

对外经济贸易大学
2005-2006学年第一学期
《高级商务英语听说》期末考试试卷（A卷）
 课程代码及课序号：ENG301

学号：_____ 姓名：_____ 成绩：_____

班级：_____ 课序号：_____ 任课教师：_____

题号	一	二	三	四	五	六	七	合计
分值								

1. Listen to the following passage carefully and complete by filling in the missing word (10 points 1 point each).

Score_____

Mary Kay Inc. was _____ in Texas in 1963 by Mary Kay Ash. Mary Kay is the best selling brand of facial skin care and color _____ in the United States. The Mary Kay _____ includes more than _____ products in 9 categories: facial skin care, color cosmetics, nail care, hair care, body care, sun _____, fragrances, men's skin care and nutritional _____. The focus is on skin care which accounts for over 45% of sales. More than _____ US customers purchase, approximately _____ Mary Kay products each year. Products are manufactured in Mary Kay's only factory in Texas and shipped from there to over _____ in the rest of world.

2. Listen to the following passage carefully and write "T"(true) or "F"(False) for each of the statements below (10 points 1.5 points each).

Score_____

- ___ 1) In 1992, Mary Kay's international sales accounted for 15% of a total of \$ 1 billion sales.
- ___ 2) Avon is Mary Kay's competitor in the direct sales of beverage industry.
- ___ 3) Avon's international sales amounted to \$3.6 billion in 1992.
- ___ 4) Mary Kay's regional sales headquarters were set up in Europe, Latin America

and in the fast-growing Asia-Pacific Region.

- ___ 5) Mary Kay had wholly-owned branch companies operating in Taiwan, Australia And New Zealand.
- ___ 6) Mary Kay's East Asian expansion strategy included its decision to begin operations in China.
- ___ 7) Shanghai had been selected in Mary Kay's expansion for the reason that Shanghai is the financial center of Asia.
- ___ 8) Shanghai has a population of 14.4 million and approximately 8 million urban residents.
- ___ 9) It is estimated that it's transient population could reach 2 million.
- ___ 10) Mary Kay's expansion plan for Shanghai for the next 10 years may include Yangtze River Delta.

3. Listen to the following report and choose the right answer to complete each of the following statements (10 points 2 points each).

Score _____

- 1) Amazon .com sales book over the internet. It's catalog which is accessible from any PC with a browser contains:
- 1.5million books in various language
 - 1.5 million English books in print
 - One half of the 1.5 million books in print
 - Two thirds of the 1.5 million English books in print
- 2) Amazon.com provides the quickest and most convenient way to buy books because of
- its discount of 300000 titles
 - its large stock list
 - its shopping services on the www
 - all of the above
- 3) Amazon's founder Jeff Bezos used to be
- a book seller
 - an accountant
 - an investment banker
 - a software engineer
- 4) What is "eyes"? "Eyes" refer to

- a. paid service which allows customers to choose a topic or an author
- b. free service which allows customers to receive notification at e-mail
- c. paid notification service which allows customers to choose a topic or an author
- d. free notification service which allows customers to choose a topic or an author and receive notification at e-mail

- 5) The advantages of being a website owner are
- a. holding virtual inventory using no labor and requiring no marketing
 - b. holding no inventory using no labor and requiring a large sales force
 - c. holding physical inventory using no labor and requiring no marketing
 - d. holding physical inventory using no labor and requiring a large sales force

4. Listen again to part of the report and fill in the following blanks. (10 points 1.5 points each)

Score _____

The company runs a website, accessible from any _____ with a browser, that contains a catalogue of two thirds of the 1.5 million English books in print. _____ start at 43 cents plus 95 cents per book with higher charges for international and overnight service. But the company _____ 300,000 titles so most US customers will find that delivery is effectively free. These elements, together with a stock list 6 times larger than any physical book-seller in the world, make Amazon _____ and most convenient way to buy books I have encountered.

Amazon has 106 employees. Its founder Jeff Bezos is a former investment banker who worked at DE Shaw. Bezos moved to Seattle to _____ Amazon because that is a good place to find the super talented computer programmers _____ to the operation.

Bezos says his company is now in an explosive growth age, doubling in _____ every 2.4 months. But it cannot continue like this for long. If it did, Amazon's sales would _____ US GDP in two years. But Bezos has his unique way to making the company grow. The first step has been to _____ publisher's description of the contents of a book, delivered electronically by publishers to 1740 of the listings. The company invites customers to write reviews and it links book listings to interviews with authors written by filling out a form on a _____ so that readers can ask their favorite authors questions over the web. The company is doing more radical things. It has free notification service called Eyes which allows customers to choose a topic or an author and receive notification at e-mail when a new title comes out.

