

序号 _____ 学号 _____ 姓名 _____ 班级 _____ 成绩 _____ 类型 U1-L

Listening Comprehension



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► **Task 1** In this section, you will hear five short dialogs. After each dialog, there is a recorded question. The dialogs and questions will be spoken only once. When you hear a question, you should choose the correct answer from the four choices marked A, B, C and D.

- 1. A. She is a marketing manager. B. She is a secretary.
C. She is an operator. D. She is a saleswoman.
- 2. A. Mr. Jones will cancel the flight. B. Mr. Jones doesn't like his manager.
C. Mr. Jones has an important thing to do. D. Mr. Jones will change his plan.
- 3. A. He doesn't know how to go to the company.
B. He doesn't want to show his company to the woman.
C. He doesn't know the woman.
D. He is very busy now.
- 4. A. It will be terrible. B. It will be boring.
C. It will be attractive. D. It will be uninteresting.
- 5. A. The training is amazing. B. The training is not reliable.
C. The training is too terrible. D. The training is trustworthy.

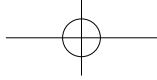
► **Task 2** In this section, you will hear two long conversations. After each conversation, there are some recorded questions. The conversations and questions will be spoken twice. When you hear a question, you should choose the correct answer from the four choices marked A, B, C and D.

Conversation 1

- 6. A. On the radio. B. On the Internet.
C. In a newspaper. D. In a magazine.
- 7. A. A catalog. B. A sample.
C. A newspaper. D. A price list.

Conversation 2

- 8. A. iPod Classic 2. B. iPod Classic 4.
C. iPoe Classic 2. D. iPoe Classic 4.
- 9. A. He thinks it is of high quality. B. He thinks it is cheap.
C. He thinks it is expensive. D. He thinks it is beautiful.
- 10. A. 400 yuan. B. 1,200 yuan.
C. 600 yuan. D. 1,176 yuan.



► **Task 3** In this section, you will hear a short passage. After that you should fill in the blanks 11-15 with the information you hear. The passage will be spoken three times.

It may take you days to write a proposal, or organize your thoughts to introduce your company. But the busy person you are writing to—the new client, corporate executive or investment banker—probably has ____ 11 _____. So it is vital to ____ 12 _____.

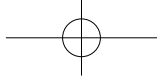
When a company is to be introduced to a prospective client, you should show him ____ 13 _____. If necessary, ____ 14 _____ can be briefly introduced to help him make the determination to ____ 15 _____.

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Unit 1

序号 _____ 学号 _____ 姓名 _____ 班级 _____ 成绩 _____ 类型 U1-W&S

Words and Structures

► **Task 1** Complete each statement by choosing the appropriate answer from the four choices marked A, B, C and D.

1. Mary is the kind of person who always seems to be _____ a rush.
A. on B. in C. with D. for
2. The room needs _____ before we move in.
A. cleaning B. to clean C. cleaned D. being clean
3. Our firm is no longer _____ on world markets.
A. compete B. competitive C. competitively D. competition
4. This entrance is in _____ use; do not block it.
A. constantly B. usual C. unusual D. constant
5. We hope we can _____ even more closely in the future.
A. operate B. cooperation C. cooperate D. cooperative
6. My mother likes to _____ rooms.
A. decorate B. decorated C. sat D. sit
7. I think that Anna is _____ far the most active member in our group.
A. with B. at C. as D. by
8. This news program only covers _____ events.
A. dutiful B. externally C. extra D. external
9. I _____ your suggestion with my plan.
A. integrated B. lived C. cooperated D. processed
10. People _____ education work especially hard.
A. in world of B. in the way of
C. on the way of D. in the field of
11. Can you _____ a classmate who can take up the job?
A. purchase B. suggest C. recommend D. advice
12. He _____ his short story into a novel.
A. enlarged B. expanded C. tended D. spared
13. For all these years, she has _____ the cause of women's liberation.
A. been worked to B. been succeeded to
C. been objected to D. been committed to
14. He didn't attend the negotiation _____ he was ill.
A. in that B. for that C. with that D. all that

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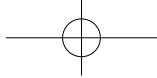
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15. Remember you are a Chinese _____ you go.
 A. wherever B. whenever C. whatever D. however

► **Task 2** Match the words in the left column with the words in the right column to form certain expressions.

- | | |
|----------------------------|----------------|
| _____ 16. extrusion | A. technology |
| _____ 17. fine inching | B. formular |
| _____ 18. PVC low foam | C. company |
| _____ 19. WPC raw material | D. a big order |
| _____ 20. subsidiary | E. on board |
| _____ 21. on-the-spot | F. training |
| _____ 22. free | G. a deal |
| _____ 23. call it | H. control |
| _____ 24. place | I. standing |
| _____ 25. financial | J. mold |

► **Task 3** Complete the following sentences with the correct form of the words or expressions given below. Only five choices are useful.

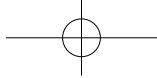
of one's own	on one's own	original	integrate
external	compromise	convince	recommend

26. She has got a room _____.
27. Some countries want to _____ into this organization.
28. I wanted to go to Greece, and my wife wanted to go to Spain, so we _____ on Italy.
29. The officials were eager to _____ us of the safety of the nuclear reactors.
30. I _____ you to get some professional advice from the lawyer.

本人申明：以上作业为本人独立完成。

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序号 _____ 学号 _____ 姓名 _____ 班级 _____ 成绩 _____ 类型 U1-R

Reading Comprehension

► **Task 1** In this part, you will have 15 minutes to go over the passage quickly and answer the questions.

For Questions 1-7, mark

Y (for YES) if the statement agrees with the information given in the passage;

N (for NO) if the statement contradicts the information given in the passage;

NG (for NOT GIVEN) if the information is not given in the passage.

For Questions 8-10, complete the sentences with the information given in the passage.

Haier is the leading brand of white goods globally and the most valuable brand in China. With its 29 manufacturing plants, 8 comprehensive R&D centers, 19 overseas trading companies across the world and more than 60,000 global employees, Haier has evolved into a giant multinational corporation.

Because Haier has adopted several strategies during different stages, namely Brand Strategy, Diversification Strategy and Internationalization Strategy, 19 products of Haier, including refrigerator, air conditioner, washing machine, television, water heater, computer, mobile phone, etc., have been awarded as Chinese Famous Brand products. Haier is the only Chinese enterprise to be a member of International Electro-technical Commission (IEC).

In innovation practice, Haier's exploration and implementation of Overall Every Control and Clear management mode characterized by completing the work of today to harvest today's success has attracted high attention from international management field.

Entering into the fifth year in implementing its global brand building strategy, Haier, in 2010, continued to promote its enterprise spirit of "creating resources and winning global reputation" and work style of "individual-order combination, quick decision-making". As an independent operation entity of individual-order combination, Haier will strive to build a system to meet the dynamic needs of the user through "just-in-time model with zero inventory" based on the combination of virtual and actual network.

1. Haier is the most valuable brand in the world. _____
2. There are more than 60,000 Chinese employees in Haier. _____
3. Haier refrigerator and washing machine were awarded by the General Administration of Quality Supervision, Inspection and Quarantine of the P.R.C. _____
4. Because of having adopted several strategies during different stages, 19 products of Haier have been awarded as Chinese Famous Brand products. _____
5. Many Chinese enterprises are members of International Electro-technical Commission (IEC). _____
6. Haier's prestige is rising fast with its expansion into the international market. _____

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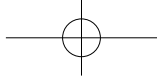
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7. Overall Every Control and Clear management mode has attracted high attention from international management field. _____
8. The characteristic of Overall Every Control and Clear management mode is that completing the work of today to _____.
9. Global brand building strategy has been implemented by Haier for about _____ years.
10. Haier will work hard to build a system which can meet the dynamic needs of the user through “_____”.

► **Task 2** Read the following passage and choose the best answer from the four choices marked A, B, C and D.

When companies do business overseas, they have to come into contact with people from a variety of cultures. These individuals often speak completely different languages and have their own particular customs and manners. And often these differences can create problems. For example, in France, business meetings usually begin promptly at the designated time and everyone concerned is expected to be there on time. Foreign business people who are tardy (迟到的) are often left outside to cool their heels as a means of letting them know the importance of promptness.

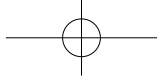
Another major problem is monetary conversion. Importing and exporting firms to whom the payment is made in foreign currency can be involved in significant foreign exchange risks because of the fluctuation in exchange rates. An importer, for example, does not receive shipment immediately after placing an order, and is often given a short period of commercial credit. Suppose a UK importer must pay a certain amount of Deutsche Mark in 60 days to a German exporter for the import of equipment. This transaction leaves the UK firm open to substantial foreign exchange risks because during 60 days the pound may depreciate relatively to the Deutsche Mark, forcing the UK firm to spend a large amount of pounds satisfying its import commitment.

The third problem is trade barriers. For one reason or another, most countries impose trade barriers on certain goods crossing their borders. Some trade barriers are directly related to exports. For example, the United States permits strategic military material to be shipped abroad only after government permission has been obtained. Most trade barriers, however, are designed to restrict imports. Two of the most common import barriers are quota (配额) and tariff (关税).

11. Which of the following is the best title for the passage?
 - A. How to Succeed in International Trade.
 - B. Monetary Conversion.
 - C. Trade Barriers.
 - D. Problems in International Trade.
12. The first paragraph is mainly about _____.

A. promptness	B. business meetings
C. cultural differences	D. business overseas

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- 13. In France, tardy business people _____.
 - A. are often insulted
 - B. often suffer from coldness
 - C. are often excluded from meetings
 - D. are often left outside
- 14. The intended audience of this passage is probably _____.
 - A. economics professors
 - B. accountants
 - C. governors
 - D. business people
- 15. Which of the following is likely to be discussed next?
 - A. Export trade barriers.
 - B. Definition of quota and tariff.
 - C. Reasons for imposing trade barriers.
 - D. Measures to break down trade barriers.

► **Task 3** Read the following passage and complete the sentences below with the information given in the passage.

Generally speaking, business negotiations involve four steps: enquiry (询盘), offer (报盘), counter-offer (还盘) and acceptance (接受).

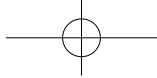
The first step is “enquiry”. When reading an advertisement in a newspaper, website or anywhere else, buyers may make requests for the information relating to their interested products like price lists, samples and terms of payment. Such a request is called “enquiry”.

After sending the enquiry, it comes to “offer”. An offer is the expression of the wish of the seller to sell particular goods under stated terms, including quantity, prices, shipment, terms of payment, etc. It usually follows an enquiry that is either written or oral. Offers can be classified into two types: firm offer and non-firm offer. A firm offer is usually a seller’s promise to sell specified goods or services at specified prices, and valid for a specified period, with packing, payment, etc. described clearly. In contrast, a non-firm offer is actually an offer without engagement which often contains reservation clauses like “We make you an offer subject to our final confirmation.”

Next step is “counter-offer”. When an offer reaches the offeree, he/she may reject it and end the negotiation if he/she finds it impossible to reach an agreement. But usually he/she will carefully study the offer, and renew the received offer by altering or adding some terms and conditions. In such a case, the reply to the offer is called “counter-offer”.

Last, we’ll discuss “acceptance”. When an offer arrives, the offeree might agree on all terms contained in the offer unconditionally, and an agreement will be reached between the two parties. In such a case, the reply to an offer is known as “acceptance”. Here, it should be noted that the word “offer” refers to both the original offer and the counter-offer in several rounds of negotiations.

- 16. The four steps of business negotiations usually include _____, _____, _____, and _____.
- 17. The offer without engagement is called _____.
- 18. A reply to the enquiry is mainly about the product’s _____, _____, _____, _____, etc.



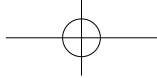
机电英语 形成性评估手册

- 19. Renewing the received offer by altering or adding some terms and conditions is called _____.
- 20. After several rounds of exchanges between the seller and the buyer, an agreement will be reached between the two parties. This step is called _____.

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Unit 1

序号 _____ 学号 _____ 姓名 _____ 班级 _____ 成绩 _____ 类型 U1-T

Translation

► **Task 1** Match the Chinese expressions in the left column with their English equivalents in the right column.

- | | | |
|-------|-----------|--------------------------|
| _____ | 1. 模具之乡 | A. mold manufacturer |
| _____ | 2. 塑料王国 | B. enquiry |
| _____ | 3. 建筑行业 | C. construction industry |
| _____ | 4. 室内装修 | D. counter-offer |
| _____ | 5. 热塑性塑料 | E. hometown of molds |
| _____ | 6. 询盘 | F. interior decoration |
| _____ | 7. 报盘 | G. thermoplastic |
| _____ | 8. 还盘 | H. kingdom of plastic |
| _____ | 9. 日常生活用品 | I. offer |
| _____ | 10. 模具生产商 | J. daily necessities |

► **Task 2** Translate the following sentences into Chinese, paying attention to the italicized parts.

11. The books in the library are *classified* according to subject.

12. People's physical and emotional well-being is inextricably *linked*.

13. With the development of market, there is demand for the internal and external financial institutions to *expand* business.

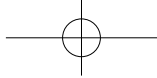
14. Despite signs of improvements in the economy, there is no room for *complacency*.

15. The interior decoration of the house is a *compromise* between Chinese and foreign styles.

本人申明：以上作业为本人独立完成。

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日期： _____



序号 _____ 学号 _____ 姓名 _____ 班级 _____ 成绩 _____ 类型 U1-W

Writing

- **Task** You are required to write a business letter in no less than 80 words based on the information given below.

假定你是JKM公司的王刚，想与Bluesky公司建立业务关系，请给该公司销售部经理 Thomas Black 写信。

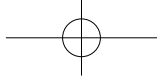
内容：

1. 告知对方你是如何得知对方信息的；
2. 陈述你的目的和需求；
3. 表达你们想与对方在未来建立合作的诚挚愿望。

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本人申明：以上作业为本人独立完成。

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Unit 1

日期: _____

单元评估档案 (Unit 1)

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	用时		难度			成绩	收获	存在的问题	改进措施
听力	分	秒	难	中	易				
词汇与结构	分	秒	难	中	易				
阅读	分	秒	难	中	易				
翻译	分	秒	难	中	易				
写作	分	秒	难	中	易				
学生建议:									
教师评语:									

