

跟BEC考官学BEC

剑桥商务英语考试 写作高分快突破

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Cambridge BEC Higher

BEC考官强烈推荐

最全面、最权威写作宝典

囊括写作分项和整体训练

高级

**轻松跨越
写作关**

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剑桥商务英语考试 写作高分快突破

Cambridge BEC Higher (高级)

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Preface

前言

剑桥商务英语考试写作高分快突破(高级)

BEC(Business English Certificates)考试是国家教育部考试中心和剑桥大学考试委员会合作的考试。1993年起举办,对考生在商务和一般生活环境下使用英语的能力从听、说、读、写四个方面进行考核,及格者由剑桥大学统一颁发证书。证书获得英联邦国家和欧洲各国以及中国众多企业认可,作为持有者英语能力的首选证明,称为求职“通行证”。从BEC初级,到BEC中级,再到BEC高级,就像通向成功的阶梯一样令人憧憬。BEC高级更能证明你的出类拔萃,因此,BEC高级考试证书成为很多商务工作者和大学生梦寐以求的筹码。正所谓“一证在手,求职无忧”。

关于BEC高级考试的书籍本来就不多,而目前可见的绝大多数是词汇、听说和真题方面的书,读者们强烈呼吁出版一本关于写作的书籍,本书正是在这种广泛的需求中应运而生。

为了让读者对BEC高级写作考试有个全面而深入的了解,本书共分为三个部分:知己知彼;专项训练;考前练兵。在“知己知彼”章节中,本书详细介绍了高级写作考试的试题组成,写作评分标准,拿到BEC高级写作高分的途径以及四种考题的题型特点与技巧点拨。在“专项训练”章节中,本书按照BEC高级写作真题的四种考题,分项介绍了图表写作、信函写作、报告写作和提案写作。其中最大的亮点在于内容的编排遵循科学的学习习惯和策略,通过“看一看”,“改一改”,“练一练”和“学一学”,来循序渐进地获得写作技能。“看一看”就是看一篇高分范文,学习写作方法;“改一改”就是改一篇存在一些问题的例文,进一步了解写作要点;“练一练”就是自己练习写一篇文章,全面把握写作技能;“学一学”就是再学一篇文章,积累高分表达方式。在“考前练兵”章节中,编者提供了十套往年BEC高级写作考试真题,并选择一些相对好的范文刊出,最后由BEC考官进行点评。这一部分读者可以先自我测试,写出模拟题的文章;再参考范文和点评进行学习,读者尤其要学习研究范文和评语,结合第一章的“评分标准”进行自我点评,找出差距,提高写作水平。

如果学习者能认真理解和学习本书,商务英语写作水平定能提高,并能在BEC高级写作考试中取得理想的成绩。

欢迎广大读者对本书提出宝贵意见。

编者

2010年9月

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知己知彼

第一章

第一节 试题介绍与应试准备

第二节 题型特点与技巧点拨

Chapter



备考心情感悟

已经开始准备复习考试了，
我将在这里留下本次备考的点滴
心得，记录我学习的收获与失败，
为自己留下一份美好的记忆！加
油吧！祝我成功！



第一节

试题介绍与应试准备

一、BEC 高级考试的试题组成

BEC 高级考试由四部分组成,包括阅读、写作、听力和口语。时间分配如下:

阅读	60 分钟
写作	70 分钟
听力	40 分钟(左右)
口语	16 分钟

其中写作测试要求考生写两篇作文。第一部分根据图表写一篇短小的报告;第二部分从三个题目中选择写一篇商务信函、一篇短小的商务报告或者一份商务提案。第一部分要求写 120—140 个字。第二部分要求写 200—250 个字。按照任务的完成情况、词汇量大小和用词准确性、语法结构、篇章结构、内容、语域和格式是否适当进行评分。(具体可参考本节第二部分的评分标准)

BEC 高级写作测试形式与内容

部分	功能	提示材料	题型	字数	语域
1	描述或比较所给示意图的数据,做出推断	曲线图、柱状图或饼图;写作要求	一篇短小报告(备忘录或电子邮件形式)	120—140	中性/正式
2	商务报告:描述、总结 商务信函:解释、道歉、投诉、致谢 商务提案:描述、总结、推荐、劝说	写作要求;可能附有简短的正文,如通知、广告等。	商务报告、商务信函、商务提案中任选一种	200—250	中性/正式

二、BEC 高级写作评分标准

每篇文章都需给印象分。总体印象分要参照每项任务的完成情况分为 6 个级别。各级别将转化为具体分数,第一部分满分 10 分,第二部分满分 20 分,写作部分总分 30 分。具体评分标准包括内容、语言、结构、词汇、组织、语域、格式和读者印象。具体评分标准如下表所示:

级别	评分标准
5	<p>全部完成答题要求</p> <ul style="list-style-type: none"> • 所有内容点都已包括在内。 • 语言规范、自然;错误少。 • 多样化的语言结构和丰富的词汇量。 • 有效地组织,适当地使用前后呼应方法。 • 语域和格式完全适当。 <p>给读者的印象极佳。</p>
4	<p>较好完成答题要求</p> <ul style="list-style-type: none"> • 所有内容点都已包括在内;可能有较少的遗漏。 • 语言自然;使用复杂语言时出现错误。 • 多样化的语言结构和丰富的词汇量。 • 总体组织较好,逻辑合适。 • 语域和格式总体上适当。 <p>给读者的印象良好。</p>

(续表)

级别	评分标准
3	<p>尚能达到答题要求</p> <ul style="list-style-type: none"> • 所有主要内容点都已包括在内;可能有较少的遗漏。 • 语言比较规范;有少许错误,但不妨碍交流。 • 语言结构和词汇量适度。 • 组织和逻辑性令人满意。 • 语域和格式好,不完全正确。 <p>给读者的印象尚可。</p>
2	<p>不能完全达到答题要求</p> <ul style="list-style-type: none"> • 遗漏了一些主要内容点,或者处理不当,或者有些不切题。 • 错误影响了交流,或者错误很多。 • 语言结构和词汇量有限,语言水平太初级。 • 内容组织条理不清。 • 语域和格式不适当。 <p>给读者的印象不佳。</p>
1	<p>未能达到答题要求</p> <ul style="list-style-type: none"> • 显著的内容遗漏;大量内容不切题。 • 语言严重不规范;经常出现简单错误。 • 语言结构单一;词汇贫乏。 • 缺乏组织性。 • 语域和格式不适当。 <p>给读者的印象很差。</p>
0	<p>什么任务也没有完成。字数少于所需字数的 25%,或者完全看不懂,或者完全不切题。</p>

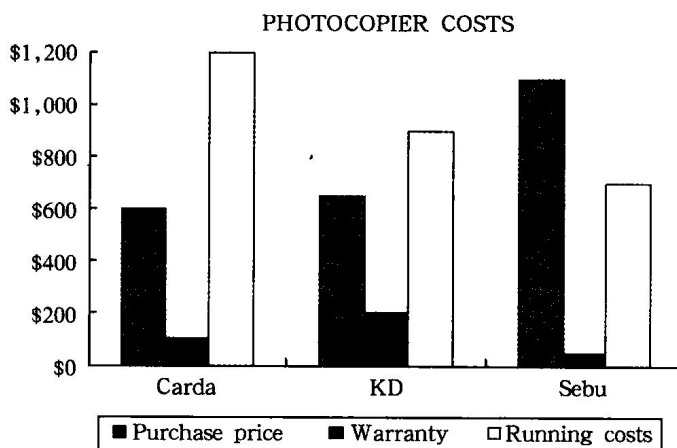
下面举例说明 BEC 考官对考试文章的评分。

题干:

PART ONE

Question 1

- The bar chart below shows the cost of buying three different photocopiers, the cost of a warranty on each machine, and their expected running costs for the first two years.
- Using the information from the chart, write a short **report** comparing the costs for the three machines.
- Write **120 ~ 140** words.



PART TWO

Questions 2 — 4

- Write an answer to **one** of the questions 2-4 in this part.
- Write **200 ~ 250** words.
- Write the question number in the box at the top of the answer page.

Question 2

Your manager is keen to introduce new practices into your company. He has asked you to write a report which includes details of two practices from another company which you would suggest adopting in your own company.

Write the **report** for your manager, including the following information:

- what you admire about the other company
- which two of its practices you would adopt
- why your company would benefit from them

Question 3

Your company has employed an outside consultant to organize an exhibition of your products, to be held next month. His work is unsatisfactory, and your boss has now decided that you should take over full responsibility instead. Your boss has asked you to write to the consultant to explain why he has been replaced.

Write the **letter** to the consultant:

- giving two reasons why he has been replaced
- telling him he will be paid for this work
- asking him to brief you on the current situation

Question 4

Your company has decided to conduct an investigation into the possibility of increasing the number of ways in which technology is used throughout the organization. You have been asked to write a proposal concerning the use of technology in your department for the Managing Director.

Write your proposal, including the following:

- a brief outline of the current uses of technology in your department
- a description of what technological improvements could be made
- an explanation of the benefits these changes might bring
- recommendations for the kind of training that would be necessary

范文:

QUESTION 1

CANDIDATE A

Report: Photocopier Costs

Of the three types of photocopiers, Carda, KD and Sebu, the purchase price of the Carda is the lowest. It is slightly more than \$ 600 but its expected running cost for the first two years is the highest with its warranty cost at the mid-level of the three photocopiers.

In comparison, the purchase price of the KD is a little more than that of the Carda which is \$ 700; whereas the expected running cost of the KD is much less than that of the Carda which is \$ 1,200. However, the KD's warranty cost is the highest of the three at \$ 200. In comparison the Sebu's purchase price is the highest of the three, i. e. \$ 1000, but it costs consumers the least in warrant and running for the first two years. What's more, the expected total cost of the Carda for the initial 2-year period is \$ 1,900, more than that of both the Sebu and KD, \$ 1,800.

In conclusion it would be advisable to buy the KD photocopier which is generally more advantageous in cost than its competitors.

考官点评:5 级

完全理解写作任务,语言自然流畅。

CANDIDATE B

This report was compiled to present the data about the costs of buying three different photocopiers, the cost of a warranty on each machine, and their expected running costs for the first two years. The photocopiers being described are Carda, KS and Sebu.

Certainly the most expensive one is Carda as its total cost for initial 2-year period is \$ 1,900. This includes running costs of \$ 1,200 and cost of a warranty which is \$ 100. The remaining part of cost — about 30% of the total costs — is the purchase price.

Total costs of both KD and Sebu photocopiers are equal, however their particular ingredients differ, KD's warranty is the priciest and costs \$ 200 whereas Sebu's costs \$ 70. Running costs of KD and Sebu photocopiers are \$ 900 and \$ 800, respectively. Taking into consideration purchase price, the most expensive one is Sebu which costs \$ 1000 whereas KD's is cheaper than Sebu by \$ 200. Total costs for the 2-year period of these machines are \$ 1,800.

I trust that the above data will be useful and helpful for the buyer to make the best possible choice.

考官点评:4 级

理解并完成了写作任务,标新立异的结构和词汇并不总是代表成功。文章的结构大体上合理,衔接得当。

CANDIDATE C

This report compares the costs of three photocipers, called Carda, KD and Sebu.

Firstly, we will consider running costs. Far the highest is Carda's (\$ 1200) followed by KD's which is equal to \$ 1000 and the lowest one at the moment is Sebu's (\$ 600). It also has the lowest warranty cost which is about \$ 100. That is very close to the cost of Carda machine, which is just a bit higher (\$ 630). But KD's cost is for about 100 percent higher than the mentioned two. If we look at purchase prices and start with the highest we firstly have to mention Carda. Its purchase price is \$ 600, moving to KD with a price of about \$ 700 and finish with the highest purchase price which is \$ 1200 and comes from Sebu.

If we analyse the facts I mentioned above we can calculate the expected total costs for initial 2-year period. Carda has the highest total cost which is \$ 1900, so it would be cheaper buying the other two, which both have a total price of \$ 1,800.

考官点评:3 级

文章结构清晰,语句连贯,内容完整。但是语言极为不正式,还存在一些小错误。

CANDIDATE D

The upper is the comparison of the costs of 3 different photocopiers, including the purchase price, warranty costs and expected running costs for initial 2-year. From that, we can see Carda gets the highest expected total costs of \$1,900. The others, KD and Sebu are likely the same reaching \$1,800.

The reason why Carda is the most expensive is due to its running costs, which covers more than 60 percent in the expected total cost. While KD and Sebu cost lower than that, no more than \$1,000. In which Sebu's cost in running cost is only \$800 around. But Sebu's buying cost the highest over \$1,000. At the same time, Carda costs only \$600, KD \$700 or so. As to the cost of a warranty on them, KD is more than \$200, Carda \$120 and Sebu less than \$100.

考官点评:2级

任务阐述不充分,语言表达和词汇量有限,存在明显的错误。但是主要的观点表达出来了,结构也不错。

QUESTION 2**CANDIDATE E**

Report on the introduction of new practices.

The report sets out to describe the most attractive features of the Olive Garden chain restaurants Staff Management policies and to suggest introduction of several items into the restaurant department of the Hnton First hotel. The presented information has been obtained during the Assistant Manager's visit to the former company.

It was found that one of the American chain restaurants is exposed to an exceptionally innovative management that has recently developed a new policy in order to maintain high standards in all aspects of the service provided to their guests.

It seems that two of its recently introduced practices may be well borrowed and implemented in our business.

Firstly, all the waiting staff are exposed to a check-up before starting their lunch and dinner shifts so as to ensure maintenance of hygiene and compliance with the

company's dress code.

Secondly, the evening briefings conducted on a regular basis in order to inform the staff about the basic changes in the menu and wine supplies have proved effective, and therefore could be applied in our restaurant department as well. It is clear that a successful introduction of the two procedure is sure to reflect on the quality of such service in issues of the waiting staff's better awareness and an improvement in the hotel's image.

考官点评:4级

文章内容完整,语言自然,词汇丰富,衔接合理。

CANDIDATE F

The purpose of this report is to established which practices should we accept in our company form company "johnson". The company Johnson is well respected company in Europe. They own their success to innovation and team work. This is a well organized company with 300 employees. All their employees know what is expected from them. The company is devided in to departaments; Production, finances, marketing and salles.

They have strict behavior rules which includes non smoking and clothing polici. Inspite of this strict rules there is an open-level management. Every two weeks the main director receves employees that come with new ideas and they are reworded if the idea is accepted. Johnson has also an complain service in which pesonel can come to express their dissatisfaction.

In our company I would strongly sugest that we also adopt open-level management where we could widen our prospectives and get new ideas.

I also recommend complain service center where we could find out how to motivate our staff.

考官点评:2级

内容完整但不充分,存在语法和拼写错误。