

0. Exercise: **Part 4 (39x2.57%)**

演講

17. What kind of products does the speaker's company sell?

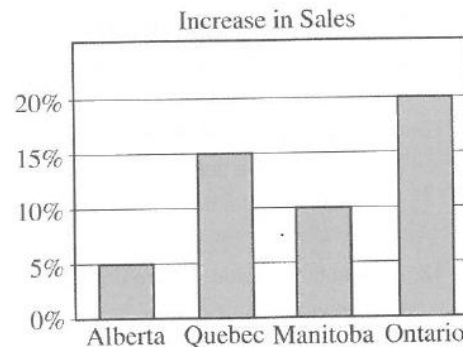
- Ⓐ Kitchen appliances
- Ⓑ Camping supplies
- Ⓒ Men's clothing
- Ⓓ Used cars

18. Look at the graphic. In which province will the company probably begin a direct-mail advertising campaign?

- Ⓐ Alberta
- Ⓑ Quebec
- Ⓒ Manitoba
- Ⓓ Ontario

19. What will the listeners most likely do next?

- Ⓐ Try out a product
- Ⓑ Tour a showroom
- Ⓒ Arrange some displays
- Ⓓ Watch a presentation



A: ... for our new _____....

B: ... I think that our _____ market

A: ... is _____ to _____ some information about the _____.

12. Who most likely are the listeners

- Ⓐ Teaching assistants
- Ⓑ Party planners
- Ⓒ Career counselors
- Ⓓ Marketing interns

13. What does the speaker say is posted on the company's Web site?

- Ⓐ Her e-mail address
- Ⓑ Video demonstrations
- Ⓒ Current job openings
- Ⓓ A list of prices

14. Why should the listeners go to Room 101?

- Ⓐ To attend a company celebration
- Ⓑ To participate in employee interviews
- Ⓒ To listen to a project proposal
- Ⓓ To review productivity targets

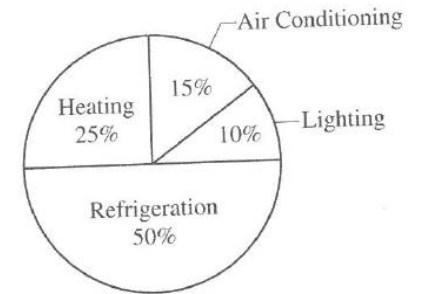
B: ... of your _____ at Lucas _____...

A: ... you will consider a _____ marketing _____ with us. I know there are several _____ posted ...

B: ... we're holding a small _____ in ...

<p>12. What is the topic of the talk?</p> <p>Ⓐ A revised training plan</p> <p>Ⓑ A new company policy</p> <p>Ⓒ An updated travel itinerary</p> <p>Ⓓ A corrected sales projection</p> <p>13. What does the speaker ask the listeners to do?</p> <p>Ⓐ Complete a training course</p> <p>Ⓑ Contact a client</p> <p>Ⓒ Renew a parking permit</p> <p>Ⓓ Sign and return a document</p> <p>14. What does the speaker say has changed?</p> <p>Ⓐ Spending limits</p> <p>Ⓑ Job duties</p> <p>Ⓒ The number of attendees</p> <p>Ⓓ The content of a presentation</p>	<p>12. Look at the graphic. Which percentage will most likely change in the future?</p> <p>Ⓐ 50%</p> <p>Ⓑ 25%</p> <p>Ⓒ 15%</p> <p>Ⓓ 10%</p> <p>13. What does the speaker suggest doing?</p> <p>Ⓐ Closing a branch location</p> <p>Ⓑ Decreasing the amount of inventory</p> <p>Ⓒ Upgrading some equipment</p> <p>Ⓓ Conducting a customer survey</p> <p>14. Who is Jeff Smith?</p> <p>Ⓐ An energy consultant</p> <p>Ⓑ A construction manager</p> <p>Ⓒ A product designer</p> <p>Ⓓ A marketing analyst</p>
<p>A: ... concerns the _____ on using corporate credit cards ...</p> <p>B: ... Could you please _____ the policy and _____ it to me ...</p> <p>A: ... the single transaction _____ has been _____ ...</p>	<p>B: ... we can _____ our _____ costs ...</p> <p>A: ... to _____ and _____ energy-efficient heaters next quarter ...</p> <p>B: ... who's a _____ from Johnstown Energy ...</p>

ANNUAL ENERGY COSTS



指示或說明

<p>17. What type of work are the listeners training for?</p> <p>Ⓐ Maintenance</p> <p>Ⓑ Manufacturing</p> <p>Ⓒ Research</p> <p>Ⓓ Sales</p> <p>18. What problem is the speaker hoping to avoid?</p> <p>Ⓐ High energy costs</p> <p>Ⓑ Long lines for the elevators</p> <p>Ⓒ Damage to artwork</p> <p>Ⓓ Noise in the galleries</p> <p>19. What does the speaker imply when she says, "I look at least twice a shift"?</p> <p>Ⓐ Listeners should follow her recommendation.</p> <p>Ⓑ Listeners should sign up for more shifts.</p> <p>Ⓒ She has already checked some equipment.</p> <p>Ⓓ She will be conducting surprise inspections.</p>	<p>14. What is the purpose of the message?</p> <p>Ⓐ To offer a position</p> <p>Ⓑ To request a recommendation</p> <p>Ⓒ To arrange an interview</p> <p>Ⓓ To discuss an orientation</p> <p>15. What should the listener do?</p> <p>Ⓐ Bring a resume</p> <p>Ⓑ Review a schedule</p> <p>Ⓒ Visit an art gallery</p> <p>Ⓓ Complete some paperwork</p> <p>16. What will the speaker do in the afternoon?</p> <p>Ⓐ Check some references</p> <p>Ⓑ Give some tours</p> <p>Ⓒ Meet associates for lunch</p> <p>Ⓓ Plan a fundraiser</p>
<p>A: ... about the minor _____s and _____s you will be _____ing at the museum ...</p> <p>B: ... are _____ kept very _____, paintings, books, and sculptures can be _____ed ...</p> <p>A: ... you _____ need to check each thermostat once a shift, _____ I look _____ twice a shift ...</p>	<p>B: ... be able to _____ you the _____ as the museum's assistant curator ...</p> <p>A: ... If you could _____ the _____s and _____ them _____ to ...</p> <p>B: ... I'll be busy _____ing _____s all the rest of _____ ...</p>

<p>14. What is the department trying to do?</p> <p>Ⓐ Conserve paper</p> <p>Ⓑ Increase production</p> <p>Ⓒ Save electricity</p> <p>Ⓓ Reward returning customers</p> <p>15. What solution does the speaker provide?</p> <p>Ⓐ Creating financial incentives</p> <p>Ⓑ Replacing some equipment</p> <p>Ⓒ E-mailing receipts and memos</p> <p>Ⓓ Calling customers directly</p> <p>16. What will happen in a month?</p> <p>Ⓐ A shipment will arrive.</p> <p>Ⓑ A newsletter will be published.</p> <p>Ⓒ A progress update will be given.</p> <p>Ⓓ A company meeting will be held.</p>	<p>12. What kind of event is the speaker discussing?</p> <p>Ⓐ A sports match</p> <p>Ⓑ An auction</p> <p>Ⓒ A concert</p> <p>Ⓓ A dance performance</p> <p>13. What is the speaker concerned about?</p> <p>Ⓐ Having adequate staff</p> <p>Ⓑ Slow ticket sales</p> <p>Ⓒ Visitor parking</p> <p>Ⓓ Poor weather conditions</p> <p>14. What does the speaker ask a volunteer to do?</p> <p>Ⓐ Research rental prices</p> <p>Ⓑ Recruit concert ushers</p> <p>Ⓒ Design a poster</p> <p>Ⓓ Arrange catering</p>
<p>A: ... to _____ the amount of _____ we use ...</p> <p>B: ... first, in mailing customers' _____s, and second, in circulating _____s around the office. In both of these areas, I'd like us to begin sending _____ copies through _____ instead.</p> <p>A: ... I'll be sending you an _____ on how much paper our conservation project has _____ed.</p>	<p>B: ... to _____ the classical music _____ ...</p> <p>A: ... what to do _____ it _____...</p> <p>B: ... I'd like a volunteer to _____ the _____ of _____ing some large ...</p>

介紹或引言

15. Why is the company hosting a barbecue

- Ⓐ To celebrate a successful contract
- Ⓑ To welcome new employees
- Ⓒ To introduce leadership goals
- Ⓓ To sample snack products

16. What does the speaker say he will do next?

- Ⓐ Set up a venue
- Ⓑ Retrieve some keys
- Ⓒ Pick up some colleagues
- Ⓓ Purchase some food

17. Look at the graphic. Who is the speaker calling?

- Ⓐ Sam
- Ⓑ Kasumi
- Ⓒ Peter
- Ⓓ Lee-Su



A: ... _____ing new _____...

B: ... start getting the _____s and _____s _____ed ...

A: ... to go along with the _____ you're bringing? ...

17. Who is Edgar Rollins?

- Ⓐ An actor
- Ⓑ A journalist
- Ⓒ A director
- Ⓓ A photographer

18. Why is Edgar Rollins' new project receiving a lot of attention?

- Ⓐ It is based on events from his life.
- Ⓑ It is different from his other work.
- Ⓒ It is the winner of many awards.
- Ⓓ It is difficult to understand.

19. What will the listeners be able to do after the interview?

- Ⓐ Ask questions
- Ⓑ Take photographs
- Ⓒ Attend a film screening
- Ⓓ Get an autograph

B: ... with renowned movie _____ Edgar Rollins ...

A: ... it is very _____ the director's _____ ...

B: ... _____ the _____, Mr. Rollins has kindly agreed to stay for a few minutes to answer _____ from the audience ...

<p>14. Who most likely are the listeners?</p> <p>Ⓐ Safety inspectors</p> <p>Ⓑ Job applicants</p> <p>Ⓒ Newly-hired employees</p> <p>Ⓓ Prospective customers</p> <p>15. What must the listeners do when entering the building?</p> <p>Ⓐ Check their bags</p> <p>Ⓑ Show an identification badge</p> <p>Ⓒ Turn off mobile phones</p> <p>Ⓓ Sign in at the reception desk</p> <p>16. What will the listeners most likely do next?</p> <p>Ⓐ Have their pictures taken</p> <p>Ⓑ Visit the cafeteria</p> <p>Ⓒ Listen to a speech</p> <p>Ⓓ Fill out some forms</p>	<p>18. Where is the talk taking place?</p> <p>Ⓐ At botanical garden</p> <p>Ⓑ At a university library</p> <p>Ⓒ At an art museum</p> <p>Ⓓ At an antiques store</p> <p>19. What does the speaker imply when she says, "this is a private collection"?</p> <p>Ⓐ Objects cannot be touched.</p> <p>Ⓑ Photography is not allowed.</p> <p>Ⓒ Artwork cannot be purchased.</p> <p>Ⓓ Visiting hours are limited.</p> <p>20. What activity does the speaker suggest that the listeners do later?</p> <p>Ⓐ Purchase a meal</p> <p>Ⓑ Sign up for a class</p> <p>Ⓒ Take a catalog</p> <p>Ⓓ Talk to an artist</p>
<p>A: ... to have you _____ our _____...</p> <p>B: ... required to _____ your _____ when entering at all times ...</p> <p>A: ... I can show you what our _____ has to offer.</p>	<p>B: ... of the Lakeside Art _____ today ...</p> <p>A: ... Please note that this is a _____ collection ...</p> <p>B: ... enjoy a delicious _____ ...</p>

15. According to the speaker, what will happen next week?

- Ⓐ Some computers will be upgraded.
- Ⓑ A product will go on sale.
- Ⓒ Two businesses will merge.
- Ⓓ A branch will be renovated.

16. What does the speaker say Jean Russell will do?

- Ⓐ Analyze sales data
- Ⓑ Give a demonstration
- Ⓒ Attend an interview
- Ⓓ Meet with team leaders

17. What does the speaker ask the listeners to do?

- Ⓐ Back up their files
- Ⓑ Welcome a presenter
- Ⓒ Meet a tight deadline
- Ⓓ Check a notice board

A: ... when our _____ with Stockhaven Bank comes into effect next week...

B: ... will be here on Friday to _____ the new payroll procedures...

A: ... Please _____ a _____ at the _____ in the staff room ...

1. Vocabulary Review:

(1)_____	(2)_____	(3)_____	(4)_____	(5)_____	(6)_____	(7)_____	(8)_____	(9)_____	(10)_____
(11)_____	(12)_____	(13)_____	(14)_____	(15)_____	(16)_____	(17)_____	(18)_____	(19)_____	(20)_____

(a) advantage	(b) affordable	(c) awareness	(d) collective	(e) commercial	(f) committed	(g) complimentary	(h) confidence
(i) correspondence	(j) customized	(k) demonstration	(l) determine	(m) devoted	(n) effectiveness	(o) energy-efficient	(p) flyer
(q) high-quality	(r) individual	(s) inexpensive	(t) influence				

2. Listening Practice

Page 112: Part 4

Page 115: Part 4

10	Ⓐ Ⓑ Ⓒ Ⓓ		1	Ⓐ Ⓑ Ⓒ Ⓓ	
11	Ⓐ Ⓑ Ⓒ Ⓓ		2	Ⓐ Ⓑ Ⓒ Ⓓ	
12	Ⓐ Ⓑ Ⓒ Ⓓ		3	Ⓐ Ⓑ Ⓒ Ⓓ	
13	Ⓐ Ⓑ Ⓒ Ⓓ		4	Ⓐ Ⓑ Ⓒ Ⓓ	
14	Ⓐ Ⓑ Ⓒ Ⓓ		5	Ⓐ Ⓑ Ⓒ Ⓓ	
15	Ⓐ Ⓑ Ⓒ Ⓓ		6	Ⓐ Ⓑ Ⓒ Ⓓ	
16	Ⓐ Ⓑ Ⓒ Ⓓ		7	Ⓐ Ⓑ Ⓒ Ⓓ	
17	Ⓐ Ⓑ Ⓒ Ⓓ		8	Ⓐ Ⓑ Ⓒ Ⓓ	
18	Ⓐ Ⓑ Ⓒ Ⓓ		9	Ⓐ Ⓑ Ⓒ Ⓓ	

3. Part 7 (Reading comprehension)

『替换表达』(paraphrase):

<p><input type="checkbox"/> 01. As requested, the swimming pool will remain open for three extra ours. = the request to _____ the pool's hours of operation has been approved. Ⓐ extend Ⓑ extract</p>	<p><input type="checkbox"/> 02. Preregistration is required to secure a place in the lecture course. = You need to sign up _____ to ensure a seat in the lecture. Ⓐ in a hurry Ⓑ in advance</p>
<p><input type="checkbox"/> 03. If you have a question, please ask a salesperson. = All _____ should be directed to one of the sales representatives. Ⓐ inquiries Ⓑ concerns</p>	<p><input type="checkbox"/> 04. Led by Mr. Collins, the seminar on safety procedures at the factory will be held this Friday. = Mr. Collins will _____ the seminar on the proper use of machinery. Ⓐ conduct Ⓑ train</p>
<p><input type="checkbox"/> 05. A ban on this movie is in effect from February 14 until further notice. Ⓐ It is illegal to watch the movie until February 14. Ⓑ A ban of indefinite duration has been placed on this film.</p>	<p><input type="checkbox"/> 06. A schedule of the week's events is available to conference attendees on the website. Ⓐ A conference program can be found on the website. Ⓑ Attendees may sign up for events on the conference website.</p>
<p><input type="checkbox"/> 07. Due to a server update, there will be an interruption in online services. Ⓐ due to a server error, the online system requires updating. Ⓑ A service disruption is expected while our system is being updated</p>	<p><input type="checkbox"/> 08. A \$50 non-refundable deposit is required to make a reservation at our hotel. Ⓐ Customers will not get their deposit back if they cancel their reservations. Ⓑ Customers must pay a penalty of \$50 when they cancel their reservations.</p>

4. Reading Practice:

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Part 5

Part 7

121	(A) (B) (C) (D)		178	(A) (B) (C) (D)	
122	(A) (B) (C) (D)		179	(A) (B) (C) (D)	
123	(A) (B) (C) (D)		180	(A) (B) (C) (D)	
124	(A) (B) (C) (D)		181	(A) (B) (C) (D)	
125	(A) (B) (C) (D)		182	(A) (B) (C) (D)	
126	(A) (B) (C) (D)		183	(A) (B) (C) (D)	
127	(A) (B) (C) (D)		184	(A) (B) (C) (D)	
128	(A) (B) (C) (D)		185	(A) (B) (C) (D)	
129	(A) (B) (C) (D)		186	(A) (B) (C) (D)	
130	(A) (B) (C) (D)		187	(A) (B) (C) (D)	
			188	(A) (B) (C) (D)	
			189	(A) (B) (C) (D)	
			190	(A) (B) (C) (D)	

Vocabulary –Marketing (2)

Student A: As an _____ offer, you can now receive Solo Business for the yearly subscription cost of just \$100.

Student B: A **majority** of the customers who completed the survey rated Sasaki mobile phones as either good or excellent.

Student A: We'll help you focus on finding those customers whose needs _____ the products and services you provide.

Student B: Our tools are designed to help you **maximize** your team's efficiency.

Student A: This sofa is _____ priced and available in several colors.

Student B: The plans are **motivated** by increased demand for Dixon products in several markets.

Student A: Douglas Marketing Company is _____ing a series of seminars that can help you find new markets.

Student B: Bylar Corporate Furnishings is the **preferential** office-furniture vendor for several of the area's largest corporations.

Student A: Your most cost-effective way to reach a broad international market is by having a _____ on the Internet.

Student B: My job is to **promote** the organization and its objectives by designing magazine and online advertisements.

Student A: Effective _____ helps a company keep a high profile by reminding the public of its most successful products.

Student B: the advertising campaign for the new Cool Fizz soft drink will feature flavor **rather than** price.

Student A: Survey _____s were shown photographs of both European and Asian car models.

Student B: Last week you **ran an ad** in the paper about an apartment for rent on Manor Drive.

Student A: Atlantis Software Company guarantees its clients complete _____ with all its products.

Student B: The **savings** are based on 12-month cover price of \$104.

Student A: This floor lamp is _____ for both homes and offices.

Student B: The purpose of the **survey** is to find out what you thought about today's workshop.

Student A: For more information about our services and customer _____s, please check out our Web site.

Student B: Calypso is our most economical and **versatile** ceiling light.