

2010年BEC高级口试模拟试题一 _ 商务英语考试 _ PDF转换可能丢失图片或格式 , 建议阅读原文

https://www.100test.com/kao_ti2020/645/2021_2022_2010_E5_B9_B4BEC_c85_645495.htm 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 selected
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 相关推荐：2010年下半年商务英语高级模拟试题及答案 2010年BEC高级阅读模拟试题 2010年商务英语(BEC)高级口语练习汇总 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