



沪江英语绿宝书之

BEC 备考写作讲义

一、 关于 Email 的问题

1. 问题范围——英语学习的所有相关问题。
2. 问题深度——Email 可以解决的问题。
3. 问题内容——切忌太空，太泛，重复和成堆。

二、 关于 BEC 是什么的问题

1. BEC 的难度。
2. BEC 证书在求职中的作用。
3. BEC 证书和出国留学的关系。

三、 BEC 中高级考试写作部分简介

1. 各两篇文章，原始分数均为 10 分和 20 分。
2. 中级写作时间 45 分钟；高级写作时间 70 分钟。
3. 中级写作两部分介绍.....
4. 高级写作两部分介绍.....
5. 评分标准
6. 参考书目

四、 课程安排——以中级为基石，高级为提升，实用为原则，踏实的写作为手段和最终目的。

集合老师带写、课堂练习和课后答疑三种模式，最终目的是让大家真正做到“下笔如有神”。

五、 BEC 中级 (Vantage) Part I

1. 文体——Memo, Note, Email, Message

2. 基本格式.....

3. 按照文章内容分类讲解

1) 离开类

——离职、出差

I 典型的开头部分写作

I 离开时间的问题

I 典型开头的句型练习

I 典型的正文部分写作

I 典型的结尾部分写作

I 小结

I 真题写作范例：

例一（课堂带写，三段式）：

Ø You are the Head of Research for an international car manufacturer. You have to make an urgent trip tomorrow to visit

Pierre Blanco, a colleague who works for a subsidiary.

Ø Write a memo of 40-50 words to your secretary:

- ü Telling her who you are going to see and when
- ü Asking her to book flight tickets and accommodation
- ü Telling her what work you would like her to do in your absence.

Ø Write on your answer sheet.

例二 (课堂 5 分钟快速练习 , 一段式):

Ø You are a manager in a company which manufactures office furniture.

Next month, you are going to London to discuss an important contract.

Ø Write a **note** of 40-50 words to your assistant:

- ü Saying when you want to leave and return
- ü Asking him to book flights
- ü Telling him which hotel to book.

Ø Write on your answer sheet.

例三 (课堂 10 分钟常规练习 , 三段/一段式):

Ø Your company has just opened a new office in the United States. You have agreed to go and work there for six months.

Ø Write a **memo** of 40-50 words to all your colleagues:

- ü Explaining why you will be absent
 - ü Saying when you are leaving the office
 - ü Expressing your wish to keep in touch
- Ø Write on your answer sheet

——请假、缺席

- I 典型的开头部分写作
- I 典型的正文部分写作
- I 典型的结尾部分写作
- I 真题写作范例：

例一（课堂带写）：

- Ø You would like to go to a seminar on presentation skills.
- Ø Write an **email** of 40-50 words to your line manager:
- ü Requesting time off work to go to the seminar
 - ü Saying when the seminar is
 - ü Explaining why you want to go
- Ø Write on your answer sheet

例二（课堂 10 分钟常规练习）：

- Ø You are a regional sales manager for an international company. You have been asked to go to a meeting at your company' s head office. You cannot go, so somebody else will go in your place.

Ø Write an **email** of 40-50 words to Erica Young, who is organizing the meeting:

ü Apologizing for not being able to go to the meeting

ü Explaining why you cannot go

ü Saying who will go

Ø Write on your answer sheet

2) 告知重大事件发生

I 典型的文章结构

I 典型的开头部分写作

I 典型的结尾部分写作

I 真题写作范例：

例一（课堂带写）：

Ø You are a Project Team Leader. You have had to cancel your next project meeting because some of the members of your team will be abroad.

Ø Write a **memo** of 40-50 words to your project team:

ü Informing them of the cancellation and giving the reason

ü Stating a new date and time for the meeting

ü Requesting suggestions for the agenda

Ø Write on your answer sheet.

例二 (课堂 5 分钟快速拓展练习):

- Ø You are the Research and Development Director of an engineering company, which is a subsidiary of a large corporation. The Chairman of the corporation is visiting your company next week.
- Ø Write a **memo** of 40-50 words to all your staff:
 - ü Informing them of the visit
 - ü Telling them why the visitors is coming
 - ü Telling them when he will arrive and asking them to be at the welcome reception for him
- Ø Write on your answer sheet.

例三 (课堂 5 分钟快速拓展练习):

- Ø You are the managing director of a company whose profits have recently increased and you would like to reward staff for this.
- Ø Write a **memo** of 40-50 words to all staff:
 - ü Thanking them for their contribution
 - ü Explaining why profits increased
 - ü Telling them what their reward will be.
- Ø Write on the answer sheet

例四 (课堂 10 分钟常规练习):

- Ø You need to inform your marketing team about a radio advertising

campaign for one of your company' s new products.

Ø Write an **email** of 40-50 words to your team:

- ü Reminding them which new product is
- ü Explaining why you' ve chosen to advertise on radio
- ü Saying what you expect, the advertising campaign to achieve

Ø Write on your answer sheet

3) 组织培训活动

I 典型结构

I 典型的开头部分写作

I 真题写作范例 :

例一 (课堂带写):

Ø You are the training manager of a company which has won a large export order. You have been asked to organize foreign language training for some of your staff.

Ø Write a **memo** of 40-50 words to staff:

- ü Explaining why the course are necessary
- ü Saying which members of staff should attend
- ü Announcing when the course will start

Ø Write on the answer sheet

例二 (课堂 10 分钟常规练习):

- Ø You have been asked to organize your company' s staff training program. Before the program starts you would like to identify training areas that staff is interested in.
- Ø Write a **memo** of 40-50 words to all staff:
 - ü Saying when the training program will start
 - ü Asking for suggestions for what to include in the program
 - ü Giving a deadline for suggestions.
- Ø Write on your answer sheet

4) 询问类及其他

- I 典型结构
- I 典型的开头部分写作
- I 真题写作范例：

例 (课堂 5 分钟快速练习)：

- Ø You are the factory manager of a car company. You are waiting for urgently needed components from your purchasing department.
- Ø Write a **note** of 40-50 words to Mr. Grayson, the Assistant Purchasing Manager:
 - ü Enquiring about the reason for the delay
 - ü Stating when the components are needed
 - ü Suggesting a meeting to discuss future deliveries.
- Ø Write on your answer sheet.

六、 BEC 中级 (Vantage) Part II & BEC 高级 (Higher) Part II

1. 文体——Correspondence / Report / Proposal

2. 写作者的口吻

3. 语言的整合

4. 按照文体讲解：

1) Business Correspondence

Ⅰ 考试频率

Ⅰ 5 种内容类型 (补充求职信和简历)

Ⅰ 基本格式:

1) Make Change

Ⅰ 写作的注意事项

Ⅰ 典型的开头部分写作

Ⅰ 典型的正文部分写作

Ⅰ 真题写作范例：

例一 (课堂带写):

Ø *Your Managing Director has asked you to reply to the letter below which is about a proposed educational visit to your company by a local school. He has written his comments on the letter.*

SUNDSTORM TECHNICAL COLLEGE

Re: Educational Visit

Dear Mr. Takahashi,

Thank you for your recent letter accepting our request for an educational visit to your company.

Too many, 25 maximum

I have spoken to the students concerned as well as the teacher who will accompany them. They are a group of 35 students, aged between 17 and 18, and will be taking part in the visit as part of their careers development program.

I would like to suggest Friday 10th December. The group will leave here at 9:00am and should be with you by 9:45am.

Monday of following week better — the 's fine

I understand the training officer is willing to give a talk to the students about the company's training program. This will be of considerable value, and I wondered if it would be most effective at the beginning of

the visit.

Training officer not available until 11:30

Finally, would it be possible for the students to talk to some new employees in an informal 'question and answer' session?

No, sorry! Cannot release employees from duties

I would be grateful if you could inform me as to whether these proposals are suitable and would like to thank you once again for your cooperation with the scheme for 'School and Business Links'.

Yours sincerely,

Please request the phone to confirm arrangements

Mr. Yamaguchi,

Head teacher

Ø Write a **letter** of 100-120 words to the head teacher explaining the changes the Managing Director would like to make to the visit.

Ø Write on your answer sheet.

例二 (课堂 12 分钟快速练习):

- Ø The company where you work is organizing a sales conference. Your Sales Manager has asked you to reply to the letter below, from a transport hire company called A1 Coaches, concerning arrangements for the conference. He has written his comments on the letter.
- Ø Write a **letter** of 100-120 words to Mr. Otley of A1 Coaches, to make sure that the arrangements are changed.
- Ø Do not include address.
- Ø Write on your answer sheet.

Dear Conference Organizer,

Transport arrangements-Sales Conference 9/10 December

Following your telephone call yesterday, I am writing to confirm the coach and car hire details for your Sales Conference in December.

| |
|---|
| 8:30 better, not far from Conference Centre ☑ |
|---|

Friday 9, December

8:15 am Collect delegates from Grand Hotel

Transfer passengers to Whitestone Conference Centre by 9 am

48 passengers-1 coach

8:45 am Collect Chairman and guests from your Head Office (Silver Street) to arrive at Conference Centre by 9 am.

10 passengers-2 car

6:00 pm Collect all delegates from Conference Centre. Take to Grand Hotel, for overnight stay.

Collect Chairman and guests by car-transfer to Grand Hotel.

48 passengers-1 coach

10 car passengers-2 cars

Cancel cars-Chairman's party
staying at Conference Centre

Saturday 10, December (1 coach booked for 48 passengers. No cars booked)

9:00 am Transfer delegates from Grand Hotel to Conference Centre.

10:30 am Take delegates to your factory site in Station Road

Should be Commercial Road site. My mistake, please give my apologies.

1:00 pm Collect delegates from factory to return to Grand Hotel for 'End of Conference' lunch



Please confirm that these arrangements

Ask if coach can wait at the Grand Hotel until 2:30 pm. 12 people need transport to the airport. Also say that I'll phone next week to check everything. Thanks.

Yours sincerely,

PJ Otley

A1 Coaches Ltd.

例三 (课堂 20 分钟常规练习):

- Ø You are responsible for planning the magazine advertising of your company's new product, which is a polish for cars. You have just received the letter below from the magazine that you are going to advertise with. You have also received a memo from your Marketing Manager about the advertising campaign.
- Ø Write a **letter** of 100-120 words to Mr. Ellwood at the magazine, telling him about the changes to the advertisement booking, and asking him or any other information that you require.
- Ø Do not include addresses
- Ø Write on your answer sheet

Dear Ms. Beddington,

Thank you for your advertisement booking, the details of which I confirm below.

Name of Company: Autocare Products

Name of Product: Supergloss

Details of Advert: 1/2-page, black and white

Advert will appear in: July and August issues of the magazine

Cost of Advert: \$350 per issue (3 issues=\$1050)

Discount: 5% for early booking

Total Cost: \$997.50

We trust that this is satisfactory.

Yours sincerely,

Nelson Ellwood

Memo

To: Cathy Beddington

From: John Humphrey

Re: New Product Advertising

The Managing Director has approved an increase of budget on this campaign, so we can go for: color advert, six issues.

Could you contact the magazine and get them to change this? Please check the price and the possibility of a bigger discount.

Also tell them to get the product name right—Supagloss.

Thanks

2) 推荐信

- I 推荐信的分类——自荐与推荐
- I 推荐信的原则——开门见山
- I 推荐信的典型开头部分写作——开门见山
- I 真题写作范例：

例一（课堂带写——自荐）：

- Ø *You work for RCT, a company which sells business stationery. RCT is interested in becoming an agent for Novestat, a company which manufactures paper products.*
- Ø *Read Novestat's advertisement below, on which you have made some notes.*
- Ø *Then, using all your notes, write a **letter** of 100-120 words to James Dowling at Novestat.*
- Ø *Do not include addresses.*
- Ø *Write on your answer sheet.*

NOVESTAT

AGENTS REQUIRED

FOR A NEW PAPER PRODUCT

Novestat, a leading manufacturer of business stationery, is delighted to

announce its exciting new range of designer paper products. This range allows customers to create their own business stationery to the highest professional standards, using their own computer printers.

We are looking for companies world-wide to distribute the NOVESTAT DESIGNER PAPER range.

If your company has:

- Ø Minimum 5 years' relevant experience 10 years; say what RCT does
- Ø Dynamic, motivated salesforce National Sales Award last year ?
- Ø Excellent distribution network Tell them about our retail outlets

Then, please write to James Dowling, Novestat, Unit 3, Basing EASTAT, Hampton, Middlesex, TW13 5SA, UK.

Arrange a meeting with them next month? ?

例二 (课堂 20 分钟快速拓展练习——推荐信):

- Ø The international organization you work for makes an award every

month to a person in each department based the following criteria:

- ü Productivity
- ü Relations with customers
- ü Contribution to the team

- Ø Your line manager has asked you to recommend someone from your department for this month' s award.
- Ø Write your recommendation, stating who the person is and the reason for your choice. Describe how this person meets each of the three criteria for receiving the award.
- Ø Write 200-250 words on your answer sheet.

专题：求职信与简历 (Covering Letter / Letter of Application and Resume):

- I 求职关键词介绍
- I 求职信与个人简历以及个人履历的关系
- I 求职信的基本格式、注意事项及范例
- I 简历的基本格式、注意事项及范例
- I 真题写作范例：

例一：求职信

- Ø You have seen a job with a multi-national company advertised in a newspaper.
- Ø Write a letter to the company applying for the job. Refer to relevant

factors such as the nature of the job and why you are interested in it, your qualification and experience, what you are doing now and what you could contribute to the position.

Ø Write 200-250 words on your answer sheet.

Letter of Application

Room 320, Building 3, Lane 5

130 Nanjing Road

Huangpu District

Shanghai, 200000

P. R. China

22 June, 2005

Mr. Julian Proctor

Director of Sales & Marketing

Fortune Travel Agency

4490 Emmett Avenue

London, WC1 AC1

UK

Dear Mr. Proctor,

I wish to apply for the position of Regional Sales Manager, as advertised in today's Toronto Star. As the attached resume suggests, my experience in the travel industry has prepared me for this challenging position and I would welcome the opportunity to work for a prestigious and well respected employer such as Fortune Travel.

My academic background includes a degree in Business Administration from Queen's University, where I completed all of my marketing courses with honors. I also have two years of experience in advertising and public relations, when I designed and implemented a marketing plan for Interprovincial Business Systems. My communication skills have always been a major asset to me and I take pride in my ability to work well with others in a managerial and supervisory capacity. These skills will allow me to contribute to your sales and marketing effort from the start.

I would really appreciate an opportunity of interview to further discuss my qualification and fitment to the position. I'm available anytime in the following 3 months and I'm looking forward to your favorable reply!

Yours sincerely,

John Steven

John Steven

Encl: Resume

3) 解释信/报告

- I 中高级考试对于“解释信/报告”要求的异同点
- I 典型的开头部分写作
- I 典型的结尾部分写作
- I 真题范例：

例一（课堂带写）：

- Ø *You are the manager of a TV and radio repair workshop. One of your employees has received the letter below about a faulty cassette player which he inspected. He has his comments on the customer's letter and asked you to write a reply.*
- Ø *Write a **letter** of 100-120 words to the customer, using the employee's comments and explaining why your company cannot repair the cassette player.*
- Ø *Do not include address*
- Ø *Write on your answer sheet*

35 Dorset Road

London W6

12 September 1997

Mr. D. Mason

Radio World

6 Adelaide Park

London W6

Dear Mr. Mason,

Sorry! Technician off sick. ☹

Re: Repair of Tashita Cassette Player

You returned our cassette player to us on 5th September, after having it in your shop for over a month, saying that you could not repair the following faults:

1. A problem with the volume control

Needs replacing; part not available

2. Difficulty operating the on/off switch

Possible to replace, but very expensive

I was very surprised to hear this, because the equipment is not all that old. Therefore I would be grateful if you could explain why

Manufactured in 1985!

the equipment is, in your opinion, beyond repair, so that I can discuss this matter with the manufacturers.



Yours sincerely,

Out of business since 1990

Paul Johnson

例二 (课堂 20 分钟快速拓展练习):

Ø You have received the following email from a customer:

I was surprised to hear a rumor recently that your company is suffering financial difficulties and is likely to go out of business. I 'd be very sorry if this were true.

Colin Sanders

Ø Write a letter of 200-250 words to the customer, and include the following points:

- ü A denial of the rumor
- ü A possible reason for the rumor
- ü Your company' s plans for future growth
- ü Your hope for Mr. Sander' s continued custom

Ø Write on your answer sheet.

例三 (课堂带写——报告):

Ø Your company or organization is becoming more successful. In order for this success to continue, you want to expand and increase the budget of your department. The Directors have asked you to write a report saying why your department needs extra money.

Ø Write a **report** of 200-250 words, explaining why your department needs more money, and include the following points:

- ü Whether extra staff are needed (and if so, why?)
- ü Whether changes to the office space and equipment should be made
- ü What plans you have for future development
- ü How the investment would generate extra business.

Ø Write on your answer sheet.

例四 (课堂 10 分钟快速拓展练习):

Ø Your company is considering appointing someone as your assistant. Your boss has asked you to write a short report on whether an assistant would be useful for you.

Ø Write a **report** of 200-250 words for your manager, describing:

- ü The advantages to you of having an assistant

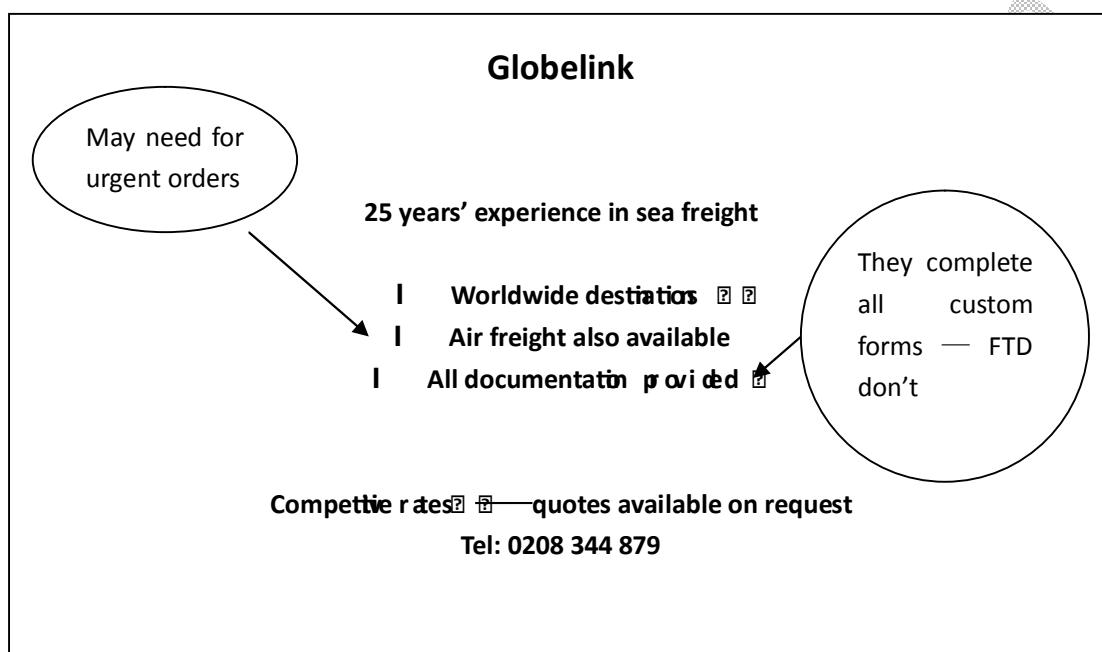
- ü What difficulties might arise if an assistant is appointed
 - ü What qualifications and experience would be desirable in an assistant
 - ü What personal qualities would be desirable in an assistant
- Ø Write on your answer sheet

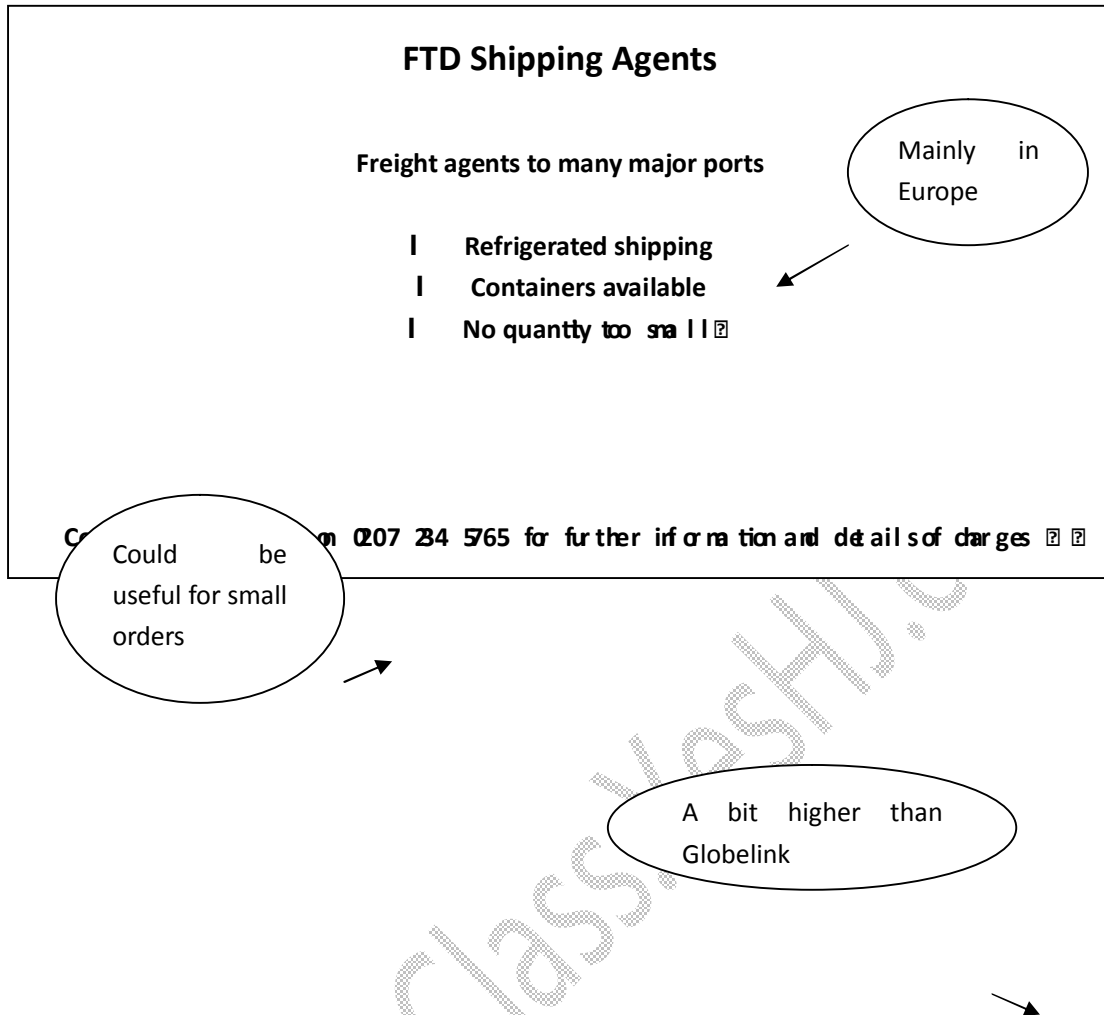
4) 多选一

- I 题型特点及中高级区别
- I 写作要点
- I 真题写作范例：

例一（课堂带写）：

- Ø *Your company exports to a number of countries around the world and is looking for a new agent for international freight. The Export Sales Manager has asked you to write a proposal saying which agent you recommend.*
- Ø *Read the two advertisements below, on which you have already made some notes.*
- Ø *Then, using all your handwritten notes, write your **proposal** of 120-140 words for the Export Sales Manager.*
- Ø *Write on your answer sheet.*





例二 (课堂 20 分钟快速拓展练习):

Ø Your company has planned three training courses:

- ü Foreign Language Development
- ü Changes in Technology
- ü Management Skills

Ø You have been asked to write a report, recommending the course you think would be most useful for people who do the same kind of job

as you.

- Ø Write a **report** of 200-250 words, saying which course you have chosen. Explain why you feel it would be the most useful and why the others are not suitable.
- Ø Write on your answer sheet

七、BEC 高级 (Higher) Part I ——图表作文

I 图表作文的文章结构

- 1) 引言部分
- 2) 主体段落
- 3) 结论部分
- 4) 例文分析：

The bar chart below shows the number of complaints made by consumers about different products and services in the years 1994 and 1997.

| VISITS ABROAD BY UK RESIDENTS BY PURPOSE OF VISIT (1996-2000) | | | | | |
|---|---------------|---------------|---------------|---------------|---------------|
| | 1996 | 1997 | 1998 | 1999 | 2000 |
| Holiday ① | 15,246 | 14,898 | 17,896 | 19,703 | 20,700 |
| Business ② | 3,155 | 3,188 | 3,249 | 3,639 | 3,957 |
| Visits to friends and relatives ③ | 2,689 | 2,628 | 2,774 | 3,051 | 3,181 |
| Other reasons ④ | 982 | 896 | 1,030 | 1,054 | 990 |
| Total | 22,072 | 21,610 | 24,949 | 27,447 | 28,828 |

| DESTINATIONS OF VISITS ABROAD BY UK RESIDENTS BY MAIN REGION | | | | |
|--|------------------|-----------------|---------------|--------|
| | Western Europe ① | North America ③ | Other areas ② | Total |
| 1996 | 19,371 | 919 | 1,782 | 22,072 |
| 1997 | 18,944 | 914 | 1,752 | 21,610 |
| 1998 | 21,877 | 1,167 | 1,905 | 24,949 |
| 1999 | 23,661 | 1,559 | 2,227 | 27,447 |
| 2000 | 24,519 | 1,823 | 2,486 | 28,828 |

图12

- 48 -

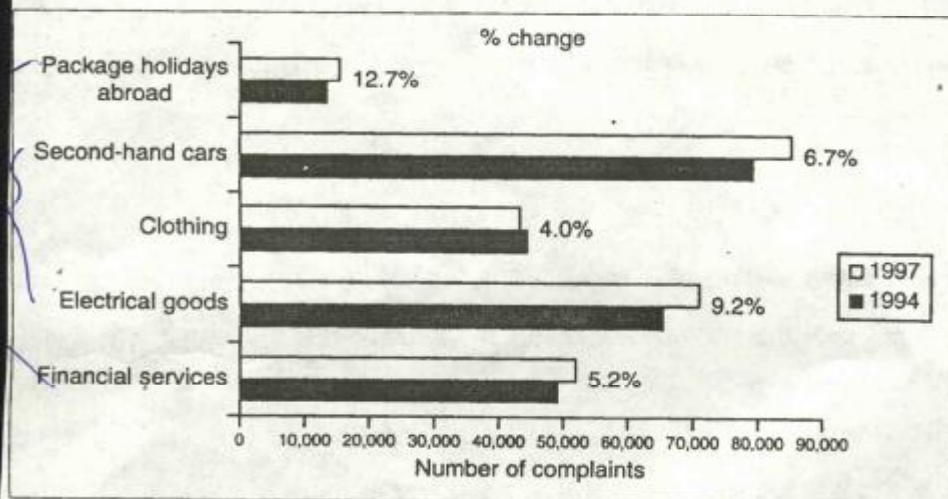


图1

Write a short report for a university lecturer describing the information in the graph. You should write at least 140 words.

The bar chart displays the changes in the number of complaints made by consumers about five kinds of products and services between 1994 and 1997. According to the diagram, there was an increase in the complaints about most of the products and services.

The number of complaints about package holidays abroad and financial services increased over the period. The complaints made about the package holidays abroad rose by 12.7% from 15,000 in 1994 to about 18,000 in 1997. And there were about 52,000 complaints about the financial services in 1997, 5.2% up on 1994.

There were also more complaints about electric goods and second-hand cars in 1997 than in 1994. The complaints about the two products rose by 9.2% and 6.7% respectively. The former increased from 66,000 in 1994 to about 70,000 in 1997 and the latter went up from 80,000 to 86,000. And clothing is the only sector where the number of complaints dropped over the period. In 1994, there were around 45,000 complaints while the figure decreased by 4% to around 43,000 in 1997.

In conclusion we can see there were more complaints about the products and services in 1997 than in 1994 with the only exception of clothing.

I 图表作文常用的语言手段

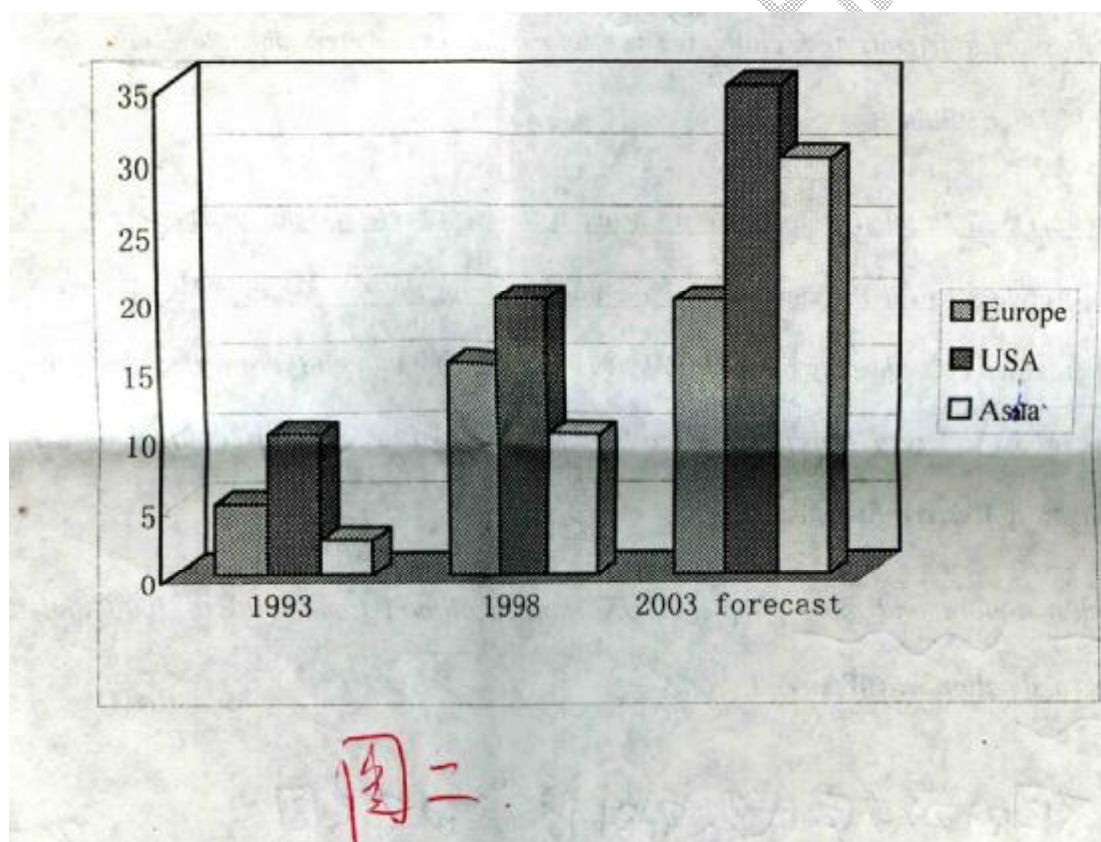
- 1) 作文的开头——表示“出处”的句子结构。
- 2) 描述“数据变化”的常用表达方式
- 3) 表示变化的副词和形容词
- 4) 描述“数据”的表达方式
- 5) “大约”的表达方式

I 真题写作范例：

例一（课堂 15 分钟快速练习）：

- Ø The graph below shows development in the ownership of mobile telephones as a percentage of telephones owned.
- Ø Write a short **report** for a university lecturer describing the changes in telephone ownership.
- Ø You should write at least 150 words.

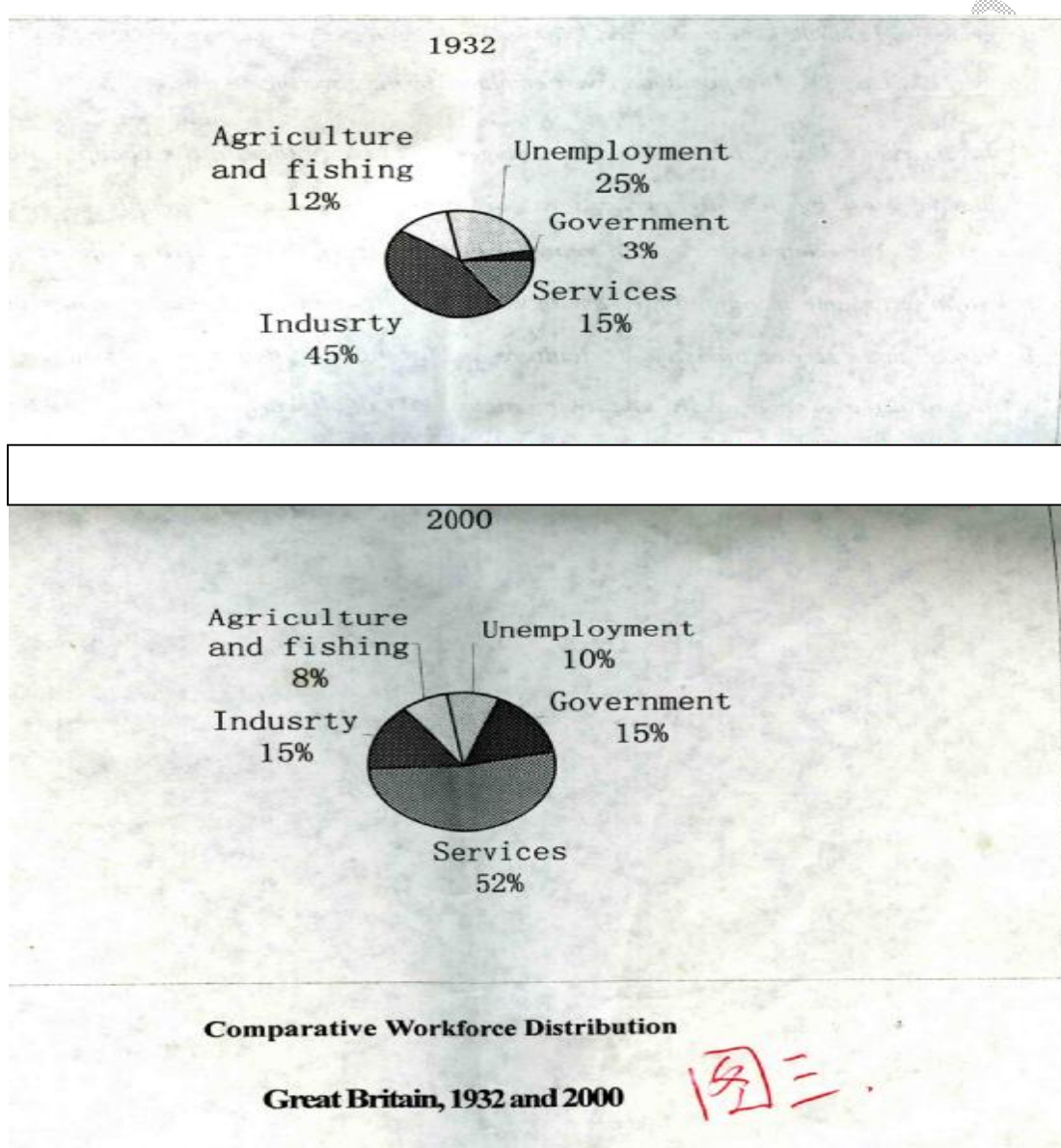
Mobile Telephone Ownership as Percentage of All Telephone Ownership



例二 (课堂 15 分钟快速练习):

- Ø The following two graphs display the workforce distribution in 1932 and 2000 in Great Britain.

- Ø Write a **report** for a university lecturer describing the trends in the following graphs.
- Ø You should write at least 150 words.



Comparative Workforce Distribution

Great Britain, 1932 and 2000

例三 (课堂讲解):

- Ø The first table below shows the results of a survey which sampled a cross-section of 100,000 people asking if they traveled abroad and why they traveled for the period 1994-1998. The second table shows their destinations over the same period.
- Ø Write a **report** for a university lecturer describing the information shown below.
- Ø You should write at least 150 words.

(图四间图一处)

The tables illustrate why the surveyed UK people traveled abroad from 1996 to 2000 and what their destinations were over the period. According to the tables, these UK residents traveled abroad mainly for holidays, business or visits to their friends and relatives and their destinations are largely Western Europe and North America.

There was an increase in the number of the UK population who traveled abroad over the period in all the three categories. In 1996, there were 15,246 holiday makers abroad, which was much larger than the number of business travelers (3,155) and that of visitors to their friends and

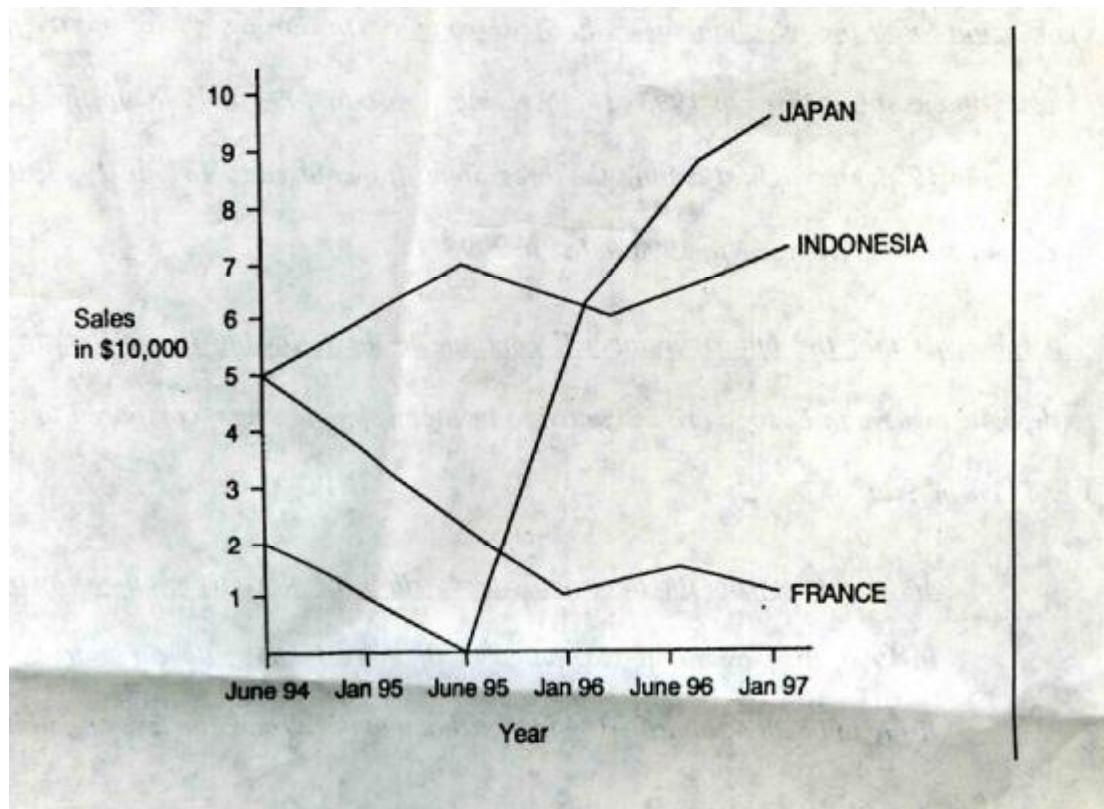
relatives (2,689). In 2000 the number of holiday makers increased to 20,700, followed by 3,957 for business travelers and 3,181 for visitors to friends and relatives. The total number of travelers abroad went up from 22,072 in 1996 to 28,828 in 2000.

Obvious from the 2nd table is that Western Europe is the most preferred destination for the UK travelers and that travelers to all the destinations increased during the five years. The travelers to Western Europe increased considerably from 19,371 in 1996 to 24,519 though there was a slight drop in 1997. And the visitors to North America doubled from 919 in 1996 to 1,823 in 2000, which was less than 10% of those to Western Europe.

In conclusion, more and more people in UK traveled abroad from 1996 to 2000 and their most preferred destination was Western Europe.

例四 (课堂讲解):

- Ø The graph below shows the sales of a product in three major international markets in the period between June 1994 and January 1997. A new marketing strategy was introduced in June 1995.
- Ø Write a letter for a university lecturer describing the information given in the graph.
- Ø You should write at least 150 words on your answer sheet.



The graph shows the sales of a product in Japan, France and Indonesia during the period between June 1994 and Jan 1997.

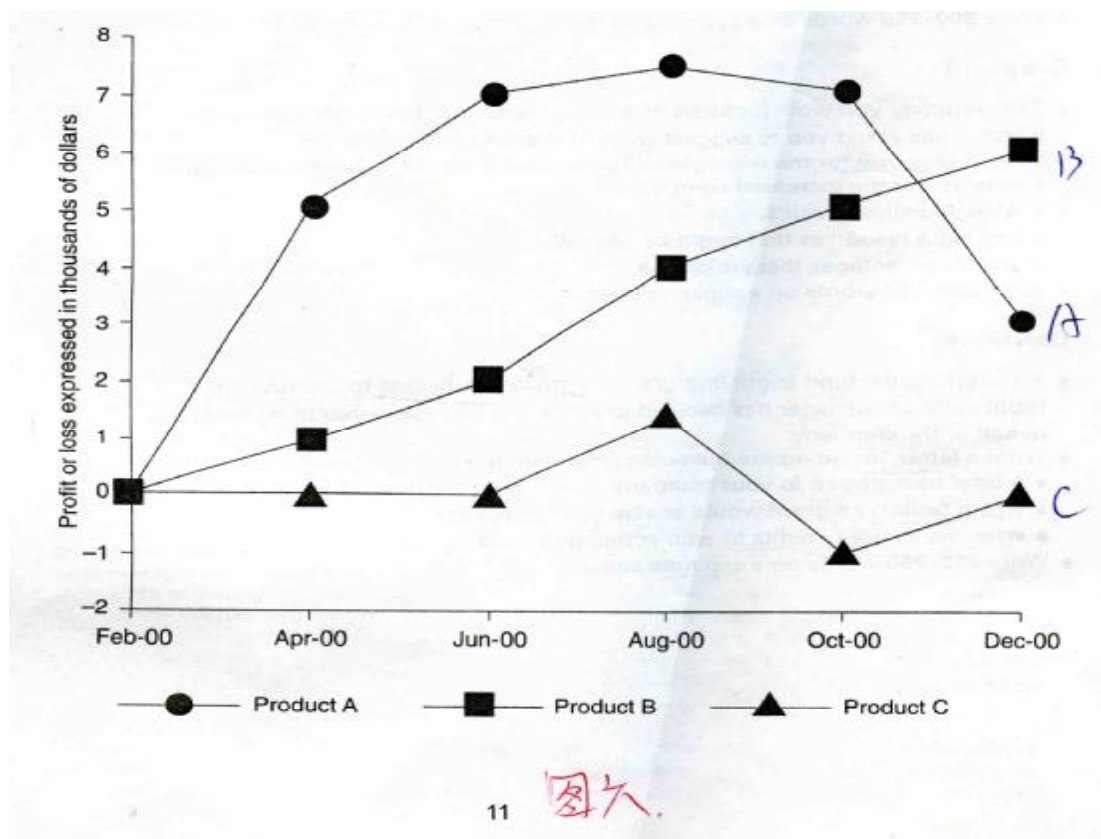
In Japan, sales stood at \$20,000 in June 1994, the lowest in comparison with the other two areas. The sales figure went down within the next year. In June 1995, there were virtually no sales at all. After a new strategy was introduced, the sales began to pick up and rose steadily over the following one and a half years to reach a peak of \$90,000 in January 1997.

In France, the sales were \$50,000 in June 1994. Unfortunately, the sales fell significantly between June 1994 and January 1996 despite of the new marketing strategy. In January 1996 sales were only \$10,000. After that the sales figure leveled off for one and a half years.

In Indonesia, the sales were the same as in France in June 1994. it kept going up and arriving at a peak of \$70,000 in June 1995. After the new strategy was introduced the figure fell slightly to around \$60,000 over the next year before it bottomed out in May 1996. (187 words)

例四 (课堂 15 分钟快速练习):

- Ø The graph below shows the profit or loss made on three new products (A, B and C) in the year following their introduction to the market.
- Ø Using the information from the graph, write a short **report** of 120-140 words on changes that occurred between February 2000 and the end of the year.
- Ø Write on your answer sheet.



BEC Samples

一、BEC 中级 Part I

1.

To: Mary, Secretary

From: John, Head of Research

Date: 13 March, 2005

Subject: Urgent Trip

I'm leaving tomorrow to meet Pierre Blanco in the French branch of our

company.

In that case, please subscribe for me a return air ticket and a single room at a hotel around the branch.

Also be sure to maintain the order of all the documents and make notes of all the contacts when I' m away.

2 .

To: Chris, Assistant

From: John, Manager

Date: 19 March, 2005

Subject: Business Trip

A quick note to inform you about my following business trip to London on April 20th and back on 23rd. Please reserve for me a return air ticket and a suite at the Hilton near Waterloo Bridge in that period.

Thanks,

John

3 .

To: All Staff

From: Kelly, Commercial Manager

Date: 26 March, 2005

Subject: Transfer Notice

I' m writing to inform all of you about my job transference to the US office, since the company has just started up business there.

I' m planned to leave on 15 April, and would probably stay in the US for half a year to monitor business development there.

During my absence, Assistant Commercial Manager Mr. Chris Clinton would take my charge. It is my great pleasure to have worked with you in the past few years and I sincerely hope that you could contact me through company email.

4 .

To: Chris, Line Manager

Cc:

Subject: Seminar on Presentation Skills

I would request time off work to attend a seminar on presentation skills on 22 March as my current job involves frequent presentations to customers, which can be learnt from the seminar.

Please carefully consider my request and I' m looking forward to your favorable reply.

Best,

John

5 .

To: Erica Young

Cc:

Subject: Meeting

I sincerely apologize for not being able to attend the meeting at the head office for the reason that there is some emergency in the process of

an important export order. As a regional sales manager, I couldn't leave at this moment but have to stay with it for the company's benefits. In that case, I hope that you could accept my proposal of sending Mr. Smith in my place.

Thanks,

John

6 .

To: Project Team

From: John, Project Team Leader

Date: 19 March, 2005

Subject: Project Meeting

I'm writing to inform you about the cancellation of our next project meeting on 20 April, as some of our members would be abroad at that moment.

In that case, I would suggest another appointment (Or: I would reschedule/rearrange it) at 9:00AM, 27 April if there is no problem with

you.

Any question about the agenda please feels free to contact me (Or: do not hesitate to contact me), and I would take full account/consideration of it.

7 . (从此篇开始省略 title 的格式 , 只有正文内容)

I' m writing to inform you about the visit of the corporation' s Chairman to our company on 21 March, next Monday.

The purpose of his visit is to reward the distinctive/outstanding staff of the past year / inspect the completion of the first quarter' s assignment/task / settle/handle/tackle/deal with/solve the emergency arose yesterday / meet a VIP/Premier Customer of our company.

Please wait at the welcome reception before 8:50 next Monday morning for his coming at 9:00.

8 .

I' m writing to inform all of you about the reward in the form of an extra

monthly salary for your recent contribution to our company.

Thanks to your full efforts, the company' s profits have steadily increased, and are estimated to boost continuously.

We really appreciate your hard work, and wish you could keep up with it.

9 .

I' m writing to inform you about the radio advertising campaign for the company' s newly developed washing power 'Super White' , which would begin early next month and last for three months.

After systematic analysis, radio has been selected as the main channel for advertising, since our market survey shows most housewives, out target customers, are exposed to radio programs for 2-3 hours per day, highest among all media.

The advertising campaign is supposed to enhance the new brand' s publicity, and thus bringing up sales revenue in the coming months.

Best,

Kelly

10 .

I' ve been requested to start a foreign language training to cope with the process of a recently received export order.

Those who are involved in the dealing of this order are all required to attend this training course.

The final remind is that please make full preparation for it that is to start from 21 March.

11 .

I' ve been assigned to start a staff training program from 31 March about skill improvement.

As the content of the training course has not been identified, I' d like to collect / Could you please submit your advice in terms of what to concentrate on in this program./?

Please also be reminded / alert that the deadline for your voice is 25 March.

12 .

I' m writing to inquire/enquire about the reason why the components are delayed. As they are vital/crucial/essential/imperative to the daily operation, could you please send them to me by the end of tomorrow?

Besides, I would like to arrange a meeting to confirm further deliveries between us. Looking forward to your soonest reply.

二、BEC 中级/高级 Part II

13 .

Dear Mr. Yamaguchi,

We' re pleased to receive your last letter concerning the educational visit to our company. We' ve made the following alterations after careful consideration.

Firstly, the number of students is too many for us to handle/deal with.
The maximal capacity could not exceed 25 persons.

Secondly, Friday 10th December is not the most convenient date for us.
Then, could you please rearrange it on Monday of the following week,
13th December? The time you are to arrive at the company is fine.

Thirdly, training officers are not available until 11:30. In that case, their
communications with the students could only be held from 11:40 after
10 minutes' break.

Furthermore, as new employees could not be released from their regular
duties, your request may not be satisfied.

Finally, please also include your phone number for further confirmation
of the arrangements. We' re looking forward to your favorable reply.

Yours Sincerely,

John Takahashi

14 .

Dear Mr. Otley,

Thank you for your recent letter confirming the coach and car rent for our conference. Here are some alterations made by us.

Firstly, Grand Hotel is not far from the Conference Centre. In that case, we' d better set out at 8:30 AM, 9th December.

Secondly, please cancel car arrangements as Chairman' s party remains at the Conference Centre and the 10 car passengers are also to stay there.

Moreover, at 10:30 AM, 10th December, please take delegates to our factory site in Commercial Road instead of Station Road. I sincerely apologize for this mistake.

Finally, could I request the coach to wait at Grand Hotel until 2:30 PM on 10th December and transfer 12 people to the airport?

I' ll make a phone call next week to confirm everything, and I really

appreciate all your efforts!

Yours Sincerely,

John

15 .

Dear Mr. Ellwood,

Thank you for your recent letter confirming the details of the advertisement booking. As the budget has increased for this advertising campaign, we would like to make a few alterations as follows.

Firstly, we'd like to use color advertisement instead of black and white, and increase to six issues from June till November. In that case, would you please quote the price again with a bigger discount?

Then, the name of our product is Supagloss rather than Supergloss. Please change it to the right version.

Finally, please confirm all above details as soon as possible. We are

looking forward to your favorable reply!

Yours Sincerely,

Cathy Beddington

16 .

Dear Mr. Dowling,

After careful review of your recent advertisement looking for qualified agents, we would like to apply for this vacancy without reservation.

We believe that RCT is a suitable applicant as it is a company selling business stationery for ten years and still maintains notable reputation in this area. Our sales force is quite energetic and result-oriented. Last year, our sales figure had increased by 20% in comparison with the previous year, and that's the reason why we were granted the Annual National Sales Award. Furthermore, our retail networks have spread throughout the country, in which more than 1,000 outlets are operated in order.

In brief, we are strongly confident that our cooperation would benefit

both of us. If you are interested in our strength, could we arrange a meeting next month for further discussion? We' re looking forward to your favorable reply!

Yours sincerely,

John

17 .

Dear Mr. Johnson,

After careful reviewing the staff' s overall performance in Sales Department, I would like to recommend Mr. Jiang for this month' s award.

Mr. Jiang is selected firstly because of his great sales record ever from his entering the organization six month ago as a junior salesman. He has always been ranked one of the three best salespersons all through the period. This month, especially, he has reached the peak and made others lag far behind.

In addition, he has maintained firm relationship with most of his clients, especially some VIPs, whose consumptions have counted for over 60% of all his sales revenue. This case could strongly demonstrate the bilateral trust between him and his customers.

Last but not least, Mr. Jiang is a warm-hearted team member and always ready to share his resources as well as tactics with others. Whenever there are new faces, he always shows up and lends his hands to him/her. Last month, he even recommended two of his regular clients to a fresh salesman, in order to help him into the right track.

In summary, I strongly believe Mr. Jiang is the right candidate to receive this month' s award for his solid performance.

Yours sincerely

John

18 .

Dear Mr. Johnson,

Thank you for your recent letter concerning the faulty cassette player. I'm writing to clarify all the points stated in your recent letter concerning the faulty cassette player.

Firstly, please accept my deepest apology for keeping your cassette player for such a long time. The reason for this is that our technician has requested time off work due to illness.

In addition, the volume control does not work and have to be replaced. However, a new one is not available at this moment. The on/off switch is also broken, but changing it may cost you considerably.

Finally, you should be reminded that the equipment was manufactured in 1985 and the manufacturer had been out of business since 1990.

We trust that this is satisfactory.

Yours Sincerely,

John

Dear Mr. Sander,

Thank you for your recent letter concerning the rumor about my company' s financial status. I hereby clearly express my denial of the rumor on behalf of the company. As usual, the company is in the right track, steadily expanding and increasingly gaining profits.

As far as we know, the rumor started ever from the beginning of last month when our former CEO was arrested for serious corruption. He anonymously transferred totally 60,000,000 dollars to his five accounts in Switzerland in the past two years. And when he was caught recently, most of the money was squandered. I believe that is the reason why the rumor was targeting at the company' s financial difficulties. However, with five branches and over 300 offices all over the world, our capital has exceeded 50,000,000,000 dollars. In that case, we are capable enough to settle this problem and get back to the original track soonest.

Though the decision of new CEO is still not made, we believe a longer period of inspection on all candidates' background, especially their moral behaviors, is far beyond other criteria. Nevertheless, this will never stop the fast expansion of our company in the near future. As the

world-renowned management consulting firm, we have recently accepted three large cases including one with Chinese government concerning the pros and cons as well as the practicability of E-government system. Another three are about to reach an agreement, and the value of all six cases equals to almost 120,000,000 dollars. Furthermore, the Chinese branch is under construction. And when finished, it will be appointed to be Asian-Pacific region's headquarter. In a word, the temporary crisis hardly lagged us behind, but gave us a hint in terms of sophisticated management in the future.

Finally, as our loyal customer, we sincerely hope that you could still be confident on our company. And we would surely provide the best-quality service as it always be. We trust that this is satisfactory.

Yours Sincerely,

John

20 .

Report on maintaining business success of the Sales Department

Introduction

This report aims to clarify/explain the reason for budget expansion in Sales Department.

Findings

In order to make the current business success continue, we would like to request extra budget for the following reasons.

Firstly, two more staffs are needed as our daily routine work has increased due to the growing sales targets. They are supposed to process import-export orders and arrange warehouse for the incoming as well as outgoing cargos.

Secondly, the office space is much too limited for our everyday work. At least 6 sets of desk chair are needed in the office. However, there is no where to put them. The laser printer is also broken, which makes numerous orders lag behind.

Furthermore, aside from the above points, we have made a decision to purchase professional software, which will maximally simplify the routine work and free the staff from trivial details and repeat work. In that case, their efficiency would be dramatically enhanced, and they could

concentrate more on exploring potential customers.

Finally, if we have achieved the above stated aspects, our sales could be expected to increase by 20% and also our staff would work in a more comfortable environment, which would largely enhance their loyalty to the company.

Conclusion

The extra budget would increase both sales revenue and staff loyalty to the company.

21 .

Proposal on Globelink and FTD Shipping Agents

Introduction

The purpose of this proposal is to present and compare the service of Globelink and FTD as possible new agents for international freight.

Findings

Globelink has 25 years' experience in sea freight worldwide. They offer air freight as well, which we may need for urgent orders. This company will also complete all Customs forms and provide all documentations.

FTD operates mainly in Europe. They offer refrigerated shipping, containers and accept small orders, which would be useful for us. However the charges are a bit higher at FTD than at Globelink, and they never provide documentation service.

Conclusions

Choosing Globelink will save us work on Customs forms and cost less.

Recommendations

It is recommended that Globelink is chosen due to their international network and documentation service.

22 .

Report on the choice of training courses

Introduction

This report aims to present and compare the advantages and disadvantages of selection an appropriate course from Foreign Language Development, Changes in Technology and Management Skills for secretarial staffs.

Findings

It is apparent that the routine work for secretarial staffs often involves communication with foreign customers, such as taking overseas telephone calls, showing foreign guests around the company, and writing letters to the customers or suppliers. However, most of them are rather weak in the aspect. Foreign Language Development course could provide a chance to learn English systematically and also opportunities to practice with the teachers who are native speakers of English. In addition, the class activities in the course are job-oriented, which could guarantee the practical application at work.

The other two courses are not directly related to the jobs as secretaries. And even if they are eager to learn something in those areas, some preparatory reading should be done which will take at least half a year' s time.

Conclusion

Choosing Foreign Language Development course is most suitable for its direct relationship with secretarial job.

Recommendation

It is recommended that Foreign Language Development course is to

choose for urgent need at work.

三、BEC 高级 (Higher) Part I

23.

From the bar charts, we can see the changes in the ownership of mobile phones as a percentage of all telephones owned in Europe, USA and Asia respectively between 1993 and 1998 and a forecast about the percentages in the year 2003.

During the five years between 1993 and 1998, there was an increase in mobile telephone ownership in proportion to all the telephone users in the three areas. In Europe, 4% of the telephone owners were mobile phone subscribers in 1993. The percentage rose to 14% in 1998. In the USA, the percentage was 8% in 1993, the highest among the three areas. It increased to 18% in 1998. In Asia, there was a threefold increase from 2% in 1993 to 8% in 1998.

It is forecast that the upturn trend will continue in the following five years. In 2003, 18% of the telephone owners in Europe are estimated to be mobile phone users, compared to around 35% in USA and 28% in Asia.

Also obvious from the diagram is that Asia is the most rapid. In 1993, the percentage was only 2%, the lowest among the three areas while in 2003, it is likely to be 28%, almost 10% higher than that of Europe, the lowest among three areas.

24.

According to the pie charts, there have been major changes in the relative size of the major employment sectors in Great Britain over the last 68 years.

In 1932, 25% of people between the ages of 16 and 65 were unemployed. Of those who had a job the largest percentage worked in the industrial sector, followed by those in the services sector (15%) and in agriculture and fishing (12%). Only 3% of the population was employed by the government.

As the diagram indicates, by 2000 major changes had taken place in the occupations of the working population. Most significantly perhaps, a far lower percentage of people of working age were unemployed. The relative size of different occupational sectors had also changed significantly. The industrial sector only accounted for 15% of workers

while the largest employment sector was made up by workers in the service industry. Agriculture and fishing had also declined whereas the government sector had increased enormously, employing almost 15% of all workers. (164 words)

25.

Report on three products' profit or loss

Introduction

The graph indicates the profit or loss made on three new products after their introduction to the market from February, 2000 to December, the same year.

Findings

For Product A, it began to make profit immediately after launching with 5,000 dollars by April. Then it kept going up and reached the peak of 7,000 dollars by August. Unfortunately, it started to fall slightly till October, and finally dropped to 2,500 dollars' profit at the end of December.

Concerning Product B, it also gained profit as soon as it entered the

market, and it steadily rose to 1,500 dollars by the end of June. After a boom in the following two months to 3,500 dollars, the profit continuously maintained an upward trend and reached a high point of 5,500 dollars, highest among the three products by December.

Product C is the only one that did not make profit during this period. In its first four months in the market, it could just make ends meet before the profit was to increase from June to August, ending up with 1,000 dollars. Then, it dramatically declined to 1,000 dollars loss in October, and recovered a bit in the next two month, though still not making profit.

Conclusion

Both Product A and B were making profits between February and December 2000, and Product C ended up with 1,000 dollars loss during this period.