

# 全国商务英语专业四级考试样题

*The National Test for Business English Majors-Band 4*

(Sample Test)

## Part I Listening Comprehension (35%) (30 Minutes)

### Section One (10%)

**Directions:** *In this section you will hear everything ONCE ONLY. Listen carefully and answer the questions that follow. Mark the correct answer to each question on the ANSWER SHEET.*

*Questions 1 to 5 are based on a conversation. At the end of the conversation you will be given 10 seconds to answer each of the following five questions.*

*Now listen to the interview.*

1. What is the specific field of study for John's dissertation?
  - A. the current state of universities in San Francisco
  - B. western philosophy
  - C. philosophy with an emphasis on Buddhist studies
  - D. eastern religions
2. Which is NOT true about Suen Mok?
  - A. It has got a very good program for ten-day meditation retreats.
  - B. Their meditation programs teach only foreigners.
  - C. Their meditation programs teach meditation techniques.
  - D. It is not the only temple John studies.
3. What is so special about Tam Krabok?
  - A. It teaches people to meditate and overcome their drug addiction.
  - B. It organizes meditation retreats for foreigners.
  - C. It organizes workshops to promote Thailand's version of Buddhism.
  - D. It teaches people the essence of Theravada.
4. How many people have been cured in Tam Krabok?
  - A. about one hundred
  - B. about one thousand
  - C. about one hundred thousand

D. more than one hundred thousand

5. Which of the following statements is NOT true according to the interview?

A. Opium was illegal in Thailand until 1959.

B. Opium was legal in Thailand till 1959.

C. In John's understanding, Buddhism basically tries to help people live better lives.

D. Drug addiction is a big problem in a lot of different countries.

## Section Two (10%)

**Directions:** *In this section you will hear everything ONCE ONLY. Listen carefully and fill in the blanks that follow. Write the answer to each blank on the ANSWER SHEET.*

*Questions 6 to 10 are based on a news broadcast. At the end of the news broadcast you will be given 10 seconds to fill in each of the following five blanks.*

*Now listen to the interview.*

6. The number of new homes being constructed across Australia rose by 15 per cent in the December quarter, which is \_\_\_\_\_ since 2001.

7. Department store owner David Jones says sales are expected to slow over the next few months as taxpayer handouts and the \_\_\_\_\_ dry up.

8. The World Bank has warned China's facing a big \_\_\_\_\_ problem.

9. The World Bank revised up its forecasts for China's \_\_\_\_\_ from 8.7 to 9.5 per cent this year.

10. The World Bank's quarterly China report suggested that higher migrant wages could help boost rural income and reduce the \_\_\_\_\_ between rural and city lifestyles.

## Section Three (15%)

**Directions:** *In this section you will hear everything ONCE ONLY. Listen carefully and answer the questions that follow. Write the answer to each blank on the ANSWER SHEET.*

*Questions 11 to 13 are based on an interview. At the end of the interview you will be given 5 minutes to answer the following three questions.*

*Now listen to the interview.*

11. Describe the impact of the economic downturn on teenagers who left school without completing Level 12 in 2008.
12. Describe the current economic downturn in Australia.
13. How did the retail industry perform in this economic downturn?

## **Part II Reading and Writing (35%) (50 Minutes)**

### **Section One Multiple Choice (5%)**

**Directions:** Read the following passage and fill in Blanks 14-18 with the best answer from the four choices marked A, B, C and D. Mark the answer on the ANSWER SHEET.

Frito-Lay is the biggest snack maker in America, owned by PepsiCo. And accounts (14) over half of the parent Company's \$3 billion annual profits. But the U.S. snack food market is largely saturated, and to grow, the company has to look overseas.

Its strategy rests (15) two beliefs: first a global product offers economies of scale with which local brands cannot compete. And second, 16 in the 21st century are drawn to "global" as a concept. "Global" does not mean products that are consciously identified as American, but ones that consumers—especially young people—see as part of a modern, innovative world in which people are linked (17) cultures by shared beliefs and tastes. Potato chips are an American invention, but most Chinese, for (18), do not know that Frito-Lay is an American company. Instead, Risky, the company's research and development head, would hope they associate the brand with the new world of global communications and business.

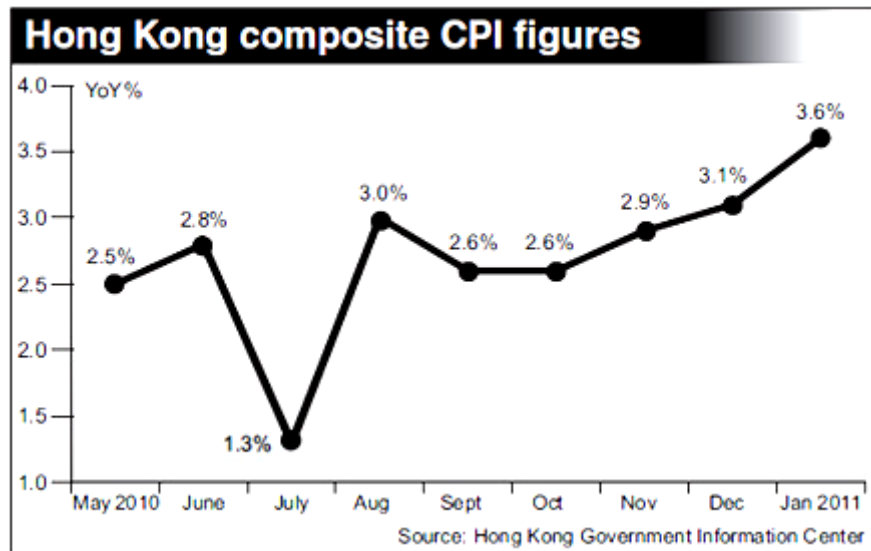
With brand perception a crucial factor, Risky ordered a redesign of the Frito-Lay logo. The logo, along with the company's long-held marketing image of the "irresistibility" of its chips, would help facilitate the company's global expansion.

14. A. of      B. for      C. with      D. in
15. A. on      B. in      C. for      D. of
16. A. businessmen      B. producers      C. consumers      D. managers
17. A. with      B. to      C. at      D. across
18. A. short      B. sure      C. instance      D. ever

## Section Two Graph Reading (5%)

**Directions:** Read the graphs below. For each graph, there are one or two questions that follow. Choose the best answer from the four choices marked A, B, C and D. Mark the answer on the ANSWER SHEET.

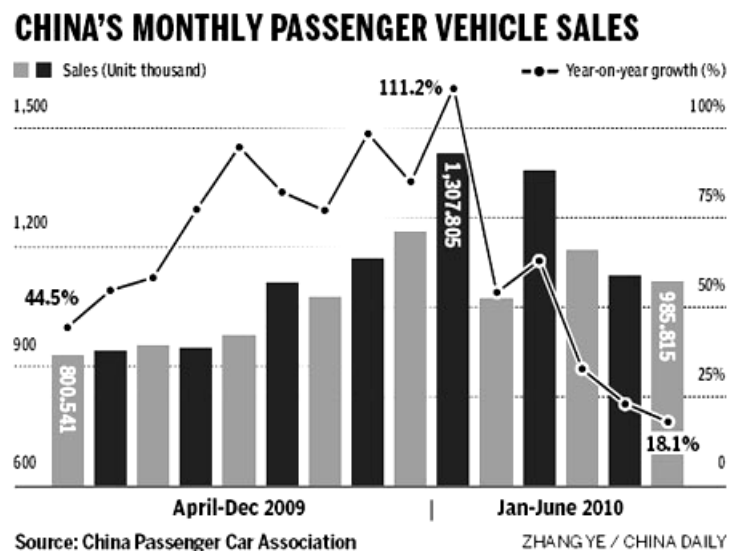
Question 19 is based on the following graph.



19. When did Hong Kong inflation rate rise to 2.9%?

- A. June 2010      B. August 2010      C. November 2010      D. January 2011

Questions 20-21 are based on the following graph.

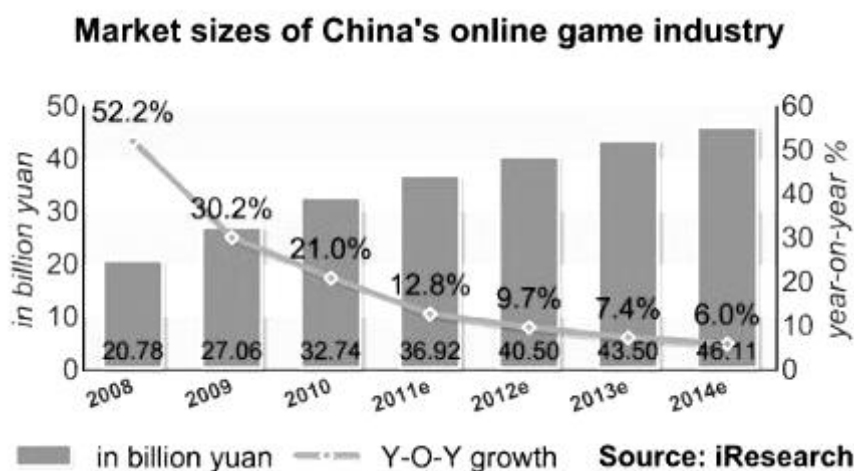


20. When did China's Monthly Passenger Vehicle Sales drop to about 63% on a year-on-year basis?

- A. August, 2009      B. October, 2009      C. February, 2010      D. March, 2010

21. Which of the following statements is true?
- A. The growth rate of China's monthly passenger vehicle sales fell most notably in February, 2010.
  - B. China's monthly passenger vehicle sales climbed to the peak at the end of 2009.
  - C. From August to December, 2009, the monthly passenger vehicle sales continued to increase in number.
  - D. In terms of the monthly sales, June 2010 witnessed the lowest sales volume.

*Questions 22-23 are based on the following graph.*



22. According to the graph, in which year does the growth rate drop most dramatically?
- A. 2008
  - B. 2009
  - C. 2010
  - D. 2011
23. Which of the following statements is NOT true?
- A. The sales volume of China's online game industry in 2008 reached 20.78 billion Yuan.
  - B. The year-on-year growth rate of China's online game industry is estimated to drop to 9.7% in 2012.
  - C. The growth rate on a year-on-year basis dropped 9.8% in 2010 compared with 2009.
  - D. The sales volume of China's online game industry in 2014 climb to an estimated 46.11 billion Yuan.

### Section Three Passage Reading (10%)

**Directions:** Read the following two passages. Choose the best answer for each question from the four choices marked A, B, C and D. Mark the answer on the ANSWER SHEET.

*Questions 24-28 are based on Passage One.*

### **Passage One**

There is something apt about a social networking website winning a popularity contest. According to industry data, Facebook overtook Google among US internet users last week, with more visits to its pages than to the search engine. It is a moment to consider the rapid growth of a site whose 400m-plus users outnumber the population of any single country except India and China.

The industry data come with a few caveats. The figures exclude visits to other Google services, such as YouTube and Google Mail. They omit searches carried out in a box on a browser toolbar. Also, the number of visits is just one measure of internet take-up: counting unique users – visitors rather than visits – gives a different profile. Still, it highlights the momentum behind Facebook as it displaces Google.com from the weekly lead it has commanded on this measure since September 2007.

Advertisers find Facebook appealing too. It enables them to reach a mass audience, as television does, but with the extra benefit of much greater targeting. Consumer brands could easily extend their presence beyond the fan pages that already exist. Moreover, a social site provides consumers who visit for much longer than they would use a search engine. So increased advertising, and perhaps ways to allow users to shop through the site, should enable Facebook to move from positive cash flow to making profits.

It will need to tread carefully. There is a risk for advertisers – and for the site – if Facebook moves to become commercial in a way that users resent. In amongst personal information, advertisements are more likely to strike a jarring note.

The high-growth phase means that Facebook can take its time developing ways to increase revenues. The key must be to find ways that bring practical benefits to those who visit the site. There is an intrinsic stickiness about a site where users have assembled their own material, but if people stop updating their pages and social networking takes a new form, then winning users back is a hard task.

What the data do not show is that search engines have had their day. Google's core search advertising business rebounded in the final quarter of 2009, and the group is preparing for renewed growth. Moreover, there is a straightforward reminder of how fragile the fortunes of social networking sites can be: the site that Google overtook in 2007 to become most popular in the US was MySpace – which is now seeking a new role as social users have moved elsewhere.

24. What is the reason for MySpace's withdrawal from the role as a social networking site?
- A. It is overtaken by other social networking sites like Facebook.
  - B. It has lost its social users.
  - C. It has introduced in too many advertisements.
  - D. It has become a profit-making site.

25. Which of the following is NOT true?
- A. Facebook users outnumber that of Google.
  - B. Youtube is one of the Google services.
  - C. Before this week, Google had led all other website visits since 2007.
  - D. Facebook is a social networking site.
26. The word “stickiness” in the penultimate paragraph probably means \_\_\_\_.
- A. The website is dirty and making users feel uncomfortable
  - B. The website often brings its users into situation embarrassing
  - C. The website, in essence, is difficult to tackle with
  - D. The website attracts users to surf it for a long period of time
27. Which of the following is NOT the reason advertisers find Facebook appealing?
- A. Facebook can attract a lot of audience.
  - B. Facebook can help to target customers-to-be.
  - C. Facebook allows more chances for the ads to be noticed.
  - D. Facebook is able to move from positive cash flow to profit earnings.
28. The author’s attitude toward the development of Facebook is \_\_\_\_.
- A. positive    B. negative    C. objective    D. unknown

***Questions 29-33 are based on Passage Two.***

### **Passage Two**

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 favorable 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.

29. 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
30. A good public relationship is based on \_\_\_\_\_.  
A. mutual understanding  
B. mutual familiarity  
C. mutual attraction  
D. mutual trust
31. 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
32. 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

33. 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.

## Section Four Writing (15%)

*You are Michael Leung. You bought 2010 Camry three weeks ago from Toyota, and now you found your car was on the recall list. Please write a complaint letter of 100-120 words to Toyota. The letter should include the following parts:*

1) Describe to the company the type of car you bought.

2) Tell the company what's wrong and what troubles this recall has caused you.

3) Say your request from the company to remedy the situation, for example, a refund or repair, or a temporary car.

## Part III Business Knowledge and Translation (30%) (30 Minutes)

### Section One Business Knowledge (15%)

**Directions:** Briefly define the following underlined business terms in English and translate each term into Chinese

1. The cost of the recession will push the budget deficit to 12% of GDP this year.

Definition \_\_\_\_\_

\_\_\_\_\_

Translation \_\_\_\_\_

2. A lot of foreign direct investment in China come from the overseas Chinese.

Definition \_\_\_\_\_

\_\_\_\_\_

Translation \_\_\_\_\_

3. We make these changes because we believe we can give true added value.

Definition \_\_\_\_\_

\_\_\_\_\_

Translation \_\_\_\_\_

4. The company was accused of dumping its products at very low prices.

Definition \_\_\_\_\_

\_\_\_\_\_

Translation \_\_\_\_\_

5. Starbucks' market share and profits have gone down year by year.

Definition \_\_\_\_\_

\_\_\_\_\_

Translation \_\_\_\_\_

## Section Two Translation (15%)

**Directions:** *Translate the following Chinese passage into English.*

中国官方统计数据显示，中国 2 月份房屋销售价格同比上涨 10.7%，涨幅较 1 月份的 9.5% 有所扩大。但是，据我在上海和北京的朋友说，典型单元房价格的年涨幅已超过了 50%，有些房价的涨幅甚至可能达到了 100%。