

2023年4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. When buying necessities, you may walk through the rows of shelves displaying fashionable articles.
2. Mass stores try to make their design closely keep up with the trend.
3. Nowadays wealthy people get into the similar shopping habits to ordinaries.
4. Fashion people mix famous brand with bargained fare.
5. Famous star wearing cheap clothes to attend grand ceremony represents a new trend in fashion industry.
6. Stores like K Mart and Wal-Mart benefit a lot from the new trend in wardrobe.
7. In fashion people's wardrobe designer labels might be put together with cheap clothes from mass retailers.

A

Where do you buy your clothes? Well, most of us shop at traditional retailers with increasingly frequent trips to discount stores and Internet. And most of the super-rich and trendy buy directly from designers like Gucci, Armani and Chanel. But lately their shopping habits and ours have been converging. Bonita Carol reports that many of the fashion elite are coming out of the closet and going straight to K Mart. Take a peek inside fashion editor Christy Ferrel's closet, and you'll find couture side by side with K Mart.

B

Fashion reporter Jerry Agins calls the trend "cheapskate chic": the regent fashionable wearing Sears shoes, Wal-Mart pants and Target sweaters, proudly pairing them with designer labels. The whole trend of "cheapskate chic" is a lot of affluent people are now shopping differently, and they're just like everybody, they're decorating their homes, they're spending a lot of time in stores like K Mart and Wal-Mart. And you're in there once or twice a week, so while you're in there picking up paper towels and toilet paper and toothpaste, you happen to kind of wander about the fashion aisles.

C

A watershed event occurred when Sharon Stone wore that Gap T-shirt at the Oscars. She looked terrific. Everybody wondered what she had on and later they found out that she had on that \$22 Gap turtleneck and that really resonated with a lot of consumers. Stores like the Gap, Sears, K Mart and Target are taking full advantage, offering fashion mavens that perfect denim jacket or pair of jeans, T-shirt or little black dress or top to make them match with high fashion.

D

Retail Watcher said mass merchants are benefiting greatly from this "cheap skatechic" trend, in 1998 mass retailers such as K Mart, Wal-Mart and Target accounted for 43% of all apparel sold. And that's up from 38% five years earlier. And these stores are stealing away customers from more upscale boutiques. In Target's case, or as the fashionably in crowd call it "Tarzhay", about 80% of its customers are college educated and have a medium household income of \$47,000. Maybe that's why Target's offering Kashmir sweaters for the first time.

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.

On Advertisement

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.

8. By the first sentence of the passage the author means that _____ .
- A. he is fairly familiar with the cost of advertising
 B. everybody knows well that advertising is money consuming
 C. advertising costs money like everything else
 D. it is worthwhile to spend money on advertising
9. The phrase "live up to" in Line 3, Paragraph 2 can be replaced by _____ .
- A. survive
 B. complement
 C. agree with
 D. carry on
10. 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.
11. 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
12. 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 wins 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
13. The passage most probably is _____ .
- A. an official document
 B. a news story
 C. an advertisement
 D. a comment

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.

The Retail Sector

The retail sector is one of the UK's biggest employment areas, accounting for one in nine of the workforce. It is also one of the fastest growing—more than a fifth of jobs _____ (14) _____ last year were in retail. Such rapid _____ (15) _____ in the tightest labour market for more than a generation should be _____ (16) _____ up wages, but it is not. While the national _____ (17) _____ wage goes up by about 5% a year, in retail it goes up by 3.5%.

The consequences of low wages and far from brilliant conditions is rapid staff turnover. About half the staff employed in retail leave year. This _____ (18) _____ is way above even those sectors such as nursing, which are said to be in a recruitment _____ (19) _____. Part of the problem is that the employers themselves are under considerable financial _____ (20) _____. Retail is suffering a long-term slide independent of the _____ (21) _____ and falls of the economy. One of the reasons for this is consumer expectations. With the growth of e-commerce, customers look for bigger and better bargains and insist on _____ (22) _____ for money.

There are some pluses for employees, however. Low wages and high turnover make retail a youthful sector. Real managerial _____ (23) _____ can be attained by the mid-20s, so school-leavers or recent graduates need only wait a short time before gaining promotion. And despite the problems, the retail sector does, on occasion, _____ (24) _____ some of the more progressive career _____ (25) _____ programmes. The supermarket chain Robertsons, for example, has a community service scheme that trains staff in team-building through work on neighbourhood projects. And clothes retailer P&R has an impressive _____ (26) _____ when it comes to employing old people. It pursues a _____ (27) _____ of employing mature people with long _____ (28) _____ of the products, as it believes they provide better customer service.

- | | | | |
|--------------------|-------------------|-----------------|----------------|
| 14. A. made | B. formed | C. created | D. appointed |
| 15. A. expansion | B. increase | C. addition | D. extension |
| 16. A. getting | B. pushing | C. turning | D. giving |
| 17. A. normal | B. medium | C. average | D. common |
| 18. A. figure | B. sum | C. data | D. calculation |
| 19. A. emergency | B. disaster | C. trouble | D. crisis |
| 20. A. weight | B. force | C. power | D. pressure |
| 21. A. climbs | B. rises | C. increases | D. advances |
| 22. A. advantage | B. benefit | C. worth | D. value |
| 23. A. care | B. responsibility | C. duty | D. reliability |
| 24. A. cause | B. present | C. produce | D. bring |
| 25. A. development | B. outcome | C. continuation | D. progress |
| 26. A. report | B. distinction | C. credit | D. record |
| 27. A. policy | B. code | C. procedure | D. theory |
| 28. A. knowledge | B. contact | C. history | D. experience |

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.

YESTERDAY'S IBM

IBM was established in the state of New York on June 15, 1911 as the Computing-Tabulating-Recording Company. But its origins can be traced back to 1890, when the United States was experiencing waves of immigration. The U. S. Census Bureau knew its traditional methods of counting would not be adequate for measuring the population, so it sponsored a contest to find a more efficient means of tabulating census data. The winner was Herman Hollerith, whose Punch Card Tabulating Machine used an electric current to sense holes in punch cards and keep a running total of data. Capitalizing on his success, Hollerith formed the Tabulating Machine Co. in 1896.

_____ (29) _____ The combined Computing-Tabulating-Recording Co., or C-T-R, manufactured and sold machinery ranging from commercial scales and industrial time recorders to meat and cheese slicers and, of course, tabulators and punch cards.

Thomas J. Watson joined the company as general manager in 1914, when the diversified businesses of C-T-R proved difficult to manage. Watson boosted company spirit with employee sports teams, family outings and a company band. He preached a positive outlook, and his favorite slogan was "THANK". _____ (30) _____. He understood that the success of the client translated into the success of his company, a belief that, years later, manifested itself in the popular saying, "Nobody was ever fired for buying from IBM."

Within 11 months of joining C-T-R, Watson became its president. The company focused on providing large-scale, custom-built tabulating solutions for businesses, leaving the market for small office products to others. During Watson's first four years, revenues doubled to \$ 2 million. He also expanded the company's operations to Europe, South America, Asia and Australia. _____ (31) _____.

During the Great Depression of the 1930s, IBM managed to grow while the rest of the U. S. economy struggled. Watson took care of his employees. _____ (32) _____ While most businesses had shut down, Watson kept his workers busy producing new machines even while demand was slack. Thanks to the resulting large inventory of equipment, IBM was ready when the Social Security Act of 1935 brought the company a landmark government contract to maintain employment records for 26 million people. It was called "the biggest accounting operation of all time," and it went so well that orders from other U. S. government departments quickly followed.

IBM's size and success inspired numerous anti-trust actions. A 1952 suit by the Justice Department, settled four years later, forced IBM to sell its tabulating machines—at the time, IBM

offered them only through leases—in order to establish a competing, used-machine market. Another federal anti-trust suit dragged on for thirteen years until the Justice Department concluded it was "without merit" and dropped it in 1982. _____ (33) _____.

- A. IBM was among the first corporations to provide group life insurance, survivor benefits and paid vacations.
- B. In 1911, Hollerith's company was merged with two others, Computing Scale Co., of America and International Time Recording Co.
- C. IBM's competitors filed 20 anti-trusts during the 1970s and none succeeded.
- D. In 1924, to reflect C-T-R's growing worldwide presence, its name was changed to International Business Machine Corp., or IBM.
- E. Watson also stressed the importance of the customer, a lasting IBM principle.

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.

Denying Claims

Customers occasionally want something they are not entitled to or that you can't grant. They may misunderstand their warranties or make unreasonable

- 34. demands. Because these customers are often unhappy with a product or
- 35. service, they are emotionally involved in. Letters that say no to emotionally
- 36. involved receivers will probably be your much most difficult communication
- 37. task. As if publisher Malcolm Forbes has pointed out, "To be agreeable while
- 38. be disagreeing that's an art." Fortunately, the reasons-before-refusal plan
- 39. enables you to be empathic and artful in handling with bad news. Obviously, in
- 40. denial letters you will need to adopt the proper tone. Don't blame on customers or suggest that the customer does not read or understand the contract or relative policies, even if they are at fault. Avoid "you" statements that sound preachy. Instead, the safest path is to use neutral and objective language to explain why the claim must be refused. Sometimes you may consider offering resale information to rebuild the customer's confidence in your products or organization.

VI. Question 41: 本大题共 10 分。

41. You work for a company which is going to buy a set of equipment from China. You are asked to translate a lot of specifications and instructions within four months, which is impossible. Therefore you decide to advertise for two experienced translators as soon as possible.

Write a short note to Mr. Max Remington, the Public Relations manager. Ask for an advertisement for two translators.

Explain the reason.

Mention your urgency.

Write 30-40 words on your Answer Sheet.

VII. Question 42: 本大题共 25 分。

42. You work in a washing machine company. You are asked to write a short report about consumer preference for the features of automatic washing machines in different countries.

Read the following table below.

Use the information in the table to write a short report.

Write 120—140 words on a separate sheet.

Features	United Kingdom	Germany	France	Sweden
Shell dimensions (ht. & width)	34" & narrow	34" & narrow	34" & narrow	34" & wide
Drum material	Stainless steel	Enamel	Enamel	Stainless steel
Loading	Front	Top	Front	Front
Capacity	6 kilos	5 kilos	5 kilos	6 kilos
Spin speed	850 rps	700 rps	600 rps	800 rps
Water heating system	Yes	No	Yes	No
Styling features (appearance)	Indestructible	Inconspicuous	Elegant	Strong
Washing action	Tumble	Agitator	Agitator	Tumble