

2007年十月物流英语试题物流师考试 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/630/2021_2022_2007_E5_B9_B4_E5_8D_81_c31_630045.htm Passage2 CEVA Logistics is making the “logistics” part of its name outdated, unless one stretches the term to mean more than traditional transportation and warehousing. What the provider does for the Michelin Tire Group in the U.S. is a prime (主要的) example of that trend. Under its former name of TNT Logistics, CEVA has an extensive history of working with Michelin around the world. Five years ago, Michelin North America signed a contract with the then-parent of TNT, TPG N.V., handing over day-to-day operation of the client’s tire distribution centers throughout the continent. That deal came seven years after inception (开始、开端) of a similar logistics services contract between the two companies in the United Kingdom. CEVA came into being last year, when TNT N.V. sold off its contract logistics unit to Apollo Management, a New York-based private equity firm. In the process, the company maintained the specialized services that it had built up over the years on behalf of tire manufactures. Today, CEVA has tire contracts in 17 countries on five continents. In the U.S., certain services that CEVA performs for Michelin on a regional basis exceed the boundaries of what some might consider logistics. Gina Moon is customer service associate with the Michelin Tire Group in Greenville, S. C., U. S. headquarters of the global concern. One of her accounts at that location is Utility Trailer, which provides specialized equipment to move tires to automobile manufacturers.

Michelin ships to five Utility Trailer locations in the U.S., two in Virginia and one each in Utah, Alabama and Arkansas. Shipment volume is around 250,000 units per year, according to Moon. At the facilities, however, it ' s CEVA that is responsible of receiving and mounting the tires on wheels. From there, the components move to the assembly lines of various customers. CEVA manages the transportation end of the program as well, although it ' s Michelin that secures the appropriate trucker. Blue Trucking is a major hauler (运输者) of shipments to the Independence facility because of its operations in Virginia. Swift Transportation Inc. and Old Dominion Fright Line Inc. are also regular providers of over-the road service for Michelin. CEVA performs the tire-mounting service not just for Michelin, but for other major tire manufacturers as well, including Goodyear, Bridgestone and Yokohama Tire. In all cases, the operation requires special handling so as not to scratch the pristine (崭新的) wheels that are intended for new cars. “ We don ' t have a lot of issues like that, ” says Moon. “ They are very good at what they do. ”

26. Which of the following statements about CEVA Logistics is NOT correct? A. It cooperates with the Michelin Tire Group in the U.S. B. It works with TPG N.V. C. To CEVA Logistics, “ logistics ” means more than traditional transportation and warehousing. D. It came into being last year.

27. TNT is (). A. a company in the U.K. B. the then-parent of Michelin C. a New York-based private equity firm D. the descendant of TPG N.V.

28. Why is Gina Moon mentioned in Paragraph 4 and 5? A. Because she is customer service associate with the Michelin Tire Group in

Greenville, S.C. B. Because one of her accounts at that location is Utility Trailer. C. Because it ' s an example showing that certain services that CEVA performs exceed the boundaries of what some might consider logistics. D. Because Utility Trailer provides specialized equipment to move tires to automobile manufacturers.

29. As mentioned in the last paragraph but one, which company secures the appropriate trucker? A. CEVA B. Swift Transportation Inc. C. Blue Trucking D Michelin

30. All are tire manufactures EXCEPT (). A. Old Dominion Freight Line Inc. B. Michelin C. Goodyear D. Yokohama

Passage3 It is fallacy (谬论) to assume that the best logistics strategy is to get the product from the supplier to the customer the fastest and always be in stock for all organizations. If this were true, most organizations would not be profitable today. The truth is, creating a logistics strategy is a balancing act which takes many variables into account. Here is a list of what needs to be answered before creating a logistics strategy. What are the strategic objectives of the organization? A business would never review the tax consequences of making an investment and then choose the best investment based on the tax treatment. It would evaluate its investment options and then select the right one for its business. Then it would look to its accountant to find the best way to report it. Similarly, the logistics strategy supports the business strategy. For example, if a furniture retailer is competing in the low-cost furniture segment (部门) of the market, it has to ask itself what do its customers want in terms of customer service. is it in-stock availability, quick delivery time or a generous return policy? Strategic

Analysis of the Competition It is beneficial to look at what level of customer service your competitors are offering. This may be accomplished by conducting a customer service audit (审查). The audit will show what level of customer service performance customers expect as well as what is currently being offered. A gap analysis will then show the difference between expected performance and actual performance and highlight changes that must be made.

Evaluate Channel Structure Once the gaps are identified and the customer service level is defined, the next step is to look at the channel structure. The logistics channel structure displays how many levels there are between the supplier and the customer. It also identifies how many distribution points service are in the network and if a logistics network re-design is necessary to meet customer service goals. For example, if the furniture retailer wants nextday delivery to its customers, it may want to consider having regional warehouses in close proximity (接近) to its major market areas. The answers to the above questions will give an organization a road map to set its customer service policy. This policy is then translated to the channel structure to best meet the organization ' s goals in the most efficient and effective manner.

31. Which of the following statements is NOT correct?

A. The best logistics strategy is to get the product from the supplier to the customer the fastest and always be in stock for all organizations.

B. What the strategic objectives of the organization are is the first factor that should be considered when a logistics strategy is created.

C. What level of customer service your competitors are offering is another factor needed to be taken into

account. D. The last step to create a logistics strategy is to evaluate the channel structure. 32. The word “ profitable ” in “ If this were true, most organizations would not be profitable today. ” means (). A. existing B. making money C. going bankruptcy D. listed 33. A generous return policy belongs to the category of (). A. logistics strategy B. Packaging C. maritime transportation D. customer service 34. Why is a custom service audit introduced in this passage? A. Because the tax consequences should not be reviewed. B. Because it is a must in strategic analysis. C. Because it will show what level of customer service performance customers expect and what is currently being offered. D. Because it highlights changes that must be made. 35. Which of the following will the logistics channel structure NOT demonstrate? A. How many levels there are between the supplier and the customer. B. How many distribution points there are in the network. C. Whether a logistics network re-design is necessary to meet customer service goals. D. If the furniture retailer wants next-day delivery to its customers.

第二部分 III 术语翻译(B)
From English to Chinese 36. strategic planning 战略规划 37. convenience product 便利型产品 38. allocation 分配、安置 39. insurance cost 保险费 40. UPC 通用商品代码 (B) From Chinese to English 41. 采购 purchasing 42. 信用证 letter of credit L/C 43. 供应链 supply chain 44. 大副 First Mate 45. 制成品存货 finished inventory

VI 翻译 英译中： 1. It is recognized in industrialized countries that logistics is now the last frontier for increasing benefits in industrial production. [参考答案]在工业化国家里，物流是工业生产中增加利润的最有一，这一点已有共识。 2. Fortunately,

there exist middlemen, agents, freight forwarders and brokers to assist the shipper with international movement. [参考答案]幸运的是，有许多中间商、代理商、货代和经纪人帮助托运人进行国际贸易往来。 3. For the time being we are concerned only with the question of how much we have to pay for obsolescence cost. [参考答案]这里我们仅关心我们要有多少无形损耗的问题。 4. Sometimes the inventory manager increases his levels of inventory to meet the requirement of a less expensive but slower means of transport. [参考答案]有时候，库存经理增加库存量以期达到价格低廉，但速度较慢的运输方式的要求。 5. As time passed, Ford discovered that specialized firms could perform most essential work as well as or better than his own bureaucracy. [参考答案]随着时间的推移，福特发现某些专业公司在开展大公司的必要工作时能够做得一样好，甚至更出色。 (B) Translate the following sentences into English. (10 points) 6. 大多数第三方物流公司正根据不同客户的具体要求来使服务升级。(upgrade) [参考答案]Most TPL companies have been upgrading their service according to the specific their customers. 7. 20世纪以后，福特汽车公司开始依赖专业物流公司提供物流服务。(rely on) [参考答案]In the later part of the 20th century, Ford Motor Company began to rely on special panies for logistics service. 8. 包装不仅影响生产和销售，而且也影响综合物流活动。(affect) [参考答案]Packaging affects not only marketing and production but also integrated logistic activity. 9. 几个模式的成本特点各有千秋，决定了费率结构有所不同。(determine) [参考答案]The cost characteristics vary from one mode to another and determine their

rate structure.10. 许多公司都在努力创造自己的特色品牌以引导消费者的偏好。(preference) [参考答案]Many firms are trying to create their unique brand in order to guide customers

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