

初级商务英语 (19) PDF转换可能丢失图片或格式 , 建议阅读原文

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research Question formation 1. Listening A market researcher asks a consumer questions. Listen and fill in the questionnaire. Quest
Market Research Consumer Survey Name

_____ Address _____

Telephone _____ Accommodation Own home

() Rent () Hotel () Other () Number in home () Place of

work: Husband Courtaulds Wife _____ Place of

study: Child 1 Independent Boys ' School Child 2

_____ Holidays per year Location

_____abroad autumn_____

Money spent on last summer holiday _____ Location of

last holiday _____ Listening Task A: Right. I ' d

just like to check some details first. It ' s Mr. and Mrs. J.Reynolds.

isn ' t it? B: Yes. A: The address is 21 Pine Avenue? B: Yes. A: Your

telephone number is 56822, is that right? B: No, it ' s 56882. A:

Thanks. Now I hope you don ' t mind if I ask you some personal

questions? B: No, go ahead. A: First, do you own this house? B: Yes,

we do. A: How many people live in it? B: Well there ' s myself, my

husband and two sons. A: So four of you. Where does your husband

work? B: He works at Courtaulds. A: And do you work outside of

the home? B: No, I ' m a freelance book designer. I work at home.

A: Right, your sons are at school then? B: Yes, that ' s right. A: Do

they go to the local school? B: No, they both go into town to the Independent Boys ' School. A: Now, both you and your husband have a car? B: Yes, we do. A: Roughly how many miles do you do a year? B: Well, about 5000. A: Your husband ' s car is on the firm, is that right? B: Yes. A: How many holidays a year do you take? B: Normally two. A: In this country or abroad? B: Usually a summer holiday abroad and a week somewhere in Britain in the autumn. A: Somewhere by the sea? B: No, we normally go to Scotland walking. A: Right, just a couple more questions. then I ' m finished. Do you mind telling me how much you normally spend on your summer holiday? B: Well, I suppose about ₤.2000. A: And this year you plan to go abroad? B: Yes, Greece actually. A: Well, thank you very much, Mrs. Reynolds. You ' ve been very helpful. B: You ' re

welcome. 2. Presentation The market researcher used two different types of question: # Direct questions # Statement questions Now look at the formation of these questions. 2.1 Direct questions 2.1.1 Wh-questions 请见附图19-1 2.1.2 Yes/No questions 请见附图19-2 2.2 Statement questions These are often used for checking information: It ' s Mr. and Mrs. J.Reynolds, isn ' t it? The address is 21 Pine Avenue? (rising intonation) Your telephone number is 56822, is that right? 3. Controlled practice You are doing a market research survey. You are interviewing a man called Mr. P. Thomson. Ask question as follows: 1. Check that his name is P. Thomson.

?

2. Check that his address is 45 Main Street.

?

3. Check that he owns his house.

_____ ?

4. Ask where he works.

_____ ?

5. Ask if he has worked there for long.

_____ ?

6. Ask how he travels to work.

_____ ?

7. Ask if he has any children.

_____ ?

8. Ask how old they are.

_____ ?

9. Ask if they are at school.

_____ ?

10. Ask what they do in the evenings.

_____ ?

11. Ask how often he goes to the cinema.

_____ ?

12. Ask if the ever goes to restaurants.

_____ ?

13. Ask when he goes to bed. 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