

國立臺北商業大學附設空中進修學院 110 學年度第一學期期末考參考答案

考試科目：二技 1006 商務英文

考試日期：110 年 12 月 26 日 節次：1

I. 選擇合適的答案，請填入其代號 (a, b, c)。 60%

- _a_ 1. When writing an inquiry letter, what attitude is appropriate? (a) polite (b) proud (c) perfect
- _b_ 2. When writing an inquiry letter, what should be written first? (a) self-introduction (b) the writing purpose
(c) the deadline of request
- _b_ 3. What is the intention of an inquiry letter? (a) to sell the product (b) to ask about a product (c) to order a product
- _a_ 4. What may happen if one delays the response to an inquiry letter? (a) The potential buyer may find other suppliers.
(b) The potential buyer will be happy with the delay. (c) The potential buyer may place an order at once.
- _c_ 5. In an initial contact, what should the writer do when responding to an inquiry letter? (a) asking about the price
(b) checking the product (c) introducing the writer's own company
- _c_ 6. If you cannot fulfill a request, what should you do? (a) Reject the inquirer directly. (b) Ignore the inquiry.
(c) Try to help in other ways.
- _c_ 7. What is the meaning of "counter offer"? (a) the first price quote from the supplier
(b) the first sample sent by the supplier (c) the buyer's revision of the price quote
- _b_ 8. Why do people regard "negotiation" as art? (a) It has standard practice. (b) It doesn't have a typical result.
(c) It has a fixed outcome.
- _c_ 9. What is the purpose of sending an order letter? (a) to order people (b) to introduce goods or services
(c) to purchase merchandise
- _c_ 10. What is NOT commonly included in an order letter? (a) product details (b) payment terms (c) a catalog
- _c_ 11. If your long-term business partner pays late for the first time, what should you do?
(a) Write a server reminding letter. (b) Blame the business partner critically. (c) Send a mild reminder.
- _a_ 12. What should be done in price negotiation?
(a) be polite and professional (b) be dominant and forceful (c) be slow and reluctant

II. Cloze Test: Select the best word to complete the following letter. 40%

Dear Ms. Smiths:

Following up our discussions on July 5th, we are pleased to (1)_____ an order for 100 (2) _____ of ARTs Fun! book, written by Judy Wong on the following terms and (3) _____.

-The cost of each will be US\$25(inclusive of all taxes).

-(4) _____ terms will be a post-dated (5) _____ for advance with order. This check will be cleared on the day of the delivery.

-The order shall (6) _____ within two weeks.

If the order is not (7) _____ as per the above terms and conditions, the order stands cancelled. Please find the (8) _____ check number A-12. Hoping to have a long business relationship with you.

Best Regards,

David

1. (a) (a) place (b) provide (c) send (d) make
2. (c) (a) books (b) numbers (c) copies (d) pieces
3. (b) (a) situations (b) conditions (c) conventions (d) questions
4. (c) (a) Shipment (b) Contract (c) Payment (d) Quantity
5. (d) (a) credit (b) cash (c) banktransfer (d) check
6. (d) (a) send (b) deliver (c) post (d) arrive
7. (b) (a) arrived (b) fulfilled (c) posted (d) placed
8. (d) (a) delivered (b) attaching (c) sending (d) enclosed