

今年BEC高级口试真题提示（一）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__E4_BB_8A_E5_B9_B4BEC_E9_c85_150832.htm Speaking Test 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 selected 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

23. Product Management: the importance of teamwork for the effective management of projects

24. Health and Safety: how to develop a responsible attitude among staff to the health and safety requirements of accompany

25. Technology: the importance of computer skills for the workplace of the future

26. Communications: how to ensure that e-mail is used appropriately by staff for internal and external communications

27. Staff Development: how to administer a staff budget effectively

28. Market Research: the importance of finding out about customers habits and attitudes

29. Financial Management: how to identify ways of reducing costs in a company

30. Communication: how to achieve an effective working relationship between different departments within a company

31. Communication skills: the importance of understanding cultural differences when working in an international environment

32. Personnel Management: the importance of providing employees with clear job descriptions

33. Company Growth: how to ensure that company growth proceeds at the optimum rate

34. Time Management: how to manage a heavy workload effectively

35. Health and Safety: the importance to a company of having a Health

and Safety policy 36. Human Resources: how to ensure that staff at all levels receive appropriate feedback on individual performance

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