

# 《商务英语写作》考试大纲

## I. 考试性质

普通高等学校本科插班生招生考试是由专科毕业生参加的选拔性考试。高等学校根据学生的成绩，按已确定的招生计划，德、智、体全面衡量，择优录取。因此，本科插班生考试应有较高的信度和效度、必要的区分度和适当的难度。

## II. 考试形式及试卷结构

### 一、考试形式

闭卷，笔试，考试时间为 120 分钟，试卷满分为 100 分。

### 二、试卷结构

#### 1. 试卷结构

试卷结构

题型	题量	分值
选词填空	10	20
句子翻译	5	20
段落改写	2	10
排序	10	20
商务写作	1	30
合计	28	100

#### 2. 题型考查要求。

##### 第一部分 选词填空 (Blank-filling) (20%)

本部分共 20 分，共 10 个空，每空 2 分。主要考查考生对商务文本写作所需的商务专业词汇的掌握情况。

##### 第二部分 句子翻译 (Sentence Translation) (20%)

本部分共 20 分，其中英译汉 3 题，汉译英 2 题，共 5 题，每小题 4 分。主要考查考生的商务语言应用能力。

##### 第三部分 段落改写 (Paragraph Rewriting) (10%)

本部分共 10 分，共 2 题，每小题 5 分。要求考生阅读段落文本后，结合该类型商务文本的语言特点，对段落文本进行改写。主要考查考生对不同类型商务

文体语言特点的掌握情况。

#### 第四部分 排序 (Reorganizing) (20%)

本部分共 15 分，共 10 题，每小题 2 分。要求考生阅读文本后，结合该类商务文本的组成成分内容及格式特点，对该文本的组成成分内容进行排序。

#### 第五部分 写作 (Writing) (30%)

本部分满分 30 分。要求考生根据所给提示，用英文写一篇 150 至 200 个单词的商务应用文本，主要考查考生的基本商务应用写作能力。考查涉及的商务文本类型主要有信函、商务报告、商务提案、商务广告等。

### III. 参考书目

王玉，《高级商务英语写作》，外语教学与研究出版社，2013 年 10 月第 1 版

### IV. 题型示例

#### Part I Blank-filling (10x2')

**Directions:** Choose from the expressions in the box to fill in the blanks of the sentences and write the expression on the *Answer Sheet*.

Part A	attorney	Agreement	Part B
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1. The Agreement is made and entered into on March 5, 2010 in Beijing, China by and between ABC Corporation, a Chinese enterprise duly organized and existing under the Laws of the People's Republic of China with its principal business place at Beijing (referred to be hereafter \_\_\_\_\_) and XYZ Company, a company duly organized and existing under the Laws of the Arab Republic of Egypt with its principal business place at Cairo (referred to be hereafter \_\_\_\_\_).

2. The prevailing party in any litigation, arbitration or mediation relating to this \_\_\_\_\_ shall be entitled to recover its reasonable \_\_\_\_\_ fees from the other party for all matters, including but not limited to appeals.

#### Part II Sentence Translation (5x4')

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**Section A (3x4')**

**Directions:** Translate the following English sentences into Chinese. Write your translation on the *Answer Sheet*.

1. This Contract is made in two originals that should be held by each party.

**Section B (2x4')**

**Directions:** Translate the following Chinese sentences into English. Write your translation on the *Answer Sheet*.

1. 若货物经中国商品检验局复检后发现质量与本合同之规定不符, 买方有权于货物抵达目的港后的 60 天内向卖方提出索赔。

**Part III Paragraph Rewriting (2x5')**

**Directions:** Rewrite the following paragraphs as they should be included in a set of minutes, remembering to be brief, clear and accurate. Write your answer on the *Answer Sheet*.

1. Vivien, Yeung, the chief accountant, had put forward two timetables for the interim and final audit. Ben Suen said that it may not be possible to complete the final audit in the time given because Vivien is away on holiday for the first week of the audit. Her hockey club tour of Japan always coincided with the audit and made it difficult to get the information needed. Ben said he would look at the timetable in detail to see if deadline could be met; he added he would try to do this before the tax planning meeting on 11 April 2009.

**Part IV Reorganizing (10x2')**

**Directions:** Look at these letter elements. Write out the letter correctly by reorganizing the serial number in front of each element. Write your serial number on the *Answer Sheet*.

- A. 20 April 2009

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- B. Miss Julie Youngs, Personnel Manager, Robirth West Queensway Northdean No3  
6PY
- C. Dear Julie:
- D. Unless we hear from you within seven days, we will be forced to take legal  
action.
- E. I am writing in connection with the above order for Linton filing cabinets.
- F. Yours sincerely,
- G. Mary E. Klaebel, 230 Vista Drive Memphis, TN 380130, (555) 555XXXX
- H. Mary Klaebel
- I. Order 2798
- J. It is now over seven months since we placed the order, and we are still waiting for  
the cabinets. I should like to remind you that we have already paid for these  
cabinets. We must insist, therefore, that you deliver them immediately or refund  
our money.

**Part V Writing (1x30')**

**Directions:** Write a business proposal of 150-200 words according to the information  
given below. Write your answer on the *Answer Sheet*.

Situation: The international organization you work for is considering the possibility of  
producing a promotional brochure to publicize the company abroad. The Managing  
Director has asked you to write a contribution for this brochure. Write a proposal for  
the Managing Director, including the following information:

- Possible contents of the brochure
- Ways to make it attractive
- Benefits the brochure could have for the company

写作考核内容及考核观测点	评分标准	分值
全部完成答题要求	<ul style="list-style-type: none"> <li>- 所有内容点都包括在内</li> <li>- 语言规范；错误最少，均属小错</li> <li>- 多样化的语言结构和丰富的词汇量</li> <li>- 语言组织具有逻辑性</li> <li>- 格式正确</li> </ul>	25-30
较好地完成答题要求	<ul style="list-style-type: none"> <li>- 所有内容点都处理不错</li> <li>- 语言大体准确，运用复杂语言时有错误</li> <li>- 结构合理，用词准确</li> <li>- 大体上语言组织较好，注意逻辑关系</li> <li>- 格式适当</li> </ul>	19-24
尚能达到答题要求	<ul style="list-style-type: none"> <li>- 所有主要内容点已包括，但遗漏了一些次要内容</li> <li>- 出现一些语言表达错误，但不影响交流</li> <li>- 语言结构相对合理，词汇掌握范围适度</li> <li>- 语言组织总的来说令人满意</li> <li>- 格式尚可</li> </ul>	13-18
不能完全达到答题要求	<ul style="list-style-type: none"> <li>- 遗漏了主要的内容点或处理不充分，存在不切题</li> <li>- 语言表达错误影响交流，错误较多</li> <li>- 语言结构、词汇掌握有限</li> <li>- 内容条理不清、不连贯</li> <li>- 格式不适当</li> </ul>	7-12
没有达到任何要求	字数少于所需字数的 25%，或是完全不能辨认，或完全不切题	0-6