

## “管理英语 3” 网络核心课考核说明

“管理英语 3” 是国家开放大学公共英语系列课程本科（专科起点）阶段第一学期的课程。本课程的教学目的是：学生应能掌握一定的英语语言基础知识和基本技能，具有一定的读、听、说、写能力；同时亦能了解管理类活动中所涉及到的常用英语词汇及表达方式，能在涉及行政管理、公共事业管理、教育管理、工商管理、农村行政管理等专业的职场活动中进行基本交流；并为今后职场英语应用能力的提高奠定基础。为指导“管理英语 3” 课程的考试命题和组织工作，帮助学生复习本课程，并为检查教学质量提供依据，特制订本考核说明。

### 一、考核对象

国家开放大学开放教育本科（专科起点）行政管理、公共事业管理、教育管理、工商管理、农村行政管理等专业的学生。

### 二、考核方式

本课程的考核采取形成性考核与终结性考试相结合的方式进行，形成性考核占课程综合成绩的 50%，终结性考试占课程综合成绩的 50%。课程综合成绩达到 60 分及以上（及格），可获得本课程相应学分。

#### 1. 形成性考核

形成性考核为本课程的学习过程考核，旨在引导学生注重学习过程，按照教学要求和学习计划完成学习任务，强化对学生自主学习过程的指导和监督。形成性考核由 8 次形成性作业以及整个课程学习过程的综合评价构成。

形成性考核以百分计，然后根据要求折合成相应分数。在线形式完成的形成性考核具体包括以下内容：

- 1) 单元自测：学习完每单元后，完成单元自测，每次自测成绩在形成性考核中占 10%。
- 2) 综合练习：学习完课程后，可以进一步完成综合性测验，熟悉实际考试题目类型、难度、结构等。这部分不计分。
- 3) 综合评价：辅导教师（面授辅导或远程在线辅导）根据学生各个单元内容学习完成情况，相关资源浏览情况等学习行为表现，为学生进行综合评价，占形成性考核的 20%。

形考任务	预备知识	形式	权重
单元自测 1	Organization Structure 组织结构	测验	10%

单元自测 2	Human Resources 人力资源	测验	10%
单元自测 3	Financial Budget 财务预算	测验	10%
单元自测 4	Urban Traffic 城市交通	测验	10%
单元自测 5	Food Safety 食品安全	测验	10%
单元自测 6	Community Service 社区服务	测验	10%
单元自测 7	Quality Control 质量控制	测验	10%
单元自测 8	Emergency Mangement 急救管理	测验	10%
综合评价	学生各个单元内容学习完成情况，相关资源浏览情况等学习行为表现	教师评价	20%
合计			100%

## 2. 终结性考试

终结性考试为本课程的学业考核，旨在检验学生学习本课程的结果和教学支持服务的效果。终结性考试由国家开放大学统一命题，占课程考核总成绩的 50%。具体的试题内容、题型、结构及分值等见“管理英语 3 课程考核说明”。

## 三、考核依据

本课程形成性考核的内容和终结性考试的命题依据是国家开放大学的英语课程“管理英语 3”教学大纲及相应课程教学资源（包括文字教材、录音教材、数字教材 APP）中的内容。

## 四、考核目标

本课程的考核目标主要体现在以下两个方面：

### 语言知识方面

语法与功能：学生应能基本掌握并恰当运用所学的基础语法知识和语言功能，具体内容参见教材“管理英语 3”的“内容细目表”。

词汇知识：学生应能掌握 2,000 个左右词汇（含专科阶段所需要掌握的 1,600 词）和相关的常用词组，具体词汇参见教材“管理英语 3”的单元词汇表。

### 语言运用方面

学生应能够用英语进行简单的日常生活会话和各类管理活动领域中的一般性交谈；能够读懂与教材中课文难度相当的短文；能掌握基本的写作技能，能运用所学到的语言知识写出招聘广告、测试报告，回复投诉信、填写商业发票和申请表格等。

## 五、命题原则

本课程终结性考试根据教材所涵盖的语法项目、交际功能和词汇以及与教材难度相当的语言材料命题，涉及教材的内容不少于 50%。

## 六、试题结构

本课程终结性考试题目类型及结构如下表。

部分	内容	题型	题量	小题 分值	各部分 总分值	建议时间 (分钟)
交际用语	简短对话	选择题	5	2	10	5
词汇与结构	单句或简短对话	选择题	15	2	30	15
阅读理解	2 篇对话或短文	判断题/选择题	10	4	40	25
写作	应用文写作	写作	1	20	20	15
总计			31		100	60

## 七、其他说明

本课程终结性考试为闭卷考试，考生不得携带任何形式的参考资料、电子读物或工具。

### “管理英语 3”终结性考试样题 1

#### 第一部分 交际用语 (10 分)

#### 1-5 题：根据对话内容选择恰当的选项。(每题 2 分，共 10 分)

1. — How did you miss your train?

- \_\_\_\_\_  
A. Well, I was caught in the traffic jam.  
B. What's your proposal?  
C. Never mind.

答案：A

解析：本题考查“交通与出行”的交际用语。How did you miss your train? 询问对方“为什么错过了火车”，答语是“塞车了”，所以答案是 A。

2. — I wish you success in your career.

— \_\_\_\_\_.

- A. Go ahead  
B. It doesn't matter  
C. The same to you

答案：C

解析：本题考查“祝愿和应答”的交际用语。选项 A 单独使用，表同意，“行，可以”；选项 B 是“没关系”，选项 C “祝你也如此”。句意：我祝你事业有成。所以答案是 C。

3. — I'm more than happy to go out this weekend.

— \_\_\_\_\_. We've got so much work to do at that time.

- A. Don't worry     B. Forget it     C. Don't say so

答案：B

解析：本题考查“回应”的交际用语。句意：—这个周末我非常想出去。—休想。那时我们有很多工作要做。A 不用担心；B 休想，算了！C 不用这样说。所以答案是 B。

4. — 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.

答案: B

解析: 本题考查“表示祝贺的交际用语。当听到对方结婚、生小孩、考上大学及创办公司时,一般要表示祝贺。这里听者先是惊讶“No kidding”,然后表示祝贺,所以答案是B。

5. —

— Fire, fire service please! There's a huge fire here.

- A. 911, how may I direct your call?  
B. How may I help you?  
C. What can I do for you?

答案: A

解析: 本题考查“表达提供帮助”的交际用语。How may I help you? 常用于服务性行业,询问对方“是否需要帮助”,答语一般使用 I need.../I'd like to 等句型表达需求。根据第二说话人包含的信息,确定这是发生火灾,人们请求援助的电话,所以答案是A。

## 第二部分 词汇与语法 (30 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最佳选项。(每题 2 分,共 30 分)

6. I am \_\_\_\_\_ your early coming.

- A. looking forward to                      B. looking forward                      C. look forward to

答案: A

解析: look forward to 后面应该跟名词或动名词,句子谓语部分有助动词 am,后面应该是动词 ing 形式,所以答案是 A。译文:我期待你的早日到来。

7. The programme gives students the \_\_\_\_\_ to learn more about global warming.

- A. success                      B. ambition                      C. opportunity

答案: C

解析: success “成功”,ambition “雄心”,opportunity “机会”,所以答案是 C。译文:这个项目给学生提供了更多学习关于全球气候变暖方面知识的机会。

8. The key \_\_\_\_\_ successful implementation is clearly communicating the strategy to the whole company.

- A. to                      B. in                      C. of

答案: A

解析: the key to 属于固定搭配。所以答案是 A。译文:(方案得以)成功实施的关键在于向公司各部门清晰传达公司战略。

9. —Who should be responsible for the accident?

—The boss, not the workers. They just carried out the order \_\_\_\_\_.

- A. as are told                      B. as told                      C. as they told

答案: B

解析: 这一题完整的写法应该是 “They just carried out the order as they were/are told”, 可以省略为 “as told”, 不可以省略为 “as were/are told”。所以答案是 B。译文:谁要为这个事故负责? 应该是老板,不是员工,他们只是执行命令而已。

10. He gave up his study in college in \_\_\_\_\_.

- A. bundle                      B. despair                      C. ash

答案: B

**解析：**bundle 捆，一批；ash 灰，灰烬；in despair，固定搭配，意为“在绝望中”，所以答案是 B。  
译文：他在绝望中放弃了他的大学学业。

11. The manager urged his staff not to \_\_\_\_\_ the splendid opportunity.

- A. slide
- B. miss
- C. escape

**答案：**B

**解析：**固定搭配题。miss the opportunity 错过机会，与机会失之交臂；escape 逃跑，逃避；slide 滑行，溜走，可以说 opportunities slide，表示“机会偷偷溜走了”，但不表示人错失了机会。所以答案是 B。译文：经理敦促员工们不要错失良机。

12. I'm going to have a \_\_\_\_\_ with Mark about this issue tomorrow.

- A. speech
- B. sentence
- C. word

**答案：**C

**解析：**动词短语 have a word with sb 意为“跟某人谈谈”；A 是演讲的意思，发表一次演说常用表述为 give a speech，B 为错误的搭配，英语中没有 have a sentence with sb 这样的表达。所以答案是 C。译文：关于这件事明天我打算和马克谈一谈。

13. I don't think anyone can accuse him \_\_\_ not being honest.

- A. of
- B. with
- C. about

**答案：**A

**解析：**固定搭配中的介词选用。accuse sb. of doing sth 是一个固定结构。意思是“指责/指控某人做某事”。所以答案是 A。译文：我想没有任何人能指责他不诚实。

14. — Does she speak French or German?

— She doesn't, \_\_\_\_\_.

- A. either
- B. neither
- C. none

**答案：**A

**解析：**句子的意思是“他哪一种都不会”。在这个句子里是对并列的两个事物的分别否定，由于后者回答的句子中已经有助动词 does 的否定形式 doesn't，所以用 either 即 not.....either 相当于 neither。none 指三个以上一个也没有，与句意和语法要求都不相符。所以答案是 A。译文：“她说法语还是德语？”“她哪一种都不会说。”

15. \_\_\_\_\_ is known to all, too much fat causes heart problems.

- A. It
- B. As
- C. Just as

**答案：**B

**解析：**在 As is known,....的结构中，as 是关系代词，引导非限制性定语从句，代表后面的整个句子做从句的主语。在 It is known that ...的结构中，it 是形式主语，that 引导真正的主语。Just as 引导方式状语从句，常与 so 连用。所以答案是 B。译文：众所周知，吃太多脂肪会导致心脏病。

16. The products of this company are always \_\_\_\_\_ to standard, they have very strict quality control process.

- A. close
- B. down
- C. up

**答案：**C

解析: up to standard 为固定搭配, 意为达到标准, close 表示接近但未达到标准, down 不是正确的搭配, 所以答案是 C。译文: 这家公司的产品都能达到标准, 他们有很严格的质量控制程序。

17. This is the book \_\_\_\_\_ I have learned a lot.

- A. to which
- B. by whom
- C. from which

答案: C

解析: 在需要使用介词来表示引导定语从句的关系代词和从句动词之间的动宾关系时, 只能用关系代词 which 或 whom。指代人时要用 whom, 指代事或物时要用 which。本题关系代词指代的是“book”, 所以要用 which, 介词 from 是由 learn... from...决定的, 所以答案是 C。译文: 这就是让我获益匪浅的那本书。

18. Let's go \_\_\_\_\_ the reports on the latest work.

- A. over
- B. with
- C. to

答案: A

解析: go over 仔细察看, 复习或重温; go with 和……一起; go to 到……去。根据语境, 所以答案是 A。译文: 让我们一起来认真看看最近的工作报告。

19. Bring me a glass of beer, \_\_\_\_\_ ?

- A. shall I
- B. don't you
- C. will you

答案: C

解析: 第二、三人称的祈使句的反问句要用 will you, 所以答案是 C。译文: 给我带一杯啤酒, 好吗?

20. Can you tell me how \_\_\_\_\_ to the railway station, please?

- A. getting
- B. to get
- C. got

答案: B

解析: 句中 how to get to the railway station 是疑问词+动词不定式作间接宾语, 所以答案是 B。译文: 请告诉我怎样去火车站好吗?

### 第三部分 阅读理解 (40 分)

#### Passage 1

21-25 题: 阅读短文, 根据短文内容从 A、B、C 三个选项中选出一个正确答案。(共计 20 分, 每小题 4 分)

To minimize traffic jams in the city centre and on major roads out of Sydney, the City's highway department will not agree to road closures scheduled for weekdays or Saturdays. On minor roads outside the city centre, weekdays and Saturdays may be considered. You must apply for approval to do roadwork and other road-related activities, tree cutting and use of very large construction machinery, ladders etc. Please note that approval is needed if you plan to block the road or footpath.

Applications to have a road closed to traffic must be completed and sent to the Department's Traffic Calming Committee at least a month before the scheduled date.

Roads can be closed partially or fully, depending on your requirements. Partial road closures are only allowed in light traffic areas where there will be at least 1 lane for traffic with extra traffic control measures to make sure 2-way traffic can continue to run for the duration of the work. Any change of traffic flow will require the proposal to be treated as a full road closure. For further information about a partial road closure, please refer to Contacts.

If you are organizing a parade, march or other type of street-based event, approval is also required and we recommend you choose one of our 4 preferred routes. Choosing an existing route reduces the amount of planning you will need to do.

21. As a rule, Sydney's highway department will agree to road closures in the city centre scheduled for \_\_\_\_\_.
- A. weekdays
  - B. Saturdays
  - C. Sundays
22. If you want a road closed to traffic, you must complete your applications and send them to the relevant committee at least \_\_\_\_\_ before the scheduled date.
- A. a week
  - B. 30 days
  - C. two months
23. Partial or full road closures are decided by \_\_\_\_\_.
- A. the requirements from applicants
  - B. the traffic flow
  - C. the road conditions
24. Which is NOT the condition for partial road closures according to the passage?
- A. In light traffic areas.
  - B. On work days.
  - C. There will be at least 1 lane for traffic during the work.
25. Which is the best title of this passage?
- A. Road Closure Procedures in Sydney
  - B. Road Conditions in Sydney
  - C. Road Management in Sydney

答案: 21. C      22. B      23. A      24. B      25. A

解析:

21. 这是一道推断题。本题题意是: 一般来说, 悉尼的公路部门同意星期日在市中心封路。此题信息对应文章第一段的 the City's highway department will not agree to road closures scheduled for weekdays or Saturdays, Sundays 除外, 所以选择 C。
22. 这是一道细节题。题意是: 如果要封路, 必须写好申请并至少在计划施工的 30 天之前交给相应的机构, 与原文中第二段第一句的“……至少一个月之前……”意思相同, 所以选择 B。
23. 这是一道词义判断题。题意是: 道路是部分封闭还是全封闭根据申请人的要求来决定。此题信息对应文章第三段第一句。原文中的 depend on sth 可理解为 be decided by sth, 所以选择 A。
24. 这是一道细节题。本题询问“下面哪一个不是允许道路部分封闭的条件?” 根据原文可知, 部分封路有几个条件, 一是交通不繁忙 (light traffic), 二是封闭作业期间必须有一条车道用于通行。所以选择 B。
25. 这是一道主旨题。本题的题意是: 本文的标题是什么。全文主要介绍悉尼申请道路封闭方面的程序、要求和条件等。B 主要指悉尼的道路交通状况; C 主要指悉尼道路交通的管理, 都没有 A 契合文章主题, 所以选择 A。

## Passage 2

**26-30 题:** 阅读短文并根据短文内容判断其后的句子是正确 (True) 还是错误 (False)。(共计 20 分, 每小题 4 分)

We live in an age full of opportunities: If you are smart enough, and have got ambition and keep pushing forward, you can rise to the top of your chosen profession, no matter where you started out.

But with opportunity comes responsibility. Companies today aren't managing their employees' careers. Professional workers must be their own chief executive officers (CEO). It's up to you to strive for your place, to keep yourself engaged and productive during a working life that may last around 50 years. To do those things well, you'll need to have a deep understanding of yourself – not only what your strengths and weaknesses are, but also how you learn, how you work with others, what your values are, and where you can make the greatest contribution. Because only when you operate from strength can you achieve true excellence.

History's great achievers – Napoléon, da Vinci, and Mozart – have always managed themselves. But they are so unusual both in their talents and their accomplishments as to be considered rare exceptions. Now,

most of us, even those of us with modest talents, will have to learn to manage ourselves. We will have to learn to develop ourselves. We will have to place ourselves where we can make the greatest contribution. And we will have to stay mentally alert and engaged during a 50-year working life, which means knowing how and when to change the work we do.

26. Companies today are responsible for employee's career.

27. It is the CEO who decides your place.

28 You need to understand your company well so that you can do things well.

29. Understanding yourself means knowing well about your strengths, weaknesses, your values, how you learn, how you do with others and so on.

30. Ordinary people cannot manage themselves well.

答案: 1.F 2. F 3. F 4.T 5. F

解析:

26. 这是一道细节题。此题信息对应文章第2段的第2句话。Companies today aren't managing their employees' careers. 现在的公司不会负责员工的职业生涯。所以选F。

27. 这是一道推断题。此题信息对应文章第2段的 It's up to you to strive for your place。你自己才能决定你的(职业)位置。所以选F。

28. 这是一道推理题。此题信息对应文章第2段的 To do those things well, you'll need to have a deep understanding of yourself。想把事情做好, 你得深刻认识你自己。所以选F。

29. 这是一道细节题。此题信息对应文章第2段的 a deep understanding of yourself – not only what your strengths and weaknesses are, but also how you learn, how you work with others, what your values are, and where you can make the greatest contribution. 了解你自己, 不仅仅是了解你的优缺点, 还有你的学习方式, 你与别人的相处之道, 你的价值还有你可以在什么领域发挥你的特长。所以选T。

30. 这是一道推断题。此题信息对应文章第3段的 Now, most of us, even those of us with modest talents, will have to learn to manage ourselves. 现在, 大部分人虽然资质平平, 但是都学着去管理自己。所以选F。

#### 第四部分 写作(共计20分, 一篇作文)

##### 31. 根据写作要求, 写一篇作文。

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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参考答案:

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.

## “管理英语 3” 终结性考试样题 2

### 第一部分 交际用语 (10 分)

#### 1-5 题：根据对话内容选择恰当的选项。(每题 2 分，共 10 分)

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

**答案：A**

**解析：** 本题考查“应答”的交际用语。A 确实很精彩；B 我一个人去的；C 一个导游带路。句意：--你认为去青岛的旅游怎样？--确实很好。所以答案是 A。

2. — Sorry, I made a mistake again.

—\_\_\_\_\_. Practise more and you'll succeed.

A. Never mind B. Certainly not C. Don't mention it.

**答案：A**

**解析：** 本题考查“道歉回应”的交际用语。句意：--对不起，我又犯错了。--没关系，多练习，你会成功的。A 没关系；B 当然不；C 不用谢。所以答案是 A。

3. — In what form will you take the investment?

—\_\_\_\_\_.

A. Yes, we will.

B. We'll contribute a site and the required premises.

C. We'll give investment.

**答案：B**

**解析：** 该题是特殊疑问句，是对“投资方式”提问，因此答案应为具体的投资项目。A 是对一般疑问句的回答；B 具体回答了投资的项目为“场地和设施”，符合要求；C 并没有回答相关问题。所以答案是 B。

4. — 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

**答案：B**

**解析：** 本题考查“加油鼓励”的交际用语。Come on 是“鼓励”用语。No problem 没问题；No hurry 不用急，慢慢来。这里是“加油鼓励”的意思，所以答案是 B。

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

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

A. Let's run.

B. We'd better call 911.

C. You're right!

**答案：C**

**解析：** 本题考查“表达同意他人意见”的交际用语。常用的答语一般使用 You're right.../I agree...等句型表达赞同。根据第一说话人传递的信息，这是发表意见，所以答案是 C。

### 第二部分 词汇与语法 (30 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最佳选项。(每题 2

分，共 30 分)

6. A bus driver \_\_\_\_\_ the safety of his passengers.

A. is responsible in      B. is responsible for      C. is responsible to

**答案：B**

**解析：**be responsible for, 固定搭配，意为“对……负责”，其他搭配不正确。所以答案是 B。

译文：巴士司机要对他的乘客安全负责。

7. A number of boys \_\_\_\_\_ absent some time during the term.

A. have been      B. has been      C. will

**答案：A**

**解析：**A number of 后面跟名词复数，谓语动词用复数，absent 是形容词，前面必须有系动词，所以答案是 A。译文：这个学期很多男生缺课。

8. It's \_\_\_\_\_ to point to or talk about strangers in public.

A. not polite      B. polite      C. good

**答案：A**

**解析：**It's+adj+to do sth 表示做……怎么样。根据常识，在公共场合用手指别人或评论陌生人都是没有礼貌的，所以答案是 A。译文：在公共场合用手指别人或谈论陌生人都是不礼貌的。

9. If you need further information, please \_\_\_\_\_ our office.

A. constant      B. construct      C. contact

**答案：C**

**解析：**constant 立即；construct 建设；contact 联系。所以答案是 C。译文：如果你想获得更多信息，请联系我们办公室。

10. He gave up his study in college in \_\_\_\_\_.

A. bundle      B. despair      C. ash

**答案：B**

**解析：**bundle 捆，一批；ash 灰，灰烬；in despair, 固定搭配，意为“在绝望中”，所以答案是 B。译文：他在绝望中放弃了他的大学学业。

11. I heard that you really had a wonderful time at John's birthday party, \_\_\_\_\_?

A. didn't I      B. didn't you      C. hadn't you

**答案：B**

**解析：**在含有宾语从句的主句中主语是第一人称时反意疑问句的主语随从句一致，所以答案是 B。

译文：我听说你在约翰的生日派对上玩得很开心，是吗？

12. Under no circumstance \_\_\_\_\_ to tell lies to parents.

A. children are allowed      B. are children allowed      C. will children allow

**答案：B**

**解析：**含有否定意义的副词及介词短语放在句首时，句子中主语和谓语用部分倒装，所以答案是 B。译文：无论在什么情况下，小孩都不能对父母撒谎。

13. You can go out, \_\_\_\_\_ you promise to be back before 12 o'clock.

A. so far as

B. as far as

C. as long as

**答案：C**

**解析：**本题考核条件状语从句。as (so) long as 只要，既然，是引导条件状语从句的从属连词，如：

You may use the room as long as you keep it clean. (只要你能保持房间整洁，你就可以使用)；so far as 就...而论，直到；as far as: 就.....所知。所以答案是 B。译文：只要你答应十二点前回来，你就可以出去。

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

- A. late  
B. later  
C. latter

答案：A

解析：late 是形容词，意为“迟的，晚的”，late autumn 是“晚秋”的意思，符合题意。其它选项均不符合题意，later 是“稍后，后来”，latter 是“后者”，所以答案是 A。译文：北京一年中最好的季节或许是晚秋。

16. I \_\_\_\_\_ to know how often the bus runs during rush hour.

- A. occur  
B. happen  
C. take place

答案：B

解析：考查同义词/词组的辨析。虽然三个选项都有“发生”的意思，但 happen to do... 可用于固定搭配，意为“碰巧，恰好”，所以答案是 B。译文：我碰巧知道这趟车在高峰期多久跑一趟。

17. Can you tell me how \_\_\_\_\_ to the railway station, please?

- A. getting  
B. to get  
C. got

答案：B

解析：句中 how to get to the railway station 是疑问词+动词不定式作间接宾语，所以答案是 B。译文：请告诉我怎样去火车站好吗？

18. I bought a new car last month, but I \_\_\_\_\_ my old car yet.

- A. did not sell  
B. have not sold  
C. had not sold

答案：B

解析：并列句前面一个分句因为有时间状语 last month，用了一般过去时，但后面的分句用了 yet，要求用现在完成时，所以答案是 B。译文：上个月我买了一辆新车，但旧车还没卖掉。

19. We have spent all of our spare time, \_\_\_\_\_, our spare money, on the project.

- A. as soon as  
B. as long as  
C. as well as

答案：C

解析：as well as 的意思是“以及，还有”，符合题意。其它选项均不符合题意，as soon as 一……就……；as long as 只要……就……，所以答案是 C。译文：我们把所有的业余时间，还有闲钱，都花费到了项目上了。

20. I'm used to \_\_\_\_\_ up early now.

- A. get  
B. getting  
C. to get

答案：B

解析：be used to doing sth. 是习惯于做某事的意思，所以答案是 B。译文：我现在已经习惯早起了。

### 第三部分阅读理解（40 分）

#### Passage 1

21-25 题：阅读短文，根据短文内容从 A、B、C 三个选项中选出一个正确答案。（共计 20 分，每小题 4 分）

#### Three Steps to a Good Marketing Budget

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Without good budget management, you are likely to overspend on marketing accidentally.<sup>15</sup> Here are three steps that help to make a good marketing budget.

**Step 1: Organize financial information**

The first step is to be clear of your current financial situation. You need to know how much money your company makes monthly and the changes that might arise in the future. Although income flows change throughout the year, you must organize the information based on reliable revenue - the minimum amount of money your company makes each month.<sup>16</sup>

A realistic budget plan will always focus on the income that exceeds the expenses,<sup>17</sup> 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.<sup>18</sup> 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.<sup>19</sup> 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. What should the budget plan be based on?
- A. The company's reliable expense.
  - B. The company's reliable income.
  - C. The company's reliable cost.
22. What does "disposable income" mean in Passage 3?
- 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

答案: 21. B 22. C 23. A 24. B 25. C

解析:

21. 这是一道推断题。本题询问“预算的依据”。此题信息对应文章 *Although income flows change throughout the year, you must organize the information based on reliable revenue.* 所以答案是 B。
22. 这是一道词义辨析题。本题询问“disposable income”在段落三里的含义。上文提到, “A realistic budget plan will always focus on the income that exceeds the expenses, not the total revenue that comes in”. 此处所指的收入并非全部收入和前期收入, 因此此处“可支配收入”应理解为“净收入”, 所以答案是 C。
23. 这是一道细节题。本题询问“编制财经预算计划时应清楚的问题”。此信息对应文章中表述“A realistic budget plan will always focus on the income that exceeds the expenses,” 所以答案是 A。
24. 这是一道细节题。本题询问企业在支出方面应考虑的是哪三个问题。此信息对应文章中的表述“Three main factors decide how you spend marketing funds: the budget amount, your past experiences, and where you can reach the right audience.” 所以答案是 B。
25. 这是一道判断题。本题询问结果, 即在企业决策时, 如果能时时考虑预算的问题将会避免什么问题的出现。此信息对应文章中的表述“By keeping the budget in mind when you make decisions, you will.....prevent overspending on marketing.” 即不会出现超支的问题。所以答案是 C。

## Passage 2

**26-30 题:** 阅读短文并根据短文内容判断其后的句子是正确 (True) 还是错误 (False)。(共计 20 分, 每小题 4 分)

The road system in Beijing's central business district (CBD) is being re-designed to make public transportation easy and improve efficiency.

Plans for 45 roads within the CBD have been approved, measuring 41.5 kilometers in total. In addition to public buses, free or low price shuttle buses from residence areas to subway stations will also be provided for commuters.

This is just over four times the number of roads opened in 2007, and will add another 15.5 km to the existing road network.

Besides roads, an underground traffic system has also been operating, which includes four new subway lines beneath the CBD.

The underground connection system is made up of two levels. The first underground floor is set aside mainly for pedestrians and commercial facilities, while the second underground floor is planned for parking.

The city has also invested 140 million *yuan* to set up a traffic inquiry system, through which the public can check traffic conditions online and see the most convenient routes on their GPS system. In the future, the CBD will be fully covered by an intelligent traffic control system.

26. The road system in Beijing's central business district (CBD) is being designed again.
27. Commuters can only take public buses from residence areas to subway stations.
28. The re-designed road will be 15.5 kilometers long.
29. The underground traffic system has four new subway lines beneath the CBD.
30. Both levels of the underground connection system are planned for parking.

答案: 26. T 27. F 28. F 29. T 30. F

解析:

26. 这是一道词汇题。英文中 **re-design** 的意思是 **design again**。这道判断题与原文意思相同，都是指“北京 CBD 的道路系统正在重新设计”，所以选 T。
27. 这是一道细节题。原文的意思是：“通勤人员从居住区到地铁除了坐公共汽车之外，还可乘坐免费或低价的接驳车”。该题说只能坐公交车，所以选 F。
28. 这是一道细节题。根据原文可知，“在现有的路网中将增加 15.5 公里”，而不是说重新设计的道路将有 15.5 公里，所以选 F。
29. 这是一道推断题。原文中说，“除了道路，在运营中的还有一个地下交通系统，该系统包括 CBD 下面的四条新的地铁线路”，本题与原文意思相同，所以选 T。
30. 这是一道细节题。原文的意思是：地下连接系统由两层组成，第一层计划主要用于行人通道和商业设施，第二层用作停车场。但本题却说两层都用作停车场，所以选 F。

#### 第四部分 写作（共计 20 分，一篇作文）

##### 31. 根据写作要求，写一篇作文。

写作要求：根据下列信息写一则英语招聘广告。

**Write a recruitment advertisement with the following information.**

招聘广告

GM 公司因公司发展需要，欲招聘两名经理助理。

要求条件：

1. 年龄不超过 25 岁，未婚，身体健康；
2. 有较强组织能力及合作精神；
3. 本科及以上学历；
4. 有两年以上工作经验；
5. 英语运用能力高。

有意者，请于 8 月 24 日前将个人简历发到邮箱 [GMcompany@hotmail.com](mailto:GMcompany@hotmail.com)

参考答案：

Advertisement

In order to further develop our business, GM company is to recruit 2 assistant managers.

Requirements:

1. Single, not more than 25 years old and in good health;
2. Good organization capability and spirit of teamwork;
3. Bachelor's degree or above;
4. At least two years' working experience;
5. Excellence in English.

If you are interested in the position, please send your resume to the email address [GMcompany@hotmail.com](mailto:GMcompany@hotmail.com) before August 24<sup>th</sup>.