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， 建议阅读原文

https://www.100test.com/kao_ti2020/150/2021_2022_BEC_E9_AB_98_E7_BA_A7_E5_c85_150765.htm speaking test part ii 1.

customer relations: the importance of making customers feel valued

2. company growth: the importance to a company of controlling

expansion 3. marketing: how to ensure that agents maintain a high

level of effectiveness when representing a company 4. time

management: the importance of planning work time effectively 5.

project development: how to ensure inter-departmental

co-operation on new projects 6. purchasing: how to evaluate and

select new products 7. personnel management: the importance to a

company of having well motivated staff 8. strategic planning: how to

decide whether to purchase or rent company premises 9. sales: how

to ensure that price levels for new products are set appropriately 10.

communication skills: the importance of foreign language training

for selected employees 11. advertising: how to select a suitable

agency to handle a company ' s advertising 12. finance: how to

decide whether to float a company on the stock-market 13.

marketing: the importance to a company of offering its products on

the world-wide web 14. staff training: how to evaluate the

effectiveness of company training programmes 15. company growth:

how to decide when it is the right time for a business to expand 16.

public relations: the importance to a company of sponsoring

well-known personalities from the arts and popular culture 17.

recruitment: how to ensure that the best candidate for a post is

0selected 18. information management: how to analyse and make effective use of information 19. sales: the importance of brand image in ensuring that products or services sell well 20. technology: the importance to a company of keeping up-to-date with internet developments 21. quality control: how to ensure that a company consistently maintains quality control standards 22. product promotion: how to make effective use of the media when promoting a new product or service 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com