

浙江省 2016 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. To begin a business, the most important thing is \_\_\_\_\_, narrowly speaking it is money, but actually it also includes machinery, equipment, etc.  
A. bonus                      B. capital                      C. investment                      D. stock
2. All the evidences \_\_\_\_\_ that he is going to be promoted.  
A. suggests                      B. suggesting                      C. show                      D. suggested
3. Our prices are practical and reasonable. There is not much room \_\_\_\_\_ bargaining.  
A. from                      B. for                      C. at                      D. on
4. Our E-MBA course normally attracts 200,000 students all over the country every year, \_\_\_\_\_ up to 80% will be adult students.  
A. of whom                      B. with which                      C. for whom                      D. in which
5. We'll have to finish the assigned work, \_\_\_\_\_ long it takes.  
A. however                      B. whatever                      C. how                      D. despite
6. Their offer has lost its \_\_\_\_\_ by the time of writing.  
A. valuable                      B. valid                      C. validity                      D. valley
7. The wealth of a country should be measured \_\_\_\_\_ the health and happiness of its people as well as the material goods it can produce.  
A. by all means                      B. in line with                      C. in terms of                      D. in case of

8. The three governments also need to agree \_\_\_\_\_ new economic arrangements.  
A. with                      B. to                      C. on                      D. about
9. —Why have they been working on the project for so long?  
— \_\_\_\_\_ safety. Nothing is as important as that, you know.  
A. On the point of                      B. At the mercy of  
C. For the sake of                      D. In the presence of
10. Anybody is entitled to such benefit \_\_\_\_\_ of age or sex.  
A. regardless                      B. whether                      C. despite                      D. in case
11. They have planned a large advertising \_\_\_\_\_ in order to promote their products.  
A. battle                      B. struggle                      C. conflict                      D. campaign
12. We \_\_\_\_\_ you that any further enquiries from you will receive our prompt attention.  
A. ensure                      B. assure                      C. insure                      D. sure
13. Despite many turns of negotiations, the two parties didn't come \_\_\_\_\_ an agreement.  
A. through                      B. for                      C. in                      D. to
14. The buyer has the right to choose a preferable mode of \_\_\_\_\_ the goods.  
A. giving                      B. delivering                      C. selling                      D. vending
15. This product is particularly subject \_\_\_\_\_ the breakage and heat damage.  
A. to                      B. from                      C. in                      D. against
16. The rules and regulations of the company apply \_\_\_\_\_ all the staff.  
A. for                      B. to                      C. in                      D. at
17. We bought the things \_\_\_\_\_ the rate of 50 pence a hundred.  
A. at                      B. with                      C. for                      D. about
18. Several countries put a boycott \_\_\_\_\_ this product.  
A. of                      B. on                      C. under                      D. about
19. This brand of computer \_\_\_\_\_ 40% of Chinese market.  
A. account to                      B. account for  
C. come to                      D. result from
20. The \_\_\_\_\_ over the border involved the two countries into a war.  
A. difference                      B. quarrel                      C. debate                      D. dispute

## II. Reading Comprehension (20%)

Questions 21 to 25 are based on the following passage:

Documents against Payment (or DP)

This may be easier to understand now as you have already known the simple procedure. Firstly, the draft is drawn by the seller at a term or at sight. Then the draft and other title documents will be sent to the collecting bank via the remitting bank. Finally, the collecting bank or the presenting bank is authorized to surrender all the documents to the drawee on condition that the drawee has to pay immediately if it is a sight draft. This is known as “documents against payment sight”, often shortened as “DP sight”. In another situation, though rarely, an exporter may stipulate that the documents are only to be released upon payment of an accepted time draft. If the importer wishes to obtain the goods before the maturity of the draft, he is thereby forced to prepay his accepted goods. If documents are released only against payment of a time draft, the collecting bank is still forced to keep the documents and store the goods until payment is received. This is at best, a cumbersome procedure and therefore not very popular. This is called “documents against payment after sight”, often shortened as “DP after sight”.

Documents against Acceptance (or DA)

Simply speaking, the collecting bank will release the title documents to the importer against his acceptance of a time draft drawn on him, payable at e. g. “60 days from date of shipment, DA”, or “90 days after date of bill of lading, DA”; or “120 days from arrival of the goods, DA”, etc. The longer the term, the better for the buyer, because accepting the draft is equal to retaining ownership of the goods. The buyer may have enough time to sell the goods before he has to pay for the accepted draft now in the hands of the collecting bank. The existence of an accepted draft is usually a matter of honor. To this end, this is not strongly recommended.

21. Judging from this passage, we can see that the most important document in documentary collection is \_\_\_\_\_.

- A. commercial invoice
- B. certificate of origin
- C. bill of exchange
- D. certificate of inspection

22. If the documents are released only against payment of a time draft, the collecting bank still keeps the documents until payment is received. This is known as \_\_\_\_\_.
- A. documents against payment                      B. documents against acceptance  
C. documents against payment sight            D. documents against payment after sight
23. If the draft is at sight, it means that the drawee should pay \_\_\_\_\_.
- A. at definite time                                      B. at future time  
C. at determinable future time                      D. immediately
24. The bank in buyer's country in collection arrangement is the \_\_\_\_\_.
- A. remitting bank                                        B. collecting bank  
C. opening bank                                         D. confirming bank
25. If the collecting bank releases all the title documents to the importer against buyer's acceptance of a usance draft, this is known as \_\_\_\_\_.
- A. documents against payment sight            B. documents against acceptance  
C. documents against payment                      D. documents against payment after sight

**Questions 26 to 30 are based on the following passage:**

Many firms do little research before they enter a foreign market. Often, decisions concerning entry and expansion in overseas markets and selection of distributors are made after a hurried, subjective estimation of the situation. The research done is often less strict and less formal than for domestic activities.

A major reason why managers are unwilling to engage in international research is their lack of sensitivity to differences in culture, consumer taste, and market demands. Often managers assume that their methods are both best and acceptable to all others. Fortunately, this is not true. What a boring place the world would be if it were!

A second reason is a limited appreciation for the different environments abroad. Often firms are not prepared to accept that labor rules, distribution systems, or advertising regulations may be entirely different from those in the home market. Due to pressure to satisfy short-term financial goals, managers are unwilling to spend money to find out about the differences.

Finally, firms often build their international business activities gradually, frequently based on orders offered by others on their own. Over time, actual business experience in a country or with a specific firm may then be used as a substitute for organized research.

Despite the reservations firms have, research is as important internationally as it is domestically. Firms must learn where the opportunities are, what customers want, why they want it, and how they satisfy their needs and wants so that the firm can serve market, and tax rules before making a plant location decision. Doing business abroad without the benefit of research places firms, their assets, and their entire international future at risk.

Research allows management to identify and develop international strategies. In addition, research is necessary for the development of a business plan that identifies all the requirements necessary for market entry and expansion. On a continuing basis, research provides the feedback needed to adjust various business activities. Finally, research can provide management with the wisdom to help see events ahead of time, take appropriate action and adequately prepare for global changes.

26. How do many firms often make decisions concerning entry and expansion in overseas markets?
- A. They spend a long time doing a lot of market research
  - B. They are often cautious when they make decisions concerning that.
  - C. They do it after they do a strict but less formal research than that for domestic market.
  - D. They do it after they make a hasty estimation of the situation in their own mind.
27. The reason why managers don't want to engage in international research is \_\_\_\_\_.
- A. Their shortage of sensitivity to differences in culture, consumer taste, and market demands
  - B. a limited appreciation for the different environments abroad
  - C. substituting actual business experience in a country or with a specific firm for organized research
  - D. all of above
28. By saying "What a boring place the world would be if it were!" the author implies that \_\_\_\_\_.
- A. it is good for different countries to have different cultures
  - B. it is not so good for different countries to have different cultures
  - C. different cultures make the world a boring place
  - D. same culture would make the world a more interesting place

29. If a company does business abroad without doing an international market research, it \_\_\_\_\_.
- A. won't know how to find the right opportunities abroad
  - B. will place its assets and its entire international future at risk
  - C. will learn what customers want in a mistaken way
  - D. will choose a wrong plant location
30. According to the last paragraph, which of the following statements is not true?
- A. With research, managers can find out and develop international strategies
  - B. Research is necessary for the development of a business plan
  - C. A business plan must identify all the requirements necessary for market entry and expansion
  - D. Research can offer management the wisdom to prepare for global changes

### 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。

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

- 31. target customer
- 32. insurance premium
- 33. financial institution
- 34. export research
- 35. patent

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

- 36. 副作用
- 37. 市场份额
- 38. 汇票
- 39. 通货膨胀
- 40. 人均收入

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

41. 在全球定位系统(GPS)中使用的计算机化(computerized)的公路线路图(road map)帮助司机行驶(navigate)。
42. 他在演讲方面(in terms of)是个天才(genius)。
43. 他的月薪达到(run to) 1 万元人民币。
44. 有了银行的介入(intervention), 出口商就不再需要依赖买方的支付诚意(willingness)和能力(capability)。
45. 尽管不同的产品有不同的生命周期, 一般来说, 产品的生命周期(life cycle)正变得越来越短。

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

46. It is in our mutual interest to cooperate with each other.
47. As long as you quote us a reasonable price, we will immediately place orders with you.
48. The government takes a keen interest in the extension of our foreign trade.
49. Many enterprises' success or failure in essence depends on their managerial staff.
50. Due to poor management, a large amount of money drained away from the company.