

全国高等教育自学考试标准预测试卷

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全国高等教育自学考试标准预测试卷

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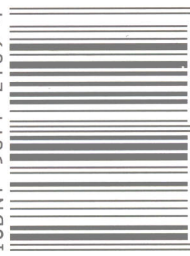
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本系列试卷由北大、清华、人大等名校百名命题专家、根据最新教材及最新《自考大纲》精心编写，具有以下特点：

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1. 本系列试卷由北大、清华、人大等名校百名命题专家,严格按照最新自考大纲及最新教材精心编写而成,并辅以部分阅卷教师的指点和参与,从而有着极强的标准性、权威性、预测性;
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3. 最好按正式考试时间(上午或下午,150分钟)不间断地独立完成所有试题,尽量不要超过时间,不要急于看答案,以达到真正的模拟考核;
4. 做完一套试题后,请对照试卷后的答案及评分标准给自己评定一个分数,最后认真研究试题解析,弄懂每一道题的解题思路,不要背题目、背答案,题目做错了,要深究做错的原因,同样的错误只允许犯一次,最好找到教材或同步辅导的相关章节进行有针对性地复习,以达到“举一反三、融会贯通”的效果;
5. 本系列试卷为完全标准预测,分值权重、题型题量、题的难度、时间安排等均与最新真题一致,所以考生在进行自测时,最好有意识地调整做题心态,以逐步养成良好的考场状态;
6. 考生应及时总结每套试卷在模拟考核中的得与失,力争做一套就有收获,每做一套就有提高,日积月累,就会有质的突破;
7. 本系列试卷后附有最新真题及答案,考生可在做完预测试卷后,试着做真题,逐步掌握考试命题规律,以便在考场上能做到驾轻就熟,成竹在胸。

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为什么逾千万自考生如此信赖北大燕园？

北大燕园高等教育自学考试“标准预测试卷”系列辅导丛书自出版发行以来，购买者超过千万人次。北大燕园自考辅导产品的魅力究竟何在？为什么逾千万自考生如此信赖北大燕园？下面是随机抽出的部分读者来信，或许您从中可以了解其中的奥秘……

林正瑜 浙江省泰顺县公安局

贵编辑部编写的《标准预测试卷》是我的良师益友。三年多来，风雨兼程，一直都陪伴在我左右，也见证了我的成功。

今年上半年我通过自考取得了文凭，并且上了国家公务员，成为一名人民警察。在我的成功之道上，贵部的辅导资料功不可没，成功地把我一名技校生塑造成一名国家公务员。感激之情非言语所能表达，在此，希望贵编辑部一如既往地打造精品，贴近考生，为国家的科教兴国做出更大的贡献。谨此，对你们的辛勤付出致以最崇高的敬意和最衷心的感谢！

2004. 10. 15

师寒冰 山东济南闵子騄路 24 号 03 级国贸班

非常感谢贵编辑部的老师们！你们辛苦了！试卷针对性强，覆盖面广，让我爱不释手，为我专升本考试增强了信心！

2004. 9. 14

朱莉 上海市石门二路 503 号 3108 室

我买了《邓小平理论概论》、《法律基础与思想道德修养》、《马克思主义哲学原理》试卷回家练习之后，考出了 85、79、84 分，还拿了奖学金呢！北大燕园的书真得神通广大，让我对自学考试再也不敢怕和恐惧了，以后我会更多地去购买北大燕园的书藉。

2004. 7. 29

孙静 北京东城区东四前拐棒胡同 13 号

对于我来说，哲学课程难学，偶然在书店里发现了它——《马克思主义哲学原理》，顿时倍感亲切，爱

不释手，其他的辅导书看了一遍就搁在一边了，现在我正在专攻这套试卷，虽然还没进过考场，但与其他人一样，我真的信心十足，它很像我的家庭辅导老师。谢谢你们！辛苦了！

刘瑞霞 河南省新密市牛店镇月台村

当我初次接触到贵试卷后，就毫不犹豫地买回来了，事实也证明它的确是我为自考路上的良师益友，因为十套模拟试题及两套最新真题使人对考试题型有了更清晰的认识，致使自己在临考前不必盲目地猜测，也不必心慌意乱，完全可以从容、沉着地面对考试，真的谢谢各位老师能让我自信地走进考场。

单长富 山东行政学院经贸系 01 级保险班

贵部的老师们：

你们辛苦了！

我是一名在读会计（本）的大专在校生，在前两次的考试中已非常顺利地通过了四门课程。看着沉甸甸的果实，总结令人欣慰的过去——我之所以取得了这么好的成绩，在很大程度上得益于贵部出版的标准预测试卷。它内容详实，重点突出，节省了我们的复习时间，减少了我们的盲目性，且对我们的考前复习有极强的针对性。

在尝到甜果的同时，我也毫不吝嗇地把这套试卷介绍给我身边的同学，并得到了他们极高的评价。在此，谨表示对贵部深深的感谢与由衷的敬意！

济南自考生 单长富
2003. 4. 23

马静 天津市丁字沽新村四段

本试卷覆盖面广、内容丰富，很容易使读者掌握

知识点，命中率高，是学生们的良师益友！即使是自学，只要拥有它，一样可以做到融会贯通，有备而战，胸有成竹。

包添辉 广西北海市银海区包家小学

贵编辑部编辑的预测试卷质量上乘、含金量高、题目新颖、命中率高。我认为它是通往自考成功的最佳捷径之一，每次考前我都做试卷的大量题目，感觉用时短见效快、循序渐近、信心倍增，每次能自考顺利通过，它实在功不可没。

李小军 渭南师范学院政治经济系

我总觉得该资料像一位尽职尽责的医生，免去了病人的各种苦楚和忧愁，更重要的是从根本上治愈了我学习中的“顽症”。

张洪亮 广西省柳州市上游路四区北四巷

在购买《邓论》以后，觉得这套试卷与考试的题目有很多相同，命中率极高。真后悔当时死读课本只考了 39 分。现在我很有把握在重考中通过。有了黄卷帮助，让我对下一次考试中信心十足，连报了三科。

徐磊 江苏省淮安市西安路 151 号

经过老师的介绍，我认识了“北大燕园”，真的很不错。在 2004 年 4 月份的《宪法》考试中有了一道论述题、一道简答题和燕园试卷上一样！太不可思议了！真的很不错！感谢你们！

叶小军 安徽怀宁县凉亭乡新民村

冥冥中可能是有缘分，在众多的辅导资料中，贵编辑部这套《英语国家概况》标准预测试卷吸引了我，一开始它就给了我信心。我是名在岗教师，自学英语专业，觉得这最后一门《英语国家概况》很难，因为它的知识含量太多，不易识记，那寒窗苦读的日子是北大燕园——你陪我度过的，让我最终以 82 分的高分结束了专科段的学习，有你支持，我有信心完成英语本科的学业！（2004. 5. 5）

周俊 山东泰安山东科技大学工程学院

感谢北大燕园编写的自考辅导资料，在它的帮

助下，我过五关斩六将，在短短的两年的时间里顺利通过了英语本科 9 门课程考试，眼下 10 月份还剩下最后一门《毛泽东思想概论》的考试了，现在手边有一本燕园的试卷，我对此考试充满信心。

李中媛 天津市南开区黄河道密云路锦园里
4 - 3

我是一名自考生，攻读法律本科，偶然间买到贵部出版的预测试卷，真是如鱼得水。它不仅紧扣大纲，而且命中率相当高，使我在 10 月份的《环境与资源保护法》考试中顺利、轻松通过，取得了 92 分的好成绩，感谢贵部为自考生奉献出这样几部精品复习资料！

刘素芳 河南省郑州市新郑市西亚斯国际学院

我正参加英语本科的自考，我一直用的都是北大燕园出版的试卷，这些资料为我解决了很多实际困难和问题，使我取得了优异的成绩，成为我必不可少的复习资料，在此感谢编辑部的工作人员为考生们所做出的伟大贡献，使我们离自己的梦想又近了一步。

唐春熙 广东省雷州市人民法院

我 2001 年下半年起购买过法律专业（本科段）有关试卷。试卷测试范围广、全面、针对性强，经过训练后更能全面掌握所学习的知识，因此能够考得好成绩。我 2001 年下半年开始参加自考，由于有试卷的训练，科科及格，已过 13 科。在此表示感谢！现在许多同事要求我代他们向贵书店邮购试卷，我很乐意，但愿试卷能帮助更多的考生考出好成绩！同时也祝愿你们对试卷的质量要求越来越高，越来越好！

彭德龙 河南省郑州市文化路 90 号 17^{*}

通过对贵卷的认识我有以下总体感受：包揽知识面宽，重难点提炼准确，考试时命中率高（尤其是选择题），练习题与时俱进，比较新颖，试卷由易到难，条理性强，在此我要衷心感谢北大燕园的老师 and 全体同志，谢谢你们为我们广大自考生指明了前

进的方向,使我们在知识的大道上飞快前进。

张健伟 烟台开发区鲁星食品有限公司

我是一名参加机电一体化工程专业的考生,参加《高等数学》考试两次了均未过关,第三次买了这本题集,终于突破底线得了77分。我希望贵编辑部多出一些有关机电一体化工程专业的习题集。

张民伟 云南省昆明陆军学院十九队

转眼间,北大燕园辅导书已经陪伴我度过了三次自学考试。非常感谢你们精心编辑的标准预测试卷,它是千千万万自考生的巴拿马运河上一盏永不熄灭的灯!

李旭鹏 北京邮政23支局 北京邮电大学

我是一名自考生,经过了一次打击,我并没有失去信心,而是找到了另一条通往成功的大道——自考。自考,一个多么响亮的名字,它牵动着我的心、我的梦、我的理想,勤奋的学习换来了成功,偶然得到同学和老师真传——北大燕园自学考试试卷,如虎添翼,取得了很好的成绩。一年多的时间过了十二科,我的努力没有白费,感谢北大燕园编辑部的老师们!是你们的努力才能编出这样符合考纲的试卷,并且与考试类型十分吻合,重点突出,我十分信赖它,这次4月份的考试我会更加努力,取得好成绩!

李青会 北京市东城区东公街30号

首先得好好感谢本套试卷的各位老师。真的,要不是您的这份试卷,我恐怕真的过不了去年10月份的邓小平理论了,因为我是在离考试还有半个月的情况下,偶然向同学借到的。当时我抱着试试看的态度。谁知,嗨!我考了个85分,从未有过的

(以上只是大量读者来信的筛选,均是原文摘录,它代表着广大自考生对北大燕园辅导资料的评价,仅供

参考)

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高分,这让我重新鼓起了自考过关的勇气,这不,今年我又买了两份,一个是《英语》,一个是《法律基础与思想道德修养》。我跟别的同学都介绍过此书,并告诉他们千万别错过这份试卷,我相信,今年四月份的考试,过关肯定没问题。

李自强 内蒙古根河市得耳布尔林业局防火办
参加自学考试一年半了,在这段路途中有许多艰难险阻,是北大燕园的辅导资料一直伴随着我,为我释疑解惑,指点迷津,使我每一次都能充满信心,轻装上阵。在大学梦想即将实现的时候,不由得从心底里感谢这位良师、这位益友。愿贵部再接再厉,帮助更多的自考生实现心中的梦想,为自学考试事业添上辉煌的一笔!谢谢!

李玮 淄博热电股份有限公司武保处

在未结识贵刊的预测试卷之前,我基本上是课本加一本题集,然而题集的量大且不易抓住重点,所以考试不太理想。在逛书店的时候无意中发现了它,我买了一本来做,感觉不错,这次考试使我一下通过三门课,这是从来没有过的,所以在这里我要感谢贵刊和各位老师,是你们让我们一下子抓住了重点,顺利地通过了考试,请你们一块分享我们成功后的喜悦!衷心地表示感谢!

刘津吾 辽宁葫芦岛市锦化集团

贵部的预测试卷的命中率还真是不一般!事实胜于雄辩,我在2003年4月的考试中一次性通过了六科,最高86分,最低也有66分。你们的实力在我身上得到了充分的体现,十分感谢你们,望你们继续为我们考生制造精品!

读者信息反馈卡

亲爱的读者:

感谢您购买了本书,希望在它的帮助下,您能顺利通过考试。为了使我们的自考辅导用书的质量更臻完善,为您今后提供更优秀的图书,希望您抽出宝贵时间,及时与我们沟通交流,把您的评价和建议填在这张调查表上寄给我们,我们将及时与您取得联系,并尽可能给您满意答复,希望您在百忙之中不吝赐教。如果您的建议被我们采纳或指正我们的错误,我们将付给您相应的报酬以示感谢。

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2005 年(上)外刊经贸知识选读全国统考试卷及答案	共 8 页

外刊经贸知识选读标准预测试卷(一)

(考试时间 150 分钟)

题号	I	II	III	IV	V	VI	总分
题分	30	10	10	24	15	11	核分人
得分							复查人

PART ONE

得分	评卷人	复查人

I. Choose one answer that best explains the underlined part of the following statements or best completes them: (30%)

1. Official recognition that foreign technology could play a major role in modernising the Chinese economy. ()
A. minor
B. little
C. few
D. chief
2. The White House seems to be counting on this. ()
A. relying upon
B. looking forward to
C. depending on
D. thinking of
3. Some representatives of U. S. business, seething over what they view as protectionist EC policies, praised Mr. Kantor's action. ()
A. disappointing
B. troubling
C. touching
D. heartening
4. Some administration officials hope that Japan is amenable to market-opening agreements. ()
A. inclusive
B. responsive
C. decisive
D. tolerable
5. International conditions for growth in developing countries deteriorated in 1991. ()

- A. developed
- C. decayed

- B. bettered
- D. worsened

6. These trends were compounded by worsening economic conditions in the Soviet Union and its successor states. ()

- A. improved
- C. combined

- B. connected
- D. strengthened

7. The Chinese city of Guangzhou, situated a mere 50 minutes flying time from Hongkong. ()

- A. located
- C. reported

- B. carried
- D. provided

8. China is unlikely to challenge Japan's supreme position. ()

- A. low
- C. slow

- B. top
- D. big

9. A wave of new research into the contrast between Africa and East Asia is producing some surprising findings. ()

- A. increase
- C. flap

- B. improvement
- D. prevention

10. The balance of payments situation will also be helped by a continuing rise in re-exports. ()

- A. ceasing
- C. interrupting

- B. intermitting
- D. enduring

11. One of the great paradoxes of Africa is that its people are for the most part desperately poor while its land is extraordinarily rich. ()

- A. hopelessly
- C. desirously

- B. hopefully
- D. eagerly

12. The improved economic climate has been reflected in higher demand for credit. ()

- A. wrap
- C. expendit

- B. weather
- D. resource

13. Asian governments have often more effectiveness than Africa's in part because they have been less corrupt. ()

考试地点(考点校名称)

如有违纪情况自愿接受相应处罚。

承诺人:

诚信承诺:本人在考试中所提供的个人信息真实准确; 自愿遵守考试纪律;

- A. cause
B. achievement
C. inflation
D. critical

14. China has the most dynamic economy in the world today. ()

- A. boomed
B. booming
C. developed
D. developing

15. Migrant workers crowd the narrow shoulders. ()

- A. lanes
B. areas
C. parts
D. roadsides

PART TWO

II. Translate the following phrases into Chinese: (10%)

得分	评卷人	复查人

16. compensation trade

17. net exporter

18. department store

19. economic projection

20. White Paper

21. spin off

22. base metals

23. technology transfer

24. foreign - exchange reserves

25. saturation point

得分	评卷人	复查人

III. Translate the following phrases into English: (10%)

26. 反向贸易

27. 省会

28. 竞争优势

29. 经济局面

30. 内部融资

31. 中波

32. 期货

33. 燃气轮机

34. 资本货物

35. 资本密集型投资

得分	评卷人	复查人

IV. Read the following passages and answer the following questions in English: (24%)

Passage 1

The Chinese, who constitute 95 per cent of Hong Kong's population, prefer brown eggs over white. In fact, 90 per cent or more of the fresh eggs consumed are brown. The major outlets for white eggs are hotels, western-style restaurants and fast food shops.

Chinese consumers prefer the deeper color of brown egg yolks—often considered essential to the color of many Chinese dishes. Chinese-style restaurants also find that brown eggs are more popular with customers.

Chinese eggs have a unique odor that can be an advantage or a disadvantage, depending on the consumer.

To the Chinese consumer, the odor is indicative of a "good egg" and is an important reason, in addition to a price advantage, for the popularity of Chinese eggs. The odor, however, is a major reason why Chinese eggs are not accepted by hotels, western-style restaurants and fast food outlets.

36. How many per cent do Chinese constitute in Hongkong's population? ()
37. What kinds of eggs are more popular with customers? ()
38. What is a major reason why Chinese eggs are not accepted by hotels? ()

Passage 2

- Japan, the West's second largest cigarette market, remained virtually closed to U. S. brands because of high tariffs and discriminatory distribution.
- South Korean law effectively made it a crime to buy or sell a pack of foreign cigarettes.
- Taiwan and Thailand remained tightly shut.

All except Taiwan were signatories to the General Agreement on Tariffs and Trade, and Taipei hoped to join soon. Yet each appeared to violate free-trade principles.

When Yeutter and his staff looked at the cigarette business in these countries, they saw hypocrisy. Each Asian government sought to justify its ban on imported cigarettes in the name of public

health, yet each had its own protected, state-controlled tobacco monopoly that manufactured and sold cigarettes.

The state companies' marketing techniques were in many ways just as cynical as those of the American companies. In Taiwan, for example, the most popular state brand was called Long Life.

Health was simply a smoke screen, Yeutter quickly decided. "I would have had no problem with Japan or Korea or Taiwan putting up genuine health restrictions," he insisted. "But that's not what these governments were doing. They were restricting trade, and it was just blatant."

39. Which country is the west's second largest cigarette market? ()
40. What brand is the most popular state brand Taiwan? ()
41. What was simply a smoke screen? ()

V. Read the following two passages and decide whether the statements are true or false. Mark T for true and F for false in the brackets given: (15%)

得分	评卷人	复查人

Passage 1

What is more, currency movements over the past year have unexpectedly made matters worse for many producers. In the first half of the 1980s, it was conventional wisdom to say that the exceptional strength of the dollar was partly responsible for—and helped to offset—the increasing weakness of dollar-denominated commodity prices. All other things being equal, so the argument went, a subsequent fall in the dollar might be expected to give a compensating boost to dollar commodity prices.

But now the dollar has fallen, and the very reverse has happened: commodity prices have continued to tumble from the peak they reached in the second quarter of 1984. When calculated in a more representative basket of currencies, such as the Special Drawing Right, the fall looks even more precipitous. In May of this year, for example, the IMF's food price index was a further 10 per cent below its level in the second quarter of 1985.

There are signs that the worst of the fall may now be over; indeed, one key commodity, sugar, has rebounded impressively from the lows of last year, though even the sugar price remains below the most efficient grower's cost of production, and its rally appears to have run out of steam. For the

rest, nobody is bold enough to forecast a major improvement either this year or next. The IMF, for its part, believes that the prices of most commodities will fall substantially in 1986—with only sugar, tropical timber and hides among the softs likely to rise significantly.

42. What is more, commodity movements over the past year have unexpectedly made matters worse for many producers. ()

43. All other things being equal, a subsequent fall in the dollar might be expected to give a compensating boost to dollar commodity prices. ()

44. Commodity prices have continued to tumble from the peak they reached in the second quarter of 1984. ()

45. In December of 1984, the IMF's food price index was a further 10 per cent below its level in the second quarter of 1985. ()

46. For the rest, nobody is bold enough to forecast a major improvement either this year or next. ()

Passage 2

A handful of American health officials vigorously opposed the government's campaign, but were stymied or ignored. "I feel the most shameful thing this country did was to export disease, disability and death by selling our cigarettes to the world," said former surgeon general C. Everett Koop.

Clayton Yeutter, an affable, highoctane Nebraska Republican with a wide smile and serious political aspirations, came to the Office of the U. S. Trade Representative in 1985 with a mission: to put a dent in the record U. S. trade deficit by foreign countries to lower their barriers against American products.

He took office when Washington was on the verge of declaring a trade war against some of its staunchest allies in the Far East. Asian tigers such as Japan, South Korea, Taiwan and Thailand were running up huge trade surpluses with the U. S. on goods ranging from T-shirts to computer chips to luxury sedans. The U. S. annual trade deficit in 1984 totaled a record \$ 123 billion.

So the Reagan administration turned to a small, elite and little known federal agency, with a powerful weapon in its arsenal. Section 301 of the 1974 Trade Act empowered USTR to launch a full-scale investigation of unfair trading practices and required that Washington invoke retaliatory

sanctions within a year if a targeted government did not agree to change its ways.

47. A handful of American health officials vigorously opposed the government's campaign. ()

48. Clayton Yeutter was the U. S. Trade Representative in 1985. ()

49. The U. S. annual trade deficit in 1984 totaled a record \$ 123 billion. ()

50. C. Everett Koop feel that the most shameful thing for U. S. was to export disease, disability and death by selling cigarettes to the world. ()

51. Clayton Yeutter took office when Washington was on the verge of declaring a trade war against some of its staunchest allies in the Far East. ()

VI. Translate the following passage into Chinese: (11 %)

得分	评卷人	复查人

52. Barter in its traditional form—the direct exchange of goods of equivalent value—is relatively rare. Its modern variants:

Counterpurchase usually involves a supplier selling goods or services and in return ordering unrelated products, which essentially offsets the buyer's costs. For example, then McDonnell Douglas sold civilian aircraft to Yugoslavia in the 1960s, it agreed to purchase goods from that country—including hams that were then served in the company's cafeteria—and to market Yugoslavian products in the United States. The firm also encouraged its employees to vacation in Yugoslavia; the tourist dollars spent served to offset the company's countertrade obligations.

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全国高等教育自学考试

外刊经贸知识选读标准预测试卷(二)

(考试时间 150 分钟)

题号	I	II	III	IV	V	VI	总分
题分	30	10	10	24	15	11	核分人
得分							复查人

PART ONE

得分	评卷人	复查人

I. Choose one answer that best explains the underlined part of the following statements or best completes them: (30%)

1. The relationship between trade and the environment is the thorniest of all. ()
A. connection
B. reporting
C. statement
D. narration
2. These new issues are likely to get even thornier as the WTO admits new members. ()
A. points
B. problems
C. editions
D. themes
3. Coca-Cola seems determined that Slice's sales won't come at the expense of Sprite. ()
A. strengthened
B. brittle
C. convinced
D. weakened
4. China entered the "top 10" of the world's trading nations in 1997. ()
A. countries
B. states
C. provinces
D. companies
5. As China is a developing country, her main trading partners wouldn't care much about their trade imbalance with China. ()
A. minor
B. unimportant
C. junior
D. chief
6. China's access to substantial sums of money from the World Bank also reduces the need to bor-

row on commercial terms. ()

- A. unimportant
B. actual
C. small
D. little

7. In 1991, the economies of low-income and middle-income countries virtually stagnated, as measured by an increase in per capita GDP. ()

- A. estimated
B. reckoned
C. appraised
D. surveyed

8. In 1991, for the second year in a row, the economies of low-income and middle-income countries virtually stagnated. ()

- A. in succession
B. in a column
C. in a straight line
D. in agreement

9. Still, the comparisons with Japan, Inc. are more than empty flattery; in fact, they signal Korea's gathering clout. ()

- A. capital
B. influence
C. energy
D. effect

10. Far from capitulating to this new thrust of American trade policy, Japan is taking a stand that could lead to a trans-Pacific confrontation. ()

- A. giving up
B. giving in
C. accepting
D. refusing

11. Another explanation is that many of the market's original 282 directives have already been implemented. ()

- A. instructions
B. records
C. figures
D. directions

12. One of the central justifications for the single market was its ability to create greater prosperity. ()

- A. reasons
B. problems
C. disputes
D. purposes

13. Expansion has transformed places like Jiangsu province, where GDP grew 25 percent last year. ()

- A. formed
B. changed

C. spreaded

D. reached

14. Last year China's trade surplus surged, buoyed by exports of toys, textiles and consumer electronics. ()

A. flourished

B. supported

C. bought

D. floated

15. Mr. Bergsten said he saw little evidence of a strategy, except for a desire to mollify these industries' powerful congressional protectors. ()

A. bully

B. anger

C. relieve

D. frighten

PART TWO

II. Translate the following phrases into Chinese: (10%)

得分	评卷人	复查人

16. trade balance

17. areas of trade

18. North America Free Trade Agreement

19. current account

20. free trade zone

21. European Union

22. growth rate

23. contractual conflict

24. EEC

25. portfolio investment

得分	评卷人	复查人

26. 政府采购

27. 优惠税率

28. 贸易歧视

29. 贸易让步

30. 贸易制裁

31. 核定资本

32. 市场魅力

33. 广告词

34. 利率

35. 竞争优势

III. Translate the following phrases into English: (10%)

得分	评卷人	复查人

IV. Read the following passages and answer the following questions in English: (24%)

Passage 1

The company that started in 1886 when an alleged morphine addict began peddling the liquid in a drug store for 5 US cents a glass has grown into a US \$ 55 billion multinational. Today, Coca-Cola has operations in 195 countries and claims to hold nearly half the carbonated soft drinks market outside the US.

Asia is a prime focus for the company and it recently announced a US \$ 40 million deal that will be the first phase of a plan to re-enter India—one of the few major markets in which the company had no presence.

The key ingredient in Coke's recipe for success is marketing. Wherever Coke goes it spends heavily on every sort of promotion imaginable. Retailers are given menu boards, clocks, shop signs, banners and all manner of other items for use in their shops—all bearing the Coke logo.

"While the combination of tools and tactics we use varies from market to market, our overall strategy remains the same: To make sure the consumer cannot escape Coca-Cola," says Roberto Goizueta, chairman of the board and CEO of the Atlantabased Coca-Cola Company.

Alongside the promotional blitz, the factor enabling Coke to expand aggressively into every corner of the world is its policy of sharing the profit—and the expense—with local business partners. Most Coke bottlers are independent, but Coca-Cola goes to great lengths to help them develop their businesses.

36. How many countries does Coca-Cola has operations in? ()
37. What is the key ingredient in Coke's recipe for success? ()
38. What does Coca-Cola do for most coke bottlers? ()

Passage 2

Zhangjiagang is a commercial hub of Jiangsu, the fastest-growing province in China. China has the most dynamic economy in the world today. Its boom radiates from Guangdong, its richest province, but it has spread as far west as Xinjiang, where foreign investors are searching for oil and

other natural resources. It is creeping inland, from Jiangsu to the cities of Chongqing and Wuhan, where businessmen from Hong Kong and Taiwan are starting to spend billions of dollars to build factories. And it has penetrated the northeast, where the city of Shenyang, long a moribund center of state industry, is bustling with new private business, from trading companies to prostitution. Back in Beijing, officials at China's state council, or cabinet, are giddy with excitement and exhaustion. "We don't have people, we don't have time," says one. "Things are moving too fast."

After a slowdown through 1990s, China's economy back mightily, reaching a recent peak of 13 per cent growth last year. Now, some Western experts are predicting that China could become the world's dominant economy early in the 21st century.

39. What do the phrases "dynamic economy" and "the world's dominant economy" mean? ()
40. What is the meaning of "We don't have people" in the underlined sentence? ()
41. What are some Western experts predicting? ()

得分	评卷人	复查人

V. Read the following two passages and decide whether the statements are true or false. Mark T for true and F for false in the brackets given: (15%)

Passage 1

What exactly are those reforms? The benchmark remains the scheme set out by Arthur Dunkel, the GATT's director-general, in 1991. On cereals, where Europe and America have squabbled most fiercely, Mr Dunkel suggested cuts of 20% in the value of the CAP's production subsidies, 36% in the value of its export subsidies, and 24% in the volume of its subsidised exports. America said it would settle for nothing less. The EC then came up with a new plan to reform the CAP. Its main idea is to replace some production subsidies with direct payments to farmers; these payments, though not entirely divorced from output, will be semi-detached. The value of the CAP's "subsidies" would probably fall by too little to meet the target of a 24% cut in the volume of subsidised exports.

America objected to that, and asked whether the proposed "direct payments" were not really production subsidies in disguise. The talks have been snagged on those issues for the past four months. On October 13th, however, agreement on both points moved within reach. America's negotiators said that the CAP's new direct payments would not, after all, be regarded as production

subsidies. And it seemed that a way could be found to satisfy America on the 24% cut in volumes. Several formulas are under discussion. (One would bind the EC to cut by 21%; another would allow it to cut by less than 24% in some crops if it cut by more than 24% in others.) Officials on both sides were optimistic that a deal on farming, which would unlock the rest of the round, was within reach.

42. In 2000, The benchmark remains the scheme set out by Arthur Dunkel. ()
43. On cereals, Europe and America have squabbled most fiercely. ()
44. The reform of CAP, its main idea is to replace some production subsidies with direct payment to farmers. ()
45. On June 13th, agreement on both points moved within reach. ()
46. It seemed that a way could be found to satisfy America on the 30% cut in volumes. ()

Passage 2

Economists at the U. S. Department of Commerce estimate that up to 20 per cent of trade between nations is now subject to some form of countertrade—an outgrowth of the ancient practice of barter.

Barter endured for thousands of years as the primary means of trade. Colonial powers forced bilateral barter upon their client states, making the colonies take expensive manufactured goods in return for bargain-price raw materials, and prohibiting them from trading with other nations. International trade was supposed to be freed from bartering's constraints in July 1994, when diplomats and economists attending the United Nations Monetary and Financial Conference at Bretton Woods, New Hampshire, hammered out agreements that led to the creation of the International Monetary Fund (IMF) and regulation of the worldwide currency exchange system.

Commerce among nations entered a modern era; the constrained trading between imperial powers and their colonies began to break down. World markets opened to all countries, and multilateral trade flourished. Generally a country could sell its goods in the best market it could find, and buy what is needed from the least expensive supplier. Moreover, since currencies were convertible, most transactions could be completed with cash. Barter was as antiquated as the horsesoldier. Or so it seemed.

47. Economists estimate that up to 30 per cent of trade between nations is now subject to some form

- of countertrade. ()
48. Barter endured for thousands of years as the primary means of trade. ()
49. International trade was supposed to be freed from bartering's constraints in July 1954. ()
50. World markets opened to all countries, and multilateral trade flourished. ()
51. Moreover, since currencies were convertible, most transactions could be completed with cash. ()

VI. Translate the following passage into Chinese: (11 %)

得分	评卷人	复查人

52. Dubai's biggest single non-oil export is aluminium, accounting for 44 per cent of the Dh 3,301.5 million export figure for 1992. The biggest single buyer is Japan, which bought aluminium, alloy and scrap worth Dh 538 million last year. Another major export item was clothing, at Dh 738.7 million. Main export markets for UAE-made garments were the UK, Germany and the US. The top three UAE export destinations were Japan, the UK and Oman.

外刊经贸知识选读标准预测试卷(三)

(考试时间 150 分钟)

题号	I	II	III	IV	V	VI	总分
题分	30	10	10	24	15	11	核分人
得分							复查人

PART ONE

得分	评卷人	复查人

I . Choose one answer that best explains the underlined part of the following statements or best completes them : (30 %)

1. Textiles and footwear had accounted for quite a large percentage of China ’ s total exports and were still growing the fastest. ()
A. made up
B. announced
C. explained
D. stated
2. The China numbers are enormous, but so are the stakes for businesses wanting to compete globally. ()
A. bets
B. predicts
C. prizes
D. plans
3. Inflation as measured by the GDP deflator slackened in most of the G-7 countries. ()
A. rised
B. strengthened
C. weakened
D. blocked
4. A possible negotiation with Japan seeking a step – by – step reduction in its nearly \$ 50 billion trade surplus with the United States. ()
A. exploring
B. hiding
C. planning
D. recommending
5. The reactions to these first signals from the Clinton team has been sharply divergent. ()

- A. actions
B. fighting
C. stoking
D. responds
6. It is time to tell the Americans they are on the wrong track. (A)
A. mind
B. thinking
C. method
D. route
7. The real question for U. S. foreign policy is how unilateral it can afford to be and still be effective and publicity supported. (C)
A. supply
B. made
C. seek
D. react
8. On trade and other issues, Japan has caved in to outside pressure countless times before. ()
A. surrendered
B. given in
C. come out
D. given up
9. The European community and other large trading partners to task for their “ unfair trading practices ” . ()
A. accepted
B. commented
C. scolded
D. praised
10. Because the Asian economies that buy Japanese machinery continued to boom, exports of them withstood the down quite well. (B)
A. challenged
B. held
C. resisted
D. supported
11. Such challenges and opportunities are to be expected as Korea enters a new era. ()
A. competition
B. problem
C. issue
D. puzzle
12. Last year the volume of merchandise trade grew by 9.5%, over three times faster than global output. ()
A. amount
B. production
C. goods
D. experiments

13. The single market is central to the community's progress, but it is by no means certain that it could stand alone. ()
A. not at all
B. rather
C. absolutely
D. definitely
14. China is reaping the rewards of reforms first launched by Deng Xiaoping in 1979. ()
A. seeing
B. losing
C. gathering
D. spoiling
15. Few state owned firms have been sold, and most are laggard behemoths. ()
A. huge
B. backward
C. formidable
D. advanced

PART TWO

II. Translate the following phrases into Chinese: (10%)

得分	评卷人	复查人

16. per capita income
17. deinflationary policies
18. the Single Market
19. business investment
20. exclusive contract
21. the Gulf region

22. GNP
23. budget deficit
24. fiscal packages
25. barter trade

III. Translate the following phrases into English: (10%)

得分	评卷人	复查人

26. 货币政策
27. 曲折下降
28. 补偿贸易
29. 出口定额
30. 外汇管制
31. 经济结构
32. 初级产品

33. 工人侨汇

34. 贸易体制

35. 国家资金

得分	评卷人	复查人

IV. Read the following passages and answer the following questions in English: (24%)

Passage 1

He carries his heart in his boots

Disputes over farm trade have bedevilled the current round of GATT talks from the start. That is unsurprising. For decades governments everywhere have suppressed market forces in agriculture with subsidies, tariffs, quotas, monopoly purchasing boards and all the other paraphernalia or mule-headed intervention. No industry in the world has been pushed further, or so needlessly, from the liberal ideal of guiding resources to their best use by means of prices set in markets. On one plausible estimate, consumers in industrial countries pay \$ 300 billion a year in taxes and higher prices to support farming. Even allowing for the income transferred to farmers, the net welfare loss caused by the industrial countries' farm policies is \$ 100 billion a year. Distortions on such a scale have given a comparative handful of people every reason to fight to the bitter end for economic lunacy. On October 14th French farmers held another "day of action"—blocking roads planting wheat in awkward places and so forth—in protest at the planned reforms.

36. What is the content of the current round of GATT talks from the start? ()
37. What is the best means to guide resources according to the liberal idea? ()
38. When did French farmers held another "day of action" in protest at the planned reforms? ()

Passage 2

Work in Progress

Against this background, the WTO faces several daunting challenges. The first is to continue bringing down tariffs on traded goods. Average penalties have fallen steadily since the GATT's formation but even the most open economies retain lofty barriers: for instance, America still charges a tariff of 14.6% on imports of clothing, five times higher than its average levy.

Resistance to tariff cuts is strongest in agriculture. According to Tim Josling, a trade expert at Stanford University, tariffs and other barriers on farm goods average a crippling 40% worldwide and create distortions that "destroy huge amounts of value". A new set of global farm talks is planned to start in 1999. At the least, you might think, these could lock in impressive reforms in Latin America and encourage further watering-down of the European Union's Common Agricultural Policy. But they will prove difficult: squabbles over agriculture almost sank the Uruguay round.

39. What does the WTO face? ()
40. When is a new set of global farm talks planned to start? ()
41. Where does impressive reforms as per this passage? ()

得分	评卷人	复查人

V. Read the following two passages and decide whether the statements are true or false. Mark T for true and F for false in the brackets given: (15%)

Passage 1

Along with these challenges come two potential threats. The first is the rise of regional trade agreements. These have proliferated in recent years: in 1990 there were fewer than 25; today there are more than 90, including the European Union, NAFTA in North America, ASEAN in Asia and Mercosur in Latin America. Only last month, 34 countries from North and South America launched an initiative to free trade among them by 2005. Not to be outdone, the EU wants to form a bilateral economic partnership with America—though France may block the idea.

There is fierce disagreement about whether regional trade groupings are good or bad. Most are

too new to analyse with much confidence. All of the groupings to date have tended to increase the flow of trade rather than to restrict it, which suggests at first sight that they are economically beneficial. None has yet adopted rules that are openly at odds with the WTO's.

42. Along with these challenges come two potential threats. The first is the rise of regional trade agreements. ()

43. Only last month, 34 countries from North and South America launched an initiative to free trade among them by 2005. ()

44. The EU wants to form a bilateral economic partnership with America. ()

45. There is fierce disagreement about whether regional trade groupings are good or bad. ()

46. None has yet adopted rules that are openly at odds with the WTO's. ()

Passage 2

Contractual conflicts could hurt some new brands more than others. Minute Maid Orange Soda appears to face more trouble than Slice, since half of Coca-Cola's bottlers are pledged to distribute Sunkist or Crush; only 22% of PepsiCo's bottlers handle Slice's head-to-head competitor, 7 Up. Cherry Coke may have the easiest time. It will compete with Dr Pepper, for which Coca-Cola bottlers do more than 40% of the distribution. But Dr Pepper has told Coke bottlers that it doesn't see the new soda as a direct competitor, so they don't have to worry about losing the Pepper franchise if they take on the new drink. Is Dr Pepper being generous? Hardly. The company apparently fears that if Coke bottlers are forced to choose between Cherry Coke and Dr Pepper, they will let the doctor take a walk.

It's hard to gauge a bottler's loyalty. Coke's biggest bottler is John T. Lupton, chairman of JTL Corp., a \$ 700-million-a-year Chattanooga company. Lupton also bottles Sunkist, but ask him if he's willing to drop it so he can take on Coca-Cola's Minute Maid, and he'll tell you, "I'll be glad to. All Coca-Cola has to do is give me a product that's competitive in price and quality, and I'll take it hands down." But not Charles Millard, chairman of the \$ 600-million-a-year Coca-Cola Bottling Co. of New York, Coke's second—largest customer. Even though Coke owns 31 % of his company, Millard says he will stick with Sunkist. "They have made a big investment in this market

and in our business," he says. "The smart bottlers will leave the dance with the girl they came with."

47. Contractual conflicts could hurt some new brands more than others. ()

48. Only 12% of PepsiCo's bottlers handle Slice's head-to-head competitor. ()

49. The company apparently fears that if Coke bottlers are forced to choose between Cherry Coke and

Dr Pepper, they will let the doctor take a walk. ()

50. Mr. Charles Millard is a chairman of the \$ 600-million-a-year Coca-Cola Bottling Co. of New York, Coke's second-largest customer. ()

51. Even though Coke owns 31% of his company, Millard says he will stick with Sunkist. ()

VI. Translate the following passage into Chinese: (11 %)

得分	评卷人	复查人

52. HOLDOUTS LIKE MILLARD are likely to become targets of all out sales campaigns. The hard sell won't come until later this year, since Coca-Cola is still in test markets with Minute Maid Orange Soda and Cherry Coke, and Pepsi is concentrating on distributing Slice through bottlers who have no conflict. But when the push does start, says a soft drink company executive, "Things are going to get very, very interesting."