

经贸英语试题

课程代码:02635

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。

I. Multiple choice. (20%)

1. In _____ with the developed countries, China gains a huge relative comparative advantage in labor.
A. comparative B. comparison C. comprise D. compare
2. Companies must _____ to changing customer needs to win sales.
A. adopt B. apply C. adapt D. suit
3. This will help you _____ on building brand and make it easily recognizable to others.
A. concentrate B. pay attention C. depend D. maintain
4. Companies should _____ costs comprehensively and conservatively.
A. estimate B. escape C. express D. ensure
5. Mobile phones are becoming a _____ with shrinking profit.
A. commission B. community C. committee D. commodity
6. Sunscreen manufacturers will have to _____ all the new rules from December.
A. comply with B. in compliance with
C. in conformity with D. confirm
7. To seek a wider market than the limited home market is one of the _____ of exports.
A. objections B. objectives C. objects D. objectifies
8. Millions of dollars' worth of _____ is caused every year by floods, fires and earthquakes.
A. collapse B. crisis C. disadvantage D. damage

9. Frequency is important because repetition helps the consumer _____ both the product and the advertising message.
- A. remember B. forget C. read D. write
10. Avon is one of the typical cosmetics firms that _____ their number of discounting units.
- A. is increasing B. are increasing
C. is increased D. are increased
11. The contract of a minor, usually a person _____ the age of 18, is not void, but voidable.
- A. above B. over C. under D. about
12. The committee will _____ a report after a full investigation.
- A. preserve B. present C. preside D. press
13. _____ my company, I am obliged to you and your colleagues for your generous help.
- A. at behalf B. on behalf
C. on the behalf of D. on behalf of
14. We agree to insure the shipment for 120% of the invoice value, but the extra _____ charged will be for your account.
- A. insurance value B. premium
C. money insured D. discount
15. There is a very high tariff _____ jewelry.
- A. about B. to C. in D. on
16. He confirms their order based _____ his offer dated July 15.
- A. on B. in C. with D. at
17. They exclude him _____ this position.
- A. from B. on C. into D. out of
18. The deputy manager exchanged the company's interest _____ his personal honor.
- A. with B. for C. at D. in
19. The two parties have reached a _____ on this issue.
- A. consensus B. consent C. census D. consort
20. The heads of the two companies met to _____ the contract.
- A. rationalize B. reach C. disprove D. ratify

II. Reading Comprehension (20%)

Questions 21 to 25 are based on the following passage:

Competition refers to, in economics, conditions that are present in markets where buyers and sellers interact to establish prices and exchange goods and services. Economic competition is the means whereby the self-interest of buyers and sellers acts to serve the needs of society as well as those of individual market participants. Society is served when the maximum amount of goods is produced at the lowest possible prices.

The theoretical ideal developed by economists to establish the conditions under which competition would achieve maximum effectiveness is known as “perfect” competition.

Although rarely possible, perfect competition, as a concept, provides a useful benchmark for evaluating performance in actual markets. Perfect competition exists when (1) an industry has a large number of business firms as well as buyers; (2) the firms on the average are small; and (3) buyers and sellers have complete knowledge of all transactions within the market. The practical significance of a large number of small firms and many buyers is that the power to influence the behavior of the participants in the market is thoroughly dispersed. In other words, no single person or business has the power to dictate the terms on which the exchange of goods and services takes place. Market results then are truly impersonal. Under conditions of perfect competition, economists contend, goods and services would be produced as efficiently as possible—that is, at the lowest possible price and cost—and consumers would get the maximum amount of the goods and services they desire.

The absence of perfect competition in most markets led to a search for a more realistic alternative to evaluate performance in specific instances. Among the best-known alternatives is the concept of “workable” competition, developed by the American economist John M. Clark in 1940. Clark recognized that in most industries the number of business firms is not so great as to preclude an individual firm from having some power to influence market prices and conditions. In addition, participants rarely have complete knowledge of market conditions. According to Clark, however, departures from the ideal of perfect competition often are not great enough to warrant government intervention into the market (through antitrust action or direct regulation) in order to improve the situation. Competition may be workable in the sense that the results achieved are roughly comparable to what is supposed to happen under the theoretical ideal of perfect competition. The chief drawback to the workable-competition concept is its vagueness; no precise criteria have been developed to determine when workable competition actually exists.

21. Under the competitive markets, buyers and sellers
- A. try their best to satisfy each other's interest
 - B. acts to serve the needs of society ignoring their own interests
 - C. interact to establish prices and exchange goods and services
 - D. try to serve the society at the lowest possible prices
22. "Perfect" competition refers to conditions where
- A. maximum effectiveness of competition would be achieved
 - B. there are few business firms as well as buyers
 - C. the companies on the average are very big
 - D. competition would be workable
23. The practical significance of a large number of small firms and many buyers is that the power to influence the behavior of the participants in the market is thoroughly dispersed. The underlined words in this sentence mean
- A. distributed widely
 - B. disappeared completely
 - C. vanished gradually
 - D. driven off completely
24. Which of the following statements is NOT true according to the passage?
- A. Perfect competition exists only in developed countries.
 - B. Actually, there are often no perfect competitions in most markets.
 - C. The concept of "workable" competition is a more realistic alternative to evaluate performance in specific markets.
 - D. The American economist John M. Clark developed the concept of "workable" competition in 1940.
25. If the results achieved are roughly comparable to what is supposed to happen, you may say that competition may be
- A. perfect
 - B. profitable
 - C. theoretical
 - D. workable

Questions 26 to 30 are based on the following passage:

Transportation systems and the routes they use have greatly influenced both how and where people live. Reliable transportation allows a population to expand throughout a country's territory and to live comfortably in remote areas far from factories and farms. The growth and expansion of the United States were directly related to the means of transportation available at the time. The more compact cities of the U. S. eastern seaboard are the result of early human and animal-based transportation systems that allowed only short trips. The more sprawling cities of the western United States are the result of an automobile-based transportation system that permits much longer travel distances.

Transportation is vital to a nation's economy. Reducing the costs of transporting natural resources to production sites and moving finished goods to markets is one of the key factors in economic competition. The transportation industry is the largest industry in the world. It includes the manufacture and distribution of vehicles, the production and distribution of fuel, and the provision of transportation services. In the 1990s, approximately 11 percent of the U. S. gross domestic product and an estimated 10 percent of all jobs in the United States were related to the transportation industry.

The same transportation systems that link a nation can also be used in the nation's war efforts. The rapid movement of troops, equipment, and supplies can be a deciding factor in winning a battle or a war. Just as mobilizing a nation's military strength is critical to success, disabling an enemy's transportation system is usually an early strategic objective of any armed conflict.

26. Which of the following isn't the benefit brought by transport?
- A. People can live throughout the territory of a nation.
 - B. People who live in remote regions can lead a comfortable life.
 - C. People can enjoy better medical care.
 - D. People who live in remote areas can keep in touch with the outside world.
27. Why are the cities of American eastern seacoast so densely populated?
- A. Because the cities are economically prosperous and people like to live there.
 - B. Because the earlier transportation tools were able to transport large amount of passengers.
 - C. Because the climate there is enjoyable.
 - D. Because the earlier transportation tools couldn't travel long.
28. Which of the following is the contribution made by transportation to economy?
- A. It makes faster delivery.
 - B. It makes quicker payment.
 - C. It reduces the transportation cost.
 - D. It makes higher quality of the products.
29. The transportation industry doesn't include
- A. vehicle manufacture and distribution
 - B. fuel production and distribution
 - C. the provision of transportation services
 - D. the transmission of knowledge

30. Which is usually an early strategic objective of any armed conflict according to the passage?
- A. Demobilizing the enemy's military strength.
 - B. Destroying the enemy's transportation system.
 - C. Cutting the water supply of the enemy.
 - D. Mobilizing a nation's military strength.

非选择题部分

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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。

III. Put the following phrases into Chinese. (10%)

- 31. market research
- 32. promising customer
- 33. comparative advantage
- 34. Test Marketing
- 35. cash payment

IV. Put the following phrases into English. (10%)

- 36. 财力
- 37. 年度预算
- 38. 跟单托收
- 39. 目的港
- 40. 标签

V. Translate the following sentences into English. (20%)

- 41. 这家商店按八五折(discount)廉价全部出售(sell off)存货。
- 42. 一项新的发明会让许多能够代替(replace)旧玩意儿的新产品变成可能。
- 43. 我不能理解(make out)孩子在说些什么。
- 44. 我们要遵守(abide by)国家法律法则。
- 45. 这位进口商从来没有不履行他自己的承诺(meet one's commitment)。

VI. Translate the following sentences into Chinese. (20%)

- 46. To find a potential problem in time can avoid greater troubles.
- 47. There is a ban on dealing in drugs around the world.
- 48. We should try to gain the most profit at minimum cost.
- 49. The quality of the export products must conform to the requirements in the contract.
- 50. You'd better take enough cash, in case they don't accept credit cards.