



绝密 ★ 考试结束前

全国 2021 年 10 月高等教育自学考试

## 电子商务英语试题

课程代码:00888

1. 请考生按规定用笔将所有试题的答案涂、写在答题纸上。
2. 答题前,考生务必将自己的考试课程名称、姓名、准考证号用黑色字迹的签字笔或钢笔填写在答题纸规定的位置上。

### 选择题部分

注意事项:

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

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

1. \_\_\_\_\_ you work hard, you can undoubtedly pass this examination.  
A. What                      B. Unless                      C. Whether                      D. As long as
2. He can't finish \_\_\_\_\_ the novel before Saturday.  
A. read                      B. reading                      C. to read                      D. being read
3. Although e-commerce has its advantages, many problems would still \_\_\_\_\_ to be solved.  
A. demand                      B. retain                      C. exist                      D. request
4. Organizing a whole department is \_\_\_\_\_ his capability.  
A. beyond                      B. beside                      C. between                      D. without
5. Legal input which can help to \_\_\_\_\_ the rights and duties of business partners are addressed properly.  
A. suit                      B. sure                      C. establish                      D. ensure
6. Social marketing has \_\_\_\_\_ the trend of social network.  
A. failed                      B. lead                      C. pursued                      D. followed
7. \_\_\_\_\_ are difficult to resolve because trademarks are national, not global.  
A. Task                      B. Mission                      C. Conflicts                      D. Situation
8. What does financial information include?  
A. Bank accounts.                      B. Credit card numbers.  
C. Passwords.                      D. all of the above

自考大不同!





13. The user can enter the login passwords to at most \_\_\_\_\_; otherwise, the account locked.
- A. 5 times                      B. 4 times                      C. 3 times                      D. 6 times.

### Passage 2

The problem of robocalls has got so bad that many people now refuse to pick up calls from members they don't know. What's worse, it is estimated that someday in the future, half of the calls we receive will have been scams ( 欺诈 ). People have realized the severity ( 严重性 ) of the problem, so they begin to support and develop all kinds of tools, Apps and approaches which can prevent scammers from getting through. Unfortunately, it's too little and too late because by the time these solutions become widely available, scammers will have moved onto cleverer means. In the near future, it is not just the number you see on your screen will be in doubt. Soon you will even question whether the voice you hear is actually real or not.

That's because there are a number of powerful voice manipulation ( 处理 ) and automation technologies widely used by people. At this year's I/O Conference, a company showed a new voice technology which could produce such a convincing human-sounding voice that it was able to speak to a receptionist and book a reservation without detection.

These developments are likely to make our current problems with robocalls much worse. It is a **headache** of our times. A decade of data breaches ( 数据侵入 ) of personal information has led to a situation where scammers can easily learn your mother's name and far more. With this knowledge, they can carry out individually targeted campaigns to cheat people.

Therefore, how to deal with this problem is still a long way to go.

14. People now refuse to pick up calls from strangers because \_\_\_\_\_.
- A. they are too busy  
B. they use Wechat instead of cell phones  
C. their phones are damaged  
D. they are afraid of receiving robocalls
15. Which of the following statements is not true according to the passage?
- A. The problem of robocalls has got so bad.  
B. Scammers can't carry out individually targeted campaigns to cheat people.  
C. People can use lots of powerful voice manipulation and automation technologies.  
D. People come to know the severity of robocall scams.



16. What does “**a headache**” mean in the third paragraph?
- A. a difficult problem.                                  B. an interesting task.  
C. a terrible disease                                        D. a perfect solution.
17. What is this passage mainly about?
- A. Convincing human-sounding voice.  
B. Robocall scamming.  
C. Effective telephone calls.  
D. A new voice technology.

### Passage 3

Logistics is a unique global “pipeline” that works 24 hours a day, seven days a week and 52 weeks a year, planning and coordinating (调节、配合) the transport and delivery of products and services to customers.

Logistics is anything but a newborn baby. However, when it comes to modern logistics, most experts in the business consider it one of the most challenging and exciting jobs.

Modern logistics is related to the effective and efficient flow of materials and information that is important to customers and clients in various sectors of the economic society, which may include the following items: packaging, warehousing, material handling, inventory, transport, forecasting, strategic planning and customer service.

Another definition of logistics from the point of management is given as follows: logistic is the part of the supply chain process that plans, implements (执行) and controls the efficient, effective flow and storage of goods, service and related information from the point of consumption to meet customer's requirements.

18. Logistics can plan and coordinate \_\_\_\_\_.
- A. the advertisement of products and services to customers  
B. the promotion of products and services to customers  
C. the transport and delivery of products and services to customers  
D. the production of goods
19. Modern logistics may include the following items EXCEPT \_\_\_\_\_.
- A. packaging    B. testing  
C. warehousing    D. material handling



20. What does the passage mainly about?

- A. A new approach to e-commerce.
- B. The history of logistics.
- C. The plan for logistics.
- D. A brief introduction of logistics.

三、完形填空(一): 选择最佳答案完成句子: 本大题共 10 小题, 每小题 1 分, 共 10 分。在每小题列出的四个备选项中只有一个是符合题目要求的, 请将其选出并将答题卡(纸)的相应代码涂黑。错涂、多涂或未涂均无分。

In many businesses, computers have largely replaced paperwork, because they are fast, flexible, and do not make mistakes. As one bank manager said, “21 humans, computers never have a bad day because computers are honest.” Many banks even claim(声称) 22 their transactions are untouched by human hands and therefore they are 23 from human temptation. They believe that computers have no reason 24 money. But, actually, the growing number of computer crimes 25 that computers can be used to steal in our daily life.

Computer criminals don't use guns. And even if 26 are caught, it is hard to punish them because there are no evidence(证据). A computer 27 does what it is told. For example, the head teller(出纳员) at a Salt Lake City bank once used a computer to steal more than one and a half million dollars 28 just four years, but no one found this theft because she moved the money from one account to another. When any customer whom she had robbed questioned the balance in his 29, the teller would told him that it was just because of a computer error, then replaced the 30 money from someone else's account.

- 21. A. like                      B. dislike                      C. unlike                      D. feel like
- 22. A. what                      B. that                      C. where                      D. Why
- 23. A. safe                      B. far                      C. distract                      D. hear
- 24. A. stolen                      B. to steal                      C. stole                      D. stealing
- 25. A. shows                      B. displays                      C. describes                      D. grasps
- 26. A. they                      B. you                      C. it                      D. we
- 27. A. proudly                      B. simply                      C. confusedly                      D. happily
- 28. A. by                      B. from                      C. within                      D. on
- 29. A. account                      B. text                      C. message                      D. report
- 30. A. public                      B. promising                      C. private                      D. missing



## 非选择题部分

### 注意事项:

用黑色字迹的签字笔或钢笔将答案写在答题纸上,不能答在试题卷上。

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

E-business is not 31 (仅仅) traditional business being conducted online. 32 (许多) of the benefits of e-business can be 33 (保障) only with a radical rethinking of the 34 (方式) in which the organization operates. Numerous variables, such as logistics and location, must be 35 (决定) when developing the optimum e-business structuring plan.

### 五、根据给出的汉语词义和规定的词性写出相应的英语单词,该词的第一个字母已经给出,每条短线上写一个字母:本大题共10小题,每小题1分,共10分。

36. 处理 v. h \_ \_ \_ \_ \_
37. 预定;保留 n. r \_ \_ \_ \_ \_
38. 垃圾邮件 n. s \_ \_ \_ \_
39. 保护 v. p \_ \_ \_ \_ \_
40. 货币 n. c \_ \_ \_ \_ \_
41. 促销的 adj. p \_ \_ \_ \_ \_
42. 安装;适合 v. f \_ \_ \_
43. 几乎不 adv. h \_ \_ \_ \_ \_
44. 平常的;平均的 a. a \_ \_ \_ \_ \_
45. 入口;网关;途径 n. g \_ \_ \_ \_ \_

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

46. economic system
47. a mature market
48. a famous brand
49. result in
50. decrease
51. policy enforcement
52. discuss the contract
53. on the other hand
54. recover the information



55. private e-mails
56. assets in cyberspace
57. salespeople
58. play a role in
59. commission
60. create
61. translate... into
62. processor
63. retain clients
64. overcome difficulties
65. eBay's success

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

66. These are all the methods of \_\_\_\_\_ (tradition) marketing application.
67. The Internet \_\_\_\_\_ (economic) has created many opportunities for the young people.
68. There are more than 100,000 online \_\_\_\_\_ (store) in this city.
69. \_\_\_\_\_ (install) a firewall can prohibit unauthorized sources from accessing all of this pertinent information.
70. Social marketing has \_\_\_\_\_ (follow) the trend of social networking.

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

(71) “Daihuo” is the Chinese term for a new model of e-commerce which is also called e-commerce live streaming (电商直播). (72) On social media platforms, Internet influencers and ordinary people can sell anything to their followers, including clothes, food, beauty products and even rockets. In China, live streaming is already much more connected to e-commerce. First of all, (73) mobile payments are not just a payment tool but a way of life in China, which makes online purchase very easy because people can pay at any time and at any place during a live stream. Secondly, live streaming makes it possible for the buyers to communicate directly with the sellers online. (74) This is quite different from shopping from television or a traditional e-commerce website. For most customers who like live streaming, (75) they think that they're seeing exactly what they'll get. Finally, sales with heavy discount within a limited time during live-stream broadcasts also push buyers to make impulse purchases.



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

76. 不要低估关键词和高质量链接的价值。(underestimate)
77. 这是电子商务面临的最棘手的安全问题之一。(the most troublesome)
78. 在未来,电子商务公司会有更好的国际平台。(global platform)
79. 对购物者而言,这通常是最好的选择。(generally)
80. 我们将讨论商机的市场可行性。(feasibility)

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