
Unit 1

Part II

I

1. IBM defines e-business as “the transformation” of key business process through the use of Internet technologies.
2. They were both introduced in the late 1970s.
3. (1) Consumer shopping on the Web, often called business to consumer (or B2C).
(2) Transactions conducted between business on the web, often called business to business (or B2B).
(3) Transactions and business processes in which companies, governments, and other organizations use Internet technologies to support selling and purchasing activities, often called business to government (or B2G).
4. Consumer shopping on the Web is often called B2C.
5. E-commerce provides an effective tool for building, managing, and enhancing the relationship with its business partners, and the relationship with its employees.
While e-business uses the information, technology and electronic communication networks to exchange business information and conduct transactions in an electronic, paperless form.

II

1. 网络营销与广告
2. 电子采购，网上采购
3. 财务事项；金融交易
4. 制成品
5. 商业模式，经营模式
6. 制造过程；制造工艺
7. 因特网技术；网络技术
8. 关联交易
9. 数据挖掘
10. 自动出纳机；自动取款机

III

1. business to consumer e-commerce
2. business to government e-commerce
3. advertisement strategy
4. electronic data interchange
5. business resource planning
6. aaa interface
7. e-commerce application
8. customer service
9. consumer to consumer e-commerce
10. data warehouse

IV

1. internet
2. online
3. interface
4. Web
5. warehouse
6. marketing
7. transform
8. real time
9. service
10. transform

V

1. 它已成为各种商业和商业贸易的有力媒介。
2. 过去 30 年来，电子商务的意义发生了变化。
3. 有些人们发现，按参与交易或业务流程的实体类型对电子商务进行分类很有用。
4. 该公司可能会在网上向消费者出售其成品，这个就是 B2C 电子商务。
5. 一些研究人员定义了第四类电子商务，即消费者对消费者消费模式，其中包括购买和出售商品的个人。

Part III

I

1. The backwardness of the Chinese football must be changed.
2. Doing work, doing housework and contacting with friends took up all my time.
3. Where there is a will, there is a way.
4. If I had known it, I would not have participated.
- 5 It was dark outside, and the rain was pouring.

II

1. 不到长城非好汉。
2. 教师在工作中应该有耐心
3. 由于汽油价格过高，我们很少用汽车。
4. 这个地区的城乡差别不大。
5. 他吃了点东西，喝了点酒，因为他疲惫不堪了。

Part IV

(略)

Part V

1. could; might
2. Can / May / Could
3. need
4. could
5. must

-
6. should
 7. needn't
 8. musn't
 9. can't
 10. dare
 11. can't
 12. Could
 13. Shall
 14. can
 15. should

Unit 2

Part II

I

1. An effective Website can play a key role in helping your business gain an impact, and can enhance the effectiveness of your business' marking and customer service.
2. What kind of role that your website will play in your business strategy.
3. Relevance, timeliness, reliability, scope and usefulness.
4. What required is to ensure that all of the links work well and the process functions as expected.
5. By nurturing customers' trust and developing it into loyalty.

II

1. 一个精心挑选的域名
2. 管理内容及时准确
3. 信息结构和导航设计
4. 对网站满意
5. 吸引顾客是关键策略
6. 客户服务
7. 存储生成器服务
8. 对……至关重要
9. 外部承包商
10. 最终测试

III

1. process of developing a website
2. enhance the effect of enterprise marketing and customer service
3. a wide range of choices
4. decide how and where to build a website
5. customer loyalty
6. internal staff
7. website service providers
8. search engine optimization

-
9. plan ahead
 10. potential customers

IV

1. crucial
2. concurrent
3. overview
4. interactive
5. format
6. promotion
7. yields
8. criteria
9. reliable
10. flexible

V

1. 您的网站可能相对简单，只向访问者提供您的业务概况；也可能规模庞大且复杂，具有在线销售能力和客户服务功能。
2. 考虑你的网站在你的商业战略中扮演什么样的角色是很重要的。
3. 与选择 **web** 主机几乎同时进行的是决定域名。
4. 企业必须决定是否建立内部工作人员网站、外部承包商网站，或者两者兼而有之的网站。
5. 在这个阶段，网站上的 **URL** 通过商业产品、名片、字母和宣传材料被广泛推广。

Part III

I

1. The new contract is valid for five years.
2. His goal is to go to university next year.
3. Independent thinking is absolutely necessary in learning.
4. He had the kindness to show me the way.
5. After the battle, they buried the dead.

II

1. 山区的数百万人终于摆脱了贫穷。
2. 他的英雄壮举给我留下了深刻的印象。
3. 我的发明为世界所采用,我未从中获得任何利私利。
4. 影片使我回想起在伦敦的日子。
5. 政府号召建立更多的技术学院。

Part IV

I

1. In addition, your objective also should be included.
2. Can you help me go over if I need to make any changes?
3. He attended Guangzhou No. 8 middle school.
4. He has already had some work experience as well.
5. She may be likely to get a job as a secretary she likes.

II

Personal Data

Name: Lili

Age: nineteen

Sex: female

Address: Zhongshan Road, Beijing, China

Tel: Mail:

Career objective: information assistant

Education

2014-2018: UCL, United Kingdom

Course Completed: Information System Analysis and Design

Database System Concepts

Java Web Development Technology

Computer Network

The Principle and Application of ERP

The Software Project Management

Technology of Photoshop

Marketing Principle Oracle

Database Development and Management

Supply Chain and Logistics Management

ERP Business English

Work Experience

2016-present: Baiyi Electronic Factory Technical support

Job Description: Responsible for the inspection of mobile phone function and visual inspection, and packing, to achieve from the full range of high quality, improve customer satisfaction, reasonable arrangements for the daily work, do the daily work tasks and work reports.

Special skills: Read a lot of books; A personal hobby for the job

Hobbies: read study listen to songs; writing

Reference: Li Hua

Part V

- 1. predicate
- 2. object
- 3. predicative
- 4. object
- 5. adverbial modifier
- 6. predicate
- 7. subject
- 8. predicate
- 9. predicative
- 10. object
- 11. complement
- 12. predicate
- 13. subject
- 14. adverbial modifier
- 15. object
- 16. complement
- 17. complement
- 18. object
- 19. complement
- 20. attribute subject

Unit 3

Part II

I

1. E-marketplaces are interactive business communities providing a central market where multiple buyers and sellers can engage in e-business activities.
2. Consumer-to-Consumer (C2C).
3. Business-to-Business (B2B).
4. E-business should help the enterprise in meeting its business goals and the needs and expectations of its customers, partners and suppliers. And enterprises can become more competitive.
5. 略

II

1. 交货日期
2. 世界主要分货渠道
3. 求职
4. 主要原因
5. 国际合作
6. 消费者价值
7. 以相对较低的成本
8. 收益流；收入来源
9. 电子市场
10. 连接志趣相投者的买卖双方

III

1. supply chain
2. additional revenue
3. information technology
4. competitive advantage
5. third-party supplier
6. profit model
7. consumer segmentation
8. labor market
9. employment and labor market
10. new marketing channel

IV

1. dominant
2. launched
3. commission
4. virtual
5. emerged
6. customize
7. distributes

-
8. edge
 9. consolidated
 10. catalogue

V

1. 电子商务模式是在互联网上进行电子商务的一种方式。
2. 由于客户希望获得更大的便利和更低的价格，在未来几年人们对 C2B 电子商务模式的需求将会增加。
3. 一些企业很幸运，因为他们提供用户愿意在网上购买的信息，商品和服务。
4. 电子商务可以使供应链更高效、更可靠。
5. 它不仅仅发展为一种交流方式，现在还为所有渴望发展营销渠道、吸引新客户和合作伙伴指明了前进的方向。

Part III

I

1. The blond boy immediately crossed his chest and prayed for God's bless and protection.
2. He kept looking at her and burst out laughing
3. The first time I borrow money, the next time I beg.
4. Once, they had an argument.
5. This typewriter is indeed cheap and fine.

II

1. 一只鹰和一只狐狸长期友好的住在一起，鹰住在一棵高高的树顶上，狐狸住在树下一个洞里。
2. 他毫不费力地赢得了比赛。
3. 以前，我就经历过两种伟大的社会制度。
4. 这台电视机真是物美价廉。
5. 不要认真嘛！我只不过开开玩笑罢了。

Part IV

Dear Sir or Madam,

I am writing to apply for a position as a computer engineer in your company. First of all, your computer is the king in the area of software and is well-known for its development of software. It would be a great opportunity for me to start my career in the company. What is more, my major is computer, and I have a strong interest in software.

When I was still a freshman, I got Band Two certificate for computer, which was outstanding in my class. Besides, I have attended various computer contests and won top prizes several times, which greatly enriched my knowledge on computer. Finally, I had once worked part-timely in a computer two years, and I gained wide experience in software in these two years.

I would be pleased if you could offer me an opportunity to interview me. Looking forward to your reply.

Sincerely yours,
Li Hua

Part V

1. staying
2. laughing
3. working
4. writing, painting
5. coming
6. having saved
7. being criticized
8. winning
9. being invited
10. repairing

Unit 4

Part II

I

1. SET is an open protocol which has the potential to emerge as a dominant force in the securing of electronic transactions.
2. DES and RSA.
3. Yes, it is. Because the organizations involved recognize the desire by government organizations to observe and monitor financial transactions conducted over the Internet.
4. Because it is critical to achieve trust in electronic commerce.

II

1. 电子安全交易
2. 密码学，密码术
3. 小于，低于，少于
4. 代码解密员；代码破译者
5. 相信，信任
6. 电脑供应商
7. 伪装成；摆出……的样子；装作
8. 加密算法
9. 密钥长度
10. 美国国家安全局

III

1. secret key
2. open protocol
3. in conjunction with
4. leading force in secure electronic transaction
5. protect privacy
6. ensure authenticity

-
7. effective transaction
 8. financial transaction
 9. extensive use
 10. confidentiality of transactions

IV

1. potential
2. authentic
3. besmirch
4. defrauding
5. flourishing
6. protocol
7. robust
8. encrypted
9. cracked
10. preserve

V

1. SET 是由 Visa 和 MasterCard 与领先的计算机供应商, 如 IBM, 共同开发的一个开放的标准, 用于保护隐私, 确保电子交易的真实性。
2. 电子安全交易 (SET) 依赖于密码学——编码和解码信息的艺术。
3. 认证是电子商务用户面临的一个重要问题。
4. 没有这种担保, 商人、消费者、信贷或经济机构的利益就无法得到保障。
5. 然而, 由于该协议所使用的加密技术的弱点, 它能否被广泛应用还有待观察。

Part III

I

1. Don't stick to your own way.
2. It is a long lane that had no turning.
3. Beauty lies in the love's eyes.
4. With the further improvement of technological level, new demands are put forward for the properties of engineering materials.
5. In order to understand the environment in which people are now, and to adapt themselves to the environment, a certain degree of scientific literacy is required.

II

1. 如果没有广泛的工程领域的技能, 我们今天的文明将永远不可能发展。
2. 有证据表明这个县的经济正在恢复。
3. 约翰不再害羞, 开始和别人交谈。
4. 我同情你。
5. 强中自有强中手。

Dear Sir,

Thank you for your interests in our products. As requested, we have pleasure to offer as follows:

Commodity: jackets

Color: red, yellow, blue

Size: L, M, S

Package: plastic bags

Price:

L: \$20

M: \$18

S: \$15.3

Shipment: 30 days after receipt of L/C

Payment: by confirmed irrevocable L/C at sight

We look forward to receiving your order.

Yours faithfully,

Li Ping

Part V

1. to remember
2. to be waiting
3. to clean
4. to study
5. not to tell
6. to be invited
7. to be asked
8. to have gone
9. to be hidden
10. to have been doing

Unit 5

Part II

I

1. Because the computer network and e-commerce are used widely.
2. All the firewalls have the function to filter the IP address.
3. There are mainly three types in the firewalls: packet filtering, application gateways and state detection.

4. The purpose of the new generation firewall is mainly combining the packet filtering and proxy technology.

1. 网络安全
2. 遭受
3. 在不同程度上
4. 主观上
5. 信息流
6. 抵抗
7. 传输控制协议
8. 全能的对策
9. 由……组成
10. 指出

III

1. defense system
2. local area network
3. telnet
4. application gateway
5. application firewall
6. proxy server
7. SYN flood
8. data chain

10. state detection

IV

1. progressively
2. seeming
3. implement
4. filtered
5. exert
6. defense
7. omnipotent
8. hampered
9. proxy
10. installing

V

1. 越来越多的职业、企业和个人在不同程度上受到安全问题的困扰。
2. 作为维护网络安全的关键设施，防火墙以建立信任和无信任网络之间的障碍为目的，并将相应的安全策略付诸实践。
3. 所有的防火墙都有过滤 IP 地址的功能。
4. 代理服务器是防火墙中的服务器进程。
5. 主观上讲，防火墙不是解决网络安全问题的万能办法，只是网络安全政策和策略的组成部分。

1. 他们似乎不知道去哪里。
2. 在这里，人们不会想到在街上会碰上陌生的人。
3. 蚂蚁不只是为自己采食。
4. 我想他不在意，是吗？
5. 他并不只是因为亚里士多德说过某事如何如何，就轻易相信它。

Part IV

Purchase Manager

BL Co. Ltd.

15, Technology Market, Zhengzhou

February 22nd, 2019

Mr. Li

Sales Manager

Sales Division

ABC Co. Ltd.

2, New Market, Hangzhou

Subject: Order for digital cameras.

Dear Sir,

Thank you for your price list and samples. We are glad to place our first order with you for the following items:

Description	Brand	Specification	Quantity	Unit Price	Total Price
Camera	Nikon	D5300 (18-105mm)	4	3,899	15,596yuan

We request you to send the goods through airline as we need to use them before March 31st.

We shall arrange payment within 7 days after receiving the goods. Please confirm the order and send us a shipping schedule.

Yours faithfully

Zhang Wei

Purchase Manager

BL Co. Ltd.

Part V

1. As / When
2. than

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