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试卷二 参考答案

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**I. Translate the following terms into English:**

品牌认同    brand recognition  
市场准入    access to market  
专营店    specialty shop  
泡沫经济    bubble economy  
商业周期    business cycle  
扣除通货膨胀后的收入    inflation-adjusted revenue  
银行间无抵押资金市场    interbank unsecured-money market  
欧元区    Euro zone  
反倾销税    anti-dumping duties  
争端解决进程    dispute settlement process

**II. Translate the following terms into Chinese:**

EU    欧洲联盟  
GATT    关贸总协定  
NAFTA    北美自由贸易协定  
trade liberalization    贸易自由化  
equity market    股票市场  
product cycle    产品周期  
Treasury bills    (美) 财政部债券  
deregulation    放松管制  
market segment    分块市场  
capital deepening    资本深化

**III. 英译中 (略)****IV. 中译英**

- 1) Stock prices gain ground on Wall Street after a long-awaited employment report showed the U-S economy added thousands of new jobs in May.
- 2) In all cases examined by the author, people who are strongly oriented towards materialistic values turn out to experience less well-being, including dissatisfaction, unhappiness, depression, and anxiety.
- 3) The two economists pledged that they would carry on the research from where they left off.
- 4) During the 1950s and 1960s, the United States pegged the dollar to gold (\$35.00 was equal to one ounce of gold), and most other countries had pegged their currencies to the dollar (the German Mark was fixed at four marks equal to one dollar).



- 5) Certainly, Haier doesn't spend much on marketing, compared with the amount earmarked by most multinational companies. In the U.S., Haier's promotion budget accounts for only a paltry 1% of its American sales.

**V. 句子填空**

1 H    2 C    3 F    4 A    5 E    6 G    7 B

**VI. 阅读理解**

New Economy

1 D    2 B    3 A    4 C    5 B    6 D    7 B    8 D