

浙江省 2015 年 10 月高等教育自学考试

旅游英语试题

课程代码:06010

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. Make the best choice to complete the following sentences. (共 15 分,15 小题,每小题 1 分)

1. A: Oh, by the way, how am I \_\_\_\_\_ pay for the calls I make?  
B: Don't worry. They will be charge to your room.  
A. suppose to      B. supposing to      C. supposed to      D. being supposed to
2. A: The restaurant is open all day. Just call room service with your order.  
B: Well, there dosen't seem \_\_\_\_\_ a menu in the room.  
A. to be      B. having      C. to      D. /
3. The lining of my suit is \_\_\_\_\_. It might get worse during the wash.  
A. driving off      B. coming off      C. packing off      D. seeing off
4. If you're a person who uses \_\_\_\_\_ when you speak, such as "uh huh", "um", or phrases such as "like" or "you know", train yourself carefully not to use these when you speak on the phone.  
A. filler      B. slang      C. jargon      D. simmer
5. If they don't pass the test, \_\_\_\_\_ this telephone answering tips list with them.  
A. turn over      B. give over      C. go over      D. leave over
6. When you can show concern \_\_\_\_\_ what matters to your customer, that's Business to Customer Loyalty, and you've just gained a customer for life.  
A. of      B. that      C. on      D. about



Secret Number One — “The Customer Is Always Right.” If a customer comes to you about a complaint, be very serious about how you handle it. Is the customer upset and angry? First, calm him with words and action and show that you are serious about doing something to solve the problem. Even if it is obvious that he’s wrong, sometimes it’s better for repeat business to take the loss and compensate the customer.

Then, when your customer is satisfied that his complaint has been properly addressed, thank him for bringing the problem to your attention. Remember, no amount of advertising can repair the damage done by failing to properly address a customer’s concern. Even more damaging to a small business is the “silent complainer.” That’s the customer who simply walks out of your shop without saying a word, and you never see him again. These silent complainers have friends. And their friends have friends.

Secret Number Two —Be honest with your customer. If your customer even suspects that you are trying to cheat him, you can kiss that customer goodbye—for ever! Were you lucky enough to buy something from a wholesaler at a discount price? Instead of improving your bottom line, pass that saving on to your customer. This will strengthen your customers trust in you so that, in the future, your customers will know where to come for real savings. Did you manage to pick up some out of date or reject item? Don’t try to sell it to your customers at a regular price without at least telling them that it’s a reject or of lower quality.

If your customer asks you for advice on a product, don’t try to sell him the item that best enhances your bottom line. Sell him the item that’s best for your customer. In the long run, your bottom line will thank you for having made this choice.

Secret Number Three —Educate your staff to be equally as concerned about your customers as you are. Suppose you walk into a hardware store and ask the young clerk for some rubber cement.

“You mean, a toy for babies?”

“No,” You repeat. “I want a bottle of rubber cement.”

He obviously doesn’t know what you are talking about. However, rather than finding out what rubber cement is, he gives you a strong look, then turns his back and goes on to serve another customer. Needless to say, after that incident you will take all your hardware

business elsewhere.

A final bit of advice about customer service; “If you aren’t taking care of your customers, your competitors will.” Print that advice out in large, bold letters and paste it above your cash register.

16. The phrase “bread and butter”(Line 1, Paragraph 1)most probably means \_\_\_\_\_.  
A. concern  
B. necessity  
C. secret  
D. catalyst
17. What should you do at first if a customer comes to you about a complaint?  
A. You should thank him for bringing the problem to your attention.  
B. You should point out his fault if it is obvious that he is wrong.  
C. You should calm your customer with words and action and show that you are serious about the event.  
D. You needn’t do anything, because it’s his fault.
18. Which of the following is not true if you are honest with your customers?  
A. Your customers will walk out of your shop without saying a word.  
B. It will strengthen your customers trust in you.  
C. Your customers will know where to come for real savings in the future.  
D. It contributes to successful business.
19. How do you explain the statement “After that incident you will take all your hardware business elsewhere”?  
A. Because the hardware store doesn’t have the thing what I need.  
B. There are many competitors.  
C. The staff doesn’t know what customers are talking about.  
D. Because the customer isn’t satisfied with the service in that hardware store.
20. Which of the following is the best title for this text?  
A. How to Treat Your Customers?  
B. How to Treat Your Staff?  
C. Three Secrets of Good Customer Service  
D. Three Secrets of Successful Business

## 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. Match each word in the column on the left with its meaning in the column on the right. (共 10 分,10 小题,每小题 1 分)

- |                 |   |
|-----------------|---|
| 21. recipient   | a. fasten by sewing; do needlework                                  |
| 22. reinforce   | b. the act of gambling  |
| 23. lining      | c. a person who gets something                                      |
| 24. stitch      | d. consisting of separate interconnected parts                      |
| 25. spying      | e. short account of an incident                                     |
| 26. cliché      | f. keeping a secret or furtive watch                                |
| 27. wager       | g. make stronger  |
| 28. anecdote    | h. any structure that makes progress difficult                      |
| 29. obstruction | i. a trite or obvious remark  |
| 30. composite   | j. a piece of cloth that is used as the inside surface of a garment |

### Ⅳ. Choose a correct phrase to complete each of the following sentences. Change the form where necessary. (共 16 分,8 小题,每小题 2 分)

- a. rub salt into one's wounds
  - b. stand the test of
  - c. distinguish from
  - d. break the ice
  - e. in the case of
  - f. adapt into
  - g. bring up
  - h. as of
31. If the plan is such a good plan ... it can \_\_\_\_\_ time.
32. She hopes only that her card will cover her \_\_\_\_\_ illness.
33. I really worry about her, but I know if I \_\_\_\_\_ therapy, she will stop speaking to me.

34. He spoke very rudely to her in front of her friends and then, to \_\_\_\_\_, he began to laugh at her.
35. Superficially, it was hard to \_\_\_\_\_ a real iPhone and it seemed the counterfeiters could be using the shells intended for the assembly of authentic units.
36. These children's books are so exciting that they deserve to \_\_\_\_\_ films.
37. But \_\_\_\_\_ this year, advisers must register so the agency knows who they are.
38. I knew inside what an opportunity this was, so despite my fear, I got up the courage to \_\_\_\_\_ and ask my question.

**V. Translate the following sentences into English. (共 32 分, 8 小题, 每小题 4 分)**

39. 所有的消费都记入你的房间费用, 在您离开时再结算。
40. 这和你们城里最好的五星级宾馆的声誉不相称。
41. 我应该怎样为我逗留期间接受的所有服务付费?
42. 因为电报封面没有收报人姓名, 服务台为了查对姓名而拆开的。
43. 我妻子被运送行李的电梯发出的嘈杂声弄醒了几次。
44. 请告诉我们或在洗衣单上写明您的衣服是否需要熨烫(iron)、水洗、干洗或缝补, 还要写明何时需要取衣服。
45. 因为您房间里的空调不能很快修理好, 您介意换一间客房吗?
46. 口齿清楚, 言语流畅是很必要的, 因为这些雇员直接与酒店客人和公众交谈, 经常使用电话和公共演说系统。

**VI. Translate the following paragraph into good Chinese. (17 分)**

47. Beijing International Hotel has 1,008 comfortable and well-appointed guest rooms. Well trained staff will make sure that you have a unforgettable stay in Beijing and that all your needs are taken care of. The hotel rooms are designed by a well-known international architect firm and are equipped with broadband Internet access and a functional writing desk. From the room's full length window you will have an amazing view of the Forbidden City in the west, the famous Chang'an Street in the south, the central business district of Beijing in the east and the "siheyuan" traditional courtyard houses in the north.