

2007年商务英语考试二级模拟试题二(5) PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/151/2021_2022_2007_E5_B9_B4_E5_95_86_c85_151046.htm Part Two. Questions 13 to 22.

Section One. Questions 13 to 17. Question Thirteen Im interested in seeing the new mid-sized car youve been advertizing. Im sorry I forgot the name ,but I have seen it as a friend of mine has bought one. Its a racing car and its very light ,I remember. I want it in black. Question Fourteen Now ,lets look at the loose filling. Oh ! Im surprised it didnt fall out ,because theres a great deal of decay around it. Theres also a slight cavity in another tooth. It may take considerable drilling. Question Fifteen I dont know what Im going to find in the car. I promise that Ill check it thoroughly. For example if your condenser becomes worn out ,Ill call you and recommend that you let me put in a new one. I wont do this before weve talked about it. Question Sixteen Please take off your coat and roll up your sleeve. I want to take your blood pressure. Yes ,your pressure is a little bit high. There is nothing to be alarmed about it. But youd better get rid of those junk foods and do more exercise. Question Seventeen I represent a new but growing firm in this area. We sell all kinds of stationary supplies : various kinds of pens ,pencils desk sets ,file holders and whatever you mention. Here are. samples of our new products. We guarantee prompt delivery and the best products.

Section Two. Questions 18 to 22 Question Eighteen Your car has been sluggish since its been too long since your last tune-up. So your car doesnt really need the higher octane. You should still use regular

unleaded. It won't pay to get the more expensive kind. Question Nineteen I think I'm catching a bad cold today. I have a headache. I've got a sore throat. I even cough some of the time and ache all over. Do you have a cold capsule and some cough syrup? I hope I can go to work tomorrow after taking all these. Could you recommend something? Question Twenty These green and hard bananas aren't ripe enough to eat. These are overripe. They're soft with brown spots. The overripe ones are firm and just right for eating. If you want to cook with bananas, the overripes are fine. Question Twenty-one Welcome to our chain store. We specialize in hamburgers and chicken. And we're having an introductory special. You can get free French fries with every sandwich order. Here is the coupon. Part Three. Questions 23 to 30. Retailer: A person's life style has a significant effect on the purchasing process. So how do I determine and understand the life style of my target market? Sociologist: The consumer's activities, interests, and opinions or AIO can be used to analyze life styles and their impact on purchase behavior. Activities, interests, and opinions are especially useful when they can be related to demographic data. Grouping people according to these three criteria will reveal substantial differences in product usage, time spent shopping, enjoyment of shopping experience, location and hours of the store, and so on. A typical consumer AIO survey would include questions on membership, hobbies, travel, shopping, work, and entertainment activities, involvement in the home, the family, and community interests and feelings about economics, politics, and advertising. The use of the AIO measurement has also been called

psychographics .it is in the early stages of development. Retailer :So the AIO survey of consumers is not enough. What else should I pay attention to? Sociologist: Culture, social class, reference groups and class consciousness are social dimensions of life style that have an impact on purchasing behavior. A persons culture affects the importance of family ,religion ,education and other concerns. North Americans act differently than South Americans or Europeans because of their cultural heritage. For example, in the United States, purchasing decisions are more decentralized. religion has a declining impact on behavior. From a retailing perspective, the norms or standards of behavior that are influenced by culture are most important. Culture has an impact on all aspects of the purchasing process. Retailer : How does social classes influence a persons purchasing behavior? Sociologist :Lower-class consumers have limited information sources and seek local ,friendly retailers. Middle class consumers utilize media information and extensive search. They are willing to shop out of their neighborhoods. Upper-class consumers use media information and shop at prestige stores. For products or services that are conspicuous ,reference groups have an important role in the purchasing process. Those reference groups that are face-to-face have the most impact on the purchasing process. The different types and uses of reference groups need to be understood , As an example ,ones neighbours are a membership reference group. However ,a retailer must distinguish between the use of neighbours as a reference group by suburbanites and the use by city dwellers. The suburbanite will follow his or her neighbours

and know them much better. City dwellers are more independent and know little about their neighbours. Retailer :Dont you think motives are very important in purchasing behavior? Sociologist : Yes. Personality , motives , and performance are individual dimensions of life style that have an impact on purchasing behavior. A consumers personality traits affect the purchase process. For an impatient person, the process is short. For someone with little selfconfidence, the process is long. Post purchase satisfaction is very important to a statusseeker. Consumers have different motives (reasons) when they buy products. Motives are critical when the consumer ranks alternatives and makes a final decision. Motives do change in different situations. A persons performance in various roles determines his or her social acceptance and influences the purchasing process. Retailer ,Thank you very much. I think Ive learned about the importance of life style. 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