## 全国 2019 年 10 月高等教育自学考试

# 电子商务英语试题

### 课程代码:00888

请考生按规定用笔将所有试题的答案涂、写在答题纸上。

## 选择题部分

**注意事项:**

1. 答题前,考生务必将自己的考试课程名称、姓名、准考证号用黑色字迹的签字笔或钢笔填写在答题纸规定的位置上。

2. 每小题选出答案后,用 2B 铅笔把答题纸上对应题目的答案标号涂黑。如需改动,用橡皮擦干净后,再选涂其他答案标号。不能答在试题卷上。

**一、单项选择题:本大题共 10 小题,每小题 1 分,共 10 分。在每小题列出的备选项中只有一项是最符合题目要求的,请将其选出。**

1. This new software provides a more efficient way for the client to _____ data and information from the system.

   A. receive      B. return      C. retrieve      D. repeat

2. E-business is a term used to describe business _____ on the Internet, or utilizing Internet technologies to improve the productivity or profitability of a business.

   A. runs      B. ran      C. run      D. running

3. An e-business is able to reach a much wider consumer _____ than any traditional brick-and-mortar store could ever hope for.

   A. basis      B. base      C. basic      D. basics

4. Business-to-consumer (B2C) includes _____ transactions of products or services from businesses to individual shoppers.

   A. wholesale      B. purchase      C. large      D. retail

5. Business plans will _____ from company to company reflecting their different needs.

   A. differ      B. change      C. vary      D. exchange

6. The area of your e-business plan includes a look at how your _____ store and online store fit together.

   A. physical      B. virtual      C. practical      D. special

7. The prospective business owner sees a gap between what people want and what is _____.

   A. necessary      B. possible      C. needed      D. available

8. Some companies move from one _____ model to another to achieve success.

    A. revenue         B. money         C. tax         D. security

9. Internet trading takes place without borders, so why would you limit your business strategy to _____ customers alone?

    A. foreign         B. international    C. domestic         D. overseas

10. Governments have invested considerably in policies to boost their _____economy as a route to future prosperity.

    A. digit         B. number         C. figure         D. digital

二、阅读理解：本大题共 10 小题，每小题 2 分，共 20 分。

    本部分有三篇短文，每篇短文后有若干问题，每个问题有四个选项，请选择一个最佳答案，将其选出并将答题卡(纸)的相应代码涂黑。错涂、多涂或未涂均无分。

**Passage 1**

    Viruses can worm their way into your computer from a variety of sources that contain viruses. Once viruses get into your online business computer, it can wreak havoc in a variety of ways that range from sending spam emails out to your database of customers to completely shutting down your computer. The best way to prevent viruses, worms and other problems from infecting your computer and your online business is to install anti-virus software. Also be sure to keep the antivirus software up-to-date.

    Hackers and other unauthorized individuals accessing information on your customers and personal and business financial information can create a myriad of problems including identity theft. In order to prohibit unauthorized sources from accessing all of this pertinent information, you should install a firewall, which blocks unauthorized access to your computer. It is just as important to maintain your firewall by updating it regularly to further protect your computer.

    A loss of your business data can occur from a virus or another malfunction with your computer. It's imperative that you institute a backup protocol to ensure that you have a recent copy of the data and programs on your computer. Not only does backup data protect you from a loss from virus infection, but it also ensures you can recover your business information on business website if there is a fire or theft.

11. Online intruders include all of the following EXCEPT _____.

    A. viruses                     B. hackers

    C. administrators            D. other unauthorized individuals

12. "Worm" in the first paragraph indicates that viruses _____.

    A. no bones                 B. work slowly and secretly

    C. work difficultly          D. have no legs

13. Once you install an anti-virus software or firewall, it is also necessary to _____ regularly.

    A. update them                   B. block them

    C. control them                 D. shut them down

14. According to the passage, which issue may lead to identity theft?

    A. Changing data               B. Loss of data

    C. Financial information         D. Unauthorized access

15. Computer malfunction may result in _____.

    A. loss of data                 B. denial of service

    C. changed financial information     D. viruses

### Passage 2

The outbreak of international trade on line, SoLoMo (social e-commerce, location services, mobile e-commerce) and the combination of digital and real e-commerce, would be the important trends of e-business in the future. SoLoMo is going to change people's consumption habits and life styles.

Many Chinese consumers are interested in the high-quality daily commodities from Europe, U.S. and other countries, which results in a lot of purchasing sites. And there comes into being a very interesting logistics business model. That is to rent a warehouse in the United States. When the Chinese consumers buy things on the United States websites and have paid for them, the warehouse can help receive goods, check them and take photos for the consumers. If they are not satisfied with the goods, it can also help them to return and change the goods until they meet their requirement.

16. SoLoMo refers to social e-commerce, location service and _____.

    A. e-commerce               B. purchase

    C. mobile e-commerce          D. internet

17. When Chinese consumers buy things on the U.S. websites and have paid for them, the _____ in the U.S. can help them receive the goods.

    A. warehouse     B. network     C. store     D. website

### Passage 3

Many e-commerce sites either provide a long list of products or lump them behind a search button, making it difficult to find them. Arrange your products into logical categories and subcategories, but do not overdo it. Research says it that most people get overwhelmed with more than 7 categories. The customer must be able to easily search any product without help. Your product should have a clear and high-quality picture, short and detailed specifications. If necessary add video or pictures of different viewpoints (top angle, side view) along with the product specifications.

Keep all kinds of payment options available to your customers. Not everyone feels comfortable buying through a credit card, or has one. Allow for debit cards, fax, telephone, snail mail, paper and electronic cheques. And sign up for fraud checking facility, without which you could easily end up losing entire day's sales within minutes. Provide a currency converter if you offer products or payment in other currencies. Including a telephone number for customer support on the order is a must. It gives the buyers some extra feelings of security that they can always talk to a live person if anything goes wrong with the buying preprocess.

18. "People get overwhelmed with more than 7 categories" means _____.

    A. people have trouble dealing with more than seven categories

    B. people are completely struck down by more than seven categories

    C. people get excited with more than seven categories

    D. more than seven categories gain complete control of people

19. E-commerce websites should _____.

    A. provide a long list of products or lump them behind a search button

    B. have logical categories with properly arranged products in them

    C. let customers do the search without the help of categories

    D. arrange their products into more than seven categories

20. E-commerce websites sign up for fraud checking facility for the purpose of_____.

    A. earning more money               B. protecting their customers

    C. providing acurrency converter       D. the safety of payment

三、完形填空(一):选择最佳答案完成句子:本大题共 10 小题,每小题 1 分,共 10 分。

    在每小题列出的四个备选项中只有一个是符合题目要求的,请将其选出并将答题卡(纸)的相应代码涂黑。错涂、多涂或未涂均无分。

    __21__ buying and selling products, e-business may also __22__ other traditional business aspects. The use of electronic chat as a form of technical and customer support is an excellent __23__ of this. An e-business which uses chat to supplement (补充) its traditional phone support finds a system which __24__ incredible amounts of time while providing opportunities __25__ through traditional support. By using __26__ computer systems, for example, technical support operators can remotely __27__ a customer's computer and __28__ them in correcting a __29__ . And with the download of a small program, all pertinent information about the hardware and software specifications for a user's computer may be relayed to the support operator directly, without having to walk a customer through personally __30__ the data.

21. A. Beside          B. In addition        C. In addition to    D. As well

22. A. deal            B. handle            C. care              D. manage

23. A. example     B. case     C. sample     D. model

24. A. takes     B. costs     C. wastes     D. saves

25. A. specific     B. possible     C. necessary     D. unavailable

26. A. physical     B. virtual     C. invisible     D. virtuous

27. A. assess     B. access to     C. enter into     D. access

28. A. assist     B. make     C. force     D. ask

29. A. question     B. trouble     C. problem     D. difficulty

30. A. collecting     B. correcting     C. making     D. studying

# 非选择题部分

**注意事项：**

用黑色字迹的签字笔或钢笔将答案写在答题纸上，不能答在试题卷上。

**四、完形填空(二)：在下列课文片段中按中文意思提示填入遗漏的词：本大题共 5 小题，每小题 1 分，共 5 分。**

Many people believe that one of the ___31___（关键）to success on the Internet is coming up with a business ___32___（计划）that ___33___（把……定为目标）a very specific market rather than a broad market. Big businesses who attempt to ___34___（覆盖）the whole market often leave gaps that can be exploited. By specializing on a particular market, you may have a better ___35___（机会）of success.

**五、根据给出的汉语词义和规定的词性在答题纸相应位置写出相应的英语单词，该词的第一个字母已经给出，每条短线为一个字母：本大题共 10 小题，每小题 1 分，共 10 分。**

36. 企业，事业 n.          e_ _ _ _ _ _ _ _

37. 应用软件，申请 n.          a_ _ _ _ _ _ _ _ _

38. 使结合，使成整合，使一体化 v.          i_ _ _ _ _ _ _

39. 策略，战略 n.          s_ _ _ _ _ _

40. 有利可图的，赚钱的，有益的 adj.          p_ _ _ _ _ _ _ _

41. 名声，名誉 n.          r_ _ _ _ _ _ _ _

42. 转移，转让(权利等) v.          t_ _ _ _ _ _

43. 用户界面友好的 adj.          u_ _ _ _ _ _ _ _ _ _

44. 可靠的，可信赖的 adj.          r_ _ _ _ _ _

45. 扫描 n.          s_ _ _

**六、给出下列单词或术语的汉语意义：本大题共 20 小题，每小题 1 分，共 20 分。**

46. search engine          47. social networking

48. backup protocol          49. security strategy

50. mobile commerce          51. potential customers

52. to cut cost dramatically

53. page pushing

54. one-to-one marketing

55. online trading system

56. currency converter

57. platform

58. promotional mail

59. privacy policy

60. case study

61. public relations

62. auction site

63. market share

64. advantage

65. expected revenue

**七、根据句子的意思将括号中的词变成适当的形式：本大题共 5 小题，每小题 1 分，共 5 分。**

66. Twitter has so much more to gain by _____（distinguish）itself from Facebook and Google News.

67. E-businesses enjoy some _____（compete）advantage over traditional companies.

68. He was back in the office, _____（update）the work schedule on the computer.

69. Electronic business transactions _____（conduct）in full or in part in a wireless environment are referred to as mobile commerce.

70. _____（Establish）clear and specific roles in a business ensures that nothing is overlooked.

**八、英译汉：阅读下面的短文，然后把画线的句子翻译成汉语：本大题共 5 小题，每小题 2 分，共 10 分。**

（71）Wal-Mart's online experience is proof that success in the brick and mortar world doesn't create corresponding success in e-commerce.

Offline, Wal-Mart is a sprawling giant, the world's largest retailer. （72）Its U. S. stores number 3,300 and it employs more than one million workers. Wal-Mart is expanding its line to include design-clothes and building its new stores with the capacity to offer more groceries.

Wal-Mart's dominant place in offline retail might be expected to provide it with top dog e-commerce status. But analysts say Walmart. com is distinctly back of the pack in terms of total online sales, and （73）a list of traffic figures for leading e-commerce sites released by an organization supports this.

（74）Wal-Mart's offline retail success isn't replicated online because that's not where their customer base is. The typical online shopper is a very different creature than the typical Wal-Mart customer. People who shop at Wal-Mart like to go to the store, and （75）Wal-Mart caters more to people with large families and people who aren't in much of a hurry.

**九、汉译英：请把下面的汉语句子翻译成英语：本大题共 5 小题，每小题 2 分，共 10 分。**

76. 有三种基本的支付网关形式。（gateway）

77. 有必要按照重要性来排列信息。（rank...by）

78. 许可式电子邮件营销活动可以为你的公司带来巨大的销量和流量。（steer, opt-in email）

79. 在全球交易中，电子签名越来越得到认同。（acceptable）

80. 这方面的电子商务有时候叫做电子采购。（facet）