



9. Despite many turns of negotiations, the two parties didn't come \_\_\_\_\_ an agreement.  
A. through                      B. for                      C. in                      D. to
10. The manufacturer won't take the \_\_\_\_\_ for damage caused by misuse.  
A. duty                      B. responsibility                      C. reliability                      D. reputation
11. 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
12. 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. identifying  
C. identification                      D. identify
13. When an exporter quotes a price for a product, he is making \_\_\_\_\_.  
A. an order                      B. an inquiry  
C. an offer                      D. money
14. A government may limit some kinds of import because the country is \_\_\_\_\_ of the foreign currency that would be needed to pay for them.  
A. little                      B. low                      C. short                      D. few
15. Many countries with small populations and very low per capita income find that they have the natural resources to produce particular product. The underlined per capita income means:  
A. personal income                      B. public interests  
C. profit margins                      D. individual account
16. We can meet your demand \_\_\_\_\_ Dabao SOD Milk products.  
A. on                      B. for                      C. to                      D. at
17. Each company \_\_\_\_\_ its own product, growing enough to meet local needs and exporting the rest.  
A. specializes                      B. is specialized in  
C. specializes in                      D. specializing
18. Competition in international markets stimulates exporters to \_\_\_\_\_ their product to the needs of the market.  
A. adopt                      B. affect                      C. adapt                      D. effect

19. A company must be selective and concentrate our marketing efforts \_\_\_\_\_ the market which will yield the best result.
- A. on                      B. in                      C. of                      D. at
20. As soon as an exporter receives an inquiry about his product, he \_\_\_\_\_ the customer a certain price.
- A. offers                      B. makes                      C. quotes                      D. places

## II. Reading comprehension. 10%

### Documents against Payment

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 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 there by 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

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 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.

## Questions

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 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. document 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 known as \_\_\_\_\_.
- A. documents against payment sight  
 B. documents against acceptance  
 C. documents against payment  
 D. documents against payment after sight

### 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. Fill in each blank of the following sentences with one of words or phrases listed below and make changes if necessary. 10%

impose    subject to    surplus    attach    available    boycott (n)  
 abide by    delivery    tie up    hand over

26. There is a \_\_\_\_\_ on the goods imported from that country.
27. Buyer shall bear taxes, duties or charges, if any, which may be \_\_\_\_\_ by the government.
28. Their offer is \_\_\_\_\_ change without notice.
29. If a country's exporting is more than its importing, we say that this country's trade is in \_\_\_\_\_.

30. \_\_\_\_\_ are some copies of our product catalogues for your reference.
31. Please ship the goods by the first \_\_\_\_\_ steamer.
32. The staff will have to \_\_\_\_\_ the rules and regulations of the company.
33. The delay in \_\_\_\_\_ was caused by a shortage of raw materials.
34. They didn't agree on several terms of the contract, because they had the risk of \_\_\_\_\_ their money.
35. The family business was \_\_\_\_\_ to the youngest son after the father resigned.

**IV. Put the following terms into English. 10%**

36. 商业交易
37. 国际收支
38. 通货膨胀
39. 关税联盟
40. 保险费
41. 跟单信用证
42. 汇票
43. 购买力
44. 支付条款
45. 进口限制

**V. Put the following sentences into Chinese. 20%**

46. In the fierce business competition, either we or the rivalries will be beaten.
47. The improvements in packing and presentation will add further value to the products which can provide for a wide range of tastes and requirements.
48. Different quality standards like specifications, grades, etc. must be clearly stated and accepted by the buyer.
49. Deciding on a product strategy wisely is very important to the long-term development of a company.
50. Effective marketing requires a consumer orientation instead of a product orientation.

**VI. Put the following sentences into English. 30%**

51. 外资流入对中国经济的发展有很大帮助。
52. 尽管不同的产品有不同的生命周期,一般来说,产品的生命周期正变得越来越短。

53. 我们生活在一个充满竞争的社会里广告宣传在推销方面起到了很重要的作用。
54. “边际成本”定价是最现实的,也是最常用的定价方法。
55. 将商品从卖主运送到买主途中还需要一份保险合同。
56. 关税同盟是为了降低进口货物的成本、扩大市场而设计的。