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本书包括 10 套标准的 BEC 预测试卷，内容编排上完全仿真于真题试卷，解析上追求精、准。随书赠送精心挑选的两套真题视频详解，由业内资深的 BEC 教师详尽剖析真题，分析考试动向。同时赠送的还有 PDF 版 5 篇写作范文，便于考生迅速了解考试形式，把握考试趋势。这是一本难得的实用性和应试性极强的 BEC 考前辅导图书。

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丛书序

本丛书由全国知名培训机构——环球卓越联手众多一线辅导名师编写而成。

随着中国经济的发展及全球化趋势的加剧，BEC 考试（剑桥商务英语证书 BUSINESS ENGLISH CERTIFICATE）已经成为越来越多职场人士的首选之一。终生有效的 BEC 证书，正像磁石般吸引着越来越多的人群加入这个队列当中。但，如何在有限的时间内科学规划、理性备考，则是一个困扰众多考生的问题。值此形势，本丛书应运而生！

“周计划”是机械工业出版社的一个品牌图书，该品牌涵盖多个考试领域，BEC 是其中之一。本套“4 周攻克 BEC 周计划系列”共 13 本，分别是：《4 周攻克 BEC 词汇 6000 周计划》（初级）、《4 周攻克 BEC 词汇 8000 周计划》（中级）、《4 周攻克 BEC 词汇 10000 周计划》（高级）、《4 周全面突破 BEC 综合备考周计划》（初级）、《4 周全面突破 BEC 综合备考周计划》（中级）、《4 周全面突破 BEC 综合备考周计划》（高级）、《4 周攻克 BEC 听力周计划》（中级）、《4 周攻克 BEC 口语周计划》（中级）、《4 周攻克 BEC 写作周计划》（中级）、《4 周攻克 BEC 阅读周计划》（中级）、《BEC 标准预测试卷 10 + 2》（初级）、《BEC 标准预测试卷 10 + 2》（中级）、《BEC 标准预测试卷 10 + 2》（高级）。本丛书有着鲜明的特色：

一、4 周合理规划，科学有序备考

每本书均严格按照 4 周布局，依据考试分值比例及重难点程度，科学划分时间，便于考生摒弃盲目和无序，从一开始就能有针对性、有目的、有规划地复习备考。

二、级别分类清晰，高效针对备考

本丛书是严格按照 BEC 考试级别，即初级、中级、高级进行划分的，级别清晰，层次分明，便于各个级别的考生一目了然地明确自己的考试需求，从而达到直接针对的目的。

三、点面统筹结合，人性服务备考

本书既有详细的专项训练（听说读写），又有全面周密的专业词汇书，还有重点、考点集于一体的综合辅导教程，同时还有标准预测试卷。既满足了不同基础考生的不同需求，又将专项训练、综合辅导及模拟实战综合于全套书中，便于考生循序渐进，步步为营。相信本书体现的人性服务将为考生的备考助上一臂之力。

四、讲练配置周密，直接把握备考

本丛书注重讲练结合，在章节的讲解完毕后，辅以针对性极强的习题，部分习题就是历年真题的再现。讲练结合的分寸恰到好处，便于考生更好地把握所学知识，直接备考。

五、真题处处剖析，实战演练备考

本丛书的可贵之处，是精心利用了历年真题的精华之处，并巧妙地让这些真题以不同的身份出现在不同的场合下，让考生无时不在熟悉 BEC 考试，真正达到实战模拟的效果。

六、编写讲求独特，市面独一无二

本丛书的编写讲求实用、周到、全面，并力求科学量化。如词汇，直接将初级、中级、高级的总词汇量合理量化到每周的每天。这样的体贴设置，让考生面对茫茫书海再也不必不知所措。

最后，衷心祝福所有的考生考试顺利！

环球卓越

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。

该证书考试由笔试和口试组成, 笔试又分三个部分, 按考试顺序依次为: 阅读、写作和听力。

BEC 共分三个等级: BEC 初级 (BEC Preliminary Level), BEC 中级 (BEC Vantage Level), BEC 高级 (BEC Higher Level)。本丛书按考试级别分为三册: BEC 初级、中级和高级, 旨在借助模拟试题, 指导考生熟悉不同级别的考试题型和难度, 提高解题技巧。本丛书具有以下特点:

1. 紧扣 BEC 考试大纲

本编写团队以样题和历届真题为蓝本, 精心研究了 BEC 考试在选材主题、篇幅、阅读难度指数、测试点等方面的特点, 在此分析基础上制定了详细的编写要求与说明, 并严格按照编写要求进行材料的采集和试题的编写, 以保证模拟试题接近真实试卷的难度水平, 在最大程度上起到帮助考生备考的作用。

2. 选材精准地道

所有阅读和听力材料全部选自国外权威性网站、报刊近一年刊登的文章、评论、广告等, 仅个别素材根据试题长度和难度要求略微进行了缩写或改写; 口语和写作试题的编写和参考答案则由母语为英语的外籍专家审定, 保证了材料的质量, 对考试准备有很高的借鉴价值。

3. 解析独到, 一针见血

本丛书全体编者在紧扣 BEC 考试大纲的前提下, 结合我国考生的实际水平, 在试题分析与讲解上细致深入、切中要点, 以便考生能较轻松自如地通过 BEC 考试, 是一套比

较理想的 BEC 考前辅导用书。

4. 超值内容随书赠送

1) 本书包含 10 套 BEC 全真模拟试卷 (初级、高级、高级), 及其解析, 考生可得到随书赠送的、经我们精心挑选的两套真题视频详解, 由资深 BEC 教师为各位考生详尽剖析真题, 分析考试动向。2) 随书赠送的 5 篇写作范文, 让考生轻松地闯过写作一关。

衷心希望本书能为考生提供切实的帮助, 祝考生在考试中发挥水平, 取得好成绩!
本书纰漏之处, 请批评指正。

编者

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BEC预测试卷

Test 1

READING 1 hour

PART ONE

Questions 1-8

- Look at the statements below and the five extracts from an article about post-DVD future on the opposite page.
- Which extract (**A**, **B**, **C**, **D** or **E**) does each statement (**1-8**) refer to?
- For each statement (**1-8**), make one letter (**A**, **B**, **C**, **D** or **E**) on your Answer Sheet.
- You will need to use some of these letters more than once.
- There is an example at the beginning (**0**).

Example:

0 It is implied by Walt Disney CEO that the DVD's best days are over.

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

- 1 Studios have found new ways to make more profits without the sales of DVD.
- 2 Some CEOs are betting on the company brand to prop up DVD sales.
- 3 To change the awkward situation of DVDs, it is an effective option for some companies to turn to the net for help.
- 4 Studio managers are struggling with DVD sales; even in there are some new editions.
- 5 The present situation of DVD sales is changing the means of profit distribution.
- 6 DVD sales are greatly influenced by some other available entertaining choices.
- 7 Taking advantage of website would probably promote DVD sales.
- 8 The great decrease of DVD sales has brought many CEOs a big headache and an alarming warn.

- A** It's official; the heyday of the DVD is over. Walt Disney CEO Robert A. recently implied as much in an analysts' call — the only studio boss to suggest public that Hollywood can no longer count on a cash cow that has yielded billions in profits. DVD sales slid 6.3% last year. While the economy is likely a factor, it's also clear that audiences are bypassing DVDs because they have a range of other options, from watching movies and TV shows online to playing video games. As such, Hollywood executives face a conundrum familiar to many CEOs. They have to prop up a product that is losing momentum, buying time while they rethink their entire business model.
- B** Next-generation Blue-ray discs will give the DVD a life, but studio bosses are still scrambling to shore up sales. Iger may believe the DVD's best days are behind it, but he too is trying to goose disc sales. He has been pushing the studio to make more Disney-branded films. Not only are parents more likely to buy Disney DVDs than other movies, but Disney-branded films can be marketed through the company's theme parks, TV channels, and stores. "The Disney brand," Iger says, "gives us an advantage."
- C** As DVD sales decline, studios are looking for ways to cut costs so they can make more money on each disc. A primary target: the so-called backend deals that give stars and directors a piece of film's revenues. Increasingly, executives are insisting that a film must break even before the studio will share proceeds. Sony Pictures Entertainment is forging such deals, "we can no longer afford to give away money when we can't be sure what the DVD sales are going to be", says studio chief Michael Lynton.
- D** Right now, most studios are taking baby steps. Rather than waiting weeks between the release of the DVD and the online and cable versions of a movie, Warner Bros and others are releasing a select few simultaneously. The aim is to entice teens and others who aren't buying DVDs. There are moves afoot to let TV viewers download movies after they have opened in theaters but before they go on sale as DVDs. The idea, says Fox Filmed Entertainment CoChairman James, is to charge a premium — some in the industry have said as much as \$ 40 — for an early viewing of a high-definition flick.
- E** Paramount arguably has gone the furthest: it's premier movies on the Web. Last year it streamed the comedy Jackass on Blockbuster's site for free. The 64-minute film attracted 15 million viewers. It generated word of mouth, says Paramount, helping the studio sell the movie through a variety of sites. "You can use the Internet to launch a film like you use a movie theater," says the studio's digital czar, Thomas, who plans to produce more low-budget flicks for the Web.

PART TWO

Questions 9-14

- Read the text about career-planning services.
- Choose the best sentence from the opposite page to fill each of the gaps.
- For each gap (9-14), mark one letter (A-H) on your Answer Sheet.
- Do not use any letter more than once.
- There is an example at the beginning (0).

Altered Images

We have teamed up with The Career and Workwear Show to find the best-dressed organization. Two hotel groups and a management center have made it to the shortlist.

Uniforms project an instant image about a business, as well as creating a team spirit among staff. Choose the wrong workwear and you risk upsetting your customers and employees.

Three entrants have been shortlisted in the competition to find the best-dressed business: Country Hotel Group, Goring Residential Management College and Major Hotels. (**example**)

A detailed entry form set out to discover the thought processes the entrants had used before they selected their new uniforms.

(9) In addition to price and style the judges wanted to know how the organization introduced the new look and what lessons it had learnt.

The Country Hotel Group was looking for a uniform that was comfortable to wear and presented a relaxed country image to guests. The firm admits to placing a great emphasis on the clothing and appearance of its staff.

(10) A brief was issued to a number of companies who then had to present their ideas in a fashion show format to 50 employees. After the design was chosen, one hotel tried out the uniform for three months. (11)

(12) The chosen design from Classy Rags established a clear corporate image at the college. There were many different outfits but only three fabrics had been used throughout the range and therefore the uniform was easily recognizable. One of the judges in the competition, fashion journalist Sally Bain, was also impressed with the value for money aspect of the uniforms. (13)

At Major Hotels a new uniform was needed to replace the old one which was considered to be "old-fashioned and unattractive". The new design was well received by the reception staff of the hotel chain. (14)

..... The new bottle-green uniforms were selected from Rayner Corporate Clothing. It was felt that it was a functional choice of color and made a pleasant change from the more traditional black.

Example:

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

- A** Feedback was then collected from staff at the hotel and minor changes were made before the uniform was introduced across all hotels.
- B** The aim of the new uniform at Goring Residential Management College was to make staff instantly recognizable to course participants.
- C** They all believe that its introduction has led to a modern, more professional corporate image and greater confidence among them.
- D** One entry predicted that uniform fabrics would incorporate security aids which are read by sensors on doors and only allow access to authorized personnel.
- E** In her opinion this had been achieved at half the cost of the other entries, with the average cost per person being £ 201, and each uniform being expected to last two years.
- F** It asked why the uniform was introduced, who it was designed to be worn by, and how the firm went about selecting a supplier.
- G** She felt that the head receptionist at the hotel should be asked to put forward the views and preferences of the team.
- H** In its entry it said: "Substantial investment has been made in this uniform because uniforms are seen as a very important area."

PART THREE

Questions (15-20)

- Read the following article about the new business models of the scholarly journals.
- For each question **15-20**, mark one letter (**A**, **B**, **C** or **D**) on your Answer Sheet.

It used to be so straightforward. A team of researchers working together in the laboratory would submit the results of their research to a journal. A journal editor would then remove the authors' names and affiliations from the paper and send it to their peers for review. Depending on the comments received, the editor would accept the paper for publication or decline it. Copyright rested with the journal publisher, and researchers seeking knowledge of the results would have to subscribe to the journal.

No longer. The Internet — and pressure from funding agencies, who are questioning why commercial publishers are making money from government-funded research by restricting access to it — is making access to scientific results a reality. The Organization for Economic Co-operation and Development (OECD) has just issued a report describing the far-reaching consequences of this. The report, by John Houghton of Victoria University in Australia and Graham Vickery of the OECD, makes heavy reading for publishers who have, so far, made handsome profits. But it goes further than that. It signals a change in what has, until now, been a key element of scientific endeavor.

The value of knowledge and the return on the public investment in research depends, in part, upon wide distribution and ready access. It is big business. In America, the core scientific publishing market is estimated at between \$7 billion and \$11 billion. The International Association of Scientific, Technical and Medical Publishers says that there are more than 2,000 publishers worldwide specializing in these subjects. They publish more than 1.2 million articles each year in some 16,000 journals.

This is now changing. According to the OECD report, some 75% of scholarly journals are now online. Entirely new business models are emerging; three main ones were identified by the report's authors. There is the so-called big deal, where institutional subscribers pay for access to a collection of online journal titles through site-licensing agreements. There is open-access publishing, typically supported by asking the author (or his employer) to pay for the paper to be published. Finally, there are open-access archives, where organizations such as universities or international laboratories support institutional repositories. Other models exist that are hybrids of these three, such as delayed open-access, where journals allow only subscribers to read a paper for the first six months, before making it freely available to everyone who wishes to see it. All this could change the traditional form of the peer-review process, at least for the publication of papers.

- 15 In the first paragraph, the author discusses
- A the background information of journal editing.
 - B the publication routine of laboratory reports.
 - C the relations of authors with journal publishers.
 - C the traditional process of journal publication.
- 16 Which of the following is true of the OECD report?
- A It criticizes government-funded research.
 - B It introduces an effective means of publication.
 - C It upsets profit-making journal publishers.
 - C It benefits scientific research considerably.
- 17 According to the text, online publication is significant in that
- A it provides an easier access to scientific results.
 - B it brings huge profits to scientific researchers.
 - C it emphasizes the crucial role of scientific knowledge.
 - C it facilitates public investment in scientific research.
- 18 With the open-access publishing model, the author of a paper is required to
- A cover the cost of its publication.
 - B subscribe to the journal publishing it.
 - C allow other online journals to use it freely.
 - C complete the peer-review before submission.
- 19 Which of the following best summarizes the main idea of the text?
- A The Internet is posing a threat to publishers.
 - B A new mode of publication is emerging.
 - C Authors welcome the new channel for publication.
 - D Publication is rendered easier by online service.
- 20 From the article we can see that the author's attitude towards the on-line publication is
- A critical.
 - B approving.
 - C doubtful.
 - D objective.

PART FOUR

Questions 21-30

- Read the article below about company's orientation.
- Choose the correct word to fill each gap from (A, B, C or D) on the opposite page.
- For each question (21-30), mark one letter (A, B, C or D) on your Answer Sheet.
- There is an example at the beginning (0).

Is Your Company Really Market-driven?

We now know that being customer-oriented is only part of what it means to be market-driven. About fifty years ago, Peter Drucker, the management philosopher, appeared to (0) what it means to be market-driven when he described the so-called "marketing concept". He (21) marketing with customer orientation. He said that to be market-driven meant always (22) the customer first and continuously improving the value of the service to the customer. Profit was the reward for creating a satisfied customer. Drucker used General Electric as an example of the new marketing (23) The U. S. company has (24) its new product development process so that it begins with research into customers' needs and wants, rather than by (25) market-testing ideas which have been developed in laboratories.

Unfortunately, Drucker's marketing concept 26 strategic guidance. He described an organizational culture — a set of values and beliefs about the importance of the customer — which makes a company customer-oriented. However, he did not offer any (27) on how to become market-driven: that is, knowing which customers to serve or how to go about serving them.

In recent years, marketing scholars have (28) the definition of being market-driven to include not just customer orientation but also (29) of competitors' product offerings and the discipline of profit orientation in the analysis of product/market opportunities. This broader concept of market orientation (30) that of customer orientation.

Example:

0 A summarize B conclude C point D draw

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

- 21 A referred B concerned C equated D balanced
- 22 A having B putting C doing D taking
- 23 A instance B means C occurrence D approach
- 24 A differed B fitted C modified D transferred
- 25 A simply B easily C clearly D barely
- 26 A lacked B missed C deducted D subtracted
- 27 A aspects B issues C ways D guideline
- 28 A grown B expanded C spread D prolonged
- 29 A compensation B account C consideration D attention
- 30 A returns B substitutes C replaces D supplies