

浙江省 2019 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. The newspaper is _____ subscription for the young mother who suffers from cancer.
A. obtaining B. getting C. raising D. collecting
2. The little cat was about to touch the yellow bowl full of water _____ she saw a mouse sitting beside it.
A. before B. when C. after D. while
3. The price of computer is much lower than before, but most people still can't _____ it.
A. afford B. use C. play D. have
4. Some _____ have been brought in from the car.
A. package B. packages C. the package D. the packages
5. This is the newly-produced camera _____ ABC.
A. name B. namely C. named D. naming
6. The price of the coal will vary according to how far it has to be transported and how expensive the freight _____ are.
A. payments B. charges C. funds D. prices
7. He is a man who is _____ of judging works of art.
A. able B. capable C. likely D. impossible
8. All _____ is a continuous supply of the basic necessities of life.
A. what is needed B. for our needs
C. the thing needed D. that is needed

9. We are all for your proposal that the meeting of the board _____ .
A. be put off B. was put off
C. should put off D. is to put off
10. The child was told that he _____ pay for his books.
A. need not to B. needs not C. need not D. needs not to
11. Many managers ignore the high _____ of researching and developing new product.
A. means B. value C. use D. meaning
12. He drives much _____ than he did three years ago.
A. careful B. carefully
C. more careful D. more carefully
13. Statistics is a discipline _____ all the other sciences.
A. affected B. to be affected
C. affecting D. being affecting
14. The import duties payable were _____ heavy _____ the prices would have been too high.
A. such...that... B. so...that...
C. too...that... D. too...to...
15. I want to buy a pair of shoes the same style _____ these I am wearing.
A. like B. than C. as D. to
16. Our prices are practical and reasonable. There is not much room _____ bargaining.
A. from B. for C. at D. on
17. It is a(n) _____ idea — building a Holiday Inn on the Mars.
A. novel B. abnormal C. ordinary D. odd
18. As visiting scholars, they willingly _____ to the customs of the country they live in.
A. submit B. conform C. subject D. commit
19. It is _____ important that the problem be solved before the meeting is held.
A. much B. extreme C. certainly D. vitally
20. We'll have to finish the assigned work, _____ long it takes.
A. however B. whatever C. how D. despite

II. Reading Comprehension (20%)

Questions 21 to 25 are based on the following passage:

What constitutes a rational tax system? Are there any generally accepted principles to guide the nation in determining who should pay how much? The answer is that there are some principles most people accept, but they are so broad and general that they leave plenty of room for argument and compromise. Specifically, two general principles of taxation command widespread agreement.

Benefit principle is the first principle that people who receive more from a certain government service should pay more in taxes to support it. Certainly few people would argue with this idea. However, it is frequently difficult, if not possible, to apply. For example, there is no good way to measure the amount of the benefits received by a particular taxpayer from many public services, such as police protection. Ability-to-pay principle is the second principle that people should be taxed so as to result in a socially desirable redistribution of income. In practice, this has ordinarily meant that the wealthy have been asked to pay more than the poor. This idea, too, has generally commanded widespread assent — although this, of course, has not prevented the wealthy from trying to avoid its application to them.

It follows from these principles that if two people are in essentially the same circumstances (their income, purchase, utilization of public services are the same), then they should pay the same taxes. This is an important rule, innocuous though it may seem. It says that equals should be treated equally — whether one is a Republican and the other is a Democrat, or whether one is the president's friend and the other is his enemy, or whether one has salary income and the other has property income, they should be treated equally. Certainly, this is a basic characteristic of an equitable tax system.

21. Which of the following is true about the benefit principle?
 - A. The tax one pays for a service is in proportion to the benefits he enjoys.
 - B. It is quite easy to assess the benefits from the services.
 - C. Most people would go against it.
 - D. More taxes may be collected.
22. What can we learn from the second paragraph about the ability-to-pay principle?
 - A. The principle can bring about an unfair redistribution of after-tax income.
 - B. The rich should pay more than the poor according to the principle.
 - C. The wealthy tend to evade income taxes more often than the poor.
 - D. The wealthy would be in favour of the principle.
23. What is a basic characteristic of an equitable tax system?
 - A. The wealthy should be taxed more heavily than the poor.
 - B. It is based on the ability-to-pay principle.
 - C. Equals should be taxed equally.
 - D. Everyone likes the system.
24. What does the passage mainly discuss?
 - A. Factors in an equitable tax system.
 - B. Arguments for a rational tax system.
 - C. Arguments against an unfair tax system.
 - D. General principles that constitute a rational tax system.

25. Which word best describes the tone of the passage?

- A. Objective. B. Emotional. C. Tentative. D. Critical.

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. The task includes the identification, evaluation, and comparison of potential foreign business opportunities and the following target market selection. 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. Which of the following is not the reason why managers don't want to engage in international research?
- A. They already know what the customers want and need.
 - B. They are not sensitive to differences in culture, consumer taste, and market demands.
 - C. They don't fully appreciate the different environments abroad.
 - D. They substitute actual business experience in a country or with a specific firm for organized research.
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. Firms have a limited appreciation for the different environments abroad because they _____.
- A. are not prepared to accept the differences in labor rules
 - B. are not used to the different distribution systems
 - C. are unwilling to spend money to find out about the differences for the sake of short-term financial goals
 - D. think that they have fully learned the conditions and differences of the overseas markets
30. 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

非选择题部分

注意事项:

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

- 31. shipping package
- 32. trader's domain
- 33. quote a price for your product
- 34. insurance premium
- 35. labor-intensive industries

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

36. 销售渠道
37. 案头研究
38. 品牌形象
39. 跟单托收
40. 财产税

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

41. Exporting is an orderly, methodical and a somewhat technical process of adapting products to conditions in countries outside.
42. The seller is unwilling to ship the goods without receiving payment, while the buyer is reluctant to part with his money without actually controlling the goods.
43. Business is an organized approach used by individuals or companies for the purpose of providing goods and services to people.
44. Technological advance in banking, transportation, and telecommunications have made it possible for the worldwide acceptance of credit operations.
45. Product lines may go on forever, but products, like human beings, are mortal and progress in definite stages from birth through maturity to death.

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

46. 这两个商务代表团进行了多轮(a round of)谈判。
47. 尽管管理制度不尽相同(vary),但每个公司的最终目标都是赢利。
48. 在金钱方面(in terms of),她很富有,但在幸福方面,却不是如此。
49. 因特网使国际调查不仅变得容易得多而且廉价极了。
50. 劳动力的缺乏迫使日本大量使用工业机器人。