

READING PASSAGE 3

You should spend about 20 minutes on **Questions 27-40**, which are based on Reading Passage 3 below.

Marketing and The Information Age

- A** For the early practitioners of marketing in the late 19th and early 20th centuries, the business of selling was simply a matter of continually finding new customers. By contrast, marketing managers in the current era recognise the importance of gathering information about the market and about potential customers. They recognise that if companies are to be profitable, customers must gain and retain their perceptions of value from the brands they buy over a long time frame, rather than from a single transaction. This also means that customers must see value in returning continually to the stores where they shop, as well as to the service providers they deal with.
- B** Marketing practitioners and marketing scientists have never worked more closely than they currently do. There are many reasons for this, including the fact that this is the information age where convergence in telecommunications, media and technology is causing old ways to be challenged, and new methods and tools to be tested. Customer expectations have risen as new technologies allow new approaches. For instance, the subscriber-TV music channel Channel [V] encourages its viewers to sign up for text messages and email alerts that tell them when their favourite artists and songs are about to be broadcast. Competitive advantage lies in being able to recognise which customers can be given greater attention, not just because they demand it but because it makes commercial sense to provide high levels of product quality and service.
- C** Modern marketing information systems rely on information technology to enable marketing intelligence to be gathered and to store and analyse marketing research information. While some of the information used is gathered by government bodies such as the Australian Bureau of Statistics and Statistics New Zealand, most of it is purposefully gathered by marketing organisations for client companies. In the process, computer technology is used to manipulate the data and then to present the information in such a way that executives can readily identify any problems or issues, and quickly arrive at solutions.
- D** In order to produce superior value and satisfaction for customers, marketing managers need information at almost every turn. They need information about customers – end-users and resellers – as well as competitors and governmental and other forces in the marketplace. One marketing executive put it this way: ‘To manage a business well is to manage its future; and to manage the future is to manage information.’ Increasingly, marketers are viewing information not just as an input for making better decisions but also as an important strategic asset and marketing tool. As household incomes increase, choice widens and buyers become better at discriminating, so sellers need information about how buyers respond to different products and advertising campaigns.

- E** The supply of information has also increased greatly. It has been suggested by the futurist and best-selling author John Naisbitt that the United States and, by observation, developed countries such as Australia, New Zealand and Singapore are moving from industrial to information-based economies. These post-industrial economies earn 70–80% of their Gross Domestic Product from services, and have entered what some commentators have termed the ‘Information Age’ or the ‘Information Technology Era’.
- F** One study found that with all the information now available through supermarket scanners, a packaged-goods product controller is bombarded with one million to one billion new numbers each week. As Naisbitt points out: ‘Running out of information is not a problem, but drowning in it is.’ Yet marketers frequently complain that they lack information of the right kind but have plenty of the wrong kind, or they claim that marketing information is so widely spread throughout the organisation that it takes great effort to locate even simple facts. In addition, subordinates may withhold information they believe will reflect badly on their performance and important information often arrives too late to be useful, or on-time information is not accurate. So marketing managers need better information. Although marketing organisations have greater capacity to provide managers with information, they often do not use it well. As a result, many marketing organisations are now studying their managers’ information needs and designing information systems specifically to meet those needs.
- G** One solution is to use a Marketing Information System (MIS). This consists of people, equipment and procedures which, when put together, are able to gather, analyse, evaluate and distribute needed, timely and accurate information to marketing decision-makers. The MIS begins and ends with marketing managers. First, it interacts with these managers to assess the information needs they have. Next, it develops the needed information from internal records, marketing intelligence activities and the research process. The analysis unit processes the data to make it more useful and, finally, the MIS distributes it to managers in the right form and at the right time to help them make better marketing decisions.
- H** However, the costs of obtaining, processing, storing and delivering information can mount quickly. In some cases additional information will do little to change or improve a manager’s decision, or the costs of the information will exceed the returns from the improved decision. For example, if an organisation estimates that launching a new product without any further information will yield a profit of \$500,000, then it would be foolish to spend \$30,000 for additional information that would increase the profit to only \$525,000. By itself, information is valueless – its value comes from its use.

Questions 27–31

Reading Passage 3 has eight paragraphs, **A–H**.

Which paragraph contains the following information?

Write the correct letter, **A–H**, in boxes 27–31 on your answer sheet.

- 27 the fact that there may be too much information to cope with
- 28 the relevance of generating repeat business
- 29 an example of personalised marketing
- 30 an illustration of a situation where commissioning new information research might not be advisable
- 31 how the greater wealth of customers enables them to select from a broader range of products

Questions 32–36

Do the following statements agree with the claims of the writer in Reading Passage 3?

In boxes 32–36 on your answer sheet, write

YES	<i>if the statement agrees with the claims of the writer</i>
NO	<i>if the statement contradicts the claims of the writer</i>
NOT GIVEN	<i>if it is impossible to say what the writer thinks about this</i>

- 32 The majority of marketing statistics are gathered by government agencies.
- 33 The move from an industrial to an information-based economy has happened more quickly in New Zealand than in Australia.
- 34 Employees sometimes hide information that gives a poor impression of them.
- 35 Managers frequently fail to make good use of the information they receive.
- 36 Marketing information has to be used to be valuable.

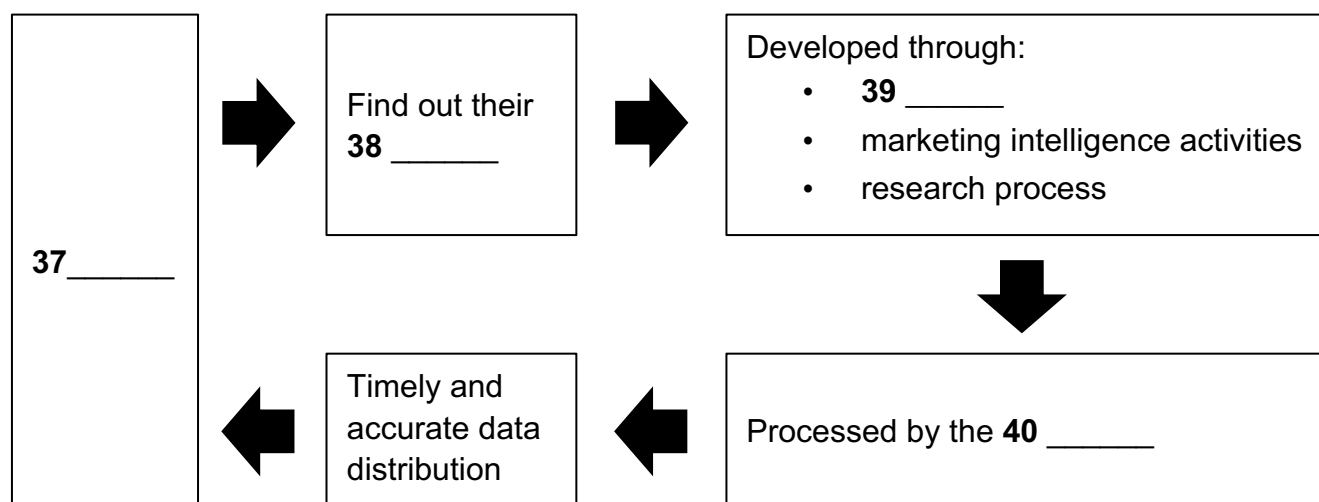
Questions 37–40

Complete the flow-chart below.

Choose **NO MORE THAN TWO WORDS** from the passage for each answer.

Write your answers in boxes 37–40 on your answer sheet.

The Marketing Information System (MIS)



27–31 段落匹配

题号	答案	定位句 (第 X 段)	解释
27	F	“Running out of information is not a problem, but drowning in it is.” 以及 “bombarded with one million to one billion new numbers each week” (第 F 段)	明确说明信息量过多以致难以应付。
28	A	“customers must see value in returning continually to the stores...” (第 A 段)	讲“长期价值、反复回购”——即重复业务的重要性。
29	B	“Channel [V] encourages its viewers to sign up for text messages and email alerts ...” (第 B 段)	这是典型的个性化/定向触达示例。
30	H	利益-成本例子: “...profit \$500,000... foolish to spend \$30,000 for additional information that would increase the profit to only \$525,000.” (第 H 段)	说明在新增调研不划算时, 不宜再委托获取信息。
31	D	“As household incomes increase , choice widens and buyers become better at discriminating...” (第 D 段)	收入增加 → 可选择的产品更广。

32–36 判断题 (与作者观点是否一致)

题号	答案	定位句 (第 X 段)	解释
32	NO	“While some of the information... gathered by government bodies..., most of it is purposefully gathered by marketing organisations.” (第 C 段)	文中说大多数信息由营销组织收集, 非政府机构。与题干“多数由政府收集”相反。
33	NOT GIVEN	“Australia, New Zealand and Singapore are moving from industrial to information-based economies.” (第 E 段)	只说这些国家在转型, 未比较新西兰与澳大利亚谁更快。
34	YES	“ subordinates may withhold information they believe will reflect badly on their performance.” (第 F 段)	明确说员工会隐瞒不利信息。
35	YES	“Although marketing organisations have greater capacity to provide managers with information, they often do not use it well .” (第 F 段)	指出管理者经常未能善用信息。
36	YES	“By itself, information is valueless — its value comes from its use .” (第 H 段)	只有被使用信息才有价值。

37–40 流程图填空 (每空不超过两词)

依据第 G 段对 MIS 的描述:

题号	答案	定位句 (第 X 段)	解释
37	marketing managers	“The MIS begins and ends with marketing managers .” (第 G 段)	流程起点为“营销经理”。
38	information needs	“it interacts with these managers to assess the information needs they have.” (第 G 段)	找出他们的“信息需求”。
39	internal records	“Next, it develops the needed information from internal records , marketing intelligence activities and the research process.” (第 G 段)	三个来源之一; 对应“Developed through: ...”。
40	analysis unit	“The analysis unit processes the data to make it more useful...” (第 G 段)	数据由“分析单元”处理。