

BEC高级口语专帖parttwo(5) PDF转换可能丢失图片或格式，  
建议阅读原文

[https://www.100test.com/kao\\_ti2020/150/2021\\_2022\\_BEC\\_E9\\_AB\\_98\\_E7\\_BA\\_A7\\_E5\\_c85\\_150791.htm](https://www.100test.com/kao_ti2020/150/2021_2022_BEC_E9_AB_98_E7_BA_A7_E5_c85_150791.htm) 41. The importance of adequate supervision and training of staff who deal with the publicA: in order to keep a sound image of your company in public and maintain good relations with the public you should pay special attention to the staff who deal with the public because they are in fact the key element of the success of your PR police. If your staff have the strong abilities of communicating and negotiating when they are dealing with the public your company will definitely reap the fruits of it. Therefore every PR staff will have to receive enough training before they can fulfill their duty. Of course training in itself is not enough. Supervision is always necessary to find out what still needs improving regarding the job of your PR staff and adequate supervision can also enable you to change and improve the training when necessary.42. How to provide effective support for new members of staffA: what the new members of staff need most at the beginning of their career is the detailed description of their work including what their jobs are. what kind of correct procedure they have to follow during their work. which area they should pay special attention to and other useful information. Therefore we must focus on the above areas when we provide support for our new members of staff. Besides we should pay attention to the way we use to provide support. Being the freshmen most of them are not familiar with the current situation and we should keep enough patience when giving

support. Any impatience will harm their feeling and make our support an ineffective one. 43. The importance of being aware of differences in appropriate behavior in other culturesA: today ' s world is moving towards globalization. In the business world this is particularly true. The employees of the large companies especially the transnational companies come from different countries and therefore have different cultural background. Difference will inevitably occur during their work in the company. These differences if not be dealt with appropriately will become obstacles and make it difficult for the employees to cooperate with each other in their daily work. A certain behavior such as a gesture which is appropriate to a culture will possibly be regarded as inappropriate to the other culture. Therefore we should be aware of the differences and behave ourselves appropriately in the cross-culture environment.44. How to ensure that stock control system are run effectivelyA: there are three important steps: first step up a monitoring system in the company to watch closely the level of inventory so that the inventory can be maintained at an appropriate level. Second set up a reporting system to inform the manager of any possible changes in the level of inventory. If the level is too low try to improve it and reduce its negative effect on the production. If the level is too high try to reduce it and pay attention to the lack of capital and difficulties it will exert on the management. Third make everyone in the company clear about the importance of stock control so that every part of this system is operating effectively and altogether achieve a high proficiency of the whole.注释 : stock control system 存货控制 (

对各种物资库存量的管理。目的在于使各种物料的库存量保持在适当的水平，既不会因库存过低而使生产受到影响，也不会因库存过多而占压资金并增加管理上的困难。 ) 45. The

importance of using environmentally friendly means of transport whenever possibleA: in today ' s society more and more people are aware of the importance of environmental protection. Their awareness has deeply gone into their consuming habits. Therefore if your company can use environmentally friendly means of transport you will set up a sound image in the local community as well as the society that you are paying your attention to these issues so that you can get good public relationship with the people who will likely turn into your customers if they are satisfied with your environmental protection practice. In addition this practice can be cost-effective and you will save a considerable amount of money each year.

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