

浙江省 2015 年 10 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. David was \_\_\_\_\_ to his mother too much.  
A. attaching            B. attach            C. attachment        D. attached
2. The goods should have reached you by now, allowing \_\_\_\_\_ some delay in transit.  
A. on                    B. for                    C. /                    D. of
3. We can meet your demand \_\_\_\_\_ Dabao SOD Milk products.  
A. on                    B. for                    C. to                    D. at
4. Please tell me the \_\_\_\_\_ of these food products.  
A. original            B. originality        C. origin                D. originate
5. The flowers are made \_\_\_\_\_ plastic.  
A. out of                B. from                C. of                    D. up of
6. The young man \_\_\_\_\_ much for pop music.  
A. thinks                B. concerns            C. cares                D. likes
7. There are lots of \_\_\_\_\_ on cosmetics these years.  
A. advertise            B. advertisements    C. advertising        D. advertisers
8. Success requires \_\_\_\_\_ hard.  
A. to work                B. work                C. working            D. works

9. Success of the exporting in a country means \_\_\_\_\_.
- A. satisfying the needs of people living in another country  
B. increasing and diversifying the exports  
C. speeding the development of imports  
D. improving the quality of products
10. This report \_\_\_\_\_ the government's plans for laying off the workers.
- A. call on                      B. makes out                      C. spells out                      D. figures out
11. His loss is \_\_\_\_\_ because he wrongly judged the situation.
- A. inevitable                      B. changeable                      C. obvious                      D. definite
12. To begin a business, the most important thing is \_\_\_\_\_, narrowly speaking it is money, but actually it also includes machinery, equipments, etc.
- A. bonus                      B. capital                      C. investment                      D. stock
13. \_\_\_\_\_ is the most important factor of production, the workers sell it through working and they get their reward \_\_\_\_\_.
- A. Labor, salaries                      B. Technology, income  
C. Knowledge, bonus                      D. Skill, salaries
14. A line of forts was built along the border to \_\_\_\_\_ the country \_\_\_\_\_ attack.
- A. protect... of                      B. protect...from                      C. defend...of                      D. defend...from
15. Once this media plan has been put together, the agency's media buyer contacts the media \_\_\_\_\_ the client in order to purchase advertising space or time at the best possible rate.
- A. in terms of                      B. in front of                      C. on behalf of                      D. in accordance with
16. The president of the board was considering \_\_\_\_\_ the manager's proposal to change sales plans.
- A. to adopt                      B. adopted                      C. adopting                      D. adopt
17. 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
18. If the decree is not obeyed, the offending party is guilty \_\_\_\_\_ contempt of court and is subject to fine and imprisonment.
- A. with                      B. for                      C. on                      D. of

19. In order to get more capital to invest in the foreign market, the company converted some assets \_\_\_\_\_ cash.
- A. in                      B. for                      C. into                      D. as
20. If the buyers fail to \_\_\_\_\_ the vessel in time, the sellers shall have the right to claim compensation for their losses.
- A. disperse              B. dispel              C. dispense              D. dispatch

## II. Reading Comprehension (20%)

**Questions 21 to 25 are based on the following passage:**

Contracts are often classified as either contracts by specialty or simple contracts. Another class of obligations, sometimes referred to as contracts of record, are conclusive legal obligations created by the judgment or order of a court of record.

Contracts by specialty depend for their validity on the formality of their execution. They are required to be written, sealed, and delivered by the party to be bound thereby. The usual form of specialty contract is a covenant. A bond, although in form an acknowledgement of indebtedness instead of a promise to pay, has always been regarded and classified as a specialty contract. Contracts by specialty do not require consideration or surrender of a right, given in exchange for the promise, to give them validity. Courts of equity, however, will not enforce a specialty contract unless it is founded on a consideration.

Simple contracts do not depend for their validity on any particular formality in their execution, but rather on the existence of a consideration. A simple contract may be written or verbal, or may even be implied from the acts and conduct of the parties manifesting their intentions. It usually comes into existence as the consequence of an offer and acceptance. In contracts entered into by letter, in most jurisdictions, the offer, unless it stipulates otherwise, is deemed to be accepted on the posting of the letter of acceptance. In a few states, however, it is held that no acceptance exists until the letter of acceptance is actually received by the person making the offer. Inasmuch as agreement must be in effect in order to create a contract, any mistake in setting forth the terms of the offer or acceptance that should be apparent to the other party negates the agreement, and no contract will arise. A mistake as to some collateral matter, however, will have no effect on the contract, unless induced by fraud, in which case the defrauded party may rescind the contract. Thus, if A, intending to sell property to B for \$10,000, inadvertently writes \$5,000, and B, who



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 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 markets.

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, Volkswagon 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 principle 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. Give the English equivalents to the following abbreviations. (10%)

- 31. specific duty
- 32. compound duty
- 33. black market
- 34. corner the market
- 35. side effect

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

- 36. 市场选择
- 37. 生活方式

- 38. 思维方式
- 39. 营销努力
- 40. 产品设计

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

- 41. 我们必须按照公司总裁的指示行事(act on)。
- 42. 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)。
- 43. 这位进口商从来没有不履行他自己的承诺(meet one's commitment)。
- 44. 我不能理解(make out)孩子在说些什么。
- 45. 这种代理也不可以废除(abrogate)或修改(amend)出口商通过其银行发出(pass)的指示。

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

- 46. In terms of documentary collection, our company only accepts DP sight, not DP after sight.
- 47. I think that it is very normal to take some risk in business.
- 48. The president of the company has underestimated the English level of the staff.
- 49. The Canadian lacked fund to initiate the project.
- 50. We do not wish to see the friendly business relations between us deteriorate.