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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_150786.htm 71. How to select a suitable agency to handle a company ' s advertising
A: three points should be considered in order to select a suitable agency. First, the selected agency should be familiar with the character of the products which the company wants to advertise so that the best features of the advertised products of the company can be demonstrated by the advertisement. Second, the agency should have profound knowledge in designing producing and publishing advertisement which is not only a kind of art but also an important marketing method. Third, the selected agency should have the strong ability to combine the aesthetic presented by the advertisement with the need of the company to promote products.

72. How to decide whether to float a company on the stock market
A: we should check the policy concerning listing a company onto the stock market. Different stock exchanges have different policies and requirements. We should check these policies or requirements to see that if our company meets the demand so as to be listed on the stock market. For example according to the policy of many SEs, the total capital of a company should meet a certain level before it can be listed. Besides, its after-tax profits should also reach a certain level. So check these policies to see if our company is qualified to be listed onto the stock market.

Second, we should understand and are willing to take the responsibilities that a listing company has to bear such as disclosure

director ' s duty all kinds of expenses tax and so on.⁷³ The importance to a company of offering its products on the world-wide webA: first offering your products on the internet is in itself a new and very effective means of advertising which you can make use of. People at very corner of the world with the access to the Internet will get to know your products as well as their quality price functions. You won ' t have to worry about putting a large sum of money on your advertising because the on-line advertisement is much cheaper than TV commercials. Second you can sell your products directly on the internet and you don ' t even need to open your sales channels which used to take up too much money and resource of your company. Your products will be purchased through world-wide web and you will get your money through the E-bank which will automatically transfer the money into your account.⁷⁴ How to evaluate the effectiveness of company training programsA: the following procedures can help us to evaluate the effectiveness of our company ' s training programs. First we should carry out examinations on our staff who attend the programs and we check the results to see if the goals of our training programs have been achieved. Readjustment will be made accordingly to ensure that our programs are moving towards the correct direction. Second we should hand out questionnaires to find out how our trainees like their training programs. The feed-back will be presented on the board and all the senior staff in charge of programs will discuss the feed-back and make necessary changes. Third we will encourage everyone attending the programs to give us their advice which we

can use to improve the effectiveness of our programs.⁷⁵ How to decide when it is the right time for a business to expandA: you should check the current status of your company including the capital you own the technology you apply and the human resource you have. As we all know money is an important factor in business expansion. So make sure that you have enough money for your expansion. Another importance factor is technology and advanced technology can help you in your expansion because it will provide you with decisive driving force and enhance the efficiency of your business. You will also need qualified staff who will shoulder more responsibility and are willing to meet the challenges resulted from your expansion. When you find your business meets the above three criteria go ahead and expand yourself.⁷⁶ The importance to a company of sponsoring well-known personalities from the arts and popular culture

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