

行业篇

高职高专英语立体化系列教材

新职业英语

ENGLISH FOR CAREERS

总主编：徐小贞 主 编：崔秀敏 胡智勇

汽车英语

English for Automobiles



形成性评估手册

外语教学与研究出版社
FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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副主编：李显宁
编 者：袁家兰 赵金晶

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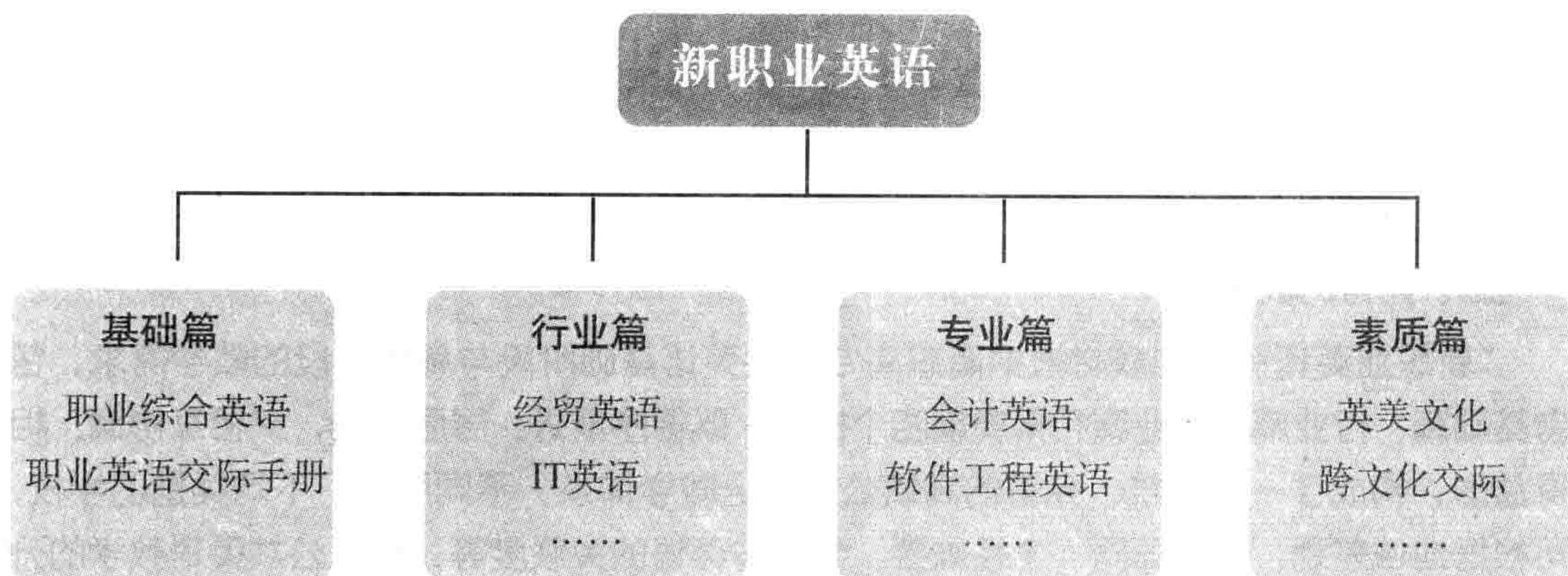
前言

近年来,在国家大力发展职业教育的方针指引下,我国高等职业教育蓬勃发展。高等职业教育的办学方针是“以服务为宗旨,以就业为导向”,采用“工学结合”的培养模式,实现培养技术、生产、管理和服务第一线高级技能人才的目标。因此,高职院校的课程必须反映职业岗位对人才的要求以及学生未来职业发展的要求,体现职业性与实践性的特点,能满足培养学生综合能力的需要。英语作为高职院校一门重要的必修课,长期以来一直被看作是孤立的公共基础课程,所教授的内容未能与学生未来的职业有效结合,很难满足不同工作岗位的实际需要。这一现状与培养目标之间的差距对新时期的高职高专英语教学提出了新的课题和新的要求,高职高专公共英语教学改革势在必行。

为贯彻国家大力发展职业教育、培养高素质技能人才的精神,顺应高等职业教育英语课程改革的方向,我们通过广泛调研与充分论证,在深入了解社会单位用人要求和各学校教学需求的基础上,精心策划并开发了“高职高专新职业英语立体化系列教材”。“新职业英语”系列教材是针对高职高专院校公共英语课程开发的全新英语教材,以“工学结合、能力为本”的职业教育理念为指导,以培养学生在将来工作中所需要的英语应用能力为目标,在帮助学生打好语言基础的同时,重点提高听、说、写等应用能力,特别是工作过程中的英语交际能力,真正体现高职公共英语教学的职业性、实践性和实用性。

教材结构

为满足基础英语与相关职业英语学习需要,实现基础阶段与行业阶段的有机衔接,同时兼顾素质教育和个性需要,“新职业英语”系列教材根据实际教学需求,分为基础篇、行业篇、专业篇和素质篇四部分。各组成部分的结构和关系如下图所示:



基础篇

涵盖不同职业涉外工作中共性的典型英语交际任务，以商务英语为核心内容，以典型工作活动中需要的英语知识和技能为线索组织教学内容，培养学生职业英语应用能力，并为其进一步学习英语打好语言基础。包括《职业综合英语》（共两册）和《职业英语交际手册》。其中《职业英语交际手册》是与《职业综合英语》配套的口语专项训练用书，涵盖工作中最典型的社交和职业场景。

行业篇

立足于高职高专院校各专业群所面向的行业，依据企业的工作流程、典型工作环节或场景设计教学内容，力求使学生具备在本行业领域内运用英语进行基本交流的能力，包括《机电英语》、《IT英语》、《经贸英语》、《医护英语》、《汽车英语》、《艺术设计英语》、《包装印刷英语》、《土建英语》、《化生英语》等。

专业篇

依据高职高专院校各专业所面向的职业岗位，培养学生从事目标岗位工作应具备的英语能力，侧重专业发展对英语的需求。与行业篇教材相比，专业篇教材分类更细致，内容更深入，专业及职业岗位特色更明显。

素质篇

旨在提高高职学生的综合素质，兼顾学生社会发展的需求和个性发展的需要，从而实现其全面发展。包括英语技能类、英语文化类、英语应用类等。可在基础英语教学阶段和行业英语教学阶段供感兴趣的学生选用，也可在之后的提高阶段供其专业与英语联系紧密的学生选用。

为确保教材的针对性、实用性与够用度，“新职业英语”系列教材的内容均是在对各行业及职业岗位进行深入调研与分析后才确定。基础篇与行业篇主要供高职高专英语课程必修阶段教学使用，专业篇和素质篇主要供高职高专院校专业英语课程或选修课使用。各高职高专院校也可根据自身的实际情况灵活安排，选择使用。

教材特色

“新职业英语”系列教材是一套顺应高职高专公共英语教学改革发展趋势、真正体现职业英语教学理念的教材，主要具有以下几方面的特点：

一、创新的教学理念

“新职业英语”系列教材以“工学结合、能力为本”的教育理念为指导，将语言学习与职业技能培养有机融合，确保教学内容与教学过程真正体现职业性与应用性，提高学生的英语交际能力与综合职业素质，从而提升他们的就业能力。

二、完备的教学体系

“新职业英语”系列教材根据高职高专公共英语基础阶段与高级阶段的教学需求，包含基础篇、行业篇、专业篇和素质篇四个模块，既循序渐进、层层递进，又相互协调、相得益彰，构成了一个系统、完备的高职公共英语教学体系。不同层次、不同类别的学校，可根据地域差别、行业异同、个性需要、专业与英语的关联度等，实现公共英语教学的分类安排、因材施教。

三、职业的教学设计

“新职业英语”系列教材在对院校及行业、企业广泛调研的基础上确定编写方案，针对行业和企业对高职高专毕业生英语技能的要求，根据企业的工作流程、典型工作任务或场景设计教学内容，每单元浓缩一个典型工作环节，学习任务与工作任务协调，实现“教、学、做”一体化。

四、实用的选材内容

“新职业英语”系列教材特别选择各行业和职业活动中实际应用的真实语料作为教学材料，注重时代性、信息性与实用性，既适用于提高语言能力，又有利于培养学生的职业素质与技能。来自于现实工作中的真实选材，会为学生营造真实的语境，并通过学习内容与将来工作内容的结合提高他们的兴趣。

五、科学的测评手段

“新职业英语”系列教材采用形成性测评和终结性评估相结合的评价方法，着重考查学生的英语综合应用能力，培养学生的自主学习策略。本系列教材将提供专门的《形成性评估手册》及许多经过教学检验的形成性评估手段，既能引导学生不断进步，也不会增加教师负担。

六、立体化的教学资源

“新职业英语”系列教材根据各教学环节的需要，配备教师用书、MP3光盘、教学课件与网络资源，提供合理的教学建议与丰富的辅助资源，方便教师备课与授课，促进教师与学生之间的互动与交流。

编写队伍

“新职业英语”系列教材由外语教学与研究出版社与深圳职业技术学院应用外国语学院共同策划开发。总主编为教育部高职高专英语类专业指导委员会副主任委员、深圳职业技术学院应用外国语学院院长徐小贞教授。各分册在对不同行业特点与需求以及高职院校教学情况等调研的基础上，由各行业领域中著名本科院校及高职院校的英语教师、专业教师及企业人员共商方案、合作编写。

编者

2009年5月

编写说明

《汽车英语形成性评估手册》是高职高专“新职业英语”系列教材行业篇《汽车英语》的配套教材，旨在进一步巩固学生语言知识，强化语言技能，同时训练学生的英语学习策略，培养学生的英语自主学习能力。为方便教师实施形成性评估，本教材在内容结构、版式设计等方面均进行特别设计。

编写理念

形成性评估是师生之间对学习行为的认可和回应的过程，也是相互促进、相互提高的过程。它首先建立在师生相互尊重与信任的基础上，有利于拉近师生之间的距离，体现评估的民主化和人性化。其次，学生通过自评和反思，能更好地明确学习的任务和目的，增强学习的主动性和自觉性。再次，通过对评估过程和行为的关注，师生之间能够增进了解，从而加强教学的互动。

本手册根据形成性评估的基本理念，将评估的关注点从考试成绩转向学生的学习行为和学习过程。学生做完单元练习后，填写单元评估档案。档案既包括对练习的直观感受、收获、反思等，也包括对教师的建议或希望。教师则可从练习本身了解学生的实际水平，通过评估档案更全面、准确地了解学生的心理状况、真实感受和期望，并给予相应的主客观评价和评语。通过评估，教师一方面可及时发现学生存在的问题，帮助他们改进学习方法，调整学习策略，更好地控制学习过程和提高学习效果，另一方面，教师可根据学生反馈的信息来改进教学方法，完善课堂行为，从而达到教学相长的目的。

教材结构

本手册共八个单元，每个单元均与《汽车英语》的主题一致，包括五个部分。

听力：由三个任务组成，分别为短对话、长对话（两篇）和篇章问答。

词汇与结构：包括三个任务，分别为词汇选择、词汇连线和词汇填空。

阅读：由四篇文章组成，第一篇为判断正误题，第二篇为选择题，第三篇为填空题，第四篇为问答题。

翻译：包括两项任务，分别是行业术语翻译和汉译英。

写作：包括两个任务，考查应用写作的术语，以及训练学生的应用写作能力和常用体裁的通用写作能力。

使用建议

- 本手册每页印有“剪切线”和“回贴区域”，做完后可剪切上交，老师批改后可及时回贴，以免丢失。

- 每部分试题前有序号、学号、姓名、班级、成绩、类型等栏目，方便老师归档和登记成绩。
- 每次作业需学生签名，申明独立完成，以培养学生的诚信品质并逐渐形成英语学习的自我管理能力。
- 对于平时成绩登记，建议老师采用Excel电子表格；如果条件不许可，则可采用书后所附的表格。练习和答案按单元分开装订，教师可根据实际情况决定如何发放。
- 需说明的是，形成性评估有很多方式，囿于公共英语教学的实际，本手册采用了目前的形式。教师在使用过程中一定要贯彻形成性评估的内涵，关注应用能力的提高和学生的不断进步，切勿把本手册变成“题海战术”的工具。此外，因口语活动主要由教师引导完成，本手册未涉及。

编写队伍

“新职业英语”系列教材总主编为徐小贞教授。本手册主编为崔秀敏和胡智勇，副主编为李显宁，编者为袁家兰和赵金晶。由于编者水平有限，还望使用者不吝指正。

编 者

2010年11月

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序号_____ 学号_____ 姓名_____ 班级_____ 成绩_____ 类型 U1-L

Listening Comprehension

► **Task 1** In this section, you will hear five short dialogs. After each dialog, there is a recorded question. The dialogs and questions will be spoken only once. When you hear a question, you should choose the correct answer from the four choices marked A, B, C and D.

1. A. It is successful. B. It is necessary.
C. It is good. D. It is unnecessary.
2. A. Two. B. Three. C. Four. D. Five.
3. A. Women. B. Men. C. Career women. D. Career men.
4. A. He likes to do the survey. B. He hates to do the survey.
C. He doesn't know how to do the survey. D. He doesn't have time to do the survey.
5. A. Salesman. B. Secretary. C. Doctor. D. Teacher.

► **Task 2** In this section, you will hear two long conversations. After each conversation, there are some recorded questions. The conversations and questions will be spoken twice. When you hear a question, you should choose the correct answer from the four choices marked A, B, C and D.

Conversation 1

6. A. 150. B. 200. C. 300. D. 450.
7. A. 26 to 30 year olds. B. 16 to 30 year olds.
C. 16 to 25 year olds. D. 20 to 30 year olds.
8. A. Chinese brand. B. Foreign brand. C. New brand. D. Old brand.

Conversation 2

9. A. Good. B. Bad. C. Just so so. D. Excellent.
10. A. It is fine and cheap. B. It is bad and cheap.
C. It is nice but expensive. D. It is OK but expensive.

► **Task 3** In this section, you will hear a short passage. After that you will hear five questions. The passage and questions will be spoken three times. When you hear a question, you should complete the answer to it with a word or a short phrase (in no more than three words).

11. What does this report mainly talk about?

The report mainly talks about China's _____ in 2005.

12. What was the reason for the negative profit growth in 2004?

The negative profit growth could be attributed to the sharp price fluctuation of _____ and energy sources.

13. What was the result of all the negative factors in 2004?

Because of all the negative factors, _____ in 2004 greatly declined.

14. What will the automotive manufacturers and organizations do in the future?

The automotive manufacturers and organizations concerned will _____ upon the progress.

15. What is the report based on?

The said report is based on the data from China Association of _____.

剪

切

线

回

贴

区

域

本人申明：以上作业为本人独立完成。

签名：_____

日期：_____

序号_____ 学号_____ 姓名_____ 班级_____ 成绩_____ 类型 UI-W&S

Words and Structures

► **Task 1** Complete each statement by choosing the appropriate answer from the four choices marked A, B, C and D.

1. They ate a seven-course meal, _____ drinking three bottles of wine.
A. however B. as well as C. as D. meanwhile
2. We have no _____ but to carry on with our work.
A. alternation B. alternate C. alternative D. alternant
3. This company's sales _____ has been very successful.
A. promotion B. production C. emotion D. promoted
4. All the arrangements should have been completed _____ to our departure.
A. ahead B. next C. before D. prior
5. The two countries have reached a _____ on their national borders.
A. promise B. agreement C. compromise D. comprehension
6. The students are _____ to hand in their assignment this weekend.
A. expecting B. expected C. inspecting D. inspected
7. _____ a quite ordinary star, like the sun, the earth is small indeed.
A. Compared with B. Compared to C. Comparing with D. Comparing to
8. Plain, simple clothes are _____ for school wear.
A. improper B. appropriate C. fitting D. suit
9. You must _____ your promise if you want your friends to trust you.
A. complete B. finish C. accomplish D. fulfill
10. He _____ up writing poetry while he was at school.
A. took B. picked C. started D. made
11. If you _____ on vacation, your house wouldn't have been broken into.
A. didn't go B. haven't gone C. hadn't gone D. don't go
12. The world's _____ of oil has increased rapidly in recent years.
A. consume B. assume C. consumption D. assumption
13. Children like to catch the fireflies which can _____ light at night.
A. send B. emit C. show D. produce
14. You said just now that your factory is in New York, but can you be a little more _____?
A. special B. specific C. especial D. particular
15. I _____ see animals living in their natural state rather than in zoos.
A. would rather B. prefer to C. would like D. want

► **Task 2** Match the words in the left column with the words in the right column to form expressions.

- | | |
|---------------------------|----------------|
| _____ 16. target | A. interview |
| _____ 17. market research | B. valuation |
| _____ 18. product | C. positioning |
| _____ 19. promotion | D. market |
| _____ 20. consumption | E. line |
| _____ 21. corporate | F. report |
| _____ 22. market | G. strategy |
| _____ 23. brand | H. identity |
| _____ 24. questionnaire | I. structure |
| _____ 25. depth | J. survey |

► **Task 3** Fill in each blank with the proper form of the words given in the brackets.

26. Golf has gained _____ (popular) among the wealthy in the country.
27. If you work hard, you'll get many good chances of _____ (promote) in this firm.
28. Imports in the first three months have increased by 10 percent _____ (compare) with the corresponding period last year.
29. Please _____ (specific) when you will be in the office tomorrow.
30. I tried to _____ (comfortable) her after she was defeated in the competition.
31. She made several _____ (purchase) in the department store.
32. We should have the full _____ (aware) of our own shortcomings.
33. The visitors were greatly impressed by this manager's _____ (efficient).
34. The country is heavily _____ (depend) on its exports of agricultural commodities.
35. I don't know whether he is _____ (will) to attend the meeting.

本人申明：以上作业为本人独立完成。

签名：_____

日期：_____

序号_____ 学号_____ 姓名_____ 班级_____ 成绩_____ 类型 U1-R

Reading Comprehension

- **Task 1** In this part, you'll have 15 minutes to go over the passage quickly and answer the questions.

For statements 1-8, mark

Y (for YES) if the statement agrees with the information given in the passage;

N (for NO) if the statement contradicts the information given in the passage;

NG (for NOT GIVEN) if the information is not given in the passage.

Although automobiles were invented over 100 years ago, great development has been achieved in automobiles during the last forty years. The 1950's witnessed the broad introduction of automatic transmissions and electric servo actuators. The automotive development at the end of the 60's and the beginning of the 70's was marked by the stiffening of exhaust-gas regulations in the United States and other Western countries. During the 1970's, the fuel consumption of automobiles became the focus of worldwide research, but from the middle of the 1980's, a trend to high-output engines began. This trend is still predominant today as signified by the appearance of the four-valve technique, supercharger, and six- to twelve-cylinder engine. Substantial technical advances have been achieved during the last decade in such automobile areas as the closed-loop controlled catalyst, the four-valve technique, the four-wheel drive and steering, etc.

Since so many technical advances have been achieved in automobiles, some people think that it is impossible to have any further improvements in future automobiles. But this is not true. On the contrary, it can still be safely said that the automobile as a means of transportation still has long developmental potential. The future automotive development, including design and manufacturing, will be largely influenced by three factors. That is, electronics, materials and computer. First, electronics has played an essential role in almost all technical solutions. It can be said that only electronics can make a step forward from a mere governing action to closed-loop control. Second, progress in automotive engineering has always been closely tied to progress in material science. The use of new lightweight materials can improve road performance and reduce fuel consumption. Third, computer is the new important technology used for further improvements in automotive engineering, design, measurement and test techniques, etc. So the three factors play a decisive role in the future development of automobiles.

1. Automatic transmissions and electric servo actuators were invented in the 1950's. _____
2. The fuel consumption of automobiles became the focus of worldwide research at the end of 1960's. _____
3. The trend to high-output engines began from the middle of 1980's. _____
4. Substantial technical advances in four-valve technique have been achieved during the last decade. _____
5. Since so many technical advances have been achieved in automobiles, it is impossible to have any further improvements in future automobiles. _____
6. The use of new lightweight materials can reduce the weight of automobiles. _____

7. Only computer can make a step forward from a mere governing action to closed-loop control.
8. Computer is used for further improvements in automotive engineering, design, measurement and test techniques.

► **Task 2** Read the following passage and choose the best answer from the four choices marked A, B, C and D.

I'm here today to present my research about the advertising campaign for the new type of POLO. Since this is a new product, our main goal is to establish brand awareness among our target audience, which is working women, mostly aged 25 to 40.

According to my figures, of the working women we polled, a full 80% said they watch at least one hour of television each night, 50% said they read at least one of the top-five selling women's magazines, and 35% said they like surfing the Internet.

If you'll take a look at this chart, the best media mix, then, would be a combination of TV, magazine and Internet advertisements. I suggest 55% toward the budget go toward **spot ads**, 30% toward print ads, 10% toward Internet ads, and 5% toward outdoor advertising.

To conclude, even though our target audience is clearly defined, introducing a new product is always a gamble. But with the proper media mix we can certainly lessen the chance of failure.

9. The main goal of this advertising campaign is _____.
 - A. to find out the target audience
 - B. to learn about the popularity of the product in the market
 - C. to establish brand awareness among target audience
 - D. to decide advertising media
10. What's the target audience of this new product?
 - A. Women aged 25 to 40.
 - B. Working women.
 - C. Working men.
 - D. Men aged 25 to 40.
11. The phrase "spot ads" (Line 2, Para. 3) most probably means _____.
 - A. newspaper advertisements
 - B. TV advertisements
 - C. magazine advertisements
 - D. Internet advertisements
12. Which is the best media mix according to the reporter?
 - A. TV.
 - B. TV and magazine.
 - C. TV, magazine and Internet.
 - D. TV, magazine, Internet and outdoor advertising.
13. What is the attitude of the reporter toward this advertisement project?
 - A. Optimistic.
 - B. Pessimistic.
 - C. Worried.
 - D. Indifferent.

► **Task 3** Read the following chart and complete the sentences below with the information given in the passage.

Thank you for choosing Bai Mao Washing Powder. We hope that you will take five

minutes to fill in this questionnaire, for the information provided through this survey will help us identify the market. We greatly appreciate your assistance and invite you to enter our drawing to win a year's supply of Bai Mao.

Packaging	
The Bai Mao pack is	<input checked="" type="checkbox"/> too large <input type="checkbox"/> too small <input type="checkbox"/> the right size
The colors of the pack are	<input checked="" type="checkbox"/> eye-catching <input type="checkbox"/> unnoticeable
Product	
Bai Mao gets my whites	<input checked="" type="checkbox"/> really white <input type="checkbox"/> dull gray <input type="checkbox"/> makes no difference
Bai Mao makes my clothes smell nice for	<input type="checkbox"/> one day <input checked="" type="checkbox"/> two days <input type="checkbox"/> three days
My favorite Bai Mao smell is	<input type="checkbox"/> alpine fresh <input type="checkbox"/> summer meadow <input checked="" type="checkbox"/> spring flowers
Through what means would you be most likely to purchase this product?	<input checked="" type="checkbox"/> Retail <input checked="" type="checkbox"/> Distributor <input type="checkbox"/> Direct mail <input type="checkbox"/> Mail order catalog <input type="checkbox"/> Internet <input checked="" type="checkbox"/> Telephone order
Where do you usually buy Bai Mao?	<input checked="" type="checkbox"/> In the supermarket <input type="checkbox"/> In the local shop <input type="checkbox"/> Somewhere else
Prize Drawer	
<p>Please tell us why you use Bai Mao in less than 100 words. The winner will be drawn on May 5, 2010 and win a year's supply of Bai Mao.</p> <p><i>What attract me most are the smell and the relative low price of this product. I'd like to use it every day.</i></p>	

14. The information provided through this survey will help them _____.
15. About packaging, the questions concern two elements, namely the _____ of the pack.
16. The customer thought that Bai Mao could get his white clothes _____.
17. Customers would be most likely to purchase this product through the following channels like _____.
18. _____ are the elements that most attract the customer.

► **Task 4** Read the passage and complete the statements that follow the questions. You should write your answers in no more than three words.

Financial crisis sweeping throughout the world in 2008 hit the global car market which had been steadily rising before the crisis. In 2009, global car sales reached about 63 million units, down 8% year on year (与去年同期相比). Booming China surpassed the United States as the largest auto country in 2009. Among the top five auto countries, car sales of the United States decreased 22%, Japan dropped 8% while car sales of Germany and Brazil maintained double-digit growth. Car sales of Chinese car market, nevertheless, rose from 1.46 million units in 2000 to more than 130 million units in 2009, almost increasing 10 times the size in 10 years.

Situation of the global car market in 2009 differed sharply. In addition to big decline of the United States and Japan, most car market of developed countries gloomed, and some countries such as Germany had to use auto replacement policies to stimulate the car market. Car market of developing countries also differed. Some countries were affected far more than developed countries while in some areas the effect was relatively small. Financial crisis triggered by subprime mortgage (抵押贷款) of the US not only forced global auto giants integrated but also injected new energy into global car market.

In 2009, in addition to the Chinese market's growth of 45%, performances of other countries like Brazil and India were also great. In 2009, car sales of Brazil broke 3 million units for the first time, up 12% year on year. India car sales broke 2 million units for the first time, an increase of 17% year on year. Car sales of Russia increased dramatically before, however, it plummeted 61% year on year impacted by big fluctuation of oil price in 2009. As a result, ranking of Russia in the global car market fell from No. 5 in 2008 to 12th in 2009.

19. What are the top five auto countries in 2009?

The top five auto countries are _____, USA, Japan, _____ and _____.

20. What's the situation of the Chinese car market in 2009?

Car sales in China rose from 1.46 million units in 2000 to more than 130 million units in 2009, almost _____ the size in 10 years.

21. What policies did Germany have to use to stimulate the car market?

Germany had to use _____ to stimulate the car market.

22. Besides Chinese market's growth in 2009, which countries' performances were also great?

_____ 's performances were also great in 2009.

23. What made the car sales of Russia plummet 61% year on year?

The big fluctuation of _____ in 2009 made the car sales of Russia plummet.

本人申明：以上作业为本人独立完成。

签名：_____

日期：_____