

新编实用英语学考指南编写组 / 编写

# New Practical 新编实用英语 English

(第二版)

综合教程

3

GUIDE TO LEARNING AND EXAMINATION

# 学考指南

总主编：宫军 刘燕 本册主编：周萍 陈伟建



湖南科学技术出版社  
Hunan Science & Technology Press

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# 学考指南

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## 编写说明

《新编实用英语（第二版）·综合教程 学考指南》是一套旨在帮助学生学习《新编实用英语（第二版）·综合教程》的辅助教材。本套书以高等教育出版社出版的《新编实用英语（第二版）·综合教程》学生用书第1、第2、第3册为主要蓝本，依据教育部颁布的《高职高专教育英语课程教学基本要求》和《新编实用英语教学大纲》，挑选出课文中的重点词汇、重要短语和难句，对其含义、用法进行了详细的解释，并做了适当的引申，以《高等学校英语应用能力考试大纲》为依据，还精心设计了自我测试题。目的在于通过举例、分析、练习等形式，一方面使学生全面理解、领会所学课文的知识点；另一方面使学生在掌握所学知识的基础上，扩展知识面，并能灵活运用所学知识。

《新编实用英语（第二版）·综合教程 学考指南》共3册，各分册都是依照学生用书同步编写而成。本书为第3册，本册共8个单元，每单元的内容主要由以下五个部分组成：

**第一部分 背景知识介绍。**介绍课文中学生不熟悉但又应该了解的主要商务英语专业知识，从而拓展学生的知识面。

**第二部分 学法指导。**本册主要涉及行业英语，而专业词汇往往是学生的难点，学法指导总结了本单元相关主题的重点词汇与句型甚至篇章结构，便于学生从词、句、篇掌握相关主题，从而既见木，又见林。

**第三部分 课文重点难点导学。**此部分精心挑选本单元课文中的重点词汇、重要词组和长句难句进行分析、讲解，并附有例句，使学生明确学习重点，解答学生的学习疑点与难点。

**第四部分 单元练习答案。**此部分提供本单元练习的正确答案，便于随时查阅，方便学生学习。

**第五部分 自我测试。**此部分主要依据《高等学校英语应用能力考试大纲》，根据教材内容设计试题，采用高等学校英语应用能力考试的题型，包括词汇结构、阅读理解、翻译、写作四个部分（听力除外），遵循由易到难的编写原则，循序渐进地培养学生的英语学习技巧，提高学生的英语应用能力。

《学考指南》丛书由湖南外国语职业学院组织编写，是一套既导学又导考的英语同步辅导书，现有《新世纪高职高专英语·综合教程（修订版）学考指南》和《新编实用英语（第二版）·综合教程 学考指南》两个系列。《新编实用英语（第二版）·综合教程 学考指南》总主编为官军、刘燕，本分册主编为周萍、陈伟建，参加编写的有周萍、杨小凤、任靖沙、何阳萍、苏燕飞、黄先平、李慧、袁军、黄月华，刘亚非、罗小玲仔细审读了书稿并提出了宝贵的意见，在此深表感谢。

由于编者水平和经验有限，疏漏之处在所难免，恳请读者不吝指正。

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## Unit One Promoting Activities

## 营销活动

## 学习目标

- Listening** 听懂有关产品推介的场景、产品介绍的用语表达。
- Speaking** 掌握产品推介有关的词汇与句型，学会推销产品。
- Reading** 了解营销方法及在中国参展的规则。
- Writing** 掌握产品简介的要点，描绘产品的卖点。

## Background Information 背景知识介绍



**市场营销策略组合 (Marketing Mix)** 这是现代市场营销理论的一个重要概念。市场营销策略组合主要包含四个策略的整合应用，即产品 (Product)、价格 (Price)、地点 (Place) 和促销 (Promotion)。由于这四个名词的英文首字母都是 P，所以市场营销策略组合又称为 4P 组合。

## Guided Study 学法指导



It is necessary for people to know the functions and potentials of a product before they buy it. So introducing the functions and potentials of a new product is very important in promoting its sale. This unit will deal with the problem.

**How to introduce a product?**

Product Prospectuses (产品简介)	Vocabulary & Sentence Patterns (词汇与句型)
Quality (质量)	It is of high / top / best / competitive quality. It's of latest technology. With the most advanced technology.
Function (功能)	It is easy / simple to operate. It is equipped with (a digital camera). It adopts (slide) design. It is of super functionality (功能、实用性). It is specially designed for businesspersons.

续表

Product Prospectuses (产品简介)	Vocabulary & Sentence Patterns (词汇与句型)
Price (价格)	The price is low / favorable / reasonable / competitive. It is of competitively-priced quality (价廉物美).
Appearance (外观)	The product sells well because of its attractive-looking package. The product sells well because it's fashionable / convenient / handy / portable / smart.
Customers' Reactions (顾客反应)	The products are in great demand. (这种产品市场需求量大。) We are quite marketable. (本产品很有市场。) We are the market leaders. (本产品处于市场领先水平。) We are popular with the customers. (本产品深受顾客欢迎。) We are the best seller in the market. (本产品在市场上很畅销。)

## Key Points 课文重点难点导学



## Passage 1 Promotion Methods

## 1. Words &amp; Expressions 重点词汇与习惯表达

## ☞ potential

(1) *a.* capable of being, but not yet in existence 潜在的, 潜力的  
potential customers / problems / effect, etc.

例如: Mass selling is communicating with large numbers of potential customers at the same time. 大众营销是在同一时间与大量潜在的顾客进行交流。

It is often hard for a company to find its potential problems. 公司常难以找到潜在的问题。

(2) *n.* possibility, potentiality 可能性, 潜在性; natural ability 潜力, 潜能

例如: The potential for corruption in such a system is enormous. 在这样的体制下, 腐败的可能性极大。

We want each student to realize their full potential. 我们想让每位学生最大限度地发挥他们的潜力。

## ☞ generate

*v.* produce or create 产生; 带来; 创造; 引起

generate new ideas / sales / profits / income / excitement / interest / ill feeling, etc.

例如: This promoting activities generated a lot of interest of the customers. 这些营销活动引起了顾客的极大兴趣。

The program will generate a lot of new jobs for the local people. 这个项目会给当地人带来许多新的就业机会。

## ☞ spark

(1) *n.* fire; electricity; energy; a small action causing trouble or violence 火花; 电火花; 活



力；根源

例如：In a gas leak, any small spark will cause an explosion. 煤气泄漏时，任何一个小火花都会引起爆炸。

He has plenty of spark and wit. 他充满了活力与智慧。

(2) *v.* to make someone feel interested, hopeful, etc. 引发兴趣

spark curiosity / imaginations / interest, etc.

例如：Sales promotion tries to spark immediate interest. 销售推广力图引起即时兴趣。

What he said sparks our curiosity. 他说的话引发了我们的好奇心。

### ☞ prompt

(1) *v.* make sb. decide to do sth., especially sth. that they had been thinking of doing 促使，使下决心（做一直想做的事情）

例如：Her situation prompted her to seek a new job. 她的处境促使她寻求一份新的工作。

(2) *v.* make people say or do sth. as a reaction 引起，激起（某人说或做某事）

例如：Those stories prompted more media attention. 这些报道引起媒体更多的注意。

(3) *a.* done quickly, immediately, or at the right time 迅速的；立刻的；及时的；准时的

例如：Lunch is at one. Try to be prompt. 一点开午餐，尽量快一点。

(4) *n.* words; signs (给演员的) 提词（电脑屏幕上的提示）

例如：When you see the “C” prompt type “WP”. 当看到提示符“C”时，就键入“WP”。

### ☞ variety

*n.* type 类型，品种

**相关词汇和短语：**

vary *v.* 改变，变化

various *a.* 多种多样的，不同的

variety *n.* 多种多样，多种类

a variety of 种种

a wide variety of 各种各样的

例如：They come from a variety of different backgrounds. 他们的出身背景各异。

Sales promotional includes a wide variety of activities. 销售推广包括了各种各样的销售活动。

## 2. Difficult Sentences 难句分析

(1) While advertising must be paid for, another form of mass selling — publicity — is “free”. 相比必须付费的广告而言，另外一种大众营销——宣传——却是“免费”的。

● while...表示两种不同情况的对比，表示“而……却”。

例如：You like arts, while I prefer sciences. 你喜欢艺术，而我却喜欢科学。

(2) But they try to attract attention to the firm and its offerings without having to pay media costs. 但是，宣传人员却尽力将潜在顾客的注意力吸引到公司和其产品上，而无需付媒体的费用。

● its offerings 在此指“公司提供的产品或服务”。without 是介词，表示“没有、不需”，后面必须用名词或动名词。

例如：The child was watching TV for hours without talking anything to anybody. 孩子们没有

跟任何人说话, 默默地看了几个小时电视。

(3) Trade magazines, for example, may carry articles featuring the newsworthy products of regular advertisers — in part because they are regular advertisers. 例如, 商业杂志可能登载广告常客有报道价值的产品的专题报道——部分原因是因为他们是广告常客。

● featuring... 意为“为……做广告、推出”, 是现在分词短语作定语, 修饰 articles。in part 相当于 partly, 意为“部分地、在某种程度上”。

例如: The traffic accident was due in part to the driver's carelessness. 交通事故在某种程度上是司机疏忽导致的。

(4) For example, one video — distributed to TV stations at Halloween — discussed a government recommendation that parents use makeup rather than masks for young children. 例如, 一个视频录像——在万圣节被分送到各电视台——讨论了政府推荐父母在万圣节给小孩子使用化妆品而不是面具这一问题。

● that parents use makeup rather than masks for young children 是虚拟语气的用法 (use 相当于 should use), 充当“a government recommendation”的同位语, 是“discussed”的宾语。rather than 相当于 instead of, 意为“代替、而不是”。

例如: The committee made a number of recommendations that safety standards be improved as soon as possible. 委员会作了许多修改, 安全状况应尽可能改善。

(5) Sales promotion refers to promotion activities — other than advertising, publicity, and personal selling — that stimulate interest, trial, or purchase by final customers or others in the channel. 销售推广是指不包括广告、宣传和人员推销在内的刺激销售渠道中的最终顾客或者其他人的兴趣、试用或者购买的促销活动。

● other than 相当于 apart from、except, 意为“除了、不包括……”。

例如: The kid didn't like anything other than chatting online. 孩子除了喜欢上网聊天, 其他都不感兴趣。

### 3. Translation 课文参考译文

#### 营销方式

营销经理可选择几种营销方式——人员推销、大众营销和销售推广。

#### 人员推销——优点在于灵活

人员推销需要推销人员和潜在顾客进行面对面的直接交流。面对面推销也提供了即时反馈——帮助销售人员调整销售策略。大多数市场营销策略组合都需要销售人员。但是, 人员推销花费很大。所以, 营销中常倾向于将人员推销同大众营销和销售推广结合起来。

#### 大众营销——以一定代价甚至免费面向千万顾客

大众营销是在同一时间与大量潜在的顾客进行交流。它不如人员推销灵活, 但是, 当目标市场巨大且被分散时, 大众营销花费更小。

广告是大众营销的方要方式。广告是由特定的广告赞助商以任何付费的方式, 对其理念、商品或服务所做的非个人的推介。它使用杂志、报纸、广播和电视、广告牌和直接函件等媒体。相比必须付费的广告而言, 另外一种大众营销——宣传——却是“免费”的。

宣传是以任何不付费的方式, 对某观念、商品或服务所作的非个人的推介。当然, 雇请宣传人员需要花费。但是, 宣传人员却尽力将潜在顾客的注意力吸引到公司和其产品上,

而无需付媒体的费用。例如，图书出版商尽力将书的作者安排进电视“脱口秀”节目，因为这可以引发很多人的兴趣，并促进书的销售，却不花费出版商任何费用。

当 Coleco 公司介绍其公司的玩偶产品“椰菜娃娃”时，该公司为记者和他们的孩子举行了一系列媒体聚会。许多记者写了关于他们的孩子“收养”这些可爱的玩偶时的“人情味”的报道。这些报道引起更多媒体的注意，成为无需 Coleco 公司作任何介绍性广告就非常成功的产品介绍。

如果一个公司有真正的新的消息，宣传可能比广告更为有效。例如，商贸杂志可以登载广告商的有报道价值的产品专题报道——部分原因是因为他们是广告常客。公司的宣传人员撰写初稿，然后说服杂志编辑登载。各种杂志每年都登载新车的图片和新闻，其信息常常来源于汽车制造商。这种宣传甚至可能比公司的付费广告更能引起兴趣。消费者可能不会注意广告——但是可能会仔细阅读带有同一信息的长篇杂志报道。

有些公司会准备视频录像，用于在电视新闻中免费宣传他们的产品。例如，有一个录像在万圣节被分送到各电视台，该录像讨论了政府推荐父母在万圣节给小孩子使用化妆品而不是面具这一问题。该报道有效地与 PAAS Products 公司制造的供孩子用的新型化妆品结合到了一起。

大公司有专业人才负责宣传业务。尽管如此，宣传却被视为广告的另一形式，常常没有得到应有的有效使用。在大多数公司里，宣传应该得到比现在更多的重视。

### 销售推广——力图引起即时兴趣

销售推广是指广告、宣传和人员推销以外的刺激销售渠道中最终顾客或者其他环节的兴趣、试用或者购买的促销活动。销售推广的目标可能是针对消费者、中间商，甚至是某个公司自己的员工。销售推广的形式包括优惠券、消费品试用样品、特别抽奖和比赛、售点材料以及贸易展览上的展示等。

销售推广的概念很难概括，因为它包括了范围如此宽广的销售行为。但是通常而言，销售推广的目标是补充大众销售和人员推销的不足。

## Passage 2 Promotion Methods

### 1. Words & Expressions 重点词汇与习惯表达

#### ☞ promote

(1) *v.* help to organize and start, help the progress of 协办，筹建，促进

例如：Everyone should promote world peace. 人人都应促进世界和平。

(2) *v.* give (sb.) a higher position or rank 提职，提升（一般用被动语态）

例如：He has been promoted to (be) section chief. 他已被提升为科长。

(3) *v.* make people know about a new product, film by offering it at a reduced price or advertising it 促销，推销（货物）；推广（产品）

例如：Many companies are promoting their new products on television. 许多公司在电视上推销他们的新产品。

#### 相关词汇：

promoter *n.* 主办者，承办者；倡导者，提倡者

promotion *n.* 促进，增进；提升，晋升；促销，推销

promotional *a.* （电影、活动）旨在推销（宣传）的

### ☞ **distract**

*v.* make sb. who is working, studying etc. unable to continue what they are doing 干扰, 分散(某人的)注意力; 使(某人)分心

distract sb. 's attention 分散某人的注意力

distract sb. from 干扰某人做某事, 使不能集中精力做某事

例如: Don't be distracted by pretty girls. 别让漂亮女孩分散你的注意力。

The students were distracted from their study by the noise outside. 外面的喧闹声使学生们不能专心学习。

#### 相关词汇:

distracted *a.* 心神不定的, 心烦意乱的, 无法清楚思考的

distractio*n n.* 使人分心的事物; 消遣、娱乐

### ☞ **man**

*v.* manned, manning

work at, use, or operate a system, piece of equipment, etc. 在……上工作; 使用, 操纵

例如: The first manned spacecraft is of importance. 第一艘载人宇宙飞船具有重要意义。

The information desk is manned 24 hours a day. 问讯处每天24小时都有人值班。

☞ **focus...on:** concentrate (attention or energy) on 注视, 聚焦, 集中

例如: Students are supposed to focus their mind on study. 学生应该集中精力学习。

When the movie star walked into the hall, all eyes were focused on her. 当那位电影明星走过大厅时, 所有的眼睛都注视着她。

## 2. Difficult Sentences 难句分析

(1) Unless your company is sponsoring the exhibition, find out what time the opening ceremony is and show up promptly 30 minutes after that. 除非是你的公司在主办这个展览会, 否则, 你就应弄清楚开幕式的时间, 并准时在开幕式30分钟后到场。

● unless 是连词, 意为 if...not..., find out 前省略了 you should; after that 是指 after the opening ceremony。

例如: Unless you really work hard at your studies, you won't pass the final examinations. 除非你真正努力学习, 否则你不能通过期末考试。

(2) The opening ceremony is like a starting gun; as soon as it's over, the gathered crowds will rush to the doors to get inside the exhibition halls. 开幕式就像一个发令枪: 开幕式一结束, 聚集的人群就会涌向展厅门口, 挤进展厅。

● starting gun 意为 the gun that starts a game or race at a sports meeting, 表示“发令枪”。the gathered crowds 意为 people who gathered outside or around the exhibition halls。to get inside the exhibition halls 是不定式短语, 用作目的状语, 意为 in order to or so as to。

例如: Hearing the starting gun shot, these 100-meter runners dashed to the finish line. 一听到发号枪响声, 百米运动员就向终点线冲去。

(3) Hot cars and pretty girls may go well together, but don't be distracted by them. 时尚热门的小汽车和美女也许很般配, 不过别让这些分你的心。

● hot cars 意为 fashionable and nice-looking cars 表示“时尚热门的小汽车”。go well 意为

a perfect match or good combination, 表示“很般配”。distract 意为 take... away from... 或 cause... to turn away from..., 表示, “干扰”。

例如: The noise outside the classroom is a little too loud, but don't be distracted by that. 教室外面吵闹声有点大, 但不要因此而分散了注意力。

(4) Lunch hour, unfortunately, leaves exhibition booths manned by guys who are more interested in stuffing food into their mouth than explaining the product or promoting the company. 遗憾的是, 在午餐时间, 各个摊位的工作人员更感兴趣的是把食物塞进嘴里, 而不是向顾客解释他们的产品或宣传他们的公司。

● who 是定语从句的关系代词, 修饰 guys。explaining and promoting 前省略了 in。

例如: The greed for wealth, unfortunately, leaves some Internet bars manned by people who are more interested in making money than observing the rules of doing business. 不幸的是对财富的欲望使网吧老板对赚钱更感兴趣而忽视行业的规定。

(5) Guards are here to assist anyone in need of help and to keep order. 警卫在这里是帮助每一个需要帮助的人和维持秩序的。

● anyone 后省略了 that is, in need of 相当于 need。

例如: The police are expected to help anyone in danger. 警察帮助任何身处危险之中的人。

(6) This is the place to find out which Web sites the young and connected Chinese are really using or are interested in using. 在这里, 你可以弄清楚年轻人和上了网的中国人真正在使用哪些网址或对使用哪些网址感兴趣。

● to find out 意为 to make... clear, which 引导其后的宾语从句。connected Chinese 意为 those Chinese who have gained the access to the Internet, 表示“上了网的中国人”。

例如: This is the best time to find out what the Chinese online customers are really caring for. 现在是找出中国上网的人真正关心的是什么的最佳时间。

### 3. Translation 课文参考译文

#### 在中国参加展览会的 10 项规则

中国喜欢展览会。展览会给人们提供一个机会来了解有什么产品, 更重要的也许是会有什么新商品展出。

9 月初在北京举办的世界个人电脑博览会就是一个成功的范例。它告诉你在参观展览会时如何能有效地利用时间。本次展览会的目的是促进中国电脑硬件产业的发展, 而且该展览会还是与另一个网络核心硬件展览会联办的。为了使你的参观更有效, 以下列举的 10 项规则或许对你有一些帮助。

#### 1. 不要参加开幕式

除非是你的公司在主办这个展览会, 否则你就要弄清楚开幕式的时间, 并准时在开幕式后 30 分钟到场。开幕式就像一支发令枪: 开幕式一结束, 聚集的人群就会涌向各展厅门口, 挤进展厅。

#### 2. 展品可能与展览会没什么联系

世界个人电脑 98 展览会既集中推出个人电脑和电脑制造厂商, 同样也集中推销网络设备。它基本上是一个电脑展览会, 但是展览会上也能看到其他产品, 如磁带和 CD 机等。

#### 3. 不要受漂亮模特的干扰

时尚热门的小汽车和美女也许很般配,不过别让这些分你的心。记住:在电脑展览会上你真正想看到的是刚从实验室里研制开发出来的最新电脑。

#### 4. 早点去

中国参展商与西方参展商不一样,在展览会期间不会发放大量的赠品。因此,如果你想得到赠品,请在展览会的第一天,开幕式刚刚结束时就去。

#### 5. 别在午餐时间去

在中国,午餐就像每日的全国性节日一样。遗憾的是,在午餐时间,各个展位的工作人员更感兴趣的是把食物塞进嘴里,而不是向顾客解释他们的产品或推介他们的公司。

#### 6. 避开任何一个有大屏幕电视、电子游戏或扩音器的展位

大屏幕电视、电子游戏或扩音器是吸引顾客的廉价手段,但这并不总能保证卖主有好产品向顾客展示,其目的是想用电子小狗小马之类的表演来吸引顾客。

#### 7. 把你的名片分发给每一个人

在参加展览会时,多带些有中英文对照的名片,给你到过的每一个展位的参展商都发一张。这种方法有助于宣扬你的公司。因此离家出门时千万别忘记带上名片!

#### 8. 跟着警卫

警卫在这里是为每一个需要帮助的人提供帮助并维持秩序的。所以,要跟着他们去寻找展览会上最好的产品来参观。

#### 9. 观察网上冲浪者

因特网连接正越来越受到参展商的欢迎,特别是像中国电信和中国联通这样的电信公司。你可以停下来,安静地观察人们如何使用互联网。在这里,你可以弄清楚年轻人和中国网民在确实使用哪些网站或对使用哪些网站感兴趣。将你所看到的网址记下来,并且到这些网站上去看一看。

#### 10. 设置一个时间限制

事先想好你要看的东西、想花的时间以及你花时间的地方。记住这些规则,到下次参观展览会时就会富有成效。

## Key to Exercises 单元练习答案



### Maintaining a Sharp Eye

#### Read and Think

##### 1. Choose the best answer according to the passage.

1. b    2. d    3. d    4. c    5. a

##### 2. Answer the following questions according to the passage.

1. Because face-to-face selling can provide immediate feedback which helps sales-people to adapt.
2. The purpose is to generate a lot of interest and book sales at no cost to the publisher.
3. Because they want to get free publicity for their products.
4. He believed that a consumer might not pay any attention to an ad — but might carefully read

a long magazine story with the same information.

5. Publicity is a very cheap (even free of charge) promotion method, and it might be more effective than paid advertising.

### Read and Complete

**3. Fill in the blanks with the words or expressions given below, changing the form if necessary.**

- |              |              |                 |             |               |
|--------------|--------------|-----------------|-------------|---------------|
| 1. scattered | 2. convinced | 3. generated    | 4. prompted | 5. identify   |
| 6. flexible  | 7. feedback  | 8. presentation | 9. Target   | 10. objective |

**4. Complete the following passage by filling in the missing words.**

- |                |                |              |           |                 |
|----------------|----------------|--------------|-----------|-----------------|
| 1. direct      | 2. combine     | 3. establish | 4. events | 5. purchase     |
| 6. backgrounds | 7. occupations | 8. candidate | 9. vital  | 10. communicate |

### Read and Translate

**5. Translate the following sentences into English, using the words or phrases given in the brackets.**

1. She shopped around till she got what she wanted at a price she should afford.
2. He never speaks to me other than to ask for something.
3. You should always aim at doing your job well.
4. She has been tied to the house for weeks looking after her invalid father.
5. The route was designed to relieve traffic congestion.
6. Society is made up of a wide variety of people; some are good, others (are) bad, and still others (are) in between.

### Read and Simulate

**6. Pay attention to the italicized parts in the English sentences and translate the Chinese sentences by simulating the structure of the English sentence.**

1. The son was watching DVD at home while the parents were working in the fields.  
You like sports, while I prefer music.

2. The following are three ways a taxpayer may choose from to calculate the tax due on his/her spouse's salary.

There are so many different CD versions to choose from and I have no idea which is the best.

3. The old man would sit on a bench in the quiet park and look at others for hours without doing anything or talking to anybody.

The researchers have concluded that drinking tea does good to the health of people without examining any other factors.

4. In such an urgent situation, the focus of our investment should be on new machinery rather than building.

I always prefer starting early, rather than leaving everything to the last minute.

5. There's nothing on TV tonight, other than rubbish.

Because the bridge collapsed last month, you can't get across other than by swimming.

**Read and Judge**

**7. Decide whether the following statements are T (true) or F (false) according to the passage.**

1. T    2. F    3. T    4. T    5. T    6. T    7. F    8. F    9. F    10. T

**Read and Rewrite**

**8. Write a summary of the passage through answering the following questions.**

The 10 rules listed in the passage can make your visit to an exhibition more efficient. The best time to visit an exhibition is right after the opening ceremony. Lunch hour isn't a good time, as vendors are more interested in eating than in doing business. Many hot cars will be exhibited together with pretty girls at the exhibitions to attract visitors' attention, but don't be distracted by them. You should also avoid any booth with a big screen TV, a video game, or a loudspeaker. Some companies may offer freebies to visitors, and the best time to get them is on the first day. The clever way to advertise your company is to give your business cards to every exhibitor whose booth you visit. If you need any help, ask the guards. The exhibitors may get into contact with the potential connected customers by noticing the websites they usually visit. You may save a lot of time by setting a time limit and getting well prepared before going to the exhibition.

**Read and Translate**

**9. Translate the following sentences into English, using the words or phrases given in the brackets.**

1. It has become a very common but very annoying practice to promote a new product on television.
2. On Christmas Day, New Century Department Store gave away a small box of chocolate to every customer who shopped there.
3. After waiting for a long time, we finally saw the President show up on the platform.
4. Telephone booths spaced one after another along the streets is a symbol of civilization and a beautiful view of the city as well.
5. The spaceships manned by Chinese have witnessed two successful outer space missions.
6. Even today, I still remember clearly what the old headmaster said at our graduation ceremony.

**Trying Your Hand****Read and Simulate**

**1. Read the following two samples of product prospectuses carefully and learn to write your own.**



### Beautiful Curtains!

Add a sunny new look to your kitchen, bathroom or bedroom with these beautiful curtains. Designed in easy-care, machine wash and dry cotton, they are easy to install on standard curtain rods. A great instant decorating idea at a surprising affordable price. Available in five patterns: sailboats, grapes, roses and sunflowers.

Sizes: 24 inchW × 30 inchH

Services offered:

- one-week money back guarantee
- two-week free replacement

Manufacturer: Simmons Curtain Co. , Ltd. U. S. A.

### Simulate and Create

#### 2. Complete the following table based on Sample 1.

Product advertised:	Slippers
Manufactured by:	Totes Co. , Ltd.
Reasons to be happy:	Money-saving and comfortable
Material used:	Cotton
Measures to ensure safety:	Flat and flexible sole
Comparable price:	Half of the competitors / Twice ours
Target consumers:	Men, women and children
Colors available for:	
Men:	Black, grey and brown
Women:	Green, white, pink and blue
Children:	Red, green, pink, yellow and orange

#### 3. Complete the product prospectus below, using the clues given.

1. made in
2. traditional product
3. famous brand
4. manufactured
5. special and tasty
6. a high reputation
7. health food
8. the best seller
9. awards and medals
10. the dried beef

#### 4. Translate the following product prospectus into English.

The high-quality “*Ganmei*” green tea series is made from young and tender tea leaves picked on high mountains in early spring. The leaves are then carefully processed with exquisite technology. This series of teas is fine in shape, green in color, fragrant in smell, and mellow in taste. For its remarkably refreshing effects, it provides a healthy drink for both the old and the young. It has been well received as an ideal natural green drink as well as a wholesome beverage.

#### Write Through Correcting Mistakes

#### 5. Put the underlined parts into the correct form.