

全国 2015 年 4 月高等教育自学考试

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. He won a decisive victory, 16% ahead of his nearest _____.
A. rival B. candidate C. decade D. ally
2. A _____ farmer today is at least three times more productive than in 1950.
A. useful B. classic C. classical D. typical
3. There was a _____ of suppressed anger on his face.
A. look B. see C. watch D. view
4. What's the matter? It says the network is _____.
A. done B. unreachable
C. unstructured D. immobile
5. It provides a more efficient way for the client to _____ data and information from the system.
A. retrieve B. return C. build D. remember
6. _____ some students are able to find employment after graduation, others will have to return to school and earn an advanced degree.
A. Since B. While C. Because D. If

7. The scientists wanted to keep people _____ about the breakthrough in their experiment.
 A. inform B. informed C. informing D. to inform
8. When I first arrived in Japan, I was surprised _____ the way people greeted each other.
 A. of B. to C. with D. at
9. Not until that day _____ the importance of good manners in a job interview.
 A. did I realize B. I did realize
 C. I have realized D. have I realized
10. The market economy is quickly changing people's idea on _____ is accepted.
 A. that B. which C. what D. how

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

The White House is the most visited residence in the world. Tours may be scheduled through our Washington DC office. Due to security and scheduling procedures, there are a few things you should know before requesting a tour:

- Only groups of 10 or more may request a tour.
- Requests must be submitted with a minimum of one month's advance notice from the date of the tour. Notice of whether your application is accepted will be given 10 days prior to the date requested. All tours, even after they have been confirmed, are subject to cancellation due to security interests.
- Tours are only conducted Tuesday through Saturday from 7:30 am to 11:30 am.

To process your request for a tour, please contact our Washington office at (202) 224-5521 and provide the following information:

- Date(s) requesting.
- Security information for each person in your party, including: name as it appears on I. D. (I. D. required for ages 14 and up), date of birth, social security number, country of origin, and citizenship (公民的身份).
- A home address and daytime and evening phone numbers for the designated (指派的) leader of the group.
- A contact number while in DC for the designated leader of the group.

After your request, our office will contact you with further instructions.

11. This notice is to provide information about _____.
A. scheduling of Washington DC tours
B. the security system of the White House
C. application for a tour of the White House
D. duties of a tour group leader
12. The White House is open to the public _____.
A. on weekdays only
B. five days a week
C. every other day
D. on weekends only
13. Application for a group tour of the White House must be submitted _____.
A. exactly on the date of application
B. at least 30 days in advance
C. any day between Tuesday and Saturday
D. 10 days before the date of the tour
14. After your tour request has been confirmed, _____.
A. it is still possible that your tour may be cancelled
B. you are still allowed to change your visiting date
C. you can surely visit the White House that day
D. it is necessary for you to start your tour immediately
15. It can be inferred from the passage that _____.
A. teenagers under 14 are not allowed to visit the White House
B. foreigners are less likely to be permitted to tour the White House
C. separate tours can also be scheduled for individual visitors
D. security is the chief concern in scheduling White House tours

Passage 2

It is the vision (设想) of the Public Transit Police Department to achieve a transit system free from crime and disorder. It is designed to enhance safety, increase riders and preserve the quality of our system's structure.

Transit has its own police force committed to the safety of its customers and drivers, serving seven counties and 85 cities in the region. There are 23 full-time officers, 146 part-time officers and five administrative (行政的) staff, devoted to one thing: public safety.

You've probably seen Transit Police officers patrolling (巡逻) bus routes in cars or on foot. During visits with drivers, Transit Police either ride along or they step on board to

greet drivers and passengers. Sometimes officers patrol out of uniform—one could be on your next bus. The fare inspectors on Hiawatha light-rail trains are Transit Police officers.

Every new Public Transit bus has an onboard security camera. Videotapes from these cameras help Transit Police identify and charge criminals.

Downtown patrols built up in early 2002 have improved the quality of life for downtown residents and transit customers. Ten full-time police officers are assigned to the Minneapolis and St. Paul downtown areas, to ensure public security.

Downtown arrests have gone from 490 in April-September 2001 to 941 during the same period in 2002.

16. The responsibility of the police force of Public Transit is to _____.
A. enhance public security
B. build a free transit system
C. control the number of riders
D. ensure a transit system free from crime and disorder
17. Sometimes patrolling officers could be on your next bus because _____.
A. they look like fare inspectors B. they don't wear uniform
C. they are polite to passengers D. they often take a back seat
18. The purpose of installing a camera inside the new buses is to _____.
A. keep a close watch over the road ahead
B. take pictures of the passengers on board
C. increase the efficiency of the transit system
D. help the transit police detect criminals
19. Two figures are mentioned in the last paragraph to indicate _____.
A. the Public Transit system's efficiency
B. the success of Transit Police program
C. the police's emphasis on security of downtown areas
D. the growing population of downtown areas
20. The best title for the passage might be _____.
A. Police and Security B. New Security Measures
C. Transit Police Security Program D. Crime-free Public Transit System

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)

There are three basic types of payment gateways. The first is 21 API (Application Programming Interface). 22 means that the customer never sees the payment gateway Web site—your shopping cart 23 to it seamlessly in the background. This is generally the best 24 as it's a transparent experience for the shopper, rather than being transferred to 25 site at the crucial moment of taking the money.

APIs 26 a bit scary, but your shopping cart vendor should 27 the hard work to support it, so there's very 28 work for you, the shop owner, to do. The only catch with this option is you'll need a secure certificate 29 on your server. These start at around \$100 per year and work 30 way up quickly.

21. A. a B. an C. one D. /
22. A. This B. What C. All D. Which
23. A. moves B. takes C. makes D. talks
24. A. choose B. option C. opinion D. attention
25. A. any B. other C. another D. every
26. A. look B. looks C. sound D. sounds
27. A. have done B. done C. do D. have being done
28. A. much B. little C. hard D. many
29. A. install B. installing C. installed D. to install
30. A. its B. your C. his D. their

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、完形填空(本大题共 15 分)

第二部分：在下列课文片段中按文中意思提示填入遗漏的词。(共 5 小题,每小题 1 分,共 5 分)

Hackers and other unauthorized individuals accessing information 31 your customers and personal and business financial information can create a myriad 32 problems including identity theft. In order to prohibit unauthorized sources 33 accessing all of this pertinent information, you should install a firewall, 34 blocks unauthorized access to

your computer. 35 a firewall, you're not in control of who is and isn't allowed to access your computer and the information it contains.

四、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. 解决,下决心,决定 v. r_ _ _ _ _
37. 无形的,无法描绘的 adj. i_ _ _ _ _
38. 评估,评定,估价 v. a_ _ _ _ _
39. 可应用的,合适的 adj. a_ _ _ _ _
40. 预定,保留 n. r_ _ _ _ _
41. 争论,争端,纠纷 n. d_ _ _ _ _
42. 易受攻击的,易受伤的 adj. v_ _ _ _ _
43. 起草,草拟 v. d_ _ _ _ _
44. 大体上,基本上 adv. b_ _ _ _ _
45. 生活方式 n. l_ _ _ _ _

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)

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|-----------------------|---------------------------|
| 46. risk assessment | 47. e-tailing |
| 48. local currency | 49. first-mover advantage |
| 50. customer base | 51. digital certificate |
| 52. EC volume | 53. web hosting |
| 54. data mining | 55. household name |
| 56. in particular | 57. figure out |
| 58. take advantage of | 59. in essence |
| 60. at the expense of | 61. in control of |
| 62. on the rise | 63. plow sth. into sth. |
| 64. lose out to | 65. split up |

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. I will order a special messenger to _____ (deliver) the document.
67. There is a lot of _____ (confuse) about the new rules.
68. —Can I be of any _____ (assist), madam?
—Yes, do you sell these shoes in brown?
69. A poet is one who can _____ (convert) ordinary words into a meaningful and effective piece of writing.
70. We've seen an enormous _____ (grow) in the number of businesses using the web.

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.) The internet is profoundly (深刻地) changing consumer behaviour. One in five customers walking into a Sears department store in America to buy an electrical appliance will have researched their purchase online—and most will know down to a dime what they intend to pay. (72.) More surprisingly, three out of four Americans start shopping for new cars online, even though most end up buying them from traditional dealers. The difference is that these customers come to the showroom armed with information about the car and the best available deals. Sometimes they even have computer print-outs identifying the particular vehicle from the dealer's stock that they want to buy.

Different countries have different habits. (73.) In Italy and Spain, for instance, people are twice as likely to buy offline as online after researching on the internet. But in Britain and Germany, the two most developed internet markets, the numbers are evenly split. Forrester, a research consultant says that people begin to shop online for simple, predictable products, such as DVDs, and then graduate to more complex items. (74.) Used-car sales are now one of the biggest online growth areas in America.

People seem to enjoy shopping on the internet, if high customer-satisfaction scores are any guide. (75.) Websites are doing ever more and cleverer things to serve and entertain their customers, and seem set to take a much bigger share of people's overall spending in the future.

八、汉译英：请把下面的汉语句翻译成英语。（本大题共 5 小题，每小题 2 分，共 10 分）

76. 这取决于你的服务条款。(terms)
77. 网络聊天被当作是一种技术和客户支持。(customer support)
78. 电子商务与移动商务之间的差距正在缩小。(gap)
79. 随时通过电子邮件告知客户最新的订单状态。(updated)
80. 当提到在网上做生意时,很多人关心的一个主要问题就是财务信息。(when it comes to)