

2011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

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, 请将其代码填写在题后的括号内。错选、多选或未选均无分。

1. The authorities are willing to permit a run-down in the country' s international reserves over the next few years as means of accelerating the introduction of foreign technology. (A)1-10
A. speeding up B. speeding on
C. speeding off D. speeding down
2. Another 20% worked well, but the remaining 60% should have been scrapped. (B)2-35
A. scratched B. renovated
C. stimulated D. introduced
3. Now Zhangjiagang is China' s seventh largest port and a tumultuous construction zone of half-built office buildings and hotels. (C)3-67
A. tremendous B. numerous
C. noisy D. orderly
4. Against this deteriorating global background, the improvement in economic performance in a few developing regions in 1991 was especially noteworthy. (D)4-111
A. determinating B. tolerating
C. improving D. worsening
5. Balanced against that criticism is the positive reaction in Latin America to Mr. Clinton' s embrace of the free-trade agreement. (C)5-139
A. hug B. embarrassment
C. acceptance D. balance
6. As Europe' s economy has soured, free-market ideas that are new to much of Europe face new challenges. (B)6-174

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- A. increased B. declined
C. sky-rocketed D. tasted
7. At the summit meeting, America insisted that Japan should come up with specific measures that would enable it to meet new import targets. (A)8-238
A. bring forth B. come across
C. put off D. reach out
8. Fearful that rapidly modernizing Korean rivals will intrude on its foreign and domestic markets, Japan has fought to keep the Koreans from appropriating its technologies. (A)14-417
A. competitors B. representatives
C. negotiators D. dealers
9. International consultants who want to secure definite projects at lucrative fees are finding it harder and harder. (D)9-286
A. luxurious B. lubricative
C. penetrative D. profitable
10. A separate, long-running dispute over oilseeds does still pose a threat. (B)12-366
A. possess B. present
C. provide D. purchase
11. With barter, however, debtor nations can continue to import goods while, in effect, concealing export earnings from creditors. (A)11-349
A. loaners B. borrowers
C. owners D. believers
12. However, Coca-Cola and PepsiCo still face a struggle in persuading bottlers across the nation to take the products. (C)12-362
A. dissuading B. persisting
C. encouraging D. discouraging
13. Tractors and other agricultural machines greatly facilitate farming. (D)13-399
A. communicate B. subsidize
C. grade D. ease

14. You can use credit cards but it's best to take some currency as well. (B)14-414

A. coupon B. money

C. coin D. dime

15. Lead values moved up to their best level since April last year in the absence of a settlement at

Australia's broken hill lead-zinc-silver mines. (A)15-438

A. without B. with

C. as D. through

二、将下列词组译成中文 (本大题共 10 小题, 每小题 1 分, 共 10 分)

16. exclusive contract 12-368

答案: 独家经销合同

17. preferred status 3-67

答案: 优先权

18. spot market 15-450

答案: 现货市场

19. Bank for International Settlements 1-15

答案: 国际清算银行

20. means of production 2-37

答案: 生产资料

21. punitive import tariff 3-68

答案: 惩罚性进口关税

22. GDP 4-113

答案: 国内生产总值

23. trade reprisal 7-206

答案: 贸易报复

24. fledgling industries 8-238

答案: 新兴工业

25. countervailing duty 10-324

答案: 反补贴税

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

26. 双边条约 11-346

答案: bilateral pacts

27. 试销市场 12-367

答案: test market

28. 原材料 raw materials 11-537

答案: raw materials

29. 收盘价 15-451

答案: closing price

30. 最惠国待遇 1-12

答案: most-favored nation treatment

31. 技术转让 2-35

答案: technology transfer

32. 高工资经济 3-69

答案: high-wage economy

33. 人均收入 4-111

答案: per capita income

34. 经济特区 2-37

答案: The Special Economic Zone(SEZ)

35. 自由贸易区 6-178

答案: free-trade zone

四、简答题 (本大题共 6 小题, 共 18 分)

Passage 1

The US dollar value of Chinese exports increased at an average rate of almost 18 per cent per annum between 1978 and 1983, while imports increased by approximately 11 per cent per annum. As a result, the visible trade surplus rose sharply from US \$1.4 billion in 1981 to US \$4.4 billion in 1982 and US\$3.7 billion in 1983. Exports grew much faster than imports during this period not only because of the strong emphasis placed on exporting by China's economic planners, but also

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because a number of industrial projects were postponed in 1979. Official recognition that foreign technology could play a major role in modernising the Chinese economy had caused imports to rise by more than 50 per cent in 1978 placing undue strain on the national economy. Grain imports have fallen sharply over the past few years—China became a net grain exporter in 1984—and in 1983 the country started to export soyabeans and cotton.

36. What do “per annum” and “approximately” mean? 1-9

答案:

per annum: in/for each year

approximately: about

37. Why did the more than 50% rise in imports of 1978 place undue strain on China’s national economy? 1-16

答案:

More foreign exchange is required for more imports. All sections of China's national economy would have to work harder and better to export and earn more for the imports increased.

38. What is “a net grain exporter”? Does it mean one who has never done any import? 1-16

答案:

“A net grain exporter” should be one who has done both imports and exports of the item, but finally exported more than imported within a period of time.

Passage 2

Korea, once known as the “Hermit Kingdom”, is plainly on the move. As with “Japan, Inc.” before it, the new label “Korea, Inc.” may be no more than a trendy buzzword. But South Korea aims to forge just such a national economic machine, using the might of its established giants backed by centralized planners who can mobilize the country’s banks and industrial infrastructure. The heady dreams of actually rivaling Japan may never come within reach; Korea’s economy, while large by Asian standards, is barely one-fifteenth the size of its island neighbor. And it faces a gantlet of other obstacles, ranging from an unwieldy bureaucracy and a volatile political climate to a chronic shortage of investment capital and heavy commitments to military spending. Still, the

comparisons with Japan, Inc. are more than empty flattery; in fact, they signal Korea's gathering clout.

39. What is a "Hermit Kingdom"? 8-228

答案:

"Hermit Kingdom" is a country which stays isolated, with few economic and political relation with the rest of the world.

40. What are the disadvantages of Korea's economy when compared with Japan's? 8-228

答案:

It's much smaller in size than Japan's. Other obstacles to its development include an unwieldy bureaucracy, a volatile political climate, a chronic shortage of investment capital and heavy commitments to military spending.

41. What does "gathering clout" mean in the passage? 8-245

答案:

great power and influence

五、正误判断题 (本大题共 10 小题, 每小题 2 分, 共 20 分)

Passage 1

In order to produce goods and services, businesses need to buy the required raw materials and equipment. Many firms need to order components or equipment to their own specifications which will later be used to produce a finished product. Firms need reliable suppliers who must be:

Stable. Firms that can not supply goods in time to the purchasing company may mean delays and holdups for customers. Thus the purchasing company should check the financial background of its suppliers.

Able. The purchasing company must investigate whether potential suppliers are able to make the goods required. This may mean looking at the firm's equipment and staff expertise if a large or important order is being considered. Some purchasing departments may ask for evidence of the firm having done similar work for other organizations before placing an order. Trade directories and specialist magazines are a useful starting point in this research.

Clear. What is required will usually be made clear in a specification. The specification or “spec” will give the exact technical details of what is needed in terms of size, shape, color and performance of the items to be purchased. The supplying firm must then meet this specification exactly.

An important problem all purchasing companies have to deal with is whether to use one or two or several suppliers. By using several suppliers it is argued that competition between them will force prices down. And delays or disruption at one supplier will not affect too much. Arguments against this are that researching various suppliers is time-consuming and expensive, and low prices might mean reduced quality. Using fewer suppliers for larger orders can mean that the purchaser receives greater attention and discount for bulk purchases. The suppliers will be more involved in the firm’s business, too.

42. Being “stable” means sticking to the same supplier with reliable financial background. (F)

43. Supplying firms with rich experience, good equipment and staff expertise can only be found in specialist magazines. (F)

44. A “clear” supplying firm must initially give the purchaser its specifications clearly and in exact technical detail. (F)

45. Having more than one supplier might bring lower price but searching for them might be time-consuming. (T)

46. According to the passage, there exist different opinions whether or not a purchasing company should use more or fewer suppliers for large orders. (F)

Passage 2

Donegal is located in the windswept wilderness. It might seem an odd place to find one of Europe’s most dynamic companies. But a small assembly unit making a muscular stimulation product for leisure and healthcare is blazing a trail. BMR Teoranta—the company title in Irish—has quietly established a market for itself, making products for muscular therapy and body toning using the brand name Slendertone which it bought in 1989.

Mr. Kevin McDonnell, the chairman, chief executive and owner of 95 per cent of the company, is a little vague about the source of his success. Part of it, he says, must be the strong

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work ethic in the area. He points out that half his employees are from Galswegian families with their Scottish attitudes of thrift and industry. Mr. McDonnell bought the company for \$300,000 and BMR sales are now growing at around 50-60 per cent a year.

The medical products business, where growth is less dramatic, but margins are attractive, is seen as the source of the company's future earnings. In the US alone, the market for muscular stimulation products has jumped from \$88m to more than \$200m this year.

Many BMR products are not available over the counter but through catalogues. The company is looking at special advertising on video shopping channels. In the US companies like BMR are prohibited from selling medical products over the counter. In Europe this situation is slightly different. BMR, for example, is starting to sell its consumer range in Carrefour superstores in France and its range is available in pharmacies. However, under a European Union ruling similar to US laws, companies that sell such products will have to reequip their factories to meet new health standards. "I know it sounds a bit smart, but our products have always been seen as industry standard," says Mr. Kevin McDonnell.

The company spends £ 1,000,000 a year on research and development, quite a large sum for a company of its size.

47. A big company would normally set its manufacturing site in a more prosperous area than Donegal. (T)
48. The brand name of this product for muscular therapy is BMR Teoranta in Irish. (F)
49. Mr. McDonnell attributed the success of his company to his management and industry.(F)
50. It can be inferred that US laws for selling health products are stricter than the corresponding laws in Europe. (T)
51. If you want to buy a BMR product in France, you may go to the pharmacies. (T)

六、翻译题 (本大题 12 分)

Yet in its current dour mood, Europe risks almost overlooking the revolutionary step forward it has taken in creating the world's largest and wealthiest barrier-free market—and on a continent where, for centuries, economic battles have led to some of history's bloodiest wars. Moreover, a

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failure to reinforce the single market by pushing forward with European integration could lead to an unraveling of what the internal market program has achieved, some observers say. 6-171

答案:

然而在目前抑郁的气氛下,欧洲可能会忽略其在创造世界上最大的、最富裕的自由市场方面所迈出的革命性的一步——并且是在一个几世纪以来因经济纷争曾几度引发了历史上最血腥的战争的大陆上。再者,一些观察家认为,在推进欧洲一体化的过程中如果不能加强统一大市场,就可能导致破坏内部市场计划所取得的成就。

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