

《跨境电商英语》期末试卷（A）

Part 1. Useful Expressions (共15小题，每小题1分，合计15分)

Directions: The following is a list of terms related to Cross-border E-commerce.

After reading it, you are required to write the corresponding English expressions.

- | | |
|---------|----------|
| 1. 预期利润 | 2. 企业文化 |
| 3. 营销活动 | 4. 社交媒体 |
| 5. 店铺描述 | 6. 关键词 |
| 7. 批发价 | 8. 数据分析 |
| 9. 属性词 | 10. 目标客户 |
| 11. 物流 | 12. 客户服务 |
| 13. 流量词 | 14. 品牌风格 |
| 15. 交易额 | |

Part 2. Translation (共6小题，16-20题每小题3分，21题10分，合计25分)

Directions: This part, numbered 11 to 15, is to test your ability to translate into English of the five sentences. No. 16 is to test your translation ability of paragraph from English into Chinese.

16. 产业园区的建设对城市的可持续发展起到了至关重要的作用。

17. 如果遇到困难，请尽管与我们的客户服务部联系。

18. 平台已同意对此纠纷进行调查。

19. 中国跨境电商可能在未来几年保持高速增长。

20. 顾客如不满意可以全额退货。

21. First of all, the selected products should be suitable for air express delivery.

These products should basically meet the following requirements: relatively small

size and suitability to be delivered by express to reduce the cost of international

logistics; high added value is required to be suitable to be packed for sale,

value of product is less than shipping then it is not the case; uniqueness:
need to be unique in order to continuously stimulate buyers purchase and have
high online transaction volume; reasonable price: online prices are higher than
local market prices, they may fail to attract buyers to order online.

Part 3. Reading Comprehension (共 15 小题, 每小题 2 分, 合计 30 分)

Directions Read the following passages. After reading them, you should decide whether each statement is true (T) or false (F).

Passage 1

DHgate.com, launched in 2014 as a cross-border B2B e-commerce platform, is built to facilitate small and medium sized Chinese enterprises. Average order size remains small for this reason. The variety of items listed, however, is not at the size of the businesses, and categories of products include clothes, bags, sports items, toys, jewelry, electronics, mobile phones, musical instruments, car parts, video games and many more. Europe, America and Australia are its major markets, and currently it owns 1.2 million domestic suppliers, 5.5 million buyers and 25 million kinds of products.

The website does not charge a membership fee from either buyer or seller. Instead, it charges only a commission as a percentage of successful transaction amount. The commission percentage ranges from 3 percent to 10 percent. Though the website remains free for sellers, a special value-added service called DHfactory has recently been added. Sellers can pay an annual fee to avail this service. The company is set to launch further exclusive services to compete better in the Chinese online wholesale market. Buyers and sellers are required to interact through the website. There is an escrow payment service that protects buyers and a customer service department to help solve disputes.

DHgate.com is a transaction platform providing transaction services for both buyers and sellers in order to promote online trading. Based on the positioning, DHgate's profit consists of two parts: ① commission: DHgate.com serves as a transaction platform for buyers and sellers and charges the buyers a certain amount of commission for successful transactions, and ② service fee: since cross-border e-commerce is operated by users in more than 200 countries and one hundred thousand cities around the world, it is much more complicated than domestic e-commerce. Also, the whole transaction process of cross-border e-commerce takes more time, and buyers and sellers call for services of higher standards. The complicated and commercial features of these transactions determine that multiple services are needed in the whole cross-border transaction process. Given the characteristics, DHgate provides services like intensive logistics, financial service and agency service for some fees.

Transaction commission: It is free to register, upload product information and display them on DHgate.com. The buyer will only be charged commission based on the transaction volume for a successful transaction.

Commission model: DHgate adopts the single commission rate model, which means that a fixed proportion of commission is charged according to the category. This model works with a multiple commission policy---when a single order is worth no less than USD 300, the commission rate is 4.5%.

Service object: It expands from small and medium merchants to large foreign trade companies, manufacturers and brand owners.

Platform expansion: Besides transaction platform, DHgate launched online center for traditional foreign trade companies. In August 2013, DHgate launched "global online cargo center" by cooperating with the merchants in Yiwu.

Payment: DHpay has access to more than 30 payment means in the world.

Logistics online delivery warehousing and concentrated freight services The DHlink supports more than 20 logistics channels including EMS, UPS, DHL, etc.

Credit: DHCredit cooperates with financial institutions to provide credit services.
22. The website does not charge a membership fee from either buyer or seller.

()

23. When a single order is worth no less than USD 3000, the commission rate is 4.5%. ()

24. The service objects expand from small and medium merchants to large foreign trade companies, manufacturers and brand owners. ()

25. DHgate is a third-party B2C cross-border transaction platform, committing to helping Chinese SMEs to enter global market through cross-border e-commerce platform. ()

26. The DHlink doesn't support logistics channels as EMS, UPS, DHL, etc. ()

Passage 2

There are many factors that affect the sales of the store. One of those which should not be ignored must be product selecting. A shop with the intention of having a cash flow, more exposure and more orders than others must not ignore the selection of goods. It can be said that product selecting is the basis of shop operations. The first step to make a profit. Product selecting refers to selecting product which meets the demand of the target market from the supply market. Personnel in charge of product selecting must identify the needs of users and, on the other hand, select products with quality price and appearance in line with the needs of the target market from many supplies in the market. The organic combination of suppliers, customers, personnel in charge of product selecting should be considered for the success of the product selecting.

There is a variety of businesses in the current cross-border e-commerce platform such as beauty, sports and entertainment, baby supplies, toys, shoes, clothing. In these businesses, some, called "red sea", are fiercely competitive, such as jewelry industry, wedding, wig industry, etc. Others, called "blue sea", are less competitive but full of demands from buyers or now to be explored. Businesses of "red sea" are those with hotter competition, more sellers, more orders, larger investment, and lower profit, while "blue sea" are those with less competition, fewer orders, smaller investment, but higher profit. It is wise of a freshman, who is short of human resources and finance supports, to do business of "blue sea" rather than those of "red sea", more competitive but less profitable.

Sellers differ with criteria for what kind of seller is small or medium-sized, because now there is no clear judgment. However, the seller should have a clear self-positioning while running his own online store.

For correct market positioning, it is necessary to conduct market research with concern about the overall price level of the target market, the price level of the industry, the consumer preferences and so on.

What has to be further conducted for a good market positioning is to analyze the competitive environment of the product, to do the segmentation of the market, and to test and adjust the market positioning through practice.

Website positioning refers to the target market or consumer groups of the website. Product manager, through the understanding of the whole website positioning, should analyze the categories of website in order to select the appropriate target market which meet the demands of customers.

27. Product selecting is one of the factors that affect the sales of the store.

28. If you have less finance support, you are advised to do business of "red sea".

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29. Product selecting should focus on many factors except price and weight.

()

30. For correct market positioning, it is necessary to conduct domestic market research, but it is not necessary to study foreign markets. (

31. Website poisoning refers to the target market or consumer groups of the website.

()

Passage 3

Consumption habit is the preference of consumer for a certain kind of commodity brand or consuming behavior. In nature, it is a stable individual consuming habit formed gradually in the long term, and in turn influences consuming behavior.

People in the United States attach more importance to the quality of commodity. Quality is vital for commodity to enter the US market, where the commodity even a slight flaw will be put in the corner and sold in discount. Packaging is another important factor. Commodity should be both in good quality and in fine-decorated packaging to present impressive visual experience to customer.

People in the United States highly value the efficiency, thinking wasting time is wasting life. They hope to receive satisfied goods soon after placing orders.

Therefore, when setting shipping templates, it is advisable to set highly efficient logistic mode such as UPS, DHL, TNT and FedEx.

Because of the United States' large territory and its four time zones, buyers from different time zones shop online at different times. To raise the attention to the launched commodities, sellers should sum up experiences, choose and launch products in a time period when online purchasing occurs in high density.

January is the high season for apparel sales, with winter clothes sold in large quantities in the United States. February is the Valentine's Day in this country, making

horticultural products, fashion accessories, jewelry, watches, bags and gifts are hot sellers. Spring in America begins in March, which is the high season for horticultural products because of Easter in March.

Horticultural products enjoy good sales volume in April in the US market. For women's shoes grow drastically due to the demand of wedding. In this ideal season for wedding, bridesmaids gown and wedding supplies are hot. Mother's Day is on the second Sunday of May. With this day's coming, fashion accessories, jewelry, bags and greeting cards become popular items. Father's Day is on the third Sunday of June, where in June also comes the graduation season. Therefore refrigeration appliances, mobile phones and other electronic products are also in their high season this month.

The United States' Independence Day is on July 4th. August sees students back to school, making this month a high season for clothing and shoes. Autumn comes in September, and it is the best-selling season for apparel. Cosmetics are also in hot sales thanks to the autumn new products' arrival.

Halloween is on October 31st. Thanksgiving Day is on the fourth Thursday of November. With some major festivals' arrival in November, stuffed toys, and gifts come into high season for sales. Sales volume of fashion accessories, and watches in December occupies a quarter of the whole year.

Approximately 37% of cross-border online buyers throughout the whole world are in Canada. But because of its vast territory and thin population, logistics is a challenge for remote areas in this country. Fortunately, 80% of Canada's population live in the areas less than 60 miles from the US borders, namely three major cities in Canada. Canada is a major market for the US Cross-border E-commerce, for its precise delivery time, and more preferable taxation rate than that in the United States.

60% of Canadians purchase online from America. 38% of Canada's population live in Ontario, where the relatively low logistic fees and exchange rates fuel the Canadian' online shopping behavior. In Canada, credit cards' penetration rate is high. 81% of online payments made by credit cards, followed by PayPal (42%). These factors promote the cross-border finance.

Canadians are passionate about sports. 54% of Canada's population regularly take part in sports activities. As a result, there is a large demand for sports equipments and facilities. The top five favored sports in Canada are golf, ice baseball, swimming and basketball. As a part of many Canadians' life, sports in Canada have huge sports products consumption ability with large demand for sports products. The five major sports products in Canada are gym shoes, sportswear, bicycles and accessories, golf equipments, and training devices. The retail sales of these five products show an increasing trend. Among them, two traditional products, gym shoes and sportswear occupy half of the sports equipments market in Canada. China has strength and potential in exporting sportswear and gym shoes. Therefore, Chinese firms who wish to explore and expand overseas market are suggested to pay more attention to business opportunities in Canadian market, especially in sportswear and gym shoes market.

32. Quality, packaging and logistics efficiency are factors that American people attach more importance to when they purchase online. ()

33. Refrigeration appliances, mobile phones and other electronic products are popular items in May. ()

34. Sales volume of fashion accessories, jewelry and watches in December occupy 50% of the whole year. ()

35. Logistics is quite a challenge for remote areas in Canada. ()

36. There is a large demand for sports equipments and facilities in Canada since

Canadians work out regularly.) (

Part 4. Writing (共 3 小题, 37-39 题每小题 10 分, 合计 30 分)

Directions: This part is to test your ability to do practical writing. Suppose you were a customer service representative. Now you are required to write reply letters to your customers according to the following information.

37.

Hi, do you have this lady's handbag? Would you please tell me the specification about it? Thank you.

38.

Hi, I am impressed by the children's toys supplied in your store. I want to buy a Barbie doll, a control car and a water gun. But I don't know how to place an order for these items. Would you please tell me how to do?

39.

Hi, would you please tell me what the shipping method do you offer and when I get my package if I order the product from your store? Thank you.

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参考答案及评分标准

Part 1. Useful Expressions (共 15 小题, 每小题 1 分, 合计 15 分)

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|----------------------|----------------------|
| 1. expected profit | 2. corporate culture |
| 3. market campaign | 4. social media |
| 5. store description | 6. keyword |
| 7. wholesale price | 8. data analysis |

- 9. attribute word
- 10. target customer
- 11. logistics
- 12. customer service
- 13. flow words
- 14. brand style
- 15. transaction volume

Part 2. Translation (共 6 小题, 16-20 题每小题 3 分, 21 题 10 分, 合计 25 分)

16. The construction of industrial parks plays a crucial role in city's sustainable development.

17. In the event of difficulties, please do not hesitate to contact our Customer Service Department.

18. The platform has given its approval for an investigation into the dispute.

19. China's Cross-border E-commerce will be likely to maintain rapid growth in next few years.

20. Dissatisfied customers can return the product for a full refund.

21. 首先就要有适宜通过并且适合通过航空快递运输的商品。这些商品基本符合下面的条件：体积较小, 主要是方便以快递方式运输, 降低国际物流成本; 附加值较高, 价值低过运费的单件商品是不适合单件销售, 可以打包出售; 具备独特性, 在线交易业绩佳的商品需要独具特色, 才能不断刺激买家的购买; 价格较合理: 在线交易价格若高于产品在当地的市场价, 就无法吸引买家在线下单。

第 16-20 小题翻译评分细则如下:

- 1) 每句 3 分。译文正确, 结构、语法和用词无错误, 给 3 分;
- 2) 句子结构错误扣 1-2 分。语法和用词错误酌情扣 0.5-1 分;

第 21 小题翻译评分细则如下:

- 1-4 分 翻译条理不清, 表达思想不清楚, 有较多的严重语言错误。
- 5-7 分 翻译基本切题, 有些地方表达思想不够清楚, 有一定的语言错误。
- 8-10 分 翻译切题。表达思想清楚, 连贯性好。基本上无语言错误或少量错误。

Part 3. Reading Comprehension (共 15 小题, 每小题 2 分, 合计 30 分)

22	23	24	25	26	27	28	29	30	31
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T	F	T	F	F	T	F	F	F	T
32	33	34	35	36					
T	F	F	T	T					

Part 4. Writing (共 3 小题, 37-39 题每小题 10 分, 合计 30 分)

37.

Dear friend,

The lady's handbag you are interested in is this year's latest style. The detailed size is 30cm (Length)*25cm (Height)*18cm (Width). You can learn more information about it from the picture we attached below.

We have this item in stock and we will arrange the delivery within 24 hours after you place an order.

I hope to hear from you soon.

Best Regards,

xxx

38.

Dear friend,

Thank you for your interest in our children's toys. Our toys are excellent in quality and low in price.

If you would like to place one order for many items, please first click "Add to Cart" button, then "Buy Now" button, and check your address and order details carefully before clicking "Submit" button. After that, please inform me, I will cut down the price to USD XXX. Then you can refresh the page to continue your payment. Thank you very much.

Best Regards,

xxx

39.

Dear xxx,

Thank you for your inquiry about the shipping and delivery time. We offer free shipping to most countries in the world by China Post Registered Air Mail. It takes 7-21 days to reach your country. If you need the item urgently, we also offer the following express shipping options: UPS, FedEx, DHL, TNT, EMS, and TOLL. But you have to pay the extra freight according to the real cost.

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