

试卷代号:1378

国家开放大学2020年秋季学期期末统一考试

管理英语3 试题

2021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 miss your train?

— _____

A. Well, I was caught in the traffic jam.

B. What's your proposal?

C. Never mind.

2. — I've started my own software company.

— _____

A. Could you tell me who is the owner?

B. No kidding! Congratulations!

C. If I had the money, I'd start one.

3. — 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.

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. — What's the weather like in this area?

— _____

A. Very well.

B. It's rainy.

C. Yes, it's fine.

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. He gave up his study in college in _____.

A. bundle

B. despair

C. ash

The intermediate goals build on the foundation of the short-term goals. They might deal with just one term of school or the entire school year, or they could even extend for several years. Any time you move a step at a time, you should never allow yourself to become discouraged or overwhelmed. As you complete each step, you will enforce the belief in your ability to grow and succeed. And as your list of completion dates grows, your motivation and desire will increase.

Long-term goals may be related to our dreams of the future. They might cover five years or more. Life is not a static thing. We should never allow a long-term goal to limit us or our course of action.

21. Short-term goals are the ones that _____ .
- A. motivate you over the long haul
 - B. might be measured for many years
 - C. keep you engaged on a daily basis
22. The medium-range goals are built upon _____ .
- A. belief and success
 - B. the motivation and desire
 - C. the completion of the short-term goals
23. Once we set ourselves long-term goals, _____ .
- A. we should stick to them until we complete them
 - B. we may change our goals as we have new ideas and opportunities
 - C. we had better wait for the exciting news of success
24. What does the word "static" mean in the last paragraph?
- A. moving
 - B. developing
 - C. not moving
25. Which of the following statements is TRUE according to the passage?
- A. Any time you move a step at a time, you may become discouraged.
 - B. Short-term goals all help in achieving your long-term goals.
 - C. Life is a static thing, thus never allowing a long-term goal to limit us.

26—30 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 2

I'm Michael Bush, Managing Director of Hoogle Engineering. I am pleased to welcome you here to our website and I'd like to tell you a little about the company and its organization. Hoogle Engineering was set up in 1960. It was divided into several departments at that time, such as the sales department, marketing department, and production department. Lots of managers were employed to manage it all.

Fortunately things are different now. Sixty people are employed by Hoogle and communication between departments is considered to be one of the most important aspects of the business. The market is global so we need to make contact with customers worldwide, not just locally.

But in the old days we were all in different departments and never spoke to each other. We had a tall structure. Traditionally we had people at the first level on the shop floor, manufacturing products according to the instructions which they were given. Then you had a supervisory level of people who supervised them every day. Then you moved up to the middle management, who were doing the tasks of getting new business, and then you had the senior management team, and then you had the board, who decided the business strategy. So there were a lot of levels in the company in the old days actually.

The structure today is that we form teams within teams to place people who can manufacture a product. Each team has members that can manufacture different products. The actual teams now are self-managing, so we don't even have team leaders. You've got the teams, and then you've got two people, only two people, who are what you think of as management. This is generally called flat structure.

26. Who is telling the information about Hoogle Engineering?

- A. Managing Director.
- B. Vice president.
- C. Accountant.

27. How many people are employed by Hoogle Engineering?
- A. 50.
 - B. 40.
 - C. 60.
28. Why is it necessary to make contact with customers worldwide?
- A. Because the market is global.
 - B. Because we need it.
 - C. Because communication can make people happy.
29. Which of the following statements is NOT true?
- A. In the old days the staff in different departments never spoke to each other.
 - B. There were a lot of levels in the company in the old days.
 - C. The speaker thinks the two structures have the same functions.
30. What kind of organizational structure was Hoogle Engineering?
- A. A flat structure.
 - B. A tall structure.
 - C. A flat structure and a tall structure.

四、写作(共 20 分)

31. 根据要求写一篇 80 词左右的作文。

Write a letter on a suggestion regarding opening a new theme park in the city to the board of directors, based on the following reasons:

- (1) Doing market research since August (online questionnaires and more than 200 respondents);
- (2) The city has a good location with a large population;
- (3) Our competitors plan to expand their business;
- (4) Needing to find out enough funds available.

Dear Board of Directors,

Yours Faithfully,
James Wang

试卷代号:1378

座位号

国家开放大学2020年秋季学期期末统一考试

管理英语3 试题答题纸

2021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: 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 2

26. 27. 28. 29. 30.

得分	评卷人

四、写作(共 20 分)

31. 根据要求写一篇 80 词左右的作文。

Write a letter on a suggestion regarding opening a new theme park in the city to the board of directors, based on the following reasons:

- (1) Doing market research since August (online questionnaires and more than 200 respondents);
- (2) The city has a good location with a large population;
- (3) Our competitors plan to expand their business;
- (4) Needing to find out enough funds available.

Dear Board of Directors,

Yours Faithfully,

James Wang

试卷代号:1378

国家开放大学2020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)

2021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. B

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

三、阅读理解(共40分,每小题4分)

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

Passage 1

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

26—30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 2

26. A 27. C 28. A 29. C 30. B

四、写作(共20分)

31. 根据要求写一篇80词左右的作文。

Write a letter on a suggestion regarding opening a new theme park in the city to the board of directors, based on the following reasons:

(1) Doing market research since August (online questionnaires and more than 200 respondents);

(2) The city has a good location with a large population;

(3) Our competitors plan to expand their business;

(4) Needing to find out enough funds available.

参考范文

Dear Board of Directors,

I would like to make a suggestion regarding opening a new theme park in our city next year.

Since August, 2018, I have been conducting marketing research based on online questionnaires with more than 200 respondents participating. There is a large demand for a new theme park as our city has a good location with a large population.

Besides, I have heard that our competitors plan to expand their business here. If we don't grasp this opportunity, they will.

The most important thing for us to do now is to find out whether we have enough funds available. Therefore, we need a budget report from the Financial Department.

I am looking forward to your further consideration.

Yours Faithfully,

James Wang

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