

全国 2015 年 10 月高等教育自学考试

外刊经贸知识选读试题

课程代码:00096

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 15 小题,每小题 2 分,共 30 分)

在每小题列出的四个备选项中只有一个可以替代句中划线的单词或词组,请将其代码填写在“答题纸”相应的位置上。错选、多选或未选均无分。

1. The popularity of the World Wide Web has brought with it the prospect of e-commerce — doing business over the Internet.
A. possibility B. process C. strategy D. strain
2. International Airlines Group has reached a provisional deal to buy Lufthansa's UK subsidiary, BMI British Midland.
A. stable B. profitable C. predictable D. temporary
3. The government has to confront the severe discrepancy between coal and power prices when power shortages become serious again this winter.
A. barrier B. growth C. difference D. shortage
4. This business turned out to be lucrative for the two partners, so they decided to invest their profits in the establishment of a retail store in Hollywood, Florida.
A. profitable B. transparent C. radical D. ambitious
5. The United States risks squandering more than \$11 billion if it does not come up with adequate plans, a US watchdog said.
A. luring B. quoting C. wasting D. deferring

6. The designs include T-shirts, tote bags, scarves and wristlets, with all proceeds going to the Obama Victory Fund.
- A. subsidies B. income C. donations D. premium
7. We are trying to design our products according to the traditional Chinese style but also keeping abreast of the latest global fashion trends.
- A. breaking down B. settling for
C. being informed about D. pressing on
8. The China Beijing International Mining Exchange (CBMX) is publishing a new iron ore pricing index, an attempt to better reflect supply and demand as well as reduce price volatility.
- A. difference B. decline C. unpredictability D. compensation
9. International commodities prices are also likely to bounce back due to recovering demand in emerging economies.
- A. rebound B. increase C. fall D. renovate
10. This restraint has made analysts predict that Chinese consumers will soon overtake the Japanese.
- A. incitement B. contributor C. infrastructure D. constraint
11. There were two times when draft amendments proposed were met with divergent opinions and these were not put for vote.
- A. absurd B. same C. explicit D. different
12. There were exclamations, saying that the post was a potential breach of patient privacy.
- A. violation B. separation C. regulation D. evidence
13. In the last five years, bilateral trade volume has increased 15 times.
- A. twp-sided B. mutual C. prominent D. flexible
14. China Vanke Co. Ltd. , the country's largest property developer by market value, saw its home sales slump 39.3 percent year on year to 12.2 billion yuan (\$ 1.96 billion) in January.
- A. experience B. accomplish C. fall D. rise
15. There may be further deals in resources in the latter half, although a second global financial crisis could stall some deals in the pipeline.
- A. decrease B. postpone C. clarify D. develop

二、正误判断题(本大题共 10 小题,每小题 2 分,共 20 分)

判断下列各题,在答题纸相应位置正确的涂“A”,错误的涂“B”。

Passage 1

E-commerce leader Alibaba.com Ltd. came out on top of China's company rankings in 2010, with high scores in the innovation and vision categories.

Alibaba's strong performance echoes the significant growth in China's online e-commerce market.

Deutsche Bank forecasts that online sales will grow to 7.2% of China's total retail market by 2013, from 2% now.

Alibaba's consumer-auction site, Taobao, expects to double its gross merchandise volume to 400 billion yuan (\$ 60 billion) by the end of 2010.

In the first half of this year, Alibaba posted a profit of 693 million yuan, or about \$ 104 million, up about 40% from the year-earlier period.

Other online companies that made the top 10 include Internet and mobile company Tencent Holdings Ltd., China's popular search engine Baidu Inc., and the travel booking site Ctrip.com International Ltd.

Commercial bank China Merchants Bank slipped from last year's top seat to No. 2. It was the only bank in the top 10 this year. Last year four of the top 10 were banks, including two of China's big four: Bank of China Ltd. and Industrial & Commercial Bank of China Ltd.

The banks, which tend to score well in the financial and corporate-reputation categories, didn't rank high in innovation and vision, with the exception of China Merchants Bank.

16. The online sales will grow by 5.2% of China's total retail market from now till 2013.
17. China's online e-commerce market developed much faster in the first half of 2010 than the year-earlier period.
18. Alibaba's consumer-auction site, Taobao, reached its gross merchandise volume to 200 billion yuan in 2010.
19. This year there was only one commercial bank in the top 10.
20. China Merchants Bank scored well in the financial and corporate-reputation categories, but it didn't rank high in innovation and vision.

Passage 2

The global financial crisis can be divided into several stages: From August 2008 to the bankruptcy of Lehman Brothers in September 2008 was the U. S. sub-prime mortgage crisis; after September 2008 it became the international financial crisis; and as of October 2009 when Greek sovereign debt crisis broke out, the crisis became a sovereign debt crisis. The question is: Is the European currency crisis now in a new stage? And what comes next?

We think the present U. S. and European sovereign debt crisis is the aftershock of the U. S. sub-prime crisis, and also the pre-shock that will bring future international financial market more turmoil and push the world economy into another recession. Recently Standard & Poor's placed the European Union on its watch list, and some countries are preparing for the EU to balkanize, so we must be prepared for this crisis.

In rescuing the EU, there are three methods: The European Central Bank issues banknotes to rescue the euro; the euro zone issues euro bonds; or it creates a Europe rescue fund. However, these methods are all difficult to carry out and may trigger inflation.

If not rescued, three outcomes are possible: Southern European countries will leave the EU, which may lead to imported inflation; the euro zone breaks up and northern European countries issue new core currency, which may lead to sharp rises of the exchange rate and their economy may stagnate; or each country resumes its own currency, so that the currency of Germany, the European economic development engine, will appreciate sharply and export of German goods will be seriously affected, then debtor nations such as Greece and Spain will lose aid and collapse.

There is another choice, or the only way out for the euro, which is to advance a uniform fiscal policy and establish a uniform country, just like the United States that was established as a federal country hundreds of years ago. But the question of whether the public and politicians of various countries have enough consensus needs to be researched.

21. The global financial crisis started the U. S. sub-prime mortgage crisis.
22. The result of U. S. sub-prime crisis led to the present U. S. and European sovereign debt crisis.
23. The U. S. sub-prime crisis will bring the future international financial market more turmoil and push the world economy into another recession.
24. In order to rescue EU, the euro zone might issue euro bonds.
25. If EU is not rescued, the export of Germany goods will boom because the currency of Germany will appreciate sharply.

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、将下列英语单词或词组译成中文(本大题共 10 小题,每小题 1 分,共 10 分)

26. infrastructure
27. customs duty
28. GATT
29. terms of trade
30. anti-dumping
31. exemption
32. out of kilter
33. deregulation
34. debt restructuring
35. have a stake in

四、将下列汉语词组译成英文(本大题共 10 小题,每小题 1 分,共 10 分)

36. 集装箱
37. 公开招标
38. 多边贸易
39. 知识产权
40. 可兑换货币
41. 出价高于
42. 盘货
43. 国际收支
44. 进口关税
45. 智囊团

五、简答题(本大题共 6 小题,每小题 3 分,共 18 分)

Passage 1

Nations with serious debt problems, such as Mexico, Brazil and Argentina, have been compelled to devote almost all their export earnings to debt service, leaving themselves with

virtually no surplus to pay for imports. With barter, however, debtor nations can continue to import goods while, in effect, concealing export earnings from creditors.

But countertrade is not the exclusive province of debtor nations. Says Yottie, “Even countries with strong foreign exchange positions, such as Australia, Canada and Indonesia, are insisting on countertrade in certain areas. Linking imports and exports is a way to exert power over multinational corporations. Countries that lack expertise in international marketing try to use countertrade as leverage to tap the networks of global firms.”

46. How can nations with serious debt problems benefit from barter?

47. What does “global firms” refer to?

48. What’s meant by “tap the networks of global firms”?

Passage 2

The pattern of China’s foreign trade has changed substantially since the founding of the people’s Republic. During the 1950s China exported agricultural products to the USSR and East European countries in return for manufactured goods and the capital equipment required for the country’s industrialization program which placed emphasis on the development of heavy industry. The Great Leap Forward of 1958-1959 initially produced gains in agricultural and industrial production, but subsequently resulted in serious economic imbalances. Economic problems were exacerbated by three bad harvests with the result that national income and the volume of foreign trade contracted during 1960-1962.

The withdrawal of Soviet economic and technical aid in the early 1960s caused trade to shift away from the USSR and its Comecon partners towards Japan and Western Europe. A consistent theme of China’s foreign trade policies has been the strong emphasis which has been placed on developing trade relations with the Third World countries.

The growth of foreign trade was disrupted again during the Cultural Revolution (1966-1976) when agricultural and industrial production fell sharply and transportation constraints became more serious.

49. What’s the meaning of “the pattern of China’s foreign trade”?

50. What kind of clause is introduced by “when” in the sentence of the third paragraph? An adverbial clause or an attributive one?

51. What’s the meaning of “exacerbated”?

六、翻译题(本大题 12 分)

52. China's chemical fiber output is expected to reach 41 million tons by 2015 while its production capacity will hit 46 million tons, the Ministry of Industry and Information Technology said Thursday. The country targets an 8-percent growth in value-added output of the chemical fiber industry, according to a guideline issued Tuesday by the ministry regarding boosting the sector's development. Over the next four years, the chemical fiber companies will strengthen their abilities to self-innovate, push forward technological advances, promote energy conservation and the circular economy, according to the guideline. The industry will see better product structures and a sharp rise in its production capacity of high-performance chemical fibers by 2015, the guideline said.