全国 2016 年 10 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、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. Many people believe that one of the keys to success on the Internet is coming up with a business plan that targets a very ＿＿＿＿ market rather than a broad market.

   A. specific   B. small   C. peculiar   D. shallow

2. Being on the Web means your business will be ＿＿＿＿ to an international audience.

   A. invisible   B. hidden   C. happening   D. visible

3. Many sites ＿＿＿＿ provide a long list of products ＿＿＿＿ lump them behind a search button，making it difficult to find them.

   A. either…or…   B. not only…but also

   C. neither… nor…   D. as well… as…

4. Write clearly and prominently all the sales and after－sales support terms so as to avoid ＿＿＿＿.

   A. understanding   B. confusion   C. business   D. discussion

5. The instances of online credit card ＿＿＿＿ and hacking are increasing.

   A. loss   B. thieves   C. theft   D. use

6. The manual process of classifying material on the Web takes ＿＿＿＿ too much time.

   A. up   B. in   C. on   D. of

7. Searching by _____ is the most common method of using a search engine.

   A. abstract   B. title   C. author   D. keyword

8. As people become even _____ patient with messages and content they don't want, precision targeting will become even more vital.

   A. more   B. most   C. less   D. lest

9. A firewall _____ unauthorized access to your computer.

   A. hides   B. protects   C. blocks   D. helps

10. You can use your mobile phones to _____ the check, adding money to your account.

   A. skip   B. scan   C. cash   D. keep

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,每篇短文后有若干个问题,每个问题有四个选项,请选择一个最佳答案,将其选出并将"答题纸"的相应代码涂黑。错涂、多涂或未涂均无分。

Passage 1

Virtually all e-commerce sites accept credit cards as their primary form of payment. To accept credit card, you need a merchant account with a bank. A payment gateway is simply a service which connects your Web site with the bank. While there's a bit more to it than that, in essence that's all it is—a way to take payments online.

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

The second type is a third-party payment gateway. The customer starts the checkout process on your site, but completes payment on the payment gateway site. While this can be simpler to set up in some cases, the experience is unsettling for the customers, and you'll probably lose a few sales. Some third-party payment gateways allow you to customize the page design.

There are also integrated payment gateways. In this scenario, you don't need a merchant account from your bank—the payment gateway does everything for you. For start-up businesses, this can be an easy start. Generally the fees are higher for an integrated service, but the trade-off is simplicity for the shop owner. The best known integrated gateways are PayPal and 2Checkout.

11. Almost all e-commerce sites accept _____ as their primary form of payment.

    A. debit cards   B. credit cards   C. money   D. checks

12. A payment gateway is simply a service which connects your Web site with the _____ .

    A. bank   B. customer   C. company   D. world

13. With a third-party payment gateway, the customer starts the checkout process _____ , and completes the payment on the payment gateway site.

    A. at the bank counter   B. in the credit card account

    C. on your Web site   D. through a third person

14. As _____ does everything for you, it can be an easy start for start-up businesses.

    A. the third-party payment gateway   B. the integrated payment gateway

    C. the Application Programming Interface   D. the merchant account

Passage 2

In electronic commerce, a reputation for honest dealing will be a valuable competitive advantage. Customers can easily share their praises and criticisms about transaction experiences online. Governments, too, may compete to be trusted. For instance, customers ordering medicines on-line may prefer to buy from the United States because they trust the rigorous screening of the Food and Drug Administration or they may decide that the FDA's rules are too strict and buy from Switzerland instead.

Customers will still need to use their judgment. But precisely because the technology is new, electronic shoppers are likely for a while to be a lot more cautious than customers of the normal sort. And the new technology will also make it easier for them to complain when a company lets them down. In this way, at least, the advent(到来,出现)of cyberspace may argue for fewer consumer protection laws, not more.

15. According to the passage, what is a valuable competitive advantage in e-commerce?

    A. new technology   B. government

    C. an honest reputation   D. FDA's rules

16. We can infer from the passage that in licensing new drugs the FDA in the United States is _____ .

    A. very quick   B. very cautious

    C. very slow   D. rather careless

17. If a customer buys something that does not meet his expectation, what is probably the advantage of dealing through e-commerce over the present normal one?

A. It will be easier for him to return the goods he is not satisfied.

B. It will be easier for him to attain the refund from the seller.

C. It will be easier for him to get his complaints heard by other consumers.

D. It will be easier for him to complain about this to the government.

Passage 3

Wal-Mart's online experience is proof that success in the brick and mortar world doesn't create corresponding success in e-commerce.

Offline, Wal-Mart is a sprawling giant, the world's largest retailer. Its US stores number 3,300 and it employs more than one million workers, which means about one out of every 300 Americans is a Wal-Mart employee.

Wal-Mart's dominant place in offline retail might be expected to provide it with top dog e-commerce status. But analysts say Walmart.com is distinctly back of the pack in terms of total online sales. Wal-Mart's offline retail success isn't replicated online because, says Spieler, "that's not where their customer base is." She notes the typical online shopper is a very different creature than the typical Wal-Mart customer. "People who shop at Wal-Mart like to go to the store," she says. "Wal-Mart caters more to people with large families and people who aren't in much of a hurry."

18. What is the meaning of "brick and mortar world"?

A. 厂房　　　　　B. 瓦片和泥浆　　　C. 实体店　　　　D. 网店

19. "Wal-Mart's offline retail success isn't replicated online" means _____ .

A. offline sales is a failure

B. online sales is a failure

C. online sales is more successful

D. offline sales is more successful

20. According to the passage, who are probably NOT Wal-Mart's typical customers?

A. people fond of store shopping

B. people fond of online shopping

C. people with large families

D. people with much spare time going around

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"答题纸"的相应代码涂黑。错涂、多涂或未涂均无分。

Experts suggest using a different password for every website you visit，and changing the password every few months. It takes trouble to keep them in mind，but it's well worth the effort. Be __21__ with your passwords and make it difficult for someone to enter your accounts. The more __22__ you make your password，the more difficult it is for someone else to figure __23__ . Use privacy settings(设置)on social websites to restrict entry into your personal information and limit the __24__ of private information you share. Even seemingly innocent information you expose about yourself could be used against you. I once read about a burglary(入室盗窃). It __25__ that the thieves selected that particular home by __26__ a Facebook message.

Information on the Internet has made it easier for thieves to steal any information about you. Never __27__ your full birth date. Never respond to e-mails delivering personal or financial information. Do not freely offer personal information to anyone __28__ you are certain who you are dealing with. __29__ the necessary precautions(预防措施) is the best way to __30__ you and your personal information stay protected.

21. A. proud   B. creative   C. true   D. honest

22. A. careful   B. diligent   C. elastic   D. complex

23. A. out   B. away   C. on   D. in

24. A. number   B. pile   C. piece   D. amount

25. A. turned in   B. picked on   C. turned out   D. picked up

26. A. realizing   B. inquiring   C. reading   D. revealing

27. A. require   B. reveal   C. resemble   D. revise

28. A. since   B. until   C. as   D. when

29. A. Depending   B. Replacing   C. Taking   D. Liberating

30. A. ensure   B. separate   C. switch   D. spread

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)

We all know that the Internet has ___31___（成为）the lifeline of almost all businesses. The ___32___（当前的）trends show that the use of the Internet，smart phones and the ___33___（信心）of the people in using their credit cards online is growing exponentially. Hence，e-commerce is here to stay，and we have to ___34___（调整）ourselves to become smarter online buyers and ___35___（卖方）and web entrepreneurs.

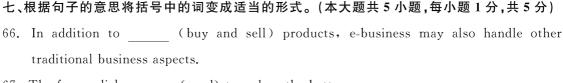**五、根据给出的汉语词义和规定的词性写出相应的英语单词,该词的第一个字母已经给出,每条短线上写一个字母。(本大题共 10 小题,每小题 1 分,共 10 分)**

36. 设备　　　　　　　n.　　　　f__ __ __ __ __ __ __ __

37. 不断地、经常地　　adv.　　　c__ __ __ __ __ __ __ __ __

38. 透明的　　　　　　adj.　　　t__ __ __ __ __ __ __ __ __ __ __

39. 问题,质疑　　　　n./v.　　　q __ __ __ __ __

40. 方面,特点　　　　n.　　　　d__ __ __ __ __ __ __ __

41. 实体　　　　　　　n.　　　　e__ __ __ __ __

42. 抛弃　　　　　　　v.　　　　r__ __ __ __ __

43. 上传　　　　　　　v.　　　　u__ __ __ __ __ __

44. 有效的　　　　　　adj.　　　v__ __ __ __

45. 论坛　　　　　　　n.　　　　f__ __ __ __ __

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. electronic storefront

47. niche market

48. debit card

49. snail mail

50. returns policy

51. customized software

52. shopping cart

53. twitter

54. price list

55. authentication

56. risk assessment

57. CEO (chief executive officer)

58. domain name

59. web traffic flow

60. privacy

61. grocery

62. memo

63. origin

64. subject to

65. at ease

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．In addition to _____ （buy and sell） products，e-business may also handle other traditional business aspects.

67．The fewer clicks _____ （need） to order，the better.

68．If having one form of live support is good，having many _____ （choose） from is better.

69．Electronic signatures are _____ （become） more acceptable in global transactions.

70．He can get help via email or a list of answers to frequently _____ （ask） questions，but he wants a live person to assist him.

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）Many firms have found that attracting the college market is not a simple task. （72）College students are somewhat of a paradox—students are easy to find but hard to reach. For example，（73）many college students may not be reached through traditional advertising media because they have little spare time. One promotion executive recommends that firms seeking this market utilize on-campus advertising，promotions，magazines targeted specially to college students，and sports sponsorships. （74）Word-of-mouth communication among students and displays in college stores also represent unique opportunities in this market. Word-of-mouth is crucial due to the close social interaction among college students.

（75）The college store represents an important opportunity due to the homogeneous nature of the college market："The firm is guaranteed that walk-in traffic is the audience it wants to reach."

九、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．这些公司的业务重点主要是销售队伍自动化。

77．从本质上讲，这就是一种网上支付的方法。

78．好的计划是商业成功的第一步。

79．不是所有的产品在互联网上都能卖得好。

80．互联网与其他销售渠道不同。