200

2023 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. He wants to give up working and stay home to look after the children. She feels, however, that this is _____ it a bit.

   A. eliminating　　　　B. concerning　　　　C. invading　　　　D. overdoing

2. A computer _____ is someone who tries to break into computer systems, especially in order to get secret information.

   A. laser　　　　B. hacker　　　　C. vendor　　　　D. trigger

3. Rather than producing time-intensive and costly physical copies for each employee, a central server or email list can _____ an efficient method for distributing necessary information.

   A. keep as　　　　B. serve as　　　　C. regard as　　　　D. refer as

4. I looked over the _____ you gave me this morning, and I'd like to discuss prices on your computer speakers.

   A. catalog　　　　B. decade　　　　C. innovation　　　　D. agency

5. During 1984, Remington spent a lot of money on advertising and _____.

   A. access　　　　B. bid　　　　C. promotion　　　　D. path

6. We're playing a losing game by trying to undercut(压低) our _____'s prices all the time.

   A. platform　　　　B. competitor　　　　C. myth　　　　D. target

7. By making the bold promise, he had burnt his bridges, for now he had no _____ but to go forward with the project.

   A. trend　　　　B. setback　　　　C. withdrawal　　　　D. option

8. She is a skeptic about the dangers of _____ warming.

   A. vivid　　　　B. neural　　　　C. strategic　　　　D. global

9. The Fortune 500 didn't get _____ they are today by resting on their laurels.

   A. what　　　　B. that　　　　C. where　　　　D. when

10. Many large- and small-scale online grocery ventures _____, but most have failed.

    A. have been tried　　　　　　B. has been tried

    C. have being tried　　　　　　D. has being tried

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

To Communicate

To maximize your return from the Internet, you need to understand its benefits, and how you can control these so that you may incorporate them within your Internet business strategy. Electronic mail is an example. It can be used as a direct analogy(类比) with ordinary mail—except that there is a strong bias against electronic junk mail. But there are also automated mailing lists that people can subscribe to. You could establish your own, to support your "virtual community" of clients, customers or suppliers. You can use a World Wide Web site to generate interest and create awareness of both your company and products. You can use newsgroups to find the people you need, and discreetly(谨慎地), to show that you exist.

To Entertain

Browsing and surfing can be leisure pursuits. The frivolous side of the Internet makes it into an advertising medium, to generate sales and to establish and help reinforce(加强) a brand name. So there is scope for games and cartoons, for video clips and eye-candy, for competitions, lotteries and treasure hunts. Creative individuals and groups need a chance to show off their skills, to find publishers, employers and sponsors.

To Sell

As transactions become more accepted, companies will use the Internet to sell their products directly. Anything that is sold by mail order could equally be sold on the Internet. Electronic money transfers should in the end reduce transaction costs, and this will make it possible to charge small amounts for electronic deliverable goods. New services can be created that use Internet technologies to deliver goods through new outlets with greater convenience.

To Train

The Internet provides a new medium for interactive training and long distance learning. For organizations that are geographically spread out, or have many subsidiary or associate companies, the Internet offers a cost effective concept for education without wasting resources in terms of time and money.

11. Which is not one of the benefits of the Internet?

    A. You can establish "virtual community" of consumers.

    B. You can use Internet to generate interest for your company and products.

    C. You can use newsgroups to find some helpful people.

    D. You can accept or send electronic junk mails freely.

12. The Internet can provide a platform to _____.

    A. make it into a fake advertisement

    B. increase the sales and promote the brand of products

    C. provide a chance for individuals to find a better job

    D. watch movies and play computer games for children

13. What will make it possible to charge small amounts for electronic deliverable goods?

    A. Goods can be purchased and sold directly.

    B. New services can be created.

    C. Goods can be sent through outlets.

    D. Electronic money transfers should reduce transaction costs.

14. Internet is a new medium for education without wasting resources in terms of _____.

    A. long distance learning   B. time and money

    C. subsidiary companies   D. interactive training

Passage 2

When Natalie Massenet was trying to raise money for her Internet start-up, Net-a-Porter, a luxury online fashion boutique, no one was interested. "People were throwing millions of pounds at almost any web company then. But they heard 'women' and 'fashion' and 'Internet' and said those words didn't go together," says Ms. Massenet.

But Net-a-Porter, founded in 2000, can now claim to be "the world's first truly global luxury fashion retailer". It doubles its revenues every year, and sales are now at £ 37 million. It has a distribution centre in London and one in New York, and employs almost 300 people. The web store attracts an average of 90 new customers a day from 101 countries and regions (including Fiji and Greenland), who each spends an average of £ 400.

According to Forrester Research, luxury brands "won't survive without an online sales channel". Over 40 million Europeans buy clothes online, and this number will continue to increase. Experts predict it will grow to over 70 million by 2015.

15. Why is it difficult for Natalie Massenet to raise money for her Internet start-up?

    A. Because people had no money for web companies.

    B. Because people didn't think she was a talented fashion designer.

    C. Because people didn't believe "women", "fashion" and "Internet" can go together.

    D. Because people had no idea about Internet and online sales at that time.

16. Which is one of the distribution centers of Net-a-Porter?

    A. Tokyo.   B. Sydney.   C. Paris.   D. London.

17. Why does Forrester Research mention that "luxury brands won't survive without an online sales channel"?

    A. Because online sales are not convenient for people in New York.

    B. Because Europeans like online window shopping.

    C. Because the web store attract more young customers.

    D. Because the number of people who buy clothes online grows rapidly.

Passage 3

Many companies use strategic alliances, partnerships, and long-term contracts to create relationships with other companies in the supply chains for the products that they manufacture or sell. In many cases, companies are able to reduce costs by developing close relationships with a few suppliers rather than negotiating with a large number of suppliers each time they need to buy materials or supplies. When companies integrate their supply management and logistics activities across multiple participants in a particular product's supply chain, the job of managing that integration is called supply chain management. The ultimate goal of supply chain management is to achieve a higher-quality or lower-cost product at the end of the chain.

Supply chain management is about opting business processes and business value in every corner of the extended enterprise—from your supplier's supplier to your customer's customer. It is the strategic approach that unites all steps in the business cycle from initial product design and the procurement(采购) of raw materials, through production, shipping distribution, and warehousing until a finished product is delivered to a customer.

18. What do many companies use to create relationships with other companies in the supply chains?
    A. Partnerships.   B. Strategic alliances.
    C. Long-term contracts.   D. All of the above.

19. What does it called for the job of integrating supply management and logistics activities across multiple participants in a particular product's supply chain?
    A. Logistics chain management.   B. Negotiating management.
    C. Supply chain management.   D. Purchasing management.

20. Which of the following is not one of the steps in the business cycle?
    A. Shipping distribution.   B. Product design.
    C. Warehousing.   D. Product usage.

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。

We can use a firewall to protect our home network and family from __21__ websites and potential hackers. Firewall plays an important __22__ in controlling, __23__ the connections between the __24__ network of a company and Internet, and safeguarding the security of a certain company.

The firewall used in Internet is not a real wall __25__ a component system of the computer hardware and software, __26__ isolates a private network from a public network. The firewall is used as the protection system of a certain network to __27__ unauthorized users from accessing that network. An enterprise __28__ an intranet(内部网络) that allows its workers to have __29__ to the wider Internet installs a firewall to prevent outsiders from accessing its own private data resources and to control __30__ outside resources its own users have access to.

21. A. tiresome   B. offensive   C. reliable   D. mobile
22. A. legend   B. infection   C. role   D. code
23. A. charging   B. monitoring   C. embracing   D. assuming
24. A. private   B. available   C. casual   D. inevitable
25. A. though   B. so   C. then   D. but
26. A. whether   B. which   C. when   D. where
27. A. impose   B. fulfill   C. prevent   D. resolve
28. A. upon   B. in   C. for   D. with
29. A. distinct   B. bulb   C. access   D. irritation
30. A. what   B. that   C. it   D. which

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。

Imagine a customer __31__ （参观，访问）your website for the first time. He's on the verge of buying a __32__ （产品）or using a service when something on your site confuses him. He doesn't know how to proceed. Sure, he can get help via email or a list of answers to frequently asked questions, but he __33__ （想要）a live person to assist him. If you don't provide this option, you'll likely __34__ （失去）that customer. And a toll-free telephone number often won't do the trick, because the __35__ （典型的）customer has only one home phone line, and won't gladly log off Internet to call for help.

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. 担保，保证 v.   g _ _ _ _ _ _ _ _
37. 投资者，出资人 n.   i _ _ _ _ _ _ _
38. 安装 v.   i _ _ _ _ _ _
39. 最小的，极少的 adj.   m _ _ _ _ _ _
40. 规模，比例(尺) n.   s _ _ _ _
41. (核对用的)清单，列表，检查单 n. c _ _ _ _ _ _ _
42. 出价，投标 v. & n.   b _ _
43. 在国外，在海外 adv.   a _ _ _ _ _
44. 远程地 adv.   r _ _ _ _ _ _ _
45. 多种多样的，多样性的，不同的 adj. d _ _ _ _ _ _

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. the Continent market
47. Programming Planning and Control
48. device
49. database management systems
50. domain
51. client application
52. primary customers
53. Wal-Mart

54. customer base

55. expected revenue

56. traffic figures

57. party

58. a tall order

59. sign up

60. staff recruitment

61. warehousing

62. capital

63. local currency

64. customer self-service

65. sales channel

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. His _____ (careless) resulted in the failure of his examination.

67. By _____ (link) your website with strategic partners, you can provide your business with credibility.

68. The tents are in _____ (vary) shapes, colors and sizes.

69. The agreement announced Tuesday breaks the biggest hurdle(障碍)that had _____ (block) the peace process.

70. The contract can be terminated by either of the _____ (party) with three months' notice.

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。

The Internet originated from ARPANET net in USA, 1960s. (71) From then on, the size of the Internet has doubled and doubled by each year. And it has developed from USA to the world, and become a really huge global network.

（72）The Internet has extremely abundant resources of information. （73）It's a huge information mine for human beings, and it's bigger than you can imagine. (74) People can make resources sharing, online communication and long-distance teaching and so on in the Internet. For example, you can read the books of the libraries at home; (75) you can go to the CCTV website to consult the program forecast even watch some programs online; you can send mails, photos, music to your friends far away; shop in the Net, learn in the net school, and etc..

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. 你可以根据人们搜索的关键词来找到潜在客户。(potential)

77. 有些风险源于环境的变化。(arise from)

78. 公司打算使网站的界面更加人性化。(user-friendly)

79. 对顾客表示感谢,并在电子邮件中列示其所购产品及价格。(list)

80. 你应该了解目标市场的购买习惯和偏好。(preference)