

## 第十一章 作业

1. Export \_\_\_\_\_ is a study of a given market abroad to determine the needs of that market and the methods by which the products can be supplied.  
A.market                      B.market research                      C.quantity                      D.quality
- 2.In international trade, the exporter should select the target \_\_\_\_\_ after careful consideration of various factors like political, economic and cultural conditions and business situation.  
A.markets                      B.products                      C.carriers                      D.insurers
- 3.In international trade, after selecting the target markets, the exporter should select the prospective \_\_\_\_\_ .  
A.issuing bank                      B.remitter                      C.importer                      D.beneficiary
- 4.Advertisement is a good way of \_\_\_\_\_ .  
A.promotion                      B.pricing                      C.transportation                      D.insuring

答案: 1.B 2.A 3.C 4.A

- 1.A(n) \_\_\_\_\_ is a proposal made by an offeror to an offeree in order to enter into a contract.  
A.enquiry                      B.acceptance                      C.offer                      D.counter-offer
- 2.No matter in what way the negotiations are held, in general, they consist of the following four steps:  
enquiry, offer, counter-offer, acceptance. Among them, \_\_\_\_\_ are the legal steps.  
A.enquiry and acceptance                      B.offer and counter-offer  
C.counter-offer and acceptance                      D.offer and acceptance
- 3.An acceptance must be an absolute and \_\_\_\_\_ acceptance to the offer.  
A.conditional                      B.unconditional                      C.friendly                      D.intentional
- 4.An acceptance may be revoked if the revocation reaches the offeror before or at the same time as the acceptance would have become \_\_\_\_\_ .  
A.useful                      B.important                      C.effective                      D.efficient

答案:

1.C 2.D 3.B 4.C