

全国 2014 年 10 月高等教育自学考试

电子商务英语试题

课程代码:00888

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。

一、根据句子的意思选择一个正确的答案。(本大题共 10 小题,每小题 1 分,共 10 分)

在每小题列出的四个备选项中只有一个是符合题目要求的,请将其选出并将“答题纸”的相应代码涂黑。错涂、多涂或未涂均无分。

1. The school is planning to _____ computer programs into the curriculum.
A. combine B. alternate C. integrate D. gather
2. We should give our people the health care they need at a price the country can _____.
A. afford B. affect C. buy D. save
3. Of the two plans, I think the first one is _____ more practical.
A. relevantly B. relatively C. related D. compared
4. When you search by keyword, you often get _____ results and the return of a lot of irrelevant information.
A. imprecise B. informal C. concise D. parallel
5. He has enough courage to _____ the difficulty.
A. sweep B. overcome C. hit D. hurt
6. Allan is looking forward to _____ the trade fair.
A. meet B. meeting C. be meeting D. having met
7. The sales manager had his secretary _____ a press conference for their new products.
A. arrange B. to arrange C. have arranged D. arranged

8. The message _____ Mr. Black was elected chairman of the committee arrived just in time.
A. which B. what C. that D. how
9. They had talked only for a few minutes _____ they found they were of different opinions.
A. unless B. while C. before D. once
10. By the time of next month, I _____ my term paper.
A. have completed B. complete
C. am completing D. will have completed

二、阅读下面的短文,从 A,B,C,D,四个选项中选出一个最佳答案。(本大题共 10 小题,每小题 2 分,共 20 分)

Passage 1

Your boss holds your future prospects in his hands. Some bosses are hard to get along with. Some have excellent qualifications but no idea when it comes to dealing with people. Of course, not all bosses are like that.

The relationship you have with your boss can be a major factor in determining your rise up the career ladder. Your boss is not only your leader, he is also the person best equipped to help you do the job you are paid to do. He can inform you of company direction that may affect your professional development.

Your boss also needs you to perform at your best in order to accomplish his objectives. He needs your feedback in order to provide realistic and useful reports to upper management. But how does this help you establish a meaningful working relationship with your boss?

The key is communication. Learn and understand his goals and priorities (优先的事). Observe and understand your boss's work style. If he has not been clear with his expectations, ask! Likewise, ask for feedback and accept criticism gracefully. And if he understands that you do not view your job as just something to fill the hours between 9 and 5, he may be more likely to help you.

In short, getting along with your boss requires getting to know his likes and dislikes and learning to work with his personality and management style.

11. The main idea of the first paragraph is that _____.
A. bosses are hard to deal with B. bosses have good character
C. bosses determine your career future D. bosses must have similar personality

12. In the second paragraph, “rise up the career ladder” means _____.
 - A. going to work abroad
 - B. changing jobs frequently
 - C. being promoted in position
 - D. pursuing an advanced degree
13. In order to achieve his objectives, your boss expects that you will _____.
 - A. do your best in your work
 - B. show your management skills
 - C. get along with your colleagues
 - D. write reports to upper management
14. The most important factor for establishing a good working relationship with the boss is _____.
 - A. high expectations
 - B. quick feedback
 - C. frequent criticism
 - D. effective communication
15. The best title for the passage might be _____.
 - A. How to Take Care of Your Boss
 - B. How to Get Along with Your Boss
 - C. How to Accept Your Boss’s Criticism
 - D. How to Accomplish Your Boss’s Objective

Passage 2

Google, the Internet search-engine company, has announced it will give more than twenty-five million dollars in money and investments to help the poor. The company says the effort involves using the power of information and technology to help people improve their lives.

Aleem Walji works for Google.org — the part of the company that gives money to good causes. He said the company's first project will help identify where infectious (传染性的) diseases are developing. In Southeast Asia and Africa, for example, Google.org will work with partners to strengthen early-warning systems and take action against growing health threats.

Google.org's second project will invest in ways to help small and medium-sized businesses grow. Walji says microfinance (小额贷款) is generally small, short-term loans that create few jobs. Instead, he says Google.org wants to develop ways to bring investors and business owners together to create jobs and improve economic growth.

Google.org will also give money to help two climate-change programs announced earlier this year. One of these programs studies ways to make renewable (再生的) energy less costly than coal-based energy. The other is examining the efforts being made to increase the use of electric cars.

This dimension of e-transactions for 28 business offers global opportunities and challenges. With the sophistication in the software and CMS 29 to develop online stores and integrate secure mode of payments, 30 an e-commerce site is becoming simpler day by day and cost effective.

21. A. on B. in C. at D. to
22. A. mounted B. amounted C. decreased D. pointed
23. A. upon B. by C. with D. over
24. A. Nevertheless B. Actually C. However D. Hence
25. A. Electronic B. Mobile C. Changeable D. Moving
26. A. however B. therefore C. but D. although
27. A. depending on B. according to C. due to D. following by
28. A. many B. most C. few D. any
29. A. aimed B. aiming C. used D. using
30. A. developing B. developed C. to develop D. develop

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。

第二部分：在下列课文片段中按文中意思提示填入遗漏的词。(共 5 小题,每小题 1 分,共 5 分)

In addition 31 buying and selling products, e-business may also handle other traditional business aspects. The use of electronic chat 32 a form of technical and customer support is an excellent example of this. An e-business, 33 uses chat 34 supplement its traditional phone support finds a system which saves incredible amounts of time 35 providing opportunities unavailable through traditional support.

四、根据给出的汉语词义和规定的词性写出相应的英语单词,该词的第一个字母已经给出,每条短线上写一个字母。(本大题共 10 小题,每小题 1 分,共 10 分)

36. 客户,当事人 n c_ _ _ _ _
37. 规格,规范,说明书 n. s_ _ _ _ _
38. 摘要,概要,总结 n. s_ _ _ _ _
39. 收入,收益 n. r_ _ _ _ _

40. 反馈, 回复 n. f _ _ _ _ _
41. 每年的, 一年的 adj. a _ _ _ _
42. 住, 居住 v. r _ _ _ _
43. 拒绝, 抛弃, 扔掉 v. r _ _ _ _
44. 买, 购买 v. p _ _ _ _ _
45. 执行, 实施, 完成 v. e _ _ _ _ _

五、给出下列单词或术语的汉语意义。(本大题共 20 小题, 每小题 1 分, 共 20 分)

46. electronic storefront
47. sales channel
48. staff recruitment
49. debit card
50. case study
51. IP
52. shopping cart
53. neural networks
54. email marketing
55. cross-ownership
56. serve as
57. regardless of
58. cater to sb.
59. log off
60. pass on
61. lose ground
62. as needed
63. account for
64. stand out
65. be restricted to

六、根据句子的意思将括号中的词变成适当的形式。(本大题共 5 小题, 每小题 1 分, 共 5 分)

66. His past experience qualified him to _____ (handle) such a delicate matter.
67. He wants her to give up working and stay home to look after the children. She feels, however, that is _____ (overdo) it a bit.
68. She succeeded in _____ (retain) her lead in the second race.

69. A key task is to get pupils to _____ (perceive) for themselves the relationship between success and effort.

70. The tents are in _____ (vary) shapes, colors and sizes.

七、英译汉：阅读下面的短文，然后把画线的句子翻译成汉语。（本大题共 5 小题，每小题 2 分，共 10 分）

(71)For many users, a search site is now their point of entry to the Internet. The best-known search engine has already entered the lexicon(词典): people say they have “Googled” a company, a product or their plumber. (72)The search business has also developed one of the most effective forms of advertising on the Internet. And (73)it is already the best way to reach some consumers: teenagers and young men spend more time online than watching television. All this means that search is turning into the internet’s next big battleground as Google defends itself against challenges from Yahoo! and Microsoft.

The other way to get noticed online is to offer goods and services through one of the big sites that already get a lot of traffic. (74)eBay, Yahoo! and Amazon are becoming huge trading platforms for other companies. But to take part, a company’s products have to stand up to intense price competition. (75)People check online prices, compare them with those in their local high street and may well take a peek(看) at what customers in other countries are paying. Even if websites are prevented from shipping their goods abroad, there are plenty of web-based entrepreneurs ready to oblige.

八、汉译英：请把下面的汉语句子翻译成英语。（本大题共 5 小题，每小题 2 分，共 10 分）

76. 法律因素也应考虑进去。(take ... into account)

77. 它的确是互联网热潮的范例。(poster-child, dotcom boom)

78. 许多企业仅仅是始于一个好想法。(begin with)

79. 从本质上讲,这就是一种网上支付的方法。(in essence)

80. 将网上内容进行手工分类耗时太多,得到的搜索结果却不多。(result in)