

广东金融学院 2020 年本科插班生招生考试

商务英语专业《综合商务英语》考试大纲

一、考试性质

普通高等学校本科插班生（专插本）招生考试是由专科毕业生参加的选拔性考试。高等学校根据考生的成绩，按已确定的招生计划，德、智、体全面衡量，择优录取。本科插班生考试应有较高信度、效度、必要的区分度和适当的难度。该考试所包含的试题形式多样，具有对学生把握本课程程度的较强识别、区分能力。目的是测试考生对综合商务英语基本知识的掌握程度和综合运用各项基本技能的综合应用能力，测试考生是否达到本科二年级下学期的水平，是否具有插班就读的能力。

二、考试内容和要求

涵盖语言技能和商务知识两方面的内容。语言技能方面测试考生在国际商务环境中用英语听、读、写的的能力；商务知识涉及国际商务中的主要业务，突出商务技能所需要的知识。

2.1 语言能力与商务知识要求

本考试从听、读、写三个方面考查考生的商务英语应用能力，具体要求见表一，商务知识要求具体要求见表二：

表一：语言能力要求

编号	语言技能	要 求
1	听力	能听懂语速大约 150 词/分钟、句子结构比较复杂的商务材料，能掌握其要点和相关细节，领会说话人的态度、感情和真实意图，并做出分析和推理。内容涉及商务新闻报道、招聘面试、会议组织、旅程安排、工作计划、工作报告、产品广告、使用说明、业务洽谈（如价格谈判、订购货物、货物运送、支付方式等）、投诉处理、商务演讲、合同谈判等商务活动。
2	阅读	能读懂商务信函、备忘录、产品说明、广告、商务单证、会议记录、商务合同、商务报告等商务材料，能运用有效的阅读技巧，掌握中心意思，理解主要事实和相关细节，并能够进行归纳和推理。阅读速度大约 120 词 / 分钟，理解正确率不低于 75%。
3	写作	能完成商务信函、会议记录、电子邮件、经贸文章摘要、简单商务报告、商业计划书、商务合同等写作任务，结构清楚、内容准确、重点突出，逻辑性强。写作速度大约 300 词/60 分钟。

表二：商务知识要求

序号	考试内容	知识内容与要求	技能内容与要求

1	建立人脉关系	掌握如何建立人脉关系	能够用英语策划一些社交活动，获得一定的人脉信息
2	公司福利	讨论福利和奖励这一话题	能够用英语与人讨论并合理争取自己的工作福利
3	企业的类型与架构	了解常见的企业形式跟优劣势	能够结合自己小组虚拟公司的情况选择一种形式创办企业
4	公司业绩	谈论公司业绩	能用英语对公司的营业额、成本的增长、下降，顾客满意度的变化等方面进行基本描述
5	图表和数据	学习如何描述市场趋势	能用英语简单描述曲线图和柱型图，熟练掌握描述上升、下降趋势的词汇
6	创办企业	了解创业需要考虑的因素	能用英语谈论创业的步骤如市场调查、目标客户、竞争对手、产品竞争优势等。
7	商业广告	了解广告的基本要素	能用英语谈论广告的类型、广告的优势及如何选择恰当的广告形式等。
8	工作分配	学习如何分派工作任务	能用英语熟练陈述工作任务并清晰传达工作指令
9	工作环境	了解如何谈论工作环境	能用英语有逻辑性地表达对工作的意见与建议
10	企业招聘	掌握招聘的常见途径及一般流程	能用英语发布招聘信息、开展现场招聘会
11	企业培训	了解企业培训的开展流程	能用英语针对不同岗位合理策划、实施员工培训
12	公司管理	了解公司管理基本流程和问题解决的基本方法	能用英语讨论工作中出现的问题并给出解决建议
13	塑造品牌	掌握品牌建立的流程	能够用英语书写公司产品品牌化的策划方案并用英语组织模拟产品发布会等公关活动
14	公司业务活动	描述公司的各种业务	能用英语简单阐述公司进行某项投资的原因、汇报企业管理运作中出现的问题及应对方案
15	商务法律	了解知识产权和商标权等基本商务法律知识	能用英语谈论及分析跟知识产权相关的简单案例，并陈述自己的观点。

2.2 词汇要求

要求能灵活正确运用商务英语专业教学大纲基础阶段所要求掌握的语法结构全部内容，认知教学大纲词汇表对基础阶段所规定的 5500—6000 个认识词汇，正确而熟练地运用其中的 3000—4000 个及其最基本的搭配。

三、考试形式及试卷结构

本考试闭卷，笔试考试时间为 120 分钟，满分 100 分

题项分为听力、阅读、写作三部分，考试形式、题型、题数、比重、体裁、计分等见表三：

表三 试题结构说明

序号	题项	形式	比重 (%)	时间 (分钟)	题材	题型	题数	计分
1	听力	笔试	39	40	对话、电话、财经新闻等	便条填空	12	12
						搭配	10	15
						选择	8	12
						合计	30	39
2	阅读	笔试	46	60	经贸文章与图表等	搭配题或匹配题	7	7
						单项选择题	6	6
						完型填空	15	15
						改错题	12	18
						合计	40	46
3	写作	15	30	商务类信函	写作	1	15	
总计						合计	71	100

四、参考教材

1、《新编剑桥商务英语中级》 出版社：经济科学出版社，主编 John Hughes 等，2009 年 9 月。

五、题型示例：

听力题

PART ONE 便条填空：

Questions 1-8

You will hear three telephone conversations or messages.

Write one or two words or a number in the numbered spaces on the notes or forms below.

After you have listened once, replace each recording.

Conversation One

(Questions 1-4)

Look at the form below.

You will hear a man asking a colleague for information about a former employee.

Personnel Record

NAME: Stephen (1).....
 ADDRESS: 183 School Road,
 Barnfield, BF2 8TP
 DEPARTMENT: (2)
 POST HELD: (3) (temporary)
 MONTHLY SALARY: (4) £.....

Conversation Two

(Questions 5-8)

Look at the note below.

You will hear a man describing a problem with an order.

WHILE YOU WERE OUT

Message for: Steven Kirby
 From: Mark Jones
 Company: (5)

Message

Re: Stationary order
 Problem with the (6) ordered.
 The (7) need 500 and he needs 750.
 Also (8) need to be repositioned.

PART TWO 搭配:

Part Two

Section Two

(Questions 9-13)

You will hear another five recordings.

For each recording, decide what the speaker's purpose is.

Write one letter (A-H) next to the number of the recording.

Do not use any letter more than once.

After you have listened once, replay the recordings.

- 9.....
- 10
- 11
- 12
- 13

- | | |
|---|---------------------------|
| A | to make a complaint |
| B | to deny something |
| C | to offer assistance |
| D | to ask for advice |
| E | to express doubt |
| F | to ask for permission |
| G | to explain an action |
| H | to recommend a new policy |

Section Two. Question 13 to 17.

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- You will hear another five short messages.
- For each message, decide what the speaker is doing.
- Write one letter A - H next to the number of the message.
- You will hear the five messages twice.

13. _____
14. _____
15. _____
16. _____
17. _____

- | | |
|---|---------------------------|
| A | arranging a meeting |
| B | making an appointment |
| C | offering an invitation |
| D | canceling an order |
| E | making an apology |
| F | making an enquiry |
| G | confirming an arrangement |
| H | making a complaint |

PART THREE 选择题

Questions 18 -25

- You will hear a job applicant talking to the Personnel Manager of a chain of stores.
- Choose the correct phrase to complete each sentence 23 - 30.
- Mark one letter A, B or C for the phrase you choose.

18. The job vacancy is for

- A an Assistant Manager.
- B a Shop Assistant.
- C a Store Manager.

19. Mr Benn got his business qualification at

- A university.
- B night school.
- C a training centre.

20. Mr Benn disagreed with the Manager about
- A product promotion.
 - B customer relations.
 - C pricing policy.
21. At Town and Country Stores, he deals with
- A suppliers.
 - B secretaries.
 - C sales staff.
22. Mr Benn is attracted to the vacancy because it offers better
- A career prospects.
 - B wages and bonuses.
 - C working conditions.
23. The American shops are currently run by
- A American managers in America.
 - B British managers in America.
 - C British managers in Britain.
24. The new job deals with
- A sales patterns.
 - B suppliers.
 - C customer service.
25. Mr Benn could start the new job in
- A two weeks.
 - B four weeks.
 - C six weeks.

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启航专插本
www.qihangzcb.com

阅读题型

PART ONE Matching (搭配题或匹配题)

1. It is located outside the city.
2. It will be easy to use for various types of retail business.
3. You know how much money it took last year.
4. This business already manufactures goods for sale.
5. Its price includes living accommodation.
6. It has been operating for many years.
7. You will have to find out the price from the agents.

EBTA BUSINESS TRANSFER AGENTS

The following businesses in the region are offered for sale:

A

RESTAURANT

A large, well-decorated restaurant in an excellent position near the city centre.

Open three years with annual turnover of £100,000.

Regular trade and bookings for weddings, special occasions etc.

Available on 50-year lease.

Price on request

B

ESTABLISHED POTTERY

TM

Family business established for over fifty years in city's main commercial area.

Small pottery, currently employs twelve people producing china figures, vases and other decorative items.

Price includes premises plus equipment and raw materials.

Price £200,000

C

VACANT SHOP

Located in superb historic building on excellent city centre site. Large premises recently renovated to a very high standard.

Would suit a wide range of different trades. Available on limited (three-year) lease, or longer if required.

Short lease £15,000

D

GARAGE & CAR REPAIR

Small business with great potential for development.

Garage with petrol station on main road between city and coast.

Includes large workshop suitable for car repair business. Small, three-bedroom house attached to workshop, and room for further building.

Whole property £190,000

PART TWO Multiple Choice (单项选择题)

Exercisel

Questions 1-6

Read the article below about public relations.

For each question 1-6, mark one letter (A, B, C or D) on your Answer Sheet, for the answer you choose.

Public Relations

A company does not function in a vacuum, but rather as part of a society. That society consists of the people who work for it, the people and companies that do business with it, the public at large, and the government that regulates and taxes it. These groups are known as a company's "publics." In order for a company to deal with these publics effectively, a relationship of trust must exist. Employees will not cooperate with or put forth their best efforts for a company that they do not trust or that they feel is taking advantage of them. The public will not buy products or services from a company that, in their view, is not responsible or trustworthy. And the government, as the protector of the society it governs, is especially vigilant in dealing with a company that it regards as not operating in the public interest. Given these circumstances, every business, whether it is a giant corporation or a small factory, a five-star hotel or a roadside tavern, needs to give some thought to the relationship it has with all the various publics it interacts with. The techniques that a company uses to improve these relationships are known as "public relations", also called PR.

The goal of public relations is usually to improve the climate or atmosphere in which a company operates. Here are some results a company might expect from a successful public relations campaign:

Its products and services are better known.

Its relationship with employees has improved.

Its public reputation has improved.

A successful public relations campaign can get people to do something that will help a company, stop them from doing something that might hurt it, or at least allow the company to proceed with a course of action without criticism. "An organization with good public relations has a favourable image or reputation, perhaps as a result of public relations activities." Says Richard Weiner, a noted and award-winning public relations counselor. In developing and implementing public relations plans, companies often use a simple five-step process: research or fact finding, planning, action, communication, and evaluation.

A classic example of public relations at work is McDonald's. It has always been important to McDonald's to be known as a company that values cleanliness. Indeed, founder Ray Kroc emphasized cleanliness along with quality, service, and value as being the four most important things in any McDonald's operation. For that reason, Kroc instructed the first McDonald's franchisees to pick up all litter within a two block radius of their stores, whether it was McDonald's litter

or not. The company also did many other things to help protect the environment. In 1990, it announced a program called McRecycle in which McDonald's committed itself to buy \$100 million in recycled materials for use in building and remodeling its restaurants. It is important to understand the role public relations has played in all the company's decisions. McDonald's has always been socially responsible and extremely concerned about its image. These two facts are part and parcel of its public relationships. To McDonald's, public relationships activities go much deeper than simply sending out press releases and having corporate officers serve on various charitable boards. The company understands that real public relations means taking significant action first, then announcing them to the public. Without the first step, the second would be meaningless. Many companies do not understand this basic principle: If you want to make news, you must first do something newsworthy.

- TM
1. According to the passage, a company's publics refer to
 - A. people in a society
 - B. employees and employers within a company
 - C. people and organization in and outside a company
 - D. the company and the government
 2. A good public relationship is based on
 - A. mutual understanding
 - B. mutual familiarity
 - C. mutual attraction
 - D. mutual trust
 3. The aim of public relations is to
 - A. improve a company's operating environment
 - B. make a company's products known to the public
 - C. make a company's name known to the public
 - D. establish a good relationship with employees
 4. The passage tells us that a good reputation of a company mostly comes from
 - A. its high quality products
 - B. the fame of its executives
 - C. its public relation activities
 - D. its relationship with the government
 5. According to the text, how many steps are usually adopted to implement public relations plans?
 - A. Three.
 - B. Five.
 - C. Eight.
 - D. Not mentioned.

6. Which of the following can be inferred from the passage?
- A. Public relations first, business second.
 - B. Actions speak louder than words.
 - C. It is easier said than done.
 - D. One should seek truth from facts.

PART THREE

Question 21-35

- Read the letter below.
- Choose the best word from A, B, C or D on the opposite page to fill each gap.
- For each question 21-35, mark one letter (A, B, C or D) on your Answer Sheet.

TM

Dear Miss Brown,

Thank you for your letter of 5 October, concerning (example) -----goods purchased in our store in Basingstoke.

I am very sorry indeed that you were not satisfied with the celebration chocolates that you bought from our store. I can 21 ----- your disappointment when you discovered that the chocolates were not as shown on the 22 -----and were, in 23 -----, all the same shape.

Our company is always trying to improve the 24 -----of its merchandise, and we are very unhappy when one of our products does not 25 -----satisfaction.

The manufacturers of our chocolates have 26 -----guidelines for production, which should 27 -----instances such as this from happening. Obviously our checking and packing procedures were not 28 -----, and we will discuss this with the manufacturers.

In the 29 -----, I regret the disappointment you were 30 -----. As a gesture of goodwill, I have pleasure in refunding the 31 -----of the chocolates, and enclose a gift voucher that you can 32 -----in our Basingstoke branch.

Thank you for bringing this matter to our 33 ----- . I hope any future purchases you may 34 -----at our stores will be up to our 35 -----high standards.

Yours sincerely,
A N Ferguson
A N Ferguson
Customer Relations

Example:
 A. faulty B. wrong C. incorrect D. inadequate

Example:	A B C D <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
----------	---

21. A. know B. distinguish C. understand D. recognise
22. A. packaging B. layer C. parcel D. envelope
23. A. point B. fact C. honesty D. detail
24. A. worth B. goodness C. quality D. grade
25. A. meet B. supply C. present D. give
26. A. straight B. pure C. immediate D. clear
27. A. prevent B. avoid C. forbid D. contain
28. A. followed B. admitted C. confirmed D. engaged
29. A. while B. meantime C. period D. space
30. A. brought B. caused C. effected D. produced
31. A. cost B. money C. amount D. bill
32. A. employ B. operate C. apply D. use
33. A. view B. attention C. sight D. regard
34. A. move B. have C. make D. do
35. A. ordinary B. usual C. common D. natural

PART FOUR Correction (改错题)

PART THREE

Section A

Questions 36-40

- Read the advertisement below for a global telephone card.
- In most of the lines 36-40 there is one extra word which does not fit in. One or two lines, however, are correct.
- If a line is correct, put a tick (✓) in the space on your Answer Sheet.
- If there is an extra word in the line, write that word in the space on your Answer Sheet.

Example:

Phoning is even the cheaper with our Global Calling Card....the...
For further information call 0171 563879. ...√...

Executives traveling internationally know all about the horrors of phoning
36 to home from abroad. They will be familiar with large hotel phone bills
37 and the problems involved in trying to find the right local coins
38 for the payphone or trying to communicate with foreign operators.
39 World Telecom knows all about these problems so it has been introduced
40 a charge card especially for to keep business travellers' costs down.
Call costs are far lower than with competitors, and the card is simple to use.

TM

作文

- The company you work for is expanding rapidly and is looking for new premises. Your **Managing Director** is interested in Waterside Industrial Park, and has asked you to write a letter to find out more information.
- Read Waterside Industrial Park's advertisement below, on which your Managing Director has already made some notes.
- Then, using all your Managing Director's handwritten notes, write your letter to Rosemary Brown at Waterside Industrial Park.
- Do not include postal addresses.
- Write 120-140 words on a separate sheet.

Who would qualify?

Which other firms are in the area?

WATERSIDE INDUSTRIAL PARK

Sizes?

✓ A variety of large and small units available.

✓ Financial help available for many companies moving to the area.

✓ Excellent road and rail links with all parts of the country.

✓ Skilled labour force for manufacturing or service sector business.

Labour costs compared with other areas?

For an information pack, please contact:

Ask for this

Rosemary Brown
Waterside Industrial Park
Phone (11) 8008866
Fax (11) 323 6644

广东金融学院 2020 年本科插班生招生考试

商务英语专业《商务英语阅读》考试大纲

一、 考试性质与目的

普通高等学校本科插班生（专插本）招生考试是由专科毕业生参加的选拔性考试。高等学校根据考生的成绩，按照已确定的招生计划，德、智、体全面衡量，择优录取。因此，本科插班生考试应有较高信度、效度、必要的区分度和适当的难度。《商务英语阅读》考试主要考察学生运用细读、略读、寻读等阅读技能，在阅读与经济、商务等主题相关的材料中获取信息、理解文章、猜测重要生词词义以及进行假设判断、分析归纳、推理检验等逻辑思维能力。

二、 考试内容及试卷结构

考试形式为笔试闭卷，时间为 120 分钟，满分为 100 分。试卷包括客观性试题和主观性试题，由四个大部分组成（详见表 1），题材选自商业杂志、商务信件、商务报告、广告页及商品手册等。根据阅读材料，学生应能：

1. 理解主旨要义
2. 理解文中特定信息和细节
3. 理解语篇的结构和上下文的逻辑关系
4. 根据上下文推断重要生词或词组的含义
5. 进行一定的判断和推理
6. 理解作者的意图、观点和态度

表 1 《商务英语阅读》考试内容和要求

部分	所考技能	考试材料要求	题型	题目数量	计分
1	阅读：掌握主旨，理解作者的观点	一篇较长的文本或 4 篇较短的信息文本（该部分文本总共 250-350 个单词）	搭配题	7	14
2	阅读：掌握要点和特定的信息	文本一为三选一选择题（150-250 个单词）。选项固定为：A. True; B. False; C. Not mentioned	多选题	7	14
		文本二为四选一选择题（400-500 个单词）		6	12
3	阅读：理解语篇结构和上下文关系，以及分析语法结构	文本一为四选一的完形填空（150-200 个单词）。所填的词主要是虚词，如介词、连词及冠词等；也可有少量实词，如动词、代词、副	完形填空	12	24

		词等。			
		文本二为四选一的完形填空，重点考察近义词辨析、商务环境下词语特定搭配和惯用法。 (200-300个单词)		15	15
4	阅读和翻译：理解短文、猜测重要生词词义以及翻译能力	文本题材主要为商贸文章，要求考生翻译的部分字数为120-150个单词，考生需在正确理解文本的基础上进行翻译，可以进行适当的润色和修饰使句子符合中文的表达习惯。	短文翻译 (英译汉)	1	21
总计				48	100

三、参考书目

《商务英语阅读教程》(1、2) 主编：叶兴国，出版社：上海外语教育出版社，2017年8月。

四、题型示例

PART ONE

Questions 1-7

- Look at the statements below and the advice about how to deal with your boss on the opposite page.
 - Which section (A, B, C or D) does each statement (1-7) refer to?
 - For each statement (1-7), mark one letter (A, B, C or D) on your Answer Sheet.
 - You will need to use some of these letters more than once.
1. Listen to what your boss tells you about how well you are working.
 2. Realize that your boss will occasionally need to be left alone.
 3. Comment on your boss's work in a positive spirit.
 4. Try to impress your boss with your thoroughness.
 5. Do not hesitate to involve your boss if you have difficulties with your work.
 6. Show your boss that you are capable of working at a higher level.
 7. Speak to your boss, even about matters not directly related to your work.

MANAGE YOUR BOSS

Advice from four top business people on how you should treat your boss

A

The Consultant

No boss likes nasty surprises. Thinking you can solve a serious problems before he or she finds out is a doomed strategy. Much better to inform your boss about the situation early on, together with your suggested solution. Also, remember that bosses like praise as much as any employee. Do this without making it obvious, if only to earn the right to criticize (constructively, of

course). ‘Consideration’ is the key word. Treat bosses as you hope to be treated—it should help you to move up to the next level.

B

The Director

Of course there are all the formal things in managing your boss—ensuring that you come to meetings well prepared, that you have a good eye for detail, and so on. But you also need to distinguish effectively between things that are important and things that are merely small details. Bosses like it if you can see ‘the big picture’ because they want to be able to delegate. So it’s all about psychology, as well as performance.

C

The Chairman

TM

Bosses want people to understand their objectives, their way of working and the pressures they are under. If you can understand what sort of individual your boss is, it is easier to appreciate why certain reactions might arise, and thus avoid problems. Also, keep the lines of communication with your boss open. You need to receive ongoing feedback on whether your work is effective, asking about what you do not understand, and, if necessary, discussing personal issues from outside the workplace. When the gap between you is reduced, so are the difficulties.

D

The Chief Executive

Understand that a boss will want to take the glory when things go well. After all, they take ultimate responsibility, so they deserve some of the credit. Also find out about your boss’s outside interests, as this can help to improve the relationship. You may find you have an interest in common. Similarly, recognize that everyone is human, and there are times when a request from you may be unwelcome. Get to know your boss’s Personal Assistant, who can advise you when it is a good time to talk to him or her.

PART TWO

Questions 8-14

- Read the article below about gamification in training.
- Are sentences 8-14 ‘Right’ or ‘Wrong’? If there is not enough information to answer ‘Right’ or ‘Wrong’, choose ‘Doesn’t say.’
- For each sentence 8-14, write one letter (A, B or C) on your Answer Sheet.

Making training fun

The majority of us get a thrill out of playing some kind of video game on a regular basis. Perhaps we spend our coffee break playing on a newly downloaded app where we find ourselves navigating game-like elements, by trying to win a race or solve a problem. Or perhaps we go online to compete with people in different parts of the world in games and tournaments.

Because there's something very addictive about playing games and competing, training companies are starting to integrate elements of gaming into the courses they design. The idea of adding game-like elements is called 'gamification' and it's quite a simple idea. It can of course involve winning and losing, but it can also include some form of escape from a difficult situation, discovering something new, taking risks and obtaining rewards.

Some companies have now set up some of their training programs online where staff log in to a program, application or website, to learn something new. For example, staff could read a text or watch a video, and then answer quiz questions to check their understanding of what they've learnt. As they go through the questions they score points or win prizes; in some cases, they play against colleagues to see who scores the most points.

8 The writer thinks that everyone likes playing video games.

A True B False C Not mentioned

9 Some employers are becoming worried that staff are spending too much time at work playing games.

A True B False C Not mentioned

10 'Gamification' is a new type of training course.

A True B False C Not mentioned

11 This new type of training includes elements that make playing games fun.

A True B False C Not mentioned

12 The training is only effective if you work with others and not do it on your own.

A True B False C Not mentioned

13 Some training courses encourage staff to compete.

A True B False C Not mentioned

14 Training courses with 'gamification' show better results than traditional training.

A True B False C Not mentioned

Question 15-20

- Read the article below about teamwork and the questions.
- For each question (15-20), mark one letter (A, B, C, or D) on your Answer Sheet.

Trouble with Teamwork

Mary Owen examines the role and the efficiency of teams

Recruiters say that candidates who can give examples of work they have done as members of a successful team are in as strong a position as those who can point to significant individual achievement. Indeed, too much of the latter may suggest that the person concerned is not a ‘team player’ – one of the more serious failings in the book of management.

The importance of being a team player is a side effect of the increasing interaction across departments and functional divides. Instead of pushing reports, paperwork and decisions around the organization, ‘teams provide a dynamic meeting place where ideas can be shared and expertise more carefully targeted at important business issues,’ says Steve Gardner, in his book *Key Management Concepts*. He adds, ‘Globalization has added a further dimension to teamwork. Multinational teams now study policy decisions in the light of their impact on the local market.’

But is teamworking being overdone? ‘Some managers are on as many as seven or eight different teams’ , says Dr Cathy Bandy, a psychologist who recently ran a conference on the subject. ‘They take up so much time that managers can’t get on with core tasks.’ Forming teams and having meetings has, she says, become an end in itself, almost regardless of purpose. There is also the danger of an unhealthy desire to keep the team going after the work has been done. ‘People feel the need to belong, and team membership can provide a kind of psychological support.’

The idea behind teamworking is that, when the right group of people is brought together, a ‘force’ develops which is greater than the sum of their individual talents. This is often true in sport, where good players can reach unexpected heights as members of an international team. However, few business situations have as clear a set of objectives, or as clear criteria of success or failure, as winning a match.

‘In business, everyone needs to be clear about what the challenge is and whether a team is the right way of approaching it’ , says Steve Gardner. ‘Unfortunately, people focus instead on who the members of the team should be and what roles they are to play.’ Dr Bandy agrees. ‘There is always a danger that teams can turn into committees,’ she says. ‘In a lot of situations, one or two individuals would be much more effective.’

So what makes a successful team? There are some general qualities that have been identified. Steve Gardner recommends that in every team there should be someone who is good at researching ideas and another who is good at shooting down impractical ones. There should be those who can resolve the tensions that naturally occur in a team and others who are focused on getting the job done. Also, providing a clear and achievable target at the outset is the best way of ensuring that the team will move on to greater things.

- 15 What point does the writer make about teamworking at the beginning of the article?
- A It is the most successful form of management.
 - B It has changed the recruitment procedure in companies.
 - C Well-run teams still allow individuals to demonstrate their talents.
 - D Being a team player is now considered an essential management skill.

- 16 According to the article, teamwork developed within companies as a response to_____
- A modern office design.
 - B changing work practices.
 - C a reduction in administrative tasks.
 - D the expansion of international business.

- 17 In the third paragraph, Dr Bandy suggests that
- A many employees do not enjoy working in teams.
 - B some managers are not very effective team leaders.
 - C some teams are created unnecessarily.
 - D few teams are well organized.

- 18 According to the writer, teamwork is more effective in the field of sport because the players
- A know what they want to achieve.
 - B are more competitive by nature.
 - C have more individual talent.
 - D can be driven by national pride.

- 19 Steve Gardner and Dr Bandy agree that when a business team is created people do not pay enough attention to
- A the structure of the team.
 - B alternatives to the team.
 - C selecting the team members.
 - D directing the team's activities.

- 20 What is Steve Gardner's advice on operating a successful team?
- A Maintain a flexible approach to membership.
 - B Allow personalities to develop within the team.
 - C Select people who fit naturally into certain roles.
 - D Make every effort to avoid conflict between members.

PART THREE

Questions 21-32

- Read the company profile below about an IT company.
- Choose the correct word to fill each gap from A, B or C.
- For each question 21-32, mark one letter (A, B or C) on your Answer Sheet.

ReLIT Solutions provides a variety of IT service and specializes (21) support to the health and social care sectors. The company was set (22) in 2005 and since then has worked alongside some of the world' s leading practitioners. (23)employing over 50 full-time staff and working with a (24) of part-time and freelance partners, ReLIT Solutions can support the health industry in all (25)of its IT needs. Its many years (26)experience has gone into the creation of the standard ReLIT software which (27) now used in hospital and social care centers worldwide. The software package (28)those working in healthcare to work faster and more effectively, so that they can (29) on their patients and the people they care for. (30), ReLIT can customize the program to suit the client' s needs or (31), it can build custom software for them. In 2016, ReLIT Solutions received a health care industry award (32) innovation in care provider resources.

- | | | | | |
|----|-------------|----------------|-----------------|------------|
| 21 | A in | B at | C for | D on |
| 22 | A on | B at | C up | D in |
| 23 | A Despite | B Now | C Since | D now that |
| 24 | A majority | B collection | C range | D series |
| 25 | A groups | B aspects | C efforts | D areas |
| 26 | A the | B for | C of | D in |
| 27 | A is | B are | C has | D had |
| 28 | A lets | B allows | C makes | D helps |
| 29 | A help | B focus | C look | D make |
| 30 | A Therefore | B Nevertheless | C Furthermore | D however |
| 31 | A however | B whereas | C alternatively | D yet |
| 32 | A for | B by | C into | D to |

Questions 33-47

- Read the extract below about a bank' s human resources policy.
- Choose the best word or phrase to fill each gap from A, B, C or D on the opposite page.
- For each question (33-47), mark one letter (A, B, C or D) on your Answer Sheet.

Human Resources Policy

CBA Bank was the largest financial institution to sign the employer' s 'People Come First' code

of practice in the early 1990s. In doing so, it committed itself to the highest standards in human resources practices such as the communication of company (33)..... to employees, the setting of individual training and personal (34)..... plans, and the holding of regular performance (35)..... for all staff.

Like other organizations, CBA is replacing the traditional hierarchy with a flatter organizational structure which gives employees more broadly defined (36)..... within the company. The change is offering employees greater opportunities for work in cross-disciplinary project teams. As a result, interpersonal (37)..... are extremely important.

The policy seems to be working. There is a great deal of goodwill among employees, who (38)..... the fact that customer satisfaction is the organization's chief aim. CBA claims to pursue this aim for its own (39)..... rather than as a means of earning profits for shareholders.

An ability to relate to all kinds of people is the most important attribute CBA looks for in (40)..... recruits. Graduates are (41)..... for a two-year period and exposed to all (42)..... of retail financial services. By the end of this training period, they will have taken their Institute of Banking examination and, if they have (43)..... their performance targets, they will have (44)..... a job at the bank.

On the whole, we are not looking for people straight out of college, 'says human resources manager Mary Kemp. 'We would prefer that they had (45)..... some experience of life and had taken a year out between school and college to travel or do some kind of work.'

The company has recently introduced a new policy on pay, and it is now (46)..... to performance through bonus schemes, with the objective being to (47)..... employees for their achievements and effort.

- | | | | | |
|----|----------------|--------------|---------------|---------------|
| 33 | A designs | B purposes | C ends | D objectives |
| 34 | A continuation | B extension | C development | D advancement |
| 35 | A reviews | B trials | C revisions | D judgments |
| 36 | A capacities | B parts | C roles | D elements |
| 37 | A abilities | B talents | C assets | D skills |
| 38 | A recommend | B honor | C respect | D obey |
| 39 | A sake | B reason | C behalf | D cause |
| 40 | A expected | B intended | C potential | D eventual |
| 41 | A taken on | B written in | C put on | D drawn in |
| 42 | A fields | B areas | C regions | D parts |

- | | | | | |
|----|------------|-----------|--------------|------------|
| 43 | A arrived | B done | C passed | D met |
| 44 | A secured | B reached | C confirmed | D fixed |
| 45 | A gained | B won | C earned | D realized |
| 46 | A attached | B linked | C combined | D joined |
| 47 | A return | B reward | C recompense | D refund |

PART FOUR Translating

Translate the following passage into Chinese. The translation of the first paragraph is given. Write on the answer sheet.

SOFTTO believes: corporate culture is a “human-oriented” management system with corporate management philosophy and corporate spirit as its core to inspire the staff’s sense of belonging, initiative and creativity. Every staff will receive a birthday gift from the Board Chairman in the month of his/her birthday. The company will organize various kinds of activities for celebration of Christmas and New Year’s Day.

SOFTTO offers various regular training programs to different staff based on their personal potentials and expectations towards the company. Training programs include:

New staff position training: introducing the history and corporate culture of SOFTTO and the operation of each business and functional department, helping and leading the staff to be involved into the company at shortest time.

Professional skill training: offering professional skill training to staff in the Sales Department, Marketing & Planning Department, and Financial Department for them to keep knowledge updated and improve their competitiveness.

Management technique training: offering personnel with great potential opportunities to attend to MBA course for incumbent staff, and training courses on how to form high efficiency team spirit and other professional management techniques; working out long-term career development plans for young middle-class management for them to adapt themselves to the internationalized strategic development of the company and develop into the future senior management in SOFTTO.

索芙特认为企业文化是以企业管理学和企业文化为核心，激发企业员工归属感、积极性和创造性的“人本”管理系统。在索芙特这个大家庭里，每月过生日的员工都会收到由董事长送出的一份礼品，公司在每年的圣诞节和元旦都会组织各种联谊活动。



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广东金融学院 2020 年本科插班生招生考试

商务英语专业《商务英语写作》考试大纲

一、考试性质

普通高等学校本科插班生（专插本）招生考试是由专科毕业生参加的选拔性考试。高等学校根据考生的成绩，按照已确定的招生计划，德、智、体全面衡量，择优录取。因此，本科插班生考试应有较高信度、效度、必要的区分度和适当的难度。《商务英语写作》考试主要考察学生运用商务信函常用的表达方式，结合各种实际商务情景，撰写用词语气都能较清楚表达写作意图的商务信函和业务报告。

二、考试内容与要求

（一）考试内容：

Chapter 1 An Overview of Business Writing

商务写作概述

Chapter 2 Structure and Styles of Business Letters

商务信函的结构与格式

Chapter 3 Sales—related Inquiries and Replies

询盘与回复函

Chapter 4 Order Letters and Confirmation Letters

订单与确认函

Chapter 5 Letters of Shipment

装运函

Chapter 6 Letters of Payment and Settlement of Accounts

付款与结账函

Chapter 7 Routine Claims and Adjustments

日常索赔与理赔函

Chapter 8 Persuasive Claims and Refusals

说服性索赔与拒绝函

Chapter 9 Sales Letters

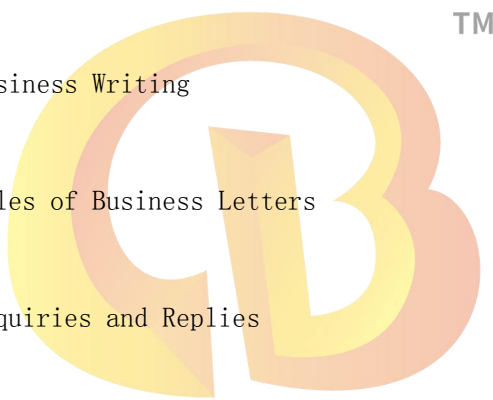
销售函

Chapter 10 Invitations and Thank—you Letters

邀请函与感谢信

Chapter 11 Letters of Apology and Congratulation

道歉信与祝贺信



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Chapter 12 Notices and Announcements

通知与通告

Chapter 13 Memos and Minutes

备忘录与会议记录

Chapter 14 Resume

简历

Chapter 15 Letters of Application

申请书

Chapter 16 Letters of Recommendation

推荐信

Chapter 17 Proposals

意向书

Chapter 18 Reports

报告

Chapter 19 Questionnaires

调查问卷

Chapter 20 Business Agreements

商务协议



启航专插本
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(二) 考试要求:

熟悉常用的商务英语文体;

掌握商务信函、报告书、意向书的写作结构和格式;

能较熟练地运用英语商务信函及报告书、意向书常用的表达方式;

能根据实际的情景, 撰写商务信函和业务报告。

三、考核形式与考试结构

(一) 考试形式: 笔试闭卷, 时间为 120 分钟, 满分为 100 分。

(二) 试卷的题型结构:

试卷为四部分。第一部分选词填空 (10%), 第二部分翻译题: 英译汉 (10%)、汉译英 (10%); 第三部分为信函改写题 (10%), 第四部分写作题: 信函类 (20%), 报告或建议书类 (30%)。

部分	题型	所考技能与沟通任务	考试材料	权重	题量
1 填空	选词 填空	商务文本所需的商务专业词汇和写作原则、方法的掌握情况	一段材料选自商务函件	10%	5
3 翻译	英译汉	各类商务信函、报告、意向书常用句式	书本列出的常用句式	15%	5
	汉译英			15%	5
3 改写	信函改写	不同类型商务文体的语言特点及得体性	一段材料选自商务函件	10%	1
4 写作	信函写作	道歉、邀请、感谢、祝贺、销售、索赔、拒绝、装运、付款与结账、订单与确认、询盘与回复等	一段或多段材料(选自商务函件)	20%	1
	报告或意向书写作	描述、总结、推荐和劝说等	一段或多段材料	30 %	1
合计				100%	18

四、主要参考书

《商务英语写作(修订版)》胡英坤、车丽娟主编，外语教学与研究出版社，2018年3月，ISBN: 9787513535021。



五、题型示例

Section One (10%) Blank Filling

Directions: Choose the expressions on *the writing principles of routine claims* in the box to fill in the blanks.

A. invoice number	B.persuasive claims	C.reject	D. reply	E. granted
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Claim letters can be divided into two groups: routine claims and (1)_____. Routine claims (usually backed by a contract, a guarantee, or the company's reputation) assume that a request will be (2)_____ quickly and willingly, so such letters are very effective if the

problem is directly stated. Come straight to the problem at the beginning. Tell what is wrong. Describe the problem clearly and provide any necessary information ((3) _____, product information, etc.). Present enough facts to help the company to make a decision. Name specific actions to deal with the problem, and politely mention strong terms if you fail to get a satisfactory (4) _____. End with positive, friendly but firm words.

When you get a claim, you may either grant an adjustment or (5) _____ it, depending on the situation. When you grant an adjustment, your customer will surely welcome it, so a letter of adjustment talking about the issue directly is appropriate. Begin directly with the good news.

Key: (1) B (2) E (3) A (4) D (5) C

Section Two (30%)

Part 1 Translate the following patterns and sentences into Chinese (15%)

1. We visited your stand at the Canton Fair and are now writing you to inquire about your silk neckties.
2. Your products are of great interest to one of our clients in Tianjin, who wishes to have your quotations/samples/price-list/illustrated catalogues for the items specified below.
3. We regret that, owing to a shortage of stocks, we are unable to fill your order. We will, however, contact you by fax once supply improves.
4. In keeping with our usual terms of payment we have drawn on you at 60 days and passed the draft and shipping document to our banker.
5. This is to inform you that today we have opened an irrevocable Letter of Credit in your favor for \$ 10,000 with Bank of China, Dalian. Please take special note that the goods supplied must be exactly the same as your samples. We will expect your consignment before the end of October.

Key:

1. 我们参观了你们方设在广交会上的展位，现特致函向你方询问有关丝制领带的情况。
2. 我们一位天津的客户对你们方的产品很感兴趣，并盼按下列项目报价。
3. 因为存货短缺，未能供应贵公司所需产品，特此致歉。一旦供应情况改善，我们将传真通知贵公司。
4. 为与我方惯常付款条件保持一致，我方已向贵方银行开立 60 天远期汇票，并已将汇票及装运单据呈交我方银行。
5. 谨通知贵方我方今日已通过中国银行大连分行开出以贵方为受益人的不可撤销信用证，金额为 10,000 美元。请贵方务必特别注意所供货物必须与货样完全相符。我方希望贵方能于 10 月底前交货。

Part 2 Translate the following patterns and sentences into English (15%)

6. 我方将安排程先生本周晚些时候拜访你们，以便把所提供给你方的布料和你方据以订货的样品相比较。
7. 新任财务总监伍顿先生的欢迎典礼将于 5 月 26 日，星期六晚上 6 点，在加利福尼亚大酒店 4088 房间举行。
8. 贵公司在 3 月 3 日的《中国日报》上刊登广告招聘区域销售经理，我写信应聘这一职位。
9. 可以从调查研究得出结论，尽管巴西不是 2012 年市场发展的优先考虑对象，但是从长期来看，巴西作为向南美地区渗透的基地是十分重要的。
10. ABC 贸易有限公司很高兴地宣布成立。我们将从 2013 年 3 月 1 日起开始营业。

Key:

6. We are arranging Mr. Cheng to call on you later this week to compare the materials supplied with the samples from which you ordered them.
7. A welcoming ceremony for our new CFO, Mr. Wooden, will be held in Room 4088, California Grand Hotel, at 6 p.m. on Saturday, May 26.
8. This is my application for the position advertised in China Daily (March 3)—regional sales manager.
9. It can be concluded from the study that although Brazil is not regarded as a priority market development for 2012, it is of great importance as a base for long-term penetration of the South-America zone.
10. ABC Trading Co., Ltd. is pleased to announce its establishment. We shall be in operation from March 1, 2013.

Section Three Letter Rewriting (10%)

Directions : Rewrite the following letter of *refusal of a claim on refund*, to make it more considerate and more polite.

A refusal of a claim on refund

Dear Wanda R. Goldman:

We have got your letter and after careful investigation, we decided that it is not reasonable for us to reimburse the \$1,000 you asked for in your letter.

We are sorry that you did not use some of the service we rendered during your recent meeting. But it doesn't mean we didn't provide it. Our brochure doesn't indicate that the exercise room is inside the hotel. You should have noticed when signing the contract.

If you have any questions, please don't hesitate to contact me. I am looking forward to your early

reply.

Yours sincerely,

Margret

Reference :

A refusal of a claim on refund (**improved**)

Dear Wanda R. Goldman:

Giving customers a taste of life and emphasizing the well-being of customers is Phoenix' s mission of business. We provide resort guests with an exercise room so that our guests can enjoy the aesthetic pleasure and physical fitness while they are here.

We are glad that you were satisfied with most of our service and regret to learn that your guests were unable to use the exercise room we offered because of the tight schedule of the meetings and frequent dinner events. As a matter of fact, when Mr. White from your Logistic Department came to see the meeting facilities, we showed him the exercise room in the health club. Besides, we paid for the exercise room even though you did not use it. So the only thing we can do now is when you are here for another event, we can offer you a 3% discount on rooms you are going to rent.

Making our customers satisfied is the most important to Phoenix, so we are always trying every bit to provide the best service to our customers. We thank you for the opportunity for us to understand the situation so that we can serve you and other customers better in the future.

Sincerely yours,

Margret

Section Four Writing (50%)

Part one Letter Writing (20%)

You have recently had a number of problems with a local company which supplies you with goods for your workplace. You have been asked to write a **letter of complaint** to the supplier about the situation.

Write your letter to the supplier:

- Referring to the goods your company regularly buys from them

- Describing the various problems you have had
- Explaining how the situation might be dealt with
- Stating what will happen if the situation does not improve
- Write 100-150 words

Part Two Report or proposal writing (30%)

For an experimental period, your company has operated a scheme allowing certain employees in your department to work from home for part of the week. The Managing Director has asked you to write a report on the scheme.

Write the **report** for the Managing Director:

- Explaining why it was decided to allow some staff to work from home
- Giving details of how the scheme operated
- Saying what the positive and /or negative aspects of the scheme have been
- Making a recommendation concerning the future of the scheme
- Write 150-200 words

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