

电子商务英语试题

课程代码:00888

请考生按规定用笔将所有试题的答案涂、写在答题纸上。

选择题部分

注意事项:

1. 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。
2. 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、根据句子的意思选择一个正确的答案。(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“答题纸”的相应代码涂黑。错涂、多涂或未涂均无分。

1. The school is planning to _____ computer programs into the curriculum.
A. combine B. alternate C. integrate D. gather
2. We should give our people the health care they need at a price the country can _____.
A. afford B. affect C. buy D. save
3. Of the two plans, I think the first one is _____ more practical.
A. relevantly B. relatively C. related D. compared
4. When you search by keyword, you often get _____ results and the return of a lot of irrelevant information.
A. imprecise B. informal C. concise D. parallel
5. He has enough courage to _____ the difficulty.
A. sweep B. overcome C. hit D. hurt
6. Allan is looking forward to _____ the trade fair.
A. meet B. meeting C. be meeting D. having met
7. The sales manager had his secretary _____ a press conference for their new products.
A. arrange B. to arrange C. have arranged D. arranged

8. The message _____ Mr. Black was elected chairman of the committee arrived just in time.
- A. which B. what C. that D. how
9. They had talked only for a few minutes _____ they found they were of different opinions.
- A. unless B. while C. before D. once
10. By the time of next month, I _____ my term paper.
- A. have completed B. complete
C. am completing D. will have completed

二、阅读下面的短文,从 A,B,C,D,四个选项中选出一个最佳答案。(本大题共 10 小题,每小题 2 分,共 20 分)

Passage 1

Your boss holds your future prospects in his hands. Some bosses are hard to get along with. Some have excellent qualifications but no idea when it comes to dealing with people. Of course, not all bosses are like that.

The relationship you have with your boss can be a major factor in determining your rise up the career ladder. Your boss is not only your leader, he is also the person best equipped to help you do the job you are paid to do. He can inform you of company direction that may affect your professional development.

Your boss also needs you to perform at your best in order to accomplish his objectives. He needs your feedback in order to provide realistic and useful reports to upper management. But how does this help you establish a meaningful working relationship with your boss?

The key is communication. Learn and understand his goals and priorities (优先的事). Observe and understand your boss's work style. If he has not been clear with his expectations, ask! Likewise, ask for feedback and accept criticism gracefully. And if he understands that you do not view your job as just something to fill the hours between 9 and 5, he may be more likely to help you.

In short, getting along with your boss requires getting to know his likes and dislikes and learning to work with his personality and management style.

11. The main idea of the first paragraph is that _____.
- A. bosses are hard to deal with B. bosses have good character
C. bosses determine your career future D. bosses must have similar personality

12. In the second paragraph, "rise up the career ladder" means _____.
A. going to work abroad
B. changing jobs frequently
C. being promoted in position
D. pursuing an advanced degree
13. In order to achieve his objectives, your boss expects that you will _____.
A. do your best in your work
B. show your management skills
C. get along with your colleagues
D. write reports to upper management
14. The most important factor for establishing a good working relationship with the boss is _____.
A. high expectations
B. quick feedback
C. frequent criticism
D. effective communication
15. The best title for the passage might be _____.
A. How to Take Care of Your Boss
B. How to Get Along with Your Boss
C. How to Accept Your Boss's Criticism
D. How to Accomplish Your Boss's Objective

Passage 2

Google, the Internet search-engine company, has announced it will give more than twenty-five million dollars in money and investments to help the poor. The company says the effort involves using the power of information and technology to help people improve their lives.

Aleem Walji works for Google.org — the part of the company that gives money to good causes. He said the company's first project will help identify where infectious (传染性的) diseases are developing. In Southeast Asia and Africa, for example, Google.org will work with partners to strengthen early-warning systems and take action against growing health threats.

Google.org's second project will invest in ways to help small and medium-sized businesses grow. Walji says microfinance (小额信贷) is generally small, short-term loans that create few jobs. Instead, he says Google.org wants to develop ways to bring investors and business owners together to create jobs and improve economic growth.

Google.org will also give money to help two climate-change programs announced earlier this year. One of these programs studies ways to make renewable (再生的) energy less costly than coal-based energy. The other is examining the efforts being made to increase the use of electric cars.

The creators of Google have promised to give Google.org about one percent of company profits and one percent of its total stock value every year. Aleem Walji says this amount may increase in the future.

16. The purpose of Google's investments is to _____.
A. help poor people
B. develop new technology
C. expand its own business
D. increase the power of information
17. According to Aleem Walji, the company's first project is to _____.
A. set up a new system to warn people of infectious diseases
B. find out where infectious diseases develop
C. identify the causes of infectious diseases
D. cure patients of infectious diseases
18. What kind of businesses will benefit from Google.org's second project?
A. large enterprises
B. cross-national companies
C. foreign-funded corporations
D. small and medium-sized businesses
19. From the fourth paragraph, we learn that Google's money is also invested to help _____.
A. start more research programs
B. make more advanced electric cars
C. develop renewable and coal-based energy
D. conduct studies related to climate changes
20. From the last paragraph we learn that the investments by Google.org come from _____.
A. Google's profits and stock value
B. some international IT companies
C. the company's own interests
D. local commercial banks

三、完形填空 (本大题共 15 分)

第一部分：从所提供的选择项中选择一个最佳选项填入短文的空格内。(每小题 1 分,共 10 分)

It has been noted that the sale of mobile phones has also increased recently. According to a blog post 21 smart phone, sales between July and September in 2010 22 to 4.7 million units, which is a plus of 270% when compared 23 the sales between April and June in 2010.

24, the next shift from e-commerce to m-commerce is inevitable. 25 commerce is still an emerging channel, 26, with less than 4 in 10, UK consumers having tried it in

40. 反馈, 回复 n. f_ _ _ _ _
41. 每年的, 一年的 adj. a_ _ _ _ _
42. 住, 居住 v. r_ _ _ _ _
43. 拒绝, 抛弃, 扔掉 v. r_ _ _ _ _
44. 买, 购买 v. p_ _ _ _ _
45. 执行, 实施, 完成 v. e_ _ _ _ _

五、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. electronic storefront

47. sales channel

48. staff recruitment

49. debit card

50. case study

51. IP

52. shopping cart

53. neural networks

54. email marketing

55. cross-ownership

56. serve as

57. regardless of

58. cater to sb.

59. log off

60. pass on

61. lose ground

62. as needed

63. account for

64. stand out

65. be restricted to

六、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 past experience qualified him to _____ (handle) such a delicate matter.

67. He wants her to give up working and stay home to look after the children. She feels, however, that is _____ (overdo) it a bit.

68. She succeeded in _____ (retain) her lead in the second race.

69. A key task is to get pupils to _____ (perceive) for themselves the relationship between success and effort.

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

七、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) For many users, a search site is now their point of entry to the Internet. The best-known search engine has already entered the lexicon(词典); people say they have “Googled” a company, a product or their plumber. (72) The search business has also developed one of the most effective forms of advertising on the Internet. And (73) it is already the best way to reach some consumers: teenagers and young men spend more time online than watching television. All this means that search is turning into the internet’s next big battleground as Google defends itself against challenges from Yahoo! and Microsoft.

The other way to get noticed online is to offer goods and services through one of the big sites that already get a lot of traffic. (74) eBay, Yahoo! and Amazon are becoming huge trading platforms for other companies. But to take part, a company’s products have to stand up to intense price competition. (75) People check online prices, compare them with those in their local high street and may well take a peek(看) at what customers in other countries are paying. Even if websites are prevented from shipping their goods abroad, there are plenty of web-based entrepreneurs ready to oblige.

八、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. 法律因素也应考虑进去。(take ... into account)

77. 它的确是互联网热潮的范例。(poster-child, dotcom boom)

78. 许多企业仅仅是始于一个好想法。(begin with)

79. 从本质上讲，这就是一种网上支付的方法。(in essence)

80. 将网上内容进行手工分类耗时太多，得到的搜索结果却不多。(result in)