

BEC VANTAGE

剑桥商务英语证书 仿真试题集 中级

余敏 丁怡 袁晓燕 程跃珍 编

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· 北 京 ·

内 容 简 介

中级剑桥商务英语证书 (BEC Vantage) 考试是针对在商务活动中需要中上等英语水平的人员而设计的一种全新的实用型考试, 它从听、说、读、写 4 个方面全面考查考生在商务和一般生活环境下使用英语的能力。和其他 BEC 考试一样, BEC Vantage 的考试分为两个阶段: 第一阶段是笔试, 包括阅读、写作和听力 3 个部分; 第二阶段是口试。

本书是为准备参加 BEC Vantage 考试的人员而编写的仿真试题集, 一共 5 套。书中的每一套试题都是严格按照 2002 年剑桥大学考试委员会颁发的考试大纲的要求和样题的形式编写的。

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前 言

剑桥商务英语证书 (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权威性考试。1993 年首次在中国开考, 随后几年逐渐推广到亚洲其他国家, 如泰国、马来西亚等。

由于 BEC 已成为一个全球化的考试, 全世界有 60 多个国家都在举办这项考试。为使其标准符合全球统一标准并与剑桥考试委员会其他考试标准相衔接, 自 2002 年起, 英国剑桥大学考试委员会对 BEC 考试大纲进行了重新修订, 由原来的 BEC1、BEC2、BEC3 改为 BEC Preliminary (初级)、BEC Vantage (中级) 和 BEC Higher (高级) 3 个等级。

中级剑桥商务英语证书 (BEC Vantage) 考试是针对在商务活动中需要中上等英语水平的人员而设计的一种全新的实用型考试, 它从听、说、读、写 4 个方面全面考查考生在商务和一般生活环境下使用英语的能力。和其他 BEC 考试一样, BEC Vantage 的考试分为两个阶段: 第一阶段是笔试, 包括阅读、写作和听力 3 个部分; 第二阶段是口试。

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本书在编写的过程中得到了广州大学外国语学院有关领导和同事的大力支持和帮助, 朱凯妍、邓世莎提出了宝贵的意见, Jessica Wilczak 女士, Artur Ganczarski 先生审阅了阅读部分和听力部分的材料, 在此一并表示诚挚的谢意。

编 者

2003 年 7 月于广州

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BEC Vantage 试题模式及解题技巧

阅读部分

BEC Vantage 阅读部分由 5 个部分组成, 题目测试的重点不同, 测试方式也不同。第一至第四部分或是多项选择匹配题、或是多项选择题, 第五部分则是识别并写出多余或错误的词。下面分别就这 5 个部分的测试重点及解题技巧做一简要概述。

第一部分主要测试快速查读具体信息的能力, 而且其中会有一题测试文章大意。试题由 4 篇 (A、B、C 和 D) 较短或 1 篇较长的被分成 4 个部分的信息型文章组成, 字数在 250~350 之间; 这些文章的内容相似, 但每篇都有其独有的信息。试题还给出了 7 个陈述句, 要求考生对这些陈述与文章进行一对一的匹配。考生在做这部分题目时, 应仔细阅读所有的信息, 包括那些分列在其他行的信息, 如价格、时间、地点、日期、头衔等; 考生应特别注意每篇文章中与众不同的信息。

第二部分测试考生理解文章结构的能力。试题由一篇文章、报告或其他类型的篇章和 6 个从文章中抽出的句子及外加的 1 个干扰句组成 (约 450~550 字), 要求考生进行多项选择匹配; 试题中的第一个空格往往被用做例句。考生在做这些题时, 应首先通读全文和各个选项, 以了解文章的大意, 然后再根据文章中的句法结构、语法特点和语境从被选项中找出最合适的句子, 考生应认识到每个空格只有一个最佳选择项。考生不仅要注意带空格句子前后语句的句式和语法特点, 如是含 will 的句式还是含 must 的句式, 或是其他的平行结构, 而且应考虑全篇的句法结构和语法特点, 例如文章的每一段是否都是按照一定的模式来写的, 如定义→举例→一般情况→例外情况。考生在把被选项放回文章中后, 应把全文再通读一遍看文章是否通顺流畅。

第三部分测试考生理解大意和具体信息的能力, 测试的重点是文章的观点或是推断, 而不是一目了然的事实。试题由一篇 450~550 字左右的文章和 6 个有 4 个选项 (A、B、C 和 D) 的多项选择题组成, 多项选择题的题干以疑问句或是不完整句的形式出现。考生应培养自己解释、释义的能力, 因为选择正确的答案仅仅依靠简单的词语匹配是无法完成的。考生做题时要考虑到隐含在句子 (如疑问句、省略句) 背后的真实含义。

第四部分主要测试考生的词汇和结构。试题由一篇信息型的文章 (包括选项词在内约 200~300 字) 和 15 个有 4 个选项的多项选择题组成。这部分侧重准确选词、词语搭配和固定词组, 因此文章的意思一般都清楚明了, 考生应集中精力在词汇辨析上。测试的词汇以名词、动词和形容词为主。在辨析词汇时, 要考虑词的褒、贬义, 适用范围等方面的差异, 名词还应考虑单、复数的差别, 动词则要注意其后的介词, 以及及物动词和非及物动词的差别, 考生平常在阅读时应留意词语的特别搭配。

第五部分主要测试考生对句子结构的理解, 以及识别错误的能力。试题是一篇 150~200 字的短文, 考生的任务就是判断标有题号的 12 行原文是否正确。句子正确, 就在

答题纸上写上 CORRECT；句子不正确，则要找出并写出那个多余的单词。这部分试题虽然相对简单一些，但也不能掉以轻心，考生在解题时应考虑整个句子，尤其要注意：1) 介词后面的带-ing 形式的词是否多余；2) 冠词是否多余；3) 有些看似固定搭配的词组在文章中是否合适；4) 有时两个词，如 will 和 can，都可以使用，这时就要根据全文的句法结构来决定取舍；5) 要特别注意处在转行位置的单词。

总之，做阅读理解题时，都应把文章先快速浏览一遍，然后再进行细致的判断，做出正确的选择。考生平时应多阅读各种与商务有关的英文书籍、报刊、杂志，阅读题材最好广泛一些，如简短的文章、报告、评论、说明书、描写性的文章等。阅读训练的方式应精读与泛读相结合。

写作部分

BEC 考试旨在检测考生用英语处理日常商务事务的能力，涉及许多商务活动内容，其写作部分分为两个部分，第一部分是在公司内部流通的各种书面载体，即公司内部同事之间与商务活动有关的通信，如商务便条、商务便函、电话留言、电子邮件等；第二部分是下列三种写作形式中的一种：商务通信——给公司以外的人员（如客户或供应商等）所写的与商务有关的通信，如信函、传真或电子邮件；商务报告——就一具体事情或事件提供信息或分析报告，此类报告包括由引言、分析、结论三个部分组成，其写作形式可能是便函或电子邮件；商务建议——商务建议在格式与商务报告相似，但不同的是前者的重心在未来，是提出建议供阅读者讨论、考虑，其写作形式可以是商务便函或电子邮件。

在写作的第一部分，考生须根据所提供的背景材料写出 40~50 字的商务便条、商务便函、电话留言或电子邮件等；背景材料包括考生在写作中假设的身份、写作对象和写作要求。写作要求一般有 3 点，由短语或分词引导的句子组成。

在完成这一部分的写作任务时，考生最重要的是必须把这 3 点要求全部包括在自己的作品里，并且做到简洁、明了、准确，同时句子功能符合题目要求——是请求还是同意，是征询意见还是通知等。例如，公司要求员工就职工培训计划提出建议，题目要求“asking for suggestions for the program”，考生的句子应含请求成分“Will you please make any suggestions for the program?”又如题目要求“giving a deadline for suggestion”，考生的句子除给出日期外，还应表达出征询意见的意味，如“Would it possible for you to submit the suggestions before Wednesday, 12 April?”

这一部分的写作形式如果是商务便函或电子邮件，考生不必采用“致 (To:)、自 (From:)、日期 (Date:)、主题 (Subject:)”的格式。

写作的第二部分要求考生根据所提供的背景材料写出 120~140 字的商务通信、简短的商务报告或商务建议。与第一部分相同，这一部分的背景材料也将说明考生在写作中假设的角色、写作对象、写作要求等，但与第一部分不同的是，这里的背景材料往往是一份上面带有“手写”批注的信件、报告或是图表等。考生在完成这一部分的任务时，首先应搞清楚自己的身份，不要张冠李戴，弄错了身份；其次，考生的作文一定要把“手写”批注的内容全部包括进去；最后，考生还要用适当的句型、正确的时态传达出“手写”批注中隐含的言语功能——是同意还是反对，是接受还是拒绝等。例如，批注要求“summarise”或“forecast”，那么前者用过去时比较合适，后者则用将来时比较好。

这部分的写作对格式也没有要求，也就是说，信函不要求写通讯地址，传真不必写“传真

头”，商务便函或电子邮件不必用“致 (To:)、自 (From:)、日期 (Date:)、主题 (Subject:)”的形式。

考生应切记不要在写作中擅自加入题目中没有要求的内容，同时写作字数不要超过或是少于要求的字数。考生的写作成绩主要取决于两个方面：1) 完成所有任务，文章结构完整，有效地使用连接方式，不离题，语域使用恰当；2) 语法、拼写和标点正确，用词准确，词汇量大。因此，考生平时就应加强这两方面的写作训练。

听力部分

根据 BEC Vantage 考试大纲，听力考试共包含 3 个部分：填空、多项选择匹配以及多项选择题。

第一部分包括 3 个电话对话或电话录音，每一个对话或录音信息都有一个填空文本。每个文本都提供了非常清楚的上下文及 4 个空格，要求考生根据所听内容在空格内填写一两个词或一个数字。填空文本通常是订单、日程表、发票、留言条、摘录等。每一篇对话或录音的长度为 220 个单词左右。这一部分的考点是获取具体信息，如数字、人名、日期、地名等。考生需要仔细听录音并利用答卷上的提示辨认并填写信息。正确答案并不只限于简单的听写，很多时候要求考生对提示材料进行重新组织整理以获取正确答案。

这一部分的训练要求考生拥有良好的边听边记笔记的能力，尤其是学会在各种场合记笔记。平时不仅要记单词，还要会拼写。同时还应具备良好的识辨能力，能辨别一些同音异义词，还要学会拼写一些常用的地名以及英美人名，并能学会利用提示信息预测所要填写的各种单词或数字。考生在第一遍听录音时，可以先听对话的大意并尽量将 4 个空格填写出来，听第二遍时，着重检查答案并将没有拼写出来的单词或数字补齐。

听力考试第二部分共有两组题，每组的格式是相同的。要求考生听 5 个短小的 50 字左右的独白，然后将每个独白与一组共 8 个选项相匹配。每 8 个选项构成一组连贯的主题，每一组都包括 8 个与地点、主题、目的或身份等有关的选项。由于要求考生辨认讲话的主题、语境、功能等，这部分考试测试考生的总体听力技巧、判断推理能力及理解大意的能力。考生应学会边听边推敲大意，根据上下文，讲话人的语气、语调、态度、观点、讲话的目的等进行推理判断。

平时训练时考生应熟悉英语各种文体的区别，掌握一定的篇章知识，尤其是注意篇章连贯。在听第一遍录音时，了解掌握短文的大意，并迅速作出判断；听第二遍时，判断是否准确。在这一部分的考题里，没有绝对的“最佳”答案，但却有“正确”答案。

第三部分是多项选择题，考生将听到一篇长度为 500 字约 4 分钟的文章，这些文章包括两三个人之间的访谈、对话及讨论，也有一个人的讲座、报告等内容。听完录音后，要求考生回答 8 个涉及文章内容和大意的问题，每个问题都有 3 个选项。有些问题与谈话人的观点和情感有关，但这些问题设计都比较直接，不需要考生记住一些长且复杂的信息。在回答这一部分的问题时，考生应注意准确理解所听到的信息，尤其是谈话人所表达的观点，因为正确答案常常是通过几个人的讲话表达出来的。

总的来讲，在听力考试中考生应首先熟悉 3 种不同题型的要求，了解解答这 3 种题型所需要的技巧。同时好的听力还取决于准确的阅读，考生要学会利用每一部分录音的间隙期，阅读和检查书面信息，准确回答问题。

BEC VANTAGE SIMULATED TEST 1

READING TEST

Time allowed: 1 hour

INFORMAITON FOR CANDIDATES

- There are forty-five questions on this question paper.
- You must write all your answers on the Answer Sheet.

PART ONE**Questions 1-7**

- Look at the statements below and the information about cards on the opposite page.
- Which card (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 You needn't spend any money in getting the card.

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

- 1 You will know how much money is left on your card.
- 2 The card is made up of parts that can be used again.
- 3 This card is used in many outlets across the world.
- 4 You can save money each time you use it.
- 5 Customers can enjoy various services by using the card.
- 6 The product can help your staff work more efficiently.
- 7 It takes a short time to design and produce a new product.

A

Visa Gold Card

A Visa Gold Card guarantees you'll be welcomed at more than 10.5 million establishments in 247 countries. It gives you access to more ATMs around the world than any other cards. It assures you of unsurpassed travel, legal and medical assistance, with just one phone call, and emergency cash if you lose your card. And it offers you Visa's unmatched range of special cardholder services, from reserved concert seats to the Visa Restaurant Club.

B

MasterCard Pocket Teller

It can now tell you how much money you have on your chip, as well as how much you spent in each of your last ten transactions and when. How? With this little gem of new technology, the MasterCard Pocket Teller, available for the very first time in the world right here in Plymouth. It's like having a mini Automatic Teller Machine in your pocket.

C

Smart Object

Smart Object has got all the benefits of object-oriented technology without the drawbacks. Without the time it takes to learn. Without the money it takes to train. Without the long lead times and high development costs. These wizards and cue-cards define clear, repeatable paths to build and assemble highly re-useable application components. And its best-of-breed applications are integrated with Visual Basic on the PC, yet scaled to support hundreds of users on all manner of client, server and database platforms.

D

AT & T Global Corporate Calling Card

If you want to get somewhere fast, it pays to travel with the new AT&T Global Corporate Calling Card. It offers competitive international rates so that you can count up savings on every card call you make around the world. It

increases productivity for your people who travel on business and offers comprehensive management reports that show you exactly who has spent what each month. And there's no enrollment fee whatsoever.

PART TWO

Questions 8-12

- Read the article below about the top brands.
- Choose the best sentence from the opposite page 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).

THE 100 TOP BRANDS

It was a tough year to build a brand — or defend one against the corrosive effects of a bear market, financial scandals, and shifting consumer priorities. For proof, look no further than the fact that roughly half of the 100 global brands that Interbrand Corp. and *Business Week* ranked this year fell in value compared with a year ago. (0)...D...

To qualify for our ranking, brands had to have a value greater than \$1 billion. They were selected according to two criteria: (8)..... They also had to have publicly available market and financial data on which to base the valuation. That excluded some big brands, such as Visa International, the BBC, and Mars.

How do you place a value on a brand? (9)..... *Business Week* selected Interbrand's method because it values brands the same way analysts value other assets: on the basis of how much they're likely to earn in the future. Those projected profits are then discounted to a present value based on how risky the projected earnings are — that is, the likelihood that they will in fact materialize.

To start the process, Interbrand first figures out that percentage of overall revenues are accounted for by the power of the brand. (10)..... Interbrand then deducts a charge for the cost of owning the tangible assets, on the theory that whatever income is generated beyond that cost is due to intangible factors. This is the economic value added by things like patents, customer lists, and, of course, the brand.

(11)..... For example, are people buying Shell gasoline because of the brand name or because the gas station is conveniently located? Interbrand uses market research and interviews with industry executives to sift through those variables.

The final phase is to analyze the strength of the brand to figure out how risks those future brand earnings are. To calculate the brand's strength, Interbrand looks at seven factors, including the brand's market leadership, its stability and its ability to cross geographical and cultural borders. (12)..... *Business Week* and Interbrand believe this figure comes closest to representing the true economic value of that complex array of forces that make up a brand.

Example:

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

- A** The risk analysis produces a discount rate that is applied to the brand earnings to come up with a net present value of the brand.
- B** Some attempts rely on little more than opinion polls or ad spending.
- C** Next, with the help of analysts from J. P. Morgan Chase Co. , Interbrand projects net earnings for that segment of the business.
- D** In this environment, just holding your own is an accomplishment.
- E** They should be famous and have a good reputation around the world.
- F** The next step is to winnow the earnings generated by the brand from the earnings generated by other intangibles.
- G** They had to be global in nature, deriving 20% or more of sales from outside their home country.

PART THREE

Questions 13-18

- Read the article below about teams and management 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.

Creative teams and management

When Colgate launched its then revolutionary Colgate Gum Protection toothpaste in 1990, company executives were confident they had a hit on their hands. The toothpaste incorporated a groundbreaking antibacterial technology they thought was the biggest innovation since fluoride. But in the months after the toothpaste's six-country rollout, the product's market share reached a meager 1% — one fifth of the company's projections.

What went wrong? A new round of market research found that the original launch strategy muted the "breakthrough" message, the ads positioned the new toothpaste as a line extension instead of a revolutionary advance, and the public just didn't buy the product's broad claims. Up to this point, Colgate's president, Bill Shanahan, had attended only quarterly review meetings, now he rolled up his sleeves to rescue the product, establishing a worldwide marketing team and meeting regularly with global business vice president Kathleen Thornhill and CEO Reuben Mark to follow the team's progress.

Shanahan and others at the very top sifted through the research and took part in the advertising development meetings, working elbow to elbow with the marketing team. Renamed Colgate Total, and promoted with a retooled ad campaign that stressed the toothpaste's 12-hour protection, the product was a hit in most of the 103 countries outside the United States.

Shanahan continued to lavish personal attention on the product, putting Colgate Total under the direct supervision of Jack Haber, then worldwide director of consumer oral care products, and committing \$35 million and a team of 200 employees to the project. With that kind of senior-level backing, Haber pulled out the stops, spending \$20 million to promote Colgate Total to U.S. dentists alone. Within two

months of its domestic launch in 1997, the product captured 10.5% of the U.S. toothpaste market and within six months muscled perennial champ, Procter & Gamble's Crest, out of first place. Colgate Total has remained number one ever since.

What transforms a good product idea like Colgate Total into a blockbuster? We spent ten years studying more than 700 new product development teams and interviewed over 400 project leaders, team members, senior executives, and CEOs intimately involved in product development and launch. Of the hundreds of teams we studied, just 7% of them — 49 in all — created products that scored a perfect ten on our measure of blockbuster success. To achieve that score, products had to reach or exceed company goals, customer expectations, profit and sales targets, garner company and industry awards, and attract national attention.

Products don't become blockbusters without the intense, personal involvement of senior management — usually a CEO or division head. In every case studied, top management played an intimate, active, often daily role. This approach has been out of favor for decades, creative teams, the thinking goes, should be empowered by management and then left alone. Too much attention stifles innovation. To that we say "Baloney." Our work shows that, in the best case, management involvement should start on day one. Ideally, senior managers work closely with the product team to establish must-have features and then help clear a path for the team. Top managers control resources, and they have the authority to allow the team to break rules and cut through red tape. And, crucially, senior managers serve as cheerleaders and visionaries, broadcasting a message of organizational commitment that attracts buy-in at all levels of the company.

- 13 What happened to Colgate's new toothpaste?
- A The results ran contrary to the company's expectation.
 - B It achieved a great success.
 - C It took a great portion of market share.
 - D The new technology was not popular among customers.
- 14 The writer implied that the original launch strategy
- A didn't set the target.
 - B failed to appeal to customers.
 - C had the wrong focus.
 - D aimed at a common goal.
- 15 According to the article, Colgate Total's success was due to
- A good marketing strategies.
 - B cooperation of team members.
 - C participation of senior managers in meetings.
 - D total involvement of top managers.
- 16 In Paragraph Four, the writer uses the figures to indicate
- A quite a few companies meet the standards.
 - B most companies realize the key to success.
 - C not many companies have outperformed the criteria.
 - D a few companies have done better than others.
- 17 According to the writer, the approach that has been popular for a long time is
- A the management should show their consistent concern about innovation.
 - B teams should be subject to the power of the management.
 - C top managers needn't take part in the research and marketing activities.
 - D team members have the absolute right to do what they want to do.
- 18 In what way can senior managers help the production team?
- A They direct and guide the team through the production process.
 - B They set up regulations to be followed by the team.
 - C They urge the whole company to be engaged in the project.
 - D They have the right to reallocate funds and personnel of the company.

PART FOUR**Questions 19–33**

- Read the memo below about business report writing.
- Choose the best word to fill each gap from **A, B, C** or **D** on the opposite page.
- For each question **19–33**, mark one letter (**A, B, C** or **D**) on your Answer Sheet.
- There is an example at the beginning, **(0)**.

Memo

To: All Staff

Date: Jan. 22, 2003

From: Head of Training Faculty

How to write a good business report

The business report is one of the most important communications in business world. To help our staff **(0)** ... **A** ... their report-writing tasks successfully, we give some suggestions below:

1. Collect all the data you need to provide in your report before you begin to write, and be sure that it is complete and accurate. Incomplete or inaccurate data about sales, employee **(19)**, or any other subject can lead the person **(20)** your report to make an unwise, if not **(21)** decision.
2. Organize the data you have collected so that you can **(22)** the clearest, most concise, and most **(23)** report possible. When you can, **(24)** information in tables, charts, graphs, or **(25)** rather than paragraphs.
3. Consider the reader of your report and the subject about which you are writing in deciding what **(26)** to give your report. Under most circumstances, the “you and I” approach is **(27)** to the “writer and reader” approach. However, always be sure to gear your report — in all **(28)** — to your reader, and remember that someone other than the person to whom you are writing may read it also. **(29)** and managers often request reports, read them, and **(30)** them along to others up the **(31)**
4. Keep your report as short as possible. Remember that you are writing for one basic purpose: to provide information about a **(32)** subject. Therefore, unless you have been requested to do so or are reasonably certain that your reader will welcome your doing so, do not **(33)** personal opinion, or state your own conclusions or recommendations, for example.