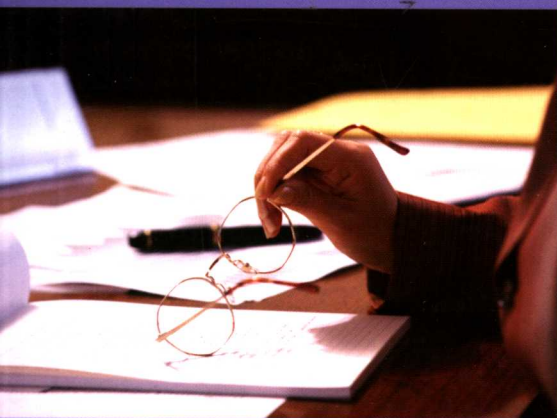


高等学校商务英语系列教材

Business English Listening and Speaking

Teacher's Book



商务英语 听说教程 教师参考书

第4册

■ 总主编 杨翠萍

■ 主 编 周 淳 刘鸣放



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·北京·

内 容 简 介

《高等学校商务英语系列教材》是一套针对高校经贸英语专业的学生及具有相应英语水平的商务工作者与英语爱好者而编写的基础课系列教材。《商务英语听说教程》是该系列教材之一，本书是《商务英语听说教程参考书》第4册，内容包括第4册各单元听力部分的文字材料和练习答案，并对个别难点提供了注释。

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前 言

《商务英语听说教程》是针对高校经贸英语专业的学生及具有相应英语水平的商务工作者与英语爱好者而编写的基础课系列教材。本教程突破了传统的教材模式,综合考虑了高校经贸英语专业学生的特点,力求把经贸知识的传授和英语听说技能的培养结合起来。本教程以循序渐进的方式,通过内容丰富、专业面广、程度适宜、饶有趣味的商务材料,促使学生积极参与有关商务实践的听说活动,在提高其口语表达能力的同时,了解商务活动的各环节,拓宽视野,获取新知识。

本教程以全国英语教学指导委员会制定的《专业英语基础阶段教学大纲》为基准,扩大输入量,进一步巩固、深化语言基础,提高语言运用能力。本教程从学生的实际水平出发,从语言的基本单位(如音标、单词、句型等)入手,对学生的语音、语调等进行逐项训练,并且商务材料的比例在4册书中逐渐增加。本教程的练习方式为先输入后输出,听说交叉,在选材及练习设计上始终遵循“学用结合,重在运用”的原则。本教程体现了以下几个特点。

1. 丰富性。本教程为学生提供了许多商务方面的听说材料,内容涵盖经贸、金融、企业管理、商业文化、信息技术、旅游等各个领域,而且相当一部分材料具有强烈的时代气息。

2. 多样性。本教程精心设计了形式多样的练习。听力练习有选择、判断、归纳大意、填写表格等形式。口语练习围绕对话主题或交际功能设计,主要有双人对话、角色表演、小组讨论、辩论、大组汇报、调查问卷等形式。

3. 真实性。本教程充分利用了因特网的丰富资源,其中相当部分的数据、图表等内容均来自一些企业和公司的交际活动,场景真实,语言生动、规范,趣味性强,从而可以使学生真切地掌握相应的英语及商务实践的技能。

4. 实践性。本教程特别突出对学生口头交际能力的培养,为学生提供了诸多在现实生活中灵活运用英语语言的场景。口语练习主要讨论一些与日常生活和商务活动密切相关的话题,并且提供了大量的相关词汇、短语及句型,以鼓励学生结合自己的经历、感受大胆开口,踊跃参与。

《商务英语听说教程》共4册,分两个学年使用,每册配有相应的教师参考书和录音磁带。本书为《商务英语听说教程教师参考书》第4册,共12个单元,每单元由4个部分组成。

Part II Micro-listening 此部分旨在帮助学生复习、巩固办公室及商务中的常用习语。

Part III Directed Conversations 此部分主要围绕每一单元的主题进行对话听说训练,内含形式多样的听力与口语练习。

1. 听力练习:检查学生对所听材料的理解。

2. 口语操练:在理解所听材料的基础上,启发学生开口。练习形式包括看图说话、自编对话、表演和小组讨论等。

Part IV Listening and Speaking 此部分着重语篇方面的听说训练,以培养学生的综合

表达能力，练习主要有以下三项。

1. 热身练习：围绕文章内容或学生感兴趣的问题向学生提问，鼓励学生大胆表述，以便顺利导入后续的听说练习。
2. 听力练习：培养学生对通篇材料的理解和摄取具体信息的能力。
3. 口语练习：主要围绕两篇短文内容设计，附加相关主题的讨论，以激发学生的想像力，培养学生的综合概括及表述能力。练习形式为复述、对子练习、小组讨论或大组汇报等。

Part V Exercises After Class 此部分内容为本教程的主要特色之一，旨在进一步巩固课堂所学内容，为学生提供更多的听、说训练，使学生课内、课外学习相结合，听说训练不间断。

本书提供了以上 4 个部分听力的全部文字资料和练习答案，并对个别难点提供了注释。

本教程的编写是以每周 4 学时为基础的，编者建议每周完成一个单元，教师也可根据实际情况灵活使用本教程。

在本书的编写过程中，复旦大学的翟象俊教授给予了我们极大的指导。在此我们对他及所有关心和支持本教程编写和出版的人员表示衷心的感谢。

虽然本教程是在全体参编教师多年的教学实践与研究基础上产生的，但仍可能存在一些不妥之处，欢迎各位专家、同仁及使用本教程的广大师生批评指正。

编 者
于华东师范大学
2005 年 6 月

* Part I 是为检查课后听说练习所设计，其答案已在 Part V 给出。

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Unit 1

A Successful Marketer Must Get Online Now

Part II

Micro-listening

- 2.1 In this section, you will hear five short recordings. For each piece, decide what action each company took/will take to boost its business.

Item 1

NEW YORK — J. M. Smucker Co. said Monday it was buying International Multifoods Corp. for about \$ 500 million to add an array of highly popular baking mixes and other food brands to its product line-up. Smucker, whose product base include such iconic brands as Jif peanut butter and Smucker's ice cream toppings, said it would pay \$ 25 per share in a mix of stock and cash for International Multifoods, based in Minneapolis. Smucker anticipates the acquisition will boost its prominence in the baking aisle, and it expects it to add to its fiscal 2005 earnings.

Smucker J. M. Company operates principally in the manufacturing and marketing of branded food products on a worldwide basis, although the majority of the Company's sales are in the United States. Smucker's distribution outside the United States is principally in Canada, Australia and Brazil, although products are exported to other countries as well.

International Multifoods Corp. produces consumer and commercial baking mixes (including Pillsbury cake mixes), and food service baking operations. In Canada its Robin Hood Multifoods unit produces the Number 1 brand of consumer flours and baking mixes (Robin Hood) and a leading brand of pickles and condiments (Bick's). It also sells hot cereals (Old Mill, Purity, Red River).

Item 2

ATLANTA — Coca-Cola Co. Wednesday named Don Knauss to lead its business in North America, a critically important but struggling market, which accounts for about 30 percent of the soft drink firm's revenues. Despite a reputation as one of the soft drink maker's best operators, Knauss faces a stiff challenge. In the past year, the Atlanta-based company has



cut more than 1,000 jobs in North America, where it has been pinched by an economic slowdown and tough competition from chief rival Pepsi Co. Inc.

Coca-Cola Co. manufactures, distributes and markets nonalcoholic beverage concentrates and syrups, including fountain syrups, in markets across the world. The Company manufactures and sells non-alcoholic beverages, primarily carbonated soft drinks, and a variety of non-carbonated beverages. Coca-Cola also manufactures and distributes juices and juice drinks and certain water products such as Dasani. In addition, the Company has ownership interests in numerous bottling and canning operations. Finished beverage products bearing its trademarks are sold in more than 200 countries worldwide.

Item 3

NEW YORK — Battered toy retailer Toys R Us Inc. is expected to announce a restructuring next week that could include selling some of its weaker toy stores and focusing more on its burgeoning baby business, industry experts say. The New Jersey-based retailer last month posted a 4.9 percent drop in same-store sales at U.S. toy stores during the key holiday period, and said the toy selling environment was “extremely difficult.” Meanwhile, sales at its Babies R Us stores rose 3.6 percent during the period.

TOY is a retailer of children's products. As of 2/03, TOY operated 1,595 retail stores, consisting of Kids R Us children's stores, Babies R Us infant stores and educational specialty stores.

Same-store comparisons measure the growth in sales, excluding the impact of newly opened stores. Generally, sales from new stores are not reflected in same-store comparisons until those stores have been open for fifty-three weeks. With these comparisons, analysts can measure sales performance against other retailers that may not be as aggressive in opening new locations during the evaluated period.

Item 4

DETROIT — General Motors Corp. has added new sales incentives to spur demand after its U.S. sales fell more than 15 percent in June, dealers said Tuesday. GM, the world's largest automaker, has cut lease payments on some vehicles by as much as \$1,500 to boost sales. GM also extended an offer to buy out the remaining months on lease contracts for consumers whose lease expires before March next year if they buy a new GM vehicle. Dealers also expected the automaker to announce new cash rebates and interest-free loans soon.



General Motors Corp., the world's largest vehicle manufacturer, employs about 325,000 people globally. Founded in 1908, GM has been the global automotive sales leader since 1931. GM today has manufacturing operations in 32 countries and its vehicles are sold in 192 countries. In 2003, GM sold nearly 8.6 million cars and trucks, about 15 percent of the global vehicle market. GM's global headquarters are at the GM Renaissance Center in Detroit. GM's automotive brands are Buick, Cadillac, Chevrolet, GMC, Holden, HUMMER, Oldsmobile, Opel, Pontiac, Saab, Saturn and Vauxhall.

Item 5

SAN FRANCISCO — Google Inc., the No. 1 Web search provider, announced several enhancements to its services Tuesday, as new research showed Internet users are turning to more than one Web search provider when seeking information. Software firm Microsoft Corp. is spending millions of dollars to build its own Web search product and media services company Yahoo is integrating search technology from its recently acquired companies. The average searcher in the United States searched 28.4 times in December and no single search engine captured all of that activity.

Microsoft Corporation develops, manufactures, licenses & supports a range of software products, including scalable operating systems, server applications, worker productivity applications and software development tools.

Yahoo Inc. is a global Internet communications, commerce and media company that offers a branded network of services to millions of users daily.

- | | |
|-------------------|---------|
| 1. J. M. Smucker | C |
| 2. Coca-Cola | B |
| 3. Toys R Us | H |
| 4. General Motors | F |
| 5. Google | E |

- | |
|-----------------------------|
| A. cost reduction |
| B. senior management change |
| C. company acquisition |
| D. brand expansion |
| E. service improvement |
| F. new sales offers |
| G. image enhancement |
| H. company restructuring |



2.2 Listen to the five recordings again and decide whether the following statements are true or false. Write T for true and F for false in the brackets.

1. (F) Jif peanut butter is a brand originally owned by International Multifoods Corp. and now purchased by Smucker.
2. (F) Smucker anticipates the acquisition of International Multifoods Corp. will help it dominate the bakery industry.
3. (F) Don Knauss, the newly appointed CEO, faces a tough challenge in reviving Coca-Cola's business in North America market.
4. (T) Suffering from economic slowdown and fierce competition, Coca-Cola Co. has cut more than 1,000 jobs in North America in the past year.
5. (F) Toys R Us Inc., the New Jersey-based toy retailer, plans to put more emphasis on its weaker baby business.
6. (T) Sales at Babies R Us stores went up 3.6 percent though Toys R Us Inc. posted a 4.9 percent drop in same-store sales at U.S. toy stores during the key holiday period.
7. (T) GM, the world's largest automaker, offered new sales incentives to stimulate demand after its U.S. sales fell more than 15 percent in June.
8. (F) Dealers are expecting GM to provide new cash rebates, cut lease payments and offer interest-free loans.
9. (T) Google Inc., the No. 1 Web search provider, adopts service-enhancement strategy to prevent Internet users from turning to other Web search providers.
10. (F) In order to attract more searchers, Google intends to integrate search technology with software development and media service.

Part III

Directed Conversations

Conversation One

3.1 Listen to the conversation carefully and complete the chart with what you hear.

Jim Daniels started his online business with just \$ 300. Six months later he was earning enough to quit his day job and his "web income" is now well into six figures a year. In this interview with Mark Caron, Jim will show you how to make a living online, right from the comfort of your own homes.

Mark: Jim, I know you started back in 1995, and how long did it take you to start successfully achieving your marketing objectives?

Jim: Actually, it was February 1996 when I got started. I worked part-time on my



computer each night when I got home from my regular job. Man, those were long days. But by May I started seeing some decent income. By November that same year I was making more on my PC working from 7 to 12 PM than I was making 40 hours a week on my job. So that's when I made up my mind and went full time online. It was scary at first, but I'm glad I did it.

Mark: Surely, you are lucky you did it. Jim, if I were just starting my online venture what two key elements would bring me success?

Jim: First of all you need a hot selling product or service. If you can develop your own, that is the best road to take. And while you're doing that, jump into affiliate marketing. You can do really well if you select the right programs. Even with my own products now I still pull in \$70,000 to \$80,000 a year from affiliate programs. Number two is a professional site of your own. Even if you plan to promote mostly affiliate programs, you need a site of your own. That's a big key to long-term success online.

Mark: Jim, most marketers just starting out have a limited budget. If someone had \$200.00/month where would they get the best bang for their money?

Jim: Simple. Find medium-sized magazines and buy top sponsorship ads. As long as they choose magazines that are read by a good percentage of the readership they will get traffic and make sales. If they do not, something is wrong with their sales letter or site.

Mark: One last question, Jim. Other than e-books and free reports where else could one find subscribers for their magazine?

Jim: Yeah, as far as other places to get subscribers, consider joint ventures with other publishers in your industry. I've teamed up with a few other publishers over the years and it always works well.

The Key to E-marketing Success	
The road leading to achievement of marketing objectives	<input type="checkbox"/> In Feb. 1996 starting to <u>work part-time on the computer at night</u>
	<input type="checkbox"/> By May 1996 starting to <u>make some decent income online</u>
	<input type="checkbox"/> By Nov. 1996 ➤ starting to <u>make more money online than laboring 40 hours a week on the regular job</u>
	➤ <u>deciding to go full time online</u>



(continued)

The elements bringing success to online venture starters	<input type="checkbox"/> A hot selling product or service <ul style="list-style-type: none"> ➤ the best road to take: developing your own product or service ➤ in the meantime, taking affiliate marketing programs <input type="checkbox"/> A professional site of your own — a big key to long-term success online
The way to get success with a limited budget	Find medium sized magazines and buy top sponsorship ads; Magazines read by a good percentage of the readership would made marketers get traffic and make sales.
The Source of magazine subscribers	Joint ventures with other publishers in the industry

Conversation Two

3.2 Listen to the conversation carefully and decide whether the following statements are true or false. Write T for true and F for false in brackets.

Dr. Leslie Gaines-Ross is the creator of *ceogo.com*, the acclaimed Web site devoted exclusively to CEO news and information. Roy Young spoke with her recently about where marketing fits in the leadership agenda of the CEO and what marketers can do to have influence at the very highest levels of an organization.

Young: In general, how do you believe that CEOs think about the marketing function?

Gaines-Ross: I believe that they think about marketing their company's products, services and overall corporate brand frequently. Most executives realize that it is more important than ever to communicate internally and externally. Unfortunately, many companies focused too heavily on Wall Street and forgot about communicating with their customers. CEOs better understand today the importance of marketing themselves to a portfolio of audiences.

Young: Is it true that CEOs rarely come out of the marketing function?

Gaines-Ross: There are very few of them. According to our research, finance and operations are the top two most common functions among Fortune 500



CEOs. Marketing and sales come out as a distant third and fourth.

Young: Why do you think that is?

Gaines-Ross: Most Fortune 500 CEOs have engineering and business administration backgrounds. Marketing and communications are generally not CEO's strong suits. Unfortunately, many CEOs have to learn these skills too late. The next generation of CEOs will probably have more marketing experience because it will be part of everyone's job to listen and communicate to various audiences.

Young: You talk in your book about the importance of the first 100 days for the CEO. How does marketing fit in during this critical period?

Gaines-Ross: A CEO's first 100 days should be spent listening to employees and earning their trust and respect. In a sense, the CEO is marketing himself or herself because without employee support little can be accomplished.

Young: In what ways has the Internet changed the CEOs?

Gaines-Ross: Technology has changed everything. CEOs can use technology to communicate with employees, customers and all stakeholders in real time. The Internet has also placed CEOs and their companies under greater scrutiny. We have been examining how companies can use their CEOs to more effectively market themselves. Some company Web sites have a CEO letter welcoming prospective recruits. Other companies use their Web sites to catalogue CEO speeches and presentations.

Young: So, the Web should be considered a reputation-management tool?

Gaines-Ross: Yes, but the vast majority of companies does a poor job of managing. Absolutely web sites should not be overlooked as marketing tools. Media and financial analysts frequently check company Web sites when rumors or crises are spreading. A lack of information is equivalent to a lack of comment for these influential visitors. Reputations online and offline must be managed continuously and consistently. It should be part of the integrated marketing mix.

Young: How can marketers get CEOs to listen?

Gaines-Ross: We need to build better metrics to prove that marketing efforts pay off. The return on investment must be quantifiable.

Young: One of the frustrations that marketers have is that ROI tends to be short term and not long term.

Gaines-Ross: Another way to think about it is that a new CEO is usually swept in by the time the long-term results come rolling in. Then companies start all over again.

Young: Is that the reality?

Gaines-Ross: Reality is that too many people are in their jobs for the short term, and



marketing is a long-term process. However, I do think senior marketers and chief marketing officers will have an easier time in the future because more CEOs will have marketing experience in their backgrounds and will understand how good marketing drives results.

Young: That's an optimistic point of view.

Gaines-Ross: Hope I am right.

1. (F) *ceogo.com* is a popular website founded by Dr. Leslie Gaines-Ross to deal with news and information about management and marketing.
2. (T) Far more Fortune 500 CEOs come out of finance and operations functions than marketing and sales.
3. (T) CEOs must acquire some marketing skills because it will be part of their job to listen and communicate to various audiences.
4. (F) Most companies do a good job managing their websites because they see the Web as an important reputation-management tool.
5. (F) CEOs are advised to spend their first 100 days listening to customers and earning their trust and respect.
6. (F) Reputations online and offline should be managed continuously and consistently although they are out of the realm of marketing mix.
7. (F) Even when marketing efforts are proven to be worthwhile and considerable returns on investment are gained, few CEOs will listen to marketers.
8. (F) One of the difficulties marketers confront is that ROI tends to be a process of long term rather than short term.
9. (T) Many CEOs stay in their positions for a short period, while marketing is nothing but a long-term process.
10. (F) Marketing staffs will have a better time in the future because more CEOs will consider recruiting employees with marketing experience.

3.3 Listen to the conversation again and choose the best answer to each question you hear.

1. According to Dr. Gaines Ross, what should CEOs today attach more importance to?
 - a. To marketing their products and services.
 - b. To marketing the overall corporate brand.
 - c. To marketing their companies to Wall Street.
 - d. To marketing themselves to various audiences.
2. How does marketing fit in the first 100 days for the CEOs in Dr. Gaines-Ross's eyes?
 - a. CEOs should spend this critical period of time examining overall market conditions.
 - b. CEOs should spend this critical period of time communicating with their employees.
 - c. CEOs should spend this critical period of time enhancing their companies' market reputation.



- d. CEOs should spend this critical period of time contacting the local governments and mass media.
3. Which of the following is NOT true about the changes brought by the Internet to CEOs?
- Some companies' web-sites record CEO's speeches and presentations.
 - Internet has become an important marketing tool for CEOs themselves.
 - c. Most CEOs use their companies' web-sites as their personal home pages.
 - CEOs use the new technology to get in touch with their staff and customers instantly.
4. When will media and financial analysts frequent a company's website?
- When a company nominates its new CEO.
 - b. When a company is involved in rumors and crises.
 - When a company releases its annual financial report.
 - When a company launches its new range of products.
5. Why does Dr. Gaines-Ross express her optimism about the future of marketing?
- Internet will exert greater influence on CEOs and change their attitudes toward marketing.
 - Modern CEOs will take more interest in marketing their products and themselves via the Internet.
 - c. More CEOs will have marketing backgrounds and understand the significance of marketing.
 - Online marketing will become even more popular and bring huger earnings for companies in the future.

Part IV**Listening and Speaking***Passage One***4.2 Listen to the passage carefully and choose the best answer to each question you hear.**

The Marketing Mix describes the specific combination of marketing elements used to achieve an organization's or individual's objectives and satisfy the target market. The mix depends on a number of decisions with regard to four major variables: product, place, promotion, and price.

Product decisions involve determining what goods, services, and/or ideas to market, the level of quality, the number of items to sell, the innovativeness of the company, packaging, features such as options and warranties, the level and timing of research, and when to drop existing offerings.

Place decisions include whether to sell through intermediaries or directly to consumers,



how many outlets to sell through, whether to control or cooperate with other channel members, what purchasing terms to negotiate, supplier selections, determining which functions to assign to others, and identifying competitors.

Promotion decision include the selection of a combination of tools (advertising, publicity, personal selling, and sales promotion), whether to share promotions and their costs with others, how to measure effectiveness, the image to pursue, the level of customer service, the choice of media (such as newspaper, television, radio, magazine), the format of messages, and ad timing throughout the year or during peak periods.

Price decisions include determining the overall level of price (low, medium, or high), the range of prices (lowest to highest), the relationship between price and quality, the emphasis to place on price, how to react to competitors' prices, when to advertise prices, how prices are computed, and what billing terms to employ (such as a cash-only versus credit policy).

When developing a marketing mix, product, place, promotion, and price decisions must be compatible with the desires of the selected target market and with the company's resource capabilities.

Canon, a leading manufacturer of cameras and other products, is one of many firms that applies the marketing-mix concept well. Canon uses distinctive marketing mixes for different target markets, such as beginners, serious amateurs, and professional photographers. For beginners, Canon offers very simple cameras with automatic focus and a built-in flash. These cameras are sold through all types of retailers, including discounters and department stores. Advertising is concentrated on television and general magazines. These cameras retail for under \$100. For serious amateur photographers, Canon offers relatively advanced cameras with superior features and a number of attachments. These cameras are sold via camera stores and finer department stores. Advertising is concentrated on specialty magazines, with some television advertising. These cameras retail for several hundred dollars. In sum, Canon markets the right products in the right stores, promotes them in the right media, and has the right prices for its various target markets.

1. Which of the following is NOT spoken of in PRODUCT decisions?
 - a. What packaging to use.
 - b. What a brand name to adopt.
 - c. What level of quality to achieve.
 - d. What warranties to offer.
2. What is PLACE in the Marketing Mix mainly about?
 - a. Distribution.
 - b. Transportation.
 - c. Purchase terms.
 - d. Outlet locations.
3. Which of the following is NOT mentioned as a choice of PROMOTION media in the passage?
 - a. Radio.
 - b. Internet.
 - c. Television.
 - d. Newspaper.



4. Which of the following CANNOT be categorized as a PRICE decision?
 - a. Profit margin.
 - b. Bundling strategy.
 - c. Volume discounts.
 - d. Marketing budget.
5. What can be concluded from the passage?
 - a. The sound marketing-mix concept contributes most to the success of Cannon.
 - b. Cannon usually applies several distinctive marketing mixes to one target market.
 - c. Cannon mixes the four Ps to give a particular marketing mix for a particular market.
 - d. Cannon attaches the same degrees of importance to the four Ps in different markets.

4.3 Listen to the passage again and fill in the blanks with what you hear.

What to Know about Marketing Mix:

- ☐ The marketing mix is defined as a combination of marketing elements used to achieve an organization's or individual's objectives and satisfy the target market.
- ☐ What marketing mixes to use is determined by the desires of the selected target market and the company's resource capabilities.

Marketing Mixes Used by Canon:

Targets 4 Ps	For Beginners	For Serious Amateur Photographers
Product	Offering simple cameras with automatic focus and a built-in flash	Offering relatively advanced cameras with superior features and a number of attachments
Place	Selling through all types of retailers, including discounters and department stores	Selling through camera stores and finer department stores
Price	Retailing for under \$ 100	Retailing for several hundred dollars
Promotion	Advertising is concentrated on television and general magazines.	Advertising is concentrated on specialty magazines, with some television advertising.