

剑桥商务英语 **BEC** 备考丛书

丛书总主编 / 彭玲娟

本册主编 / 吴新华

商务英语阅读

Cambridge
Business English
Certificate



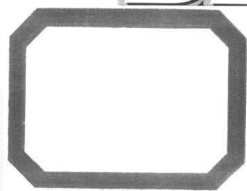
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前 言

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 年起在我国各大中城市全面展开,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 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的教学经验,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》,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。该书分 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,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

商务英语阅读的第一部分为多项搭配题。商务英语中级要求考生读懂7个句子,找出标有A、B、C、D的四段短文中最合适的一段与所给句子匹配。高级阶段要求考生读懂8个句子,与之匹配的是标有A、B、C、D、E的五段短文选项。需要特别注意的是某些待选项需要重复使用,即有的短文可以和几个句子匹配。

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。考题的匹配选项通常是把一篇长文章分成四段或者五段,有些是摘自不同的文章但内容相关。匹配选项的每一段长度约60个单词,总长度通常在250~350词之间,短文内容多涉及广告以及产品介绍等。

二、答题技巧

这一部分题目相对比较容易,通常不需要花太多的时间。但是要做好这部分题目,考生平时应该多读一些报纸和杂志上一些内容相关的短文,并善于从中了解文章的主旨,如作者的这篇短文是写给谁看的,为什么要这样写等。

答题时考生应该注意以下几种方法:

1. 快速浏览指令,通读本题型全文

浏览指令可以帮助考生了解本题的测试任务,通读全文的目的是快速掌握文章篇章结构和大意。考生切不可为了节省时间而忽视查看指令部分,因为这部分说明讲解了四段(或五段)文字的主题。考生在阅读文章的时候,可以先通过标题尽快抓住主题,带着指令的要求有的放矢地进行阅读。通观全文可以帮助考生更好地理解文章内容,理清段落、句子间的关系,从而使测试目标明晰化,做到心中有数。快速通读全文,但不要过分纠缠原文中一些特别专业的词、句,对于过分专业的细节部分即使不能充分了解,考生还是可以正确解题的。

2. 仔细分析选项

做搭配题时,考生应快速浏览所给的七个(或八个)选项。画出每句的核心意思和关键词句,如重要修饰语和从句等。七个(或八个)选项一般为单句,语言简练,容易理解。认真分析这七个(或八个)句子可以帮助考生明确目标,节省做题时间,提高效率。对于主题相似的句子,一定要深刻体会句子之间的细微差别,找出它们各自的特色,画出关键词,仔细推敲,以便第二遍阅读更有目的性。

3. 注意题目中的同义词、近义词和文章表达方式的匹配

题目中往往不会直接出现和原文一模一样的词汇或词组。暗示题目和原文之间关联的关键词语或词组往往是原文表达方式的转换,如同词根词、同义词、近义词等。考生应当能够正确辨析这种转换了的表达方式,察觉它们之间的细微差别。这往往是解题最关键所在。

做搭配题时考生可能需要阅读短文几遍。第一次阅读后可能有一些暂时无法确定的选项,这时往往需要读第二遍以便更有针对性。第二次阅读主要解决两个问题:一是检查已经初步确定的内容与选项是否真的匹配;二是找到第一遍阅读中尚未确定的信息并解题。

Part One Vantage

Practice One

Questions 1-7

- Look at the sentences below and the job advertisements on the opposite page.
- Which job (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.

Example:

0 This post involves some secretarial duties.

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

Answer: C

1. You will be responsible for the operation of a computer system.
2. You must be able to forecast what people will want to wear.
3. You will be able to work with people from many different countries and backgrounds.
4. You will have a qualification which covers two subject areas.
5. It is necessary for you to have worked in this sector before.
6. You will need to keep in contact with the headquarters of the organization.
7. The advertisement emphasizes the need to have a suitable approach to important people.

A BUSINESS MANAGER

You will be responsible for our global business within specific countries and will have a good understanding of international distribution, possibly based on previous experience, plus the ability to work in markets that are highly varied in their culture. You will be fluent in a second language, be willing to travel extensively and preferably have a degree.

B DEPARTMENT STORE BUYER

Based at our head office in London, you will select and order stock from our suppliers in Italy. You will need to predict fashion trends and build a strong relationship with our Italian office. You will have gained your buying experience in women's fashion and will hold a degree in design with a business studies component.

C LEGAL SERVICES ADMINISTRATOR

As head of the legal office, your work will include managing the office IT network, typing reports, diary maintenance and supervision of another staff member. You will need good organizational skills in order to keep ahead of a varied workload. You will be dealing with senior executives and government officials, so a mature and efficient manner is essential.

D REGIONAL LEISURE SITES MANAGER

You will be responsible for budgetary planning, contract negotiations, local marketing and effective administration. You will communicate frequently with our main office using the latest technology. Your experience could be from any business sector but you should enjoy outdoor life and will ideally possess an estate management qualification.

Practice Two

Questions 1-7

- Look at the statements below and the information on the opposite page about feedback on staff performance.
- Which section (A, B, C or D) does each statement 1-7 refer to?
- For each statement 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.

Example:

0 Companies are reluctant to base pay on staff feedback.

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

Answer: D

1. Staff are reminded that it is not essential to restrict feedback to once a year.
2. There is a way in which feedback could identify people suitable for promotion.
3. The aim of improving staff communication throughout an organization is described.
4. The feedback is obtained from an employee ever linked to requirements for a particular job.
5. Aspects of a group of employees' work were identified as requiring improvement.
6. Feedback indicates both positive and negative aspects of an individual's work.
7. Less senior personnel participated in a staff member's feedback.

CHANGES IN PERFORMANCE FEEDBACK

- A** Feedback about your performance used to mean a quiet chat with the boss. But now 360-degree feedback — the system where employees are also given feedback from peers and from the people they manage — is taking root in corporate culture. The system is characterized by greater participation. It has grown out of the desire of companies to create more open working environments where people work better together and ideas and opinions are exchanged between teams and across levels of seniority.
- B** PCs linked to the company IT network are set to become the feedback machines. Many firms introducing 360-degree feedback are using Personal Development Planner software. Feedback on an individual, which is based on a questionnaire relating to attributes needed for that person's role in the company, is collected using this electronic system. All the information gathered is analyzed and the end result is a suggested development plan. The advantage is that individuals make requests for the feedback themselves and receive the results directly.
- C** Sarah Rains, from the pharmaceutical company Optec, said, "Now feedback is available in our network, and we encourage managers to choose how they use it. It is a flexible tool and we tell them that waiting for the annual event of a formal appraisal needn't apply." At the engineering company NT, 250 technical managers have been through the feedback process. Jack Palmer, a senior manager there, said, "We needed to develop interpersonal skills of these technically-minded people. In particular, we wanted to build on their team-working and coaching skills."

- D** So, how is the new feedback culture likely to affect you? It could form the basis of your personal development program, providing pointers to your strengths and also to those areas you need to develop more. Or feedback could be used for “succession planning”, where companies use the information to speculate on who has the right skills to move into more senior positions. As yet, few organizations have stretched the role of feedback so far as to link it to salaries. But one thing is clear: the future will bring even wider participation by all members.

Practice Three

Questions 1-7

- Look at the statements below and the comments given on the opposite page by mobile phone retailers.
- Which section (A, B, C or D) does each statement 1-7 refer to?
- For each statement 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.

Example:

0 Mobile phones have changed in size to a certain extent.

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

Answer: B

1. Retail staff need to stay informed about the mobile phones they are selling.
2. It is believed that the market will not sustain the present number of mobile phone retailers.
3. The use of mobile phones will no longer be restricted to a specific group of people.
4. The relationship between prices and the number of mobile phone users is mentioned.
5. There is a negative view of competing mobile phone retailers.
6. A comparison is made between change in the mobile phone industry and that in a different sector.
7. Those services available at mobile phone outlets are not provided by other

retailers.

- A** Market awareness of mobile telephone has exploded and the retailer who specializes in mobile phones is seeing growth like never before. Admittedly, some customers buy their first mobile phone in the supermarket, but for advice, add-ons and particular services they turn to the specialist. There are a large number of mobile phone retailers and I can't help but feel the market can no longer sustain the present number of players. Undoubtedly, customer service is the factor that differentiates operators and I think this year we will probably see rationalization in the sector.
- B** When I first started in the industry, mobile phones were retailing at a thousand pounds and were as large as box files. Now, prices are constantly being driven down and handsets are considerably more compact. There is intense competition between the network providers, and every time they lower their tariffs, more people come into the market. This will continue, and while retail dealers' profits will be affected dramatically, network providers will have to generate more revenue by offering internet provision and data services to the mobile user.
- C** Over a few years, prices have dropped sharply and technological advances have meant products have changed — and are changing. Successful retailers must try to keep on top of these developments and invest in the training of employees so they are able to offer impartial advice to customers. E-commerce is taking off but this won't necessarily replace traditional retail outlets. In order to stand out, you need innovative ideas on customer service. We don't believe in criticizing other retailers, but there's nothing particularly exciting out there at present.