

2007年商务英语考试二级模拟试题五(2) PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/151/2021_2022_2007_E5_B9_B4_E5_95_86_c85_151023.htm We received your letter dated 2nd July, expressing your dissatisfaction with the present level of your sales in Nigeria. We shall try to explain as briefly as possible how it is that your competitors are doing so well so that you may see why it is that we are not. We shall also suggest ways of improving the present situation. Our difficulties may be summarized as follows : 1. Your competitors pay for extensive advertising in newspapers and magazines that reach every corner of Nigeria. We receive no financial help for advertising and do not receive sufficient commission to pay for it ourselves. 2. The company referred to in your letter sent a two-man team on a tour of six provinces in a specially equipped lorry containing the models they wished to publicize. Their agent had arranged displays in the towns they were due to visit and had announced them in the local press. With such backing from the manufacturer ,high sales are inevitable ! 3. What sells well in Europe does not necessarily sell well elsewhere. Your competitors know this and plan accordingly. They give maximum publicity to three or four models that are sure to sell well here. We would suggest that you do the same and concentrate on the 98cc Speedy, the 250cc Hunter and the 350cc Hawk. 4. In spite of the excellent containership service between England and West Africa we are still having to wait for too long for orders to be shipped. Once they have placed an order, customers are impatient to receive it. Our present commission of

10/00 does not allow us to undertake sales tours in other regions. Nigeria covers an area of over 350 , 000 square miles and our present commission will not stand the expense of such trips. If you are prepared to increase our commissions ,contribute to our travel expenses on the longer journeys and back us with advertising. We are convinced that we can do as well as your competitors. We look forward to your comments. Yours faithfully , Williams and Co.

Questions 13-16 . For questions 13 -16 ,choose the correct title for each paragraph from the box below. . For each paragraph (1-4) mark one letter (AG) on your Answer Sheet. . Do not mark any letter twice. 13. Paragraph 1..... 14. Paragraph 2..... 15. Paragraph 3..... 16. Paragraph 4.....

A Deliveries and commission B A two-man team C Proper models. D More advertisements E Your competitors successful methods F Expenses for trips G Sales promotions

Questions 17-20 17. We are going to give a brief explanation. 18. Your competitors advertisements often appear in popular publications 19. Hear is our suggestion that you follow their example and. 20. If you give us more financial assistance ,we believe., - -

A. Why your competitors are doing better than us. B. that they wished to publicize. C. that we can catch up with your competitors. D. that you concentrate on three models. E. that are sure to sell well. F. which they would certainly visit. G. that reach every corner of Nigeria.

PART FOUR Questions 21-35 . Read this text about a British business. . Choose the best word to fill each gap. . For each question (21-35) mark one letter (A ,B ,C or D) on your Answer Sheet.

. One answer has been given as an example. Jack Cohen and his wife Tessa began their small grocery business on Londons High Street in the early 1950s. Since that. example. the company , TESCO , has grown to become .the UKs leading food retailer with annual sales of 6.4pounds billion and has 21. a new reputation for quality and service. Its 384 stores in England, Scotland and Wales 22. more than nine million customers per week. In the 34 year old Colin Smith we can see TESCOs 23. on value plus quality and service. Upon. 24. TESCOs management team in 1987 as trading director for fresh meats ,he immediately focused 25. improving supply and distribution systems. He set up a supplier certification program with strict specifications for processing facilities and livestock quality, plus 26. quality checks at each TESCO distribution center and store. One of Smiths priorities has been an. 27. lamb program. TESCO could not obtain enough fresh lamb to 28. , deman4 and was 29. to fill in with frozen product. Smith turned to Cryovac specialists who 30. with TESCO and its meat suppliers to 31. the Problem. The 32. was a new packaging system from Cryovac featuring a harder Cryovac Barrier Bag which dramatically. 33. package damages. Vacuum packaged fresh lamb now arrives at TESCO stores in the best condition year-round and sales have. 34. to more than than 60 million pounds 35.

Example: A. period B. time C. year . D. day Answer: B 21. A. had B. done C. made D. established 22. A. sell B. serve C. meet D. hold 23.

A. emphasis B. idea C. name D. import
24. A. becoming B. being C. entering D. joining
25. A. on B. in C. at D. with
26. A. nearby B. far C. further D. farther
27. A. old B. improved C. impossible D. able
28. A. ask B. answer C. satisfy D. question
29. A. tried B. forced C. led D. set
30. A. cooperate B. link C. study D. sit
31. A. attack B. answer C. ask D. demand
32. A. next B. first C. result D. beginning
33. A. prevented B. stopped C. reduced D. increased
34. A. enriched B. reached C. arrived D. grown
35. A. daily B. annually C. usually D. particularly
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