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Each company has many "public" who would be able not only to recognize its name __1__ to correctly identify its industry and its __2__. These publics include present customers and stockholders as well as banks, insurance companies, stockbrokers, and securities __3__ who supply the company with essential services and capital. The __4__ names of many well-established companies can be one of misinformation, thereby __5__ communication with them. This was the problem that faced Michigan Seamless Tube Company---a company with sales of 128 million a year. At first __6__, the company's name tells us that it is located in Michigan __7__ that it manufactures seamless tubing. What the name does not __8__ to most people is the fact Michigan Seamless tube also has operations in five __9__ states and has a varied production line of forgings, broaching machines, tools, and steel bars in addition to seamless tubing. The problem was __10__ by the company's __11__, which operated __12__ their own names and were not clearly identified with the __13__ company. Customers, suppliers, and the financial community did not see Michigan Seamless Tube as a __14__ based metal producer. They perceived it only as a small, __15__, regional manufacturing company. The company's __16__ decided to adopt a new corporate

identity. The _17_ point for this change was the company name. The new name had to be one that could encompass all of the companys products and subsidiaries, a name that would correctly project the image of a _18_ corporation. After considering many different possibilities, management decided on a ___19_ word: Quanex--- a name _20_ from a combination of the first three letters of the word "quality" and the first three letters of the Latin word "nex", which means connection.

1) A and B but C however D either
2) A production B product C producing D by-product
3) A analytical B analyst C analysis D analysts
4) A business B co-operation C incorporation D corporate
5) A limiting B limits C limit D limited
6) A glance B view C watch D consideration
7) A and B but C so D however
8) A pass B transfer C convey D transmit
9) A else B others C other D rest
10) A decreased B increasingly C increased D compounded
11) A headquarters B plants C agents D subsidiaries
12) A in B under C with D have
13) A parent B mother C head office D original
14) A broadly B sizebly C competitively D largely
15) A specialized B special C specialty D specialization
16) A managements B managerial C managers D management
17) A first B start C begin D starting
18) A diversification B dicersifying C diversify D diversified
19) A created Bcoined C made D imagined
20) A resulted B compounded C derived D changed

答案:百考试题论坛 1--5BBDDA 6--10AACCD 11--15DBAAA 16--20DDDBC
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