

关于举办 2021 年首届“学研汇智杯”

全国高校商务英语综合能力大赛（微视频作品赛项）的通知

各有关院校：

在中国共产党建党 100 周年之际，中国国际贸易学会联合有关单位决定举办 2021 年首届“学研汇智杯”全国高校商务英语综合能力大赛（微视频作品赛项）（以下简称“大赛”），希望通过对商界典型成功人物事迹的深入挖掘学习并弘扬其正能量精神，激励商务英语学子奋勇投身实践，发扬实干精神，以“四个自信”迎接当今中国发展中的新机遇和新挑战，向党的百年华诞献礼。现将有关事项通知如下。

一、大赛主题

“一带一路”连接世界，商务英语筑梦中国。

二、大赛指导思想

以习近平新时代中国特色社会主义思想为指导，全面贯彻落实党的教育方针，坚持教育为人民服务、为中国共产党治国理政服务、为巩固和发展中国特色社会主义制度服务、为改革开放和社会主义现代化建设服务。

本次大赛将深入贯彻党的十九大和十九届二中、三中、四中全会和《加快推进教育现代化实施方案（2018-2022 年）》精神，深入贯彻习近平总书记关于教育的重要论述和全国教育大会精神，全面贯彻落实新时代全国高校本科教育工作会议、《教育部关于加快建设高水平本科教育全面提高人才培养能力的意见》和《国家职业教育改革实施方案》等系列文件要求，全面振兴教育、深化教学改革，提高人才培养质量，实现高等教育内涵式发展。

根据教育部《普通高等学校本科商务英语专业教学指南》《高等职业学校商务英语专业教学标准》的有关规定，为完整准确全面贯彻

新发展理念，铸牢中华民族共同体意识，不忘立德树人初心，牢记为党育人、为国育才使命，加快推进商务英语专业建设，不断提高人才培养质量，中国国际贸易学会联合有关单位通过举办全国高校商务英语综合能力大赛（微视频作品赛项）进一步强化商务英语一流专业建设，促进复合型人才培养。

三、大赛目的与任务

坚持“校行政企深度融合，产学研用协同创新”的办赛理念，坚持以赛促教、以赛促学、以赛促改原则。大赛旨在培养学生英语应用能力、跨文化交际能力、商务话语实践能力、思辨与创新能力、行业实践能力和“商务+英语”的复合型能力，推动商务英语专业建设，促进产教融合、校企合作与产业发展。

（一）积极担负起中华民族伟大复兴重任，大视野、大格局，了解国情、民情，正确认识世界和中国发展大势，做新时代有为青年；

（二）根据教育部《普通高等学校本科商务英语专业教学指南》《高等职业学校商务英语专业教学标准》，探索商务英语专业建设新路径：师生共创，课赛一体化；

（三）坚持“以学生为中心”“以商务情景应用为导向”，为商务英语专业学生提供一个展示英语语言应用能力、商务知识与技能专业能力、商务实践能力和综合素养的舞台；

（四）搭建高校师生商务英语专业教学观摩、交流和实践的平台；

（五）培养商务英语专业人才的实践能力，充分体现商务英语“跨”的特性：即跨学科、跨专业、跨课程、跨场景、跨文化和跨技术等；

（六）为国家发展储备合格的商务英语人才，在国际商务交流活动中传递文化自信。

四、组织机构

（一）主办单位

中国国际贸易学会

（二）联合主办单位

北京学研汇智网络科技有限公司

（三）承办单位

山东财经大学（山东赛区）

东北财经大学（辽宁赛区）

湖南外贸职业学院（湖南赛区）

淮阴师范学院（江苏赛区）

江西师范大学（江西赛区）

其他赛区承办单位另行确定。

（四）协办单位

全国商务英语培训与考试中心

合肥君途教育科技有限公司

（五）支持平台

www.51learning.com.cn

大赛设立组织委员会（简称“组委会”），负责大赛的组织实施。

大赛设立专家委员会，邀请政府、行业、企业和高校专家作为成员，负责大赛命题和评审工作。

大赛设立纪律监督与仲裁委员会，对大赛组织实施和评审等相关工作进行全过程监督，并对赛程中可能出现的争议予以仲裁。

五、大赛规程

（一）大赛赛制

1. 大赛采用校级初赛、省级复赛、全国总决赛三级赛制，校级初赛由各院校自行组织，省级复赛和全国总决赛由大赛组委会统一组织。

2. 大赛拟设本科组和高职组两个赛道，统一组织，独立评奖。

3. 大赛不收取任何参赛费用，参赛人员食宿及交通费用自理。

（二）参赛对象

参赛对象为全国各高等院校正式注册的商务英语专业或方向的在校本、专科学生。大赛以学校为单位进行报名参赛，恕不接受个人报名，各院校自行负责参赛选手的资格审核，不得弄虚作假。

（三）赛程安排

1. 院校报名和校级初赛（2021年4月6日-5月6日）

大赛组委会发布相关通知并开展赛前网络培训（规则说明、师资培训等）。各院校自行组织初赛（形式自定，也可联系组委会申请线上知识竞赛权限进行初赛），遵循“知识能力互补”的原则，综合评估择优选拔正式参赛选手，每校推选1支队伍参赛，每个参赛队限定为3-6人，并配备1-2名指导教师（指导教师请务必加入全国高校商务英语综合能力大赛指导教师QQ群：562915967，以便及时接收大赛后续相关通知）。各参赛院校请于2021年5月6日前将参赛队信息登记表(附件1)邮件发送至大赛组委会指定邮箱 rendm@51learning.com.cn。

2. 省级复赛（2021年5月16日-6月15日）

复赛由微视频作品评比模块（40%）、线上知识竞赛模块（20%）、现场说作品模块（30%）和问题回答模块（10%）四部分组成。按照复赛参赛队总成绩高低进行排序（总成绩相同者，按微视频作品评比模块成绩排序），各赛道内总成绩前3名的参赛队晋级全国总决赛。

微视频作品评比模块所需提交的参评资料为：微视频作品和微视频作品创作说明（缺一不可）。创作说明请统一采用中文文本形式，格式自定，篇幅保持在一页A4纸之内即可，主要用以帮助评审专家了解微视频作品的创作思想等。上述参评资料的提交时间为5月10-11日17:00。届时请以附件形式打包发送至邮箱：3226683735@qq.com，邮件主题命名为：学校名称-团队名称-学生负责人姓名-学生负责人电话，例如：学研汇智大学-乘风破浪队-王超越-18012345678。

现场参赛时间和地点另行通知，届时参赛队伍出场顺序由抽签决定。参赛选手在比赛过程中，不得透露自己的姓名和所在学校；在参赛作品和相关材料中也不得出现任何相关信息，违者按作弊处理，取消参赛资格。

3. 全国总决赛（2021年11月15日—12月20日）

全国总决赛由微视频作品模块（20%）、短剧剧本模块（20%）、

短剧表演模块（40%）和问题回答模块（20%）四部分组成。按照参赛队总成绩高低进行排序（总成绩相同者，按短剧表演模块成绩排序）。

全国总决赛其他事宜另行通知。

（四）大赛考核大纲和成绩评定方法、样题（线上知识竞赛模块）

微视频作品赛项考核大纲和成绩评定方法、样题（线上知识竞赛模块）分别参见附件 2 和附件 3。

六、奖项设置

（一）证书申办

针对采用线上知识竞赛模块作为校级初赛的院校，凡初赛成绩达到 60 分及以上者，可视为具有相应的商务英语水平的证明，均可自愿申办由中国国际贸易学会颁发的“全国商务英语考试（一级）”证书。

凡所在参赛队省级复赛总成绩达到 60 分及以上者，可视为具有相应的商务英语水平的证明，均可自愿申办由中国国际贸易学会颁发的“全国商务英语考试（二级）”证书。

详情参见全国商务英语培训与考试中心官网（www.cnbeet.com.cn），证书申办联系人：郑老师，电话：15510205753，邮箱：1525535513@qq.com。

（二）省级复赛奖项设置

1. 团体奖

省级复赛基于各赛道独立评比，以参赛队为单位设置团体奖，其中特等奖 1 个，一等奖 2 个，二等奖 7 个，三等奖若干个。

2. 单项奖

省级复赛单项奖基于各赛道独立评比，基于现场说作品和问题回答环节中参赛选手的表现，针对现场说作品选手个人设置“最佳讲述者”奖项；针对回答问题选手个人设置“最佳思辨能力”奖项，由专家委员会各评选出 3 名。

3. 优秀指导教师奖

省级复赛设置优秀指导教师奖，优秀指导教师奖的等级比照各参

赛院校团体奖获奖级别确定（指导教师为 2 人的，分别单独颁发相应证书）。

4. 晋级全国总决赛

各赛道内省级复赛总成绩排名前三的参赛队（特等奖和一等奖获得者）将获得晋级全国总决赛的资格。

（三）全国总决赛奖项设置

1. 团体奖

全国总决赛基于各赛道独立评比，以参赛队为单位设置团体奖，分为特、一、二、三等奖，教师及学生个人奖项比照团体奖。

大赛将依据参赛队总成绩分赛道进行排名，按各赛道参赛队总数 10%、20%、30%、40% 的比例四舍五入计算，各赛道决出特、一、二、三等奖。

2. 单项奖

全国总决赛单项奖基于各赛道独立评比，基于短剧表演和问题回答环节中参赛选手的表现。针对短剧表演选手个人设置“最佳表演者”奖项；针对回答问题选手个人设置“最佳思辨能力”奖项，由专家委员会各评选出 3 名。

3. 优秀指导教师奖

全国总决赛设置优秀指导教师奖，优秀指导教师奖的等级比照各参赛院校团体奖获奖级别确定（指导教师为 2 人的，分别单独颁发相应证书）。

七、大赛参考用书

参考用书选用中国商务出版社出版的以下教材：

（一）《国际商务英语听力（一级）》《国际商务英语口语（一级）》《国际商务英语阅读与写作（一级）》《国际商务英语翻译（一级）》《全国国际商务英语考试试题精讲与模拟测试》（第 2 版）；

（二）《国际商务英语听力（二级）》《国际商务英语口语（二级）》《国际商务英语写作（二级）》《国际商务英语翻译（二级）》

《国际商务英语阅读（二级）》《国际商务英语综合模拟实练(二级)》

集体订书：谢老师 电话：010-64283818 订书 QQ: 2817679542

个人订购：网址：<https://shop162373850.taobao.com/>（淘宝网/店铺，搜索中国商务出版社考培部）

八、联系方式

赛事咨询（周一至周五 9:00-17:00，法定节假日除外）：

010-83661057, 13393518928（任老师），15971447531（张老师）

指定邮箱：redm@51learning.com.cn

纪律监督与仲裁委员会电话：010-64243016

全国高校商务英语综合能力大赛指导教师 QQ 群：562915967



九、其他事宜

（一）新冠肺炎疫情防控期间，建议广大参赛师生不聚集、不扎堆、戴口罩、勤洗手，保持社交距离，积极做好防疫措施。

（二）为保证大赛公平性，在参赛过程中和任何参赛作品中不得出现参赛院校及参赛队相关信息。在大赛全部结束之前任何参赛选手不得将参赛作品私自传播（包含但不仅限于上传至网络平台）。

（三）参赛作品必须为原创，无版权风险，必须符合大赛规定的主题，严禁抄袭盗用他人作品，由版权问题引起的纠纷主办方承办方概不负责。

（四）参赛作品版权为参赛选手所有，使用权归参赛者和大赛组

委会共有，大赛组委会有权将作品用于宣传推广等活动。

(五) 本次大赛最终解释权归大赛组委会所有，未尽事宜，另行通知。

附件 1：参赛队信息登记表

附件 2：微视频作品赛项考核大纲和成绩评定方法

附件 3：样题（线上知识竞赛模块）



附件 1：参赛队信息登记表

2021 年首届“学研汇智杯”全国高校商务英语综合能力大赛

（微视频作品赛项）参赛队信息登记表

参赛学校信息						
学校名称			院系			
联系人		联系电话		邮编		
通讯地址						
指导教师信息						
序号	姓名	性别	职称/职务	移动电话	QQ 号码	电子邮箱（必填）
1						
2						
参赛队信息						
团队名称					学生负责人	
序号	姓名	性别	身份证号码	移动电话	电子邮箱（必填）	
1						
2						
3						
4						
5						
6						
院系审核意见						
<p>经审核，上述各参赛选手资格符合大赛要求。</p> <p>院系（盖章）</p> <p>2021 年__月__日</p>						
现场赛是否需要安排住宿		是 <input type="checkbox"/> ，单间____，标间____。（填写所需房间数量） 否 <input type="checkbox"/>				

附件 2：微视频作品赛项考核大纲和成绩评定方法

一、基本要求

以激发正能量为宗旨，围绕“‘一带一路’连接世界，商务英语筑梦中国”的主题，聚焦“立德树人”的思政元素，以微视频作品的形式讲述商界典型成功人物的故事，通过调查走访或信息检索等方式收集资料，深入挖掘并学习体会商界典型成功人物事迹所蕴含的育人价值（比如世界公民意识、诚实守信、团队合作、爱国精神、商务伦理、文化自信、工匠精神、国际视野等），包括凝练成功人物的经典人生故事、展现其正能量的商业精神和分析具体德育案例等，以商务英语为媒介，对该人物具体案例或故事素材中的企业家精神进行再创作。

二、赛项模块细则

（一）微视频作品评比模块

1. 微视频作品的制作要求

（1）内容要求

微视频作品要能够全面反映“一个商界典型成功人物”的故事及其教育意义，让观众能够从其成功模式中学习和成长。成功人物的界定范围包含但不仅限于知名企业家。

（2）形式要求

①语言：全英文

②呈现方式：不限（可为脱口秀、演讲、解说等方式，鼓励创新）

③时长：**5-7 分钟**，图像清晰稳定、构图合理、声音清楚；

④格式：**mp4 或 WMV** 视频格式，原则上单个视频文件大小不超过**500M**，能提供 srt 字幕者更佳；

⑤视频技术参数建议：视频编码：H.264/AVC，画面分辨率最小不得小于 1024x576，最大不得大于 1920x1080（可使用格式工厂等软件编辑调整）。片头不超过 5 秒。

⑥注意事项：为保证评审环节的公平公正，视频中的任何位置都不可出现制作人员、学校名称等任何与参赛团队相关信息。

2. 微视频作品评分标准（满分 100 分）

（1）内容设计（20%）：与本参赛队所提交的微视频作品创作说明高度契合，基于某一个商界成功人物，讲述真实的、典型的和具有冲突性的励志故事，微视频作品中的事件、人物和时间等都是真实发生和存在的，凝练出作品的主题，并围绕该主题挖掘其成功的商业精神和育人品格，积极向上，弘扬正能量。

（2）方案设计（20%）：设计主线清晰自然、不生硬、重点突出、逻辑性强、构思新颖、富有创意、具有启发引导性，合理运用了商务知识、语言技能和商务策略，实现理论知识和语言技能的实践性转化。

（3）思政元素（20%）：作品具有重要的影响和突出的现实意义，具有讨论的价值和学习的空间，蕴含思想政治教育资源元素，有机融入家国情怀、法制意识、社会责任、人文精神、工匠精神、职业操守等，春风化雨，润心无声。

（4）视频材料规范（20%）：视频声音清晰、画面清晰、音画和字幕同步、多媒体元素应用得当、发音标准、语速适当、语言富有感染力。

（5）技术应用（10%）：拍摄录制方法新颖、现代化信息技术应用合理、有创意，让人耳目一新。

（6）效果评价（10%）：整体效果好，新颖有趣，可观看性好，传播效果佳。

（二）线上知识竞赛模块

主要考核语言知识、商务知识和跨文化商务交际知识等。试题形式为客观题，涵盖语言技能和商务知识两方面内容。语言技能方面测试考生在国际商务环境中英语听、说、读、写、译的能力；商务知识涉及国际商务中的主要业务，突出国际贸易实务方面的知识。

1. 试题来源

商务英语综合技能实训平台 V3.0

2. 竞赛形式

在线平台闭卷机考

3. 参赛对象

参赛队全体成员

4. 试题结构

本模块的题项分为词汇、判断、选择、阅读、单证和信函理解六个部分，考试形式、题型、题数、比重、题材、考试时间（100分钟）、计分等见表一。

表一：线上知识竞赛模块试题结构说明

序号	题项	形式	比重 (%)	题材	题型	题数	计分
1	词汇	笔试	10	国际贸易知识与语言理解	匹配	10	10
2	判断		10	国际贸易知识	判断对错	10	10
3	选择		20	国际贸易知识与语言搭配	单项选择	10	10
					多项选择	10	10
					合计	20	20
4	阅读理解		40	经贸文章与图表等	完型填空	10	10
					图表	5	10
					判断	5	5
					文章理解	7	15
8							

					合计	35	40
5	单证		10	国际贸易单证	制单	2 10 1	10
					合计	10	10
6	信函理解 或实务类 题目		10	商务类	选择	5	10
总计	6		100			95	100

5. 线上知识竞赛模块评分标准

智能评阅和人工复核

6. 样题示例（见附件3）

（三）现场说作品模块

1. 基本要求：各参赛队选派一名成员借助 PPT 课件针对本团队所提交的微视频作品进行全英文现场演说，现场演说时间为 3-5 分钟。

2. 现场说作品模块评分标准（满分 100 分）

（1）内容价值（20%）：现场说作品的内容要和微视频作品展示的主题高度契合，是对作品精准的提炼和升华，融入团队成员自己的“职场梦”，创新展示作品中的企业家精神和职业品格。

（2）完整性和独特性（20%）：内容完整，层次合理。

（3）综合素质和风采（40%）：口语流利，条理清楚，富有感染力，表述准确、流畅，知识面广应变能力强，有较好的人文素养。

（4）PPT 设计（10%）：PPT 设计新颖，能够很好地起到辅助演说的作用，简洁美观、概括性强；

(5) 创新性 (10%)：鼓励参赛队将商务知识和语言知识应用到实际的商务场景中并加以适当创新，以实现最佳的表达效果，有独特的表现风格。

(四) 问题回答模块

1. 基本要求：3 分钟，参赛队成员全部出场。根据参赛队微视频作品和现场说作品的内容，评委专家提出 2 个问题，小组成员现场作答。

2. 问题回答模块评分标准 (满分 100 分)

(1) 理解力 (20%)：听懂评委提问，理解提问意图；

(2) 思辨力 (30%)：回答切题、中肯，具有说服力；

(3) 表达力 (30%)：语言表达清晰、准确；

(4) 反应力 (20%)：能快速有效组织应答语言 (用以拖延时间的语气连接词堆砌不被认为是有效回答)；受到干扰时 (如被评委打断)，能做出及时合理的反应。

(五) 短剧剧本模块

1. 基本要求：短剧剧本模块以提高学生的英语应用能力，跨文化交际能力、商务话语实践能力和思辨与创新能力为主要目标，要求就微视频作品中的某一正能量精神 (包括爱国敬业、遵纪守法、艰苦奋斗、创新发展、专注品质、追求卓越、履行责任、敢于担当和服务社会等)、某一商务技能或者商务活动进行情景剧设计。剧本要求原创，引用创作内容不可超过全作品内容的 25%。

(1) 作品形式：封面设计+正文，内文可以包含文字和图片；

(2) 内容要求：剧名，人物角色，剧情摘要，剧本正文，剧情评论等；

(3) 剧名：中英文剧名，要保持简练；

(4) 人物角色：演员表及角色描述；

(5) 剧情摘要：中英文。要求有高度的概括力，语言精练，明确。中文摘要不超过 300 个汉字，英文摘要不超过 300 个实词；

(6) 剧本正文：全英文，篇幅不超过 3000 词。故事背景及完整剧情描述；

(7) 剧情评论：说明本剧运用到的商业思维，商务知识、技能以及策略，说明本选题的理念和商业价值。

2. 短剧剧本模块评分标准（满分 100 分）

(1) 选题立意（20%）：弘扬商界成功人物的正能量精神，以研究现实问题为主，既有理论支撑又有实际的商业价值；

(2) 剧本语言（20%）：流畅、地道，逻辑严谨，语言优美，无语法问题；

(3) 剧本内容（20%）：符合《高等学校商务英语专业本科教学质量国家标准》、《高等职业学校商务英语专业教学标准》的指导精神，内容完整，融入职业品德、商务知识、技能和策略等；

(4) 剧情设计（20%）：符合剧情摘要，主次分明，张弛有度，条理清晰；剧情设计生动有趣，行之有效；

(5) 整体效果（20%）：完成设定的剧本目标，树立职业梦想、提升职业品格、解决商业问题。整体效果新颖有趣，有应用价值。

（六）短剧表演模块

1. 基本要求：短剧模块的竞赛形式为一场 15 分钟的全英文商业情景剧，须包含剧名、人物角色、商务场景、商务活动、音乐、服装、道具等关键要素。短剧内容要体现剧目标题、角色、商务场景描述、故事背景、基本剧情、商业思维和商业精神等，须包含起、承、转、

合的完整剧情，并将企业家精神、商务知识、技能以及策略应用到剧目中。

2. 短剧表演模块评分标准（满分 100 分）

（1）语言 20%

- 1) 口语流利，语音、语调准确自然；
- 2) 词语丰富，表达恰当，语法准确；
- 3) 口语地道、得体，口语交际策略的运用能力。

（2）内容 40%

- 1) 能贯通企业家精神；
- 2) 制订并体现商务知识和商务策略；
- 3) 选题角度新颖，有相当的理论意义和应用价值；
- 4) 剧情内容完整。

（3）素养 15%

- 1) 能体现商业品格、商务文化、商务礼仪等知识素养；
- 2) 演员剧态自然，有感染力，不紧张，无过分表演；
- 3) 有较高的人文素养，知识面广。

（4）效果 15%

- 1) 表演过程合理流畅，衔接自然，有较强的舞台表现力和应变能力；
- 2) 能够做到自然借助音乐，场景设计，服装，道具等手段，有效果地呈现商业情景剧的一幕；
- 3) 能有效地融入商务英语专业知识，通过剧幕有效实践。

（5）创新 10%

1) 鼓励参赛队伍在科学正确的价值观念指导下，基于上述但不限于上述方面创新，以实现最佳的短剧效果；

2) 鼓励以创新为驱动，努力打造积极向上并能对实际的商业活动带来启发和帮助的剧目。

三、省赛成绩评定方法

线上知识竞赛模块采用百分制，成绩以软件系统评判和人工复核为准。微视频作品评比模块、现场说作品模块、问题回答模块，评委打分保留到小数点后一位，去除一个最高分和一个最低分后的平均分（保留小数点后两位）记为该参赛队的相应模块成绩。

参赛队省赛总成绩=微视频作品评比模块成绩*40%+线上知识竞赛模块成绩*20%+现场说作品模块成绩*30%+问题回答模块成绩*10%。

（其中线上知识竞赛模块成绩为团队成员平均分，省赛总成绩保留小数点后两位，总成绩相同者，按微视频作品评比模块成绩排序）

四、全国总决赛成绩评定方法

总决赛以参赛队总成绩为评选依据，微视频作品、短剧剧本、短剧表演和问题回答模块均采用百分制，评委打分保留到小数点后一位，去除一个最高分和一个最低分后的平均分（保留小数点后两位）记为该参赛队的相应模块成绩。

参赛队全国总决赛总成绩=微视频作品模块成绩*20%+短剧剧本模块成绩*20%+短剧表演模块成绩*40%+问题回答模块成绩*20%。

（总决赛总成绩保留小数点后两位，总成绩相同者，按短剧表演模块成绩排序）

附件 3：样题（线上知识竞赛模块）

线上知识竞赛模块样题

I. Match the terms with the definitions given. 10% 词语搭配题（实务知识）

Acceptance

Irrevocable letter of credit

Confirmed L/C

Revocable letter of credit

Sight draft

Commercial bill of exchange

Shipping agent

Time draft

Governmental guarantee

Drawee

1. _____ is a letter of credit that cannot be canceled or changed with the consent of all parties involved.
2. _____ is a commercial bill of exchange calling for payment to be made at some time after delivery.
3. _____ is a person or party who is to receive a draft.
4. _____ is a letter of credit that can be changed by any of the parties involved.
5. _____ is a commercial bill of exchange that requires payment to be made as soon as it is presented to the party obligated to pay.
6. _____ is a letter of credit to which a bank in the exporter's country adds its guarantee of payment.
7. _____ is an instrument of payment in international business that instructs the importer to forward payment to the exporter.
8. _____ is an agreement of the government to be responsible for the fulfillment of someone else's promise.
9. _____ is a ship owner's representative whose job is to find the ships to carry.
10. _____ is a statement made by other conduct of the offerees indicating unconditional consent to an offer.

II. Put T for true or F for false in the brackets at the end of each statement.

10%

1. If the Issuing Bank appoints the Bank of China as its Advising Bank of L/C, then the Issuing Bank may ask the Bank of Asia to advise amendments to the L/C. ()
2. According to UCP600, if documents are in correspondence with L/C's stipulations, discrepancies between the documents themselves are allowed. ()
3. A Certificate of Origin can be used only to prove the time when the export commodities were produced. ()
4. When dealing in international trade (exporting and importing), a businessman has to face a variety of conditions which differ from those to which he has grown accustomed in the domestic trade. ()
5. Price terms are mainly applied to determining the prices of commodities in international trade. ()
6. If you have signed a contract with a Japanese buyer on the basis of FOBST, you must be responsible for stowing and trimming the goods at your own expense. ()
7. When there are optional ports in the contract, the goods may be unloaded at any one of the ports at the shipping company's disposal. ()
8. A B/L is a transport contract in which the shipping company promises to transport the goods received to the destination. ()
9. Under FOB, the seller must give the buyer prompt shipping advice as the goods are shipped on board the vessel. ()
10. On CIP terms, the seller must pay the freight rate and insurance premium as well as bear all the risks until the goods have arrived at the destination. ()

III. Multiple choice 20% 选择题（实务知识+语言类）

Part A

Directions: Choose the best answer (only one) to the following statement.

单选题 10%

1. Before shipment, the buyers generally send their _____ to the sellers, informing them of the packing and marking, mode of transportation, etc.

- A. shipping documents
 - B. shipping requirements
 - C. shipping advice
 - D. shipping marks
2. International trade pricing method which is often used in our country is _____.
- A. pending price
 - B. provisional price
 - C. price set after
 - D. a fixed price
3. The international chamber of commerce, in order to adapt to the new development of international trade, has set two new terms in Incoterms 2010, including _____.
- A. FOB&CIP
 - B. CFR&DAT
 - C. DAP&DAT
 - D. CIF&DDP
4. The total cost of a goods for export is RMB 55 000, foreign exchange net income after export is \$10 000, if the Bank of China's foreign exchange rate is \$100 against 650 yuan, the export profit and loss rate is _____.
- A. 18.2% B. 33.7% C. 45.9% D. 36.7%
5. In general case, CIF shall take more _____ into consideration than the FOB price.
- A. foreign freight, domestic expenses
 - B. abroad freight, insurance premium
 - C. abroad costs, domestic expenses
 - D. abroad insurance premium and net profit
6. We are very anxious to know when you can definitely _____ shipment.
- A. affect B. effect C. carry D. load

7. We regret to say that your price is not _____ the current world market
- A. on a level with
 - B. at a level with
 - C. in a level with
 - D. in level with
8. The goods are urgently needed, we _____ hope you will deliver them immediately.
- A. in the case
 - B. therefore
 - C. so
 - D. in level with
9. _____ any change in the date of delivery, please let us know in advance
- A. There should be
 - B. Should there be
 - C. There would be
 - D. Would there be
10. If direct steamer is not available for the transportation, _____.
- A. the goods will not be shipped
 - B. partial shipment should be allowed
 - C. the goods have to be separated
 - D. the goods have to be transshipped

Part B

Directions: Choose the best answers (more than one) to the following statement. 多选题 10%

1. Under the indirect pricing method, the amount of foreign currency decreases, indicating _____.
- A. the local currency will remain unchanged
 - B. the local currency will depreciate
 - C. the foreign exchange rate will rise
 - D. local currency exchange rate rises

2. Which of the following indicators can reflect the direction of international trade geography _____.
- A. proportion of a country's exports in the world's total exports
 - B. proportion of a country's imports in the world's total imports
 - C. the manufactured goods exports accounted for the proportion of world exports
 - D. countries imports of manufactured goods accounted for the proportion of total imports of the world
3. Based on a deal on CFR terms, the total cost of the export factors include _____.
- A. purchase cost
 - B. domestic expenses
 - C. export tax
 - D. import tax
4. If a deal is done with CIFC 3% terms, export exchange net income should deduct from the price _____.
- A. purchase cost
 - B. freight
 - C. insurance premium
 - D. commission
5. Parties of collection include _____.
- A. the principal
 - B. the entrust bank
 - C. the collecting bank
 - D. the payer
6. The word method to describe quality includes _____.
- A. sale by specification standard
 - B. sale by brand trademark
 - C. sale by the name of origin
 - D. sale by specification and design

7. The classification of e-commerce is _____.
- A. business to business-commerce (B2B)
 - B. business to consumer-commerce (B2C)
 - C. business institutions to administrative agencies-commerce (B2A)
 - D. consumer to administrative agencies-commerce (C2A)
8. Regulation method for Usance draft payment is _____.
- A. payable at sight
 - B. several days after sight
 - C. pay several days after draw
 - D. pay several days from date of B/L
9. Natural condition is the foundation of international division of production and the development, the conditions include _____.
- A. land area
 - B. geographical geological conditions
 - C. climate condition
 - D. natural resources
10. CIP3% usually involve abroad costs _____.
- A. the overseas freight
 - B. foreign insurance premium
 - C. commission
 - D. bank fees

IV. Reading—阅读理解 40% 语言+实务知识

Part A

Directions: Choose the best answer from A, B, C, D to fill in the blanks in the following passage. 10%

The value of the planner's responsibility cannot be 1. Richard P. ("Rick") Werth, CPP, former president of Event & Meeting Security Systems, uses a worksheet to 2 the importance of providing 3 insurance and security from the outset. All too often, these basic risk management components are overlooked, added as an 4 or 5 too expensive to include in the event 6. Showing the "bottom line" of what is at risk helps put the situation in 7 for senior managers who base decisions on quantifiable input. In addition to the actual cost of an event's 8

components, the value of all the “human capital” must be considered. What would it cost the company or organization to locate, recruit, and train employees to ___9 those lost in a disaster? How much business might be lost if the skill and experience of upper management attendees had to be replaced suddenly? When presented in this quantitative framework, the costs and benefits of adding the necessary funds to provide adequate risk management are obvious. Whether special insurance, security, 10 ___ both, the incremental cost usually comes out to no more than 1 or 2 percent of the overall budget—well worth the proactive investment.

1. A. understated B. understood C. underestimated D. undergone
2. A. explain B. demonstrate C. argue D. support
3. A. adequate B. enough C. complete D. supplementary
4. A. afterthought B. afterclap C. aftereffect D. aftermath
5. A. accused B. charged C. blamed D. deemed
6. A. expense B. cost C. input D. budget
7. A. point B. perspective C. highlight D. place
8. A. logistic B. logic C. logo D. log
9. A. substitute B. refurnish C. replenish D. replace
10. A. and B. or C. hence D. in

Part B 10%

Directions: Read the form about the facilities available at HKTDC Hong Kong Watch & Clock Fair 2015 and their prices, and answer the following questions.

HKTDC Hong Kong Watch & Clock Fair Services

FORM 5	HKTDC Hong Kong Watch & Clock Fair 2015 香港貿發局香港鐘表展 2015 8-12 / 9 / 2015	Return to : Exhibition Services Department Hong Kong Trade Development Council Unit 13, Expo Galleria, HKCEC, 1 Expo Drive, Wanchai, Hong Kong
Deadline 28 Jul 2015	AV, Plant & Communications Facilities (Not Applicable for Custom-built participation Exhibitors)	Attn : Ms. Jessica Fong Email : hkwcf.es@hktdc.org Fax : (852) 3521-0450

No.	Description of Facilities (HK\$ column for Hong Kong exhibitor only, US\$ column for all overseas exhibitor)		Unit Rate (5 DAYS HIRE)		Qty	Total Amount	
			HKD	USD		HKD	USD
Audio Visual Facilities							
1#	AU002*	Thermal Fax Machine (with 1 roll fax paper) (Fax Transmission Line and Power Supply Excluded)	950	127			
2#	AU005*	32" LCD / Plasma (Power Supply Excluded)	2200	293			
3#	AU006*	42" LCD / Plasma (Power Supply Excluded)	5000	667			
4#	AU008*	DVD Player (Power Supply Excluded)	600	80			
Plant							
6#	PL001A	Potted Plant-Chrysalidocarpus (approx. 1mH)	170	23			
7#	PL001B	Potted Plant-Schefflera (Gold Capella) (approx. 1mH)	170	23			
8#	PL001C	Potted Plant-Boston Fern (approx. 0.3mH)	170	23			
9#	PL001D	Potted Plant-Codiaeum Tree or Calathea (approx. 0.3mH)	170	23			
10#	PL002	Fresh Flower Arrangement (approx. 0.3mH)	350	47			

Communications Facilities							
11#	CEC001+	Telephone Line with Handset for Local Calls (non-Direct Line) (A charge of HKD600 per set for lost and/or damaged of telephone set)	1020	136			
12#	CEC002+	Telephone Line with Handset for Local & IDD Calls (A charge of HKD600 per set for lost and/or damaged of telephone set) (HKD2500 deposit payable to "HKCEC" and mail to Finance Dept, 1 Expo Drive, Wanchai, HK)	1250	167			
13#	CEC003*	Fax Transmission Line for Local Fax Only (non-Direct Line) (Power Socket & Fax Machine Excluded)	1020	136			
14#	CEC004+*	Fax Transmission Line for Local & IDD Fax (Power Socket & Fax Machine Excluded) (HKD2500 deposit payable to "HKCEC" and mail to Finance Dept, 1 Expo Drive, Wanchai, HK)	1250	167			
15#	CEC008+*	2M Broadband Line)(Power Supply Excluded)(with access I.D.)(non-fixed. I.P.)(HKD4000 deposit payable to "HKCEC" and mail to Finance Dept, 1 Expo Drive, Wanchai, HK)	3705	494			

Exhibitors have to give the location plan of the additional communications facilities above. Any change in the location on-site would require an on-site relocation charge 50% of the rental rate.

20% surcharge for late order received after 28 Jul 2015

30% surcharge for late order received after 25 Aug 2015

+*#Please read the Conditions of Order clearly before you sign this Form ● You may refer to the colour photos of booth facilities ● NO Exchange and NO Refund for standard booth facilities		TOTAL AMOUNT		
Application will only be proceeded with installation layout plan and full payment.				
Authorization from Exhibitor				
Company Name: _____		Booth No.: _____		
Tel: _____		Fax: _____		Date: _____
Contact Person: _____		Position: _____		Signature: _____
Payment Method (Please see condition 6. No separate invoice will be issued)				
<input type="checkbox"/> By Cheque (Payable to Hong Kong Trade Development Council) Cheque No.: _____ Amount : HKD / USD _____ Date : _____				
<input type="checkbox"/> By Credit Card (Hong Kong Dollar only) <input type="checkbox"/> VISA <input type="checkbox"/> MASTER CARD Name of Card Holder: _____ Card No: _____ Expiry Date: _____ Amount: HKD _____ Signature: _____				

1. How many days did this fair last?

- A. 3 B. 5 C. 8 D. 12

2. What was the unit rate (5 days hire) for 32" LCD /plasma (power supply excluded) in HKD?

A. 950 B. 5000 C. 600 D. 2200

3. What was the unit rate (5 days hire) for fresh flower arrangement (approx. 0.3mH) in USD?

A. 47 B. 170 C. 350 D. 23

4. Which of the following was NOT included in communications facilities provided?

A. telephone line B. laptop computer
C. fax transmission line D. 2M broadband line

5. Which of the following was NOT a payment method applicable?

A. cheque B. Visa C. UnionPay D. Master card

Part C

Directions: Read the following passage on the importance of evaluating customers before making product presentations first, and then make judgments on the following statements. 5%

Find out What the Customer Needs before Presenting the Product

We all know the expression “You only get one chance to make a first impression”. It holds true when it comes to presenting your product to your customer. For starters, the last thing you want to do when a customer walks into your office is to present the first product that pops into your head.

Before you present a product to your customer, you must first find out exactly what your customer wants and needs.

The first thing you do is to introduce yourself to your customer. Offer him a seat and make him feel as comfortable as possible. Get to know your customer, talk about non-business subjects. This will take some of the pressure off both of you and make it easier to talk to each other. Once you believe that you and your customer both feel comfortable with each other, begin to evaluate your customer’s needs.

Start by asking questions to find out his reasons for coming to see you. Find out what products he currently has and uses and how much he pays for them. Find out all you can about the company he obtained his products from, and what he thought of the customer service of the company.

It is important to know these things for comparison.

Once you have evaluated your customer, have had a pretty good idea of what his

needs are and have got ready to present the products you have, you can be sure that your products satisfy his needs.

But before making your presentation, be sure that you are prepared. Have all the materials you need to make your presentation a solid one at your fingertips. Such materials would include brochures and literature which you not only give to your customer, but also go over with your customer. Unfold the brochure in front of him as you discuss the product. Literature will be a good resource for reference in case you are hit with a question you can't answer.

The point that I am trying to make is: Present to your customer a product you believe they will need. Your presentation should be based on the information that you have gathered from your customer during your session.

You could be the greatest presenter of products in the world, but if you are presenting products that customers don't need, you'll never sell a thing, so be sure to evaluate your customers before you start presenting your products.

Directions: Write T for true and F for false.

1. As a salesperson, when a customer walks into your office, you may immediately present the product you are proud of. ()
2. There's no need to first introduce yourself to your customer before presenting your products. ()
3. As a salesperson, you shall never talk about non-business subjects. ()
4. A successful salesperson evaluates his customers because he enjoys doing so. ()
5. The greatest presenter of products in the world can sell whatever products he presents to his customers without first figuring out what they need. ()

Part D

Directions: Read the passage carefully and choose the best word from the Word Bank to fill in each blank in the passage. 7%

Word Bank

- A) digital B) included C) kitchen D) equipment
E) slideshows F) sound G) present

The Best Conference Facilities

There are a few things that should be ___1___ at any good business conference facility. There are so many different jobs, projects and tasks involved in organizing a successful conference so you should learn about what to look out for in the ideal location.

A visual presenter is an important piece of technology that should be ___2___ at any good business facility. These are modern day versions of the overhead projector. Whereas projectors use clear film, a visual presenter uses paper. When using either a projector or a presenter you should make it work best by using a large font or large handwriting to make the text clear for a good view especially to those sitting at the back of the room.

Another valuable piece of ___3___ at any conference is a ___4___ whiteboard. These look like normal whiteboards but anything written or displayed is captured electronically for recall later on. These are very useful during a conference when you want to take ideas from the room there and then, but want a record of them too for future conference.

Computers are also important at a business facility. Although often people bring their own for use during presentations, it is still important that there are one or two on hand during the conference to be used either by the presenter or by the other attendees. Computers are also important for PowerPoint presentations which are commonly used during speeches and presentations.

Although ___5___ are not so commonly provided these days, it may be necessary to use one during a conference. If you think you will need a slide machine and projector during the event you are organizing you should ask at the conference facility to see if they have one. If they don't have one they still may be able to get hold of one. Any slide show, PowerPoint presentation or visual display of any other kind needs a good white screen to be displayed upon. When you are looking at possible venues, always ask to see their screen to make sure it is large enough and in good condition.

Good business facilities or conference centers should have good ___6___ equipment too including a microphone. To prevent a speaker or presenter from having to shout, a microphone is absolutely vital. When you are researching venues you

should make sure there are technicians available on the day in question. There could be any number of technical glitches from feedback when using the microphone to a PowerPoint presentation that won't display on the screen. Ask especially about having a technician on hand as the conference could easily be ruined at the very last minute due to a simple technical hitch.

These are just the technical aspects that a conference facility should have on offer. There should also be a ___7___ where food and drink is prepared and plenty of parking too for anyone attending. You may need some additional facilities too such as business accommodation, evening meals or even a golf club nearby but this depends on the individual requirements.

Part E 8%

Directions: Read the passage and put the procedures of exhibition planning in order.

A Guide to Successful Exhibition Planning

It is not easy to organize a successful exhibition in China and there are many steps that should be considered. Steps in the preliminary planning of an exhibition should include: setting up of an Exhibition Planning Committee, accurate budget planning, selection of an appropriate site, negotiating agreements and contracts with all the necessary parties, sourcing exhibitors and/or speakers relevant to the theme of the exhibition.

The first and most logical step in exhibition planning is assembling a team of people who have the necessary skills and experience to succeed. Optimally these people should all be great team players, who can work responsibly and on their own initiative, whilst also carrying other people's interests at heart. It is good practice to make the size of your planning committee relevant to the scale of your exhibition.

Once you have assembled your team, the next step is to appoint an exhibition coordinator. This role requires a great amount of responsibility, as most of the executive decisions will come down to the coordinator's discretion. You will need somebody who has good organizational skills, is a good communicator of ideas and has a great eye for details and can function well under stressful situations. Depending on the size of your exhibition, it might be necessary for the coordinator to appoint administrative staff or a secretary to deal with the extra administrative and clerical

tasks.

An exhibition budget should be prepared through a thoughtful process involving the sponsor, planning committee and coordinator. The coordinator should be in full control of the budget, for if payments are approved by someone other than the coordinator, it will be difficult to hold him/her accountable for expenditures. It is a listing of all anticipated expenses, funding sources and projected revenue. Part of preparing a conference budget requires compiling a split folio. This is a division of expenses which lists the charges covered by the conference master account and individual guest charges, if there are to be any.

One of the most important aspects in planning an exhibition is choosing a suitable venue. This should be arranged as early in the planning process as possible in order to avoid any last minute nightmares. Your site should be located as centrally as possible with regards to your target audience.

It is generally regarded as good practice to enter into a formal contract agreement with the venue. The process of reaching this agreement may take time, but it will ensure that both parties will be protected against any unexpected schedule changes. It would be dreadful to be notified one week before the exhibition that you have been double booked because no formal documents were signed and the venue manager completely forgot about the conversation you had over the specified dates. It is also important to remember that negotiations should be handled professionally, as both parties want to gain maximum benefit from any arrangement.

Setting an appropriate theme for the show is very important, as it will eventually determine what image the public has of the exhibition. Choose one that is in line with the material you are exhibiting.

The next step in the planning process is finding potential exhibitors to take part in your show. Sending out personal invitations is probably the most effective way to go. You can also advertise your intention to hold an exhibition in the early planning months, but this needs to be done amongst the social or industry circles relevant to your kind of exhibition.

Publicity is of utmost importance in the planning of an exhibition. Use as many channels as are accessible to you For instance, internet, promotional gifts, brochures, and so on.

Planning of the show plays an important role, and should be coordinated carefully. You might plan certain talks or workshops to coincide with specific days of the exhibition.

Changes are sometime unavoidable, but make sure that all changes are well publicized.

- A. Choosing a suitable venue
- B. Appointing an exhibition coordinator
- C. Negotiating agreements and contracts with all the necessary parties
- D. Setting an appropriate theme
- E. Sourcing potential exhibitors
- F. Planning an exhibition budget
- G. Promoting the exhibition
- H. Setting up of an Exhibition Planning Committee

The procedures of exhibition planning:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____

V. Documentation 10%

Information:

Dongteng Company in Shenzhen, China exports 6 000 pcs of children toys to British Ocean Company in June, 2009, at US\$6.5 per pc CFR LONDON, to be packed in 12 pcs to one carton. Each carton has the gross weight of 5.5 kilograms. The measurement for the carton is: 20cmx30cmx 30cm, and the marks are BOC/LONDON/Nos: 500.

The goods will be shipped by S.S. Dongteng from Shenzhen Port to London on Sept. 28th.

Please fill in the following B/L according to the information given.

Shipper: 1. ()		B/L No.		
Consignee: 2. ()		Combined Transport B/L		
Notify Address: 3. ()		For Delivery of goods please apply to:		
Pre-carriage by	Place of Receipt			
Ocean Vessel Voy. No.: 4. ()	Port of Loading: 5. ()			
Port of Discharge	Port of Delivery	Final Destination for the Merchant's Reference only		
Container, Seal No. & Mark & Nos. 6. ()	No. of Package & Description of Goods: 7. ()	Cross Weight Kgs 8. ()	Measurement m ³ 9. ()	
FREIGHT & CHARGES 10. ()	Revenue Tons	R a t e P e r	Prepaid Collect	
Ex. Rate:	Prepaid at	Payable at	Place and date of issue: Shenzhen Sept. 28, 2009	
	Total Prepaid	No. of Original B(s)/L THREE	Stanp & Signature	

VI. Understanding Business Correspondence. 信函理解 10%

Directions: Read the following letter and answer the questions.

CNBD COMPANY LIMITED
100 Cromwell Rd,
Kensington, London SW7 4ER
United Kingdom
+44 871 896 5632

March 2, 2018

To the UK Consulate:

Dear officer of the UK Embassy,

I would like to invite the following individual to visit the United Kingdom for business purposes:

Name: Marc Johnson

Gender: Male

Date of Birth: 1985 – 04 – 23

Nationality: Kenya

Passport number: 25698745

Mr. Johnson is an associate partner of CNBD company. During this visit, we will be able to discuss about the possibilities of expanding our business and opening new offices in other cities in the United Kingdom. The cities and the places will be discussed and determined during the visit.

Mr. Johnson will arrive in London on June 1st, 2018 and will stay for 15 days. He will stay in the hotel “London Eye” in London during the whole period. Mr. Johnson will visit a few other cities for business purposes and leave UK on June 15th, 2018. Since this business collaboration with Mr. Johnson won't be the first and the last one, we would appreciate if you could issue him a multiple entry visa.

Mr. Johnson is our associate partner and one of the biggest investors in the CNBD Company, which is one of the most successful companies in the UK. Our company will take complete responsibility for his stay by covering all travel and stay expenses.

In addition, I am sending you the necessary documentation related to the stay of Mr. Johnson as well as his personal information.

Should you have any questions, do not hesitate to contact us at any time.

Sincerely,

John,

John@cnbd.com

www.cnbd.com

[signature]

1. What's the purpose of inviting Jonathan to England?

- A. Expanding our business.
- B. Opening new offices.
- C. Both A and B.

2. When will Marc Johnson arrive in England?

- A. 1985 – 04 – 23.
- B. 2018 – 06 – 01.
- C. 2018 – 06 – 15.

3. Where does Mr. Johnson come from?

- A. Africa.
- B. U.K.
- C. U.S.A.

4. How long will Mr. Johnson stay in London?

A. 10 days.

B. 15 days.

C. 13 days.

5. Who will cover all the travel and stay expenses for Mr. Johnson's stay in London?

A. John's company.

B. CNBD Company.

C. Johnson himself.