

2009 年 4 月高等教育自学考试全国统一命题考试

外刊经贸知识选读试题

课程代码: 00096

请将答案填在答题纸相应的位置上

一、单项选择题 (本大题共 15 小题, 每小题 2 分, 共 30 分)

在每小题列出的四个备选项中只有一个可以替代句中划线的单词或词组, 请将其代码填写在答题纸相应的位置上。错选、多选或未选均无分。

1. While exports are reasonably robust, domestic consumption remains moribund —a sign of the country's common anxiety about the future. 3-66

- A. stagnant B. moving
C. dynamic D. motivated

答案: A

2. If that happens, the backlash from Mr. Obama's supporters could be fearful. 8-237

- A. support B. backing
C. deduction D. opposition

答案: D

3. The concept that we can turn this around right now is patently ridiculous. 7-218

- A. patiently B. rightly
C. pervasively D. obviously

答案: D

4. To move the Japanese government, Washington must move an entire nation. Appendix to 7-225

- A. remove B. touch
C. influence D. change

答案: D

5. Even during buoyant economic growth, unemployment remains as high as 10%. 9-285

- A. slow B. vigorous
C. floating D. slackening

答案: B

6. The consumers welcomed the slash in meat prices.

- A. remarkable drop B. obvious division
C. vigorous growth D. apparent rise

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答案: A

7. In 1991, for the second year in a row, the economies of low income and middle-income countries virtually stagnated. 4-111

- A. repeatedly B. successively
C. respectively D. successfully

答案: B

8. A number of economics and political blogs have recently caught onto the political futures market craze, particularly focusing on Intrade (the popular site where people can bet on, among other things, the presidential elections). 14-417

- A. indefinite time B. near future
C. prospective time D. commodities transacted at a future date

答案: D

9. Small manufacturers serving niche markets and wealthy customers are proving recession proof. 12-366

- A. mainstream markets B. large-scale markets
C. targetable markets D. current markets

答案: C

10. You can also segment your targets by size of business based on number of employees or total sales. 12-365

- A. divide B. seek
C. shoot D. narrow

答案: A

11. Falling sales in Thailand were offset by good returns in other markets. 14-416

- A. influenced B. balanced
C. offended D. bargained

答案: B

12. The new trade agreement has facilitated economic growth. 13-399

- A. made easier B. made slower
C. made more difficult D. made more complicated

答案: A

13. It is an area in which ABC Company reigns supreme. 9-284

- A. rapidest B. most famous

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C. highest in rank or position D. deepest

答案: C

14. Speculators profited handsomely since the price fluctuated from the 1990s. 15-445

A. was stable B. was flexible

C. was volatile D. was regular

答案: C

15. The property will be sold to pay off their creditors. 11-349

A. owners B. borrowers

C. loaners D. believers

答案: C

二、将下列英语单词或词组译成中文 (本大题共 10 小题, 每小题 1 分, 共 10 分)

16. vested interests Appendix to 7-222

答案: 既得利益

17. wholesaler 13-398

答案: 批发商

18. a hermit nation 8-236

答案: 一个闭关自守的国家

19. buzzword 8-237

答案: 时髦词语

20. insolvency 8-244

答案: 无偿还能力

21. take title 11-350

答案: 取得所有权

22. market regulation

答案: 市场规则

23. public tender 9-290

答案: 公开招标

24. countervailing duty 10-324

答案: 反补贴税

25. consortium 3-67

答案: 财团; 联合企业

三、将下列汉语词组译成英文 (本大题共 10 小题, 每小题 1 分, 共 10 分)

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26. 反通胀政策 4-115

答案: de-inflationary policy

27. 贸易制裁 5-139/7-205

答案: trade sanctions

28. 产地证明书 9-293

答案: certificate of origin

29. 市场动力 8-224

答案: market momentum

30. 转让人 8-243

答案: licensor

31. 现货市场 15-450

答案: spot market

32. 经常项目 1-13

答案: current account

33. 收盘价 15-451

答案: closing price

34. 出口配额制 14-419

答案: export quota system

35. 服务贸易 10-324

答案: trade in services

四、简答题 (本大题共 6 小题, 每小题 3 分, 共 18 分)

Passage 1

For South Korea as a whole, that seems as much a prophecy as an ambition. Like Japan in the 1960s, the country is poised for an assault on the world's export markets. Its surging \$81 billion economy is churning out a flood of increasingly sophisticated products, from shoes, toys and telephones to video recorders and microprocessors. Korea's mighty conglomerates dominate Middle East construction, and they command key shares of the world's shipbuilding, textile and steel industries. Their affiliates, joint ventures and subsidiaries girdle the globe, stretching from Australia, Indonesia and India to Norway, Spain and Gabon, Hyundai and Daewoo, with annual sales of \$10 billion and \$6 billion respectively, are pushing into the U.S auto market, riveting the attention of American and Japanese manufacturers. Another colossus, the \$9 billion Samsung, has started marketing a "supertech" 256K computer chip-encouraging some Koreans to speak

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confidently of the day when they will become the world's second largest manufacturer of basic electronic components, outstripping America and running just behind Japan.

36. Please rewrite the first sentence of the passage in plainer words, having the central ideas clarified. 8-245

答案:

For South Korea as a whole, that seems both a prophecy and an ambition

37. Is the clause introduced by the underlined "when" an adverbial clause or an attributive one? 8-245

答案:

It is an attributive clause.

38. What's the meaning of the underlined word "outstripping" in the last sentence? 8-228

答案:

surpassing, going beyond, exceeding

Passage 2

Computerized data storage and electronic mail were to have heralded the paperless office. But, contrary to expectations, paper consumption throughout the world shows no sign of abating. In fact, consumption, especially of printing and writing papers, continues to increase. World demand for paper and board is now expected to grow faster than the general economic growth in the next 15 years. Strong demand will be underpinned by the growing industrialization of South-East Asia, the reemergence of paper packaging, greater use of facsimile machines and photocopies, and the popularity of direct-mail advertising. It is possible that by 2007, world paper and board demand will reach 455 million tons, compared with 241 million tons in 1991.

The pulp and paper industry has not been badly affected by the electronic technologies that promised a paperless society. But what has radically altered the industry's structure is pressure from another front—a more environmentally conscious society driving an irreversible move towards cleaner industrial production. The environmental consequences of antiquated pulp mill practices and technologies had marked this industry as one in need of reform. Graphic descriptions of deformed fish and thinning populations, particularly in the Baltic Sea where old pulp mills had discharged untreated effluent for 100 years, have disturbed the international community.

Until the 1950s, it was common for pulp mills and other industries to discharge untreated effluent into rivers and seas. The environmental effects were at the time either not understood, or regarded as an acceptable cost of economic prosperity in an increasingly import-oriented world

economy. But greater environmental awareness has spurred a fundamental change in attitude in the community, in movement and in industry itself.

Since the early 1980s, most of the world-scale pulp mills in the Scandinavia and North America have modernized their operations, outlaying substantial amounts to improve production methods. Changes in mill design and processes have been aimed at minimizing the environmental effects of effluent discharge while at the same time producing pulp with the whiteness and strength demanded by the international market. The environmental impetus is taking this industry even further, with the focus now on developing processes that may even eliminate waste-water discharges. But the ghost of the old mills continues face a flood of environment-related legislation. In Germany, companies are now being held responsible for the waste they create.

39. What has the pulp and paper industry been greatly affected by these days?

答案:

cleaner industrial production

40. In the past, what was the probable price that the environmental effects of pulp mill practices had to pay?

答案:

economic prosperity

41. Why have some paper mills recently modernized their mill design?

答案:

Because of the environmental effects.

五、正误判断题。(本大题共 10 小题, 每小题 2 分, 共 20 分)

如果正确, 请写“T”, 如果错误, 请写“F”。

Passage 1

The International Monetary Fund recently forecast that East Asia is set to continue its economic boom for the next few years. Yet Sony announced that it will no longer export television sets from Japan because it cannot price them competitively.

Listen to Sony. Even in a growing market such as Asia, costs count. And for many businesses, Asia is beginning to cost too much.

East Asia's economic miracle is best summed up as the biggest price undercut in history. The region grew because it was the cheapest source for the low-technology consumer goods that the West craved. Hong Kong and South Korea did not invent new or more efficient manufacturing techniques; they simply bought market share with low wages.

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But the same market force that led buyers from America and Europe to Taiwan and Japan 30 years ago is now working against Asian nations as they try to upgrade their industries. Years ago, an Asian factory turning out shirts was competing against huge, unionized factories in North Carolina and Manchester. Today, a shirt-maker in south China has to compete with 100 other guys in his own country, 20 factories in India, 5 in the Philippines and reinvigorated and highly efficient new plants in the U.S and Europe.

Sony, Hewlett-Packard and Ford need a competitive business environment that is based on more than cheap pairs of hands. In much of East Asia, inadequate roads, seaports and airports, telecommunications and other infrastructure, high rents, shortage of managers and skilled technicians, corruption and, above all, government interference are now the deciding factors when multinational corporations choose to keep production in North America or Europe rather than switch it to Asia.

Every day, I see costs placing Asian nations at a disadvantage compared with their "cheaper" Western competitors. In shipping, for instance, terminal expenses in Japan and Hong Kong are two or three times higher than those of the U.S.A.'s busiest West coast ports. To truck a container 100 miles down from southern China to Hong Kong costs more than to ship the same container from the United States or Europe to Hong Kong.

42. The author suggests that businesses should pay more attention to Sony's decision for the simple reason that Sony's idea actually represents that of the Japanese manufacturers.

答案: F

43. Asian economic growth was primarily based on their cheap exports rather than high-tech innovations.

答案: T

44. Some manufacturers of the advanced western countries were hesitant about moving to Asia only for there was a shortage of competent managers.

答案: F

45. When the author argued that to do business in Asia is too expensive, he was only making comparison between doing business in Asia in the past and today.

答案: F

46. From this passage, we can get that the author implies the Asian countries are not so efficient in manufacturing.

答案: T

Passage 2

It's a brutal time in retail-sales dropped 2.7% in December, the sixth straight month of declines, and 0.1% for 2008, the first annual dip on government records dating back to 1992. It was the worst holiday shopping season in 40 years. Name outlets like Circuit City and Linens'n Things have gone bankrupt. Who's next? Predicting which companies will go under is a notoriously tricky business, and we won't try that. But here are five struggling retailers whose futures are definitely cloudy, with a look at how they hope to survive.

Talbots, the specialty clothing retailer, which targets women over 35, has run out of steam over the past year. Talbots' same-store sales were down 13.9% in the third quarter of 2008, and the chain lost \$14.8 million during that time. The company's ill-fated \$400 million purchase of women's apparel shop J. Jill in 2006 burdened its debt load. "What's hurting them more than anything is that they've got lots of debt on their balance sheet," says Betty Chen, a retail analyst at Wedbush Morgan Securities. Talbots has shuttered its men's, kids and U.K. businesses, and is shopping for a buyer for J. Jill. Good luck finding one in today's market. Earlier this month, investors received some encouragement when the company secured a \$150 million credit line from three Japanese banks. In 2008 Talbots also secured a \$50 million credit facility from Aeon (U.S.A.) Inc., a wholly owned subsidiary of Japan's Aeon Co. Ltd. and the majority shareholder of Talbots.

47. The Circuit City and Linens'n Things are very famous chain stores in America before they went bankrupt.

答案: T

48. The retail sales dropped for six consecutive months.

答案: T

49. Talbot's major consumers are those women who are younger than 35.

答案: F

50. Talbot's buying of J. Jill has helped it to overcome the financial difficulties.

答案: F

51. Japan's Aeon Co. Ltd is a mother company of Aeon (U.S.A.) Inc.

答案: T

六、翻译题 (本大题 12 分)

52. Consumer prices posted their smallest increase in more than 50 years in 2008. A government report today (Friday) said the sagging economy is keeping inflation in check, and slashing demand

for energy. Serious U.S. economic problems are at the top of President-elect Barack Obama's agenda as he tries to rally public support for a plan to stimulate the economy with government spending and tax cuts. Mr. Obama has said he hopes to create half a million jobs with investments in clean energy projects.

答案:

在过去的 50 多年里, 2008 年的消费价格增长幅度最小。今天 (星期五) 的一份政府报告表示, 疲软的经济正在遏制通货膨胀, 削减能源需求。严重的美国经济问题是当选总统奥巴马议程的当务之急。奥巴马正试图争取市民支持其通过减少政府开支和税收来刺激经济的计划。奥巴马先生表示, 他希望通过投资清洁能源项目来创造五十万个的就业岗位。

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