

图书基本信息

书名：<<新编剑桥商务英语证书考试模拟考场>>

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作者：冯雪，高春丽 主编

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内容概要

《新编剑桥商务英语证书考试模拟考场》是为有意参加剑桥商务英语证书考试（以下简称BEC考试）的考生而编写的，用于考生在考前进行自我测试。

BEC考试属专门用途英语考试，最初是为满足亚太地区商务语言测试的特殊需求而设计的，其证书为希望在国际商务环境中使用英语的学习者提供了英语语言的合格证明，为公司企业招聘雇员提供可靠的证明和标准。

BEC考试是一种水平考试，主要考查考生在商务方面的英语实际运用能力，不考死记硬背的东西。英国剑桥大学考试委员会负责命题、阅卷、颁发证书，证书得到我国教育部考试中心认可。

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）。

本套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。

本套丛书具有以下特点：1.紧扣BEC考试大纲的要求 本编写团队以样题和历届真题为蓝本，仔细分析了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，最大程度地起到帮助考生备考的作用。

2.选材地道真实 所有阅读和听力材料全部选自如www.economist.com, wlfirw.ft.com / home / uk, W-W3q.nytimes.com / yr / too / day / business等国外权威性网站、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.解析详细且有针对性，围绕难点、重点进行答题技巧和注意事项介绍 本书全体编者多年从事英语专业或公外英语教学，又都是所在院校的BEC考试培训师，有丰富的BEC培训经验，既熟悉BEC考试的要求，又了解我国参加BEC考试考生的英语水平。

因此，本书在紧扣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。

书籍目录

BEC中级考试题型及答题技巧介绍 阅读 写作 听力 口语模拟试题（一） BUSINESS ENGLISH CERTIFICATE Vantage Test of Reading BUSINESS ENGLISH CERTIFICATE Vantage Test of Writing BUSINESS ENGLISH CERTIFICATE Vantage Test of Listening BUSINESS ENGLISH CERTIFICATE Vantage Test of Speaking模拟试题（一）答案及解析 BUSINESS ENGLISH CERTIFICATE Vantage Test of Reading BUSINESS ENGLISH CERTIFICATE Vantage Test of Writing BUSINESS ENGLISH CERTIFICATE Vantage Test of Listening BUSINESS ENGLISH CERTIFICATE Vantage Test of Speaking模拟试题（二） BUSINESS ENGLISH CERTIFICATE Vantage Test of Reading BUSINESS ENGLISH CERTIFICATE Vantage Test of Writing BUSINESS ENGLISH CERTIFICATE Vantage Test of Listening BUSINESS ENGLISH CERTIFICATE Vantage Test of Speaking模拟试题（二）答案及解析 BUSINESS ENGLISH CERTIFICATE Vantage Test of Reading BUSINESS ENGLISH CERTIFICATE Vantage Test of Writing BUSINESS ENGLISH CERTIFICATE Vantage Test of Listening BUSINESS ENGLISH CERTIFICATE Vantage Test of Speaking模拟试题（三） BUSINESS ENGLISH CERTIFICATE Vantage Test of Reading BUSINESS ENGLISH CERTIFICATE Vantage Test of Writing BUSINESS ENGLISH CERTIFICATE Vantage Test of Listening BUSINESS ENGLISH CERTIFICATE Vantage Test of Speaking模拟试题（三）答案及解析 BUSINESS ENGLISH CERTIFICATE Vantage Test of Reading BUSINESS ENGLISH CERTIFICATE Vantage Test of Writing BUSINESS ENGLISH CERTIFICATE Vantage Test of Listening BUSINESS ENGLISH CERTIFICATE Vantage Test of Speaking

章节摘录

Question 3 This proposal will give an overview of our latest snack and suggestions for its development and expansion on the market. Six months ago, we launched a new product called Happy Bean, which immediately became a hit in the market. Unlike other snack products, Happy Bean is made with a special, secret formula. It tastes crispy, sweet and spicy!

Apart from the special taste of the Happy Bean, several other factors have contributed to this huge success. One is the reasonable price. Compared with other bean snacks, our price is relatively low which gives Happy Bean a sharp competitive edge. The other was the timely pre-promotion campaign linked with the World Cup, which enhanced the brand awareness of this new product to a large audience. As a follow-up to this marketing success, we should enlarge the Happy Bean concept and turn this popular product into a series so that we can cater to a wider variety of market needs and improve our competitiveness. As you know, it is not possible to stand still in such a competitive field. According to our market research, we can diversify our snack by adding two flavours——tomato and barbecue—which have caught on in domestic markets in recent years. These two flavours are most popular with the teenagers, who make up 77% of our customer base. We will need to increase our staffing level by two more marketing assistant positions, and I estimate a total budget of \$1.5 million over a 1-year expansion phase.

Question 4 Dear Mr. Ray, I'm delighted to invite you to exhibit at the yearly TekMax Tech Fair. Long established and highly regarded, the TekMax Tech Fair is seen as one of the premier international fairs in the hi-tech industry. The TekMax Tech Fair specialises in technical trade events and our yearly exhibitions attract more than 60,000 UK and international quality buyers who discover innovative products and dependable suppliers that keep them ahead of the competition.

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