

**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（B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 completed by filling in the missing word. (10 points 1 point each)

Score\_\_\_\_\_

Even though its research center can't match the \_\_\_\_\_ of Compaq or IBM, it is Lenovol that's turning up the heat on those \_\_\_\_\_ and others. The \_\_\_\_\_ Beijing based computer company saw its sales grow by \_\_\_\_\_ last year, making it the biggest seller of PCs in the fastest-growing computer market on earth – a title that foreign rivals had hoped to \_\_\_\_\_. But with \_\_\_\_\_ of China's sales, Lenovol has \_\_\_\_\_ the market share of its closest competitor, IBM. "We plan to be among the \_\_\_\_\_ PC manufacturers in the world by 2000," vows Yang Yuan-qing, general manager of Lenovol Computer Systems Ltd. Lenovol's goal: to sell \_\_\_\_\_ computers in 2001, up from \_\_\_\_\_ units today.

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) Last fall, Lenovol signed deals with Lotus and Oracle.
- \_\_\_\_ 2) The purpose of concluding the above deals was to resell group ware and database software to Chinese businesses.
- \_\_\_\_ 3) In late November, Lenovol & Computer Associates Internal Inc. agreed to a software joint-venture with an asset totaling \$35 million.

- \_\_\_ 4) The first task of the above mentioned joint-venture was to invent a software development tool so as to compete with Microsoft.
- \_\_\_ 5) Lenovol recently made an investment of \$4.5 million in order to become the leading share holder of Kingsoft.
- \_\_\_ 6) Kingsoft is an American software company.
- \_\_\_ 7) The alliance formed by Lenovol and Kingsoft will develop game programs, word processing and dictionary.
- \_\_\_ 8) 400 researchers who will work at Lenovol research labs are sent by renowned universities in China.
- \_\_\_ 9) :National think tank” refers to the 400 researchers.
- \_\_\_ 10) “in one’s quest to” means “in one’s search for” or “ in one’s pursuit of”.

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

Score \_\_\_\_\_

- 1) Which of the following statements is true?
  - a. Steve Jobs was co-founder of Apple Computer.
  - b. Steve Jobs is a dangerous man because he is money-headed.
  - c. NeXT Computer was Jobs’ venture when he was with Apple.
  - d. Everyone in computer business is for money.
- 2) What was the biggest error caused by NeXT old marketing strategy?
  - a. The wrong bullet: the black workstations
  - b. The wrong target: universities
  - c. The right bullet: the black workstations
  - d. The right target: financial firms
- 3) The transition has been painful, especially in Europe in early 1990’s. The problem of marketing management was mainly reflected in:
  - a. its products
  - b. its pricing
  - c. its distribution
  - d. its promotion
- 4) The biggest headache of NeXT in mid 1990’s was the increasing competition on:
  - a. product

- b. pricing
- c. distribution
- d. promotion

- 5) Mr. Jobs is betting NeXT can survive on its software market because of:
- a. its low manufacturing costs
  - b. its discounts to win sales
  - c. its software five years ahead of Sun's
  - d. all of the above

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

Score \_\_\_\_\_

The Changes are providing \_\_\_\_\_, Japan's Canon – the biggest shareholder in NeXT, which is not \_\_\_\_\_ – this year added another \_\_\_\_\_ to the \$ 100m it chipped in to help launch the firm. R & D is consuming around \_\_\_\_\_ of NeXT's annual revenues. Much of that is going towards what NeXT hopes will be a blockbuster product, NeXTstep 486, due to go on sale in July 1993. Unlike NeXT's existing software, the \_\_\_\_\_ package will run on most of today's fast PCs. It could create a bigger market for object-oriented software. Although NeXT started by selling computers, if NeXTstep 486 succeeds, it will be well on the way to becoming a software firm. That pleases Mr. Jobs, who estimates that software already occupies \_\_\_\_\_ of his time: profits on operating-system software are vast.

NeXT could use them. This year its sales will hit just over \_\_\_\_\_, up from \$128m in 1991, Mr. Jobs claims that sales in the second half of 1992 are \_\_\_\_\_ up on a year ago – and that sales to corporate customers are \_\_\_\_\_ their level a year ago. "Our losses are behind us", he says. But at the rate NeXT is investing in R & D, it is \_\_\_\_\_ to see much in the way of profits this year or next. The firm's long-awaited stock market floatation will almost certainly be delayed until 1994.

