

《商务英语》期末考试试卷 1

班级： _____ 学号： _____ 姓名： _____ 成绩： _____

I. Multiple Choice (10%):

1. Under the law of some states a person may sue either_____ money damages or for specific performance.
A. to B. toward C. at D. for
2. Breach of Contract, in law, refers to failure, deliberate or unintentional, without legal justification, to comply_____ the terms of a contract.
A. with B. to C. for D. in
3. If the decree is not obeyed, the offending party is guilty_____ contempt of court and is subject to fine and imprisonment.
A. with B. for C. on D. of
4. The exporter is supposed to _____ different document requirements in order to get his goods exported properly.
A. ask B. consider C. meet D. fulfill
5. Our payment terms are irrevocable letters of credit payable _____ shipping documents.
A. before B. at C. against D. until
6. The exporter must be _____ with the law of the importing country.
A. familiar B. aware C. interested D. excellent
7. When you sell shampoo, for instance, the most important element in the marketing mix may be_____.
A. physical distribution B. personal selling C. heavy advertising D. market investigation
8. A successful export marketing strategy is to orient the export marketing to the needs of_____.
A. products B. customers C. manufacturers D. factories
9. Once a basic need has been covered customers become more _____.
A. highly selective B. very easy to persuade C. very thrifty D. very hard to please
10. In order to succeed in export marketing, it is important for us to know_____ the customer needs and will_____ please him.
A. what...what B. which...what C. what...which D. which...which

II. Term Translation (20%):

a) Translate the following terms into English:

出口制单
法律单证
实际交货
金融保险

营销组合
商品流通
贸易惯例
口头协议
合同条款
隐形成本

b) Translate the following terms into Chinese

contracting parties

business process

contractual terms

export marketing

customer satisfaction

product presentation

symbolic delivery commercial document

mate's receipt

established traditions and practices

III. Sentence Translation (20%):

1. 合同是划分双方责任, 解决争议和在产生分歧时保护双方利益的唯一单证。
2. 我们不能低估了合同在国际销售交易中的重要性。
3. 今天的消费者要比过去的消费者更老练, 他们的需求更苛刻, 他们的喜好更加多变。
4. 进口商要求自己的银行向出口商国家的通知行或代理行开出信用证。
5. 商业发票是最常用的和最重要的出口单证之一。

IV. Paragraph Translation (10%):

A typical export sale contract will involve five elements. First, there is the

underlying contract of sale which sets out the goods, the mode and place of delivery, the way payment is to be made and other incidentals. Second, there is a contract of carriage entered into by either the seller or the buyer depending on their respective obligations as set out in the contract of sale. Third, there is a contract of insurance for goods while in transit from the seller to the buyer. Again which party is to make the contract of insurance depends on the terms of the contract of sale. Fourth, there will be certain conditions required by the export and import authorities to be fulfilled by either the seller or the buyer. Finally, there is the particular mechanism of payment to be erected by the buyer: whether simply by cash, or by bill of exchange, or by documentary credit.

V. Reading Comprehension (10%):

FORCES AFFECTING MODERN MARKETING

Of all the forces affecting modern marketing, perhaps none is more important than globalization. Since the 1980s, technological advances such as global telephone and computer networks have reduced geographic and even cultural distance. As a result, companies can now buy supplies and produce and sell goods in countries far from their home offices. Products conceived in one country are now being manufactured and then sold in many others. For example, Sony (Japan), Nestlé (Switzerland), Bic (France), and Volkswagen (Germany) have become household words around the world.

Although being able to market goods far from home presents corporations with many new opportunities, it also means they face new competition. Local companies that never even considered international competition now find foreign competitors stocked on shelves right alongside their own products. Some economists argue that local companies should be protected from such competition through legislation that regulates the flow of goods through trade barriers and other measures. Others oppose such regulation, arguing that it only raises prices for consumers.

Globalization, however, is only one force changing the way companies market their products or services. Another involves changes in the very interests and desires of consumers themselves. Consumers today are more sophisticated than those of past generations. They attend school for a much longer period of time; they are exposed to newspapers, magazines, motion pictures, radio, television, and travel; and they have much greater interaction with other people. Their demands are more exacting, and their taste becomes more volatile. Markets tend to be segmented as each group calls for products suited to its particular tastes. “Positioning” the product—that is, determining the exact segment of the population that is likely to buy a product, and

then developing a marketing campaign to enhance the product's image to fit that particular segment—requires great care and planning. This type of campaign is known as target marketing.

Competition also has sharply intensified, as the number of firms engaged in producing similar products has increased. Each firm tries to differentiate its products from those of its competitors. Profit margins, meaning the profit percentages made by a business per dollar of sales, are constantly being lessened. Although costs continue to rise, competition tends to keep prices down. The result is a narrowing spread between costs and selling prices. An increase in a business's sales volume is necessary to maintain or raise profit.

Another force affecting modern marketing is the influence of the consumer rights or consumer protection movement. This movement insists on safe, reputable, and reliable products and services. Both consumer groups and government agencies have intensified their scrutiny of products, challenging such diverse elements as product design, length and legitimacy of warranty, and promotional tactics. Warranty and guarantee practices, in particular, have been closely examined. New legislation has generally defined and extended the manufacturer's responsibility for product performance.

Environmental concerns have also affected product design and marketing, especially as the expense of product modification has increased the retail cost. Such forces, which have added to the friction between producer and consumer, must be understood by the marketer and integrated into a sound marketing program.

Even the way a firm handles itself in public life—that is, how it reacts to social and political issues—has become significant. No longer may a corporation cloak its internal decisions as private affairs. The public's dissatisfaction with the actions and attitudes of a firm has sometimes led to a reduction in sales; conversely, consumer enthusiasm, generated by a firm's intentional establishment of a good public image or public relations, has led to increased sales.

Questions:

1. Of all the factors affecting modern marketing, the most important may be _____.
A. computer networks B. global telephone
C. globalization D. geographic differences
2. People find that foreign competitors stocked their product on shelves

- right alongside their own products. This situation means _____.
- A. they face a new competition with the foreigners in the local market
 - B. local companies should ignore the international competition
 - C. economists should try to protect the local market
 - D. people should not buy the foreign products
3. Positively speaking, globalization means _____.
- A. an important element to change the marketing ways of local products and services
 - B. one way to make people attend school for a longer time
 - C. a force to protect the local market
 - D. an important factor to make people change their life style
4. According to the passage, which of the following is NOT true?
- A. Because the number of companies producing similar products has increased, competition has sharply intensified
 - B. The prices of products become higher because of competition
 - C. Each company tries to make different products to face the competition
 - D. Competition tends to keep prices down in spite of the high cost
5. All forces mentioned above, which have added to the friction between producer and consumer, must be understood by the marketer and integrated into a sound marketing program. The underlined word in this sentence means _____.
- A. audible B. visible C. sensible D. voice

VI. Questions and Answers (25%):

1. What are the purposes of exporting or shipping documents?

2. What's "physical delivery"?

3. What is the significance of a contract in a business process?

4. What is the purpose of publicity?

5. Why are transport costs always increasing?