

初级商务英语（16）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__E5_88_9D_E7_BA_A7_E5_95_86_E5_c85_151525.htm Unit 16 Competition Comparison of adjectives 1. Listening The Sales Manager of Brotherton Plc is talking about the company ' s main competitors. As you listen, complete the table below. Rank in order 1-4. Listening task Let ' s look at the competition. Now, our main competitor-Benton-entered the market in 1982-ten years later than us. But since then they have grown more rapidly and are now the biggest in terms of market share. Why? Mainly because of their product development. Their products are better, sold at lower prices and presented more attractively. At the moment their main weakness is that they have the lowest profitability. Now, our second major competitor is Zecron, they entered the market at the same time as us. They have a lower market share than us and their products are sold at slightly higher prices. However, their annual return shows greater profitability and much heavier investment in plant and machinery over the last two years. So they are in a good position to overtake us soon. The last competitor is Mansell. They have been in the market slightly longer than us and Zecron. They have a much smaller market share, but their products are sold at the top end of the market at much higher prices. As a result they achieve the best profitability of the four companies with much lower turnover. So, what can we say about our own position? Well, our products are medium-price but less attractive than Benton ' s. we ' re getting a problem with

reliability. Certainly Benton ' s range has a reputation for being much more reliable. Our market share is higher than Zecron and Mansell, but they are more profitable than us. So, we must become more competitive during the next two years if we are to hold on our market share and increase profitability. 请见附图 2. Presentation In this extract you heard a variety of comparative and superlative forms of adjectives.

2.1 Forming comparative and superlative adjectives

2.1.1 Adjectives with one syllable long-longer-the longest

big-bigger-the biggest low-lower-the lowest high-higher-the highest

late-later-the latest

2.1.2 Two-syllable adjectives ending in y

heavy-heavier-the heaviest early-earlier-the earliest

2.1.3 Adjectives with two or more syllables

reliable-more reliable-the most reliable

expensive-more expensive-the most expensive

profitable-more profitable-the most profitable

2.2 Modifying comparative adjectives

We can also modify the strength of the comparative adjective. # If we want to make it stronger, we can use much.. e.g. a much smaller market share much more reliable # If we want to make it weaker, we can use slightly. e.g. slightly higher prices slightly longer

3. Controlled practice

Use the table in the Listening section and the language in the Presentation section to complete these sentences.

1. Mansell have been in the market _____ than Brotherton.
2. Brotherton entered the market _____ than Benton.
3. Benton entered the market ten years _____ than Brotherton.
4. Benton have _____ market share.
5. Mansell have a much _____ market share than Brotherton.
6. Benton ' s products are sold at _____ prices.
7. Mansell ' s

products are sold at _____ prices than Brotherton ' s. 8. Zecron ' s products are _____ than Brotherton ' s. 9. Mansell is _____ profitable company. 10. Brotherton is _____ than Benton. 课文注释及词汇讲解： * in terms of 在...方面

e.g. Benton Co. is the biggest in terms of market share. 本顿公司的市场份额最大。 In terms of the numbers in employment hotel industry is the largest in this city. 就雇用人数来说，旅馆业是这座城市最大的产业。 * present 呈现，介绍，引见，提交[注意：得音在第二个音节上。Present 还可用做名词，此时是“礼物”的意思，重音在第一个音节上。] e.g. Their products are presented more attractively. 他们的产品在外观上更吸引人。 We shall present a complete report to the board of directors. 我们将向董事会提交一份完整的报告。 * weakness 弱点 e.g. At the moment their main weakness is that they have the lowest profitability. 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