\_\_\_\_ between January and April last year when the gang was organizing the smuggling group. Cases of beer, wine and champagne were brought to a rented warehouse in Cardiff before being \_\_\_\_\_ (23) \_\_\_\_\_ to traders. Mr. Richard Nichols, a former market \_\_\_\_\_ (24) \_\_\_\_\_, Mr. Qichard Spencer, a shop owner, and Mr. Raymond Tout, were put in prison for terms of nine, four and three months respectively. Judge Michael Burr said the group had used a(n) \_\_\_\_\_ (25) \_\_\_\_\_ of helpers in an organized conspiracy to make easy money. He ordered six other men to carry out community service and conditionally \_\_\_\_\_ (26) \_\_\_\_\_ two others who had played a lesser role.

After the case customs investigators said that the group made as many as four cross channel trips a day mainly to a hypermarket near Calais. They went into \_\_\_\_\_ (27) \_\_\_\_\_ only three weeks after the new customs laws came into force on New Year's Day last year. The investigators added: We hope these jail sentences will be a big help to tackle this widespread crime which is causing concern to the \_\_\_\_\_ (28) \_\_\_\_\_ industry.

14. A. escaped      B. jailed      C. fled      D. run  
15. A. trips      B. travels      C. voyages      D. hikes  
16. A. expensive      B. tasty      C. cheap      D. illegal  
17. A. customer      B. counter      C. customs      D. custody  
18. A. traced      B. tracked      C. chased      D. pursued  
19. A. spare      B. section      C. division      D. part  
20. A. giving      B. paying      C. spending      D. buying  
21. A. estimated      B. said      C. reported      D. thought  
22. A. included      B. contained      C. involved      D. connected

- |                  |                |                |             |
|------------------|----------------|----------------|-------------|
| 23. A. assigned  | B. given       | C. distributed | D. sold     |
| 24. A. owner     | B. businessman | C. salesman    | D. trader   |
| 25. A. army      | B. number      | C. group       | D. handful  |
| 26. A. charged   | B. paid        | C. discharged  | D. owed     |
| 27. A. action    | B. business    | C. steps       | D. commerce |
| 28. A. wholesale | B. drink       | C. business    | D. retail   |

IV. Questions 29 - 33: 本大题共 5 小题, 每小题 2 分, 共 10 分。

Read the article below and choose the best sentence to fill each gap.

For each gap (29 - 33). Mark one letter (A-E) on your Answer Sheet. DO NOT use any letter more than once.

#### YOUTH MARKET

With increasing prosperity, West European youth is having a fling that is crating distinctive consumer and cultural patterns. The result has been the increasing emergence in Europe of that phenomenon well known in America as the "youth market". This is a market in which enterprising business caters to the demands of teenagers and older youths in all their beatlemania and pop air forms.

In the United States, the market is wide ranging and well established, almost an industry, with which this country's emphasis on "youthfulness" even extends beyond teenager group. \_\_\_\_\_ (29) \_\_\_\_\_ In some country such as Britain, West Germany and France, it is more advanced than in others. Some manifestations of the market, chiefly sociological, have been recorded, but it is only just beginning to be the subject of organized consumer research and promotion. \_\_\_\_\_ (30) \_\_\_\_\_

Similarities.

The market's basis is essentially the same—more spending power and freedom to use it in the hands of teenagers and older youth. Young consumers also make up an increasingly high proportion of the population. As in the United States, youthful tastes in Europe extend over a similar range of products—records and record players, transistor radios, leather jackets and "way-out" extravagantly styled clothing, cosmetic and soft drinks. Generally it now is difficult to tell in which direction trans-Atlantic teenage influences are flowing. Also, a pattern of conformity dominates European youth as in this country, though in Britain the object is to wear clothes that "make the wearer stand out", but also make him "in", such as tight trousers and precisely tailored jackets.

There are Worship and emulation of "idols" in the entertainment field, especially the pop singers and other performers. \_\_\_\_\_ (31) \_\_\_\_\_. In Paris, buyers of stores catering to the youth market carefully watch what dress is being worn by a sudden demand of copies. In Stockholm other followers of teenage fads call the youth market "attractive but irrational".

\_\_\_\_\_ (32) \_\_\_\_\_ In the European youth-market, unlike that of the United States, it is the working youth who provides the bulk of purchasing power. On the average, the school-finishing age still tends to be 14 years. This is the maximum age to which compulsory education extends, and

with Europe's industrial manpower shortage, thousands of teenage youths may soon attain incomes equal in many cases to that of their fathers.

\_\_\_\_\_ (33) \_\_\_\_\_ The European average is about \$ 5 to \$ 10 a month. Working youth, consequently are the big spenders in the European youth market, but they also have less leisure than those staying on at school, but these in turn have less buying power.

- Although, because of general prosperity, European youths are beginning to continue school studies beyond the compulsory maximum age, they do not receive anything like the pocket money or "allowance" of American teenagers.
- Characteristics of the evolving European youth market indicate dissimilarities as well as similarities to the American youth market.
- There is also the same exuberance and unpredictability in sudden fad switches.
- But there are also these important dissimilarities generally with the American youth market.
- In Western Europe, the youth market may appropriately be said to be in its infancy.

#### 第二部分 非选择题

V. Questions 34 - 40: 本大题共 7 小题, 每小题 2 分, 共 14 分。

Read the text below.

In most of the lines 34 - 40 there is one extra word. It is either grammatically incorrect or does not fit in with the meaning of the text. Some lines, however, are correct.

If a line is correct, write CORRECT on your Answer Sheet.

If there is an extra word in the line, write the extra word in CAPITAL LETTERS on your Answer Sheet.

#### Ethics and Mission Statements

As business emerged from the profit-oriented 1980s, values and social responsibilities were being emphasized on in corporate mission statements.

- Because Greed was out, and ethics were in. Businesses and their employees
- became actively engaged in less activities that contributed to their communities.
- To spell out their goals, companies were increasingly developed codes of ethics.
- Mission statements that were written because they required consensus and
- commitment. Not everyone who, however, agreed with the trend toward the
- strong social stances of some public corporations. Respected economist Milton
- Friedman contended, "Many Few trends could so thoroughly undermine the very foundation of our free society as the acceptance by corporate officials of a social responsibility other than to make as much money for their stockholders as possible." The CEO of Levi Strauss & Co. expressed another viewpoint about mission statements, saying that "our compliance-based program sent a disturbing message to our people—WE DON'T RESPECT YOUR INTELLIGENCE OR TRUST YOU!"

VI. Question 41. : 本题 10 分。

41. You are a project leader responsible for a large export order. You have been asked to organize foreign language training programme for the staff.

- Write a memo to staff.
- Explaining why the programme are necessary.
- Saying when the programme will start.
- Asking for suggestions for what to include in the programme.
- Write 40 - 50 words on a separate sheet.

VII. Question 42. : 本题 25 分。

42. The company you work for is holding a seminar for all staff. Here is the e-mail you sent to all staff on which there are some handwritten notes.

Then, using all the handwritten notes you have made, write another e-mail to inform of some changes.

Write 120 - 140 words on a separate sheet.

MOOSEHEAD

DATE February 3, 2005  
TO Kathy Adams Ed Peterson  
Cheryl Alkins Joanne Phillips  
Laura Byham Gray Gina Preston  
Deb Hanson Al Rundio  
Melanie Israel Carol Sutton  
Colleen Kelly Mona' Trocki-Oziek

FROM SUSAN O'BRIEN  
Assistant Brand manager

SUBJECT: CULTURAL AWARENESS SEMINAR

On Friday, March 8, Moosehead Breweries will be conducting a cultural awareness seminar for all head office staff. We're looking forward to this event and appreciate your support. The seminar will be held in the main boardroom commencing at 9.00 a.m. A "multicultural" buffet will be provided at noon. The agenda will include the following topics and timelines:

8.30-9.00	registration and coffee
9.00-9.30	introductory remarks
9.30-10.30	keynote address
10.30-10.45	break
10.45-12.00	small and large group discussion
12.00-1.00	lunch

Please call me to register. Thanks for your cooperation and support.

At ext. 4500; no later than Monday, March 4.

Experts will attend; Prepare questions.

Changed to March 10. Explain. Explain why.

Mention the importance.