

2007BEC高级全攻略之口试指导--话题讨论试题精选(二) PDF
转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/278/2021_2022_2007BEC_E9_AB_98_c85_278440.htm

10. Advertising: the importance of television and cinema advertisement
In fact television and cinema advertising both function as a kind of media which tells or even guides people to buy products or services. With the development of the telecommunication television has become the most important carrier of advertisement and as a result of that TV advertising has the largest amount of audience all over the world. They have penetrated into people's daily life and persuaded them to buy whenever they turn on them. On the other hand the popularity of the movie make every audience be under the influence of cinema advertising at the beginning and end of the movie.

11. Staff management: how to ensure effective lines of communication between the workforce and management
As the leader of the company you should open up a channel for the workforce and management to communicate directly. For example you can hold a monthly meeting within the company, which is attended by both the reps from workforce and management. They are allowed to talk with each other openly and freely to exchange views and opinions. They can also set common objectives. You should achieve this effectiveness by making use of up-to-date technologies. For example you can set up a forum on the intranet of your company so that every member can air and exchange their views on the forum. In this way a effective line of communication will be set up. You should set up an incentive system

to make your staff talk with their line managers. 12. Finance: how to ensure accurate cashflow forecasts you should establish a monitor system in the first place to detect any possible cashflow gap which will occur during your production and operation. This system can calculate the balance between your income and expenditure on a daily base. And should there be any sign of cashflow problems the system will warn your staff to do something about it before hand. In order to achieve the accuracy you must set up a report system which demands every manager report the current financial status of his or her departments. The information will be collected everyday for you to take consideration. 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