

浙江省 2015 年 4 月高等教育自学考试

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. Those concerns also apply _____ Lehman Brothers.
A. to B. for C. in D. with
2. They are hoping to _____ the Japanese market with their latest product.
A. persuade B. penetrate C. project D. propose
3. You are required to prepare a report for a _____ investor in a listed UK company (PLC).
A. possible B. probable C. prospect D. potential
4. Customers enjoy choice, and their tastes _____.
A. variable B. various C. vary D. varying
5. Because of the _____ competition, we suggest you accept our offer ASAP.
A. hot B. fierce C. high D. rough
6. All such drawings and instructions shall be _____ the contract documents.
A. constitute B. consider C. consistent with D. conform to
7. It is highly important for the trader to expand his domain because _____.
A. the extension enables the buyer to make a sensible choice
B. the vendee is very difficult to please
C. there are too few alternative goods in the local market
D. the extension enables the price of goods to drop
8. _____ the right price, he lost the chance to export the products to that foreign company.
A. Do not quote B. quoting not
C. Not quoting D. Having quoted

9. Once the target audience has been _____, an agency's media department determines the most effective way of delivering the message to that target.
A. identified B. indentifying C. identification D. identify
10. Discount firms are also adding service departments in their stores according to a recent study _____ by the Mass Retailing Institute.
A. release B. to release C. released D. releasing
11. We converted our dollars _____ Euros upon arriving in Europe.
A. into B. for C. in D. as
12. There was a heated dispute over the _____ of the company.
A. owner B. title C. power D. ownership
13. In 2008, the retailer set _____ a long-term goal of zero waste in all its stores.
A. forth B. forward C. out D. off
14. In the present circumstances they are unlikely to _____ holding an election.
A. involve B. risk C. arrange D. renew
15. Our company is adjacent _____ a river.
A. in B. to C. at D. on
16. Some in congress want to make it easier to _____ duties on Chinese imports to compensate.
A. impose B. expose C. exert D. compel
17. Strong domestic demand _____ textiles in Japan boosted cotton consumption to nearly 2.9 million bales.
A. for B. to C. from D. about
18. _____ you understand this rule, you will have no further difficulty.
A. Once B. Twice C. For D. /
19. The son was appointed as the _____ to the presidency of the board.
A. succession B. successor C. predecessor D. offspring
20. The sales of this brand of mobile increased _____ 5% last year.
A. to B. with C. at D. by

II. Reading Comprehension (20%)

Questions 21 to 25 are based on the following passage:

When requesting his bank to open a letter of credit, the applicant must submit a completed and signed application. It is important that instructions given to the bank are concrete and specific and in conformity with the contract so that the credit will be opened exactly as required. Vague terms such as "usual documents" or "impossible" should be avoided. The application also calls for a general description of the goods to be shipped because the banks deal only in documents.

1. Opening of a Credit

An L/C may be opened anytime between signing the sales contract and shipment. It is to the advantage of the exporter to have the L/C as soon as possible because he can get packing credit from his own bank. The opening of a credit is a contract involving the buyer, the seller and the opening bank. By issuing a credit, the bank obligates itself to make payment to the beneficiary at a future time whenever documents are presented. If the strength and integrity of the buyer are sufficient, the bank can open a credit without having to pay too much attention to the nature and marketability of the goods and without requiring any special collateral(担保物). Otherwise, the bank may require some form of collateral such as a cash deposit. If the buyer is not creditworthy, the bank may fix a higher deposit rate up to more than half of the contract value in order to prevent the buyer from opening the credit from the bank.

2. Types of Credits

Letters of credit may be classified according to the certainty of the commitment to pay made by the account party and the opening bank.

Revocable letter of credit

The credit can be altered or revoked at any time without prior notice to the beneficiary, which is not very useful to the exporter.

Irrevocable letter of credit

The credit, once opened, cannot be modified(修改) or rescinded(撤销) without the consent of all parties concerned, especially that of the beneficiary.

Confirmed irrevocable letter of credit

An irrevocable letter of credit carries the commitment of the opening bank. In compliance with the request of the exporter, an additional commitment of a second bank in the exporter's locality, which is usually the advising bank, is added, the credit becomes a confirmed irrevocable letter of credit.

There are many other credits that are used in transactions, but we don't discuss them here in detail respectively.

21. What is wrong in applying for a letter of credit?

- A. The instructions given to the bank must be concrete.
- B. The instructions offered by the applicant must be specific.
- C. The instructions can be independent of the contract.
- D. The instructions must be in accordance with the contract.

22. What should be avoided in the application of the credit?

- A. Clear terms
- B. Indistinct terms
- C. Contract-based instructions
- D. A general description of the goods to be shipped

23. When should an L/C be opened?
- A. As soon as the contract is signed
 - B. Before the buyer makes the payment
 - C. After the shipment is made
 - D. Between signing the contract and making the shipment
24. When should a bank make payment, after it has issued a credit?
- A. Whenever the exporter present the documents
 - B. Whenever the importer present the documents
 - C. As soon as the importer gets the goods
 - D. As soon as the exporter makes the shipment
25. Which of the following L/Cs is the most favorable to the exporter?
- A. Revocable letter of credit
 - B. Irrevocable letter of credit
 - C. Confirmed irrevocable letter of credit
 - D. Confirmed revocable letter of credit

Questions 26 to 30 are based on the following passage:

The product life cycle concept can describe a product class (e. g. gasoline-powered automobiles), a product form (e. g. station wagons), or a brand (e. g. the Ford Taurus). The PLC concept applies differently in each case. Generally, however, the PLC is used to describe industry sales and profits for a product idea within a particular product market. Sales and profits of an individual product, model, or brand may not, and often do not, follow the life-cycle pattern. They may vary up and down throughout the life cycle—sometimes moving in the opposite direction of industry sales and profits. Further, a product life idea may be in a different life-cycle stage in different markets.

A given firm may introduce or withdraw a specific product during any stage of the industry product life cycle. A “me-too” brand introduced during the Market Growth stage may never get any sales at all and suffer quick death. Or, it may reach its peak and start to decline even before the industry reaches the Market Maturity stage.

Market leaders may enjoy high profits during the market maturity stage, even though industry profits are declining. Sometimes the innovator brand loses so much in the Introduction stage that it has to drop out just as others are reaping big profits in the market growth stage.

Strategy planners who naively expect sales of one firm’s individual brand to follow the general product life-cycle pattern are likely to be rudely surprised. In fact, it might be more sensible to think in terms of “product-market” life cycles rather than “product” life cycles, even though the latter term is more commonly accepted and more widely used.

How we see product life cycles depends on how broadly we define the market. About 80% of all U. S. households own microwave ovens, which would lead some to conclude that microwave ovens are at the market maturity stage. In many countries, however, they are still early in the growth stage—in Switzerland, for example, microwave ovens had a household penetration level of less than 15% in 1994. U. S. microwave manufacturers can extend their product life cycles by expanding their distribution to off-shore market.

If a market is defined broadly, there may be many competitors, and the market may appear to be in market maturity. On the other hand, if the focus is on a narrow sub-market, and a particular way of satisfying needs, then we may observe much shorter life cycles as improved product ideas come along to replace the old ones.

26. According to the passage, Volkswagen belongs to _____.
- A. a product class
 - B. a product form
 - C. a product brand
 - D. all of above
27. It can be inferred from the passage that _____.
- A. sales of an individual product will abide by the principles strictly
 - B. profits of an individual model will follow the life-cycle pattern completely
 - C. sales of an individual brand will observe the life-cycle pattern without any deviation
 - D. sometimes profits of an individual product don't agree with the life cycle pattern
28. A “me-too” brand in Passage Two probably means _____.
- A. a brand which I also have
 - B. a brand which is made by copying others
 - C. a brand which is made by improving the other brands in the same field
 - D. a brand others also own or manufacture
29. Which of the following groups will make profits even though industry profits are declining during the market maturity stage?
- A. Companies which have the leading position in the market.
 - B. Companies which have initiated such a brand
 - C. Companies which first innovated such a product
 - D. Companies which have the big investment in promotion
30. Paragraph 5 mainly tells us that _____.
- A. microwave ovens are at the market maturity stage in the United States
 - B. microwave ovens had a household penetration level of less than 15% in Switzerland in 1994
 - C. companies or manufacturers can extend their product life cycles by expanding their distribution to off-shore markets
 - D. our view on product life cycles is decided by how broadly we define the market

非选择题部分

注意事项:

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

31. raw material
32. marketing personnel
33. bill of lading
34. way of life
35. know-how

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

36. 饼状图
37. 销售量
38. 信用证
39. 本国货币
40. 生活水平

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

41. 几种以各种方式(a variety of)塑造社会的技术将很有可能成为未来交通的特征(v. characterize)。
42. 在做生意时,我们要尽量小心(cautious),避开(stay away from)那些资信状况不好的个人或企业。
43. 在国际贸易中,货运单据往往代表持有人对相关货物的所有权(title to relevant goods)。
44. 大家一致同意(by consensus)采取该措施。
45. 我们必须按照公司总裁的指示行事(act on)。

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

46. Periodical meetings are held among representatives of the member shipping lines to discuss policies and to fix freight rates for the different classes of cargoes.
47. Labels can help customer identify goods.
48. Market participants rarely have complete knowledge of market conditions.
49. The figures are expressed in terms of a percentage.
50. Friendly contacts between different peoples facilitate the cultural and economic interchange.