

2007BEC高级全攻略之口试指导--话题讨论试题精选(一) PDF
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https://www.100test.com/kao_ti2020/278/2021_2022_2007BEC_E9_AB_98_c85_278441.htm In this part each candidate's task is to choose one topic from a set of three, and to talk about it for one minute. Candidates have one minute in which to prepare and should use this time to make brief notes. The other candidate listens to the talk and is invited to ask one or two questions at the end. Candidates may make notes while listening to their partner. Each candidate is given a different set of three tasks from which to choose. General procedure
A choice of three different topics
One minute preparation while making notes
A/B starts with the other listening---one minute
Question asked
1. Customer relation: the importance of offering incentives to customers
Offering incentives to customers can help you to strengthen your customer base and enhance customer loyalty. If you offer incentives such as vouchers, complementary tickets, miles, gifts in the promotion or sales, you will attract more customers and get them buy your products or services. At the same time the image of your company will be improved and your brands are more likely to be known by customers.
2. Product promotion: how to ensure that products are promoted effectively at international trade fairs
You should send a professional team of experts to arrange the promotion at the trade fair. They must be familiar with the products you want to promote at the fair. Meanwhile they must be good at dealing with clients especially foreign clients. You should use advanced technology to display your products at the fair. Necessary

equipments such as DVD, overhead projector, high-definition screen can help you demonstrate the quality, function and specification of your products. You should design your show room and stand carefully to attract more customers. Your stand should be put up at an obvious place so that every customer can get an easy access to your products.

3. How to reduce labor turnover rates

In order to reduce labor turnover rates we must take the following effective measures: Set up a clear staff appraisal process to make sure that the performance of every staff can be evaluated openly and honestly and their promotion is based on their contribution to the company. Thus no one will complaint about unfair promotion which once forced some of your staff to leave their jobs. If permits enhance the staff benefits including their base pay annual bonus and other benefits. An incentive system should also be necessary to encourage the staff to work with the company longer. Improve the work environment of your company or factory. Try to foster a spirit of mutual help among your staff and let them understand that the company or factory is far more than just a workplace. It ' s a family where all members are supported and valued.

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