

国开 04019 管理英语 3 任务 1

1:- _____ - No, sorry, I didn't know the rule about punching in. : Are you late this morning, Wendy ; Didn't you punch out this morning, Wendy ; Didn't you punch in this morning, Wendy **参考答案:** Didn't you punch in this morning, Wendy

2:- I suppose there'll be a lot of arguments. - _____ : I should imagine so. ; No problem. ; That's a good idea. **参考答案:** I should imagine so.

3: Leave the reference books behind, _____ you won't be able to think independently. : or ; and ; so **参考答案:** or

4: I am _____ your early coming. : looking forward to ; looking forward ; look forward to **参考答案:** looking forward to

5: He will write to me as soon as he _____ home. : will have returned ; returns ; will return **参考答案:** returns

7: A number of boys _____ absent some time during the term. : have been ; has been ; will **参考答案:** have been

8: This is the man ____ last night. : whom I saw him ; whom I saw ; who I saw him **参考答案:** whom I saw

10:- _____ - We have three major divisions: Operations, Sales and Marketing, Finance and Administration. : How many departments do we have ; Which division are you in ; Which department shows the best **参考答案:** How many departments do we have

11: The key _____ successful implementation is clearly communicating the strategy to the whole company. : to ; in ; of **参考答案:** to

12:- I wish you success in your career. - _____ : Go ahead. ; It doesn't matter. ; The same to you. **参考答案:** The same to you.

13:- I'm leaving for Shanghai tomorrow. - _____ : See you later. ; Have a pleasant trip! ; Let's go out for a drink. **参考答案:** Have a pleasant trip!

14:- Who should be responsible for the accident - The boss, not the workers. They just carried out the order _____. : as are told ; as told ; as they told **参考答案:** as told

18: A bus driver _____ the safety of his passengers. : is responsible in ; is responsible for ; is responsible to **参考答案:** is responsible for

19: The programme gives students the _____ to learn more about global warming. : success ; ambition ; opportunity **参考答案:** opportunity

20: My friend invited me _____ the art club, and I accepted it with pleasure. : join ; to join ; joining **参考答案:** to join

21: This is the man ____ last night. **参考答案:** whom I saw

9: 二、听力理解 听对话录音，根据对话内容判断正误(每题 10 分)。 task4_test.mp3 操作提示: 句子正确选择下拉选项框为“T”; 句子错误选择下拉选项框为“F”。

1. Wendy punched in this morning. {T; F}

2. They need to punch out after work. {T; F}

3. They need to work overtime. {T; F}

4. They can wear casual clothes when going out on a sales call. {T; F}

5. They can use office phones for personal matters. {T; F}

参考答案: 子问题 1: F; 子问题 2: T; 子问题 3: T; 子问题 4: F; 子问题 5: F

15: 二、听力理解 听对话录音，根据对话内容完成下方(每题 10 分)。 TASK3_TEST.MP3 操作提示: 通过题干后的下拉框选择正确答案。

1. The two speakers are _____. {A; B; C} A. teacher and student B. colleagues C. classmates

2. There are divisions in the company _____. {A; B; C} A. 3 B. 4 C. 10

3. Customer Service is a part of division _____. {A; B; C} A. Operations B. Sales and Marketing C. Finance and Administration

4. The Sales and Marketing includes departments _____. {A; B; C} A. 2 B. 3 C. 4

5. The director of the Sales and Marketing is now _____. {A; B; C} A. in an online meeting B. on holiday C. on a

business trip

参考答案:子问题 1:B; 子问题 2:A; 子问题 3:B; 子问题 4:C; 子问题 5:C

6:二、阅读理解 阅读下面的文章, 根据文章内容, 完成相应的选择题。(每题 10 分) ORGANIZATION STRUCTURE IN HOOGL ENGINEERING 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. 操作提示:通过题干后的下拉框选择
的正确答案。

1. Hoogle Engineering was set up in _____. B. the twentieth century
2. There are many different _____ of management in a tall structure. B. levels
3. People in a flat structure usually work in _____. C. teams
4. All of the following statements are true according to the passage EXCEPT that _____. B. the author thinks the two structures have the same functions
5. The best title for the passage is _____. A. Organization Structure in Hoogle Engineering

17:二、完型填空(每空 10 分)。 操作提示:通过中的下拉选项框选择恰当的词语补全填空。 Joachim's vision is based on an idea called pleaching (编织), where tree branches are grown so that they naturally weave together. Since the growth patterns of trees are 回答 by wind and sunlight, it may be possible to control the way a tree develops. These Fabricated Tree House Habitats would use trees grown into shapes as housing. One of the 回答 of these designs is that trees would not have to be cut down for lumber. "A 100 percent treehouse would take years to create," Joachim said. 回答 the climate, a house could take anywhere from 5 to 30 years to grow. Fortunately, there's a way to speed up the process. Joachim suggests including ecological materials such as sod (草皮), grasses and living branches in the housing designs. "This material would be able to move as the house grows," Joachim said. A home would become an actual ecosystem, a community of plants, animals, and bacteria working together. The trees would also give off water vapor that would assist in 回答 the homes. Solar panels and wind would help provide energy. The tree homes might even have soil pockets, where plants could grow from the structure itself. Work has already begun on Joachim's first design—a house made from 50 percent recycled and 50 percent living things. Joachim is confident about the 回答 of his work, as he uses natural products without destroying nature. "The environment and its study are very important. We need to respect nature, don't take it for granted," he said.

参考答案:子问题 1:affected; 子问题 2:advantages; 子问题 3:Depending on; 子问题 4:cooling; 子问题 5:importance

20:二、阅读理解 阅读下面的文章, 根据文章内容判断文章后的句子是正确(T)还是错误(F)。(每题 10 分) MANAGING ONESELF 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 in 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. 操作提示:句子正确选择下拉选项框为“T”;句子错误选择下拉选项框为“F”。

1. Companies today are responsible for employee's career. { F }
2. It is the CEO who decides your place. { F }
3. You need to understand your company well so that you can do things well. { F }
4. Understanding yourself means knowing well about your strengths, weaknesses, your values, how you learn, how you do with others and so on. { T }
5. Ordinary people cannot manage themselves well. { F }

参考答案:子问题 1:F; 子问题 2:F; 子问题 3:F; 子问题 4:T; 子问题 5:F

21:二、翻译 为下面的句子选择正确的翻译(每题 10 分)。 操作提示:通过题干后的下拉框选择
的正确答案。

1. If you are smart enough, and have got ambition and keep pushing forward, you can rise to the top of your chosen profession. C. 如果你既聪明过人, 又有上进心, 并且勇往直前, 那么你就可以在自己所选的职业领域中出类拔萃。
2. 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. B. 在大约 50 年的职业生涯中, 能否积极上进, 勤奋工作, 取得成效是取决于你自己的。
3. They are so unusual both in their talents and their accomplishments as to be considered rare exceptions. A. 正因为他们既才智过人, 又成就非凡, 所以他们这样的例子少之又少。
4. We will have to place ourselves where we can make the greatest contribution. C. 我们应该把自己放到能做出最大贡献的位置。
5. Some are still nervous about losing their jobs despite the low wages. A. 尽管工资不高, 但还是有很多人担心失去这份工作。

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- 1:-I'm more than happy to go out this weekend. - _____ We've got so much work to do at that time. : Don't worry. ; Forget it. ; Don't say so. **参考答案:**Forget it.
- 2:- _____ -She gave two weeks. : What did she get ; How much time did she give ; What did she do **参考答案:**How much time did she give
- 3: I heard that you really had a wonderful time at John's birthday party, _____ : didn't I ; didn't you ; hadn't you **参考答案:**didn't you
- 4:The light is too _____ for me to read. I can not stand any more. : dim ; ripe ; soup **参考答案:**dim
- 5:If you need further information, please _____ our office. : constant ; construct ; contact **参考答案:**contact
- 7:- Sorry, I made a mistake again. - _____ Practise more and you'll succeed. : Never mind. ; Certainly not. ; Don't mention it. **参考答案:**Never mind.
- 8: - _____ father took part in the charity activity in the neighbourhood yesterday - Peter's. : Whose ; What ; Which **参考答案:**Whose
- 9:The _____ was only sentenced to pay a fine of \$10,000. : worm ; tube ; criminal **参考答案:**criminal
- 10:-Could I help you with your heavy box You are so tired - _____ I can manage it. : No. thanks. ; Yes, please. ; All right. **参考答案:**No. thanks.
- 11:It's _____ to point to or talk about strangers in public. : not polite ; polite ; good **参考答案:**not polite
- 12:Under no circumstance _____ to tell lies to parents. : children are allowed ; are children allowed ; will children allow **参考答案:**are children allowed
- 14:-How did you find your visit to Qingdao, Joanna - _____ : Oh, wonderful indeed. ; I went there alone. ; A guide showed me the way. **参考答案:**Oh, wonderful indeed.
- 15: _____ important it is for kids to imagine freely! : What ; How ; What an **参考答案:**How
- 16:I took it for _____ that you wouldn't come here again. : grand ; tame ; granted **参考答案:**granted

18:He gave up his study in college in _____. : bundle ; despair ; ash 参考答案:despair

6:二、听力理解 听对话录音, 根据对话内容判断正误(每题 10 分)。 TASK4_TEST.MP3 操作提示:通过题干后的下拉框选择
的正确答案。

1. What is the possible relationship between the two speakers {A; B; C} A. A couple. B. Colleagues. C. Teacher and student.
2. What is the opinion of the female speaker about high salaries {A; B; C} A. She thinks high salaries can get a lot of talents. B. She thinks high salaries are the key factor in motivating the staff. C. She thinks high salaries stop people from moving on.
3. Who controls overtime work {A; B; C} A. The employers. B. The workers. C. The companies.
4. FAIR in fair wages means _____. {A; B; C} A. general B. competitive C. high
5. The topic of the dialog is about _____. {A; B; C} A. how to control overtime B. how to pay wages C. how to motivate the employees

参考答案:子问题 1:B; 子问题 2:C; 子问题 3:B; 子问题 4:A; 子问题 5:C

13:二、阅读理解 阅读下面的文章, 根据文章内容判断文章后的句子是正确(T)还是错误(F)。 (每题 10 分) “WAR FOR TALENT” GOES ON IN JOB MARKET The “war for talent” reads like headlines from many years ago, but it has never gone away, says Eleanor Nickerson, director of UK operations for Top Employers. Many companies they have researched are short of talents. Though the companies may receive many applications, they cannot find the people they want. Top Employers' research shows that offering good career chances is the key to attracting and keeping the talent. Smart employees know their own value and will want to know what their employers can offer them after 5 or 10 years' career development. So, keeping staff is the biggest challenge employers face in the long run. Yet not every employee feels that they can better their career chances. Some are still nervous about losing their jobs, despite a recent fall in unemployment, says the Trades Union Congress (TUC). TUC points out that some four-fifths of new jobs created have been in part of the economy where average pay rates are less than £ 8 an hour since the recession began. Many of these jobs are on temporary or zero-hours contracts. A report from the Office for National Statistics published in February showed that real wages have been falling consistently since 2010. It's the longest period since at least 1964. “We're still in the hardest living standards squeeze for over a century and those who are already working have had years of real-terms pay cuts,” says TUC spokesperson Liz Chinchin. “Understanding the pressures that staff face is a good starting point for any employer. If employers want to show concern for their staff, they should be paying them well and understand that zero-hours contracts bring insecurity and extreme money worries.” 操作提示:句子正确选择下拉选项框为“T”;句子错误选择下拉选项框为“F”。

1. According to research by Top Employers, many corporations have enough talents for their development. {; F}
2. The data shows the key to attracting talents is to offer high salary. { F}
3. The biggest challenge for employers to is keeping staff in the long run. {T; }
4. Not all employees believe that they can get a better offer. {T; }
5. The wages have been rising consistently since 2010. { F}

17:二、完型填空(每空 10 分)。 操作提示:通过

中的下拉选项框选择恰当的词语补全填空。 When it comes to selecting candidates through interview, more often than not the decision is made with the first five minutes of a meeting. Yet employers like to {suggest; convince; advise} themselves that they are being exceptionally thorough in their selection processes. In today's marketplace, the {worth; credit; quality} of staff is fundamental to the company's success and, as a result, recruiters use all means at their disposal to secure the best in the field. One method in particular that has risen in popularity is testing, either psychometric testing(心理测试), which attempts to define psychological characteristics, or aptitude testing. The idea is that those testing provide an organization with an extra way of establishing a candidate's suitability for a role. The employment of psychometric or ability testing as one {component ; member; share} of the recruitment process may have some merits, but in reality there is simply no real {extent; measure; amount} . The answer to this problem is experience in interview techniques and a strong definition of the elements of each position to be filled. The instinctive decision that many

employers make, based on a CV and the first five minutes of a meeting, are perhaps no less valid than any other tool employed in the {business; topic; point} of recruitment.

参考答案:子问题 1:convince; 子问题 2:quality; 子问题 3:component; 子问题 4:measure; 子问题 5:business

19:二、阅读理解 阅读下面的文章,根据文章内容,完成相应的选择题。(每题 10 分) HUMAN RESOURCES MANAGEMENT Human Resources Management (HRM) is the process of managing people and their relationships in an organization. These two processes are important in the success and growth of a business. In managing people, staffing is the most important component of HRM. It needs to make guidelines and procedures for hiring and placement. Staffing also involves the management of employees on matters like monitoring of holidays, absences, health and safety, disciplinary action, and dismissal. Another important element of HRM in managing people is keeping the employees in the company. The training of employees to enable them to improve their career development is very important. Good HRM policies ensure that there are clear regulations which show the pay levels for the different positions in an organization. It is important for the staff to know the career path, pay, training and other opportunities that are available to them. Performance management is another important component of HRM. The reason for this is that many employers use it to evaluate career improvement and to determine pay increases. The secondary role of HRM is the management of the relationships among people in an organization. This includes staff within departments as well as across the whole organization. The relationship between staff and management is an important factor in the success of an organization. It decides how fast an organization will realize their goals. The focus of HRM is the people within an organization. Regular planning, monitoring and evaluation are important for the success of HRM. Successful management ensures that all employees know their role, career development and also feel part of an organization. 操作提示:通过题干后的下拉框选择的正确答案。

1. _____ is / are important in the success of a business. B. The process of managing people and their relationships
2. The most important component of HRM is _____. A. staffing
3. According to the passage, it is important for the employees to know the career path, pay, training and other opportunities through _____. B. policies
4. We can use _____ to evaluate career improvement and to determine pay increases. C. performance management
5. _____ is NOT mentioned in the text about the success of HRM. C. Training

20:二、翻译 为下面的句子选择正确的翻译(每题 10 分)。 操作提示:通过题干后的下拉框选择的正确答案。

1. Though they have a lot of applicants, they can't find the people they want. B.虽然有很多应聘者,但是他们却找不到合适的人。 2. Practising more is the key to leaning a language. A. 学习语言的关键是要多练习。
3. Some are still nervous about losing their jobs despite the low wages. A. 尽管工资不高,但还是有很多人担心失去这份工作。
4. The teacher pointed out the grammar mistakes in the writing. C. 老师指出了作文里的语法错误。
5. How will the evaluation of these investments be carried out B. 如何对这些投资进行评估呢

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- 1:- In what form will you take the investment - _____ : Yes, we will. ; We'll contribute a site and the required premises. ; We'll give investment. **参考答案:**We'll contribute a site and the required premises.
- 2:- Is it possible for you to expand business there - _____ : I like it. ; I'd love to. ; Yes, I think so. **参考答案:**Yes, I think so.
- 3:They recommended that the amusement park _____. : was extended ; will be extended ; be extended **参考答案:**be extended
- 4:John as well as Mike _____ just been back from an important meeting. : have ; has ; had **参考答案:**has
- 5:A budget is an estimation of the _____ and _____ over a specified future period of time. : cost; expense ; revenue; expenses ; revenue; interest **参考答案:**revenue; expenses
- 7:- Are you going on holiday for a long time - _____ : It was a long time. ; Two weeks ago. ; No. Only a couple of days. **参考答案:** No. Only a couple of days.
- 8:Rent, electricity and insurance are all examples of the company's _____. : overhead ; turnover ; assets

参考答案:overhead

9:You can go out, _____ you promise to be back before 12 o'clock. : so far as ; as far as ; as long as 参考答案:as long as

15:- Is it more advisable to upgrade our present facilities than taking the risk of opening a new park - _____ : Thank you. ; I'm glad to hear that. ; I don't think so. 参考答案:I don't think so.

16:Purchasing the new production line will be a _____ deal for the company. : profitable ; forceful ; tremendous 参考答案:profitable

18:They are trying to _____ the waste discharged by the factory for profit. : expose ; exhaust ; exploit 参考答案:exploit

19:The manager urged his staff not to _____ the splendid opportunity. : slide ; miss ; escape 参考答案:miss

11:- I wonder if I could use your computer tonight - _____ : Sure, go ahead. ; It doesn't matter. ; Who cares 参考答案:Sure, go ahead.

12:Let's discuss these problems at the meeting, _____ : do we ; shall we ; will you 参考答案:shall we

13:If the building project _____ by the end of this month is delayed, the construction company will be fined. : to be completed ; is completed ; being completed 参考答案:to be completed

20:二、完型填空(每空 10 分)。 操作提示:通过中的下拉选项框选择恰当的词语补全填空。 Many people who work in London prefer to live outside it, and to go to their offices, factories or schools every day by train or by bus, even though this means they have to get up earlier in the morning and {arrive; get to; go} home later in the evening. One benefit of living outside London is that houses are cheaper. Even a small flat in London {without; with; near} a garden costs quite a lot to rent. With the same money, one can get a little house in the {city; place; country} with a garden of his own. Then, in the country one can be free {out of; from; without} the noise and hurry of the town. Although one has to get up earlier and spend more time in trains or buses, one can sleep better at night, and, during weekends and on summer evenings, one can enjoy the fresh clean air of the country. If one likes gardening, one can spend one's spare time digging, planting, watering and doing a lot of other jobs which are needed in the garden. Then, when the flowers and vegetables come up, one has the reward of a person who has shared the secrets of {working; nature; gardening}.

参考答案:子问题 1:arrive; 子问题 2:without; 子问题 3:country; 子问题 4:from; 子问题 5:nature

6:二、阅读理解 阅读下面的文章, 根据文章内容判断文章后的句子是正确(T)还是错误(F)。(每题 10 分) SAVE MONEY BY UNDERSTANDING WHY YOU SPEND IT To save money, you simply need to spend less than you earn. It is easy to say, but why is it so difficult to do To answer this question, you need to study the factors that keep you spending all the time. EASY ACCESS TO CREDIT For most people, this is the biggest reason for overspending. People can easily get a credit card, simply by filling out a short form in a bank or jumping on their website. They can borrow money from banks to go shopping, even buy cars or houses. When you aren't physically handing someone money or a check for a purchase, you will feel you are spending free money or you aren't spending money at all. Try using cash to get your spending under control. MISUSING CREDIT CARDS A credit card is an interest free short-term loan. When used as planned, this can be a powerful financial tool. The problem is when you begin to let the balance continue from month to month. If you make a \$200 purchase on your credit card and find out that at the end of the month you can't afford to repay the full amount, this is when the high interest rates on the cards really begin to hurt you. That is no way of saving money. GIVING IN TO TEMPTATION We all need to enjoy life, but don't waste your financial future for a few guilty pleasures today if they aren't in your budget. When you know that you can't afford an activity, don't give in. Instead, invite your friends over for a home dinner party, game night, or some other activities where you can still enjoy time together, but without breaking your budget. SPENDING TO FEEL GOOD Everyone enjoys getting something new - buying yourself something feels good. There is absolutely nothing wrong with this, as long as you don't go overboard. You'll feel good about your purchase whether you make it with cash or by credit card, but you'll feel even better when you don't have to spend the next two years trying to pay it off with 20% interest. 操作提示:句子正确选择下拉选项框为“T”;句子错误选择下拉选项框为“F”。

1. You have to pay for the credit card loans by the end of each month. {T; }

2. Using a credit card to pay is spending free money. { F }

3. It's easy to get a credit card but hard to make ends meet. {T }

4. If you suffer from a deficit this month, you simply have to pay it off by the original amount in the future. { F }

5. "Spending to feel good" means keeping your spending within the budget. {T; }

10:二、阅读理解 阅读下面的文章, 根据文章内容判断文章后的句子是正确(T)还是错误(F)。(每题 10 分) SAVE MONEY BY UNDERSTANDING WHY YOU SPEND IT To save money, you simply need to spend less than you earn. It is easy to say, but why is it so difficult to do To answer this question, you need to study the factors that keep you spending all the time. EASY ACCESS TO CREDIT For most people, this is the biggest reason for overspending. People can easily get a credit card, simply by filling out a short form in a bank or jumping on their website. They can borrow money from banks to go shopping, even buy cars or houses. When you aren't physically handing someone money or a check for a purchase, you will feel you are spending free money or you aren't spending money at all. Try using cash to get your spending under control. MISUSING CREDIT CARDS A credit card is an interest free short-term loan. When used as planned, this can be a powerful financial tool. The problem is when you begin to let the balance continue from month to month. If you make a \$200 purchase on your credit card and find out that at the end of the month you can't afford to repay the full amount, this is when the high interest rates on the cards really begin to hurt you. That is no way of saving money. GIVING IN TO TEMPTATION We all need to enjoy life, but don't waste your financial future for a few guilty pleasures today if they aren't in your budget. When you know that you can't afford an activity, don't give in. Instead, invite your friends over for a home dinner party, game night, or some other activities where you can still enjoy time together, but without breaking your budget. SPENDING TO FEEL GOOD Everyone enjoys getting something new - buying yourself something feels good. There is absolutely nothing wrong with this, as long as you don't go overboard. You'll feel good about your purchase whether you make it with cash or by credit card, but you'll feel even better when you don't have to spend the next two years trying to pay it off with 20% interest. 操作提示:句子正确选择下拉选项框为“T”;句子错误选择下拉选项框为“F”。

1. For most people, easy access to credit is the biggest reason for overspending. {T; F} 2. You have to pay for the credit card loans by the end of each month. {T; F} 3. Using a credit card to pay is spending free money. {T; F} 4. Getting credit cards from various banks and using the overdraft to the limit can help you "spend to feel good". {T; F} 5. Always pay attention to your budget while spending. {T; F} 参考答案:子问题 1:T; 子问题 2:T; 子问题 3:F; 子问题 4:F; 子问题 5:T

14:二、阅读理解 阅读下面的文章, 根据文章内容, 完成相应的选择题。(每题 10 分) THREE STEPS TO A GOOD MARKETING BUDGET Without good budget management, you are likely to overspend on marketing accidentally. 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. 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 to 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. 操作提示:通过题干后的下拉框选择的正确答案。

1. What should the budget plan be based on . B. The company's reliable income.

2. What does "disposable income" mean in Passage 3 . C. Net income.
3. You have to be clear of when organizing financial information. A. the income and expenses
4. The three main factors that decide how you spend marketing funds are. { B. the budget amount, your past experiences and where you can reach the right audience
5. Keeping the budget in mind when making marketing decisions will avoid C. using more than you earn

17:二、翻译 为下面的句子选择正确的翻译(每题 10 分)。 操作提示:通过题干后的下拉框选择的正确答案。

1. The cost of the new project will go over budget. A. 新项目的支出将超过预算
2. How will the evaluation of these investments be carried out B. 如何对这些投资进行评估呢
3. A credit card is an interest free short-term loan. A. 信用卡是短期的无息贷款。
4. Assessing the data is a vital part of creating an effective marketing strategy. C. 数据评估是制定有效市场营销策略的重要一环。
5. We should discourage people from using their cars in the city centers. C. 我们应该劝阻人们不要在市中心开车。

国开 04019 管理英语 3 任务 4 参考答案 说明:如果课程

- 1:- I've started my own software company. - _____ : Could you tell me who is the owner ; No kidding! Congratulations! ; If I had the money, I'd start one. 参考答案:No kidding! Congratulations!
- 2:- It's getting dark. I'm afraid I must be off now. - OK. _____ : Take it easy. ; Go slowly. ; See you. 参考答案:See you.
- 3:I _____ to know how often the bus runs during rush hour. : occur ; happen ; take place 参考答案:happen
- 4:Raising pigs _____ my job at that time. : was ; were ; has been 参考答案:was
- 5:Many factors both at home and abroad _____ the bankruptcy of the multinational corporation. : based on ; put on ; contributed to 参考答案:contributed to
- 7:- I'm dog tired. I can't walk any further, Tommy. - _____, Jenny. You can do it. : No problem ; Come on ; No hurry 参考答案:Come on
- 8:- Would you like some more beer - _____, please. : Just a little ; No more ; I've had enough 参考答案:Just a little
- 9:Can you tell me how _____ to the railway station, please : getting ; to get ; got 参考答案:to get
- 11:- How did you miss your train - _____ : Well, I was caught in the traffic jam. ; What's your proposal ; Never mind. 参考答案:Well, I was caught in the traffic jam.
- 12:Bring me a glass of beer, _____ : shall I ; don't you ; will you 参考答案:will you
- 14:I bought a new car last month, but I _____ my old car yet. : did not sell ; have not sold ; had not sold 参考答案:have not sold
- 15:I didn't finish my homework. Neither _____ : did he ; didn't he ; he did 参考答案:did he
- 16:- When do we have to pay the bill - _____ December 30. : By ; In ; During 参考答案:By
- 18:We _____ the last bus and didn't have any money for taxi, so we had to walk home. : lost ; missed ; caught 参考答案:missed
- 20:In Beijing, the best season in a year is probably _____ autumn. : late ; later ; latter 参考答案:late

13:二、听力理解 听对话录音, 根据对话内容判断正误(每题 10 分)。 TASK3_TEST.MP3 操作提示:通过题干后的下拉框选择的正确答案。

1. How many people were fined for breaking traffic rules C. Three.
2. Who got the biggest fine . B. Mike's friend.
3. Helen was fined for A. speeding
4. How long did Mike's friend have his driving license suspended B. Three months.
5. Crackdown mean C. restricting undesirable actions

6:二、阅读理解 阅读下面的文章,根据文章内容判断文章后的句子是正确(T)还是错误(F)。(每题 10 分) BEIJING'S ROADS FOR THE FUTURE 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. 操作提示:句子正确选择下拉选项框为“T”;句子错误选择下拉选项框为“F”。

1. The road system in Beijing's central business district (CBD) is being designed again. { T }
2. Commuters can only take public buses from residence areas to subway stations. { F }
3. The re-designed road will be 15.5 kilometers long. { F }
4. The underground traffic system has four new subway lines beneath the CBD. { T }
5. Both levels of the underground connection system are planned for parking. { F }

参考答案:子问题 1:T; 子问题 2:F; 子问题 3:F; 子问题 4:T; 子问题 5:F

19:二、阅读理解 阅读下面的文章,根据文章内容判断文章后的句子是正确(T)还是错误(F)。(每题 10 分) ROAD CLOSURE PROCEDURES IN SYDNEY To minimize traffic jams in the city center 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 center, 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. 操作提示:句子正确选择下拉选项框为“T”;句子错误选择下拉选项框为“F”。

1. Closures scheduled for Sundays on minor roads outside the city center may be considered. { F }
2. You need to get approval if you plan to block the road or footpath. { T; }
3. Roads can only be closed partially. { F }
4. If you choose an existing route for a parade, the amount of planning will be reduced. { T; }
5. Road closure applications can be sent to the Department's Traffic Calming Committee one week before the scheduled date. { F }

17:二、阅读理解 阅读下面的文章,根据文章内容,完成相应的选择题。(每题 10 分) ROAD CLOSURE PROCEDURES IN SYDNEY To minimize traffic jams in the city center 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 center, 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. 操作提示:通过题干后的下拉框选择的正确答案。

1. As a rule, Sydney's highway department will agree to road closures in the city centre scheduled for C. Sundays
2. 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. B. 30 days
3. Partial or full road closures are decided by A. the requirements from applicants
4. Which is NOT the condition for partial road closures according to the passage. B. On work days.
5. Which is the best title of this passage {A; B; C} A. Road Closure Procedures in Sydney

22:二、阅读理解 阅读下面的文章, 根据文章内容, 完成相应的选择题。(每题 10 分) BEIJING'S ROADS FOR THE FUTURE

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. 操作提示:通过题干后的下拉框选择的正确答案。

1. The road system in Beijing's downtown area is being to make public transportation easy and improve efficiency. B. designed again
2. An underground system including new subway lines beneath the CBD has been operating. C. 4
3. The underground connection system consists of _____ level(s). B. two
4. CBD stands for _____. A. Central Business District
5. Beijing has set up _____ for people to check traffic conditions. C. a traffic inquiry system

10:二、翻译 为下面的句子选择正确的翻译(每题 10 分)。 操作提示:通过题干后的下拉框选择的正确答案。

1. We should discourage people from using their cars in the city centers. C. 我们应该劝阻人们不要在市中心开车。
2. Car owners may probably be against it at first, but people who use public transportation will be in favor of it. B. 车主一开始可能会反对, 但使用公共交通工具的人会支持的
3. You must apply for approval to do roadwork and other road-related activities. B. 必须在申请获批后, 才能进行道路施工及与道路有关的活动。
4. The first underground floor is set aside mainly for pedestrians and commercial facilities, while the second underground floor is planned for parking. A. 地下一层主要用于人行通道和商业设施, 而地下二层计划用作停车场。
5. The area of grass should be kept short to deny pests a place to live. A. 长草的区域应该小一些, 不给害虫生存的空间。

21:二、完型填空(每空 10 分)。 操作提示:通过

中的下拉选项框选择恰当的词语补全填空。 It's very interesting to study names of different countries. Chinese names are different from foreign names. Once an English lady came to {look at; watch; visit} me. When I was introduced to her she said, "Glad to meet you, Miss Ping." Then she gave me her name card with three words on it: "Betty J. Black". So I said, "Thank you, Miss Betty." We looked at each other and laughed heartily. Later I found that the English people {put; brought; took} their family names last and the given names first, while their middles are not used very much. I explained to her that the Chinese family name {came; comes; put} first, the given name last, so she {would; could; should} never call me Miss Ping. She asked if we Chinese had a middle name. I told her we didn't. But people may often find three words on a Chinese name card. In this case the family name still comes first, the other words after it {is; was; are} a two-word given name. It is quite usual in China. My sister is Li Xiaofang. She has two words in her given name instead of just one like mine.

参考答案:子问题 1:visit; 子问题 2:put; 子问题 3:came; 子问题 4:would; 子问题 5:is

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