

湖南工商职业学院商务英语专业  
技能考核抽查题库

## 目录

一、专业基本技能.....	1
模块一 英语语言应用 .....	1
1. 试题编号：1-1：国际商务信息检索、商务文书翻译.....	1
2. 试题编号：1-2：国际商务信息检索、商务文书翻译.....	13
3. 试题编号：1-3：国际商务信息检索、商务文书翻译.....	18
4. 试题编号：1-4：国际商务信息检索、商务文书翻译.....	23
5. 试题编号：1-5：国际商务信息检索、商务文书翻译.....	28
6. 试题编号：1-6：国际商务信息检索、商务文书翻译.....	33
7. 试题编号：1-7：国际商务信息检索、商务文书翻译.....	38
8. 试题编号：1-8：国际商务信息检索、商务文书翻译.....	43
9. 试题编号：1-9：国际商务信息检索、商务文书翻译.....	48
10. 试题编号：1-10：国际商务信息检索、商务文书翻译.....	54
11. 试题编号：1-11：国际商务信息检索、商务文书翻译.....	59
12. 试题编号：1-12：国际商务信息检索、商务文书翻译.....	64
13. 试题编号：1-13：国际商务信息检索、商务文书翻译.....	69
14. 试题编号：1-14：国际商务信息检索、商务文书翻译.....	74
15. 试题编号：1-15：国际商务信息检索、商务文书翻译.....	79
16. 试题编号：1-16：国际商务信息检索、商务文书翻译.....	84
17. 试题编号：1-17：国际商务信息检索、商务文书翻译.....	90
18. 试题编号：1-18：国际商务信息检索、商务文书翻译.....	95
19. 试题编号：1-19：国际商务信息检索、商务文书翻译.....	100
20. 试题编号：1-20：国际商务信息检索、商务文书翻译.....	105
二、岗位核心技能.....	111
模块二 商务英语谈判 .....	111
1. 试题编号：2-1：商务谈判对话设计、商务函电撰写 .....	111
2. 试题编号：2-2：商务谈判对话设计、商务函电撰写 .....	116
3. 试题编号：2-3：商务谈判对话设计、商务函电撰写 .....	121
4. 试题编号：2-4：商务谈判对话设计、商务函电撰写 .....	126

5. 试题编号：2-5：商务谈判对话设计、商务函电撰写 .....	131
6. 试题编号：2-6：商务谈判对话设计、商务函电撰写 .....	136
7. 试题编号：2-7：商务谈判对话设计、商务函电撰写 .....	141
8. 试题编号：2-8：商务谈判对话设计、商务函电撰写 .....	147
9. 试题编号：2-9：商务谈判对话设计、商务函电撰写 .....	153
10. 试题编号：2-10：商务谈判对话设计、商务函电撰写 .....	159
模块三 外贸单证缮制 .....	165
1. 试题编号：3-1：合同审核、单证缮制 .....	165
2. 试题编号：3-2：合同审核、单证缮制 .....	174
3. 试题编号：3-3：合同审核、单证缮制 .....	183
4. 试题编号：3-4：合同审核、单证缮制 .....	192
5. 试题编号：3-5：合同审核、单证缮制 .....	201
<b>三、岗位综合技能 .....</b>	<b>210</b>
模块四 跨境电商运营 .....	210
1. 试题编号：4-1：跨境电商运营 .....	210
2. 试题编号：4-2：跨境电商运营 .....	213
3. 试题编号：4-3：跨境电商运营 .....	216
4. 试题编号：4-4：跨境电商运营 .....	219
5. 试题编号：4-5：跨境电商运营 .....	222
6. 试题编号：4-6：跨境电商运营 .....	225
7. 试题编号：4-7：跨境电商运营 .....	228
8. 试题编号：4-8：跨境电商运营 .....	231
9. 试题编号：4-9：跨境电商运营 .....	234
10. 试题编号：4-10：跨境电商运营 .....	237
11. 试题编号：4-11：跨境电商运营 .....	240
12. 试题编号：4-12：跨境电商运营 .....	246

## 一、专业基本技能

### 模块一 英语语言应用

#### 1. 试题编号：1-1：国际商务信息检索、商务文书翻译

##### (1) 任务描述

##### I. 注意事项：

- ① 所有考试项目均为机上操作。
- ② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH,考试结束前将答卷另存入该文件夹，否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

##### 考试要求：

- ① 国际商务信息检索：阅读并理解所给信息；检索并筛选有效信息。
- ② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

##### 抽考试题：

- ① 国际商务信息检索：（15 分）

**Directions:** Read the following brief introduction to TJ Morris Ltd. from the official website of the company.

#### **A Brief Introduction to TJ Morris Ltd.**

TJ Morris Ltd. was established over 30 years ago by Tom Morris. Tom comes from a retailing family that has run shops for three generations. Following the family tradition, TJ Morris Ltd. remains a family-run and family-owned business. The business operates on one key principle: to sell branded goods at the lowest prices possible. The company now boasts over 250 stores and employs more than 7,000 staff. Its primary business is in its UK based Home Bargains stores, formally known as Home & Bargains. Home Bargains stores have red and sky blue branding. They can usually be found in major shopping streets as well as in shopping centers and arcades.

They are well known for being bright, attractive and welcoming and our friendly staff are always on hand to serve your needs.

Since opening his first store in Liverpool, Tom has grown the business organically to become one of the biggest privately owned companies in the UK. It is widely regarded as one of the largest businesses in Merseyside and is the third largest independent grocer in the country according to The Grocer Magazine. It is the most profitable of any of the listed grocers by an impressive margin. The retailer actually holds one third of the entire profit of the sum of the companies on the list. It carries a wide range of top quality brands—from health and beauty products to household goods, food, toys and so much more—all at prices that other retailers struggle to match.

Over the next six months, the company is investing £15 million in opening 30 new stores across the country, creating 1,200 new jobs for the U.K. It intends to double its business in the next three to four years. By 2015, it expects to hit its billion pound turnover target, grow the number of stores nationwide to 350 stores—with the potential for 600 across the UK; and employ more than 10,000 staff. Work is almost completed on the company's £35 million distribution centre at the Axis Business Park in Liverpool—which will enable it to grow its 170-strong store network and further increase its turnover and create 800 new jobs for Merseyside. The company's ongoing success comes as a number of major high street retailers announce slumps in sales, shock profit warnings, and sliding share prices.

The company has launched a new corporate website along with the e-commerce site. It has reinforced its ambitious growth plans with the launch of a new e-commerce website, [www.homebargains.co.uk](http://www.homebargains.co.uk). In addition, The company—which recently joined The Sunday Times Top Track 100—will use its £35m distribution centre in Gillmoss to supply online customers, as well as its 250 stores across the U.K.

The website sells many of the same products that are available in Home Bargains stores, including toys and games, homeware, furniture and entertainment. However,

shoppers can not yet buy food and drink via the sit

“We are focusing on adding larger high-value products first,” a spokeswoman said.

“As the website develops, the range will be expanded to include more items. Smaller items like food and drinks, plus toiletries like mouthwash and shower gel, are all in the pipeline.”

The website also offers –Group Buys, one-off special deals where there is a limited amount of stock available. Current deals include a Peppa Pig bed for £9.99 offering a saving of £40. The site also advertises the retailer’s –Star Buys special offers and deals of the week.

The move is TJ Morris’ second attempt at online retail. It launched www.halfpriceorless.com in 2000, and it proved very successful, being voted by customers as runner-up to Easy Jet in the Visa E-tail awards – Best Value Website category. The site ran for just under three years before it was closed, as the company concentrated on further store openings.

Joe Morris, operations director of TJ Morris, comments: –We learned a lot through our initial e-commerce venture 10 years ago. E-commerce is now an indispensable part of the retail landscape and we need to offer our customers this service. Every week we receive customer inquiries asking us when they’ll be able shop online – now they can.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

<b>TJ Morris Ltd. Profile</b>	
Established over 30 years ago by _____ 1 _____,	TJ Morris Ltd. operates his
business on one core principle: to sell branded goods at _____ 2 _____ possible.	
With more than _____ 3 _____ stores and over 7,000 staff, its main business is in its	
_____ 4 _____ Home Bargains stores, which have red and sky blue branding. It is the	
third largest independent grocer in the country according to The Grocer Magazine. It	
is the most profitable of any of the listed grocers by _____ 5 _____, holding _____ 6 _____	
of the entire profit of the sum of all listed companies. It provides a wide range of top	

quality brands, from health and \_\_\_\_\_ 7 \_\_\_\_\_ to household goods, food and toys. By 2015, it expects to reach its billion pound \_\_\_\_\_ 8 \_\_\_\_\_ target. Recently, it has launched a new e-commerce website to sell many of the same products that are available in \_\_\_\_\_ 9 \_\_\_\_\_ except for \_\_\_\_\_ 10 \_\_\_\_\_.

② 商务文书翻译:

(15分)

**Directions:** Translate the following product description into Chinese:

1. Product: Seagull brand energy-saving battery
2. Model: DMC
3. Specification: 72V/200Ah
4. Height: 47.5mm
5. Width: 115.5mm
6. Length: 215.5 mm
7. Features of the product: Safe, environmental protection and easy to carry with
8. Using Instruction: Please charge no more than 6 hours each time and and no less than 12 hours for the first charging.
9. Warning: Please don't put the battery into the fire nor store it in the high temperature environment.

(1) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

(2) 考核时量

60分钟

(3) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务 信息检索	15分	熟练阅读所给信息, 使用适当的单词或其同义词的正确形式填空, 每空不超过3个单词, 每空2分, 共10题。	拼写错误、大小写错误、超过3个单词, 均记0分
商务文书 翻译	5分	能准确理解所给商务英语文本, 商务背景、交际目的分析正确, 语义信息理解正确, 内容完整, 记3分。主要内容每缺失一处, 扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识, 商务专业知识充分, 术语表达准确一致, 记3分。专业术语、贸易惯例、法规、条款等翻译错误, 每项扣0.5分。	
	5分	译文表达连贯, 双语转换顺畅, 题材运用恰当, 词义理解、语法、标点运用正确, 达到译文目的, 记4分。词义理解、语法、标点、句型表达, 每错一处扣0.5分。	



## 2. 试题编号: 1-2: 国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项:

- ① 所有考试项目均为机上操作。
- ② 开考后, 考生必须在F盘上新建一个文件夹, 命名为: 考生号(即考生当日抽考号码)+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹, 否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师, 不得私自更换电脑。
- ④ 考试过程中以及考试结束后, 考生不得随意关闭电脑或重启电脑, 否则造成数据丢失由考生本人负责。

#### II. 考试要求:

- ① 国际商务信息检索:  
阅读并理解所给信息; 检索并筛选有效信息。
- ② 商务文书翻译:  
阅读并理解所给商务文书; 表达专业、术语准确, 符合商务文体特征; 内容完整, 逻辑严谨, 衔接流畅。

#### III. 抽考试题:

- ① 国际商务信息检索: (15分)

**Directions:** Read the following brief introduction to Foremost International Ltd. from the official website of the company.

#### **A Brief Introduction to Foremost International Ltd.**

Foremost International Ltd. is a home furnishings manufacturer that markets and sells its products worldwide. It was formed in 1988 around a simple principle, -To satisfy our customers with stylish, innovative products supported by efficient, friendly service. In the years that followed, the company has held true to its mission, developing four product divisions (Bathroom Furniture, Outdoor Furniture, Indoor Furniture and Food Service Equipment) producing world-class goods that offer superior design, engineering and value for consumers and industry.

The company produces a range of pieces for every room in the house, including home offices (computer desks, storage units), living rooms (ottomans, entertainment

centers), and bathrooms (cabinets, toilets). It also makes patio sets and food service equipment. Its furniture is manufactured under the Foremost, Foremost Casual, Veranda Classics, and Fireworks brands, as well as private-label names for major retailers. From design through fulfillment, the mission is to be recognized by our customers as the leader in home furnishings.

Foremost International Ltd. operations combine the strength of quality, design-driven production and market ingenuity to create a value that is unsurpassed in the markets it serves. Through close collaborations with customers and partners, they have developed innovative products for customers. For years, it has been manufacturing and distributing its products to retail companies and wholesalers around the world. Its production facilities in the United States and overseas use state-of-the-art, precision equipment and employ thousands of workers worldwide, providing opportunity, jobs and a pride that transcends borders and continents.

Its employees are committed to honesty, respect, trust, sharing, hard work and quality in all they do. They begin with classic design elements and combine them with innovative ideas to bring timeless beauty and modern functionality to the products. Because furniture has a wide range of styles, they use a broad selection of premium materials that complement and enhance each design. The skilled technicians combine time honored manufacturing techniques, and the highest quality materials, to hand build each piece of furniture for your home. Their dedication to their craft, combined with our dedication to maintaining the highest product quality standards, corporate efficiencies, and continuous improvement, make Foremost the furniture industry leader in producing quality home furnishings.

Foremost is committed to environmental responsibility. Because responsibility does not stop at national borders, the company is working to protect and sustain global environment. By designing products that meet EPA standards like Water Sense qualifying toilets that provide high efficiency waste removal while using 20% less water with every flush, Foremost is using innovative engineering to make the most of our resources. But that's just a part of what Foremost does to insure sustainability.

The bath vanities and furniture use California Air Resource Board (CARB) Phase II

compliant wood products which limit urea-formaldehyde emissions into the environment. Foremost only uses wood products from managed forest resources to discourage clear-cut logging and the depletion of global rainforests. It encourages customers to order products using material that is Forest Stewardship Council (FSC) certified, insuring the responsible use of forest resources and equitable treatment of indigenous people of producing regions.

Foremost has also earned the Kitchen Cabinet Manufacturers Association's (KCMA) Environmental Stewardship Program (ESP) certification for meeting requirements in the areas of air quality, product and process resource management, environmental stewardship, and community relations.

Even our packaging and our marketing materials are eco-friendly. We are in constant pursuit of new innovative manufacturing technologies, materials and packaging that will reduce our waste and limit the use of virgin materials even more. Our catalog is printed on Forest Stewardship Council (FSC) certified paper (FCS SGS Ref No.:11562561-4), and this binder itself is one of the most environmentally friendly on the market called –The Earth Binder‖. Its front and back covers are made from 100% recycled residential mixed paper. Its spine is made from material that is FSC certified. It uses 20% recycled content in the steel rings and is printed using biodegradable inks.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

**Foremost International Ltd. Profile**

Foremost International Ltd. is a 1 that operates around a simple principle, –To satisfy our customers with \_\_\_\_\_ 2 \_\_\_\_\_, \_\_\_\_\_ innovative products supported by efficient, friendly service.‖ Since its initial start in 3 \_\_\_\_\_, the company has developed four product divisions, namely, Bathroom Furniture, Outdoor Furniture, Indoor Furniture and \_\_\_\_\_ 4 \_\_\_\_\_. The furniture is

brands, as well as private-label names for major retailers. The company is committed to environmental responsibility. Its Water Sense qualifying toilets provide high efficiency waste removal while using \_\_\_\_\_ 6 \_\_\_\_\_ less water with every flush. The bath vanities and \_\_\_\_\_ 7 use CARB Phase II compliant wood. It has also won KCMA's ESP certification for meeting requirements in the areas of 8 \_\_\_\_\_, product and process resource management, \_\_\_\_\_ 9, and community relations. Moreover, the packaging and marketing materials are also

② 商务文书翻译:

(15分)

**Directions:** Translate the following product description into Chinese:

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

### (3) 考核时量

60分钟

### (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

### 3. 试题编号: 1-3: 国际商务信息检索、商务文书翻译

#### (1) 任务描述

##### I. 注意事项:

- ① 所有考试项目均为机上操作。
- ② 开考后, 考生必须在F盘上新建一个文件夹, 命名为: 考生号(即考生当日抽考号码)+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹, 否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师, 不得私自更换电脑。
- ④ 考试过程中以及考试结束后, 考生不得随意关闭电脑或重启电脑, 否则造成数据丢失由考生本人负责。

##### II. 考试要求:

- ① 国际商务信息检索:  
阅读并理解所给信息; 检索并筛选有效信息。
- ② 商务文书翻译:  
阅读并理解所给商务文书; 表达专业、术语准确, 符合商务文体特征; 内容完整, 逻辑严谨, 衔接流畅。

##### III. 抽考试题:

- ① 国际商务信息检索: (15分)

**Directions:** Read the following brief introduction to Naseeb International Corp. from the official website of the company.

#### **A Brief Introduction to Naseeb International Corp.**

Naseeb International Corp. is a major distributor of fast moving consumer goods (FMCG). Established in 1989, Naseeb International Corp. is engaged in the manufacture, import and wholesale of a variety of consumer goods. We offer excellent discounts to the trade and retailers. We carry a vast range of products to choose from, including: Bed & Bath, Giftware, Home Hardware, Kitchenware, Household Items, Cosmetics, Electronics and much more. The quality of our products is backed by our vast experience and skill, which is particularly important since many of our products are made and finished by hand. All goods bought from our wholesale stock can be resold at a profit so that you can compete favorably with high street stores. Purchase

from our wholesale and we will help you increase your profit margins.

To match the pace of growth of our international business, we are focusing on improving transaction systems and messaging platforms. We have launched a supplier portal that includes an automated digital document exchange facility that will improve the efficiency and effectiveness of interaction with suppliers. The supply chain runs through a wide spectrum of functions right from materials planning to procurement to primary distribution. It has played a pivotal role in improving operational efficiencies and creating agile procurement, production and delivery systems. It has also enhanced the flexibility of operations, lowered output time and reduced delivery costs, while improving customer-servicing levels and profitability.

At Naseeb International Corp., Research & Development has played a significant role in the growth of the organization. We invest nearly €1 billion every year in research and development, and have established laboratories around the world where our scientists explore new thinking and techniques, applying their expertise to our products. We have continued to stay in the forefront of technology that fuels business growth. Our technologists not only develop new products and improve upon existing formulations; but also act as a pillar of support to other functions, via

Supports manufacturing in process cycle time reduction & improves productivity by alternate / break through processes;

Provides solutions to environmental issues by minimizing waste at the time of generation and also in recycling;

Aids marketing in providing technical tools to demonstrate and push new products;

Supports materials by providing new raw materials as alternate to current one to give them negotiating power and also alternate vendors for supply chain flexibility.

Customers are the very core of all our business activities. From the beginning, we have fostered a customer-centric approach to business. Consumer research plays a vital role in this process. Our unrivalled global reach allows us to get closer to consumers in local and international markets, ensuring we understand their diverse needs and priorities. The company is manned by a technical and customer service

staff that is both knowledgeable and courteous. Each customer service specialist possesses an in-depth knowledge of his/her manufacturers and customers, and works closely with both to provide detailed information concerning order entry, shipments, order tracking, invoicing, returns, pricing discrepancies, special promotions, and all other facets of the order placement and fulfillment procedure. Customer service representatives in our regional offices work closely with sales personnel to provide administrative support, and communicate on a daily basis with our corporate headquarters to ensure accurate and current sales data. We maintain close personal interaction with each of our customers, providing necessary support in various areas including product mix determination, presentation and point of sale promotion. Simultaneously, the valuable feedback received from our customers facilitates continuous product development, enabling us to offer unique products and designs.

Our market environment is subject to constant change. New sales channels evolve customer needs and new competitors. Change is a constant feature of our day-to-day business life. Thus, we apply the SMART principle to encourage our staff to set ambitious objectives. SMART means:

- S – short (expressed concisely),
- M – measurable,
- A – achievable,
- R – realistic,
- T – time-bound (with schedules and deadlines).

Clear delegation requires goals to be well formulated. Only when something is clear, can it be successfully put into effect. SMART objectives are the hallmark of the good leadership which we aim to achieve throughout Naseeb International Corp..

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

<b>Naseeb International Corp. Profile</b>
Established in _____1_____, Naseeb International Corp. is engaged in the



--	--

② 商务文书翻译:

(15分)

**Directions:** Translate the following agenda into Chinese:

	Morning	Afternoon
Monday (Dec. 2nd)	9:00-11:00 a.m. meet with Mr. Liu, manager of Hunan Provincial Light Industrial Products Corporation Ltd.	2:00-4:00 p.m. visit the plant
Tuesday (Dec. 3rd)	9:00-10:00 a.m. do market research	2:00-4:00 p.m. attend the annual meeting of import&export department
Wednesday (Dec. 4th)	draw up the contract	
Thursday (Dec. 5th)	9:00-12:00 a.m. discuss the details of the contract	2:30-3:00 p.m. sign the contract with Hunan Provincial Light Industrial Products Corporation Ltd.
Friday (Dec. 6th)	8:00-12:00 a.m. visit some places of interest	2:00 p.m. take flight CS2018 to go back to America

(2) 实施条件

表 3：实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

### (3) 考核时量

60分钟

### (4) 评分细则

表 4：评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

#### 4. 试题编号: 1-4: 国际商务信息检索、商务文书翻译

##### (1) 任务描述

###### I. 注意事项:

① 所有考试项目均为机上操作。

② 开考后, 考生必须在F盘上新建一个文件夹, 命名为: 考生号(即考生当日抽考号码)+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹, 否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师, 不得私自更换电脑。

④ 考试过程中以及考试结束后, 考生不得随意关闭电脑或重启电脑, 否则造成数据丢失由考生本人负责。

###### II. 考试要求:

① 国际商务信息检索:

阅读并理解所给信息; 检索并筛选有效信息。

② 商务文书翻译:

阅读并理解所给商务文书; 表达专业、术语准确, 符合商务文体特征; 内容完整, 逻辑严谨, 衔接流畅。

###### III. 抽考试题:

① 国际商务信息检索: (15分)

**Directions:** Read the following brief introduction to Kraft Foods from the official website of the company.

##### **A Brief Introduction to Kraft Foods**

Northfield, Illinois-based Kraft Foods Inc. (NYSE: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion, more than half of which was earned outside North America. Eleven of the company's iconic brands – including Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, Oreo, Oscar Mayer, Philadelphia and Trident—generate revenue of more than \$1 billion annually, and 40 have been loved for more than a century. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member

of the Dow Jones Industrial Average.

Kraft Foods has two main operating units—Kraft Foods North America (KFNA; generating 73 percent of 2000 pro forma revenues) and Kraft Foods International (KFI; 27 percent)—and its brands are divided into five main sectors: snacks (30.6 percent of global revenues; 28 percent of KFNA revenues; 38 percent of KFI revenues), beverages (global, 19 percent; KFNA, 13 percent; KFI, 35 percent), cheese (global, 18 percent; KFNA, 20 percent; KFI, 13 percent), grocery (global, 16.6 percent; KFNA, 19 percent; KFI, 10 percent), and convenient meals (global, 15.8 percent; KFNA, 20 percent; KFI, 4 percent). Seven of Kraft's brands bring in more than \$1 billion in revenues each year: Kraft cheeses and other products (\$4.3 billion in 2000 revenue), Nabisco cookies and crackers (\$3.5 billion), Oscar Mayer processed meats (number one in the United States), Post cereals (number three in the United States), Maxwell House coffee, Philadelphia cream cheeses, and Jacobs coffee (number one in western Europe). More than 60 company brands generate annual revenue in excess of \$100 million, including A.1. steak sauce, Altoids candy, Balance energy bars, Cheez Whiz process cheese sauce, Cool Whip whipped toppings, DiGiorno pizza, Freia confectionery, Gevalia coffee, Jell-O desserts, Kool-Aid drink mix, Life Savers candy, Miracle Whip dressing, Oreo cookies, Planters nuts, Premium crackers, Ritz crackers, Stove Top stuffing mix, Tang drink mix, and Toblerone chocolate. The company holds the top global position in 11 product categories: coffee, cookies, crackers, cream cheese, dessert mixes, dry packaged dinners, lunch combinations, powdered soft drinks, process cheese, salad dressings, and snack nuts. Kraft Foods' products are made at more than 220 manufacturing facilities around the world and are sold in more than 140 countries.

Now Kraft Foods is the largest food company in the United States and holds the number two position worldwide, behind Nestlé S.A. The complementary nature of our portfolio is at the heart of the three strategies that drive our growth. Delivering on the following strategies will put us in the top tier of our peer group and provide our shareholders with top-tier returns on their investment:

**Delight global snacks consumers.** Consumers around the world are pressed for

time and are looking for on-the-go options. They're also looking for simple indulgences and healthier options. And there's nothing better than a delicious snack, like LU biscuits, Planters nuts, Trident gums, and Cadbury or Milka chocolates to satisfy those desires.

**Unleash the power of our iconic heritage brands.** Our iconic heritage brands are loved by consumers worldwide. Roughly 80 percent of these heritage brands hold number one or number two positions in their respective categories and are household names. Whether it's regional brands, like Philadelphia cream cheese in Europe and Tang powdered beverages in Asia Pacific; or local favorites like, A-1 sauces in the US and Vegemite spread in Australia, we make delicious products for billions of consumers every day.

**Create a performance-driven, values-led organization.** To win in the market, we need to win with our customers and consumers, and with our colleagues, communities and suppliers. We'll live our values: We inspire trust; We act like owners; We keep it simple; We are open and inclusive; We tell it like it is; We lead from the head and the heart; We discuss, We decide, We deliver.

At Kraft Foods, we're always hungry to find new ways to grow our business. And we know that one of the ingredients of our success is our people. That's why we are committed to developing our people and helping them reach their potential. All of our employees have an opportunity to affect change, working with suppliers, customers and consumers to create a safer, more sustainable and delicious community.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with **NO MORE THAN THREE WORDS**.

### **Kraft Foods Profile**

Kraft Foods, Inc. is a global \_\_\_\_\_ 1 \_\_\_\_\_ with an unrivaled portfolio of brands people love. The company is headquartered in \_\_\_\_\_ 2 \_\_\_\_\_, Illinois. It markets many brands in approximately 170 countries and has \_\_\_\_\_ 3 \_\_\_\_\_ iconic brands generating revenue of over \_\_\_\_\_ 4 \_\_\_\_\_ annually, including Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, \_\_\_\_\_ 5 \_\_\_\_\_, Oreo, Oscar Mayer, Philadelphia and Trident. It is the second largest food company in the world after \_\_\_\_\_ 6 \_\_\_\_\_. Kraft conducts its global food business through two main operating units, Kraft Foods North America and \_\_\_\_\_ 7 \_\_\_\_\_. These two units participate in five core consumer sectors: snacks, beverages, cheese, grocery and \_\_\_\_\_ 8 \_\_\_\_\_. The company holds the top global position in 11 product categories: coffee, cookies, crackers, \_\_\_\_\_ 9 \_\_\_\_\_, dessert mixes, dry packaged dinners, lunch combinations, powdered soft drinks, process cheese, salad dressings, and snack nuts. There three strategies that drive its growth, namely, delight global snacks consumers, unleash the power of its iconic heritage brands, and create a \_\_\_\_\_ 10 \_\_\_\_\_,

values-led organization.

② 商务文书翻译:

(15分)

**Directions:** Translate the following advertisement into Chinese:

### **Happiness Coffeemaker**

The Happiness Coffeemaker introduces a revolutionary new look in coffeemakers. Its bright red makes it a brilliant new addition to any kitchen. Fully programmable from start to finish, with adjustable Keep Warm temperature control, 1-4 cup setting, adjustable auto shutoff from 0 to 4 hours and a self clean indicator, it's the ideal coffeemaker for today's demanding consumer. It is simple and easy to use. Happiness coffeemaker, your best choice!

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

### (3) 考核时量

60分钟

### (4) 评分细则

表 4：评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

## 5. 试题编号：1-5：国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项：

- ① 所有考试项目均为机上操作。
- ② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

- ① 国际商务信息检索：  
阅读并理解所给信息；检索并筛选有效信息。
- ② 商务文书翻译：  
阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

#### III. 抽考试题：

- ① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to Whole Foods Market from the official website of the company.

#### **A Brief Introduction to Whole Foods Market**

Whole Foods Market is committed to being the best in the world and is in fact the world's leader in natural and organic foods, with more than 300 stores in North America and the United Kingdom. In 2004, according to the Financial Times, Whole Foods Market was -the fastest-growing mass retailer in the U.S.A., with same-store sales rising 17.1 per cent quarter-on-quarter.¶

Our founders were John Mackey and Renee Lawson Hardy, owners of Safer Way Natural Foods, and Craig Weller and Mark Skiles, owners of Clarksville Natural Grocery. In 1978, twenty-five year old college dropout John Mackey and twenty-one



year old Rene Lawson Hardy, borrowed \$45,000 from family and friends to open the doors of a small natural foods store called SaferWay in Austin, Texas. Two years later, John and Rene partnered with Craig Weller and Mark Skiles to merge SaferWay with their Clarksville Natural Grocery, resulting in the opening of the original Whole Foods Market on September 20, 1980. At 10,500 square feet and a staff of 19, this store was quite large in comparison to the standard health food store of the time. It was an immediate success. We have grown by leaps and bounds since our first store opened. Much of the growth of our company has been accomplished through mergers and acquisitions, with approximately 32% of its existing square footage coming from take-over's. These mergers and acquisitions have provided us access to desirable markets, locations and experienced team members.

We sell an average of 20,000 food and non-food items with a heavy emphasis on perishable foods designed to appeal to both natural, organic, and gourmet shoppers. We offer a broad product selection in all its stores, including seafood, grocery, meat and poultry, bakery, prepared foods, specialty (beer, wine and cheese), whole body (nutritional supplements, vitamins, body care and educational products such as books), floral, pet products and household products. In our larger stores (between 60,000 to 80,000 square feet), we stock an even larger selection of organic food and non-food products. These stores also have catering services where customers can purchase made-to-order foods. Wide product portfolio allows us address multiple customer segments, apart from insulating it from any significant fall in demand for any specific product or segment.

Our emphasis on fresh food gives the company an edge over its competitors who usually just offer packaged foods. We search for the highest quality, least processed, most flavorful and natural foods possible because we believe that food in its purest state — unadulterated by artificial additives, sweeteners, colorings and preservatives — is the best tasting and most nutritious food there is. We define quality by evaluating the ingredients, freshness, safety, taste, nutritive value and appearance of all of the products. We are buying agents for our customers and not the selling agents for the manufacturers. To be specific, our quality goals and

standards include evaluating every product sold; carrying featured and prepared foods free from artificial preservatives, colors, flavors, and sweeteners; a passion for great tasting food and for sharing it with each other; a commitment to foods that are fresh, wholesome, and safe to eat; using no genetically-modified organisms in our private-label products; seeking out and supporting sources of organically-grown foods; maintaining that seafood, poultry, and meat are free of added growth hormones, antibiotics, nitrates, or other chemicals; and featuring grains and grain products that have not been bleached or bromated. We do not sell food that has been irradiated and sell only household and personal products that have been proven safe through non-animal testing methods.

We go to extraordinary lengths to satisfy and delight our customers, for they are our most important stakeholders in our business and the lifeblood of our business. We want to meet or exceed their expectations on every shopping trip. We know that by doing so we turn customers into advocates for our business. Advocates do more than shop with us; they talk about Whole Foods Market to their friends and others. We want to serve our customers competently, efficiently, knowledgeably and with flair.

Our success is dependent upon the collective energy and intelligence of all of our team members. The fundamental work unit of the company is the self-directed team. Teams meet regularly to discuss issues, solve problems and appreciate each others' contributions. Every team member belongs to a team. We strive to create a work environment where motivated team members can flourish and succeed to their highest potential. In this way, many people feel Whole Foods Market is an exciting company of which to be a part and a very special place to work.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

#### **Whole Foods Market Profile**

Whole Foods Market is the world's leader in \_\_\_\_\_1\_\_\_\_\_ foods, with over than 300 stores in \_\_\_\_\_2\_\_\_\_\_ and the United Kingdom. Their founders were John Mackey and Renee Lawson Hardy, owners of Safer Way Natural Foods, and Craig Weller and Mark Skiles, owners of \_\_\_\_\_3\_\_\_\_\_. The original Whole Foods Market started in 1980, at 10,500 square feet and a staff of \_\_\_\_\_4\_\_\_\_\_. Since

then, it has developed incredibly rapidly, much of which has been achieved through 5 \_\_\_\_\_. Now it sells an average of \_\_\_\_\_ 6 \_\_\_\_\_ food and non-food items, including seafood, \_\_\_\_\_ 7 \_\_\_\_\_, meat and poultry, bakery, prepared foods, specialty, whole body, floral, \_\_\_\_\_ 8 \_\_\_\_\_ and household products. In its larger stores, catering services are provided for customers with \_\_\_\_\_ 9 \_\_\_\_\_. In all, its success relies on the 10 and intelligence of all of its team members.

② 商务文书翻译:

(15分)

**Directions:** Translate the following job wanted into Chinese:

**Job Wanted**

In order to open up overseas markets, our company needs qualified international trade salespersons. The candidates should be familiar with business knowledge, business negotiation skills, and good abilities of listening, speaking, reading, writing, and translating. Good communication ability and tremendous working enthusiasm are also the ideal qualities for our candidates. Those who have working experience may receive preference. For more details please call at 12345678.

Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd.

(1) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

## (2) 考核时量

60分钟

## (3) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息, 使用适当的单词或其同义词的正确形式填空, 没空不超过3个单词, 每空2分, 共10题。	拼写错误、大小写错误、超过3个单词, 均记0分
商务文书翻译	5分	能准确理解所给商务英语文本, 商务背景、交际目的分析正确, 语义信息理解正确, 内容完整, 记3分。主要内容每缺失一处, 扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识, 商务专业知识充分, 术语表达准确一致, 记3分。专业术语、贸易惯例、法规、条款等翻译错误, 每项扣0.5分。	
	5分	译文表达连贯, 双语转换顺畅, 题材运用恰当, 词义理解、语法、标点运用正确, 达到译文目的, 记4分。词义理解、语法、标点、句型表达, 每错一处扣0.5分。	

## 6. 试题编号：1-6：国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

#### III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to Innovair Corporation from the official website of the company.

#### **A Brief Introduction to Innovair Corporation**

Established in Miami, Florida, Innovair Corporation specializes in the manufacture of efficient green technology for a wide range of residential and commercial Air-conditioning and Refrigeration products. Our success has been built on a strong reputation of superior quality, value, excellent service, honesty and integrity. Striving for excellence, it commits itself to continuing research and development in Air-conditioning and Refrigeration technology.

Aiming to be on the forefront of product development and innovative design, as well as the optimization of its unit's performance, Innovair Corporation designed and manufactured high quality equipments that are well-engineered, reliable, and

cost-effective. Today, Innovair Corporation offers several complete lines of Air-conditioning and Refrigeration products not only meeting customer satisfaction, but even exceeding their expectations.

Our long list of available standard and optional features makes them the ideal choice for residential and commercial projects. It is a great benefit in terms of quality, cost and efficiency. Innovair Corporation team efforts have been focused on providing value to our customers.

### **Our Philosophy**

To maintain our aim to be in the forefront of the Air-conditioning & Refrigeration industry, we have built a team of professionals focused on quality and integrity who consistently exceed the expectations of our customers. Employees in Innovair Corporation give utmost importance to respecting individuality and diversity among each other.

Every employee in Innovair Corporation adheres to company policies and procedures at all times. We all pledge to be honest, ethical and to always do the right thing. When performing our duties, we always aim for customer satisfaction through clean, fast and quality workmanship.

We are committed to encouraging and honing individual skills and talents in order to contribute to employees' career growth while better ensuring quality output from our manufactured products.

### **Our Values**

Because the comfort and well being of your business, home and family is at stake, Innovair Corporation has gone to great lengths to establish and adhere to a number of core values that will ensure your satisfaction. With our commitment to excellence, we strive to provide the highest quality products to meet your every unique need. Our mission is to exceed customers' expectations in all aspects of Air-conditioning and Refrigeration requirements. We have set the highest standards of service for others to follow in our industry.

Our business operates with competency, integrity, and honesty in mind. Respect towards customers, suppliers, and work associates are strongly emphasized while

promoting teamwork and collaboration. This enables us to develop strong lines of communication within the organization and with our customers, which in turn, leads to the trust and confidence that is essential to maintain long term relationships and happy customers.

### **The Experience**

The engineers at Innovair Corporation have many years of experience in the design of Air-conditioning and Refrigeration products and similar applications.

Our sales and marketing department is an extension of our design team. Our remarkable customer service ensures all your questions are answered and that you are satisfied with your every purchase. We are passionate about what we do and a good customer report is our reward.

### **Environment Friendly Refrigerants**

Faced with today's tough environmental challenges and with global warming, we are more committed than ever to develop solutions which utilize sustainable energy sources in order to conserve our planet's non-renewable reserves of fossil fuels. We offer a wide range of eco-friendly heat pumps and refrigeration products constantly adding more to our list. Our CFX series uses R410A that is chlorine free and non-depleting refrigerant. Such will not only help save money on energy bills but also help reduce carbon dioxide emissions in the atmosphere to help control global warming.

### **The Solution**

Our Air-conditioning and Refrigeration are part of a market-leading range of superior efficiency products from Innovair Corporation.

Air-conditioning units are available up to 5 tons and custom units up to 100 tons. Hermetic Refrigeration units are available from 3/4 HP to 5 HP and Semi-hermetic are available from 2 HP to 30 HP in LOW-MED-HIGH temp. There are units to meet your every need.

On top of that, Innovair Corporation is dedicated to providing the best possible solution for families and businesses in Florida, across United States and to outside regions. You can count on us to provide you with a system that fits your unique needs.

We can meet the expectations of the most demanding projects with our broad based knowledge of our industry. No matter what your Air-conditioning and Refrigeration requirements are, Innovair Corporation can deliver a solution.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

### Innovair Corporation Profile

Innovair Corporation is a manufacturer of 1 and commercial 2 products. Aiming to be on the 3 of the industry, the company has built a team of professionals who consistently 4 the expectations of the customers. Faced with 5 and with global warming, the company is committed to develop solutions which utilize 6 and offer a wide range of 7 products. Innovair Corporation employs 8 engineers and offers 9 customer services. It can meet the expectations of the most 10 projects.

② 商务文书翻译:

(15分)

**Directions:** Translate the following product advertisement into Chinese:



## (2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

## (3) 考核时量

60分钟

## (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

## 7. 试题编号：1-7：国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

#### III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to GreenStar Energy Systems & Alliance from the official website of the company.

#### **A Brief Introduction to GreenStar Energy Systems & Alliance**

Millions of residential and commercial property owners across North America, as well as around the globe, rely on heating and cooling systems from GreenStar Energy Systems & Alliance. GreenStar has been designing, manufacturing and marketing these quality systems under several brand names for more than 50 years. Products are made in world-class manufacturing facilities located in the U.S., Mexico and Canada. We rely on one of the largest networks of independent wholesale distributors and contractors in North America to distribute our products.

GreenStar has been growing through the years by developing diversified brands and acquiring competitor brands. Its goal was to establish its presence in all available

market niches. We take pride in our long history of service to the heating and air conditioning industry. And as the company has grown, we have kept focus on craftsmanship and embraced new technology to make our products more energy efficient, durable, reliable, and easier to install and maintain. We also offer technical training and support to ensure that dealers understand how to install and service our products. The FAST® Parts business ensures that parts and accessories that might be needed to service our products are readily available.

Because we were founded on a standard of excellence, our products are manufactured to some of the industry's toughest standards and are covered by some of the best warranties in the industry.

### **Rich in History**

With decades of experience in the heating and cooling industry, GreenStar has a long tradition of excellence behind it. In fact, the company can trace its roots back to the early 1900s, when cast-iron stoves were the order of the day. Since then, markets have greatly changed, and technological advances have brought many new and innovative products. But through all the years and all the changes, one thing has always remained the same—our absolute dedication to quality. This dedication now spreads itself over a world-class organization. GreenStar is a company with huge assets in engineering manufacturing and service support; a company that not only has a rich past, but is also always evolving into the future.

### **Strength in Numbers**

When it comes to manufacturing, GreenStar has several world-class facilities at its disposal. Our plants in Sanford, Florida; Tyler, Texas; Indianapolis, Indiana; and Monterrey, Mexico are capable of turning out more than a million heating and cooling units per year. And our 500,000-square-foot distribution center in Tampa, Florida is designed to expedite shipping and delivery, so your contractor has what you need when you need it.

### **Higher Standards**

At GreenStar, we don't just say we're better—we prove it over and over again. Our entire manufacturing effort goes into making our products the high-quality

systems your family deserves. From the minute we commit ourselves to a product, we test and retest components and assemblies in the lab, on the assembly line, and in selected homes all over the country. Nothing goes into our systems until we are satisfied it meets our high standards for quality and dependability.

### **Created For You**

Whether you need an ultra efficiency gas furnace or air conditioner often depends on where you live. Whatever your needs may be, there's a GreenStar ® heating and cooling product to match them—from split system air conditioners and heat pumps to gas and oil furnaces, plus a variety of packaged products. No matter where you live, there's a high quality GreenStar product specifically engineered to suit your home.

### **Comfort Zone**

Every GreenStar product is built to deliver quality, comfort, and efficiency. And we design in features that save your contractor valuable time when installing and servicing systems—time you won't have to pay for in labor costs. For further peace of mind, all products are backed by a minimum five year parts limited warranty. Most of our products also have additional limited warranty protection on key components. And for extra peace of mind, there's HELP® (Homeowner's Extended Labor Program). HELP picks up where the factory parts warranty stops by ensuring that all repair costs are covered.

### **Quality Above All**

Our decades of experience in the industry reinforce the dependability of every product we make. Perhaps that's why so many homeowners across the country have chosen GreenStar products to bring their families comfort and energy-saving efficiency all year round.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

### GreenStar Energy Systems & Alliance Profile

GreenStar is an American company that designs, manufactures and markets 1 \_\_\_\_\_ systems for use in \_\_\_\_\_ 2 \_\_\_\_\_ property. The company can trace its roots back to \_\_\_\_\_ 3 \_\_\_\_\_. It has been growing through the years by developing 4 \_\_\_\_\_ brands and acquiring \_\_\_\_\_ 5 \_\_\_\_\_ brands. It has \_\_\_\_\_ 6 \_\_\_\_\_ manufacturing facilities located in the U.S., \_\_\_\_\_ 7 \_\_\_\_\_ and Canada. It also has a 500,000-square-foot \_\_\_\_\_ 8 \_\_\_\_\_ in Tampa, Florida. Every GreenStar product is built to deliver quality, comfort, and 9 \_\_\_\_\_. Whatever the customers' needs may be, there's a GreenStar heating and

#### ② 商务文书翻译:

(15分)

**Directions:** Translate the following product description into Chinese:

--

#### (2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备

设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

### (3) 考核时量

60分钟

### (4) 评分细则

表 4：评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

## 8. 试题编号：1-8：国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

#### III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to MALI Group from the official website of the company.

#### **A Brief Introduction to MALI Group**

Incepted in the year 1996, we MALI Group, are engaged in supplying quality water heating (水暖) material, machine items like mild steel fasteners, stainless steel fasteners, mechanical press brake machine, stainless steel nozzles, brass fittings, industrial gears and many more. Our products are widely used in different application areas like engineering, automobile, construction industries. Heating element manufacturers are also providing turnkey projects on Cooling Towers and Scrubbers as per the specific requirements of our clients. Owing to the quality standards, we are repeatedly in demands in different parts of the globe such as Kuwait, Muscat, Dubai,

Middle East, U.K., U.S.A., Denmark, Australia and New Zealand.

Empowered by strong logistics support, dexterous team, quality controllers and rich vendor base, we are able to provide our products without any flaw at right time. We have gained experience in quality and reliability that help us meet the ongoing demands of the prevailing market situation. Selection of appropriate vendors, wide distribution network and strict quality measures has enabled us in maintaining high quality standards.

### **Product Profile**

We are catering quality water heating material, bought outs and machine items that find usage in various industries like automobile, engineering and construction industries. In addition, we are also expert in offering turnkey (全面解决方案) project solutions in accordance with the specifications of our global clients. We have expertise that enables us in handling different aspects of the projects such as designing, budgeting and planning with timely execution.

### **Vender Base**

We are able to maintain high standards in supply of our bought outs and projects is due to our strong and loyal vendor base that has rich experience in their respective areas. To ensure the reliability of our vendors, they are selected after rigorous assessment of their commitment to timely delivery, cost effectiveness and strong ethical standard.

These stringent (严厉的) method to select vendors has fetched us enormous success in our business. Further, we have maintained and developed cordial relationship with our vendors, which is a key factor in our success. We are also involved with our vendors in maintaining quality and continuous improvement of our products.

### **Quality Assurance**

We lay utmost attention to the quality of our products. While selecting our vendors we lay emphasis on ISO 9000 system certified vendors. With the concerted efforts of our members, we procure the best quality from the market after strict inspection. We also maintain a cordial relationship with clients based globally. We have a team of quality auditors who assist in maintaining high quality standards.



Each of our products is stringently tested for specified parameters (参数) to assure high quality standards. Our quality auditors are trained to always keep the customer and market in focus. Apart from this, we also employ manual checking of the products to assure high quality standards of the products. We have also put in lots of efforts to see that quality products are packed according to international standards.

### **Team**

We have a strong team of competent and qualified professionals who assist in sourcing and exporting of our products. With the concerted efforts of our team members, we are able to offer the products as per the international standards to meet the requirements of our global clients. Our team includes experienced engineers and technicians, quality control, development, logistics, finance and marketing professionals.

The motto of our team is – Quest for Excellence and Strive to Achieve It.

The main objective of the team is successful execution of mutually beneficial orders of our clients at most competitive prices meeting required quality specifications just in time delivery.

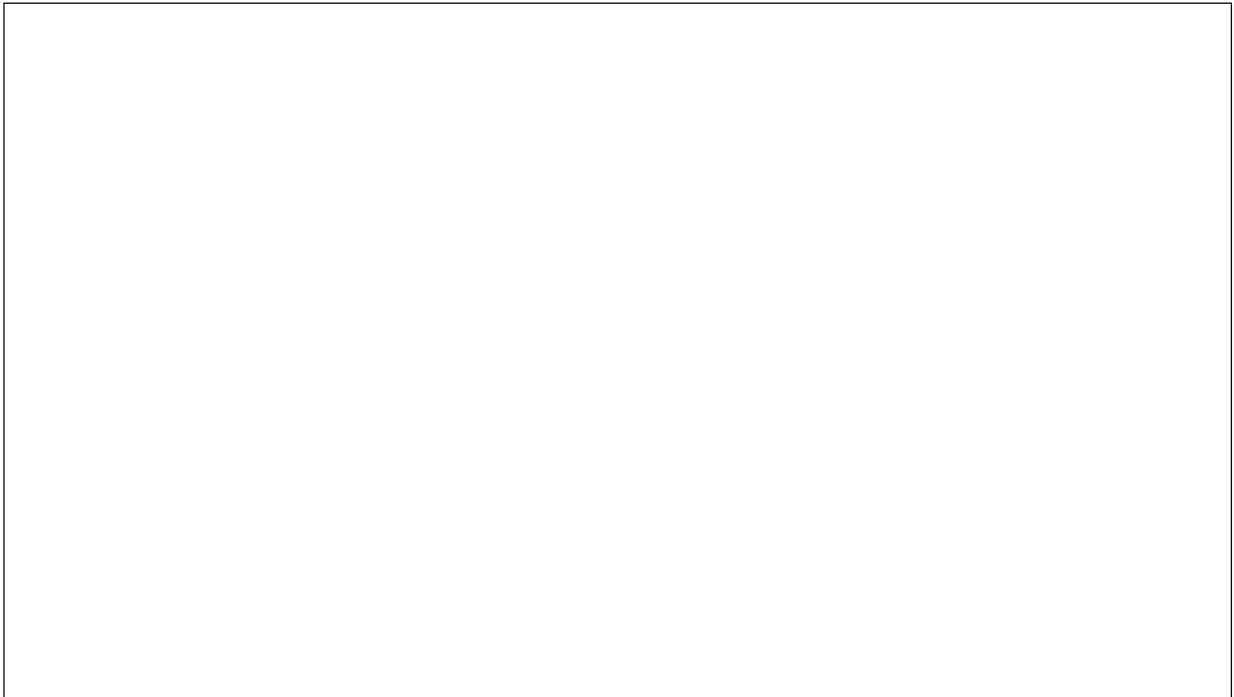
### **Warehousing and Packaging**

We are encompassing a vast area for storing our products like water heating material, bought outs and machine items. Our whole unit is divided into different sections so as to stock the products systematically and in a better way. Each of our products is properly stored in separate sections so that they could retrieve at the time of need with minimum effort. We have all the necessary tools and equipment for the easy and fast storage and retrieval of our products. We lay our due consideration that the storehouse is free from any damage. For this, we have trained professionals and housekeepers who look after the products and all the essential equipments have been provided to maintain cleanliness and sanitation.

Apart from this, we also emphasize on final packaging of our products in different material. These are duly packed in specific materials in accordance with the requirements and are delivered within time limits.

**Task:** Search for useful information in the passage and complete the summary

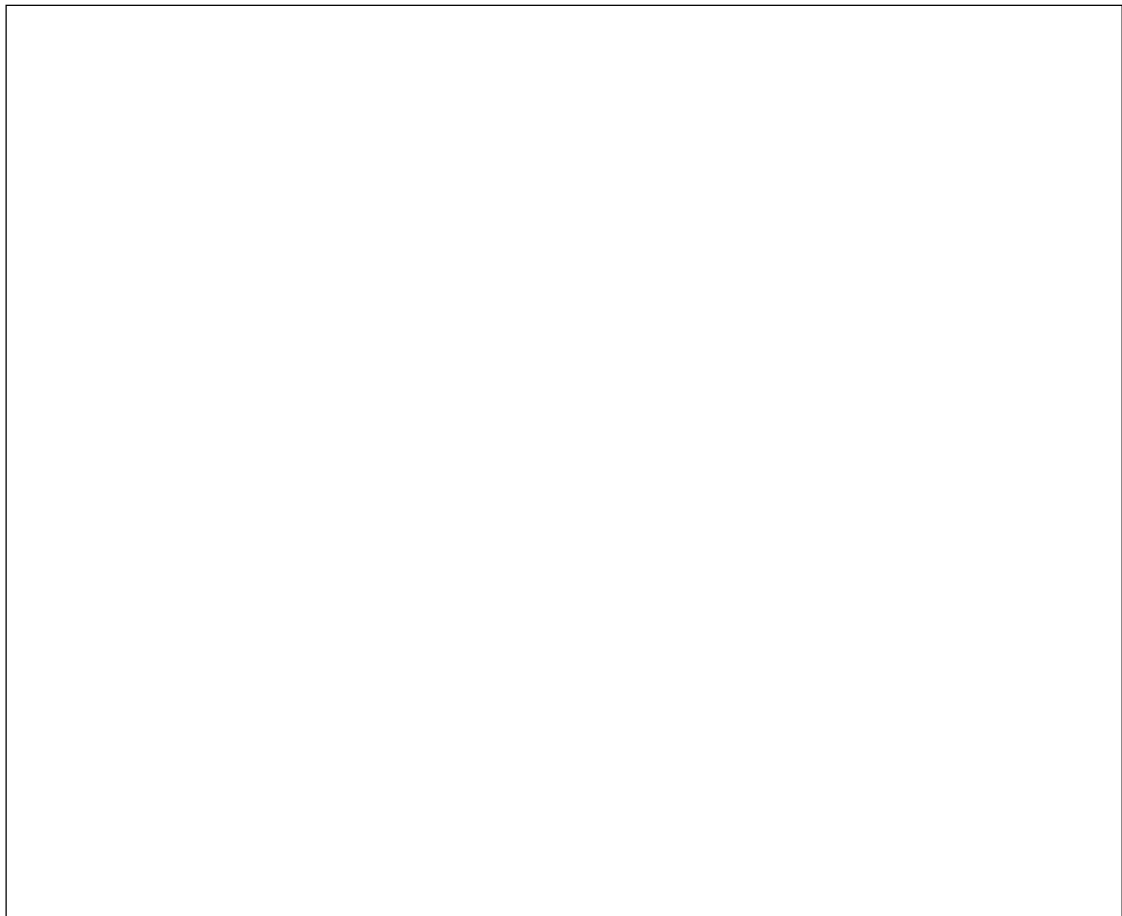
below. Fill in each blank with NO MORE THAN THREE WORDS.



② 商务文书翻译:

(15分)

**Directions:** Translate the following want ad into Chinese:



HR Manager: sunny chen      Email: sunny.y.chen@Sany.com

## (2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

## (3) 考核时量

60分钟

## (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

## 9. 试题编号：1-9：国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

#### III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to KK P.L.C from the official website of the company.

#### **A Brief Introduction to KK Private Limited Company**

KK Private Limited Company was established in Addis Ababa, Ethiopia (埃塞俄比亚) in 1992 by a visionary young Ethiopian named Ketema Kebede. As in the case of many transitional companies, KK P.L.C started its operation with practically very little resources.

The company started its business activities with just one-man acting as both the company manager and operator. However, within a span of a few years the company formed itself from a one-man operation into a trading house and merged as a leading national company with considerable pool of resources. It diversified its business activities, accumulated vast resources, and earned national and international reputation

for integrity, efficiency and success.

The most decisive assets in this process of rapid growth were and still are the company's human resources and its customers.

### **Business Activities**

The business activities of KK P.L.C cover a diversity of goods and services. The company, currently, has two blanket factories and one acrylic yarn dyeing plant. It is also engaged in the import and distribution of heavy duty machineries and equipment for mining, construction, road making, quarrying, stone crushing, and many others.

KK P.L.C represents a number of manufacturers and suppliers from different countries, especially from Asia, namely Hanil Fiber Corporation of Korea, Geetangali Woolen of India and Sany Heavy Industry of China. In addition to the business activities mentioned above KK P.L.C. had, in the year 2009, entered into the exporting of coffee, oilseeds (含油种子), pulses (豆类), cereals (谷类食品) and spices.

### **Business Philosophy**

KK P.L.C strongly believes in honest and ethical practices, and builds the company's business on these principles.

We follow complete transparency in all our business dealings, and hence promote Principal to Principal business, rather than acting as traders and taking positions in products.

KK P.L.C strives to build long term business relations. We understand that immediate financial gains are rare in any business venture, and we possess the mind set, perseverance and patience to invest in long term market development, while willingly investing resources during the gestation period.

While harboring ambitions of dynamic growth, KK P.L.C commits to expand business in conformity to its business philosophy, in adherence with the best ethical practices.

### **Infrastructure & Strength**

KK P.L.C has created infrastructure and support systems in excess to immediate operational requirements, for seamlessly absorbing new business opportunities.

We have a fully equipped office with all modern communication facilities, and 24 hours internet connectivity. We operate our own warehouse, and have created a partnership with Transport and Logistic (后勤的) Service providers.

KK P.L.C always maintains an active research team, continuously upgrading information on the market, gathering data on products, price trends, and new markets and suppliers. With this, we present a pro active profile to both Principals and Customers, for accessing new business opportunities.

Our Marketing Department is committed to respond promptly to enquiries, and to deploy energy for resolving all issues.

### **Services Offered**

KK P.L.C believes in total commitment towards business and operations. We commit ourselves to be a reliable partner, and offer a wide range of services to both customers and suppliers.

Our services include the following:

Market Research & Intelligence

Providing technical support to customers

Negotiating transactions

Warehousing and Supplies in small lots Assisting

in completion of procedural formalities Providing

of logistic support

Commitment to resolve quality or delivery related problems

Negotiating amicable settlement of differences

### **Future Mid-Short Term Prospects**

The Company's belief in comprehensive growth is the foundation of its diversified business interest. Its vision encompasses in the development of agricultural inputs and outputs.

To promote this business unit, KK P.L.C is currently pursuing a strategy of expanding its area of investment into a large-scale commercial farming and agro-processing.

The investment is sought in the production and processing of diversified

agricultural crops such as coffee, tea, sugar, flowers, fruits and vegetables, wheat, maize, beans, peas, lentils, soybeans, chickpeas, etc., starch production, oil crops such as rapeseed, linseed groundnuts, sunflower, sesame, maize, niger seed, and cotton seed.

Investment is also sought in the import and provision of agricultural support services, such as pest and disease control, as well as fertilizers.

However, the development of this rich and immense resource necessitates cooperation with international business organizations which are capable of supplying the essential technological knowhow and capital inputs.

KK P.L.C looks forward to forming a partnership with such business organizations. The company has a solid base of diverse resources. Its management expertise is seasoned in the domestic and international trade. It has built a wide market network during the last 20 years. For these reasons KK P.L.C is confident in making a positive difference. Its track record of success clearly shows this.

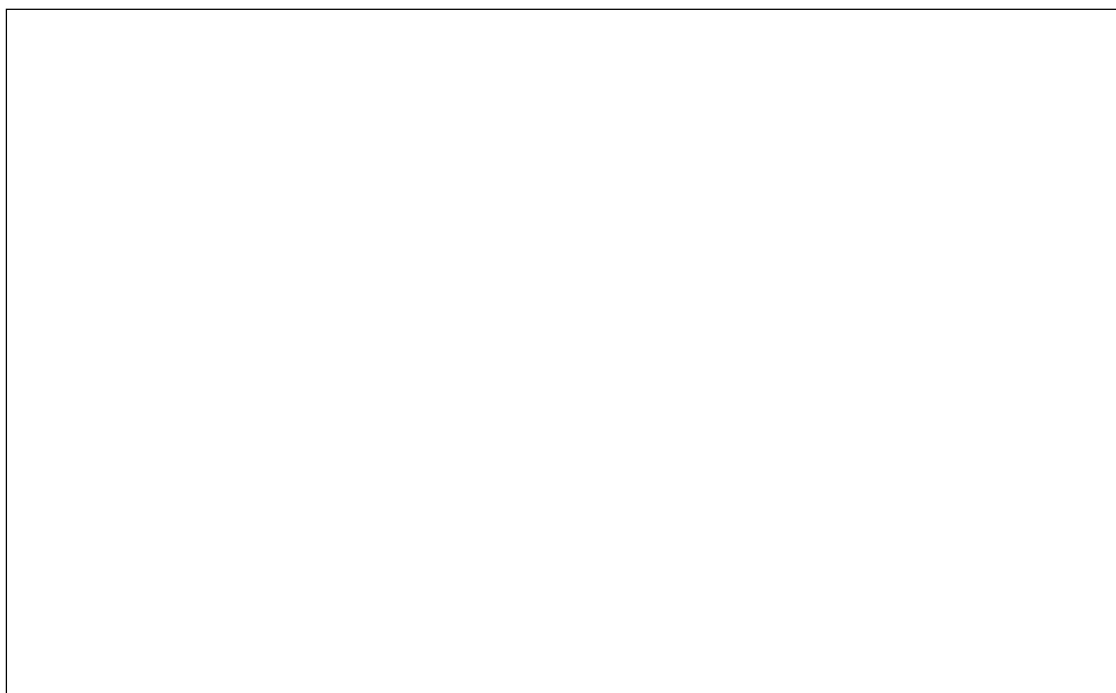
**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

--

② 商务文书翻译:

(15分)

**Directions:** Translate the following correspondence into Chinese:



## (2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

## (3) 考核时量

60分钟

## (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分



商务文书 翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

## 10. 试题编号：1-10：国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

#### III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to Frontier Fireworks Ltd. from the official website of the company.

#### **A Brief Introduction to Frontier Fireworks Ltd.**

Frontier Fireworks Ltd. is a highly respected fireworks display company based in Sussex in the South East of England offering a full spectrum of artistic displays to suit all budgets and requirements over the whole of the U.K.. The company started trading in 1996, providing a different and fresh approach to fireworks display design firing unique, safe and spectacular fireworks displays. We now design, import and use 100% of our fireworks, so that from source to production we have a great connection and understanding regarding the fireworks that we use in our displays.

The company has gone through a recent expansion phase which has seen our store capacity increase exponentially. This has provided us with more importing buying

power so that we now have one of the greatest ranges of fireworks available in our industry to use for our displays. This has given us a firm standing as one of the best fireworks display operators in the U.K., firing displays for all types of events. The look of stunned admiration, the look of surprise, the jaw dropping excitement and the great spectacle of fireworks exploding in the sky is what drives us to keep firing the most audacious of displays. Over the years, millions of audiences have seen our fireworks spectacles with heart pounding performances full of imagination.

The company has also recently developed a new consumer fireworks sales department. We have always sold fireworks to the public but we have now expanded this side of the business. Take a look at the Buy Fireworks section of this website if you would like to purchase fireworks from our high quality range. This range includes Cakes, Single Ignitions, Rockets, Catherine Wheels, Fountains and Candle Barrages. If you have ever thought about having a low noise fireworks display, an aquatic display of fireworks on water, a musically choreographed show, a town centre display, daylight fireworks for a launch, confetti blasters for Christmas Lights Switch-on events, then we cover every aspect of fireworks display performance. In short, we are the company that has everything in place for a stunning, safe entertainment.

We use 100% of our own fireworks for our displays giving us a cutting edge over our rivals who cannot import. We design, manufacture and import tons of fireworks, providing us with great knowledge of what each firework actually does. We do not buy professional fireworks from other companies. Because of our importing powers we are much more financially viable and therefore cost effective compared to our competitors.

Our experience leads us to solving problem for clients and we have successfully and safely fired displays when other companies or organizers of events said it could not be done! We always strive to be the best at what we do. This has resulted in us providing displays in front of enchanted audience including The Duke of Westminster, Tom Cruise, Katherine Jenkins, Aled Jones, the X-Factor Finalists and working regularly each year for the Royal Philharmonic Orchestra to name but a few. These clients will not just use any fireworks company. They look for quality, reliability and



② 商务文书翻译:

(15分)

**Directions:** Translate the following product description into Chinese:

--

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位, 每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器, 40-50台计算机, 并安装office办公软件, 配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

(3) 考核时量

60分钟

(4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
------	----	-----	----

国际商务 信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书 翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

## 11. 试题编号：1-11：国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

#### III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to the Exhibit Company from the official website of the company.

#### **A Brief Introduction to Exhibit Company**

The Exhibit Company has provided full service and quality products to the tradeshow industry for more than 20 years. We are the world's leading exhibition organizer with a rapidly growing portfolio (系列服务) of events and partners in the economies of Brazil, Russia, India, China and the Middle East. This global perspective enables us to share local knowledge and world-leading expertise and resources for the benefit of our customers worldwide.

We cover all aspects of exhibitions and trade shows from the smallest modular stand (标准展位) to large custom designed stands or outdoor events. We can provide upgrades for a standard shell scheme stand or we can design something to suit your

budget whether it's \$10,000 or \$300,000. Whether you are exhibiting for the first time or are an old hand at trade shows, our job is to provide the best possible service for you, in whatever capacity you need us. Our ultimate aim is to help you achieve greater sales success from your exhibition or trade show. After all, that's what it's all about!

Looking for something a little more unique? The Exhibit Company offers an extensive array (排列) of creative designs from Nimlok, Nomadic, and several other manufacturers, to showcase your unique company identity. We also offer custom displays that are designed and fabricated in our own facility. We're your one-stop shop for high quality custom exhibits, rental exhibits, modular exhibits, trade show exhibit booths, pop-up displays, tabletop exhibits, banner stands and a full line of trade show display accessories. Our products are quality tested, built for lasting performance and are lightweight and use cutting edge materials letting you change, add on and modify as your business grows.

If you're not quite ready to make a display purchase, there are many rental solutions available to suit any budget. From small tabletops to 50 x 50 size booths, The Exhibit Company's inventory (详细目录) of rental items will make your company image far superior to the typical tradeshow rental. Instead of choosing a package, we will design your exhibit booth to achieve your company's specific trade show goals and budget.

Getting your display to the show site and having you looking your best is our specialty. We can organize, design, build and manage your whole event. Our design team will talk through your company goals, learn about you and your industry and use our extensive experience to provide the best exhibition stand design for your company. From the concept of production to the show floor: we're there to help you every step of the way. We offer show services to complete all the show forms. Attention to details is important. We work with the best shipping, installation and dismantle crews in the U.S. and Canada, and we also have affiliates in Europe and Asia.

We are committed to helping our customers grow their business and maximize their return on investment. Everything we do is driven by our customers' needs. We enjoy



ongoing relationships with exhibition organizers, international production companies and individual exhibitors alike. We want to be their indispensable partner and have a passion for understanding and exceeding our customers' expectations.

We are a high energy, fast moving, decisive organization that has a strong propensity for action. We always execute well and deliver on our intentions. We set aggressive goals and strive to beat them, and we hold ourselves and each other accountable for outstanding results. We welcome and push change; we challenge the status quo. We encourage our people to be entrepreneurial, take some risks and learn from mistakes. We are ready to make bold moves and decisions. We constantly look for new ideas, and value -out-of-the-box thinking, and we keep things simple and minimize bureaucracy.

We put the highest priority on recruiting (补充, 招聘), developing and retaining outstanding people. Our managers are directly responsible for the development of their people and we recognize and reward achievement. What's more, we enjoy what we do and celebrate success. Our people are empowered to maximize their potential and contribution. Above all, we respect our people, encourage open and honest communication and behave in an ethical and principled manner.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

### **The Exhibit Company Profile**

The Exhibit Company is the world's premier exhibition organizer in offering full service and \_\_\_\_\_ 1 \_\_\_\_\_ to the tradeshow industry for over \_\_\_\_\_ 2 \_\_\_\_\_. With a rapidly growing portfolio of events and partners in the economies of Brazil, Russia, India, China and \_\_\_\_\_ 3 \_\_\_\_\_, we cover all aspects of exhibitions and trade shows from the smallest modular stand to large custom designed stands or \_\_\_\_\_ 4 \_\_\_\_\_. We have an extensive array of creative designs from \_\_\_\_\_ 5 \_\_\_\_\_, Nomadic, and several other manufacturers. We also offer custom displays that are designed and

quality custom exhibits, rental exhibits, modular exhibits, trade show exhibit booths, pop-up displays, tabletop exhibits, \_\_\_\_\_ 7 and a full line of trade show display accessories. If you're not quite ready to make a display purchase, our company's inventory of \_\_\_\_\_ 8 will make your company image far superior than the typical tradeshow rental. We enjoy ongoing relationships with 9 \_\_\_\_\_, international production companies and individual exhibitors alike. It is also

② 商务文书翻译: (15分)

**Directions:** Translate the following product description into Chinese:

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备

测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备
------	---	----

(3) 考核时量 60分钟

(4) 评分细则

表 4：评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

## 12. 试题编号：1-12：国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

#### III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to Grucci from the official website of the company.

#### **A Brief Introduction to Grucci**

The Grucci of New York, a five-generation, family-owned and operated company in Brookhaven(布鲁克哈) on Long Island New York with production and distribution facilities in Virginia, design, produce, and display over 300 performances annually all around the world.

Southern Italy is the Grucci ancestral home. Angelo Lanzetta, founder and great-great-grandfather to Felix Grucci, Sr., started it all in 1850. In 1870, he brought the family's pyrotechnic (烟花的) artistry to Elmont, Long Island, New York, entering America as an immigrant through Ellis Island.

After Angelo's death in 1899, his son, Anthony carried on the family business and

in 1923 brought his nephew, Felix Grucci, Sr., to serve as an apprentice. Competition was strong, but the firework market was weak. Early in the Depression, they moved their business to Miami, Florida in hope of greener pastures. But, homesick, and at the urging of the family, they returned to Bellport, New York in 1929 to continue their business. The Depression Years were tough for Felix. He worked many nights as a drummer with a local band to make ends meet. There he met Concetta DiDio and they were married February 4, 1940. They raised three children: James, Donna and Felix Jr. All three children entered the family business.

Over the next three decades, Felix Grucci, Sr. gained a reputation as a master of his art. He developed the stringless shell, a major landmark innovation that improved fireworks safety by eliminating burning fallout, the firework industry's greatest safety problem. Demand for firework displays, other than traditional 4th of July displays declined during the 1960's further culling the firework industry. Only the best prevailed. Their genuine friendly mannerisms and professional approach won them many loyal clients, so they prospered.

Felix Grucci, Sr. continued to build his business with the help of his wife, Concetta, and three children, into a regional clientele including New Jersey and Connecticut during the late 1960's. The nation's bicentennial celebration in 1976 was a banner year for the fireworks industry. Grucci received rave reviews for their first major performance out of the New York tri-state area, for the nation's 1976 bicentennial celebration with fireworks on the Charles River for Arthur Fielder's Boston Pops.

However, every entertainer has a debut to national stardom, and in 1979, the Grucci's were indelibly etched in fireworks history. In 1979, the Grucci's became the first American family to win the Gold Medal for the United States at the annual Monte Carlo International Fireworks Competition beating other competitors from Denmark, France, Italy and Spain. This is revered by those in the fireworks entertainment community as the most prestigious competition in the world. The Grucci's consider this one of their greatest accomplishments, and the New York press dubbed them as —America's First Family of Fireworks.

From the Monte Carlo launching pad, the Grucci's continued their climb over the

next three decades to be recognized throughout the world as the -Top Name in Fireworks Entertainment in the world. They earned this title with fireworks for every presidential inauguration since Ronald Regan in 1981 to the present, every major casino grand opening since the Mirage in 1989 to the Wynn Macau to Sol Kerzner, Atlantis, Olympic Games, World's Fairs, and the Centennial celebrations of the Brooklyn Bridge (布鲁克林大桥) and the Statue of Liberty. In addition to producing public displays, the company also produces displays for private celebrations, which accounted for 60 percent of the company's revenue in 1999.

From our 1979 triumph as the first American fireworks family to win the Gold Medal for the United States at the annual Monte Carlo (蒙特卡洛) Fireworks Competition, to the Grand Opening of Denver's Invesco Field Stadium, the APEC Economic Summit Conference in Shanghai, China, and the 2002 Salt Lake City Winter Games, Grucci continues to redefine the art of pyrotechnics. Today, Donna and Felix Jr., the fourth generation, and Felix (Phil) Grucci, the fifth generation, are leading the family business into their third century of entertaining the world with fireworks.

Fireworks bring people together in one place and it is the least expensive way to entertain thousands and even tens of thousands of people. Fireworks sponsorship benefits include consumer and governmental recognition and appreciation, which will promote your public image and/or product awareness.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

### The Grucci Profile

The Grucci is a fireworks company headquartered in Brookhaven on New York's \_\_\_\_\_ 1 \_\_\_\_\_. It has been a five-generation, \_\_\_\_\_ 2 \_\_\_\_\_ business since its establishment. The company traces its pyrotechnic roots to \_\_\_\_\_ 3 \_\_\_\_\_, where Angelo Lanzetta started it all in 1850. Angelo Lanzetta was the great-great-grandfather to \_\_\_\_\_ 4 \_\_\_\_\_, after which the company was named. Grucci Sr. continued to develop the company with such a landmark innovation as \_\_\_\_\_ 5 \_\_\_\_\_, which improved fireworks safety by eliminating burning fallout. In 1979, the Gruccis became the first American family to win \_\_\_\_\_ 6 \_\_\_\_\_ for the United States at the annual Monte Carlo International Fireworks Competition, an event revered by the fireworks industry as \_\_\_\_\_ 7 \_\_\_\_\_ competition in the world. This also earned the family their nickname, -America's First Family of Fireworks, from the \_\_\_\_\_ 8 \_\_\_\_\_ press. Over next three decades, it has won the title of "Top Name in Fireworks Entertainment" with \_\_\_\_\_ 9 \_\_\_\_\_ for presidential inauguration, major casino grand opening, Atlantis, Olympic Games, \_\_\_\_\_ 10 \_\_\_\_\_, and the Centennial celebrations of the Brooklyn Bridge and the Statue of Liberty.

② 商务文书翻译: (15分)

**Directions:** Translate the following product description into Chinese:

### (1) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

### (2) 考核时量

60分钟

### (3) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	



### 13. 试题编号：1-13：国际商务信息检索、商务文书翻译

#### (1) 任务描述

##### I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

##### II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

##### III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to Showtime Fireworks Ltd. from the official website of the company.

#### **A Brief Introduction to Showtime Fireworks Ltd.**

Showtime Fireworks Ltd.—the only fireworks featuring the -Showtime, Every timel promise. Our founder, Mike Ingram, decided to bide the time by opening a fireworks stand at the age of 15 while his parents were busy managing their Branson, Missouri resort. He had no experience selling fireworks, no place to store them, and no shelter to sell them from, but after mailing in his order to Goodman Fireworks in Little Rock, Arkansas, there was really no turning back. Built from scrap lumber Mike was given from the local lumber yard, his first stand was pieced together from little more than determination. But even in its humble construction, the stand was an instant hit. The next summer, Mike bought more fireworks and built more stands until his business

had grown enough to expand to nearby Springfield(斯普林菲尔德), Missouri(密苏里). Upon graduating from college in 1971, Mike bought out his wholesaler and formed Mid-American Fireworks, which is known today as Fireworks over America—one of the largest importers and distributors of consumer fireworks in the United States. Today, as the C.E.O. of the company, Mike serves on a number of boards and councils to promote the safe use of fireworks throughout the country.

Showtime Fireworks has the expertise, technical resources and creative vision to dazzle your audience. Our reputation is placed at the top of the list when producers of major events seek world-class fireworks entertainment. We own strong technical force, high technology content, variety, novelty, unusual effects, brightly colored, discharge of safe, reliable, high quality products prices appropriate. Main products are indoor and outdoor birthday cake fireworks cold light series, hand-held cold light fountain series of dancers, the stage colorful fountain series, indoor and outdoor cold waterfall series, stage cold light colored subtitles, design series, stage fireworks torch series, stage special effects fireworks series, stage series of colored smoke, flashes of fireworks explosion point series, sports Meteor series, security and environmental arts portfolio fireworks series.

We design spectacular displays for a wide range of venues including: cities and towns, casinos, country clubs, churches and fairs — and private parties and celebrations of all types. Unlike most display companies, we apply computer-control system to all of our designs. This state-of-the-art capability gives our customers the finest professional fireworks exhibitions available anywhere. We purchase only the finest quality fireworks materials available, choreograph this material using state-of-the-art software and computer-control systems, and adapt our design to the special physical characteristics of your venue.

We also provide custom effects for cases such as television, movies, videos, or whatever your special needs may be. All equipment used in our productions is state of the art and designed with safety as the number one priority. All of our products undergo sample testing by our company before they are used in any show. Our display programs are custom designed around your over-all theme, venue size, budget, and

any specific needs you may have. Our staff is professionally trained and will design, transport, and execute your World Class Presentation. We will acquire all federal, state, and local licensees and permits from the authorities for your event.

The greatest collection of premium fireworks is merely interesting without an excellent presentation. Even in the case of a traditional-style show, well-trained technicians, top-quality equipment and good communication between sponsor and our staff can make a tremendous difference in the overall beauty and excitement of the display.

We treat every display as a production. Our knowledgeable staff work closely with each customer to determine their needs and then begin to create a fireworks production that will best suit the customers' vision for their event.

A show may be as simple as a few minutes of fireworks to highlight the start of a sporting event, or as complicated as a large scale multi-faceted production requiring hundreds of technical production hours producing soundtracks, computer designing and even developing custom pyro-effects to bring a customers grand vision to life. Whatever the event, if it's pyro-effects, Showtime Fireworks Ltd. is the production and presentation specialist.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

--

television, movies, videos, or whatever your special needs may be. All of our products will go through \_\_\_\_\_ 7 \_\_\_\_\_ by our company before they are used in any show. The company will acquire all the necessary licenses and permits from the \_\_\_\_\_ 8 \_\_\_\_\_ for customer's event. All the staff regards every display as a \_\_\_\_\_ 9 \_\_\_\_\_

② 商务文书翻译:

(15分)

**Directions:** Translate the following product description into Chinese:

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

(3) 考核时量

60分钟

(4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息, 使用适当的单词或其同义词的正确形式填空, 没空不超过3个单词, 每空2分, 共10题。	拼写错误、大小写错误、超过3个单词, 均记0分
商务文书翻译	5分	能准确理解所给商务英语文本, 商务背景、交际目的分析正确, 语义信息理解正确, 内容完整, 记3分。主要内容每缺失一处, 扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识, 商务专业知识充分, 术语表达准确一致, 记3分。专业术语、贸易惯例、法规、条款等翻译错误, 每项扣0.5分。	
	5分	译文表达连贯, 双语转换顺畅, 题材运用恰当, 词义理解、语法、标点运用正确, 达到译文目的, 记4分。词义理解、语法、标点、句型表达, 每错一处扣0.5分。	

#### 14. 试题编号：1-14：国际商务信息检索、商务文书翻译

##### (1) 任务描述

##### I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

##### II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

##### III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to TJ Morris Ltd. from the official website of the company.

#### **A Brief Introduction to TJ Morris Ltd.**

TJ Morris Ltd. was established over 30 years ago by Tom Morris. Tom comes from a retailing family that has run shops for three generations. Following the family tradition, TJ Morris Ltd. remains a family-run and family-owned business. The business operates on one key principle: to sell branded goods at the lowest prices possible. The company now boasts over 250 stores and employs more than 7,000 staff. Its primary business is in its UK based Home Bargains stores, formally known as Home & Bargains. Home Bargains stores have red and sky blue branding. They can usually be found in major shopping streets as well as in shopping centers and arcades.

They are well known for being bright, attractive and welcoming and our friendly staff

are always on hand to serve your needs.

Since opening his first store in Liverpool, Tom has grown the business organically to become one of the biggest privately owned companies in the UK. It is widely regarded as one of the largest businesses in Merseyside and is the third largest independent grocer in the country according to The Grocer Magazine. It is the most profitable of any of the listed grocers by an impressive margin. The retailer actually holds one third of the entire profit of the sum of the companies on the list. It carries a wide range of top quality brands—from health and beauty products to household goods, food, toys and so much more—all at prices that other retailers struggle to match.

Over the next six months, the company is investing £15 million in opening 30 new stores across the country, creating 1,200 new jobs for the U.K. It intends to double its business in the next three to four years. By 2015, it expects to hit its billion pound turnover target, grow the number of stores nationwide to 350 stores—with the potential for 600 across the UK; and employ more than 10,000 staff. Work is almost completed on the company's £35 million distribution centre at the Axis Business Park in Liverpool—which will enable it to grow its 170-strong store network and further increase its turnover and create 800 new jobs for Merseyside. The company's ongoing success comes as a number of major high street retailers announce slumps in sales, shock profit warnings, and sliding share prices.

The company has launched a new corporate website along with the e-commerce site. It has reinforced its ambitious growth plans with the launch of a new e-commerce website, [www.homebargains.co.uk](http://www.homebargains.co.uk). In addition, The company—which recently joined The Sunday Times Top Track 100—will use its £35m distribution centre in Gillmoss to supply online customers, as well as its 250 stores across the U.K.

The website sells many of the same products that are available in Home Bargains stores, including toys and games, homeware, furniture and entertainment. However, shoppers can not yet buy food and drink via the site.

-We are focusing on adding larger high-value products first,|| a spokeswoman said.

— As the website develops, the range will be expanded to include more items. Smaller items like food and drinks, plus toiletries like mouthwash and shower gel, are all in the pipeline.

The website also offers -Group Buys, one-off special deals where there is a limited amount of stock available. Current deals include a Peppa Pig bed for £9.99 offering a saving of £40. The site also advertises the retailer's -Star Buys special offers and deals of the week.

The move is TJ Morris' second attempt at online retail. It launched www.halfpriceorless.com in 2000, and it proved very successful, being voted by customers as runner-up to Easy Jet in the Visa E-tail awards – Best Value Website category. The site ran for just under three years before it was closed, as the company concentrated on further store openings.

Joe Morris, operations director of TJ Morris, comments: -We learned a lot through our initial e-commerce venture 10 years ago. E-commerce is now an indispensable part of the retail landscape and we need to offer our customers this service. Every week we receive customer enquiries asking us when they'll be able shop online – now they can.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

<p>quality brands, from health and _____ 7 _____ to household goods, food and toys. By 2015, it expects to reach its billion pound _____ 8 _____ target. Recently, it has</p>
---



launched a new e-commerce website to sell many of the same products that are available in \_\_\_\_\_ 9 \_\_\_\_\_ except for \_\_\_\_\_ 10 \_\_\_\_\_.

② 商务文书翻译:

(15分)

**Directions:** Translate the following product description into English.

--	--

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

(3) 考核时量

60分钟

(4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息, 使用适当的单词或其同义词的正确形式填空, 没空不超过3个单词, 每空2分, 共10题。	拼写错误、大小写错误、超过3个单词, 均记0分
商务文书翻译	5分	能准确理解所给商务英语文本, 商务背景、交际目的分析正确, 语义信息理解正确, 内容完整, 记3分。主要内容每缺失一处, 扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识, 商务专业知识充分, 术语表达准确一致, 记3分。专业术语、贸易惯例、法规、条款等翻译错误, 每项扣0.5分。	
	5分	译文表达连贯, 双语转换顺畅, 题材运用恰当, 词义理解、语法、标点运用正确, 达到译文目的, 记4分。词义理解、语法、标点、句型表达, 每错一处扣0.5分。	

## 15. 试题编号：1-15：国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

#### III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to Foremost International Ltd. from the official website of the company.

#### **A Brief Introduction to Foremost International Ltd.**

Foremost International Ltd. is a home furnishings manufacturer that markets and sells its products worldwide. It was formed in 1988 around a simple principle, -To satisfy our customers with stylish, innovative products supported by efficient, friendly service. In the years that followed, the company has held true to its mission, developing four product divisions (Bathroom Furniture, Outdoor Furniture, Indoor Furniture and Food Service Equipment) producing world-class goods that offer superior design, engineering and value for consumers and industry.

The company produces a range of pieces for every room in the house, including home offices (computer desks, storage units), living rooms (ottomans, entertainment

centers), and bathrooms (cabinets, toilets). It also makes patio sets and food service equipment. Its furniture is manufactured under the Foremost, Foremost Casual, Veranda Classics, and Fireworks brands, as well as private-label names for major retailers. From design through fulfillment, the mission is to be recognized by our customers as the leader in home furnishings.

Foremost International Ltd. operations combine the strength of quality, design-driven production and market ingenuity to create a value that is unsurpassed in the markets it serves. Through close collaborations with customers and partners, they have developed innovative products for customers. For years, it has been manufacturing and distributing its products to retail companies and wholesalers around the world. Its production facilities in the United States and overseas use state-of-the-art, precision equipment and employ thousands of workers worldwide, providing opportunity, jobs and a pride that transcends borders and continents.

Its employees are committed to honesty, respect, trust, sharing, hard work and quality in all they do. They begin with classic design elements and combine them with innovative ideas to bring timeless beauty and modern functionality to the products. Because furniture has a wide range of styles, they use a broad selection of premium materials that complement and enhance each design. The skilled technicians combine time honored manufacturing techniques, and the highest quality materials, to hand build each piece of furniture for your home. Their dedication to their craft, combined with our dedication to maintaining the highest product quality standards, corporate efficiencies, and continuous improvement, make Foremost the furniture industry leader in producing quality home furnishings.

Foremost is committed to environmental responsibility. Because responsibility does not stop at national borders, the company is working to protect and sustain global environment. By designing products that meet EPA standards like Water Sense qualifying toilets that provide high efficiency waste removal while using 20% less water with every flush, Foremost is using innovative engineering to make the most of our resources. But that's just a part of what Foremost does to insure sustainability.

The bath vanities and furniture use California Air Resource Board (CARB) Phase II



② 商务文书翻译: (15分)

**Directions:** Translate the following advertisement into Chinese.

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

(3) 考核时量

60分钟

(4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

## 16. 试题编号：1-16：国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

#### III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to SKP from the official website of the company.

#### **A Brief Introduction to SKP**

Seow Khim Polythelene Co Pte Ltd. (SKP) was founded in 1979 and incorporated in 1994. It has revolutionized the plastics disposable packaging industry, and indirectly, the entire food and beverage industry in Singapore and world. Now it has 46 retail branches island wide and occupies 240,000 sqf of facilities.

SKP's products are consumed locally and overseas. It is the largest supplier of disposable plastic packaging in the local market, commanding 70% of the market share. SKP possesses a well established and wide business network overseas that spread across 4 continents. The markets include U.S.A., United Kingdom, Australia, Japan, Europe, Middle East and Korea, etc. The goods are sold to popular restaurants,



fast food chains, coffee shops, supermarkets, coffee-clubs, and food courts around the island. They can supply take-away meals to their consumers using SKP's disposable packaging; thus increasing their business and bringing added convenience to today's busy working class. These containers are micro-wave safe, thereby making a significant impact on modern lifestyle, as food can be stored, heated and eaten off the same container .

The Management, led by Chairman, Mr. Lim Seow Khim and his 4 dynamic brothers, are keen observers of market trends. Every member of the senior management takes a personal interest in quality control and product development. They are able to spot opportunities for growth long before others consider it feasible. These are some of the -firstll they have scored:

The introduction of thin walled plastic disposable containers;

Investment in multi-million dollar technology, including the most advanced double-sided moulds, the best machines and the engagement of skilled technicians;

Introduction of full color print on plastic cups, it remains the only company with this capability;

Introduction of thermoforming production which manufactures plastic containers that are flexible and durable, thus defeating the shortcomings of rigidity and brittleness of moulded containers.

Now SKP is fully computerized in all its administrative and inventory control functions. The company has spent more than \$500,000 on its computer system. The customized networks system is linked to all departments for better integration and command and control. This investment has resulted in greater efficiency workforce. The huge investments in technology were made with the consumers' needs foremost in mind. While SKP made its conquests in speed and quantity, it also meticulously paid attention to detail. As a result, our company has established a strong reputation for quality, and many customers insist on our products exclusively. SKP intends to be the low-cost global leader in providing customer-preferred packaging solutions to selected value-added segments. Its dedicated team of packaging design engineers and materials experts collaborates with customers to help them differentiate their products with more

convenient and functional packaging in a wide variety of markets. They focus on four areas to deliver customer's need:

Speed to market – Our success at simplifying the supply chain helps us significantly reduce lead time to get your product to market quickly.

Flexibility – Our efforts are focused on you. We constantly listen to our customers and adapt to meet your needs.

Design and development – We give you tangible and visual feedback throughout the development stage by using our sophisticated software and technologies:

Sophisticated 3-D modeling software

Finite Element Analysis (FEA) – Optimizes design and weight

Structural analysis

Mold-fill analysis

Mold-flow simulation

Continuous improvement – More than 100 years of corporate commitment go into our focus on quality improvement, cost-to-produce improvements, and customer satisfaction.

Above all, SKP has a strong record in the area of corporate sustainability, reflecting the company's recognition that sustainability is an important issue to our customers, shareholders, employees and other key stakeholders. In 2005, SKP identified the need for a more comprehensive approach for the future and formed a corporate sustainability committee with the overarching goal of ensuring SKP's leadership position in sustainability by continuing to integrate the concept into the company's business strategy and culture. The SKP corporate sustainability committee provides oversight, guidance and direction on social, community and environmental issues that have potential impact on the reputation and long-term economic viability of the company and our stakeholders.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

② 商务文书翻译:

(15分)

**Directions:** Translate the following agenda into Chinese.

	Morning	Afternoon
Monday (Dec. 9th)	9:00-11:00 a.m. meet with Mr. Sun, sales manager of Hunan Provincial Light Industrial Products Corporation Ltd.	9:00-11:00 a.m. meet with Mr. Sun, sales manager of Hunan Provincial Light Industrial Products Corporation Ltd.
Tuesday (Dec. 10th)	9: 00-10: 00 a.m. do market research	2: 00-4: 00 p.m. attend the meeting of research & development department
Wednesday	draw up the contract	

(Dec. 11th)		
Thursday (Dec. 12th)	9: 00-12: 00 a.m. discuss the details of the contract	2:30-3:00 p.m. sign the contract with Hunan Provincial Light Industrial Products Corporation Ltd.
Friday (Dec. 13th)	8: 00-12: 00 a.m. visit the place of interest	2:00 p.m. take high speed train CS112 to Guangzhou

## (2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

## (3) 考核时量

60分钟

## (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	

	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

## 17. 试题编号：1-17：国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

#### III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to Kraft Foods from the official website of the company.

#### **A Brief Introduction to Kraft Foods**

Northfield, Illinois-based Kraft Foods Inc. (NYSE: KFT) is a global snacks powerhouse with an unrivaled portfolio of brands people love. Proudly marketing delicious biscuits, beverages, cheese, grocery products and convenient meals in approximately 170 countries, Kraft Foods had 2010 revenue of \$49.2 billion, more than half of which was earned outside North America. Eleven of the company's iconic brands – including Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, Oreo, Oscar Mayer, Philadelphia and Trident—generate revenue of more

than \$1 billion annually, and 40 have been loved for more than a century. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average.

Kraft Foods has two main operating units—Kraft Foods North America (KFNA; generating 73 percent of 2000 pro forma revenues) and Kraft Foods International (KFI; 27 percent)—and its brands are divided into five main sectors: snacks (30.6 percent of global revenues; 28 percent of KFNA revenues; 38 percent of KFI revenues), beverages (global, 19 percent; KFNA, 13 percent; KFI, 35 percent), cheese (global, 18 percent; KFNA, 20 percent; KFI, 13 percent), grocery (global, 16.6 percent; KFNA, 19 percent; KFI, 10 percent), and convenient meals (global, 15.8 percent; KFNA, 20 percent; KFI, 4 percent). Seven of Kraft's brands bring in more than \$1 billion in revenues each year: Kraft cheeses and other products (\$4.3 billion in 2000 revenue), Nabisco cookies and crackers (\$3.5 billion), Oscar Mayer processed meats (number one in the United States), Post cereals (number three in the United States), Maxwell House coffee, Philadelphia cream cheeses, and Jacobs coffee (number one in western Europe). More than 60 company brands generate annual revenue in excess of \$100 million, including A.1. steak sauce, Altoids candy, Balance energy bars, Cheez Whiz process cheese sauce, Cool Whip whipped toppings, DiGiorno pizza, Freia confectionery, Gevalia coffee, Jell-O desserts, Kool-Aid drink mix, Life Savers candy, Miracle Whip dressing, Oreo cookies, Planters nuts, Premium crackers, Ritz crackers, Stove Top stuffing mix, Tang drink mix, and Toblerone chocolate. The company holds the top global position in 11 product categories: coffee, cookies, crackers, cream cheese, dessert mixes, dry packaged dinners, lunch combinations, powdered soft drinks, process cheese, salad dressings, and snack nuts. Kraft Foods' products are made at more than 220 manufacturing facilities around the world and are sold in more than 140 countries.

Now Kraft Foods is the largest food company in the United States and holds the number two position worldwide, behind Nestlé S.A. The complementary nature of our portfolio is at the heart of the three strategies that drive our growth. Delivering on the following strategies will put us in the top tier of our peer group and provide our

shareholders with top-tier returns on their investment:

**Delight global snacks consumers.** Consumers around the world are pressed for time and are looking for on-the-go options. They're also looking for simple indulgences and healthier options. And there's nothing better than a delicious snack, like LU biscuits, Planters nuts, Trident gums, and Cadbury or Milka chocolates to satisfy those desires.

**Unleash the power of our iconic heritage brands.** Our iconic heritage brands are loved by consumers worldwide. Roughly 80 percent of these heritage brands hold number one or number two positions in their respective categories and are household names. Whether it's regional brands, like Philadelphia cream cheese in Europe and Tang powdered beverages in Asia Pacific; or local favorites like, A-1 sauces in the US and Vegemite spread in Australia, we make delicious products for billions of consumers every day.

**Create a performance-driven, values-led organization.** To win in the market, we need to win with our customers and consumers, and with our colleagues, communities and suppliers. We'll live our values: We inspire trust; We act like owners; We keep it simple; We are open and inclusive; We tell it like it is; We lead from the head and the heart; We discuss, We decide, We deliver.

At Kraft Foods, we're always hungry to find new ways to grow our business. And we know that one of the ingredients of our success is our people. That's why we are committed to developing our people and helping them reach their potential. All of our employees have an opportunity to affect change, working with suppliers, customers and consumers to create a safer, more sustainable and delicious community.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.



### Kraft Foods Profile

Kraft Foods, Inc. is a global \_\_\_\_\_ 1 \_\_\_\_\_ with an unrivaled portfolio of brands people love. The company is headquartered in \_\_\_\_\_ 2 \_\_\_\_\_, Illinois. It markets many brands in approximately 170 countries and has \_\_\_\_\_ 3 \_\_\_\_\_ iconic brands generating revenue of over \_\_\_\_\_ 4 \_\_\_\_\_ annually, including Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, \_\_\_\_\_ 5 \_\_\_\_\_, Oreo, Oscar Mayer, Philadelphia and Trident. It is the second largest food company in the world after \_\_\_\_\_ 6 \_\_\_\_\_.

Kraft conducts its global food business through two main operating units, Kraft Foods North America and \_\_\_\_\_ 7 \_\_\_\_\_. These two units participate in five core consumer sectors: snacks, beverages, cheese, grocery and \_\_\_\_\_ 8 \_\_\_\_\_. The company holds the top global position in 11 product categories: coffee, cookies, crackers, \_\_\_\_\_ 9 \_\_\_\_\_, dessert mixes, dry packaged dinners, lunch combinations, powdered soft drinks, process cheese, salad dressings, and snack nuts. There three strategies that drive its growth, namely, delight global snacks consumers, unleash the power of its iconic heritage brands, and create a \_\_\_\_\_ 10 \_\_\_\_\_,

values-led organization.

② 商务文书翻译:

(15分)

**Directions:** Translate the following correspondence into Chinese.

## (2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

## (3) 考核时量60分钟

## (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

18. 试题编号：1-18：国际商务信息检索、商务文书翻译

(1) 任务描述

I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to Whole Foods Market from the official website of the company.

**A Brief Introduction to Whole Foods Market**

Whole Foods Market is committed to being the best in the world and is in fact the world's leader in natural and organic foods, with more than 300 stores in North America and the United Kingdom. In 2004, according to the Financial Times, Whole Foods Market was -the fastest-growing mass retailer in the U.S.A., with same-store sales rising 17.1 per cent quarter-on-quarter. |

Our founders were John Mackey and Renee Lawson Hardy, owners of Safer Way Natural Foods, and Craig Weller and Mark Skiles, owners of Clarksville Natural Grocery. In 1978, twenty-five year old college dropout John Mackey and twenty-one year old Rene Lawson Hardy, borrowed \$45,000 from family and friends to open the

doors of a small natural foods store called SaferWay in Austin, Texas. Two years later, John and Rene partnered with Craig Weller and Mark Skiles to merge SaferWay with their Clarksville Natural Grocery, resulting in the opening of the original Whole Foods Market on September 20, 1980. At 10,500 square feet and a staff of 19, this store was quite large in comparison to the standard health food store of the time. It was an immediate success. We have grown by leaps and bounds since our first store opened. Much of the growth of our company has been accomplished through mergers and acquisitions, with approximately 32% of its existing square footage coming from take-over's. These mergers and acquisitions have provided us access to desirable markets, locations and experienced team members.

We sell an average of 20,000 food and non-food items with a heavy emphasis on perishable foods designed to appeal to both natural, organic, and gourmet shoppers. We offer a broad product selection in all its stores, including seafood, grocery, meat and poultry, bakery, prepared foods, specialty (beer, wine and cheese), whole body (nutritional supplements, vitamins, body care and educational products such as books), floral, pet products and household products. In our larger stores (between 60,000 to 80,000 square feet), we stock an even larger selection of organic food and non-food products. These stores also have catering services where customers can purchase made-to-order foods. Wide product portfolio allows us address multiple customer segments, apart from insulating it from any significant fall in demand for any specific product or segment.

Our emphasis on fresh food gives the company an edge over its competitors who usually just offer packaged foods. We search for the highest quality, least processed, most flavorful and natural foods possible because we believe that food in its purest state — unadulterated by artificial additives, sweeteners, colorings and preservatives — is the best tasting and most nutritious food there is. We define quality by evaluating the ingredients, freshness, safety, taste, nutritive value and appearance of all of the products. We are buying agents for our customers and not the selling agents for the manufacturers. To be specific, our quality goals and standards include evaluating every product sold; carrying featured and prepared foods free from

artificial preservatives, colors, flavors, and sweeteners; a passion for great tasting food and for sharing it with each other; a commitment to foods that are fresh, wholesome, and safe to eat; using no genetically-modified organisms in our private-label products; seeking out and supporting sources of organically-grown foods; maintaining that seafood, poultry, and meat are free of added growth hormones, antibiotics, nitrates, or other chemicals; and featuring grains and grain products that have not been bleached or bromated. We do not sell food that has been irradiated and sell only household and personal products that have been proven safe through non-animal testing methods.

We go to extraordinary lengths to satisfy and delight our customers, for they are our most important stakeholders in our business and the lifeblood of our business. We want to meet or exceed their expectations on every shopping trip. We know that by doing so we turn customers into advocates for our business. Advocates do more than shop with us; they talk about Whole Foods Market to their friends and others. We want to serve our customers competently, efficiently, knowledgeably and with flair.

Our success is dependent upon the collective energy and intelligence of all of our team members. The fundamental work unit of the company is the self-directed team. Teams meet regularly to discuss issues, solve problems and appreciate each others' contributions. Every team member belongs to a team. We strive to create a work environment where motivated team members can flourish and succeed to their highest potential. In this way, many people feel Whole Foods Market is an exciting company of which to be a part and a very special place to work.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

#### **Whole Foods Market Profile**

Whole Foods Market is the world's leader in \_\_\_\_\_1\_\_\_\_\_ foods, with over than 300 stores in \_\_\_\_\_2\_\_\_\_\_ and the United Kingdom. Their founders were John Mackey and Renee Lawson Hardy, owners of Safer Way Natural Foods, and Craig Weller and Mark Skiles, owners of 3. The original Whole Foods

② 商务文书翻译:

(15分)

**Directions:** Translate the following correspondence into Chinese.

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备

测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备
------	---	----

### (3) 考核时量

60分钟

### (4) 评分细则

表 4：评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

## 19. 试题编号：1-19：国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项：

① 所有考试项目均为机上操作。

② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。

③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。

④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

① 国际商务信息检索：

阅读并理解所给信息；检索并筛选有效信息。

② 商务文书翻译：

阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

#### III. 抽考试题：

① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to Probiotec Limited from the official website of the company.

#### **A Brief Introduction to Probiotec Limited**

Established in 1997 as a single site operation, Probiotec Limited has a reputation for innovation and rapid response to market opportunities. Its growth has been fuelled by strong organic growth and strategic acquisitions along with relationships and joint ventures with global market participants that want to conduct business with a company that maintains high levels of quality and innovation.

Since beginning operations in 1997, Probiotec Limited has quickly emerged as a leading manufacturer, marketer and distributor of a diverse, high quality range of prescription and over-the-counter (OTC) pharmaceuticals (医药品), complementary medicines and specialty ingredients (成分, 因素). Our proven experience and



expertise extend across a wide range of healthcare goods – offering you access to the cost efficient contract manufacturer of existing Probiotec Limited formulations, new custom developed formulations (or formulations which you already possess and wish to produce) in any of the following categories: Prescription and OTC Pharmaceuticals, Nutraceuticals (营养品) and Cosmeceuticals (保养品), Human Nutrition (including dairy based powders and sports nutrition products), Animal Nutrition( Feed Supplements), and High Purity Functional Ingredient.

What separates Probiotec Limited from other trusted contract manufacturers is not only that we invest so heavily on Research and Development; equip our five production facilities with the latest new technologies; employ chemists and microbiologists of the highest calibre and maintain Quality Assurance standards that are second to none, but we also manufacture and market our own products. As a result, we have a full understanding of the process and dynamics of developing formulations (and brands) for the retail market that deliver margins to optimize return-on-investment.

Probiotec Limited's brands are stocked in a wide variety of pharmacies, health food stores and major supermarkets across Australia but for customers who prefer the convenience of purchasing online, our products are also available from our online store [www.pharmaonline.com.au](http://www.pharmaonline.com.au). Through PharmaOnline, customers can take advantage of our everyday low prices on a selection of tried and tested pharmaceutical and consumer health products.

### **Celebrity Slim**

This meal replacement program has gained rapid acceptance among people wanting to achieve and sustain weight loss. Celebrity Slim adds the important personal touch of educating consumers in a consultation environment. This winning approach has been achieved through a unique partnership with a major retail chain.

### **BioSource**

BioSource is a premium range of vitamin and nutritional supplements developed by Pharmacists that contain clinically researched and naturally based ingredients. It aims to improve people's health and wellbeing through education and

awareness about various conditions, lifestyle and diet factors.

### **Milton**

Since acquiring this market-leading brand, Probiotec Limited continues to build on the trusted reputation Milton has established in antibacterial hygiene over many generations. Today, the brand remains a firm favorite for baby care, home and professional use.

### **Gold Cross**

Available only through pharmacies, it provides a range of effective traditional medicines at real value for money prices. It includes remedies for coughs & colds, skin care, arthritis & pain, wound management, as well as vitamin supplements and general medicines.

### **David Craig**

A trusted name among healthcare professionals since 1942, our David Craig brand continues to provide pharmacy dispensaries with galenical products (compounding materials and preparations) and skin care formulations of uncompromising quality.

### **Skin Basics**

This successful skincare brand delivers an excellent range of gentle, soap-free cleansing, moisturizing and protective formulations for dry skin conditions.

### **Arthroflex MAX**

Arthroflex MAX is an easy to drink, one sachet serve per day supplement for managing the symptoms of Arthritis and Osteoarthritis. Containing Glucosamine, Chondroitin Sulphate, Ascorbic Acid (vitamin C) and Manganese, it provides a pleasant alternative to taking tablets.

### **Slimmm**

It has been carefully designed to fit our modern lifestyle and help you with a nutritious, well balanced, scientifically based, effective weight management program. Slimmm is a Meal Replacement Program which recommends you eat 3 meals and 3 snacks a day and enjoy a breakout day once a week, where you eat a normal moderate diet. This day allows you to enjoy social occasions with family or friends once a week

while staying within the program guidelines.

### **Palastart & Palabind**

As a leading supplier of nutritional feed supplements for animals, Probiotec Limited offer breeders and farmers everything from Milk Replacer products for calves, blue calves, lambs and kids to Molasses Powder and Horse Treats under the Palastart and Palabind brands.

**Task :** Search for useful information in the passage and complete the summary below. Fill in each blank with **NO MORE THAN THREE WORDS**.

② 商务文书翻译:

(15分)

**Directions:** Translate the following advertisement into Chinese.

#### New Product Release Conference

On Feb. 14, 2014, a new product release conference will be held at 2:30 P.M. to 5:30 P.M. in Fuhua International Hotel. At the conference, Probiotec Limited company will

promote a series of new products, which will be sold in the market one after another. All these new products enrich product lines and improve the competitiveness of company. Everyone who is interested in our product is welcome to the conference.

## (2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

## (3) 考核时量

60分钟

## (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

## 20. 试题编号：1-20：国际商务信息检索、商务文书翻译

### (1) 任务描述

#### I. 注意事项：

- ① 所有考试项目均为机上操作。
- ② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）+BUSINESS ENGLISH, 考试结束前将答卷另存入该文件夹，否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

- ① 国际商务信息检索：  
阅读并理解所给信息；检索并筛选有效信息。
- ② 商务文书翻译：  
阅读并理解所给商务文书；表达专业、术语准确，符合商务文体特征；内容完整，逻辑严谨，衔接流畅。

### **A Brief Introduction to Onninen Group**

Onninen Group provides comprehensive materials services to contractors, industry, public organizations and technical product retailers. We are a family-owned company and have operated in the industry since 1913. We offer products and services in the markets of Finland, Sweden, Norway, Poland, Russia, Estonia, Latvia, Lithuania and Kazakhstan. Our net sales for 2010 totaled EUR 1.4 billion.

#### III. 抽考试题：

- ① 国际商务信息检索： (15分)

**Directions:** Read the following brief introduction to Onninen Group from the official website of the company.

#### **History**

The founder of Onninen Group, Mr. Alfred Onninen, started out as a plumbing contractor in Turku in 1913. In the 1920s the business diversified into heating and

plumbing wholesale, gradually extending into different parts of Finland. The company went into ventilation and electrical contracting as well as wholesale of ventilation and electrical products more than 30 years ago.

Internationalization, which began in the 1970s in the form of project exports, has continued for more than a decade through organic growth and through acquisitions. As a result of reorganization at the end of the 1990s, Onninen gave rise to the Onvest Group.

### **Vision, Mission, Goals**

The Onninen strategy can be compared to a house – with values as a solid foundation and a proven mission that makes up the cornerstones for setting the strategy and long-term goals.

The overall vision is to be the First Choice in material services for our customers and suppliers, as well as the First Choice as an employer.

Our mission is to provide technical goods and services in order to improve our customers' businesses with value adding business and service concepts. For our suppliers, we can provide a channel of products and information to their final customers. In essence, Onninen's business is about helping our customers focus on their core business.

Our goals are also expressed as our Key Financial Targets for the next 3 – 5 years as follows:

- annual growth in turnover of: over 10%
- EBITA: over 5%
- ROI: over 20%

### **Products**

The Group product range comprises over 200.000 items of the leading suppliers. Onninen has two own product brands, Onnline and OPAL.

Onnline - secure and safe choice for professionals;

Onnline products and solutions are meant for professional use.

- They are built to last.
- The products are designed following the latest technological and

environmental development.

OPAL - easy living for consumers.

OPAL products are quality products which are sold in retailer shops to consumers. OPAL products offer right selection of electrical and HEPAC products for active consumers. Reasonable price added to guaranteed quality makes OPAL the easy choice for many different requirements at home.

### **Services**

#### Onninen Express

Onninen Express is our chain brand targeted to serve business-to-business customers. Express shops offer electrical, HEPAC, refrigeration, and other technical products.

You can easily pick up HEPAC sector's most commonly used daily products from these Express stores. You can also order products with quick delivery times from our warehouse collection through the Express stores. Our professional staff offers knowledgeable and reliable service.

#### E-commerce services

In all Onninen countries, customers are served electronically.

#### Onnshop

OnnShop is an online shop, which offers you all the Onninen warehouse products. Right product can be easily found with the help of the comprehensive search features. At the same time you will be able to see client specific net price and real time availability of the product – 24 hours a day. OnnShop's product data bank also offers technical information about the products.

#### Electrical Pricelists

We have product catalogues and price lists available to you. You can find the regularly updated electronic price lists, which can be downloaded onto your software.

### **Logistics Services**

Distribution and warehousing are the basis of Onninen's operations in all areas. Logistics have been organized locally in ways that serve different countries to ensure that customers' daily needs are satisfied to the highest degree. Distribution centers are

located in all Onninen countries i.e. in Finland, Sweden, Norway, Poland, Estonia, Latvia, Lithuania and Russia.

Logistics services include: for example, Onni Distribution, 24 hour service, Super fast delivery and Precision delivery.

### **Project services**

We have strong experience and know-how in project management. We offer the benefits of a complete service: schedules are respected, entity is well co-ordinated, procurement is easy and high purchase volume offers cost benefits.

### **Information for suppliers**

Onninen Group offers a comprehensive range of products in electrical, lighting, cables and utility, sanitary, heating and plumbing, ventilation and refrigeration, pipes and fittings, plastic and environmental, and steel to customer segments like Contractors, Industry, Infrastructure and Retailers.

Onninen Group is looking for the best products at competitive prices for each market. The group-wide consolidation of suppliers and products by standardizing quality and utilizing TCO (Total Cost Ownership) thinking are key drivers of sourcing goals. We prefer long term cooperation with the suppliers sharing common understanding to develop the supply chain in our industry.

Onninen Group has a Group's distribution network with Express shops and warehouses in nine countries. This provides an effective process from purchase to payment.

**Task:** Search for useful information in the passage and complete the summary below. Fill in each blank with NO MORE THAN THREE WORDS.

<b>Onninen Group Profile</b>
Established in _____ 1 _____, Onninen Group is a family-owned company which offers _____ 2 _____ to contractors, industry, public organizations and retailers in the markets of _____ 3 _____ countries . Onninen has two product brands of its own: Online for _____ 4 _____ use, and _____ 5 _____ for easy



store, the company's \_\_\_\_\_ 6 \_\_\_\_\_ targeted to serve business-to-business customers, or be served electronically in OnnShop, an \_\_\_\_\_ 7 \_\_\_\_\_ that offers all the Onninen warehouse products. Onninen Group also offers logistics services and \_\_\_\_\_ 8 \_\_\_\_\_. The company's total net sale for 2010 was \_\_\_\_\_ 9 \_\_\_\_\_. It aims to achieve \_\_\_\_\_ 10 \_\_\_\_\_ annual growth in turnover in the next 3 – 5 years.

② 商务文书翻译:

(15分)

**Directions:** Translate the following advertisement into Chinese.

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

(3) 考核时量

60分钟

(4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
国际商务信息检索	15分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，没空不超过3个单词，每空2分，共10题。	拼写错误、大小写错误、超过3个单词，均记0分
商务文书翻译	5分	能准确理解所给商务英语文本，商务背景、交际目的分析正确，语义信息理解正确，内容完整，记3分。主要内容每缺失一处，扣0.5分。	
	5分	能熟练运用商务翻译技巧、国际贸易基础知识和英语语言综合知识，商务专业知识充分，术语表达准确一致，记3分。专业术语、贸易惯例、法规、条款等翻译错误，每项扣0.5分。	
	5分	译文表达连贯，双语转换顺畅，题材运用恰当，词义理解、语法、标点运用正确，达到译文目的，记4分。词义理解、语法、标点、句型表达，每错一处扣0.5分。	

## 二、岗位核心技能

### 模块二 商务英语谈判

#### 1. 试题编号：2-1：商务谈判对话设计、商务函电撰写

##### (1) 任务描述

##### I. 注意事项：

- ① 所有考试项目均为机上操作。
- ② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）商务英语谈判，考试结束前将答卷另存入该文件夹，否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

##### II. 考试要求：

##### ① 商务谈判对话设计：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务英语谈判句型、套语和惯用表达；
2. 能在30分钟内设计并书写不少于8个回合的谈判对话，做到信息点完整、语言正确、表达通顺，符合商务谈判表达习惯。

###### (2) 素养要求：

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

##### ② 商务函电撰写：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务信函格式、套语和惯用表达；
2. 能在30分钟内书写不少于100词的外贸函电，做到信息点完整、专业术语及信函套语使用准确，语言表达通顺，符合商务信函格式。

###### (2) 素养要求

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

### III. 考试资料：

#### ① 出口方基本情况

表 1：出口方基本情况

Company	Hunan Provincial Light Industrial Products Corporation Ltd.
Url	<a href="http://www.chinavista.com/business/500/ch188.html">http://www.chinavista.com/business/500/ch188.html</a>
Office Address	No.4 East Wuyi Road, Changsha, Hunan, China
Zip code	410001
Phone	86-731-8 4447135
Fax	86-731-8 4447844

#### ② 进口方基本情况

表 2：进口方基本情况

Company	TJ Morris Ltd.
Url	<a href="http://www.tjmorris.co.uk/">http://www.tjmorris.co.uk/</a>
Office Address	Axis Business Park, Gilmoos, Liverpool, Merseyside L11 0JA, U.K.
Phone	0151 530 2920
Fax	0151 530 2922

#### ③ 出口方信息

After more than 30 years of great pains-taking development, the business of Hunan Provincial Light Industrial Products Corporation Ltd. (LIPC) has been increasingly enlarged. Now, its trade relations cover more than one hundred countries and regions; its total value of import and export reaches above 100,000,000US dollars. It has been awarded the honorable title of one of -the First 500 Enterprises in China for four years continually.

Comprising twelve business departments, five branch companies, four factories and six Sino-overseas joint ventures, LIPC's main business line includes: light industrial products, general merchandise, hardware, technology, porcelain, building material, textile and mechanism. Besides, LIPC also acts as an agent, under-taking processes with supplied samples, supplied drawings, or materials and compensation trade.

Recent years saw LIPC introducing technology, updating equipment, developing new products and improving the quality of products. -DH, -DEYI shoes, -FEITIEN bags and cases, balls, -SEA GULL batteries, -JIN BAO tissue, -LOTUS thermos etc. are greatly welcomed by customers all over the world.

IV. 抽考试题:

① 商务谈判对话设计: (25分)

**Directions:** You are required to design a dialogue based on the following situation with at least 8 rounds.

**Situation:** Mr. Brown (the importer), representative of TJ Morris Ltd., is meeting with Wang Jun (the exporter), Marketing Manager of Hunan Provincial Light Industrial Products Corporation Ltd. in Miss Wang's office. They have settled the price, quality and quantity on the commodity of Honyar electric switches. Now they are talking about the terms of payment.

**Party A:**

Mr. Brown (the importer), representative of TJ Morris Ltd.

**Tasks:**

- Invite the counter party to negotiate the payment terms;
- Suggest D/A or D/P;
- Explain L/C will increase the cost of import;
- Insist on D/A or D/P;
- Compromise on other terms if D/A or D/P is acceptable;
- Suggest to pay half of the sales proceeds by sight L/C;
- Accept sight L/C;
- promise to open sight L/C next week;

---Ask for prompt shipment.

**Party B:**

Wang Jun (the exporter), Marketing Manager of Hunan Provincial Light Industrial Products Corporation Ltd.

**Tasks:**

---State that you only accept irrevocable sight L/C;

--- Insist on your original proposal;

---Suggest consulting the bank to reduce the deposit for opening the L/C;

---State the reason for asking for L/C (more protection to the exporter);

---Show regret for insisting on L/C;

---Suggest the buyer to reduce their order this time if they don't accept sight L/C;

---Promise to deliver the switches on receiving sight L/C.

② 商务函电撰写:

(25分)

**Directions:** You are required to write a letter based on the following situation with at least 100 words. (Note: Your letter should adopt the modified-block style.)

**Situation:** As the Sales Manager of Hunan Provincial Light Industrial Products Corporation Ltd., you are going to write to the Purchasing Manager from TJ Morris Ltd, who has placed an order for 600 boxes of electric switches, to extend your request for the terms of payment. **(For more information about the two parties, please refer to the background information given above.)**

**The following aspects should be included in the letter:**

Indicate the inside addresses of the sender, the receiver, the date, the complimentary close and the signature;

Extend your appreciation for the order and the client's intention to push the sales in his country;

Decline the client's request for payment under usance L/C;

Require the terms of payment---by confirmed irrevocable L/C at sight, with partial shipment not allowed and transshipment allowed;

Explain the reason you insist on confirmed irrevocable L/C at sight --- your usual

practice; Express your expectation from the addressee.

## (2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

## (3) 考核时量

60分钟

## (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
商务谈判对话设计	25	轮回达到8个记5分，每少一个轮回扣1分。	谈判对话轮回少于3个，本项目记0分。
		英语表达通顺，句型使用正确记4分；单词、句型每错一处扣0.5分。	
		对话能使用准确的套语记8分，套语每错一处扣1分。	
商务函电撰写	25	理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	信函字数少于25词，本项目记0分。
		函电格式完全正确记5分，信内地址、结束敬语、排版每错一处扣1分。	
		语言表达通顺，句型使用正确记4分；单词、语法每错一处扣0.5分。	
		函电中能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	

## 2. 试题编号：2-2：商务谈判对话设计、商务函电撰写

### (1) 任务描述

#### I. 注意事项：

- ① 所有考试项目均为机上操作。
- ② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）商务英语谈判，考试结束前将答卷另存入该文件夹，否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

##### ① 商务谈判对话设计：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务英语谈判句型、套语和惯用表达；
2. 能在30分钟内设计并书写不少于8个回合的谈判对话，做到信息点完整、语言正确、表达通顺，符合商务谈判表达习惯。

###### (2) 素养要求：

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

##### ② 商务函电撰写：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务信函格式、套语和惯用表达；
2. 能在30分钟内书写不少于100词的外贸函电，做到信息点完整、专业术语及信函套语使用准确，语言表达通顺，符合商务信函格式。

###### (2) 素养要求

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分



析能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

### III. 考试资料：

#### ① 出口方基本情况

表 1：出口方基本情况

Company	Hunan Provincial Light Industrial Products Corporation Ltd.
Url	<a href="http://www.chinavista.com/business/500/ch188.html">http://www.chinavista.com/business/500/ch188.html</a>
Office Address	No.4 East Wuyi Road, Changsha, Hunan, China
Zip code	410001
Phone	86-731-8 4447135
Fax	86-731-8 4447844

#### ② 进口方基本情况

表 2：进口方基本情况

Company	Seow Khim Polythelene Co Pte Ltd
Url	<a href="http://www.partyware.com.sg/index.htm">http://www.partyware.com.sg/index.htm</a>
Office Address	28 Loyang Drive, SKP Industrial Building, Singapore
Phone	(+65 ) 6545 2828
Fax	(+65 ) 6542 1200
E-mail	export@skp.com.sg

#### ③ 出口方信息

After more than 30 years of great pains-taking development, the business of Hunan Provincial Light Industrial Products Corporation Ltd. (LIPC) has been increasingly enlarged. Now, its trade relations cover more than one hundred countries and regions; its total value of import and export reaches above 100,000,000US dollars. It has been awarded the honorable title of one of -the First 500 Enterprises in China|| for four years continually.

Comprising twelve business departments, five branch companies, four factories and six Sino-overseas joint ventures, LIPC's main business line includes: light

industrial products, general merchandise, hardware, technology, porcelain, building material, textile and mechanism. Besides, LIPC also acts as an agent, under-taking processes with supplied samples, supplied drawings, or materials and compensation trade.

Recent years saw LIPC introducing technology, updating equipment, developing new products and improving the quality of products. -DH||, -DEYI|| shoes, -FEITIEN|| bags and cases, balls, -SEA GULL|| batteries, -JIN BAO|| tissue, -LOTUS|| thermos etc. are greatly welcomed by customers all over the world.

#### IV. 抽考试题:

##### ① 商务谈判对话设计: (25分)

**Directions:** You are required to design a dialogue based on the following situation with at least 8 rounds.

**Situation:** David Smith (the importer), Purchasing Manager of Seow Khim Popythelene Co. Pte Ltd. visits Wang Juan (the exporter), Marketing Manager of Hunan Provincial Light Industrial Products Corporation Ltd.. The importer is claiming for the bad quality of the High Density Polyethylene (高密度聚乙烯). But the exporter thinks it was possibly caused by rough handling.

#### **Party A:**

David Smith (the importer), Purchasing Manager of Seow.Khim Popythelene Co. Pte.Ltd.

#### **Tasks:**

- Greet each other;
- Propose the problem;
- Request for a face-to-face talk because the case is too serious;
- Mention the arrival time and reinspection;
- Put forward the on-the-spot records and photos;
- Insist on damage might have happened during loading;
- Request for the payment of 40% of the insured value;
- Insist on the payment of 40% of the insured value.

**Party B:**

Wang Juan (the exporter), Marketing Manager of Hunan Provincial Light Industrial Products Corporation Ltd.

**Tasks:**

- Greet each other and be willing to offer help;
- Show regret and Guess the problem (quality problem of the dinnerware sets mentioned in the cable of January 11);
- Explain the doubt: it was possibly caused by rough handling;
- Show the attitude: try their best to make up for the loss;
- Ask for the records about the damaged goods;
- Ask how much of the content of the damaged goods is still usable;
- Put forward the suggestion of replacement;
- Compromise on the payment of 30% after ensuring the damage might have happened during loading.

② 商务函电撰写:

(25分)

**Directions:** You are required to write a letter based on the following situation with at least 100 words. (Note: Your letter should adopt the modified-block style.)

**Situation:** As the Marketing Manager of Seow Khim Polythelene Co Pte Ltd., you are going to write to Hunan Provincial Light Industrial Products Corporation Ltd. to claim for damages. **(For more information about the two parties, please refer to the background information given above.)**

**The following aspects should be included in the letter:**

Indicate the inside addresses of the sender, the receiver, the date, the complimentary close and the signature;

Specify the damages to the goods (High Density Polyethylene) caused by improper packing;

Present The Inspection Certificate issued by Singapore Exit and Entry Inspection Bureau;

Make a claim for US \$ 3000.00 as compensation or require returning the

damaged goods;

Express your expectation to the addressee.

## (2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

## (3) 考核时量

60分钟

## (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
商务谈判 对话设计	25	轮回达到8个记5分，每少一个轮回扣1分。	谈判对话轮回少于3个，本项目记0分。
		英语表达通顺，句型使用正确记4分；单词、句型每错一处扣0.5分。	
		对话能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	
商务函电 撰写	25	函电格式完全正确记5分，信内地址、结束敬语、排版每错一处扣1分。	信函字数少于25词，本项目记0分。
		语言表达通顺，句型使用正确记4分；单词、语法每错一处扣0.5分。	
		函电中能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	

### 3. 试题编号：2-3：商务谈判对话设计、商务函电撰写

#### (1) 任务描述

##### I. 注意事项：

- ① 所有考试项目均为机上操作。
- ② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）商务英语谈判，考试结束前将答卷另存入该文件夹，否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

##### II. 考试要求：

#### ① 商务谈判对话设计：

##### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务英语谈判句型、套语和惯用表达；
2. 能在30分钟内设计并书写不少于8个回合的谈判对话，做到信息点完整、语言正确、表达通顺，符合商务谈判表达习惯。

##### (2) 素养要求：

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

#### ② 商务函电撰写：

##### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务信函格式、套语和惯用表达；
2. 能在30分钟内书写不少于100词的外贸函电，做到信息点完整、专业术语及信函套语使用准确，语言表达通顺，符合商务信函格式。

##### (2) 素养要求

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析

能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

### III. 考试资料：

#### ① 出口方基本情况

表 1：出口方基本情况

Company	Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd.
Url	<a href="http://www.hunancof.com/yw/index.asp">http://www.hunancof.com/yw/index.asp</a>
Office Address	No. 2 Zhuyuan RD, Changsha, Hunan, China
Zip code	410001
E-mail	webmaster@hunancof.com

#### ② 进口方基本情况

表 2：进口方基本情况

Company	Novozymes(U.S.A)
Url	<a href="http://www.bioag.novozymes.com/en/products/Pages/default.aspx">http://www.bioag.novozymes.com/en/products/Pages/default.aspx</a>
Office Address	175 King Street, Seattle, WA 19103, U.S.A.
Phone	+1 9529133941
Toll-free	+1 8887445662
E-mail	djsv@novozymes.com

#### ③ 出口方信息

Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp., Ltd. is a solely state-owned enterprise affiliated to and supervised by State-owned Assets Supervision and Administration Commission of Hunan Province. By December 31, 2009, the total assets of the Group amounted to RMB ¥1.184 billion and the net assets amounted to RMB ¥753 million. Since the group founded in 1952, it has got very fast development in range of merchandise, volume and market of export and the assets has been increased continuously. Specializing in agricultural, by-products and

processed products, the Group has always been an import and export enterprise of

larger scale and better benefit for many years in Hunan province. Under the background of restructure of the macro-economic and industrial structure, the Group is actively looking for changes and focusing on improving the industry chain of agricultural and by-products as well as developing new business. Besides the major traditional business, such as pig-raising & export and canned fruits export, the Group now has been involved in many fields such as production of agricultural and sideline products, import of medical equipment, domestic trade, property management and export agency service, initially located in well-situation with various business developing.

IV. 抽考试题:

① 商务谈判对话设计: (25分)

**Directions:** You are required to design a dialogue based on the following situation with at least 8 rounds.

**Situation:** Donald Williams (the importer), Marketing Manager of Novozymes, is meeting with Deng Liang (the exporter), Marketing Manager of Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd. in Mr. Deng's office. They have settled the price, quality and quantity on the commodity of Purple Speckled Kidney Beans. Now they are talking about the terms of payment.

**Party A:**

Donald Williams (the importer), Marketing Manager of Novozymes

**Tasks:**

- Suggest talking about the terms of payment;
- Propose D/P or D/A this time;
- Beg to make an exception and accept D/A or D/P;
- Hope 50% by L/C and the balance by D/P;
- Ask whether the credit is at sight or after sight;
- Wish to pay with a Usance L/C, 30 days or 60 days after sight;
- Express appreciation;
- Make confirmation.

**Party B:**

Deng Liang (the exporter), Marketing manager of Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd.

**Tasks:**

- Ask which payment term the importer wishes to adopt;
- Demand confirmed and irrevocable letter of credit;
- Insist on payment by L/C;
- Stress L/C is the only term of payment to be accepted;
- Ask for L/C at sight;
- Accept 30 days L/C only for this transaction;
- Urge the L/C shall reach in early May;
- Draw a clean draft on the importer for the value of this shipment and hope it can be honored duly.

② 商务函电撰写: (25分)

**Directions:** You are required to write a letter based on the following situation with at least 100 words. (Note: Your letter should adopt the modified-block style.)

**Situation:** As the Purchasing Manager of Novozymes, you are going to write to the Sales Manager from Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd., to ask for the amendment of terms of payment for the deal of Purple Speckled Kidney Beans. (For more information about the two parties, please refer to the background information given above.)

**The following aspects should be included in the letter:**

- Indicate the inside addresses of the sender, the receiver, the date, the complimentary close and the signature;
- Provide the previous terms of payment---confirmed, irrevocable letter of credit;
- State the situation ---tie-up of funds for three or four months owing to this term;
- State the difficulties of payment under this term---tight money condition and high bank interest;
- Propose either -Cash against Documents on arrival of goods|| or -Drawing on us



at three months' sightl.

## (2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

## (3) 考核时量

60分钟

## (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
商务谈判对话设计	25	轮回达到8个记5分，每少一个轮回扣1分。	谈判对话轮回少于3个，本项目记0分。
		英语表达通顺，句型使用正确记4分；单词、句型每错一处扣0.5分。	
		对话能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	
商务函电撰写	25	函电格式完全正确记5分，信内地址、结束敬语、排版每错一处扣1分。	信函字数少于25词，本项目记0分。
		语言表达通顺，句型使用正确记4分；单词、语法每错一处扣0.5分。	
		函电中能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	

#### 4. 试题编号：2-4：商务谈判对话设计、商务函电撰写

##### (1) 任务描述

##### I. 注意事项：

- ① 所有考试项目均为机上操作。
- ② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）商务英语谈判，考试结束前将答卷另存入该文件夹，否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

##### II. 考试要求：

##### ① 商务谈判对话设计：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务英语谈判句型、套语和惯用表达；
2. 能在30分钟内设计并书写不少于8个回合的谈判对话，做到信息点完整、语言正确、表达通顺，符合商务谈判表达习惯。

###### (2) 素养要求：

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

##### ② 商务函电撰写：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务信函格式、套语和惯用表达；
2. 能在30分钟内书写不少于100词的外贸函电，做到信息点完整、专业术语及信函套语使用准确，语言表达通顺，符合商务信函格式。

###### (2) 素养要求

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析

能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

### III. 考试资料：

#### ① 出口方基本情况

表 1：出口方基本情况

Company	Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd.
Url	<a href="http://www.hunancof.com/yw/index.asp">http://www.hunancof.com/yw/index.asp</a>
Office Address	No. 2 Zhuyuan RD, Changsha, Hunan, China
Zip code	410001
E-mail	webmaster@hunancof.com

#### ② 进口方基本情况

表 2：进口方基本情况

Company	Kraft Foods( Canada Branch)
Url	<a href="http://www.kraftfoodscompany.com/home/index.aspx">http://www.kraftfoodscompany.com/home/index.aspx</a>
Office Address	135 Longway Street, Montreal 15122, Canada
Phone	1-416-441-5000
Toll-free	1-847-646-4538.

#### ③ 出口方信息

Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp., Ltd. is a solely state-owned enterprise affiliated to and supervised by State-owned Assets Supervision and Administration Commission of Hunan Province. By December 31, 2009, the total assets of the Group amounted to RMB¥1.184 billion and the net assets amounted to RMB¥753 million. Since the group founded in 1952, it has got very fast development in range of merchandise, volume and market of export and the assets has been increased continuously. Specializing in agricultural, by-products and processed products, the Group has always been an import and export enterprise of larger scale and better benefit for many years in Hunan province. Under the background

of restructure of the macro-economic and industrial structure, the Group is actively looking for changes and focusing on improving the industry chain of agricultural and by-products as well as developing new business. Besides the major traditional business, such as pig-raising & export and canned fruits export, the Group now has been involved in many fields such as production of agricultural and sideline products, import of medical equipment, domestic trade, property management and export agency service, initially located in well-situation with various business developing.

IV. 抽考试题:

① 商务谈判对话设计: (25分)

**Directions:** You are required to design a dialogue based on the following situation with at least 8 rounds.

**Situation:** Andrew Smith (the importer), Marketing Manager of Kraft Foods(Canada Branch), is meeting with Deng Liang (the exporter), Marketing manager of Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd. in Mr. Deng's office. They are discussing the items of the contract, including the quantity, specification, price, terms of payment, insurance, packing, shipment, etc.

**Party A:**

Andrew Smith (the importer), Marketing Manager of Kraft Foods (Canada Branch)

**Tasks:**

- Suggest talking about the contract;
- Suggest going over other terms and conditions of the transaction;
  - Stress that food must be well protected against water, moisture, mustiness, and be able to stand rough handling;
- Stress the goods to be shipped not later than June 2011;
- Ask about the terms of payment;
  - Agree on the term of payment;
  - Agree on the validity of the L/C and ask about the inspection and claim;
- Ask when the contract can be ready for signature.

**Party B:**

Deng Liang (the exporter), Marketing manager of Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd.

**Tasks:**

----Confirm the following information: 100MT Frozen Snow Peas, specifications as Length: 40-80mm, Width: 10-22mm, t<5.5mm, at USD1, 050 per M/T, CIF Montreal;

----State your usual practice for the packing and shipping marks (pack the goods in new strong water-proof bags);

----Promise to pay attention to the packing;

----Guarantee the delivery time;

----State your practice of payment (Sight L/C, and the L/C should be opened 15 to 20 days prior to the date of delivery);

----Emphasize that the L/C should be valid until the 15th day after shipment;

----Show your agreement on the term of inspection and claim;

----Promise to have it ready in a couple of days.

② 商务函电撰写:

(25分)

**Directions:** You are required to write a letter based on the following situation with at least 100 words. (Note: Your letter should adopt the modified-block style.)

**Situation:** As the Purchasing Manager of Kraft Foods (Canada Branch), you are going to write to the Marketing Manager from Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd., to place an order. (**More information about the two parties, please refer to the background information given above.**)

**The following aspects should be included in the letter:**

Indicate the inside addresses of the sender, the receiver, the date, the complimentary close and the signature;

Clarify the specifications of products—100 MT Frozen Snow Peas (Length: 40-80mm, Width: 10-22mm, t<5.5mm);

Accept the 6% discount offered and the terms of payment---confirmed  
irrevocable letter of credit payable at sight;

Require no substitutes if the seller have no stock of the products;

Ask for delivery within next 5 months;

Enclose the Order Form No. LY412.

## (2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

## (3) 考核时量

60分钟

## (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
商务谈判 对话设计	25	轮回达到8个记5分，每少一个轮回扣1分。	谈判对话 轮回少于 3个，本项 目记0分。
		英语表达通顺，句型使用正确记4分；单词、句型每错一处扣0.5分。	
		对话能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	
商务函电 撰写	25	函电格式完全正确记5分，信内地址、结束敬语、排版每错一处扣1分。	信函字数 少于25 词，本项 目记0分。
		语言表达通顺，句型使用正确记4分；单词、语法每错一处扣0.5分。	
		函电中能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	

## 5. 试题编号：2-5：商务谈判对话设计、商务函电撰写

### (1) 任务描述

#### I. 注意事项：

- ① 所有考试项目均为机上操作。
- ② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）商务英语谈判，考试结束前将答卷另存入该文件夹，否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

##### ① 商务谈判对话设计：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务英语谈判句型、套语和惯用表达；
2. 能在30分钟内设计并书写不少于8个回合的谈判对话，做到信息点完整、语言正确、表达通顺，符合商务谈判表达习惯。

###### (2) 素养要求：

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

##### ② 商务函电撰写：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务信函格式、套语和惯用表达；
2. 能在30分钟内书写不少于100词的外贸函电，做到信息点完整、专业术语及信函套语使用准确，语言表达通顺，符合商务信函格式。

###### (2) 素养要求

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析

能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

考试资料：

### ① 出口方基本情况

表 1：出口方基本情况

Company	Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd.
Url	<a href="http://www.hunancof.com/yw/index.asp">http://www.hunancof.com/yw/index.asp</a>
Office Address	No. 2 Zhuyuan RD, Changsha, Hunan, China
Zip code	410001
E-mail	webmaster@hunancof.com

### ② 进口方基本情况

表 2：进口方基本情况

Company	Whole Foods Market
Url	<a href="http://www.wholefoodsmarket.com/">http://www.wholefoodsmarket.com/</a>
Office Address	105 Mason Street, Austin TE 15002, U.S.A.
Phone	+1-202-328 2516
Fax	+1-202-328 2515

### ③ 出口方信息

Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp., Ltd. is a solely state-owned enterprise affiliated to and supervised by State-owned Assets Supervision and Administration Commission of Hunan Province. By December 31, 2009, the total assets of the Group amounted to RMB ¥1.184 billion and the net assets amounted to RMB ¥753 million. Since the group founded in 1952, it has got very fast development in range of merchandise, volume and market of export and the assets has been increased continuously. Specializing in agricultural, by-products and processed products, the Group has always been an import and export enterprise of larger scale and better benefit for many years in Hunan province. Under the background



of restructure of the macro-economic and industrial structure, the Group is actively looking for changes and focusing on improving the industry chain of agricultural and by-products as well as developing new business. Besides the major traditional business, such as pig-raising & export and canned fruits export, the Group now has been involved in many fields such as production of agricultural and sideline products, import of medical equipment, domestic trade, property management and export agency service, initially located in well-situation with various business developing.

III. 抽考试题:

① 商务谈判对话设计: (25分)

**Directions:** You are required to design a dialogue based on the following situation with at least 8 rounds.

**Situation:** Mr. Miller (the importer), Purchasing Manager of Whole Foods Market, is calling Deng Liang (the exporter), Marketing Manager of Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd. Mr. Miller is complaining to Deng Liang of the short shipment and water damage on the commodity of Sushi Rice, and demand compensation.

**Party A:**

Mr. Miller (the importer), Purchasing Manager of Whole Foods Market

**Tasks:**

- Make the phone call;
- Make self introduction
- Show dissatisfaction with the goods;
- Describe the details of the short weight and water damage;
- Lodge a claim for compensation by 3% of the total amount of the contract;
- Ask to ship back the damaged goods;
- Agree on selling the damaged goods at a lower price;
- End the call.

**Party B:**

Deng Liang (the exporter), Marketing Manager of Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd.

**Tasks:**

- Answer the call;
- Make self-introduction;
- Greet and offer help;
- Ask about the dissatisfaction;
- Promise to have a close investigation;
- Agree to compensate according to the contract;
- Suggest selling the damaged goods at a lower price;
- End the call.

② 商务函电撰写:

(25分)

**Directions:** You are required to write a letter based on the following situation with at least 100 words. (Note: Your letter should adopt the modified-block style.)

**Situation:** As the Purchasing Manager of Whole Foods Market, you are going to write to the Marketing Manager from Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd., lodging a claim for the damage of 100 bags of Sushi Rice under the order HCOF-11108, which has been shipped per S/S -Princess from Guangzhou. (For more information about the two parties, please refer to the background information given above.)

**The following aspects should be included in the letter:**

Indicate the inside addresses of the sender, the receiver, the date, the complimentary close and the signature;

Provide basic information about the shipment of goods being received;

Provide detailed situations of the damage of the goods—rice being dampened and even mildewed owing to broken packages;

State the probable reason of the damage—improper packing;

Provide the survey report to illustrate more information about the damage;

Require the rice to be replaced or will lodge a claim;

Demand immediate attention to this matter.

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

(3) 考核时量60分钟

(4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
商务谈判对话设计	25	轮回达到8个记5分，每少一个轮回扣1分。	谈判对话轮回少于3个，本项目记0分。
		英语表达通顺，句型使用正确记4分；单词、句型每错一处扣0.5分。	
		对话能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	
商务函电撰写	25	函电格式完全正确记5分，信内地址、结束敬语、排版每错一处扣1分。	信函字数少于25词，本项目记0分。
		语言表达通顺，句型使用正确记4分；单词、语法每错一处扣0.5分。	

## 6. 试题编号：2-6：商务谈判对话设计、商务函电撰写

### (1) 任务描述

#### I. 注意事项：

- ① 所有考试项目均为机上操作。
- ② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）商务英语谈判，考试结束前将答卷另存入该文件夹，否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

##### ① 商务谈判对话设计：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务英语谈判句型、套语和惯用表达；
2. 能在30分钟内设计并书写不少于8个回合的谈判对话，做到信息点完整、语言正确、表达通顺，符合商务谈判表达习惯。

###### (2) 素养要求：

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

##### ② 商务函电撰写：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务信函格式、套语和惯用表达；
2. 能在30分钟内书写不少于100词的外贸函电，做到信息点完整、专业术语及信函套语使用准确，语言表达通顺，符合商务信函格式。

###### (2) 素养要求

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

### III. 考试资料:

#### ① 出口方基本情况

表 1: 出口方基本情况

Company	Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd.
Url	<a href="http://www.hunancof.com/yw/index.asp">http://www.hunancof.com/yw/index.asp</a>
Office Address	No. 2 Zhuyuan RD, Changsha, Hunan, China
Zip code	410001
E-mail	webmaster@hunancof.com

#### ② 进口方基本情况

表 2: 进口方基本情况

Company	Probiotec Limited
Url	<a href="http://www.probiotec.com.au/Probiotec/index.aspx">http://www.probiotec.com.au/Probiotec/index.aspx</a>
Office Address	65 Bristol Street, Sydney 122002, Australia
Phone	+613 9278 7555
Fax	+61 3 9369 6730
E-mail	info@probiotec.com.au

#### ③ 出口方信息

Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp., Ltd. is a solely state-owned enterprise affiliated to and supervised by State-owned Assets Supervision and Administration Commission of Hunan Province. By December 31, 2009, the total assets of the Group amounted to RMB¥1.184 billion and the net assets amounted to RMB¥753 million. Since the group founded in 1952, it has got very fast development in range of merchandise, volume and market of export and the assets has been increased continuously. Specializing in agricultural, by-products and processed products, the Group has always been an import and export enterprise of larger scale and better benefit for many years in Hunan province.

Under the background of restructure of the macro-economic and industrial structure, the Group is actively looking for changes and focusing on improving the industry chain of agricultural and by-products as well as developing new business. Besides the major traditional business, such as pig-raising & export and canned fruits export, the Group now has been involved in many fields such as production of agricultural and sideline products, import of medical equipment, domestic trade, property management and export agency service, initially located in well-situation with various business developing.

IV. 抽考试题:

① 商务谈判对话设计: (25分)

**Directions:** You are required to design a dialogue based on the following situation with at least 8 rounds.

**Situation:** Adam Smith (the importer), Manager of Sales & Marketing Department in Probiotec Limited, is calling Deng Liang (the exporter), Marketing Manager of Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd. Adam Smith invites Deng Liang to attend an international fair. Deng Liang is asking for some information about it.

**Party A:**

Adam Smith (the importer), Manager of Sales & Marketing Department in Probiotec Limited.

**Tasks:**

- Greet B;
- Invite B to attend an international fair;
- Tell B the fair time;
- Tell B it will last a week and offer help if the exporter applies for the booth;
- Give more information about the fair;
- Tell B USD 2 for a square meter per day and you offer different sizes of booth;
- Offer help when B decorates the booth;
- Suggest using a short VCR to introduce the company and products;

**Party B:**

Deng Liang (the exporter), Marketing Manager of Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd.

**Tasks:**

- Greet A;
- Accept the invitation delightly and ask about the specific time;
- Ask how long the fair will last;
- Show appreciation and want to know more information about the fair;
- Ask about the fee of a booth;
- Show interest in a booth of 60 square meters;
- Ask for suggestions for preparation;
- Show appreciation.

② 商务函电撰写:

(25分)

**Directions:** You are required to write a letter based on the following situation with at least 100 words. (Note: Your letter should adopt the modified-block style.)

**Situation:** As the Marketing Manager of Hunan Cereals, Oils and Foodstuffs Import and Export Group Corp. Ltd., you are going to write to the Purchasing Manager from Probiotec Limited, to invite them to Chinese Export Commodities Fair held on April 15 to April 27, 2011 in Guangzhou. **(For more information about the two parties, please refer to the background information given above.)**

**The following aspects should be included in the letter:**

Indicate the inside addresses of the sender, the receiver, the date, the complimentary close and the signature;

Express your appreciation for B's visit to your company;

Agree to make an in-person discussion;

Invite B to participate in the Fair;

State that the general manager and sales representatives will negotiate with the buyer about the products, especially White Garlic;

Invite the buyer to visit the factories located in Changsha;

Promise to forward a formal invitation for an entry visa if the buyer decides to visit.

### (2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

### (3) 考核时量

60分钟

### (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
商务谈判对话设计	25	轮回达到8个记5分，每少一个轮回扣1分。	谈判对话轮回少于3个，本项目记0分。
		英语表达通顺，句型使用正确记4分；单词、句型每错一处扣0.5分。	
		对话能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	
商务函电撰写	25	函电格式完全正确记5分，信内地址、结束敬语、排版每错一处扣1分。	信函字数少于25词，本项目记0分。
		语言表达通顺，句型使用正确记4分；单词、语法每错一处扣0.5分。	
		函电中能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	



## 7. 试题编号：2-7：商务谈判对话设计、商务函电撰写

### (1) 任务描述

#### I. 注意事项：

- ① 所有考试项目均为机上操作。
- ② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）商务英语谈判，考试结束前将答卷另存入该文件夹，否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

##### ① 商务谈判对话设计：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务英语谈判句型、套语和惯用表达；
2. 能在30分钟内设计并书写不少于8个回合的谈判对话，做到信息点完整、语言正确、表达通顺，符合商务谈判表达习惯。

###### (2) 素养要求：

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

##### ② 商务函电撰写：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务信函格式、套语和惯用表达；
2. 能在30分钟内书写不少于100词的外贸函电，做到信息点完整、专业术语及信函套语使用准确，语言表达通顺，符合商务信函格式。

###### (2) 素养要求

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析

能力和服务意识, 服从安排, 听从指挥, 举止文明, 操作规范。

### III. 考试资料:

#### ① 出口方基本情况

表 1: 出口方基本情况

Company	BROAD Air Quality Technology Group
Url	<a href="http://www.broad.com/">http://www.broad.com/</a>
Office Address	Yuanda Town Yuanda 3 <sup>rd</sup> road, Changsha, Hunan, China
Zip code	410138
Phone	086-0731-84086688
Fax	086-0731-84552000
E-mail	css@broad.net

#### ② 进口方基本情况

表 2: 进口方基本情况

Company	Onninen Group
Url	<a href="http://www.onninen.com">http://www.onninen.com</a>
Office Address	Mittalinja 1, FI-01260 Vantaa, Finland
Phone	358 (0)204 85 5111
Fax	358 (0)204 85 5500
E-mail	infofinland@onninen.com

#### ③ 出口方信息

BROAD Air Quality Technology Group is an enterprise based on the vision of unique technologies and philosophy of preserving life. All BROAD products and services have essentially optimized human life and the environment of the earth. BROAD Air Conditioning Equipment Co. Ltd. supplies no-electric central air conditioning powered by natural gas and waste heat as well as packaged water distribution system.

BROAD Energy Utilization Co. Ltd. provides energy management contract service,

district cooling-heating-power system (CHP) investment, building and operation.

BROAD Sustainable Building Technology Co. Ltd. provides factory-made sustainable building with level 9 earthquake resistances, with 6 times material less, 5-time energy efficient, and 20 times air purification.

BROAD Air Quality Technology Group headquartered in Changsha, China, has already exported products to more than 70 countries.

### **Company Development Path**

On June 5, 1988, using USD 3,000 the company was registered in Chenzhou, Hunan to develop heating equipment.

In 1992, the company relocated to Changsha to start producing large scale non-electric central air conditioning chillers and equipment.

In 1998 the company's non-electric air conditioners entered into the international market.

In 1999 the company began producing packaged central air conditioning systems.

In 2005 the company began producing air quality products, which are now sold in more than 60 countries around the world.

### **Products**

The complete set of Central Air Conditioning Equipment (Including hot water, to automate a building)

### **Services**

After Sales Service, Trusteeship Service, EMC (Engineering Design Consulting)

### **Value**

Healthy, Energy Efficient, Cost Saving

Comments from Premier Wen Jiabao

-BROAD non-electric air conditioning is the Circular Economy. II

BROAD is not a common company which has made a special contribution to the country.

IV. 抽考试题:

① 商务谈判对话设计: (25分)

**Directions:** You are required to design a dialogue based on the following

situation with at least 8 rounds.

**Situation:** In the Guangzhou Fair, Matthew Smith (the importer), Purchasing Manager of Onninen Group visits Ye Tong (the exporter), sales representative of BROAD Air Quality Technology Group. They introduce their company respectively and the importer wishes to establish long-term business relationship with the exporter.

**Party A:**

Matthew Smith (the importer), Purchasing Manager of Onninen Group

**Tasks:**

- Greet B and make self introduction;
- Show your appreciation and greet each other;
- Introduce your company;
- Introduce your products;
- Confess you have heard of his company;
  - Explain your financial position, credit standing and trade reputation can be obtained from your bank or local chamber of commerce;
- Promise to send a report home and make a specific inquiry.
- Show your coincidence.

**Party B:**

Ye Tong (the exporter), sales representative of BROAD Air Quality Technology Group

**Tasks:**

- Greet A and welcome him to come to the Fair;
- Tell A your purpose (seek an opportunity of doing business) and ask him to make a brief introduction of the company;
- Ask for the main products;
- Make a brief introduction of your company and show optimism towards cooperation;

- Express your hope to cooperate;
- Show confidence in cooperation;
- Show appreciation and express the good wish to the future;
- End the conversation politely.

② 商务函电撰写： (25分)

**Directions:** You are required to write a letter based on the following situation with at least 100 words. (Note: Your letter should adopt the modified-block style.)

**Situation:** As a sales representative of BROAD Air Quality Technology Group, you are going to write to a client from Onninen Group, who was introduced by the Commercial Counselor's Office in Finland, with the hope of establishing business relations with him. **(For more information about the two parties, please refer to the background information given above.)**

**The following aspects should be included in the letter:**

Indicate the inside addresses of the sender, the receiver, the date, the complimentary close and the signature;

Provide the information channel;

Extend your wish to establish business relations;

Introduce your company and main products;

Provide commodity books and two samples: Two-Way Motor Valve BVS20-2-16 Valve (20mm) and Two-Way Motor Valve BVS125-2-16 Valve (125mm) for reference;

Invite the client to visit your website to gain more information;

Invite the importer to make enquiries.

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备

设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

### (3) 考核时量

60分钟

### (4) 评分细则

表 4：评分细则

评价内容	配分	考核点	备注
商务谈判 对话设计	25	轮回达到8个记5分，每少一个轮回扣1分。	谈判对话轮回少于3个，本项目记0分。
		英语表达通顺，句型使用正确记4分；单词、句型每错一处扣0.5分。	
		对话能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	
商务函电 撰写	25	函电格式完全正确记5分，信内地址、结束敬语、排版每错一处扣1分。	信函字数少于25词，本项目记0分。
		语言表达通顺，句型使用正确记4分；单词、语法每错一处扣0.5分。	
		函电中能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	

## 8. 试题编号：2-8：商务谈判对话设计、商务函电撰写

### (1) 任务描述

#### I. 注意事项：

- ① 所有考试项目均为机上操作。
- ② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）商务英语谈判，考试结束前将答卷另存入该文件夹，否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

##### ① 商务谈判对话设计：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务英语谈判句型、套语和惯用表达；
2. 能在30分钟内设计并书写不少于8个回合的谈判对话，做到信息点完整、语言正确、表达通顺，符合商务谈判表达习惯。

###### (2) 素养要求：

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

##### ② 商务函电撰写：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务信函格式、套语和惯用表达；
2. 能在30分钟内书写不少于100词的外贸函电，做到信息点完整、专业术语及信函套语使用准确，语言表达通顺，符合商务信函格式。

###### (2) 素养要求

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析

能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

### III. 考试资料：

#### ① 出口方基本情况

表 1：出口方基本情况

Company	BROAD Air Quality Technology Group
Url	<a href="http://www.broad.com/">http://www.broad.com/</a>
Office Address	Yuanda Town Yuanda 3 <sup>rd</sup> road, Changsha, Hunan, China
Zip code	410138
Phone	086-0731-84086688
Fax	086-0731-84552000
E-mail	<a href="mailto:css@broad.net">css@broad.net</a>

#### ② 进口方基本情况

表 2：进口方基本情况

Company	Reach Cooling Group
Url	<a href="http://www.reachcooling.com/">http://www.reachcooling.com/</a>
Office Address	625 E 10th Avenue, Hialeah, Florida, U.S.A.
Phone	866-204-4080; 305-862-6360
Fax	305-887-9741
E-mail	<a href="mailto:sales@reachcooling.com">sales@reachcooling.com</a>

#### ③ 出口方信息

BROAD Air Quality Technology Group is an enterprise based on the vision of unique technologies and philosophy of preserving life. All BROAD products and services have essentially optimized human life and the environment of the earth. BROAD Air Conditioning Equipment Co. Ltd. supplies no-electric central air conditioning powered by natural gas and waste heat as well as packaged water distribution system.

BROAD Energy Utilization Co. Ltd. provides energy management contract



service, district cooling-heating-power system (CHP) investment, building and operation.

BROAD Sustainable Building Technology Co. Ltd. provides factory-made sustainable building with level 9 earthquake resistances, with 6 times material less, 5-time energy efficient, and 20 times air purification.

BROAD Air Quality Technology Group headquartered in Changsha, China, has already exported products to more than 70 countries.

### **Company Development Path**

On June 5, 1988, using USD 3,000 the company was registered in Chenzhou, Hunan to develop heating equipment.

In 1992, the company relocated to Changsha to start producing large scale non-electric central air conditioning chillers and equipment.

In 1998 the company's non-electric air conditioners entered into the international market.

In 1999 the company began producing packaged central air conditioning systems.

In 2005 the company began producing air quality products, which are now sold in more than 60 countries around the world.

### **Products**

The complete set of Central Air Conditioning Equipment (Including hot water, to automate a building)

### **Services**

After Sales Service, Trusteeship Service, EMC (Engineering Design Consulting)

### **Value**

Healthy, Energy Efficient, Cost Saving

Comments from Premier Wen Jiabao

-BROAD non-electric air conditioning is the Circular Economy. ||

BROAD is not a common company which has made a special contribution to the country.

#### **IV. 抽考试题:**

##### **① 商务谈判对话设计:**

**(25分)**

**Directions:** You are required to design a dialogue based on the following situation with at least 8 rounds.

**Situation:** William Smith (the importer), Purchasing Manager of Reach Cooling Group visits Liu Yang (the exporter), Manager of Sales & Marketing Department of BROAD Air Quality Technology Group. The importer is impressed with Broad X Vacuum Boiler & Tube BG16 and eager to know the lowest quotation.

**Party A:**

William Smith (the importer), Purchasing Manager of Reach Cooling Group

**Tasks:**

- Extend wishes to cooperate;
- Show your impressed item and inquire its lowest price;
- Show disagreement with the price;
- Ask for a discount;
- Enquire about the terms of payment;
- Ask about the commission;
- Ask if B has a branch office in Hong Kong;
- Show your interest to cooperate.

**Party B:**

Liu Yang (the exporter), Manager of Sales & Marketing Department of BROAD Air Quality Technology Group

**Tasks:**

- Ask what particular items party A is interested in;
- Provide the price list;
- Ensure A your product is about 10% cheaper than that of other supplier;
- Tell A the discount depends on the order;
- Prefer L/C;
- Agree to consider the commission if the order is large enough;
- Emphasize a sales representative will visit A they haven't a branch in Hong Kong;

----Show the same wishes.

② 商务函电撰写:

(25分)

**Directions:** You are required to write a letter based on the following situation with at least 100 words. (Note: Your letter should adopt the modified-block style.)

**Situation:** As the chief buyer of Reach Cooling Group, you are going to write to BROAD Air Quality Technology Group after reading its advertisement in *Business Week* to inquire about the relevant information. **(For more information about the two parties, please refer to the background information given above.)**

**The following aspects should be included in the letter:**

Indicate the inside addresses of the sender, the receiver, the date, the complimentary close and the signature;

Provide the information channel;

Show your interest in their products-- vacuum boiler;

Introduce your company: a global leader in manufacturing and distribution of aftermarket cooling products for automotive, light and heavy duty truck applications;  
Request for booklets;

Inquire about the prices of goods, package, terms of payment, discount, insurance, freight and so on;

Promise to place a regular order if the offer is favorable.

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备
测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备

### (3) 考核时量

60分钟

### (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
商务谈判 对话设计	25	轮回达到8个记5分，每少一个轮回扣1分。	谈判对话轮回少于3个，本项目记0分。
		英语表达通顺，句型使用正确记4分；单词、句型每错一处扣0.5分。	
		对话能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	
商务函电 撰写	25	函电格式完全正确记5分，信内地址、结束敬语、排版每错一处扣1分。	信函字数少于25词，本项目记0分。
		语言表达通顺，句型使用正确记4分；单词、语法每错一处扣0.5分。	
		函电中能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	

## 9. 试题编号：2-9：商务谈判对话设计、商务函电撰写

### (1) 任务描述

#### I. 注意事项：

- ① 所有考试项目均为机上操作。
- ② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）商务英语谈判，考试结束前将答卷另存入该文件夹，否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

##### ① 商务谈判对话设计：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务英语谈判句型、套语和惯用表达；
2. 能在30分钟内设计并书写不少于8个回合的谈判对话，做到信息点完整、语言正确、表达通顺，符合商务谈判表达习惯。

###### (2) 素养要求：

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

##### ② 商务函电撰写：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务信函格式、套语和惯用表达；
2. 能在30分钟内书写不少于100词的外贸函电，做到信息点完整、专业术语及信函套语使用准确，语言表达通顺，符合商务信函格式。

###### (2) 素养要求

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析

能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

### III. 考试资料:

#### ① 出口方基本情况

表 1: 出口方基本情况

Company	BROAD Air Quality Technology Group
Url	<a href="http://www.broad.com/">http://www.broad.com/</a>
Office Address	Yuanda Town Yuanda 3 <sup>rd</sup> road, Changsha, Hunan, China
Zip code	410138
Phone	086-0731-84086688
Fax	086-0731-84552000
E-mail	<a href="mailto:css@broad.net">css@broad.net</a>

#### ② 进口方基本情况

表 2: 进口方基本情况

Company	GreenStar Energy Systems & Alliance
Url	<a href="http://www.greenstarsales.com/default.html">http://www.greenstarsales.com/default.html</a>
Office Address	1510 SW 17th Street, Suite #302Ocala , Florida, U.S.A.
Phone	352-291-1600
Toll Free	866-941-6922
Fax	352-291-1601

#### ③ 出口方信息

BROAD Air Quality Technology Group is an enterprise based on the vision of unique technologies and philosophy of preserving life. All BROAD products and services have essentially optimized human life and the environment of the earth. BROAD Air Conditioning Equipment Co. Ltd. supplies no-electric central air conditioning powered by natural gas and waste heat as well as packaged water distribution system.

BROAD Energy Utilization Co. Ltd. provides energy management contract service,

district cooling-heating-power system (CHP) investment, building and operation.

BROAD Sustainable Building Technology Co. Ltd. provides factory-made sustainable building with level 9 earthquake resistances, with 6 times material less, 5-time energy efficient, and 20 times air purification.

BROAD Air Quality Technology Group headquartered in Changsha, China, has already exported products to more than 70 countries.

### **Company Development Path**

On June 5, 1988, using USD 3,000 the company was registered in Chenzhou, Hunan to develop heating equipment.

In 1992, the company relocated to Changsha to start producing large scale non-electric central air conditioning chillers and equipment.

In 1998 the company's non-electric air conditioners entered into the international market.

In 1999 the company began producing packaged central air conditioning systems.

In 2005 the company began producing air quality products, which are now sold in more than 60 countries around the world.

### **Products**

The complete set of Central Air Conditioning Equipment (Including hot water, to automate a building)

### **Services**

After Sales Service, Trusteeship Service, EMC (Engineering Design Consulting)

### **Value**

Healthy, Energy Efficient, Cost Saving

Comments from Premier Wen Jiabao

-BROAD non-electric air conditioning is the Circular Economy. ||

BROAD is not a common company which has made a special contribution to the country.

### **IV. 抽考试题:**

① 商务谈判对话设计:

(25分)

**Directions:** You are required to design a dialogue based on the following situation with at least 8 rounds.

**Situation:** Edward Jones (the importer), Purchasing Manager of GreenStar Energy Systems & Alliance visits Zhao Ping (the exporter), Manager of Sales & Marketing Department of BROAD Air Quality Technology Group. The importer's favorite items are BROAD heat meter BRL 15, BRL 25 and BRL 40. The exporter offers him BRL 15 and BRL 40 at the unit price of USD 65.00 and BRL 25 at USD70.00. The importer asks for lower prices.

**Party A:**

Edward Jones (the importer), Purchasing Manager of GreenStar Energy Systems & Alliance

**Tasks:**

- Ask for a lower price for the repeated order;
- Ask for the lowest price;
- Indicate your favorite items;
- Express your disagreement on the prices (too high);
- Indicate the quantity in this order;
- Emphasize your order is a sizable one;
- State the ideal price;
- Accept the offer and ensure all the other terms will be the same as the last time

**Party B:**

Zhao Ping (the exporter), Manager of Sales & Marketing Department of BROAD Air Quality Technology Group.

**Tasks:**

- Refuse the requirement and tell him the price last time is the bottom;
- Enquire about his favorite items;
- Make an offer for these items;
- Ask about the quantity in this order;



- Emphasize that your price is competitive;
- Enquire about the suggestion on the price;
- State that you can only lower the unit price just a little;
- End the dialogue politely.

② 商务函电撰写: (25分)

**Directions:** You are required to write a letter based on the following situation with at least 100 words. (Note: Your letter should adopt the modified-block style.)

**Situation:** As the chief buyer of GreenStar Energy Systems & Alliance, USA, you are going to write to the sales representative of BROAD Air Quality Technology Group, who made an offer to you, with the intention of making a counteroffer. (**For more information about the two parties, please refer to the background information given above.**)

**The following aspects should be included in the letter:**

Indicate the inside addresses of the sender, the receiver, the date, the complimentary close and the signature;

Extend your thanks for quotations for heat meters;

Acknowledge the good quality of the goods but indicate the quotation is high;

Emphasize the prices of the similar products from other manufacturers are lower than that of the export's;

State your reasonable reasons for a reduction of price by 10%;

Express your expectation from the addressee.

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位, 每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器, 40-50台计算机, 并安装office办公软件, 配置局域网。	必备

测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备
------	---	----

### (3) 考核时量

60分钟

### (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
商务谈判 对话设计	25	轮回达到8个记5分，每少一个轮回扣1分。	谈判对话轮回少于3个，本项目记0分。
		英语表达通顺，句型使用正确记4分；单词、句型每错一处扣0.5分。	
		对话能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	
商务函电 撰写	25	函电格式完全正确记5分，信内地址、结束敬语、排版每错一处扣1分。	信函字数少于25词，本项目记0分。
		语言表达通顺，句型使用正确记4分；单词、语法每错一处扣0.5分。	
		函电中能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	

## 10. 试题编号：2-10：商务谈判对话设计、商务函电撰写

### (1) 任务描述

#### I. 注意事项：

- ① 所有考试项目均为机上操作。
- ② 开考后，考生必须在F盘上新建一个文件夹，命名为：考生号（即考生当日抽考号码）商务英语谈判，考试结束前将答卷另存入该文件夹，否则答卷无效。
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑。
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求：

##### ① 商务谈判对话设计：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务英语谈判句型、套语和惯用表达；
2. 能在30分钟内设计并书写不少于8个回合的谈判对话，做到信息点完整、语言正确、表达通顺，符合商务谈判表达习惯。

###### (2) 素养要求：

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

##### ② 商务函电撰写：

###### (1) 技能要求

1. 能正确运用商务谈判过程中建立贸易关系、价格、付款式、包装与运输方式、保险条款、投诉与索赔等常用的商务信函格式、套语和惯用表达；
2. 能在30分钟内书写不少于100词的外贸函电，做到信息点完整、专业术语及信函套语使用准确，语言表达通顺，符合商务信函格式。

###### (2) 素养要求

具备使用办公设备和电子商务的能力，熟悉Office办公软件；具备国际贸易从业人员基本素质，实事求是，谦虚礼貌，顾全大局，具有良好的沟通能力、调查分析

能力和服务意识，服从安排，听从指挥，举止文明，操作规范。

考试资料：

① 出口方基本情况

表 1：出口方基本情况

Company	BROAD Air Quality Technology Group
Url	<a href="http://www.broad.com/">http://www.broad.com/</a>
Office Address	Yuanda Town Yuanda 3 <sup>rd</sup> road, Changsha, Hunan, China
Zip code	410138
Phone	086-0731-84086688
Fax	086-0731-84552000
E-mail	<a href="mailto:css@broad.net">css@broad.net</a>

② 进口方基本情况

表 2：进口方基本情况

Company	Clima Tech Corporation
Url	<a href="http://www.clima-tech.com/tiki-index.php?page=HomePage">http://www.clima-tech.com/tiki-index.php?page=HomePage</a>
Office Address	5308 56th Commerce Park Boulevard, Tampa, U.S.A.
Phone	1- 323 -355 2121
Fax	1- 323 -355 2122
E-mail	<a href="mailto:sales@clima.com">sales@clima.com</a>

③ 出口方信息

BROAD Air Quality Technology Group is an enterprise based on the vision of unique technologies and philosophy of preserving life. All BROAD products and services have essentially optimized human life and the environment of the earth. BROAD Air Conditioning Equipment Co. Ltd. supplies no-electric central air conditioning powered by natural gas and waste heat as well as packaged water distribution system.

BROAD Energy Utilization Co. Ltd. provides energy management contract service,

district cooling-heating-power system (CHP) investment, building and operation.

BROAD Sustainable Building Technology Co. Ltd. provides factory-made sustainable building with level 9 earthquake resistances, with 6 times material less, 5-time energy efficient, and 20 times air purification.

BROAD Air Quality Technology Group headquartered in Changsha, China, has already exported products to more than 70 countries.

### **Company Development Path**

On June 5, 1988, using USD 3,000 the company was registered in Chenzhou, Hunan to develop heating equipment.

In 1992, the company relocated to Changsha to start producing large scale non-electric central air conditioning chillers and equipment.

In 1998 the company's non-electric air conditioners entered into the international market.

In 1999 the company began producing packaged central air conditioning systems.

In 2005 the company began producing air quality products, which are now sold in more than 60 countries around the world.

### **Products**

The complete set of Central Air Conditioning Equipment (Including hot water, to automate a building)

### **Services**

After Sales Service, Trusteeship Service, EMC (Engineering Design Consulting)

### **Value**

Healthy, Energy Efficient, Cost Saving

Comments from Premier Wen Jiabao

-BROAD non-electric air conditioning is the Circular Economy. ||

BROAD is not a common company which has made a special contribution to the country.

III. 抽考试题:

① 商务谈判对话设计: (25分)

**Directions:** You are required to design a dialogue based on the following situation with at least 8 rounds.

**Situation:** David House (the importer), Purchasing Manager of Clima Tech Corporation visits Zhang Hua (the exporter), Manager of Sales & Marketing Department of BROAD Air Quality Technology Group. They are talking about shipment for there's no direct shipment to the destination. The exporter suggests transshipment.

**Party A:**

David House (the importer), Purchasing Manager of Clima Tech Corporation

**Tasks:**

- Require to make a direct shipment;
- Suggest contacting the shipping company to obtain a direct ship;
- Enquire about the reason;
- Suggest adapting tramps;
- Expect to deliver the goods right away in other ways;
- Express your worry on transshipment;
- Wonder if the goods will arrive in time;
- State that you'll fax home and tell B the decision tomorrow.

**Party B:**

Zhang Hua (the exporter), Manager of Sales & Marketing Department of BROAD Air Quality Technology Group

**Tasks:**

- Disagree and explain the shipping space has already been booked;
- Indicate there's no direct ship in these two months;
- Explain the reason why you can't make it (there is a great demand recently);
- Express your worry about enough tonnage even if a tramp could be obtained;
- Suggest considering transshipment;
- State that there's no other way except waiting;
- Insist on transshipment;

---- End the dialogue.

② 商务函电撰写:

(25分)

**Directions:** You are required to write a letter based on the following situation with at least 100 words. (Note: Your letter should adopt the modified-block style.)

**Situation:** As a sales representative of BROAD Air Quality Technology Group, you are going to write to a client from Clima tech Corporation to inform him about the transshipment of goods. **(For more information about the two parties, please refer to the background information given above.)**

**The following aspects should be included in the letter:**

Indicate the inside addresses of the sender, the receiver, the date, the complimentary close and the signature;

Inform the importer Air Condition Indoor Units would be delivered by transshipment;

Emphasize that there are 6 six sailings monthly from Shanghai to USA;

Recommend Far East Marine Transport Co. to deliver the goods who has two sailings on the 10 and 20 respectively per month, from Shanghai to USA, shipping space will be booked through their agency in Wuhan;

Enclose a document to show the rate of the freight for the shipment;

Put forward your request that sight L/C must reach you before the shipment month if the importer wants the goods to be transshipped at Shanghai because you need to book shipping space with Wuhan agent;

Ask the importer when they want you to arrange the shipment.

(2) 实施条件

表 3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置40个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有一台服务器，40-50台计算机，并安装office办公软件，配置局域网。	必备

测评专家	每40名考生配备1名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上商务英语实践教学指导经历。	必备
------	---	----

### (3) 考核时量

60分钟

### (4) 评分细则

表 4: 评分细则

评价内容	配分	考核点	备注
商务谈判 对话设计	25	轮回达到8个记5分，每少一个轮回扣1分。	谈判对话轮回少于3个，本项目记0分。
		英语表达通顺，句型使用正确记4分；单词、句型每错一处扣0.5分。	
		对话能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	
商务函电 撰写	25	函电格式完全正确记5分，信内地址、结束敬语、排版每错一处扣1分。	信函字数少于25词，本项目记0分。
		语言表达通顺，句型使用正确记4分；单词、语法每错一处扣0.5分。	
		函电中能使用准确的套语记8分，套语每错一处扣1分。	
		理解题目要求，信息点完整记8分；信息点每缺失一处扣2分。	



### 模块三：外贸单证缮制

#### 1. 试题编号：3-1：合同审核、单证缮制

##### (1) 任务描述

###### I. 注意事项

- ①所有考试项目均为机上操作；
- ②开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷重命名为“原文件名+工位号”；
- ③考试资料中的合同为错误的合同，考试中涉及到合同的信息必须参考修改正确的合同的信息，否则造成的制单错误将不计分。
- ④考试期间如果遇到问题请及时找监考老师，不得私自更换电脑； 5、考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

###### II. 考试要求

###### ①合同审核

读懂谈判备忘录的内容；根据备忘录内容审核合同各条款；指出合同中的错误条款并改正。

###### ②商业发票缮制

分析谈判备忘录中涉及商业发票缮制的相关条款；准确缮制商业发票；确保缮制的商业发票与谈判备忘录的条款一致。

###### ③国际海运货物委托书缮制

分析谈判备忘录的装运条款；准确缮制国际海运货物委托书；确保缮制的国际海运货物委托书与谈判备忘录的条款一致。

###### ④汇票缮制

分析谈判备忘录中涉及汇票缮制的相关条款；准确缮制汇票；确保缮制的汇票与谈判备忘录的条款一致。

###### III. 考试资料

###### ①出口方基本情况

表 1：出口方基本情况

Company	CHINA CARTER TRADING COMPANY
Office Address	NO. 88 WUYI ROAD, CHANGSHA, HUNAN, CHINA

Phone	86-731-82282882
Fax	86-731-82282881
E-mail	Carter22@163.com

②进口方基本情况

表 2: 进口方基本情况

Company	GERMANY PETER TRADING COMPANY
Office Address	NO. 168 WARZARD STREET, HAMBURG, GERMANY
Phone	0049-40-3315815
Fax	0049-40-3315816
E-mail	PETER55@gmail.com

③谈判备忘录

<b>Minutes of a Meeting</b>	
<b>TIME:</b>	FEB. 9-12, 2019
<b>PLACE:</b>	Conference Room of Sheraton Hotel, Changsha, Hunan, China
<b>PURPOSE:</b>	To come to an agreement over the transaction of the interested products.
<b>PRESIDING:</b>	Mr. Zhanghua (Party A: Sales Manager of China Carter Trading Company)
<b>PRESENT:</b>	Mr. Lee (Party B: Purchasing Manager of Germany Peter Trading Company)
<b>SUMMARY OF THE MEETING</b>	
<p>After several rounds of negotiation, Party A and Party B come to terms on February 12 over the transaction of 6000 PCS Chinese Painting. A brief summary of the meeting is as follows:</p> <ol style="list-style-type: none"> <li>1. Product Name: CHINESE LANDSCAPE PAINTING</li> <li>2. Quantity: 6000PCS</li> <li>3. Unit Price: USD 40/PC CIF HAMBURG, GERMANY</li> <li>4. Amount: USD240000</li> <li>5. Specification: TYPE: PRINTED, STYLE: TRADITIONAL, SUBJECTS: SCENERY</li> </ol>	



④合同

CHINA CARTER TRADING COMPANY					
NO. 88 WUYI ROAD, CHANGSHA. HUNAN, CHINA					
<b>SALES CONTRACT</b>					
Messrs:	GERMANY PETER TRADING COMPANY NO. 168 WARZARD STREET, HAMBUG, GERMANY			No.	CON001
				Date:	2019-02-12
Dear sirs: we are pleased to confirm our sale of the following goods on the terms and conditions set forth below;					
<b>Commodity &amp; Specification</b>	<b>Quantity</b>	<b>Unit</b>	<b>Unit Price</b>	<b>Amount</b>	

			[CIF] [Hamburg, Germany]	
CHINESE LANDSCAPE PAINTING TYPE:PRINTED, STYLE:TRADITIO NAL, SUBJECTS:SCENERY	5000	PCS	USD 40	USD 240000
<b>Total:</b>	5000	PCS	USD 240000	
<b>Say Total:</b>	USD TWO HUNDRED AND FORTY THOUSAND ONLY			
<b>Payment:</b>	L/C AT SIGHT			
<b>Packing</b>	40pcs/carton packed in 600 cartons			
<b>Port of Shipment:</b>	Shanghai, China			
<b>Port of Destination:</b>	Hamburg, Germany			
<b>Shipment:</b>	To be shipped from Shanghai, China to Hamburg, Germany by vessel no later than April 12, 2019 with partial shipment and transshipment not allowed.			
<b>Shipping Mark:</b>	N/M			
<b>Quality:</b>	As per the sample submitted by the seller.			
<b>Insurance:</b>	To be covered by the seller for 120% of the invoice value against All Risks, and Strike Risk.			
<b>Documents:</b>	1. SIGNED COMMERCIAL INVOICE IN 1 ORIGINAL AND 3 COPIES. 2. FULL SET OF CLEAN ON BOARD BILLS OF LADING MADE OUT TO ORDER AND BLANK ENDORSED, MARKED "FREIGHT TO COLLECT" . 3. PACKING LIST IN 1 ORIGINAL AND 3 COPIES. 4. CERTIFICATE OF GSP FORM A IN 1 ORIGINAL AND 3 COPIES. 5. INSURANCE POLICY/CERTIFICATE IN 1 ORIGINAL AND 3 COPIES BLANK ENDORSED FOR 110 PCT OF INVOICE VALUE COVERING ALL RISKS, WAR RISK AND STRIKE RISK.			

Any dispute arising from or in connection with this Contract shall be submitted to International Economic and Trade Arbitration Commission for arbitration which shall be conducted in accordance with the IETAC's arbitration rules in effect at the time of applying for arbitration. The arbitral award is final and binding upon both parties.

<b>BUYERS</b>	<b>SELLERS</b>
(Signature)	(Signature)

⑤相关资料

(1)PACKING:

G. W. :( KGS/CARTON)    N. W. :( KGS/CARTON)    MEAS. :( CBM/CARTON)

15

10

0.099

TOTAL ONE 40' CONTAINER

(2)INVOICE NO. :IV0000001

PACKING LIST NO. :PL0000001

(3)VESSEL: DONG FENG V115

(4)Negotiating Bank: Bank of China, Hunan Branch

NO. 170 People Avenue, Changsha, Hunan, China

Issuing Bank: CITI Bank, Hamburg Branch

NO. 23Linken Avenue, Hamburg, Germany

(5)Issuing Date of L/C:2019-02-20

L/C NO. : 38438/02

**IV. 抽考试题**

1、请根据考试资料中的谈判备忘录(3)审核错误的合同(4), 指出不符之处并修正  
(本题共 16 分)

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

2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

2、请根据以上资料缮制商业发票。（本题共 14 分）

（注：合同的信息必须是修正后的正确信息）

ISSUER:		<b>商业发票</b> <b>COMMERCIAL INVOICE</b>		
TO:		NO. IV0000001	DATE	
TRANSPORT DETAILS:		S/C NO.	L/C NO.	
		TERMS OF PAYMENT		
Marks and Numbers	Description of goods	Quantity	Unit Price	Amount
[ ]				
Total: [ ] [ ]				
SAY TOTAL: _____				

CHINA CARTER TRADING COMPANY  
湖南卡特贸易公司  
卡特  
(Authorized Signature)

3、请根据以上资料缮制国际海运货物委托书。（本题共 10 分）

（注：合同的信息必须是修正后的正确信息）

<b>INSTRUCTION FOR CARGO BY SEA</b>					
SHIPPER:				TEL	
ADDRESS:					
DATE:					
CONSIGNEE:				TEL	
ALSO NOTIFY:				TEL	
ADDRESS:					
PORT OF LADING:			PORT OF DESTINATION		
OCEAN VESSEL :					
DESCRIPTION OF GOODS	MARKS & NUMBERS	NO. OF PACKAGE	GROSS WEIGHT/KG	NET WEIGHT/KG	MEAS.
RATE AGREED			SPECIAL INSTRUCTONS		
<input type="checkbox"/> 货柜					
<input type="checkbox"/> 拼箱					
	<input type="checkbox"/> 20' container x		<input type="checkbox"/> 40' container x		<input type="checkbox"/> 40' HQ x
	<input type="checkbox"/> 20' reefer x		<input type="checkbox"/> 40' reefer x		<input type="checkbox"/> 40' reefer high x
	<input type="checkbox"/> 20' platform x		<input type="checkbox"/> 40' platform x		
	<input type="checkbox"/> 20' car x		<input type="checkbox"/> 40' car x		
			FRIGHT	<input type="checkbox"/> prepaid <input type="checkbox"/> to collect	
DOCUMENTS:	INVOICE:				
	PACKING LIST :				

CONSIGNOR'S DETAIL			
CONSIGNOR'S NAME AND ADDRESS		INSTRUCTION BY: SIGNED & CHOPPED	

4、请根据以上资料缮制汇票。（本题共 10 分）  
（注：合同的信息必须是修正后的正确信息）

### BILL OF EXCHANGE

No. S0000001

Dated \_\_\_\_\_

Exchange for \_\_\_\_\_

At \_\_\_\_\_ sight of this FIRST of Exchange (Second of exchange being unpaid)

Pay to the Order of \_\_\_\_\_

the sum of \_\_\_\_\_

Drawn under L/C No. \_\_\_\_\_ Dated \_\_\_\_\_

Issued By \_\_\_\_\_

To: \_\_\_\_\_

CHINA CARTER TRADING COMPANY  
湖南卡特贸易公司  
卡特  
(Authorised Signature)

#### (2) 实施条件

表 3：实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置 40 个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有 1 台服务器、40—50 台计算机，并安装 Office 办公软件，配置局域网。	必备
测评专家	每 40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上外贸单证缮制实践教学指导经历。	必备

#### (3) 考核时量

考核时间：60 分钟



#### (4) 评分细则

表 4：评分细则

评价内容	配分	考核点	备注
合同审核	16	1、买卖双方的名称与地址是否有误； 2、品名、规格、数量、重量、单价是否有误； 3、货物包装、体积是否有误； 4、使用的贸易术语是否有误； 5、合同金额和币种是否有误； 6、合同中溢短装条款是否有误； 7、唛头是否有误； 8、起运港和目的港是否有误； 9、分批装运和转运是否有误； 10、保险险别、保险金额是否有误； 11、最迟装运期是否有误； 12、汇票的付款期限是否有误。	合同审核每 题共 8 处错 误 每处 2 分， 找出错误记 1 分，修正错误记 1 分。
商业发票缮制	14	1、进口商名称和地址：填写准确无误，记 2 分； 2、货物描述：品名拼写正确，规格信息填写准确 无误，记 3 分； 3、货物总价：计算准确无误，货币名称正确，记 3 分； 4、总价文字描述：大写数字英文表述准确无误，记 2 分； 5、其他栏目（发票日期、运输路线、货物唛头、 货物单价及单位、产品数量、贸易术语等）填写正 确，记 4 分。	商业发票缮 制部分每个 空白栏目按 其规定的分 值计算得分， 未填、错填， 则不得分。
国际海运货物 委托书缮制	10	1、收货人条款：根据备忘录中有关提单的条款的 规定进行正确的填写，记 2 分； 2、货物描述、货物唛头、包装的总数量、总毛重、总 净重、总体积等，填写准确无误，记 5 分； 3、其他栏目（托运人、通知人、装运港、目的港、运 费条款、委托人资料等栏目）信息完整无误，拼写 正确，记 3 分。	国际海运货 物委托书缮 制部分每个 空白栏目按 其规定的分 值计算得分， 未填、错填， 则不得分。
汇票缮制	10	1、出票条款：包括开证行完整名称、信用证号和 开证日期，填写准确无误，记 2 分； 2、收款人：信用证下以议付行为收款人；托收汇 票， 以出口商为收款人；信息完整无误，拼写正确，记 2 分； 3、金额及币种：币种与金额必须与备忘录保持一 致，填写准确无误，记 2 分； 4、其他栏目（出票日期、付款期限、付款人等栏 目）信息完整无误，拼写正确，记 4 分。	汇票缮制部 分每个空白 栏目按其规 定的分值计 算得分，未 填、错填，则 不得分。

## 2. 试题编号：3-2：合同审核、单证缮制

### (1) 任务描述

#### I. 注意事项

- ①所有考试项目均为机上操作；
- ②开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷重命名为“原文件名+工位号”；
- ③考试资料中的合同为错误的合同，考试中涉及到合同的信息必须参考修改正确的合同的信息，否则造成的制单错误将不计分。
- ④考试期间如果遇到问题请及时找监考老师，不得私自更换电脑； 5、考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求

- ①合同审核  
读懂谈判备忘录的内容；根据备忘录内容审核合同各条款；指出合同中的错误条款并改正。
- ②商业发票缮制  
分析谈判备忘录中涉及商业发票缮制的相关条款；准确缮制商业发票；确保缮制的商业发票与谈判备忘录的条款一致。
- ③国际海运货物委托书缮制  
分析谈判备忘录的装运条款；准确缮制国际海运货物委托书；确保缮制的国际海运货物委托书与谈判备忘录的条款一致。
- ④汇票缮制  
分析谈判备忘录中涉及汇票缮制的相关条款；准确缮制汇票；确保缮制的汇票与谈判备忘录的条款一致。

#### III. 考试资料

##### ①出口方基本情况

表 1：出口方基本情况

Company	CHINA CARTER TRADING COMPANY
Office Address	NO. 88 WUYI ROAD, CHANGSHA, HUNAN, CHINA
Phone	86-731-82282882
Fax	86-731-82282881

E-mail	Carter22@163.com
--------	------------------

②进口方基本情况

表 2: 进口方基本情况

Company	GERMANY PETER TRADING COMPANY
Office Address	NO. 168 WARZARD STREET, HAMBURG, GERMANY
Phone	0049-40-3315815
Fax	0049-40-3315816
E-mail	PETER55@gmail.com

③谈判备忘录

<b>Minutes of a Meeting</b>	
<b>TIME:</b>	FEB. 9-12, 2019
<b>PLACE:</b>	Conference Room of Sheraton Hotel, Changsha, Hunan, China
<b>PURPOSE:</b>	To come to an agreement over the transaction of the interested products.
<b>PRESIDING:</b>	Mr. Zhanghua (Party A: Sales Manager of China Carter Trading Company)
<b>PRESENT:</b>	Mr. Lee (Party B: Purchasing Manager of Germany Peter Trading Company)
<b>SUMMARY OF THE MEETING</b>	
<p>After several rounds of negotiation, Party A and Party B come to terms on February 12 over the transaction of 100 PCS GOLD INLAID WITH JADE PENDANT.</p> <p>A brief summary of the meeting is as follows:</p> <ol style="list-style-type: none"> <li>1. Product Name: GOLD INLAID WITH JADE PENDANT</li> <li>2. Quantity: 100PCS</li> <li>3. Unit Price: USD 1600/PC CIF HAMBURG, GERMANY</li> <li>4. Amount: USD160000</li> <li>5. Specification: MATERIAL: GOLD, JADE, SIZE: 28×18×5MM, CHAIN: 43-44CM, WEIGHT: 7.25G</li> </ol>	



④合同

CHINA CARTER TRADING COMPANY					
NO. 88 WUYI ROAD, CHANGSHA. HUNAN, CHINA					
<b>SALES CONTRACT</b>					
Messrs:	GERMANY PETER TRADING COMPANY NO. 168 WARZARD STREET, HAMBURG, GERMANY			No.	CON004
				Date:	2019-02-10
Dear sirs:					
we are pleased to confirm our sale of the following goods on the terms and conditions set forth below;					
<b>Commodity &amp; Specification</b>	<b>Quantity</b>	<b>Unit</b>	<b>Unit Price</b>	<b>Amount</b>	

			[CIF] [Hamburg, Germany]	
GOLDEN INLAID WITH JADE PENDANT MATERIAL:GOLD, JADE, SIZE:28 ×18×5MM, CHAIN:43-44CM, WEIGHT:7.25G	100	PCS	USD 1600	USD 160000
<b>Total:</b>	100	PCS	USD 1600000	
<b>Say Total:</b>	USD ONE HUNDRED AND SIXTY THOUSAND ONLY			
<b>Payment:</b>	L/C AT SIGHT			
<b>Packing</b>	1pcs/box packed in 100 boxes			
<b>Port of Shipment:</b>	Shanghai, China			
<b>Port of Destination:</b>	Hambug, Germany			
<b>Shipment:</b>	To be shipped from Shanghai, China to Hamburg, Germany by vessel no later than May 30, 2019 with partial shipment allowed and transshipment not allowed.			
<b>Shipping Mark:</b>	N/M			
<b>Quality:</b>	As per the sample submitted by the seller.			
<b>Insurance:</b>	To be covered by the seller for 130% of the invoice value against All risks and strike risk.			
<b>Documents:</b>	1. SIGNED COMMERCIAL INVOICE IN 1 ORIGINAL AND 3 COPIES. 2. FULL SET OF CLEAN ON BOARD BILLS OF LADING MADE OUT TO ORDER AND BLANK ENDORSED, MARKED "FREIGHT PREPAID" . 3. PACKING LIST IN 1 ORIGINAL AND 3 COPIES. 4. CERTIFICATE OF GSP FORM A IN 1 ORIGINAL AND 3 COPIES. 5. INSURANCE POLICY/CERTIFICATE IN 1 ORIGINAL AND 3 COPIES BLANK ENDORSED FOR 130 PCT OF INVOICE VALUE			

COVERING ALL RISKS AND STRIKE RISK.	
Any dispute arising from or in connection with this Contract shall be submitted to International Economic and Trade Arbitration Commission for arbitration which shall be conducted in accordance with the IETAC's arbitration rules in effect at the time of applying for arbitration. The arbitral award is final and binding upon both parties.	
<b>BUYERS</b>	<b>SELLERS</b>
(Signature)	(Signature)

⑤相关资料

(1)PACKING:

G. W. : ( KGS/BOX)    N. W. : ( KGS/BOX)    MEAS. : ( CBM/BOX)

0. 037                    0. 00725            0. 00025

LCL

(2) INVOICE NO. :IV0000004

PACKING LIST NO. :PL0000004

(3) VESSEL: DONG FENG V115

(4) Negotiating Bank: Bank of China, Hunan Branch

NO. 170 People Avenue, Changsha, Hunan, China

Issuing Bank: CITI Bank, Hamburg Branch

NO. 23Linken Avenue, Hamburg, Germany

(5) Issuing Date of L/C:2019-03-20

L/C NO. : 38438/02

**IV. 抽考试题**

1、请根据考试资料中的谈判备忘录(3) 审核错误的合同(4), 指出不符之处并修正

(本题共 16 分)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

2、请根据以上资料缮制商业发票。（本题共 14 分）

（注：合同的信息必须是修正后的正确信息）

ISSUER:		<b>商业发票</b> <b>COMMERCIAL INVOICE</b>		
TO:		NO. IV0000004	DATE	
TRANSPORT DETAILS:		S/C NO.	L/C NO.	
		TERMS OF PAYMENT		
Marks and Numbers	Description of goods	Quantity	Unit Price	Amount
[ ]				
Total: [ ] [ ]				
SAY TOTAL: _____				

CHINA CARTER TRADING COMPANY  
湖南卡特贸易公司  
卡特  
(Authorized Signature)

3、请根据以上资料缮制国际海运货物委托书。（本题共 10 分）

（注：合同的信息必须是修正后的正确信息）

<b>INSTRUCTION FOR CARGO BY SEA</b>					
SHIPPER:				TEL	
ADDRESS:					
DATE:					
CONSIGNEE:				TEL	
ALSO NOTIFY:				TEL	
ADDRESS:					
PORT OF LADING:			PORT OF DESTINATION		
OCEAN VESSEL :					
DESCRIPTION OF GOODS	MARKS & NUMBERS	NO. OF PACKAGE	GROSS WEIGHT/KG	NET WEIGHT/KG	MEAS.
RATE AGREED		SPECIAL INSTRUCTONS			
<input type="checkbox"/> 货柜					
<input type="checkbox"/> 拼箱					
	<input type="checkbox"/> 20' container x		<input type="checkbox"/> 40' container x		<input type="checkbox"/> 40' HQ x
	<input type="checkbox"/> 20' reefer x		<input type="checkbox"/> 40' reefer x		<input type="checkbox"/> 40' reefer high x
	<input type="checkbox"/> 20' platform x		<input type="checkbox"/> 40' platform x		
	<input type="checkbox"/> 20' car x		<input type="checkbox"/> 40' car x		
			FRIGHT	<input type="checkbox"/> prepaid <input type="checkbox"/> to collect	
DOCUMENTS:	INVOICE:				
	PACKING LIST :				



CONSIGNOR'S DETAIL			
CONSIGNOR'S NAME AND ADDRESS		INSTRUCTION BY: SIGNED & CHOPPED	

4、请根据以上资料缮制汇票。（本题共 10 分）  
（注：合同的信息必须是修正后的正确信息）

### BILL OF EXCHANGE

No. S0000004

Dated \_\_\_\_\_

Exchange for \_\_\_\_\_

At \_\_\_\_\_ sight of this FIRST of Exchange (Second of exchange being unpaid)

Pay to the Order of \_\_\_\_\_

the sum of \_\_\_\_\_

Drawn under L/C No. \_\_\_\_\_ Dated \_\_\_\_\_

Issued By \_\_\_\_\_

To: \_\_\_\_\_

CHINA CARTER TRADING COMPANY  
湖南卡特贸易公司  
卡特  
(Authorised Signature)

#### (2) 实施条件

表3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置 40 个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有 1 台服务器、40—50 台计算机，并安装 Office 办公软件，配置局域网。	必备
测评专家	每 40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上外贸单证缮制实践教学指导经历。	必备

#### (3) 考核时量

考核时间：60 分钟

#### (4) 评分细则

表4: 评分细则

评价内容	配分	考核点	备注
合同审核	16	1、买卖双方的名称与地址是否有误; 2、品名、规格、数量、重量、单价是否有误; 3、货物包装、体积是否有误; 4、使用的贸易术语是否有误; 5、合同金额和币种是否有误; 6、合同中溢短装条款是否有误; 7、唛头是否有误; 8、起运港和目的港是否有误; 9、分批装运和转运是否有误; 10、保险险别、保险金额是否有误; 11、最迟装运期是否有误; 12、汇票的付款期限是否有误。	合同审核 每题共 8 处错 误 每处2分, 找出错误记 1 分,修正错误记 1分。
商业发票缮制	14	1、进口商名称和地址: 填写准确无误, 记 2 分; 2、货物描述: 品名拼写正确, 规格信息填写准确 无误, 记 3 分; 3、货物总价: 计算准确无误, 货币名称正确, 记 3 分; 4、总价文字描述: 大写数字英文表述准确无误, 记 2 分; 5、其他栏目(发票日期、运输路线、货物唛头、 货物单价及单位、产品数量、贸易术语等) 填写正 确, 记 4 分。	商业发票缮制 部分每个空白 栏目按其规定 的分值计算得 分, 未填、错 填, 则不得 分。
国际海运货物 委托书缮制	10	1、收货人条款: 根据备忘录中有关提单的条款的 规定进行正确的填写, 记 2 分; 2、货物描述、货物唛头、包装的总数量、总毛重、总 净重、总体积等, 填写准确无误, 记 5 分; 3、其他栏目(托运人、通知人、装运港、目的港、运 费条款、委托人资料等栏目) 信息完整无误, 拼写 正确, 记 3 分。	国际海运货物 委托书缮制部 分每个空白栏 目按其规定的 分值计算得 分, 未填、错 填, 则不得分。
汇票缮制	10	1、出票条款: 包括开证行完整名称、信用证号和 开证日期, 填写准确无误, 记 2 分; 2、收款人: 信用证下以议付行为收款人; 托收汇票, 以出口商为收款人; 信息完整无误, 拼写正确, 记2分; 3、金额及币种: 币种与金额必须与备忘录保持一 致, 填写准确无误, 记 2 分; 4、其他栏目(出票日期、付款期限、付款人等栏 目) 信息完整无误, 拼写正确, 记4分。	汇 票 缮 制 部 分 每 个 空 白 栏 目 按 其 规 定 的 分 值 计 算 得 分, 未 填、错填, 则 不得分。

### 3. 试题编号：3-3：合同审核、单证缮制

#### (1) 任务描述

##### I. 注意事项

①所有考试项目均为机上操作；

②开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷重命名为“原文件名+工位号”；

③考试资料中的合同为错误的合同，考试中涉及到合同的信息必须参考修改正确的合同的信息，否则造成的制单错误将不计分。

④考试期间如果遇到问题请及时找监考老师，不得私自更换电脑；5、考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

##### II. 考试要求

###### ①合同审核

读懂谈判备忘录的内容；根据备忘录内容审核合同各条款；指出合同中的错误条款并改正。

###### ②商业发票缮制

分析谈判备忘录中涉及商业发票缮制的相关条款；准确缮制商业发票；确保缮制的商业发票与谈判备忘录的条款一致。

###### ③国际海运货物委托书缮制

分析谈判备忘录的装运条款；准确缮制国际海运货物委托书；确保缮制的国际海运货物委托书与谈判备忘录的条款一致。

###### ④汇票缮制

分析谈判备忘录中涉及汇票缮制的相关条款；准确缮制汇票；确保缮制的汇票与谈判备忘录的条款一致。

##### III. 考试资料

###### ①出口方基本情况

表 1：出口方基本情况

Company	CHINA CARTER TRADING COMPANY
Office Address	NO. 88 WUYI ROAD, CHANGSHA, HUNAN, CHINA
Phone	86-731-82282882
Fax	86-731-82282881
E-mail	Carter22@163.com

②进口方基本情况

表 2: 进口方基本情况

Company	GERMANY PETER TRADING COMPANY
Office Address	NO. 168 WARZARD STREET, HAMBURG, GERMANY
Phone	0049-40-3315815
Fax	0049-40-3315816
E-mail	PETER55@gmail.com

③谈判备忘录

<b>Minutes of a Meeting</b>	
<b>TIME:</b>	FEB. 15-18, 2019
<b>PLACE:</b>	Conference Room of Sheraton Hotel, Changsha, Hunan, China
<b>PURPOSE:</b>	To come to an agreement over the transaction of the interested products.
<b>PRESIDING:</b>	Mr. Zhanghua (Party A: Sales Manager of China Carter Trading Company)
<b>PRESENT:</b>	Mr. Lee (Party B: Purchasing Manager of Germany Peter Trading Company)
<b>SUMMARY OF THE MEETING</b>	
<p>After several rounds of negotiation, Party A and Party B come to terms on February 18 over the transaction of 900 PCS GREEN JADE BANGLE. A brief summary of the meeting is as follows:</p> <ol style="list-style-type: none"> <li>1. Product Name: GREEN JADE BANGLE</li> <li>2. Quantity: 900PCS</li> <li>3. Unit Price: USD 200/PC CIF HAMBURG, GERMANY</li> <li>4. Amount: USD180000</li> <li>5. Specification: ATERIALS: NATURAL A CARGO JADE, SIZE: 58MM DIAMETER, PACKAGING: 10PCS/CARTON</li> <li>6. Payment: L/C AT 90 DAYS AFTER SIGHT</li> <li>7. Packing: 10pcs/carton, packed in 90 cartons.</li> </ol>	



④合同

CHINA CARTER TRADING COMPANY					
NO. 88 WUYI ROAD, CHANGSHA. HUNAN, CHINA					
<b>SALES CONTRACT</b>					
Messrs:	GERMANY PETER TRADING COMPANY NO. 168 WARZARD STREET, HAMBURG, GERMANY			No.	CON005
				Date:	2019-02-18
Dear sirs:					
we are pleased to confirm our sale of the following goods on the terms and conditions set forth below;					
<b>Commodity &amp; Specification</b>	<b>Quantity</b>	<b>Unit</b>	<b>Unit Price</b>	<b>Amount</b>	
			[CIF] [Hamburg, Germany]		
CHINESE OILED-PAPER UMBRELLA	90	PCS	USD 200	USD 180000	

ATERIALS:NATURAL A CARGO JADE, SIZE:58MM DIAMETER, PACKAGING: 10PCS/CARTON				
<b>Total:</b>	900	PCS	USD 18000	
<b>Say Total:</b>	USD ONE HUNDRED AND EIGHTY THOUSAND ONLY			
<b>Payment:</b>	L/C AT SIGHT			
<b>Packing</b>	10pcs/carton packed in 90 cartons			
<b>Port of Shipment:</b>	Shanghai, China			
<b>Port of Destination:</b>	Hamburg, German			
<b>Shipment:</b>	To be shipped from Shanghai, China to Hamburg, Germany by vessel no later than April 30, 2019 with partial shipment and transshipment not allowed.			
<b>Shipping Mark:</b>	N/M			
<b>Quality:</b>	As per the sample submitted by the seller.			
<b>Insurance:</b>	To be covered by the seller for 120% of the invoice value against All Risks, War risk and Strike Risk.			
<b>Documents:</b>	1. SIGNED COMMERCIAL INVOICE IN 1 ORIGINAL AND 3 COPIES. 2. FULL SET OF CLEAN ON BOARD BILLS OF LADING MADE OUT TO ORDER AND BLANK ENDORSED, MARKED "FREIGHT TO COLLECT" . 3. PACKING LIST IN 1 ORIGINAL AND 3 COPIES. 4. CERTIFICATE OF GSP FORM A IN 1 ORIGINAL AND 3 COPIES. 5. INSURANCE POLICY/CERTIFICATE IN 1 ORIGINAL AND 3 COPIES BLANK ENDORSED FOR 130 PCT OF INVOICE VALUE COVERING ALL RISKS, WAR RISK AND STRIKE RISK.			

Any dispute arising from or in connection with this Contract shall be submitted to International Economic and Trade Arbitration Commission for arbitration which shall be conducted in accordance with the IETAC's arbitration rules in effect at the time of applying for arbitration. The arbitral award is final and binding upon both parties.

<b>BUYERS</b>	<b>SELLERS</b>
(Signature)	(Signature)

⑤相关资料

(1)PACKING:

G. W. : ( KGS/CARTON)    N. W. : ( KGS/CARTON)    MEAS. : ( CBM/CARTON)

1.5                      0.455                      0.0038

LCL

(2) INVOICE NO. :IV0000005

PACKING LIST NO. :PL0000005

(3) VESSEL: DONG FENG V115

(4) Negotiating Bank: Bank of China, Hunan Branch

NO. 170 People Avenue, Changsha, Hunan, China

Issuing Bank: CITI Bank, Hamburg Branch

NO. 23Linken Avenue, Hamburg, Germany

(5) Issuing Date of L/C:2019-02-20

L/C NO. :38438/02

**IV. 抽考试题**

1、请根据考试资料中的谈判备忘录(3)审核错误的合同(4),指出不符之处并修正  
(本题共 16 分)

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

2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

2、请根据以上资料缮制商业发票。（本题共 14 分）

（注：合同的信息必须是修正后的正确信息）

ISSUER:		<b>商业发票</b> <b>COMMERCIAL INVOICE</b>		
TO:		NO. IV0000005	DATE	
TRANSPORT DETAILS:		S/C NO.	L/C NO.	
		TERMS OF PAYMENT		
Marks and Numbers	Description of goods	Quantity	Unit Price	Amount
[ ]				
Total: [ ] [ ]				
SAY TOTAL: _____				

CHINA CARTER TRADING COMPANY  
湖南卡特贸易公司  
卡特

(Authorised Signature) 3、

请根据以上资料缮制国际海运货物委托书。（本题共 10 分）

（注：合同的信息必须是修正后的正确信息）



<b>INSTRUCTION FOR CARGO BY SEA</b>					
SHIPPER:				TEL	
ADDRESS:					
DATE:					
CONSIGNEE:				TEL	
ALSO NOTIFY:				TEL	
ADDRESS:					
PORT OF LADING:			PORT OF DESTINATION		
OCEAN VESSEL :					
DESCRIPTION OF GOODS	MARKS & NUMBERS	NO. OF PACKAGE	GROSS WEIGHT/KG	NET WEIGHT/KG	MEAS.
RATE AGREED			SPECIAL INSTRUCTONS		
<input type="checkbox"/> 货柜					
<input type="checkbox"/> 拼箱					
	<input type="checkbox"/> 20' container x		<input type="checkbox"/> 40' container x		<input type="checkbox"/> 40' HQ x
	<input type="checkbox"/> 20' reefer x		<input type="checkbox"/> 40' reefer x		<input type="checkbox"/> 40' reefer high x
	<input type="checkbox"/> 20' platform x		<input type="checkbox"/> 40' platform x		
	<input type="checkbox"/> 20' car x		<input type="checkbox"/> 40' car x		
			FRIGHT	<input type="checkbox"/> prepaid <input type="checkbox"/> to collect	
DOCUMENTS:	INVOICE:				
	PACKING LIST :				
CONSIGNOR'S DETAIL					
CONSIGNOR'S NAME AND ADDRESS				INSTRUCTION BY: SIGNED	

		& CHOPPED	
--	--	-----------	--

4、请根据以上资料缮制汇票。（本题共 10 分）

（注：合同的信息必须是修正后的正确信息）

### BILL OF EXCHANGE

No. S0000005

Dated \_\_\_\_\_

Exchange for \_\_\_\_\_

At \_\_\_\_\_ sight of this FIRST of Exchange (Second of exchange being unpaid)

Pay to the Order of \_\_\_\_\_

the sum of \_\_\_\_\_

Drawn under L/C No. \_\_\_\_\_ Dated \_\_\_\_\_

Issued By \_\_\_\_\_

To: \_\_\_\_\_

CHINA CARTER TRADING COMPANY

湖南卡特贸易公司

卡特

(Authorised Signature)

#### (2) 实施条件

表3: 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置 40 个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有 1 台服务器、40—50 台计算机，并安装 Office 办公软件，配置局域网。	必备
测评专家	每 40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上外贸单证缮制实践教学指导经历。	必备

#### (3) 考核时量

考核时间：60 分钟

#### (4) 评分细则

表4：评分细则

评价内容	配分	考核点	备注
合同审核	16	1、买卖双方的名称与地址是否有误； 2、品名、规格、数量、重量、单价是否有误； 3、货物包装、体积是否有误； 4、使用的贸易术语是否有误； 5、合同金额和币种是否有误； 6、合同中溢短装条款是否有误； 7、唛头是否有误； 8、起运港和目的港是否有误； 9、分批装运和转运是否有误； 10、保险险别、保险金额是否有误； 11、最迟装运期是否有误； 12、汇票的付款期限是否有误。	合同审核 每题共 8 处错 误 每处2分， 找出错误记 1 分，修正错误记 1分。
商业发票缮制	14	1、进口商名称和地址：填写准确无误，记 2 分； 2、货物描述：品名拼写正确，规格信息填写准确 无误，记 3 分； 3、货物总价：计算准确无误，货币名称正确，记 3 分； 4、总价文字描述：大写数字英文表述准确无误，记 2 分； 5、其他栏目（发票日期、运输路线、货物唛头、 货物单价及单位、产品数量、贸易术语等）填写正 确，记 4 分。	商业发票缮制 部分每个空白 栏目按其规定 的分值计算得 分，未填、错 填，则不得 分。
国际海运货物 委托书缮制	10	1、收货人条款：根据备忘录中有关提单的条款的 规定进行正确的填写，记 2 分； 2、货物描述、货物唛头、包装的总数量、总毛重、总 净重、总体积等，填写准确无误，记 5 分； 3、其他栏目（托运人、通知人、装运港、目的港、运 费条款、委托人资料等栏目）信息完整无误，拼写 正确，记 3 分。	国际海运货物 委托书缮制部 分每个空白栏 目按其规定的 分值计算得 分，未填、错 填， 则不得分。
汇票缮制	10	1、出票条款：包括开证行完整名称、信用证号和 开证日期，填写准确无误，记 2 分； 2、收款人：信用证下以议付行为收款人；托收汇票， 以出口商为收款人；信息完整无误，拼写正确，记2分； 3、金额及币种：币种与金额必须与备忘录保持一 致，填写准确无误，记 2 分； 4、其他栏目（出票日期、付款期限、付款人等栏 目）信息完整无误，拼写正确，记4分。	汇 票 缮 制 部 分 每 个 空 白 栏 目 按 其 规 定 的 分 值 计 算 得 分 ， 未 填、错填，则 不得分。

#### 4. 试题编号：3-4：合同审核、单证缮制

##### (1) 任务描述

###### I. 注意事项

①所有考试项目均为机上操作；

②开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷重命名为“原文件名+工位号”；

③考试资料中的合同为错误的合同，考试中涉及到合同的信息必须参考修改正确的合同的信息，否则造成的制单错误将不计分。

④考试期间如果遇到问题请及时找监考老师，不得私自更换电脑； 5、考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

###### II. 考试要求

###### ①合同审核

读懂谈判备忘录的内容；根据备忘录内容审核合同各条款；指出合同中的错误条款并改正。

###### ②商业发票缮制

分析谈判备忘录中涉及商业发票缮制的相关条款；准确缮制商业发票；确保缮制的商业发票与谈判备忘录的条款一致。

###### ③国际海运货物委托书缮制

分析谈判备忘录的装运条款；准确缮制国际海运货物委托书；确保缮制的国际海运货物委托书与谈判备忘录的条款一致。

###### ④汇票缮制

分析谈判备忘录中涉及汇票缮制的相关条款；准确缮制汇票；确保缮制的汇票与谈判备忘录的条款一致。

###### III. 考试资料

###### ①出口方基本情况

表 1：出口方基本情况

Company	CHINA CARTER TRADING COMPANY
Office Address	NO. 88 WUYI ROAD, CHANGSHA, HUNAN, CHINA
Phone	86-731-82282882
Fax	86-731-82282881

E-mail	<a href="mailto:Carter22@163.com">Carter22@163.com</a>
--------	--

②进口方基本情况

表 2: 进口方基本情况

Company	GERMANY PETER TRADING COMPANY
Office Address	NO. 168 WARZARD STREET, HAMBURG, GERMANY
Phone	0049-40-3315815
Fax	0049-40-3315816
E-mail	<a href="mailto:PETER55@gmail.com">PETER55@gmail.com</a>

③谈判备忘录

<b>Minutes of a Meeting</b>	
<b>TIME:</b>	May 20-22, 2019
<b>PLACE:</b>	Conference Room of Sheraton Hotel, Changsha, Hunan, China
<b>PURPOSE:</b>	To come to an agreement over the transaction of the interested products.
<b>PRESIDING:</b>	Mr. Zhanghua (Party A: Sales Manager of China Carter Trading Company)
<b>PRESENT:</b>	Mr. Lee (Party B: Purchasing Manager of Germany Peter Trading Company)
<b>SUMMARY OF THE MEETING</b>	
<p>After several rounds of negotiation, Party A and Party B come to terms on May 22 over the transaction of 130000 PCS BAMBOO BOWL. A brief summary of the meeting is as follows:</p> <ol style="list-style-type: none"> <li>1. Product Name: BAMBOO BOWL</li> <li>2. Quantity: 130000 PCS</li> <li>3. Unit Price: USD 2/PC CIF HAMBURG, GERMANY</li> <li>4. Amount: USD260000</li> <li>5. Specification: MODEL NUMBER: SLW2165, DIMENSIONS: (Dia.) 165 * (H) 63.5MM, PACKING: 1PC/BOX, 20PCS/CARTON</li> </ol>	



④合同

CHINA CARTE TRADING COMPANY					
NO. 88 WUYI ROAD, CHANGSHA. HUNAN, CHINA					
<b>SALES CONTRACT</b>					
Messrs:	GERMANY PETER TRADING COMPANY NO. 168 WARZARD STREET, HAMBURG, GERMANY	No.	CON007		
		Date:	2019-05-22		
Dear sirs:					
we are pleased to confirm our sale of the following goods on the terms and conditions set forth below;					
<b>Commodity &amp; Specification</b>		<b>Quantity</b>	<b>Unit</b>	<b>Unit Price</b>	<b>Amount</b>

			[CIF] [Hambug, Germany]	
BAMBOO BOW MODEL NUMBER:SLW2165, DIMENSIONS: (Dia.) 165 * (H) 63.5MM, PACKING: 1PC/BOX, 20PCS/CARTON	130000	PCS	USD 2	USD 260000
<b>Total:</b>		130000	PCS	USD 260000
<b>Say Total:</b>	USD TWO HUNDRED AND SIXTY THOUSAND ONLY			
<b>Payment:</b>	L/C AT 45 SIGHT			
<b>Packing</b>	20pcs/carton packed in 650 cartons			
<b>Port of Shipment:</b>	Shanghai, China			
<b>Port of Destination:</b>	Hamburg, Germany			
<b>Shipment:</b>	To be shipped from Shanghai, China to Hamburg, Germany by vessel no later than June 20, 2019 with partial shipment not allowed and transshipment allowed.			
<b>Shipping Mark:</b>	N/M			
<b>Quality:</b>	As per the sample submitted by the seller.			
<b>Insurance:</b>	To be covered by the seller for 120% of the invoice value against W.A., War risk and Strike Risk.			
<b>Documents:</b>	1. SIGNED COMMERCIAL INVOICE IN 1 ORIGINAL AND 3 COPIES. 2. FULL SET OF CLEAN ON BOARD BILLS OF LADING MADE OUT TO ORDER AND BLANK ENDORSED, MARKED "FREIGHT PREPAID" . 3. PACKING LIST IN 1 ORIGINAL AND 3 COPIES. 4. CERTIFICATE OF GSP FORM A IN 1 ORIGINAL AND 3 COPIES. 5. INSURANCE POLICY/CERTIFICATE IN 1 ORIGINAL AND 3 COPIES BLANK ENDORSED FOR 110 PCT OF INVOICE VALUE			

COVERING FPA, WAR RISK AND STRIKE RISK.	
Any dispute arising from or in connection with this Contract shall be submitted to International Economic and Trade Arbitration Commission for arbitration which shall be conducted in accordance with the IETAC's arbitration rules in effect at the time of applying for arbitration. The arbitral award is final and binding upon both parties.	
<b>BUYERS</b>	<b>SELLERS</b>
(Signature)	(Signature)

⑤相关资料

(1)PACKING:

G. W. :( KGS/CARTON) N. W. :( KGS/CARTON) MEAS. :( CBM/CARTON)

2.7

2

0.0271

TOTAL THREE 40' CONTAINERS

(2)INVOICE NO. :IV0000007

PACKING LIST NO. :PL0000007

(3)VESSEL: DONG FENG V115

(4)Negotiating Bank: Bank of China, Hunan Branch

NO. 170 People Avenue, Changsha, Hunan, China

Issuing Bank: CITI Bank, Hamburg Branch

NO. 23Linken Avenue, Hamburg, Germany

(5)Issuing Date of L/C:2019-05-26

L/C NO. : 38438/02

**IV. 抽考试题**

1、请根据考试资料中的谈判备忘录(3)审核错误的合同(4), 指出不符之处并修正

(本题共 16 分)



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

2、请根据以上资料缮制商业发票。（本题共 14 分）

（注：合同的信息必须是修正后的正确信息）

ISSUER:		<b>商业发票</b> <b>COMMERCIAL INVOICE</b>		
TO:		NO. IV0000007	DATE	
TRANSPORT DETAILS:		S/C NO.	L/C NO.	
		TERMS OF PAYMENT		
Marks and Numbers	Description of goods	Quantity	Unit Price	Amount
[ ]				
Total: [ ] [ ]				
SAY TOTAL: _____				

CHINA CARTER TRADING COMPANY  
湖南卡特贸易公司  
卡特

(Authorised Signature)

3、请根据以上资料缮制国际海运货物委托书。（本题共 10 分）

（注：合同的信息必须是修正后的正确信息）

<b>INSTRUCTION FOR CARGO BY SEA</b>					
SHIPPER:				TEL	
ADDRESS:					
DATE:					
CONSIGNEE:				TEL	
ALSO NOTIFY:				TEL	
ADDRESS:					
PORT OF LADING:			PORT OF DESTINATION		
OCEAN VESSEL :					
DESCRIPTION OF GOODS	MARKS & NUMBERS	NO. OF PACKAGE	GROSS WEIGHT/KG	NET WEIGHT/KG	MEAS.
RATE AGREED		SPECIAL INSTRUCTONS			
<input type="checkbox"/> 货柜					
<input type="checkbox"/> 拼箱					
	<input type="checkbox"/> 20' container x	<input type="checkbox"/> 40' container x		<input type="checkbox"/> 40' HQ x	
	<input type="checkbox"/> 20' reefer x	<input type="checkbox"/> 40' reefer x		<input type="checkbox"/> 40' reefer high x	
	<input type="checkbox"/> 20' platform x	<input type="checkbox"/> 40' platform x			
	<input type="checkbox"/> 20' car x	<input type="checkbox"/> 40' car x			
			FRIGHT	<input type="checkbox"/> prepaid	
				<input type="checkbox"/> to collect	
DOCUMENTS:	INVOICE:				
	PACKING LIST :				

CONSIGNOR'S DETAIL			
CONSIGNOR'S NAME AND ADDRESS		INSTRUCTION BY: SIGNED & CHOPPED	

4、请根据以上资料缮制汇票。（本题共 10 分）  
（注：合同的信息必须是修正后的正确信息）

### BILL OF EXCHANGE

No. S0000007

Dated \_\_\_\_\_

Exchange for \_\_\_\_\_

At \_\_\_\_\_ sight of this FIRST of Exchange (Second of exchange being unpaid)

Pay to the Order of \_\_\_\_\_

the sum of \_\_\_\_\_

Drawn under L/C No. \_\_\_\_\_ Dated \_\_\_\_\_

Issued By \_\_\_\_\_

To: \_\_\_\_\_

CHINA CARTER TRADING COMPANY  
湖南卡特贸易公司  
卡特

(Authorised Signature)

#### (2) 实施条件

表3：实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置 40 个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有 1 台服务器、40—50 台计算机，并安装 Office 办公软件，配置局域网。	必备
测评专家	每40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上外贸单证缮制实践教学指导经历。	必备

#### (3) 考核时量

考核时间：60 分钟

(4) 评分细则

表4：评分细则

评价内容	配分	考核点	备注
合同审核	16	1、买卖双方的名称与地址是否有误； 2、品名、规格、数量、重量、单价是否有误； 3、货物包装、体积是否有误； 4、使用的贸易术语是否有误； 5、合同金额和币种是否有误； 6、合同中溢短装条款是否有误； 7、唛头是否有误； 8、起运港和目的港是否有误； 9、分批装运和转运是否有误； 10、保险险别、保险金额是否有误； 11、最迟装运期是否有误； 12、汇票的付款期限是否有误。	合同审核 每题共 8 处错 误每处2分， 找出错误记 1 分，修正错误记 1分。
商业发票缮制	14	1、进口商名称和地址：填写准确无误，记 2 分； 2、货物描述：品名拼写正确，规格信息填写准确 无误，记 3 分； 3、货物总价：计算准确无误，货币名称正确，记 3 分； 4、总价文字描述：大写数字英文表述准确无误，记 2 分； 5、其他栏目（发票日期、运输路线、货物唛头、货 物单价及单位、产品数量、贸易术语等）填写正 确，记 4 分。	商业发票缮制 部分每个空白 栏目按其规定 的分值计算得 分，未填、错 填，则不得 分。
国际海运货物 委托书缮制	10	1、收货人条款：根据备忘录中有关提单的条款的 规定进行正确的填写，记 2 分； 2、货物描述、货物唛头、包装的总数量、总毛重、总 净重、总体积等，填写准确无误，记 5 分； 3、其他栏目（托运人、通知人、装运港、目的港、运 费条款、委托人资料等栏目）：信息完整无误，拼写 正确，记 3 分。	国际海运货物 委托书缮制部 分每个空白栏 目按其规定的 分值计算得 分，未填、错 填， 则不得分。
汇票缮制	10	1、出票条款：包括开证行完整名称、信用证号和 开证日期，填写准确无误，记 2 分； 2、收款人：信用证下以议付行为收款人；托收汇票， 以出口商为收款人；信息完整无误，拼写正确，记2分； 3、金额及币种：币种与金额必须与备忘录保持一 致，填写准确无误，记 2 分； 4、其他栏目（出票日期、付款期限、付款人等栏 目）：信息完整无误，拼写正确，记 4 分。	汇 票 缮 制 部 分 每 个 空 白 栏 目 按 其 规 定 的 分 值 计 算 得 分 ， 未 填、错填，则 不得分。

## 5. 试题编号：3-5：合同审核、单证缮制

### (1) 任务描述

#### I. 注意事项

- ①所有考试项目均为机上操作；
- ②开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷重命名为“原文件名+工位号”；
- ③考试资料中的合同为错误的合同，考试中涉及到合同的信息必须参考修改正确的合同的信息，否则造成的制单错误将不计分。
- ④考试期间如果遇到问题请及时找监考老师，不得私自更换电脑； 5、考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II. 考试要求

##### ①合同审核

读懂谈判备忘录的内容；根据备忘录内容审核合同各条款；指出合同中的错误条款并改正。

##### ②商业发票缮制

分析谈判备忘录中涉及商业发票缮制的相关条款；准确缮制商业发票；确保缮制的商业发票与谈判备忘录的条款一致。

##### ③国际海运货物委托书缮制

分析谈判备忘录的装运条款；准确缮制国际海运货物委托书；确保缮制的国际海运货物委托书与谈判备忘录的条款一致。

##### ④汇票缮制

分析谈判备忘录中涉及汇票缮制的相关条款；准确缮制汇票；确保缮制的汇票与谈判备忘录的条款一致。

#### III. 考试资料

##### ①出口方基本情况

表 1：出口方基本情况

Company	CHINA CARTER TRADING COMPANY
Office Address	NO. 88 WUYI ROAD, CHANGSHA, HUNAN, CHINA
Phone	86-731-82282882
Fax	86-731-82282881

E-mail	<a href="mailto:Carter22@163.com">Carter22@163.com</a>
--------	--

## ②进口方基本情况

表 2: 进口方基本情况

Company	GERMANY PETER TRADING COMPANY
Office Address	NO. 168 WARZARD STREET, HAMBURG, GERMANY
Phone	0049-40-3315815
Fax	0049-40-3315816
E-mail	<a href="mailto:PETER55@gmail.com">PETER55@gmail.com</a>

## ③谈判备忘录

<b>Minutes of a Meeting</b>	
<b>TIME:</b>	May 20-22, 2019
<b>PLACE:</b>	Conference Room of Sheraton Hotel, Changsha, Hunan, China
<b>PURPOSE:</b>	To come to an agreement over the transaction of the interested products.
<b>PRESIDING:</b>	Mr. Zhanghua (Party A: Sales Manager of China Carter Trading Company)
<b>PRESENT:</b>	Mr. Lee (Party B: Purchasing Manager of Germany Peter Trading Company)
<b>SUMMARY OF THE MEETING</b>	
<p>After several rounds of negotiation, Party A and Party B come to terms on May 22 over the transaction of 100000BAGS CHOCOLATE BISCUIT. A brief summary of the meeting is as follows:</p> <ol style="list-style-type: none"> <li>1. Product Name: CHOCOLATE BISCUIT</li> <li>2. Quantity: 100000BAGS</li> <li>3. Unit Price: USD 1.5/BAG CIF HAMBURG, GERMANY</li> <li>4. Amount: USD150000</li> <li>5. Specification: ORIGIN: ENGLAND, STORAGE: PLACED IN VENTILATED, DRY, COOL PLACE</li> </ol>	



④合同

CHINA CARTER TRADING COMPANY					
NO. 88 WUYI ROAD, CHANGSHA. HUNAN, CHINA					
<b>SALES CONTRACT</b>					
Messrs:	GERMANY PETER TRADING COMPANY NO. 168 WARZAR STREET, HAMBURG, GERMANY			<b>No.</b>	CON008
				<b>Date:</b>	2019-05-22
Dear sirs:					
we are pleased to confirm our sale of the following goods on the terms and conditions set forth below;					
<b>Commodity &amp; Specification</b>	<b>Quantity</b>	<b>Unit</b>	<b>Unit Price</b>	<b>Amount</b>	

			[CIF] [Hamburg, German]	
CHOCOLATE BISCUIT ORIGIN:ENGLAND, STORAGE:PLACED INV ENTILATED, DRY, COOL PLACE	10000	BAGS	USD 1.5	USD 150000
<b>Total:</b>	100000	BAGS	USD 150000	
<b>Say Total:</b>	USD FIFTEEN THOUSAND ONLY			
<b>Payment:</b>	L/C AT SIGHT			
<b>Packing</b>	50pcs/carton packed in 200 cartons			
<b>Port of Shipment:</b>	Shanghai, China			
<b>Port of Destination:</b>	Hamburg, Germany			
<b>Shipment:</b>	To be shipped from Shanghai, China to Hamburg, Germany by vessel no later than June 28, 2019 with partial shipment not allowed and transshipment allowed.			
<b>Shipping Mark:</b>	N/M			
<b>Quality:</b>	As per the sample submitted by the seller.			
<b>Insurance:</b>	To be covered by the seller for 120% of the invoice value against FPA, War risk and Strike Risk.			
<b>Documents:</b>	1. SIGNED COMMERCIAL INVOICE IN 1 ORIGINAL AND 3 COPIES. 2. FULL SET OF CLEAN ON BOARD BILLS OF LADING MADE OUT TO ORDER AND BLANK ENDORSED, MARKED "FREIGHT COLLECT" . 3. PACKING LIST IN 1 ORIGINAL AND 3 COPIES. 4. CERTIFICATE OF GSP FORM A IN 1 ORIGINAL AND 3 COPIES. 5. INSURANCE POLICY/CERTIFICATE IN 1 ORIGINAL AND 3 COPIES BLANK ENDORSED FOR 110 PCT OF INVOICE VALUE COVERING FPA, WAR RISK AND STRIKE RISK.			



Any dispute arising from or in connection with this Contract shall be submitted to International Economic and Trade Arbitration Commission for arbitration which shall be conducted in accordance with the IETAC's arbitration rules in effect at the time of applying for arbitration. The arbitral award is final and binding upon both parties.

<b>BUYERS</b>	<b>SELLERS</b>
(Signature)	(Signature)

⑤相关资料

(1)PACKING:

G. W. : (KGS/CARTON)    N. W. : (KGS/CARTON)    MEAS. : (CBM/CARTON)

3.85

3.7

0.046

TOTAL TWO 40' CONTAINERS

(2) INVOICE NO. : IV0000008

PACKING LIST NO. : PL0000008

(3) VESSEL: DONG FENG V115

(4) Negotiating Bank: Bank of China, Hunan Branch

NO. 170 People Avenue, Changsha, Hunan, China

Issuing Bank: CITI Bank, Hamburg Branch

NO. 23 Linken Avenue, Hamburg, Germany

(5) Issuing Date of L/C: 2019-05-26

L/C NO. : 38438/02

**IV. 抽考试题**

1、请根据考试资料中的谈判备忘录(3) 审核错误的合同(4), 指出不符之处并修正

(本题共 16 分)

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

2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

2、请根据以上资料缮制商业发票。（本题共 14 分）

（注：合同的信息必须是修正后的正确信息）

ISSUER:		<b>商业发票</b> <b>COMMERCIAL INVOICE</b>		
TO:		NO. IV00000008	DATE	
TRANSPORT DETAILS:		S/C NO.	L/C NO.	
		TERMS OF PAYMENT		
Marks and Numbers	Description of goods	Quantity	Unit Price	Amount
[ ]				
Total: [ ] [ ]				
SAY TOTAL: _____				

CHINA CARTER TRADING COMPANY  
湖南卡特贸易公司  
卡特  
(Authorized Signature)

3、请根据以上资料缮制国际海运货物委托书。（本题共 10 分）

（注：合同的信息必须是修正后的正确信息）

<b>INSTRUCTION FOR CARGO BY SEA</b>					
SHIPPER:				TEL	
ADDRESS:					
DATE:					
CONSIGNEE:				TEL	
ALSO NOTIFY:				TEL	
ADDRESS:					
PORT OF LADING:			PORT OF DESTINATION		
OCEAN VESSEL :					
DESCRIPTION OF GOODS	MARKS & NUMBERS	NO. OF PACKAGE	GROSS WEIGHT/KG	NET WEIGHT/KG	MEAS.
RATE AGREED			SPECIAL INSTRUCTONS		
<input type="checkbox"/> 货柜					
<input type="checkbox"/> 拼箱					
	<input type="checkbox"/> 20' container x		<input type="checkbox"/> 40' container x		<input type="checkbox"/> 40' HQ x
	<input type="checkbox"/> 20' reefer x		<input type="checkbox"/> 40' reefer x		<input type="checkbox"/> 40' reefer high x
	<input type="checkbox"/> 20' platform x		<input type="checkbox"/> 40' platform x		
	<input type="checkbox"/> 20' car x		<input type="checkbox"/> 40' car x		
			FRIGHT	<input type="checkbox"/> prepaid <input type="checkbox"/> to collect	
DOCUMENTS:	INVOICE:				
	PACKING LIST :				

CONSIGNOR'S DETAIL			
CONSIGNOR'S NAME AND ADDRESS		INSTRUCTION BY: SIGNED & CHOPPED	

4、请根据以上资料缮制汇票。（本题共 10 分）  
（注：合同的信息必须是修正后的正确信息）

### BILL OF EXCHANGE

No. S0000008

Dated \_\_\_\_\_

Exchange for \_\_\_\_\_

At \_\_\_\_\_ sight of this FIRST of Exchange (Second of exchange being unpaid)

Pay to the Order of \_\_\_\_\_

the sum of \_\_\_\_\_

Drawn under L/C No. \_\_\_\_\_ Dated \_\_\_\_\_

Issued By \_\_\_\_\_

To: \_\_\_\_\_

CHINA CARTER TRADING COMPANY  
湖南卡特贸易公司  
卡特  
(Authourized Signature)

### (2) 实施条件

表3：实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置 40 个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有 1 台服务器、40—50 台计算机，并安装 Office 办公软件，配置局域网。	必备
测评专家	每40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事国际贸易工作经验或三年以上外贸单证缮制实践教学指导经历。	必备

### (3) 考核时量

考核时间：60 分钟

#### (4) 评分细则

表4: 评分细则

评价内容	配分	考核点	备注
合同审核	16	1、买卖双方的名称与地址是否有误； 2、品名、规格、数量、重量、单价是否有误； 3、货物包装、体积是否有误； 4、使用的贸易术语是否有误； 5、合同金额和币种是否有误； 6、合同中溢短装条款是否有误； 7、唛头是否有误； 8、起运港和目的港是否有误； 9、分批装运和转运是否有误； 10、保险险别、保险金额是否有误； 11、最迟装运期是否有误； 12、汇票的付款期限是否有误。	合同审核 每题共 8 处错 误每处2分， 找出错误记 1 分，修正错误记 1分。
商业发票缮制	14	1、进口商名称和地址：填写准确无误，记 2 分； 2、货物描述：品名拼写正确，规格信息填写准确 无误，记 3 分； 3、货物总价：计算准确无误，货币名称正确，记 3 分； 4、总价文字描述：大写数字英文表述准确无误，记 2 分； 5、其他栏目（发票日期、运输路线、货物唛头、 货物单价及单位、产品数量、贸易术语等）填写正 确，记 4 分。	商业发票缮制 部分每个空白 栏目按其规定 的分值计算得 分，未填、错 填，则不得 分。
国际海运货物 委托书缮制	10	1、收货人条款：根据备忘录中有关提单的条款的 规定进行正确的填写，记 2 分； 2、货物描述、货物唛头、包装的总数量、总毛重、总 净重、总体积等，填写准确无误，记 5 分； 3、其他栏目（托运人、通知人、装运港、目的港、运 费条款、委托人资料等栏目）：信息完整无误，拼写 正确，记 3 分。	国际海运货物 委托书缮制部 分每个空白栏 目按其规定的 分值计算得 分，未填、错 填， 则不得分。
汇票缮制	10	1、出票条款：包括开证行完整名称、信用证号和 开证日期，填写准确无误，记 2 分； 2、收款人：信用证下以议付行为收款人；托收汇票， 以出口商为收款人；信息完整无误，拼写正确，记2分； 3、金额及币种：币种与金额必须与备忘录保持一 致，填写准确无误，记 2 分； 4、其他栏目（出票日期、付款期限、付款人等栏 目）：信息完整无误，拼写正确，记 4 分。	汇 票 缮 制 部 分 每 个 空 白 栏 目 按 其 规 定 的 分 值 计 算 得 分 ， 未 填、错填，则 不得分。

### 三、岗位综合技能

#### 模块四：跨境电商运营

##### 1. 试题编号：4-1：跨境电商运营

###### (1) 任务描述

###### I 注意事项

- ① 所有考试项目均为机上操作，闭卷考试；
- ② 开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷存入 F 盘并命名为：考生号（即考生当日抽取号码）+跨境电商运营
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑；
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

###### II 考核要求

###### ①产品描述

根据产品图片，阅读中文信息，完成产品英文描述，要求中英文信息一致。

###### ② 标题设计

阅读产品中文信息，设计产品标题，要求中英文信息一致。

###### III 抽考试题

###### 产品描述

请根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，要求描述不少于 50 词，且内容与所提供资料中的产品图片和中文信息保持一致。

参考信息： 颜色：金色材质：合金

尺寸：4.2\*2（CM） 重量：2g

处理工艺：电镀 风格：简约，经典造型：十字架

品牌：PJX

用户群体：恋人，闺蜜，朋友

注意：由于光线和显示器原因，实物和照片会有色差，产品实物更漂亮，请放心选购。

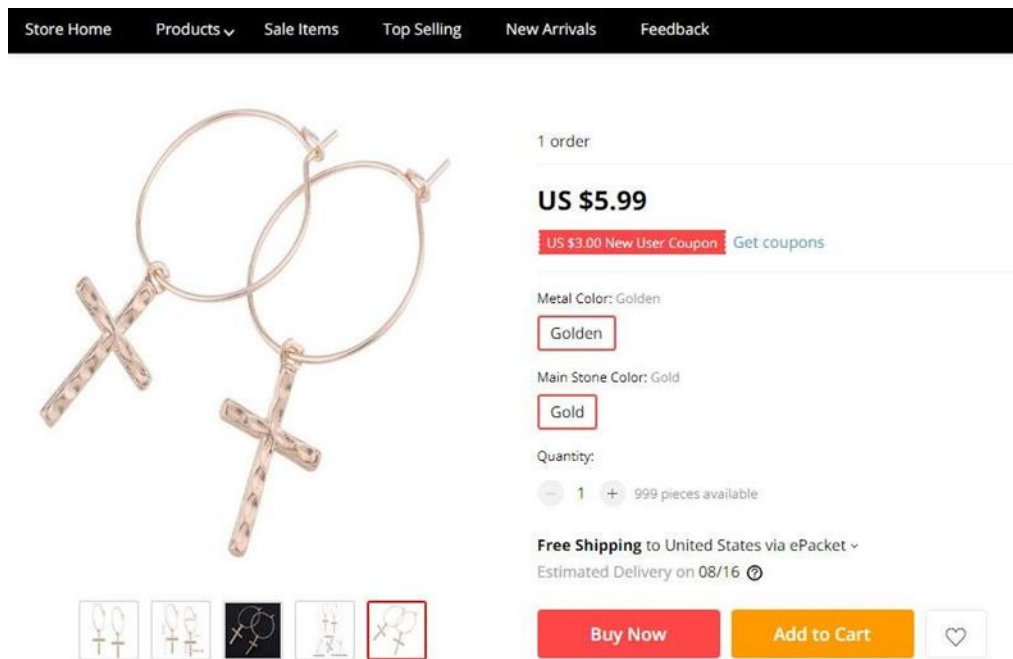


图 1: 宗教十字架系列耳环欧美时尚夸张几何小圈耳环

参考词汇:

合金 alloy; 电镀 electroplate; 十字架 cross

标题设计:

根据资料中提供的产品, 用英语完成不少于 120 字符的标题设计, 要求标题内容与所提供资料中的产品信息保持一致。

## (2) 实施条件

表 1: 跨境电商运营实施条件

项目	基本实施条件	备注
场地	跨境电商实训室配置 40 个操作台面和座位, 实训室照明通风良好。	必备
设备	跨境电商实训室配有 1 台服务器、40—50 台计算机, 并安装Office 办公软件, 配置局域网。	必备
测评专家	每40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事《跨境电商》课程理论基础与实践教学指导经历。	必备

## (3) 考核时量

30 分钟

## (4) 评分细则

表 2: 跨境电商运营评分细则

评价内容		配分	考核点	备注	
跨境电商运营 (20分)	产品描述	3分	正确运用跨境电商平台产品信息描述中常用的词汇、句型和惯用表达法	信息点每缺失一处扣2分；拼写错误、大小写错误超过5个单词，均记0分；字数少于20词，本项目记0分	
		6分	根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，描述不少于50词，且内容与所提供资料中的产品图片和中文信息保持一致		
		3分	英文单词拼写正确，且符合跨境电商平台格式规范		
	标题设计	5分	能熟练运用跨境电商平台标题设计中常用的词汇准确且全面地设计产品标题，标题不少于120字符，内容与所提供资料中的产品图片和中文信息保持一致，无侵权行为		拼写错误、大小写错误超过5个单词，均记0分；字符少于60个；本项目记0分
		3分	英文单词拼写正确，且符合跨境电商平台标题设计格式规范		



## 2. 试题编号：4-2跨境电商运营

### (1) 任务描述

#### I 注意事项

- ① 所有考试项目均为机上操作，闭卷考试；
- ② 开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷存入 F 盘并命名为：考生号（即考生当日抽取号码）+跨境电商运营
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑；
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II 考核要求

##### ①产品描述

根据产品图片，阅读中文信息，完成产品英文描述，要求中英文信息一致。

##### ② 标题设计

阅读产品中文信息，设计产品标题，要求中英文信息一致。

#### III 抽考试题

##### 产品描述

请根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，要求描述不少于 50 词，且内容与所提供资料中的产品图片和中文信息保持一致。

参考信息： 颜色：金色

材质：合金、水钻尺寸：6.3\*3（CM） 重量：34g

处理工艺：电镀 风格：甜美、可爱造型：菠萝

品牌：PJX

用户群体：恋人，闺蜜，朋友

注意：由于光线和显示器原因，实物和照片会有色差，产品实物更漂亮，请放心选购

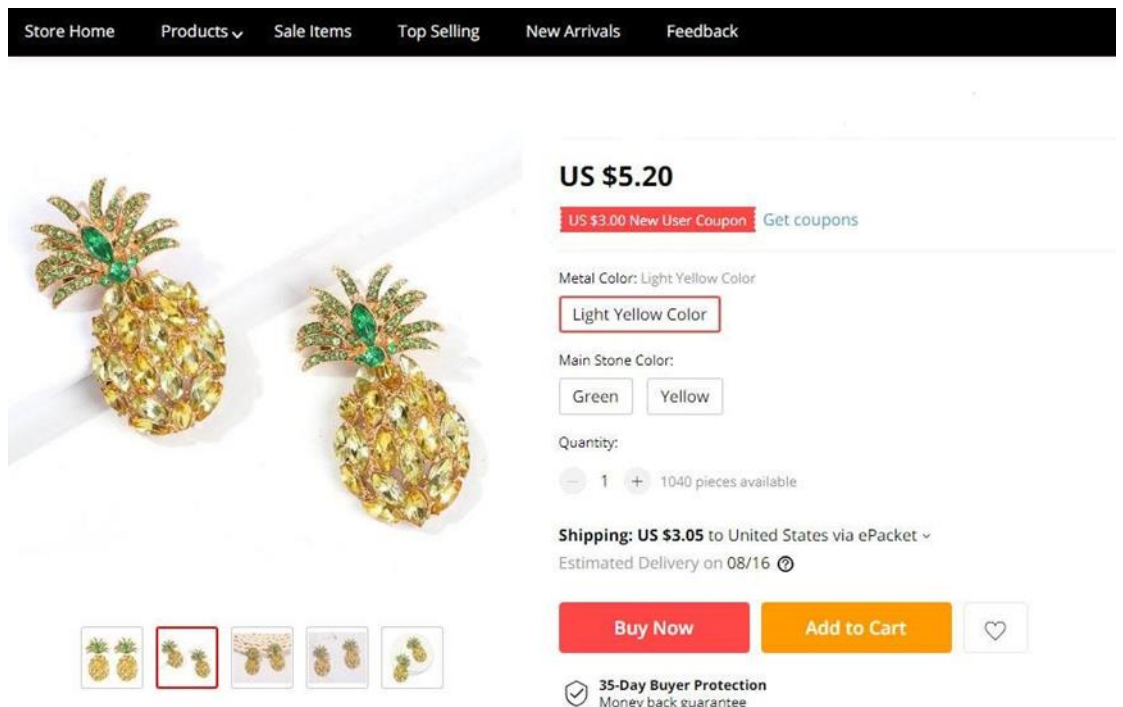


图 1：镶钻亚克力彩钻满钻耳环女黑凤梨夏日清凉热带水果风耳饰

参考词汇：

合金 alloy；电镀 electroplate；人造钻石 crystal；亚克力 acrylic

标题设计：

根据资料中提供的产品，用英语完成不少于 120 字符的标题设计，要求标题内容与所提供资料中的产品信息保持一致。

## (2) 实施条件

表 1：跨境电商运营实施条件

项目	基本实施条件	备注
场地	跨境电商实训室配置 40 个操作台面和座位，实训室照明通风良好。	必备
设备	跨境电商实训室配有 1 台服务器、40—50 台计算机，并安装Office 办公软件，配置局域网。	必备
测评专家	每 40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事《跨境电商》课程理论基础与实践教学指导经历。	必备

## (3) 考核时量

30 分钟

## (4) 评分细则

表 2：跨境电商运营评分细则

评价内容		配分	考核点	备注
跨境电商运营 (20分)	产品描述	3分	正确运用跨境电商平台产品信息描述中常用的词汇、句型和惯用表达法	信息点每缺失一处扣2分；拼写错误、大小写错误超过5个单词，均记0分；字数少于20词，本项目记0分
		6分	根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，描述不少于50词，且内容与所提供资料中的产品图片和中文信息保持一致	
		3分	英文单词拼写正确，且符合跨境电商平台格式规范	
	标题设计	5分	能熟练运用跨境电商平台标题设计中常用的词汇准确且全面地设计产品标题，标题不少于120字符，内容与所提供资料中的产品图片和中文信息保持一致，无侵权行为	
		3分	英文单词拼写正确，且符合跨境电商平台标题设计格式规范	

### 3. 试题编号：4-3：跨境电商运营

#### (1) 任务描述

##### I 注意事项

- ① 所有考试项目均为机上操作，闭卷考试；
- ② 开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷存入 F 盘并命名为：考生号（即考生当日抽取号码）+跨境电商运营
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑；
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

##### II 考核要求

###### ① 产品描述

根据产品图片，阅读中文信息，完成产品英文描述，要求中英文信息一致。

###### ② 标题设计

阅读产品中文信息，设计产品标题，要求中英文信息一致。

##### III 抽考试题

###### 产品描述

请根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，要求描述不少于 50 词，且内容与所提供资料中的产品图片和中文信息保持一致。

参考信息： 颜色：银色 材质：纯银 尺寸：25CM 重量：3.1g 风格：民族风造型：星星 品牌：PJX

用户群体：恋人，闺蜜，朋友，母亲

注意：由于光线和显示器原因，实物和照片会有色差，产品实物更漂亮，请放心选购。

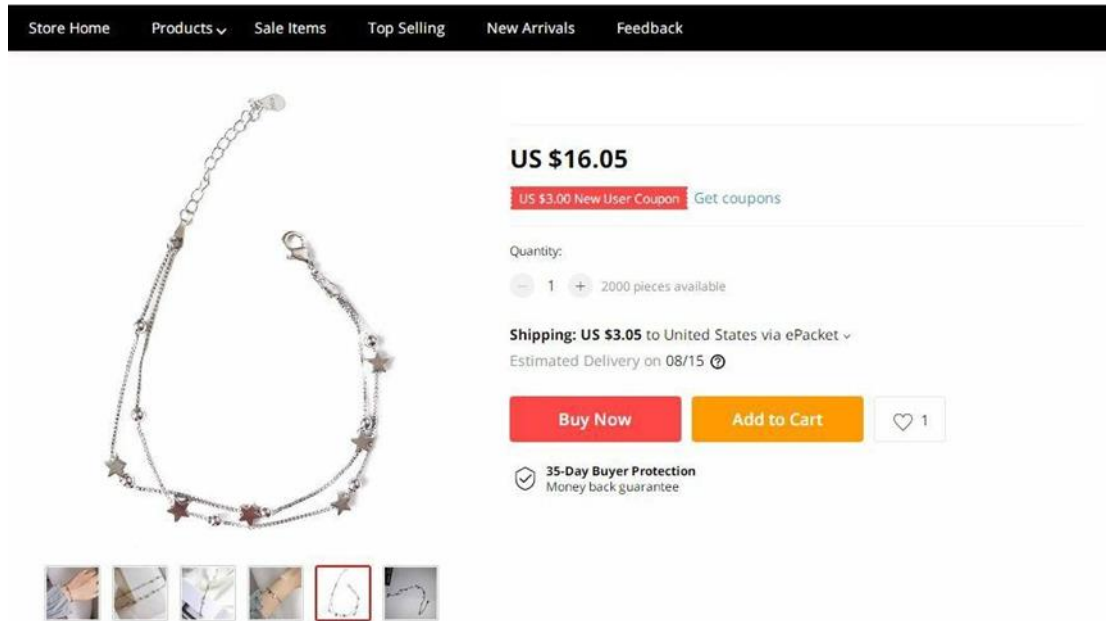


图 1：纯银十二星座足银手链女款韩版双层简约时尚星星手链

参考词汇：

纯银 sterling silver；简约 simple style

标题设计：

根据资料中提供的产品，用英语完成不少于 120 字符的标题设计，要求标题内容与所提供资料中的产品信息保持一致。

## (2) 实施条件

表 1：跨境电商运营实施条件

项目	基本实施条件	备注
场地	跨境电商实训室配置 40 个操作台面和座位，实训室照明通风良好。	必备
设备	跨境电商实训室配有 1 台服务器、40—50 台计算机，并安装Office 办公软件，配置局域网。	必备
测评专家	每40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事《跨境电商》课程理论基础与实践教学指导经历。	必备

## (3) 考核时量

30 分钟

## (4) 评分细则

表 2：跨境电商运营评分细则

评价内容		配分	考核点	备注	
跨境电商运营 (20分)	产品描述	3分	正确运用跨境电商平台产品信息描述中常用的词汇、句型和惯用表达法	信息点每缺失一处扣2分；拼写错误、大小写错误超过5个单词，均记0分；字数少于20词，本项目记0分	
		6分	根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，描述不少于50词，且内容与所提供资料中的产品图片和中文信息保持一致		
		3分	英文单词拼写正确，且符合跨境电商平台格式规范		
	标题设计	5分	能熟练运用跨境电商平台标题设计中常用的词汇准确且全面地设计产品标题，标题不少于120字符，内容与所提供资料中的产品图片和中文信息保持一致，无侵权行为		拼写错误、大小写错误超过5个单词，均记0分；字符少于60个，本项目记0分
		3分	英文单词拼写正确，且符合跨境电商平台标题设计格式规范		

## 4. 试题编号：4-4：跨境电商运营

### (1) 任务描述

#### I 注意事项

- ① 所有考试项目均为机上操作，闭卷考试；
- ② 开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷存入 F 盘并命名为：考生号（即考生当日抽取号码）+跨境电商运营
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑；
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II 考核要求

##### ① 产品描述

根据产品图片，阅读中文信息，完成产品英文描述，要求中英文信息一致。

##### ② 标题设计

阅读产品中文信息，设计产品标题，要求中英文信息一致。

#### III 抽考试题

##### 产品描述

请根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，要求描述不少于 50 词，且内容与所提供资料中的产品图片和中文信息保持一致。

参考信息： 颜色：金色

材质：闪光石，铜

尺寸：18.5+3.5CM 延长链重量：5.6g

风格：日韩清新造型：几何形 品牌：PJX

用户群体：恋人，闺蜜，朋友

注意：由于光线和显示器原因，实物和照片会有色差，产品实物更漂亮，请放心选购。

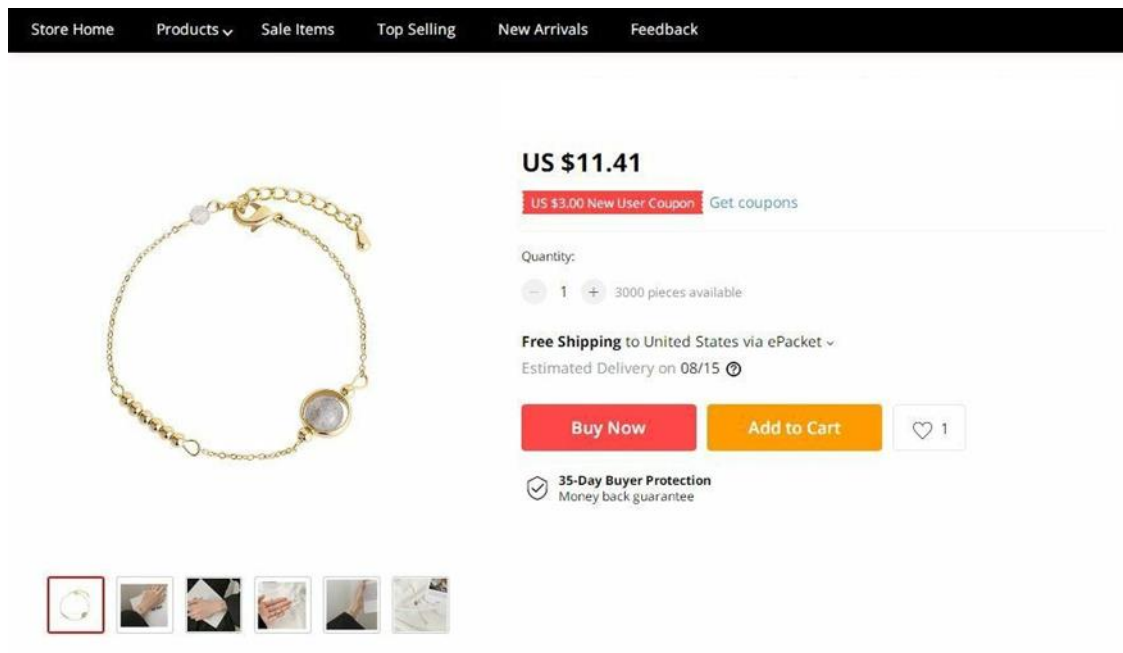


图 1：手链女韩版招桃花转好运幸运简约个性学生清新森系闺蜜珠子手饰品

参考词汇：

铜 copper；转运珠 transport bead；闪光石 shining rhinestone

标题设计：

根据资料中提供的产品，用英语完成不少于 120 字符的标题设计，要求标题内容与所提供资料中的产品信息保持一致。

## (2) 实施条件

表 1：跨境电商运营实施条件

项目	基本实施条件	备注
场地	跨境电商实训室配置 40 个操作台面和座位，实训室照明通风良好。	必备
设备	跨境电商实训室配有 1 台服务器、40—50 台计算机，并安装Office 办公软件，配置局域网。	必备
测评专家	每40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事《跨境电商》课程理论基础与实践教学指导经历。	必备

## (3) 考核时量

30 分钟

## (4) 评分细则

表 2：跨境电商运营评分细则



评价内容		配分	考核点	备注	
跨境电商运营 (20分)	产品描述	3分	正确运用跨境电商平台产品信息描述中常用的词汇、句型和惯用表达法	信息点每缺失一处扣2分；拼写错误、大小写错误超过5个单词，均记0分；字数少于20词，本项目记0分	
		6分	根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，描述不少于50词，且内容与所提供资料中的产品图片和中文信息保持一致		
		3分	英文单词拼写正确，且符合跨境电商平台格式规范		
	标题设计	5分	能熟练运用跨境电商平台标题设计中常用的词汇准确且全面地设计产品标题，标题不少于120字符，内容与所提供资料中的产品图片和中文信息保持一致，无侵权行为		拼写错误、大小写错误超过5个单词，均记0分；字符少于60个，本项目记0分
		3分	英文单词拼写正确，且符合跨境电商平台标题设计格式规范		

## 5. 试题编号：4-5：跨境电商运营

### (1) 任务描述

#### I 注意事项

- ① 所有考试项目均为机上操作，闭卷考试；
- ② 开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷存入 F 盘并命名为：考生号（即考生当日抽取号码）+跨境电商运营
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑；
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II 考核要求

##### ① 产品描述

根据产品图片，阅读中文信息，完成产品英文描述，要求中英文信息一致。

##### ② 标题设计

阅读产品中文信息，设计产品标题，要求中英文信息一致。

#### III 抽考试题

##### 产品描述

请根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，要求描述不少于 50 词，且内容与所提供资料中的产品图片和中文信息保持一致。

参考信息： 颜色：银色材质：铜

尺寸：樱花 8mm，手环直径 5.5cm，可调节重量：13g

处理工艺：电镀风格：时尚 清新造型：花卉

品牌：PJX

用户群体：恋人，闺蜜，朋友

注意：由于光线和显示器原因，实物和照片会有色差，产品实物更漂亮，请放心选购。

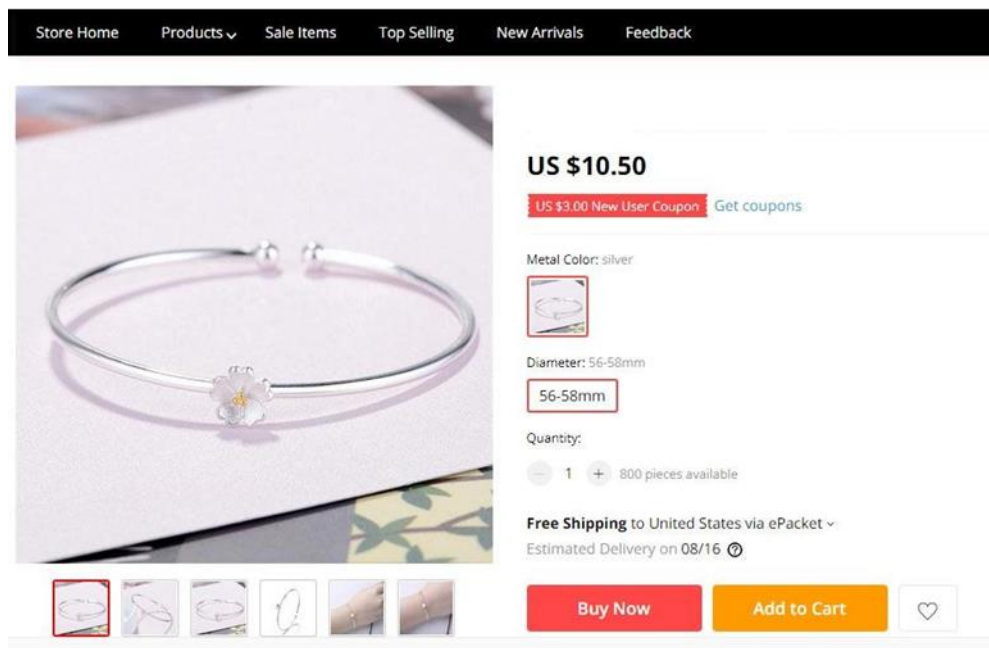


图 1：韩版时尚小樱花手镯细款开口可调节原创设计气质韩国女式手环

参考词汇：

铜 copper；樱花 Sakura

标题设计：

根据资料中提供的产品，用英语完成不少于 120 字符的标题设计，要求标题内容与所提供资料中的产品信息保持一致。

## (2) 实施条件

表 1：跨境电商运营实施条件

项目	基本实施条件	备注
场地	跨境电商实训室配置 40 个操作台面和座位，实训室照明通风良好。	必备
设备	跨境电商实训室配有 1 台服务器、40—50 台计算机，并安装Office 办公软件，配置局域网。	必备
测评专家	每40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事《跨境电商》课程理论基础与实践教学指导经历。	必备

## (3) 考核时量

30 分钟

## (4) 评分细则

表 2：跨境电商运营评分细则

评价内容	配分	考核点	备注
------	----	-----	----

跨境电商运营 (20分)	产品描述	3分	正确运用跨境电商平台产品信息描述中常用的词汇、句型和惯用表达法	信息点每缺失一处扣2分；拼写错误、大小写错误超过5个单词，均记0分；字数少于20词，本项目记0分
		6分	根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，描述不少于50词，且内容与所提供资料中的产品图片和中文信息保持一致	
		3分	英文单词拼写正确，且符合跨境电商平台格式规范	
	标题设计	5分	能熟练运用跨境电商平台标题设计中常用的词汇准确且全面地设计产品标题，标题不少于120字符，内容与所提供资料中的产品图片和中文信息保持一致，无侵权行为	拼写错误、大小写错误超过5个单词，均记0分；字符少于60个，本项目记0分
		3分	英文单词拼写正确，且符合跨境电商平台标题设计格式规范	

## 6. 试题编号：4-6：跨境电商运营

### (1) 任务描述

#### I 注意事项

- ① 所有考试项目均为机上操作，闭卷考试；
- ② 开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷存入 F 盘并命名为：考生号（即考生当日抽取号码）+跨境电商运营
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑；
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II 考核要求

##### ① 产品描述

根据产品图片，阅读中文信息，完成产品英文描述，要求中英文信息一致。

##### ② 标题设计

阅读产品中文信息，设计产品标题，要求中英文信息一致。

#### III 抽考试题

##### 产品描述

请根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，要求描述不少于 50 词，且内容与所提供资料中的产品图片和中文信息保持一致。

##### 参考信息：

颜色：金色，银色材质：合金

尺寸：装饰物直径 2.7CM 重量：4.3g

处理工艺：镶宝石造型：贝壳

风格：欧美，波西米亚品牌：PJX

用户群体：恋人，朋友，闺蜜，母亲

注意：由于光线和显示器原因，实物和照片会有色差，产品实物更漂亮，请放心选购。

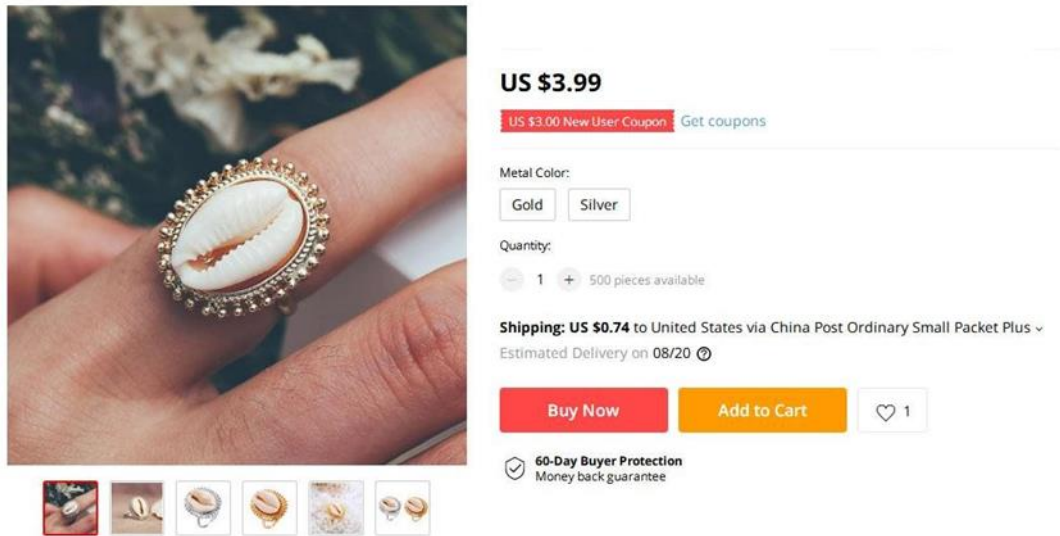


图 1：新款饰品创意合金镶嵌贝壳开口戒指

参考词汇：

合金 alloy；贝壳 seashell

标题设计：

根据资料中提供的产品，用英语完成不少于 120 字符的标题设计，要求标题内容与所提供资料中的产品信息保持一致。

## (2) 实施条件

表 1：跨境电商运营实施条件

项目	基本实施条件	备注
场地	跨境电商实训室配置 40 个操作台面和座位，实训室照明通风良好。	必备
设备	跨境电商实训室配有 1 台服务器、40—50 台计算机，并安装Office 办公软件，配置局域网。	必备
测评专家	每40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事《跨境电商》课程理论基础与实践教学指导经历。	必备

## (3) 考核时量

30 分钟

## (4) 评分细则

表 2：跨境电商运营评分细则

评价内容	配分	考核点	备注
------	----	-----	----

跨境电商运营 (20分)	产品描述	3分	正确运用跨境电商平台产品信息描述中常用的词汇、句型和惯用表达法	信息点每缺失一处扣2分；拼写错误、大小写错误超过5个单词，均记0分；字数少于20词，本项目记0分
		6分	根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，描述不少于50词，且内容与所提供资料中的产品图片和中文信息保持一致	
		3分	英文单词拼写正确，且符合跨境电商平台格式规范	
	标题设计	5分	能熟练运用跨境电商平台标题设计中常用的词汇准确且全面地设计产品标题，标题不少于120字符，内容与所提供资料中的产品图片和中文信息保持一致，无侵权行为	
		3分	英文单词拼写正确，且符合跨境电商平台标题设计格式规范	

## 7. 试题编号：4-7：跨境电商运营

### (1) 任务描述

#### I 注意事项

- ① 所有考试项目均为机上操作，闭卷考试；
- ② 开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷存入 F 盘并命名为：考生号（即考生当日抽取号码）+跨境电商运营
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑；
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II 考核要求

##### ① 产品描述

根据产品图片，阅读中文信息，完成产品英文描述，要求中英文信息一致。

##### ② 标题设计

阅读产品中文信息，设计产品标题，要求中英文信息一致。

#### III 抽考试题

##### 产品描述

请根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，要求描述不少于 50 词，且内容与所提供资料中的产品图片和中文信息保持一致。

##### 参考信息：

颜色：白金色，金色，玫瑰金色材质：合金，水钻

尺寸：10\*19（MM）重量：2.9g

处理工艺：合金镶嵌人工宝石造型：翅膀

风格：可爱，时尚品牌：PJX

用户群体：恋人，朋友，闺蜜，母亲

注意：由于光线和显示器原因，实物和照片会有色差，产品实物更漂亮，请放心选购。



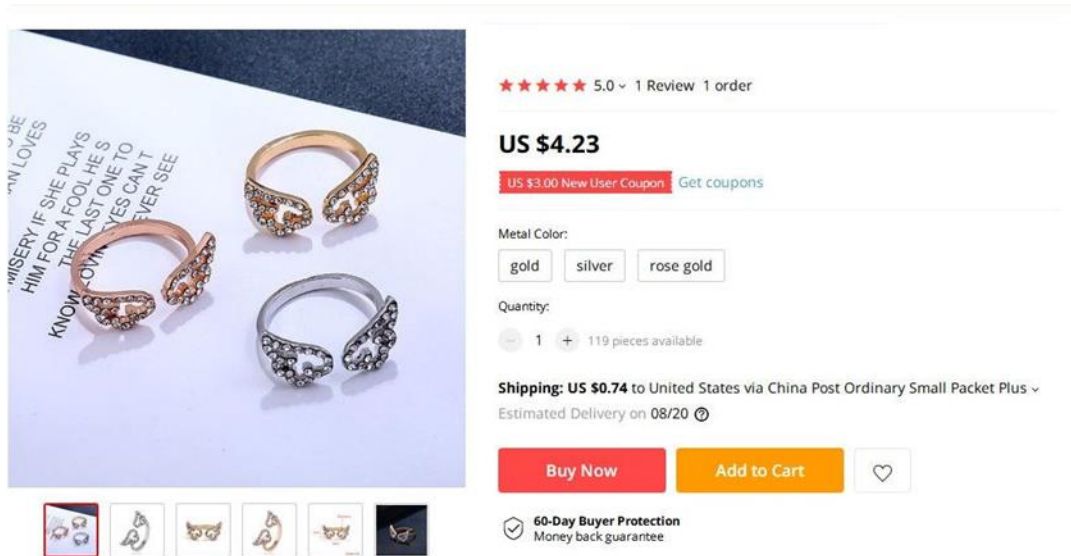


图 1：韩版时尚可爱微镶锆石天使之翼翅膀开口戒指指环女士配饰

参考词汇：

合金 alloy；人工宝石 rhinestone

标题设计：

根据资料中提供的产品，用英语完成不少于 120 字符的标题设计，要求标题内容与所提供资料中的产品信息保持一致。

## (2) 实施条件

表 1：跨境电商运营实施条件

项目	基本实施条件	备注
场地	跨境电商实训室配置 40 个操作台面和座位，实训室照明通风良好。	必备
设备	跨境电商实训室配有 1 台服务器、40—50 台计算机，并安装 Office 办公软件，配置局域网。	必备
测评专家	每 40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事《跨境电商》课程理论基础与实践教学指导经历。	必备

## (3) 考核时量

30 分钟

## (4) 评分细则

表 2：跨境电商运营评分细则

评价内容	配分	考核点	备注
------	----	-----	----

跨境电商运营 (20分)	产品描述	3分	正确运用跨境电商平台产品信息描述中常用的词汇、句型和惯用表达法	信息点每缺失一处扣2分；拼写错误、大小写错误超过5个单词，均记0分；字数少于20词，本项目记0分
		6分	根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，描述不少于50词，且内容与所提供资料中的产品图片和中文信息保持一致	
		3分	英文单词拼写正确，且符合跨境电商平台格式规范	
	标题设计	5分	能熟练运用跨境电商平台标题设计中常用的词汇准确且全面地设计产品标题，标题不少于120字符，内容与所提供资料中的产品图片和中文信息保持一致，无侵权行为	
		3分	英文单词拼写正确，且符合跨境电商平台标题设计格式规范	

## 8. 试题编号：4-8：跨境电商运营

### (1) 任务描述

#### I 注意事项

- ① 所有考试项目均为机上操作，闭卷考试；
- ② 开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷存入 F 盘并命名为：考生号（即考生当日抽取号码）+跨境电商运营
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑；
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II 考核要求

##### ①产品描述

根据产品图片，阅读中文信息，完成产品英文描述，要求中英文信息一致。

##### ② 标题设计

阅读产品中文信息，设计产品标题，要求中英文信息一致。

#### III 抽考试题

##### 产品描述

请根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，要求描述不少于 50 词，且内容与所提供资料中的产品图片和中文信息保持一致。

参考信息：

颜色：白金色，玫瑰金色材质：铜

尺寸：20\*22（MM） 加工工艺：镶锆石造型：几何形

风格：韩版品牌：PJX

用户群体：恋人，朋友，闺蜜，母亲

注意：由于光线和显示器原因，实物和照片会有色差，产品实物更漂亮，请放心选购。

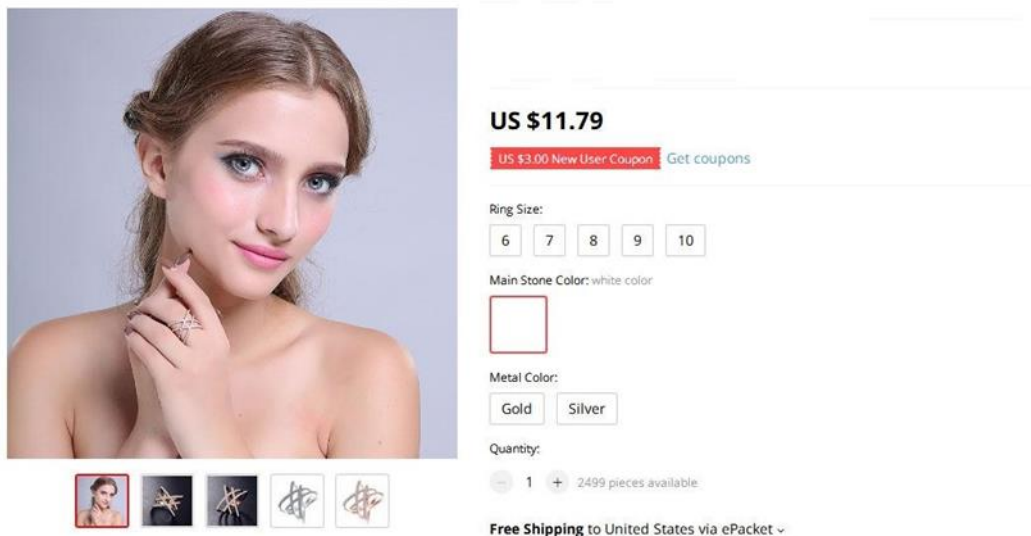


图 1：新款气质个性女戒指欧美大牌爆款锆石铜饰品戒指

参考词汇：

铜 copper；人造宝石 rhinestone

标题设计：

根据资料中提供的产品，用英语完成不少于 120 字符的标题设计，要求标题内容与所提供资料中的产品信息保持一致。

## (2) 实施条件

表 1：跨境电商运营实施条件

项目	基本实施条件	备注
场地	跨境电商实训室配置 40 个操作台面和座位，实训室照明通风良好。	必备
设备	跨境电商实训室配有 1 台服务器、40—50 台计算机，并安装Office 办公软件，配置局域网。	必备
测评专家	每40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事《跨境电商》课程理论基础与实践教学指导经历。	必备

## (3) 考核时量

30 分钟

## (4) 评分细则

表 2：跨境电商运营评分细则

评价内容	配分	考核点	备注
------	----	-----	----

跨境电商运营 (20分)	产品描述	3分	正确运用跨境电商平台产品信息描述中常用的词汇、句型和惯用表达法	信息点每缺失一处扣2分；拼写错误、大小写错误超过5个单词，均记0分；字数少于20词，本项目记0分
		6分	根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，描述不少于50词，且内容与所提供资料中的产品图片和中文信息保持一致	
		3分	英文单词拼写正确，且符合跨境电商平台格式规范	
	标题设计	5分	能熟练运用跨境电商平台标题设计中常用的词汇准确且全面地设计产品标题，标题不少于120字符，内容与所提供资料中的产品图片和中文信息保持一致，无侵权行为	
		3分	英文单词拼写正确，且符合跨境电商平台标题设计格式规范	

## 9. 试题编号：4-9：跨境电商运营

### (1) 任务描述

#### I 注意事项

- ① 所有考试项目均为机上操作，闭卷考试；
- ② 开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷存入 F 盘并命名为：考生号（即考生当日抽取号码）+跨境电商运营
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑；
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II 考核要求

##### ①产品描述

根据产品图片，阅读中文信息，完成产品英文描述，要求中英文信息一致。

##### ② 标题设计

阅读产品中文信息，设计产品标题，要求中英文信息一致。

#### III 抽考试题

##### 产品描述

请根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，要求描述不少于 50 词，且内容与所提供资料中的产品图片和中文信息保持一致。

参考信息： 颜色：粉色材质：合金

尺寸：6.4\*3.3（CM） 重量：14.5g

处理工艺：电镀

造型：动物，长颈鹿风格：个性，可爱 品牌：PJX

场合：户外，休闲，周年庆，友谊

注意：由于光线和显示器原因，实物和照片会有色差，产品实物更漂亮，请放心选购。



图 1：彩色滴油长颈鹿胸针夸张男女同款别针胸花

参考词汇：

合金 alloy；水钻 crystal；人造珍珠 simulated pearl

标题设计：

根据资料中提供的产品，用英语完成不少于 120 字符的标题设计，要求标题内容与所提供资料中的产品信息保持一致。

### (1) 实施条件

表 1：跨境电商运营实施条件

项目	基本实施条件	备注
场地	跨境电商实训室配置 40 个操作台面和座位，实训室照明通风良好。	必备
设备	跨境电商实训室配有 1 台服务器、40—50 台计算机，并安装Office 办公软件，配置局域网。	必备
测评专家	每 40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事《跨境电商》课程理论基础与实践教学指导经历。	必备

### (2) 考核时量

30 分钟

### (3) 评分细则

表 2：跨境电商运营评分细则

评价内容	配分	考核点	备注
------	----	-----	----

跨境电商运营 (20分)	产品描述	3分	正确运用跨境电商平台产品信息描述中常用的词汇、句型和惯用表达法	信息点每缺失一处扣2分；拼写错误、大小写错误超过5个单词，均记0分；字数少于20词，本项目记0分
		6分	根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，描述不少于50词，且内容与所提供资料中的产品图片和中文信息保持一致	
		3分	英文单词拼写正确，且符合跨境电商平台格式规范	
	标题设计	5分	能熟练运用跨境电商平台标题设计中常用的词汇准确且全面地设计产品标题，标题不少于120字符，内容与所提供资料中的产品图片和中文信息保持一致，无侵权行为	
		3分	英文单词拼写正确，且符合跨境电商平台标题设计格式规范	



## 10. 试题编号：4-10：跨境电商运营

### (1) 任务描述

#### I 注意事项

- ① 所有考试项目均为机上操作，闭卷考试；
- ② 开考后，考生必须打开所抽取题号对应的文件夹，并将文件夹中的答卷存入 F 盘并命名为：考生号（即考生当日抽取号码）+跨境电商运营
- ③ 考试期间如果遇到问题请及时找监考老师，不得私自更换电脑；
- ④ 考试过程中以及考试结束后，考生不得随意关闭电脑或重启电脑，否则造成数据丢失由考生本人负责。

#### II 考核要求

##### ① 产品描述

根据产品图片，阅读中文信息，完成产品英文描述，要求中英文信息一致。

##### ② 标题设计

阅读产品中文信息，设计产品标题，要求中英文信息一致。

#### III 抽考试题

##### 产品描述

请根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，要求描述不少于 50 词，且内容与所提供资料中的产品图片和中文信息保持一致。

参考信息： 颜色：绿色材质：合金

尺寸：5\*4.3（CM） 重量：6g

处理工艺：珐琅造型：植物花卉品牌：PJX

用户群体：恋人，朋友，闺蜜，母亲

注意：由于光线和显示器原因，实物和照片会有色差，产品实物更漂亮，请放心选购。

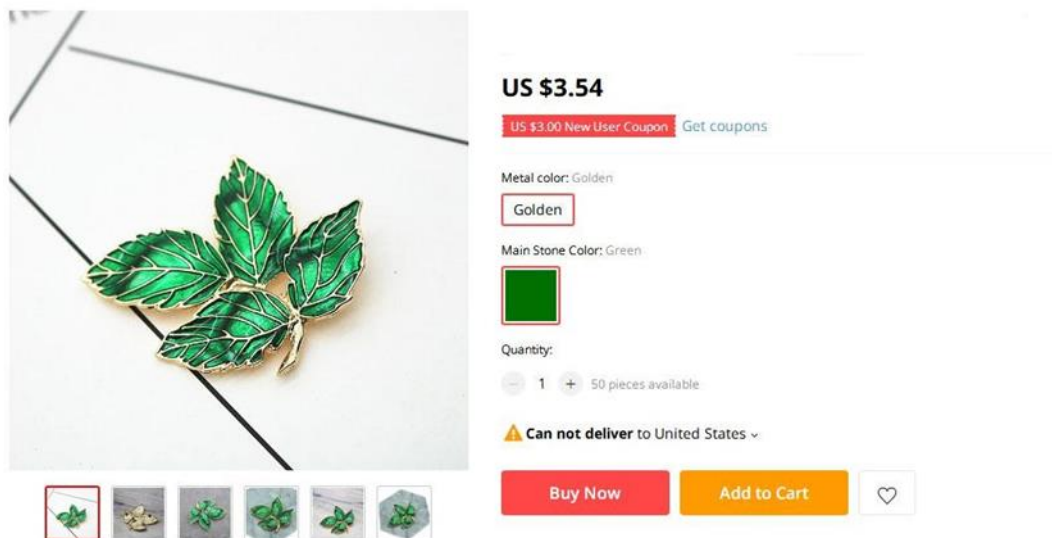


图 1：欧美时尚新款珐琅树叶绿叶大衣西装百搭胸针

参考词汇：

合金 alloy；珐琅 enamel

标题设计：

根据资料中提供的产品，用英语完成不少于 120 字符的标题设计，要求标题内容与所提供资料中的产品信息保持一致。

## (2) 实施条件

表 1：跨境电商运营实施条件

项目	基本实施条件	备注
场地	跨境电商实训室配置 40 个操作台面和座位，实训室照明通风良好。	必备
设备	跨境电商实训室配有 1 台服务器、40—50 台计算机，并安装Office 办公软件，配置局域网。	必备
测评专家	每40 名考生配备 1 名考评员。考评员要求具备至少二年以上从事《跨境电商》课程理论基础与实践教学指导经历。	必备

## (3) 考核时量

30 分钟

## (4) 评分细则

表 2：跨境电商运营评分细则

评价内容	配分	考核点	备注
------	----	-----	----

跨境电商运营 (20分)	产品描述	3分	正确运用跨境电商平台产品信息描述中常用的词汇、句型和惯用表达法	信息点每缺失一处扣2分；拼写错误、大小写错误超过5个单词，均记0分；字数少于20词，本项目记0分
		6分	根据资料中提供的产品图片和中文信息，用英语完成产品的颜色、款式、尺寸、型号、材质、规格、特点等相关信息的描述，描述不少于50词，且内容与所提供资料中的产品图片和中文信息保持一致	
		3分	英文单词拼写正确，且符合跨境电商平台格式规范	
	标题设计	5分	能熟练运用跨境电商平台标题设计中常用的词汇准确且全面地设计产品标题，标题不少于120字符，内容与所提供资料中的产品图片和中文信息保持一致，无侵权行为	
		3分	英文单词拼写正确，且符合跨境电商平台标题设计格式规范	

## 11. 试题编号:4-11: 标题设计、产品详细描述

### (1) 任务描述

#### I. 注意事项

- ① 所有考试目均为机上操作
- ② 开考后,考生必须打开所抽取题号对应的文件夹,并将文件夹中的答卷重命名为“考生号+姓名+试卷号”;
- ③ 考试期间如果遇到问题请及时找监考老师,不得私自更换电脑;
- ④ 考试过程中以及考试结束后,考生不得随意关闭电脑或重启电脑,否则造成数据丢失由考生本人负责。

#### II. 考核内容及要求

##### ① 标题设计

阅读并理解所给的产品信息;挖掘产品信息重点和竞争优势;理解目标市场客户需求重点;理解特定跨境电商平台标题设计的要求和特色,设计出得体适用的产品标题,实现营销的目的。

##### ② 产品详细描述

阅读并理解所给的产品信息;挖掘产品信息重点和竞争优势;理解目标市场客户需求重点;理解特定跨境电商平台产品详细描述的要求和特色,多角度多形式多层次地设计出得体适用的产品的详细描述,实现营销的目的。

#### III. 抽考试题

##### Background Information:

品牌: 亚历山大麦昆

商品名称: 羊毛衫

产地: 意大利

版型: 适中

风格: 设计潮流

衣长: 适中

袖型: 长袖

领型: 圆领

开合方式: 套头

颜色：黑色

上市年份季节：2018 年秋冬

材料：97%羊毛、3%粘胶纤维

适用季节：秋、冬季

产品特点：

休闲宽松的风格，穿着舒适

极具个性的欧式设计，简洁且时尚

独特图案设计，颜色简单的设计，特别适合追求时尚的女性天然羊毛材质，柔软

透气，不易褪色，无毒无味

价格：24.25 美元（速卖通竞品一般售价：20.14 - 28.57 美元）

邮费：免邮费

尺码：

Size Guide

Size (cm)	Размер (RU)	Length	Waist	Bust	Sleeve	Shoulder
XS	40-42	-	-	-	-	-
S	42-44	88.5	67	77	27	33
M	44-46	90.5	71	81	27.5	34
L	46-48	92.5	75	85	28	35
XL	48-50	-	-	-	-	-

**NOTE:**

1. Please strictly follow the size chart to select the size. Do not select directly according to your habits.
2. The size may have 2-3 cm differs due to manual measurement. Please note when you measure.
3. Tips: The right size is based on your measurements of bust, waist and hip.
4. Suggestion: Hand washing; Cold water; Do not bleach; Routine dry cleaning.

图片：





**Section I 标题设计 (9%)**

**Directions:** Starting from the actual work of cross-border e-commerce operation, and using relevant knowledge and skills, you, according to the given information and case, are asked to create product title delivering the features and advantages of the product with NO MORE THAN 90 WORDS.

**Section II 产品详细描述 (9%)**

**Task 1 Directions:** Starting from the actual work of cross-border e-commerce operation, and using relevant knowledge and skills, you, according to the rules of Ali-express, are asked to fill in the English of the corresponding item according to the Chinese information of the given product in order to prepare for product description in detail.

(3%)

name		gender		age		national ity	
color		materi al		model		style	
features							
advantage s							

**(2) 实施条件**

项目	基本实施条件	备注
场地	每个商务英语实训室配置 40 个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有 1 台服务器，40-50 台计算机，并安装 Office 办公软件，配置局域网。	必备
测评专家	每40 名考生配备 1 名考评员。考评员要求具备至少两年以上从事跨境电商工作经验或三年以上商务英语跨境电商实务实践教学指导经验。	必备

### (3) 考核时量

考试时间：30 分钟。其中，标题设计 10 分钟，产品详细描述 20 分钟。

### (4) 评分细则

模块	评价	分值		评价要点	扣分点
总分	内容				
			0.5 分	具备涉外商务从业人员崇尚宪法、遵纪守法、诚实守信、耐心细致、规范高效的职业素养，记0.5分。	考试过程中若有违纪现象，记0分。

职业素养与操作规范 (2分)	职业素养 (1分)	0.5分	遵守考场规则、服从监考老师的安排、礼貌待人、按要求独立完成专业技能考核；任务完成后，整齐摆放操作工具及凳子、工作台面整洁，达到企业 6S 管理要求记0.5分。	若违反上述规定，记0分。
	操作规范 (1分)	1分	具备使用办公设备和 Office 办公软件的能力；在考核过程中以及考核结束后，不私自更换电脑、不随意关闭或重启电脑，能在规定的考核时间内完成专业技能考核，没征求监考老师同意不随意提前或推迟交卷，记1分。	若私自更换电脑、随意关闭或重启电脑，记0分。
	标题设计 (9分)	9分	熟练阅读所给信息，挖掘信息重点，使用适当的单词或表达组合形式，设计得体适用的产品标题，每部分2分，共4个部分，8分，整体评价1分，共计9分。	每部分2分，单词拼写错误不计分。



跨岗位综合技能模块（20分）						
	作品 (18分)		产品信息 (3分)	3分	熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，每空0.3分，共10空，3分。	答案不完整每处扣0.5分；拼写错误每处计0分。
		产品详细描述 (9分)	产品详细描述 (6分)	6分	熟练阅读所给信息，挖掘信息重点，使用适当的单词或表达组合形式，设计得体适用的产品详细描述，每部分1分，共6个部分，6分。	主要内容每缺失一处，扣1分。

## 12. 试题编号:4-12: 标题设计、产品详细描述

### (1) 任务描述

#### I. 注意事项

- ① 所有考试目均为机上操作
- ② 开考后,考生必须打开所抽取题号对应的文件夹,并将文件夹中的答卷重命名为“考生号+姓名+试卷号”;
- ③ 考试期间如果遇到问题请及时找监考老师,不得私自更换电脑;
- ④ 考试过程中以及考试结束后,考生不得随意关闭电脑或重启电脑,否则造成数据丢失由考生本人负责。

#### II. 考核内容及要求

##### ① 标题设计

阅读并理解所给的产品信息;挖掘产品信息重点和竞争优势;理解目标市场客户需求重点;理解特定跨境电商平台标题设计的要求和特色,设计出得体适用的产品标题,实现营销的目的。

##### ② 产品详细描述

阅读并理解所给的产品信息;挖掘产品信息重点和竞争优势;理解目标市场客户需求重点;理解特定跨境电商平台产品详细描述的要求和特色,多角度多形式多层次地设计出得体适用的产品的详细描述,实现营销的目的。

#### III. 抽考试题

##### Background Information:

品牌: 亚历山大麦昆

商品名称: 混合开襟羊毛衫

产地: 中国大陆

版型: 适中

风格: 设计潮流

衣长: 适中

袖型: 长袖

领型: V 字领

开合方式: 套头

颜色：黑色、白色

上市年份季节：2020 年秋冬

材料：90%羊毛、10%羊绒

适用季节：秋、冬季

产品特点：

休闲宽松的风格，穿着舒适

极具个性的塑身设计，简洁且时尚，完美勾画身材 独特下摆裙式设计，颜色简单，适合追求时尚的女性

高达 90%的天然羊毛材质，柔软透气，不易褪色，无毒无味

价格：25.25 美元（速卖通竞品一般售价：22.14 - 30.57 美元）

邮费：免邮费

尺码：

Size Guide

Size (cm)	Размер (RU)	Length	Waist	Bust	Sleeve	Shoulder
XS	40-42	-	-	-	-	-
S	42-44	88.5	67	77	27	33
M	44-46	90.5	71	81	27.5	34
L	46-48	92.5	75	85	28	35
XL	48-50	-	-	-	-	-

**NOTE:**

1. Please strictly follow the size chart to select the size. Do not select directly according to your habits.
2. The size may have 2-3 cm differs due to manual measurement. Please note when you measure.
3. Tips:The right size is based on your measurements of bust,waist and hip.
4. Suggestion: Hand washing; Cold water; Do not bleach; Rountine dry cleaning.

图片：



name		gender		age		national ity	
------	--	--------	--	-----	--	-----------------	--



**Section I 标题设计 (9%)**

**Directions:** Starting from the actual work of cross-border e-commerce operation, and using relevant knowledge and skills, you, according to the given information and case, are asked to create product title delivering the features and advantages of the product with NO MORE THAN 90 WORDS.

**Section II 产品详细描述 (9%)**

**Task 1 Directions:** Starting from the actual work of cross-border e-commerce operation, and using relevant knowledge and skills, you, according to the rules of Ali-express, are asked to fill in the English of the corresponding item according to the Chinese information of the given product in order to prepare for product description in detail.

(3%)

color		materi al		model		style	
features							
advantage s							

**Task 2 Directions:** Starting from the actual work of cross-border e-commerce operation, and using relevant knowledge and skills, you, according to the rules of Ali-express, are asked to properly describe the product in detail with no less than 90 words in order to achieve marketing goal. (6%)

### (2) 实施条件

项目	基本实施条件	备注
场地	每个商务英语实训室配置 40 个操作台面和座位，每个实训室照明通风良好。	必备
设备	每个商务英语实训室配有 1 台服务器，40-50 台计算机，并安装 Office 办公软件，配置局域网。	必备
测评专家	每 40 名考生配备 1 名考评员。考评员要求具备至少两年以上从事跨境电商工作经验或三年以上商务英语跨境电商实务实践教学指导经验。	必备

### (3) 考核时量

考试时间：30 分钟。其中，标题设计 10 分钟，产品详细描述 20分钟。

### (4) 评分细则

模块	评价			
总分	内容	分值	评价要点	扣分点

	职业素养与操作规范 (2分)	职业素养 (1分)	0.5分	具备涉外商务从业人员崇尚宪法、遵纪守法、诚实守信、耐心细致、规范高效的职业素养，记0.5分。	考试过程中若有违纪现象，记0分。
			0.5分	遵守考场规则、服从监考老师的安排、礼貌待人、按要求独立完成专业技能考核；任务完成后，整齐摆放操作工具及凳子、工作台面整洁，达到企业6S管理要求记0.5分。	若违反上述规定，记0分。
		操作规范 (1分)	1分	具备使用办公设备和Office办公软件的能力；在考核过程中以及考核结束后，不私自更换电脑、不随意关闭或重启电脑，能在规定的考核时间内完成专业技能考核，没征求监考老师同意不随意提前或推迟交卷，记1分。	若私自更换电脑、随意关闭或重启电脑，记0分。

跨岗位综合技能模块（20分）	标题设计（9分）		9分	<p>熟练阅读所给信息，挖掘信息重点，使用适当的单词或表达组合形式，设计得体适用的产品标题，每部分2分，共4个部分，8分，整体评价1分，共计9分。</p>	<p>每部分2分，单词拼写错误不计分。</p>
	作品（18分）	产品信息（3分）	3分	<p>熟练阅读所给信息，使用适当的单词或其同义词的正确形式填空，每空0.3分，共10空，3分。</p>	<p>答案不完整每处扣0.5分；拼写错误每处计0分。</p>
产品详细描述（9分）		产品详细描述（6分）	6分	<p>熟练阅读所给信息，挖掘信息重点，使用适当的单词或表达组合形式，设计得体适用的产品详细描述，每部分1分，共6个部分，6分。</p>	<p>主要内容每缺失一处，扣1分。</p>