

PASS

Higher

高级

学生用书

Student's Book

Cambridge

BEC

直通剑桥商务英语

[英] Ian Wood [英] Louise Pile [英] Sarah Curtis 编著

英国剑桥大学考试委员会BEC备考推荐用书

Preparation for



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清华大学出版社

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出版说明

PUBLISHER'S NOTE

剑桥商务英语证书（Business English Certificate，以下简称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一项英语水平考试，从听说读写四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，对成绩及格者由英国剑桥大学考试委员会颁发标准统一的成绩证书。证书终身有效，具有极高的国际权威性，被欧洲乃至全球众多教育机构和企业认可，成为在所有举办该考试的一百多个国家和地区求职的“通行证”。

BEC考试自1993年由中国教育部考试中心引进中国以来，历经20余年的实践和推广，因其权威性和规范性而极具知名度，是求职者有力的语言能力证明。

本套由美国圣智学习出版公司出版的*Pass Cambridge BEC*是一套专为BEC考试而精心打造的备考教程，其第一版于2001年被引进到中国，近20年来一直作为剑桥大学考试委员会和教育部考试中心的推荐用书，成为广大BEC备考者的首选。2013年，美国圣智学习出版公司根据剑桥大学考试委员会对BEC考试大纲的最新修订和调整情况，同时结合现代商务活动和场景等元素，对该套教材进行了相应的更新与改版，推出了*Pass Cambridge BEC, 2nd Edition*。2017年，清华大学出版社获得圣智学习出版公司的授权，成为该套新版教材在中国唯一的合作伙伴，将其第二版再次引进中国，全新出版，中文书名定为《直通剑桥商务英语》。

全套教材分为初级（Preliminary）、中级（Vantage）和高级（Higher）三个级别，每级均含学生用书、教师用书和练习册。为了方便读者使用，我们将原版书中附配的听力光盘进行了二维码转换，将其改造成了“扫码听音”版。

本套教材为考生应试提供全面有效、极具针对性的学习指导。祝愿广大考生在该教材的帮助下考出最佳水平，取得理想的考试成绩！

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2017年12月

Introduction

The Cambridge BEC examination

The **Cambridge Business English Certificate (BEC)** is an international business English examination which offers a language qualification for learners who use, or will need to use, English for their work. It is available at three levels:

Cambridge BEC Higher

Cambridge BEC Vantage

Cambridge BEC Preliminary

Cambridge BEC Higher is a practical examination that focuses on English in business-related situations. The major emphasis is on the development of language skills for work: reading, writing, listening and speaking.

Pass Cambridge BEC Higher

The book contains:

- **Introduction** An introductory unit which gives you information about the examination and this preparation course.
- **Core units** Eight double units which cover a wide range of business-related topics. Many of the exercise types correspond to those in the examination.
- **Self-study** A section following every unit to provide consolidation of the language of the units and some examination-related tasks. It also contains a focus on a particular grammatical area to enable you to review your grammar systematically.
- **Exam practice** Examination-style exercises following every double unit to provide further practice in the examination skills you will need.
- **Exam focus** A section in the centre of the book to prepare you directly for the examination.
- **Audioscripts** The content of the recordings.
- **Answer key** Answers to Self-study and Exam practice.

Language development in *Pass Cambridge BEC Higher*

- **Reading**

Reading is the most tested skill in the examination. The book therefore contains a great deal of reading practice, using authentic, semi-authentic and examination-style texts. Do not panic if you do not understand every word of a text; sometimes you only need to understand the general idea or one particular part. However, you need to read very carefully when answering examination questions; sometimes the most obvious answer on the first reading is not correct and you will change your mind if you re-read the text.

- **Writing**

In the examination you have to write letters and reports and also describe trends. You need to ensure that you fulfil the task while observing the word limit. If you have good spoken English, it does not necessarily mean that you can write well; to be successful, you need training and practice.

- **Listening**

Listening is also a very important skill for the examination and most units contain listening activities. You can find the Audioscripts to the recordings at the back of the book.

- **Speaking**

You can find help on how to prepare for the Speaking Test in the Exam focus section. In addition, there are speaking activities in every unit.

- **Vocabulary**

Although vocabulary is tested explicitly only in Reading Test Part Four, it is very important throughout the examination. Many exercises in the Self-study sections recycle vocabulary from the units.

- **Grammar**

A grammatical point is covered in most units. Moreover, grammar is systematically reviewed in the Self-study sections of the book. However, the review is brief and you may need to supplement the material.

- **Optional tasks**

At the end of most units there is an optional task for you to do between lessons, the aim of which is to integrate your studies with real-world activities. For example, you may be asked to visit a company's website and write a report on your findings.

Examination preparation in *Pass Cambridge BEC Higher*

- **Introduction**

The Introduction presents the content of the examination and important examination dates.

- **Core units and Self-study**

All units contain at least one examination-style exercise and there are also some examination-related tasks in the **Self-study** sections.

- **Exam practice**

Each double unit is followed by at least two pages of Exam practice, which supplement the examination practice in the core units and Self-study. Complete Listening Tests follow Units 4 and 8. By the end of the book, you will have practised every part of the examination several times.

- **Exam focus**

The **Exam focus** section in the centre of the book gives you information about how to succeed in each part of the examination. The Writing and Speaking Test Assessment Sheets provide a framework for you to evaluate your own writing and speaking skills.

Introduction

Cambridge Business English Certificate Higher

All Cambridge BEC Higher candidates receive a statement of results showing their overall grade (Pass grades A, B, C or Fail grades D, E) and their performance in each of the four papers. Look at the following extract from a sample statement.

Exceptional			
Reading		Speaking	
Good		Listening	
Borderline		Writing	
Weak			

Successful candidates receive a certificate showing a single grade. Each paper represents 25% of the total mark.

An overview

The following table gives an overview of the different parts of the examination, how long they take and what they involve.

	Test	Length	Contents
1	Reading	60 minutes	Six parts
2	Writing	70 minutes	Two parts (short description of a graph, formal letter, short report or proposal)
3	Listening	40 minutes	Three parts Approx. 15 minutes of listening material played twice plus time to transfer answers
4	Speaking	16 minutes	Three parts (personal information, short talk and collaborative task) Two examiners and two or three candidates

Important Cambridge BEC Higher dates

Your teacher will give you some important dates at the start of your course. Write these dates in the boxes below.

Cambridge BEC Higher examination

Your teacher will give you the dates of the written papers but can only give you the date of the Speaking Test after your entry has been confirmed by Cambridge.

- PAPER 1 Reading & Writing Test
- PAPER 2 Listening Test
- Speaking Test (to be confirmed) Between and

Entry date

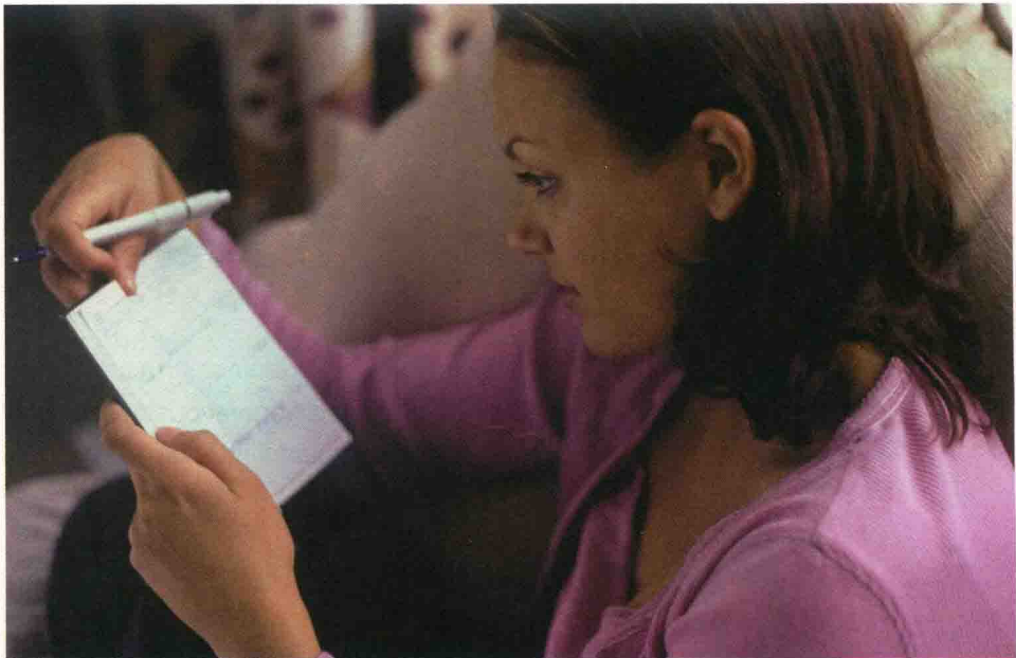
This is the date by which the examination centre must receive your examination entry.

- Entries must be confirmed by

Grades and certificates

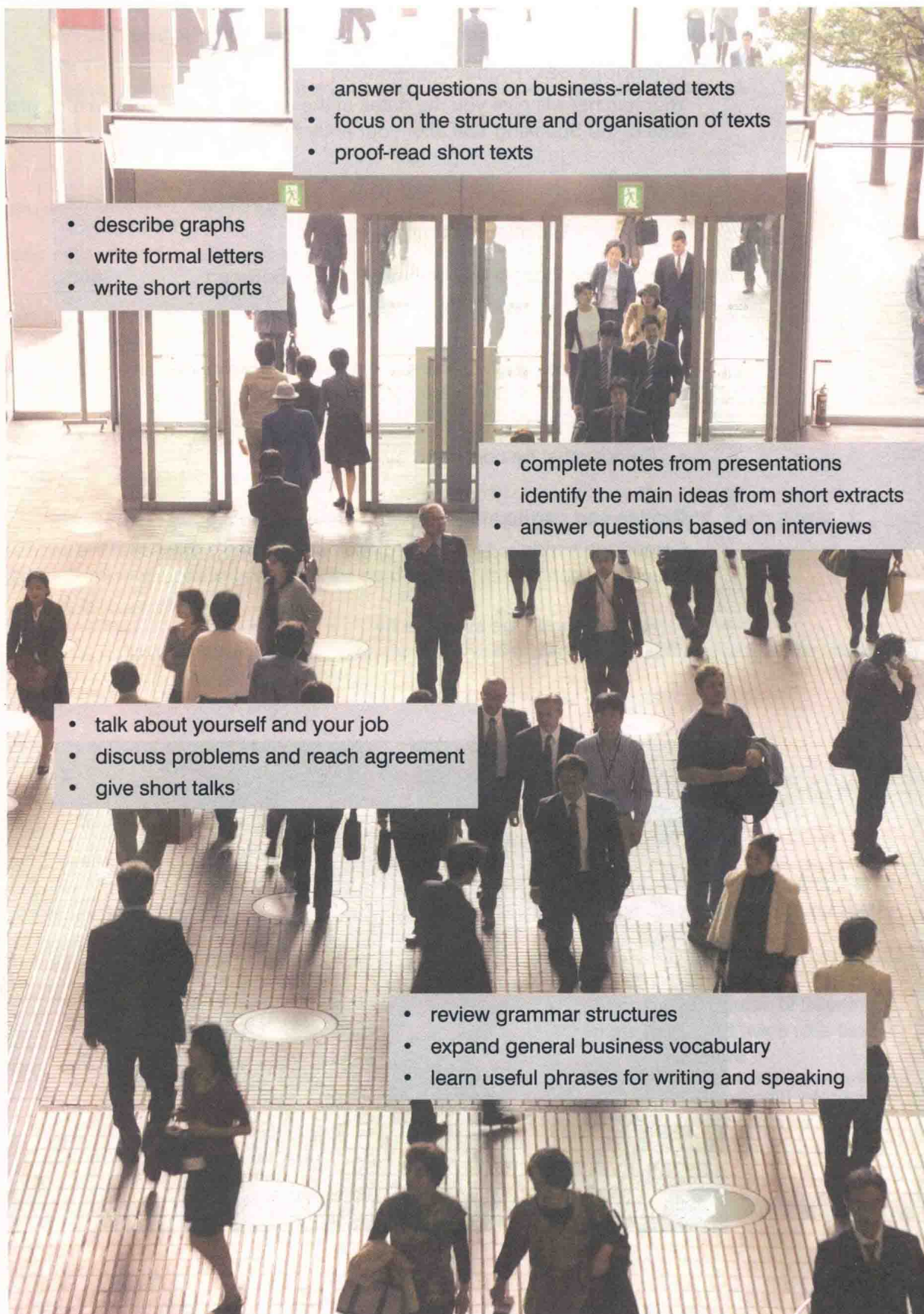
Cambridge sends out results approximately seven weeks after the examination. Successful candidates receive their certificates about four weeks after that.

- Results should be available by



Preparing for Cambridge BEC Higher

1 Look at the following activities which you are going to do on your BEC Higher course. Which two are you most confident about? Which two are you least confident about? Why?



• answer questions on business-related texts

• focus on the structure and organisation of texts

• proof-read short texts

• describe graphs

• write formal letters

• write short reports

• complete notes from presentations

• identify the main ideas from short extracts

• answer questions based on interviews

• talk about yourself and your job

• discuss problems and reach agreement

• give short talks

• review grammar structures

• expand general business vocabulary

• learn useful phrases for writing and speaking

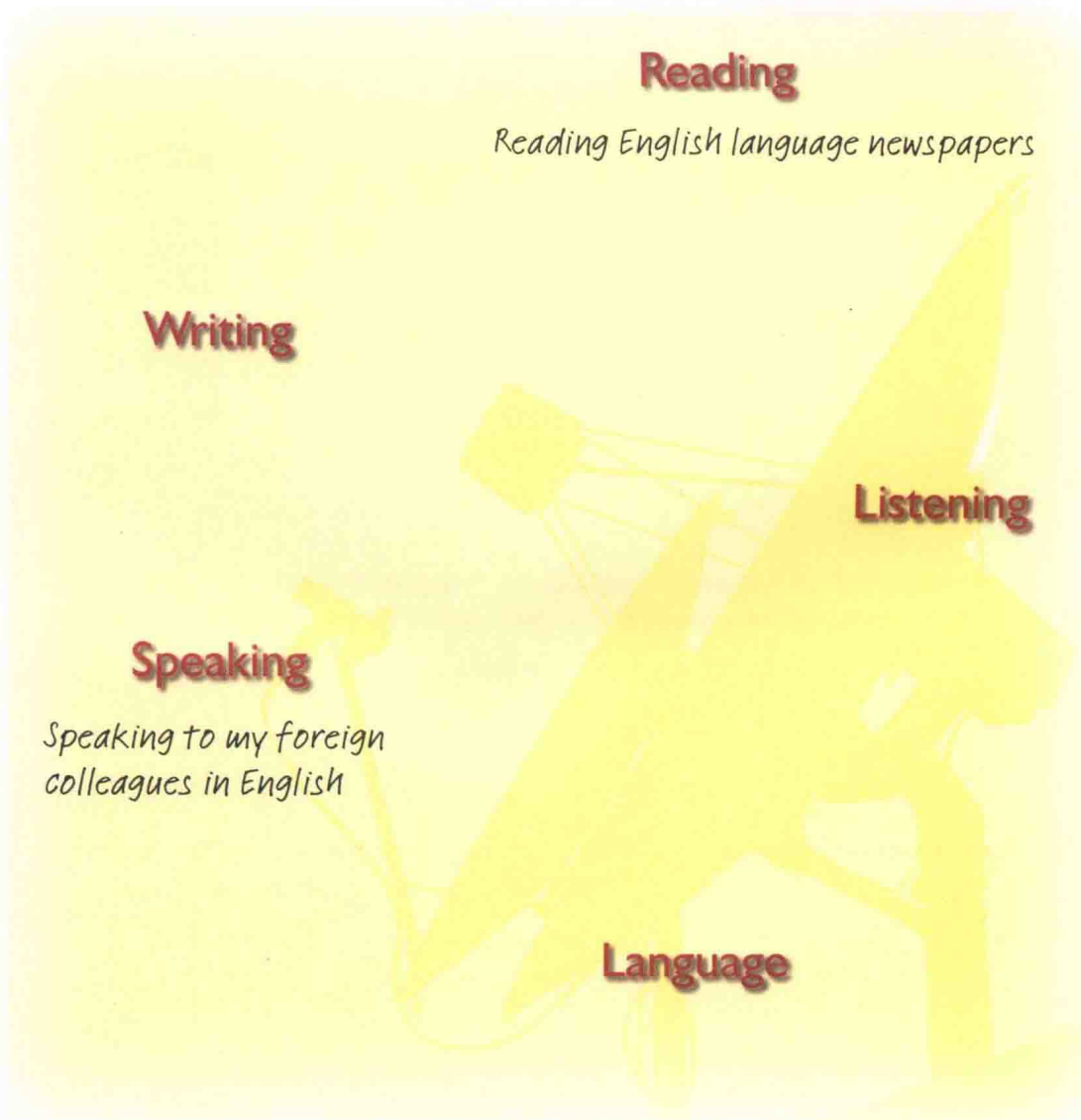
2 Which of these are useful for your current job or may be useful in the future?

Quiz: Pass Cambridge BEC Higher

- 1 Where would you find the following in this book? Write the unit or page numbers.
- 1 Information from a famous furniture retailer
 - 2 A list of the top ten global brands
 - 3 An exercise on articles
 - 4 An audioscript of a presentation by a headhunter
 - 5 Advice on writing reports
 - 6 A questionnaire about your job
 - 7 Advice on the language of agreeing and disagreeing
 - 8 A card exercise focusing on the language of trends
 - 9 A **Self-study** vocabulary exercise on mergers
 - 10 A checklist to help you evaluate your writing

Helping yourself succeed

- 1 Look at the areas below. Add further ideas for using your time outside lessons to help you improve your English skills. How could each activity help you in the exam?



Contents

Language

Exam Skills

viii	Introduction		Introduction to the examination		
1	Unit 1a Work roles	Talking about jobs and duties Report language Present simple and continuous	Reading Listening Report writing		
5	Unit 1b Company structure	Talking about organisational structure Past simple, present perfect simple and continuous	Listening		
9	Exam practice		Reading		
11	Unit 2a Stocks and shares	Talking about financial trends Language of trends	Listening Report writing		
15	Unit 2b Mergers and acquisitions	Talking about mergers and acquisitions Linking	Listening		
18	Exam practice		Reading		
22	Unit 3a Trade fairs	Talking about trade fairs Present simple for future time	Reading Speaking Letter writing		
27	Unit 3b Entering a market	Talking about doing business abroad Articles	Reading Speaking Listening Letter writing		
32	Exam practice		Reading Writing		
34	Unit 4a The future of work	Talking about changes in working practices Predictions	Reading Listening		
39	Unit 4b E-business	Talking about internet-based business Future perfect and continuous	Listening Report writing		
43	Exam practice		Listening Reading		
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Language

Exam Skills

67	Unit 5a Staff motivation	Talking about motivation at work Formal report language	Listening Report writing
71	Unit 5b Recruitment	Talking about recruitment Reference words	Reading Speaking Listening Letter writing
76	Exam practice		Reading
78	Unit 6a Corporate culture	Talking about company culture Gerunds and infinitives	Listening
82	Unit 6b Cultural diversity	Talking about cultural differences Agreeing and disagreeing	Reading Speaking Letter writing
86	Exam practice		Reading Writing
90	Unit 7a Industrial espionage	Talking about information security Asking for clarification Conditionals 1 (real) and 2 (hypothetical)	Reading Listening Speaking
95	Unit 7b Business ethics	Talking about business ethics Formal report language Conditional 3 (hypothetical)	Reading Listening
100	Exam practice		Reading Writing
102	Unit 8a Global brands	Talking about global brands Inversion	Speaking Proposal writing
106	Unit 8b Global sourcing	Talking about suppliers	Listening Reading Speaking Report writing
111	Exam practice		Listening Reading
Audioscripts 115		Answer key 127	

Work roles

Describing work roles

Speaking

1 Work in pairs. Find out the following information about your partner.

- position
- responsibilities
- duties

Listening

2 Five people talk about their jobs. Listen and decide which improvement each speaker would most like to see.

1



2



3



4



5



- A more responsibility
- B more teamwork
- C fewer routine tasks
- D more flexible hours
- E fewer interruptions
- F clearer objectives
- G more creative work
- H more managerial support

Language

3 Look at the present simple and present continuous forms in the following sentences. Find further examples of these forms in the audioscript and discuss how they are used.

I work for the UK subsidiary of a Japanese company.

I'm working for a small leisure group on a one-year contract.

Report writing

Reading

1 Barrie Watson of Belbin Associates has just led a Team Leadership Workshop at Ekstrom Engineering. Read his report on the workshop.

Report on Effective Team Leadership Workshop

The aim of this report is to summarise issues arising from the recent Team Leadership Workshop at Ekstrom and recommend appropriate action.

Findings

The workshop began with an assessment of how the Ekstrom team leaders understood their roles. Perceptions ranged from assigning and checking other people's work to motivating others to do the work. This disparity clearly showed that the team leaders had different understandings of their roles and that Ekstrom therefore needed to communicate its expectations more explicitly.

In order to do this, Ekstrom identified key tasks and used WorkSet colours to illustrate the precise level of responsibility which could be allocated to each. A task such as communicating with the team, for example, might be approached in a variety of ways:

- I give my staff instructions every morning. (Blue work)
- I let my staff decide on the best approach for themselves. (Yellow work)
- My team and I discuss how to do each job. (Orange work)

Having identified the different possible approaches to each key task, the company was able to select which was most appropriate and communicate its expectations in terms of the skills and behaviour required.

Conclusions

It is clear that Ekstrom needs to ensure that its team leaders are capable of performing key tasks in a manner compatible with company expectations. However, whilst the appropriate skills can be developed through in-company training, changing behavioural attributes is much more difficult.

Recommendations

We strongly recommend, therefore, that Ekstrom sets up assessment centres where existing team leaders and new applicants can be screened to ensure that they have the appropriate attributes for effective team leadership.

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Belbin Associates

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Telephone: 01223 264975, Facsimile: 01223 264976, email: belbin@belbin.com

2 Read the report again and answer the following questions.

- 1 What were the team leaders asked to do first?
- 2 What did this show?
- 3 What did the use of WorkSet colours then allow the company to do?
- 4 Why does Barrie Watson distinguish between skills and attributes?
- 5 How can Ekstrom ensure its team leaders have the right attributes?



3 Complete the following information with phrases from the report.



Don't forget

Report writing

The following phrases are useful when writing reports.

- **Introduction**

This report aims/sets out to ...

- **Findings**

It was found that ...

- **Conclusions**

It was decided/agreed/felt that ...

- **Recommendations**

It is suggested that ...

Writing

4 Compare your job brief with how you actually spend your time at work. Write a 200–250 word report describing your findings and recommending any necessary changes. Consider the following.

- the title of the report
- the heading and content of each paragraph
- useful phrases for each paragraph