

2024 年 10 月高等教育自学考试

电子商务英语试题

课程代码:00888

1. 请考生按规定用笔将所有试题的答案涂、写在答题纸上。
2. 答题前,考生务必将自己的考试课程名称、姓名、准考证号用黑色字迹的签字笔或钢笔填写在答题纸规定的位置上。

选择题部分

注意事项:

每小题选出答案后,用 2B 铅笔把答题纸上对应题目的答案标号涂黑。如需改动,用橡皮擦干净后,再选涂其他答案标号。不能答在试题卷上。

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. Good plans may be the first step _____ business success.
A. towards B. about C. at D. on
2. The _____ cost of the exhibition hosted in Shanghai last July was \$12,000.
A. global B. universal C. anemic D. overall
3. Our school is planning to _____ computer programs into the curricula.
A. enter B. interact C. integrate D. gather
4. My teacher suggested _____ a trip to Xinjiang this July.
A. organizing B. to organize C. organize D. organized
5. In B2B2C, a business _____ some product or service to a client business.
A. prohibits B. provides C. enforces D. implements
6. He had an amazingly _____ five years because he managed to write 4 books during this period.
A. unfortunate B. productive C. unlucky D. unhappy
7. The department offers a course in Opera Studies as a _____ subject.
A. subsidiary B. superior C. inferior D. helping
8. When you search by keywords, you often get imprecise results and the return of a lot of _____ information.
A. important B. confident C. funny D. irrelevant

9. Both business owners _____ customers like e-commerce for it is convenient and time-saving.
A. or B. and C. yet D. but
10. Everyone got relieved because the situation is _____.
A. encouraged B. discouraged
C. encouraging D. discouraging

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

Editor's note: Many Chinese schools have started online education through online platforms during the Covid-19 epidemic (新冠疫情). Will online education take the place of traditional schools? Readers share their opinions.

Kakalovee (from China) :

Online education is the best way under the recent situation, which was unbelievable in 2003. Nineteen years ago, when SARS was hitting China, I was a middle school student. I still remember clearly that we had to wear masks in classes every day, and even when having exams, we had to wear them, which was very uncomfortable. Kids today are very lucky.

Carmen (from China) :

Internet and online classes are popular nowadays but they cannot fully take the place of teachers and schools. Teachers will not be able to know if students are slacking (懈怠) or listening carefully in front of the screen. Students might not be able to ask questions to get a better understanding. They may not know how to control themselves at home when taking online classes. It will also be a great headache for parents. Never will the Internet completely take the place of teachers.

Olivia (from China) :

There are advantages and disadvantages for online education, but during the epidemic, schools just want to catch up with the progress and provide more resources for students. At this time, high schools are trying to provide high quality online courses. Maybe for primary students, it is not easy. But for higher grade students, online studying can be an extra way to support school studying.

11. **Paragraph 1** in this passage is used to _____.
A. lead into the topic B. make predictions
C. give an opinion D. offer reasons

12. Which of the following statements is TRUE?
- A. Carmen thinks parents welcome the online classes.
 - B. Kakalovee finds it comfortable to wear masks in class.
 - C. Carmen thinks teachers also play an important role in students' learning.
 - D. Olivia believes it's easy for primary students to learn from online course.
13. The passage is mainly about _____ online education will take the place of the traditional learning.
- A. when
 - B. whether
 - C. how
 - D. the reasons why
14. After reading the passage you may think of the saying that _____.
- A. old habits die hard
 - B. well begun is half done
 - C. every coin has two sides
 - D. it's never too old to learn

Passage 2

Rural (农村) e-commerce, through the network platforms, has become more and more popular in China. It expands the rural information service business, service fields, and then makes it become an information service station for agriculture, rural areas and farmers all over the counties, towns and villages, and this has made farmers become the biggest beneficiaries (受益者) of the platform. Generally speaking, rural e-commerce services mainly include online farmers' markets, digital farmhouse entertainment, characteristic tourism, characteristic economy, investment attraction and so on.

The major reasons for its popularity are as follows: first of all, the number of rural Internet users grew rapidly. For example, in 2021, the number of rural Internet users in China reached 284 million, with an increase of 1.7 percentage points from the same period in 2020. Secondly, in the past 10 years, rural e-commerce has grown from several Taobao villages at first to today's rural online retail sales of a trillion-level scale. With such a large scale, the status of rural e-commerce in the local economy development is also rising.

With the efforts of the government, platforms, entrepreneurs, service providers and other social groups, we can believe that rural e-commerce will definitely have a bright future in China.

15. This passage mainly about _____.
- A. rural e-commerce
 - B. the disadvantage of rural e-commerce
 - C. how to do business in major cities
 - D. the popularity of e-commerce in cities

16. What reason leads to the popularity of e-commerce in rural areas?
- A. The rapid growing number of smart phones
 - B. The development of car industry
 - C. The rapid growth of rural Internet users
 - D. The online education
17. The author hold a (an) _____ attitude towards rural e-commerce.
- A. wrong
 - B. negative
 - C. unhappy
 - D. positive

Passage 3

The home computer industry has been growing rapidly in the United States for the last ten years. Computers used to be large, expensive machines that were very difficult to use. But scientists and technicians have been making them smaller and cheaper while at the same time, computers have been made easier to use. As a result, their popularity has been increasing as more people have bought computers for their homes and businesses. Computers have been designed to store information and compute problems that are difficult for human beings to work out. Stores use computers to keep records of their inventories (库存货物) and to send bills to their customers (顾客). Offices use computers to copy letters, record business and keep in touch with other offices. People have been using computers in their homes to keep track of the money they spend.

One important new use for computers is for entertainment (娱乐). Many new games have been designed to be played on the computers. People of all ages have been playing these games, and people also have been buying home computers to play computer games, watch movies and listen to music at home. They have become very popular indeed.

18. We can learn from the first paragraph that computers used to _____.
- A. work rapidly
 - B. be large, expensive and difficult to use
 - C. be easy to use
 - D. be used for fun
19. Home computers can be used for _____.
- A. watching movies
 - B. playing games
 - C. listening to music
 - D. all of the above
20. Salesmen use computers mainly to _____.
- A. check the list of goods and materials that are kept in the store house
 - B. play games for pleasure
 - C. talk with their friends
 - D. write letters

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。

During the Olympic Games, people from all over the world come together in peace and friend-
ship. The first Olympic Games that we have 21 were in Greece in 776 BC. The games lasted
one day. The only event in the first thirteen Olympic Games was race. Men ran the length of the sta-
dium (体育场;体育馆). In 1896, the games were 22 again in Athens, Grace. The Greeks
built a new stadium for the competition. 311 23 from thirteen countries competed in many e-
vents. The 24 became national heroes. After 1896, the games were held every four years
25 the summer in different cities around the world. In 1908, in London, England, the first
gold medal were 26 to winning athletes. The Olympic Winter Games 27 in 1924 in Cham-
nix, France. Today, Athletes competed in 28 events such as skiing, skating and ice hockey.
Today, the Winter Games take place 29 four years. Until recently, Olympic competitors
couldn't be professional. All the players in the Olympic Games were amateur (业余的). However,
many of the Olympic athletes today are professionals 30 play their sports for money.

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|-----------------|------------|-------------|-----------------|
| 21. A. books | B. history | C. records | D. publications |
| 22. A. held | B. took | C. set | D. planned |
| 23. A. people | B. persons | C. teams | D. athletes |
| 24. A. failures | B. winners | C. athletes | D. players |
| 25. A. during | B. within | C. on | D. for |
| 26. A. give | B. gave | C. given | D. giving |
| 27. A. held | B. began | C. took | D. joined |
| 28. A. autumn | B. spring | C. summer | D. winter |
| 29. A. other | B. between | C. every | D. any |
| 30. A. which | B. when | C. where | D. who |

非选择题部分

注意事项:

用黑色字迹的签字笔或钢笔将答案写在答题纸上,不能答在试题卷上。

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。

Because an e-business transaction does not always bind parties in the same manner as a traditional transaction, it is 31 (重要的) to ensure enforceability wherever and whenever disputes 32 (出现). Key factors to assuring the enforceability of e-business transactions include the following. Firstly, a business must ensure there is legal recognition of its trade before a transaction begins. Second, electronic payments are common in business transactions today, but they must be structured with care to assure that the payment 33 (方法) effectively transfers value to the e-business enterprise or revenue will be lost. Besides, identification is crucial, 34 (因为) a transaction is only enforceable against the person who entered into it. Counsel will help decide which forms of online identification are acceptable, and how they can be used in 35 (形成) a legally valid identification.

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. 复制;复印 v. c _ _ _ _
37. 进口 v. i _ _ _ _ _
38. 设施 n. f _ _ _ _ _
39. 谦虚的 adj. m _ _ _ _ _
40. 退款;资金偿还 n. r _ _ _ _ _
41. 主人;东道主 n. h _ _ _ _
42. 可信赖的;可靠的 adj. r _ _ _ _ _
43. 归还 v. r _ _ _ _ _
44. 专门地;唯一地 adv. e _ _ _ _ _
45. 出现 v. a _ _ _ _ _

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. consist of
47. physical store
48. market channel
49. competition
50. payment options
51. credit card
52. broadband
53. intend
54. withdraw some money
55. take time out
56. concentrate on
57. buying preference
58. subscription
59. accompany
60. forum
61. regulate
62. day by day
63. customer self-service
64. accounting
65. banking

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. She had an idea of _____ (advertise) on the Internet.
67. E-commerce _____ (make) us shop on our computers.
68. It refers to marketing in groups and _____ (society) networks.
69. This _____ (strong) reduces the possibility of using the Web as a source for the worldwide diffusion of information.
70. Japan's recession has _____ (prompt) consumers to cut back on buying cars.

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。

(71) With the rapid development of online shopping, online payment has become an irresistible (不可抗拒的) trend of our modern society. There is no doubt that online payment does offer great benefits to people. (72) One of its most obvious advantages is the convenience that it brings. Compared to traditional payment methods that are limited by time and space, online payment enables consumers to make purchases anytime and anywhere.

(73) However, how to ensure payment security will become the focus of people's attention. First, we should choose secure and trusted websites and read the privacy and security policies before purchasing. (74) In addition, when we are paying, we'd better use the third-party payment platform to ensure that the payment information is not violated. Finally, we need to make relevant laws to protect payers from being cheated.

In conclusion, the maturity of e-commerce needs to strengthen the security of online payment. (75) Only in a safe environment, can we enjoy the fun of online payments.

九、汉译英：请把下面的汉语句子的翻译成英语：本大题共 5 小题，每小题 2 分，共 10 分。

76. 我想知道他们怎么与他在网上交流。(communicate with)
77. 你可以根据关键字来定位客户。(target)
78. 他们可以远程进入客户的计算机。(access)
79. 我们可以为买方(买主)提供免费的礼品包装。(purchaser)
80. 许多想法和现实的提议在执行阶段都失败了。(realistic initiatives)