

商务英语 3

第一大题 交际用语

A01 — _____

— **According** to law, they refer to transportation, construction, finance, insurance and the like.

- A. Do you know taxable services?
- B. How do you like taxable services?
- C. What do you mean by taxable services?

[答案]C

A02 — _____

— **Alright**, I will try my best.

- A. Do you know about business tax?
- B. What do you think about business tax?
- C. Can you give me a brief introduction about business tax?

[答案]C

A03 — **And** could you give me your signature here?

- _____
- A. Oh, I don't have my signature with me today.
 - B. Sorry? I'm afraid I didn't quite catch that.
 - C. What do you think of my handwriting?

[答案]B

B01 — **But** what do you want me to do there?

- _____
- A. Thank you for doing me such a favor.
 - B. You have to give a presentation on what our products are.
 - C. Could I get an estimate before placing an order?

[答案]B

B02 — **By** the way, what do you want me to do there?

- _____
- A. Take it easy. I'll be there on time.
 - B. Thank you for doing me such a favor.
 - C. You have to give a presentation on what our products are.

[答案]C

C01 — **Can you** show me the schedule?

- _____
- A. You won't miss the plane
 - B. Sure, a tight schedule as usual
 - C. Don't worry. I can help you with that

[答案]B

C01 — **Can you** show me the schedule?

- _____
- A. Don't worry. I can help you with that

- B.You won't miss the plane
C.Sure,a tight schedule as usual

[答案]C

D01 —**Does modern** logistics mean transportation and delivery?

—_____,Modern logistics is more about effective and efficient flow of materials and information.

- A.Yes,you're right
B.No,it's not the whole story
C.No,you're absolutely wrong

[答案]B

D01 —**Does modern** logistics mean transportation and delivery?

—_____,Modern logistics is more about effective and efficient flow of materials and information.

- A.Yes,you're right
B.No,it's not the whole story
C.No,you're wrong

[答案]B

D02 —**Don't hesitate** to click on our website when you need us.

—_____.Thank you.

- A.I can
B.I will
C.I was

[答案]B

D02 —**Don't hesitate** to click on our website when you need us.

—_____.Thank you.

- A.Yeah,I can
B.Sure,I will
C.Of course,I know

[答案]B

D02 —**Don't hesitate** to click on our website when you need us.

—_____.Thank you.

- A.I can
B.I will
C.I know

[答案]B

E01 —**Excuse me**,_____.

—It stands for strengths,weaknesses,opportunities and threats.

- A.how do you know by SWOT?
B.what do you mean by SWOT?
C.what is your meaning by SWOT?

[答案]B

F01 —_____

—**For** individual income tax,it is within the first 7 days.

- A.What is the deadline for tax declaration?
B.What do you mean by taxable services?
C.What do you think of the deadline for tax declaration?

[答案]A

G01 —**Good afternoon**.Can I help you?

—_____

—A deposit account or a current account?

A.Thank you.I'd like to order a checkbook.

B.Sorry,I don't have a bank account at all.

C.Yes,I'd like to open an account.

[答案]C

G02 —**Good morning**._____ Madam?

—Good morning!I need a check to send to my publisher in New York.

A.What can I do for you,

B.What do you want to buy,

C.Why do you come here,

[答案]A

G02 —**Good morning**._____?

—Good morning!I need a check to send to my publisher in New York.

A.What can I do for you,Madam

B.What do you want to buy,Madam

C.Why do you come here,Madam

[答案]A

G03 —**Good morning**.Far East Logistics Company._____.

—Good morning.This is Maggie Bonner.I would like to know more about your products.

A.Who is that calling?

B.What do you want?

C.May I help you?

[答案]C

G03 —**Good morning**.Far East Logistics Company._____.

—Good morning.This is Maggie Bonner,I would like to know your freight forwarding business.

A.May I help you?

B.What do you want?

C.Who is that calling?

[答案]A

G03 —**Good morning**.Far East Logistics Company._____.

—Good morning.This is Maggie Bonner.I would like to know your freight forwarding business.

A.Who is that calling?

B.What do you want?

C.May I help you?

[答案]C

H01 —**Hello**!_____?

—Hello,this is Michael from Tianjin Vanguard Trading Inc.

A.Who are you?

B.What are you?

C.Who is that?

[答案]C

H02 —**Hello**,this is Steven Smith.Nice to hear your voice again.

—Hi,Mr.Smith._____

- A.Do you know the coverage of your freight forwarding business?
- B.Please tell me the coverage of your freight forwarding business.
- C.I would like to know more about the coverage of your freight forwarding business.

[答案]C

H02 — **Hello**,this is Steven Smith.Nice to hear your voice again.

—Hi,Mr.Smith._____.

- A.Do you know the coverage of your freight forwarding business?
- B.Please tell me the coverage of your freight forwarding business.
- C.I would like to know about the coverage of your freight forwarding business.

[答案]C

H02 — **Hello**,this is Steven Smith.Nice to hear your voice again.

—Hi,Mr.Smith._____.

- A.Do you know the coverage of your freight forwarding business?
- B.You've got to tell me the coverage of your freight forwarding business.
- C.I would like to know about the coverage of your freight forwarding business.

[答案]C

H03 — **Hello**,this is Steven Smith.Nice to hear your voice again.

—Hi,Mr.Smith._____the coverage of your freight forwarding business?

- A.Do you know
- B.Please tell me
- C.I would like to know about

[答案]C

I01 _____ **It** includes merchandise,packaging and shipping,duty if required,any taxes and insurance.

- A.Could I get an estimate before placing an order?
- B.What does the estimate include?
- C.How many would you like to order?

[答案]B

I02 — **I think** a bus stop advertisement is a very wise chance to promote our products.

—_____.

- A.You said it.
- B.Our products are popular.
- C.I don't like advertisement.

[答案]A

I02 — **I think** a bus stop advertisement is a very wise chance to promote our products.

—_____.

- A.Our products are popular.
- B.You said it.
- C.I don't like advertisement.

[答案]B

I03 — **I'm** afraid we put less emphasis on the overall design of the whole project.

—_____.

- A.This is obviously too heavy.People won't be able to carry it.
- B.We'd better use light ones,They make the audience feel comfortable.
- C.Our main goal is to establish our brand name among our target audience.

[答案]C

K01 — **Kathy**, I'd like you to meet Maggie Jacobs.

— _____, Maggie. You're doing a great job.

- A. I'm pleased to meet you
- B. It's great to see you again
- C. I'm happy to meet you too

[答案]A

M01 — **May** I suggest the sales start on or about October 1?

— _____

- A. What do you mean?
- B. I like sales.
- C. Great. We can start to prepare for the big event.

[答案]C

M02 — **Morning**, Maggie. Could you talk briefly about your career development?

— _____.

- A. Morning, Mr. Marx. Nice to meet you.
- B. Sorry, Mr. Marx. I don't like my boss at all. Sure, Mr. Marx.
- C. Thanks for giving me this opportunity. I started as a clerk in the...

[答案]C

O01 — _____

— **OK**. We have 8 major retailers running demonstrations at most branches, and...

- A. Quality is the focus of the ad campaign.
- B. A good advertising campaign will increase our sales.
- C. Let's go over our promotion plans again, shall we?

[答案]C

T01 — _____

— **Thank** you. I must say I have a great staff.

- A. I'd like you to meet Joe Stevens. He's our sales team head. The Sales Department has more than 50 employees.
- B. Please allow me to introduce my colleague to you. She is the Purchasing Manager.
- C. It's a pleasure to meet you, Ben. So you're the one responsible for those outstanding sales figures I've seen.

[答案]C

T02 — _____

— **They refer** to the royalties, including patent right, copy right, trademark right, and so on.

- A. What are intangible assets?
- B. What about the tax base?
- C. How about the tax rate?

[答案]A

T02 — _____

— **They refer** to the royalties, including patent right, copyright, trademark right, and so on.

- A. What about the tax base?
- B. How about the tax rate?
- C. What are intangible assets?

[答案]C

T03 — _____

— **Thank** you. I must say I have a great staff.

A. I'd like you to meet Joe Stevens. He's our sales team head. The Sales Department has more than 50 employees.

B. Please allow me to introduce my colleague to you. She is the Purchasing Manager.

C. It's a pleasure to meet you, Ben. So you're the one responsible for those outstanding sales figures I've seen.

[答案]C

T04 — **Then**, what kind of music are you going to have in the background?

— _____

A. This is obviously too heavy. People won't be able to carry it.

B. We'd better use light ones. They make the audience feel comfortable.

C. Our main goal is to establish our brand name among our target audience.

[答案]B

U01 — _____

— **Usually**, the similar contracts signed with other consignees are based on 12 months.

A. What is the deadline for the construction?

B. How long is your consignment term, normally?

C. What do you think of the paperwork for the contract?

[答案]B

W01 — _____

— **We are** headquartered in Shanghai.

A. How about the departmental structure in the headquarters?

B. What is your company profile?

C. Where are your headquarters?

[答案]C

W02 — _____

— **We offer** special services such as personal belongings, express, holiday pick-up and delivery services and so on.

A. What kind of special services do you offer?

B. How would you offer your special services?

C. Why do you offer your special services?

[答案]A

W03 — _____

— **Well**, it is a separate department. But there are two laboratories, one at each production plant.

A. What about the training manager and the human resources manager?

B. What about the board of directors and the chairman?

C. What about the Research and Development Department?

[答案]C

W04 — **We would** like to place an order for some of your C&Z desk units.

— _____

A. Certainly, we keep a large supply in stock

B. Delivery dates depend on your location

C. We recommend payment by letter of credit

[答案]A

W05 — **We would** like to place an order for some of your C&Z desk units.

— _____.

- A.Thank you very much.We keep a large supply in stock.
- B.Certainly,delivery dates depend on your location.
- C.We recommend payment by letter of credit.

[答案]A

W06 — **We would** like to place an order for some of your C&-Z desk units.

— _____.

- A.Great!We keep a large supply in stock.
- B.Excellent!Delivery dates depend on your location.
- C.Of course,we recommend payment by letter of credit.

[答案]A

W07 — **What about** the commission?

— _____.

- A.It's a general practice everywhere else.
- B.Of course,I'd give you our lowest quotation.
- C.I'm afraid you have to tell me,first,how large your order is going to be.

[答案]C

W08 — **What about** the commission?

— _____.

- A.It's a general practice everywhere else.
- B.Of course,I'd give you our lowest quotation.
- C.I'm afraid you have to tell me how large your order is going to be.

[答案]C

W09 — **What about** the commission?

— _____.

- A.Of course,I'd give you our lowest quotation
- B.I'm afraid you have to tell me how large your order is going to be
- C.It's a general practice everywhere else

[答案]B

W10 — **What are** they? _____?

—It's a secret.But I'll give you some hints,anyway.

- A.Is it a secret
- B.Can I have an idea about them
- C.Why do you keep it a secret

[答案]B

W11 — **What can** I do for you,Madam?

— _____ remit 500 yuan in cash to my son in Beijing University.

- A.You'd better
- B.I'd like to
- C.I'm asking you to

[答案]B

W12 — **What can** I do for you,Madam?

— _____.

- A.You'd better remit 500 yuan in cash to my son in Beijing University.
- B.I'd like to remit 500 yuan in cash to my son in Beijing University.

C.I'd rather remit 500 yuan in cash to my son in Beijing University.

[答案]B

W13 — **What can** I do for you,Madam?

— _____500 yuan in cash to my son in Beijing University.

A.You'd better remit

B.I'd like to remit

C.I'd rather remit

[答案]B

W14 — **What does** CIF refer to?

— _____.

[答案]It refers to cost,insurance and freight

W15 — **What is it in** particular you're interested in?

— _____.

[答案]Your kitchenware,I suppose.

W16 — **What is the** criminal limit?

— _____.

[答案]The amount exceeds 10% of the amount that he should declare.

W17 — **What kind** of music are you going to have in the background?

—Light ones._____.

A.I have a totally different idea.

B.It makes the audience feel comfortable.

C.I think we can run billboard advertising.

[答案]B

W18 — **Why** did you choose our company?

— _____.

A.Please speak up a little bit.

B.I'm afraid I can't understand you.

C.Sorry,I didn't catch that.Would you say it again?

[答案]C

Y01 — _____

—**Yes,certainly**.We are a medium firm with about two thousand people in two different plants.

A.Do you have nine departments in your company?

B.Could you tell me how your company is actually organized?

C.Can you tell me a little more about the four branch offices?

[答案]B

Y02 — _____

—**Yes,I will** try my best.

A.Do you know about business tax?

B.What do you think about business tax?

C.Can you give me a brief introduction about it?

[答案]C

Y03 — _____?

Y04 — **Yes, I will** try my best.

- A. Do you know about value added tax
- B. Can you give me a brief introduction about value added tax
- C. What do you think about value added tax

[答案]B

Y05 — **You** need to pay a visit to our important customers from Chamberlain Automation Systems Company in Washington.

— _____.

- A. Sorry, can you repeat the name of the company?
- B. Can't you repeat the name of the company?
- C. What's the name of the company?

[答案]A

第二大题 词汇与结构

A01 _____ **a vacation** is always a good way to get relaxation and refreshment.

- A. Take
- B. Being taken
- C. Taking

[答案]C

A02 _____ **a vacation** is always a good way to get relaxation and refreshment.

- A. Take
- B. Took
- C. Taking

[答案]C

A03 _____ **an effective** manager lies in knowing the right management style.

- A. Be
- B. Is
- C. Being

[答案]C

A04 **A good** salesperson is good at listening to and taking note of _____ different people tell him.

- A. what
- B. whether
- C. how

[答案]A

A05 **A letter** of _____ is a document issued by a financial institution.

[答案]credit

A06 **A marketer** _____ buyers' needs and desires in order to decide what products to make available.

- A. focuses on
- B. carries out
- C. pays back

[答案]A

A07 **A sales** department _____ many people who are based in different parts of the country or the world.

- A. consists of

- B.insists on
- C.persists in

[答案]A

A08 According to law,*taxable services* *refer* to transportation,_____,finance,insurance and the like.

- A.operation
- B.construction
- C.introduction

[答案]B

A09 According to law,*they* *refer* to transportation,construction,finance,insurance and_____.

- A.others
- B.the things
- C.the like

[答案]C

A10 Accounting errors will happen from time to time but many common accounting mistakes_____with proper planning and preparation.

- A.can avoid
- B.can be avoided
- C.can avoid being

[答案]B

A11 Additionally,make sure that your password is long enough to_____easily being hacked.

- A.prevent it from
- B.provide it with
- C.do away with

[答案]A

A12 Additionally,make sure that your password is long enough to_____easily being hacked.

- A.prevent your account from
- B.provide your account with
- C.do away with

[答案]A

A13 After having seen the _____and samples,Jenny makes the specific inquiry.

- A.category
- B.catalog
- C.calculation

[答案]B

A14 All the prices on the list are subject _____our final confirmation.

- A.to
- B.at
- C.on

[答案]A

A15 An example of soft sell is to distribute free samples _____customers often respond favorably.

- A.to which
- B.in which
- C.which

[答案]A

A16 **An example of soft sell** is to _____ free samples to which customers often respond favorably.

- A.distribute
- B.distinguish
- C.disturb

[答案]A

A17 **An IT system** at a personal computer manufacturer may help a manager _____ the information and recommend an action.

- A.analyzing
- B.analyze
- C.to analyze

[答案]B

A18 **Are** there any other features worth _____ about the organization of the company?

- A.mentioning
- B.to mention
- C.mention

[答案]A

A19 **Assets** appear on your balance _____.

- A.sheet
- B.flow
- C.statement

[答案]A

B01 **Before** I came to America,I _____ as an executive secretary with a trading company for one year in Britain.

- A.am working
- B.had worked
- C.has worked

[答案]B

B02 **Being** an _____ manager means knowing when to use the right management style.

- A.affective
- B.valid
- C.effective

[答案]C

B03 **Businesses** can use free _____ to build rapport and engage customers in products or services.

- A.products
- B.examples
- C.samples

[答案]C

B04 **Businesses** can use free samples to build rapport and _____ customers _____ products or services.

- A.engage...to...
- B.engage...in...
- C.engage...for...

[答案]B

D01 **Does** that include the turnover _____ in advance?

- A.to receive
- B.received
- C.receiving

[答案]B

F01 **Finally**,they return the_____to the people who bought shares in the company.

- A.cost
- B.price
- C.profits

[答案]C

F02 **Firms** hold regular sales conferences_____their entire sales force can meet,receive information and ask questions about new products and receive training.

- A.where
- B.that
- C.when

[答案]A

G01 **Generally**_____,business tax is based on taxable services,the transfer of intangible assets and sale of immovable property within China.

- A.speak
- B.to speak
- C.speaking

[答案]C

G02 **Good** manners maybe varied_____cultural backgrounds.

- A.since
- B.because
- C.due to

[答案]C

H01 **Having** been working in logistics for 3 years,he is more_____than he used to be.

- A.proud
- B.brave
- C.confident

[答案]C

H02 **Headhunters** or_____search firms specialize in finding the right person for the right job.

- A.excessive
- B.perspective
- C.executive

[答案]C

I01 **I can't** attend the meeting in Washington next week so I_____you as the most able substitute.

- A.had proposed
- B.proposed
- C.have proposed

[答案]C

I02 **I didn't** know you_____a previous supplier.

- A.were
- B.be
- C.are

[答案]A

I03 I *have* monthly remittances_____to me from the Canada Embassy and I'd like to have the money paid into an account.

- A.sent
- B.send
- C.being sent

[答案]A

I04 I *led* and_____a sales team of 20 people.

- A.suggested
- B.motivated
- C.moved

[答案]B

I05 I *plan* to use the media mix to reach our_____.

- A.target market
- B.free market
- C.stock market

[答案]A

I06 I *think a bus stop* advertisement is a very wise choice to_____our products.

- A.launch
- B.promote
- C.campaign

[答案]B

I07 I *think our marketing* team is_____and the after-sales service is fast and effective.

- A.qualifying
- B.qualified
- C.being qualified

[答案]B

I08 I *usually* get a commission of about 6%for the imports.It's a general_____everywhere else.

- A.progress
- B.pretense
- C.practice

[答案]C

I09 I *was*_____devising sales strategies and targets for the West Region.

- A.responsible with
- B.responsible for
- C.responsible in

[答案]B

I10 I'd like 75 units by the end of the month.Could I get an_____before placing an order?

- A.e-commerce
- B.evaluation
- C.estimate

[答案]C

11 Ideally a negotiation should be a win-win situation so both you and your customer will probably have to _____ on some points.

- A.give in
- B.give out
- C.give over

[答案]A

12 Ideally a _____ should be a win-win situation so both you and your customer will probably have to give in on some points.

- A.negativity
- B.negotiation
- C.negation

[答案]B

13 Ideally a _____ should be a win-win situation so both you and your customer will probably have to give in on some points.

- A.completion
- B.negotiation
- C.negation

[答案]B

14 If the case reaches the criminal limit,the taxpayer may be accused _____ criminal responsibilities.

[答案]of

15 If you need other tax registrations in addition to the ABN,you may need to provide _____ information.

- A.accidental
- B.additional
- C.addictive

[答案]B

16 I'll _____ the exchange rate and service charge and then type up the check for you.

- A.fill out
- B.look out
- C.figure out

[答案]C

17 I'll _____ the exchange rate and service charge and then type up the check for you.

- A.makeup
- B.figure out
- C.carryout

[答案]B

18 Importing and exporting is transferring goods from one country to another while attention _____ to the laws and requirements of bringing goods out or into that country.

- A.to pay
- B.paying
- C.being paid

[答案]B

19 In a soft sell approach,the salesperson tries to build trust with consumers by recommending a product and letting the consumers _____ their own decisions.

- A.make
- B.to make
- C.making

[答案]A

【20 In addition, you are required to _____ the Bank _____ your Social Security Number and two valid identification documents.

- A.provide...with
- B.provide...for
- C.provide...by

[答案]A

【21 In my opinion, if we _____ some new products for young people, we'll have a bigger market share.

- A.come across with
- B.come up with
- C.come down with

[答案]B

【22 In order to make proper reservations, will you send your acceptance to us _____ a week before that day?

- A.later then
- B.not late than
- C.no later than

[答案]C

【23 In order to make proper reservations, will you send your acceptance to the attention of Professor Chen _____ a week before that day?

- A.no later then
- B.no late than
- C.no later than

[答案]C

【24 In short, without information, a manager can only make _____ blindly.

- A.management s
- B.decisions
- C.agendas

[答案]B

【25 International trade gives consumers and countries the opportunity to _____ goods and services not available in their own countries.

- A.expose to
- B.be exposing to
- C.be exposed to

[答案]C

【26 Is _____ possible to take a 10-minute break during the meeting tomorrow morning?

- A.now
- B.that
- C.it

[答案]C

【27 It does in the _____ of transfer of intangible assets or immovable property.

- A.circumstances
- B.operation

C.case

[答案]C

I28 **It** *means* you can _____ online with us.

A.translate

B.transport

C.transact

[答案]C

I29 **It** _____ *bearing* the uncertainties that are part of the marketing process.

A.initiates

B.innovates

C.involves

[答案]C

M01 **Modern** logistics is more about effective and _____ flow of materials and information.

A.sufficient

B.efficient

C.superficial

[答案]B

M02 **Moreover**,reservations by credit card four weeks _____ guarantee availability of the room size required.

A.in advance

B.at advance

C.on advance

[答案]A

M03 **Moreover**,reservations by credit card four weeks _____ guarantee availability of the room size required.

A.in advance

B.in addition

C.in agreement

[答案]A

M04 **More** young people _____ the organization once it began to teach business skills as part of the school day.

A.took part

B.joined

C.participated

[答案]B

M05 **Most** banks have a section _____ you setup payees.

A.that

B.which

C.in which

[答案]C

M06 **Mr.**Tanaka has subscribed an _____ English language magazine from the United States.

A.on

B.to

C.at

[答案]B

N01 **No**,not really.It is becoming more important with the_____economy.

- A.ever grown
- B.ever to grow
- C.ever growing

[答案]C

001 **Of course**,I'd give you our lowest_____.

- A.quota
- B.quantity
- C.quotation

[答案]C

002 **Often**,teams can tackle problems more quickly than_____you can accomplish on your own.

- A.what
- B.that
- C.which

[答案]A

003 **One of the advantages** of online banking is that it allows you to transfer money between accounts_____.

- A.relatively
- B.effectively
- C.emotionally

[答案]B

004 **One of the advantages** of online banking is that it allows you to_____money between accounts effectively.

- A.deposit
- B.pay
- C.transfer

[答案]C

005 **One of the ways** to help you stay energized is to engage in a quick conversation with high-energy colleagues because their positive energy may_____you.

- A.refresh
- B.affect
- C.discourage

[答案]A

006 **One of the ways** to help you stay_____is to engage in a quick conversation with high-energy colleagues.

- A.energized
- B.affected
- C.discouraged

[答案]A

007 **Online** banking *developed* in the late1990s and grew more popular over the years since it can make one's financial life much_____to manage.

- A.be easy
- B.easier
- C.easy

[答案]B

008 **Online** banking *refers* to banking activities that _____ over the Internet on a secure website.

- A.are carried out
- B.carryout
- C.will be carried out

[答案]A

009 **Our bank** provides you quick and _____ electronic remittance for individuals.

- A.determined
- B.convenient
- C.com for table

[答案]B

010 **Our new** type of treadmill _____ release next month.

- A.is due to
- B.is due for
- C.is due

[答案]B

011 **Our terms** of payment are normally 30-day bill of exchange,documents _____ payment.

- A.against
- B.for
- C.in

[答案]A

P01 **Please find** enclosed our brochure and other leaflets _____ our range of services.

- A.outlined
- B.outline
- C.outlining

[答案]C

P02 **Please just** fill in this form with your name and address _____ capital letters.

- A.with
- B.in
- C.at

[答案]B

P03 **Products** are graded according to size and _____.

- A.quantity
- B.quality
- C.qualification

[答案]B

S01 **Serving** overseas customers may often be done by phones,faxes,letters or emails _____ so many personal visits.

- A.instead
- B.with
- C.without

[答案]C

S02 **She is** the CEO of Roston Sport Accessories _____ I told you.

- A.who
- B.whom
- C.about whom

[答案]C

S03 **She is** the CEO of Roston Sport Accessories_____I told you.

- A.who
- B.whom
- C.about whom

[答案]C

S04 **So** I have a number of other_____up my sleeve,as well.

- A.tricks
- B.strict
- C.trace

[答案]A

S05 **Some** of your products are_____.They might find a ready market in my country.

- A.special to style
- B.unique in design
- C.famous as color

[答案]B

S06 **Sometimes a** situation will_____a direct style of management.

- A.call out
- B.call on
- C.call for

[答案]C

S07 **Sometimes a** situation will_____a direct style of management.

- A.call up
- B.call for
- C.call on

[答案]B

S08 **Sometimes your** body language,gestures and expressions may tell people_____about you than the words you use.

- A.most
- B.more
- C.much

[答案]B

S09 **Sometimes your** body language,gestures and expressions may tell people_____about you than the words you use.

- A.more
- B.most
- C.much

[答案]A

T01 _____**the** law,they refer to transportation,construction,finance,insurance and the like.

- A.According to
- B.Apart from
- C.Due to

[答案]A

T02 **Telephone** selling may use the salespeople's time of "on the road" more _____, but a face-to-face meeting is more effective.

- A. promotion ally
- B. progressively
- C. productively

[答案]C

T03 **That can** lead _____ a bigger personal income-tax bill.

[答案]to

T04 **That is** the reason _____ we've lost so many customers.

- A. why
- B. that
- C. which

[答案]A

T05 **The bank** _____ grand door faces south is Bank of China.

- A. that
- B. which
- C. whose

[答案]C

T06 **The following** hints may help you stay energized, or at least _____ until you can make the time for rest.

- A. get you go
- B. get you going
- C. going to get

[答案]B

T07 **The following** hints may help you stay energized, or at least _____ until you can make the time for rest.

- A. get you going
- B. get you go
- C. get you went

[答案]A

T08 **The majority** of your body is _____ water. If you don't hydrate, you're going to feel tired.

- A. made up of
- B. made of
- C. made from

[答案]B

T09 **The management** style you select will _____ your people skills and knowledge, and available resources.

- A. depend on
- B. deal with
- C. superficial

[答案]A

T10 **The manager** asked me _____ I could finish my work before the weekend.

- A. what
- B. whether
- C. which

[答案]B

T11 The *newly*-designed advertisement _____ a higher click through rate by the end of next month, I suppose.

- A. have brought about
- B. will have brought about
- C. will bring about

[答案]C

T12 The *newly*-designed advertisement _____ brought about a higher click through rate by the end of next month.

- A. will
- B. have
- C. will have

[答案]C

T13 The *only* thing I have is this bill _____ the publisher's name and address _____ it.

- A. with...on
- B. by...in
- C. in...on

[答案]A

T14 The *organization* started with a small number of children _____ ten to twelve.

- A. being aged
- B. aged
- C. aging

[答案]B

T15 The *payment* is made by an irrevocable _____ letter of credit in our favour.

- A. light
- B. bright
- C. sight

[答案]C

T16 The *price* of commodities _____ on many factors like quality, demand, supply, etc.

- A. is basing
- B. has based
- C. is based

[答案]C

T17 The *relationship* you have with a person _____ the kind of language you use.

- A. determines
- B. decides
- C. arranges

[答案]A

T18 The *total* cost in logistics in China is still higher than that in many other _____ countries.

- A. industrialized
- B. individualized
- C. imperialized

[答案]A

T19 The *total* cost in logistics in China is still higher than _____ in many other industrialized countries.

- A.it
- B.that
- C.those

[答案]B

T20 **The total** _____ in logistics in China is still higher than that in many other industrialized countries.

- A.fee
- B.pay
- C.cost

[答案]C

T21 **The** _____ *you* have with a person determines the kind of language you use.

- A.relationship
- B.decision
- C.arrangement

[答案]A

T22 **There is** the Planning Department-Chow Fung is _____ that.

- A.on a charge of
- B.in charge of
- C.under charge of

[答案]B

T23 **They are** talking about how to make use of advertising to _____ the products.

[答案]promote

T24 **They have** signed the _____ to export textiles.

- A.content
- B.contract
- C.contact

[答案]B

T25 **They use** the money to buy the materials they need to make their product, _____ they then sell.

- A.what
- B.that
- C.which

[答案]C

T26 **They** _____ *the* royalties,including patent right,proprietary technology,copy right,trademark right,and soon.

- A.point to
- B.refer to
- C.show to

[答案]B

T27 **They** _____ *over* at great length the matter of how to increase the sale of your products last night.

- A.talk
- B.have talked
- C.talked

[答案]C

T28 **This is Ben**,the one responsible for those _____ sales figures you have seen.

- A.outgoing
- B.out shining
- C.outstanding

[答案]C

T29 **This is the best** business program_____has been accomplished this year.

- A.which
- B.what
- C.that

[答案]C

T30 **This will** make_____easier to transfer money and make loan payments online.

- A.that
- B.it
- C.the thing

[答案]B

T31 **Through** research,marketers_____find out the need for new pro duets and services.

- A.may
- B.must
- C.shall

[答案]A

T32 **Too** many debts in a company easily_____bankruptcy.

- A.result from
- B.lead from
- C.result in

[答案]C

T33 **Trading** globally allows us to expand our markets for both goods and services that otherwise may not have been_____to us.

- A.negotiable
- B.capable
- C.available

[答案]C

U01 **Usually**,the similar contracts_____with other consignees are based on 12months.

- A.signed
- B.being signed
- C.signing

[答案]A

W01 **We are a large** chain of retailers and are looking for a manufacturer_____could supply us with a large quantity of smart phones for the teenager market.

- A.whose
- B.which
- C.who

[答案]C

W02 **We are engaged** in the development of real_____.

- A.establish
- B.state
- C.estate

[答案]C

W03 **We have**_____ in most major cities in China.

- A.subsides
- B.subsidiaries
- C.submits

[答案]B

W04 **We sell** insurance cover,the _____you pay will depend on the cover you require.

- A.fee
- B.fare
- C.charge

[答案]C

W05 **We usually** keep a large supply_____stock.

- A.at
- B.on
- C.in

[答案]C

W06 **We will have flown** for 13 hours by the time we _____to New York.

- A.will get
- B.get
- C.have got

[答案]A

W07 **We will**_____ *an order* with your company for digital cameras.

- A.reserve
- B.book
- C.place

[答案]C

W08 **We work** closely_____every large airline like Air China,Air France and American Airlines.

- A.with
- B.to
- C.in

[答案]A

W09 — **What is** your opinion for promotion of our products?

[答案]Why don't we try the online ads for our products?

W10 **What**_____ *we* do if the company cut down on ads?

- A.could
- B.will
- C.shall

[答案]C

W11 **When people** in your team know where they fit in the big picture,they're more likely_____to complete the task.

- A.to be motivated
- B.being motivated
- C.to motivate

[答案]A

W12 **When** *talking* to people within your company_____don't speak your language,you may have to use English.

- A.who
- B.whom
- C.whose

[答案]A

W13 **When** *talking* to people within your company_____don't speak your language,you may have to use English.

- A.who
- B.which
- C.whose

[答案]A

W14 **When** *you sent in* your report,you also have to file a report_____your trip.

- A.which summarize
- B.summarizing
- C.summarize

[答案]B

W15 **When** *you set up* your online banking,be sure_____all of your accounts at the bank are listed.

- A.which
- B.when
- C.that

[答案]C

W16 **Whether** you leave town for a day or for a week,having something fun you_____will excite you and stimulate energy.

- A.have been looking forward to
- B.will look forward to
- C.are going to look forward to

[答案]A

W17 **With** *the rapid* economic growth in China,the logistics industry is_____greatly.

- A.expanding
- B.exploring
- C.exploding

[答案]A

W18 **With** *the RMB* account you can_____and deposit RMB cash directly.

- A.extend
- B.withdraw
- C.complete

[答案]B

W19 **Without** information,a manager will not know what consumers want,how much inventory is_____and when more products should be produced and shipped.

- A.in stock
- B.at stock
- C.on stock

[答案]A

Y01 _____ **you go** to visit a new customer to negotiate a sale,you should find out as much as you can about them.

- A.Soon after
- B.While
- C.Before

[答案]C

Y02 _____ **you have** said is very important to us.

- A.What
- B.That
- C.Whose

[答案]A

Y03 _____ **you'd** have to tell me how large your order is going to be.

- A.I'm nervous
- B.I'm worried
- C.I'm afraid

[答案]C

Y04 _____ **your** price be competitive and date of shipment acceptable,we intend to place a large order with you.

- A.If
- B.Should
- C.If should

[答案]B

Y05 **You are** the right person for the job that _____ your application to the advertisement.

- A.relates
- B.recognizes
- C.replies

[答案]A

Y06 **You are** the right person for the job that _____ your application _____ the advertisement.

- A.relates... with...
- B.relates...for...
- C.relates... to...

[答案]C

Y07 **You can apply** for an A US key,which means you can _____ online with us and update your details online.

- A.transfer
- B.transact
- C.transport

[答案]B

Y08 **You can get** the goods _____ to your door so quickly nowadays.

- A.deliver
- B.delivering
- C.delivered

[答案]C

Y09 **You can inform** your embassy of your account number so that your money can be _____ directly.

- A.transferred
- B.transported
- C.transformed

[答案]A

Y10 **You can send** them gifts _____ your best clients.

- A.in reply to
- B.in honor of
- C.with regard to

[答案]B

Y11 **You can send** them gifts _____ your most loyal customers.

- A.in reply to
- B.with regard to
- C.in honor of

[答案]C

Y12 **You just** send the faulty product back to them and they _____ it free of charge.

- A.will replace
- B.replace
- C.have replaced

[答案]A

Y13 **You see**,with the rapid economic growth nowadays in China,the logistics industry _____ greatly.

- A.has extracted
- B.is to explode
- C.is expanding

[答案]C

Y14 **Young** people can learn how entrepreneurship works by _____ their own companies.

- A.operate
- B.operating
- C.being operating

[答案]B

Y15 **Your** T-shirts found a ready market in the eastern part of our country _____ 2014.

- A.on
- B.in
- C.at

[答案]B

第三大题 阅读理解选择题

B01 **Being an effective** manager means knowing when to use the right management style.Some styles,for instance,are more people-oriented,while others tend to focus on a project or product.The management style you select will depend on your people skills and knowledge,available resources(like time and money),desired results,and,of course,the task before you.The common management styles can be summarized into three categories.The participatory style is the first of its kind.Here,it is critical to give each employee an entire task to complete.If that's not possible,make sure the individual knows and understands his or her part as it relates to the projector task.When people in your team know where they fit in the big picture,they're more likely

to be motivated to complete the task.

Following that, we have the directing style. Sometimes a situation will call for a direct style of management. Perhaps a tight deadline looms, or the project involves numerous employees and requires a top-down management approach. Here, a manager answers five questions for the employees: What? Where? How? Why? and When? Let employees know what they need to do, how they're going to do it, and when the questions must be finished. The last one is the teamwork style. If you want to speed up a project and choose the best process for completing that project, managing by teamwork is the way to go. When you motivate people to pool their knowledge, the results may exceed your expectations. Often, teams can tackle problems more quickly than what you can accomplish on your own. The give-and-take can create a process that you can repeat in other projects.

1. Being an effective manager lies in knowing the right _____.

- A. knowledge
- B. skills
- C. management style

[答案]C

2. Which of the following is NOT mentioned as a focus of different management styles?

- A. People.
- B. Customers.
- C. Project.

[答案]B

3. Which of the following can't be inferred from the passage?

- A. The management style is likely to change because the manager has been replaced.
- B. The management style is likely to change because the desired results have changed.
- C. The management style is likely to change because the available resources have changed.

[答案]A

4. When people in your team know where they fit in the big picture, they are more likely to be _____ to complete the task.

- A. frustrated
- B. reluctant
- C. inspired

[答案]C

5. If you want to speed up a project and choose the best process for completing that project, you can resort to _____.

- A. team work
- B. top-down management
- C. tight deadline

[答案]A

H01 Hard sell and soft sell are important business terms and useful strategies for sales staff to know and understand. Both of them can work. The effect depends on the type of customers and the type of products.

A hard sell is a kind of more direct and forceful sales tactics. The salesperson just keeps explaining how good the product is, why people should buy it and even how the prices might increase if the consumer walks off.

A soft sell is a different approach. The salesperson tries to build trust with consumers. He doesn't put pressure on them to buy things, just recommending a product and letting the consumers make their own decisions.

An example of soft sell is to distribute free samples to which customers often respond favorably. Businesses can use free samples to build rapport and engage customers in products or services. Recommending products between friends is a little bit like doing soft selling. People don't really care if someone else buys the

product.They are just giving their honest opinions and trying to be helpful.

Humor in advertising is also used to attract the consumer's attention and get them interested in the products or services.Customers often resist hard sales tactics,thus making soft-selling much more effective for success.

21.Customers often_____hard sales tactics,thus making soft-selling more effective for success,

- A.resist
- B.oppose
- C.object

[答案]A

22.Examples of soft sell mentioned in the passage include_____.

- A.collecting free samples from customer
- B.recommending products among friends
- C.telling customers that the products are good

[答案]B

23.Making humorous advertisements is one of the approaches companies use to_____.

- A.reduce selling costs
- B.attract people's interests
- C.avoid the shortage of sales staff

[答案]B

24.According to the passage the author indicates that_____.

- A.soft sell is preferred by business companies
- B.hard sell is rarely resisted by customers
- C.soft sell is expensive

[答案]A

25.What's the topic and main idea of the passage?_____

- A.Selling Strategy-Sales Staff
- B.Sales Staff-What Sales Staff Should Know
- C.Selling Strategy Hard Sell and Soft Sell Strategies

[答案]C

H02 Hard sell and soft sell are important business terms and useful strategies for sales staff to know and understand.Both of them can work.The effect depends on the type of customers and the type of products.

A hard sell is a kind of more direct and forceful sales tactics.The salesperson just keeps explaining how good the product is,why people should buy it and even how the prices might increase if the consumer walks off.

A soft sell is a different approach.The salesperson tries to build trust with consumers.He doesn't put pressure on them to buy things,just recommending a product and letting the consumers make their own decisions.

An example of soft sell is to distribute free samples to which customers often respond favorably.Businesses can use free samples to build rapport and engage customers in products or services.Recommending products between friends is a little bit like doing soft selling.People don't really care if someone else buys the product.They are just giving their honest opinions and trying to be helpful.

Humor in advertising is also used to attract the consumer's attention and get them interested in the products or services.Customers often resist hard sales tactics,thus making soft-selling much more effective for success.

21.What's the topic and main idea of the passage?

- A.Selling Strategy-Sales Staff.
- B.Sales Staff-What Sales Staff Should Know.
- C.Selling Strategy-Hard Sell and Soft Sell Strategies.

[答案]C

22. Customers often _____ hard sales tactics, thus making soft-selling more effective for success.

- A. resist
- B. oppose
- C. object

[答案]A

23. Examples of soft sell mentioned in the passage include _____.

- A. distributing free samples to customer
- B. recommending products among friends
- C. all the above

[答案]C

24. Making humorous advertisements is one of the approaches companies use to _____.

- A. reduce selling costs
- B. attract people's interests
- C. avoid the shortage of sales staff

[答案]B

25. According to the passage the author indicates that _____.

- A. soft sell is preferred by business companies
- B. hard sell is rarely resisted by customers
- C. soft sell is expensive

[答案]A

H03 Hard sell and soft sell are important business terms and useful strategies for sales staff to know and understand. Both of them can work. The effect depends on the type of customers and the type of products.

A hard sell is a kind of more direct and forceful sales tactics. The sales person just keeps explaining how good the product is, why people should buy it and even how the prices might increase if the consumer walks off.

A soft sell is a different approach. The sales person tries to build trust with consumers. He doesn't put pressure on them to buy things, just recommending a product and letting the consumers make their own decisions.

An example of soft sell is to distribute free samples to which customers often respond favorably. Businesses can use free samples to build rapport and engage customers in products or services. Recommending products between friends is a little bit like doing soft selling. People don't really care if someone else buys the product. They are just giving their honest opinions and trying to be helpful.

Humor in advertising is also used to attract the consumer's attention and get them interested in the products or services. Customers often resist hard sales tactics, thus making soft-selling much more effective for success.

1. What's the topic and main idea of the passage?

- A. Selling Strategy-Sales Staff
- B. Sales Staff-What Sales Staff Should Know
- C. Selling Strategy-Hard Sell and Soft Sell Strategies

[答案]C

2. Customers often _____ hard sales tactics, thus making soft-selling more effective for success.

- A. resist
- B. oppose
- C. object

[答案]A

3. Examples of soft sell mentioned in the passage include _____.

- A. telling customers how good a product is
- B. recommending products among friends

C.putting pressure on customers to buy products

[答案]B

4.Making humorous advertisements is one of the approaches companies use to_____.

A.reduce selling costs

B.arouse people's interests

C.avoid the shortage of sales staff

[答案]B

5.According to the passage,_____.

A.soft sell is expensive

B.hard sell is rarely resisted by customers

C.soft sell is preferred by business companies

[答案]C

I01 In business,people have to deal in person with all kinds of people.When talking to people within your company who don't speak your language,you may have to use English;these people maybe colleagues or co-workers-who may work with you in your own department,in another part of the building or in another branch.And you may also have to deal with people from outside the organization:clients,suppliers,visitors and members of the public.Moreover,these people maybe friends or strangers-people of your own age,or people who are younger or older than you.

The relationship you have with a person determines the kind of language you use.For example,it's not appropriate to say‘Hi,how are you!’when meeting the Managing Director of a large company or to say‘Good morning,it's a great pleasure to meet you when being introduced to a person you'll be working closely within the same team.

People usually for man impression of you from the way you speak and be have-not just from the way you do your work.People in different countries have different ideas of what sounds friendly,polite or sincere-and of what sounds rude or unfriendly!Good manners in your culture maybe considered bad manners in another.Sometimes your body language,gestures and expressions may tell people more about you than the words you use.

21.The topic of the passage is_____.

A.self-image in business situation

B.the importance of appropriate choice of language

C.dealing with people in business

[答案]C

22.The language you use when talking with people in business is decided by_____.

A.your relationship with the particular person

B.yourself

C.your boss

[答案]A

23.People usually for man impression of you from_____.

A.your way of doing jobs

B.your language and manners

C.your facial expressions

[答案]B

24.Good manners in your culture maybe considered bad manners in another.Good manners in this statement mean_____.

A.to be have politely

B.to be have lovely

C.to be have aggressively

[答案]A

25.The message of the article is that_____.

- A.dealing with people successfully in business is not easy
- B.clients with different cultural background is most challenging
- C.language plays a very important role in setting up business relationship

[答案]A

I02 Information is important because it provides the facts that supply chain managers use to make decisions.Without information,a manager will not know what consumers want,how much inventory is in stock,and when more products should be produced and shipped.In short,without information,a manager can only make decisions blindly.

Managers must understand how information is gathered and analyzed.This is where information technology comes into play.Information technology serves as the eyes and ears of management in a supply chain,capturing and delivering the information necessary to make a good decision.For instance,an IT system at a personal computer manufacturer may help a manager analyze the information and recommend an action.The manager can use the remaining chips first,then look at demand forecast,and determine whether to order more chips.

There are four reasons why timely and accurate information has become more important for effective logistics system design and operations.First,customers recognize information about order status,product availability,delivery schedule,and shipment tracking as necessary elements of total customer service.Then,managers realize that information can be used to reduce human resource requirements.What's more,information increases flexibility with regard to how,when,and where resources maybe used to gain strategic advantage.And finally,enhanced information transfer and exchange capability of using the Internet is changing relationships between buyers and sellers and refining channel relationships.

21.Why is information important to supply chain managers?

- A.Because managers need the information to make decisions.
- B.Because managers need to know what consumers want.
- C.Because managers want to know the product inventory.

[答案]A

22.Which is NOT the function of information technology?

- A.Information technology works to capture necessary information
- B.Information technology is used to deliver necessary information
- C.Information technology is applied to gather as much information as possible.

[答案]C

23.What is NOT considered as a necessary element of total customer service.

- A.pro duet price
- B.order status
- C.shipment tracking

[答案]A

24.What kind of flexibility does the information increase?

- A.The flexibility to buy resources
- B.The flexibility to use resources to gain strategic advantage
- C.The flexibility to ask questions about resources

[答案]B

25.What is changing the relationships between buyers and sellers?

- A.The available products
- B.The use of the Internet to exchange information
- C.The overall customer service

[答案]B

I03 It takes a lot of time and effort to develop and maintain a marketing campaign that resonates(共鸣) with your potential clients.However,you should think more about how to develop a marketing campaign.After all,we're always looking for ways to increase our competitiveness.Here are some marketing

strategies for you to checkout.

Partner(结 伴)with allies.Marketing partnerships have many benefits to push a marketing campaign,For starters,when you stand side by side with someone else,you can deliver better content,If you are at the top of your business,marketing partnerships are cheaper to maintain your success and expose your brand.

Embrace user-generated content.According to a survey of 839 millennials (千万富翁),they spend 5.4hoursaday communicating with their peers,about 30 percent of their total media time.Similarly,you can also make this by sharing personal stories and exchanging ideas with your customers.This is a good way of carrying out advertisement.

Help customers solve a problem.As perfectly stated on Hub Spot,“You're in business because you provide solutions.”Some of the ways you can help customers solve a problem is by:creating how-to-content;offering exclusives that make their lives easier;listening to them or answering their questions;or creating APPs or tools.

Let customers interact.No matter what product or service you're offering,your customers want to interact with your company,or at least other customers.AMC,for example,created an online tool that allowed you to write down your imaginations.American Express connects small-business owners to each other and helpful resources through its open forum.

21.This article mainly talks about_____.

- A.some marketing strategies
- B.your potential clients
- C.communicative skills

[答案]A

22.You are suggested in the second paragraph to_____.

- A.fight against your opponent
- B.find allies with someone else
- C.always focus on yourself

[答案]B

23.To embrace user-generated content does good at_____.

- A.making friends with strangers
- B.choosing capable employees
- C.carrying out advertisement

[答案]C

24.Which of the following is NOT away of helping customers solve a problem?

- A.Creating how-to-content
- B.Listening to customers
- C.Having dinner with customers

[答案]C

25.AMC created an online tools o that_____.

- A.one can write down what he imagines
- B.your dreams and thoughts will come true
- C.they can gather information from customers

[答案]A

No1 No matter how small your business is and what industry you are in,your company has assets.From a computer to a processing plant,every single thing your company owns is an asset.

Assets can be in different forms.Some assets are physical,such as computers,filing cabinets,and delivery vans.Others are legally binding promises,such as accounts receivable,the money owed to your company.Still others seem to exist more on paper,for example,a year's worth of insurance paid in advance.No matter what

form it takes, anything with monetary value that your company owns counts as an asset.

Assets appear on your balance sheet, reporting the key financial statements at the end of each accounting period. Your assets will be split into different types to make analysis easier. The order in which you list them on the balance sheet typically matches the way they appear in your chart of accounts.

Assets do more than just show up on reports, though. They are the resources your company uses to produce revenue. Your business cannot bring in sales without assets. For product-based businesses, you can't produce anything without proper assets. It's true for service companies as well. At least, you have to have cash to pay your expenses and to help get the word out that your company exists. Service companies also need basic tools to provide service to customers: a hair stylist needs a chair, scissors, and styling tools; an accountant needs a computer and a lot of file cabinets. Assets are key factors for any business.

1. Which of the following is NOT physical asset?

- A. Filing cabinets.
- B. Accounts receivable.
- C. Delivery vans.

[答案]B

2. According to the passage, where do the assets appear?

- A. The balance sheet
- B. The income statement
- C. The cash flow

[答案]A

3. What do you think an accountant is responsible for?

- A. An accountant is responsible for hair design.
- B. An accountant is responsible for computer repair.
- C. An accountant is responsible for bookkeeping.

[答案]C

4. According to the passage, which of the following is INCORRECT?

- A. Every business has assets
- B. Assets can be in different forms.
- C. Every business can bring in sales without assets.

[答案]C

5. What is the passage discussing about?

- A. Every business has assets.
- B. Assets can be in different forms.
- C. Assets appear on the balance sheet.

[答案]A

T01 The biggest mistake a workplace leader can make with office culture is failing to devise one at all. How do you know if your office culture is helping, or hurting, your employees, and as a result your bottom line? Designing a thoughtful(周到的) office culture is so important for a new company. Here are some aspects where a leader should be careful not to make mistakes.

A cohesive(和谐一致的) office culture starts at the top and is built with intention. Facebook's founder projects a laid-back vibe(氛围). That sets the tone for his \$200 billion company, where he visits weekly Q and A sessions from his staff, loads up the perks, and courts a young team that closely mirrors his target market, positioning Facebook as especially designed for their wants and needs.

Strict dress code or early start time may seem like an easy way to build professionalism(职业化) in your workplace, but is there a good reason for it? Strict requirements that work in a law office may erode the work ethic at a hip tech start up. Make sure to backup your rules with reason. For example, at Culture Studio, a T-shirt design and printing company, you'd better believe there's no place for ties. Employees are encouraged to dress

down in their brand's merchandise or their competitors'.

Leadership shouldn't abandon culture development there. Good employees tend to be goal oriented over-achievers, so put your budget on that with team-building activities, contests, and incentives for the best. Think critically about the ideal employees for your team, what makes the tick, and how you can support them, within and outside of their role in the company's goals.

Setting the tone for your workplace starts with each hire and at every level in the company. At digital marketing firm Mabbly, every hiring decision is made with the company's vision in mind: a creative and young team of approachable(伸手可及的) guides that help clients to understand the seemingly mysterious world of PR(public relations) in this internet age.

21. What is the main topic of this article?

A. How to write business emails and memos.

B. How to design a thoughtful office culture.

C. How to set rules for employees to follow.

[答案]B

22. The example of Facebook is to show_____.

A. one should build a cohesive office culture on purpose

B. how you can use Q and A sessions from your staff

C. office culture must reflect your own wants and needs

[答案]C

23. It is suggested that one should_____ in the third paragraph.

A. set the tone for one's company

B. drop strict dress code or early start time

C. backup office rules with reason

[答案]B

24. What does "put your budget on that" mean in the fourth paragraph?

A. To withdraw the money.

B. To pay more attention to it.

C. To invest money and efforts.

[答案]A

25. Mabbly is targeted in_____.

A. helping clients to understand the PR world

B. attracting as many investments as possible

C. making a link between selling and buying

[答案]C

T02 These are the latest manifestations of a worrying obsession with e-commerce and the Internet in Asia's largest economies. In March, Beijing announced its new "Internet Plus" plan to expand Internet connectivity. Premier Li, when describing it, brought up the "mobile Internet", "cloud computing", "big data", "intelligent manufacturing" and the "Internet of Things," in a manner similar to business leaders in America. Nor is this digital obsession restricted to China. Indian Prime Minister Narendra Modi's meeting with Mark Zuckerberg at Facebook's headquarters received as much, if not more, media attention as his address on sustainable development to the United Nations days earlier.

The claim that the Internet will fundamentally transform development is unproven(未被证实的) and untested. What is clear is that the Internet makes consumption easier, faster and more expansive than ever before. Analysts have thus looked to e-commerce and China's Internet giants to help "save" China's economic model from slowing down.

By extension, China and India must have "dreams" that are bigger than the Internet. They need to take the lead in finding a new model of development for the 21st Century that intelligently make use of science and

technology, but without being seduced by musings about e-commerce that mask deep structural flaws of current economic models. Resolving those pressing issues should be the real "innovation" that lies at the heart of any development program.

21. Jack Ma hopes e-WTO can help _____.

- A. cooperation between companies
- B. success of small business online
- C. people look for friends and lovers

[答案]B

22. Digital obsession in the second paragraph refers to _____.

- A. problems caused by Internet
- B. trades between China and America
- C. passion on Internet business

[答案]C

23. Which is NOT true according to the third paragraph?

- A. It is not clear that how the Internet will deeply influence development.
- B. The Internet makes people harder to sell products and buy goods.
- C. E-commerce is likely to contribute to China's economic development.

[答案]B

24. China and India need to _____.

- A. find a new model by using science and technology
- B. find a solution to take place of online business
- C. find a cure to deal with diseases in the 21st Century

[答案]A

25. What is the author's attitude to China's development of online business?

- A. Negative.
- B. Positive.
- C. Neutral.

[答案]C

第四大题 阅读理解判断题

A01 Accounting errors will happen from time to time, but many common accounting mistakes can be avoided with proper planning and preparation. Here are the top seven accounting mistakes that should be paid more attention to.

(1) Not knowing your true cash balance: Due to things like automatic payments and bank charges, money that appears in your cash drawer and your checking account may already be spent.

(2) Mistaking profits for cash: When you have a lot of credit sales, your company can post big profits without seeing any cash.

(3) Paying bills too soon: If your vendors give you thirty days to pay them, take it. Unless you get a discount for paying early, paying your bills only when they're due improves your company's cash flow.

(4) Avoiding book-keeping tasks: Not recording and posting transactions regularly leaves you with a mountain of book-keeping to deal with at the end.

(5) Paying accidental dividends: Every time a corporation owner takes money out of his business, it counts as a dividend. That can lead to a bigger personal income-tax bill.

(6) Not keeping personal finances separate from business: Mixing up business and personal money can cause bookkeeping and legal problems.

(7)Setting prices too low:Know your costs before you set product or service prices,or you run the risk of losing money on every sale.A simple break-even analysis can help you set prices at a profitable level.

26.Accounting mistakes are inevitable even with careful handling.[答案]F

27.With a lot of credit sales,your company may have no cash at hand.[答案]T

28.It is recommended not to pay bills too soon.[答案]T

29.Business money and personal money can be mixed up.[答案]F

30.Try your best to understand your costs before you set prices for your products or services.[答案]T

F01 FUNCTIONS OF LOGISTICS

Logistics is the physical flow process of goods from the point of origin to the point of consumption concerning transportation,warehousing and storage,loading and unloading,goods handling,packing,distribution processing delivery and information management.For example,after a commercial transaction is done,logistics will carry out the transfer of goods from the seller to the buyer for the lowest cost and in the most effective manner.During the transfer process,logistics facilities,equipment(carriers),administration of information and standardization are needed.

Logistics has three major functions.Firstly,it creates time value.The same goods can be valued differently at different times.Goods are often in stagnation during the transfer process,which is called the storage of logistics.Secondly,it creates location value.The same goods can be valued differently at different locations.The value added during the transfer process is the location value of logistics.Thirdly,it creates distribution processing value.Sometimes the distribution processing changes the packages of the goods.That is,during this stage,it cuts large packages of goods into smaller parts,which creates added value for goods.

1.Logistics is the physical flow process of goods from the seller to the buyer.[答案]T

2.Administration of information and standardization are needed during the transfer process.[答案]T

3.Storage creates the location value for goods.[答案]F

4.The same goods can be valued differently at different times and locations.[答案]T

5.Large packages of goods should always be cut into smaller parts to create added value.[答案]F

I01 International trade is the exchange of goods and services between countries.It gives consumers and countries the opportunity to be exposed to goods and services not available in their own countries.Almost every kind of product can be found on the international market:food,clothes,spare parts,oil,jewelry,wine,stocks,currencies and water.Services are also traded:tourism,banking,consulting and transportation.A product that is sold to the global market is an export,and a product that is bought from the global market is an import.

International trade can benefit us a lot.Trading globally allows us to expand our markets for both goods and services that otherwise may not have been available to us.If you walk into a supermarket and are able to buy Indonesian bananas,Brazilian coffee and a bottle of French wine,you are experiencing the effects of international trade.

International trade brings US both advantages and disadvantages.For instance,international trade may also make the world economy easily affected by factors like prices,supply and demand,as well as global events.Political change in As a,for example,could result in an increase in the cost of labor,thereby increasing the manufacturing costs for an American sneaker company based in Malaysia,which would then result in an increase in the price that you have to pay to buy the tennis shoes at your local mall.A decrease in the cost of labor,on the other

hand,would result in you having to pay less for your new shoes.

26.International trade exchanges goods and services between different countries and regions.[答案]T

27.Every kind of goods and services can be found on the global market.[答案]F

28.A product that is bought from the global market is an export.[答案]F

29.International trade may easily affect world economy.[答案]T

30.Political change in one country has nothing to do with international trade.[答案]F

J01 LEARNING BUSINESS SKILLS THROUGH JUNIOR ACHIEVEMENT

Junior Achievement is an international movement to educate young people about business and economics for the purpose of helping them prepare to succeed in a world economy.¹¹ The organization is the largest of its kind.

Junior Achievement has gone through different stages in its development.¹² It was started by two business leaders,Horace Moses and Theodore Vail,and Senator Murray Crane in 1919 in Springfield,Massachusetts.The organization started with a small number of children aged ten to twelve.For more than 50 years,Junior Achievement programs met after school as a group of business clubs.But in 1975,Junior Achievement began to offer classes during school hours.Many more young people joined the organization once it began to teach business skills as part of the school day.In 2004,Junior Achievement Worldwide was formed.

The Junior Achievement programs teach about businesses,how they are organized,and how products are made and sold.¹³ The programs also teach about the American and world economies and business operations.Young people can learn how entrepreneurship works by operating their own companies.For instance,the students develop a product and sell shares in their company.They use the money to buy the materials they need to make their product,which they then sell.Finally,they return the profits to the people who bought shares in the company.It is reported that in the United States alone,there are more than 22,000 places that hold Junior Achievement events currently.According to Junior Achievement,about 287,000 volunteers support its programs around the world.

1.This passage is about Junior Achievement,an international movement to educate young people about businesses and economics.[答案]T

2.Junior Achievement was started by two business leaders in Massachusetts.[答案]F

3.Classes during school hours have been available in Junior Achievement for more than 60 years.[答案]F

4.Junior Achievement has been worldwide since 1919.[答案]F

5.Volunteers of Junior Achievement teach about the American and world economies and business operations.[答案]T

L01 LEARNING BUSINESS SKILLS THROUGH JUNIOR ACHIEVEMENT

Junior Achievement is an international movement to educate young people about business and economics for the purpose of helping them prepare to succeed in a world economy.¹¹ The organization is the largest of its kind.

Junior Achievement has gone through different stages in its development.¹² It was started by two business leaders,Horace Moses and Theodore Vail,and Senator Murray Crane in 1919 in Springfield,Massachusetts.The organization started with a small number of children aged ten to twelve.For more than 50 years,Junior Achievement programs met after school as a group of business clubs.But in 1975,Junior Achievement began to offer classes during school hours.Many more young people joined the organization once it began to teach

business skills as part of the school day. In 2004, Junior Achievement Worldwide was formed.

The Junior Achievement programs teach about businesses, how they are organized, and how products are made and sold.¹³ The programs also teach about the American and world economies and business operations. Young people can learn how entrepreneurship works by operating their own companies. For instance, the students develop a product and sell shares in their company. They use the money to buy the materials they need to make their product, which they then sell. Finally, they return the profits to the people who bought shares in the company. It is reported that in the United States alone, there are more than 22,000 places that hold Junior Achievement events currently. According to Junior Achievement, about 287,000 volunteers support its programs around the world.

1. This passage is about Junior Achievement, an international movement to educate young people about businesses and economics. [答案]T
2. Junior Achievement was started by two business leaders in Massachusetts. [答案]F
3. Classes during school hours have been available in Junior Achievement for more than 60 years. [答案]F
4. Junior Achievement has been worldwide since 1919. [答案]F
5. Volunteers of Junior Achievement teach about the American and world economies and business operations. [答案]T

L02 Logistics is the physical flow process of goods from the point of origin to the point of consumption concerning transportation, warehousing and storage, loading and unloading, goods handling, packing, distribution processing delivery and information management. For example, after a commercial transaction is done, logistics will carry out the transfer of goods from the seller to the buyer for the lowest cost and in the most effective manner. During the transfer process, logistics facilities, equipment (carriers, administration of information and standardization) are needed.

Logistics has three major functions. Firstly, it creates time value. The same goods can be valued differently at different times. Goods are often in stagnation during the transfer process, which is called the storage of logistics. Secondly, it creates location value. The same goods can be valued differently at different locations. The value added during the transfer process is the location value of logistics. Thirdly, it creates distribution processing value. Sometimes the distribution processing changes the packages of the goods. That is, during this stage, it cuts large packages of goods into smaller parts, which creates added value for goods.

26. Logistics is the physical flow process of goods from the seller to the buyer. [答案]T
27. Administration of information and standardization are needed during the transfer process. [答案]T
28. Storage creates the location value for goods. [答案]F
29. The same goods can be valued differently at different times and locations. [答案]T
30. Large packages of goods should always be cut into smaller parts to create added value. [答案]F

001 Online banking refers to banking activities that are carried out over the Internet on a secure website. It developed in the late 1990s and grew more popular over the years since it can make one's financial life much easier to manage.

First, you can use online banking to pay your bills. Most banks have a section in which you set up payees. Fill out the information once, you can simply choose that profile every time you pay a bill online.

Second, online banking allows you to access your account history and transactions from anywhere. It is the quickest way to check and see if a transaction has cleared your account. It also enables you to find out about unauthorized transactions more quickly.

Third,online banking also allows you to transfer money between accounts effectively.It is more convenient than using the automated phone service.When you setup your online banking,be sure that all of your accounts at the bank are listed.This will make it easier to transfer money and make loan payments online.

Obviously,you need to pay special attention to your safety or privacy using online banking.It is important to clear your cookies after each banking session,especially at a public computer.Additionally,make sure that your password is long enough to prevent it from easily being hacked.Never give your online account information to anyone else.Check your credit report regularly.Thus you can protect yourself from identity theft.

26.Online banking refers to banking systems where you can carryout your business over the Internet on any website.[答案]F

27.Most banks have a section in which you setup your own business.[答案]F

28.Online banking is the quickest way to check and see if a transaction is done.[答案]T

29.It is more useful and easier than using the automated phone service.[答案]T

30.No doubt,you have to keep a special eye on your safety or privacy using online banking. [答案]T

26.Online banking refers to banking systems where you can carryout your business over the Internet on any website.[答案]F

27.Most banks have a section in which you setup your own business.[答案]F

28.Online banking is the quickest way to check and see if a transaction has cleared your history.[答案]F

29.It is more useful and easier than using the automated phone service.[答案]T

30.No doubt,you have to keep a special eye on your safety or privacy using online banking.[答案]T

T01 The marketing mix consists of ‘the four Ps’:providing the customer with the right product at the right price,presented in the most attractive promotion and available in the easiest place.The product is not just an assembled set of components:it is something customers buy to satisfy a need they feel they have.The image and the design of the product are as important as its specifications.Then the product must be priced so that it competes effectively with rival products in the same market.In addition,the product should be presented to customers through advertising(e.g.TV commercials,newspaper advertisements or posters),packing (e.g.design,labels,materials),publicity,public relation and personal selling.Finally,the product must be available to customers through the most cost effective channels of distribution.A consumer product must be offered to end-users in suitable retail outlets,or available on hire purchase or by mail order.

1.The author of the article intends to explain to us what the marketing mix is.[答案]T

2.Customers’ satisfaction matters greatly to a product.[答案]T

3.The price of a product must be exactly the same as rival products in the same market.[答案]F

4.To make your product known to the public,advertising is the only consideration you need to take into account.[答案]F

5.A product can reach customers,according to the text,through retail outlets,hire purchase,mail order and online sales.[答案]F

T02 There are eight traditional functions of marketing:

(1)Buying:A marketer focuses on buyers’ needs and desires in order to decide what products to make available.Understanding buyers’ behavior is of great importance.

(2)Selling:Marketers usually view selling as a persuasive activity that is completed through promotion.Selling includes personal selling,advertising,and other selling methods.It is probably the function of marketing that we most often see in our daily life.

(3)Transporting:Transporting is physically moving the product from the seller to the buyer.Marketers focus on transporting costs and services.

(4)Storing:Like transporting,storing is an aspect of the physical distribution of products.Storing includes warehousing activities.Warehouses hold products for long periods sometimes in order to create time utility.

(5)Grading:Grading involves sorting products according to size and quality.This makes buying and selling easier because it reduces the need for inspection and sampling.

(6)Financing:For many products,such as automobiles,fridges,and new homes,the purchase is facilitated when the marketer provides credit that makes the purchasing of the product possible.

(7)Marketing research:Through research,marketers may find out the need for new products and services.By gathering information on a regular basis,they can better plan,carryout and control marketing activities.

(8)Risk taking:It involves bearing the uncertainties that are part of the marketing process.Most marketing decisions result in either success or failure that is associated with risk.

26.It is very important to understand buyers' behavior.[答案]T

27.Marketers usually use different selling methods.[答案]T

28.Marketers ignore transporting costs and services.[答案]F

29.Both transporting and storing are the aspects of the physical distribution of products.[答案]T

30.Marketers provide credit that makes the purchasing of automobiles,bridges,and new homes possible.[答案]F

第五大题 翻译题

A01 A sales department consists of many people who are based in different parts of the country or the world.

A. 这个销售部由很多工作在全国乃至世界不同部分的人员组成。

B. 一个销售部由很多工作在全国乃至世界各部门的人员组成。

C. 销售部由很多工作在全国乃至世界各地的人员组成。

[答案]C

A02 After a commercial transaction is done,logistics will carry out the transfer of goods from the seller to the buyer for the lowest cost and in the most effective manner.

A. 在完成商业交易后, 物流将执行商品从卖方到买方的转移, 为了最低成本和最高效率。

B. 在完成商业交易后, 物流将以最低成本和最有效的方式将商品从卖方运输到买方。

C. 在完成商品交易后, 物流将以最低费用和最有礼的礼仪将商品从卖方转移到买方。

[答案]B

A03 Although successful salespeople often have special talents and an outgoing personality,the skills they employ are used by us all.

A. 虽然成功人士通常拥有特殊天赋和外出性格, 但是他们开发的技能也被我们所用。

B. 虽然成功人士通常拥有特殊天赋和开朗性格, 但是他们运用的技能也被我们所用。

C. 虽然成功人士通常拥有特殊天赋和活泼性格, 但是他们雇佣的技能也被我们所用。

[答案]B

B01 Based on that,we'll decide whether to run full-page ads.

A. 以此为基础, 我们再决定是否运作整版广告。

B. 以此为基础, 我们再决定是否经营整版广告。

C. 以此为基础, 我们再决定是否奔跑整版广告。

[答案]A

E01 Export companies often have a separate export sales force, whose travel and accommodation expenses may be very high.

- A. 出口公司通常拥有分散的出口营销人员, 谁的差旅费可能会很高。
- B. 出口公司通常拥有分开的出口营销力量, 公司差旅费可能会很高。
- C. 出口公司通常拥有专门的出口营销人员, 其差旅费可能会很高。

[答案]C

F01 For further information, you can call at the bank's customer service hotline 12345 to extension 3124, or pay a visit to www.bocusa.com.

- A. 为了进一步的信息, 你可以拜访银行客服热线 12345 和分机 3124, 或者到 www.bocusa.com 网站查询。
- B. 为了更多信息, 你可以打电话给银行客服热线 12345 至分机 3124, 或者浏览 www.bocusa.com 网站。
- C. 要了解更多信息, 你可以拨打银行客服热线 12345 转分机 3124, 或者访问 www.bocusa.com 网站去查询。

[答案]C

G01 Goods are often in stagnation during the transfer process, which is called the storage of logistics.

- A. 商品在流转过程中往往有处于停滞状态的时候, 这被称为物流存储。
- B. 转移过程中的商品往往静止不动, 这被叫做物流储存。
- C. 变化过程中的商品往往停滞不前, 这被定义为物流储存。

[答案]A

I01 I look forward to hearing from you by return.

- A. 期待能得到您的回信。
- B. 期待能够轮流收到您的信。
- C. 期待能很快从您那儿听到并返回。

[答案]A

I02 Information is important because it provides the facts that supply chain managers use to make decisions.

- A. 信息很重要, 因为它提供了事实, 以便供应链管理者决策。
- B. 信息很重要, 因为它提供了供应链管理者用以决策的事实。
- C. 信息很重要, 因为供应链管理者可以利用它提供信息进行决策。

[答案]B

I03 It is important to clear your cookies after each banking session, especially at a public computer.

- A. 重要的是在每次银行交易业务结束后, 要清除你的上网痕迹, 尤其是在公共电脑上。
- B. 重要的是在每次银行会议后, 要清理掉饼干, 特别是在公共电脑上。
- C. 重要的是在每次银行活动结束后, 要数清你的活动, 尤其是在公共电脑上。

[答案]A

O01 Online banking refers to banking activities that are carried out over the Internet on a secure website.

- A. 网上银行是指通过互联网在安全的网站上实现的银行业务活动。
- B. 网上银行是指各种银行活动在安全网址通过互联网实现。
- C. 网上银行参考了在安全网址上通过互联网进行的银行业务活动。

[答案]A

S01 Sometimes the distribution processing changes the packages of the goods.

- A. 有时, 分配过程会改变商品的包装形式。
- B. 有时, 分销流程会改变产品的包裹样式。

C. 有时, 配送加工会改变商品的包装形态。

[答案]C

T01 Thus you can protect yourself from identity theft.

A. 这样, 你就可以保护你的身份盗窃了。

B. 这样, 你就可以保护自己, 避免身份被盗用。

C. 这样, 你就可以从身份盗窃中保护你自己。

[答案]B

W01 With the rapid economic growth in China, the logistics industry is expanding greatly.

A. 随着中国经济的快速发展, 物流行业也极大发展。

B. 凭借迅速发展的中国经济, 物流行业迅速扩大。

C. 在中国, 随着快速发展的经济, 物流行业飞速延伸。

[答案]A

Y01 You can inform your bank of your account number so that your money can be transferred directly.

A. 你可以把你的账号告知银行, 以便你的钱直接转账。

B. 你可以告知银行你的账号, 结果你的钱就直接过户。

C. 你可以通知你账号的银行, 以便你的钱直接过户。

[答案]A

写作题

说明: 资料整理于 2023 年 2 月, 适用于 2023 年 2 月底 3 月初期末机考考试; 目前尚不确定期末机考是否有此题型。

根据要求写作文---[写封求职信]

[试题一] 根据要求写作文。

Write a covering letter. You are Helen Joyce and you want to find a job during the summer vacation. You may include the information below:

- purpose of job application: money and experience;
- your previous work experiences and education background, etc.;
- hope of being considered for an interview.

参考答案一:

Dear Sir or Madam,

I am writing this letter to apply for the position that you have advertised in the newspaper. I'm truthfully looking forward to a job this summer, so that I could gain precious working experience and make some money at the mean time.

My name is Helen Joyce, 17 years old, and I'm currently studying hotel Management in **** University. Last summer, I worked in ***** Hotel vacation and received highly remarks. What's more, I have a good command of computers and I can communicate with others fluently in English. I believe I have the ability to overcome the difficulties encountered at work. I would be greatly appreciated if you can offer me the opportunity to be interviewed.

Thank you for your consideration. I'm looking forward to hearing from you.

Yours

Helen

参考答案二:

Dear Sir/Madam:

The summer vacation is coming soon.I really want to find a job in your company during the summer vacation.On the one hand,I can improve my work practice ability through work,and on the other hand,I can also have a certain income to achieve the goal of work-study.

I graduated from Pingdingshan College with a major in Chinese Language,and now I am studying administration undergraduate at Pingdingshan Radio and Television University of the Open University of China. I have used vacations as a substitute teacher for many times in training institutions in Pingdingshan City.

I hope I can get an opportunity for a personal interview. Thank you for your consideration.

Sincerely yours.

Helen Joyce

根据要求写作文---【写一封推荐信】

[试题一] 根据要求写作文。

Write a recommendation letter for Li Hua who has been working in your company for 5years.You may include the information below:

- his work experience and strengths
- his character and personality
- oh is reasons for leaving the present job,etc.

参考答案一:

To whom it may concern:

It's my pleasure to recommend Li hua to you.He is one of the most outstanding employees of mine and has worked in my company for about five years.

Li hua is an enthusiastic and progressive young man with extremely high potentiality. During the work,he gets along well with his colleagues and has achieved great resualts. Unfortunately,for the consideration of his family,he had to resign from our company.

I'm certain that Li hua will make great contribution to your company in the future and I strongly recommend him for this position. Your favorable consideration will be highly appreciated. If further information regarding him is needed,please feel free to contact me.

Yours sincerely

参考答案二:

Dear Sir or Madam:

Li Hua has been working in our company for 5 years. He has a wealth of work experience,superb work skills and good team spirit; he can get along with other employees,obey the leadership arrangements,work hard,and have outstanding work performance; he has left our company because of the long-term separation of his husband and wife.

I hope he can be interviewed and hired by your company.

If you can consider my suggestion and get your attention,I would be very grateful.

sincere regards

[试题二] 根据要求写作文。

Write a recommendation letter for Miss Helen Joyce who has been working in your company for 5 years.

You may include the information below:her work experience and strengths.

her character and personality.

her reasons for leaving the present job,etc.

参考答案:

Dear Sir or Madam:

Miss Helen Joyce has been working in our company for 5 years. She has a wealth of work experience,superb work skills,and a good team spirit; she can get along with other employees,obey the leadership,work steadfast and dedicated,and have outstanding work performance; due to the long-term separation of husband and wife and leaving in our company. I hope your company can interview and hire her.

If you can consider my suggestion and attract your attention,I would be very grateful.

sincere regards

[试题三] 根据要求写作文。

Suppose you are the manager and write a recommendation letter for Miss Helen Miller according to the following information.

Candidate:Miss Helen Miller

Working experience:worked in the Export Department of a large firm for over 8years from July 2006 to December 2014.

Her character and advantages:hardworking,honest and reliable,excellent communication skills,work independently and efficiently,excellent rapport with people of all ages

Reason for leaving:personal reasons

参考答案:

Dear Sir or Madam:

Ms. Helen Miller is an employee of our company. From July 2006 to December 2014,I worked in the export department of our company for more than 8 years,and now I have resigned due to personal reasons.

Her character and strengths: hardworking,honest and reliable,excellent communication skills and independent and efficient work efficiency,able to get along well with people of all ages.

If you can consider my suggestion to interview and hire her,I would be very grateful.

Tianma Company Manager Wang

December 30,2017

根据要求写作文---【写一封投诉信】

[试题一] 根据要求写作文。

Suppose you are Henry.Last month,you bought a Canon digital camera from JD.com and found that the lens didn't work properly.You asked for a new one and found that there were some scratches on the screen when the new camera arrived.You are writing to complain about it:

describe the problems clearly;
ask for a replacement of the camera;
ask for compensation or a 10%discount;
end the complaint letter.

参考答案:

Dear Sales Manager,

This is Henry. Last month,I bought a Canon digital camera on JD.com. When the new camera arrived,I found that the lens was not working properly and there were some scratches on the screen. I strongly request the company to replace my camera and compensate me according to the contract or give me a 10% discount.

I hope my complaint can get the company's attention and be resolved as soon as possible!

Complainant: Henry

June 30,2020

[试题二] 根据要求写作文。

Suppose you are Henry.Last month,you bought a Canon digital camera from JD.com and found that the lens didn't work properly.You asked for a new one and found that there were some scratches on the screen when the new camera arrived.You are writing to complain about it:

describe the problems clearly;
ask for a replacement of the camera;
ask for compensation or a 10%discount;
end the complaint letter.

参考答案:

Dear Sales Manager,

This is Henry. Last month,I bought a Canon digital camera on JD.com. When the new camera arrived,I found that the lens was not working properly and there were some scratches on the screen. I strongly request the company to replace my camera and compensate me according to the contract or give me a 10% discount.

I hope my complaint can get the company's attention and be resolved as soon as possible!

Complainant: Henry

December 30,2019

[试题三] 根据要求写作文。

Suppose you are Simon.You purchased a Sony digital camera from Amazon.com and found that there were scratches on the screen.You are writing to complain about it.

参考答案:

Dear Sales Manager,

My name is Simon. A few days ago I bought a Sony digital camera from Amazon.com. After receiving the camera,I found scratches on the screen and it could not be used normally.I strongly requested the company to replace me with a new camera.

I hope my complaint can get the company's attention and be resolved as soon as possible!

Complainant:Simon

December 30,2019

[试题四] 根据要求写作文。

Write a complaint letter.You just bought a smartphone and found that the phone doesn't work properly.You may include the information below:

- when and where you bought the phone;
- description of the problems;
- your expected solutions to the problems.

参考答案一:

Dear XXX,I bought a XXX mobile phone from your website on June 1.You promised that this mobile phone is the best in your store with the latest features.You also guarantee that it has a one-year warranty period.

However,you know that the mobile phone will not work normally after a week.I don't want to complain too much here.What I want is a new replacement.

Thank you for your quick and proper reply.Thank you for your quick and proper reply.Thank you and regards,xxx.

参考答案二:

A letter of complaint Dear Mr. /MS,Hello,this is Li Hua.I bought a Nokia mobile phone in your shopping mall on September 2.

The price is yuan. I loved it the last three days. But two days later,on the sixth day,I was chatting with my friend on the phone in the morning.

Suddenly,I couldn't hear my friend's phone call. He couldn't hear me. I dial again and again,but I can't get the number.

Now I try again,but I can't get through. I believe there must be something wrong with the mobile phone. Now I'm writing to tell you that I want you to change one so that I can get your reply.

根据要求写作文---【写一封邀请信】

[试题一] 根据要求写作文。

You are Susan.Your company will hold an opening ceremony for a new factory.You are asked to write an invitation letter to David,an important client of your company.The following information should be included:

the reasons to invite him;

the time for the event;

the place for the event;

early reply expected.

Mr.David:

This is Susan. Our company will hold the groundbreaking ceremony of the new factory. Because you are an important customer of our company,we sincerely invite you to participate in the groundbreaking ceremony of our new factory.

The time of the groundbreaking ceremony: 8:00 am on July 6,2018;

The location of the groundbreaking ceremony: Baofeng County Industrial Cluster District,Henan Province.

Hope that I will receive your reply soon!

Susan

July 1,2018