

# 2015年下半年商务英语中级备考模拟试题

## (1)

### I .Listening: 20%(听力, 20 分)

#### Section A

Directions: Listen carefully and fill in the blanks with the words or phrases you've heard.

The terms of payment are an important part of the business . From the seller's point of view, the best terms would be full payment at the time of sale, while the buyers would have the goods before making payment. Importers and exporters are each other by thousands of miles. This adds to the difficulties of coming to an on how payment should be made.

#### Section B

Directions: Listen to the tape and translate the sentences into Chinese.

1. 2 3 4 5 .

#### Section C

Directions: In this part, you will hear 5 short conversations between two speakers. At the end of each conversation, there will be a question about what was said. After you hear a conversation and question about it, read the four answers on your paper and decide which is the correct answer to the question you have heard.

- ( )1.A. He wants a piece of each type.  
B. He can't tear either piece of the cloth.  
C. The pieces of cloth are made by a secret process.  
D. The pieces of cloth seem identical to him.
- ( )2.A. The woman is unwilling to discuss the plan.  
B. The man suggests that the woman make a new plan.  
C. The man and the woman have already prepared their plan.  
D. The man and the woman don't know how to prepare a plan.
- ( )3.A. Choose any one.  
B. Don't do anything.  
C. Make better use of his time.  
D. Fill out the pink form first.
- ( )4.A. Invite the man to visit her house.  
B. Talk to her secretary on the phone.  
C. Meet her secretary first.  
D. Go to meet Ms. Lin immediately
- ( )5.A. He has been told to call back.  
B. He is talking on the phone.  
C. He is not in at the moment.  
D. He is going out this afternoon.

### II. Reading & Comprehension: 40%(阅读与理解, 40 分)

#### Section A

Directions: There are ten incomplete sentences in this section. For each sentence there are four choices marked A,

B, C and D. Choose the ONE that best completes the sentence. Then write down the right answer in the brackets for each sentence. This section totals 10 points, one point for each sentence.

- ( )1. We can supply all the bicycles you required \_\_\_\_\_ stock and are arranging shipment by M.V. Mermaid.  
A. for B. from C. to D. against
- ( )2. We would like to remind you that the \_\_\_\_\_ L/C must reach us before March 10 so that we can make shipment in good time.  
A. covering B. cover C. covered D. being covered
- ( )3. We have received your letter of 28 March, \_\_\_\_\_ us to modify the previous arrangements for the shipment of the captioned order.  
A. asked B. to ask C. being asked D. asking
- ( )4. In our letter of May 5, we made \_\_\_\_\_ clear that shipment is to be effected in June.  
A. you B. them C. that D. it
- ( )5. We always deal \_\_\_\_\_ payment by sight L/C.  
A. with B. in C. at D. on
- ( )6. This offer is \_\_\_\_\_ to your reply reaching us before the 20th of February.  
A. subjecting B. subject C. subjected D. to subject
- ( )7. \_\_\_\_\_ we are appreciating the good quality of your black tea, we regret that your price appears to be on the high side.  
A. While B. When C. However D. Therefore
- ( )8. We hereby authorize you to \_\_\_\_\_ on us at 60 days after sight to the extent of USD20,000.00.  
A. open B. establish C. draw D. build
- ( )9. If parties to a contract desire to settle disputes, an arbitration clause is usually made in the contract well before a dispute \_\_\_\_\_.  
A. rises B. arises C. look D. appear
- ( )10. Some customers requested us to \_\_\_\_\_ our price because they considered it too high.  
A. put down B. get down C. take down D. bring down

#### Section B

Directions: There are ten blanks in the following letter. You are required to choose the best one from the given four choices marked A, B, C, and D. Then write down the correct answer in the brackets. This section totals 10 points, one point for each blank.

Dear Mr. Bush

Thank you for your 1 of January 5 for our Beauty Brand Blouses.

We are now exporting 2 of various brands, among which Beauty Brand is the most famous. They are in great 3 abroad and our stocks are running 4 quickly. They are popular not only for their novel design, but also for the reasonable prices. We are confident that once you have tried our blouses, you will place repeat orders with us 5 large quantities.

As you requested, we are now 6 as follows:

Price: US\$600 per dozen CIF New York

Terms of Payment: By sight L/C to be opened through a bank to be 7 by the Sellers.

Shipment: In March 2007.

Please note that we do not allow any commission 8 our blouses, but a discount of 5% may be 9 if the quantity is more than 1,000 dozen.

The above offer is made without 10 and is subject to our final confirmation.

We hope that you will place an order with us at an early date.

Sincerely yours

( )1. A. request B. enquiry C. acquisition D. requirement

( )2. A. blouses B. woman blouses C. woman shirts D. lady shirts

( )3. A. need B. want C. require D. demand

( )4. A. up B. off C. down D. away

( )5. A. at B. for C. in D. with

( )6. A. ordering B. offering C. placing D. advising

( )7. A. agreed B. approved C. acceptable D. covered

( )8. A. on B. in C. of D. at

( )9. A. provided B. supplied C. furnished D. granted

( )10. A. promise B. duty C. engagement D. onus

### Section C

Directions: There are two passages in this section. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A, B, C and D. You should decide on the best choice. Then write down the correct answer in the brackets for each question or statement. This section totals 20 points, two points for each question.

#### Passage One

What a lovely place Xerox is to work Kim Moloney, a client services executive, can't say enough nice things about her employer. 'It's a very special environment,' she says. 'People describe Xerox as a family and I was amazed at the number of people who have worked here for so long.' It's tempting to take Moloney's comments with a pinch of salt, especially considering that when you've been working somewhere for only two years, as she has at Xerox, everyone seems old and established. But there's truth behind her enthusiasm.

Take Carole Palmer, the group resources director. She joined Xerox in 1978 as a temp and has been in her present

role for seven years. 'Xerox has been good to me over the years,' she says. 'It has supported me through qualifications ... and last year I took part in the vice-president incumbent program.' Human resources is taken seriously at Xerox, Palmer says, and the company has a policy of promoting from within (which would explain Moloney's amazement at her colleagues' longevity). The company takes on only fifteen to twenty graduates each year and Moloney was part of an intake who joined having already acquired a couple of years' work experience. She started as a project manager for Xerox Global Services before moving into sales. Now her responsibility is to 'grow and maintain customer relationships'.

Moloney is based at the head office in Uxbridge. 'It's great in terms of working environment,' she says. 'We've just got a new provider in the canteen and ... we have brainstorming rooms and breakout areas.' Much of Moloney's role is visiting clients, so she doesn't have a permanent desk at head office. 'I'm a hot-desker, which is good because you get to sit with different people in the hot-desk areas. And you're given a place to store your things.' Head office staff numbers between 1,200 and 1,500 people, Palmer says. The company has four other main offices in the UK. The nature of the organization, which encompasses sales and marketing, global services (the biggest division), developing markets, research and development and manufacturing, means that the opportunities at the company vary from service engineers to sales roles and consultants.

Perks include a final-salary pension scheme and various discount schemes. The reward and recognition scheme is a little different, and rather nice: 'Each manager has a budget every year to recognize and reward staff,' Palmer says. 'It can be in the form of a meal for two, or a bottle of wine. It can be up to £1,000. There's the recognition, and then there's putting money behind it.' Moloney, however, likes the non-cash rewards. 'Xerox takes care of all its staff but it also recognizes the people who put in the added effort,' she says. 'It offers once-in-a-lifetime incentive trips, and recently I organized a sailing trip for my team.'

The idea of working abroad with the company appeals to her, and she says that her career goal is to be part of the senior management team. Here's another employee, it would seem, who is in it for the long haul.

( )1. The journalist of this article thinks that .

A. staff at Xerox are not telling the truth about the company.

B. Xerox offers great benefits to staff.

C. Xerox is the best company in the world.

D. Xerox has the best working environment.

( )2. The company tends to find its new manager .

A. only from graduates B. on training courses

C. from existing staff D. from job markets

( )3. What does the phrase "to take on" in the sentence "The company takes on only fifteen to twenty graduates each year and ..." of the second paragraph mean? .

A. To train B. To employ

C. To interview D. To maintain(A)

( )4.As well as recognizing its staff through promotion, Xerox .

A. gives cash bonuses

B. gives unpaid leave to take trips of a lifetime.

C. provides a number of perks.

D. provides huge end-of-year bonuses.

( )5.One common feature of Xerox staff is that they tend .

A. to work hard B. to get promoted

C. work longer hours each day D. not to change employer

### Passage Two

Even if you get work done and generally get along with co-workers, you could have habits that bug your boss (not to mention your officemates). While these quirks may not necessarily get you fired, they certainly can keep you from climbing the corporate ladder. We've uncovered a number of habits that bug your boss and offer tips on how to avoid them.

According to LaRhonda Edwards, a human resources manager with thirteen years of HR experience, tardiness is one of the biggest concerns for managers. "If the normal work day starts at 8 o'clock, then the expectation is that you're in the office ready to start your day," she explains. Her advice to the chronically late? "Plan ahead," she urges. "If you live 50 minutes away, you don't leave 50 minutes early. Tag on extra time and anticipate road blocks." Some people even set their clocks a few minutes early to ensure that they're on time. Different bosses prefer different modes of communication. Lindsey Pollak, a workplace expert and author of *Getting from College to Career*, says if you text your boss and she prefers in-person meetings, "either your information won't get across or you'll irritate [her]." Fortunately, there's a simple fix: ask your boss how and when to send updates. If you're too shy to ask outright, then Pollak suggests observing how they communicate with you. "If you have a boss who communicates once a day by email, that's the boss' preferred frequency and method of communication," explains Pollak.

A cluttered, messy work space can give your boss the impression that you're lazy or disorganized, so try to keep your desk neat. "Never put more on your desk than you're going to work on for the day," recommends Edwards. "At the end of the day, make sure you set up for the next day. I may be working on five things at once, but at the end of the day, they're gone, and I set up for the next day." Most managers would rather you ask a question than make a mistake, but many questions can be answered on your own. "Is this something you could Google or ask a colleague?" wonders Pollak. "The internet is so vast that a lot of information you can get yourself." If you must approach your boss with a question or issue, then Pollak recommends brainstorming beforehand. "Rather than saying 'This client is terrible. What should I do?' think about potential solutions," she says.

Cell phones are practically ubiquitous in the workplace these days, but it's still disruptive and disrespectful when they go off during a meeting. Edwards says that you should, "put your cell phone on vibrate or leave it in your own office so it's not a distraction." That way you won't be tempted to text either

( )6.According to the article, how many pieces of advice are offered here? .

A. Two B. Three C. Four D. Five(B)

( )7.What is this article about? .

A. How to be successful in the workplace.

B. How to communicate with your boss.

C. How to avoid quirks that annoy your boss.

D. How to utilize your mobile phones at work.

( )8.What does the phrase "to get across" in the sentence "...she prefers in-person meetings, "either your information won't get across or you'll irritate ..." of the second paragraph mean? .

A. To be communicated B. To be passed

C. To be promoted D. To be anticipated(A)

( )9.According to the article, which of the following modes of communication is the best when communicating with your boss? .

A. Any ways you think are appropriate.

B. In-person meetings.

C. Correspondence.

D. The way your boss communicates with you.(D)

( )10.Which of the following statements is not mentioned?

A. Employees should pay respect to their bosses anytime.

B. Employees should plan beforehand so as to show up at work on time.

C. Employees should not let their mobile phones go off during meetings.

D. Employees should keep their desks neat and organized.(C)

### III.Business Translation: 20%(商务翻译, 20 分)

#### Section A

Directions: There are ten terms in this section. Translate the English terms or phrases into Chinese and the Chinese terms or phrases into English. Then write down the translation on the paper. This section totals 10 points, one point for each term.

1.sales literature 2.bulk cargo

3.weight memo 4.shipping advice

5.operative instrument 6.不可抗力

7.往来行 8.单独海损

9.索款通知书 10.销售确认书

#### Section B

Directions: Translate the following five Chinese sentences into English. Then write down the translation on

the paper. This part totals 10 points, two points for each sentence.

1. 请报你方最低的 CIF 上海价, 并注明最早交货期。
2. 若你方在本月底前下订单, 我方可以保证在收到订单后两个月内交货。
3. 随函寄上售货确认书 MU356 一式两份, 请签退一份以便我方存档。
4. 请将信用证中的单价从 3 美元增至 3.5 美元, 将金额增至 70, 000 美元。
5. 粉笔用纸盒包装, 每盒装 30 支, 100 盒装一纸板箱。

#### IV. Business Writing: 20% (商函写作, 20 分)

Directions: In this section, you are required to write an English letter in the full correct layout based on the information given below. Then write down the letter on the paper. This section totals 20 points.

1. 对方公司名称和地址: Datex Trading Co. Ltd.  
536 Huayuan Street, Dalian, Liaoning, China  
收件人姓名和头衔: Wang Hua Sales Manager
2. 写信日期: 2010 年 11 月 28 日
3. 谢谢您如此迅速将有关我们上次第 KK10101 号订单的销售确认书寄给我们。我们已开立了有关信用证, 银行不久将会通知你方。
4. 我们以信用证付款方式进行交易已有一年多了, 现在希望改用 30 天远期付款交单的付款方式。
5. 去年 8 月我们首次与你方接洽时, 您曾说一旦我们双方建立起贸易关系, 你方愿意重新考虑付款条件。我们认为自那时起到现在时间已经不短了, 你方可以答应我们所要求的付款方式了。如需资信证明人, 我们将及时提供。
6. 下个月我们将再订一批货, 你方是否能确认同意以上新的付款条件。
7. 随函寄上我们已会签的第 1010913 号销售确认书, 供你方存档。
8. 写信人: Fred Johns Purchase Manager  
公司名称和地址: Kiddie Korner, Inc.  
385 Richards Street, Vancouver, B.C., Canada V6B3A7

#### 参考答案

##### I Listening 听力: 20%

Section A (5 分, 每题 1 分)

1. contract 2. in cash 3. prefer to 4. separated from 5. agreement

Section B (10 分, 每题 2 分)

1. 现附上备件细目表一份, 供贵方参考。
2. 虽然打乱了工厂的生产计划, 我们还是按贵方要求撤回了订单。
3. 考虑到当前疲软的市场, 我们建议你们降价 3%。
4. 这些玻璃制品的新式包装很适合长途海运。

5. 贵方给的 10% 的现金折扣, 我方非常满意并愿向贵方定期订购。

Section C (5 分, 每题 1 分)

1. D 2. C 3. D 4. B 5. C

##### II Reading & Comprehension 阅读与理解: 40%

Section A (10 分, 每题 1 分)

1. B 2. A 3. D 4. D 5. D 6. B 7. A 8. C 9. B 10. D

Section B (10 分, 每题 1 分)

1. B 2. A 3. D 4. C 5. C 6. B 7. B 8. A 9. D 10. C

Section C (20 分, 每题 2 分)

1. B 2. C 3. B 4. C 5. D 6. D 7. C 8. A 9. D 10. A

##### III Business Translation 商务翻译: 20%

Section A (10 分, 每题 1 分)

1 促销资料 2 散装货 3 重量单 4 已装船通知 5 有效票据

6 force majeure 7 correspondent bank 8 particular average

9 debit note 10 Sales Confirmation

Section B (10 分, 每题 2 分)

1 Please quote us your best price on CIF Shanghai basis, stating the earliest date of delivery.

2 If you place an order by the end of this month, we can assure you of delivery within two months after receipt of your order.

3 We enclose our S/C No. MU356 in duplicate; please sign and return one copy for our file.

4 Please increase the unit price of the L/C from USD3.0 to USD3.5 and the total amount to USD70,000.

5 The chalk is to be packed in boxes of 30 pieces each, 100 boxes to a carton. .

##### IV Business Writing 商函写作: 20%

Kiddie Korner, Inc.

361385 Richards Street, Vancouver, B.C., Canada

V6B3A7 (1 分)

November 28, 2010 (1 分)

Mr Wang Hua

Sales Manager

Datex Trading Co. Ltd.

536 Huayuan Street, Dalian, Liaoning

China (1 分)

Dear Mr Wang (1 分)

Thank you for being so prompt in sending the sales confirmation against our last order, No. KK10101. We have established the covering L/C, and the bank should be sending you an advice shortly (3 分)

We have been dealing with you on the L/C basis for over a year and would like to change to payment by 30-day bill of exchange, documents against payment. (3 分)

When we first contacted you in August last year, you told us that you would be prepared to reconsider terms of payment once we have established trading relations. We think that sufficient time has elapsed for us to be allowed the

terms we have asked for. If you need references, we will be glad to supply them. (4 分)

As we will be sending another order next month, could you please confirm that you agree to these new terms of payment? (2 分)

Attached is the Sales Confirmation No. 1010913 we have countersigned and returned for your file. (2 分)

Sincerely yours (1 分)

Fred Johns

Purchase Manager (1 分)

Attachment: Sales Confirmation

## 2015年下半年商务英语中级备考模拟试题 (2)

### I .Listening: 20%(听力, 20 分)

#### Section A

Directions: In this section, you will hear a passage. Listen carefully and decide whether the statements are true or false. Then write down "T" for "True" or "F" for "False" in the brackets for each statement. This section totals 5 points.

- ( )1. Computers can help man complete many hand tasks.  
( )2. You can contact your friends in a second by E-mail.  
( )3. Some clever hackers can find ways to transfer dollars by E-mail.  
( )4. Computers have brought a great change into the world, they always do us benefit.  
( )5. New technology has both bright side and dark side.

#### Section B

Directions: In this section, you will hear five English sentences. Listen carefully and translate them into Chinese. This section totals 10 points.

1 \_\_\_\_\_ 2345

#### Section C

Directions: In this section, you will hear five short conversations between two speakers. At the end of each conversation, a third voice will ask a question. Read the four Choices and decide which is the correct answer to the question you have heard. Then write down the right answer in the brackets for each question .This section totals 5 points.

- ( )1. A. It's sunny day  
B. He doesn't think it's going to rain.  
C. He will take an umbrella.  
D. It won't rain according to the weather forecast.  
( )2. A. She didn't notice the coin collection.  
B. Betty probably collected the coins.  
C. She doesn't like Bill's collection of coins.  
D. Bill's coins are very attractive.  
( )3. A. 10:30 B. 10:10 C. 11:00 D. 10:40  
( )4. A. He'll attend it if the woman does so.  
B. He doubts if he'll be able to attend it.  
C. He's too tired to attend it.  
D. He's eager to attend it.  
( )5. A. In a dressing shop.  
B. In a greengrocer's.  
C. In a bookstore.  
D. In a cafe.

### II. Reading & Comprehension: 40%(阅读与理解, 40 分)

#### Section A

Directions: There are ten incomplete sentences in this section. For each sentence there are four choices marked A, B, C and D. Choose the ONE that best completes the sentence. Then write down the right answer in the brackets for each sentence. This section totals 10 points, one point for each sentence.

- ( )1 Please quote us your best price CIF Lagos, \_\_\_\_\_ the earliest date of shipment.  
A. stating B. stated C. state D. to state  
( )2 If you can \_\_\_\_\_ us a 3% discount, we shall give you our initial order amounting to US\$ 25,000.  
A. provide B. pay C. guarantee D. allow  
( )3 We regret our inability to agree \_\_\_\_\_ your proposal to pack the goods \_\_\_\_\_ cardboard boxes, because transshipment has to be made at Hong Kong for the goods to be shipped to our port.  
A. on, in B. to, in C. with, in D. to, by  
( )4 We are faxing you this morning, asking you to amend the L/C \_\_\_\_\_ "transshipment allowed."  
A. to read B. to reading C. as reads D. reads  
( )5 We regret being unable to \_\_\_\_\_ with the buyer's request for covering insurance up to the inland city, as it is not stipulated in the contract.  
A. comply B. conform C. take up D. deal  
( )6 We require the bicycles to be packed in a wooden case \_\_\_\_\_ with soft materials.  
A. full B. supported C. padded D. surrounded  
( )7 In our letter of May 5, we made \_\_\_\_\_ clear that shipment is to be effected in June.  
A. you B. them C. that D. it  
( )8 \_\_\_\_\_ we would like to supply you with the product, we are unable to fill your order.  
A. As much as B. Much as C. Very much D. As  
( )9 We can supply this type of furniture \_\_\_\_\_ very favorable terms.  
A. on B. for C. against D. to  
( )10 We can only assume that an oversight has been made in making \_\_\_\_\_ the order,  
A. out B. for C. at D. up

#### Section B

Directions: There are ten blanks in the following passage. You are required to choose the best one from the given four choices marked A, B, C, and D. Then write down the correct answer in the brackets. This section totals 10 points, one point for each blank.

\_\_\_\_\_1\_\_\_\_\_ in 1983, this company is a trading firm specializing \_\_\_\_\_2\_\_\_\_\_ the import and export of garments. Its business \_\_\_\_\_3\_\_\_\_\_ covers various kinds of shirts, T-shirts, jackets, sportswear, etc.

During the process of opening \_\_\_\_\_4\_\_\_\_\_ and deepening of reform, the company has been vigorously \_\_\_\_\_5\_\_\_\_\_ the international market and its goods have been sold to countries and regions such as Europe, the Americas, Japan and Southeast Asia.



\_\_\_\_\_6\_\_\_\_\_ the traditional methods of trade, the company has been actively developing new business channels in recent years. Its import and export volume has gone up drastically. Last year the total trade amount reached US\$90 million, an increase of 16% \_\_\_\_\_7\_\_\_\_\_ the year before.

The company has always been \_\_\_\_\_8\_\_\_\_\_ great importance to the quality of products and business reputation. \_\_\_\_\_9\_\_\_\_\_ by the principle of equality and \_\_\_\_\_10\_\_\_\_\_ benefit, it will further develop its economic and trade relations with other countries all over the world.

- ( )1 A. Found B. Founded C. Set D. To be set  
( )2 A. for B. at C. to D. in  
( )3 A. scope B. lines C. kind D. type  
( )4 A. down B. out C. up D. for  
( )5 A. expanding B. extending C. exploring D. stretching  
( )6 A. Besides B. Beside C. Except D. Except for  
( )7 A. up B. over C. with D. to  
( )8 A. enclosing B. sending C. mailing D. attaching  
( )9 A. Guiding B. Guided C. To be guided D. To be guiding  
( )10 A. common B. public C. mutual D. neutral

### Section C

Directions: There are two passages in this section. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A, B, C and D. You should decide on the best choice. Then write down the correct answer in the brackets for each question or statement. This section totals 20 points, two points for each question.

#### Passage One

The UK is extremely dependent on foreign trade. About 40 per cent of the population's food and a large proportion of the raw materials used by industry have to be imported. In 1980 exports of goods and services were equal to about 25 per cent of the Gross National Product.

In the exports of manufactures, the UK, in recent years, has done less well than her major competitors. The UK's share of the value of the main manufacturing countries' exports fell from 16 percent in 1980 to about 9 per cent in 1999. This was due to the fact that the volume of UK exports increased at an annual average rate of 5 per cent, only about one-half the rate achieved by the main manufacturing countries as a whole and about one-third the rate for Japan.

Changes in the commodity composition of exports have been very small in recent years. The share of manufactured goods has increased slightly while the share of basic materials has declined. There has been a steady decline in the share of textiles and an increase in the share of chemicals in total exports. Over the next decade the possibility of exporting North Sea Oil and the diminishing dependence on imported oil should have a beneficial effect on the UK's visible trade balance.

The most striking change in the geographical distribution of UK exports in recent years has been the swing away from the traditional Commonwealth markets and a growing dependence on the market in Western Europe. Exports to Western Europe accounted for about 34 per cent of UK exports in 1989 but by 2000 this share had grown to nearly 60 per cent. This is much in line with developments in world trade as a whole, because trade between industrialized countries has been the fastest growing sector of world trade. The other important development is the growing importance of the markets in the oil-exporting countries.

( )1. The export of manufactures of U.K. during recent years .

- A. has risen.  
B. has done better than the major competitors.  
C. has fallen  
D. has done less well than developing countries.

( )2. The export of textiles .

- A. has declined  
B. has declined sharply  
C. has increased slightly  
D. has increased sharply

( )3. The export of basic materials .

- A. has increased  
B. has declined  
C. has remained steady  
D. has little changed

( )4. What is the most striking change in UK exports?

A. The swing away from the traditional Commonwealth markets and a growing dependence on the market in Western Europe.

B. Changes in the commodity composition of exports.

C. The increase of the share of manufactured goods and the decline of the share of basic materials.

D. the beneficial effect of the export of oil on the UK's visible trade balance.

( )5. Which statement is not true?

A. UK is exporting more to Western Europe.

B. trade between UK and Western Europe has been the fastest growing sector of world trade.

C. UK will possibly import less oil over the next decade.

D. UK is exporting more chemicals.

#### Passage Two

Is a quiet revolution under way in the nation's shopping habits? Are we gradually allowing an increasingly select number of large companies to take care of all our basic requirements? The supermarket chains certainly hope so. 'People don't have the time to shop around any more. If they're happy with the quality of a company's service, then they're likely to buy other product types from them as well,' says Jim Austin, an industry analyst.

With the major supermarket brands such as Tesco, J Sainsbury and Asda already offering financial services,

credit cards, own-label clothing, mobile phones, and cut-price electrical goods including computers, Austin believes that the supermarkets' diversification is set to continue.

'The UK retail food market is saturated, so their only real prospect of growth is either to enter foreign markets or diversify into new markets at home..' Tesco and J Sainsbury have done both. Having already bought foreign subsidiaries, both large supermarket chains have set up their own banks in order to offer customers financial services such as personal loans, mortgages and savings accounts.

Together, the two new banks took over £ 2bn of customer deposits within the first year of trading. 'They are winning business by using a lower cost base to offer their customers better interest rates on savings than traditional banks,' says Austin.

However, there are question marks over long-term profitability. The traditional providers say there is bound to come a point when the new banks will eventually want to widen margins and boost profits. 'When they start to raise prices, they might create bad publicity, which could hurt their brand,' says one observer. 'How will a major supermarket react, for instance, when it is faced with having to repossess a regular shopper's home?'

Shoppers, however, do not share these fears. A recent survey of 1,000 people by brand consultants Cook & Pearson concludes that shoppers will continue to buy a wider range of goods and services from supermarkets. Many people said that they would be prepared to buy a supermarket own-label car or even a house from a supermarket-branded estate agent. Interest was also shown in combining a food shopping trip with a visit to a supermarket dentist.

Loyalty schemes are another incentive for customers. 'Most supermarkets now offer bonus points with every purchase. These points add up to free air miles or cash discounts, so it really pays to stay loyal to the brand in all its diversified forms,' says Austin.

( )6 Why are the large UK supermarket chains diversifying? \_\_\_\_\_.

A. Because the retail food market in the UK has been occupied by foreign companies.

B. Because the retail food market in the UK is saturated.

C. Because the retail food market in the UK is quite small.

D. Because diversification into new markets can promote the growth of the retail food market in the UK.

( )7 How are the supermarkets able to attract business in the banking sector? \_\_\_\_\_.

A. Because they can offer more services.

B. Because they can offer more varieties of commodities.

C. Because they can offer better interest rates.

D. Because they can offer free car parking for customers.

( )8 What are the risks involved with brandstretching?

A. There may come a point when providers will want to raise prices.

B. There may come a point when providers lose all their banking business.

C. There may come a point when customers lose their confidence in the banking sector.

D. All the UK large supermarkets will have to close all their banking business.

( )9 How do the large UK supermarket chains encourage brand loyalty? \_\_\_\_\_.

A. By offering free samples of commodities.

B. By offering a wide range of goods and services.

C. By offering convenient banking services.

D. By offering loyalty schemes like bonus points.

( )10 The headline "Banking on a brand" means \_\_\_\_\_.

A. selling a brand

B. purchasing a brand

C. relying on a brand

D. stretching a brand

### III. Business Translation: 20%(商务翻译, 20 分)

#### Section A

Directions: There are ten terms in this section. Translate the English terms into Chinese and the Chinese terms into English. Then write down the translation on the paper. This section totals 10 points, one point for each term.

1 potential business 2 commercial counselor

3 offer sheet 4 proforma invoice

5 shipping marks 6 舱位

7 空白背书 8 保兑信用证

9 运费到付 10 国际商会

#### Section B

Directions: Translate the following five Chinese sentences into English. Then write down the translation on the paper. This part totals 10 points, two points for each sentence.

1 从网上得知贵公司名称和地址, 并了解到你公司经营玩具的进出口。

2 请报我方 100 公吨大米的最低价 CIF 广州, 并表明最早交货期。

3 现寄去我方的销售确认书一式两份, 请签退其中一份以供我方存档。

4 但鉴于你方推销我方产品的良好愿望, 我们破例接受 60 天远期信用证的支付方式。

5 由于从上海到你方港口没有直达轮, 此批货必须是在香港转船。

### IV. Business Writing: 20%(商函写作, 20 分)



Directions: In this section, you are required to write an English letter in the full correct layout based on the information given below. Then write down the letter on the paper. This section totals 20 points.

1 对方公司名称和地址: Tiddie Somer, Inc.

900 Richards Street, Vancouver, B.C., Canada

收件人姓名和头衔: Fred Johns Purchase Manager

2 写信日期: 2008 年 5 月 18 日

3 确认收到对方 5 月 12 日的来函, 询问你方的“永久牌”自行车。

4 谨告知, 你方的自行车是为各个年龄层次的群体制作的, 因此, 提供对方所要的货肯定没有问题。

5 对方要求的数量折扣可以满足, 对于金额在 50,000 美元以上的订单我们可以给 5% 的折扣。

6 此外, 你方一直是以即期信用证付款做生意的。但是, 一旦与对方公司建立起牢固的贸易关系, 对于付款条件你方愿意重新考虑。

7 兹附你方的夏季商品目录和报有 CIF 温哥华价格的价格单; 希望双方能在所报的条件上达成协议。

8 盼望很快得到您的回音。

9 写信人为 Huang Tao Sales Manager

公司名称和地址: Dalian Trading Co. Ltd.

689 Huayuan Road, Dalian 116000, Liaoning, China

## 答案

### I Listening 听力: 20%

Section A (5 分, 每题 1 分)

1. T 2. T 3. F 4. F 5. T

Section B (10 分, 每题 2 分)

1. 我们公司过去和他们的公司常有业务往来。

2. 我们相信我们的产品无论在价格上还是在质量上都要优于我们的竞争对手。

3. 我们能提供海运、陆运、空运中的各种保险。

4. 这些玻璃制品的新式包装很适合长途海运。

5. 我认为要做成这笔交易, 您至少要降价 4%。

Section C (5 分, 每题 1 分)

1. B 2. D 3. A 4. D 5. D

### II Reading & Comprehension 阅读与理解: 40%

Section A (10 分, 每题 1 分)

1. A 2. D 3. B 4. A 5. A 6. C 7. D 8. B 9. A 10. D

Section B (10 分, 每题 1 分)

1. B 2. D 3. A 4. C 5. C 6. A 7. B 8. D 9. B 10. C

Section C (20 分, 每题 2 分)

1. C 2. A 3. A 4. A 5. B 6. B 7. C 8. A 9. D 10. C

### III Business Translation 商务翻译: 20%

Section A (10 分, 每题 1 分)

1 潜在业务 2 商务参赞 3 报盘单 4 形式发票 5 装运标志/唛头

6 shipping space 7 blank endorsement 8 confirmed L/C

9 freight to collect 10 International Chamber of Commerce

### Section B (10 分, 每题 2 分)

1 We have obtained your name and address from the Internet and learned that you are specializing in the import and export of toys.

2 Please quote us your best price for 100 metric tons of rice on CIF Guangzhou basis, stating the earliest delivery date.

3 We are now sending you our Sales Confirmation in duplicate; please sign and return one copy for our file.

4 However, in view of your good wishes to push the sales of our products, we exceptionally accept payment by 60-day L/C.

5 Since there are no direct vessels for your port, this consignment has to be transshipped at Hong Kong.

### IV Business Writing 商函写作: 20%(商函格式部分计 6 分, 内容计 14 分)

Dalian Trading Co. Ltd.

689 Huayuan Road, Dalian 116000, Liaoning, China  
(1 分)

18 May 2008 (1 分)

Mr. Fred Johns Purchase Manager Tiddie Somer, Inc.

900 Richards Street, Vancouver, B.C.

Canada

(1 分)

Dear Mr Johns (1 分)

Thank you for your letter of May 12, inquiring for our “Forever Brand” Bicycles.(1.5 分)

For your information, there would be no trouble in supplying you from our wide selection of bicycles which we make for all age groups.(2 分) We can offer you the quantity discount you asked for which would be 5% off net prices for orders of over \$50,000..(2 分)

In addition, we always deal on payment by sight L/C. (2 分) However, we would be prepared to review this once we have established firm trading relations with you.(2 分)

We are now enclosing our summer catalogue and price list quoting CIF Vancouver, and do hope we can reach an agreement on the terms quoted. (3 分)

We are looking forward to hearing from you soon. (1.5 分)

Sincerely yours (1 分)

Huang Tao

Sales Manager

(1 分)

Encl.:

## 2015年下半年商务英语中级备考模拟试题 (3)

### I .Listening: 20%(听力, 20 分)

#### Section A

Directions: Listen to the tape and fill in the blanks according to the dialogue. This section totals 10 points.

Steve: I'm glad to see that you have (1) some new products.

They are very (2) . I hope we can do (3) together as your products are (4) in our country.

Li: Thank you I'm so glad to hear that. And would you tell me which (5)

of the refrigerators you are interested in?

Steve: Sure. Here is our(6) . You'll find the required items, specifications

and (7) all there. Now, I'd like to have your lowest quotations,

CIF New York.

Li: Thank you for your inquiry, Mr. Steve. Here is our latest FOB price list. All the prices

in the list are subject to our final(8) .

Steve: Good. I will look into the price list and (9) it with my colleagues. We

can have further (10) later.

#### Section B

Directions: Listen to the short statements, read the answer choices and decide which one is closest in meaning to the statement you have heard. This section totals 10 points.

( )1. A. Why are there so many people at the cinema?

B. Have you been to this cinema before?

C. This movie is really very popular.

D. I was glad to see you at the cinema.

( )2. A. Jessica has only been here for a year.

B. Jessica has been here the longest.

C. Jessica has been alone for a year.

D. Jessica felt homesick as she has been here for a year.

( )3. A. I'll feel disappointed if you can't come.

B. I thought you would come.

C. Anyway you came.

D. I didn't know what to expect.

( )4. A. He is probably a part-time student.

B. He never goes to the English class at night.

C. The English course is only available at night.

D. He always goes to school alone.

( ) 5. A. His apartment is not far from the subway station.

B. The subway station is made up of stone.

C. His apartment is quite far from the subway station.

D. He threw a stone at the subway station.

### II. Reading & Comprehension: 40%(阅读与理解, 40 分)

#### Section A

Directions: There are ten incomplete sentences in this section. For each sentence there are four choices marked A, B, C and D. Choose the ONE that best completes the sentence. Then write down the right answer in the brackets for each sentence. This section totals 10 points, one point for each sentence.

( )1 Customers have become less loyal to brands and are more willing to to lower-priced coffee products.

A. trade in B. trade for C. trade up D. trade down

( )2 Toyworld is a profitable toy retailer in Seattle, US, with subsidiaries in over 30 countries.

A. basing B. base C. basis D. based

( )3 We have Julian Montero, the Argentine supplier of the wine we are importing.

A. touched B. contacted C. linked D. contacted with

( )4 Bob and Tony are business and have arranged to meet at the sales conference.

A. delegates B. customers C. associates D. officers

( )5 Telecommunication companies belong to the tertiary of industry.

A. section B. sector C. area D. part

( )6 Our products are of better quality than from other countries.

A. this B. that C. those D. it

( )7 The price of the catalogue is against your first order.

A. removable B. replaceable C. rechargeable D. refundable

( )8 An L/C should be established in our favor by documentary draft at sixty days' sight.

A. available B. honorable C. paying D. paid

( )9 We would like to take this opportunity to write to you the hope of establishing business relations with you.

A. at B. for C. with D. in

( )10 The goods are packed in cartons innerlined with material.

A. water-proved B. water-protected C. water-proof D. water-tight

#### Section B

Directions: There are ten blanks in the following passage. You are required to choose the best one from the given four choices marked A, B, C, and D. Then write down the correct answer in the brackets. This section totals 10 points, one point for each blank.

Before marketing yourself globally, it is important to 1 your business is ready to deal with challenges presented by the international environment 2

language and cultural barriers, foreign laws, order fulfillment, and pre/post sales support.

Language and Culture - Neither technical accuracy 3 perfect translation is sufficient when considering the

language you will communicate through. It is important to really understand how a language is used by the people in your 4 market.

Regional Laws - All phases of product 5 are affected by regulations. The product itself, such as its physical and chemical aspects, is subject to laws 6

to protect consumers with respect to purity, safety or performance. Product features such as packaging and warranties, advertising, sales promotion techniques are also subject to local regulations.

Order Fulfillment - How will you deliver your products? What business partners will you need to ensure smooth logistics of your product? Can you handle your shipment costs? If you cannot 7 demand or ensure smooth delivery of your product, you are at risk of negatively affecting your business and its image. It is important to find and qualify 8

distributors, and pay particular attention to contract negotiation and distribution management.

Pre and Post Sales Support - 9 with your customers as well as your business partners is an important consideration when marketing and selling internationally. Many businesses are able to meet customer expectations through strategic alliances or foreign distributors who deal with the local customer base on their 10 .

- ( )1 A. ensure B. assure C. reassure D. sure
- ( )2 A. excluding B. excluded C. including D. included
- ( )3 A. so B. nor C. and D. or
- ( )4 A. local B. own C. target D. home
- ( )5 A. sales B. exhibition C. promotion D. development
- ( )6 A. planned B. proposed C. supposed D. designed
- ( )7 A. meet B. run into C. encounter D. face
- ( )8 A. potent B. polite C. ethical D. potential
- ( )9 A. Connection B. Communication C. Link D.

Contact

- ( )10 A. account B. part C. behalf D. market

### Section C

Directions: There are two passages in this section. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A, B, C and D. You should decide on the best choice. Then write down the correct answer in the brackets for each question or statement. This section totals 20 points, two points for each question.

#### Passage One

Investing thousands of pounds in the recruitment and training of each new graduate recruit may be just the beginning. Choosing the wrong candidate may leave an organisation paying for years to come.

Few companies will have escaped all of the following failures: people who panic at the first sight of stress; those with long impressive qualifications who seem incapable of learning; hypochondriacs whose absentee record becomes astonishing; and the unstable person later discovered to be a thief or worse.

Less dramatic, but just as much a problem, is the person who simply does not come up to expectations, who does not quite deliver; who never becomes a high-flier or even a steady performer; the employee with a fine future behind them.

The first point to bear in mind at the recruitment stage is that people don't change. Intelligence levels decline modestly, but change little over their working life. The same is true of abilities, such as learning languages and handling numbers.

Most people like to think that personality can change, particularly the more negative features such as anxiety, low esteem, impulsiveness or a lack of emotional warmth. But data collected over 50 years gives a clear message: still stable after all these years. Extroverts become slightly less extroverted; the acutely shy appear a little less so, but the fundamentals remain much the same. Personal crises can affect the way we cope with things: we might take up or drop drink, drugs, religion or relaxation techniques, which can be have pretty dramatic effects. Skills can be improved, and new ones introduced, but at rather different rates. People can be groomed for a job. Just as politicians are carefully repackaged through dress, hairstyle and speech specialists, so people can be sent on training courses, diplomas or experimental weekends. But there is a cost to all this which may be more than the price of the course. Better to select for what you actually see rather than attempt to change it.

( )1. The purpose of this passage is to give managers the advice that .

A. Employers should select candidates for their potential.

B. Employers should select candidates for what they are rather than for their potential.

C. Employers should select the newly graduated and send them on training courses, diplomas or experimental weekends.

D. Employers should select experienced candidates to avoid spending thousands of pounds in training.

( )2. According to the passage, which of the following statements is true? .

A. Absolutely, People don't change during their working lives.

B. Generally, people change to a large extent during their working lives.

C. Fundamentally, people stay the same during their working lives.

D. Normally, people don't change at all during their working lives.

( )3. What does a fine future behind them (line 3 of paragraph 3) means? .

A. Some people will certainly have a promising future though they are not very competent in their present work.

B. Some people don't have any potential for their work though they are employed.

C. Some people can have a bright future though they can't do their work well.

D. Some people have potential when they are employed, but never realize that potential.

( )4. According to the passage, people's basic abilities like language learning and numeracy .

A. change little over their working life.

B. never change over their working life.

C. change fundamentally over their working life.

D. change profoundly over their working life.

( )5. The word deliver (line 2 of paragraph 3) means .

A. to take goods to the places or people they are addressed to

B. to give a speech

C. to do what you promised to do

D. to help a woman to give birth to a baby.

### Passage Two

Asian economies will continue to expand rapidly in the next two years on the back of foreign investments, exports and domestic demand, but will not be free of worries, according to a recent securities company economic report. Massive infrastructure spending, the benefits of past investments and deregulation and growing regional trade will push along regional growth.

The report tipped China's gross domestic product to grow by 9.5 per cent in 1996 and 10.5 per cent in 1997, and Hong Kong's to grow by 4.3 and 5.0 per cent. Singapore's real GDP was forecast to grow by 7.6 and 7.4 per cent, Malaysia's by 8.6 and 8.1 per cent, Thailand's by 8.8 and 8.4 per cent, Indonesia's by 7.3 and 7.1 per cent and Philippines' by 5.6 and 5.8 per cent.

"However, all is not rosy," cautioned the report, which listed overheating as the region's biggest challenge in the short term and skilled-labor shortages in the long run.

It cited strains from rapid growth that had begun to stretch current account deficits and spur inflation in some regional economies, which could prevent their central banks from lowering interest rates.

"This implies that economic vulnerability to unexpected shocks will remain high," the report said, forecasting a further tightening of monetary policy in countries such as the Philippines and Malaysia, and no significant easing in Thailand, Indonesia and China.

Crosby Securities also cited massive new investment programs generated by demands on infrastructure such as power, telecommunications and transport which had fuelled over-heating.

It said Asia would also face a bigger challenge from newly deregulating economies in Eastern Europe which offered lower costs and better-educated workers to foreign investors.

Asia's main foreign investors should, however, continue to expand their presence in the region, the securities house said, noting new trends of intra-Asian investment.

Singapore is shifting its lower value-added disc drive and electronics industry to Malaysia, which in turn is moving some of its garment-making and consumer electronics manufacturing to Indonesia and Thailand. Thailand, Malaysia and Singapore are increasingly investing in Viet Nam, Myanmar and Laos.

"Asia will benefit from this trend in several ways," the report said.

( )6 Asia economy will continue to grow because of \_\_\_\_\_.

A. foreign investment B. demands in Asian countries.

C. export D. all of the above

( )7 In the next 2 years, the highest economic growth will appear in \_\_\_\_\_.

A. Singapore B. Thailand

C. Hong Kong D. China

( )8 Years later, the problem in Asian economy may be \_\_\_\_\_.

A. too little investment B. too much investment

C. not enough qualified labors D. monetary instability

( )9 According to this report, economic changes in East Europe are \_\_\_\_\_.

A. harmful B. challenging

C. helpful D. useless

( )10 The report is about the prospect of Asian economy.

A. optimistic B. pessimistic

C. more optimistic than pessimistic D. more pessimistic than optimistic

### III. Business Translation: 20%(商务翻译, 20 分)

#### Section A

Directions: There are ten terms in this section. Translate the English terms or phrases into Chinese and the Chinese terms or phrases into English. Then write down the translation on the paper. This section totals 10 points, one point for each term.

1 particular average 2 gunny bag

3 Through B/L 4 profit margin

5 days of grace 6 行业刊物

7 预定金 8 空白背书

9 往来行 10 不可抗力

#### Section B

Directions: Translate the following five Chinese sentences into English. Then write down the translation on the paper. This part totals 10 points, two points for each sentence.

1 我方将与银行作出安排开立保兑的、不可撤销的信用证。

2 这批货已装上“长城”号轮, 该轮已于2月28日从上海启航, 预计于3月12日抵达纽约。

3 包装必须适合海运, 并且坚固承受得起粗鲁搬运。

4 很高兴收到你方 8 月 7 日的询盘, 按照要求, 现报盘如下, 以你方答复于 2006 年 9 月 20 号前到达此地为有效。

5 由于我方已订得舱位的轮船晚到, 因此, 请将你方第 060531 号信用证的船期和有效期分别展至 7 月 10 日和 7 月 25 日, 非常感谢。

#### IV. Business Writing: 20% (商函写作, 20 分)

Directions: In this section, you are required to write an English letter in the full correct layout based on the information given below. Then write down the letter on the paper. This section totals 20 points.

1 对方公司名称和地址: The New World Computers, Ltd.

1881 Long Beach Street, Los Angeles CA 90025, U.S.A.

收件人姓名和头衔: Lester Bemstein Purchase Manager

2 写信日期: 2009 年 5 月 18 日

3 感谢对方回复你方 5 月 12 日函及就 TRD 复印机向我方报实盘。

4 对方所报条件相当令人满意, 随函附上你方第 979-408 号购货确认书。请对方签退一份供你方存档。

5 告知对方, 已指示你方银行即中国银行上海分行开立以对方为受益人的不可撤销信用证, 金额为 1,000,000 美元, 有效至 2009 年 6 月 30 日。

6 你方银行的往来行即花旗银行, 纽约分行会确认信用证已开到, 对方可向它们开出面额为发票金额的 30 天远期汇票。

7 对方提交汇票时请随附下列单据:

提单(6 份)

商业发票(4 份)

一切险保险单

8 一旦装运事宜安排妥当请对方即以传真通知你方。

9 写信人为 Shen Mingyang Import Manager

公司名称和地址: Cathay Business Machines Import & Export Corporation

2000 Central Boulevard, Pudong, Shanghai 201206, China

#### 参考答案

##### I Listening 听力: 20%

Section A (10 分, 每题 1 分)

(1) developed (2) attractive (3) business (4) popular (5) types

(6) inquiry list (7) quotations (8) confirmation (9) discuss (10) contact

Section B (10 分, 每题 2 分)

1. C 2. B 3. C 4. A 5. A

##### II Reading & Comprehension 阅读与理解: 40%

Section A (10 分, 每题 1 分)

1. D 2. D 3. B 4. C 5. B 6. C 7. D 8. A 9. D 10. C

Section B (10 分, 每题 1 分)

1. A 2. C 3. B 4. C 5. D 6. D 7. A 8. D 9. B 10. C

Section C (20 分, 每题 2 分)

1. B 2. C 3. D 4. A 5. C 6. D 7. D 8. B 9. B 10. C

##### III Business Translation 商务翻译: 20%

Section A (10 分, 每题 1 分)

1 单独海损 2 麻袋 3 联运提单 4 利润幅度/赚头 5 宽限期

6 trade journal 7 down payment 8 blank endorsement

9 correspondent bank 10 force majeure

Section B (10 分, 每题 2 分)

1 We will make arrangements with the bank to open a confirmed, irrevocable L/C.

2 This consignment is on the S.S. "Great Wall", which departed from Shanghai on February 28 and is due in New York on March 12.

3 The packing must be seaworthy and strong enough to stand rough handling.

4 We are glad to receive your enquiry of August 7. As requested, we are making you the following offer, subject to your reply reaching here before September 20, 2006.

5 As the ship on which we have booked shipping space was late, we would appreciate it if you could extend the shipment date and the expiry date to July 10 and July 25 respectively.

##### IV Business Writing 商函写作: 20%

Cathay Business Machines Import & Export Corporation

2000 Central Boulevard, Pudong, Shanghai 201206, China

May 18, 2009

Mr. Lester Bemstein

Purchase Manager

The New World Computers, Ltd.

1881 Long Beach Street, Los Angeles CA 90025

U.S.A.

Dear Mr Bemstein

Thank you for replying to our letter of May 12 and making us a firm offer for the TRD photocopier.

The terms you quoted are quite satisfactory, and we are now enclosing our Purchase Confirmation No.978-408. Please sign and return one copy for our file.

For your information, we have instructed our bank, Bank of China, Shanghai Branch, to open an irrevocable letter of credit for US\$1,000,000 in your favor, valid until June 30, 2009.

You will receive confirmation from our bank's correspondent, the Citibank, New York Branch, and you may draw on them at 30 days for the amount of the invoice.

When submitting your draft, would you please enclose the following documents?

Bill of Lading (6 copies)

Commercial invoice (4 copies)

A.R. Insurance Policy

Please fax us as soon as you have arranged shipment.

Sincerely yours

Shen Mingyang

Import Manager

Enclosure: Purchase Confirmation No. 978-408.

## 2015 年剑桥 BEC 考试(中级)标准预测试卷 (1)

For each statement(1-7),mark one letter(A,B,C or D)on your Answer Sheet.

1

回答 1-7 题:

A

Interactive Training

Have you ever considered a career in training ?

Apply now to join one of our Interactive Training courses. All our trainers have had leading roles in Staff Development and they will demonstrate a variety of training techniques from individual to group involvement using drama. Course participants contribute with their experience in the discussions which follow each activity.

Guidance in designing a range of courses including Word Processing, Typing, Time Management and Accounting is provided.

Contact Ian Draper: Phone 23345454 Fax 2334 5778

B

Euromoney Trainee Scheme

Students interested in creating or selling financial products are invited to apply for six-month training schemes.

An expenses allowance is paid monthly to each trainee. At the end of the six months, trainees will be assessed on their aptitude and a selected number will be offered permanent employment at our central office.

Students wishing to apply should send a CV along with a 200-word summary on why they think they are suitable for this scheme.

Applications to: Euromoney, Unit 3, Dearing Commercial Estate, Singapore

C

Cercos High Technology Courses

Regardless of previous experience, if you are aged eighteen or over, Cercos' professional seven-week full-time training programme provides the gateway to employment in the rapidly expanding computer maintenance industry. Learn how to diagnose faults using the latest technological aids and to effectively and efficiently deal with problematic machinery and customers

Contact John Segarro at 0772 4313 for application form and course contents.

D

Wizard Training Courses

Many people are confused by the arrangement of letters on a computer keyboard and never progress beyond tapping slowly away with two fingers. Our courses concentrate on training the fingers to find all the letters on the keyboard. Easy, short drills with three-letter words help you master the skills of typing within a matter of days.

Phone 34254422 for costs and further details.

Apply for this course if you are interested in running courses in office skills. 本题答案:ABCD 参考答案:A 系统解析:题干中的关键词 “office skills”, 题目译为 “如果你对办公室技能感兴趣, 就申请这门课程”, 与 A 段中 “a range of courses including Word Processin9, Typin9, Time Management and Accounting is provided.” 相对应。

2

This course will teach you how to repair computers. 本题答案:ABCD 参考答案:C 系统解析:题干中的关键词 “how to repair computers”, 与 c 段中 “...computer maintenance industry.Learn how to diagnose faults...” 相对应。Repair 与 maintenance 为同义替换。

3

Applicants must give reasons for wanting to join this course. 本题答案:ABCD 参考答案:B 系统解析:题干中的关键词 “Applicants must give reasons...”, 与 8 段中 “Students wishing to apply should send a CV plus a 200-word summary of why they think they are suitable for this scheme.” 相对应。Give reasons 与 why 相对应。

4

This course promises very quick results. 本题答案:ABCD 参考答案:B 系统解析:题干中的关键词 “very quick results”, 与 D 段中 “...master the skills of typing within a matter of days.” 相对应。quick 与 within a matter of days 相对应。

5

You will be shown a range of teaching methods on this course. 本题答案:ABCD 参考答案:A 系统解析:题干中的关键词 “a range of teaching methods”, 与 A 段中 “...they will demonstrate a variety of training techniques from individual and group involvement to using drama.” 相对应。其中 a range of 与 a variety of 为同义替换。

6

If you complete this course successfully, you may be given a job. 本题答案:ABCD 参考答案:B 系统解析:题干中的关键词 “be given a job”, 与 B 段中 “... a selected number will be offered permanent employment in our central office.” 相对应。其中 job 与 employment 相对应。

7

The organizers will cover some of your costs while you are on this course. 本题答案:ABCD 参考答案:B 系统解析:题干中的关键词 “cover some of your costs”, 与 B 段中 “An expenses allowance is paid monthly to each trainee.” 相对应。

For each blank(8-12),mark one letter(A-G)on your Answer Sheet.

8

回答 8-12 题:



Every time a customer makes a purchase, the Jones and May Till do a lot more than just producing their change and a receipt. With the help of an advanced computer system the Tills feed the information to their central computers, which calculate what stock is needed. (8) They are then almost instantly able to organize the following day's or week's deliveries.

(9) For example, food shelves do not sell out early on a Saturday as they used to and a wider range of goods are available on a Monday. Using advanced communication between stores, Head Office and suppliers, the computers work out what has been sold each day, what suppliers need to produce, and what should be delivered to stores the following day. (10) Fewer customers are disappointed and profits improve.

(11) When a new season's range of clothes goes into stores in a variety of colors, the computer system makes it possible to respond to sales data almost overnight and, for example, increase the production of clothes in faster-selling colors and sizes. On the occasion that an item is temporarily out of stock, information technology enables sales staff to tell customers immediately whether it is available from the distribution center. If it is, an order can be placed. (12)

So next time you are handed a Jones and May receipt you will know that the system is already reacting to your purchase and re-ordering the item you have just bought.

A. This involves serious delays and damages customer confidence.

B. Among the benefits for clothing is the fact that stores receive new deliveries according to their exact requirements.

C. This unusually responsive system provides benefits in terms of both customer service and profits.

D. This information is fed from there directly into the suppliers' computers,

E. The new system has halved the delivery time for customers down to 24 hours from 48 hours.

F. Such a quick and sensitive response ensures that the right amount of fresh food arrives at each store.

G. Their desktop computers can access sales data from the tills allowing them to change orders.

第(8)\_\_\_\_\_ 本题答案:ABCDEF 参考答案:D 系统解析:空白后一句讲到他们能够立刻组织第二天或下一周的送货。可推测他们获得信息很及时。与本段是后一句相呼应。选项 D 符合题意, directly 与 instantly 相对应。

9

第(9)题\_\_\_\_\_ 本题答案:ABCDEF 参考答案:C 系统解析:此空白处为该段首句,起着承上启下的作用,从下文可知这种系统能及时有效地反馈信息,以提醒供应商顾客需求和存货情况,可推测它既有利于顾客,又有利于商家。与本段最后一句相呼应选项 C 符合题意。

10

第(10)题\_\_\_\_\_ 本题答案:ABCDEF 参考答案:F 系统解析:空白前一句讲到计算机能够计算出当日卖出了

什么,第二天需要进什么货,可见这种反馈及时而且高效,能保证货物的新鲜。选项 F 符合题意。

11

第(11)题\_\_\_\_\_ 本题答案:ABCDEF 参考答案:B 系统解析:本段主要是讲根据服装销售和 demand 情况,及时补货。选项 B 符合题意。

12

第(12)题\_\_\_\_\_ 本题答案:ABCDEF 参考答案:E 系统解析:空白前一句讲如果某件商品暂时缺货,系统会显示,让营业员告诉顾客是否可从中心区调货。可推测此句,如果有货,会很快按订单发货。

For each question(13-18), mark one letter (A, B, C or D) on your Answer Sheet.

13

回答 13-18 题:

### The Importance of Good Communications

Effective communication is essential for all organizations. It links the activities of the various parts of the organization and ensures that everyone is working towards a common goal. It is also extremely important for motivating employees. Staff need to know how they are getting on, what they are doing right and in which areas they could improve. Working alone can be extremely difficult and it is much easier if someone takes an interest and provides support. Employees need to understand why their job is important and how it contributes to the overall success of the firm. Personal communication should also include target setting. People usually respond well to goals, provided these are agreed between the manager and subordinate and not imposed.

However, firms often have communication problems that can undermine their performance. In many cases, these problems occur because messages are passed on in an inappropriate way. There are, of course, several ways of conveying information to others in the organization which include speaking to them directly, e-mailing, telephoning or sending a memo. The most appropriate method depends on what exactly it is you are communicating. For example, anything that is particularly sensitive or confidential, such as an employee's appraisal, should be done face-to-face.

One of the main problems for senior executives is that they do not have the time or resources needed to communicate effectively. In large companies, for example, it is impossible for senior managers to meet and discuss progress with each employee individually. Obviously this task can be delegated but at the cost of creating a gap between senior management and staff. As a result, managers are often forced to use other methods of communication, like memos or notes, even if they know these are not necessarily the most suitable means of passing on messages.

The use of technology, such as e-mail, mobile phones and network systems, is speeding up communication immensely. However, this does not mean that more investment in technology automatically proves beneficial:

systems can become outdated or employees may lack appropriate training. There are many communications tools now available but a firm cannot afford all of them. Even if it could, it does not actually need them all. The potential gains must be weighed up against the costs, and firms should realize that more communication does not necessarily mean better communication."

As the number of people involved in an organization increase, the use of written communication rises even faster. Instead of a quick conversation to sort something out numerous messages can be passed backwards and forwards. This can lead to a tremendous amount of paperwork and is often less effective than face-to-face communication. When you are actually talking to someone you can discuss things until you are happy that they have understood and feedback is immediate. With written messages, however, you are never quite sure how it will be received what you think you have said and what the other person thinks you have said can be very different.

The amount of written information generated in large organizations today can lead to communication overload. So much information is gathered that it gets in the way of making decisions. Take a look at the average manager's desk and you will see the problem -- it is often covered with letters, reports and memos. This overload can lead to inefficiencies. For example, managers may not be able to find the information they want when they need it. Communication is also becoming more difficult with the changes occurring in employment patterns. With more people working part-time and working at home, managing communication is becoming increasingly complex.

In the first paragraph the writer recommends that communication with staff should include

- A. some feedback on their job performance.

- B. an explanation of how company targets have been set.

- C. information on promotion prospects within the company.

- D. an indication of which duties they can expect assistance with.

参考答案:A 系统解析:文中第一段: "Staff need to know how they are getting on, what they are doing right and in which areas they could improve."意为: "员工需要知道他们进展得怎么样, 做对了什么事, 在哪些方面需要改进。" 选项 A 符合题意。

14

According to the writer, the best way of achieving effective communication is to

- A. adapt the message to suit a particular audience.

- B. make the content of messages brief and direct.

- C. select the most suitable means of conveying a particular message.

- D. ensure that information is targeted at the appropriate group of people.

参考答案:C 系统解析:文中第二段: "The most appropriate method depends on what exactly it is you are communicating. For example, anything that is particularly sensitive or confidential, such as an employee's appraisal, should be done face-to-face."意为: "最合适的方法取决于你正在交谈的内容。" 选项 C 符合题意。suitable 与 appropriate 为同义替换。

15

What does the writer say about the communication options available to senior managers?

- A. Sending memos to staff is one of the most efficient methods.

- B. It is important to find the time to discuss certain matters with staff.

- C. They should increase the range of options that they use.

- D. Getting junior managers to talk to staff can create different problems.

参考答案:D 系统解析:文中第三段: "Obviously this task can be delegated but at the cost of creating a gap between senior management and staff."意为: "显而易见这个任务可以派代表来完成, 但是却会在高级管理层和员工之间形成隔阂。" 选项 D 符合题意。create different problems 与 creating a gap between...为同义替换。

16

What advice is given about the communication tools made available by technology?

- A. Aim to limit staff use of certain communication tools.

- B. Evaluate them in terms of the expenditure involved.

- C. Select them on the basis of the facilities they offer.

- D. Encourage more staff to attend training courses in their use.

参考答案:B 系统解析:文中第四段: "The potential gains must be weighed up against the costs, and firms should realize that more communication does not necessarily mean better communication."意为: "潜在的所得必须与耗费相权衡, 公司应该意识到较多的交流并不一定是好的交流。" 选项 B 符合题意。expenditure 与 costs 为同义替换。同时第四段中的 "must" 及 "should" 问题中的 "advice" 相对应。

17

According to the writer, a problem with written communication is that

- A. the message can be interpreted differently to what was intended.

- B. it can be easy for people to ignore the contents of a written message.

- C. most people are more comfortable with face-to-face communication.

- D. it is possible for correspondence to get lost within a large organization.

参考答案:A 系统解析:文中第五段: "...with written messages. however, you are never quite sure how it will be received what you think you have said and what the other person thinks you have said can be very different."意为:

“然而，在书面信息中，你永远不能确定自己的意思与收到信息人的解读是否一致。”选项 A 符合题意。

18

According to the article, what is the effect of receiving large amounts of written information? A. It is counter-productive. "

B. It causes conflict in a company.

C. It leads to changes in work patterns.

D. It makes the main points more difficult to identify.

参考答案:A 系统解析:见最后一段 "This overload can lead to inefficiencies."可知大量的信息会导致效率低下。选项 A 符合题意。Counter-productive 与 inefficiencies 为同义替换。

For each question(19-33),mark one letter(A,B,C or D)on your Answer Sheet.

19

回答 19-33 题:

Office Angels Employment Agency

14-16 Lockhart Road

Wan Chai

Hong Kong

Tel 532 4365

Fax 532 4111

Dear Client,

Office Angels is advising businesses at as far ahead as possible to ensure guaranteed staff cover during holiday periods. There is now a ( 19 ) shortage of skilled secretarial and administrative staff and this is (20) to get worse in the next twelve months.

Businesses which require staff with experience of specialist computer applications are the most at (21) . You are advised to (22) our agency well before the staff are actually needed to be certain of filling gaps with adequately (23) personnel. If you don't, it's almost (24) that you will be left without the skills needed to (25) your office running smoothly.

The ( 26 ) for the shortage of secretarial staff appears to be a combination of two ( 27 ) .

There has been an (28)in demand for secretarial services over the last few years, and at the same time there has been a (29) of students deciding to choose secretarial studies.

Office Angels Agency would (30) to emphasize that businesses should not underestimate the difficulty of (31) experienced temporary staff. It is also necessary to make the ( 32 ) that businesses should be prepared for the fact that they may have to pay more for this kind of (33) in the future.

第(19)处填写 A. hard

B. serious

C. sure

D. strong

参考答案:B 系统解析:题目意为“严重短缺”，应该选择 B，选项 A 意为“艰难的”，选项 C 意为“确定的”，选项 D 意为“强壮的”。

20

第(20)处填写 A. hoped

B. wanted

C. expected

D. prepared

参考答案:C 系统解析:be expected to do sth....意为:“预期或计划做某事”，题目意为“预期将会更加恶化”，而不是希望或者准备。

21

第(21)处填写 A. risk

B. chance

C. worry

D. difficulty

参考答案:A 系统解析:at risk 是固定短语，“有危险”。

22

第(22)处填写 A. confirm

B. communicate

C. contact

D. command

参考答案:C 系统解析:contact 意为“联系”，选项 A 意为“确认”，选项 B 意为“交流”，选项 D 意为“命令”。

23

第(23)处填写 A. lectured

B. aided

C. formed

D. trained

参考答案:D 系统解析:trained 意为“经过训练的”，trained personnel 表示受过训练的员工。

24

第(24)处填写 A. positive

B. correct

C. right

D. certain

参考答案:D 系统解析:it is certain that...意为:“几乎是一定的”，选项 A 意为“积极的”，选项 B, C 意为“正确的”，均不合题意。

25

第(25)处填写 A. save

B. keep

C. ensure

D. continue

参考答案:B 系统解析:本句意为“保持办公室正常运作”。选项 A 意为“挽救”，选项 C 意为“确保”，选项 D 意为“继续”。

26

第(26)处填写 A. reason

B. purpose

C. result

D. problem

参考答案:A 系统解析:本句意为“出现人才短缺的原因”。The reason for...为固定搭配。

27

第(27)处填写 A. articles

B. matters

C. factors

D. subjects

参考答案:C 系统解析:本句意为“两个因素”，选项 A 意为“文章”，选项 B 意为“事件”，选项 D 意为“对象”。

28

第(28)处填写 A. enlargement

B. increase

C. addition

D. upgrade

参考答案:B 系统解析:本句意为“需求的增加”，an increase in demand for...为常用搭配。

29

第(29)处填写 A. lack

B. need

C. requirement

D. few

参考答案:A 系统解析:lack 意为“缺少”，a lack of...为固定用法。

30

第(30)处填写 A. request

B. desire

C. ask

D. like

参考答案:D 系统解析:would like to do sth....固定句式“想要做某事”。

31

第(31)处填写 A. achieving

B. obtaining

C. realizing

D. earning

参考答案:B 系统解析:obtain 意为“获得，获取”，选项 A 意为“达到”，选项 C 意为“实现”，选项 D 意为“赚得”。

32

第(32)处填写 A. point

B. idea

C. position

D. subject

参考答案:A 系统解析:make the point that...为常用搭配意为“注意，确保”。

33

第(33)处填写 A. offer

B. delivery

C. product

D. service

参考答案:D 系统解析:service 意为“服务”，选项 A 意为“提供”，选项 B 意为“传送”，选项 C 意为“产品”。

Read the text below about how consumers decide what to buy.(34-45)

34

回答 34-45 题:

Marketing Information

0 Sales and marketing messages are illegal if they falsely advertise prices,

00 performance capability, quality, or the other product characteristics, or

34 the buyer in what any way. A Western Canadian electronics firm was convicted

35 recently of bait-and-switch selling ( selling products with deceptive advertising).

36 This practice occurs when a company advertises at a very low price on a

37 product, but the customer has great many difficulty getting the special price.

38 Rather that, the company attempts to sell the customer a similar but

39 higher-priced product or offers a rain check that it will not be honored. This

40 tactic for attracting customers is a form of deceptive marketing. Furthermore,

41 sellers of services must also be cautious about how the language they use to

42 describe what they will do. Letters, reports, and proposals that they describe

43 services to be performed are interpreted as contracts in courts. Sales and

44 marketing messages must not make claims that cannot be verified, so that

45 language must not promise more than which intended.

the buyer in what any way. A Western Canadian electronics firm was convicted 填写我的答案 参考答案:请参考解析 系统解析:WHAT。in any way 为常见搭配，意为“以任何方式”，what 为多余词汇，应删去。

35

recently of bait-and-switch selling ( selling products with deceptive advertising).填写我的答案 参考答案:请参考解析 系统解析:CORRECT。正确。

36

This practice occurs when a company advertises at a very low price on a 填写我的答案 参考答案:请参考解析 系统解析:AT。此处意为“以较低的价格打广告”，at 为多余词汇。advertises a very low price 为动宾结构。

37

product, but the customer has great many difficulty getting the special price. 填写我的答案 参考答案:请参考解析 系统解析:MANY。difficulty 为不可数名词, 不能用 many 修饰。

38

Rather that, the company attempts to sell the customer a similar but 填写我的答案 参考答案:请参考解析 系统解析:THAT。rather 意为“而不是”, 是连词, that 为多余词汇。

39

higher-priced product or offers a rain check that it will not be honored. This 填写我的答案 参考答案:请参考解析 系统解析:IT。此处为定语从句, that 在从句中做主语, it' 为多余词汇, 应删去。

40

tactic for attracting customers is a form of deceptive marketing. Furthermore, 填写我的答案 参考答案:请参考解析 系统解析:CORRECT。正确。

41

sellers of services must also be cautious about how the language they use to 填写我的答案 参考答案:请参考解析 系统解析:HOW。此处意为“他们对于描述使用的语言很细心”, how 为多余词汇, 应删去。

42

describe what they will do. Letters, reports, and proposals that they describe 填写我的答案 参考答案:请参考解析 系统解析:THEY。第二个 they 应删去, 此处为定语从句 that 做主语, 指代其前的 letters, reports 等。

43

services to be performed are interpreted as contracts in courts. Sales and 填写我的答案 参考答案:请参考解析 系统解析:CORRECT。正确。

44

marketing messages must not make claims that cannot be verified, so that 填写我的答案 参考答案:请参考解析 系统解析:CORRECT。

45

language must not promise more than which intended. 填写我的答案 参考答案:请参考解析 系统解析:WHICH。which 在这里为多余, 不做任何成分。

Write 40-50 words.

46

· You are the factory manager of a car company. You are waiting for urgently needed components from your purchasing department.

· Write a note to Mr Grayson, the Assistant Purchasing Manager:

- enquiring about the reason for the delay
- stating when the components are needed

· suggesting a meeting to discuss future deliveries.

· Write 40-50 words. 参考答案:请参考解析 系统解析:

### 【写作思路】

本文是对商务便条的考查, 是汽车公司工厂经理写给采购经理的便条。内容要求是询问订购的元件拖延的原因, 说什么时间需要元件, 建议组织一个讨论将来交付的会议。写作时按照商务便条的写作形式, 将所给信息阐述详细即可, 因是两经理之间的留言, 措辞及语气要谦虚得体。

### 【参考范文】

I am writing to enquire about the reason for the late delivery of the component I ordered, need by next Monday. In order to which are, I suggest that we have a meeting to discuss future deliveries.

Write 120-140 words.

47

Your company requires a taxi firm that could use on a regular basis for staff and clients. Your secretary has selected two advertisements from the local newspaper.

· Look at the advertisements below, on which you have already made some handwritten notes.

· Then, using all your notes. Write a proposal for your line manager, saying which firm you think your company should use.

· Write 120-140 words.

参考答案:请参考解析 系统解析:【写作思路】

本文是对商务建议书的考查, 内容要求是秘书根据两则出租车广告内容给自己的经理建议选择哪家公司。

内容方面, 文章要强调最终给出的建议。

TELECARS 公司的特点在于第 1、2 和 3, STREETLIGHT CABS 公司的却有着没有参考记录、没有网络定车服务、不方便等缺点。形式方面, 商务建议书与商务报告大体一致, 但差别在于前者用建议 (Recommendation) 代替了后者的结论 (Conclusion)。

### 【参考范文】

#### Introduction

The purpose of this report is to assess and recommend a taxi firm that will become our transporter. We will need them especially during next year's trade fair and conferences. There are two firms to assess.

#### Findings

We have found good references regarding Tele-cars. Besides having a long-running tradition of being very reliable, they also provide 24-hour service which will be very useful for meetings and negotiations held at night.

Streetlight Cabs, however, is a brand new company without references. They do provide cheap prices for long distance routes we often use, but as they do not have a web page, internet booking is not possible.

#### Recommendation:

I recommend choosing Telecars because of their long tradition of reliability and well trained staff.

You will hear three telephone conversations or messages.

48

听录音：请点击左侧的播放器控制播放

回答 48-59 题：

Order Ticket

8: 30 a.m. 10th July b. Golden

Information of Customer:

Name: Golden from rNA Industries

Address: (1) \_\_\_\_\_ London Street

Contact NO.: (2) \_\_\_\_\_

Information of Computers:

Type: 876 models (3) \_\_\_\_\_ cache on hard drive

Quantity: (4) \_\_\_\_\_

Delivery Date: Tuesday morning 23 rd July

第(1)题：填写我的答案 参考答案：请参考解析 系统解析：N0.34。原文中问 “Where is your company located?” 回答可知 N0.34 London Street, near the barbershop.

听力原文：

M1: Hello

F1: May I speak to Mr. L.J., please?

M1: This is he.

F1: Good morning. Mr. David. I'm from Golden Industries. Our company is going to buy four 876 model computers.

M1: Will they be 16MB hard drive models or 32MB optional on base models?

F1: Have you got any suggestions?

M1: The kind of 16MB on hard drive models is suitable for general use. And the 32MB optional on base models is available upon request. It's a bit more expensive.

F1: I think I will buy the former. 16MB card on hard drive model.

M1: OK. When do you want them? We have this computer in stock.

F1: That's fine. I hope the computers will arrive on Tuesday morning.

M1: Tuesday morning. Where is your company located?

F1: NO. 34 London Street, near the barbershop.

M1: And your telephone number?

F1: 66886598. Thank you.

M1: Thank you for your order.

Conversation Two

F1: Hello. Springfield Health Centre. Can I help you?

M1: Yes. I'd like to speak to Dr. Smithman's receptionist, please.

F1: Yes.

M1: This is Green Parker. I have been having some headache recently.

F1: Well, Mr. Parker. What can I do for you?

M1: I would like to make an appointment to see the doctor.

F1: Yes. Would Friday morning suit you?

M1: Friday is the 12th of June. Ok. At what time?

F1: Is 10:30 ok for you?

M1: Yes, that's fine.

F1: What's your name again please?

M1: Green Parker. G-R-E-E-N P-A-R-K-E-R.

F1: Thank you. Dr. Smithman will see you at 10:30 on Friday.

Conversation Three

F1: Good evening, this is David's Bicycle Rental.

M1: Good evening, miss. A friend of mine suggested I call you to hire some sports bikes.

F1: Oh, yes. A lot of people do this these days.

M1: Yes, we're just on vacation here for a few days and they said it would be a good idea to see the island on bicycle.

F1: Well it certainly is. And most people rent a motor bike because you can get around faster and even go to the beach if you like.

M1: If I wanted to hire 4 motor bikes tomorrow morning for 3 days, would there be any problem?

F1: No problem at all. May I know your name?

M1: It's Gold, G-O-L-D.

F1: And your telephone number is... ?

M1: I'm at the Holiday Red Hotel. My number is 837845. I'm in Room 290. By the way, is your bike rental shop at No. 100 Beckman Street?

F1: That's right.

M1: OK, then, I'll see you tomorrow morning. Thanks a lot.

F1: I'll see you then.

49

第(2)题填写我的答案 参考答案：请参考解析 系统解析：66886598。原文中问 “And your telephone number is?” 回答为：“66886598. Thank you.”

50

第(3)题：填写我的答案 参考答案：请参考解析 系统解析：16MB。从原文 “I think I will buy the former, 16MB hard drive model.” 中可知。

51

第(4)题：填写我的答案 参考答案：请参考解析 系统解析：4。从原文 “Our company is going to buy four 876 model computers.” 中可知。

52

Reservation Card

TO: Mr. Smith From: Linda

Date: 10th June Time: 9: 30 a.m

Information of Patients

Name: Green (5) \_\_\_\_\_

Symptom: something wrong with the (6) \_\_\_\_\_

Date of Meeting: 12th, (7) \_\_\_\_\_

Time for Meeting: (8) \_\_\_\_\_

第(5)题: 填写我的答案 参考答案:请参考解析 系统解析:Parker。原文中问 “what's your name again please?” 回答为: “Green Parker. G—R—E—E—N, P—A. R. K—E—R.”

53

第(6)题: 填写我的答案 参考答案:请参考解析 系统解析:Head。从原文中 “I have been having some headache recently.”可知。意为: 我目前有点头痛。从而可知病人的头部出现不适。

54

第(7)题: 填写我的答案 参考答案:请参考解析 系统解析:June。原文中问 “Would Friday morning suit you?” 回答为: “Friday is the 12th of June.”

55

第(8)题: 填写我的答案 参考答案:请参考解析 系统解析:10: 30 a.m.。材料中问 “Is 10: 30 Ok for you?” 回答为: “Yes, that's fine.”可知同意 10: 30 这个时间。

56

Bicycle Renting Registration

Date: 8th April.

Time: 12: 30

Bicycle Type: (9)\_\_\_\_\_. Bikes

No. of Bicycles: 4

Period of Hire: (10)\_\_\_\_\_ days

Hirer's Name: (11)\_\_\_\_\_

Contact No: 837845-ex. Room(12)\_\_\_\_\_

第(9)题: 填写我的答案 参考答案:请参考解析 系统解析:Motorized。从原文中顾客回答: “If I wanted to hire 4 motor bikes tomorrow morning for 3 days, would there be any problem?”可知选择的是带马达的自行车。

57

第(10)题: 填写我的答案 参考答案:请参考解析 系统解析:3。从原文: “If I wanted to hire 4 motor bikes tomorrow morning for 3 days, would there be any problem?”可知顾客想租为期三天的自行车。

58

第(11)题: 填写我的答案 参考答案:请参考解析 系统解析:Gold。原文中提问: “May I know your name?” 回答为: “It's Gold, G—O—L—D.”

59

第(12)题: 填写我的答案 参考答案:请参考解析 系统解析:290。从文中 290 “My number is 837845. I'm in Room 290.”可知。

You will hear five short recordings.

60

(Questions 13-17)

· You will hear five short pieces.

· For each piece decide where the speaker is.

· Write one letter (A-H) next to the number of the piece.

· You will hear the five pieces twice.

13. \_\_\_\_\_

14. \_\_\_\_\_

15. \_\_\_\_\_

16. \_\_\_\_\_

17. \_\_\_\_\_

第(13)题 A. hospice

B. supermarket

C. bookstore

D. theatre

E. dining hall

F. furniture shop

G. driving school

H. school

参考答案: B 系统解析: 从原文 “We're out of breakfast cereal. I think corn flakes are on sale.”可知早餐麦片也没有了, 玉米片也在打折出售, 从而可知要去超市。

听力原文:

Section One

Question Thirteen

We need milk, eggs, butter, coffee, vegetables, fruit, bread, cheese, and some snacks. We want some pickles, oh, and we're out of flour. Put that on the list, too. We're out of breakfast cereal too. I think corn flakes are on sale.

Question Fourteen

I heard that nearly 2000 students have signed a petition showing our dissatisfaction with the food, price and service. Many hands make light work. I think this could force them to improve a little.

Question Fifteen

The performance is wonderful. They dance very well and the music is so pleasant. And the lighting and sound effects are first-class. Thank you for bringing me here to watch the performance. Next time I'll take you to watch acrobatics.

Question Sixteen

It's nice, but it doesn't match the color of my room. This type of coffee table gets dirty very easily and it's difficult to clean. Look, this one matches my room and it's inexpensive.

Question Seventeen

My office is quite far from my house. So it takes me more than an hour to get to work. And I want to buy a car but I haven't an international driver's license. I need enroll in driving school and then take a road test.

61

第(14)题 A. hospice

B. supermarket

C. bookstore

D. theatre

E. dining hall

F. furniture shop

G. driving school



H. school

参考答案:E 系统解析:E。文中 “I heard that nearly 2000 students have signed a petition showing our dissatisfaction with the food, price and service.”意为:

“我听说有将近两千个学生在请愿书上签了名, 表达我们对食物、价格和服务的不满。”可知谈论的地点是学校食堂。

62

第(15)题 A. hospice

B. supermarket

C. bookstore

D. theatre

E. dining hall

F. furniture shop

G. driving school

H. school

参考答案:D 系统解析:从文中 “They dance very well and the music is SO pleasant.the lighting and sound effects are first—class.”可知舞跳得好, 音乐也很好听。舞台灯光和音响效果都是一流的。从而可知谈论的地点是歌剧院。

63

第(16)题 A. hospice

B. supermarket

C. bookstore

D. theatre

E. dining hall

F. furniture shop

G. driving school

H. school

参考答案:F 系统解析:从文中 “it’S nice.but it doesn’t match the color of my room.This type of coffee table gets dirty very easily and it’S dimcult to clean.”可知好是好, 就是和我房间的颜色不搭配这种咖啡桌很容易弄脏还不好擦。”从而可知谈论的地点是家具店。

64

第(17)题 A. hospice

B. supermarket

C. bookstore

D. theatre

E. dining hall

F. furniture shop

G. driving school

H. school

参考答案:G 系统解析:从文中 “I need enroll in driving school and then take a road test.”可知我需要进驾校然后通过路考。”从而可知谈论的是驾校。

65

(Questions 18-22)

·You will hear another five short pieces.

·For each piece decide who is talking.

·Write one letter(A-H)next to the number of the piece.

·You will hear the five pieces twice.

18. \_\_\_\_\_

19. \_\_\_\_\_

20. \_\_\_\_\_

21. \_\_\_\_\_

22. \_\_\_\_\_

第(18)题 A. a doctor

B. an editors

C. a teacher

D. a salesman

E. a lawyer

F. an engineer

G. a judge

H. a guide

参考答案:B 系统解析:根据这句话: “I think Beijing Pop Music Festival is the best.We will begin drafting a plan fight away.”意为: “我认为北京流行音乐节比较好所以我们马上就做这个策划。”可知为编辑。

听力原文:

Question Eighteen

We have chosen three topics for a special report.Teachers' Day, the Davis Forum and Beijing Pop Music Festival. I think Beijing Pop Music Festival is the best. We will begin drafting a plan right away.

Question Nineteen

We do have one. Please give me your passport,Chinese driver's license, the guarantor's hnkou and an ID card. 1200rmb per day with a 3000rmb deposit. This is the rental contract. If you don't have any other questions, please sign here.

Question Twenty

For a case like this, we'll arrange for a lawyer to go visit your neighbor with you. We'll contact the police.If they find enough evidence, they'11 force your neighbors to comply.You can have some peaceful nights in the future.

Question Twenty-one

Mr.Johnson, as a lawyer, your description about this case sounds reasonable;however, we need to consider your idea for a moment, SO I have to claim for a adjournment.

Question Twenty-two

Hell0, everyone.Now we are in the Palace Museum.I will introduce its history.Its construction began in l406 and was made the center of rule during the Ming Dynasty and served a total of 24 emperors during both the Ming and Qing dynasties.

66

第(19)题 A. a doctor

B. an editors

C. a teacher

D. a salesman

E. a lawyer

F. an engineer

G. a judge

H. a guide

参考答案:D 系统解析:原文: “1200rmb per day with a 3000rmb deposit. This is the rental contract. If you don't have any other questions, please sign here.”意为: “一千二一天, 还有三千块押金。这是租车合同, 如果您没有什么问题, 请在这儿签字。”可知对方为售车人员。

67

第(20)题 A. a doctor

B. an editors

C. a teacher

D. a salesman

E. a lawyer

F. an engineer

G. a judge

H. a guide

参考答案:E 系统解析:原文: “For a case like this, we'll arrange for a lawyer to go visiting your neighbor with you.”意为: “对于这种案子, 我们通常会安排个律师去跟您的邻居交涉。”可知对方为律师。

68

第(21)题 A. a doctor

B. an editors

C. a teacher

D. a salesman

E. a lawyer

F. an engineer

G. a judge

H. a guide

参考答案:G 系统解析:从原文 I have to claim for a adjournment. 中可知此人宣布休庭, 则他的身份应该是法官。

69

第(22)题 A. a doctor

B. an editors

C. a teacher

D. a salesman

E. a lawyer

F. an engineer

G. a judge

H. a guide

参考答案:H 系统解析:由原文 “Now we are in the Palace Muse- um. I will introduce its history.”可知说话者在介绍故宫博物院, 所以应选导游。

For each question(23-30), mark one letter(A, B or C) for the correct answer.

Some information the company has to furnish in the document are as follows except for A. a short introduction Of the factory.

B. the company name and address.

C. who invest the company.

参考答案:C 系统解析:从听力内容可知, 在公司的申请书上的内容包括工厂简介、建厂原因、员工人数、职位、业务范围、工厂名字、经营时间和地址, 而题目中需要选择没有提到的选项, 其中 C (谁投资了工厂) 符合题意。

72

The company should submit the application A. either in the name of the firm or an individual person.

B. in the name Of the firm.

C. in the name of the individual.

参考答案:C 系统解析:当女士问道是以公司的名义还是个人名义签署申请时男士回答: “This document is supposed to be signed by your company manager, or your president, whatever his or her business title is.”意为: “公司的经理或者裁都可以签署”, 可知是个人签署这项申请, 故选 C。

73

The document signed by the manager will be the A. business permit Of the company.

B. application of the company.

C. introduction Of the company.

参考答案:A 系统解析:题目问经理签署的文件的性质, 从文中女士问到的 “That's the business license, isn't it?” 和男士的肯定回答说明这份文件属于营业执照, 就是公司所从事的业务的法律许可, 与 A 选项的表述符合, 故选 A。

74

The company has to hand a statement written by the banks A. regarding the credit and financial status of the company.

B. regarding the credit card and financial status of the country-

C. regarding the letter of credit and financial status of the country

参考答案:A 系统解析:从 “You're requested to give US a statement written by your banks regarding the credit and financial status of your company.” 一句得知公司所递交的声明是关于公司的信用和经济状况的, 与 A 选项的表述符合, B 选项中 credit card 是信用卡, C 选项中 letter of credit 是信用证, 不符合题意, 故选 A。

75

The letter of attorney shall be signed by A. only the manager.

B. company of Board.

C. each reDresentatues.

参考答案:A 系统解析:题目问的是由谁来签署代理人的文件, 男士说到: “Your manager himself is to work as the chief representative of the company.” 其中 himself 与选项 A 中的 Only 符合, 故选 A。

76

Regarding the form: A. it must be filled out in two copies for each person.

B. it should be filled in two copies for each person.

C. it should be filled out in two copies by each person.

参考答案:A 系统解析:原文 “this form must also be filled out in two copies for each person.”一句与选项 A 表述相同, 故选 A。

77

The woman will probably come a few days laterA. to get specified explanation.

B. to ask the man more questions.

C. to hand the man all the paperwork.

参考答案:C 系统解析:文中女士说: “perhaps we'll come over in a couple of days to submit to you all the paperwork.”表明女士几天后将会递交相关的文件, 其中 submit 与选项 C 中的 hand 都是 “上交”之意, 故选 C。

In this part,the interlocutor asks questions to each of the candidates in turn. You have to give information about yourself and express personal opinions.

78

In this part, the interlocutor asks questions to each of the candidates in turn.

You have to give information about yourself and express personal opinions.

Questions:

(1) Have you ever changed your name?

(2) What are the hobbies you pursue with your spare time?

(3) What's the most important skill nowadays? 参考答案:请参考解析 系统解析:(1)NO, never.Because my name was given to me by my parents. And I think this name conveys all their hope, so I'll never change it.

(2) Well, these days, I surf on the internet in my spare time.I have just bought my first computer, and love to look for exciting web sites that I have not known before.

(3)In the age of hi—tech info, I think the most important skill is IT.If someone has a great skill in IT nowadays I think it is very easy for him to find a job with a high salary.

【参考解析】

问答题的题目相对比较简单, 这组问答题主要涉及的是考生的姓名的含义, 爱好以及技能方面的知识。考生可以根据自身状况, 灵活应答。

In this part of the test,you are asked to give a short talk on a business topic.

79

In part of the test, you are asked to give a short talk on a business topic. You have to choose one of the topics from the three below and then talk for about one minute.You have one minute to prepare, your ideas.

A: What is important when...?

Improving the staff's performance

· Training

· Transfer

B: What is important when...?

Choosing a new career

· Location

· Salary

C: What is important when... ?

Selecting a business magazine to read

· Cost

· Content

参考答案:请参考解析 系统解析:【分析思路点拨】

这道题所给出可供选择的三个话题分别是改善员工的工作表现时, 什么是重要的。话题 A 所给的两个提示点是培训和换班;第二个是选择新工作时, 什么是重要的;第三个话题是选择商业杂志时, 什么是重要的。本题主要涉及了公司和最佳选择这两个热门话题, 我们主要采取小型演讲题的三步走策略, 即搭建框架、选词构句和逐个击破。

【参考答案】

I choose topic A—what is important when improve the staff performance.As for this topic, I have the following ideas:

Firstly, regular training is indispensable measurement to improve the staff performance.When the staffs participate in the trainin9, their professional knowledge and ability will be both improved.S0, they can handle the skills needed for effective performance.Certainly, their performance will be better than before.

Secondly.if one employee has a poor performance in working, maybe he or she is not suitable for this job.You can transfer him or her to another position.

That may be useful.Transfer can help to make full use of all employee's strengths, while avoiding weaknesses, In one word, transfer Can give an employee a chance to become a more effective member of the organization.

Thirdly, motivating the employees is an important idea.Because well—motivated employees guarantee effective performance.The staff will have more inner power to express themselves by doing better job or doing extra task and SO on. And consequently, their performance will become better.

All in all, trainin9, transfer and motivating are all very important when improving the staff performance.

I choose topic B--what is important when choosing a new career chance. With regard to this topic, I have the following views:

First of all, salary is the basic element for a new career. To find a good job, we should first earn our own living. And the salary can afford us the daily expanses and some other necessary cost. So the good salary can attract most of the job hunters.

Second, location is another important element that we should take into consideration. You had better choose a job near your home, so that it is convenient for your activities. If so, it can save you lots of time, money and energy.

Finally, future development is an indispensable point. We should prefer a company where we can improve or enrich ourselves and we can show our ability. Maybe more challenge can lay a stable foundation for the future's better development.

In a word, salary, location and future development are all important elements when selecting a new career chance.

I choose topic C--what is important when selecting a business magazine. Regard with this topic, in my opinion, here are three factors I will make a discussion.

To begin with, content is a main factor for selection. So what you are interested determines which kind of business magazine you will choose. So the first step of your selection is to locate your content.

Besides, cost is another important factor. Is this, magazine is good enough for its price? If so, your selection is half successful. And when you compare two similar content magazines, the cost is a better reference.

Then, design can be interesting factor to think about. As a reader, we can be attracted by some magazines with beautiful design. Their covers and pages are all very charming, also the vivid pictures. I will be of significance for our better understanding and high emotions.

In all, content, cost and design are all important when selecting a business magazine.

In this part of the test, you are given a discussion topic.  
80

In this part of the test you are given a discussion topic. You have 30 minutes to look at the prompt card, an example of which is below, and then about 3 minutes to discuss the topic with your partner. After that the examiner will ask you more questions related to the topic.

For two candidates

#### Improving Company Culture

The company you work for is now re-assessing its existing corporate culture to improve its performance.

You have been asked to help co-ordinate the project.

Discuss the situation together and decide:

- what weaknesses can be identified in the company culture
- what effective solutions should be used to improve the core values.

For three candidates

#### Company Culture

The company you work for is now re-assessing its existing corporate culture to improve its performance.

You have been asked to help co-ordinate the project.

Discuss the situation together and decide:

- what weaknesses can be identified in the company culture

- what effective solutions should be used to improve the core values

- which aspects should be retained and encouraged.

Follow-on questions

- What do you think are the key values in a company culture?

- In what ways do you think organizational culture can be conveyed?

- How does a company's culture affect its employees?

- Should companies always employ people with relevant work experience? (Why/ Why not?)

- Is it important for companies to provide onsite perks such as break rooms, gyms, etc. for their employees?

(Why?/Why not?) 参考答案: 请参考解析 系统解析: 【参考答案】

A: In my understanding, corporate culture is virtually the personality of an organization, as it determines how things are done around here. I mean, all our decisions are guided by our corporate values. But the problem is that there are still a lot of weaknesses in our culture.

B: So instead of leaving it to grow on its own, we should make efforts to reshape our culture, to nurture it into a strong one.

A: Yes. Now let's make a list of the noticeable weaknesses in our company culture: firstly in terms of our staff behavior, most employees are not quite spontaneous in communicating their thoughts and ideas with each other, particularly with line managers. This is a great barrier in promoting a culture which values innovation, creativity and trust among each other.

B: Secondly, most staff members feel that their good performance has not been duly recognized. This is most unfavorable to our commitment to creating an environment that breeds loyalty and motivation. This is a very serious problem, do you agree?

A: Yes. I'm quite agree with you here. Another problem is that staff members do not have many chances to get promoted, since many of our line managers are recruited from outside the company.

B: And there's another area that needs improvement: our employees complain that they're not getting enough job-related skills development training.

A: So to energize our corporate culture, we have to provide some practical solutions to these problems. So we need to provide more channels of communication among and between management and staff, do you think so?

B: Yes, we can provide training programmes, outdoor events, in-company seminars, etc., so as to increase personal awareness of abilities and complementary skills in colleagues. And in turn, this will enhance team spirit and open communication. We should also readjust and reward the commitments and talents of our employees. For example, we can offer additional benefits to excellent performers, like a paid holiday or retail vouchers.

A: Good. So let's put these down. We also need to reconsider our promotion policy and make it an incentive for our staff. We used to open up the competition among staff and make it an incentive for staff. We used to open up the competition for a position for external candidates, which reduces chances of promotion for existing workers. So our employees feel that there is little opportunity for internal career advancement.

B: Yes. A fair system of internal promotion should be set up to make each individual feel included and appreciated. This environment will enable our employees to contribute to their full potential.

A: Good. I think these solutions should be effective to the improvement of our core values.

Follow-on questions

~ I think the essence of a company culture should include: teamwork, mutual respect, commitment and integrity. These core values will help to create a healthy work environment and attract more talented people. In turn, it will keep us one step ahead in the competition.

~ In my eyes, corporate culture includes such elements as core values and beliefs, corporate ethics, and rules of behavior. Besides, it can also be expressed in the company's architectural style, interior décor of offices and by what people wear to work, by how people address each other, etc..

~ It can affect their employees in many different ways: the way employees interact with each other, the training and skills development they receive, their chances of career advancement, the environment they work in, the benefits and facilities they get, etc.

~ Yes. I think it's important for companies to employ people with skills because they will be able to take over the workload the moment they become a part of the company. You don't have to spend too much money training them.

~ Yes. I think onsite perks, such as coffee rooms, gyms and play room, daycare facilities, etc. are very important. You see, they show that the management really cares for people and environment. These are important incentives to boost the staff morale.

#### 【参考解析】

这道小组讨论题的主题是建造良好的公司文化，背景是你们所在的公司正在对其现有的公司文化进行重新评估以提高公司业绩。请你们协助策划。题目所给出的两个分论点分别是：公司文化中存在哪些不足之处，以及应采用什么有效措施来改进公司的核心价值观。

## 2015 年剑桥 BEC 考试(中级)标准预测试卷 (2)

**For each statement(1-7),mark one letter(A,B,CorD)on your Answer Sheet.**

1 回答 1-7 题:

A

### ACCOUNTING&FINANCE FOR MANAGERS

The course provides experienced managers with the financial skills and

commercial awareness necessary to be effective in business today.It is

intended for managers who need to:

- Use accounting information to aid decision-making and future development
- Assess the financial implications of day-to-day business activities
- Communicate effectively with accountants and bankers
- Most students use this course to prepare for the diploma in Accounting and Finance

B

### EFFECTIVE ORGANIZATIONAL SKILLS FOR MANAGEMENT

This is an introductory course for those with little or no experience or formal

training in management skills.It includes seminars on:

- How to make speeches and present company information clearly
- Managing and chairing meetings
- Time management
- Delegating tasks

C

### BOOKKEEPING&ACCOUNTS

This one.term course is an introduction to the basics and requires no previous experience.The course demonstrates that good bookkeeping is covered including sales and ledger books, petty cash and final accounts·

D

### MANAGING PEOPLE

This is a course about how successful organizations manage their resources.

Participants will be asked to contribute from their own experience of human resource management in different kinds of organizations.The following topics will be discussed in depth:

- Communication within organizations
- Training staff to work CO-operatively in group
- Recruitment and selection of staff
- Ongoing staff training and development
- Career paths, promotion and job satisfaction

The course is intended for people who lack accounting skills. 参考答案:C 系统解析:题干关键词 “lack accounting skills”, 题目 意为 “这门课程针对那些没有财会技能的人开 没”, 与 C 段中 “ACCOUNTS...requires no previous experience”相对应。

2

The course will train you to make use of company accounts in planning. 参考答案:A 系统解析:题干关键词 “company accounts in planning”, 题目意为 “这门课程训练你使用公司财务计 划。” 与 A 段中 “Use accounting information to aid decision—making”相对应。

3

The course shows you how firms can help employees to develop their skills and improve company performance. 参考答案:D 系统解析:题干关键词: “how firms Can help employees to...”, 题目意为 “课程教授公司如何帮助员工 提高自身技能, 增强公司实力”, 与 D 段中: “This is a course about how successful organizations manage their resources.”相对应。

4

The course is intended for staff who are being promoted to a management position for the first time. 参考答案:B 系统解析:题干关键词 “staff who are being promoted to a management position for the first time”题目意 为 “课程针对那些第一次担任经理职务的人 员”, 与 B 段中:

“This is an introductory course for those with little or no experience or formal training in management skills.”相对应。

5

The come covers materials that you need to study to gain a professional qualification. 参考答案:A 系统解析:题干关键词 “gain a professional quaiification”, 题目意为 “课程包括你需要获取专业证书的材 料” 与 A 段中:

“Most students use this course to prepare for the Diploma in Accounting and Finance.”相对应。

6

The course prepares managers to give public talks about their companies. 参考答案:B 系统解析:题干关键词 “prepares managers to give public talks”, 题目意为 “课程帮助经理如何在 他们的公司进行公开讲说”, 与 8 段中: “How to make speeches and present company information clearly”相对应。

7

The course is intended for those with a background in personal management. 参考答案:D 系统解析:题干关键词 “with a background in personal management”, 题目意为 “课程针对那些有人事 管理经验的人员”, 与 D 段中: “Participants will be asked to contribute from their own experience of human resource management...”相对应。

**For each blank(8-12),mark one letter(A-G)on your Answer Sheet.**

回答 8-12 题:

### The Crisis of Credit

Here's the scary thing about the identity—theft ring mat the feds cracked last week: there was nothing any of its estimated 40, 000 victims could have done to prevent it from happening.(0) G A lowly help—desk worker at Teledata Communications,a software firm mat helps banks access credit reports online, allegedly stole passwords for those reports and sold them to a group of20 thieves at\$60 a pop.(8)\_\_\_\_\_ Cost to the victims: \$3 million and rising.

Even scarier is that this, the largest identity—theft bust to date, is just a drop in the bit bucket.More than 700, 000 Americans have their credit hijacked every year.It's one of crime's biggest growth markets.A nalne, address and Social Security number—which can often be found on the Web are all anybody needs to apply for a bogus line of credit.Credit companies make\$1.3 trillion annually and lose less than 2%of that revenue to fraud.(9)\_\_\_\_\_ As it stands now, it's up to you to protect your identity.

The good news is that there are plenty of steps you can take.Most credit thieves are opportunists, not well—organized gangs.(10)\_\_\_\_\_ Others steal wal—lets and return them, taking only a Social Security number.Shredding your junk mail and leaving your Social Security card at home can save a lot of agony later.

But the most effective way to keep your identity clean is to check your credit reports once or twice a year.There are three major credit—report outfits:

Equifax(equifax.com), Trans—Union(www.transunion.com)and Experian(experian.com).(11)\_\_\_\_\_ Of the three, I found Trans Union's website to be the cheapest and most comprehensive—laying out state—byrstate prices, rights and tips for consumers in easy—to-read fashion.

If you're lucky enough to live in Colorad0, Geor—gia, Maryland, Massachusetts, New Jersey or Ver—mont, you are entitled to one free report a year by law.

(12)\_\_\_\_\_ Avoid services that offer to monitor your reports year—round for about\$70: that's \$10 more than the going rate among thieves.If you“nk you're a victim of identity theft.you can ask for fraud alerts to be put on file at each of the three credit-report companies.You can also download a theft—report form at: www.consumer.govidtheft, which, along with a local police report, should help when irate creditors come knocking.

Just don't expect justice.That audacious help—desk worker was one of the fewer than 2% of identity thieves who are ever caught.

A A lot of them go Dumpster diving for those millions of“pre—approved”credit-card mailings that go out every day,

B It used to get quite interesting around the dinner table.

C That allowed the gang to cherry—pick consumers with good credit and applies for all kinds of accounts in their names.

D So there'S little financial incentive for them to make the application process more secure.

E All allow you to order reports online, which is a lot better than wading through voice-mail hell on their 800 lines.

F Otherwise it's going to cost\$8 to\$14 each time.

G This was an inside job, according to court documents.

第(8)\_\_\_\_\_. 参考答案:C 系统解析:本段开头介绍了最大的一起信用卡盗窃案, 空白处前一句讲的是一个软件公司网上\*\*\*\*信用卡密码等, 卖给一些犯罪团伙, 空白处显然 要填写犯罪团伙如何作案。选项 C 符合题意。

9

第(9)\_\_\_\_\_ 参考答案:D 系统解析:空白处下文阐述了这一犯罪的严重性, 前一句讲的是信贷公司每年赚 1.3 万亿, 其中 2% 的收入被骗子诈取。后一句讲的是就目前, 你自己该采取防范措施了, 显然空白处要选择银行 方面防护薄弱的句子。选项 D: “So, there'S little financial incentive for them to make the application process more secure.”意为: “因此, 几乎没有任何金钱的刺激来促使他们把申请过程做得更安全一些。”符合题意。

10

第(10)\_\_\_\_\_ 参考答案:A 系统解析:空白处后一句以 “Others”开头, 对应选项 A 中的 “a lot of”。故选 A。

11

第(11)\_\_\_\_\_ 参考答案:E 系统解析:空白处前文讲的是三个网站, 选项 E 中的 “online”对应前文, 故选 E。

12

第(12)\_\_\_\_\_ 参考答案:F 系统解析:空白处前一句讲的是假设你住在免费服务的城市, 则后文就需要选择有转折意思的选项;选项 F: “Otherwise it's going to cost\$8 to \$14 each time.”符合题意。

**For each question(13-18),mark one letter(A,B,CorD)on your Answer Sheet.**

13

回答 13-18 题:

### Creative Teams and Management

When Colgate launched its then revolutionary Colgate Gum Protection toothpaste in 1990, company executives were confident they had a hit on their hands. The toothpaste incorporated a groundbreaking antibacterial technology they thought was the biggest innovation since fluoride. But in the months after the toothpaste's six-country rollout, the



product's market share reached a meager 1%) --one-fifth of the company's projections.

What went wrong? A new round of market research found that the original launch strategy muted the "breakthrough" message; the ads positioned the new toothpaste as a line extension instead of a revolutionary advance, and the public just didn't buy the product's broad claims. Up to this point, Colgate's president, Bill Shanahan, had attended only quarterly review meetings; now he rolled up his sleeves to rescue the product, establishing a worldwide marketing team and meeting regularly with global business vice president Kathleen Thomhill and CEO Reuben Mark to follow the team's progress.

Shanahan and others at the very top sifted through the research and took part in the advertising development meetings, working elbow to elbow with the marketing team renamed Colgate Total, and promoted with a retooled ad campaign that stressed the toothpaste's 12-hour protection, the product was a hit in most of the 103 counties outside the United States.

Shanahan continued to lavish personal attention on the product, putting Colgate Total under the direct supervision of Jack Haber, the worldwide director of consumer oral care products, and committing \$ 35 million and a team of 200 employees to the project. With that kind of senior-level backing, Harber pulled out the stops, spending \$ 20 million to promote Colgate Total to U. S. dentists alone. Within two months of its domestic launch in 1997, the product captured 10. 5% of the U. S. toothpaste market and within six months muscled perennial champ, Procter & Gamble's Crest, out of first place. Colgate Total has remained number one ever since.

What transforms a good product idea like Colgate Total into a blockbuster? We spent ten years studying more than 700 new product development teams and interviewed over 400 project leaders, team members, senior executives, and CEOs intimately involved in product development and launch. Of the hundreds of teams we studied, just 7% of them -- 49 in all -- created products that scored a perfect ten on our measure of blockbuster success. To achieve that score, products had to reach or exceed company goals, customer expectations, profit and sales targets, garner company and industry awards, and attract national attention.

Products don't become blockbusters without the intense, personal involvement of senior management -- usually a CEO or division head. In every case studied, top management played an intimate, active, often daily role. This approach has been out of favor for decades, creative teams, as the thinking goes, should be empowered by management and then left alone. Too much attention stifles innovation. To that we say "Baloney". Our work shows that, in the best case, management involvement should start on day one. Ideally, senior managers work closely with product team to establish must-have features and then help clear a path for the team. Top managers control resources, rules and cut through red tape. And, crucially, senior managers serve as cheerleaders and visionaries, broadcasting a message of

organizational commitment that attracts buy-in at all levels of the company.

What happened to Colgate's new toothpaste? A. The results ran contrary to the company's expectation.

B. It achieved a great success.

C. It took a great portion of market share.

D. The new technology was not popular among customers.

参考答案:A 系统解析:从文中第一段: "But in the months after the toothpaste's six-country rollout, the product's market share reached a meager 1%-One fifth of the company's projections."可知, 但是当一个月后, 产品的市场占有率只有1%, 远远低于预期, but 为重要信息转折词, 选项A符合题意。

14

The writer implied that the original launch strategy A. didn't set the target.

B. failed to appeal to customers.

C. had the wrong focus.

D. aimed at a common goal.

参考答案:C 系统解析:从文中第二段: "...the original launch strategy muted the "breakthrough" message, the ads positioned the new toothpaste as a line extension instead of a revolutionary advance..."可知, 最初的销售策略掩盖了突破性的信息, 广告只是把这个新牙膏定位为一种产品扩展, 并没有革命性的进步。选项C符合题意, focus与position相对应。

15

According to the articles, Colgate Total's success was due to A. good marketing strategies.

B. cooperation of team members.

C. participation of senior managers in meetings.

D. total involvement of top managers.

参考答案:D 系统解析:从文中第二段: "...Up to this point, Colgate's president, Bill Shanahan, had attended only quarterly review meetings, now he rolled up his sleeves to rescue the product, establishing a worldwide marketing team and meeting regularly with global business vice president Kathleen Thornhill and CEO Reuben Mark to follow the team's progress..."可知, 现在经理 Bill Shanahan 建立起全球性的市场小组并定期与其他领导者会面, 可见高层已给予相当多的关注。选项D符合题意。

16

In paragraph five, the writer uses the figures to indicate A. quite a few companies meet the standards.

B. most companies realize the key to success.

C. not many companies have outperformed the criteria.

D. a few companies have done better than others.

参考答案:C 系统解析:从文中第五段: "To achieve that score, products had to reach or exceed company

goals, customer expectations, profit and sales targets, garner company and industry awards, and attract national attention.”可知，为了取得这一成绩，产品必须达到或超过公司目标、消费者期望、利润和销售目标……，可见能够取得这一目标绝非易事。数据中的“just 7%”也表明这一点。选项 C 符合题意。

17

According to the writer, the approach that has not been popular for a long time is A. the management should show their consistent concern about innovation.

B. teams should subject to the power of the management.

C. top management needn't take part in the research and marketing activities.

D. team members have the absolute right to do what they want to do.

参考答案:C 系统解析:从文中第六段:“This approach has been out of favor for decades, creative teams, as the thinking goes, should be empowered by management and then left alone.”可知,这种 方式在近十年不再受欢迎,创作团队由管理层 授权,独立运作,可推测出高层不参与研发和 市场推广活动已经很长时间不流行了。选项 C 符合题意。

18

In what way can senior managers help the production team? A. They direct and guide the team through the production process.

B. They set up regulations to be followed by the team.

C. They urge the whole company to be engaged in the project.

D. They have the right to reallocate funds and personnel of the company。

参考答案:D 系统解析:从文中最后一句:

“And, crucially, senior managers serve as cheerleaders and visionaries, broadcasting a message of organizational commitment that attracts buy-in at all levels of the company.”可知,高层管理者像是拉拉队 长和视野家,动员公司上上下下,发布,宣传 组织承诺,吸引消费者购买。

**For each question(19-33),mark one letter(A,B,CorD)on your Answer Sheet.**

19

回答 19-33 题:

Gianni Agnelli, Chairman of Fiat, Italy's largest private industrial corporation, is known in Italy as the Lawyer, because he was trained in law at Turin University. That he has never practiced, his training may soon be useful. On April 17th Mr. Agnelli admitted to a group of Italian industrialists in Venice ( 19 ) \_\_\_\_\_ Fiat had been ( 20 ) \_\_\_\_\_ in some corruptions in Italy. On April 21st, Fiat's lawyers and Cesare P. omi, its managing director, met

Milan magistrates to (21) \_\_\_\_\_ the firm's involvement in bribery to win business from state-owned companies.

Fiat is not the (22) \_\_\_\_\_ Italian company caught up in Italy's increasing Political corruption scandal.

According to the latest figure, some 200 businessmen and politicians were sitting in prison (23) \_\_\_\_\_ a result of judicial inquiries into kickbacks paid to politicians by firms. Hundreds more are still (24) \_\_\_\_\_ influence of Fiat, (25) \_\_\_\_\_ sales are equal to 40% of Italy's home product, the scandal at the company has (26) \_\_\_\_\_ the industrial establishment.

Though neither Mr. Agnelli (27) \_\_\_\_\_ Mr. Romiti has been ( 28 ) \_\_\_\_\_ of wrongdoing, several other senior Fiat managers have allegedly been involved in paying kickbacks to win state-owned contracts. (29) \_\_\_\_\_ arrested include Francesco Mattioli, Fiat's finance director, and Antonio Moscon, the ( 30 ) \_\_\_\_\_ head of its Toro insurance branch. ( 31 ) \_\_\_\_\_ men have been (32) \_\_\_\_\_ about their previous roles on the board of Cogefar-Impresit, Fiat's construction subsidiary. Last May, Enzo Papi admitted paying a 1.5 million-dollar bribe for a contract, (33) \_\_\_\_\_ to Milan's underground.

第(19)处填写 A. what

B. that

C. when

D. if

参考答案:B 系统解析:that 引导 admit 之后的宾语从句,其他 A、C、D 选项均不能引导宾语从句。

20

第(20)处填写 A. involved

B. connected

C. related

D. done

参考答案:A 系统解析:短语 be involved in 意为“牵扯,涉入”,选项 B, C 与 with 相连,表示“联系”,选项 D 意为“完成”。

21

第(21)处填写 A. talk

B. say

C. speak

D. discuss

参考答案:D 系统解析:选项 D 意为“讨论”,选项 A: talk with sb. about sth., 选项 8 强调说的内容,选项 C 后通常接某种语言。

22

第(22)处填写 A. one

B. single

C. worst

D. only

参考答案:D 系统解析:根据句意: Fiat 并不是唯一一家陷入意大利 政治丑闻的公司。选项 D 意为“唯一的”,选项 A 意为“一个”,选项 B 意为“独自的,单身的”,选项 C 是 bad 最高级,意为“最糟糕的”。

23

第(23)处填写 A. as

B. for

C. with

D. after

参考答案:A 系统解析:as a result of...为固定搭配,意为“作为……的结果”。

24

第(24)处填写 A. in

B. under

C. at

D. on

参考答案:B 系统解析:under influence of...为固定搭配,意为“在……影响下”。

25

第(25)处填写 A. who

B. which

C. whose

D. its

参考答案:C 系统解析:选项 C 意为“谁的”,根据句意:Fiat 的销量相当于意大利本土的 40%。选项 A 意为“谁”,选项 B 意为“哪一个”,选项 D 意为“它的”。此处应选表示从属关系的“whose”。

26

第(26)处填写 A. rocked

B. ruined

C. damaged

D. destroyed

参考答案:A 系统解析:选项 A 表示形象等方面抽象的被摧毁,选项 B 表示建筑物被摧毁,选项 C 表示心灵上的伤害,选项 D 表示彻底的破坏。

27

第(27)处填写 A. Or

B. also

C. and

D. nor

参考答案:D 系统解析:neither...nor...固定搭配,意为“既……也不……”。

28

第(28)处填写 A. accused

B. charged

C. criticized

D. blamed

参考答案:A 系统解析:A 项的 accuse...of 意为“被控告”,与介词 of 搭配。选项 B, charge...with 意为“被控告”,选项 C 意为“批评”,选项 D 意为“责备”。

29

第(29)处填写 A. Who

B. Those

C. He

D. That

参考答案:B 系统解析:此处 those 作主语,意为“那些企业”,选项 A、D 引导从句,选项 C 意为“他”,为单数。

30

第(30)处填写 A. old

B. former

C. late

D. last

参考答案:B 系统解析:B。选项 B 意为“前任的”,选项 A 意为“年纪大的”,选项 C 意为“晚的”,选项 D 意为“最近的,最新的”。

31

第(31)处填写 A. Either

B. All

C. Every

D. Both

参考答案:D 系统解析:选项 D 表示“两者都”,选项 A 表示“两者选其一”,选项 B 表示“三者或三者以上都”,选项 C 表示“每一个”。

32

第(32)处填写 A. solved

B. answered

C. questioned

D. replied

参考答案:C 系统解析:选项 C 意为“询问”,选项 A 意为“解决”,选项 B 意为“回答”,选项 D 意为“回复”。

33

第(33)处填写 A. contracted

B. related

C. connected

D. communicated

参考答案:B 系统解析:选项 B, relate...to 意为“关联”,选项 A 意为“缩减”,选项 C 意为“关联”,后与 with 连用,选项 D 意为“交流”。

### Read the text below about how consumers decide what to buy.(34-45)

34

回答 34-45 题:

gift. "Some of my friends got new clothes and about a

参考答案:请参考解析 系统解析:ABOUT。这句话的意思是:“一些孩子得到新衣服,有钱人家孩子甚至得到新车。”此处是两个并列的分句,加上 about 反而使结构混乱,应删去。

35

few rich kids even got new cars," he remembered,

"When my father 参考答案:请参考解析 系统解

析:WHEN。这句话的意思是:“我的父亲将手插进裤

兜。” my father 在句中做主语，不需要 when 引导状语从句，应删去。

36

reached out into his pants pocket and took something out. extended 参考答案:请参考解析 系统解析:OUT。reach into his pants pocket 表示: 将手插进裤兜，为常见的用法，out 为多余词汇，应删去。

37

my hand, palm up, and he let my present drop into it -- a nickel" 参考答案:请参考解析 系统解析:CORRECT。正确。

38

"Dad said to me, ' Buy a newspaper with that. Read every word of 参考答案:请参考解析 系统解析:CORRECT。正确。

39

it. Then turn to the classified section and get yourself to a job. Get 参考答案:请参考解析 系统解析:TO。这句话的意思是: “翻到分类部分”，turn 在此处的意思是“翻阅”，为及物动词，后面无须介词。

40

into the world. It's all yours now. ' I always thought that as was 参考答案:请参考解析 系统解析:AS。这句话的意思是: 我一直认为那是父亲跟我开的玩笑。I think 引导宾语从句，从句中 that 作主语，as 为多余词汇，应删去。

41

a great joke my father had played on me until a few years later when 参考答案:请参考解析 系统解析:CORRECT。正确。

42

I was in the Army, upon sitting in a foxhole, and thinking about 参考答案:请参考解析 系统解析:UPON。此处 sitting 表示现在分词作伴随状语，与后面的 thinking about 并列，无须介词 upon。

43

my family and my life. It was then when I realized that my friends 参考答案:请参考解析 系统解析:WHEN。此处是 It was...that...强调句式，when 为多余词汇，应删去。

44

had been gotten only new cars, or only clothes. My father had given 参考答案:请参考解析 系统解析:BEEN。这句话的意思是: “我的朋友们仅仅是得到了新衣服。” 此处是现在完成时，而且是主动语态，been 为多余词汇，应删去。

45

me the whole world. What a great gift is" 参考答案:请参考解析 系统解析:IS。此处为感叹句“多么伟大的礼物”，呼应 标题。

Write 40-50 words.

46

·You have lost your calculator.and you want to order a new one.You need to make a written request to your supervisor, Ann Ray.

·Write a memo to her:

·saying that you need a replacement

·explaining what happened to the old one

·asking her to approve the request.

·Write about 40-50 words.参考答案:请参考解析 系统解析:【写作思路】 本文是对便函的考查，是向主管申请一个新的 计算器，内容要求是解释就计算器已经丢失，自己 需要一个新的，请求主管批准自己的申请。写作时，注意上下级语气及语言措辞，阐述理由应做到 言简意赅。

【参考范文】

TO: Mrs.Ray

I am writing to apply for a replacement calculator.I found the old one missing after the client meeting yesterday.As a calculator is essential for my daily work, could you kindly approve this request?

Write 120-140 words.

47

·You recently attended a one-day training course on health and safety.You were disappointed with the course and you have decided to write a letter of complaint to the training company.

·Read the advertisement below, which gives details of the course.You have already made some notes on the advertisement.

·Then.using all your handwritten notes, write your letter to Moira Geldings at GBG Certification Services.

·DO not include postal addresses.

·Write 120-140 Words.

参考答案:请参考解析 系统解析:【写作思路】 本文是对商务信件的考查，内容要求是: 因对 培训课程失望写给一封培训机构的抱怨信。

内容方面，主要是对所给广告所进行标注的质疑进行投诉，主要包括: 对培训员、培训资料、参训人员数量、参训时间和提供午餐的质量5个方面。阐述出自己的实际经历与广告的差距，进而提出自己的要求。结构方面，按照投诉事由一投诉理由一提出要求的步骤完成写作即可。

【参考范文】

Dear Mrs.Geldings,

I write regarding a training course on health and safety which I attended on 27 November.

When I booked the course.I chose your company as it was highly recommended and the courses seemed to be of high standards.I was also promised an experienced trainer.Unfortunately, he was sick and the replacement was not as good as expected.Moreover, the information packs turned out to be only a bunch of photocopies, which was

not what was promised. Besides, the class size was supposed to be only 8 but mine turned out to be 15. Finally, I should make it clear that the class started 1 hour late, and the lunch session, was cold.

I am sure you can understand my disappointment. I would therefore appreciate it if you could investigate this matter.

I look forward to hearing from you.

Yours Sincerely,

Lisa Kostevska

Cabin Attendant

You will hear three telephone conversations or messages.

48

听录音：请点击左侧的播放器控制播放

回答 48-59 题：

Application Form

Name: Sally King Sex: Female

Age: (1) \_\_\_\_\_ Address: (2) \_\_\_\_\_ Rose Road

Contact NO: 9876980

Experience: sold books door to door for

(3) \_\_\_\_\_ Publishing House

Applying for: 8:00 to 8:30 on Monday,

(4) \_\_\_\_\_ Friday morning

第(1)题答案是：

参考答案：请参考解析 系统解析：19。原文提问：

What's your name and how old are you? 回答为：My name is Bean, B-E-A-N I'm 19.

【听力原文】

Conversation One

M1: Good morning. Can I help you?

F1: Good morning. I wonder if you have jobs for a part-timer.

M1: Oh, yes, we're going to employ two more part-time workers to send our newspapers to the people living in Flight Street and Rose Road. Are you interested?

F1: Oh, yes, I live at No. 68 Rose Road which is quite near Flight Street. I would like to take the job.

M1: Ok, then, could you deliver the newspapers from 8:30 on Monday, Wednesday, Friday and Sunday or on Tuesday, Thursday and Saturday?

F1: Er, I can work on Monday, Tuesday and Friday, but not on Sunday. Is it OK?

M1: Well, Ok. Have you ever done anything like that before?

F1: I have sold some books door to door for Economic Publishing House.

M1: Good, are you a student?

F1: Yes, I'm a student at Beijing University.

M1: What's your name and how old are you? F1: My name is Bean, B-E-A-N. I'm 19.

M1: Do you have a telephone number?

F1: Yes, 9876980.

M1: Then, we'll call you after we have talked it over.

F1: Thank you, Sir. I hope to hear from you soon.

Conversation Two

F1: Good morning, sir. Can I help you?

M1: Good morning. I have reserved a room in your hotel.

F1: Could you tell me your name, please?

M1: David D-A-V-I-D.

F1: Er, yes. Here's the booking card. It's a single room and the room number is 204.

M1: It's on the second floor then?

F1: Yes. How long will you be staying?

M1: From now until Tuesday.

F1: So that's four nights.

M1: How much is it?

F1: It's 35 a night including air-conditioning and hotel-wide wireless.

M1: Sounds good. Thank you very much.

F1: You're welcome.

Conversation Three

F1: Good morning. May I see your ticket, please?

M1: Well, I told your office that I would pick the ticket up here.

F1: What's your name, then?

M1: Mr. Lee that's L-E-E.

F1: Oh yes, here it is. You're going to... Shanghai, right?

M1: Yes. F1: ... By Flight 156, Japan Air Lines. May I see your passport?

M1: Oh, certainly, here you are.

F1: Thank you. You're not Canadian, are you? M1: No, I'm American.

F1: I see. Here's your passport and your ticket. M1: Thank you very much.

F1: You're welcome.

49

第(2)题答案是： 参考答案：请参考解析 系统解析：N0.68。从原文 “I live at N0.68 Rose Road which is quite near Flight Street. I would like to take the job.” 可知。

50

第(3)题答案是： 参考答案：请参考解析 系统解析：Economic。从原文 “I have sold some books door to door for Economic Publishing House.” 可知。

51

第(4)题答案是：

参考答案：请参考解析 系统解析：Tuesday。从原文 “I can work on Monday Tuesday and Friday, but not on Sunday. Is it OK?” 可知。

52

Registration

Date: 1st Sept. Time: 10:10

Name: (5) \_\_\_\_\_ Sex: Male

Passport Number: 76689158

Room No. : (6) \_\_\_\_\_

Staying Time: 20th Sept. (7) \_\_\_\_\_ Sept.

Price Rate: ( 8 ) \_\_\_\_\_

第(5)题答案是

参考答案:请参考解析 系统解析:David。原文提问:

“Could you tell me your name, please?”回答为: “David D—A—V—I—D.”可知。

53

第(6)题答案是 参考答案:请参考解析 系统解

析:204。从原文: “Here’S the booking card.It’S a single room and the room number is 204.”可知。

54

第(7)题答案是 参考答案:请参考解析 系统解

析:23st.原文提问: “How long will you be staying?”回答为: “From now until Tuesday. So that’S four nights.”可知住四天。

55

第(8)题答案是 参考答案:请参考解析 系统解析:35

pounds。原问题问: “How much is it?”回答为: …It S 35 a night including air—conditioning and hotel—wide wireless.”可知。

56

Name: (9) \_\_\_\_\_ Sex: Male

Nationality: ( 10 ) \_\_\_\_\_

Passport No. : 8469703

Flight No. : Flight (11) \_\_\_\_\_

Destination: ( 12 ) \_\_\_\_\_

Date: 7th June Time: 2:50 p. m.

第(9)题答案是 参考答案:请参考解析 系统解

析:Mr.Lee。原文提问: “What’S your name, then?” 回答为: “Mr.Lee that’s L—E—E.”可知。

57

第(10)题答案是 参考答案:请参考解析 系统解

析:American。原文提问: “You’re not Canadian, are you?”回答为: “No, I’m American.”可知。

58

第(11)题答案是 参考答案:请参考解析 系统解

析:156。从原文 “Flight 156, Japan Air Lines.May I see your passport?Oh, certainly, here you are.”可知。

59

第(12)题答案是

参考答案:请参考解析 系统解析:Shanghai。原文提

问: “You’re going to... Shanghai, right?”回答为: “Yes.”可知。

You will hea five short recordings.

60

·You will hear five short pieces.

·For each piece decide how much is the total amount the speaker is talking about.

·Write one letter(A-H)next to the number of the piece.

·You will hear the five pieces twice.

13. \_\_\_\_\_

14. \_\_\_\_\_

15. \_\_\_\_\_

16. \_\_\_\_\_

17. \_\_\_\_\_

第(13)题答案是 A. 60 pounds

B. 17 pounds

C. 8.6 pounds

D. 3 pounds

E. 40 pounds

F. 35 pounds

G. 2.42 pounds

H. 1.45 pounds

参考答案:D 系统解析:根据题原文 “I want to change this white one for that red one priced at one hundred forty—nine.This white one is one hundred forty—six”可知红的为一百四十九,而白的为一百四十 六,所以再添三磅就可以了。

### 【听力原文】

#### Section One

##### Question Thirteen

Yesterday I bought these trousers from your shop. But it was too small for my son and my son wanted a red one. So I wanted to change this white one for that red one priced at one hundred forty-nine. This white one is one hundred forty-six. How much more will I have to pay you?

##### Question Fourteen

I tried this pair of tennis shoes and I think I like this color and style. Please pack them. By the way, I notice that all the goods in your shop are at 20% discount. And this price tag says 50 pounds a pair. So how much will I have to pay you?

##### Question Fifteen

My wife, my children and I are going to visit Edinburgh for 4 days. We need a small room and a large room with a double bed. If a small room is 4 pounds a day and a large one is 11 pounds a day, how much will we pay for our stay?

##### Question Sixteen

This novel costs ninety-nine. This book is forty- two. And that pocket dictionary is twenty-four. You gave me two hundred pounds. Let's look at the calculator and find out how much change I'll give you. Question Seventeen

One letter will be 1. 1 pound, for three letters that 3.3 pounds. And the five postcards at 1.20 pounds. And the two airmail letters at 4. 1 pounds.. Let's see what the total comes to.

#### Section Two

##### Question Eighteen

Accounts will be charged five pounds a month service fee if the minimum balance falls below four hundred pounds

at any time during the stated period. You may keep three pounds in your account, but we charge you five pounds a month.

#### Question Nineteen

The package containing the records appeared to be in perfect condition. But when we unpacked it with great care, we found that one record was completely smashed. Could you send us a new one? We'll return the broken one at once.

#### Question Twenty

Thank you for asking me. You've already done a lot for the children. I believe this tea party on Friday will attract more people's attention to the children's problems. Unfortunately I've got an appointment then. Question Twenty-one

Thank you for your invitation. Our company is willing to explore with your corporation the possibility of closer ties through joint ventures. Here, let me propose a toast to the success of our negotiations and to our friendship and future cooperation.

#### Question Twenty-two

As this is the last week of September, the two teams we are going to watch tonight are tied for first place in this season. They both want to make the play-offs, so they'll be playing their best.

61

第(14)题答案是 A. 60 pounds

- B. 17 pounds
- C. 8.6 pounds
- D. 3 pounds
- E. 40 pounds
- F. 35 pounds
- G. 2.42 pounds
- H. 1.45 pounds

参考答案:E 系统解析:根据原文 “I notice that all the goods in your shop are at 20% discount. And this price tag says 50 pounds a pair.”可知商品打两折原价为 50 英镑, 故为 10 英镑。

62

第(15)题答案是 A. 60 pounds

- B. 17 pounds
- C. 8.6 pounds
- D. 3 pounds
- E. 40 pounds
- F. 35 pounds
- G. 2.42 pounds
- H. 1.45 pounds

参考答案:A 系统解析:根据原文 “If a small room is 4 pounds a day and a large one is 11 pounds a day”可知, 要一间小房间为四磅, 大房间为十一磅, 共住四天, 所以为六十磅。

63

第(16)题答案是 A. 60 pounds

- B. 17 pounds

- C. 8.6 pounds
- D. 3 pounds
- E. 40 pounds
- F. 35 pounds
- G. 2.42 pounds
- H. 1.45 pounds

参考答案:F 系统解析:根据原文 “This novel costs ninety—nine. This book is forty—two. And that pocket dictionary is twenty—four. You gave me two hundred pounds.”可知, 三本书分别为 99、42、24, 加到一起为 165 英镑, 收 200 找 35 英镑。

64

第(17)题答案是 A. 60 pounds

- B. 17 pounds
- C. 8.6 pounds
- D. 3 pounds
- E. 40 pounds
- F. 35 pounds
- G. 2.42 pounds
- H. 1.45 pounds

参考答案:C 系统解析:根据原文 “for three letters that 3.3 pounds. And the five postcards at 1.20 pounds. And the two airmail letters at 4.1 pounds”可知, 3.3、1.20、4.1 分别相加, 即为 8.6 pounds。

65

- You will hear another five short pieces.
- For each piece decide what the speaker is doing.
- Write one letter (A—H) next to the number of the piece.
- You will hear the five pieces twice.

18. \_\_\_\_\_

19. \_\_\_\_\_

20. \_\_\_\_\_

21. \_\_\_\_\_

22. \_\_\_\_\_

第(18)题答案是 A. claiming

- B. regretting
- C. washing
- D. watching
- E. drinking
- F. playing
- G. depositing
- H. toasting

参考答案:G 系统解析:根据材料 “Accounts will be charged five pounds a month service fee if the minimum balance falls below four hundred pounds at any time during the stated period.”可知, 谈论的焦点为: 如果账户里得钱低于 400 磅的话将收取管理费, 所以可知选储蓄。

66

第(19)题答案是 A. claiming

- B. regretting
- C. washing



- D. watching
- E. drinking
- F. playing
- G. depositing
- H. toasting

参考答案:A 系统解析:根据材料 “Could you send US a new one? I'll return the broken one at once.”可知想要再要一个新的。故为索赔。

67

第(20)题答案是 A. claiming

- B. regretting
- C. washing
- D. watching
- E. drinking
- F. playing
- G. depositing
- H. toasting

参考答案:B 系统解析:根据材料 “Unfortunately I've got an appointment then.”可知 “很遗憾没能参加这个约会”。

68

第(21)题答案是 A. claiming

- B. regretting
- C. washing
- D. watching
- E. drinking
- F. playing
- G. depositing
- H. toasting

参考答案:H 系统解析:根据材料 “Here, let me propose a toast to the Success of our negotiations and to our friendship and future cooperation.”可知, 主要谈论: “为了庆祝我们合作友谊而干杯”。故选 H。

69

第(22)题答案是 A. claiming

- B. regretting
- C. washing
- D. watching
- E. drinking
- F. playing
- G. depositing
- H. toasting

参考答案:D 系统解析:根据材料 “the two teams we're going to watch tonight are tied for first place in this season.”可知。

**For each question(23-30), mark one letter(A, B or C) for the correct answer.**

70

You will hear a conversation between a sociologist and a retailer. They talk about what is going to influence the life

style and how the life style will affect the purchasing process.

For each question(23-30), mark one letter(A, B or C) for the correct answer.

After you have listened once, replay the recording.

AIO refers to A. actions, involvement and options.

B. activities, interests and opinions.

C. advertising, impact and opportunities.

参考答案:B 系统解析:由原文 “The consumer's activities, interests, and opinions or AIO can be used to analyze life styles and their impact on purchase behavior.”可知 AIO 代表了 activities(活动), interests(兴趣)和 opinions(选择)。

**【听力原文】**

Retailer: A person's life style has a significant effect on the purchasing process. So how do I determine and understand the life style of my target market?

Sociologist: The consumer's activities, interests, and opinions or AIO can be used to analyze life styles and their impact on purchase behavior. Activities, interests, and opinions are especially useful when they can be related to demographic data. Grouping people according to these three criteria will reveal substantial differences in product usage, time spent shopping, enjoyment of shopping experience, location and hours of the store, and so on. A typical consumer AIO survey would include questions on membership, hobbies, travel, shopping, work, and entertainment activities, involvement in the home, the family, and community interests and feelings about economics, politics, and advertising. The use of the AIO measurement has also been called psychographics; it is in the early stages of development.

Retailer: So the AIO survey of consumers is not enough. What else should I pay attention to?

Sociologist: Culture, social class, reference groups and class consciousness are social dimensions of life style that have an impact on purchasing behavior. A person's culture affects the importance of family, religion, education and other concerns. North Americans act differently than South Americans or Europeans because of their cultural heritage. For example, in the United States, purchasing decisions are more decentralized; religion has a declining impact on behavior. From a retailing perspective, the norms or standards of behavior that are influenced by culture are most important. Culture has an impact on all aspects of the purchasing process.

Retailer: How do social classes influence a person's purchasing behavior?

Sociologist: Lower-class consumers have limited information sources and seek local, friendly retailers. Middle class consumers utilize media information and extensive search. They are willing to shop out of their neighborhoods. Upper-class consumers use media information and shop at prestige stores. For products or services that are conspicuous, reference groups have an important role in the purchasing process. Those reference groups that are face-to-

face have the most impact on the purchasing process. The different types and uses of reference groups need to be understood. As an example, one's neighbours are a membership reference group. However, a retailer must distinguish between the use of neighbours as a reference group by suburbanites and the use by city dwellers. The suburbanite will follow his or her neighbours and know them much better. City dwellers are more independent and know little about their neighbours.

Retailer: Don't you think motives are very important in purchasing behavior?

Sociologist: Yes. Personality, motives, and performance are individual dimensions of life style that have an impact on purchasing behavior. A consumer's personality traits affect the purchase process. For an impatient person, the process is short. For someone with little selfconfidence, the process is long. Post purchase satisfaction is very important to a status seeker. Consumers have different motives (reasons) when they buy products. Motives are critical when the consumer ranks alternatives and makes a final decision. Motives do change in different situations. A person's performance in various roles determines his or her social acceptance and influences the purchasing process. Retailer: Thank you very much. I think I've learned about the importance of life style

71

Another name for AIO measurement is A. psychographics.

B. demographics.

C. statistics.

参考答案:A 系统解析:由 The use of the AIO measurement has also been called psychographics 可知, AIO 测量法也叫做 psychographics, 意为“心理统计特征”。

72

According to the author, the most important social factor in purchasing process is A. reference groups.

B. social classes.

C. culture.

参考答案:C 系统解析:由原文 “From a retailing perspective, the norms or standards of behavior that are influenced by culture are most important.” 可知, 文化对 于 购买过程的影响是最大的。

73

If you are running an upper level fur store, you'd better attract your customers by A. lowering prices.

B. mass advertising.

C. improving the product packaging.

参考答案:B 系统解析:由原文 Upper—class consumers use media information and shop at prestige stores 可知, 高 档次的消费者通过媒体来了解产品并选择高档商店。因此吸引他们的有效方式就是广告。

74

Sometimes, the reference groups have the most impact on the purchasing process, so a retailer must pay much attention to the reference groups composed by A. family members.

B. suburbanites.

C. city dwellers.

参考答案:A 系统解析:通过 Those reference groups that are face—to—face have the most impact on the purchasing process 可知, 那些容易面对面交流的顾客群体容易影响购买行为, 因此只有 A 项中的家庭成员是最符合这个群体的。

75

For the customer with much self-confidence, the purchasing process is A. endless.

B. long.

C. short.

参考答案:C 系统解析:由 For someone with little self confidence, the process is long 可知, 没有购买信心的顾客 购买过程是很长的, 相反可知购买过程则较短 暂。故选 C。

76

When the consumer thinks of alternatives and makes a final decision, the most important individual factor will be A. personalities.

B. motives.

C. performance.

参考答案:B 系统解析:由 Motives are critical when the consumer ranks alternatives and makes a final decision 可知, 购买 动机是影响他们做购买决定的重要因素。

77

One of the individual dimensions of lifestyle mentioned by the sociologist is A. performance.

B. interests.

C. class consciousness.

参考答案:A 系统解析:由 “A person's performance in various roles determines his or her social acceptance and influences the purchasing process.” 可知, 一个人在 各种角色中的表现决定了购买过程。故选 A。

In this part, the interlocutor asks questions to each of the candidates in turn. You have to give information about yourself and express personal opinions.

78

In this part, the interlocutor asks questions to each of the candidates in turn.

You have to give information about yourself and express personal opinions.

Questions:

(1) Can I have your full name please?

(2) What kind of books do you like best?

(3) Do you think companies should provide training for their staff? 参考答案:请参考解析 系统解析:(1) Yes, It's my pleasure. I'm Li Ping.

(2) I like novels. Please allow me to explain. Firstly, I like to read a storyline that is full of intrigue and suspense. For example, many love stories have characters who are involved in all sorts of conflicts amongst them. The most common one known all over the world since ancient times is the so-called "love triangle".

(3) Definitely yes. The training can enlarge the scope of the employees' professional knowledge, which finally contributes to the work efficiency of their occupation.

In this part of the test, you are asked to give a short talk on a business topic.

79

In this part of the test, you are asked to give a short talk on a business topic. You have to choose one of the topics from the three below and then talk for about one minute.

You have one minute to prepare your ideas.

A: What is important when...?

Coping with a heavy workload

·Time management

·Benefits system 参考答案:请参考解析 系统解析:

#### 【分析思路点拨】

这道题所给出可供选择的三个话题分别是在处理繁重的工作时,什么是重要的;8是为了保持展品的受欢迎程度,什么是重要的;最后一个是在给别人分配工作时,什么是重要的。这三个话题都属于公司这一热门领域的范畴之内,这就需要仍是在校学生的部分考生在考前积极充分的储备有关公司的相关话题讨论资料,以备真正考试时的“一时”只用。

I choose topic A--what is important when coping with a heavy workload. Regarding for this topic, I have three points to discuss as follows:

First, time management is an important aspect to consider. The overlong work can only result in less efficiency with a waste of labor and source. So the company should let every worker work within the proper time.

Also, for a heavy workload, a good benefits system can be the most aspect to success. It can arouse the workers' active emotions to do the heavy workload. They will work more efficiently and diligently. And the good performance will lead to good reward. No one can refuse this kind of benefits. Finally, feedback of the workers is another essential aspect in the long term. With the workers' feedback, we can know where we should improve and where we do the right things. So we can perfect our work system for a heavy workload.

In all, when aiming to cope with a heavy workload, a good benefits system, time management and feedback of the workers are important.

80

B: What is important when...?

Maintaining the popularity of a product among consumers

·High quality

·Discounts

·

·

参考答案:请参考解析 系统解析:I choose topic B--what is important when drawing up logistics strategies. Concerning this topic, there are three items I want to mention here.

In the first place, high quality of products is the basis of the sales. When the consumers buy the product this time, they find it is practically useful. Next time, they will intend to buy the same product. While, if the product cannot meet their expectations, they may get disappointed, and as a result, they would try other brands of products.

Next, it is important to offer discounts to regular customers. By offering discounts, a company can make its existing customers happy and remain loyal to the company's products.

Last but not least, after service is also important item. Successful businesses try to supply service and follow-up in a timely manner to retain their customers. If a business is losing customers, it will lose profits.

To sum up, high quality, discount and after service are all important elements when maintaining the popularity among consumers.

81

C: What is important when...?

Delegating work to others

·Choice of person for the task

·Clear organization

·

· 参考答案:请参考解析 系统解析:I choose topic C--what is important when delegating work to others. I choose topic B--what is important when assigning work to others. In relation to the topic, I want to list three items as follows:

Firstly, selection of the person for the task is very important. That is to say, the person you find should match the task or work you assign. The person should have enough ability to shoulder the task or even do it more efficiently.

Secondly, the clear organization is the essential factor. Before you assign work to others, you should firstly how to divide the whole into different sections. And the order of the whole job and persons for the task are all the points a good organizer should notice. Finally, the way of talking plays an important role in assigning work to others. To different staff, as a good leader you should adopt different ways to talk with them, so that you can have a good cooperation relationship.

In short, the clear organization, selection of the person for the task, the way of talking is important when assigning work to others.

In this part of the test, you are given a discussion topic.

82

In this part of the test you are given a discussion topic. You have 30 minutes to look at the prompt card, an example of which is below, and then about 3 minutes to discuss the

topic with your partner. After that the examiner will ask you more questions related to the topic.

For two candidates

Planning a Celebration Program

Your company would like to plan a new Celebration Program to facilitate internal communications. You have been asked to help draft the program.

Discuss the situation together, and decide:

- what kinds of events should be organised
- how to celebrate this occasion.

For three candidates

Planning a Celebration Program

Your company would like to plan a new Celebration Program to facilitate internal communications. You have been asked to help draft the program.

Discuss the situation together, and decide:

- what kinds of events should be organised
- how to celebrate this occasion
- who should attend the celebrations.

Follow-on questions

- What other occasions should be celebrated in a company?(Why?)
- Why are corporate celebrations important?
- Do you think corporate rituals represent the image of the company?(Why?)
- Do you think corporate celebrations can also bring about negative effects?(Why?)
- How important is it to involve all staff in company celebrations?(Why?) 参考答案:请参考解析 系统解析:A: You see, we need to help work out a celebration program for our company.

B: Yes, I think it's very important to make a detailed plan about what events to be celebrated.

A: Successful corporate rituals and celebrations are important ways of corporate communications. They help to bond people together and connect people to shared values and vision. So a well designed corporate celebration program will benefit a company greatly.

B: Yes. But as there is a wide variety of situations that we can celebrate, we have to focus on the most worthy ones. In my opinion, we can keep the cyclical celebrations, as they are more fixed, I mean, they come every year, like company anniversaries, Christmas, New Year's Day, etc.. Celebrations of this kind help to relieve work pressure.

A-" You are right. So for these gala events, we can hold parties, costume balls, get-togethers at selected restaurants, etc. We can also invite our clients and customers over as these activities are really great occasions for socializing and networking, I mean good chances for building relationships.

B: What a jolly idea I think we can also hold ceremonies when our staff members or teams produce excellent performance. It's a way of showing our recognition and appreciation for their efforts. And in return, celebrations of this kind help to enhance job satisfaction and will further

help to improve the quality and financial performance of our company.

A." Yes. Celebrating individual accomplishment could not only invigorate our employee morale, but also install work with meaning and joy. So on these occasions, we can choose to offer free trips, picnics or get-togethers, etc.

B: Right. Besides that, I think we should create celebrations that include everyone. I mean, no one should be left out. So personal transitions should also be celebrated. They often affect how well people perform in work, although personal transitions is private in nature.

A: Uhhuh. They also affect how smoothly organizations function in a way. So the management responds well to personal events such as marriage, the birth of a child, or employee birthday etc., and deal with these happy events effectively. They can organize parties, buffet or picnics.

B: Right, management should also be able to handle negative personal transitions like a distressing family illness or a death in an employee's family. In such cases, leaders have to be compassionate and supportive,

A: So grief counseling is important on such occasions. That would touch the hearts of our employees and help to build commitment and loyalty.

B: Well, you see, corporate rituals and ceremonies play a vital role in business management. So it's really important to set a corporate celebration program.

Follow-on questions

· I think companies should also celebrate an individual's achievements in work, such as a promotion or succession. That would bring great honor to the employees involved and fill them with a sense of pride. What's more, it's also a great encouragement to their co-workers.

· Corporate celebrations help to build healthy relationships in the workplace. They promote mutual understanding among employees and offer a refreshing approach to creating a sense of community. They can help companies to strengthen ties with their clients.

· Yes. What occasions a company celebrates and what rituals they hold authentically reflect the corporate spirit, they pass a distinct message to the public about their images and the values they emphasize. For example, their celebration of employees' birthday indicates their care for people, and their focus on internal communications.

· Yes. Negative effects occur if you don't have clear goals or it's not well planned or organized. You see, if you happen to leave someone out, it would cause great frustration to him. Besides, it would cost a lot to hold all these celebration activities.

· Yes. Corporate celebrations aim to enhance a strong sense of belonging and a sense of community within the company, so it's important to involve all staff in these activities. They can help to achieve mutual understanding and a higher level of co-operation among staff.

【参考解析】

这道题的主题是为公司制定庆祝活动计划。背景知识是你们所在的公司准备制定一套新的公司庆祝活动计

划以增进公司的内、外部交流，请你们协助起草这一计划。题目所给出的两个提示句分别是公司应该庆祝哪些活动以及怎样庆祝这些活动。

## 2015 年剑桥 BEC 考试(中级)标准预测试卷 (3)

查看汇:

READING 1 hour

For each statement(1-7),mark one letter(A,B,C or D)on your Answer Sheet.

1、回答 1-7 题:

A

Plumper

How does the country's economy compare with those of the EU? Some of the concerns surrounding Turkey's application to join the European Union, to be voted on by the EU's Council of Ministers on December 17th, are economic - in particular, the country's relative poverty. Its GDP per head is less than a third of the average for the 15 pre-2(X)4 members of the EU. But it is not far off that of one of the ten new members which joined on May 1 st 2(X)4 (Latvia), and it is much the same as those of two countries, Bulgaria and Romania, which this week concluded accession talks with the EU that could make them full members on January 1st 2007.

B

Furthermore, the country's recent economic progress has been, according to Donald Johnston, the secretary-general of the OECD, stunning. GDP in the second quarter of the year was 13. 4% higher than a year earlier, a rate of growth that no EU country comes close to matching. Turkey's inflation rate has just fallen into single figures for the first time since 1972, and this week the country reached agreement with the IMF on a new three-year, \$10 billion economic programme that will, according to the IMF's managing director, Rodrigo Rato, help Turkey reduce inflation toward European levels, and enhance the economy's resilience.

C

Resilience has not historically been the country's economic strong point. As recently as 2001, GDP fell by over 7%. It fell by more than 5% in 1994 and by just under 5% in 1999. Indeed, throughout the 1990s growth oscillated like an electrocardiogram recording a violent heart attack. This irregularity has been one of the main reasons (along with red tape and corruption) why the country has failed dismally to attract much-needed foreign direct investment. Its stock of such investment (as a percentage of GDP) is lower now than it was in the 1980s, and annual inflows have scarcely ever reached \$1 billion (whereas Ireland attracted over \$25 billion in 2003, as did Brazil in every year from 1998 to 2000).

D

One deterrent to foreign investors is due to disappear on January 1st 2005. On that day, Turkey will virtually take away the right of every one of its citizens to call themselves a millionaire. Six noughts will be removed from the face

value of the lira; one unit of the local currency will henceforth be worth what 1 m are now. i. e. , about 0. 53 (\$ 0.70). Goods will have to be priced at both the new and old lira for the whole of the year, but foreign bankers and investors can begin to look forward to a time in Turkey when they will no longer have to juggle mentally with indeterminate strings of zeros.

Turkey's economy grows faster than any EU member now.

2、Foreign investors will enjoy a good economic prospect in Turkey.

3、Resilience is not always one advantage of Turkey.

4、Inflation rate in Turkey used to be very high.

5、The economy of Turkey used to be unsteady in the past.

6、There are three members in all that the EU could identify their position of full members at that time.

7、Steady GDP growth will help Turkey attract more foreign direct investments.

You will hear three telephone conversations or messages.

8、听录音:

{MP3:/imgcache/attached/media/20140323/20140323111703\_4020.mp3}

回答 8-19 题:

Telephone Message

T0: Mr.(1)\_\_\_\_\_ From: Mary

Date: 21st May Time: 10: 00

1 Mr.Martin will arrive in Tokyo around 2: 30 Tokyo time on(2)\_\_\_\_\_ Afternoon by Flight Pan—Am(3)\_\_\_\_\_

2 Mr.Martin.has moustache, tall, dark,

(4)\_\_\_\_\_ hair, wears glasses, sweaters

第(1)题\_\_\_\_\_

9、第(2)题\_\_\_\_\_

10、第(3)题\_\_\_\_\_

11、第(4)题\_\_\_\_\_

12、T0: Henry Stewart From: Cathy

Date: 23 rd March Time: 10: 20

1 When you Were out of town Bruce(5)\_\_\_\_\_ called.

He was from Quick(6)\_\_\_\_\_ Supply Company.

2 He wanted to place(7)\_\_\_\_\_ orders With US.

You can ring him at(8)\_\_\_\_\_ except Wednesday morning.

第(5)题\_\_\_\_\_

13、第(6)题\_\_\_\_\_

14、第(7)题\_\_\_\_\_

15、第(8)题\_\_\_\_\_

16、

Dinner Booking

Wednesday

Date: 29th Oct. Time: 11:20

Name of the Customer: John Lee from National (9)  
Import and Export Corporation.

No. of the Customers: (10)

Time for Dinner: Around ( 11 ) tomorrow evening.

Miscellanea: Like to eat at an ( 12 ) room.

回答第(9)题\_\_\_\_\_

17、回答第(10)题\_\_\_\_\_

18、回答第(11)题\_\_\_\_\_

19、回答第(12)题\_\_\_\_\_

Write 40-50 words.

20、·You are the manager of a small export company. Peter Watson, an important client, is visiting your company for three days from 22 nd October.

·Write a note words to your secretary:

·asking her to book a hotel room

·saying where the hotel should be

·giving her the dates.

·Write 45-50 words.

In this part, the interlocutor asks questions to each of the candidates in turn.

You have to give information about yourself and express personal opinions.

21、 In this part, the interlocutor asks questions to each of the candidates in turn.

You have to give information about yourself and express personal opinions.

Questions:

(1)What do you think of your current job?

(2)Do you often watch TV?What is your favorite program?

(3)Do YU think foreign languages ale important to people?

(Why/Why not?)

In this part of the test, you are asked to give a short talk on a business topic.

22、 In this part of the test, you are asked to give a short talk on a business topic. You have to choose one of the topics from the three below and then talk for about one minute. You have one minute to prepare your ideas.

A What is important when...?

Choosing transport for a business trip aboard

?Cost

?Speed

B What is important when...?

Selecting delivery service

?Reliability

?Speed

C What is important when...?

Increasing the sales of a product

?Advertising

?Bonus for sales staff

Write 120-140 words.

23、·The sales of your company, Taller Electrical Ltd, have been falling lately. Your managing director has asked to write a report on this issue.

·Look at the information below, on which you have already made some handwritten notes.

·Then, using all your handwritten notes to write your report.

·Write 120.140 WORDS.

WRITING 45 minutes

You will hear five short recordings.

24、 (Questions 13-17)

·You will hear five short pieces.

·For each piece decide where the speaker is.

·Write one letter(A-H)next to the number Of the piece.

·You will hear the five pieces twice.

13. \_\_\_\_\_

14. \_\_\_\_\_

15. \_\_\_\_\_

16. \_\_\_\_\_

17. \_\_\_\_\_

第 13 题 \_\_\_\_\_

A. to send a telex

B. to check a car

C. to run a store

D. to scan the ads

E. to drive a car

F. to read a magazine

G. to take a vacation

H. to buy clothes

29、 (Questions 18-22)

·You will hear another five short pieces.

·For each piece decide who is talking.

·Write one letter(A-H)next to the number of the piece.

·You will hear the five pieces twice.

18. \_\_\_\_\_

19. \_\_\_\_\_

20. \_\_\_\_\_

21. \_\_\_\_\_

22. \_\_\_\_\_

第(18)题 \_\_\_\_\_

A. cloth

B. vitamins

C. medicine

D. picture

E. dress



F.voice  
G.silk  
H.apple

For each blank(8-12),mark one letter(A-G)on your Answer Sheet.

34、回答 34-38 题:

An exhibition is an excellent way of generating new business for companies, both large and small, and offers many advantages, such as obtaining sales leads, competitor intelligence, and learning more about industry development and trends. An exhibition should be seen as an integral element of an overall sales and marketing campaign. Companies that fail to plan their participation carefully could find exhibiting costly and unproductive. (0)   G  

If a new product launch is planned, for example, a good-sized demonstration area is needed with facilities for taking and following up leads. A stand manager should be appointed from the start. Forward planning of budgets is essential. ( 8 ) An exhibition is an ideal and highly effective platform for new product launches. (9) Make sure that you plan to use your exhibition as a focus for presenting something new either about your products/services or your company and ensure that you publicize any newsworthy information to maximize interest. Trade journals are keen to publicize new products and services, and often compile special preview issues prior to an exhibition.(10)

(11) The guides produced by some exhibitions offer detailed information on all promotional opportunities around the show.

Valerie Thompson, marketing director of Reed Exhibitions, says: "We realize how vital it is for exhibiting companies to plan way ahead of an exhibition. We do our utmost to encourage our exhibitors to maximize their participation in an event.(12)"

A.A number of exhibition organizations also provide free guides and .services.

B.Lead times for publications can be anything from 6 to 24 weeks before publication and it is essential that details are sent in time.

C.Meetings on pre-show activities should be held to ensure all personnel are clear about recent developments.

D.Research by the Exhibition Marketing Group shows that 61% of visitors are attracted to exhibitions by new products and technology.

E.Make sure that any mail sent out about your company has details of your participation.

F.The cost of exhibition space, transportation, and other related issues need to be considered well in advance.

G.The success of any show is greatly influenced by the way exhibitors market themselves.

第(8)题 \_\_\_\_\_

35、第(9)题: \_\_\_\_\_

36、第(10)题: \_\_\_\_\_

37、第(11)题: \_\_\_\_\_

38、第(12)题: \_\_\_\_\_

For each question(13-18),mark one letter(A,B,C or D)on your Answer Sheet.

39、回答 39-44 题:

Debunking Negotiation Myths

Before developing a more effective negotiation strategy, we need to dispel several faulty assumptions and myths about negotiation. These myths hamper people's ability to learn effective negotiation skills and in some cases reinforce poor negotiation skills.

A pervasive belief is that good negotiation skills are something that people are born with, not something that can be readily learned. This is false because most excellent negotiators are self-made. In fact, there are very few naturally gifted negotiators. We tend to hear their stories, but we must remember that their stories are selective, meaning that it is always possible for someone to have a lucky day or a fortunate experience. This myth is often perpetuated by the tendency of people to judge negotiation skills by their card dealership experience. Whereas purchasing a car is certainly an important and common type of negotiation, it is not the best context by which your negotiation skills can be judged. The most important negotiations are those that we engage in every day with our colleagues, supervisors, coworkers and business associates. These relationships provide a much better index of one's effectiveness in negotiation. In short, effective negotiation requires practice and feedback. The problem is that most of us do not get an opportunity to develop effective negotiation skills in a disciplined fashion, rather, most of us learn by doing. As the second myth reveals, experience is helpful, but not sufficient.

We have all met that person at the cocktail party or on the airplane who boasts about his or her great negotiation feats and how he or she learned on the job. It is only partly true that experience can improve negotiation skills; in fact, native experience is largely ineffective in improving negotiation skills. There are three strikes against natural experience as an effective teacher. First, if a person does not know how well he or she has performed in the negotiation, it is nearly impossible to improve performance. For example, can you imagine trying to learn mathematics without ever doing homework or taking tests? The second problem is that our memories tend to be selective, meaning that people tend to remember their successes and forget their failures or shortcomings. This is, of course, comforting to our ego, but it does not improve our ability to negotiate. Finally, experience improves our confidence, but not necessarily our accuracy. People with more experience grow more and more confident, but the accuracy of their judgment and the effectiveness of their behaviour do not increase in a commensurate fashion.



Overconfidence can be dangerous because it may lead people to take unwise risks.

The third pervasive myth is that effective negotiation necessitates taking risks and gambles. In negotiation, this may mean saying things like "this is my final offer" or "take it or leave it" or using threats and bluffs. This is what we call a "tough" style of negotiation. Although these negotiators are rarely effective, we tend to be impressed by the tough negotiator.

An interesting exercise is to ask managers and anyone else who negotiates to describe their approach to negotiating. Many seasoned negotiators believe that their negotiation style involves a lot of "gut feeling", intuition, and "in-the-moment" responses. We believe that this type of intuition does not serve people well. Effective negotiation involves deliberate thought and preparation, and it is quite systematic.

According to the article, a person is likely to  
A.succeed in negotiation if he is lucky that day.

B.do well if he has studied how to negotiate.

C.have at least one successful negotiation.

D.be a better negotiator if he has inborn talents.

40、 What can best reveal one's negotiation skills?

A.interpersonal relationships

B.promotion of an expensive good

C.good connections with business partners

D.daily interaction with all kinds of people

41、 According to the writer.the best way to improve negotiation skills is

A.systematic training.

B.abundant experience.

C.more practicing.

D.frequent rehearsing.

42、 What does the writer think of experience?

A.More experienced people may make unreasonable decisions.

B.Without feedback, it is very difficult to learn from experience.

C.Failures in fact help improve performance.

D.Experience blurs people's accuracy.

43、 The writer suggests that

A.effective negotiations do not necessarily involve risks.

B.threats are sometimes impressive and effective.

C.people seem to prefer tough styles of negotiation.

D.risks are caused by negotiator's overconfidence.

44、 According to the writer.excellent negotiators are those who

A.rely on intuition.

B.plan their negotiation carefully.

C.have good negotiation style.

D.set a clear Dumose.

For each question(23-30),mark one letter(A,BorC)for the correct answer.

45、听录音，回答下列问题：

According to Brian, what is the most important factor to being a good manager?

A.To be honest.

B.To be fair.

C.Respect others.

46、 In order to solve problems.a manager has to

A.predict what will happen.

B.react after the damage.

C.wait to talk with the staff who come to office.

47、 Some people work on their own because

A.they don't like to work with others.

B.they feel they are not important.

C.the task is simple.

48、 In a team, if someone doesn't work well, he will feel that

A.his partners'work will be affected.

B.the deadline will be postponed.

C.he is unsuccessful.

49、 What is the manager's role in a team?

A.Join in the team to work with them.

B.Encourage staff to work with energy.

C.Supervise people working.

50、 People who affect the efficiency of the team are:

A.all the staff.

B.just the skilled ones.

C.the managers.

51、 The main problem faced when employing is

A.deciding which person is suitable for the job.

B.hiring people who can't pass the test.

C.the fact that the managers are too busy to choose the proper people.

52、 What does a boss have to pay attention to?

A.keeping the right distance with staff

B.being tough to the staff

C.listening to the staff

LISTENING 40 minutes(including 10 minutes' transfer time)

In this part of the test,you are given a discussion topic.

53、 In this part of the test you are given a discussion topic. You have 30 minutes to look at the prompt card, an example of which is below, and then about 3 minutes to discuss the topic with your partner. After that the examiner will ask you more questions related to the topic.

For two candidates

Promoting a Product

Your company has launched a new medicine into the market and now decides to increase sales. You have been asked for your views about how to promote the product.

Discuss the situation together, and decide:

- what are the promotional strategies
- what promotional gifts can be offered and what are the cost and quality of promotional gifts.

口语试题由三部分组成，采取形式为面试，有关商务话题的简短谈话和讨论。

For each question(19-33),mark one letter(A,B,CorD)on your Answer Sheet.

54、回答 54-68 题:

Employment OppOrtunitieS for Graduates  
with the Provincial Bank

The Provincial Bank is one of the biggest fiscal institutions in the U.K..With its 1, 900 branches and 58, 000 employees, it has (19) a household name.Almost 4, 000 Of these employees(20) managerial or executive positions.The bank has an outstanding (21) Of profitability, which has been achieved by introducing innovations as maintaining leadership of the (22) The bank'S comprehensive training programme concentrates on(23)the most important skills that graduates need in order to (24), early management responsibility.Trainees take responsibility for their owncontinuous self—development through visiting other branches and departments, and by (25) courses in management skills.They also receive training in order to increase their knowledge of the bank'S (26) .The bank supports (27) of staff who wish to take professional examinations, and its Graduate Training Scheme is(28)to the nationally recognized Diploma in Management.Obviously the quality of its mangers is of(29) importance to the bank'S performance.It welcomes good graduates in any subject area, (30) they can demonstrate the ability to influence events, and have the potential to(31) both as leaders and as part of a team.Most graduate trainees join theRetail Banking division initially.Those starting on this programme will soon have the(32) to work in other parts of the bank and can(33) a varied and flexible working life.

第(19)处填写

- A.opened
- B.entered
- C.turned
- D.become

55、第(20)处填写\_\_\_\_\_

- A.hold
- B.do
- C.keep
- D.own

56、第(21)处填写\_\_\_\_\_

- A.career
- B.catalogue
- C.record
- D.experience

57、第(22)处填写\_\_\_\_\_

- A.area
- B.trade

C.record

D.market

58、第(23)处填写\_\_\_\_\_

- A.making
- B.reaching
- C.developing
- D.heightening

59、第(24)处填写\_\_\_\_\_

- A.present
- B.treat
- C.deal
- D.handle

60、第(25)处填写\_\_\_\_\_

- A.observing
- B.attending
- C.involving
- D.staying

61、第(26)处填写\_\_\_\_\_

- A.services
- B.goods
- C creations
- D.abilities

62、第(27)处填写\_\_\_\_\_

- A.colleague
- B.members
- C.people
- D.persons

63、第(28)处填写\_\_\_\_\_

- A.qualified
- B.combined
- C.fastened
- D.linked

64、第(29)处填写\_\_\_\_\_

- A.main
- B.vital
- C.necessafy
- D.superior

65、第(30)处填写\_\_\_\_\_

- A.therefore
- B.thus
- C.provided
- D.only

66、第(31)处填写\_\_\_\_\_

- A.succeed
- B.realize
- C.gain
- D.overcome

67、第(32)处填写\_\_\_\_\_

- A.choice
- B.chance
- C.likelihood

- D.probability  
 68、第(33)处填写\_\_\_\_\_  
 A.forecast  
 B.believe  
 C.suppose  
 D.expect

- 76、第 41 题\_\_\_\_\_  
 77、第 42 题\_\_\_\_\_  
 78、第 43 题\_\_\_\_\_  
 79、第 44 题\_\_\_\_\_  
 80、第 45 题\_\_\_\_\_

Read the text below about how consumers decide what to buy.(34-45)

69、回答 69-80 题:

Example: 

0	C	O	R	R	E	C	T
00	I	N					

### Ethics and Mission Statement

0 As business emerged from the profit-oriented in l  
 980s.values and social  
 00 responsibilities were being emphasized on in  
 corporate mission statements.  
 34 Because greed was out, and ethics were in.Business  
 and their employees  
 35 became actively engaged in less activities that  
 contributed to their communities-  
 36 To spell out their goals.companies were increasingly  
 developed codes of ethics.  
 37 Mission statements that were written because they  
 required consensus and  
 38 commitment.Not everyone wh0, however, agreed  
 with the trend toward the  
 39 strong social stances of some public  
 corporations.Respected economist Milton  
 40 Friedman contended.“Many Few trends could SO  
 thoroughly undermine the very  
 41 foundation of our free society as the acceptance by  
 corporate officials of a social  
 42 responsibility other than to make as much more  
 money for their stockholders as  
 43 possible.The CEO of Levi Strauss&C0.expressed  
 another one viewpoint about  
 44 mission statement, saying that“our compliance—  
 based program sent to a  
 45 disturbing message to our people——WE DON'T  
 RESPECT YOUR INTELLIGENCE OR TRUST YOU”.

- 第 34 题\_\_\_\_\_  
 70、第 35 题\_\_\_\_\_  
 71、第 36 题\_\_\_\_\_  
 72、第 37 题\_\_\_\_\_  
 73、第 38 题\_\_\_\_\_  
 74、第 39 题\_\_\_\_\_  
 75、第 40 题\_\_\_\_\_

## 2015 年剑桥 BEC 考试(中级)标准预测试卷 (4)

查看汇:

READING 1 hour

For each statement(1-7),mark one letter(A,B,C or D)on your Answer Sheet.

1、回答 1-7 题:

A

### GREAT SALES CAMPAIGNS

This book examines the most successful sales campaigns of recent years. It provides examples of how major consumer brands, like Coca-Cola, Nike, 3M and Toyota, have been promoted in magazines and newspapers. It includes information about the creative and planning process behind the promotion of these popular products.

B

### THE AUTOMOTIVE INDUSTRY TODAY

Find out how top executives from leading car companies view the changing relationships between manufacturers and their suppliers. This book is a series of interviews with leading players in the industry: purchasing managers discuss the rise of global suppliers and chief executives present the international trend towards mergers and acquisitions in the industry.

C

### THE EXECUTIVE'S HANDBOOK

This new edition of The Executive's Handbook provides an analysis of the main political and economic trends of the late 1990s. It is especially good in cost structures, changing consumer trends and cross-border expansion. These are key elements that affect international business deals, making the book essential reading for anyone involved in international trading.

D

### LEAD YOUR COMPANY TO SUCCESS

This is a collection of in-depth interviews with some of the world's top business executives in the car, soft drinks and clothing industries. A fascinating work, it will make you question much of the generally accepted theory on what successful leadership within manufacturing involves.

The book tells you about recent developments in consumer buying patterns.

2、The opinions expressed in this book differ from those of most experts in this field.

3、The book contains interviews with business leaders from several large industries.

4、The financial information provided in this book will be useful for import and export companies.

5、The book describes how a number of top companies have marketed their products.

6、The book outlines change in the source of the materials and parts needed for production.

7、The book discusses a variety of major influences on the business world.

You will hear three telephone conversations or messages.

8、听录音:

{MP3:/imgcache/attached/media/20140323/20140323112104\_7904.mp3}

回答 8-19 题:

Name of the hotel: Gold Gate Hotel

Name of the caller: (1) \_\_\_\_\_

Date of the reservation: from (2) \_\_\_\_\_ to (3) \_\_\_\_\_

Current rate: 265 pounds per night

The telephone number of the caller: (4) \_\_\_\_\_

The address of the caller: 246 Forest Road, London  
第(1)题:

9、第(2)题:

10、第(3)题

11、第(4)题:

12、Phone Message

Date: July 6th

From: Garret Pitcher

Message:

The date of the appointment: (5) \_\_\_\_\_

Mr. Paragon's coming back from: (6) \_\_\_\_\_

The cell phone number of the caller: (7) \_\_\_\_\_

Which time is the caller also available?(8) \_\_\_\_\_

第(5)题:

13、第(6)题

14、第(7)题

15、第(8)题

16、Date: September 3rd

From: Mrs. Kevin

Message:

Conveyance: Eight trucks from old address  
to (9) \_\_\_\_\_

Three trucks around 9 0'clock and five more  
about (10) \_\_\_\_\_

Persons in charge: Mr. Ben Stern

Eight trucks started out yesterday from (11) \_\_\_\_\_

Contract number: (12) \_\_\_\_\_

第(9)题

17、第(10)题

18、第(11)题

19、第(12)题

Write 40-50 words.

20、Your company'S Sales Department has asked you to give a talk next Friday on your most recent project.

- Write an email to Mrs.Jay in the Sales Department:
- agreeing to give the talk and suggesting a time
- saying what equipment you will need
- requesting information about the participants.
- Write 40-50 words.

In this part,the interlocutor asks questions to each of the candidates in turn.

You have to give information about yourself and express personal opinions.

21、 In this part, the interlocutor asks questions to each of the candidates in turn.

You have to give information about yourself and express personal opinions.

Questions:

- (1)What do you think of your major?
- (2)What kind of person do you intend to be?
- (3)Do you believe that the computer is very impoaaant for us?

In this part of the test,you are asked to give a short talk on a business topic.

22、 In this part of the test, you are asked to give a short talk on a business topic.You have to choose one of the topics frOm the three below and then talk for about one minute.

You have one minute to prepare your ideas.

A: What is important when...?

Aiming to decide a company lunch time

·Type of work

·Advice of staff

B: What is important when...?

Morally educating staff

·Awareness

·Official code

C: What is important when...?

Importing goods

·Quality control

·Transport arrangement

Write 120-140 words.

23、 You work for a company that sells electrical goods。 You have recently visited a potential supplier in Slovakia.

·Look at the information below, on which you have already made some handwritten notes.

·Then.using all your handwritten notes write a report recommending whether your company should deal with the supplier or not.

·Write a 120-140 Words.

WRITING 45 minutes

You will hea five short recordings.

24、 (Questions 13-17)

·You will hear five short recordings.

·For each recording, decide what the speaker is talking.

·Write one letter(A-H)next to the number of the recording.

·Do not use any letter more than once.

·You will hear the five recordings twice.

13. \_\_\_\_\_

14. \_\_\_\_\_

15. \_\_\_\_\_

16. \_\_\_\_\_

17. \_\_\_\_\_

第 13 题选择:

A.a new clerk

B.a change of management

C.a new computer system

D.the introduction of social programme

E.how to keep workforce

F.the distraction of the package

G.a new idea of the promotion

H.the service for the customers

29、 (Questions 18-22)

·You will hear another five recordings.

·For each recording。 decide where the conversation happened.

·Write one letter(A-H)next to the number of the recording.

·Do not use any letter more than once.

·You will hear the five recordings twice.

18. \_\_\_\_\_

19. \_\_\_\_\_

20. \_\_\_\_\_

21. \_\_\_\_\_

22. \_\_\_\_\_

第 18 题选择:

A.on the plane

B.at the bank

C.at the airport

D.at the office

E.at the theatre

F.at the hotel

G.at the customs

H.on the bus

For each blank(8-12),mark one letter(A-G)on your Answer Sheet.

34、 回答 34-38 题:

15 June 1993

Ms. Martha Weston  
Word Processing Supervisor  
ABC Company  
Post Office Box 1072

28 King's Street London

Dear Ms. Weston,

Performance of the CPT Equipment

I'm pleased to tell you about our experience with the CPT Word Processor as you requested recently. G (example) I assume you have looked at several machines and have narrowed down your choices. Here are my observations.

An approach to adopting word processors

Eighteen months ago we adopted CPT equipment on limited scale with the idea in mind that we could gradually get rid of electric typewriters as we became familiar with the word processor. (8)\_\_\_\_\_The stations are arranged in pairs so each pair can share a common

printer. (9)\_\_\_\_\_We use the equipment as dedicated word processors, although we do have the ability to link up with our computer installations.

The step-at-a-time development of our word-processing center has, we think, saved us money and training time.

(10)\_\_\_\_\_Performance

In terms of performance, the CPT equipment is excellent. (11)\_\_\_\_\_Moreover our service contract and warranty have covered all maintenance costs. We have software packages that check spelling and signal when a mistake occurs. (12)\_\_\_\_\_Using both printers, we recently prepared 1, 200 individually typed letters for mailing in under four hours. We have no complaint about our preparation of executive reports.

A. We have not yet experienced mechanical problems SO far.

B. Also it has reduced the confusion that exists about buying software packages.

C. The train stops at each station for only fifteen minutes.

D. We began with two work stations and now have four.

E. Our routine letters are prepared from disc—stored masters.

F. The Rotary W printer prints with a speed of 45 characters a second can easily handle two input stations.

G. We are pleased with its performance and multi-functions.

第(8)题答案是

35、第(9)题答案是

36、第(10)题答案是

37、第(11)题答案是

38、第(12)题答案是

For each question(13-18), mark one letter(A, B, C or D) on your Answer Sheet.

39、回答 39-44 题

How to Read Annual Reports

First, turn back to the report of the certified public accountant. This third-party auditor will tell you right off the bat if Galaxy's report conforms with "generally accepted accounting principles". Then go to the footnotes. Check to see whether earnings are up or down. The footnotes often tell the whole story.

Next, turn to the letter from the chairman.

Typically addressed "to our shareholders," it's up front in more ways than one. The chairman's tone reflects the personality and well-being of the company. In his letter, the chairman should tell you how the company fared this year. But more importantly, the letter should tell you why. Keep an eye out for sentences that start with "Except for..." and "Despite the ..." They are clues to problems. On the positive side, a chairman's letter should give you insights into the company's future and its stance on economical or political issues that may affect it.

Now begin digging into the numbers

One source is the balance sheet. It is a snapshot of how the company stands at a single point in time.

At the top are assets -- everything the company owns. Things that can quickly be turned into cash are current assets. On the bottom are liabilities -- everything the company owes. Current liabilities are the debts due in one year, which are paid out of current assets. The difference between current assets and current liabilities is working capital, a key figure to watch from one annual report to another. If working capital shrinks, it could mean trouble. One possibility: the company may not be able to keep dividends growing rapidly. Owners' equity is the difference between total assets and liabilities.

It is the presumed dollar value of what the owners or shareholders own. You want it to grow.

The second basic source of numbers is the income statement. It shows how much money Galaxy made or lost over the year. Most people look at one figure first. It's in the income statement at the bottom: earnings per share. Watch out. It can fool you. Galaxy's management could boost earnings by selling off a plant or by cutting the budget for research and advertising. The number you should look at first in the income statement is net sales. Ask yourself: Are sales going up at a faster rate than the last time around? When sales increases start to slow, the company may be in trouble. Have sales gone down because the company is selling off a losing business? If so, profits may be soaring. Another important thing to study is the company's debt. Turn to the balance sheet, and divide long-term liabilities by owner's equity. That's the debt-to-equity ratio. A high ratio means the company borrows a lot of money to spark its growth. That's okay if sales grow too, and if there's enough cash on hand to meet the payments. A company doing well on borrowed money can earn big profits for its shareholders. But if sales fall, watch out. The whole enterprise may slowly sink. Some companies can handle high ratios; others can't. Finally, you have to compare. Is the company's debt-to-equity ratio better or worse than it used to be? Better or worse than the industry norms? In company-watching,



comparisons are all. They tell you if management is staying on top of things.

According to the writer, the most important element of the chairman's letter is

- A.the expressions used.
- B.the explanation given by the chairman.
- C.the performance of the company during the year.
- D.the company's future described by the chairman.

40、According to the article, a drop in working capital shows that

- A.both current assets and current liabilities fall.
- B.current assets decline while current liabilities rise.
- C.both current assets and current liabilities remain the same as the previous year.
- D.current assets increase but current liabilities decrease.

41、What do shareholders expect to increase?

- A.total assets
- B.working capital
- C.total liabilities
- D.owners equity

42、According to the article, the main reason to look at net sales first is that

- A.they tell how much profit the company has earned.
- B.they have nothing to do with advertising.
- C.they are not affected by selling off a plant.
- D.they are not so easily manipulated by the management as earnings per share.

43、According to the writer,a great deal of borrowing

- A.boosts sales.
- B.promotes growth.
- C.generates profits.
- D.entails risk.

44、According to the article, what makes it clear that a company is well-managed?

- A.the chairman's letter
- B.auditor's report
- C.comparison made by the reader
- D.footnotes

For each question(23-30),mark one letter(A,BorC)for the correct answer.

45、听录音, 回答下列问题:

Where did the manufacturer learn his craft?

- A.At school.
- B.In university.
- C.From his grandfather.

46、How many employees does the manufacture have?

- A.15
- B.50
- C.55

47、Where did manufacture sell most of his goods?

A.To Taiwan.

B.TO US.

C.TO mainland.

48、Why is there an increasing demand for ceramics in U. S.?

- A.It's cheap.
- B.It's in good quality.
- C.It's very tradition but has modern designs.

49、How do they make the ceramics?

- A.By machine.
- B.By hand.
- C.By machine and hand.

50、How much would cost if the importer retailed the eight-foot decorative vase?

- A.\$3 000
- B.\$30 000
- C.\$300

51、Why do the buyers balk at the vase?

- A.It's expensive.
- B.It's hard to make.
- C.It's too small.

52、Why are Chinese ceramics SO attractive to U.S.buyers?

- A.low price
- B.high quality
- C.good reputation

LISTENING 40 minutes(including 10 minutes' transfer time)

In this part of the test,you are given a discussion topic.

53、In this part of the test you are given a discussion topic.You have 30 minutes to look at the prompt card, an example of which is below, and then about 3 minutes to discuss the topic with your partner.After that the examiner will ask you more questions related to the topic.

For two candidates

Orientation for New Staff

Your company is planning a formal orientation program for new staff.

You have been asked to make recommendations about the orientation program.

Discuss the situation together and decide:

- whether it's necessary to organize a formal orientation
- what should be covered in the orientation program.

For three candidates

Orientation for New Staff

Your company is planning a formal orientation program for new staff.

You have been asked to make recommendations about the orientation program.

Discuss the situation together and decide:

- whether it'S necessary to organize a formal orientmion
- what should be covered in the orientation program
- what is good time for the orientation program.

Follow-on questions

- What training would you hope to have in the future?

(Why?)

- Is it better to attend a full.time or a part—time training course?(Why?)

- Do you think companies should provide training for all their staff?(Why?/Why not?)

- Do you think more companies will use external agencies to run their staff training program in the future? (Why/Why not?)

- Are there any disadvantages of turning to an external agency to run staff training program?(: Why?/Why not?)

口语试题由三部分组成，采取形式为面试，有关商务话题的简短谈话和讨论。

For each question(19-33),mark one letter(A,B,CorD)on your Answer Sheet.

54、

回答 54-68 题:

Personal Branding

One of the issues people are concerned about as they start to (0) B their personal brand is being (19)\_\_\_\_\_ to one subject or area. They ask "Can I be an expert in more than one field or should I (20)\_\_\_\_\_ one?" You have the freedom to brand yourself as you choose,and you can always expand your offerings, (21)\_\_\_\_\_ the knowledge you gain and your new interests. When you have an assortment of interests, you need to make sure that you manage them properly, both in (22)\_\_\_\_\_ of the rime you (23)\_\_\_\_\_ to each and how they are intertwined in your lifestyle, online and off.

If you have multiple interests and they are (24)\_\_\_\_\_ then your hand brand will be much more powerful because those interests can complement each other. (25)\_\_\_\_\_ if you are a financial analyst working at a bank during the day and a stock-trading blogger by night, you can(26)\_\_\_\_\_ both, without drifting (27)\_\_\_\_\_ from your current brand (28)\_\_\_\_\_ of course that you don't violate any confidentiality rules or insider trading laws.

If your interests aren't related in any (29)\_\_\_\_\_ then they should be completely detached,such as having two (30)\_\_\_\_\_ websites catering exclusively to each. If you're an accountant for a Forture 500 company and a male model, you definitely want to separate those (31)\_\_\_\_\_ and career paths from each other because (32)\_\_\_\_\_ you're perceived as a male model may....impact how seriously you're (33)\_\_\_\_\_ as an accountant.

第(19)题答案是

- A.retained
- B.related

C.confined

D.restrained

55、第(20)题答案是

A.focus on

B.account for

C.subject to

D.apply to

56、第(21)题答案是

A.relate to

B.rooted in

C.fixed upon

D.based on

57、第(22)题答案是

A.respect

B.aspect

C.terms

D.ways

58、第(23)题答案是

A.allocate

B.delegate

C.divide

D.arrange

59、第(24)题答案是

A.dependent

B.inseparable

C.related

D.indispensable

60、第(25)题答案是

A.For instance

B.Now that

C.Moreover

D.Nevertheless

61、第(26)题答案是

A.join

B.associate

C.stick

D.bond

62、第(27)题答案是

A.forward

B.away

C.back

D.out

63、第(28)题答案是

A.given

B.If

C.in case

D.provided

64、第(29)题答案是

A.case

B.manner

C.way



D.event

65、第(30)题答案是

A.distinct

B.distinctive

C.distinguished

D.diversified

66、第(31)题答案是

A.features

B.personalities

C.characteristics

D.identities

67、第(32)题答案是

A.that

B.when

C.what

D.how

68、第(33)题答案是

A.received

B.identified

C.taken

D.accepted

## 2015 年剑桥 BEC 考试(中级)标准预测试卷 (5)

查看汇:

READING 1 hour

For each statement(1-7),mark one letter(A,B,C or D)on your Answer Sheet.

1、回答 1-7 题

A.The difference between being a manager and being a leader is simple. Management is a career.Leadership is a calling. You don't have to be tall, well-spoken and good looking to be a successful leader. You don't have to have that "special something" to fulfill the leadership role.

B.What you have to have is clearly defined convictions and, more importantly, the courage of your convictions to see them manifest into reality. Only when you understand your role as guide and steward based on your own most deeply held truths can you move from manager to leader.

C. Whether the group you oversee is called employees, associates, CO-workers, teammates or anything else, what they are looking for is someone in whom they can place their trust. Someone they know is working for the greater Good for them and for the organization. They're looking for someone not only that they can but also that they want to follow.

D. Because it is only when you have followers people who have placed their trust in you that you know you have moved into that leadership role. And the way you see is that your organization is transcending all previous quality, productivity, innovation and revenue achievements. You're operating at such a high level of efficiency that you're giving budget back to the corporation and you're still beating your goals.

The author's attitude towards the difference between a manager and a leader.

- 2、 Someone the group wants to follow.
- 3、 Difference between a manager and a leader.
- 4、 The qualification of being a leader.
- 5、 The leader must be a person who works for the employees and the organization.
- 6、 Only when you have followers can you be a leader.
- 7、 Under your leading, the organization has got great achievements.

You will hear three telephone conversations or messages.

8、听音频:

{MP3:/imgcache/attached/media/20140323/20140323113125\_8677.mp3}

回答 8-19 题

O Look at the note below.

· You will hear a man calling to rent a car.

Information of customer

Name: (1)

Model: (2)

Information of Car

Contact No. : (3)

Rental: 1, 200RMB. per day with a (4) deposit

(1) \_\_\_\_\_

9、 (2) \_\_\_\_\_

10、 (3) \_\_\_\_\_

11、 (4) \_\_\_\_\_

12、 · Look at the note below.

· You will hear a man buying a laptop.

Information of Customer

Type of laptop (5) \_\_\_\_\_

This type is (6) \_\_\_\_\_ RMB

Warranty providers: (7) \_\_\_\_\_

Contact NO. (8) \_\_\_\_\_

(5) \_\_\_\_\_

13、 (6) \_\_\_\_\_

14、 (7) \_\_\_\_\_

15、 (8) \_\_\_\_\_

16、 · Look at the note below.

· You will hear a man asking some information about job recruitment.

Date: 1st Sept.

Time: 10: 10

Name: (9) \_\_\_\_\_

Sex: Male

Experience: I've worked in this position for

(10) \_\_\_\_\_

Educational background: I got a bachelor's degree in (11) \_\_\_\_\_

from Renmin

University of China

Contact NO. (12) \_\_\_\_\_

(9) \_\_\_\_\_

17、 (10) \_\_\_\_\_

18、 (11) \_\_\_\_\_

19、 (12) \_\_\_\_\_

Write 40-50 words.

20、 You are a manager at an auditor called Golding & Co. Your company has just merged with a competitor to become Mason Golding. You have been asked to inform staff of the change of name.

· Write a memo of:

· informing staff of the new name

· telling them when to start using the new name

· asking staff to use only the new name after that time.

· Write 45-50 words.

In this part, the interlocutor asks questions to each of the candidates in turn.

You have to give information about yourself and express personal opinions.

21、 In this part, the interlocutor asks questions to each of the candidates in turn.

You have to give information about yourself and express personal opinions.

Questions:

(1)How to spell your full name?

(2)Please list the advantages living in your hometown.

(3)Do you think it is worth keeping if a hobby takes too much time or energy?

In this part of the test, you are asked to give a short talk on a business topic.

22、 “Mini—presentation”— about 6 minutes

In this part of the test, you are asked to give a short talk on a business topic. You have to choose one of the topics from the three below and then talk for about one minute.

You have one minute to prepare your ideas.

A: What is important when...?

Entertaining foreign business clients

·venue for entertainment

·cultural difference

●

●

B: What is important when...?

aiming to improve customer service?

·staff training

·customer satisfaction surveys

●

●

C: What is important when...?

planning health and safety training for employees?

·selecting training contents

·staff involvement

Write 120-140 words.

23、 You work for Tomcats, a company which produces video recorders. You are responsible for Product Development.

· Read the following table showing the results of a survey of video recorders. The recorders are rated from ※※ (POOR) to, ※, ※ ※ ※ (EXCELLENT). Column A shows the ratings for your company's products. Column B shows the ratings for the products of Shikei, your main competitor.

· Use the information in the table to write a short report recommending ways of improving the quality and the marketing of your company's video recorders.

· Write 120-140 words on your Answer Sheet.

	A Tomcats
Value for money	※ ※
Reliability	※ ※
After-sales service	※
Availability	※ ※ ※ ※
Advertising	※

WRITING 45 minutes

You will hear five short recordings.

24、 You will hear five recordings:

· For each recording, decide where the conversation happened.

· Write one letter (A-H) next to the number of the recording.

· Do not use any letter more than once.

· You will hear the five recordings twice.

13. \_\_\_\_\_

14. \_\_\_\_\_

15. \_\_\_\_\_

16. \_\_\_\_\_

17. \_\_\_\_\_

A. internet bar

B. post office

C. hospital

D. museum

E. gallery

F. police office

H. school

13. \_\_\_\_\_

25、 14. \_\_\_\_\_

26、 15. \_\_\_\_\_

27、 16. \_\_\_\_\_

28、 17. \_\_\_\_\_

29、 You will hear another five short pieces.

· For each piece decide what the speaker is talking about.

· Write one letter (A-H) next to the number of the piece.

· You will hear the five pieces twice.

18. \_\_\_\_\_

19. \_\_\_\_\_

20. \_\_\_\_\_

21. \_\_\_\_\_

22. \_\_\_\_\_

A. weightlifting

B. ping-pong

- C.fencing
- D.gymnastics
- E.air rifle
- F.swimming
- H.badminton

- 18 \_\_\_\_\_
- 30、 19 \_\_\_\_\_
- 31、 20 \_\_\_\_\_
- 32、 21 \_\_\_\_\_
- 33、 22 \_\_\_\_\_

For each blank(8-12),mark one letter(A-G)on your Answer Sheet.

#### 34、 回答 34-38 题

·Read this Letter to the editor of The Economist.  
·Choose the best sentence from the opposite page to fill each of the blanks.

·For each blank(8-12), mark one letter(A-G)on your Answer Sheet.

- Do not mark any letter twice.
  - There is an example at the beginning(0).
- Sir,

You stated on February 13th that New Mexico has“few natural resources” D. In 1991 New Mexico ranked fourth in the United States in production of natural gas, seventh in oil and tenth in non-fuel minerals(8)\_\_\_\_\_ Non-fuel minerals contributed about\$1 billion and coal \$509 million.

Taxes from production of fuels and minerals, and lease payments on state lands have been set aside by legislative acts to endow two permanent funds worth about\$5.65 billion.(9)\_\_\_\_\_ In addition, during fiscal year 1991, payments to New Mexico from taxes on federal lands were\$108 million, all earmarked for public education.

(10)\_\_\_\_\_ About\$566 million came from taxes and permanent-fund earnings attributable to oil and gas production.(11)\_\_\_\_\_ Tourism is an important industry in New Mexico, yet its economic impact on the public sector is dwarfed by that of mineral production.

New Mexico came through the recent recession in much better shape than most other states.It does not have a deficit.(12)\_\_\_\_\_ States that rely primarily on a sales tax or on an income tax have big problems during economic downturns.Income growth per head in New Mexico averaged 6.1/00 in the year to October 1992-one of the fastest growth rates in the United STATES

Charles Chapin

- A.This is in large due to its broadly based tax structure.
- B. New Mexico’S extractive mineral industries contribute about a third of the state’S \$1.9 billion general-fund income in fiscal year 1991.

C.However,the extractive mineral industry in New Mexico is one of the state’S strongest economic forces.

D.During fiscal year 1992 New Mexico raised permanent funds worth about\$6.1billion.

E.The combined value of oil and gas production was\$2.8 billion.

F.Some 16, 000 employees work in the extractive industries and their wages are among the highest of any major industry.

G.The\$39 million earned by these funds in 1991 was used to finance education and other public services.

- (8) \_\_\_\_\_
- 35、 (9) \_\_\_\_\_
- 36、 (10) \_\_\_\_\_
- 37、 (11) \_\_\_\_\_
- 38、 (12) \_\_\_\_\_

For each question(13-18),mark one letter(A,B,C or D)on your Answer Sheet.

#### 39、 回答 39-44 题

·Read the article below about video games move online and the questions on the opposite page.

·For each question(13-18), mark one letter(A,B,C. or D)on your Answer Sheet.

#### Video Games Move Online

In the eyes of media executives, the Internet is a malevolent vacuum-cleaner, sucking in one business after another. Music, software and videos are all increasingly obtained online -- often free of charge. Now it is the turn of video games. A combination of new technology and compelling economics means that many, if not most, of them will be played online soon.

Online gaming is not new. Since the early days of the Internet, netizens have indulged in "massively multiplayer role-playing online games", a genre that, now completes with fancy graphics, is still very popular, particularly in Asia. Some console games can be played online.

There are several reasons to think, however, that video games have begun the transition from an industry primarily based on consoles and shrink-wrapped software to one in which online services dominate. Conventional gaming has not proved as resistant to the recession as many had expected.

Meanwhile alternatives are emerging quickly.

Many personal computers are powerful enough to run fast-moving, graphics-heavy games just as well as consoles. As a result, firms are offering online games that can be played either through "client" software, which users download, or via a web browser.

These trends are dwarfed, however, by the explosion of "social" games, which have become all the rage on social networks such as Facebook.

These are more about interaction than action: players either join their friends for an online game of poker or Scrabble, or to create and show off virtual pets, farms and mob families.

As gaming moves online, the economics of the industry are changing. Conventional games take years to develop and cost millions to market, and rely on big sales in their first few weeks of release to recoup the investment, making the launch of a new game a gamble akin to a Hollywood studio's decision to produce a big-budget film. As a result, like Hollywood, big game makers focus on successful franchises with fancy effects and plenty of action -- and have moved online only hesitantly.

Online games, in particular the social kind, are hard for firms steeped in this model to make, argues Kristian Segerstrale, the boss of Playfish, the number two in social gaming. Developing a new game takes only a few months and costs a few hundred thousand dollars. It can still be improved after its launch. Virtual distribution is far cheaper, and marketing tends to be too, since games often spread "virally" among friends on social networks.

The most important change will be in the way publishers earn money. Although some are charging subscription fees to players of online games or selling advertising, many of them make most of their money by managing an online economy, complete with virtual goods and a digital currency. Playing is free, but users can get ahead by buying extra bits and bobs.

In Asia, what makes the online game remain so popular?

- A. good service
- B. more users
- C. high speed movement
- D. perfect graphics

40、 The main reason why the video game will be played online is that

- A. the union of new technology and current economics.
- B. the increase of the users.
- C. the change on living styles.
- D. the need of video game itself.

41、 For the online game, the most important change is

- A. diversity of the use.
- B. the way publisher earns money.
- C. the improvement of the speed.
- D. the increase of the types of video game.

42、 The way of managing online games is changing from selling software oriented to

- A. selling the procedure oriented.
- B. click rate oriented.
- C. online services oriented.
- D. fancy graphics oriented.

43、 The reason why the trend of playing the social games is not good enough is that

- A. users seldom interact with one another.
- B. the technology of this kind of game is not fancy enough.
- C. the element of action not give much affection.
- D. the condition on the game market is not good enough.

44、 Compared with the conventional games, the main difference of the online game is that

- A. it takes so long time to develop.
- B. it costs so much money.
- C. it can easily get back the cost.
- D. virtual distribution is much cheaper.

For each question (23-30), mark one letter (A, B or C) for the correct answer.

45、 You will hear a conversation between an interviewer and a man who is hunting a job.

For each question (23-30), mark one letter (A, B or C) for the correct answer.

After you have listened once, replay the recording. Where does this talk most probably take place?

- A. In a studio.
- B. In a clothing store.
- C. At a fashion show.

46、 What nationality is Linda?

- A. American
- B. English
- C. Italian

47、 What was the woman's original plan when she went to Florida?

- A. to live there permanently
- B. to find a better job to support herself
- C. to stay there for half a year

48、 What's Linda's job?

- A. an operator
- B. an artist
- C. a designer

49、 What has the woman been doing for a living since 1988?

- A. designing fashion items for several companies
- B. working for a world-famous American company
- C. serving as a sales agent for Burberrys

50、 What has Linda been designing for the British company?

- A. handbags
- B. leather goods
- C. handbags and leather goods

51、 What do we learn about the change in America's fashion industry?

- A. It has attracted a lot more designers from abroad.
- B. It has seen a steady decline in its profits.
- C. It has become much more competitive.

52、 Does Linda like the American life?

- A. Linda doesn't like the American life.
- B. Linda likes the American life.
- C. We don't know.



LISTENING 40 minutes(including 10 minutes' transfer time)

In this part of the test,you are given a discussion topic.

53、Discussion--about 5 minutes

In this part of the test you are given a discussion topic.You have 30 minutes to look at the prompt card, an example of which is below, and then about 3 minutes to discuss the topic with your partner.After that the examiner will ask you more questions related to the topic.

Cutting Departmental Costs

Costs involved in running your department have risen sharply, you have been asked to consider how these costs could be reduced.

Discuss, and decide together:

- What reasons there might be for the sudden increase
- How staff can be encouraged to help reduce costs

Follow-on questions

·Who should take responsibility for controlling costs in a department?(why?)

·Which are the areas which are usually most cost-intensive within a department?

(why?)

·Should each area in a company be self-sufficient financially?(why?/why not?)

·Is the current attitude that the costs likely to continue to increase on a world-wide scale?(why?/why not?)

口语试题由三部分组成, 采取形式为面试, 有关商务话题的简短谈话和讨论。

For each question(19-33),mark one letter(A,B,C or D)on your Answer Sheet.

54、回答 54-68 题

~ Read this news about three bootleggers jailed.

~ Choose the best word to fill each gap from A, B, C or D on the opposite page.

~ For each question (19-33) mark one letter (A, B, C or D) on your Answer Sheet.

~ There is an example at the beginning (0) .

Three Bootleggers Jailed

Three men who ran a cross-channel smuggling group, selling cheap French beer, wine and champagne in Britain, were jailed yesterday. The men were leaders of an 11-man group which made at least 42 tours on the Dover-Calais ferry in three months.

Tracks of cheap drink were brought into the country and sold (19)\_\_\_\_\_ at Sunday market and corner shops in South Wales. Two secret teams of customs officers(20)\_\_\_\_\_ vehicles

between Kent and Cardiff in an operation called "chancer". Eleven men admitted their part in a (21)\_\_\_\_\_ to avoid paying duty on beer and spirits.

Mr. Roger Thomas said it was (22)\_\_\_\_\_ that 70,000 pounds of unpaid duty was involved between January and April last year when the gang was (23)\_\_\_\_\_ the smuggling group.

Cases of beer, wine and champagne were brought to a rented warehouse in Cardiff before being (24)\_\_\_\_\_ to traders. Mr. Richard Nichols, a former market trader, Mr. Qichard Spencer, a shopowner, and Mr. Raymond Tout, were put in prison for (25)\_\_\_\_\_ of nine, four and three months (26)\_\_\_\_\_ Judge Michael Burr said the group had used "an army of helpers " in an organized conspiracy to make (27)\_\_\_\_\_ money. He ordered six other men to carry out community service and conditionally (28)\_\_\_\_\_ two others who had played a lesser role.

After the (29)\_\_\_\_\_ customs investigators said that the group made as many as four cross-channel trips a day (30)\_\_\_\_\_ to a hypermarket near Calais. They went into business only three weeks after the new customs laws came into (31)\_\_\_\_\_ on New Year's day last year.

The investigators added: "We hope these jails (32)\_\_\_\_\_ will be a big help to tackle this(33)\_\_\_\_\_ crime which is causing concern to the retail industry.

19 \_\_\_\_\_

A.lawfully

B.secretly

C.legally

D.illegally

55、 20 \_\_\_\_\_

A.tracked

B.travelled

C.saw

D.watched

56、 21 \_\_\_\_\_

A.accident

B.conspiracy

C.hope

D.dream

57、 22 \_\_\_\_\_

A.calculated

B.considered

C.counted

D.estimated

58、 23 \_\_\_\_\_

A.meeting

B.talking

C.organizing

D.using

59、 24 \_\_\_\_\_

- A.moved  
B.rented  
C.distributed  
D.using  
60、 25 \_\_\_\_\_  
A.times  
B.lengths  
C.terms  
D.periods  
61、 26 \_\_\_\_\_  
A.each  
B.altogether  
C.long  
D.respectively  
62、 27 \_\_\_\_\_  
A.hard  
B.easy  
C.comfortable  
D.simple  
63、 28 \_\_\_\_\_  
A.closed  
B.discharged  
C.opened  
D.liberated  
64、 29 \_\_\_\_\_  
A.lrial  
B.sentence  
C.accident  
D.case  
65、 30 \_\_\_\_\_  
A.occasionally  
B.particularly  
C.mainly  
D.consequently  
66、 31 \_\_\_\_\_  
A.being  
B.force  
C.strength  
D.use  
67、 32 \_\_\_\_\_  
A.words  
B.sentences  
C.phrases  
D.punishment  
68、 33 \_\_\_\_\_  
A.widespread  
B.terrible  
C.serious  
D.rare

Read the text below about how consumers decide what to buy.(34-45)

69、 回答 69-80 题

·Read the text below about opinions on China'S car market.

·In most of the lines(34-45), there is one extra word.It is either grammatically, incorrect or does not 讯 in with the meaning of the text.Some lines, however, are correct.

·If a line is correct.write CORRECT on your Answer Sheet.

·If there is an extra Word in the line.write the extra word in CAPITAL LETTERS on your Answer Sheet.

·The exercise begins with two examples, (0 and 00).

### Thriving Car Market Still Needs Loyal Consumers

0 China'S thriving car market has huge business opportunities, but automakers

00 need to put more effod into the developing customer loyalty, according to a recent

34 survey.The survey was done by reseamh firm AC.Nielsen in Beijin9.or Shanghai

35 and Guangzhou, China'S most three major automobile markets.It said that

36 China'S individual car owners should still have not developed brand loyalty.

37 Though some specific brands have a monopoly in the market here, but they have

38 not completely won favor among local customers.It was revealed that about 1 l%

39 Of the people in Beijing had cars.putting that city in first place among the other

40 three.In Shanghai and Guangzhou.the rates were all 4%and 5%respectively.

41 Prices were largely responsible for that.When cars in Beijing are priced at around

42 1 39, 000 yuan, while in Guangzhou they are at 1 90, 000 yuan, and in Shanghai,

43 about 220, 00 yuan.Except for the deluxe models, most brands do not have a

44 competitive edge because consumers are not only SO aware of the

45 manufactures.In addition, car dealers need to improve their service to build up brand loyalty.China is expected to produce over 2.8 million cars this year,

compared to slightly over 2 million last year.

34 \_\_\_\_\_

70、 35 \_\_\_\_\_

71、 36 \_\_\_\_\_

72、 37 \_\_\_\_\_

73、 38 \_\_\_\_\_

74、 39 \_\_\_\_\_  
75、 40 \_\_\_\_\_  
76、 41 \_\_\_\_\_  
77、 42 \_\_\_\_\_  
78、 43 \_\_\_\_\_  
79、 44 \_\_\_\_\_  
80、 45 \_\_\_\_\_



## 2015 年剑桥 BEC 考试(中级)标准预测试卷 (6)

### 查看汇:

#### READING 1 hour

For each statement(1-7),mark one letter(A,B,C or D)on your Answer Sheet.

1、根据下列答案,回答 1-7 题。

A.Bangkok rose 2 per cent on the day and 3.4 per cent over the week as buyers moved in to large market capitalization stocks. The SET index rose 27.55 to 1,383.57 in turnover of Bt 8.5bn, down from Thursday's Bt 10bn.

B.Taipei was pulled lower by late profit-taking in industrials after Thursday's rebound, and the weighted index fell 45.59 to 5,806.77, or 1.7 percent, over the week. Turnover rose to T \$41.51bn from T \$35.78bn.

C.Manila opened strongly on foreign buying of blue chips but dipped at the close as profits were taken. The composite index fell 10.07 to 2,907.00, 1.3 per cent higher on the week.

D.Hong Kong finished a mixed day slightly lower, sapped by profit-taking on confirmation of US renewal of China's MFN trade status and concerns over the lower domestic property market. The Hang Seng index fell 11.58 to close at 470.13, 1.7 per cent lower on the week.

The share prices were influenced by the improvement of the two countries' relations.

2、Over the week,turnover rose by T\$5.83bn.

3、Many people went to buy capitalization stocks.

4、In the beginning many foreign shareholders buy blue chips at high prices.

5、Price was lower after shareholders sold stocks in industrials to make profit.

6、On Thursday price dropped and then rose again.

7、The falling of composite index rose by 1.3 percent on the week.

You will hear three telephone conversations or messages.

8、听音频:

{MP3:/imgcache/attached/media/20140323/20140323113743\_2603.mp3}

(Questions8-19)

?Look at the note below.

?You will hear a man calling to confirm the flight.

#### FLIGHT RESERVATION FORM

Name: Denise Date: (1)\_\_\_\_\_

From: (2)\_\_\_\_\_ Departure time: 9:00 a. m

To: (3)\_\_\_\_\_

Arrival time: 12:15 pm

Flight number: E23

Confirmation number: (4)\_\_\_\_\_

#### Conversation Two

回答第 1 题。

9、回答第 2 题。

10、回答第 3 题。

11、回答第 4 题。

12、?Look at the note below.

?You will hear a man making an appointment.

#### Making an Appointment

To: Mr. (5)\_\_\_\_\_

From: Standard Cars Ltd

Re: Carter wants to make an appointment on (6)\_\_\_\_\_ afternoon with Mr.

Lin

Time: (7)\_\_\_\_\_ p.m.

Phone No. : (8)\_\_\_\_\_

#### Conversation Three

回答第 5 题。

13、回答第 6 题。

14、回答第 7 题。

15、回答第 8 题。

16、?Look at the notes below.

?You will hear a woman paying the bill.

There's a 4% merchant (9)\_\_\_\_\_ .

We (10)\_\_\_\_\_ these charges when you pay your sundry fees bill.

Totals: ( 11 )\_\_\_\_\_

Late give you your (12)\_\_\_\_\_

回答第 9 题。

17、回答第 10 题。

18、回答第 11 题。

19、回答第 12 题。

Write 40-50 words.

20、?You are the manager of a large company and the company has decided to introduce meal cards to the staff.

?Write a message to staff in the company:

?saying which staff will need meal cards

?explaining why the meal cards are needed

?informing the staff how to get a card.

?Write 40-50 Words.

In this part,the interlocutor asks questions to each of the candidates in turn.

You have to give information about yourself and express personal opinions.

21、In this part, the interlocutor asks questions to each of the candidates in turn.

You have to give information about yourself and express personal opinions.

Questions:

(1)What's the meaning of your name?

(2) Is it dangerous for people to spend too much time on a hobby?

(3) Are there any advantages/benefits of working under stress?

In this part of the test, you are asked to give a short talk on a business topic.

22、 In this part of the test, you are asked to give a short talk on a business topic. You have to choose one of the topics from the three below and then talk for about one minute.

You have one minute to prepare your ideas.

A: What is important when...?

Operating in competitive market

?Product price

?Service

●

●

B: What is important when...?

Aiming to sponsor a recreational event

?Media coverage

?Target audience

●

●

C: What is important when...?

Planning a meeting

?Agenda

?Size

●

●

Write 120-140 words.

23、 ?Write to an old customer with whom business has shown a tendency to become slack, and draw his attention to your new products which represent a great Improvement on some of the models he has sold successfully. Stress the importance of an early order as other buyers are showing their interest in these goods?

?Write a letter with 120-140 words.

WRITING 45 minutes

You will hear five short recordings.

24、 ·YOU will hear five recordings.

·For each recording, decide what the person's job is.

·Write one letter(A-H)next to the number of the recording.

·DO not use any Letter more than once.

·YOU will hear the five recordings twice.

13. \_\_\_\_\_

14. \_\_\_\_\_

15. \_\_\_\_\_

16. \_\_\_\_\_

17. \_\_\_\_\_

A. an exporter

B. a reception

C. government official

D. a cleaner

E. computer programmer

F. repairman

G. book-keeper

H. a sale coordinator

回答第 13 题。

25、 回答第 14 题。

26、 回答第 15 题。

27、 回答第 16 题。

28、 回答第 17 题。

29、 Section Two

·You will hear another five short pieces.

·For each piece decide what the speaker is talking about.

·Write one letter(A-H)next to the number of the piece.

·YOU will hear the five pieces twice.

18. \_\_\_\_\_

19. \_\_\_\_\_

20. \_\_\_\_\_

21. \_\_\_\_\_

22. \_\_\_\_\_

A. a computer

B. a insurance

C. an accident

D. a credit card

E. a house

F. a picnic

G. a banknote

H. a restaurant

回答第 18 题。

30、 回答第 19 题。

31、 回答第 20 题。

32、 回答第 21 题。

33、 回答第 22 题。

For each blank(8-12), mark one letter(A-G) on your Answer Sheet.

34、 ?Read the extract below from an article about Bankers' bonuses.

?Choose the best sentence from the list on the opposite page to fill each of the gaps.

?For each gap(34-38), mark one letter(A—G) on your Answer Sheet.

?Do not use any letter more than once.

?There is an example at the beginning(0).

Bankers' Bonuses

Lord Myners, the City minister, is allegedly worth £ 30m ( \$ 47m). He is an unlikely tribune of the people. (0) G

Derivatives traders are not footballers with unique talents and "should not be paid as though they are", he said last month.

More recently he has railed against " market failure" ; accusing big clients of investment banks of not challenging the fees and margins they are charged.

(8)\_\_\_\_\_Lack of transparency makes them seem the more villainous. "The nation is angry about this. I'm angry," says Lord Myners.(9)\_\_\_\_\_ "We are not an incomes regulator," says Hector Sants, chief executive of the Financial Services Authority (FSA). The watchdog's only sanction is to demand more regulatory capital from those banks whose pay policies appear to be putting their firms at greater risk.

The Treasury could influence matters at RBS and Lloyds Banking Group, two big banks in which it has substantial shareholdings, but is reluctant to micromanage. ( 10 )\_\_\_\_\_The government worries that any attack on bankers'pay could drive financiers offshore, depriving the exchequer of much revenue. City bonuses, which dropped from 10 billion in 2007 to £ 4 billion in 2008, could bounce back to £ 6 billion this year, says the Centre for Economic and Business Research (CEBR) ," a consultancy.

They mirror the health of a financial-services sector that in the good times brought in up to 67 billion in annual tax revenues, estimates PwC, an accounting firm. This fiscal year the figure could drop to 39 billion, says Douglas McWilliams at the CEPR, although banks'recently buoyant business may increase it. (11)\_\_\_\_\_So could the slightly softer option of preventing banks from offsetting past losses against future tax bills.

The reluctance to bash bankers'bonuses stems from recognition that wholesale finance is a global business. Bankers are highly mobile, says Marcus Agius, chairman of Barclays. He argues that banks in Britain must be free to pay as much as those elsewhere, but says he is "agnostic" about what that level should be. National and international proposals to reform pay at regulated financial firms are similarly agnostic. They mostly do not spell out how much public disclosure there

should be of big pay packages, other than those for board members. (12)\_\_\_\_\_It requires a detailed breakdown of the remuneration of "employees whose actions have a material impact on the risk exposure of the firm" Yet that measure is unlikely to be implemented, even though the big British banks and the London-based operations of global investment banks have agreed to it.

The FSA, for its part, is not bothered about public disclosure as long as it has the information itself.Sir David Walker, a former central banker charged with an official review of bank-governance practices, has suggested that bands of remuneration for heavy hitters outside the boardroom be disclosed. It seems that banks, in the absence of much more than appeals to their better nature, will be setting their own benchmarks as and when they please. Barclays began a review of its remuneration policies in 2008. It remains unfinished.

A.But such attempts at moral suasion are not working, and those in authority seem reluctant to do more.

B.A windfall tax on profits, discussed by both government and opposition, might put any recovery at risk.

C.The opportunity to take an equity position at a bargain price has been missed.

D.The crisis does not seem to have affected the way bankers are rewarded.

E.An exception is the communiqué from the Group of 20(G20)big countries in September

F.There was not a murmur when RBS hired a head trader for a rumoured £ 7m in total.

G.Yet he has been sounding off more vociferously than his colleagues about "unacceptable" pay deals for bankers.

第(8)题答案是:

35、第(9)题答案是:

36、第(10)题答案是:

37、第(11)题答案是:

38、第(12)题答案是:

For each question(13-18),mark one letter(A,B,C or D)on your Answer Sheet.

39、回答 39-44 题.

Focus on Your Customer

If you think of the most successful companies around the world -- GM, Wal-Mart, IBM, etc. they all have one thing in common: loyal customers. It can cost ten to twenty times as much to acquire a customer as to retain one, so it's easy to understand why Customer Relationship Management is such a hot concept. But, while everyone understands CRM is a good thing, putting a CRM strategy together isn't easy. The place to start? A customer -- driven business model.

A.customer-driven business model is the most prudent method of ensuring customer loyalty because it fosters a better relationship with new and existing customers. Others such as market, price, cost or e-commerce-driven business models may generate profits, but fall short of sustaining a loyal customer base. At the heart of customer-driven business model is a clear understanding of the customer-not just customer trends (although this is useful information, too), but the buying habits and history of every one of your customers. This 360-degree view provides analytics from multiple channels (direct, web, fax, E-mail, call center, sales/marketing) and consolidates into a common repository. Monitoring buying habits and tracking market dynamics lets you more effectively market new and existing products and services.

If you think this is a daunting task, you aren't alone. Because most enterprises don't have a consolidated view of their customers, obtaining customer profit and cost information is often a herculean effort.

Implementing a CRM solution is usually a huge project with a high probability of failure. Some analysts suggest

most businesses underestimate the cost of a CRM implementation by 40-75 percent.

In fact, a successful CRM will interface with ERP systems to provide integration with all customer interactions such as order processing, billing. Also, CRM strategies must include commitment and sponsorship from senior management, as it should be deemed a strategic investment that is implemented incrementally and evolutionarily. Understanding critical success factors, such as those listed in the "Key to CRM Success"

sidebar, mitigates the risks. First, start with a cultural change that focuses on a customer-centric business strategy. Make sure your organization is well aware of the high cost of customer attrition and is focused on improving retention, increasing loyalty. Understanding and broadcasting the cost of acquiring new customers versus fostering existing relationships.

Second, focus on an enterprise view of the customer that encompasses all customer data, such as communication history, purchasing behaviours, channel preferences, demographics, etc. Understand your customers' preferred channels and determine if there's some way to optimize them.

Adopt a flexible architecture that will expand with your business -- this is true with any IT project.

Never deploy a strategic, costly solution using the big-bang approach. Always take an increment, evolutionary, or iterative approach. The impact to your organization can be significant, thus, proceed slowly and ensure the returns on investment measures are in place.

The first paragraph indicates that loyal customers

- A.help reduce costs of the company.
- B.are quite common around the world.
- C.produce huge profits.
- D.are costly to develop.

40、 According to the writer, a customer—driven business model ensure customer loyalty by

- A.attaching great attention to customer's buying inclination.
- B.keeping track of what customers have purchased.
- C.having a panoramic understanding of customers.
- D.launching new products and services quickly.

41、 According to the article, to get customer information is considered to be

- A.an effective marketing method.
- B.easier if the company adopts a customer—driven business model.
- C.an impossible task to accomplish by many companies.
- D.difficult for a company with an integrated view of customers.

42、 According to the writer, a CRM implementation fails because

- A.the project is too large.
- B.it involves strategic investment.

C.the implementation is too integrated.

D.there is inadequate funds.

43、 What is the key factor of reducing the risk of a CRM solution?

- A.complete customer files
- B.retention of customers
- C.good relationship with customers
- D.broad preferred channels

44、 What can lead to a successful CRM strategy?

- A.Invest enough money in the project at the start.
- B.Develop the project gradually or repeatedly.
- C.Be aware of its significant impact on the company.
- D.Determine and keep the scale to the end.

For each question(23-30),mark one letter(A,BorC)for the correct answer.

45、 You will hear a Chinese ceramics manufacturer talks with an American importer.

For each question, mark one letter(A, B or C)for the correct answer.

After you have listened once, replay the recording.

Amtrak was experiencing a \_\_\_\_\_ in ridership along the lines comprising its rail system.

- A.upswing
- B.downswing
- C.steady

46、 At one time, \_\_\_\_\_ were the only practical way to cross the vast areas of the west.

- A.buses
- B.bikes
- C.trains

47、 \_\_\_\_\_ had easily established itself as the fastest method of traveling great distances.

- A.Sea travel
- B.Land travel
- C.Air travel

48、 One of the two portions of the total market were targeted:

- A.travel haters.
- B.anxious fliers.
- C.sports lovers.

- 49、 Anxious fliers are NOT concerned with
- A.safety.
- B.freedom.
- C.cleanliness.

50、 Travel-lovers do NOT view themselves as \_\_\_\_\_ in the travel experience as part of their vacation.

- A.relaxed
- B.clean



C.interested

51、 The agency then developed a campaign that focused on travel experiences such as freedom, \_\_\_\_\_relaxation, and enjoyment of the great western outdoors.

A.happiness

B.escape

C.joy

52、 TV shows and programs involving \_\_\_\_\_and America in order to most effectively reach target audiences.

A.scenery

B.plant

C.nature

LISTENING 40 minutes(including 10 minutes' transfer time)

In this part of the test,you are given a discussion topic.

53、 In this part of the test you are given a discussion topic.You have 30 minutes to look at the prompt card, an example of which is below, and then about 3 minutes to discuss the topic with your partner.After that the examiner will ask you more questions related to the topic.

For two candidates

Launch Company Newspaper

Your company would like to launch company newspaper for all staff members on a regular basis.

You have been asked to help organize it.

Discuss the situation together, and decide:

?what kind of articles and information should be included

?what the newspaper should look like and how often it should be sent.

For three candidates

Launch Company Newspaper

Your company would like to launch company newspaper for all staff members regularly.

You have been asked to help organize it.

Discuss the situation together, and decide:

?what kind of articles and information should be included

?what the newspaper should look like and how often it should be published

?how to get the information and news in the company.

Follow?on questions

?Do you think it is important that managers listen to complaints from employees?

?Do you communicate with your colleagues often.How do you do it?

?What are the advantages of management communication?

?Is it necessary for the managers to have personal contacts with his employees? (Why?/Why not?)

?How important is it to develop the intranet of the company?

口语试题由三部分组成, 采取形式为面试, 有关商务话题的简短谈话和讨论。

For each question(19-33),mark one letter(A,B,C or D)on your Answer Sheet.

54、 回答 54-68 题:

Too much to readIt'S impossible to find time to read today'S top business books and thousands are published each year.Yet not keeping up with those books could be a serious and expensive mistake.Often the ideas and insights they contain are available nowhere else.

But how Can you even(19)\_\_\_\_\_ which titles are worthwhile, let alone find time to read them?

Fortunately, there'S a(20)\_\_\_\_\_ : Sound view Executive Book Summaries.It really(21)\_\_\_\_\_ In fact, it's(22)\_\_\_\_\_ o work.It is ingenious and essential.Every month, you(23)\_\_\_\_\_ two or three quick readin9, time saving(24)\_\_\_\_\_ of the best new business books.Each contains all the key points in the(25)\_\_\_\_\_ book.The big difference, instead of 200 to 500 pages, the summary is only several pages.Instead of(26)\_\_\_\_\_ five, ten or more hours to read, it takes just 15 minutes.

Of the thousands of business books(27)\_\_\_\_\_ annually, only a(28)\_\_\_\_\_ are really worth readin9.To save your time, our Editorial Board goes over them all(29)\_\_\_\_\_ 90%.Our standards are(30)\_\_\_\_\_, and the criteria rigorous.

When a book meets all our tests, we prepare a summary, instead of a review or a digest.

You get a skillful distillation that preserves the content and spirit of the(31)\_\_\_\_\_ books.

The titles cover every(32)\_\_\_\_\_ of concern to business people today.There'S(33)\_\_\_\_\_ else like Sound view Executive Book Summaries .....

回答第 19 题。

A.see

B.know

C.ask

D.answer

55、 回答第 20 题。

A.answer

B.solution

C.question

D.problem

56、 回答第 21 题。

A.works

B.costs

C.sells

D.buys  
 57、 回答第 22 题。  
 A.guarded  
 B.granted  
 C.guided  
 D.guaranteed  
 58、 回答第 23 题。  
 A.pay  
 B.send  
 C.receive  
 D.buy  
 59、 回答第 24 题。  
 A.titles  
 B.summaries  
 C.names  
 D.prices  
 60、 回答第 25 题。  
 A.original  
 B.first  
 C.same  
 D.another  
 61、 回答第 26 题。  
 A.spending  
 B.costing  
 C.taking  
 D.sitting  
 62、 回答第 27 题。  
 A.publicized  
 B.polished  
 C.published  
 D.popularized  
 63、 回答第 28 题。  
 A.dozen  
 B.little  
 C.handful  
 D.couple  
 64、 回答第 29 题。  
 A.choosing  
 B.eliminating  
 C.writing  
 D.publishing  
 65、 回答第 30 题。  
 A.high  
 B.low  
 C.expensive  
 D.cheap  
 66、 回答第 31 题。  
 A.entire  
 B.tired  
 C.entering  
 D.old

67、 回答第 32 题。

A.word  
 B.subject  
 C.sentence  
 D.idea

68、 回答第 33 题。

A.something  
 B.anything  
 C.all  
 D.nothing

Read the text below about how consumers decide what to buy.(34-45)

69、 回答 69-80 题。

### Accounting Business Outsource Process

0 Maintaining accounts is one of the crucial aspects of the business.

00In order to survive longer it is important to bring out perfection in every work.A professional accountant in accounting business outsources.

34 \_\_\_\_\_One needs to have been professionals in this field to work for.

35 \_\_\_\_\_Everything is the sole responsibility out of the firm, right from dealing the financial tasks to the estimation of the profit.For every

36 \_\_\_\_\_ business firm, whether operating on small scale or not large scale needs to maintain books of accounts.Accounting is constantly

37 \_\_\_\_\_changing field and one has to keep up on with the changes.It needs special care of for its maintenance.The business firm has to manage

38 \_\_\_\_\_the bookkeeping records till it finishes to paying up the taxes and again keep it safely for future reference.Accounting business

39 \_\_\_\_\_Outsource process is ready to take care of all sorts of account related projects.In order to survive longer it is important to bring perfecting in every work.A professional accountant in accounting business outsources

40 \_\_\_\_\_process company works towards the profits of the clients whom

41 \_\_\_\_\_they are serving.False entries in the accounts can lead up to wrong calculation in estimating the financial growth rate of the year.

42 \_\_\_\_\_Whether the company is bearing fruitful profits or going in

43 \_\_\_\_\_loss can be decided on only through the maintenance of proper records.Treasury. back~office services, bookkeeping, general ledger, tax computation and filing, data entry, spreadsheet and many

44\_\_\_\_\_ Others are important accounting tasks to be performed. One which should be careful and also update himself with every change in the tax structure. It has been surveyed that accounting business outsource process is expected to have a yearly growth rate of 8% by 2008. In-house employees for the accounting task can prove costly to the firm. Accounting business outsource process saves a lot of precious time of the company and the company can mean while gain

45\_\_\_\_\_ expertise in from other areas and reap profits. The money saved can be utilized properly by investing in growth plans. When the company is outsourcing its accounting work then much time is left with the company to take care of marketing division, production, sales that one deals with.

I .Listening: 20%(听力, 20 分)

Section A

Directions: In this section, you will hear a passage. Listen carefully and decide whether the statements are true or false. Then write down "T" for "True" or "F" for "False" in the brackets for each statement. This section totals 5 points.

- ( )1. Computers can help man complete many hand tasks.
- ( )2. You can contact your friends in a second by E-mail.
- ( )3. Some clever hackers can find ways to transfer dollars by E-mail.
- ( )4. Computers have brought a great change into the world, they always do us benefit.
- ( )5. New technology has both bright side and dark side.

Section B

Directions: In this section, you will hear five English sentences. Listen carefully and translate them into Chinese. This section totals 10 points.

1 \_\_\_\_\_ 2345

Section C

Directions: In this section, you will hear five short conversations between two speakers. At the end of each conversation, a third voice will ask a question. Read the four Choices and decide which is the correct answer to the question you have heard. Then write down the right answer in the brackets for each question .This section totals 5 points.

- ( )1. A. It's sunny day  
B. He doesn't think it's going to rain.  
C. He will take an umbrella.  
D. It won't rain according to the weather forecast.
- ( )2. A. She didn't notice the coin collection.  
B. Betty probably collected the coins.  
C. She doesn't like Bill's collection of coins.  
D. Bill's coins are very attractive.
- ( )3. A. 10:30 B. 10:10 C. 11:00 D. 10:40
- ( )4. A. He'll attend it if the woman does so.

- B. He doubts if he'll be able to attend it.  
C. He's too tired to attend it.  
D. He's eager to attend it.

- ( )5. A. In a dressing shop.  
B. In a greengrocer's.  
C. In a bookstore.  
D. In a cafe.

II. Reading & Comprehension: 40%(阅读与理解, 40 分)

Section A

Directions: There are ten incomplete sentences in this section. For each sentence there are four choices marked A, B, C and D. Choose the ONE that best completes the sentence. Then write down the right answer in the brackets for each sentence. This section totals 10 points, one point for each sentence.

- ( )1 Please quote us your best price CIF Lagos, \_\_\_\_\_ the earliest date of shipment.  
A. stating B. stated C. state D. to state
- ( )2 If you can \_\_\_\_\_ us a 3% discount, we shall give you our initial order amounting to S\$ 25,000.  
A. provide B. pay C. guarantee D. allow
- ( )3 We regret our inability to agree \_\_\_\_\_ your proposal to pack the goods \_\_\_\_\_ cardboard boxes, because transshipment has to be made at Hong Kong for the goods to be shipped to our port.  
A. on, in B. to, in C. with, in D. to, by
- ( )4 We are faxing you this morning, asking you to amend the L/C \_\_\_\_\_ "transshipment allowed."  
A. to read B. to reading C. as reads D. reads
- ( )5 We regret being unable to \_\_\_\_\_ with the buyer's request for covering insurance up to the inland city, as it is not stipulated in the contract.  
A. comply B. conform C. take up D. deal
- ( )6 We require the bicycles to be packed in a wooden case \_\_\_\_\_ with soft materials.  
A. full B. supported C. padded D. surrounded
- ( )7 In our letter of May 5, we made \_\_\_\_\_ clear that shipment is to be effected in June.



A. you B. them C. that D. it

( )8 \_\_\_\_\_ we would like to supply you with the product, we are unable to fill your order.

A. As much as B. Much as C. Very much D. As

( )9 We can supply this type of furniture \_\_\_\_\_ very favorable terms.

A. on B. for C. against D. to

( )10 We can only assume that an oversight has been made in making \_\_\_\_\_ the order,

A. out B. for C. at D. up

### Section B

Directions: There are ten blanks in the following passage. You are required to choose the best one from the given four choices marked A, B, C, and D. Then write down the correct answer in the brackets. This section totals 10 points, one point for each blank.

\_\_\_\_\_1\_\_\_\_\_ in 1983, this company is a trading firm specializing \_\_\_\_\_2\_\_\_\_\_ the import and export of garments. Its business \_\_\_\_\_3\_\_\_\_\_ covers various kinds of shirts, T-shirts, jackets, sportswear, etc.

During the process of opening \_\_\_\_\_4\_\_\_\_\_ and deepening of reform, the company has been vigorously \_\_\_\_\_5\_\_\_\_\_ the international market and its goods have been sold to countries and regions such as Europe, the Americas, Japan and Southeast Asia.

\_\_\_\_\_6\_\_\_\_\_ the traditional methods of trade, the company has been actively developing new business channels in recent years. Its import and export volume has gone up drastically. Last year the total trade amount reached US\$90 million, an increase of 16% \_\_\_\_\_7\_\_\_\_\_ the year before.

The company has always been \_\_\_\_\_8\_\_\_\_\_ great importance to the quality of products and business reputation. \_\_\_\_\_9\_\_\_\_\_ by the principle of equality and \_\_\_\_\_10\_\_\_\_\_ benefit, it will further develop its economic and trade relations with other countries all over the world.

( )1 A. Found B. Founded C. Set D. To be set

( )2 A. for B. at C. to D. in

( )3 A. scope B. lines C. kind D. type

( )4 A. down B. out C. up D. for

( )5 A. expanding B. extending C. exploring D. stretching

( )6 A. Besides B. Beside C. Except D. Except for

( )7 A. up B. over C. with D. to

( )8 A. enclosing B. sending C. mailing D. attaching

( )9 A. Guiding B. Guided C. To be guided D. To be guiding

( )10 A. common B. public C. mutual D. neutral

### Section C

Directions: There are two passages in this section. Each passage is followed by some questions or unfinished statements. For each of them there are four choices marked A, B, C and D. You should decide on the best choice. Then write down the correct answer in the brackets for each question or statement. This section totals 20 points, two points for each question.

#### Passage One

The UK is extremely dependent on foreign trade. About 40 per cent of the population's food and a large proportion of the raw materials used by industry have to be imported. In 1980 exports of goods and services were equal to about 25 per cent of the Gross National Product.

In the exports of manufactures, the UK, in recent years, has done less well than her major competitors. The UK's share of the value of the main manufacturing countries' exports fell from 16 percent in 1980 to about 9 per cent in 1999. This was due to the fact that the volume of UK exports increased at an annual average rate of 5 per cent, only about one-half the rate achieved by the main manufacturing countries as a whole and about one-third the rate for Japan.

Changes in the commodity composition of exports have been very small in recent years. The share of manufactured goods has increased slightly while the share of basic materials has declined. There has been a steady decline in the share of textiles and an increase in the share of chemicals in total exports. Over the next decade the possibility of exporting North Sea Oil and the diminishing dependence on imported oil should have a beneficial effect on the UK's visible trade balance.

The most striking change in the geographical distribution of UK exports in recent years has been the swing away from the traditional Commonwealth markets and a growing dependence on the market in

Western Europe. Exports to Western Europe accounted for about 34 per cent of UK exports in 1989 but by 2000 this share had grown to nearly 60 per cent. This is much in line with developments in world trade as a whole, because trade between industrialized countries has been the fastest growing sector of world trade. The other important development is the growing importance of the markets in the oil-exporting countries.

( )1. The export of manufactures of U.K. during recent years .

- A. has risen.
- B. has done better than the major competitors.
- C. has fallen
- D. has done less well than developing countries.

( )2. The export of textiles .

- A. has declined
- B. has declined sharply
- C. has increased slightly
- D. has increased sharply

( )3. The export of basic materials .

- A. has increased
- B. has declined
- C. has remained steady
- D. has little changed

( )4. What is the most striking change in UK exports?

A. The swing away from the traditional Commonwealth markets and a growing dependence on the market in Western Europe.

B. Changes in the commodity composition of exports.

C. The increase of the share of manufactured goods and the decline of the share of basic materials.

D. the beneficial effect of the export of oil on the UK's visible trade balance.

( )5. Which statement is not true?

- A. UK is exporting more to Western Europe.
- B. trade between UK and Western Europe has been the fastest growing sector of world trade.
- C. UK will possibly import less oil over the next decade.
- D. UK is exporting more chemicals.

Passage Two

Is a quiet revolution under way in the nation's shopping habits? Are we gradually allowing an increasingly select number of large companies to take care of all our basic requirements? The supermarket chains certainly hope so. 'People don't have the time to shop around any more. If they're happy with the quality of a company's service, then they're likely to buy other product types from them as well,' says Jim Austin, an industry analyst.

With the major supermarket brands such as Tesco, J Sainsbury and Asda already offering financial services, credit cards, own-label clothing, mobile phones, and cut-price electrical goods including computers, Austin believes that the supermarkets' diversification is set to continue.

'The UK retail food market is saturated, so their only real prospect of growth is either to enter foreign markets or diversify into new markets at home..' Tesco and J Sainsbury have done both. Having already bought foreign subsidiaries, both large supermarket chains have set up their own banks in order to offer customers financial services such as personal loans, mortgages and savings accounts.

Together, the two new banks took over £ 2bn of customer deposits within the first year of trading. 'They are winning business by using a lower cost base to offer their customers better interest rates on savings than traditional banks,' says Austin.

However, there are question marks over long-term profitability. The traditional providers say there is bound to come a point when the new banks will eventually want to widen margins and boost profits. 'When they start to raise prices, they might create bad publicity, which could hurt their brand,' says one observer. 'How will a major supermarket react, for instance, when it is faced with having to repossess a regular shopper's home?' Shoppers, however, do not share these fears. A recent survey of 1,000 people by brand consultants Cook & Pearson concludes that shoppers will continue to buy a wider range of goods and services from supermarkets. Many people said that they would be prepared to buy a supermarket own-label car or even a house from a supermarket-branded estate agent. Interest was also shown in combining a food shopping trip with a visit to a supermarket dentist.

Loyalty schemes are another incentive for customers. 'Most supermarkets now offer bonus points with every purchase. These points add up to free air miles or cash discounts, so it really pays to stay loyal to the brand in all its diversified forms,' says Austin.

( )6 Why are the large UK supermarket chains diversifying? \_\_\_\_\_.

- A. Because the retail food market in the UK has been occupied by foreign companies.
- B. Because the retail food market in the UK is saturated.
- C. Because the retail food market in the UK is quite small.
- D. Because diversification into new markets can promote the growth of the retail food market in the UK.

( )7 How are the supermarkets able to attract business in the banking sector? \_\_\_\_\_.

- A. Because they can offer more services.
- B. Because they can offer more varieties of commodities.
- C. Because they can offer better interest rates.
- D. Because they can offer free car parking for customers.

( )8 What are the risks involved with brandstretching? \_\_\_\_\_.

- A. There may come a point when providers will want to raise prices.
- B. There may come a point when providers lose all their banking business.
- C. There may come a point when customers lose their confidence in the banking sector.
- D. All the UK large supermarkets will have to close all their banking business.

( )9 How do the large UK supermarket chains encourage brand loyalty? \_\_\_\_\_.

- A. By offering free samples of commodities.
- B. By offering a wide range of goods and services.
- C. By offering convenient banking services.
- D. By offering loyalty schemes like bonus points.

( )10 The headline "Banking on a brand" means \_\_\_\_\_.

- A. selling a brand
- B. purchasing a brand
- C. relying on a brand
- D. stretching a brand

口语部分:

Part1:

1.喜不喜欢开会?人多开会好还是人少开会好?

Part2:

- 1.What is important when introducing a managing system?提示有 staff training, equipment
- 2. What is important when packaging a product?提示有 color,material
- 3. What is important when applying for going abroad to work?
- 4. What is important when working for long hours?

Part3:

1.公司要出钱建一个健身房, 你认为该不该收费?该不该让家属来?想要什么设施?

写作部分:

小作文:

HR 发一封给 all sales staff 的邮件, 关于 sales training 的, 写明培训时间, 内容, 如何参加。

大作文:

公司要搬家, 写个 proposal 给你老板说明搬家要注意的几点、原因。第一个是 IT 设备, 第二个忘了, 第三个是 package fee, 第四个是 insurance 的重要性。

## 2015年高级商务英语口语考试备考资料

### 正文

In answer to your questions, Action Appliances has been manufacturing top quality appliances for 15 years now. We began selling rice cookers from one small shop in Taipei. At that time, we were strictly a mom-and-pop operation.

To keep up with overwhelming customer response, the company expanded rapidly. We improved our R&D department and enlarged our product lines to include washers and dryers, refrigerators, and microwave ovens. Our appliances are geared toward households with high needs but minimal space.

Taiwan is still our main market. As a matter of fact, you'll find at least one Action appliance in one out of three households in Taipei alone.

With a strong home base, we feel we're ready to move overseas. Recent consumer research efforts prove that over 40% of the appliance market in Canada and the United States consists of highly efficient, compact products. You'll find that our appliances meet these needs.

### 句型结

#### ● 开场白

1. In answer to your questions, Action Appliances has been manufacturing top quality appliances for 15 years now.

2. Regarding your questions, Action Appliances has been in business for 15 years.

3. In response to your questions, Action has been producing top quality products for 15 years now.

一开始就直接回答问题, 不仅使晤谈进行顺利, 并表示你对客户的问题定不回避。"regarding"及"in response to"都有针对...的意思, 皆可作为响应询问的开头语;并用现在完成式表示从过去到现在, 一直从事的业务。

#### ● 说明成长

1. To keep up with overwhelming customer response, the company expanded rapidly.

2. Customer response was overwhelming, so we were able to expand steadily.

3. We grew quickly and steadily due to a strong customer response.

说明公司刚开始营运时, 顾客的热烈反应, 以及公司因应的方式。"customer response", 顾客反应。

#### ● 市场占有率

1. As a matter of fact, you'll find at least one Action appliance in one out of three households in Taipei alone.

2. In fact, our appliances are used in one out of three households in Taipei.

3. Actually, you'll find at least one Action appliance in one out of three households in Taipei.

本段应以明确的例子及统计数字, 说明产品如何受欢迎, 以支持公司的形象。用"as a matter of fact",

"in fact"及 "actually"做为句子开头语, 使谈话口语化, 同时加强语气。

#### ● 公司的目标

1. Recent consumer research efforts prove that over 40% of the appliance market in Canada and the States consists of highly efficient, compact products.

2. Marketing studies show that a market exists in Canada and the States for our compact products.

3. Recent consumer research leads us to believe that a market exists in Canada and the States for our appliances.

以公司的目标作为谈话的结, 同时以明显直接的事实来证明公司的目标正确, 有发展潜力。关键句型为"... prove that ...", ‘证明出...’。

### Teamwork

Your company is keen to encourage staff to work together in teams. You have been asked to suggest ways in which this could be implemented.

#### ● How to convince staff of the advantage of teamwork

#### ● How to evaluate the results of the company's policy

### Staff Fitness

Your company is keen to have a fit and healthy workforce. You have been asked to suggest ways in which this could be achieved.

● What the advantages are to a company of having a fit and healthy workforce

● What facilities a company should provide in order to encourage staff to be fit and healthy

### Investing in Staff Training

Your company has recently had a problem with staff leaving the company shortly after completing training courses. You have been asked to write a report for senior management on this situation.

● How to encourage staff who have undertaken training courses to stay with the company

● How to ensure that a company benefits from providing a range of facilities for its workforce

### Corporate Entertainment

Your company is keen to establish a policy for entertaining important clients.

You have been asked to make recommendations for a policy for corporate entertainment.

● What are the advantages and disadvantages to a company of entertaining clients

● What are the criteria for selecting entertainment for clients

### Staff Retirement

Your company wants to introduce a program to help staff prepare fully for retirement.

● What practical preparations staff need to make for their retirement

● What the advantages and disadvantages are to a company of staff retiring

### Working from Home

Your company is considering allowing some employees to work from home for part of the working week. Your managing director has asked you to write a report on this proposal.

- Which employees this system would be most suitable for

- How technology could help to make the system of working from home effective

### Export Office

Your company has decided to open an export office in order to deal with an increase in orders from abroad. This office will be responsible for the company's exports and will be visited by foreign representative.

- What kinds of jobs will be available in the new office

- What training will be needed for these jobs

### New Factory

Your company is expanding and wants to open a new factory in another area. You have been asked to consider where the best place would be to locate it.

- What factors need to be considered in choosing a good location

- Which of these factors are the most important to consider

### Cost cutting

Your company has decided to try to reduce costs. You have been asked to investigate the possibility of cutting the financial costs of operating your department.

- Which are the areas where costs could be cut?

- What problems might arise from cutting costs?

### Customer complaints

Your manager is not satisfied with the way staff reacts to complaints from clients about products or services. You have been asked to suggest how this could be improved.

- How the company can make effective use of will be available in the new office?

- What training will be needed for these jobs?

### Staff recruitment

Your factory urgently needs to recruit a large number of temporary staff in order to fulfill an unexpected order. The staff needs to be ready to start work as soon as possible.

- What you need to do in order to find suitably skilled staff?

- What type of induction program the new staff will need before they start work?

### Modernization Program

You work for a large company which has decided to introduce a program of modernization and improvement. You are involved in setting up this program.

- How to prepare staff for major changes within the company

- What other factors have to be considered when introducing major changes in a company

### Language Courses Abroad

Your company has offered you the opportunity of attending a six-month English language course abroad. You have to decide whether to accept, and are therefore going to attend a meeting to find out more about the offer.

- What the advantages are of learning languages abroad

- What plans you will have to make for work and home if you go away for a long period

### Potential Supplier

A potential supplier will soon be visiting you at your workplace. You think this supplier and the products or services they offer could be very important for the future of your company.

- What you need to find out about the supplier and the products or services before the visit

- How you could entertain the supplier the negotiations

### Foreign Business Travel

Your company has decided that it needs to introduce a clear policy on foreign business travel. You have been asked to help draw up the guidelines.

- What the various reasons are why members of a company make business trips abroad

- In what ways a company might be affected if the number of foreign business trips was reduced

### Company Directory

Your company is going to be included in an international directory of all the types of businesses operating in your country. You have been asked to write a brief profile of your company for the directory.

- What information you will include about your company

- How the directory would be useful to companies

## 2015 年 BEC 中级考试模拟冲刺试题过关斩将(1)

### 一. READING

#### PART ONE

##### Questions 1-7

- . Read these sentences and the share prices below.
- . Which stock market does each sentence(1-7) describe?
- . For each sentence mark one letter (A ,B ,C or D) on

your Answer Sheet.

Example:

the index went up more than one thousand.

Answer:A

1. the share prices were influenced by the improvement of the two countries' relations.

2. Over the week ,turnover rose by T \$ 5. 83bn.

3. Many people went to buy capitalization stocks.

4. In the beginning many foreign shareholders buy blue chips at high prices.

5. Price was lower after shareholders sold stocks in industrials to make profit.

6. On Thursday price dropped and then rose again.

7. the falling of composite index rose by 1. 3 per cent on the week.

A. Bangkok rose 2 per cent on the day and 3.4 per cent over the week as buyers moved in to large market capitalization stocks. The SET index rose 27.55 to 1,383.57 in turnover of Bt 8.5 bn, down from Thursday's Bt 10bn.

B. Taipei was pulled lower by late profit-taking in industrials after Thursday's rebound ,and the weighted index fell 45.59 to 5,806.77, or 1.7 per cent, over the week. Turnover rose to T \$41.51 bn from T \$ 35. 78bn.

C. Manila opened strongly on foreign buying of blue chips but dipped at the close as profits were taken. The composite index fell 10.07 to 2 ,907. 00 , 1.3 per cent higher on the week

D. Hong Kong finished a mixed day slightly lower ,sapped by profit-taking on confirmation of US renewal of China's MFN trade status and concerns over the lower domestic property market. The Hang Seng index fell 11.58 to close at 9,470.13, 1.7 per cent lower on the week.

#### PART TWO

##### Questions 8-12

- . Read this letter to the editor of The Economist.
- . Choose the best sentence from the list A-I to fill each of the blanks.
- . For each blank (8-12) mark one letter (A-I) on your

Answer Sheet.

. Do not mark any letter twice.

. One answer has been given as an example.

Sir-

You state on February 13th that New Mexico has "few natural resources ",... ..example... In 1991 New Mexico

ranked fourth in the United States in production of natural gas , seventh in oil and tenth in non-fuel minerals ...8...Non-fuel minerals contributed about \$ 1 billion and coal \$ 509 million.

Taxes from production of fuels and minerals, and lease payments on state lands have been set aside by legislative acts to endow two permanent funds worth about \$ 5. 65 billion, ... 9 ... In addition, during fiscal year 1991 , payments to New Mexico from taxes on federal lands were \$ 108 million ,all earmarked for public education.

... 10 ... About \$566 million came from taxes and permanent-fund earnings attributable to oil and gas production. ...11 ... Tourism is an important industry in New Mexico, yet its economic impact on the public sector is dwarfed by that of mineral production.

New Mexico came through the recent recession in much better shape than most other states. It does not have a deficit. ...12...States that rely primarily on a sales tax or on an income tax have big problems during economic downturns. Income growth per head in New Mexico averaged 6. 1/00 in the year to October 1992-one of the fastest growth rates in the United States.

#### Charles Chapin

Example :C

A. It has a broadly based tax structure an important point.

B. In 1992 it produced more oil than Colorado and Kansas combined.

C. However, the extractive mineral industry in New Mexico is one of the state's strongest economic forces.

D. During fiscal year 1992 New Mexico raised permanent funds worth about \$6.1 billion.

E. the combined value of oil and gas production was \$ 2. 8 billion.

F. Some 16, 000 employees work in the extractive industries and their wages are among the highest of any major industry.

G. the \$39 million earned by these funds in 1991 was used to finance education and other public services.

H. Only \$ 25 million came from agricultural taxes.

I. New Mexico's extractive mineral industries contribute about a third of the state's \$ 1. 9 billion general-fund income in fiscal year 1991.PART THREE

#### Questions 13-20

- . Read this letter about Compensation Trade ,and answer the following questions.

Ministry of Foreign Trade 19th January , 1 993

Xi Changan Street

Beijing , China

Dear Sirs,

This letter is in regard to the window glass business between our firm and the China National Light industrial Products Import & Export Corporation, Daren Branch and the Daren Window Glass Factory.

1. Our two sides sincerely worked in the past and the window glass business has already been done successfully. However, the quantity of products doesn't meet our requirements. This company wants to develop the trade and business further in this line. We now expect to begin working with all the other branches and window glass factories on the same basis ,i. e. compensation trade.

2. For the U. S. A. market, we require very large quantities of small cut sizes. Therefore, we are asking your prompt assistance to help us out in expanding glass-cutting business. We would highly appreciate it if you take this matter into consideration. We are certain that ,with your prompt cooperation, our purchases of Chinese window glass for sale in the U. S. A. market will very quickly increase to a large and substantial volume. With the establishment of diplomatic relations between our two countries ,the time is now right for a very quick and large increase in trade between us.

3. For your information, we are doing everything possible to cooperate in achieving our mutual goal of making the window glass business a very large one. We have offered to purchase various equipment for your Dairen factory which will increase its products, improve quality and raise its efficiency. We have offered to accept payment for this machinery in the form of buy-back of glass. We have also cooperated with the factory in making suggestions for better efficient packing and containerization. The factory has been very cooperative and receptive to our ideas. As we want to begin our business with the other branches too ,we plan to offer the same suggestions and proposals to purchase machinery for them.



## 2015 年 BEC 中级考试模拟冲刺试题过关斩将(2)

### 一. READING

#### PART ONE

##### Questions 1-7

. Read these sentences and the following new reports.

. Which country does each sentence describe?

. For each sentence mark one letter (A ,B ,C or D) on your Answer Sheet.

Example:

the head of state went to China to treat his disease.

Answer: B

1. the government didn't want to cancel a meeting in its capital.

2. This country did something that went against the international aGREements.

3. the king declared that he was unable to stop the civil war.

4. A fierce quarrel broke out between this country and its neighbour.

5. A national budget is going to be approved by the parliament some time in July.

6. An opposition party plans to turn down its enemy who now controls the government.

7. A nuclear reactor aroused the suspicion of the United Nations which sent inspectors there to investigate.

A . North Korea announced that it had begun to change the fuel at a nuclear reactor at Youngbyon without the presence of international inspectors, a move that is contrary to international aGREements.

B. the Khmers Rouges claimed to have captured the town of Mongkol Borei, in north-western Cambodia. As King Sihanouk prepared to leave for China to resume cancer treatment ,he said he had lost hope of resolving the Cambodian conflict.

C. Japan's main opposition party, the Liberal Democrats, said it would try to bring down the minority government of Tsutomu Hata once the budget is passed by parliament in mid-July.

D. the Philippines refused a demand by Indonesia to ban a conference in Manila on East Timor, provoking the worst dispute between the countries for several years.

#### PART TWO

##### Questions 8-12

. Read this memorandum.

. Choose the best sentence from the list A-I to fill each of the blanks.

. For each blank (8-12) mark one letter (A-I) on your Answer Sheet.

. Do not mark any letter twice.

. One answer has been given as an example.

#### MEMORANDUM

To: Filma Williams ,school of Architecture

From : Ram S. Johnson ,Physical Plant Operations

Subject : Air-conditioning Installation Costs for East Hall.

Date : 4.4.94

As you requested in your memo of March 15, we have studied the costs of installing air conditioning for the seven offices and two studio classrooms in East Hall ...example...

Office and Classroom installation

Estimates were obtained from three contractors on the costs of covering the offices and classrooms ...8...The work would take about three weeks.

Because the central unit would be installed on the roof, some noise problems might occur during a four-or five-day period...9... Sheet metal work to build out least in the classes could be done on weekends , and the overtime labour costs of about \$1,500 have been included in the estimates.

Arrangements were not made to do the office space installation on weekends `.. ... 10... ..

Additional Installation

Because a larger installation, including a more powerful central unit, would be necessary to handle the halls and stairways ,an additional \$6 , 000 would be required for the equipment. ....11 ... If this additional work were delayed until a later time, a new central unit would be required along with changes in the pipe way ...12...

#### Summary

the total job for the building would be about \$ 35, 000 if done at one time. A two-stage installation would cost about \$55 ,000. I can get official bids at your request.

#### Example: A

A As you suggested, we also sought information on the additional cost of air

conditioning in the entrance halls and stairways.

B All these three were in the \$ 20,000 to \$25,000 range.

C This later installation would cost about \$20,000.

D However, class interruption should be minimal.

E In the same way, each of these three would take at least one month.

F therefore ,the total cost was this \$6 ,000 plus another \$5,000.

G Labour costs would be an additional \$ 5 , 000,bringing the total cost of the addition to \$11 ,000.

H Each faculty member could expect to have workers in the office for about one day.

I So faculty members can continue their office work as usual.

## 2015 年 BEC 中级考试模拟冲刺试题过关斩将(3)

### 一. READING

#### PART ONE

##### Questions 1-7

- . Read these sentences and the instructions that follow.
- . Which method does each sentence describe?
- . For each sentence mark one letter (A ,B ,C or D) on your answer Sheet.

##### Example

You can dictate a message almost anywhere at your convenience.

Answer: B

1. You speak, while your secretary types down your words.
  2. You have to speak slowly and very clearly.
  3. One of these methods can be used when you are in a hurry.
  4. While dictating ,you use some tapes.
  5. One of the disadvantages of this method is that you are totally strange to the transcriber.
  6. the dictation is done with your speaking, a machine's recording, and your secretary's transcribing.
  7. the machine records your words and then provide the transcription.
- A. Dictation to your own secretary-"live" dictation, taken by a person who becomes familiar with your dictating characteristics.
- B. Dictation to a machine, with your secretary transcribing.
- Inexpensive cassette recorders provide GREAt flexibility in dictation.
- You can dictate in the office, at home, in an automobile, in an airplane, and in any out-of-the-office situation. Your dictation tapes can be transcribed by being played back on modern transcribing equipment.

C. Dictation to a machine, with a word-processing center providing the transcription in this case, the transcriber will probably not be familiar with your dictation manners and peculiarities.

D. Other dictation methods, such as by telephone calls or by direct secretarial transcription at the typewriter. These methods are not routine but are used typically in "rush" situations. They require a slow voice speed and clear pronunciation.

#### PART TWO

##### Questions 8-12

- . Read this text about electrical power in Canada.
- . Choose the best sentence from the list A-I to fill each of the blanks.
- . For each blank(8-12) mark one letter (A-I) on your Answer Sheet.
- . De not mark any letter twice.

. One answer has been given as an example.

ELECTRICITY : WEALTH , MONEY , POWER

Canadian industries have prospered for more than a century on the country's abundance of cheap ,reliable electrical power...example...In fact ,Canada consumes more electricity on a per person basis than any country except for Norway...8...

Electricity is a significant source of export income for Canada...9...But in the 1970s ,Canadian exports rose sharply to address the U. S. demand for cheaper and more reliable.

In 1985, exports of Canadian electrical power reached 1,400 million US dollars ...10...Net electricity exports account for more than 60% of Canada's balance of trade.

Domestically, Canada continues to generate electrical power, primarily from water ...11...

Exports of electricity are now subject to forces far beyond the control of utility managers...12...

##### Example: B

A. Besides, electricity from coal and nuclear is 50/00 to 75/00 cheaper than many other industrial nations.

B. Generated primarily by water, our power supplies have attracted and supported energy-intensive industries such as mining.

C. It also ranks among the top three electricity producers in the world, behind the U. S. and Russia.

D. Next to electricity, Canadian paper exports came to 900 million US dollars every year in the 1960s.

E. Two large nuclear power plants began to generate electricity.

F. Since then, electricity' exports have declined but they have continued to exceed 700 million US dollars.

G. Environmental and trade policies all influence electrical production and trade.

H. Canada and the U. S. imported and exported power in almost equal measures after 1901.

I. therefore, the Canadian government has little influence on these forces. PART THREE

##### Questions 1 3- 20

. Read this text about south Korea's economic development, and answer the questions that follow.

the Koreans see the Seoul Olympics as a chance to show their rapid proGREss. The Tokyo Olympic Games in 1964 served the same purpose for a developing Japan. Within 13 years , according to a detailed development plan ,Korea is determined to be among the world's ten largest trading nations ,up from the 13th now.

1. Much of the economy's development in recent years comes from what Korean leaders call the three blessings- lower oil prices, lower world wide interest rates, and a currency that is weak against the Japanese yen. The Korean won is closely related with many other currencies, though the finance ministry will not say which ones. Obviously the U. S. dollar is the most important. When its value drops against the Japanese yen, the Korean won went down too. Since September 1985 the won has decreased about 40%

against the yen, giving Korea a huge advantage over Japan in the U.S. market.

2. the Koreans made good use of this advantage, pouring 40% of their exports into America. When the U.S. responded with tough protectionism talk, they pretended to be surprised and angry. The Koreans still see themselves as relatively poor dependents of the U.S. and take American protectionism as betrayal by a big brother. They are right. The Korean economy is only 6% of Japan's. Tall buildings in Seoul resemble those in Tokyo, but the Korean capital is full of narrow streets and poor houses like a village. In the countryside some 20% of home lack running water. Moreover, Korea has a heavy defense burden as well as that big foreign debt.

3. And Korea has suffered setbacks before. In the 1970s the government supported heavy industry, creating some big but stateless enterprises. The Treasury Ministry is still quietly supporting some ill shipping and overseas companies. Meanwhile the government does not know how to set up winning industries.

4. the Koreans are also quick to point out that their 7.1 billion trade surplus with the U.S. is just 4% of the total American trade deficit. Japan accounts for 35%. In the U. S. the Koreans are competing with Japanese not American products. They complain that U. S. protectionism punishes them for Americans' lazy work habits and drug abuse. They say the union rules have ruined U. S. competitiveness.

## Planning

In any planning system, from the simplest budgeting to the most complex corporate planning, there is an annual process. This is partly due to the fact that firms (19).....their accounting on a yearly (20)....., but also because similar (21)..... often occur in the market.

Usually, the larger the firm, the longer the planning takes. But typically, planning for next year may start nine months or more in advance, with various stages of evaluation leading to (22)..... of the complete plan three months before the start of the year.

Planning continues, however, throughout the year, since managers (23) ..... progress against targets, while looking forward to the next year. What is happening now will (24)..... the objectives and plans for the future.

In today's business climate, as markets constantly change and become more difficult to (25)....., some analysts believe that long-term planning is pointless. In some markets they may be right, as long as companies can build the sort of flexibility into their (26).....which allows them to (27).....to any sudden changes.

Most firms, however, need to plan more than one year ahead in order to (28).....their long-term goals. This may reflect the time it takes to commission and build a new production plant, or, in marketing (29)....., it may be a question of how long it takes to research and launch a range of new products, and reach a certain (30)..... in the market. If, for example, it is going to take five years for a particular airline to become the (31)..... choice amongst business travellers on certain routes, the airline must plan for the various (32)..... involved.

Every one-year plan, therefore, must be (33)..... in relation to longer-term plans, and it should contain the stages that are necessary to achieve the final goals.

19 A make up B carry out C bring about D put down

20 A basis B grounds C foundation D structure

21 A distributions B guides C designs D patterns

22 A approval B permission C consent D decision

23 A value B inspect C review D survey

24 A command B prompt C influence D persuade

25 A guess B speculate C reckon D predict

26 A operations B techniques C measures D exercises

27 A answer B respond C counter D reply

28 A move B lead C develop D benefit

29 A expressions B descriptions C words D terms

30 A reputation B position C situation D influence

31 A desired B selected C preferred D supposed

32 A acts B steps C means D points

33 A handed over B drawn up C made out D written off

这篇文章是关于公司计划的(planning), 做计划时的过程和需要考虑的一些因素。

全文的第一句话说公司做的决定是一个年度过程(annual process)。接下来谈到原因。19题, make up 是组成、捏造、化妆的意思, 用在这里和 accounting 搭配不上; carry out 是执行(to do something that needs to be organized and planned); bring about 是带来, 使发生(to make something happen); put down 放下, 镇压。从意思上看, 应该选 B, carry out。

事实上, carry out accounting on .....basis 是金融英语里专业且地道的说法。最常见的一种是 carry out accounting on the accrual basis 执行权责发生制。相应的, 20题选 basis, 公司时在一年的基础上执行会计准则的。

21题, 这里需要理解上下文的含义。这一整句话仍然是在说明公司进行 planning 的原因。正是因为相似的模式会在市场上出现, 所以公司才需要进行计划。选 patterns 是最符合原义的。

22题, 很明显, 这里填入的词是表示批准、通过之类的, 是指年前三个月完整的计划就会被通过。从中文意思上看, A、B、C 三个词都是符合的。具体看英文解释对几个词的用法进行区分。

approval: when a plan, decision, or person is officially accepted 批准, 正式的

eg: The president has already given his approval to the plan.

permission: when someone is officially allowed to do something 允许, 也是正式的

eg: You must ask permission before taking any photographs inside the church.

consent: permission to do something 不那么正式的允许

eg: He took the car without the owner's consent.

这一题是讲的计划被批准或者通过, 所以用 approval。

23题, 这里的前后文的意思是计划贯穿全年始终, 所以经理们需要回顾过去, 展望未来。后面的 looking forward to 是个答案信号, 相对应的前面应该选 review, 根据目标回顾过程。

24题比较简单, 理解了句子含义不难做出选择。现在发生的事情将会影响未来的目标和计划。选 influence。

25题, 从这个句子来看, 填入的词是应该可以直接和 market 搭配的。Predict the market 是商英里地道常见的用法, 市场预测。

26题, 往他们的操作中增加一点灵活性, 这样可以对突然发生的变化做出反应。

Operation: the work or activities done by a business or organization, or the process of doing this work.

27题, respond to 对...做出反应。

28题, 为了开发公司的长期目标, 需要一年以上的时间来计划。从意思和用法上, 只能选择 develop。

29 题, in market terms 用市场术语来说。固定用法。

30 题, position in the market, 市场上的地位。前面已经暗示了这里要用市场术语来表述, position in the market 就是固定表达

(positioning is that exclusive space your brand owns in the marketplace. It's relevant and compelling to your customers, and different from your competitors.)

31 题, 只需要理解 preferred 的意思: 首选的

32 题, 想让这个航空公司成为特定路线上商务旅客的首选, 必须先计划好相关的步骤。按步骤来拟定计划, 最后才能成功, 所以选 step。

33 题, 需要理解四个词组的含义。

hand over: to give something to someone with your hand, especially because they have asked for it or should have it.交出

draw up: to prepare a written document, such as a list or contract 起草

(draw up plans/proposal)

e.g: He was asked to draw up proposals for reforming the law

make out:

to be just able to see or hear something 看见或听见

to understand something, especially the reason why something has happened 理解

write off:

to write a letter to a company or organization asking them to send you goods or information 写信寄出

to decide that someone or something is useless, unimportant, or a failure 注销

to officially say that a debt no longer has to be paid, or officially accept that you cannot get back money you have spent or lost 勾销



## 2015 下半年商务英语中级阅读模拟及答案解析(2)

B 1 It would be advisable for Flacks to consult customers before developing a new product.

D 2 Producing goods for specialist markets might increase Flacks' profits.

C 3 Flacks may need to change the function of one of its facilities.

A 4 Flacks should utilise its current expertise to enter a different market.

B 5 Flacks may need to consider closing its current production facility.

C 6 Flacks should develop the connections it has established with leading retailers.

A 7 Expanding the product range would not be a problem for the workforce.

Flacks is a UK-based company that produces fashion accessories for women. How can it continue to grow its business?

A Susan Falmer

Faced with a shrinking market, cheap imports and competitive pricing, Flacks will have to work

hard to increase its margins. They need to move into a more promising market, one where demand

is growing and where the company can exploit existing skills and contacts. They could think about

brand extension - this would not be a giant leap and the sales force would take it in its stride. Also,

they wouldn't need to re-equip their factory and could use non-UK sourcing if facilities here are in

short supply.

B Mesut Guzel

They have the fundamentals of a survival strategy in a market where outsourced manufacture and

brand differentiation hold the key to success. I think they should initially locate some of their

production in another country, where manufacturing quality tends to be better and it is easier to

meet changing customer demands. But they should also regularly monitor production in Britain

and think about outsourcing all this work abroad at some point if they need it done faster. The

company should continue to work on innovative products, and thorough market research will help

to ensure any new ideas are well received.

C Gary Wilmot

In order to beat their rivals in a highly competitive market, Flacks should ensure their products are

attractive and build on their relationships with the big stores rather than trying to go it alone and

market directly. They should also consider refocusing production by using their UK factory for

high-specification products. They could eventually build more production overseas in a cycle of continuous development.

D Michal Kaminski

The demand for fashion accessories is relatively flat and the company should consider exploiting

niche markets to improve its margins. But even within these, Flacks must distinguish its goods

from those of its rivals in terms of quality, performance and design. Innovative sales, marketing

and PR are vital to exploit these niche products. One competitive advantage that Flacks does have

is production times. Many retail chains now have two-tier supply chains and Flacks could focus on

top-up orders. They might also investigate other sales channels such as mail order.

这篇文章是关于一个女性时尚饰品公司——Flacks 的发展战略问题，四个专家给出了自

己的建议。这套题目的答案稍微有些隐晦。

第一题，说在开发新产品前咨询客户的意见对于 Flacks 来讲是很明智的。答案是 B 段

的最后一句：thorough market research will help to ensure any new ideas are well received. 彻底

的市场调查能够确保新的思想很好的被接受。

Market research, 市场调查，在很大程度上就

是咨询客户的意见(consult customers), any new ideas 可以对应于 developing a new product,

能够 well received, 那么对于公司来讲当然就是 advisable 了。选 B。

第二题，说为专业市场生产产品可以增加利润。答案是 D 段的这么一句：the company

should consider exploiting niche markets to improve its margins 这题关键是要理解一个市场的

含义：niche market。看英英解释：a small area of trade within the economy, often involving

specialized products. improve its margins 也就是 increase profits, 选 D。

第三题，说 Flacks 可能需要改变它的一个设备的功能。这里答案不是太明显，是 C 段

的这么一句：They should also consider refocusing production by using their UK factory for

high-specification products。他们也需要考虑通过利用英国工厂生产高规格产品来调整生产焦

点。也就是说，英国工厂原来不是生产高规格产品的，即题目说的改变它的一个设备的功能。

第四题，说 Flacks 可以利用现有的技能来进入一个新的市场。答案是 A 段的这么一句：

They need to move into a more promising market, one where demand is growing and where the

company can exploit existing skills and contacts。他们需要进入一个更有发展前景的市场，一

个需求增长并且公司可以利用现有技能和合同的市场。exploit existing skills 也就是 utilise its current expertise。

第五题，说 Flacks 可以考虑关闭现有的生产设备。这题也有些隐晦，答案是这么一句：

think about outsourcing all this work abroad。关键就在于 outsource 这个词的意思：turn to outside suppliers or manufacturers 外购。既然是要考虑 outsource——turn to outside

manufactures，那么也就是可以考虑关闭自己的生产设备了。选 B。

第六题，说 Flacks 应该考虑发展同领先的连锁商已经建立起来的关系。答案在 C 段：

build on their relationships with the big stores 发展他们同大商店的关系。

第七题，说扩展产品范围对劳动力来讲不是问题。答案在 A 段：They could think about

brand extension - this would not be a giant leap and the sales force would take it in its stride.他们

可以考虑品牌扩张——这不是一个巨大的跳跃，在销售力量的步调范围之内。言下之意，不是问题。选 A。



## 2015 下半年商务英语中级阅读模拟及答案解析(3)

### Evaluating the performance of the board

Few employees escape the annual or twice-yearly performance review. (0) .....G.....The answer is not a great number. And the smaller the company, the fewer checks there are on how well the directors are doing. Some of the largest companies formally assess the performance of their board, but very few new or growing companies have managed to get round to establishing any such procedure.

Many business experts believe, however, that it is important for all companies to review the performance of the board. (8) .....Another reason is that the board itself needs information on how well it is doing, just as much as other employees do. For the chief executive, appraisal of some sort is absolutely essential for his or her own sake and for the good of the company. Indeed, many of those who have reached this level remark on how lonely the job of chief executive is and how few opportunities they get to discuss issues relating to it.

There is some evidence to show that once smaller companies put a board appraisal process in place, they find this process relatively easy to operate. (9) .....Their counterparts in larger organisations, however, are often afraid that appraisals could be a challenge to their status.

So, how should companies assess their board? (10) .....At a very basic level, this could simply mean getting all the directors to write down what they have achieved and how they can improve on it. At the other end of the scale is the full '360-degree' appraisal. Here, each director is appraised in a systematic manner by a combination of the chairman and fellow directors.

In the largest companies there are many methods for assessing the board. A number of such companies have self-assessment schemes. The chairman may meet each board member individually to ask how things are going, in a fairly informal way. The whole board might also meet to talk about its progress in open session. (11).....These might ask for people's opinions on the board's main tasks or on how well the committees are working.

Research indicates there has been some improvement in the way the appraisal of board members is conducted. (12) .....The chairman will have been involved directly or indirectly in the

appraisal of all members of the board. Whose job is it, then, to appraise the chairman?

A It is often the case that the directors of such companies are even happy to receive criticism, as this can prevent them from making basic mistakes.

B The rest of the workforce sees it as unfair if the directors are the only members of the company to escape appraisal.

C These are encouraging as they put a limit on the power of the chairman to assess fellow directors.

D Alternatively, questionnaires might be distributed to directors, forming the basis for future discussion.

E One issue remains, however, when all the others have been dealt with.

F It is generally agreed that it is the chairman's responsibility to ensure the regular appraisal of each member of the board.

G However, one wonders how many companies have in place a formal appraisal process for their board of directors.

《Evaluating the performance of the board》，评估董事局的表现。众所周知一个公司里面

是经常对员工的表现进行评估的，那么谁又来评估董事局的表现呢？这篇文章讲了对董事局表现进行评估的重要性和一些方法。

第八题，前面说对董事局的表现进行评估是很重要的。空格后面的句子中有 another

reason，可见这个第八空应该填入对董事局表现进行评估原因的句子。B 符合这一特点，为

什么要进行评估，因为“如果决策层是公司唯一逃避评估的成员的话，其他的员工会视之为不公平。”

第九题，前面说小公司会发现这种评估过程更容易操作。空格后面一个 however，说大

公司的决策层会认为评估是对他们地位的一种挑战。可见这个空格应该填入表示小公司愿意

接受评估的句子。A 符合这一特点：通常这些公司的决策层会很乐意接受批评，因为这可以

防止他们犯错误。这里的 such companies 是个暗示，可以和前面的 smaller companies 对应上。

第十题，前面问怎样对公司的董事局进行评估。那么很明显，后面跟的句子应该和评估

的方式方法有关。符合这一标准的只有 F：一般认为确保对董事局里每个成员的定期评估是

主席的责任。也就是说依赖于主席进行评估。responsibility 是个关键词。

第十一题。第五段依然是讲评估的方法，具体的过程。空格的前面说主席可以单独会见

董事局的每一个成员，或者是集体在一起谈话。空格后面说这些可以询问人们关于董事局主

要任务以及委员会的工作进展情况的意见。ask for people's opinion 是个关键点，什么可以询问人们的观点?调查。选 D，questionnaires 是个关键的暗示：或者，也许可以给经理们分发调查问卷，形成未来讨论的基础。

第十二题，这一空前面说有调查显示对董事局成员进行评估的方法有所改善。空格后面来了一个疑问，提出没有人评估主席。可见第十二题有转折的意思，选 E，有关键的连词 however,而且 E 的 one issue remains，正好对应最后一段最后一句话的一个问题。内容上也吻合。

### BRITISH COMPANIES CROSS THE ATLANTIC

Next month a large group of British business people are going to America on a venture which may generate export earnings for their companies' shareholders in years to come. A long list of sponsors will support the initiative, which will involve a £ 3-million media campaign and a fortnight of events and exhibitions. The ultimate goal is to persuade more Americans that British companies have something to interest them.

While there have been plenty of trade initiatives in the past, the difference this time round is that considerable thinking and planning have gone into trying to work out just what it is that Americans look for in British products. Instead of exclusively promoting the major corporations, this time there is more emphasis on supporting the smaller, more unusual, niche businesses.

Fresh in the memories of all those concerned is the knowledge that America has been the end of many a large and apparently successful business. For Carringtons, a retail group much respected by European customers and investors, America turned out to be a commercial disaster and the belief that they could even show some of the great American stores a retailing trick or two was hopelessly over-optimistic.

Polly Brown, another very British brand that rode high for years on good profits and huge city confidence, also found that conquering America, in commercial and retailing terms, was not as easy as it had imagined. When it positioned itself in the US as a niche, luxury brand, selling shirts that were priced at \$40 in the UK for \$125 in the States, the strategy seemed to work. But once its management decided it should take on the middle market, this success rapidly drained away. It was a disastrous mistake and the high cost of the failed American expansion plans played a large role in its declining fortunes in the mid-nineties.

Sarah Scott, managing director of Smythson, the upmarket stationer, has had to think long and hard about what it takes to succeed in America and she takes it very seriously indeed. 'Many British firms are quite patronising about the US,' she says. They think that we're so much more sophisticated than the Americans. They obviously haven't noticed Ralph Lauren, an American who has been much more skilled at tapping into an idealised Englishness than any English company.

Also, many companies don't bother to study the market properly and think that because something's successful in the UK, it's bound to be successful over there. You have to look at what you can bring them that they haven't already got. On the whole, American companies are brilliant at the mass, middle market and people who've tried to take them on at this level have found it very difficult.'

This time round it is just possible that changing tastes are running in Britain's favour. The enthusiasm for massive, centralised retail chains has decreased. People want things with some sort of individuality; they are fed up with the banal, middle-of-the-road taste that America does so well.

They are now looking for the small, the precious, the 'real thing', and this is precisely what many of the companies participating in the initiative do best.

13 The main reason that the British business people are going to America is to

A encourage American consumers to buy their products.  
B analyse how American companies attract media coverage.

C look for financial backing from American investors and banks.

D investigate how British and American companies could form partnerships.

14 In the writer's opinion, the proposed venture will be different to previous ones because

A fewer British business leaders will be making the trip.  
B less well-known companies will be better represented.

C the larger companies have decided they will not be participating.

D it involves research into how British companies market themselves.

15 The writer states that Carringtons was wrong to  
A be cautious about trading in America.  
B borrow money from its European investors.  
C assume it was superior to American rivals.  
D ignore the advice of its American managers.

16 According to the writer, Polly Brown's mistake occurred when it

A continued to trade despite making a loss.  
B attempted to attract a different type of customer.  
C tried to break into too many markets at the same time.  
D expected American consumers to pay British prices for goods.

17 Sarah Scott states that British companies hoping to succeed in America should

A focus on a gap in the market.  
B be less concerned with their image.

C concentrate on selling products in the mid-price range.

D carry out research into the pricing policies of American companies.

18 The writer suggests that success in America depends upon

A adopting a more American approach to marketing.

B persuading the mid-range consumer to pay for quality.

C copying the strategies of American companies.

D building a reputation as a supplier of unique goods.

《British companies across the Atlantic》，跨洋英国公司。有一批在本土干的不错的英国公

司，雄心勃勃的要在大洋彼岸的美国去大展拳脚，结果遭遇了滑铁卢。文章根据这些公司的

经验和教训，说明了去海外开拓市场的注意事项。

13 题，问英国商人去美国的主要原因是什么。答案是第一段的最后一句话：The ultimate

goal is to persuade more Americans that British companies have something to interest them.终极

目标是是更多的美国人信服英国公司有可以吸引他们的地方。说的这么婉转动听，其实意思

就是：要美国人买他们英国人的产品。答案是

A。ultimate goal 可以对应于 main reason。

14 题，说在作者的观点里，所推荐的企业(proposed 是 recommended 的意思)不同于

上次的一批，原因是什么。答案是第二段的最后的一句：Instead of exclusively promoting the

major corporations, this time there is more emphasis on supporting the smaller, more unusual,

niche businesses.这次的重点更多的在于支持规模小一些的特色企业，而不是单独促进大公

司。也就是说这次和上次的区别在于重点扶植的对象不同。选 B: less well-known companies

will be better represented。不那么出名的一些公司将得到更好的展现。represented 在这里的意

思是 be present to a particular degree.看一个例句：

Abstraction is well represented in this exhibition.

15 题，问作者认为 Carringtons 错误的地方在哪。答案是第三段的最后一句：the belief that

they could even show some of the great American stores a retailing trick or two was hopelessly

over-optimistic.认为自己可以给一些大的美国商店玩一下连锁的戏法，结果杯具了。也就是

答案 C 所说的认为他们强于美国对手。Show some of the great American stores a retailing trick

是关键点，理解了这个就好做出答案。

16 题，问依作者之见，Polly Brown 的错误在什么时候发生的。答案在第四段，前面说

当这个公司将自己定位于一个特殊的奢侈品牌时，战略似乎是奏效的。但是当管理层决定去

攻占中级市场时，成功的果实很快被榨干了。所以答案是 B：试图去吸引一个不同类型的消

费群体。a different type of customer 可以对应于 take on the middle market。take on 在这里是

occupy 的意思。

17 题，问 Sarah Scott 说英国公司要想在美国成功必须怎么样，答案在第五段。这个人

在第五段前面讲了很多英国公司的缺点，比如自以为是。最关键的句子是这么一个：You have

to look at what you can bring them that they haven't already got.给他们带来他们现在还没有得

到的一些东西。也就是说要填补现有市场上的一些空白。选 A。

18 题，在美国成功取决于什么。答案在第六段。说人们需要有一点个性的东西，而这

正好是从事于这个领域的很多公司可以做的。答案选 D：建立一个独特商品提供者的名声。

unique goods 是关键词，可以对应 things with some sort of individuality。