

外经贸英语函电-福建农林大学-中国大学MOOC慕课答案

单元测试

1、单选题： In a standard format of business email,s we are not necessary to begin with ___ according to the video.

选项：

- A、 To:
- B、 From:
- C、 Subject:
- D、 Date:

参考：【Date:】

2、单选题： What principle does a subject should follow according to the video?

选项：

- A、 Complete
- B、 Clear
- C、 Concise
- D、 Complicated

参考：【Concise】

3、单选题： Which of the following closing message is the most formal one?

选项：

- A、 Regards
- B、 Sincerely
- C、 Yours faithfully
- D、 Yours

参考：【Yours faithfully】

4、单选题： We would like to invite you to an inspection tour to our _____ opened Asian branch in Shanghai.

选项：

- A、 new
- B、 newly
- C、 newest
- D、 news

参考：【newly】

5、单选题： You are always a _____ customer of our company, and your presence will definitely make the occasion more successful.

选项：

- A、 good
- B、 kind
- C、 valued
- D、 honored

参考：【valued】

6、单选题：Please confirm your attendance _____ by July 20, 2009.

选项：

- A、late
- B、lately
- C、later
- D、latest

参考：【latest】

7、单选题：This letter is used to appreciate the performance done in business which is mutually _____.

选项：

- A、benefit
- B、beneficial
- C、effective
- D、efficient

参考：【beneficial】

8、单选题：We all look forward to a long and _____ relationship.

选项：

- A、cooperated
- B、cooperating
- C、cooperative
- D、cooperation

参考：【cooperative】

9、单选题：Your hard work on publicity and press arrangements was most _____.

选项：

- A、appreciated
- B、appreciating
- C、appreciation
- D、associated

参考：【appreciated】

10、单选题：On behalf of NCL Association I wish to thank you for your _____ speech at our Annual Conference.

选项：

- A、inspire
- B、inspired
- C、inspiration
- D、inspiring

参考：【inspiring】

11、单选题：Thank-you letters should be sent in a _____ manner.

选项：

- A、timely
- B、timed
- C、time
- D、timing

参考：【timely】

12、单选题： My presentation skills allow me to communicate _____ with directors, as well as keep my team up to date on our progress.

选项：

- A、 efficient
- B、 efficiently
- C、 effectively
- D、 effective

参考：【effectively】

13、判断题： The subject needs to be concise.

选项：

- A、 正确
- B、 错误

参考：【正确】

14、判断题： When it comes to your professional image, a sloppily composed email can do more damage than a weak handshake or a wrinkled suit.

选项：

- A、 正确
- B、 错误

参考：【正确】

15、判断题： We can use “Good morning” or “Good afternoon” in the beginning of an email as salutation.

选项：

- A、 正确
- B、 错误

参考：【正确】

16、判断题： Emails are quite private and confidential.

选项：

- A、 正确
- B、 错误

参考：【错误】

17、判断题： In business email, it is typical to have your title closely after your name, which implies your authority.

选项：

- A、 正确
- B、 错误

参考：【正确】

18、判断题： As with any piece of business writing, you don't need proofreading when you finish writing emails.

选项：

- A、 正确
- B、 错误

参考：【错误】

19、判断题： It is rare to see the big part of privacy notice in the end of emails.

选项：

A、正确

B、错误

参考：【**错误**】

20、判断题： Emails allow us to keep projects moving when our co-workers are unavailable or on the other side of the world.

选项：

A、正确

B、错误

参考：【**正确**】

21、判断题： When writing business emails, you are encouraged to use abbreviations, slangs, emojis, and multiple exclamation points.

选项：

A、正确

B、错误

参考：【**错误**】

22、判断题： It is very common to have your way of contact and company website address in the signature part of your email.

选项：

A、正确

B、错误

参考：【**正确**】

单元测试

1、单选题： We avail ourselves ___ this opportunity ___ approach you ___ the establishment of trade relations with you.

选项：

A、 of for to

B、 of to for

C、 for of in

D、 for to to

参考：【**of to for**】

2、单选题： Our products enjoy ___ in the world market.

选项：

A、 most popular

B、 great popularity

C、 good seller

D、 selling fast

参考：【**great popularity**】

3、单选题： We have been informed that you are ___ the market ___ textiles.

选项：

- A、 at,of
- B、 at, for
- C、 in, for
- D、 in, of

参考：【in, for】

4、单选题： Which website in the following does not belong to B2B platform?

选项：

- A、 www.alibaba.com
- B、 www.busytrade.com
- C、 www.taobao.com
- D、 www. made-in-china.com

参考：【www.taobao.com】

5、单选题： We take pleasure in enclosing a copy of your latest catalogue _____ for in our letter dated December 11.

选项：

- A、 ask
- B、 asks
- C、 asked
- D、 asking

参考：【asking】

6、单选题： We owe your name and address _____ the Chamber of Commerce of Shanghai.

选项：

- A、 to
- B、 for
- C、 with
- D、 by

参考：【to】

7、单选题： We if you could give us whatever information you can in this respect.

选项：

- A、 should appreciate
- B、 appreciate
- C、 appreciate it
- D、 should appreciate it

参考：【should appreciate it】

8、单选题： We shall do every thing possible to assist you a mutually beneficial trade.

选项：

- A、 developing
- B、 developed
- C、 develop
- D、 development

参考：【developing】

9、多选题：In the following, which statements belong to the good tips for drafting a successful initial letter or email?

选项：

- A、Don't leave the customer guessing.
- B、Maintain your branding in your email.
- C、Offer additional resources.
- D、Don't indicate the detailed address to the customer.

参考：【Don't leave the customer guessing.#Maintain your branding in your email.#Offer additional resources.】

10、多选题：The basic structure of drafting an initial letter includes: _____

选项：

- A、Introducing how you get the information
- B、Your writing purpose
- C、Your requirement
- D、Your quotation

参考：【Introducing how you get the information#Your writing purpose#Your requirement】

11、判断题：The purpose of establishing business relations includes seeking new customers, consolidating existing relations and expanding new markets.

选项：

- A、正确
- B、错误

参考：【正确】

12、判断题：The Chamber of Commerce is an organization of business people that promotes international commercial interests.

选项：

- A、正确
- B、错误

参考：【错误】

13、判断题：The initial letter does not refer to the letter of establishing business relations.

选项：

- A、正确
- B、错误

参考：【错误】

14、判断题：“We specialize in this field for 12 years, with the strength of producing sneakers, which are superior quality with competitive price.”This sentence can be translated as:我们在此行业已经经营12年，我们生产的运动鞋物美价廉。

选项：

- A、正确
- B、错误

参考：【错误】

15、判断题：When we draft an initial letter, we must introduce our own company first.

选项：

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