

BEC高级阅读模拟题指导训练(二十二) PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/448/2021\\_2022\\_BEC\\_E9\\_AB\\_98\\_E7\\_BA\\_A7\\_E9\\_c85\\_448819.htm](https://www.100test.com/kao_ti2020/448/2021_2022_BEC_E9_AB_98_E7_BA_A7_E9_c85_448819.htm) Exercise Four TESTING

THE MARKET Ideally, before committing itself to a new product, a firm would be able to test its marketability in a laboratory in the \_\_\_0\_\_\_ way that technical aspects of, say, a new car can be tested. But marketing does not \_\_\_21\_\_\_ itself to this approach You can find out how a new car or machine will behave by testing it. But the only way to be sure what the \_\_\_22\_\_\_ of a national advertising or price cutting campaign will be is actually to carry it \_\_\_23\_\_\_ That is not really a laboratory experiment but the real thing. A practical alternative is to run a test in a \_\_\_24\_\_\_ area and then attempt to conclude from this what the national reactions would be. This procedure. For example, has been used for such products as confectionery and to test advertising slogans. There are a number of problems when it \_\_\_25\_\_\_ to interpreting the results. For instance, no single area is typical in all respects of the country as a whole. Tests can usually only be \_\_\_26\_\_\_ for relatively short periods and the result projected into the future. There is, of course, no \_\_\_27\_\_\_ that these projections will be accurate. Allowance has to be made for the ‘ novelty effect ’ of a new product, or for \_\_\_28\_\_\_ consumer resistance. This form of test marketing may be the only method available to the smaller firm. \_\_\_29\_\_\_ the resources or expertise to make use of other techniques, small firms may have no \_\_\_30\_\_\_ but to introduce a new product or service and see what result brings. 20 A similar B like C identical D

same21 A give B set C lend D let22 A response B reaction C end D  
effect23 A on B out C over D off24 A 0selected B proposed C picked  
D designed25 A moves B comes C gets D goes26 A conducted B  
applied C pursued D piloted27 A insurance B warranty C security D  
guarantee28 A primary B first C initial D beginning29 A Lacking B  
Needing C Wanting D Missing30 A course B alternative C means D  
substitute 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](http://www.100test.com)