

I Vocabulary (30%)

Translate the following words into Chinese.

- 1, commodity _____
- 2, exhibit _____
- 3, application form _____
- 4, peninsula booth _____
- 5, layout _____
- 6, showcase _____
- 7, brochure _____
- 8, catalogue _____
- 9, quotation _____
- 10, giveaway _____
- 11, cost-effective _____
- 12, multi-functional _____
- 13, appreciate _____
- 14, guarantee _____
- 15, stock _____

II Reading Comprehension 30%

Part 1 Read the article below about making a personal budget. Choose the correct answer to each question.

Personal Budgets

A personal budget helps you work out whether you need to increase your income or reduce your spending. Work out your income, take away your expenses; what you are left with is your “disposable income”. To get started, list all your income sources and all your expenses. The income part is easy, but the expenses part is a little harder: some months you have electricity bills, other months your car insurance is due or your children need new clothes. Identify all your expenses, not forgetting the bills that are annual, half-yearly or quarterly.

To record what your income and expenses are, you could just sit down at the table with all your receipts for the last year and work them out, but you might forget a lot of items. It is much better to use the “daily track method”, where you work out your expenses by following (tracking) them on a day-to-day basis for two months. Record everything you spend – whether it’s buying a cup of coffee or a bus ticket. Then, calculate an annual figure, adding other costs that come outside that two-month period like home and contents insurance. That gives your total annual expenditure.

Credit cards are another useful tool for budgeting, as long as you use them to pay for most purchases and pay them off in full each month. Your monthly statement shows your spending, including bills, shopping, entertainment, etc. Of course you will also pay cash for some items, such as newspapers, but the card statement should pick up most of your spending.

Your budget will show you one of three possible outcomes. First, your income is greater than your expenses, so you can afford to save. Second, your total expenses are greater than your income but you are able to make cuts without impacting on your essential expenditure. Third, your income is not even meeting your essential expenses. If this is the case, you need to look at your financial position and perhaps contact a professional financial advisor.

Budgets go wrong when people don’t keep to them for a couple of months and feel they’ve failed. Working out the right budget isn’t easy: sometimes we

underestimate what things cost, or we have to spend money on something unexpected, such as an expensive repair. If this happens, re-calculate your budget. The important thing is not to give up.

1. The words “disposable income” refer to the money that you
A have left after you have deducted expenses.

B spend on pleasure.

C get from your salary and other sources.

2. It’s not easy to calculate expenses accurately because we

A pay for things in different ways, cash, cheque or credit card.

B often lose receipts.

C spend different amounts in different months.

3. The “daily track record” enables us to

A reduce our daily expenses.

B work out a monthly budget.

C calculate what we spend in a year.

4. Credit cards will help us to calculate our expenses if we

A keep a record of cash purchases.

B use them for most things we buy.

C stay within the credit limit.

5. Spending more than you earn is a serious problem if you

A have to make cuts in your expenditure.

B start to earn less money.

C cannot pay for the things you really need.

Part 2 Read the following passage about the factors that influence buying behavior.
Choose the correct answer to each question.

FACTORS THAT INFLUENCE BUYING BEHAVIOR

Throughout the buying process, various factors may influence a buyer’s purchase decision. An awareness of these factors and consumer preferences enables companies to appeal to the group most likely to respond to its products and services. Some of these factors include the following.

CULTURE. The culture and subcultures we belong to shape our values, attitude, and beliefs, and they influence the way we respond to the world around us.

Understanding culture is therefore an increasingly important step in international business and in marketing in diverse countries such as the United States.

SOCIAL CLASS. In addition to being members of a particular culture, we also belong to a certain social class--- upper, middle, lower, or somewhere in between. In general, members of various classes enjoy different activities, buy different goods, shop in different places, and react to different media.

REFERENCE GROUP. A reference group consists of people who have a good deal in common --- family members, friends, co-workers, fellow students, teenagers, sports enthusiasts, music lovers, computer buffs. We are all members of many such reference groups, and we use the opinions of the appropriate group as a benchmark 基准 when we buy certain types of products or services. For example, shopping malls are

today losing what have long been their most faithful audience--- teens. That's because Generation Xers (those born between 1956 and 1978) think that malls are for parents and that malls have too many rules. So some retailers like Urban Outfitters and Tower Records refuse to open stores in most malls.

SELF-IMAGE. The tendency to believe that "you are what you buy" is especially prevalent among young people. Marketers capitalize on our need to express our identity through our purchases by emphasizing the image value of products and services. That's why professional athletes and musicians are frequently used as product endorsers--- so that we incorporate 合并 part of their public image into our own self-image. After all, doesn't everyone want to "be like Mike Jordan".

SITUATIONAL FACTORS. These factors include events or circumstances occurring in our lives that are more circumstantial in nature. For example, you have a coupon, you're in a hurry, it's Valentine's Day, it's your birthday, you're in a bad mood, and so on. Situational factors influence our buying patterns.

1. Consumer preferences help companies _____
 - a. To manufacture products customers like most.
 - b. To improve their products.
 - c. To satisfy their customers.

2. What message can we get from the article?
 - a. Different people have different buying patterns.
 - b. Culture is the most important factor in international business.
 - c. Members of different social classes dislike each other.

3. What does a reference group do?
 - a. Its members know each other very well.
 - b. Members of the group influence each other.
 - c. All members like the same thing.

4. Teenagers do not like malls any more because
 - a. they don't like the shopping environment.
 - b. the products are out-dated.
 - c. the prices are too high.

5. What may happen if a person has got a coupon?
 - a. He may keep it.
 - b. He may give it to his relative.
 - c. He may buy more things

Part 3. Read the following passage about Introduction to Canton Fair and choose the correct answer to each question.

Introduction to Canton Fair

The China Import and Export Fair, also called The Canton Fair, has been held twice a year in Spring and Autumn since it was inaugurated in the Spring of 1957. It is China's largest trade fair of the highest level, of the most complete varieties, and of the largest attendance and business turnover. To keep pace with the vigorous development in China as well as trade relations and amicable exchanges between China and the rest of

the world, the Exhibition of Chinese Export Commodities (the forerunner of Chinese Export Commodities Fair) was established in the autumn of 1956.

At the Opening Ceremony of the Fair on Oct 15 2006, Premier Wen Jiabao announced that the 50-year-old Chinese Export Commodities Fair (Canton Fair for short) would change its name to China Import and Export Fair as from the 101st session. The exhibition pattern remained in two phases and at two localities. The schedule was from April 15 to 20 for Phase I, from April 25 to 30 for Phase II, with an interval from April 21 to 24. However, what was the most different from the previous sessions was that the 101st Canton Fair set up an International Pavilion. The setting up of the International Pavilion was welcomed by overseas enterprises. The exhibits of the International Pavilion fell into categories of industrial and consumer goods, including Small Vehicles and Spare Parts, Electronics and IT Products and Household Electrical Appliances, Hardware and Tools, Kitchen and Sanitary Equipment, Decorations and Gifts, Foodstuffs, Agricultural Products, etc..

Canton Fair was a great innovation through which The New China explored ways to expand foreign trade and open up more to the outside world. Canton Fair has served as the bridge between Chinese enterprises and the global market and a showcase through which the world learns about China, as well as a platform for international cooperation. Renowned as the “weather vane” of China’s foreign trade, The Canton Fair plays an irreplaceable role in China’s foreign trade and has been recognized as “a Road to Friendship and a Bridge to Trade” in the international business community.

1. When was the first Canton Fair held in Guangzhou ?
 - A. In the spring of 1956.
 - B. In the autumn of 1956.
 - C. In the spring of 1957.
 - D. In the autumn of 1957.
2. When did the Premier of the State Council of China, Mr. Wen Jiabao announce that Chinese Export Commodities Fair would change its name to China Import and Export Fair ?
 - A. at the 99th Canton Fair.
 - B. at the 100th Canton Fair.
 - C. at the 101st Canton Fair.
 - D. at the 102nd Canton Fair.
3. According to the passage, what is the duration of each phase ?
 - A. 5 days.
 - B. 6 days.
 - C. 10 days
 - D. 12 days.
4. Which of the following products are NOT in the International Pavilion mentioned in the 101st session of The China Import and Export Fair ?
 - A. Household Electrical Appliances
 - B. Kitchen and Sanitary Equipment
 - C. Textile Raw Materials & Fabrics
 - D. Machinery & Equipment
5. Which of the following is the closest in meaning to the phrase “weather vane” in the last paragraph ?
 - A. It indicates that weather conditions of Canton Fair play an irreplaceable role in China’s foreign trade.

- B. It indicates changes in weather conditions during the fair.
- C. It shows that a lot of foreign enterprises are attracted by Canton Fair to invest in China.
- D. It shows that Canton Fair responds to the fluctuations or changes of China foreign trade.

III Translate the following sentences into Chinese.(20%)

1. You will need to fill out the registration form and agreement with your official stamp and send it to the Organizing Committee by mail or by fax..
2. The China Import and Export Fair, also called Canton Fair, has been held twice a year in spring and autumn since it was inaugurated in the spring of 1957.
3. Canton Fair has served as the bridge between Chinese enterprises and the global market and a showcase through which the world learn about China.
4. The Guangzhou International Automobile Exhibition is actually described as a significant annual automotive event that is well recognized both nationally and internationally.
5. Our target customers are young and fashionable men and women. So modernness and elegance should be the features of our company's image.

IV Translate the following sentences into English.(20%)

1. 这是一个多合一的设备，整合了打印机，复印件和传真机，非常方便。
2. 我们的产品选料精良、设计时尚，做工一流，他们已经销售到国外很多地方了。
3. 我们的价格因为材料、设计和工艺不一样而有所变化。这是一整套我们最新的产品目录和价格清单供您参考。
4. 我不否认质量一流，那也就是我为什么要在你这里下单的原因。如果你的价格低一点的话，比如 10%，我马上下单。
5. 你知道的，我的职位不允许我同意这么大的折扣。但我会联系我的经理，我一得到答案就联系你，最多两天时间。您看这样行吗？