

试卷代号:1378

国家开放大学2019年秋季学期期末统一考试

### 管理英语3 试题

2020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. — How did you find your visit to Qingdao, Joanna?

— \_\_\_\_\_

- A. Oh, wonderful indeed.                      B. I went there alone.  
C. A guide showed me the way.

2. — I'm dog tired. I can't walk any further, Tommy.

— \_\_\_\_\_, Jenny. You can do it.

- A. No problem                                      B. Come on  
C. No hurry

3. — Would you like some more beer?

— \_\_\_\_\_, please.

- A. Just a little                                      B. No more  
C. I've had enough

4. — Are you going on holiday for a long time?

— \_\_\_\_\_

- A. It was a long time.                              B. Two weeks ago.  
C. No. Only a couple of days.

5. — Hurry up! If the fire spreads to the stairs, it could block our way out!

— \_\_\_\_\_ This is no time for talking.

- A. Better not.                                      B. We'd better call 911.  
C. You're right!

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. In Beijing, the best season in a year is probably \_\_\_\_\_ autumn.

- A. late    B. later  
C. latter





A realistic budget plan will always focus on the income that exceeds the expenses, not the total revenue that comes in. When you have determined the amount of disposable income available for the company, you should determine where the money will go.

**Step 2: Determine where you want to spend marketing funds**

After you know the total amount available to spend on marketing, the next step is how you plan to spend that money. Three main factors decide how you spend marketing funds: the budget amount, your past experiences, and where you can reach the right audience.

You will start organizing how to spend the funds based on the amount. Besides, you need to consider the strategies that have worked in the past. Also, you need consider which marketing channels will allow you to reach the right audience.

**Step 3: Assess data and make appropriate changes**

The final step in building a good marketing budget is the analysis of the plan and any changes that may improve revenue. Ultimately, marketing is designed to bring in extra revenue. If the activity does not bring in any additional revenue over its cost, then it is better to change strategy and try something else.

Assessing the data is a vital part of creating an effective marketing strategy. Evaluation begins with comparing past performance to the performance after marketing the product or services.

However, a good budget alone is not enough. You have to take action and remain committed to following through your plan. By keeping the budget in mind when you make decisions, you will have the opportunity to work out different strategies to find the best solutions for your business goals and prevent overspending on marketing.

21. The budget plan should be based on the company's reliable \_\_\_\_\_.

- A. expense
- B. income
- C. cost

22. The underlined "disposable income" in Paragraph 3 means \_\_\_\_\_.

- A. total income
- B. previous income
- C. net income

23. You have to be clear of \_\_\_\_\_ when organizing financial information.
- A. the income and expenses                      B. the marketing fund  
C. the budget management
24. The three main factors that decide how you spend marketing funds are \_\_\_\_\_.
- A. the money you have earned, the actual expenses and the money you will expend  
B. the budget amount, your past experiences and where you can reach the right audience  
C. the assets you have, the product and the income
25. Keeping the budget in mind when making marketing decisions will avoid \_\_\_\_\_.
- A. using less than you earn                      B. using money unnecessarily  
C. using more than you earn

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

A question that often troubles food companies is how to control problems like rats and insects without harming the food. Pest control experts say poisons should never be used where they may enter food. They say the first line of defense against pests is to clean the places where the food is handled or stored.

Floors, food preparation surfaces and tools can be disinfected with chemicals like chlorine, iodine or bromine. Food containers should be stored about half a meter off the ground and about half a meter away from any walls. Storage areas should be kept dry and clean.

Containers for raw materials such as rice, wheat, etc. should be kept closed and clean. Any foodstuff split during delivery or handling should be cleared up both inside and outside the building. Pests enter a building from the outside, so pay attention to outer walls. Small stones can be used to cover the ground and block the growth of plants and the grass should be kept short to deny pests a place to live.

Check that doors and windows are completely closed. Also any hole that might allow pests to enter a building should be filled. Rats can enter through a hole the size of a coin. A mouse can pass through a hole half that size.

Supervisors should make a list of pest control measures to be taken by employees. This will aid the efforts and also help prepare for any inspections. In most countries, there is a food and drug administration bureau, or some agency with a similar name, which enforces rules nationwide, responsible for rules about the use of pesticides, etc. However, businesses where food is stored, prepared or sold must also follow state and local health laws. Most of these governmental departments or bureaus have their websites with information about food safety policies and other issues. People can easily access the information.

26. According to pest control experts, poisons should never be used as they may enter food.

27. Food preparation surfaces and tools should be kept clean.

28. Outer walls are used to stop pests from entering a building from the outside.

29. People can easily access the information about food safety policies from the government departments and bureaus.

30. The main idea of the passage is how to prevent plants and grass from growing.

#### 四、写作(共 20 分)

31. 根据要求写作文。

写作要求:以李明的身份,根据下表内容,写一篇英文作文介绍自己的日程表。

Write a short passage according to the information of the following timetable.

#### Li Ming's Timetable from Monday to Friday

(No. 3 Middle School)

Time	Activity
6 : 30	get up
7 : 00	have breakfast
7 : 30	go to school
8 : 30~12 : 05	have 4 classes
12 : 05	have lunch at school
14 : 00~15 : 40	have 2 classes
15 : 40~16 : 40	play basketball / football
16 : 40	go home
18 : 00	have supper
18 : 30~22 : 00	do homework, watch TV, do some reading
22 : 00	go to bed

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座位号

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### 管理英语3 试题答题纸

2020年1月

题号	一	二	三	四	总分
分数					

得分	评卷人

#### 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.                      2.                      3.                      4.                      5.

得分	评卷人

#### 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.                      7.                      8.                      9.                      10.  
11.                     12.                     13.                     14.                     15.  
16.                     17.                     18.                     19.                     20.

得分	评卷人

#### 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.                      22.                      23.                      24.                      25.

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、写作(共 20 分)

31. 根据要求写作文。

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国家开放大学2019年秋季学期期末统一考试

管理英语3 试题答案及评分标准

(供参考)

2020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. B            3. A            4. C            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. A            7. A            8. B            9. C            10. B  
11. C           12. A           13. B           14. B           15. C  
16. B           17. B           18. C           19. A           20. B

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

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

四、写作(共20分)

31. 根据要求写作文。

写作要求:以李明的身份,根据下表内容,写一篇英文作文介绍自己的日程表。

Write a short passage according to the information of the following timetable.

**Li Ming's Timetable from Monday to Friday**  
**(No. 3 Middle School)**

Time	Activity
6 : 30	get up
7 : 00	have breakfast
7 : 30	go to school
8 : 30~12 : 05	have 4 classes
12 : 05	have lunch at school
14 : 00~15 : 40	have 2 classes
15 : 40~16 : 40	play basketball / football
16 : 40	go home
18 : 00	have supper
18 : 30~22 : 00	do homework, watch TV, do some reading
22 : 00	go to bed

参考范文：

This is my timetable. I study at No. 3 Middle School from Monday to Friday. I get up at 6 : 30 a. m. I have breakfast at 7 : 00 and then I go to school. I don't like to be late. Our classes begin at 8 : 30 a. m. We have four classes in the morning. I often have lunch at school with my classmates.

In the afternoon, we have two classes. Classes are over at 3 : 40, and I get home at 4 : 00. But sometimes I don't leave school so early because I play basketball in the playground. Then I go home at 5 : 00. I have supper at about 6 : 00. After supper I do my homework. I often watch TV, but sometimes I like to do some reading and the story books are very interesting. I usually go to bed at about 10 : 00 p. m.

作文评分标准：

(1)评分原则。

①本题总分为 20 分，按 6 个档次给分。

② 评分时，先根据文章的内容和语言初步确定其所属档次，然后以该档次的要求来衡量、确定或调整档次，最后给分。

③评分时应注意的主要内容：内容要点、句型变化、词汇运用和语法结构的准确性，语意的连贯性、逻辑性以及应用文的格式要求。

④评分时，如拼写错误较多，书写较差，以至影响交际，将分数降低一个档次。

(2)各档次的给分范围和要求。

16—20 分	<ul style="list-style-type: none"><li>●完全完成了试题规定的任务；</li><li>●覆盖所有内容要点；</li><li>●语法结构、句型和词汇有变化；</li><li>●语法结构和用词准确；</li><li>●语意连贯、逻辑性强；</li><li>●应用文写作格式规范。</li></ul>
11—15 分	<ul style="list-style-type: none"><li>●较好地完成了试题规定的任务；</li><li>●覆盖所有内容要点；</li><li>●句型和词汇有变化；</li><li>●语法结构和词汇基本准确,些许错误主要是因为尝试较复杂语法结构或词汇所致；</li><li>●语意基本连贯、有一定的逻辑性；</li><li>●应用文写作格式较为规范。</li></ul>
6—10 分	<ul style="list-style-type: none"><li>●基本完成了试题规定的任务；</li><li>●覆盖所有内容要点；</li><li>●运用语法结构和词汇方面能满足任务的基本要求；</li><li>●有一些语法结构或词汇方面的错误,但不影响理解；</li><li>●语意连贯性及逻辑性方面存在一定问题；</li><li>●应用文写作格式基本规范。</li></ul>
3—5 分	<ul style="list-style-type: none"><li>●虽尽力但不足以完成试题规定的任务；</li><li>●仅覆盖部分主要内容,或写了一些无关内容；</li><li>●语法结构和词汇运用能力很弱；</li><li>●有许多语法结构或词汇方面的错误,影响了对写作内容的理解；</li><li>●语意不连贯,逻辑性方面问题较大；</li><li>●应用文写作格式不规范。</li></ul>
1—2 分	<ul style="list-style-type: none"><li>●未完成试题规定的任务；</li><li>●句子不完整或无法理解；</li><li>●语法结构或词汇方面错误连篇,影响对写作内容的理解;语言运用能力差；</li><li>●语意不清,毫无逻辑；</li><li>●应用文写作格式不规范。</li></ul>
0 分	<ul style="list-style-type: none"><li>●未答题,或虽作答但不知所云。</li></ul>