

## 《商务英语》期末考试试卷 A 答案

班级： \_\_\_\_\_ 学号： \_\_\_\_\_ 姓名： \_\_\_\_\_ 成绩： \_\_\_\_\_

## I. Multiple Choice(10%):

1 D 2 A 3 D 4 C 5 C 6 A 7 C 8 B 9 A 10 A

## II. Term Translation (20%):

a) Translate the following terms into English:

export documentation

legal documents

physical delivery

financial insurance

marketing mix

commodity distribution

business practices

verbal agreement

contractual terms

hidden costs

b) Translate the following terms into Chinese

合同双方

经营过程/贸易过程

合同条款

出口营销

顾客满意度

产品展示

象征性交货

商业单据

大副收据

约定成俗的传统和惯例

## III. Sentence Translation (20%):

1. The contract is the only document between the parties to which they may refer for clarification of mutual responsibilities, resolution of disputes, in the event of disagreement.
2. The importance of a contract in an international sales transaction cannot be underestimated.
3. Consumers today are more sophisticated than those of past generations; their demands are more exacting, and their taste becomes more volatile.
4. The importer requests his own bank to send a letter of credit to an advising or corresponding bank in the exporter's country.

5. The commercial invoice is one of the most common and important export documents.

#### IV. Paragraph Translation (10%):

一份典型的出口合同通常包括五个要素。首先，基本的销售合同确定货物、交货方式及地点、支付方式及其他细节。第二，根据销售合同所确定的买卖双方各自的义务由其中的一方来订立运输合同。第三，将商品从卖主运送到买主途中还需要一份保险合同。同样，由谁来订立保险合同取决于销售合同条款中的规定。第四，有关进出口当局要求买方或者卖方履行的某些条件。最后，还有买主支付货款的具体方式：是简单的现金支付，还是汇票，或者是跟单信用证。

#### V. Reading Comprehension(10%):

1. C 2. A 3. A 4. B 5. C

#### VI. Questions and Answers (25%):

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

The documents known as export or shipping documents are required for multiple purposes. One major purpose of the documents, in general, is to provide the foreign customs authorities with a complete, detailed description of the goods so that the correct import duty can be levied. Some documents are required to spell out contractual rights and duties of the parties concerned; some are required to satisfy government stipulations of exporting and importing countries; others are required for the administration of exchange control regulations or import quotas in the product, and to safeguard the public and animal health and prevent the spread of plant diseases.

2. What's "physical delivery"?

We call the simple exporting or shipping goods to the foreign countries "physical delivery".

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

Business as we know today would be impossible if there was no agreement or contract to bind the contracting parties. The importance of a contract in an international sales transaction cannot be underestimated. Often it is the only document

between the parties to which they may refer for clarification of mutual responsibilities, resolution of disputes, in the event of disagreement. Such a contract serves as a 'living document' that may well survive the relationship it defines.

4. What is the purpose of publicity?

Publicity is to stimulate demand through a variety of techniques, including advertising, trade fair, personal selling and so on.

5. Why are transport costs always increasing?

They are always increasing, not only because of rising wages, but also because of expenses such as taxes, insurance, petrol, oil and heavy renewal costs.