

试卷代号:1378

国家开放大学(中央广播电视大学)2018年秋季学期“开放本科”期末考试

管理英语 3 试题

2019年1月

注 意 事 项

一、将你的学号、姓名及分校(工作站)名称填写在答题纸的规定栏内。考试结束后,把试卷和答题纸放在桌上。试卷和答题纸均不得带出考场。监考人收完考卷和答题纸后才可离开考场。

二、仔细读懂题目的说明,并按题目要求答题。答案一定要写在答题纸的指定位置上,写在试卷上的答案无效。

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

四、考试时间为 60 分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — I suppose there'll be a lot of arguments.

— _____

- A. No problem.
- B. I should imagine so.
- C. That's a good idea.

2. — Sorry, I made a mistake again.

— _____ Practice more and you'll succeed.

- A. Never mind.
- B. Certainly not.
- C. You're welcome.

3. — Do you mind if I smoke here?

— _____

- A. No, thanks.
- B. Yes, please.
- C. Yes, better not.

4. — How did you miss your train?

— _____

- A. Never mind.
- B. What's your proposal?
- C. Well, I was caught in the traffic jam.

5. — Good morning, Volunteering Matters, how can I help you?

— Good morning, I'd like to find out _____.

- A. how I could pay online
- B. how I could become a volunteer
- C. how I could make an appointment

6—20 题: 阅读下面的句子, 从 A、B、C 三个选项中选出一个能填入空白处的正确选项, 并将答案序号写在答题纸上。

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Step 1: Organize financial information

The first step is to be clear of your current financial situation. You need to know how much money your company makes monthly and the changes that might arise in the future. Although income flows change throughout the year, you must organize the information based on reliable revenue — the minimum amount of money your company makes each month.¹⁶

A realistic budget plan will always focus on the income that exceeds the expenses,¹⁷ not the total revenue that comes in. When you have determined the amount of disposable income available for the company, you should determine where the money will go.

Step 2: Determine where you want to spend marketing funds

After you know the total amount available to spend on marketing, the next step is how you plan to spend that money. Three main factors decide how you spend marketing funds: the budget amount, your past experiences, and where you can reach the right audience.

You will start organizing how to spend the funds based on the amount. Besides, you need to consider the strategies that have worked in the past. Also, you need consider which marketing channels will allow you to reach the right audience.

Step 3: Assess data and make appropriate changes

The final step in building a good marketing budget is the analysis of the plan and any changes that may improve revenue. Ultimately, marketing is designed to bring in extra revenue.¹⁸ If the activity does not bring in any additional revenue over its cost, then it is better to change strategy and try something else.

Assessing the data is a vital part of creating an effective marketing strategy.¹⁹ Evaluation begins with comparing past performance to the performance after marketing the product or services.

However, a good budget alone is not enough. You have to take action and remain committed to following through your plan. By keeping the budget in mind when you make decisions, you will have the opportunity to work out different strategies to find the best solutions for your business goals and prevent overspending on marketing.

21. What should the budget plan be based on?
- A. The company's reliable expense.
 - B. The company's reliable income.
 - C. The company's reliable cost.
22. What does "disposable income" mean in paragraph 3?
- A. Total income.
 - B. Previous income.
 - C. Net income.
23. You have to be clear of _____ when organizing financial information.
- A. the income and expenses
 - B. the marketing fund
 - C. the budget management
24. The three main factors that decide how you spend marketing funds are _____.
- A. the money you have earned, the actual expenses and the money you will expend
 - B. the budget amount, your past experiences and where you can reach the right audience
 - C. the assets you have, the product and the income
25. Keeping the budget in mind when making marketing decisions will avoid _____.
- A. using less than you earn
 - B. using money unnecessarily
 - C. using more than you earn

26—30 题:请根据短文内容判断给出的语句是否正确,正确的写“T”,错误的写“F”,并将答案写在答题纸上。

Passage 2

I think the most terrible thing in life for my little brother is getting up in the morning. He is almost sick when my mother calls, "Herbert! It's seven o'clock! Get up!"

Herbert answers, "I'm coming!" and goes right back to sleep. I'm not at all like my brother. I don't like to go to bed at night but I don't mind getting up in the morning. I usually wake up before my mother calls me. I jump out of bed and go into the bathroom to take a shower. I get dressed, brush my teeth, comb my hair, and get ready to go downstairs for breakfast as soon as my mother calls.

But not Herbert. He just sleeps. A military band (军乐队) in our bedroom could not wake him up. I call him and say, "Get up! Mum will be up here to pull you out of bed if you don't get up immediately!"

But he just sleeps. After calling a few more times my mother has to come upstairs and pull Herbert out of bed. It's that way every day with my little brother. Perhaps someday he'll learn to get up on time, but I really don't think so.

26. The most terrible thing in life for my little brother is going to school.

27. When mother calls, Herbert doesn't answer and remains in bed.

28. My mother often has to pull Herbert out of bed as he refuses to get up.

29. Sometimes we have to send for a military band to wake Herbert up.

30. The writer thinks someday Herbert will learn to get up on time.

四、写作(共 20 分)

31. 根据要求写作文。

写作要求:

以秘书张强的名义,给 Sam Smith 写一份电话留言。

来电时间:4 月 6 日下午 3:00

出访时间:4 月 11 日,星期二

航班号:CZ3590

起飞/到达时间:7:55/10:25

访问意图:Mr James 将于下周到 Sam Smith 的办公室洽谈一项新的技术开发项目,询问对方时间是否合适,如果时间不合适,请 Sam Smith 回电话。

座位号

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管理英语 3 试题答题纸

题 号	一	二	三	四	总 分
分 数					

得 分	评卷人

1. 2. 3. 4. 5.

得分	评卷人

6.	7.	8.	9.	10.
11.	12.	13.	14.	15.
16.	17.	18.	19.	20.

得 分	评卷人

21. 22. 23. 24. 25.

26. 27. 28. 29. 30.

得 分	评卷人

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国家开放大学(中央广播电视大学)2018年秋季学期“开放本科”期末考试

管理英语 3 试题答案及评分标准

(供参考)

2019年1月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

1. B 2. A 3. C 4. C 5. B

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. A 7. B 8. A 9. B 10. C
11. C 12. B 13. A 14. B 15. A
16. B 17. B 18. C 19. A 20. C

三、阅读理解(共40分,每小题4分)

21—25题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

21. B 22. C 23. A 24. B 25. C

26—30题:请根据短文内容判断给出的语句是否正确,正确的写“T”,错误的写“F”,并将答案写在答题纸上。

Passage 2

26. F 27. F 28. T 29. F 30. F

四、写作(共 20 分)

31. 根据要求写作文。

(供参考)

A Telephone Message

To: Sam Smith

Time: 3:00 p. m. , April 6

Message: Mr. James of AAA Company is scheduled to visit your office on April 11, Tuesday. His Flight CZ3590 takes off from Shanghai at 7:55 a. m. and arrives in Shenzhen at 10:25. He is expecting to discuss with you about the technical cooperation on a new project. Ring back to check whether the time is suitable.

From: Zhang Qiang

作文评分标准:

(1) 评分原则

① 本题总分为 20 分, 按 6 个档次给分。

② 评分时, 先根据文章的内容和语言初步确定其所属档次, 然后以该档次的要求来衡量、确定或调整档次, 最后给分。

③ 评分时应注意的主要内容为: 内容要点、句型变化、词汇运用和语法结构的准确性, 语意的连贯性、逻辑性以及应用文的格式要求。

④ 评分时, 如拼写错误较多, 书写较差, 以至影响交际, 将分数降低一个档次。

(2) 各档次的给分范围和要求

16—20 分	<ul style="list-style-type: none"> ●完全完成了试题规定的任务； ●覆盖所有内容要点； ●语法结构、句型和词汇有变化； ●语法结构和用词准确； ●语意连贯、逻辑性强； ●应用文写作格式规范。
11—15 分	<ul style="list-style-type: none"> ●较好地完成了试题规定的任务； ●覆盖所有内容要点； ●句型和词汇有变化； ●语法结构和词汇基本准确，些许错误主要是因为尝试较复杂语法结构或词汇所致； ●语意基本连贯、有一定的逻辑性； ●应用文写作格式较为规范。
6—10 分	<ul style="list-style-type: none"> ●基本完成了试题规定的任务； ●覆盖所有内容要点； ●运用语法结构和词汇方面能满足任务的基本要求； ●有一些语法结构或词汇方面的错误，但不影响理解； ●语意连贯性及逻辑性方面存在一定问题； ●应用文写作格式基本规范。
3—5 分	<ul style="list-style-type: none"> ●虽尽力但不足以完成试题规定的任务； ●仅覆盖部分主要内容，或写了一些无关内容； ●语法结构和词汇运用能力很弱； ●有许多语法结构或词汇方面的错误，影响了对写作内容的理解； ●语意不连贯，逻辑性方面问题较大； ●应用文写作格式不规范。
1—2 分	<ul style="list-style-type: none"> ●未完成试题规定的任务； ●句子不完整或无法理解； ●语法结构或词汇方面错误连篇，影响对写作内容的理解；语言运用能力差； ●语意不清，毫无逻辑； ●应用文写作格式不规范。
0 分	<ul style="list-style-type: none"> ●未答题，或虽作答但不知所云。