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新编剑桥商务英语 自测练习与解答 (中级)

PASS Cambridge BEC Vantage

Self-Study Practice Tests *with Key*



Russell Whitehead
Michael Black



经济科学出版社
Economic Science Press



Summertown
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PASS Cambridge BEC
Vantage Self-Study Practice
Tests with Key

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(中级)

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Michael Black

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为了给考生应试提供全面有效的学习指导, 以使其熟悉试题题型, 顺利通过考试, 经济科学出版社原版引进了英国Summertown出版社出版的本套自测练习与解答。它为每个级别的考生分别提供了三套完整的自测试题, 每套自测试题均包括阅读、写作、听力和口语测试, 并相应配备听力CD光盘, 可作为BEC考试的模拟试卷使用。在全书的最后还附有详细的测试题答案, 其中还为写作部分提供了详细的写作范例。

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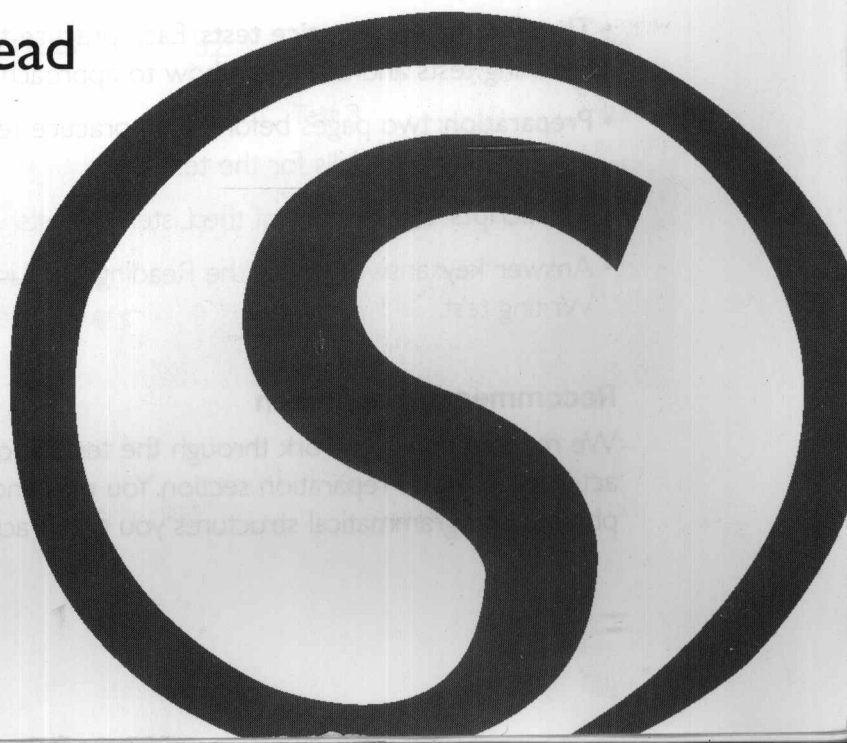
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Introduction

The Cambridge Business English Certificate

The Cambridge Business English Certificate (BEC) is an international Business English examination which offers a language qualification for learners who use, or will need to use, English for their work. It is available at three levels: Preliminary, Vantage and Higher.

The Cambridge BEC Vantage Examination

The Cambridge BEC Vantage examination is made up of four tests.

Reading (60 minutes)

There are five reading tasks. They test skills such as reading for gist and detail, understanding text structure, and knowledge of vocabulary and grammatical structure.

Writing (45 minutes)

There are two writing tasks. The first tests your ability to write concisely, for example, in order to give instructions or request information. The second, longer task, tests your ability to process information and respond appropriately, for example, explaining, summarising, recommending, persuading.

Listening (approximately 40 minutes)

There are three parts, with a total of six tasks. These test your ability to understand monologues and dialogues by completing notes of specific information; identifying topic, function, opinion, etc; and interpreting explanations, arguments and opinions.

Speaking (14 minutes)

The speaking test includes conversation, a mini-presentation and a discussion, with an examiner and another candidate.

Pass Cambridge BEC Vantage Practice Tests

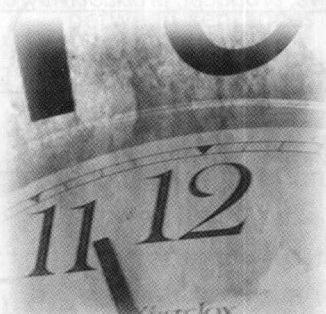
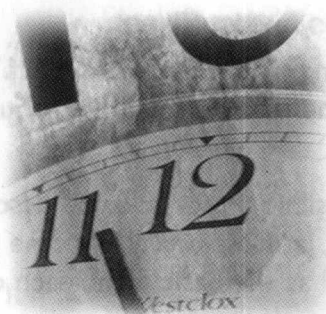
This Practice Test book (and CD) aims to provide useful support for students preparing to take the Cambridge BEC Vantage examination. It consists of:

- **Three complete practice tests.** Each practice test includes the Reading, Writing, Listening and Speaking tests and advice on how to approach each task.
- **Preparation:** two pages before each practice test to enable you to check their knowledge and focus on key skills for the test.
- **Tapescripts:** the content of the Listening tests.
- **Answer key:** answers to all the Reading and Listening tests and sample answers for the Writing test.

Recommended approach

We recommend you work through the tests in order. Before you start each test, complete the activities in each Preparation section. You may find it useful to keep a record of useful words, phrases and grammatical structures you come across.

Pass Cambridge BEC Vantage Practice Tests



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Preparation

Working out the meaning: Prefixes and suffixes

You can find clues to a word's meaning within the word itself. You should also use your knowledge of the real world to help you work out the likely meaning.

Many words come from the same basic form (or root), e.g. *local*, *locally*, *locate*, *relocate*, *dislocate*, *localise*, *location*, *locality* all come from the Latin *locus* (= place). As well as the basic form, each of these words contains

- a prefix (*re-*, *dis-*) which modifies the meaning, or
- a suffix (*-al*, *-ate*, *-tion*, *-ity*, *-ise*) which may modify the meaning, or identify the word as an adjective, adverb, verb or noun.

Try to identify the basic form and any prefix or suffix. They may help you to work out a word's meaning and grammatical function.

1 List some words which are related to each of these basic forms.

- 1 produce
product, produce, production, productive, producer, productivity, etc
- 2 employ
employee, employer, employment, unemployment
- 3 compete
competitor, competitive, competition
- 4 consume
consumer, consumption, consumable
- 5 differ
difference, different, differentiation, differentiate, differential

2 Fill each gap with a word formed from the one in brackets.

- 1 One way of raising productivity is to reduce costs while maintaining output. (PRODUCE)
- 2 Several new employees have been taken on in the sales department. (EMPLOY)
- 3 Our costs are so much higher than those of our rivals that our products are very uncompetitive. (COMPETE)
- 4 Cars, televisions and other long-lasting items are known as consuming durables. (CONSUME)
- 5 Packaging is one way of differentiating one product from another. (DIFFER)

Grammar practice

- ① Complete the sentences with the correct form of the words in brackets, plus any other words you need. This will help you to write more accurately.

- 1 I look forward to hearing from you. (HEAR)
- 2 Few people mind being asked to wait, if they are given an explanation. (BE ASKED)
- 3 It is not worth spending much money on this project. (SPEND)
- 4 We are trying to make it easier for our sales staff to respond to customers quickly. (MAKE EASIER)
- 5 As for raw materials, we expect prices will / to rise by 5% in the coming year. (PRICES)
- 6 We are committed to providing customers with exceptional service. (PROVIDE CUSTOMERS)
- 7 We would appreciate it if you could let us know as soon as possible. (APPRECIATE)
- 8 The recent trend for companies to merge / towards companies merging is slowing down. (COMPANIES MERGE)
- 9 The new supervisor seemed to have left his previous job unexpectedly. (LEAVE)
- 10 We would like you to send us a copy of your certificates. (YOU)

- ② Fill in each gap with one word. This will help you to notice how connections between sentences can be shown, for example in Reading Parts Two and Four, and to improve your writing.

Your CV (or résumé, as it's called in the USA) gives a potential employer their first impression of you. Having seen (1) it, they'll decide whether or not to invite (2) you to an interview.

There are several points to bear in mind when writing your CV. Perhaps the most important (3) one is that you should remember what you are trying to achieve. This is to be invited for an interview. If your CV is disorganised and untidy, the reader might assume that you are, too. Presentation – how your CV looks – is important, as well as what you include in it.

(4) Another point is that showing you are right for the job is not enough. You (5) still need to stand out from the other applicants. This doesn't mean that you should write your CV on a balloon, or do any of the other strange things that people sometimes do to get attention. (6) This does mean, though, that you should show that you have thought about the company you are applying to, and about the qualities they might be looking for in the applicants.

(7) It might include an ability to work in a team, for instance. You can demonstrate that ability, even if you haven't had any work experience, by the fact that you belong to a sports team or a club committee, or have helped to organise an event. Most people include all their selling points. (8) However though, do not, for fear of seeming to be showing off.

PRACTICE TEST 1: READING

PART ONE

Questions 1 – 7

How to approach Reading Test Part One

- In this part of the Reading Test you match seven statements with four short texts.
- First read each short text and then read the sentences to see which ones refer to the text.
- Make sure you read each text for overall meaning. Do not choose an answer just because you can see the same words in the text.

- Look at the sentences below and the information about mergers and takeovers involving four companies on the opposite page. 合并与收购
- Which company (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 the letters more than once.

Example:

- 0 This company expects to benefit from changes in the rules governing mergers.
(Answer: A)

- D 1 This company has changed its attitude towards remaining independent. D
- C 2 If this company is taken over, changes are likely to take place in its senior management. C
- A 3 This company has renewed its efforts to combine with a competitor. A
- B 4 This company wishes to remain independent. B
- C 5 An attempt to buy this company depends on whether enough money is made available. A C
- B 6 This company's current lack of success means that a competitor may try to take it over. B
- C 7 This company cannot survive on its own for much longer. C

08=06-09=01
-08=17

A

JARMIN TRAVEL

Tour operator Jarmin Travel is waiting for its chief executive and finance director to make the final decision before making a formal bid for rival HarmonAir. The two companies tried to merge five years ago, when the deal was blocked by the competition authorities. Since then the regulator has eased the criteria by which any merger would be judged. Competition lawyers say a tie-up would almost certainly be allowed this time, and industry analysts believe that both companies are eager for a merger.

B

BARKWAY

Bus operator Barkway has been hit by stiff competition and dwindling profitability. As a result the company has been forced to scrap its plans to expand overseas and instead will concentrate on growing its existing business. The continuing decline in the company's share price has led to speculation that it may fall prey to one of its rivals. This may well prove wrong, though, as Barkway's founder and chief executive, Kerry Matthews, has persuaded the board to do everything in its power to resist a takeover.

C

MARSHMONT'S

Carolyn Swaine, the former chief executive of coffee shop chain Marshmont's, is trying hard to raise capital for a bid for her old company. Swaine left last year after a series of disagreements over Marshmont's future direction, and several top managers are expected to leave if she succeeds in buying the chain. Although Marshmont's is profitable, it is too small to stay independent for much longer, and even if Swaine takes control, the company will soon have to become part of a larger chain.

D

KESTON

Keston, the respected maker of television programmes, has announced that it has agreed an outline deal to merge with Stardust TV. A year ago, with its profits plunging, Keston faced a strong takeover bid by another of its competitors, but fought hard against it, and has since become more profitable. The company is now convinced, however, that its future success lies in being part of a larger organisation. Both Keston and Stardust have a reputation for producing striking television programmes, and a merger is likely to be beneficial, both creatively and financially.

PART TWO

Questions 8 – 12

How to approach Reading Test Part Two

- In this part of the Reading Test you read a text with gaps in it, and choose the best sentence to fill each gap from a set of seven sentences.
- First read the text for the overall meaning, then go back and look for the best sentence for each gap.
- Make sure the sentence fits both the meaning and the grammar of the text around the gap.

- Read the on the opposite page about an awards scheme for companies.
 - Choose the best sentence from below to fill each of the gaps.
 - For each gap 8 – 12, 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).
- A It will, in effect, be able to demonstrate that it can go on to become an Established Company of the Year before long.
- B In order to win, the company will have achieved success in both spheres, and have the evidence to prove it.
- C To achieve this, it will be using a variety of means, including the annual report, presentations, a dedicated website and attendance at specialised exhibitions.
- D The judges will also consider the degree to which the company has a well planned and soundly financed strategy for its growth and development.
- E At the same time, this structure must not stifle the spirit that led to the company's initial success.
- F The innovation has been made in order to recognise the increasingly important part which this factor plays in a company's success.
- ~~G~~ The competition, which is now in its tenth year, is designed to encourage excellence in smaller public companies based in this area.

The region's best smaller companies

Once again, readers of this magazine have the chance to vote for the region's best companies. (0) G The awards will be presented at a dinner in Birmingham on May 17.

The pattern established in the first year, of awards for Best Established Company, Best New Company and Best Entrepreneur, will of course continue. However this year sees a new category, that of Best Communication with Investors. (8) F F

The Established Company of the Year will be one whose success has lasted for more than just a couple of months or years. Its share price will be performing above the average for its sector, but that is not the only measurement which will be taken into account. (9) D Above all, the winner will be professionally managed, in a way that deals equally well with good and bad trading conditions.

The New Company of the Year will have gone public last year, but will already have shown its growth and management qualities. (10) A In fact three early winners have already been successful in this second category, as well.

The Entrepreneur of the Year will be someone with a proven track record of expertise in setting up and providing leadership to one or possibly more businesses. He or she will have created an organisation that can deal with the demands placed on it as a public company. (11) B The winner will have maintained a balance between that original energy and the need to adapt as the company grows.

In our new category, Best Communication with Investors, the winning company will show that it is engaging in two-way dialogue with both actual and potential investors. (12) C All of these communication channels will be carefully tailored for the intended audience. In addition, the company is likely to distribute press releases by electronic means, to maximise its opportunities for publicity.

Nominations for awards were invited several months ago, and reduced by the judges to a shortlist of three in each category. The shortlisted companies are described below, together with details of how to vote. Please get your vote to us no later than 31 March.

PART THREE

Questions 13 – 18

How to approach Reading Test Part Three

- In this part of the Reading Test you read a longer text and answer six questions.
- First read the questions. Try to get an idea of what the text will be about. Then read the text quickly for general understanding.
- Then read the text and questions more carefully, choosing the best answer to each question. Do not choose an answer just because you can see the same words in the text.

- Read the article below about a fast-food chain and the questions on the opposite page.
- For each question 13 – 18, mark one letter (A, B, C or D) on your Answer Sheet for the answer you choose.

Turning around a fast-food chain

Sparrow is a well-established fast-food chain, with 200 restaurants run by franchisees, and almost as many company-owned ones. Some years ago, the group to which Sparrow belonged was taken over by another company, which owned a variety of retail businesses. Although demand for a Sparrow franchise showed no sign of declining, overall the chain was in an unhealthy state. Its properties, the majority of them in small towns, needed refurbishment to stand comparison with its competitors. With more and more fast-food concepts reaching the market, the distinctive Sparrow menu had to struggle for attention. And to make matters worse, its new owners had bought it as one of a number of companies, and had no plans to give it the investment it required.

Sparrow stagnated for another two years, until a new chief executive, Carl Pearson, decided to build up its market share. He commissioned a survey, which showed that consumers who already used Sparrow restaurants were overwhelmingly positive about the chain, while customers of other fast-food chains, particularly those selling pizzas or hamburgers, were reluctant to be tempted away from them. Sparrow had to develop a new promotional campaign – one that would enhance the public's perceptions of the chain and set it apart from its competitors.

Pearson faced a battle over the future of the Sparrow brand. The chain's owner now favoured taking Sparrow's outlets upmarket and rebranding them as Marcy's restaurants, one of its other, better known brands. Pearson resisted, arguing for an advertising campaign designed to convince customers that visits to Sparrow restaurants were fun. Such an attempt to establish a positive relationship between a company

and the general public was unusual for that time. Pearson strongly believed that numbers were the key to success, rather than customers' spending power. His arguments won the day.

The campaign itself broke some of the fast-food industry's advertising conventions. The television commercials played down traditional product shots – most of its competitors' advertisements had mouth-watering shots of food – and focused instead on entertainment and humour. The usual jingles gave way to spots featuring original songs performed by a variety of stars. Instead of trying to show the superiority of a specific product, the intention was to position Sparrow in the hearts of potential customers.

Pearson hired two advertising agencies to handle this campaign, and spent a considerable time with them, discussing and developing the brief he had outlined. Once that had been agreed in detail, he left them to get on with their work. Instead of dividing responsibilities, as would normally happen when two agencies collaborate, they decided to develop a team concept, with both having equal opportunities for creative input.

Pearson also made other decisions which he believed would contribute to the new Sparrow image. He laid off 400 employees in the headquarters and company field offices, and reduced the management hierarchy. He insisted on uniformity of standards in all restaurants, and warned franchisees that if they ran untidy, unprofitable restaurants, Sparrow would close them, or if necessary, buy them. In addition Sparrow offered to lower the rent of any franchisees who achieved a certain increase in their turnover.

These efforts paid off, and Sparrow soon became one of the most successful fast-food chains in the regions where it operates.

13 According to the first paragraph, what problem did Sparrow face when it was taken over?

- A
- A Its new owners were uninterested in spending money on it.
 - B Its products were too similar to those of its competitors.
 - C It received few applications from potential franchisees.
 - D It had a number of restaurants which were poorly situated.

14 The survey commissioned by Carl Pearson showed that

- C
- A Sparrow's existing customers were dissatisfied. x
 - B the type of food that Sparrow offered was losing popularity. x
 - C people were unwilling to change to Sparrow restaurants.
 - D Sparrow's name was not well known to the general public. x

15 According to the third paragraph, what was Pearson's plan for Sparrow?

- B
- A to attract consumers who had more money to spend ✓
 - B to associate it with a certain type of experience ✓
 - C to make it part of another, more famous brand x
 - D to make its restaurants more attractive and up-to-date x

16 How were Sparrow's TV advertisements different from those of other fast-food businesses?

- D
- A They used celebrities to present the products. x
 - B There was very little use of music. x
 - C They compared the company with its competitors. x
 - D There were very few product shots.

17 How was the advertising campaign handled?

- A
- A The agencies worked together as one unit.
 - B Pearson kept a close eye on the agencies' work.
 - C The agencies focused on different parts of the campaign.
 - D Pearson wrote a full brief before contacting the agencies.

18 According to the sixth paragraph, Pearson decided to

- D
- A reduce staffing levels in the restaurants. x
 - B offer financial incentives to new franchisees. x
 - C turn all the restaurants into company-owned outlets. x
 - D ensure that all the restaurants were of the same quality. x