

2024 年 10 月高等教育自学考试

# 经贸英语试题

课程代码:02635

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 20 小题,每小题 1 分,共 20 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. The government loan will play a key \_\_\_\_\_ in the course of economic recovery.  
A. place                      B. time                      C. role                      D. filed
2. \_\_\_\_\_ miracle, we're certain to lose now.  
A. Short for                      B. Short on                      C. Short                      D. Short of
3. The government \_\_\_\_\_ a high tax on the imported car, so that only rich people \_\_\_\_\_ to buy it.  
A. put...can                      B. put...can afford                      C. collecting...able                      D. collect...able
4. One's \_\_\_\_\_ varies greatly for tribal, cultural, political and other reasons.  
A. ideals                      B. standpoints                      C. world view                      D. outlooks
5. We should \_\_\_\_\_ the barriers and go forward confidently.  
A. break down                      B. break off                      C. break                      D. break up
6. This company does not \_\_\_\_\_ between men and women—they employ and pay both equally.  
A. difference                      B. different                      C. differentiate                      D. differ
7. We have a \_\_\_\_\_ for tinned beer to bottled beer.  
A. prefer                      B. preference                      C. perfect                      D. percent
8. Please tell me the \_\_\_\_\_ of these food products.  
A. original                      B. originality                      C. origin                      D. originate

9. Physics is out of his \_\_\_\_\_ .  
A. dominate            B. domicile            C. domino            D. domain
10. He has tried all \_\_\_\_\_ means to repair his computer, which contains highly important data of the company.  
A. available            B. capable            C. convenient            D. complicated
11. The first-class product should be \_\_\_\_\_ together with its functions, its basic design and its qualities, etc.  
A. supplied            B. included            C. encompassed            D. described
12. Supermarket discounting has spread \_\_\_\_\_ the country.  
A. on            B. above            C. across            D. through
13. Breach of Contract, in law, refers to failure, deliberate or unintentional, without legal justification, to comply \_\_\_\_\_ the terms of a contract.  
A. with            B. to            C. for            D. in
14. The committee will \_\_\_\_\_ a report after a full investigation.  
A. present            B. preserve            C. preside            D. press
15. Owing \_\_\_\_\_ unusual shortage of stock, this offer is made subject to the goods being unsold.  
A. for            B. at            C. to            D. with
16. You shouldn't consider these factors \_\_\_\_\_, they are closely related to each other.  
A. on this way            B. altogether            C. in isolation            D. little by little
17. The workers could \_\_\_\_\_ the machines very quickly.  
A. assemble            B. simple            C. symbol            D. assembly
18. I have no car, and I have to depend \_\_\_\_\_ the buses.  
A. in            B. with            C. at            D. on
19. Strong domestic demand \_\_\_\_\_ textiles in Japan boosted cotton consumption to nearly 2.9 million bales.  
A. for            B. to            C. from            D. about
20. The Yangtze River is one of the \_\_\_\_\_ rivers of China.  
A. principle            B. prince            C. principal            D. province

二、阅读理解:本大题共 5 小题,每小题 2 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。

### Market Specific Product Life Cycles

The product life cycle concept can describe a product class ( e.g. gasoline-powered automobiles ), a product form ( e.g. station wagons ), or a brand ( e.g. the Ford Taurus ). The PLC concept applies differently in each case. Generally, however, the PLC is used to describe industry sales and profits for a product idea within a particular product market. Sales and profits of an individual product, model, or brand may not, and often do not, follow the life-cycle pattern. They may vary up and down throughout the life cycle—sometimes moving in the opposite direction of industry sales and profits. Further, a product idea may be in a different life-cycle stage in different markets.

A given firm may introduce or withdraw a specific product during any stage of the industry product life cycle. A “me-too” brand introduced during the Market Growth stage may never get any sales at all and suffer quick death. Or, it may reach its peak and start to decline even before the industry reaches the Market Maturity stage.

Market leaders may enjoy high profits during the market maturity stage, even though industry profits are declining. Sometimes the innovator brand loses so much in the Introduction stage that it has to drop out just as others are reaping big profits in the market growth stage.

Strategy planners who naively expect sales of one firm’s individual brand to follow the general product life-cycle pattern are likely to be rudely surprised. In fact, it might be more sensible to think in terms of “product-market” life cycles rather than “product” life cycles even though the latter term is more commonly accepted and more widely used.

How we see product life cycles depends on how broadly we define the market. About 80% of all U. S. households own microwave ovens, which would lead some to conclude that microwave ovens are at the market maturity stage. In many countries, however, they are still early in the growth stage—in Switzerland, for example, microwave ovens had a household penetration level of less than 15% in 1994. U. S. microwave manufacturers can extend their product life cycles by expanding their distribution to off-shore markets.

If a market is defined broadly, there may be many competitors, and the market may appear to be in market maturity. On the other hand, if the focus is on a narrow sub-market, and a particular way of satisfying needs, then we may observe much shorter life cycles as improved product ideas come along to replace the old ones.

21. According to the passage, Volkswagon belongs to \_\_\_\_\_.  
A. a product form  
B. a product class  
C. a product brand  
D. all of above
22. It can be inferred from the passage that \_\_\_\_\_.  
A. sales of an individual product will abide by the principle strictly  
B. profits of an individual model will follow the life cycle pattern completely  
C. sales of an individual brand will observe the life cycle pattern without any deviation  
D. sometimes profits of an individual product don't agree with the life cycle pattern
23. A "me-too" brand in Passage Two probably means \_\_\_\_\_.  
A. a brand which I also have  
B. a brand which is made by copying others  
C. a brand which is made by improving the other brands in the same field  
D. a brand others also own or manufacture
24. Which of the following groups will make profits even though industry profits are declining during the market maturity stage?  
A. Companies which have the leading position in the market  
B. Companies which have initiated such a brand  
C. Companies which first innovated such a product  
D. Companies which have the big investment in promotion
25. Paragraph 5 mainly tells us that \_\_\_\_\_.  
A. microwave ovens are at the market maturity stage in the United States  
B. microwave ovens had a household penetration level of less than 15% in Switzerland in 1994  
C. companies or manufacturers can extend their product life cycles by expanding their distribution to off-shore markets  
D. our view on product life cycles is decided by how broadly we define the market

## 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。

### 三、填空题:本大题共 10 小题,每小题 1 分,共 10 分。

generate      specialize      sophisticated      care for      dishonor  
in advance      withdraw      mutual      yield      refer to

26. Jack said that someone disappointed him. I think he \_\_\_\_\_ Kate, because she cheated him.
27. That business \_\_\_\_\_ big profits every year.
28. She shouldn't \_\_\_\_\_ that man to be her coach.
29. The factory \_\_\_\_\_ a great deal of electricity to supply for nearby cities.
30. The possibility of risks should be reduced as much as possible \_\_\_\_\_.
31. That doctor \_\_\_\_\_ in children's illnesses.
32. The country's plan to \_\_\_\_\_ 5,000 troops from the region is a sign of changing international conditions.
33. The modern weapon is the latest and most \_\_\_\_\_ technology.
34. They felt unhappy to learn that their draft has been \_\_\_\_\_.
35. Making payment by L/C is for the \_\_\_\_\_ benefits of both the buyer and the seller.

### 四、术语翻译:本大题共 10 小题,每小题 1 分,共 10 分。将下面的英语翻译成中文。

36. 专利
37. 市场选择
38. 饼状统计图
39. 报盘
40. 营销组合
41. 年度预算
42. 生活方式
43. 代收行
44. 原材料
45. 卖价

五、句子翻译:本大题共 5 小题,每小题 4 分,共 20 分。将下面的英语句子翻译成中文。

46. In order to protect domestic car industry from the impact of foreign cars, the government put a high tax on the imported car.
47. The packaging of those toys is very attractive.
48. Labels can help customers identify goods.
49. In order to comply with the demands of their buyers, many suppliers have been doing business on D/P or D/A basis.
50. The figures are expressed in terms of a percentage.

六、句子翻译:本大题共 5 小题,每小题 6 分,共 30 分。将下面的中文句子翻译成英语。

51. 这家公司专营(specialize in)钢铁业务.
52. 这些价格和以前的成本有关联(related to).
53. 我不能理解(make out)孩子在说些什么.
54. 一般说来,关税分为进口关税(import tariff)和出口关税(export tariff)两种.
55. 公司每月生产(produce)200 多台洗衣机(washing machine).

