

样题参考答案

样题 (B)

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