

2006年下半年商务英语BEC中级口试指导连载1 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/216/2021_2022_2006_E5_B9_B4_E4_B8_8B_c85_216426.htm BEC口试范围、形式与内容及评分标准BEC口试主要考查考生在商务交往过程中运用英文的能力。商务交往主要指：1. 建立和保持商务联络；2. 谈论工作；3. 制定计划与安排工作。测试内容1. 建立和保持商务联络 1)向人表示问候和对问候的回答；2)自我介绍；3)询问对方或介绍自己的身份特征；4)表达自己喜欢什么、不喜欢什么；5)发出邀请、接受或拒绝邀请；6)表示感谢和欣赏；7)给别人提供方便、接受或拒绝帮助。2. 谈论工作 1)询问和描述工作任务；2)询问和介绍公司情况；3)询问和简要介绍产品；4)比较不同的产品及价格；5)询问和提出自己的观点；6)表示同意或反对；7)提出、接受或拒绝建议；8)表达需要和要求。3. 制定计划和安排工作 1) 商务会议：安排会议日程、安排会议议程；2) 商务旅行：预定饭店房间、到饭店住宿和结账、点菜、进行旅行咨询、预定机票、乘火车旅行、根据指南行路。Speaking Test 1. Customer Relations: the importance of making customers feel valued 2. Company growth: the importance to a company of controlling expansion 3. Marketing: how to ensure that agents maintain a high level of effectiveness when representing a company 4. Time Management: the importance of planning work time effectively 5. Project Development: how to ensure inter-departmental co-operation on new projects 6. Purchasing: how to evaluate and select new products 7. Personnel Management: the importance to a company of having well motivated

staff8. Strategic Planning: how to decide whether to purchase or rent company premises9. Sales: how to ensure that price levels for new products are set appropriately10. Communication Skills: the importance of foreign language training for 0selected employees11. Advertising: how to 0select a suitable agency to handle a company ' s advertising12. Finance: how to decide whether to float a company on the stock-market13. Marketing: the importance to a company of offering its products on the world-wide web14. Staff Training: how to evaluate the effectiveness of company training programmes15. Company Growth: how to decide when it is the right time for a business to expand16. Public Relations: the importance to a company of sponsoring well-known personalities from the arts and popular culture17. Recruitment: how to ensure that the best candidate for a post is 0selected18. Information Management: how to analyse and make effective use of information19. Sales: the importance of brand image in ensuring that products or services sell well20. Technology: the importance to a company of keeping up-to-date with internet developments21. Quality Control: how to ensure that a company consistently maintains quality control standards22. Product Promotion: how to make effective use of the media when promoting a new product or service23. Product Management: the importance of teamwork for the effective management of projects24. Health and Safety: how to develop a responsible attitude among staff to the health and safety requirements of accompany25. Technology: the importance of computer skills for the workplace of the future26. Communications:

how to ensure that e-mail is used appropriately by staff for internal and external communications²⁷. Staff Development: how to administer a staff budget effectively²⁸. Market Research: the importance of finding out about customers ' habits and attitudes²⁹. Financial Management: how to identify ways of reducing costs in a company³⁰. Communication: how to achieve an effective working relationship between different departments within a company³¹. Communication skills: the importance of understanding cultural differences when working in an international environment³². Personnel Management: the importance of providing employees with clear job descriptions³³. Company Growth: how to ensure that company growth proceeds at the optimum rate³⁴. Time Management: how to manage a heavy workload effectively³⁵. Health and Safety: the importance to a company of having a Health and Safety policy³⁶. Human Resources: how to ensure that staff at all levels receive appropriate feedback on individual performance

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