

## 2013 年郑州大学 357 英语翻译基础考研试题（回忆版）

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### 名词翻译

- |   |                         |
|---|-------------------------|
| 1 El Nino                                   | 2 emerging industries   |
| 3 suspended particles                       | 4 export license        |
| 5 integrated circuit                        | 6 Fortune               |
| 7 think tank                                | 8 extensive development |
| 9 Pierre de Coubertin                       | 10 Davos Economic Forum |
| 11 World Intellectual Property Organization | 12 Suez Canal           |

13 United Nations Environment Programs

14 WMO

15 OECD

1 禽流感

2 清洁能源

3 载人飞船

4 义务教育

5 法定代表

6 智能手机

7 知识型经济

8 外向型经济

9 温室气体排放

10 高素质人才库

11 珍稀濒危野生动物

12 唐宁街

13 《水浒传》

14 教育部

15 五角大楼

## 英译汉

Chinese multinational companies (MNCs) still lack numerous resources, which may severely hinder their foreign expansion efforts. They need to develop strategies to compensate for their relative lack of resources and their reputation of inferior quality. The larger Chinese firms now have the ability to provide high quality products at a lower cost than their Western counterparts. Competing abroad requires larger R&D investments, stronger marketing programs, more extensive sales organizations and sophisticated supply chain systems, as well as careful public relations. The biggest difficulty for Chinese firms investing abroad is to determine who is going to own the commercial networks, how to develop efficient distribution schemes and successful brands, and how to master human resources policies in countries unfamiliar to them. To sustain their internationalization efforts, Chinese MNCs may try to build the necessary skills demanded by foreign markets through organic growth in a step-by-step approach, through alliance, or through the acquisition of selected foreign companies. Companies such as Haier and Huawei decided to build their own brands, which shows that, however difficult it may be, organic growth is not totally out of reach for Chinese MNCs. "Link-type" alliance are often seen as a more efficient way to get rapid access to

foreign markets, whereas acquisitions to strengthen presence in foreign markets should consider alliances or joint-ventures because of their relative lack of knowledge of the markets they aim at.

R&D: research and development 研发

汉译英

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