The National Test for Business English Majors-Band 4

Part I Listening Comprehension (35%) (30 Minutes)

Section One (10%)

Directions: In this section you will hear everything ONCE ONLY. Listen carefully and answer the questions that follow. Mark the correct answer to each question on the ANSWER SHEET.

Questions 1 to 5 are based on a conversation. At the end of the conversation you will be given 10 seconds to answer each of the following five questions.

Now listen to the conversation

1. What are Monica’s suggestions on shaking hands?
   A. going ahead and using more force
   B. looking into your partner’s eyes
   C. using physical contact
   D. smiling

2. Which is NOT one of the smiling skills by Monica?
   A. lighting up face
   B. flashing your teeth
   C. showing sincerity when smiling
   D. making more eye contacts

3. The following statements correctly explain the mirroring skill EXCEPT:
   A. respond to your counterpart according to his emotions and expressions.
   B. imitate your counterpart actions to show interest and attention.
   C. look into the mirror to make sure you look smart.
   D. show respect and good listening skill in communication.

4. What is the proper place for hands in business communication?
   A. below the chin
   B. higher than the chin
   C. crossing the hands
   D. hands in the pockets

5. According to the conversation, you should decide the space between you and your counterpart in communication based on:
   A. the intimacy level
B. your status and titles
C. his family background
D. his cultural background

Section Two (10%)

Directions: In this section you will hear everything ONCE ONLY. Listen carefully and fill in the blanks that follow. Write the answer to each blank on the ANSWER SHEET.

Questions 6 to 10 are based on a news broadcast. At the end of the news broadcast you will be given 10 seconds to fill in each of the following five blanks.

Now listen to the news broadcast.

6. Floods, droughts, ______and other types of extreme weather reduce harvests, threaten the lives and livelihoods of those living on the margins, and have a disproportionate impact on the extreme poor.

7. Climate change is expected to lead to increased frequency and ______of extreme weather events, such as storms and droughts.

8. Two years ago, President Barack Obama set a new goal for United States development policy—eradicating ______within one generation.

9. The U.S. government is working in partnership with public, private and ______actors across the globe to anticipate the effects of climate change and build resilience.

10. USAID and NASA are using satellite imagery to help the people and government there better prepare for and ______to landslides, floods and deforestation and degradation of forests.

Section Three (15%)

Directions: In this section you will hear everything ONCE ONLY. Listen carefully and answer the questions that follow. Write the answer to each blank on the ANSWER SHEET.

Questions 11 to 13 are based on an interview (monologue). At the end of the interview you will be given 5 minutes to answer the following three questions.
Now listen to the interview (monologue).

11. Why did Sahith Malyala and Sahil Yedulla start the club on economics?

12. Describe how David Stephenson helped Sahith Malyala and Sahil Yedulla.

13. How do the members involved benefit from the club?

Part II Reading and Writing (35%) (50 Minutes)

Section One Multiple Choice (5%)

Directions: Read the following passage and fill in Blanks 14-18 with the best answer from the four choices marked A, B, C and D. Mark the answer on the ANSWER SHEET.

Volvo Car Corporation was part of Ford Motor Company’ Premier Automotive Group (PAG), along with Jaguar, Aston Martin and Land Rover. While part of the PAG, the company grew in its range of vehicles significantly.

After Ford sold Jaguar Land Rover to Tata Motors of India in 2008, the company initially decided to keep Volvo Cars (14) mounting losses and gross economic downturns. Ford decided to restructure plans for Volvo Cars, pushing it further upmarket alongside the (15) end of Mercedes and BMW sedans, wagons, and SUV crossovers. The outcome was the luxurious second generation Volvo S80 and the new small premium crossover Volvo XC60.

When the global economic crisis of 2008 threatened the US automakers, Swedish authorities became concerned (16) the fate of Volvo if Ford would file for bankruptcy. These concerns mounted after repeated mass-layoffs at Volvo. Ford announced in December 2008 that it was considering (17) Volvo Cars. Initially, a sale price of US$6 billion was reported. Ford reported it was also looking (18) the possibility of spinning off Volvo as an independent company.

Although it was rumoured that Volkswagen would buy Volvo Cars, and despite initial denials, Chinese company Geely Holding Group was ultimately selected to take over the Swedish automaker.

14. A. in spite of  B. because of  C. despite of  D. as for
15. A. other  B. higher  C. lower  D. average
16. A. of  B. in  C. with  D. about
17. A. sell  B. selling  C. to sell  D. sold
18. A. for B. up C. after D. into

Section Two Graph Reading (5%)

Directions: Read the graphs below. For each graph, there are one or two questions that follow. Choose the best answer from the four choices marked A, B, C and D. Mark the answer on the ANSWER SHEET.

Question 19 is based on the following graph.

Total Import and Export Volume

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<th>Month</th>
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<th>2016</th>
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<tr>
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</tr>
<tr>
<td>April</td>
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</tr>
<tr>
<td>Feb</td>
<td>1.43</td>
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</tr>
</tbody>
</table>

19. When did the growth rate of total import and export volume slip the least when compared with the previous month?

Questions 20-21 are based on the following graph.

Sino-Czech trade in numbers

20. When did Sino-Czech total bilateral trade value reach the highest?

21. According to the graph, in which year did the bilateral trade between China and
Czech grow most dramatically?

Questions 22-23 are based on the following graph.

TREND OF CONSUMER PRICE INDEX
Y-O-Y growth (%)

22. According to the graph, when did the consumer price index drop to the second lowest?

23. Which of the following statements is NOT true?
   A. The consumer price index keeps growing in a steady way.
   B. In 2015, the consumer price index reaches a new high in August.
   C. There are four months in which the consumer price index rises at the same rate.
   D. The most dramatic drop of the consumer price index was in September 2015.

Section Three Passage Reading (10%)

Directions: Read the following two passages. Choose the best answer to each question from the four choices marked A, B, C and D. Mark the answer on the ANSWER SHEET.

Questions 24-28 are based on Passage One.

Passage One

The US Federal Reserve, the country's central bank, raised interest rates for the first time in nearly a decade on Dec 16, 2015 by 0.25 percentage point. The decision signals the Fed's growing confidence in the US economy.

“This action marks the end of an extraordinary seven-year period,” Fed chair Janet Yellen said. “It also recognizes the considerable progress that has been made toward restoring jobs, raising incomes and easing the economic hardship of millions of Americans.” What does the rate hike mean? According to a Vox article, the Fed is
raising its target for the federal funds rate—the rate banks charge when they lend money to one another—from 0 percent to 0.25 percent.

The very small increase won’t have a big impact on the US economy, but it will usher in a longer and gradual sequence of rate increases over the next couple of years. The Fed’s target is to raise the rate to 0.5 percent. Since 2008, the US has been stuck in an economic crisis. For the past seven years, the Fed has been flooding the market with cash in the hope of boosting the economy. Now the Fed is starting to take cash, bit by bit, out of the economy. That is likely to push up the interest rates on other loans—mortgages, car loans, credit cards, and so forth. It’s also expected to have broad economic effects, slowing the rate at which the economy grows and creates jobs. The Fed is worried that keeping rates too low for too long would trigger inflation, or possibly another bubble like the real estate bubble of 2007 and the technology bubble of 1999. By starting to tap on the brakes now, the Fed hopes to head off an overheated economy before it happens.

How will the Fed’s decisions impact China? Higher US interest rates and a strong dollar will likely lead to capital outflows from China, as capital naturally chases after higher safety and returns. But a weaker yuan compared against the dollar may also help Chinese exports as their prices become cheaper. Chinese tourists, however, may have to face higher costs as they travel abroad.

24. Which of the following statements is NOT True or Mentioned about the raising of interest rate in US?
   A. It indicates that the economic situation of US has become better.
   B. It suggests that more job opportunities have been created.
   C. It will enlarge the volume of US exports.
   D. It will prove that Americans’ income has been increased.

25. What is the meaning of “hike” in paragraph two?
   A. a long walk
   B. a sharp increase
   C. pulling or lifting up
   D. a rude way of telling someone to leave

26. According to the passage, what is the possible result of an extremely low interest rate?
   A. It will cause a continuing increase in prices.
   B. It will improve the state of people’s happiness.
   C. It won’t impose any negative effect on the society.
   D. It will increase the economic hardship of common people.

27. Which of the following is the positive influence of the increased interest rates on China?
   A. More capital will flow into China.
   B. The import prices will be much cheaper.
   C. Chinese tourists will spend less than before when abroad.
D. It will accelerate the exports of the made-in-China products.

28. What can be inferred from the above passage?
   A. The US Federal Reserve will raise the interest rates drastically in the near future.
   B. The US Federal Reserve will gently increase the interest rates in the future.
   C. The US Federal Reserve lacks confidence in the American economy.
   D. The US Federal Reserve failed to boom the American economy with a low interest rate in the past few years.

Questions 29-33 are based on Passage Two.

Passage Two

The absence of modern e-commerce regulations in India has setback app-based Uber. While disruptive innovators regularly maintain that their businesses help develop regulatory environments, the risks of disruptive innovation can outweigh the rewards in countries where the rule of law is unpredictable and regulatory conditions are fluid. These conditions make due diligence a necessity.

When Uber began India operations in September 2013, the company rode a wave of positive customer reviews and glowing media exposes. Tech savvy consumers happily abandoned unreliable municipal and radio taxi services; Uber quickly expanded to eleven cities across India, growing at an average of 35 to 40 percent a month. Indeed, Uber grew so rapidly that it struggled to contract enough drivers – the company began training inexperienced drivers and even provided individual loans for drivers to buy vehicles.

Uber’s innovative operating model allowed it to keep pace with high levels of demand. However, the rapid expansion of the service created liabilities that Uber did not anticipate.

On December 5, 2014, an Uber-contracted driver sexually assaulted a female passenger in Delhi. Within days, the media, public, and government turned hostile to Uber. While Uber has successfully managed similar incidents in Western countries, the company learned that their liabilities in India were more extensive than they imagined.

Local government in Delhi moved with uncharacteristic speed: authorities banned Uber from operating in the National Capital Region three days after the sexual assault. The federal government’s Home Minister swiftly advised state governments across the country to ban app-based taxi services; many state and municipal governments tightened regulations around the private taxi industry. Meanwhile, media outrage against Uber fuelled the public rumor mill: word spread throughout the country that Uber was unsafe.

Uber suspended its Delhi operations indefinitely from 11 December, 2014. Instead of consolidating and expanding its share of the USD eight billion private taxi market in India – which is expected to grow to at least USD 15 billion in the next five years –
Uber is now likely to be tied up in a legal, regulatory, and public relations nightmare for the next year.

Local authorities in Delhi openly admitted that they were unaware of Uber’s services until the December 5 assault. Following the assault, however, these authorities found Uber in violation of Delhi’s 2006 Radio Taxi Scheme, which mandates operational, fleet, and vehicle regulations. The fact that Uber does not consider itself a radio taxi service is a moot point; authorities in Delhi are set to settle the debate, while industry experts expect authorities in other localities to follow suit.

Shilpa Goel, Associate at Dezan Shira and Associates in Delhi, notes, “Banning Uber ignores the obvious elephant in the room – laws in India have simply failed to keep pace with technological developments”. In contrast to many developed markets, where Uber has bent local regulations to its will, the absence of e-commerce regulations means that Indian authorities will create a new regulatory playing field for Uber in 2015. Unfortunately for Uber, this new regulatory environment will likely be informed by the federal government’s reactionary warnings.

The Reserve Bank of India (RBI) and Central Board of Excise and Customs (CBEC) have also been hounding Uber. In August 2014, the RBI banned Uber’s user payment model for violating online credit card transactions regulations and foreign exchange laws. Although Uber is now using a new payment system based on domestic best practices, the CBEC recently began investigating Uber for service tax violations.

Uber apparently believed its business model sheltered them from paying India’s 12.36 percent service tax, but the CBEC clearly disagrees. The issue is not new; other e-commerce vehicles – such as Amazon – have also grappled with India’s indirect tax system. As Tarun Manik, Senior Associate for Dezan Shira and Associates in Mumbai, points out, “the laws are out there in the open; companies should do due diligence before entering the Indian market”.

29. What is the major obstacle to the development of Uber’s business in India?
   A. Sexual assaults committed by Uber’s contracted drivers.
   B. A lack of corresponding laws concerning modern e-business.
   C. The backwardness of modern technology in India.
   D. The inaction of the local governments in India.

30. According to the passage, what is the most suitable meaning of “due diligence” in the first and the last paragraphs?
   A. careful and persistent work or effort
   B. hard and timely working
   C. attentive and good care
   D. careful investigation to avoid an offence

31. Which of the following is NOT the reason the Indian society accused Uber?
   A. Uber did not report its business to the local authorities before the December 5 sexual assault.
B. Uber violated the local Radio Taxi Scheme.
C. Uber expanded so fast that it deprived the development of local companies.
D. Uber failed to obey the foreign exchange laws in India.

32. What is the rhetorical device used in the statement: “Banning Uber ignores the obvious elephant in the room.”?
A. Metaphor.  B. Simile.  

33. What can you infer from the passage?
A. Uber will be driven out of India sooner or later..
B. It is not advisable to do business online in India.
C. Other companies online have the same problem as Uber in India.
D. The Indian government will create new laws for e-commerce.

Section Four Writing (15%)

You are Reiner Smith, sales manager of a 3D printer company. Your company intends to increase the prices of the latest products. Please write a letter of 100-120 words to your customers regretting need to increase prices. The letter should include the following parts:

1) Describe the reasons for increasing prices.
2) Tell the customers the efforts that your company has made to cut down cost.
3) Express your regret and tell the customers the new policy for the prices.

Part III Business Knowledge and Translation (30%) (40 Minutes)

Section One Business Knowledge (15%)

Directions: Briefly define the following underlined business terms in English and translate each term into Chinese.

1. Inflation has been picking up in America in recent months.

Definition:__________________________________________________________________
____________________________________________________________________________.
Translation:________________________________________________________________
___________________________________________________________________________.

2. No other firm in the world has such ready access to its raw material.
3. TPP is now gaining momentum according to BBC.

Definition:__________________________________________________________________
_____________________________
Translation:_________________________________________________________________
_____________________________

4. A merger between two Italian banks offers hope to a fragmented industry.

Definition:__________________________________________________________________
_____________________________
Translation:_________________________________________________________________
_____________________________

5. Worldwide, online ads may surpass television in 2017, predicts the forecasting unit of Interpublic, a giant ad agency.

Definition:__________________________________________________________________
_____________________________
Translation:_________________________________________________________________
_____________________________

Section Two Translation (15%)

Directions: Translate the following Chinese passage into English.

比较优势理论认为一国可以通过国际贸易改善其人口的生活福利。一国其实可以实现远远高于其生产水平的消费水平。由此可见，国际自由贸易对所有国家来说都是有利的，他们可以各自选择生产他们最擅长生产的产品。