

# 全国商务英语英语培训认证考试（一级）

TEST OF ENGLISH FOR INTERNATIONAL BUSINESS (Level One)


(TEIB-1)

试卷册

(120 分钟)

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## 注 意 事 项

- 一、 请将自己的姓名、准考证号写在答题卡和答题纸上。试卷册、答题卡和答题纸均不得带出考场。考试结束，监考人员收卷后考生才可离开。
- 二、 全部考试时间为 120 分钟，不得拖延。
- 三、 选择题的答案一定要填涂在答题卡上；听力理解（LISTENING）部分第一节（Section A）以及翻译和写作（TRANSLATING & WRITING）部分的答案要写在答题纸上，凡是写在试卷册上的一律不给分。
- 四、 选择题每题只能选一个答案；如多选，则该题无分。选定答案后，用 HB 或 2B 浓度以上的铅笔在相应字母的中部划一条横线。正确方法如下：  
[A]  [C] [D]  
使用其它符号答题者不给分。划线要有一定粗度，浓度要盖过字母底色。
- 五、 如需改动答案，必须先用橡皮擦净原来选定的答案，然后再按上面的方法重新填涂。

## Part I LISTENING

(25 minutes)

### Section A

**Directions:** *In this section, you will hear five short sentences. Each sentence will be spoken twice. At the end of each sentence there will be a pause. During the pause, you are required to fill in the corresponding blank according to what you've heard. Then write your answer on the Answer Sheet.*

**Example:** *You'll hear:*

*You'll read: Mr. White will be back before \_\_\_\_\_.*

*From the sentence we learn that Mr. White will be back before 5:00. Therefore you should write 5:00 in the corresponding blank on your Answer Sheet. Now the test will begin.*

1. The time Mr. Malay arrives at the airport is \_\_\_\_\_.
2. Mr. North's extension number is \_\_\_\_\_.
3. The unit price quoted is US\$ \_\_\_\_\_ CIF, Puerto Limon.
4. The former HR manager was \_\_\_\_\_.
5. The destination address of the parcel is \_\_\_\_\_ 19, Copenhagen, Denmark.

### Section B

**Directions:** *In this section, you will hear ten short conversations. At the end of each conversation, a question will be asked about what was said. Both the conversation and question will be spoken only once. After each question, there will be a pause. During the pause, you must read the four choices marked A, B, C and D, and decide which is the best answer. Then mark the corresponding letter on the Answer Sheet with a single line through the center.*

**Example:** *You will hear:*

*You will read: A. She will post it later.*

*B. She could not contact the man.*

*C. She's not sure if the computer is fixed.*

*D. She can't send it right now.*

*From the conversation we learn that the woman cannot send the new catalogue immediately. Therefore, the correct answer is D. Now the test will begin.*

6. A. A stereo repairman.  
C. A store keeper.
  - B. A hi-fi salesman.  
D. The woman's house keeper.
7. A. Word-of-mouth advertising is needed for this campaign.  
B. Commercials are needed for this campaign.

- C. Word-of-mouth advertising is as effective as commercials.
- D. Commercials are more effective than word-of-mouth advertising.

8. A. \$96. B. \$98.  
C. \$100. D. \$102.

9. A. They are discussing about the price.  
B. They are discussing about the contract.  
C. They are complaining about the packing and shipping marks.  
D. They are complaining about the price.

10. A. A check-guarantee card. B. A cash card.  
C. A credit card. D. A debit card.

11. A. In a department store. B. In a bank.  
C. At the customs. D. In a jewelry store.

12. A. She needs to apply for another visa.  
B. She will take part in a trade negotiation in a month.  
C. Her visa is still valid for her purpose.  
D. She wants to visit Philadelphia and Boston.

13. A. She was selected for further interviews.  
B. She was recruited by the company.  
C. She failed in the interview.  
D. She will try another company.

14. A. Accounting. B. Marketing. C. Security. D. Human Resources.

15. A. Confused. B. Interested. C. Indifferent. D. Unsatisfied.

### Section C

**Directions:** *In this section, you will hear two recordings. At the end of each recording, some questions will be asked about what was said. You will hear the recordings and questions only once. After each question, there will be a pause. During the pause, you must read the four choices marked A, B, C and D, and decide which is the best answer. Then mark the corresponding letter on the Answer Sheet with a single line through the center.*

**Task 1**

16. A. The advertising agency. B. Radio commercials.  
C. The advertisement slogan. D. The plan for advertising campaign.
17. A. Once a day. B. Twice a day.  
C. Every fifteen seconds. D. Every twenty seconds.

**Task 2**

18. A. 22%. B. 9%. C. 60%. D. 40%.
19. A. They complain about the quality of products.  
B. They complain about the price of products.  
C. They complain about delivery times.  
D. They complain about after-sale service.
20. A. Increasing the volume of business in the European market.  
B. Analyzing the revenue of the company this year.  
C. Establishing three Asian distribution centers.  
D. Promoting the company's products in Asia.

**Part II READING**

**(55 minutes)**

**Section A**

**Directions:** Choose the best answer for each statement from the four choices marked A, B, C and D, and mark the corresponding letter on the Answer Sheet with a single line through the center.

21. Our company is going to \_\_\_\_\_ a new business this year.  
A. make B. launch C. forward D. manufacture
22. In 2001, the business \_\_\_\_\_ of the multinational company reached 126 billion US dollars.  
A. amount B. quantity C. scale D. volume
23. The seller should make sure that shipment is to be \_\_\_\_\_ within 30 days after receipt of L/C.  
A. sent B. made C. started D. effected
24. The \_\_\_\_\_ communicated in business interactions through facial expressions and the movements of arms, legs and hands are very important.  
A. verbal signals B. nonverbal signals C. contacts D. languages



demand keep premiums 40 a level satisfactory to both insurer and insured.

- |                        |                   |                      |                  |
|------------------------|-------------------|----------------------|------------------|
| 31. A. is exposed on   | B. is exposed to  | C. is exposing to    | D. exposed to    |
| 32. A. in an early age | B. in early years | C. at an early age   | D. at early ages |
| 33. A. sum             | B. quantity       | C. number            | D. count         |
| 34. A. the little      | B. the few        | C. a little          | D. a few         |
| 35. A. insurer         | B. insured        | C. insurance company | D. beneficiary   |
| 36. A. bill            | B. interest       | C. compensation      | D. price         |
| 37. A. fix             | B. decide         | C. hold              | D. remain        |
| 38. A. Despite of that | B. But            | C. On the other hand | D. Therefore     |
| 39. A. across          | B. out of         | C. off               | D. away          |
| 40. A. with            | B. on             | C. in                | D. at            |

### Section C

**Directions:** Read the following passage and the statements that follow. Choose the best answer for each statement from the three choices marked A, B and C, and mark the corresponding letter on the Answer Sheet with a single line through the center.

Dear Ms. Jean,

I am writing about the order for the clothes you placed with us three months ago and your letter of enquiry relating to it. We are very sorry that we are having difficulty with the supplies of some of the clothes partly because of the strike here for the moment.

It would be helpful if you would confirm receipt of the first package of Men's Jackets and Men's Jeans. We have not yet received payment for these clothes, so we enclose a copy of the invoice with this letter. We expect to receive payment in full before the end of the month.

We are having problems in supplying both Women's Sweaters and Women's Jeans. The former are completely out of stock at all our suppliers, so we have cancelled the order and advise you to order at a later date. Delivery of the latter clothes is being delayed because of the strike, so we need to know whether you wish to pursue the order or cancel it.

Women's Jackets have been dispatched to you and they will be with you within ten days. Please make the payment for it before the end of next month.

The other two kinds of children's clothes are very popular. However, our usual suppliers are unable to meet this demand, so we have to find another supplier for these clothes. The Boys' Sweaters will be supplied to us and shipped to you very soon, but we are not so sure when the Girls' Sweaters will be

supplied, so we advise you either to cancel the order or to order at a later time.

I hope this letter answers your questions satisfactorily. Please do not hesitate to contact us again should you have any further problems.

Yours sincerely

Helen Bateman

41. Another reason for the seller's problems is that a fire took place in the factory.

- A. True.                      B. False.                      C. Not mentioned.

42. The buyer shall make the payment for the Men's Jackets and Men's Jeans this month.

- A. True.                      B. False.                      C. Not mentioned.

43. The delivery of the Women's Sweaters is delayed by the strike.

- A. True.                      B. False.                      C. Not mentioned.

44. The buyer will receive the Women's Jackets in ten days.

- A. True.                      B. False.                      C. Not mentioned.

45. The seller will deliver the Girls' Sweaters to the buyer very soon.

- A. True.                      B. False.                      C. Not mentioned.

**Section D**

**Directions:** *Look at the tables and charts below. For each table or chart, there are four statements describing it. Choose the best statement from the four choices marked A, B, C and D to match it. Then mark the corresponding letter on the Answer Sheet with a single line through the center.*

46. The price list of Portable DVD Players.

NEWMAN Portable DVD Players	
Model	Price
PDP830	\$105
PDP833	\$98
PDP835	\$122
PDP838	\$115

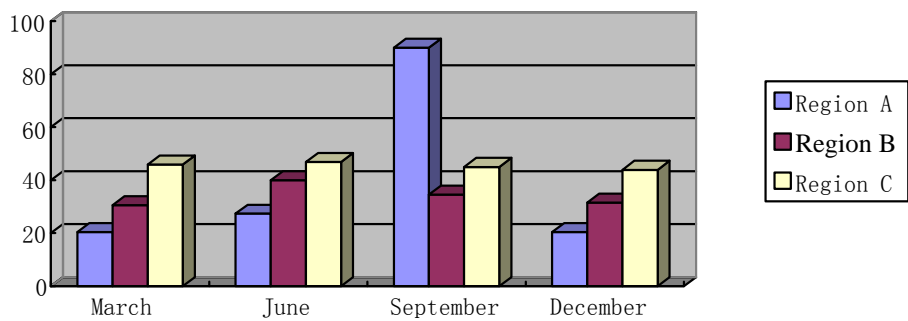
- A. Model PDP830 is more expensive than Model 835.
- B. Model PDP838 is more expensive than Model 835.
- C. Model PDP833 is less expensive than Model 838.
- D. Model PDP835 is less expensive than Model 830.

47. The summer flight schedule.

Flight	Departure Time	Destination
BA128	17:30	London
CA838	13:10	Paris
JA447	12:15	New York
UA420	11:40	San Francisco
SA308	12:30	Sydney

- A. UA420 leaves five hours earlier than BA128.
- B. JA447 and SA308 go to the same continent.
- C. All flights except one leave in the evening.
- D. All flights except one leave in the afternoon.

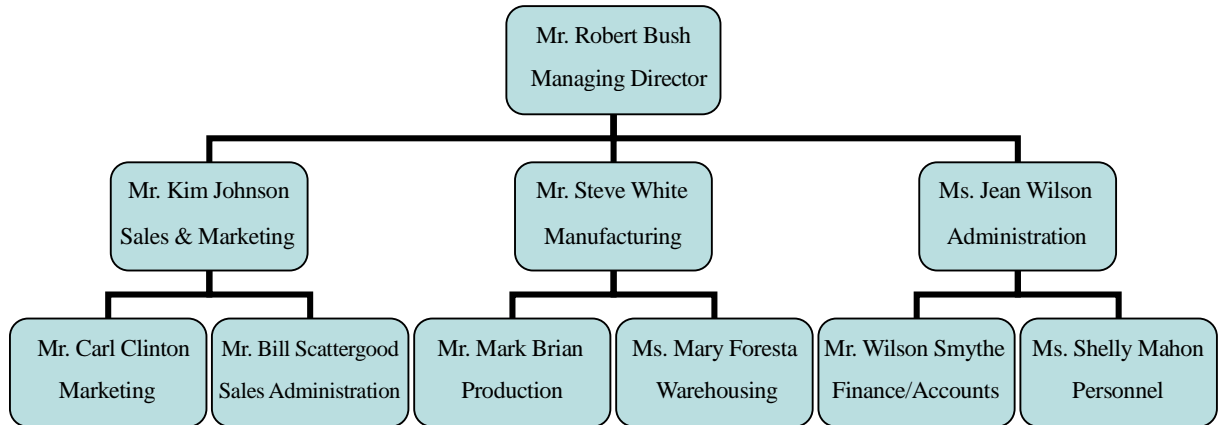
48. The sales volumes of cars in different regions.



- A. In Region A, the sales volume in June is a bit lower than that in December.
- B. In Region C, the sales volumes are almost stable in the four months.
- C. In Region B, there was a sharp increase in September.
- D. In Region A and B, the sales volumes declined in June compared with those in March.

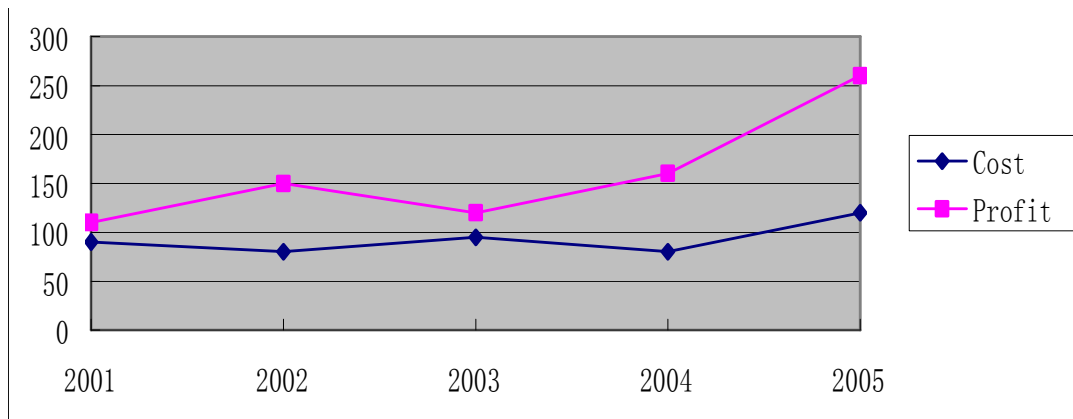


49. The organization chart of a company.



- A. Mr. Bill Scattergood is in charge of interviewing job candidates.
- B. Ms. Mary Foresta is in charge of working out the company's costs and profits.
- C. Mr. Carl Clinton and his team shall investigate possibilities for new markets.
- D. Ms. Shelly Mahon is in charge of storing the company's products.

50. The profits and costs (US dollars in thousand) of Star Trading Corp. in the past five years.



- A. The profit increased in 2002 but declined in 2003.
- B. The cost increased in 2004 and declined in 2005.
- C. Both the profit and cost increased in 2004.
- D. In the year 2005, the cost increased faster than the profit.

## Section E

**Directions:** *Read the following two passages. Choose the best answer for each statement or question from the four choices marked A, B, C and D, and mark the corresponding letter on the Answer Sheet with a single line through the center.*

### Passage One

Leading German company Bosch Group announced on Friday its ambitious recruitment plan to hire 4,000 more workers in China in the coming two years. It also plans to invest a total of some 650 million euros (US\$781.62 million) in China from last year to 2007. By 2004, Bosch had invested about 550 million euros (US\$661.37 million) in the establishment and expansion of its Chinese activities.

Under the recruitment plan, Bosch will increase the number of its employees on the Chinese mainland from the present 14,000 to 18,000 by 2007. "Over the next two years, we shall be hiring not less than 1,000 additional associates in our Diesel Systems division, 2,200 in Power Tools, and 600 at Bosch Rexroth. In other words, 170 associates will join our companies in China every month," said Franz Fehrenbach, chairman of the board of management at Bosch (China) Investment Ltd.

To help realize its goal of pursuing sustainable development through talent localization in China, Bosch launched a new graduate management training programme in the country earlier this year. The new programme is designed to build up the future management team of the company in China. Among tens of thousands of applicants, the first group of 44 graduates from Chinese universities has been selected. Beginning this year, they will start a one-year training programme at Bosch's facilities in China before they are sent to Bosch's facilities in Germany where they will work for two years on a variety of challenging projects.

"As a company committed to the Chinese market and the development of its local industries, Bosch pursues sustainable development in China through the localization of technology and talents," said Peter Pang, president of Bosch (China) Investment Ltd. "In order to build strong local management, engineering and research teams in China, Bosch is committed to train and to develop Chinese students and professionals." "In the long term, growth in China can only succeed with highly qualified and motivated staff from within China itself," said Fehrenbach. The graduate management training programme is the newest initiative under Bosch's International Development Programme (IDP) in China. Bosch said it regards its 250,000 employees around the world as the most important asset of the company.

In addition to the education of graduates, IDP has, over the past few years, helped to train many talented young Chinese professionals who already have two to three years of work experience. They were sent to Germany for a two-year programme soon after they were recruited by Bosch in China. For current employees, short-term foreign assignment opportunities are widely available. Bosch Automotive Diesel Systems, one of Bosch's business units, has sent more than 80 Chinese employees to Germany for training since it was established in Wuxi in 2004.

A global manufacturer of automotive and industrial technology, consumer goods, and building

technology, Bosch founded its first trading office in China in 1909. In 1926, the first car service workshop opened in Shanghai. Today, all of the Bosch business sectors are present in China. The company operates via a holding company in Shanghai, 13 subsidiaries, six joint ventures, and six trading companies.

51. What's the possible title of the passage?
- A. Bosch's Investment in China
  - B. The History of Bosch
  - C. How Bosch Developed New Products in China
  - D. Bosch's New Recruitment Plan in China
52. How many additional associates will Bosch hire at least over the next two years?
- A. 18,000.
  - B. 3,800.
  - C. 1,000.
  - D. 2,040.
53. In its strategy of talent localization in China, Bosch \_\_\_\_\_.
- A. selects local talents and trains them in Bosch's facilities in China and Germany
  - B. selects local talents and trains them in Bosch's facilities worldwide
  - C. selects talents worldwide and trains them in Bosch's facilities in China and Germany
  - D. selects talents worldwide and trains them in Bosch's facilities worldwide
54. Bosch's training programme covers \_\_\_\_\_.
- A. graduates
  - B. professionals with work experience
  - C. employees who are working now in Bosch
  - D. current employees, young talents who have worked for several years, and those who just graduated from universities
55. It can be inferred that \_\_\_\_\_.
- A. Bosch is facing an intense competition in China
  - B. most current employees of Bosch come from Germany
  - C. the headquarters of Bosch is located in Shanghai
  - D. Bosch puts much importance on employee training

### **Passage Two**

Logistics can be broadly defined as the time-related positioning of resources, ensuring that materials,

people, operational capacity and information are in the right place at the right time in the right quantity and at the right quality and cost. It is the planning, organization, control and execution of the flow of goods from purchasing through production and distribution to the final customer in order to satisfy the requirements of the market. In international distribution terms this is the process of warehousing, transporting and distributing goods and cargo and the positioning of containers and/or equipment. It requires, therefore, an integrated and high-quality package of services in which the emphasis is focused on care of the cargo and provision of the most efficient coordination and management of the transport process.

Today the world is a single integrated market place in which supply chain efficiency has become a competitive necessity. Manufacturers and retailers have sought cost savings and service improvements to enhance their competitiveness by supplying larger markets with fewer production and distribution centers.

European Union is one of the biggest integrated markets in the world. Advances in information technology and the relaxation of customs barriers in Europe have greatly facilitated the emergence of new strategies in trans-European distribution. Gone are the national boundaries as barriers to quick distribution with their customs examination. Today, traders treat the 15 European states as a single market with no trade, distribution, culture or product specification barriers. Consequently, traders are outsourcing their non-core functions and entrusting the pan-European distribution operation to the logistic freight forwarder. This involves the freight forwarder taking over every subsequent function from production line to final delivery and focusing on supply chain management.

A further industrial development is the move to product outsourcing and spreading points of manufacture and distribution throughout a variety of countries. Accordingly, the freight forwarder becomes involved in managing the flow of goods, from warehousing, picking and packing to inventory control and product repairs. A global network and heavy investment in information technology is required. Freight forwarders offer added-value services, logistics management and reliable information to their clients. In short the logistic operation involves the process of order acceptance to the stage of end delivery.

The logistic freight forwarder focuses on intermodal services and tries to set a cost-and time-effective method of transportation for its customers and a single rate for the through transit. The freight forwarder concentrates on supply chain management and works towards forming partnerships covering parts of the supply chain with its major customers.

Overall, the logistically focused freight forwarder provides value added services including inventory control, sorting, assembly, testing, badging, packaging, labelling and bar-coding. The benefits to the shipper include improved cash flow, lower running costs, reduced capital expenditure, released management time and flexibility.

Therefore, a successful logistic freight forwarder must be well prepared to adapt to a changing global logistic scene and invest heavily in Electronic Data Interchange (EDI) and good quality, trained and committed staff. Undoubtedly, this is the opportunity for the big freight forwarder.

56. How do manufacturers and retailers improve their competitiveness?
- A. By building more production and distribution centers.
  - B. By shortening the supply chain.
  - C. By improving supply chain efficiency.
  - D. By applying new information technology.
57. What is NOT involved in logistics?
- A. Warehousing goods.
  - B. Transporting goods.
  - C. Managing capital investment.
  - D. Positioning of containers and equipment.
58. Traders in European Union can entrust the pan-European distribution operation to the logistic freight forwarder because \_\_\_\_\_.
- A. the national boundaries in European Union have been removed
  - B. information technology becomes well developed and customs barriers are relaxed there
  - C. traders have good relationship with their freight forwarders in other European countries
  - D. traders want to improve the efficiency in their business operation
59. The logistic freight forwarder \_\_\_\_\_.
- A. tries to make transportation cost-and-time effective
  - B. provides value-added services and saves the value-added tax
  - C. takes part in manufacturing of the goods
  - D. invests a lot in EDI with the clients
60. In what way can the freight forwarder help the shipper?
- A. Lowering running cost.
  - B. Reducing management staff.
  - C. Decreasing cash flow.
  - D. Attracting capital investment.

### **Part III TRANSLATING & WRITING**

**(40 minutes)**

#### **Section A**

**Directions:** *Translate the following passage into Chinese and write the Chinese version on the Answer Sheet.*

61. Thank you for your Sales Contract No. 4845 in duplicate. We've signed and enclosed one copy for your file. The relevant L/C has been issued by the Bank of China, New York Branch. Upon receipt of the said, please arrange shipment and inform us by cable of the name of vessel and the date of sailing.

**Section B**

**Directions:** Write a memo of no less than 100 words according to the given information, and write it on the Answer Sheet.

62. You are David Shaw, the marketing manager at ABC Company. On May 18th, you write a memo to all the marketing staff about attending a sales seminar.

**Time:** 9:00 a.m.—11:30 a.m., May 25th

**Place:** The Crown Plaza

**Topic:** Promotional Strategies in a Changing Market

**Chair person:** Bill Andrew, a famous marketing expert

The entrance fees will still be paid by the company. You suggest all the marketing staff attend the seminar. Anyone who cannot attend the seminar should tell you no later than May 20th.

**Memo on Sales Seminar**

To: \_\_\_\_\_  
From: \_\_\_\_\_  
Subject: \_\_\_\_\_  
Date: \_\_\_\_\_

姓名: \_\_\_\_\_ 准考证号:

.....密.....封.....线.....

全国国际商务英语培训认证考试（一级）

答 题 纸

Part I LISTENING

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

5. \_\_\_\_\_

得 分					评阅人
1	2	3	4	5	

Part III TRANSLATING & WRITING

得 分	评阅人

61. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

62.

得 分	评阅人

Memo on Sales Seminar

To: \_\_\_\_\_  
From: \_\_\_\_\_  
Subject: \_\_\_\_\_  
Date: \_\_\_\_\_

填准考证后五位数字: