

《基础商务英语》考试大纲

一、考试性质与范围

普通高等学校本科生插班生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。因此，本科插班生考试应有较高的信度、较高的效度、必要的区分度和适当的难度。

基础商务英语是所有报考本科插班生商务英语专业的必考科目。考试范围包括听、读、写、译技能以及语法、词汇知识。

二、考试目的

本考试旨在考核学生综合运用各项基本技能的能力以及学生对语音、词汇、语法、语篇等英语知识的掌握程度。

三、考试时间

闭卷，笔试，考试时间为 120 分钟，试卷满分为 100 分。

四、考试形式

为了有效地考核学生综合运用各项基本技能的能力，既兼顾考试的科学性、客观性，又考虑到考试的可行性，本考试采用多种试题形式，以保证考试的效度和信度。

五、参考书目

王立非，《商务英语综合教程（1）（第二版）学生用书》，上海外语教育出版社，2017 年 9 月第 1 版。

六、考试内容

本考试共有五个部分：听力理解、词汇与语法结构、选词填空、阅读理解、翻译。

I. 听力理解 (Part I: Listening Comprehension) (20%)

1. 测试要求：

- (a) 能听懂英语国家人士关于日常生活和商务活动的演讲和会话。能理解大意，领会说话者的态度、感情和真实意图。
- (b) 能做简单笔记。
- (c) 能辨别各种英语变体(如美国英语、英国英语、澳大利亚英语等)。

2. 测试形式：

本部分采用填空题和选择题，分 Section One 和 Section Two，共 20 题，每小题 1 分。

Section One: Conversation or Presentation

本部分由对话或关于产品信息的讲话和 12 道填空题组成。要求学生边听边做笔记，然后完成填空任务。念两遍。

Section Two: Conversation or Interview

本部分由对话或采访和 8 道选择题组成。要求学生根据所听到的内容从所给的三个选项中选出一个最佳答案。念两遍。

3. 测试目的：

测试学生获取口头信息以及理解商务信息的能力。

4. 选材原则：

- (a) 听力部分的内容与商务活动相关。
- (b) 听写材料难度中等。

II. 词汇与语法结构 (Part II: Vocabulary and Structure) (15%)

1. 测试要求：

- (a) 掌握并能正确运用基本语法、词汇和短语搭配。
- (b) 掌握认知词汇(5500-6000)，并且能正确、熟练地运用其中的 3000-4000 个单词及其最基本的搭配。

2. 测试形式：

本部分采用单项选择题，共 15 道题，每题有四个选项。每小题 1 分。

3. 测试目的：

测试学生掌握词汇、短语搭配，及基本语法的熟练程度。

III. 选词填空(Part IV: Cloze) (15%)

1. 测试要求：

- (a) 本部分要求考生能在全面理解所给短文内容的基础上，从选项中选择最佳答案，补全短文，使其结构准确、内容连贯、前后照应、意思完整。

2. 测试形式：

本部分采用选择题。共 15 小题，每小题 1 分。在一篇题材熟悉、难度中等的短文中留出 15 个空白，每个空白为一题，要求学生从所给的词库中选择最佳答案。

3. 测试目的：

主要考察考生的语篇理解能力以及对词汇、语法和固定搭配等英语语言知识掌握与应用的能力，属于综合测试题。

IV. 阅读理解 (Part III: Reading Comprehension) (30%)

1. 测试要求：

- (a) 能读懂英美国家出版的中等难度的文章和材料。
- (b) 能根据上下文猜测某个词或词组的具体含义，能根据短文内容判断陈述的真伪，寻找文中重要具体信息（如数字、人名、地名等）。

(c) 能概括短文或段落的中心思想、话题或合适的标题，判断短文作者的态度、观点意图或写作目的，并根据短文内容进行推断。

(d) 能掌握所读材料的主旨大意，了解说明主旨大意的事实和细节；既理解字面意义，又能根据所读材料进行判断和推理；既理解个别句子的意义，也理解上下文的逻辑关系。

(e) 能在阅读中根据需要自觉调整阅读速度和阅读技巧。

2. 测试形式:

本部分采用单项选择题形式，由 3 篇阅读材料组成。总阅读量（不含试题部分）不少于 1000 个英文单词。共 15 题，每小题 2 分。

3. 测试目的:

本部分主要考查考生的综合阅读能力，测试考生通过阅读获取和理解有关信息的能力，既要求准确性，也要求一定的速度。并要求考生根据短文的内容完成所附问题：从每小题所给出的 4 个答案选项中选出最佳选项。

V. 翻译 (Part V: Translation) (20%)

1. 测试要求:

将题目中的汉语句子翻译成英文，能做到翻译忠实，语言通顺，用词恰当，表达得体。

2. 测试形式:

本部分为作答题，要求学生根据题目要求翻译句子。考察商务词汇、英文表达句型等。一道题一个句子，一个句子大概 25 个单词。共 5 道题，每小题 4 分。

3. 测试目的:

主要考查考生基本的汉英翻译能力和技巧。

《商务英语写作》考试大纲

I. 考试性质

普通高等学校本科插班生招生考试是由专科毕业生参加的选拔性考试。高等学校根据学生的成绩，按已确定的招生计划，德、智、体全面衡量，择优录取。因此，本科插班生考试应有较高的信度和效度、必要的区分度和适当的难度。

II. 考试形式及试卷结构

一、考试形式

闭卷，笔试，考试时间为 120 分钟，试卷满分为 100 分。

二、试卷结构

1. 试卷结构

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试卷结构

题型	题量	分值
选词填空	10	20
句子翻译	5	20
段落改写	2	10
排序	10	20
商务写作	1	30
合计	28	100

2. 题型考查要求。

第一部分 选词填空 (Blank-filling) (20%)

本部分共 20 分，共 10 个空，每空 2 分。主要考查考生对商务文本写作所需的商务专业词汇的掌握情况。

第二部分 句子翻译 (Sentence Translation) (20%)

本部分共 20 分，其中英译汉 3 题，汉译英 2 题，共 5 题，每小题 4 分。主要考查考生的商务语言应用能力。

第三部分 段落改写 (Paragraph Rewriting) (10%)

本部分共 10 分，共 2 题，每小题 5 分。要求考生阅读段落文本后，结合该类型商务文本的语言特点，对段落文本进行改写。主要考查考生对不同类型商务文体语言特点的掌握情况。

第四部分 排序 (Reorganizing) (20%)

本部分共 15 分，共 10 题，每小题 2 分。要求考生阅读文本后，结合该类商务文本的组成成分内容及格式特点，对该文本的组成成分内容进行排序。

第五部分 写作 (Writing) (30%)

本部分满分 30 分。要求考生根据所给提示，用英文写一篇 150 至 200 个单词的商务应用文本，主要考查考生的基本商务应用写作能力。考查涉及的商务文本类型主要有信函、商务报告、商务提案、商务广告等。

III. 参考书目

王玉，《高级商务英语写作》，外语教学与研究出版社，2013 年 10 月第 1 版

IV. 题型示例

Part I Blank-filling (10x2')

Directions: Choose from the expressions in the box to fill in the blanks of the sentences and write the expression on the *Answer Sheet*.

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Part A attorney Agreement Part B

1. The Agreement is made and entered into on March 5, 2010 in Beijing, China by and between ABC Corporation, a Chinese enterprise duly organized and existing under the Laws of the People's Republic of China with its principal business place at Beijing (referred to be hereafter) and XYZ Company, a company duly organized and existing under the Laws of the Arab Republic of Egypt with its principal business place at Cairo (referred to be hereafter).
2. The prevailing party in any litigation, arbitration or mediation relating to this shall be entitled to recover its reasonable fees from the other party for all matters, including but not limited to appeals.

Part II Sentence Translation (5x4')

Section A (3x4')

Directions: Translate the following English sentences into Chinese. Write your translation on the *Answer Sheet*.

1. This Contract is made in two originals that should be held by each party.

Section B (2x4')

Directions: Translate the following Chinese sentences into English. Write your translation on the *Answer Sheet*.

1. 若货物经中国商品检验局复检后发现质量与本合同之规定不符，买方有权于货物抵达目的港后的 60 天内向卖方提出索赔。

Part III Paragraph Rewriting (2x5')

Directions: Rewrite the following paragraphs as they should be included in a set of minutes, remembering to be brief, clear and accurate. Write your answer on the *Answer Sheet*.

1. Vivien, Yeung, the chief accountant, had put forward two timetables for the interim and final audit. Ben Suen said that it may not be possible to complete the final audit in the time given because Vivien is away on holiday for the first week of the audit. Her hockey club tour of Japan always coincided with the audit and made it difficult to

get the information needed. Ben said he would look at the timetable in detail to see if deadline could be met; he added he would try to do this before the tax planning meeting on 11 April 2009.

Part IV Reorganizing (10x2')

Directions: Look at these letter elements. Write out the letter correctly by reorganizing the serial number in front of each element. Write your serial number on the *Answer Sheet*.

- A. 20 April 2009
- B. Miss Julie Youngs, Personnel Manager, Robirth West Queensway Northdean No36PY
- C. Dear Julie:
- D. Unless we hear from you within seven days, we will be forced to take legal action.
- E. I am writing in connection with the above order for Linton filing cabinets.
- F. Yours sincerely,
- G. Mary E. Klaebel, 230 Vista Drive Memphis, TN 380130, (555) 555XXXX TM
- H. Mary Klaebel
- I. Order 2798
- J. It is now over seven months since we placed the order, and we are still waiting for the cabinets. I should like to remind you that we have already paid for these cabinets. We must insist, therefore, that you deliver them immediately or refund our money.

Part V Writing (1x30')

Directions: Write a business proposal of 150-200 words according to the information given below. Write you answer on the *Answer Sheet*.

Situation: The international organization you work for is considering the possibility of producing a promotional brochure to publicize the company abroad. The Managing Director has asked you to write a contribution for this brochure. Write a proposal for the Managing Director, including the following information:

- Possible contents of the brochure
- Ways to make it attractive
- Benefits the brochure could have for the company

写作考核内容及考核观测点	评分标准	分值
全部完成答题要求	<ul style="list-style-type: none"> - 所有内容点都包括在内 - 语言规范; 错误最少, 均属小错 - 多样化的语言结构和丰富的词汇量 - 语言组织具有逻辑性 - 格式正确 	25-30
较好地完成答题要求	<ul style="list-style-type: none"> - 所有内容点都处理不错 	19-24

	<ul style="list-style-type: none"> - 语言大体准确，运用复杂语言时有错误 - 结构合理，用词准确 - 大体上语言组织较好，注意逻辑关系 - 格式适当 	
尚能达到答题要求	<ul style="list-style-type: none"> - 所有主要内容点已包括，但遗漏了一些次要内容 - 出现一些语言表达错误，但不影响交流 - 语言结构相对合理，词汇掌握范围适度 - 语言组织总的来说令人满意 - 格式尚可 	13-18
不能完全达到答题要求	<ul style="list-style-type: none"> - 遗漏了主要的内容点或处理不充分，存在不切题 - 语言表达错误影响交流，错误较多 - 语言结构、词汇掌握有限 - 内容条理不清、不连贯 - 格式不适当 	7-12
没有达到任何要求	<p>字数少于所需字数的 25%，或是完全不能辨认，或完全不切题</p>	0-6



启航专插本
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《商务英语阅读》考试大纲

I. 考试性质

普通高等学校本科插班生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。因此，本科插班生考试应有较高的信度、效度，必要的区分度和适当的难度。

II. 考试内容和要求

一、考试内容

1、理论方面：要求学生掌握商务英语阅读的相关词汇、有关概念和术语、不同体裁、不同风格的商务英语文章阅读技巧。

2、实践方面：要求学生能根据所给题目，按要求在规定时间内完成阅读试卷的试题。

二、考试要求

学生能够掌握商务英语阅读文章的相关词汇和基本的阅读技巧，提高阅读速度，理解文章内容并且能够概括文章大意。

III. 考试形式及试卷结构

一 考试形式

闭卷，笔试，考试时间为 120 分钟，试卷满分为 100 分。

二 试卷结构

试卷包括客观性试题和主观性试题。客观性试题由“词汇题”、“句子填空”、“阅读理解”和“英译汉”四部分组成，主要考察考生对词汇以及英语语法知识，英语阅读能力的掌握。主观性试题为英文写作题，要求考生概括文章大意，主要考查考生的理解能力和概括能力。

- 1、词汇题 Vocabulary（本题共 15 小题，每小题 1 分，满分 15 分）
- 2、句子填空 Sentence Completion（本题共 10 小题，每小题 2 分，满分 20 分）
- 3、阅读理解 Reading Comprehension（本题共 15 小题，每小题 2 分，满分 30 分）
- 4、英译汉 English to Chinese Translation（本题共 5 小题，每小题 3 分，满分 15 分）
- 5、概括文章大意 Summary Writing（本题共 1 小题，满分 20 分）

三 题型考察要求

第一部分 词汇题（Vocabulary）（15%）

本部分共 15 小题，每小题 1 分，主要考察考生对词汇以及语法知识结构的掌握程度。词汇考察范围为参考书目每单元的阅读文章 A、B 中出现的单词，以及考查词组的搭配使用。

第二部分 句子填空（Sentence Completion）（20%）

本部分共 10 小题，每小题 2 分。选取句子进行挖空，要求考生在所给出的选项中选择适当的词填入句子，使句子结构准确，意思完整，必要时可改变所选选项的词性或时态使句子语法结构正确。主要考察考生对句子的理解能力以及对词汇，语法和固定搭配等英语语言知识的掌握与应用能力，属于综合测试题。考察范围选自参考书目中每单元的阅读文章 A、B。

第三部分 阅读理解 (Reading Comprehension) (30%)

本部分共 15 小题，每小题 2 分，包括三篇短文，总阅读量（不含试题部分）不少于 800 英文单词，主要考察考生的综合阅读能力，要求考生根据短文内容完成所附问题，从每小题给出的四个答案选项中选出最佳选项。该部分主要考察：

- (1) 根据短文内容判断陈述的真伪
- (2) 根据上下文猜测某个词或词组的具体含义
- (3) 对文章中某句话的释义或言外之意的理解
- (4) 寻找文中重要的具体信息（如数字，人名，地名等）。
- (5) 概括短文或段落的中心思想，话题或合适的标题
- (6) 判断短文作者的态度，观点意图或写作目的
- (7) 根据短文内容进行推断。

第四部分 英译汉 (English to Chinese Translation) (15%)

本部分共 5 小题，每小题 3 分，要求考生在正确理解英文句子的基础上，对句子进行适当的翻译，可以进行适当的修饰及润色使翻译的句子符合中式思维的表达习惯。此部分考察考生的理解能力和翻译能力

第五部分 概括文章大意 (Summary Writing) (20%)

本部分为 1 小题，满分为 20 分。要求考生在认真阅读所给文章并理解文章大意的基础上，写一篇不少于 120 字且不超过 150 字的文章概括总结。此部分主要考查考生的理解能力，写作能力和概括能力。

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IV. 参考书目

叶兴国，《商务英语阅读教程（1）（第二版）学生用书》，上海外语教育出版社，2017 年 3 月第 1 版。

V. 题型示例

Part I. Vocabulary

Directions: In this part, there are 15 incomplete sentences. Beneath each sentence there are four words or phrases marked A, B, C and D. Choose one word or phrase that best completes the sentence. Please write the corresponding letter on the *Answer Sheet*.

1. Factories are , labor costs are rising and job are being reshored to America.
- squeezed
 - supposed
 - surprised

D. sprinted

Part II. Sentence Completion

Directions: Fill in each blank of the following sentences with one of the words or phrases given below. Write the best choice for each blank on the **Answer Sheet**. Make changes when necessary.

revenue exert oneself consistent adept at

in any case move up to pay off come true

1. If one does not _____ in youth, one will regret it in old age.
2. Still, if even some of these big bet _____, Mr. Ma's trillion dollar dream just might _____
3. The program requires the _____ integrity and security of data
4. For a mould designer, it is important to pay great attention to the accumulation of experience, and to be _____ induction and the use of CAD
5. _____ most of these private firms are already innovating at a cracking pace without prompting from government.
6. A private firm with _____ of over \$1 billion last year, it _____ 10m components a day

Part III. Reading Comprehension

Directions: There are three passages in this section. Each passage is followed by five questions or incomplete sentences. Choose the right answer according to the content of the passages. Please write the corresponding letter on the **Answer Sheet**.

Passage One

HOW TO MARKET YOURSELF

We manage our own careers now. So knowing how to brand and position yourself in the market as 'Me plc' at different stages of your working life is becoming an increasingly vital skill. At least that is what image expert Mary Spillane believes. 'Employment as we know it is decreasing. Jobs don't exist, work exists. In the next decade most of us will be suppliers, not staff. We will have clients not bosses. If you are under 30, you probably know that there is only one firm to join for life: Me plc. It promotes you and your potential to others.'

'We're working in multi-national, multicultural, multi-corporate teams and it's important to understand the implications of this. We need to create a personal brand that is unique but complements the brand of the corporation we are working for. You have to find a way to do it so that you are not just a typical employee,' advises Spillane. 'You have to decide what central values you want to project, and also what may need to alter from situation to situation.'

Many people only remember Mary Spillane for the years she spent running a cosmetics company, but she actually has masters degrees in information science and politics. She used to hide that hard-hitting side but is now eager to show it and forget about cosmetics. 'Now that I'm working in the boardrooms of major plcs and global companies, I'm playing up my degrees and management background so that the image side is seen only as an addition to the value side,' says Spillane.

Some contracts take longer than others. 'The City law firms I'm currently working for are really difficult because they don't have any idea of what their brand should be, and are still very traditional even when talking about becoming modern. I'm showing them how to do everything from changing their reception areas—which tend to be very off-putting with their high-fronted reception desks – to how to make small talk that is less formal and rigid. Companies rebrand themselves all the time, spending millions on new office interiors and so on. But without an underlying change of attitudes, it can prove an empty exercise.'

She argues that for individuals too, there must be more than a surface change, as rebranding goes deeper than a mere change of wardrobe. Beyond advice on appearance, she tells clients, 'Remind yourself of what you are selling: the personal values that comprise your brand. Learn to present yourself in a way that will project what you want to deliver. Lifelong learning is essential, together with the sort of discovery and adventure that promote personal growth. Always have an up-to-the-minute CV ready to print out, refreshing it every few months with your most recent achievements, just to remind others of your brand value.'

She believes it is essential that you understand both your public self and your private self, as well as your blind spots and your potential, in order to create an effective brand. The public self is the image you project to the world, the private self is what you know about yourself but others don't, and blind spots are those things that others see about you but you can't see for yourself. By deciding what image you want other people to see, emphasising more of your private self and sorting out a few blind spots, you will increase not only your potential to influence others, but also your self-esteem and self-confidence.'

1. In the first paragraph, Mary Spillane says people should learn how to market themselves because

- A it encourages companies to give them a job for life.
- B in the future it will be a company requirement.
- C in many careers it is becoming difficult to succeed.
- D it will help them adapt to developments in the job market.

2. Spillane says that, when creating a personal brand, it is important to

- A change things depending on the circumstances.
- B decide what image people would like you to present.
- C make sure that colleagues feel at ease with your image.
- D follow the example of someone in the company you work for.

3. What do we learn about Spillane in the third paragraph?

- A She is embarrassed about her career with a cosmetics company.
- B She doesn't like talking about her academic background.

- C She has qualifications many people are unaware of.
D She worries about how other people see her.
4. Which problem does Spillane refer to when talking about the companies she is presently working with?
A They find it difficult to accept her ideas.
B They are unaware of how to rebrand themselves.
C They don't want to spend large amounts of money.
D They are unwilling to modernise their work environment.
5. When advising people on rebranding themselves, Spillane tells them to
A attend courses to gain specialist skills.
B update regularly their written proof of what they can do.
C try out different ways of presenting themselves to others.
D remember that what they look like is the most important point.

Part IV. English to Chinese Translation

Directions: *There are five English sentences. Please translate the following sentences into Chinese. Write on the Answer Sheet.*

1. The terrifying “runs” that began the year before on more than 5,000 failing banks had stripped rural areas of capital and now threatened to overwhelm American cities.

Part V. Summary Writing

Directions: *Read the passage thoroughly and summarize the main idea with a maximum number of 150 words and a minimum number of 120 words. Write on the Answer Sheet.*

Seven Useful Lessons You Can Learn from a Bad Boss

Bad bosses can become useful teachers precisely because their behavior tends to be so consistently bad. You can be fairly sure of their motives and intentions, which allows you to compare cause (what they did and probably why they did it) with effect (how it turned out).

The pompous boss, convinced of her superiority and the rightness of whatever she does; the lazy boss, sure that status confers the right to live off other people’s efforts; the rigid, controlling boss, firm in his belief that all subordinates are incompetent without his oversight; all of these (and many more) hold to their actions so tenaciously — and are so blind to what they are doing — that they will provide some of the best lessons in what not to do that you will ever be offered.

Here are seven of the lessons you might come across, beginning with productivity: See how much effort bad bosses have to use to make things happen their way; effort that would be unnecessary if they behaved better — all that

time spent micro-managing and checking; all the ranting and raving to reduce others to obedience; all the lies and stratagems needed to manipulate others instead of asking them openly.

See how others react to them; how people become adept at sabotaging their efforts and undermining their success. Even when they dare not oppose the boss openly, subordinates will show great ingenuity in finding other ways to frustrate them. Look at the effect bad bosses have on trust — how this type of behavior ruins relationships with customers as well as employees. Once discovered, as it always is in the end, cynical manipulation renders future trust impossible too.

What about the impact on motivation? Consider how you feel if you find yourself going along with the boss's bad behavior. Do you feel motivated or depressed? Does it make you want to exert yourself or limit your output to no more than is needed to preserve your safety and career prospects?

Rigidity next. Most macho bosses see changing a poor decision as an unacceptable sign of weakness. How many times have you seen a bad leader produce disaster from what could have been a triumph, simply because he or she refused to admit to — and change — a bad decision?

Take some time to consider what survival in the lifestyle of a bad boss demands. Is that how you would be willing to live? Are the rewards they get worth what they have to do to get them?

Most important, observe the way bad bosses are regarded by those above them. Are they genuinely fooling the top dogs about their weaknesses? Or are those executives simply playing the same game — but far better — manipulating middle and junior managers to enhance their own positions, then throwing them to the wolves when they become too much of an embarrassment? I'm sure you can think of many more situations where a bad boss has taught you a valuable lesson. Observing and learning from others' mistakes is as important as learning from your own — and a good deal less painful.

Besides, the macho tough guys can never admit to being wrong. They can't learn from their own mistakes. Since you can, it's an advantage you can use for all it's worth.

(545 words)