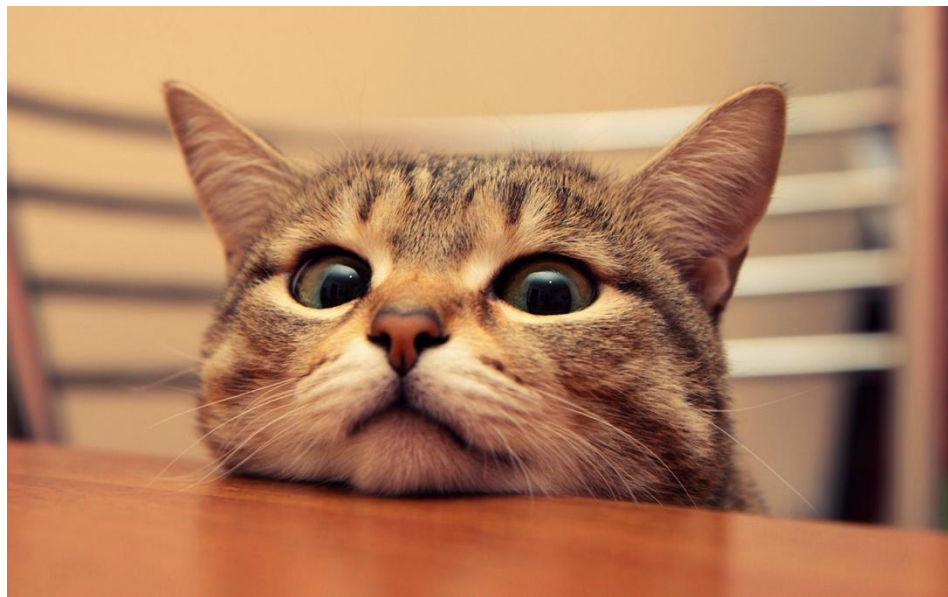


# Cracking BEC HIGHER Listening3

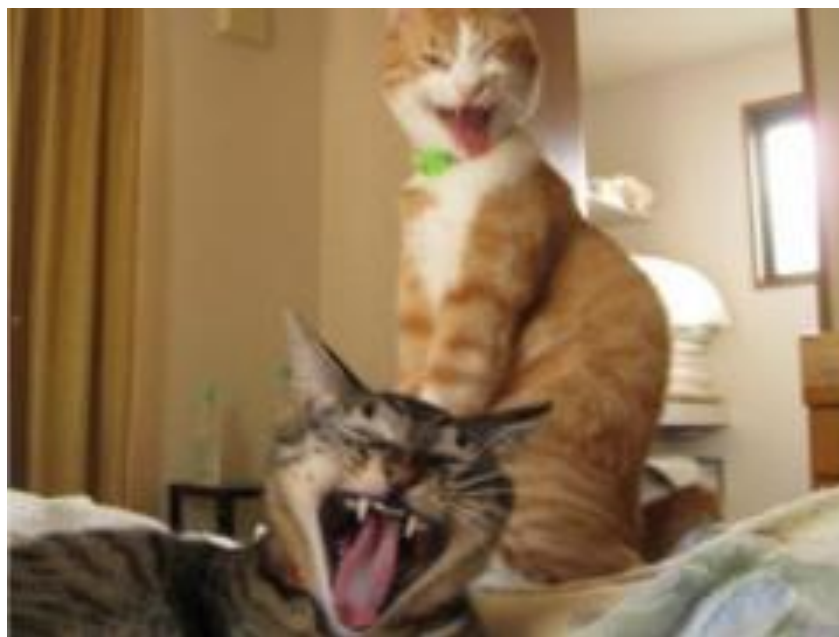
猫刀老师

# Listening Part 3

▶ 为什么我觉得单选题特别难？



- ▶ 题目和选项都很长
- ▶ 需要简化



# Strategy

- ▶ 1.明确背景
- ▶ 2.简化题干
- ▶ 3.简化选项
- ▶ 4.听听力+记笔记
- ▶ 5.选答案

# 明确背景

## PART THREE

### Questions 23–30

- You will hear Mark Finch, a well-known business consultant, speaking to a group of business people at a seminar.
- For each question (23–30), mark one letter (A, B or C) for the correct answer.
- After you have listened once, replay the recording.

## **PART THREE**

### **Questions 23–30**

- You will hear two colleagues, Sam, a production manager, and Julia, his assistant, discussing changes at the furniture manufacturing company they work for.
- For each question (23–30), mark one letter (A, B or C) for the correct answer.
- After you have listened once, replay the recording.

## **PART THREE**

### **Questions 23–30**

- You will hear a discussion between two business journalists, Nick and Rachel, who are going to write a review of a book about career planning.
- For each question (23–30), mark one letter (A, B or C) for the correct answer.
- After you have listened once, replay the recording.

# 简化题干

- ▶ 问题中的路标词+提问词
- ▶ 路标词：定位
- ▶ 提问词：指导速记



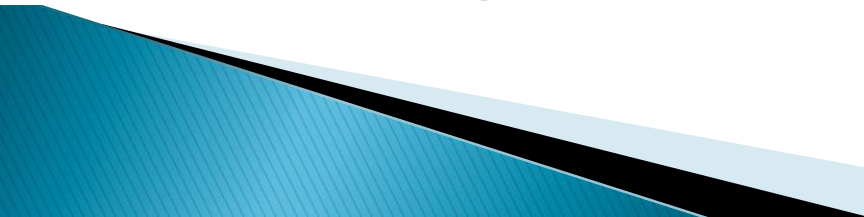
**23** Mark says it's important when starting up a business to

- A** have enough capital for the first two years.
- B** employ properly qualified staff.
- C** carry out effective research in the area.

**24** What warning does Mark give?

- A** New businesses always take a long time to become successful.
- B** Trends in service industries often change very rapidly.
- C** People starting businesses must limit the hours they work.

**25** What problem did the energy company have with its complaints system?

- A** Customers were critical of the computer system.
  - B** Staff had not received sufficient computer training.
  - C** The computers frequently broke down.
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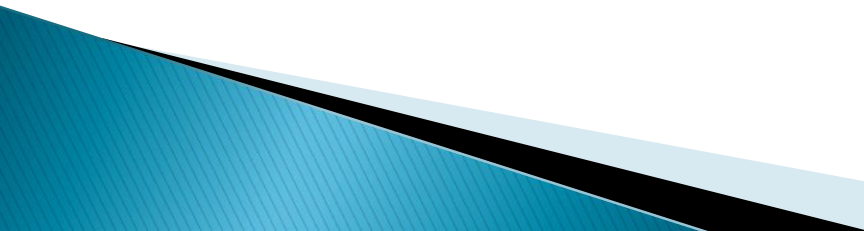
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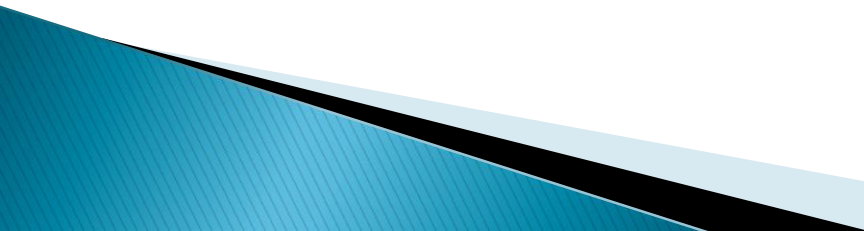
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  - B more advice when choosing computer systems.
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  - B a monthly newsletter.
  - C information about company aims.
- 28 What main benefit does Mark say came from reducing staff turnover?
- A The company could stop providing training courses.
  - B Each mechanic carried out more work.
  - C There was less need for company advertising.
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- A Increase the profit margin.
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- A Effective time management prevents stress.
  - B Stress can improve personal performance.
  - C Stress is on the increase in business.
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# 简化选项

- ▶ 关键词：真正的大区别，忽略小区别
- ▶ 角度大于细节
- ▶ 态度和变化用符号代替



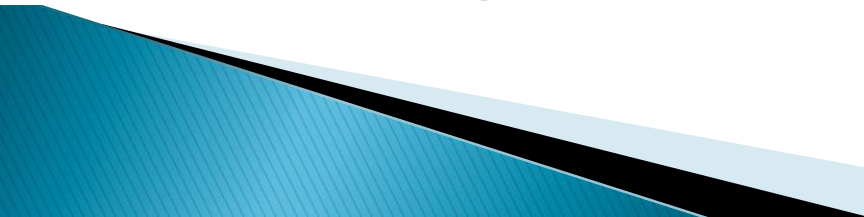
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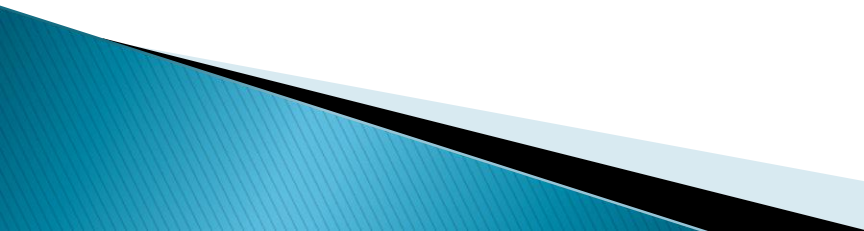
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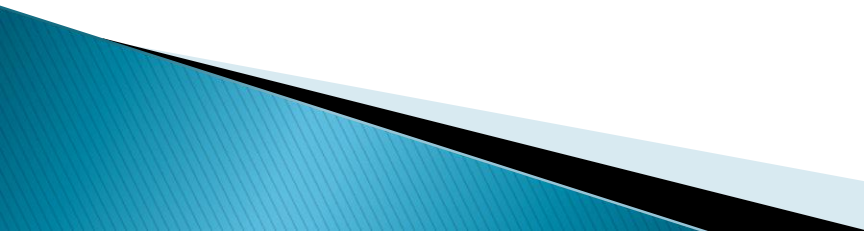
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  - B Each mechanic carried out more work.
  - C There was less need for company advertising. X

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- B Stress can improve personal performance. ↑
- C Stress is on the increase in business.

23                      important                      starting up a business

A                      capita                      first two years.

B                      staff.

C                      research

24                      warning

A      New                      long time                      successful.

B      Trends                      change

C                      limit the hours

25      What problem did the energy company have with its complaints system?

A      Customers were critical of the computer system.

B      Staff had not received sufficient computer training.

C      The computers frequently broke down.



# 速记

- ▶ 范围：路标词/提问词后
- ▶ 目标：直接回答：实词：信息+态度 单词+符号
- ▶ 间接回答：注意否定/比较
- ▶ 注意顺序/转折/并列



# 对比选项

- ▶ 先排除一定错误 / 未提到的选项
- ▶ 再剩下两个选项中比较，选出最确定的一项





## PART THREE

## Questions 23-30

- You will hear a discussion between two business journalists, Nick and Rachel, who are going to write a review of a book about career planning.
- For each question (23-30), mark one letter (A, B or C) for the correct answer.
- After you have listened once, replay the recording.

23 What does Nick say about the title of the book?

- title of our future*  
*step to step*  
*mismatch*  
*content - title*
- A It suggests a serious approach to career planning.  
B It gives a false impression about the content of the book.  
C It is reminiscent of books previously published on this subject.

24 What did Rachel find disappointing about the advice given in the book?

- recruitment*  
*comment insight*  
*dissex minicareer*  
*credit x*  
*heavy learned?*
- A It tended to state the obvious.  
B It was often irrelevant to her.  
C It seemed to lack authority.

25 According to Nick, the author's previous books

- tenous connection*  
*use for*  
*place interest*  
*degenerate*  
*resume - account*
- A suggest she has little direct experience of business.  
B demonstrate a failure to reflect current business practice.  
C highlight an absence of original research in her work.

26 Rachel particularly enjoyed reading the section on

- embarrassment... pressure*  
*interview*  
*rehearsed*
- A going for job interviews.  
B consulting career advisors.  
C completing job applications.

27 Both journalists agree that a major weakness of the book is that

- old fashioned*  
*fun*  
*frustrating*  
*retained*  
*expert*  
*norm*
- A it is aimed at those who are already established in their careers.  
B it focuses on a kind of career path that has become less common.  
C it relies too much on experiences of people at the end of their careers.

28 Rachel disagrees with the book's suggestion that readers should

- error*  
*judgment*  
*interest*  
*try out*  
*test*  
*17/20*  
*magazine*  
*test*  
*single*
- A keep changing jobs in order to achieve career success.  
B choose a field that matches their leisure activities.  
C take a particular test to identify a suitable career.

## PART THREE

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- You will hear Mark Finch, a well-known business consultant, speaking to a group of business people at a seminar.
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23 Mark says it's important when starting up a business to

- 1 people attitude*  
*2 money*  
*3 time*  
*vital*  
*plan*  
*competition*  
*cost*  
*gamble*  
*long*  
*relax x*  
*service market*
- A have enough capital for the first two years.  
B employ properly qualified staff.  
C carry out effective research in the area.

24 What warning does Mark give?

- danger*
- A New businesses always take a long time to become successful.  
B Trends in service industries often change very rapidly.  
C People starting businesses must limit the hours they work.

25 What problem did the energy company have with its complaints system?

- computer*  
*staff works*
- A Customers were critical of the computer system.  
B Staff had not received sufficient computer training.  
C The computers frequently broke down.

26 From his experience at the energy company, Mark says managers need to have

- computer x*  
*what they need*
- A effective communication with workers.  
B more advice when choosing computer systems.  
C experience of dealing with complaints directly.

27 In the car repair company, workers most wanted

- newsletter read x*  
*appreciate*  
*interest*
- A recognition of their work.  
B a monthly newsletter.  
C information about company aims.

28 What main benefit does Mark say came from reducing staff turnover?

- customer satisfaction*  
*train cost*
- A The company could stop providing training courses.  
B Each mechanic carried out more work.  
C There was less need for company advertising.

3: ① people. attitude.

② \$ cap. few years.

③ time. \$ plan ✓ most useful.

23

important | starting up a business |

A | capita | first two years.

B | staff.

C | research

24

I'm very glad to introduce Mark Finch. I'm sure you've all been looking forward to meeting such a well-respected consultant. Before we take some other questions, could I begin by asking you what general advice you would give to people planning to start a new business? Business is about three things. The first thing is people. You need to make sure that you're going to work with people who've got the right attitude. Commitment outweighs paper qualifications. The second thing is money. You can read a lot of books about exactly how much capital you need to get you through the first couple of years, and so on, but how much that matters depends on which particular kind of business you're going into. The third thing is time. Nothing is more vital than taking time to plan properly. Check out your idea with friends and contacts, look at your local competitors, study costs and prices. That's the most useful thing you can do.



risk

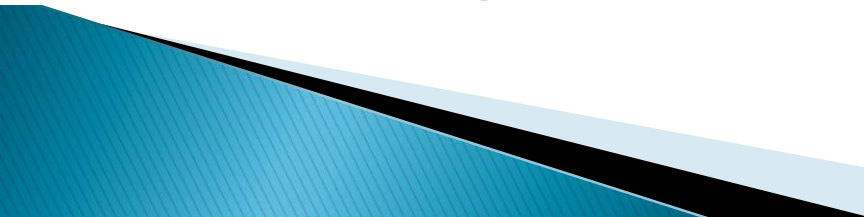
long h → success ? long  
then. quick flu

24

warning

- |   |        |                 |             |
|---|--------|-----------------|-------------|
| A | New    | long time       | successful. |
| B | Trends | change          |             |
| C |        | limit the hours |             |

I see. Now, a lot of people worry about the dangers of business. Business is not a safe world; it's full of risks. It's always going to be a gamble. You must be prepared to work long hours and to keep doing that until the business becomes successful, however long that might happen to take. Even then you can't relax as, especially if you're providing a service, you have to deal with the often very quick fluctuations in the market.



computerized

6 input. staff help x enough.

computer x deal problem.

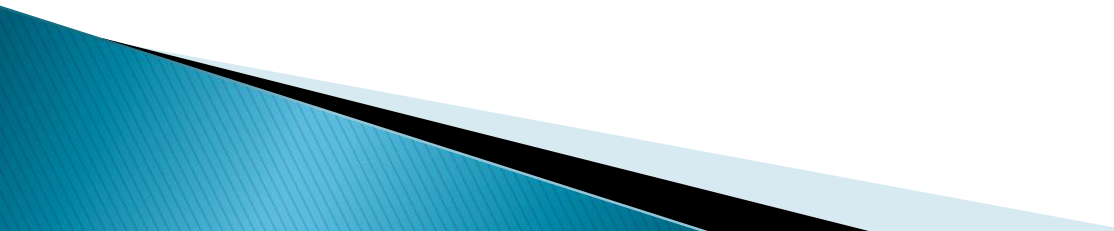
dox listen what they need!

**25** What problem did the energy company have with its complaints system?

- A** Customers were critical of the computer system.
- B** Staff had not received sufficient computer training.
- C** The computers frequently broke down.

In my company, we're having problems dealing with complaints. Would you recommend a computerised system?

A few years ago, I worked with an energy company on this problem. They had computerised their complaints processing because they were receiving so many complaints. But the staff who had to input the data hadn't had enough help with using computers, so the process wasn't working well at all.



newsletter month. read x worker

Appreciated interest.

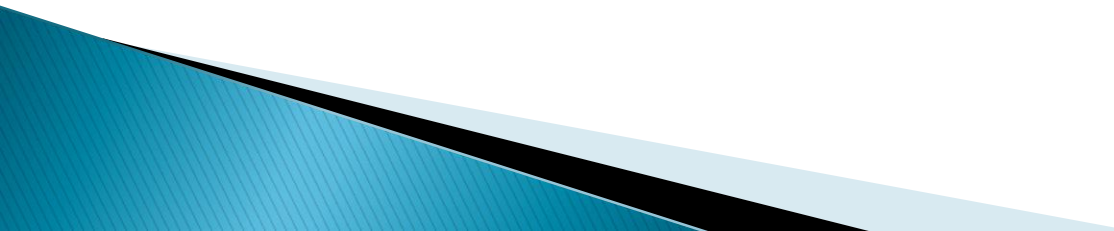
close. understand  $\leftrightarrow$



- 26 From his experience at the energy company, Mark says managers need to have
- A effective communication with workers.
  - B more advice when choosing computer systems.
  - C experience of dealing with complaints directly.

So what would you recommend to managers?

I would say to managers from that example that a computer system in itself will not deal with your problems. Don't just tell your staff to do things, listen to what they have to say about what they need.



↑ service factor      ↓ publicity  
increasing ↓

27 In the car repair company, workers most wanted

- A recognition of their work.
- B a monthly newsletter.
- C information about company aims.

And the next question, Bill?

My company's worried about our high staff turnover. Can you give me some advice?

I've recently been working with a car repair company who go out to people's cars, rather than customers bringing their cars to them. But they were having problems with their mechanics. The managers were sending out a newsletter every month full of future plans and aims, but very few of the workers were actually reading it. When I talked to the workers, I found what they really needed was to be appreciated for what they did, to feel that management took an interest. So, I helped the company to bring management and workers closer together, to understand each other better.

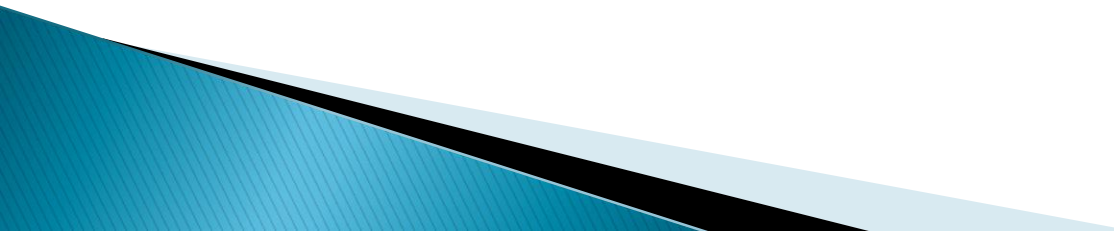
deli cost  
sales manager : selh.

23 What main benefit does Mark say came from reducing staff turnover?

- A The company could stop providing training courses.
- B Each mechanic carried out more work.
- C There was less need for company advertising.

And that helped to reduce the turnover of staff?

Yes, happier staff meant they stopped leaving. This reduction had various benefits, especially improving customer satisfaction so that less publicity was required. With a more constant staff of mechanics, the need for training was significantly reduced.



Situation.

X prevent. embues.



- 29 What is Mark's advice to the kitchen equipment company about its new product?
- A Increase the profit margin.
  - B Reduce delivery costs.
  - C Improve sales skills.

One more question. Pamela?

We've recently launched a new product, but it's not selling well, and this is causing a lot of stress throughout the company. Is this a common problem?

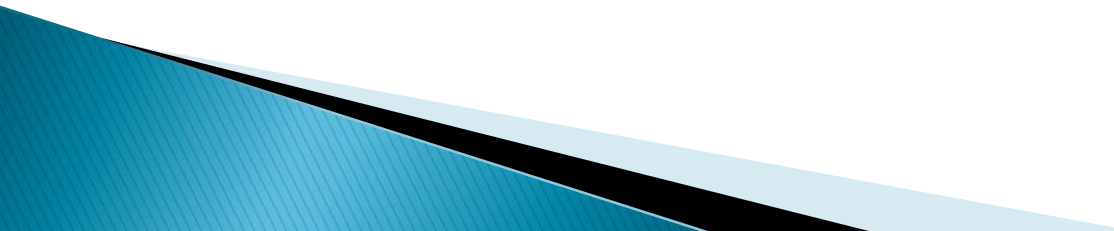
Well, ok, I'm working with a kitchen equipment manufacturer at the moment. Obviously, I can't give too much detail, but they came up with a new kind of toaster last year. They developed it themselves, and it certainly is a good product, which could really help that company's profitability. They asked me if I thought the problem was delivery costs and times, but I told them to bring in a proper sales manager to upgrade their ability in actually selling the toaster.

30 What does Mark say about stress?

- A Effective time management prevents stress.
- B Stress can improve personal performance.
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So we're not alone in this?

Oh no, stress is a common problem, and the solution depends on your situation. There are many causes of stress in business. Personally, rather than trying to prevent it, I think you should embrace it. Successfully managed stress can actually make you work more effectively. Mark, thank you very much.





► Thank you