

One hundred and thirteen million Americans have at least one bank-issued credit card. They give their owners (automatic) credit in stores, restaurants, and hotels, at home, across the country, and even abroad, and they make many banking services available as well. More and more of these credit cards can be read automatically, making it possible to withdraw or deposit money in scattered locations, (whether or not the local branch bank is open). For many of us the "cashless society" is not on the horizon -- it's already here.)

scattered  
a. 分散的, 零散的  
withdraw  
vt. vi. 指回退, (从银行) 取款  
deposit  
n. 存款, 押金  
vt. vi. 使沉积, 存放  
vi. 沉淀

While computers offer these conveniences to consumers, they have many advantages for sellers too. Electronic cash registers can do much more than simply ring up sales. They can keep a wide range of records, including who sold what, when, and to whom. This information allows businessmen to keep track of their list of goods by showing (which items are being sold and how fast they are moving.) Decisions to (reorder or return) goods to suppliers can then be made. At the same time these computers record which hours are busiest and which employees are the most efficient, allowing personnel and staffing assignments to be made accordingly. And they also identify preferred customers for promotional campaigns. Computers are relied on by manufacturers for similar reasons. Computer-analyzed marketing reports can help to decide which products to emphasize now, which to develop for the future, and which to drop. Computers keep track of goods in stock, of raw materials on hand, and even of the production process itself.

Numerous other commercial enterprises, from theaters to magazine publishers, from gas and electric utilities to milk processors, bring better and more efficient services to consumers through the use of computers.

70.130, 9000000 美国人每至少有一张银行发行的信用卡。他们使用自己的自动信用卡于各类场所, 包括商店、餐厅、旅馆、家居、国内游艺场, 甚至在国外。他们还可享受着银行的一些免费的服务。现在更多的信用卡会被自动读取, 这使, 是存取现金不受地点, 以及银行是否开门的限制。对于我们很多人而言, 无现金社会不是未来, 它已然存在。

当计算机提供这些方便的同时, 也给销售者提供了。针对销售者类群, 也有很多优势。

电子现金的注册执行起来比销售员记录销售额方便。他们可以记录更多的信息, 包括谁卖的什么, 何时卖的, 以及卖给谁的。这些信息使人们根据展示着哪类商品被售卖起多久的小票来追踪购买者的行动轨迹。可根据信息决定从供应商重新订购或应退还的货物量。与此同时, 这些电脑记录着哪个时段最繁忙, 哪个销售员最高效, 销售人员与职务分配由这些信息来决定。同时也表明哪个促销员最受消费者的喜爱。制造商依赖计算机也是同一个道理, 通过计算机分析出来的报告可以帮助厂商决定目前哪类产品重要, 哪类产品有前景, 哪类该减少生产。计算机可追踪货物的库存, 目前持有的原材料, 甚至包含产品自身生产。

大量的商店、电视、电影、影视到杂志出版商, 从汽油电力公共事业到牛奶生产部门, 通过计算机的使用给消费者带来了更好, 更高效的优质服务。



55. According to the passage, the credit card enables its owner to B.  
[A] withdraw as much money from the bank as he wishes  
[B] obtain more convenient services than other people do  
[C] enjoy greater trust from the storekeeper  
[D] cash money wherever he wishes to
56. From the last sentence of the first paragraph we learn that C.  
[A] in the future all the Americans will use credit cards  
[B] credit cards are mainly used in the United States today  
[C] nowadays many Americans do not pay in cash ✓  
[D] it is now more convenient to use credit cards than before
57. The phrase "ring up sales" (Line 3, Paragraph. 2) most probably means "B".  
[A] make an order of goods  
[B] record sales on a cash register  
[C] call the sales manager  
[D] keep track of the goods in stock
58. What is this passage mainly about? B.  
[A] Approaches to the commercial use of computers.  
[B] Conveniences brought about by computers in business.  
[C] Significance of automation in commercial enterprises.  
[D] Advantages of credit cards in business. ✗

