

剑桥商务英语BEC备考丛书

丛书总主编 彭玲娟

商务英语阅读

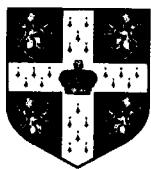
(第二版)

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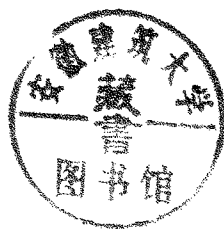
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第二版前言

剑桥商务英语证书(Business English Certificate, 简称 BEC)考试是教育部考试中心和英国剑桥大学考试委员会合作举办的一项语言水平考试。它根据公务或商务工作的实际需要,对考生在一般环境下和商务活动中使用英语的能力从听、说、读、写四个方面进行全面考查,对成绩合格者提供由英国剑桥大学考试委员会颁发的标准统一的成绩证书。该考试分为 BEC Preliminary(初级)、BEC Vantage(中级)和 BEC Higher(高级)三个等级,并分笔试和口试两个模块进行。

BEC 考试具有高度的实用性和权威性。在英国、英联邦各国以及欧洲大多数国家,该考试已被商业企业部门作为确认证书持有者英语能力的首选证书;在国内,BEC 考试被各类经济部门,特别是涉外经济部门,作为招收职员时对其英语能力进行考察的证明,也被商务工作人员和英语学习者作为提高自身英语水平的验证。通过学习剑桥商务英语,参加剑桥商务英语考试,考生能够提高商务英语应用能力,正确运用商务英语知识。更重要的是,他们能够获得国际认可的实用英语证书,提高求业就业的竞争力。所以,作为职场“敲门砖”,社会出现了考剑桥商务英语证书的热潮,各个考试中心的报名人数从最初的几百人激增到几千人,BEC 考试具有广泛的社会需求基础。

为了满足社会的需求,武汉大学出版社于 2006 年出版了“剑桥商务英语 BEC 备考丛书”。《商务英语阅读》是针对剑桥商务英语中级和高级证书阅读考试的内容和形式,由资深 BEC 考官编写的一个分册。自 2006 年出版以来,该书受到了广大考生和读者的好评,第一版已经印刷多次。为了适应考试形式的发展,更加方便和有助于考生备考,编者特将本书进行修订,出版第二版。

《商务英语阅读》第二版较之原版有以下显著特点:阅读文章的选材更新、更实用、更具有时代性。新版摒弃了部分过时的内容和话题,增加了更贴近考试新出现的内容,选材尽量做到题材多样,内容广泛。另一特点是阅读题目的难度加大,选项更有迷惑性,其难度和迷惑性更接近 BEC 考试真题。

本书由武汉大学继续教育学院考试中心的 BEC 总主考彭玲娟老师担任总主编并负责全书的策划和审定工作,由 BEC 考官吴新华老师主编,BEC 考官顾颖、伍虹、卢醒春老师参编。编者在工作中难免会出现疏漏,欢迎广大考生、读者批评指正。

本书适合参加 BEC 考试的考生考前培训、高校商学院、经济学院的学生和一般

商务工作者学习英语使用，也是广大英语爱好者提高商务英语能力的好帮手。

编 者

2011 年 6 月

前 言

剑桥商务英语证书(Business English Certificate, 简称 BEC)是教育部考试中心与英国剑桥大学考试委员会合作举办的一项英语语言水平考试。该考试从听、说、读、写四个方面对考生在一般工作环境下和商务活动中使用英语的能力进行全面考查,对成绩合格者提供由英国剑桥大学考试委员会颁发的标准统一的成绩证书。该证书由于其颁发机构的权威性,在英国、英联邦各国以及欧洲大多数国家的商业企业部门获得认可,成为确认证书持有者英语能力的首选证书;同时也被世界各国的众多大学、企业以及国际教育机构所认可,并将其作为入学考试或招聘录用的英语语言水平要求。

BEC 考试自 1994 年起在我国各大城市全面展开,产生了巨大反响,以致剑桥商务英语学习及其证书考试成为时尚。自 2002 年开始, BEC 考试由过去的 BEC1、BEC2、BEC3 改为 BEC Preliminary(初级)、BEC Vantage(中级)、BEC Higher(高级)三个等级。考试类型除原有的阅读、写作、听力、口语外,口试成绩计入总分,考试内容也有所变化,题目难度大大提高, BEC 证书的含金量也随之增加。目前, BEC 考试已经推广到亚洲、欧洲、南美洲、澳洲等 130 多个国家和地区,我国考点已超过 60 个。

目前图书市场上有关商务英语的参考书不多,而专门针对 BEC 考试的学习用书就更少了。为满足广大考生和学习者的需要,我们组织了一批具有丰富教学经验,长期从事商务英语教学且具有多年 BEC 口语测试经历的大学教师,在认真研究 BEC 最新考试大纲的基础上,精心编写了这套丛书,奉献给广大考生和读者。

本书为《商务英语阅读》,具有两大特点:一是实用性强。编者仔细研究历年 BEC 中高级阅读试题,根据阅读考试每部分的题型,选择大量真实商务活动和工作环境的文章,编写出在内容、形式和难度上都非常接近正式考试的中高级阅读试题,供考生和读者进行大量的模拟强化训练。二是使用方便。本书分 BEC 中级和高级上下篇,根据 BEC 中高级阅读考试的形式,中级分为五部分,高级分为六部分。每部分都包括题型介绍与答题技巧,并附有练习题。这种编排方式有利于考生根据自己应试的薄弱环节进行训练。

本书适合参加 BEC 考试的考生考前培训、冲刺以及高校商学院、经济学院的学生和一般商务工作者学习英语使用,也是广大英语爱好者提高商务英语能力、扩大商务英语词汇量的好帮手。

编 者

2006 年 3 月

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第一部分 题型介绍与答题技巧

一、题型介绍

剑桥商务英语阅读考试的第一部分是搭配题，出题形式是将句子和短文进行搭配。这是中级和高级考试共有的一个题型，差别在于：在中级考试中，选择项是7个句子，短文是4篇，共约350词，题目要求考生读懂7个句子，并将它们与标有A、B、C、D四个字母的短文中最合适的一段进行匹配。而在高级考试中，考生要将8个句子与标有A、B、C、D、E五个字母的5篇短文进行匹配，这部分的短文长度约为450词。需要注意的是，每个句子只能和一篇短文匹配，但一篇短文可以同时对应几个句子。

这部分试题重点考查考生的略读 (skimming) 和扫读 (scanning) 能力，即考查考生在领会文章主旨的前提下，快速辨别细节和特定信息的能力。考题中的短文通常节选自不同的文章，而内容是相关的，来源是真实的。偶尔也有一些短文是从一篇文章中摘出的4段或5段。值得注意的是，句子和短文的语域或文体往往有很大的差别，这就给我们寻找两者间的相同点造成了一定的难度，导致考生要花费比较长的时间才能找到答案。这样一来，考生用来做其他部分题目的时间就会相应减少，答题正确率当然会降低。所以，如何快速又正确地完成这一部分的题目，是考试成功的关键。

要做到这一点，最重要的是要打下坚实的基础。比如，在做全真题时，要注意收集真题中的重点词汇和长难句。认真做好这一点，在考试中就不会遇到太大的词汇障碍。在做全真题时，要重点关注句子与相对应短文间的同义转换。也就是说，要注意句子与短文中的相应部分是如何用不同的表达来传递相同信息的。经常总结这些同义转换，有助于考生在答题时更迅速地找到句子与短文间的相同点，从而更快、更准确地找到答案。

二、答题技巧

这一部分的题目在整个阅读考试中难度居于第二位，仅次于第二部分的句子填空题。要做好这道题，考生首先要熟悉商务英语考试中常考的一些商务词汇。这其实也

是整个商务英语考试的基础，没有这个基础，就无法读懂文章，做题的时候只有靠猜测，答题的正确率肯定不高。对于第一部分的题目来说，有些句子就是对应短文中的某个特定单词的，如果我们不知道这个单词的意思，就无法找到与句子对应的短文。所以在平时的备考中，大家可以多读一些报纸和杂志上的商务文章，网上也有很多这一类型的文章。在阅读过程中要认真收集常用的商务词汇，并关注商务文章的行文特点和常用句型。可以选取其中的长难句进行翻译，以提高自己对商务句型的熟悉度，从而更快地理解句子和文章，为快速而正确地答题做好准备。

很多考生害怕这道题，不知道如何准备才能做好这道题。其实，大家只要掌握了它的规律，这道题做起来并不难，也不需要花费太多的时间。除了在备考时按前面提到的方法准备外，大家在做题的过程中也要注意答题的步骤，因为正确的答题步骤也能帮助我们提高做题速度：

1. 快速浏览指令。

考生在备考时会做很多模拟题和全真题，对题目前面的考试指令已经很熟悉了，所以大部分的指令都不需要读，只需要读一下指令中的第一条，它会告诉我们短文的主题，使我们对将要阅读的短文有一个总体印象。

2. 快速阅读考题中的7个(或8个)句子，边读边标出关键词。

先读句子，并通过标关键词简化句子信息，再带着这些信息读短文，就可以有的放矢地在短文中寻找句子中信息的对应点，从而将句子和短文搭配起来。

3. 快速阅读考题中的4篇(或5篇)短文。

阅读时主要关注每篇短文的细节信息，标出和句子对应的关键点。如果发现某些地方似曾相识时，那么这个部分就有可能和某个句子有关联，考生应立刻返回到句子部分，查看和这个部分对应的关键词在哪个句子中，这一题就解决了。接下来可以照此步骤解决其他6个(或7个)句子。

做这道题的一个基本原则：每篇短文最多对应2个句子，至少对应1个句子。所以在考试过程中，大家只要每篇短文中找出2个信息点和2个句子对应就可以了。如果出现1篇短文对应3个句子的情况，我们就要再回头快速浏览每篇短文，这次只需看一下短文中没有画线的部分就可以了。由于这是我们第二次阅读短文，对每篇短文的侧重点已经有了印象，需着重读哪几篇或是哪一篇已经心中有数了；而且这次只需要读未画线部分，阅读量又进一步减少，我们就可以很快找到需要对应第3个句子的短文了。

由于时间很紧，我们在做完这部分的题目后一般不会再检查，所以在做题过程中，搭配句子和短文时要慎重，要保证句子的每个重要部分在短文中都能找到同义表达，才能把它们搭配在一起，因为有些迷惑选项(不论是句子还是短文)往往只有某个部分是不相符的，或者是找不到相应信息的，如果不注意的话，很容易出现搭配错误。这一题的错误是成对出现的，错一题就等于错两题，失分率比较高，所以考生要胆大心细，既要果断做出选择，又要仔细确认两者是否真的相匹配。

大家只要按照前面提到的准备方法复习，在做题过程中按照正确的解题步骤进行练习，考试时就可以发挥正常水平，取得理想的成绩。

Part One Vantage

Practice One

Questions 1-7

- Look at the sentences below and the introductions of four business teachers on the opposite page.
- Which section (A, B, C or D) does each sentence 1-7 refer to?
- For each sentence 1-7, mark one letter (A, B, C or D) on your Answer Sheet.
- You will need to use some of these letters more than once.
- There is an example at the beginning, (0).

Example:

0 A person's book deals with a series of new ways to provide environmental knowledge.

0	A	B	C	D
---	---	---	---	---

Answer: A

1. A person's books have shown how some social problems developed.
2. A person was regarded as the first one to study management.
3. A person is a co-author of a book.
4. A person wrote a book to introduce himself.
5. A person thinks innovations in one area will influence innovations in other areas.
6. A person tried to tackle some social problems in certain area.
7. A person studied some social problems from a unique angle.

- A** Goleman's recent book, *Ecological Intelligence: The Hidden Impacts of What We Buy* (2009) argues that innovative information systems that offer ecological transparency regarding the environmental, health, and social impacts of goods will create a powerful market-based incentive for wide-ranging entrepreneurial innovations in sustainable methods of manufacturing and business practices.
- B** Christensen and his colleagues have authored seven books. These include his seminal work, *The Innovator's Dilemma* (1997); *The Innovator's Solution* (2003), and *Seeing What's Next* (2004). Christensen spent much of the past decade examining through the lenses of his theories of innovation why our public schools struggle to improve, and why health care is so expensive and inaccessible.
- C** Recently, Professor Porter has devoted considerable attention to understanding and addressing the pressing problems in health care in the United States and other countries. His book, *Redefining Health Care* (2006, with Professor Elizabeth Teisberg), develops a new strategic framework for transforming the value delivered by the health care system, with implications for providers, health planners, employers, and government, among other actors.
- D** Drucker authored 39 books in his lifetime, two of them novels and one an autobiography. His breakout book, *Concept of the Corporation* (1946), a social analysis on the inner workings of GM, was the first of his many bestsellers. In 1952, he published the seminal work *The Practice of Management*, leading him to be called "the man who invented management."

Practice Two

Questions 1-7

- Look at the sentences below and the article on the opposite page about extras that build power and leadership.
- Which section (A, B, C or D) does each sentence 1-7 refer to?
- For each sentence 1-7, mark one letter (A, B, C or D) on your Answer Sheet.
- You will need to use some of these letters more than once.
- There is an example at the beginning, (0).

Example:

0 Being a good communicator outside your company will win you your colleague's respect.

0	A	B	C	D
---	---	---	---	---

Answer: D

1. You can find out what others are not aware of.
2. You will replace others to work sometimes.
3. A reputation is accumulated from sharing what you own with others.
4. You are likely to be a leader if you always make good preparations for the issues to be discussed at the meetings.
5. You can be trained to be a good leader.
6. If you want a more important position, you should help finishing the tasks even though you are not a leader.
7. You would like to contribute some money to start funding a new project.

Extras that Build Power and Leadership

- A** Collegueship. Being a good colleague means helping the entire group achieve results even when you're not in charge—for example, by filling in for an absent co-worker, showing up at a special event that's not required, or *pitching in* with ideas and information for someone else's project. This factor, intangible as it seems, is written into the formal standards for promotion at my own institution, Harvard Business School. Collegueship is considered a sign of whether someone can take on bigger leadership responsibilities in a flat, decentralized organization.
- B** Extra resources. Being a giver is powerful, especially when the gift is unexpected. Sprinkling small amounts of money or opportunities around the organization can build enormous goodwill. Please note that I certainly don't mean bribery or crossing any ethical lines—never! But anyone who has control over some resources can find legitimate, task-oriented ways to share them—for example, funding dinners for a hard-working project team or providing seed money for expenses for promising innovations. Using personal resources can matter even more, such as donations to co-workers' favorite charities.
- C** Framing issues. Being the first to name an issue shows leadership. One big Extra in any endeavor is to identify new opportunities or unsolved problems, and then convene conversations around them. With self-organizing now a major operating mode, the people who set the agenda also set themselves up as potential leaders. It's not necessary to ask anyone's permission to lead; the self-organizers just do it.
- D** External diplomacy. Civic boards or non-profit causes can groom leaders, and even more so if one's own organization has an interest in the cause. Joining professional associations or industry networks and carrying information back and forth to and from the home team can also build internal power. Being a good ambassador externally reverberates internally. Extras serve as signs of whether a person can be entrusted with major decisions or control over assets that requires doing what needs to be done regardless of formal requirements. They show that the leader will take care of others and the organization.

Practice Three

Questions 1-7

- Look at the sentences below and the business news reports on the opposite page.
- Which section (**A**, **B**, **C** or **D**) does each sentence **1-7** refer to?
- For each sentence **1-7**, mark one letter (**A**, **B**, **C** or **D**) on your Answer Sheet.
- You will need to use some of these letters more than once.
- There is an example at the beginning, (**0**).

Example:

0 The product includes only basic features and is not of the highest possible quality.

0	A	B	C	D
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Answer: A

1. Failing to follow a course of action leads to more serious and continuous losses.
2. The past experience may provide a clue as to how to deal with nowadays' situation.
3. People's opinions about certain companies are proved wrong.
4. Some countries will have to lose more money than others.
5. A difficult task should be finished instead of delaying.
6. Products which do not look appealing as the other seem to influence more people.
7. It makes reference to the swift proceeding of certain companies.