



挑战国际商务英语丛书



BEC中高级 国际商务英语 满分阅读



BEC Vantage

BEC Higher

向嫣红 主编

湖南师范大学出版社



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主编

向嫣红

副主编

易滢 向四立

编写人员

向嫣红 易滢 向四立 许俊 刘霞

湖南师范大学出版社

图书在版编目(CIP)数据

BEC 中高级国际商务英语满分阅读 / 向嫣红主编. —长沙: 湖南师范大学出版社, 2003. 4

(挑战国际商务英语丛书)

ISBN 7-81081-292-0/H·020

I. B II. 向 III. 商务—英语—阅读教学—自学参考资料 IV. H319.4

中国版本图书馆 CIP 数据核字(2003)第 016405 号

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向嫣红 主编

◇副主编: 易 滢 向四立

◇编写人员: 向嫣红 易 滢 向四立 许 俊 刘 蓓

◇责任编辑: 李 阳 刘 蓓

◇责任校对: 李永芳

◇出版发行: 湖南师范大学出版社

地址/长沙市岳麓山 邮编/410081

电话/0731.8853867 8872751 传真/0731.8872636

◇经销: 湖南省新华书店

◇印刷: 湖南新华印刷集团有限责任公司(邵阳)印刷

◇开本: 787×1092 1/16

◇印张: 15

◇字数: 385 千字

◇版次: 2003 年 4 月第 1 版 2003 年 4 月第 1 次印刷

◇印数: 1—6000 册

◇书号: ISBN 7-81081-292-0/H·020

◇定价: 19.80 元



前言

剑桥商务英语证书(BEC)考试是由英国剑桥大学考试委员会推荐、国家教委考试中心承办的权威性考试。该考试分 BEC 初级(BEC Preliminary)、BEC 中级(BEC Vantage)和 BEC 高级(BEC Higher),每年举办两次。BEC 证书可被各类涉外企业、部门、组织或机构用来招收职员时作为英语能力的证明,也可被商务工作人员或英语学习者作为提高英语水平的验证等。对用人单位来说,它为求职者提供权威和统一的职业英语能力标准,对即将进入就业领域的在校学生或已工作的青年来说,它将是就业、求职的重要砝码。

商务英语各级证书在结构、风格和内容上大致相同,都是从听、说、读、写这四种语言技能方面对考生的商务英语水平进行考查,其考试要求依次更高,难度更大,时间更长。“商务”内容贯穿于全部考试中,考试材料全部选自商务活动中的真实素材,因而,BEC 各级证书要求考生掌握广泛的商务知识、语言知识以及解题技巧,并具有运用一定的技巧猜出生词的意思、读懂有难度的文章的能力。

由于自 2002 年起,BEC 中级阅读题型有较大的改变,如:第二部分的备选句子由 8 句减少为 6 句,第三部分由原来的主题归纳题型改为四项选择阅读理解题型,原第五部分删除了 Section B 改错题等。更重要的是,口语测试成绩将计入总分,即听、说、读、写各占百分之二十五。编写《BEC 中高级国际商务英语满分阅读》旨在满足 BEC 证书应试者和广大商务英语学习者的要求,帮助他们在掌握商务英语阅读核心内容的基础上,熟悉考试题型,理清思路,达到提高商务英语实际运用能力和考试应试能力的目的。同时帮助他们突破诸如剑桥高级管理证书、金融管理证书的考试,英国伦敦工商会考试局的商务英语 I/II/III 级的考试,以及其他各种商务英语证书或资格证书的考试。

本书特色:

- 本书是严格按照 BEC 最新考试大纲要求并模拟最新全真题(2002 年新题型)精心编写而成的,由 BEC 中高级商务英语满分阅读应试技巧、中级模拟测试题、高级模拟测试题三部分组成。

- 第一部分选用了 BEC 最新样题作例解,精练地概括了 BEC 中、高级商务英语阅读的测试目的和要求、题型特点、解题方法和技巧。

- 中、高级模拟测试题的知识内容互补,涵盖了商务英语核心内容。

- 中、高级模拟测试题后备有注解和答案,便于学习者及时查阅。

- 精挑细选的各类文章是学习者模仿背诵的好素材,知识和词汇的积累也有助于读者提高商务英语写作、听力、口语的水平。

- 配合学习本书作者主编的《国际商务英语核心词汇一本通》(湖南师范大学出版社 2002 年出版)将取得最佳效果。

本书虽然经反复审校,仍可能有不妥或错误之处,诚请广大读者批评指正。

编者

2003 年 4 月于湖南大学



目 录

第一部分 BEC 中、高级商务英语满分阅读应试技巧	(1)
第一章 BEC 中、高级商务英语阅读测试要求与选材范围	(2)
第二章 BEC 中、高级商务英语阅读题型攻略	(3)
第二部分 BEC 中级商务英语满分阅读模拟测试题与答案详解	(19)
Model Test 1	(20)
Model Test 2	(29)
Model Test 3	(38)
Model Test 4	(47)
Model Test 5	(56)
Model Test 6	(65)
Model Test 7	(74)
Model Test 8	(83)
Model Test 9	(92)
Model Test 10	(101)
中级模拟测试题注解和答案	(111)
第三部分 BEC 高级商务英语满分阅读模拟测试题与答案详解	(121)
Model Test 1	(122)
Model Test 2	(132)
Model Test 3	(142)
Model Test 4	(152)
Model Test 5	(162)
Model Test 6	(172)
Model Test 7	(182)
Model Test 8	(192)
Model Test 9	(202)
Model Test 10	(212)
高级模拟测试题注解和答案	(223)

第一部分

BEC 中、高级商务英语满分阅读应试技巧

本部分导读

- BEC 中、高级商务英语阅读测试要求
 - BEC 中、高级商务英语阅读测试选材范围
 - BEC 中、高级商务英语阅读应试题型攻略
 - ▼ 单句对号题
 - ▼ 单句填空题
 - ▼ 阅读理解题
 - ▼ 完形填空题
 - ▼ 知识运用题
 - ▼ 省略词语题(校阅)
-



第一章 BEC 中、高级商务英语阅读测试要求与选材范围

一 BEC 中、高级商务英语阅读测试要求

BEC 中、高级商务英语阅读测试要求考生能理解各种类型的商务性图表、项目表、招牌、指令、目录、说明书、单据等,能阅读并正确理解一般商务信函、报告、报刊商务文章、新闻报道、各种广告、传单等。这部分测试对考生的语言水平(如词汇量、语法知识等)要求较高,要求他们具备扎实的英语语法知识和较大的词汇量,能借助上下文辨别词义,识别语言使用中的错误。此外,还要求考生具备较高层次的阅读技能,如通过快速阅读捕捉文章主题、迅速查阅具体信息、识别文章逻辑结构、区分主次信息、分辨事实与观点、合理归纳中心大意、正确推断句际语义联系等。

二 BEC 中、高级商务英语阅读测试选材范围

BEC 各级考试的选材范围大同小异,只是对语言知识和技巧的测试难度不同而已。常见的题材有以下 11 大类:

1. 身份介绍 (Personal identification): 此类阅读材料包括相互问候、自我介绍和介绍他人、询问或提供个人情况、描述工作和职责范围以及公司情况介绍等。
2. 办公环境与日常事物 (The office, general business environment and routine): 此类阅读材料覆盖面广,构成日常商务活动的重要内容,如会晤及会议安排、会议记录、日后工作筹划、拟定或更改计划、发布或接受指令、预示未来发展趋势以及陈述看法、建议和需求、公司内部沟通的报告、信件和备忘录等。
3. 招待客户与闲暇活动 (Entertainment of clients, free time, relationships with colleagues and clients): 此类阅读材料包括邀请、接受、谢绝、感谢、欢迎、闲暇活动等方面的内容。
4. 旅行和会议 (Travel, conferences and meetings): 此类阅读材料主要涉及旅行咨询、旅馆以及飞机、车船票的预订、登记住宿和退房、订餐和遵循各种指示等。
5. 保健和安全 (Health and safety): 此类阅读材料涉及工作场所的保障安全和健康的规章制度、增进健康的体育活动和其他有益于身心健康的业余活动以及生产指令和通知等。
6. 采购与销售 (Buying and selling): 此类材料包括买卖过程中的价格、交货时间与方式、报价、合同洽谈、达成交易等内容。
7. 公司机构、系统与工序 (Company structures, systems and processes): 此类材料主要涉及公司组织机构、工作程序(如员工选拔和招聘)、生产工序以及定货和发货系统等方面。
8. 产品与服务 (Products and services): 此类题材主要包括介绍产品或服务类别及其功能、比较不同产品或服务项目、表达对产品或服务质量的喜好、不满或歉意以及接受投诉等方面的内容。
9. 结果与成就 (Results and achievements): 此类题材包括对公司营运业绩、重要事件与成

果的总结以及发展趋势等内容的评述和解释。

10. 商务问题 (Business issues): 此类题材涉及一般的商务话题, 如管理技巧、促销战略、员工培训、商业服务等方面。

11. 其他题材范围 (Other topic areas): 日常生活中屡见不鲜的题材如食品、饮料、消费品、教育、购物、时事政治、天气等都可能会出现在阅读材料之中。值得注意的是上面所列举的绝大多数内容也同样属于听力、写作和口语测试部分的范畴。

第二章 BEC 中、高级商务英语阅读题型攻略

剑桥中、高级商务英语阅读共包括单句对号、单句填空、阅读理解、完形填空、知识运用和省略词语等六种题型, 其中, 知识运用这一部分是高级所特有的题型。BEC 中、高级商务英语阅读测试时间为一小时, 只是在难度和题型方面有差别 (见下表)。

BEC 中级 BEC 高级	题 型	题 数	字 数
	多项匹配	8 / 7	约 250~350 约 450
	补全句子	6 / 5	约 450~550 450~550
	阅读理解四项选择	6 / 6	约 450~550 500~600
	完形填空四项选择	10 / 15	约 200~300 约 250
	知识运用 (非选择性完形填空)	10 / 无	约 250
	省略词语 (校阅)	12 / 12	150~200 150~200

一 单句对号题

这是一种匹配选择性的试题, 由几个单句和几篇内容相关的短文或段落构成。这几个单句分别与其中一篇短文所谈及的内容相符, 要求考生将句子分别与有关的短文匹配。此项目主要考查考生的略读与查阅能力, 即能否在较短时间内把握文章的主题与大意, 理解各句子的意思并将两者联系起来。

阅读时, 考生可按照卷面排列的顺序先看单句后读短文, 也可在阅读短文后再看单句。但笔者推荐第一种做法, 因为考生读过单句后可首先了解试题的内容, 这样在阅读短文时可尽量



减少阅读的盲目性,节省时间,提高阅读效率。

答题时可采取以下步骤:

- * 仔细阅读单句,正确理解每句的意思,并找出每句的关键词语;
- * 快速浏览短文,依靠标题迅速抓住每篇短文的主题。浏览过程中借助单句的关键词找出答题所需的具体信息并作出标记,那些暂时无法肯定的句子可先放置一边,留待第二次阅读时解决;
- * 第二次阅读短文以找出第一遍浏览时尚未找到的信息为主要目的,还可顺便检查已初步认定的内容与单句是否相匹配;
- * 为确保准确无误,若有时间可再次进行检查,以免有谬误或疏漏之处。

【典例剖析】

PART ONE (BEC VANTAGE)

- Look at the statements below and the information about training courses on the opposite page.
- Which course (A, B, C or D) does each statement refer to?
- For each statement, mark one letter (A, B, C or D) on your Answer Sheet.
- You will need to use some of these letters more than once.

Example:

0 This course will use case studies of different companies.

0	A	B	C	D
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 1 This course is for people with little or no experience of the topic.
- 2 You will learn what a lender can do if a company does not repay a loan.
- 3 Companies can decide where their employees will take the course.
- 4 You will learn to assess whether a business can pay back the money it owes.
- 5 This course will help you to deal with the paperwork involved in processing loans.
- 6 You will look at the legal aspects of hiring equipment.
- 7 This course will concentrate on the laws that apply when a business borrows money.



A

Loans Administration

This course looks at the administrative functions of a bank's loans department, e.g. dealing with credit applications and keeping records of loan transactions. We will use real application forms of the type that administrative staff in loans departments regularly handle. It will be particularly useful for experienced staff with day-to-day administrative responsibility for loan portfolios. Although most clients choose to enjoy our beautiful premises, the course can be run at the client company or elsewhere.

B

Cashflow Analysis

On this advanced course you will build up a database of a company's cashflow over time and identify and interpret patterns of change. You will analyse the cashflow of a few sample companies and use your analysis to judge their ability to settle their debts. This course will help you perform an advanced cashflow analysis of your own company.

C

Loan Contracts

Open to anyone who completed our introductory course on legal contracts in business, this course looks at the legal principles involved when a company takes out a loan, and outlines how to take legal action against a company that defaults on its repayments. You will compare the interests and responsibilities of both parties to a loan contract.

D

Leasing & Asset Finance

This is a course for those new to leasing. It will provide you with a basic understanding of why companies prefer to lease property or machinery, rather than buy. You will learn about both the expenses and tax benefits of leasing and you will study a variety of lease agreements and the laws relating to them.

详解:

- 题1 正确答案为D。这一课程是为在这方面经验很少或没什么经验的人开设的。D段“it will provide you with a basic understanding”一句中的“basic understanding”即“基础知识”，经验很少或没什么经验的人自然是要从基础知识学起的，因而此处是答题点。
- 题2 正确答案为C。你将学习当公司不偿还债款时，贷方可采取哪些行为。借助于四篇短文的标题和此句中的“repay a loan”这一短语，我们知道答案应该是A或C，但仔细阅读时可发现，C段中的“how to take legal action against a company that defaults on its repayments”（怎样对拖欠款项的公司采取法律行动）与第二题相符合。
- 题3 正确答案为A。公司可以决定雇员参加培训的地点。此题的关键词语是“培训的地点”。



点”,而在 A 段中我们可找到“the course can be run at the client company or elsewhere”(课程可以在客户公司或任何地点进行)一句与之相合。

- 题 4 正确答案为 B。你将学习评估一家企业能否偿还它所欠的债款。B 段中的“use your analysis to judge their ability to settle their debts”(利用你的分析判断公司支付债务的能力)一句就是答题点。
- 题 5 正确答案为 A。这一课程可以帮助你解决处理贷款时所涉及的文书工作。同第二题一样,借助于四篇短文的标题和此句中的“processing loans”,我们知道答案应该是 A 或 C;同时,“文书工作”也是此题的另一关键词语。结合这两点,再比照 A 段中的“keeping records of loan transactions”(保存贷款交易的记录)这一短语,答案就非常明显了。
- 题 6 正确答案为 D。你将着眼于租赁设备的法律问题。此题的做法类似前一题,短文的标题和句中的“hiring equipment”提示我们答案应在 D 段,该段的最后一句“you will study a variety of lease agreements and the laws relating to them”(你将学习各种租赁协议和与之相关的法律)即为答题点。
- 题 7 正确答案为 C。这一课程主要涉及的是公司借贷时所适用的法律。利用句子中“borrows money”这一短语和短文的标题,我们可以轻易在 C 段中找到与之相应的句子“Open to anyone who completed our introductory course on legal contracts in business, this course looks at the legal principles involved when a company takes out a loan, and outlines how to take legal action against a company that defaults on its repayments”,该句中的“法律合同”、“法律原则”等字样就是答题的根据。

二 单句填空题

这是一种句子填空题,其卷面形式为一篇长度适中的阅读文章,文章中被抽去几个句子,要求考生在文章后面提供的句子中选择合适的句子填补空缺处,所供选择的句子中有一个是例句,有一句是不能填进任何一个空里的干扰句。此项试题主要考查考生对文章整体意义的理解、单句的理解以及对逻辑语法结构的分析判断能力,难度较大。

考生在做此项试题时,要注意两点:一是要从文章整体意义出发,从全文的角度审视空缺处;二是要注意段落内部的连接关系,充分利用上下文线索进行合理的分析、推断。

答题时可采取以下步骤:

- * 迅速浏览文章以获取大意,利用主题句迅速弄清各段的中心大意以及作者组织各段的逻辑方式;
- * 仔细阅读选择项,然后将选择项按段落中心大意或主题分类,并剔除与各段主题均不符的选择项,以缩小选择范围;
- * 认真阅读各段,通过上下文中表逻辑关系的词语、语法结构以及相关词汇或句子所指的对象等线索来选定能填入空缺处的句子。如果不能立即确定选择的句子,做下一个填空——在做其他的填空时,可能会弄清这一个填空所需的句子;
- * 最后再把全文重新阅读一遍,重点放在空缺处的上下句,检验自己的推断是否合理。



【典例剖析】

PART TWO (BEC VANTAGE)

- Read the article below about a psychologist's advice to managers.
- Choose the best sentence from the opposite page to fill each of the gaps.
- For each gap, mark one letter (A – G) on your Answer Sheet.
- Do not use any letter more than once.
- There is an example at the beginning, (0).

The Psychology of Management

If overflowing in-trays frighten you or solving problems makes you sweat, there's a new range of business books called The Management Guides that you can turn to with confidence. (0)...G... In addition, they're written in accessible language by Kathy Harman, a chartered occupational psychologist who heads her own London-based consultancy business. She says that the guides are intended for professionals working in small British companies, where thinking about management can be a low priority because of endless lists of other responsibilities.

(1)..... After this initial message to the reader, the following pages contain sections on every aspect of business, from managing your own time and selecting employees to planning ahead for the future.

One of the reasons Harman wrote these guides was that she knows not every business is able to invest in training. The difficulty, especially for small businesses, is that, "People are professionals first and foremost and somehow they are just expected to pick up management skills as they go along."

(2)..... And becoming one, she recognizes, is especially difficult if you're not used to communicating effectively or delegating work.

She adds, "It's all very well managing areas that you have control over and you can do all the planning you feel is necessary, but there are always going to be other people out there who do the most unexpected things." (3)..... Such a choice of approaches is essential to any business; this can only be achieved by managers having good, friendly relationships with all their staff and business contacts. "The important thing in management," say Harman, "is the human element."

Her advice to managers everywhere is to maintain professionalism at all times. "If you've ever managed anyone," she says, "you'll know that you're not allowed to be fed up because when the staff come to you, they don't want to know about your problems, they want their problems solved."

Harman feels confident about making such an analysis because of her years of training as an occupational psychologist. (4)..... "What you find there is that most senior managers have had some kind of psychological training, while in this country most managers get their management psychology second-hand by listening to other managers."

The overall message from Harman is a simple one, and it's got nothing to do with technology or databases. (5)..... "More and more managers," she says, "are realising this and beginning to appreciate that without the right staff at all levels, you really haven't got a business. People are your principal resource."

Example:

0	A	B	C	D	E	F	G
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- A And when they do, managers need a variety of strategies to fall back on.
- B This, of course, is unlikely to be easy, because being an expert in your field doesn't necessarily make you a good manager.
- C The question that most of them ask is, "Can we actually afford a management training course?"
- D Although this area of study is becoming more acceptable in the business world, Britain is a long way behind the rest of Europe.
- E It's about creating a working environment that promotes the well-being of everyone, from the post room to the board room.
- F This is illustrated at the beginning of each guide with the quote, "This book is for those who would like to manage better but are too busy to begin."
- G They're short, pocket-sized, and very reasonably priced at £2.99 each.

详解:

- 题1 正确答案为F。下一句提到“在这一条给读者的最初信息之后”，根据句子的逻辑联系，第一空中肯定该提到作品中的某一个句子，选择项中有直接引语的句子只有C和F。比较这两句，C句中的“them”指的应该是人，与下文中的“the following pages”无法呼应，所以答案就是F。
- 题2 正确答案为B。该空的上文说，困难在于人们首先是专业人员，而且不知何故，我们就是期盼他们能获得管理技巧。下文提到，如果你不习惯有效地进行交流或指派工作的话，作为这样的一个人尤其困难。选择项中哪一句既能承接上句，又可以引起下一句呢？读过供选择的这几个句子，不难看出，非B莫属了。句中的“This, of course, is unlikely to be easy”承接上一句“being an expert in your field”，则与下文中的“becoming one”构成了指代关系。
- 题3 正确答案为A。下文中的“Such a choice of approaches”(对方法的这样一种选择)提示我们所空缺的句子中必须提到“多种方法”或类似的内容。仔细阅读选择项，A项中的“a variety of strategies”就是与之紧密相关的答题点了。
- 题4 正确答案为D。下文中的“there”和“while in this country”说明这是在拿两个地点进行比较，那么上文的空缺处就应该提到具体的地点名称了。从选择项中我们不难发现，只有D项中有“Britain”，“the rest of Europe”这样的地点名词。
- 题5 正确答案为E。这一段应该是文章的总结部分，第一句中提到Harman的观点总的来说很简单，那么下文就应该用简单的句子来总结这个观点，在剩下的选项中E(就是要创造一个能促进每个人的福利的工作环境)自然是最佳选择。

三 阅读理解题

这是考生们最熟悉的题型之一。它由一篇较长的文章和六个多项选择题构成,要求考生根据文章中的相应信息从四个选项中选择出每道题的惟一正确答案。此项试题主要测试考生确定中心思想,辨认、查找特定信息和进行判断、作出结论或推论的能力。

阅读理解题型的特点和相关的解题技巧相信考生大都十分熟悉,在做剑桥商务英语考试的此项目时,要特别注意的是:(1)剑桥商务英语考试的文章范围都是以经济和商务为主,要求考生具备有较深厚、广泛的相关背景知识;(2)了解阅读理解试题的形式,剑桥商务英语阅读理解测试的问题主要有四种——有关文章中心思想的问题,有关推论性的问题,有关作者态度的问题和有关文章中某一句具体事实或观点的问题,有时还牵涉单个词语的理解;(3)剑桥商务英语阅读理解测试出题一般都有顺序性,但要注意出题者故意设置的陷阱。

答题时可采取以下步骤:

- * 迅速浏览文章以获取大意;
- * 仔细阅读所有的问题;
- * 要么重新仔细阅读文章,然后回答问题;要么带着问题仔细地阅读文章相关的部分并回答问题(笔者推荐使用第二种做法,这样可使阅读的目的性加强,从而做到有的放矢)。

【典例剖析】

PART THREE (BEC VANTAGE)

- Read the article below about effective communication and the questions on the opposite page.
- For each question, mark one letter (A, B, C or D) on your Answer Sheet for the answer you choose.

The Importance of Good Communications

Effective communication is essential for all organisations. It links the activities of the various parts of the organisation and ensures that everyone is working towards a common goal. It is also extremely important for motivating employees. Staff need to know how they are getting on, what they are doing right and in which areas they could improve. Working alone can be extremely difficult and it is much easier if someone takes an interest and provides support. Employees need

to understand why their job is important and how it contributes to the overall success of the firm. Personal communication should also include target setting. People usually respond well to goals, provided these are agreed between the manager and subordinate and not imposed.

However, firms often have communications problems that can undermine their performance. In many cases, these problems occur because messages are passed on in an inappro-



appropriate way. There are, of course, several ways of conveying information to others in the organisation. These include speaking to them directly, e-mailing, telephoning or sending a memo. The most appropriate method depends on what exactly it is you are communicating. For example, anything that is particularly sensitive or confidential, such as an employee's appraisal, should be done face-to-face.

One of the main problems for senior executives is that they do not have the time or resources needed to communicate effectively. In large companies, for example, it is impossible for senior managers to meet and discuss progress with each employee individually. Obviously this task can be delegated but at the cost of creating a gap between senior management and staff. As a result, managers are often forced to use other methods of communication, like memos or notes, even if they know these are not necessarily the most suitable means of passing on messages.

The use of technology, such as e-mail, mobile phones and network systems, is speeding up communication immensely. However, this does not mean that more investment in technology automatically proves beneficial: systems can become outdated or employees may lack appropriate training. There are many communications tools now available but a firm cannot afford all of them. Even if it could, it does not actually need them all. The potential gains must be weighed up against the costs,

and firms should realize that more communication does not necessarily mean better communication.

As the number of people involved in an organisation increase, the use of written communication rises even faster. Instead of a quick conversation to sort something out numerous messages can be passed backwards and forwards. This can lead to a tremendous amount of paperwork and is often less effective than face to face communication. When you are actually talking to someone you can discuss things until you are happy they have understood and feedback is immediate. With written messages, however, you are never quite sure how it will be received. What you think you have said and what the other person thinks you have said can be very different.

The amount of written information generated in large organisations today can lead to communication overload. So much information is gathered that it gets in the way of making decisions. Take a look at the average manager's desk and you will see the problem - it is often covered in letters, reports and memos. This overload can lead to inefficiencies. For example, managers may not be able to find the information they want when they need it. Communication is also becoming more difficult with the changes occurring in employment patterns. With more people working part-time and working from home, managing communication is becoming increasingly complex.

- 1 In the first paragraph the writer recommends that communication with staff should include
 - A some feedback on their job performance.
 - B an explanation of how company targets have been set.
 - C information on promotion prospects within the company.
 - D an indication of which duties they can expect assistance with.
- 2 According to the writer, the best way of achieving effective communication is to
 - A adapt the message to suit a particular audience.
 - B make the content of messages brief and direct.
 - C select the most suitable means of conveying a particular message.
 - D ensure that information is targeted at the appropriate group of people.



- 3 What does the writer say about the communication options available to senior managers?
 - A Sending memos to staff is one of the most efficient methods.
 - B It is important to find the time to discuss certain matters with staff.
 - C They should increase the range of options that they use.
 - D Getting junior managers to talk to staff can create different problems.
- 4 What advice is given about the communication tools made available by technology?
 - A Aim to limit staff use of certain communication tools.
 - B Evaluate them in terms of the expenditure involved.
 - C Select them on the basis of the facilities they offer.
 - D Encourage more staff to attend training courses in their use.
- 5 According to the writer, a problem with written communications is that
 - A the message can be interpreted differently to what was intended.
 - B it can be easy for people to ignore the contents of a written message.
 - C most people are more comfortable with face-to-face communication.
 - D it is possible for correspondence to get lost within a large organisation.
- 6 According to the article, what is the effect of receiving large amounts of written information?
 - A It is counter-productive.
 - B It causes conflict in a company.
 - C It leads to changes in work patterns.
 - D It makes the main points more difficult to identify.

详解:

- 题1 正确答案为 A。题目告诉我们从第一段中寻找答案,第一段中提到与职员的交流应包括两个方面:“motivating employees”和“target setting”,其中“motivating employees”指的是“Staff need to know how they are getting on, what they are doing right and in which areas they could improve”(职员需要知道他们工作得如何,什么做对了以及在哪些方面需要改进),这与选项 A(对他们工作表现的反馈)是同一个意思。
- 题2 正确答案为 C。带着题目中提到的“达到有效交流的最佳方式”这一关键短语,我们可以在文章第二段找到这样一句话“The most appropriate method depends on what exactly it is you are communicating”(最合适的方法取决于你的交流内容是什么),答案自然就是 C(选择传达特定信息的最佳方式)。
- 题3 正确答案为 D。这一题题目中的信息词是“senior managers”,我们可以依靠它在第三段中找到“this task can be delegated”(这一任务可以指派给他人)这一句,高级经理自然是把任务指派给低级经理或职员,那么答案就是 D 了。
- 题4 正确答案为 B。技术发展所提供的交流工具(“the communication tools made available by technology”)出现在文章的第四段,比较选择项与段中的“‘There are many communications tools now available but a firm cannot afford all of them’和‘The potential gains must be weighed up against the costs’”两句,不难发现选项 B 中所提到的 expenditure(支出;花费)一词就是答题点。
- 题5 正确答案为 A。文章第五段的最后一句“What you think you have said and what the other person thinks you have said can be very different”(你认为你所说的和其他人认为你所说的可能大不相同)即为答题点, A 项是对该句子的改写。



题6 正确答案为A。文章最后一段中的“The amount of written information generated in large organisations today can lead to communication overload”, “This overload can lead to inefficiencies”两句告诉我们,收到大量书面信息只会带来信息超载,并不能提高效率,这与选择项A(达不到预期目标的,起反作用的)是一码事。

四 完形填空题

这也是考生们熟悉的题型,由一篇包括若干空白的短文构成,要求考生在给定的四个选项中选择正确的答案,填入空白处。这一题型主要考查考生的单句理解能力和语篇能力,因此四个选项大多是词性相同而意义或用法相异的词语,有的部分还涉及固定搭配、同义词辨析和句子结构,并且该部分的试题为一篇短文,并且四个选项的词类相同,做题时不能按语法结构来判断而要注重语篇的理解。

答题时可采取以下步骤:

- * 迅速浏览文章以获取大意,用略读的方法通读全文,掌握全文的大意;
- * 认真研究和分析各选项,进一步理解短文,揣摩各题测试的意图,从而找出信息词,协助选定最佳答案;
- * 仔细再次阅读文章,根据要求对碰到的选择题作出选择,充分依靠上下文及其逻辑关系、基本语法知识和常识来进行判断与选择;
- * 最后再把全文重新通读一遍,检验自己的选择是否正确。

【典例剖析】

PART FOUR(BEC HIGHER)

- Read the article below about data presentation.
- Choose the best word to fill each gap from **A, B, C or D** on the opposite page.
- For each question, mark one letter (**A, B, C or D**) on your Answer Sheet.
- There is an example at the beginning, (0).

Clear presentation of data

The preparation and presentation of data is a common part of business. In.....(0)..... of preparation for meetings, it is essential to remember that it should be presented in a user-friendly way. That means it must be in a form to which members of the meeting can easily.....(1)..... “Never underestimate intelligence, but never overestimate knowledge” is a good expression to remember in this context. Most people can understand the most complex information,.....(2)..... it is presented in a form they find accessible. Thus, all data should avoid jargon and use.....(3)..... language. Written text should be presented in a way that will.....(4)..... to the average reader. It should be prepared carefully,.....(5)..... use of headlines, illustrations and photographs. Remember that the human eye sees a page as a picture. If the aim of a document is to be understood, it must be designed in a way that.....(6)..... the reader comprehends it. This may seem an obvious