

中级模拟题：BEC二级模拟试题（九）PDF转换可能丢失图片或格式，建议阅读原文

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Questions 23-30 . You will hear the conversation between a sociologist and a retailer. They talk about what is going to influence the life style and how the life style will affect the purchasing process. . You have to complete the sentences (23- 30) by choosing the correct ending. . Mark one letter(A ,B or C). 23. AIO refers to A actions, involvement and options. B activities, interests and opinions. C advertising ,impact and opportunities. 24. Another name for AIO measurement is A psychographics . B demographics . C statistics . 25. According to the author ,the most important social factor in purchasing process is A reference groups. B social classes. C culture. 26. If you are running an upper level fur store ,youd better attract your customers by A lowering prices. B mass advertising. C improving the product packaging. 27. Sometimes, the reference groups have the most impact on the purchasing process ,so a retailer must pay much attention to the reference groups composed by A family members. B suburbanites . C city dwellers 28. For the customer with much self-confidence ,the purchasing process is A endless. B long. C short. 29. When the consumer thinks of alternatives and makes a final decision, the most important individual factor will be A personalities. B motives. . C performance. 30. One of the individual dimensions of lifestyle mentioned by the sociologist is A performance. B interests. C class consciousness.

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