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阅读原文

[https://www.100test.com/kao\\_ti2020/497/2021\\_2022\\_BEC\\_E4\\_B8\\_AD\\_E7\\_BA\\_A7\\_E5\\_c85\\_497536.htm](https://www.100test.com/kao_ti2020/497/2021_2022_BEC_E4_B8_AD_E7_BA_A7_E5_c85_497536.htm) 第八课时 Questions 23-30 (

真题集TEST 1-PART 3) You will hear the chairman of a business institute making a speech about new business awards that that his institute has sponsored. For each question(23-30), mark one letter (A, B or C) for the correct answer. After you have listened once, replay the recording. 23 The aim of the ' Business Today ' competition was to reward A good produce design. B skilful project management. C rapid financial success. 24 How many companies were chosen to compete in the final of the competition? A four B fourteen C forty 25 The types of products which the finalists were developing A caused considerable problems for the judges. B were all connected with the food industry. C involved a common set of development aspects. 26 According to the speaker, what are small firms good at? A fitting new products in with current production B recording methods used in developing new products C developing new management structures for products 27 The speaker believes big companies document innovation well because of A the number of staff available B the involvement of senior management. C the insistence on regular procedures. 28 The panel was impressed by Natura because they had A invested considerable time investing a new product. B researched new ways of manufacturing their product. C investigated new overseas markets for their product.. 29 The judges praised the links between development teams in smaller

companies and A senior management. B suppliers. C the market. 30  
The companies sometimes had problems because the suppliers A  
could not understand the specifications. B could not meet the  
deadlines. C could not rely on their subcontractors. 答案 : 23 - 30  
BBCA CBAC 听力原文 : Man: Who are the managers of the best  
innovation developments in British industry? That was the question  
which the first Business Today Innovation Awards set out to answer.  
This project is all about rewarding good practice and performance.  
So, rather than simply recognizing excellence in the design of specific  
products, or analysing their financial impact on profits, the awards  
set out to take an objective look at exactly how companies manage the  
development process itself. Over three hundred and fifty  
organizations entered the competition and were initially reduced to  
about forty. Then, after further careful checking, a short list of just  
fourteen of them was arrived at. These finalists, all manufacturers,  
were then visited by the competition judges, a panel of four chief  
executives from leading companies. The panel toured the finalists 's  
facilities, received presentations on the companies and their projects,  
and interviewed the key development team members. The products  
varied enormously in their scale, function and degree of technology  
from bread for a supermarket chain to a printer inside an automatic  
dispense. Initially the organisers were concerned that this range  
could create difficulties in the assessment process. But this fear  
proved baseless, as most elements in the innovation process are  
shared by all manufacturers. Interestingly, the finalists broke down  
into two distinct and equal groups: large firms with one thousand

employees or more and small firms with two hundred and fifty employees or fewer. With both groups the judges decided to concentrate on two of the clearest indicators of a successful innovation process, which are: how well the new product is combined with the company ' s existing business, and secondly, how well the innovation methods are recorded and understood. Small firms naturally tend to do well in the first category since they have fewer layers of management and thus much shorter communication lines. But they seem to put less emphasis on creating formal development methods which would be repeatable in future innovation. Large firms, on the other hand, have difficulty interesting the new development within their existing business for reasons of scale. But they tend to succeed in achieving well documented and repeatable development methods. This is because larger companies, with their clear emphasis on training, fixed management structure and administrative systems, require more formal, daily record-keeping from their staff.

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