

《国际商务英语入门》期末试卷

DEMO

(只作考试题型讲解用途)

Part One: Writing (15%)

Directions: You are allowed 30 minutes to write a composition on the topic **XXXXXXXXXX**. You should write at least 120 words but no more than 180 words.

Part Two: Matching Questions 1-16 (16%)

Directions: Match each of the following expressions in **Column A** with the appropriate definition in **Column B**. You should decide on the best choice and mark the corresponding letter on the **Answer Sheet**.

Group One Questions 1-4

Column A

1. XXXXX
2. XXXXX
3. XXXXX
4. 财政紧缩

Column B

- A) XXXXXX
- B) XXXXXXXX
- C) fiscal tightening
- D) XXXXXXXX

Part Three: Vocabulary and Structure Questions 17-32 (16%)

Directions: You should decide on the best choice and mark the corresponding letter on the **Answer Sheet**.

17. Many Asian governments _____ or control prices of some items to protect consumers and prevent social tensions.

- A) abuse B) scramble C) recruit D) subsidize

Part Four: Reading Comprehension Questions 33-47 (30%)

Directions: There are 3 passages in this part. For each of them, there are four choices marked **A**), **B**), **C**) and **D**). You should decide on the best choice and mark the corresponding letter on the **Answer Sheet**.

Part Five: Cloze Questions 48-62 (15%)

Directions: There are 15 blanks in the following passage. For each of them there are four choices marked *A*), *B*), *C*) and *D*). You should decide on the best choice and mark the corresponding letter on the **Answer Sheet**.

Part Six: Sentence Insertion Questions 63-66 (8%)

Directions: Read the following passage and choose the best sentence (**A-D**) to fill each of the gaps (**63-66**). You should decide on the best choice and mark the corresponding letter on the **Answer Sheet**.

So the news that Cablevision, an American cable company, was rolling out interactive advertisements to all its customers on October 6th was greeted with some skepticism. During commercials, an overlay will appear at the bottom of the screen, prompting viewers to press a button to request a free sample or order a catalogue.
_____63_____.

Television advertising could do with a boost. Spending fell by 10% in the first half of the year. _____64_____. Some are turning to the Internet, which is cheaper and offers concrete measurements like click-through rates, especially important at a time when marketing budgets are tight. With the launch of interactive advertising, “many of the dollars that went to the Internet will come back to the TV,” says David Kline of Cablevision. Or so the industry hopes.

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XXXXXXXXXXXXXX_____66_____.XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
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- A. XXXXXXXXX
- B. XXXXXXXXX
- C. The popularization of digital video recorders has caused advertisers to worry that their commercials will be skipped
- D. Cablevision hopes to allow customers to buy things with their remote controls early next year.