

试卷代号:3938

国家开放大学(中央广播电视大学)2018年秋季学期“开放专科”期末考试

管理英语 2 试题

2019年1月

注 意 事 项

一、将你的学号、姓名及分校(工作站)名称填写在答题纸的规定栏内。考试结束后,把试卷和答题纸放在桌上。试卷和答题纸均不得带出考场。监考人收完考卷和答题纸后才可离开考场。

二、仔细阅读题目的说明,并按题目要求答题。答案一定要写在答题纸的指定位置上,写在试卷上的答案无效。

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

四、考试时间为 60 分钟。

一、交际用语 (共计 10 分, 每小题 2 分)

1—5 题: 选择正确的语句完成下面对话, 并将答案序号写在答题纸上。

1. — Hi, Helen, I'll have an interview tomorrow. I'm afraid I can't make it.

— _____

- A. Sure, you can. Take it easy.
- B. I'm sorry to hear that.
- C. That's all right.

2. — Why do you look unhappy. What's the matter?

— _____

- A. I'm satisfied with the good performance of the radio I've just bought.
- B. I'm glad to have bought this radio at such a price.
- C. I'm rather disappointed with the poor quality of the radio I've just bought.

3. — Our company is doing a customer service questionnaire. May I take you a moment?

— _____

- A. It doesn't matter.
- B. By all means.
- C. I have no idea.

4. — _____

— It will take at least two weeks.

- A. How soon will you finish our annual report?
- B. How often will you finish our annual report?
- C. How long have you finished our annual report?

5. — Would you like to go to the concert with us?

— _____, but I've promised to help Jim with his Chinese. Thank you all the same.

- A. I hate concerts
- B. I'll go with you
- C. I wish I could

二、词汇与结构(共计 30 分,每小题 2 分)

6—20 题:阅读下面的句子,从 A、B、C 三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. I'm writing to _____ a position as a computer engineer in your company.
A. thank for _____ B. wait for _____
C. apply for _____
7. You need to _____ those questionnaire papers for your company.
A. hand out _____ B. hand in _____
C. hand on _____
8. We feel _____ with the inconvenience the service center brought us.
A. disappointed _____ B. worried _____
C. surprised _____
9. You must _____ the annual certification of employment online within 15 days.
A. submit _____ B. omit _____
C. commit _____
10. Hiring the right employee _____ you _____ a thousand times over in high employee morale.
A. pays... off _____ B. take... off _____
C. pays... back _____
11. Our workers have been checking the heating system since you called us. I _____ you it will perform well soon.
A. argue _____ B. affect _____
C. assure _____
12. Questionnaires are not suitable _____ some people.
A. in _____ B. for _____
C. with _____
13. We should keep in mind _____ the feedback is very helpful for planning future meetings and events.
A. what _____ B. that _____
C. when _____

this type of work before. On her first day, after showing her to her desk and introducing her to colleagues, the director gives her a town map and a list of the names of the families she will be responsible for, and wishes her luck. After lunch, Elaine sets out to contact the families, worried about what she'll do or say when she meets them.

Mark has a degree similar to Elaine's, and has just been hired by Gooseneck. On his first day, he learns that this job will consist of training for the next week. Mark spends two days going on family visits with experienced staff members, and discusses with them what they did and why. He role-plays some situations with other staff members, and gets some direct instruction from them. By the following week, when he's on his own, he feels he has a pretty good idea of what he needs to do, and how to go about it. And he knows that his training will continue.

Which situation would you rather be in, being thrown into the thick of things with no training or being trained to prepare for the work you're going to do?

21. What are PPHC and Gooseneck?

- A. They are two companies that do similar business.
- B. They are two organizations that do different community work.
- C. They are two organizations that do similar community work.

22. Which degree does Elaine have?

- A. Psychology degree.
- B. Physiology degree.
- C. Sociology degree.

23. Which of the following statements is TRUE according to the passage?

- A. Elaine has done this type of community work so her organization doesn't provide staff training.
- B. Mark has a clear idea of his job after the training.
- C. Mark knows his training comes to an end.

24. How is Mark trained to be prepared for his work?

- A. Mark spends two days on family visits with experienced staff members and discuss with them.
- B. Mark role-plays some situations with other staff members and gets some direct instruction from them.
- C. Both A and B.

25. What is the main idea of the passage?
- A. The importance of training.
 - B. Different training ways.
 - C. Elaine's and Mark's work experience.

26—30 题: 请根据短文内容判断给出的语句是否正确, 正确的写“T”, 错误的写“F”, 并将答案写在答题纸上。

Passage 2

Feedback from your customers is very important. The more information you have from them, the more competitive you will be in your field. The following techniques will help you know what the customers think of your business.

(1) Ask your customers directly and cater to their wishes. This is the simplest way to find out what people want from your service or product. When hotel customers are asked what they want for their breakfast and then the hotel staff are asked what they think the customer wants, the answers are quite different.

(2) Be a customer yourself and find out what your customers experience when they use your service. This is one of the most obvious but underused ways for getting feedback. For example, you can act as one of the customers in a wheelchair, and see how you're treated.

(3) Use a focus group. Focus groups are representatives of customers whose job is to provide you with information on their needs and preferences.

(4) Use questionnaires and surveys. This is one of the most well-established feedback techniques. When well-conducted, they usually work well.

(5) Encourage your front-line staff to build strong relationships with customers. Your front-line staff are the most resourceful and reliable, as well as the least costly, of your customer feedback sources. Their communication with the customers will become important information for improving customer care.

You may deliver the best service in the world. But if it is not what people want, you're wasting your time. Implement one, two, three or all of the above techniques, and your service and product will improve overnight.

26. Hotel customers and hotel staff think the same about breakfast.

27. A good or bad experience of a customer in a wheelchair in your shop shows whether your service is good or not.

28. It's not necessary to know about the customers' needs and preferences.

29. Questionnaires are useful in getting feedback from customers.

30. Front-line staff have nothing to do with improving customer service.

四、翻译(共计 20 分,每小题 4 分)

31—35 题:请从以下 A、B、C 三个选项中选出最佳翻译,并将答案序号写在答题纸上。

31. The old saying "practice makes perfect" applies to interviewing too.

A. 古话“曲不离口”也适用于招聘。

B. 古话“熟能生巧”对面试也是适用的。

C. 在申请面试资格时我们常常用到古话“熟能生巧”。

32. We can't possibly get the work done by October.

A. 十月份前我们不可能做完这项工作。

B. 十月份前我们不可能做这项工作。

C. 十月份后我们不可能做完这项工作。

33. A few minutes later the doctor came out of his room for the third time.

A. 几分钟后,医生来到他的房间第三次。

B. 几分钟后,医生第三次从他的房间走出来。

C. 医生在迟到的几分钟后,终于从他的房间走出来为了第三名。

34. I don't know why he is late, he might have had an accident.

A. 我不知道他为何没有迟到,很有可能遇上了事故。

B. 我不知道他为何迟到,一定是遇上了事故。

C. 我不知道他为何迟到,可能遇上了事故。

35. Angry customers tend to aim their dissatisfaction and complaints at staff members.

A. 愤怒的顾客往往会把员工当做他们发泄不满和抱怨的目标。

B. 愤怒的顾客计划把对员工的不满和抱怨当做目标。

C. 愤怒的顾客趋向于把员工的不满和抱怨当成目标。

人	答	序	号

人	答	序	号

人	答	序	号

26—30 题:请根据短文内容判断给出的语句是否正确,正确的写“T”,错误的写“F”,并将答案写在答题纸上。

Passage 2

26. 27. 28. 29. 30.

得分	评卷人

四、翻译(共计 20 分,每小题 4 分)

31—35 题:请从以下 A、B、C 三个选项中选出最佳翻译,并将答案序号写在答题纸上。

31. 32. 33. 34. 35.

得分	评卷人

1. 汽车发动机的电子控制系统的主要功用是提高汽车的()

- A. 经济性
- B. 安全性
- C. 舒适性
- D. 操作性

2. 在电控汽油机进气道上设置动力腔的目的是提高汽车的()

- A. 安全性
- B. 舒适性
- C. 操作性
- D. 经济性

3. 发动机怠速运转时,大众 M 型轿车发动机直接供气系统的进气量为()

- A. 50~100g/s
- B. 10~50g/s
- C. 5~10g/s
- D. 1~5g/s

4. 汽车电控系统额定最高工作压力为()

- A. 10MPa
- B. 1MPa
- C. 12~20MPa
- D. 20MPa

5. 氧化铂式氧传感器的最高工作温度为()

- A. 300°C
- B. 400°C
- C. 500°C
- D. 600°C

试卷代号:3938

国家开放大学(中央广播电视大学)2018年秋季学期“开放专科”期末考试

管理英语2 试题答案及评分标准

(供参考)

2019年1月

一、交际用语(共计10分,每小题2分)

1—5题:选择正确的语句完成下面对话,并将答案序号写在答题纸上。

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

二、词汇与结构(共计30分,每小题2分)

6—20题:阅读下面的句子,从A、B、C三个选项中选出一个能填入空白处的正确选项,并将答案序号写在答题纸上。

6. C 7. A 8. A 9. A 10. C
11. C 12. B 13. B 14. A 15. A
16. B 17. B 18. A 19. A 20. C

三、阅读理解(共40分,每小题4分)

21—25题:阅读下列短文,从A、B、C三个选项中选出一个正确答案,并将答案序号写在答题纸上。

Passage 1

21. C 22. A 23. B 24. C 25. A

26—30题:请根据短文内容判断给出的语句是否正确,正确的写“T”,错误的写“F”,并将答案写在答题纸上。

Passage 2

26. F 27. T 28. F 29. T 30. F

四、翻译(共计20分,每小题4分)

31—35题:请从以下A、B、C三个选项中选出最佳翻译,并将答案序号写在答题纸上。

31. B 32. A 33. B 34. C 35. A