

剑桥商务英语 (BEC) 模拟试题(四) 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_89_91_E6_A1_A5_E5_95_86_E5_c85_151559.htm . 在下列课文片段中

填入遗漏的词。(每小题 1 分, 共 10 分) When selling products online and shipping them sight-unseen, a certain ___ 1 ___ of

returns is inevitable. In fact, they're also inevitable at

brick-and-mortar stores, ___ 2 ___ a customer can touch, feel, smell and try on the merchandise ___ 3 ___ making a selection. At Sky

Mall Inc, product returns are anticipated and ___ 4 ___ with ease.

The company, which has eight years of merchandising experience ___ 5 ___ selling premium merchandise from participating

merchants via catalog and online, ___ 6 ___ proven itself through

effective and simple ordering, fulfillment, customer service ___ 7 ___ returns. “ We built a successful business on those practices before

taking our products ___ 8 ___ the Internet, ” says Robert

M.Worsely, president and CEO. In every printed catalog and on its

Web site, Sky Mall guarantees ___ 9 ___ customer satisfaction with a 60-day “ no questions asked ” return policy combined ___ 10 ___

a best-price guarantee. 六、阅读下列短文, 从 A、B、C、D

四个选项中选出一个最佳答案。(每小题 1 分, 共 10 分) The

year 2000 has been tough for online retailers. Changes in the market have driven many sites out of business, and many others are only

barely surviving. The holidays, promising GREATly increased sales,

offer hope for many e-commerce sites. The good news for retailers is that the holiday market will grow. this years holiday sales are

predicted to be 66% higher than last years. In a year when over half the U.S. population has access to the Internet, e-commerce sites can expect dramatic increases in site traffic before the holidays. Forrester Research predicts \$10 billion in holiday revenues, and Jupiter forecasts the U.S. holiday market as \$12 billion. Gartner Group predicts \$10.7 billion in North American holiday sales and worldwide sales of \$19.5 billion. While revenue estimates vary, its clear that Holiday 2000 will be big for e-commerce. Customers will shop online this holiday season for convenience. by shopping online, customers avoid crowds, transportation hassles, and inconvenient store hours. One customer commented in our tests that she would shop online “ to avoid the hassle of going to different stores. ”

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