

2007年11月商务英语BEC考试高级口试真题商务英语考试 PDF
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Speaking Test Part II

1. Customer Relations: the importance of making customers feel valued
2. Company growth: the importance to a company of controlling expansion
3. Marketing: how to ensure that agents maintain a high level of effectiveness when representing a company
4. Time Management: the importance of planning work time effectively
5. Project Development: how to ensure inter-departmental co-operation on new projects
6. Purchasing: how to evaluate and select new products
7. Personnel Management: the importance to a company of having well motivated staff
8. Strategic Planning: how to decide whether to purchase or rent company premises
9. Sales: how to ensure that price levels for new products are set appropriately
10. Communication Skills: the importance of foreign language training for selected employees
11. Advertising: how to select a suitable agency to handle a company ' s advertising
12. Finance: how to decide whether to float a company on the stock-market
13. Marketing: the importance to a company of offering its products on the world-wide web
14. Staff Training: how to evaluate the effectiveness of company training programmes
15. Company Growth: how to decide when it is the right time for a business to expand
16. Public Relations: the importance to a company of sponsoring well-known personalities from the arts and popular culture
17. Recruitment: how to ensure that the best candidate for a

post is 0selected 18. Information Management: how to analyse and make effective use of information 19. Sales: the importance of brand image in ensuring that products or services sell well 20. Technology: the importance to a company of keeping up-to-date with internet developments 21. Quality Control: how to ensure that a company consistently maintains quality control standards 22. Product Promotion: how to make effective use of the media when promoting a new product or service 23. Product Management: the importance of teamwork for the effective management of projects 24. Health and Safety: how to develop a responsible attitude among staff to the health and safety requirements of accompany 25. Technology: the importance of computer skills for the workplace of the future 26. Communications: how to ensure that e-mail is used appropriately by staff for internal and external communications 27. Staff Development: how to administer a staff budget effectively 28. Market Research: the importance of finding out about customers ' habits and attitudes 29. Financial Management: how to identify ways of reducing costs in a company 30. Communication: how to achieve an effective working relationship between different departments within a company 31. Communication skills: the importance of understanding cultural differences when working in an international environment 32. Personnel Management: the importance of providing employees with clear job descriptions 33. Company Growth: how to ensure that company growth proceeds at the optimum rate 34. Time Management: how to manage a heavy workload effectively 35. Health and Safety: the importance to a

company of having a Health and Safety policy 36. Human Resources: how to ensure that staff at all levels receive appropriate feedback on individual performance 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