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https://www.100test.com/kao_ti2020/468/2021_2022_2007BEC_E9_AB_98_c67_468478.htm 28. The importance of having a career plan in order to achieve high levels of success at work A: a career plan is very important for employees. If you plan your career in advance you will have a better idea of what you should do and what you have to achieve at the different stages of your career, which will make you more realistic at work. The plan will guide you throughout your career and make you easier to climb the ladder within the framework of your company. Every time you start your work you will find there is a clear goal before you and every time you achieve your goal another goal has already been set for you to continue. You will never feel lost in the complicated environment and can gain advantage among the tense competition with your colleagues. Gradually you will find yourself moving steadily towards your success and finally reach the top of your career. All of these are not your dreams and they can be realized if you have your career plan.

29. The importance of product diversification to the success of a business A: in today ' s increasingly-competitive market product diversification is crucial to the success of a business. Today ' s market is becoming more and more diversified which means a single range of products produced by a certain company cannot survive since the competition is extremely high. And even if you survive you will find your earnings via a single product won ' t cover even a small fraction of your cost. Therefore a business should diversify its

product range. A diversified product range will make you avoid the tense competition in the specific area and give you more opportunities to open up more potential markets which will reduce to a large extent the risks due to the high competition. (还可从吸引顾客的角度来说) 30. The importance in business of maintaining personal contact with clients A: some of your clients are your important suppliers and others are your distributors. Therefore keeping contact with them means you keep a good communication with your suppliers or distributors whose information is crucial to your production and sales. Any information you gain from your client can be used to test the popularity of your products. Usually formal or official contact with your clients won't give you much more opportunities to get the information you need. Personal contact however can be developed into a very useful contact since it can produce a sound environment in which you talk to your clients personally. And you can even get some information about your revival through personal contact which you can use to take the advantage in the competition. And of course you will know better what your clients think of your products and what they expect from you since most of your clients are reluctant to tell you because of the strict environment of formal contact. 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