



Advanced Business English Reading

西津·21世纪英美文学与文化系列教材

高级商务英语阅读教程

—— 剑桥商务英语证书考试阅读训练

徐李洁 主编

东南大学出版社

高级商务英语阅读教程

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Advanced Business English Reading

—— A Training Course for BEC Reading Test

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前 言

随着全球经济一体化的不断深化,中国社会经济的高速发展,社会对商务英语复合型专门人才的需求逐渐加大,对人才的要求也逐步提高。面对这一形势,培养和造就一大批既懂英语又有较扎实商务知识的综合人才是我们的当务之急。

《高级商务英语阅读教程》一书的编写正是为了顺应这一具有鲜明时代特征的人才培养要求。本书宗旨是:通过阅读增强学生对商务知识的理解,扩大学生的视野;通过对商务知识的习得,强化学生的英语阅读能力,实现语言与知识的良性双向互动,不断激发学生对英语语言和商务知识的学习兴趣。

全书共分为 16 个单元,每个单元由课文(Text A)、课文注释、阅读理解练习、BEC 阅读练习(Text B)等部分组成。注释主要提供课文所涉及的背景知识,扩大读者的知识面;阅读理解练习分为问答与正误判断题,以检查和提高读者的阅读能力。书后还附录了所有练习的答案。

本书的编写有以下四个特点:

第一,内容丰富,覆盖面广。全书 16 个单元基本覆盖了商学的各个分支,如:经济全球化、市场机制、国际贸易、营销策略、物流、电子商务、人力资源管理、知识产权、商业道德、商务礼仪等。有利于学生全面了解商务知识并掌握商务英语的阅读技巧。

第二,选文经典,语言地道。文章大部分选自原版刊物以及经典的外文经贸类教科书。语言地道,内容经典。

第三,编排合理,阅读方便。为了让学生能流畅地阅读,减少因查字典而产生的停顿,连贯把握文章的主要内容,我们将生词以脚注的形式编于页尾,使阅读更加方便。

第四,本书最大的特色在于“Text B”的设置。为方便学生备战剑桥商务英语证书考试,我们按照考试的题型、要求和难度,在每章后编制了一套完整的证书阅读考试模拟练习,阅读选材紧密围绕各章内容,一则可以通过不同题型的强化训练,巩固对本章知识的理解,增强阅读能力;二则可以通过大量练习,熟悉并掌握剑桥商务英语证书考试中阅读部分的做题方法。

此外,在本书附录中,我们还增加了三套剑桥商务英语证书考试阅读真题,作为学生考试前的热身训练。

本书主要供高等院校商务英语专业、经贸商务类专业、相关专业的双学位学生,也可供致力于提高商务英语阅读能力的社会人士自学之用。教师可以根据学生的英语程度,在二年级或三年级开设。本书可供 1 个学期使用,每学期 18 个教学周,每周 2 课时。

编者

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第1单元 经济全球化

Unit 1 Economic Globalization

Text A

I. 课文导读

经济全球化,有利于资源和生产要素在全球的合理配置,有利于资本和产品在全球流动,有利于科技在全球性的扩张,有利于促进不发达地区经济的发展,是人类发展进步的表现,是世界经济发展的必然结果。但它对每个国家来说,都是一柄双刃剑,既是机遇,也是挑战。特别是对经济实力薄弱和科学技术比较落后的发展中国家,所遇到的风险、挑战将更加严峻。进入21世纪以来,经济全球化与跨国公司的深入发展,既给世界贸易带来了重大的推动力,同时也给各国经贸带来了诸多不确定因素,使其出现许多新的特点和新的矛盾。

II. Text

Although globalization is discussed everywhere—television shows, Internet chat rooms, political demonstrations, parliaments, management boardrooms^①, and labor union meetings—so far there is no widely accepted definition. In fact, its definition continues to broaden. Now, for example, social scientists discuss the political, social, environmental, historical, geographical, and even cultural implications^② of globalization. Some also speak of technological globalization, political globalization, and the like.

However, the most common definition and the one used in international business is that of economic globalization—the international integration of goods, technology, labor, and capital; that is, firms implement^③ global strategies which link and coordinate their international activities on a worldwide basis.

There are five major kinds of drivers^④, all based on change, that are leading international firms to the globalization, namely (1) political, (2) technological, (3) market, (4) cost, (5) competitive drivers:

(1) Political driver. There is a trend toward the unification and socialization of the global

① boardroom: 董事会会议室

② implications: 内涵

③ implement: 实施; 执行

④ driver: 驱动器

community. Preferential ^①trading arrangements, such as the North American Free Trade Agreement and the European Union, that group several nations into a single market have presented firms with significant marketing opportunities. Many have moved swiftly to enter either through exporting or by producing in the area.

Two other aspects of this trend are contributing to the globalization of business operations: (a) the progressive reduction of barriers to trade and foreign investment by most governments, which is hastening the opening of new markets by international firms that are both exporting to them and building production facilities in them, and (b) the privatization^② of much of the industry in formerly communist nations and the opening of their economies to global competition.

(2) Technological driver. Advances in computers and communications technology are permitting an increased flow of ideas and information across borders, enabling customers to learn about foreign goods. Cable TV systems in Europe and Asia, for example, allow an advertiser to reach numerous countries simultaneously, thus creating regional and sometimes global demand. Global communications networks enable manufacturing personnel to coordinate production and design functions worldwide so that plants in many parts of the world may be working on the same product.

(3) Market driver. As companies globalize, they also become global customers. For years, advertising agencies established offices in foreign markets when their major clients entered those markets to avoid having a competitor steal the accounts. Likewise^③, when an automaker, about to set up a foreign plant where there was no tire factory, asked a tire company if it was interested in setting up a plant in this new market, the response was, "When do you want us there?" It is also quite common for a global supplier to make global supply contracts with a global customer.

(4) Cost driver. Economies of scale to reduce unit costs are always a management goal. One means of achieving them is to globalize product lines to reduce development, production, and inventory^④ costs. The company can also locate production in countries where the costs of the factors of production are lower.

(5) Competitive driver. Competition continues to increase in intensity. New firms, many from newly industrialized and developing countries, have entered world markets in automobiles and electronics, for example. As you saw in the opening incident, import penetration^⑤ has increased markedly for five of the six major trading nations over the past 29 years. Another competitive driving force for globalization is the fact that many companies are defending their home markets from competitors by entering the competitors' home markets to distract them.

The result of this rush to globalization has been an explosive growth in international busi-

① preferential: 优惠的; 优先的

② privatization: 私有化

③ likewise: 也; 同样的

④ inventory: 库存

⑤ penetration: 渗透; 打入(某一地区或国家市场)

ness.

The primary evidence for globalization is the rapid growth in the volume^① of cross-border trade and investment that we have witnessed over the last three decades. The most recent data from the World Trade Organization and the United Nations indicate that in recent years the growth in cross-border trade and investment has accelerated^②, suggesting that the world is moving ever more rapidly toward a global growth.

Is the shift toward a more integrated and interdependent global economy a good thing? Many influential economists, politicians, and business leaders seem to think so. They argue that falling barriers to international trade and investment are the twin engines that are driving the global economy toward ever-greater prosperity. They maintain that increased international trade and cross-border investment will result in lower prices across the border for goods and services. They believe that globalization stimulates economic growth, raises the incomes of consumers, and helps to create jobs in all countries that choose to participate in the global trading system.

The arguments of those who support globalization have considerable foundation. Nevertheless, despite the existence of a compelling body of theory and evidence^③, over the last few years globalization has been the target of a growing number of critics.

One frequently voiced concern^④ is that falling barriers to international trade destroy manufacturing jobs in wealthy advanced economies such as the United States. The basic thrust^⑤ of the critics' argument is that falling trade barriers allow firms to move their manufacturing activities offshore^⑥ to countries where wage rates are much lower.

Supporters of globalization reply that critics such as Barlett and Steele miss the essential point about free trade—the benefits outweigh the costs. They argue that free trade results in countries specializing in the production of those goods and services that they can produce more efficiently, while importing goods that they cannot produce as efficiently from other countries. When a country embraces^⑦ free trade there is always some dislocation^⑧—lost textile jobs at Harwood Industries, for example—but the whole economy is better off as a result. In this manner, supporters of globalization argue that free trade benefits all countries that adhere to a free trade regime.

A second source of concern is that free trade encourages firms from advanced nations to move manufacturing facilities offshore to less developed countries that lack adequate regulations

① volume: 份量; 容量

② accelerate: (使) 加快

③ a compelling body of theory and evidence: 一系列令人信服的理论 and 事实根据

④ concern: 忧虑; 担心

⑤ basic thrust: 要旨

⑥ offshore: 境外的

⑦ embrace: (欣然) 接受; (乐意) 采取

⑧ dislocation: 混乱; 紊乱

to protect labor and the environment from abuse by the unscrupulous^①. One point often made by critics is that adhering to labor and environmental regulations significantly increases the costs of manufacturing enterprises and puts them at a competitive disadvantage in the global marketplace vis-à-vis^② firms based in developing nations that do not have to comply with such regulations. If this is the case, one might expect free trade to lead to an increase in pollution and result in firms from advanced nations exploiting the labor of less developed nations.

Supporters of free trade and greater globalization express serious doubts about this scenario. For a start, they point out that tougher environmental regulations and stricter labor standards go hand in hand with economic progress. Furthermore, supporters of free trade point out that it is possible to tie free trade agreements to the implementation of tougher environmental and labor laws in less developed countries. Moreover, business firms are not the amoral^③ organizations that critics suggest. The vast majority of business enterprises are staffed by managers who are committed to behave in an ethical^④ manner.

A final concern voiced by critics of globalization is that in today's increasingly interdependent global economy, economic power is shifting away from national governments and toward supranational organizations such as the WTO, the European Union, and the United Nations. In this manner, claim critics, the ability of the national state to control its own destiny is being limited. Many economists and politicians argue that bodies such as the United Nations and the WTO exist to serve the collective interests of member-states, not to subvert^⑤ those interests. Moreover, supporters of supranational organizations point out that in reality, the power of these bodies rests largely on their ability to persuade member-states to take a certain action. If these bodies fail, those states will withdraw their support. In this view, real power still resides with^⑥ individual nation states, not supranational organizations.

III. Notes

1. North American Free Trade Agreement (北美自由贸易协议). NAFTA is an agreement signed by the governments of Canada, Mexico and the United States, creating a trilateral trade bloc in North America. The agreement came into force on January 1, 1994. It superseded the Canada-United States Free Trade Agreement between the U. S. and Canada. In terms of combined GDP of its members, as of 2010 the trade bloc is the largest in the world. The North American Free Trade Agreement has two supplements, the North American Agreement on Environment Cooperation (NAAEC) and the North American Agreement on Labor Cooperation

-
- ① unscrupulous: 肆无忌惮的; 无道德原则的
 - ② vis-à-vis: 面对面地
 - ③ amoral: 不属于道德范畴的
 - ④ ethical: 道德的
 - ⑤ subvert: 破坏; 搅乱
 - ⑥ reside with: (权利、权力等) 归于; 属于

(NAALC).

2. European Union (欧洲联盟). EU is a unique economic and political body between 27 European countries. It has delivered a century of peace, stability and prosperity, helped raise living standards, launched a single European currency, and is progressively building a single Europe-wide market in which people, goods, services and capital move among Member States as freely as within one country.

3. Barlett and Steele. Donald L. Barlett and James B. Steele are one of the most widely acclaimed investigative reporting teams in American journalism. They have worked together for more than three decades, first at The Philadelphia Inquirer, (1971—1997) where they won two Pulitzer Prizes and scores of other national journalism awards, then at Time magazine, (1997—2006) where they earned two National Magazine Awards, becoming the first journalists in history to win both the Pulitzer Prize for newspaper work and its magazine equivalent for magazine reporting, and now at Vanity Fair as contributing editors. They also have written seven books.

4. Harwood industries (哈伍德工业公司). Based in Tyler, Texas, Harwood Industries Inc. manufactures products, components and accessories for the racing and street performance industry. Operating for over 35 years, the company's products range includes hoods, body panels, scoops, carbon fiber, lexan windows and accessories such as scoop plugs, hood springs and cowl panel. Its operation includes product design, construction, packaging and shipment and it also offers servicing and maintenance support. Harwood Industries Inc. has also received various awards for its products, including National Hot Rod Association (NHRA) Best Engineering Awards and Composite Industry Awards.

IV. Useful Expressions

1. contribute to: 有助于, 促成; 是……的部分原因
2. increase in intensity: 增加强度
3. participate in: 参加
4. one frequently voiced concern: 一个常常被提到的忧虑
5. The benefits outweigh the costs: 利润超过成本
6. be better off: 境况好起来
7. advanced nations: 先进国家; 发达国家
8. for a start: 首先
9. member-states: 成员国
10. rest largely on: 主要依赖于……
11. reside with: 归于; 属于……

V. Reading Comprehension

Questions

1. What is the definition of economic globalization?
2. What are the five drivers that promote globalization of international firms?

3. What is the primary evidence for globalization?
4. What are the voiced concerns about globalization by the critics?
5. What are the advantages of globalization according to the supporters?

Decide whether each of the following statements is true or false.

1. Globalization is a relatively new phenomenon. ()
2. The definition of globalization denotes an integration of goods, technology, labor and capital among different countries. ()
3. Advanced technology makes it possible that many companies over the world may be working on same product, so it puts them at a competitive disadvantage in the global market. ()
4. The Internet and network computing enable small companies to compete globally because they make possible the rapid flow of information regardless of the physical location of the buyer and seller. ()
5. Trade barrier is not a threat to the company's business. ()
6. Multinational company can take their capital and leave to invest in lower-wage countries. ()
7. Globalization is the automatic and unstoppable consequence of the emergence of new technologies. ()
- 8 Globalization concedes that the wage rate enjoyed by unskilled workers in many advanced economies has declined in recent years. ()
9. The writer of this article is in favor of globalization rather than against it. ()
10. Globalization is a double-edged sword. It is predicted that its promise will exceed. ()

VI. Discussion

What measures can be taken to gain the best interests for a country out of globalization?

Text B

BEC Reading Texts

PART ONE

Questions 1—8

- Look at the statements below and the five extracts about globalization from an article.
- Which extract (A, B, C, D or E) does each statement (1—8) refer to?
- For each statement (1—8), make one letter (A, B, C, D or E) on your Answer Sheet.
- You will need to use some of these letters' more than once.

1. The Linder theory deduces that international trade in manufactured goods will be greater between nations with similar levels of per capita income than between those with dissimilar levels of per capita income.

2. It is about absolute advantage.

3. Some management theorists argue that firms that enter the market first (first movers) will not soon dominate it.

4. It can be concluded that a nation having absolute disadvantages in the production of two goods with respect to another nation has a comparative advantage in the production of the good in which its absolute advantage is less.

5. The First Mover Theory were flawed because they were based on surveys of surviving firms and didn't include a large number of the true pioneers.

6. The goods that will be traded are those for which there is an overlapping demand.

7. We infer that Japan had a comparative advantage in producing automobiles.

8. No single country can do everything well.

A. Adam Smith claimed that market forces, not government controls, should determine the direction, volume, and composition of international trade. He argued that under free, unregulated trade, each nation should specialize in producing those goods it could produce most efficiently. Some of these goods would be exported to pay for imports of goods that could be produced more efficiently elsewhere.

B. Ricardo demonstrated that even though a nation held an absolute advantage in the production of two goods, the two countries could still trade with advantages for each as long as the less efficient nation was not equally less efficient in the production of both goods. Note that the United States has an absolute advantage in producing rice and automobiles. Compared with the United States, Japan is less inefficient in automaking than in producing rice.

C. Swedish economist, Stefan Linder's demand-oriented theory stated that customers' tastes are strongly affected by income levels, and therefore a nation's income per capita level determines the kinds of goods they will demand. Because industry will produce goods to meet this demand, the kinds of products manufactured reflect the country's level of income per capita. Goods produced for domestic consumption will eventually be exported.

D. Some countries have special strengths that make them the best place in the world for certain industries. This gives them an absolute advantage relative to competitors in other nations. Some countries can produce products more efficiently than others, giving them a comparative advantage. However, these advantages may change over time.

E. It was an American firm, Ampex, that made the first VCRs, but because it charged so much (\$ 50,000), it sold only a few. Sony and Matsushita saw the market potential and worked for 20 years to make one to sell for \$ 500. They reached that goal and cornered the market. The authors argue that the early success has gone to the companies that entered the market on average 13 years after the "first movers".

PART TWO

Questions 9—14

- Read the text about body language in cross-cultural situations
- Choose the best sentence to fill each of the gaps.
- For each gap (9—14), mark one letter (A-H) on your Answer Sheet.
- Do not use any letter more than once.

Beware of Body Language in Cross-Cultural Situations

As the trade barriers come down in Europe and contact is increased, cross-cultural misunderstandings are bound to rise. As often as not, many of the misunderstandings in communications will arise not from what is said, (9) . . .

Attaining fluency in a foreign language is often only half the battle when it comes to mastering effective cross-cultural communications. (10) . . . This “silent language”, or the actions that accompany our words, includes such dimensions as touching, distance between speakers, facial expressions, speech inflection or volume, pauses, as well as hand and arm gestures. (11) . . .

Very seldom do we speak without an accompanying action in which hands invariably play a crucial role.

(12) . . . The Italians and the French are renowned for relying heavily on hand gestures to replicate or mimic ideas that they are simultaneously communicating in words. Germans often raise their eyebrows in recognition of a clever idea. (13) . . .

The French have some of the most expressive hand gestures. To symbolize exquisiteness, a Frenchman pinches his fingertips, raises them to his lips, and softly tosses a kiss into the air with his chin held high. (14) . . . , he’s warning “*something smells bad,*” “*be cautious,*” “*we can’t trust these people.*”

Very similar is the Italian gesture of tapping the side of the nose with the forefinger. Its meaning: *Take care. There is danger ahead. They are getting crafty.* In the Netherlands, this gesture means *I’m drunk* or *you’re drunk*. In England, a forefinger tap on the side of the nose means conspiracy or secrecy.

- A. The same expression in Britain is a sign of skepticism
- B. but from a lack of awareness of the various interpretations different cultures ascribe to nonverbal forms of behavior
- C. Culture has a powerful impact on people’s behavior
- D. Of equal, and at times, greater importance is the knowledge of nonverbal communication, or body language
- E. On the other hand, if a Frenchman rubs the base of his nose with his forefinger
- F. A good way to become more aware of cross-cultural differences is to look at oneself through the eyes of people from other cultures
- G. Even clothing and colors are symbolic and have different meanings depending on the part of the world

H. The use of gesticulations varies according to culture

PART THREE

Questions 15—20

· Read the following article on the reason why U. S. wants to import more shoppers to boost flagging economy,

· For each question (15—20) mark one letter (A, B, C or D) on your Answer Sheet for the answer you choose.

The United States has long imported its food and fuel, its cars and clothes. Now the faltering economy has sparked a push for another type of import: shoppers.

For the first time, lawmakers, businesses and even White House officials are courting consumers from cash-rich countries such as China, India and Brazil to fill the nation's shopping malls and pick up the slack for penny-pinching Americans. They are wooing travelers with enticements such as coupons, beauty pageants and promises of visa reform. The payoff, they say, could be significant: 1.3 million new jobs and an \$859 billion shot in the arm for the economy over the next decade.

"They're their own little stimulus program," said David French, senior vice president for government relations at the National Retail Federation, a trade group. The trend underscores the depth of the United States' reliance on countries once considered to be at the bottom of the global totem pole. The nation already counts on China and other countries to manufacture its goods, creating a \$45 billion trade imbalance that is paid for with money borrowed from their coffers. Now officials are encouraging foreign travelers to buy some of those products back — and a growing number are happy to oblige.

Guo Hui, 37, who lives in Beijing, recently returned home from a two-week tour of Yellowstone National Park, Houston and Los Angeles. He estimated he spent \$2,000 to rent a car and pay for gas and lodging for himself and his wife. Then there was the Ed Hardy T-shirt, the Apple laptop, the HP laptop, even baby food and formula for his child, totaling an additional \$6,000.

Still, Guo said prices are significantly cheaper than in China — a pair of Adidas sneakers costs only \$25 at a U. S. outlet mall. "For that price in China, you can't even buy counterfeits," he said.

In contrast, spending by American shoppers — long considered the engine of the nation's economy — has slowed to a crawl as families struggle under high unemployment rates and depressed home prices. The U. S. gross domestic product last year grew an anemic 3 percent, while China's and India's shot up 10 percent. Brazil's clocked in at about 7.5 percent.

Those shifting dynamics have spawned a movement to encourage foreigners to spend their newfound wealth in the United States, placing the country in the unfamiliar role of supplicant. Over the summer, President Obama's jobs council deemed international travel among the "low-

hanging fruit” for stimulating the economy. The Corporation for Travel Promotion, a public-private partnership created by Congress last year, will announce next month the first U. S. advertising campaign to promote the nation as a tourist destination. Rebecca Blank, the acting commerce secretary, called tourism a key component of “America’s exports success story.”

15. What does America want to import from other countries recently?
 - A. food and clothes
 - B. raw materials
 - C. travelers
 - D. labor forces
16. Why did America prefer consumers from China, India and Brazil?
 - A. Because the consumers from those countries often pay for goods in cash.
 - B. Because they have strong purchasing power.
 - C. Because they find the quality of goods in America is better than that in their native countries.
 - D. Because they hope that they can get preferential terms for visa.
17. What can we learn from paragraph 4&5?
 - A. Chinese travelers are often purchasing when traveling in America.
 - B. Chinese travelers are very fond of American brands.
 - C. There are various goods for travelers to choose when shopping.
 - D. Chinese travelers are sensitive to price.
18. Which statement is not true about American buyers?
 - A. American buyers can’t afford goods because of depressed home price.
 - B. American buyers prefer goods of foreign countries.
 - C. Many Americans are facing a serious problem of unemployment.
 - D. American buyers made great contribution to American economy in the past.
19. Why is tourism called a key component of “America’s exports success story” in the last paragraph, according to Rebecca Blank?
 - A. The purchases of foreign shoppers are counted as exports on the country’s balance sheet.
 - B. American exports a large number of goods to China, India and Brazil.
 - C. American economy has been recovered by foreign shoppers.
 - D. American economy largely relies on China and other countries to manufacture goods and export to America.
20. What benefits can America get from importing shoppers according to the passage?
 - A. There are more new jobs.
 - B. American people have greater confidence in boosting their economy.
 - C. Tourism promotes the national consumption.
 - D. Both A and B.

PART FOUR

Questions 21—30

- Read the article below about hiring.
- Choose the correct word to fill each gap from A, B, C or D.
- For each question (21—30), mark one letter (A, B, C or D) on your Answer Sheet.

What Can You Ask When You're Hiring

Once upon a time, if a job applicant was sitting on the other side of your desk, you (21) . . . ask her about her disabilities and what it might take to accommodate her in your company. This was true even if the applicant's disability was obvious because she was in a wheelchair or using a seeing-eye dog. (22) . . . the applicant herself made reference to her disability, the employer was (23) . . . in what he could ask.

(24) . . . things changed in October 1995. Ten Equal Employment Opportunity Commission revised its guidelines for the American with Disabilities Act (ADA). With the new guidelines in place, it is (25) . . . for employers to make inquiries about obvious disabilities or ask questions if the applicant (26) . . . she is disabled or will require reasonable accommodation.

The idea behind the new guidelines, called "ADA Enforcement Guidance: Pre-employment Disability-Related Questions and Medical Examinations," is to allow employers to address the accommodation issue at the (27) . . . interview stage. However, the guidelines do not allow an employer to go on archeological digs through their applicants' pasts. For example, an applicant's workers-compensation history can be (28) . . . territory. And some questions about drug and alcohol use are off-limits, (29) . . . others are not. An employer may ask about current illegal use of drugs, because it's not protected under the ADA. On the other hand, the employer needs to be very careful asking about drinking habits-information on how much the applicant drinks could indicate alcoholism, and (30) . . . is protected.

The guidelines are available in a question-and-answer format from the EEOC. Asking the right questions at an early stage of the job-application process could save you, and your applicant, a lot of bother later on.

- | | | | |
|-------------------|---------------|-----------------|-----------------|
| 21. A. mustn't | B. mightn't | C. couldn't | D. needn't |
| 22. A. However | B. Even if | C. If | D. If only |
| 23. A. restricted | B. limited | C. confined | D. bound |
| 24. A. But | B. As | C. Although | D. Since |
| 25. A. probable | B. imaginable | C. feasible | D. possible |
| 26. A. reveals | B. opens | C. demonstrates | D. discloses |
| 27. A. initial | B. primary | C. first | D. beginning |
| 28. A. awkward | B. sensitive | C. tricky | D. confidential |
| 29. A. as | B. while | C. when | D. even though |
| 30. A. this | B. so | C. which | D. that |