

Cracking BEC Vantage Reading 3

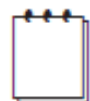
猫刀老师

Part 4-5



PART 4 4-Option multiple-choice cloze

This part tests the candidate's understanding of vocabulary and structure.



Sample task and answer key: pages 51 and 53.



Each correct answer in Part 4 receives 1 mark.

This is a multiple-choice cloze with 15 gaps, most of which test lexical items, and may focus on correct word choice, lexical collocations and fixed phrases. The texts chosen for this part come from varied sources but they all have a straightforward message or meaning, so that candidates are being tested on vocabulary and not on their comprehension of the passage. Texts may be edited, but the source is authentic.

PART 4

- It is important for students to appreciate that the correct answer in each case is correct in relation to the gap itself, rather than in relation to the other three options.
- It is worth emphasising that this task tests lexical and collocational knowledge, and that the best (if not the only) route to this knowledge is to read widely within the kinds of texts that the task employs.
- It is worth discussing what aspects of linguistic knowledge are tested (collocations, fixed phrases, register, etc.).
- It might be useful to give students gapped texts and have them produce alternative words which fit or do not fit the gaps.
- Any vocabulary-building activity is likely to be helpful in preparing for this task.

PART 5 Proofreading

This part tests the candidate's understanding of sentence structure and their ability to identify errors.



Sample task and answer key: pages 52 and 53.

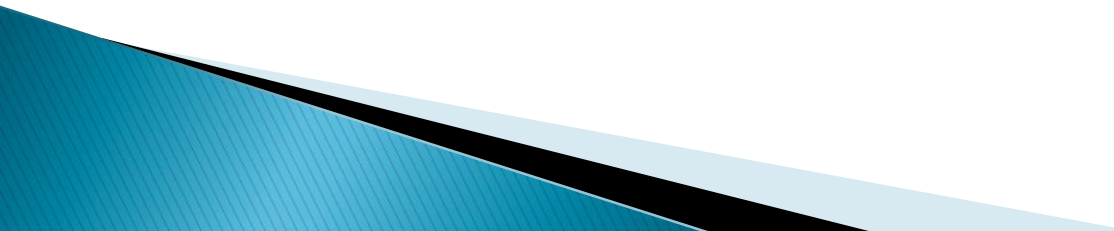


Each correct answer in Part 5 receives 1 mark.

In this task, candidates identify words that have been introduced into a text in error.

This exercise is related to the 'real-world' task of checking a text for errors, and suitable text types therefore might be letters, publicity materials, articles, etc. The text contains 12 numbered lines, which are the test questions. Further lines at the end may complete the text, but these are not test questions. Sources of original texts may be the general and business press, company literature and books on topics such as management. Texts may be edited, but the source is authentic.

PART 5

- Students should be reminded that this task represents a 'real-world' task.
 - Any work on error analysis is likely to be helpful for this task.
 - A reverse of the exercise (giving students texts with missing words) might prove beneficial.
- 

常用字典

- ▶ Cambridge Advanced Learner's Dictionary
- ▶ Cambridge Learner's Dictionary online
- ▶ <https://dictionary.cambridge.org/dictionary/learner/english/>



- ▶ Oxford Learner's dictionary of Academic English

Your path to learning
English, step by step

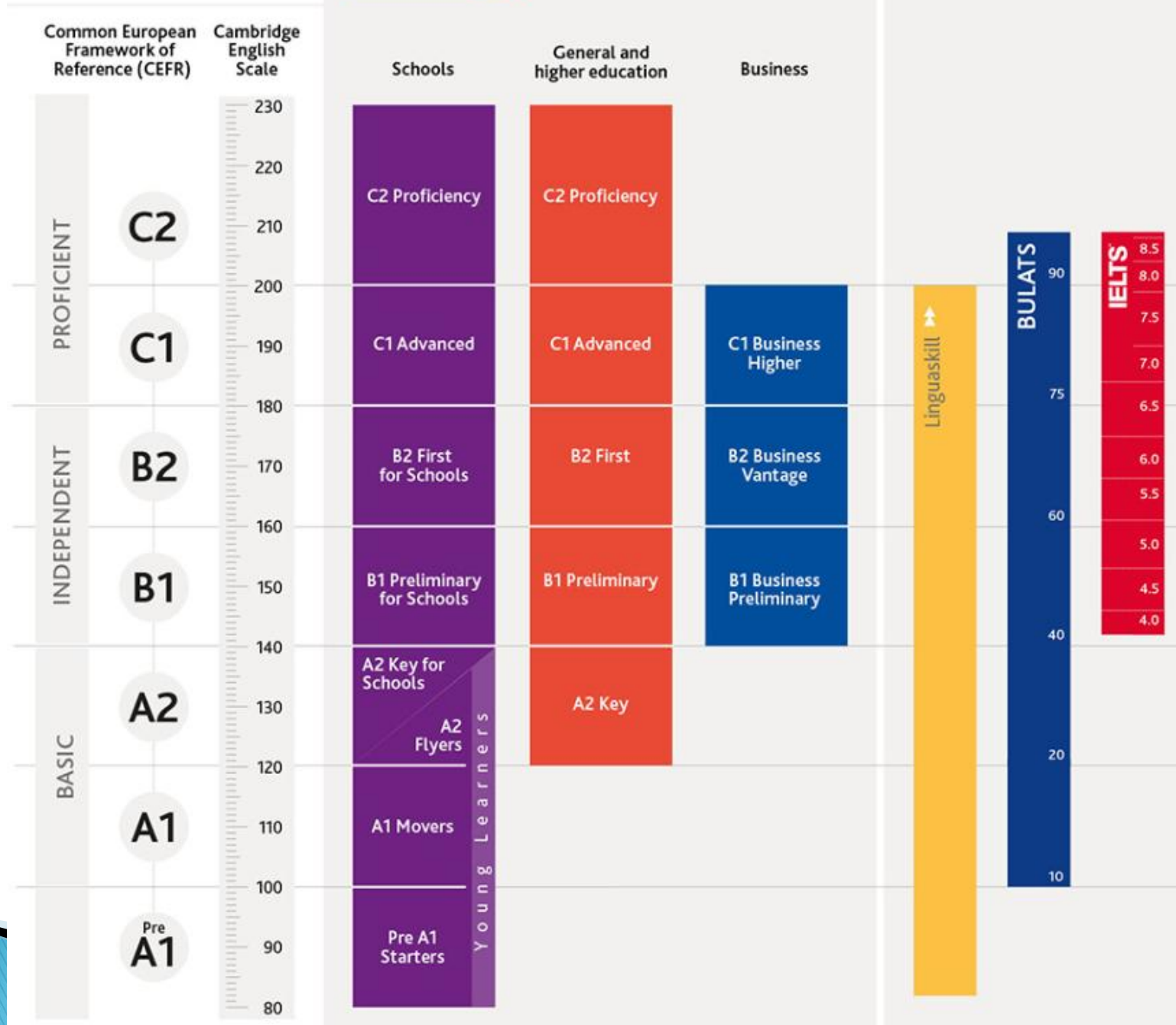
Online English
testing, simplified

The world's leading test of English for
higher education and global migration

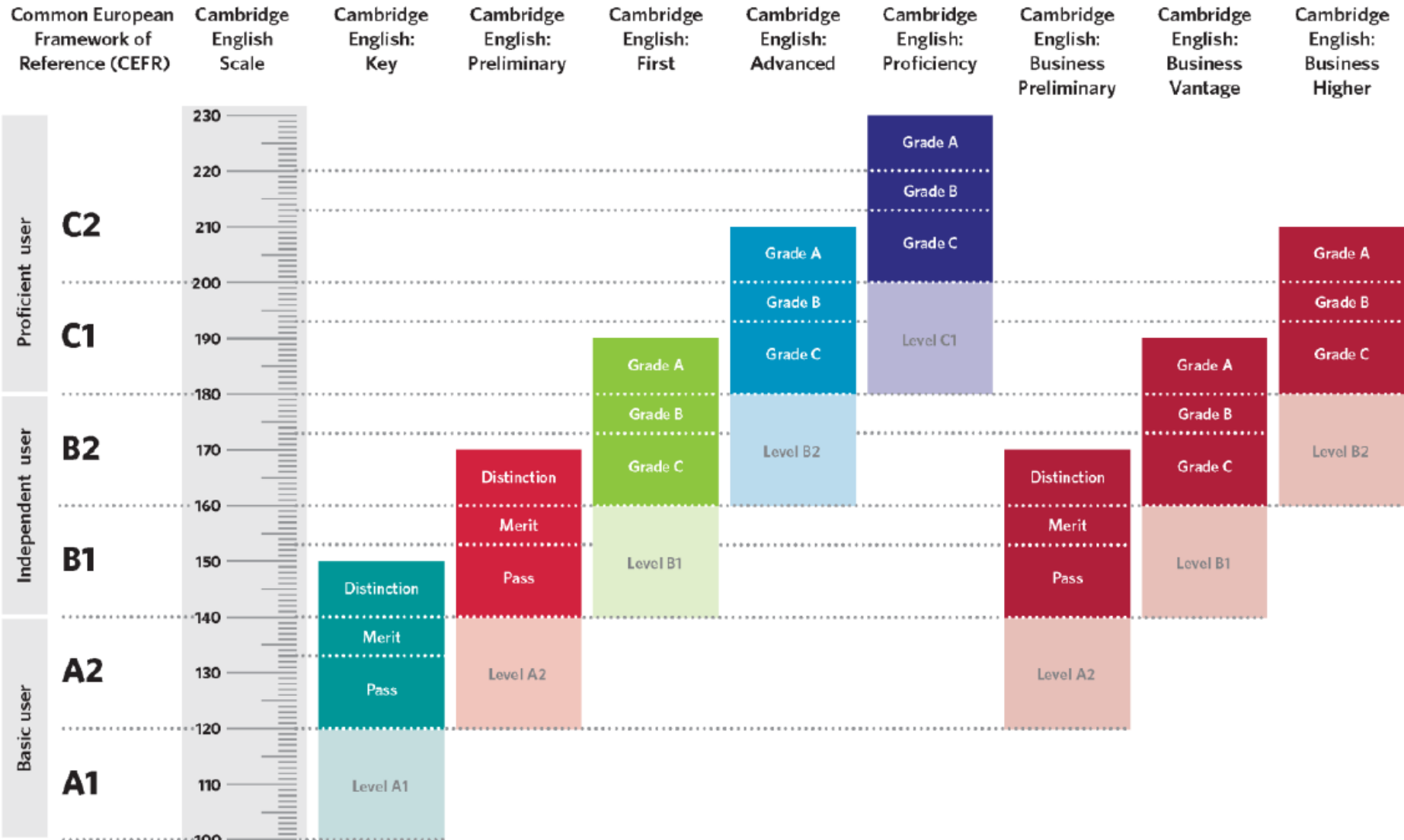


Together we inspire
learners to go further

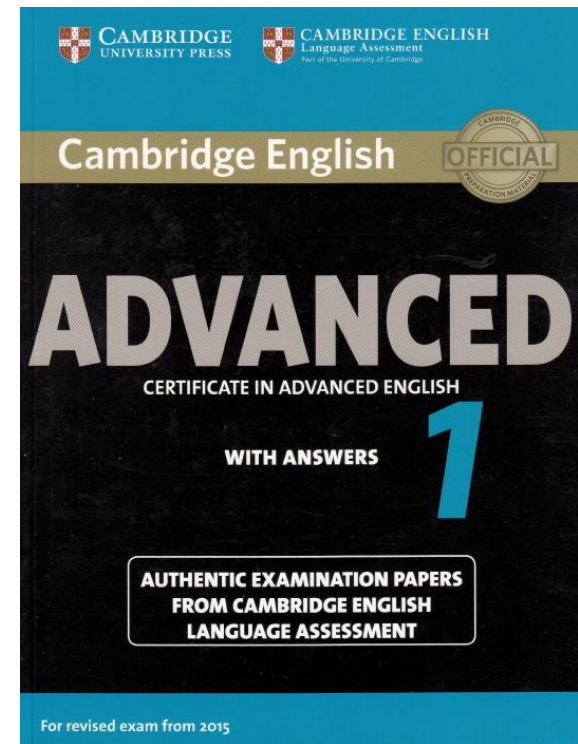
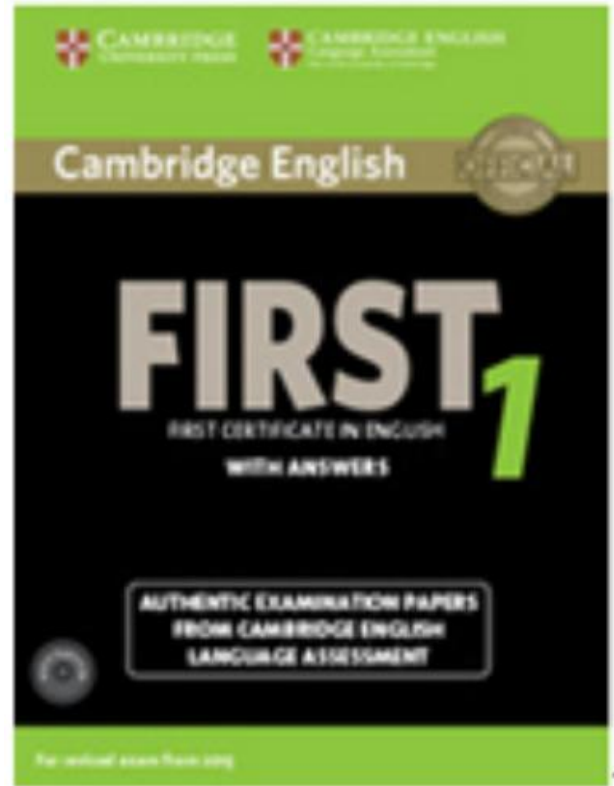
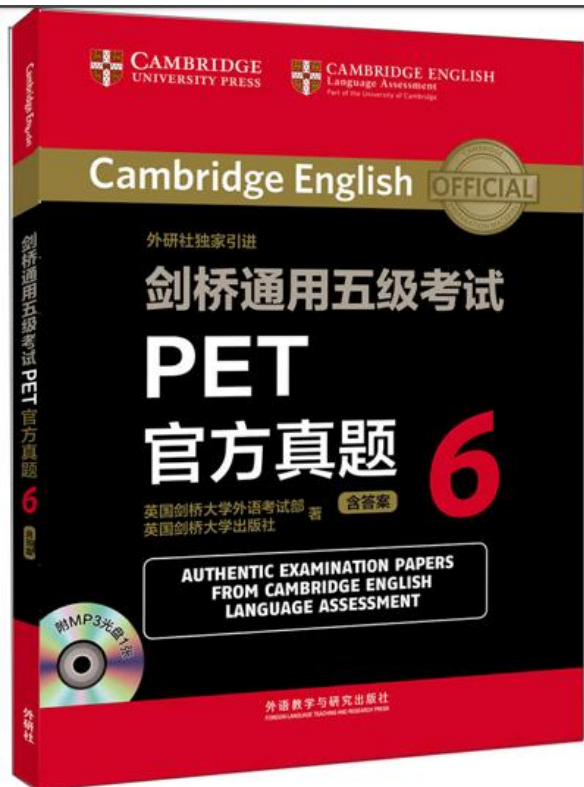
Recruit and train staff with the
right English language skills



The Cambridge English Scale



Use of English



Questions 26 – 35

Read the text below and choose the correct word for each space.
For each question, mark the correct letter **A**, **B**, **C** or **D** on your answer sheet.

Example:

0 **A** with **B** for **C** by **D** on

Answer: **0** **A** ☒ **B** ☐ **C** ☐ **D** ☐

Superheroes

A superhero is a fictional character **(0)** special powers. **(26)** the first Superman story was written in the USA in 1938, superheroes have **(27)** in various comic books around the world. But more recently they have **(28)** better known as film characters.

(29) superhero powers vary widely, superhuman strength and the ability to fly are common. **(30)** superheroes do not have special powers but have **(31)** other important abilities. In order to protect friends and family, a superhero's identity is normally **(32)** secret, which often means superheroes have a complicated double life.

(33) have been successful superheroes in countries other than the USA. Examples **(34)** Cybersix from Argentina and the heroes of AK Comics from Egypt. Japan is the only country that has created as many superhero characters as the USA. However, most Japanese superheroes are short-lived. While American entertainment companies reinvent superheroes, **(35)** they will stay popular, Japanese companies frequently introduce new characters.

- | | | | | | | | | |
|-----------|----------|---------|----------|-----------|----------|----------|----------|-----------|
| 26 | A | Until | B | Since | C | From | D | Before |
| 27 | A | shown | B | entered | C | come | D | appeared |
| 28 | A | become | B | returned | C | changed | D | grown |
| 29 | A | Because | B | If | C | Although | D | So |
| 30 | A | Each | B | Some | C | Another | D | Both |
| 31 | A | made | B | increased | C | prepared | D | developed |
| 32 | A | held | B | put | C | kept | D | got |
| 33 | A | These | B | That | C | There | D | Those |
| 34 | A | consist | B | involve | C | contain | D | include |
| 35 | A | hoping | B | requiring | C | needing | D | asking |

Writing • Part 1

Questions 1 – 5

Here are some sentences about a boy who likes basketball.

For each question, complete the second sentence so that it means the same as the first.

Use no more than three words.

Write only the missing words on your answer sheet.

You may use this page for any rough work.

Example:

- 0 Niko really enjoys playing basketball.

Niko is very keen basketball.

Answer:

0	on
---	----

-
- 1 Last year, Niko was shown how to play basketball by his older brother.

Niko's older brother him how to play basketball last year.

- 2 Niko joined a basketball team three years ago.

Niko has been in a basketball team 3 years.

- 3 Niko practises at a stadium quite near his house.

Niko's house is not very from the stadium where he practises.

- 4 Niko walks to the stadium in ten minutes.

It Niko ten minutes to walk to the stadium.

- 5 Niko's team had an important match last week.

There an important match last week for Niko's team.

READING AND USE OF ENGLISH (1 hour 15 minutes)

FCE

Part 1

For questions 1–8, read the text below and decide which answer (A, B, C or D) best fits each gap.
There is an example at the beginning (0).

Reading and Use of English

Mark your answers on the separate answer sheet.

Example:

0 A have B do C get D take

0	A	B	C	D
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Why we need to play

Human beings are not the only creatures that like to (0) fun. Many animals

However, no other creatures spend so much time enjoying themselves as human beings do. Indeed, we (1) onto our sense of fun right into adulthood.

So why do human beings spend so much time playing? One reason is that we have time for leisure; animals have very little time to play as most of their life is spent sleeping and (2) food.

So, is play just an opportunity for us to (3) in enjoyable activities or does it have a more important (4) ? According to scientists, (5) from being fun, play has several very real (6) for us – it helps our physical, intellectual and social development. It also helps to (7) us for what we have not yet experienced. With very (8) risk, we can act out what we would do in unexpected, or even dangerous, situations.

- | | | | | |
|---|-------------|-----------|--------------|------------|
| 1 | A hold | B keep | C save | D stay |
| 2 | A searching | B looking | C seeking | D gaining |
| 3 | A engage | B combine | C contribute | D involve |
| 4 | A motive | B purpose | C intention | D cause |
| 5 | A excluding | B except | C apart | D away |
| 6 | A assets | B profits | C services | D benefits |
| 7 | A plan | B prepare | C practise | D provide |
| 8 | A brief | B short | C narrow | D little |

Part 2

For questions 9–16, read the text below and think of the word which best fits each gap. Use only **one** word in each gap. There is an example at the beginning (0).

Write your answers **IN CAPITAL LETTERS** on the separate answer sheet.

Example: 0 B E E N

A bicycle you can fold up

Folding bicycles have (0) around for quite some time now. However, an amazing new Japanese version (9) be folded with a swiftness and efficiency never seen before. This bike is designed (10) that it is possible to fold it up quickly. Once folded, you pull the bike along (11) ease.

This remarkable bike has a half-folding frame with a hinge in the middle. And, although the basic idea is (12) original, its inventor has created an especially clever variation, combining compactness (13) convenience with smart design.

Recently, folding bicycles (14) become very popular in Japan, particularly in congested urban areas like Tokyo, a city (15) every square centimetre of space is in great demand. Japanese cyclists need to be able to store their bikes in tiny areas at home or the office. And (16) they should want to take their bicycle on the underground, a folding model is a big advantage.

Part 3

For questions 17–24, read the text below. Use the word given in capitals at the end of some lines to form a word that fits in the gap in the **same line**. There is an example at the beginning.

Write your answers **IN CAPITAL LETTERS** on the separate answer sheet.

Example: 0 E X T R E M E L Y

Tea

Tea is an (0) popular drink with many people. It is estimated that **EXTREME**
the consumption of tea in England alone exceeds 165 million cups daily.
Despite this, the drink was virtually (17) in England until about **KNOW**
400 years ago. The first (18) to tea in England comes in a **REFER**
diary written in 1660. However, its (19) really took off after the **POPULAR**
(20) of King Charles II to Catherine of Braganza. It was her great **MARRY**
love of tea that made it (21) **FASHION**

It was believed that tea was good for people as it seemed to be capable
of reviving the spirits and curing certain minor (22) **ILL**
It has even
been suggested by some historians that it played a significant part in the
Industrial Revolution. Tea, they say, increased the number of hours that
(23) could work in factories as the caffeine in tea made them more **LABOUR**
(24) and consequently able to work longer hours. **ENERGY**

Part 4

For questions 25–30, complete the second sentence so that it has a similar meaning to the first sentence, using the word given. **Do not change the word given.** You must use between **two** and **five** words, including the word given. Here is an example (0).

Example:

- 0 A very friendly taxi driver drove us into town.

DRIVEN

We a very friendly taxi driver.

The gap can be filled by the words 'were driven into town by', so you write:

Example:

0

WERE DRIVEN INTO TOWN BY

Write **only** the missing words **IN CAPITAL LETTERS** on the separate answer sheet.

- 25 They didn't sell many programmes at the match.

FEW

Very at the match last Saturday.

- 26 We got to work late because we decided to drive rather than take the train.

INSTEAD

We got to work late because we decided to drive the

- 27 Last Friday was the first time my car ever broke down, even though it is very old.

NEVER

Until last Friday, my car down, even though it is very old.

- 28 'All your complaints will be investigated by my staff tomorrow,' said the bank manager.

LOOK

The bank manager promised that his staff all our complaints the next day.

- 29 Last year the heavy rain caused the postponement of the tennis tournament.

BECAUSE

Last year the tennis tournament so heavily.

- 30 Jack does not want to work for his uncle any longer.

CARRY

John does not want for his uncle.

CAE

Test 1

READING AND USE OF ENGLISH (1 hour 30 minutes)

Part 1

For questions 1–8, read the text below and decide which answer (A, B, C or D) best fits each gap. There is an example at the beginning (0). Mark your answers on the separate answer sheet.

Example:

0 A esteemed B viewed C regarded D believed

0	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input checked="" type="radio"/> D
---	-------------------------	-------------------------	-------------------------	------------------------------------

The camera never lies

Arthur Conan Doyle, creator of the Sherlock Holmes stories, (0) himself to be a rational man, a scientist even. But in 1920, when he saw photographs of fairies taken in a garden (1), he thought he was seeing scientific proof that these tiny creatures really existed. He published the photographs alongside an article he wrote, (2) fairies as supernatural wonders. It was not until 1939 that the two ladies who took the photos admitted these were (3) They simply cut out pictures of fairies from a book and (4) them among flowers. The results are (5) beautiful. But the simplicity of the trick (6) a basic principle of photography, that the camera cannot lie.

But it can, and always could. Today, we are used to computer software (7) us to rework our digital images and it is a (8) that photography ever had a true age of innocence. From the moment cameras began capturing reality, that reality was being altered.

Reading and Use of English

- | | | | |
|-------------------|---------------|-----------------|-----------------|
| 1 A venue | B setting | C background | D surrounding |
| 2 A calling | B naming | C attributing | D acknowledging |
| 3 A false | B faulty | C fake | D fictional |
| 4 A arranged | B spaced | C settled | D distributed |
| 5 A categorically | B unavoidably | C substantially | D undeniably |
| 6 A weakens | B undermines | C demolishes | D dismantles |
| 7 A letting | B supporting | C enabling | D empowering |
| 8 A fantasy | B legend | C dream | D myth |

Part 2

For questions 9–16, read the text below and think of the word which best fits each gap. Use only **one** word in each gap. There is an example at the beginning (0).

Write your answers **IN CAPITAL LETTERS** on the separate answer sheet.

Example:

0	I	T														
---	---	---	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Online passwords – what everyone should know

When (0) comes to online security, we all know what we ought to do: choose a different, random set of letters and numbers for every email account, shopping site or bank account. But hardly (9) does this, because memorising them all is impossible. So we use the same familiar words for every site, (10) a pet's name or, even worse, the word 'password', occasionally remembering to replace the letter O with a zero, or choosing to (11) use of a capital letter.

Even if we opt (12) a random group of letters such as 'fpqzy', there is now software available which can make a thousand guesses per second, enabling a hacker to get to your password in just under four hours.

Interestingly, (13) increasing your password to twenty random letters, you increase a hacker's guessing time to 6.5 thousand trillion centuries. The problem is that you would (14) no chance of ever remembering those 20 letters. The solution, apparently, is to come (15) with three or four short, unrelated words and work (16) a way to remember them. Easy!

Part 3

For questions 17–24, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap **in the same line**. There is an example at the beginning (0).

Write your answers **IN CAPITAL LETTERS** on the separate answer sheet.

Example:

0	I	N	C	R	E	A	S	I	N	G	L	Y					
---	---	---	---	---	---	---	---	---	---	---	---	---	--	--	--	--	--

Too many climbers on Mount Everest

Mount Everest in Nepal is becoming (0) popular as a destination for adventure tourism. During the month of May, (17) weather presents a number of safe opportunities to make the climb. As a result, the sheer number of climbers has brought an (18) problem, potentially even more dangerous than low temperatures and changeable weather – overcrowded conditions. The fact that there are so many climbers, many of them complete (19) , means that at times people are queuing for hours to reach the summit.

This hazard has led to calls for stricter assessments of new learner climbers, as in their (20) to reach the mountain's summit such inexperienced climbers are sometimes ignoring the advice of their Nepalese guides, which may (21) everyone's lives.

Perhaps one (22) would be to make the charges for climbing the mountain so high that only a few people could afford the climb. Or (23) , one could ban the use of artificial oxygen and local guides, leaving Everest to the very best (24) Extreme, maybe, but it may just

INCREASE

FAVOUR

EXPECT

BEGIN

DESPERATE

DANGER

SOLVE

ALTERNATE

MOUNTAIN

Part 4

For questions **25–30**, complete the second sentence so that it has a similar meaning to the first sentence, using the word given. **Do not change the word given.** You must use between **three** and **six** words, including the word given. Here is an example (0).

Example:

0 James would only speak to the head of department alone.

ON

James to the head of department alone.

The gap can be filled with the words 'insisted on speaking', so you write:

Example:

0	INSISTED ON SPEAKING
---	----------------------

Write **only** the missing words **IN CAPITAL LETTERS** on the separate answer sheet.

25 'You should stop your children watching so much television,' Mary's sister told her.

LET

Mary's sister advised her so much television.

26 The local council wants to impose a ban on driving at more than 30 kilometres per hour anywhere in this area.

ILLEGAL

The local council wants to at more than 30 kilometres per hour anywhere in this area.

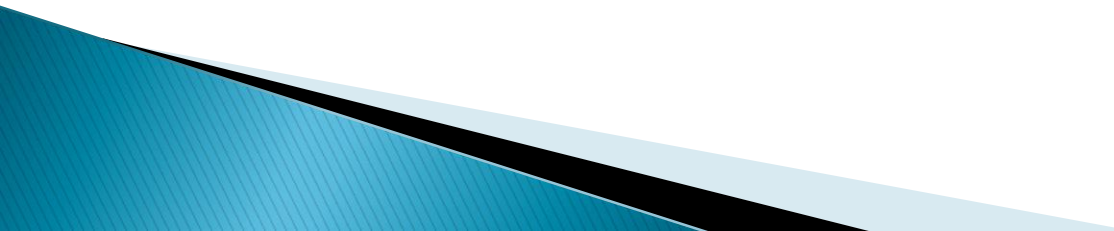
考基础

- ▶ 句意
- ▶ 语法
- ▶ 近义词辨析
- ▶ 固定搭配词组

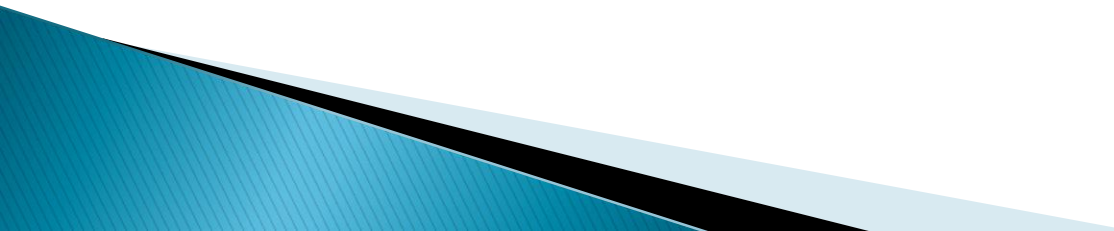


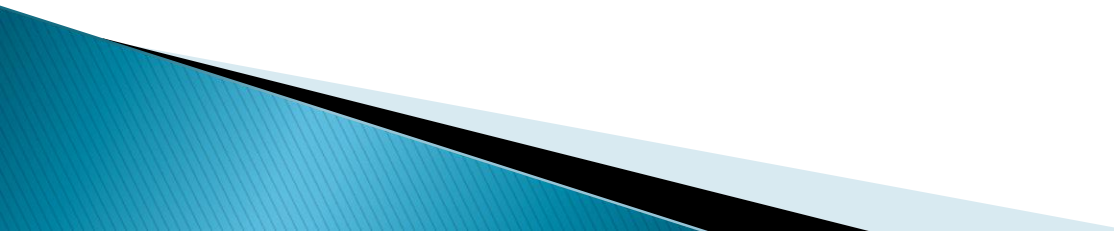
单句主干

- ▶ 主语: n / pron / doing / to do / clause (it)
- ▶ 谓语: do / does / did /
have / has / had..
am / is / are / was / were...
can / should / would / ...
- ▶ 非谓语: doing / done / to do
- ▶ 谓语 + 连词 + 谓语 + 连词 + 谓语

- ▶ 连词
 - ▶ And or but since so for as where when yet if although
 - ▶ 副词
 - ▶ However thus therefore moreover -ly
 - ▶ 介词
 - ▶ In spite of / because of / despite
 - ▶ For example in addition what's more
- 

- ▶ 定语从句：修饰名词，跟在名词后
- ▶ that which who whom whose
- ▶ I saw a girl who wore a red dress .
- ▶ The girl wears a red dress which is expensive.
- ▶ This is the house which I lived in .
- ▶ This is the house where I lived.
- ▶ We should all attend the meeting whose importance is so obvious.
- ▶ I bought a new phone whose screen is 4.3 inches.
- ▶ I have a crush on the girl whose hair is red.
- ▶ I talked to the man whom my father worked with.
- ▶ I leave the guy my sister hates.

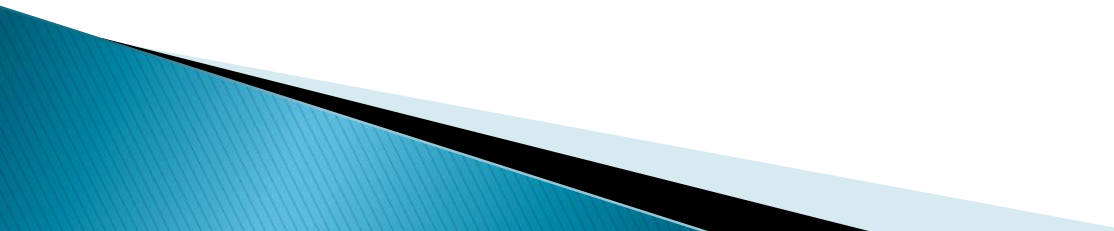
- ▶ 名词性从句：本身是名词，主宾表从句
 - ▶ that whether who why
 - ▶ That I love you confuses me.
 - ▶ It confuses me that I love you .
 - ▶ It was a mistake that I wrote this letter.
 - ▶ Whether he will come is a question .
 - ▶ Who killed the poor man raised an argument .
 - ▶ I never doubt where you belong .
 - ▶ I know you don't like him.
 - ▶ I don't understand how he got involved .
- 

- ▶ 状语从句：补充说明，位置灵活
 - ▶ because so when where if although..
 - ▶ I have studied French for 10 years since I was six.
 - ▶ I knew him when we were in primary school.
 - ▶ If I were you , I would never marry him.
 - ▶ Although it is a great idea, we shouldn't do it .
 - ▶ He called me, after he realised it was a mistake.
- 

Part 5 考点

- ▶ 1.语法
- ▶ 2.词法
- ▶ 3.句意

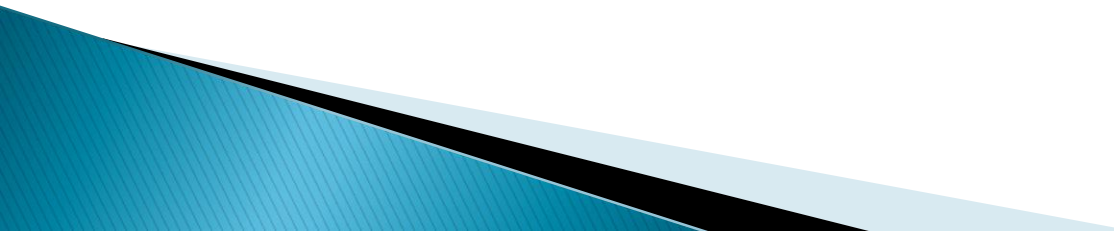
语法和词法

- ▶ 1.主 谓 连 （主谓一致 时态+单复数，run-on，残缺）
 - ▶ 2.名词/动词词组 （固定搭配/及物不及物）
 - ▶ 3.状语 （介词短语）
 - ▶ 4.其他修饰成分（定从etc ）
- 

句意

- ▶ 1.根据上下文，不通
- ▶ 2. 相反意思
- ▶ 3.确定性

做题方法

- ▶ 1.切分句子
 - ▶ 2.首读检查语法和词法
 - ▶ 3.二读理解句子，检查句意
 - ▶ 4.将句中确定没问题的部分划去，或者括号留下问题部分
 - ▶ 5.将肯定正确和肯定错误的题号排除
 - ▶ 6.根据概率重看疑问题号
- 

0 The arrival of a sophisticated computer system is a such big event in any
00 organisation, but it is obviously difficult to make the most of this type of investment
34 without proper training. IT training can be expensive cost and, despite the good
35 intentions of the people are involved, a huge amount of training is wasted every year.
36 Quite frequently, until staff continue to struggle with computer systems that either
37 they do not understand, or they can only exploit to a fraction of their true
38 potential. A common mistake is made to rush in and train people too soon. This is
39 to be expected. Quite reasonably, the logic is so that it is better to train people early
40 than not to do it at all. The difficulty, however, is that people's memories are short, so it is
41 better to train people when the 'go live' date which is known. This way their knowledge
42 will still be fresh when they have to put it into practice. It may also be an error
43 to commission an external training organisation because of their standard materials
44 may not be suitable. An alternative one is to pilot the software with a team of capable
45 employees and once again they are familiar with its operation, they can then train
other staff.

0 Elco is a leading electrical retailer based in France. The company has been involved in
00 issues of social responsibility for many years and has always aimed to achieve as a
34 positive social impact while tackling the environmental issues are raised by electrical
35 retailing. As a consequence, Elco has been an integrated approach to social and environmental
36 issues and is particularly involved it in community schemes and recycling projects. As
37 part of this commitment, Elco helps to run like a two-year programme that trains
38 people with learning difficulties to make repair domestic electrical appliances. These
39 appliances are collected by Elco from customers' homes so when new products are
40 delivered. About 10% of them are suitable for repair, leaving the other 90% to be dismantled
41 and sold them for appropriate industrial treatment. The repaired appliances are then sold on
42 the second-hand market at a low price and with a one-year guarantee. Elco is also
43 currently working to reduce in the impact its own transport system has on the
44 environment. Drivers attend training sessions, which offered in partnership with car suppliers
45 and transport companies, to learn from how to drive in a way that respects the environment.

0 Market research involves in collecting and sorting facts and opinions from specific groups
00 of people. The purpose of research can vary from discovering the popularity of a political
34 party to assessing whether a product needs changing or replacing. Most work in
35 consumer research involves interviewers employed by market research agencies, but
36 certain industrial and social research is carried out by any specialist agencies. Interviews
37 may be with individuals or groups and can last anything as from minutes to an hour or
38 more. In some interviews, people may be asked to examine or try out products before
39 giving up their opinion. Successful interviewers tend to like meeting people and should not
40 only be shy of addressing strangers. Interviewers are usually expected to work
41 unsupervised, organising their own workload. Self-discipline is absolutely essential – and
42 as are good health and energy. There are no specific age limits for such a work though
43 many agencies prefer to employ older applicants with experience of meeting people.
44 Market research agencies which frequently organise training, where trainees learn how to
45 recognise socio-economic groups and practise approaching to the public. For information
on market research training and qualifications, contact the Market Research Association.

Advertising for the Small Business by Nick Daws **Test 2**

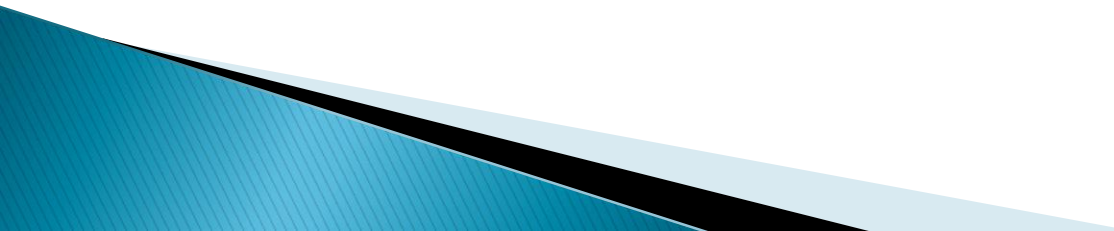
0 Good communication with existing and potential customers is at the heart of T3

00 successful business. That is one reason why advertising should, and does, play on such
34 an important role in so many organisations itself. However, for the small business, unfamiliar
35 with or inexperienced at using advertising, the investment can seem uncertain. Unlike
36 to their counterparts in larger companies, with sizeable marketing departments and
37 professional advertising agencies, no managers in smaller firms often find themselves
38 facing a range of decisions about which campaign objectives and strategy, creative
39 content, budgets and media choice. The list goes on. That is why I was pleased about to read
40 Nick Daws' guide to the world of marketing communications. I use this phrase rather than
41 advertising because the book goes beyond of the weekly display advertisements in the local
42 paper. It also covers sales promotion, direct mail, point-of-sale and PR, all whose components of
43 the marketing mix that can be easily overlooked, but which are in fact resulting highly effective.
44 It also provides clear and comprehensive advice on the development of strategy, thus ensuring
45 that careful readers will succeed avoid the costly mistake of rushed or ill-considered decisions.

Part 4

- ▶ 近义词辨析
- ▶ Register
- ▶ Word in context
- ▶ Collocation

▶ 做题方法

- ▶ 1.读句子，理解句意
 - ▶ 2.看选项区别（词意or 其他）
 - ▶ 3.排除两个选项
 - ▶ 4.二选一
- 

The Retail Sector

Test 2

The retail sector is one of the UK's biggest employment areas, accounting for one in nine of the (0)^B It is also one of the fastest growing – more than a fifth of jobs (19) last year were in retail. Such rapid (20) in the tightest labour market for more than a generation should be (21) up wages, but it is not. While the national (22) wage goes up by about 5% a year, in retail it goes up by 3.5%.

The consequences of low wages and far from brilliant conditions is rapid staff turnover. About half the staff employed in retail leave every year. This (23) is way above even those sectors such as nursing, which are said to be in a recruitment (24) Part of the problem is that the employers themselves are under considerable financial (25) Retail is suffering a long-term slide independent of the (26) and falls of the economy. One of the reasons for this is consumer expectations. With the growth of e-commerce, customers look for bigger and better bargains and insist on (27) for money.

There are some pluses for employees, however. Low wages and high turnover make retail a youthful sector. Real managerial (28) can be attained by the mid-20s, so school-leavers or recent graduates need only wait a short time before gaining promotion. And despite the problems, the retail sector does, on occasion, (29) some of the more progressive career (30) programmes. The supermarket chain Robertsons, for example, has a community service scheme that trains staff in team-building through work on neighbourhood projects. And clothes retailer P & R has an impressive (31) when it comes to employing older people. It pursues a (32) of employing mature people with long (33) of the products, as it believes they provide better customer service.

19	A made	B formed	C created	D appointed
20	A expansion	B increase	C addition	D extension
21	A getting	B pushing	C turning	D giving
22	A normal	B medium	C average	D common
23	A figure	B sum	C data	D calculation
24	A emergency	B disaster	C trouble	D crisis
25	A weight	B force	C power	D pressure
26	A climbs	B rises	C increases	D advances
27	A advantage	B benefit	C worth	D value
28	A care	B responsibility	C duty	D reliability
29	A cause	B present	C produce	D bring
30	A development	B outcome	C continuation	D progress
31	A report	B distinction	C credit	D record
32	A policy	B code	C procedure	D theory
33	A knowledge	B contact	C history	D experience

DAC's Margins Hit in Battle of the Brands

Test 4

In a surprise trading statement, DAC Household Products yesterday gave (0) of lower margins and weak profits growth. Shares in the company slumped by 22p to 459p after DAC said that its forecast of double-digit earnings growth in 2009 had been (19) to low single digits. The company (20) that it had failed to spend enough on promoting its own brands and conceded that its market share in India was under assault from (21) discounting by various competitors. Its major rival, KC Products, is offering big price discounts to attract consumers from DAC brands, which have traditionally (22) the household products sector. DAC also predicted a downturn in consumer (23) and strong price competition in Europe, and signalled that it was making (24) for an expensive brands battle.

DAC's chairman, David Chan, said that sales volumes had behaved as predicted, but that waves of discounting and store promotions from rivals had adversely (25) price forecasts. As a (26) the company now needed to increase investment in advertising and introduce keener pricing.

DAC had until (27) sought to increase revenue growth at the same time as improving profit margins. However, Chan confirmed that margins would be (28) as DAC increased spending on advertising and promotion to (29) those products under attack from competing brands. 'This commitment means (30) the long-term health of the business ahead of the (31) of short-term financial targets,' he said.

Rudy Mitcham, DAC's finance director, said that the company's recent cost-cutting programme would be (32) to help finance the increased spending, although he declined to reveal the (33) amount of money it would invest in additional advertising and promotion.

- | | | | | |
|----|---------------|---------------|----------------|---------------|
| 19 | A diminished | B fallen | C declined | D reduced |
| 20 | A admitted | B expressed | C communicated | D confided |
| 21 | A stern | B heavy | C harsh | D stiff |
| 22 | A directed | B governed | C dominated | D ruled |
| 23 | A assurance | B confidence | C belief | D conviction |
| 24 | A actions | B measures | C preparations | D steps |
| 25 | A touched | B affected | C changed | D impacted |
| 26 | A conclusion | B result | C reaction | D development |
| 27 | A presently | B formerly | C previously | D recently |
| 28 | A sacrificed | B ruined | C surrendered | D destroyed |
| 29 | A maintain | B support | C hold | D encourage |
| 30 | A fixing | B setting | C putting | D bringing |
| 31 | A performance | B achievement | C completion | D production |
| 32 | A hurried | B advanced | C forwarded | D accelerated |
| 33 | A exact | B correct | C accurate | D definite |

During the last year, we announced the significant (0)^B..... of our plastic sheeting plant in Malaysia, which, together with the acquisition of the Javanese factory, will approximately double the Group's manufacturing (19) The cost of this development is within (20) and will be approximately \$5.6m, of which \$2.7m was incurred during the previous year. It is on schedule to (21) increasing volumes from October 2009.

Following the (22) of plastic tubing manufacture from Germany to Thailand, we have effectively doubled the capacity of this facility at an (23) cost of \$12m. The project is set to cost less than the original (24) and is on target for increased production by June 2010.

In February, we announced our (25) to sell our factory in Ireland. This decision is in line with the Group's strategy of (26) on our core categories of branded products.

In June, we announced investment in a new state-of-the-art UK manufacturing facility for specialist plastic components. This facility will be (27) by mid 2009 and will increase the Group's capacity to manufacture products efficiently in-house. At the same time it will (28) about 200 new jobs in an area of high unemployment. The factory is to cost approximately \$24m, towards which government (29) of up to \$4m are already available. Sadly, as part of this move, we announced the (30) of our Blackburn facility, which is due to take place in the early part of 2010.

As part of our commitment to effective external communications with all our stakeholders, in October we (31) the corporate website, which is now providing up-to-date information on the Group and we look forward to receiving (32) from users of the site. Existing product websites are now in the (33) of being redesigned as part of the global rebranding strategy.

19	A output	B yield	C total	D mass
20	A budget	B income	C account	D fund
21	A forward	B transfer	C advance	D deliver
22	A replacement	B rearranging	C relocation	D redistribution
23	A aimed	B imagined	C accepted	D expected
24	A guess	B judgement	C estimate	D conviction
25	A focus	B object	C intention	D purpose
26	A concentrating	B planning	C attending	D directing
27	A running	B implementing	C executing	D organizing
28	A appoint	B result	C employ	D create
29	A scholarships	B grants	C allocations	D gifts
30	A finish	B closure	C ending	D conclusion
31	A dispatched	B prompted	C launched	D effected
32	A attitude	B approach	C outlook	D feedback
33	A practice	B progress	C process	D procedure

Unwanted Goods

Test 3

Increased sales is always good news for mail order companies. But more sales also (0) ^A..... more items are returned. Most companies have a full returns policy, but as Meg Powell, Managing Director of mail order company Go First, explains, this usually (19) a lot of extra work. 'If an item comes back, we have to (20) with refunds, apology mailings and stock control. This is a complex process and each returned item undergoes close (21) for defects. If goods are in a fit (22) for stock, they need repacking and putting back in the warehouse. If not, we'll look at why. Anything (23) to the quality of returned goods is (24) information. In some instances we can identify a fault in production and do something about it.

Estimates of the number of returns for the sector (25) In the (26) of Go First, which delivers 100 million packages a year, 26 million come back. Reducing this number is an important (27) for the company. One way it aims to do this is by making the initial order-taking process as accurate as possible, and by closely (28) the packing of goods. (29) the reasons for returns also helps. Go First telephones a (30) of people returning goods to establish their reasons for doing so.

Clearly, a customer-focused returns process is essential for fostering trust in the company. 'It is standard (31) in this business,' says Meg Powell. 'It attracts customers, gives them a greater (32) of security and encourages them to buy. We realise that making the return of goods a smooth, fast process can only (33) customer satisfaction.'

19	A contains	B includes	C concerns	D involves
20	A handle	B deal	C treat	D manage
21	A attention	B inquiry	C inspection	D survey
22	A condition	B situation	C form	D arrangement
23	A combining	B affecting	C influencing	D relating
24	A key	B main	C central	D major
25	A alter	B move	C disagree	D vary
26	A place	B state	C case	D position
27	A objective	B purpose	C direction	D scheme
28	A estimating	B monitoring	C researching	D measuring
29	A Carrying out	B Looking into	C Getting in	D Seeing to
30	A choice	B preference	C selection	D pick
31	A system	B practice	C operation	D method
32	A perception	B sense	C belief	D instinct
33	A boost	B expand	C push	D enlarge



听力复习方法

1. 每天坚持听写
2. 每天1-3个part
按所教方法做题
重听错题，分析原因
重听全文，理解全文，找出生词生句
重听全文，找出同义词替换
重听全文，看原文逐句跟读
重听全文，不看原文逐句复述
记录场景好词好句
3. 真题1-5做完3遍





阅读复习方法

1. 每天坚持译生词表
2. 每天1-5 parts
按所教方法做题
重看错题，分析原因
重读全文，找出同义词替换
重读全文，找出生词生句
重读全文，理解/翻译全文+段落结构
重读全文，记录好词好句
3. 真题1-5做完3遍





Thank you !

▶ parkinsonparkinson

