

2024年10月高等教育自学考试全国统一考试

## 外刊经贸知识选读

(课程代码 00096)

### 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15小题, 每小题2分, 共30分。在每小题列出的四个备选项中只有一个可以替代句中划线的单词或词组, 请将其选出。

1. The pattern of foreign trade growth was reversed in 1984: The value of exports increased by 10 percent, but imports jumped 38 percent with the result that the visible trade account was in deficit by US \$1.1 billion.  
A. down  
B. rose  
C. overturned  
D. changed
2. The policy making and coordinating body for the 19 “open areas”—reportedly pronounced the entire coast open to foreign investment.  
A. concluded  
B. declared  
C. greeted  
D. perceived
3. After a slowdown through 1990, China’s economy bounced back mightily, reaching a recent peak of 13 percent growth last year.  
A. rebounded  
B. balanced  
C. Challenged  
D. fed back
4. Aggregate statistics for 1991 were influenced by the sharp decline in output in Central and Eastern Europe, as well as by the adverse effects of the Gulf crisis on several economies in the Middle East.  
A. refuse  
B. deny  
C. reject  
D. drop
5. The reactions to these first signals from the Clinton team has been sharply divergent.  
A. same  
B. different  
C. divided  
D. distinct
6. As Europe’s economy has soured, free-market ideas that are new to much of Europe face new Challenges.  
A. worsened  
B. rose  
C. developed  
D. advanced
7. Japan’s government is deeply opposed to what America’s trade representative, Mickey Kantor, has called a new policy geared to “quantifiable results” for some products.  
A. back down  
B. adapted to  
C. lead to  
D. resulted in
8. Foreign businesses have complained that some retailers who agree to stock imported goods are illegally threatened with a cutoff of domestic supplies.  
A. framed  
B. called for  
C. bullied  
D. abused
9. For South Korea as a whole, that seems as much a prophecy as an ambition.  
A. assertion  
B. statement  
C. prediction  
D. assumption
10. What the statistics do not reveal is how much is unofficially re-exported from the country?  
A. believe  
B. reflect  
C. present  
D. disclose
11. Such opportunities come too rarely to be squandered, yet this one still may be.  
A. dispatched  
B. used  
C. wasted  
D. lose
12. Boeing and Rolls-Royce will be paid in cash from the proceeds, and Saudi Arabia will get its aircraft without dipping into its currency reserves.  
A. revenue  
B. income  
C. money  
D. profit
13. Although Coca Cola and PepsiCo’s new fruit juice sodas will compete with each other, they are more likely to steal market share from all those other drinks already on supermarket shelves.  
A. grab  
B. manage  
C. enter into  
D. take into
14. Chinese eggs have a unique odor that can be an advantage or a disadvantage, depending on the consumer.  
A. rely on  
B. up to  
C. count on  
D. lean on



15. Second, developing states have had to maximize commodity exports in order to keep up their foreign exchange earnings and offset the decline in unit commodity prices.
- A. correct                      B. compensate  
C. remedy                      D. counteract

二、判断题：本大题共 10 小题，每小题 2 分，共 20 分。判断下列各题正误，正确的在答题卡相应位置涂“A”，错误的涂“B”。

### Passage 1

#### Asia, You Cost Too Much

Listen to Sony. Because even in a growing market, costs count. And for many business, Asia is beginning to cost too much. The Asian economic miracle can be best summed up as the biggest price undercut in history. Asia grew because it was the cheapest source for the low-tech consumer goods that the West craves. Hong Kong and Korea didn't invent new or more efficient manufacturing techniques, they simply bought market share with low wages. Every day I see costs placing Asian nations at a disadvantage compared with their "cheaper" western competitors. If you still think Asia is cheap or even a bargain, compare office rents in Shanghai or Jakarta with those in Chicago and Paris, or try to hold a qualified manager in China against almost weekly job offers he receives due to the shortage of Chinese professionals, no wonder companies are voting with their feet in response to Asia's rising costs, Matsushita, Sony and Honda continue to move production out of Japan. Taiwan's Nan Ya Plastic is establishing factories in North Carolina and Texas that will export finished products back to Asia, Germany's Siemens is dumping Singapore in favor of lower cost location in the region. The way things are going, Siemens may have to move again before too long.

16. Asian economic growth was primarily based on their cheap exports rather than high-tech innovation.
17. Some manufacturers of the advanced Western countries were hesitant about moving to Asia only for there was a shortage of competent managers.
18. When the author argued that to do business in Asia is too expensive, he was only making comparison between doing business in Asia in the past and today.
19. Companies are fighting against the increasing cost in Asia by demanding with majority votes that the cost be lowered.
20. Siemens would leave Singapore but find a better place in Asia and settle down there.

### Passage 2

#### Let's Make a Trade

Barter used to mean swapping rice for a chicken, chicken for car repair. But with cash flow tight for many businesses in this economic climate, exchanging goods and services might be a trading method to consider as part of normal operations.

Hodgson used to work in a media advertising sales, where barter deals—ad space for air tickets, for example—are an accepted part of the business. He found that while there were dozens of barter brokers in the world, none were based in Asia. Yet the practice was gaining acceptance elsewhere, even multinationals, mainly American companies.

In Australia and the U.S., barter has flourished in economic slowdowns, when corporate budget gets slashed and customers are more careful about spending their cash. Brokers have made arranging deals much easier. Hodgson started his company in April 1997, just months before the crisis hit East Asia, with the slump, they are telling us: "We have warehouses full of things. Let's talk."

With over 60 members, ranging from major international conglomerates to small and medium-sized local firms, Pacific Barter handles about \$40,000 in deals monthly out of Hong Kong of China and China mainland. Requests range from the mundane watches-for-computers to the more offbeat Eastern European hotel rooms-for-fertilizer.

21. Barter is a new business practice which was invented during the recent financial crisis.
22. Barter trade is popular with business companies because it can help them liquidate their stagnant inventory.
23. Barter trade is conducted only by those cash-strapped small-size companies.
24. Barter trade practice had been widely accepted in Asia long before the Asia financial crisis.
25. Members of Pacific Barter do not need to spend a penny for business transactions among them.

## 第二部分 非选择题

三、将下列中文词组译成英文：本大题共 10 小题，每小题 1 分，共 10 分。

26. 技术转让  
27. 集装箱  
28. 优先

29. 国内需求
30. 贸易制裁
31. 正当理由
32. 零售商
33. 禁运
34. 原油
35. 经济增长

四、将下列英语单词或词组译成中文：本大题共 10 小题，每小题 1 分，共 10 分。

36. countertrade
37. advertising
38. promotion
39. shipment
40. competitiveness
41. speculator
42. commodity
43. productivity
44. dispute
45. warehouse

五、简答题：本大题共 6 小题，每小题 3 分，共 18 分。

#### Passage 1

##### The Economic Scene: A Global Perspective

A number of weaker institutions were also consolidated through bankruptcy, merger and reorganization. These developments played some part in the general tightening of credit during 1991, which may have helped to slow the pace of investment in the United States and Japan. Weak growth of credit and a fall in some asset prices probably slowed consumption, as well.

46. Did “a fall in some asset prices” have anything to do with “weak growth of credit”?
47. What does “consumption” refer to here?
48. How could “weak growth of credit and fall in some asset prices” slow down consumption?

#### Passage 2

##### Economic Troubles Cloud New Markets Future

Yet in its current dour mood, Europe risks almost overlooking the revolutionary step

forward it has taken in creating the world's largest and wealthiest barrier-free market—and on a continent where, for centuries, economic battles have led to some of history's bloodiest wars.

49. What does “dour mood” mean in the context?
50. In what sense is revolutionary used here?
51. What did the writer worry about for Western Europe in the article?

六、翻译题：本大题共 1 小题，每小题 12 分，共 12 分。

52. The broad trend was the outcome of largely unexpected setbacks to recovery in the United States and the United Kingdom, and the apparent onset of a slower period of economic growth in Japan and Germany, financial institutions in these two countries adopted more conservative lending policies, curtailing financing of high-risk projects such as commercial construction and highly leveraged corporate transactions. Policy reforms covering fiscal adjustment, trade and investment liberalization.