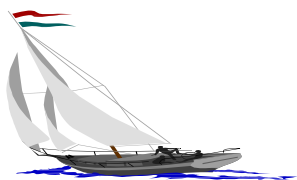




剑桥商务英语BEC高级听力



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超过70%BEC学员的选择

听音重点

- 1. 转折处: but, however, though等
- e.g. (选择课程的原因)the prospectus went on about the fact that the university had world-class computer and library facilities and so forth, **but** that's not what really attracted me so much as the big-name lecturers.
- E: good reputation of the teaching staff

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听音重点

- e.g. (公司的优势)Without scale, we're never going to be able to compete on price – that's just a fact of life – **but** where we've always been good, I think, is on getting our name noticed out there.
- C: publicity techniques

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听音重点

- 2. 因果关系处: because, so, as a result等
- e.g. (选择课程的原因) I was fascinated by all the opportunities opening up with internet business, you know, **so** I chose an MBA which was offering lots of innovative sessions in that area.

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听音重点

- e.g. (公司最近的改变) It' s only fair that the sales staff should become involved in the setting of targets in the first place, **so** that' s a useful improvement.

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听音重点

- 3. 解释说明处
- A. 解释处:
 - “what I' m saying” , “I have to say” , “mean”
- e.g. (课程的益处) I' ve got a lot more out of those sessions. I suppose **what I' m saying** is that the course has helped me to be more realistic about my strengths and weaknesses.

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听音重点

- e.g. (选址原因) We had well-qualified staff who would have no difficulty getting other jobs without having to move home, and we needed to keep nearly all of them. So that **meant** looking for premises in towns that were within easy reach for most of workforce.

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听音重点

- B. 举例处
- 讲到重要但晦涩的概念时，通过举例进行解释，这些例子往往可以建立原文与选项的联系。
- e.g. where we' ve always been good, I think, is on getting our name noticed out there. *Ingenious (innovative) promotions, placements (人员配置), high-profile local sponsorship, that kind of thing...*

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听音重点

- 4. 停顿强调处
- 独白者经常用well等语气停顿以突出强调下文
- e.g. (公司最近的变化) **Well**, they say this new system will work better, compare to the previous one...
- F: Some technology was updated

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真题体验

- Part two (H0303) 会议
- Questions 13-22
- You will hear five different people talking about **workshops** they have recently attended.
- For task one, choose the **aim** of the workshop.
- For task two, choose the **outcome** of the workshop.

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- | | |
|-----------|---|
| | A. to develop marketing strategies |
| | B. to improve co-operation between two departments |
| • 13..... | C. to decide on a programme for re-organising the company |
| • 14..... | D. to discuss a takeover bid by another company |
| • 15..... | E. to develop manager's interpersonal skills |
| • 16..... | F. to suggest ways of increasing profitability |
| • 17..... | G. to modify decision-making procedures |
| | H. to improve teamwork within one department |

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- | | |
|-----------|---|
| | A. More information will be passed down regularly. |
| | B. A topic was chosen for a future training course. |
| • 18..... | C. A procedure for dealing with emergencies was introduced. |
| • 19..... | D. Staff recruitment will be reduced. |
| • 20..... | E. One of the participants decided to leave the company. |
| • 21..... | F. A future meeting will review progress |
| • 22..... | G. Senior management was persuaded to reverse a decision. |
| | H. The company's appraisal system was abolished. |

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- 13. E 18. B
- 14. C 19. G
- 15. H 20. E
- 16. F 21. A
- 17. B 22. F

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Speaker one

This was a workshop for **department heads**, and it was supposed to make us more **effective and flexible in dealing with staff**. We worked in teams of four, and simulated various situations, taking it in turn to be the manager and the employee, and after each activity the rest of the team gave feedback on our style and performance.....(example)

13 E to develop **manager's interpersonal skills**

We agreed we were all pretty bad at doing staff appraisals, so we arranged for the **next session** to deal with this.....

18 B A **topic** was chosen for a **future training** course.

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Speaker two

- The Chief Executive was there, and all the senior managers and department heads, and the idea was that we'd plan how to **introduce the new structure** that's going to be put in place next year. First, the CE presented the company's objectives and the **new organization**, then we broke up into small groups to discuss how to implement it all....

14 C to decide on a **programme** for **re-organising** the company

- but he **did agree not to split up the marketing department after all**. Anyway, we ended up by **agreeing on a timetable for a meeting to brief the workforce and for the various moves**, so we're probably quite well prepared now.

19 G **Senior management** was persuaded to **reverse a decision**.

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Speaker three

I went to something called a **team role** laboratory, which was for the manager, supervisors and all the staff of **my department**. The idea was to focus on everyone's behaviour and **working relationships**.....

15 H to improve **teamwork** within **one department**
In fact, this made him realize he's **not cut out for the job**, and he's since **resigned**....

20 E **One** of the participants decided to **leave** the **company**.

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Speaker four

- They'd invited the managers of a different-sized store in each division, together with some of the higher-level managers, and we were grouped in vertical lines. So, I was with my area manager and her division manager. We had to brainstorm how to **cut costs** and **improve margins** in the light of last year's **poor figures**....

16 F to suggest ways of increasing **profitability**

- So, one good thing that came out of it was that my boss agreed to meet me and the other store managers **once a month to tell us what's going on in the company**.

21 A More **information** will be **passed down regularly**.

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Speaker five

- Mine was a workshop on horizontal team effectiveness, which means that **Production** and **Sales** met to see how we could **work better together**...

17 B to improve **co-operation** between **two departments**

- We agreed on more **realistic timescales** for dealing with orders and on a system for the managers to consult each other on problems. We also decided to **get together again in six months' time**, to see how things are going.

- (两个成果选一个)

22 F A **future meeting** will **review progress**

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超过70%BEC学员的选择

- Part two (H0403) 项目
- Questions 13-22
- You will hear five different people talking about a **project** they carried out at work, and their experience while carrying it out.
- For task one, choose the **purpose** of the project.
- For task two, choose the person's **experience**.

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- 13..... A. to make changes to the marketing department
- 14..... B. to propose changes in managers' responsibilities
- 15..... C. to implement a programme of redundancies
- 16..... D. to automate the production process
- 17..... E. to introduce a staff development system
- F. to improve the company's distribution system
- G. to attract other domestic market segments
- H. to expand the company's geographical coverage

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- 18..... A. I felt that other employees didn't co-operate with me.
- 19..... B. The documents I wanted didn't exist.
- 20..... C. My terms of reference were unclear.
- 21..... D. The timescale was inadequate.
- 22..... E. The project was not adequately funded.
- F. Managers underestimated the difficulties of the project.
- G. My colleagues objected to my being given the project.
- H. I wanted to broaden the focus of the project.

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- 13. H 18. C
- 14. E 19. A
- 15. F 20. H
- 16. B 21. B
- 17. G 22. F

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Speaker one

I work for a tool manufacturer, which had always targeted the **domestic market**, but then the Managing Director realised our **product lines would do well abroad, too**, and he asked me to look into how best to achieve this....

13 H to **expand** the company's **geographical coverage**
I **thought** it was really important to **send our own staff overseas**, so they could devote all their time to getting our products into the markets. **But it turned out the boss actually meant** I should investigate local companies to use as our agents. ... I **wish** he'd spelt this out at the beginning, because at least we could have discussed it...

18 C My **terms of reference** were **unclear**.

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Speaker two

My boss gave me responsibility for this big project once, where I had to plan a strategy for improving the amount of **flexibility** in our production section...

So I was supposed to work out how to **get every-one familiar with several machines**...

14 E to introduce a **staff development system**
so I wanted to discuss my ideas with the shop floor workers, but **morale had got so bad, most of them couldn't be bothered**, and in the end, I can't claim I had much success...

19 A I felt that other **employees didn't co-operate with me**

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Speaker three

.....They generally have pretty limited **storage space**, so they can't carry much **stock**, which means we have to make lots of **small deliveries**. So I had to do a comparative study of the alternatives...

15 F to improve the company's **distribution system**

The thing was, though, that I was told **just** to look at getting our **finished products** from the factory to the outlets, which was straightforward enough, **but I soon realized that** it would make **more sense** to look at the **whole of the supply chain**.

20 H I wanted to **broaden the focus** of the project.

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Speaker four

- The company I worked for merged with another one, and I was given the task of **evaluating all the senior positions and redefining their roles** to fit into the structure of the new company...

16 B to propose changes in **managers' responsibilities**

- Everything was done **verbally**, and they hadn't bothered to **draw up** organigrams or job descriptions. I had to spend ages talking to all of them, so it took me a long time to reach the point where I felt confident enough **to present my report**.

- 21 B The **documents** I wanted **didn't exist**.

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Speaker five

- ...And then management decided we were **too dependent on these customers**, and we should aim at **a broader age range**, and as soon as possible...

17 G to attract other **domestic market segments**

- Well, **I wish I'd refused**, because **they simply didn't realise that it's a very complicated process**, and that lots of companies have tried and failed.

22 F **Managers underestimated the difficulties** of the project.

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