

2010年职称英语卫生类概括大意练习(21)职称英语考试 PDF转换可能丢失图片或格式，建议阅读原文

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People depend on food, clothing, shelter, safety, belonging, esteem and a few other things for survival, this state of dependence is not created by our society or by marketers. it exists in the very arrangement of human biology and the human condition. Actually, it is a state of felt deprivation of some basic satisfaction. 2. A Chinese needs food but prefers a banquet, needs clothing but prefers a Pierre Cardin suit, needs esteem but would like to be a president or a film star. While peoples needs are few, their desires are many. Human desires make people look for specific products or services to satisfy their deeper needs. 3. Wants become demands when backed up by purchasing power. Many persons want a car, only a few are really able and willing to buy one. Companies must therefore measure not only how many people want their product but, more important, how many would actually be willing and able to buy it. Demands are wants for specific products that are backed up by an ability and willingness to buy them. 4. People satisfy their needs and wants with certain objects or services. We shall define these objects broadly to cover "anything that can be produced and offered to someone to satisfy a need or want." The word "objects" brings to mind a physical thing, such as an automobile, a television set, or a soft drink. which the word "services" makes a general idea to those intangible ones. 5. Originally, buyers and sellers gathered at a certain place to engage in

exchange, such as a village square or a street corner. Now, this "certain place" means a collection of buyers and sellers and consists of all the potential customers sharing a particular need or want who might be willing and able to engage in exchange to satisfy that need or want. 词汇 : esteem v.把.....看作 , 以为 desire v.希望.想要 deprivation n.掠夺.损失 specific a.特有的 23. Paragraph 1\_\_\_\_\_. 24. Paragraph 2\_\_\_\_\_. 25. Paragraph 3\_\_\_\_\_. 26. Paragraph 4\_\_\_\_\_. A. Needs B. Demands C. Wants D. Markets百考试题 - 全国最大教育类网站([www.Examda.com](http://www.Examda.com)) E. Production 27. Human desires make people look for specific products or services to\_\_\_\_\_. 28. Demands are wants for specific products that are backed up by\_\_\_\_\_. 29. People satisfy their needs and wants with\_\_\_\_\_. 30. According to the text, buyers and sellers gathered originally at a certain place to\_\_\_\_\_. A. an ability and willingness to buy them B. satisfy their deeper needs C. would like to be a president or a film star D. certain objects or services E. engage in exchange 点击进入查看参考答案gt. 相关推荐 : 2010年全国职称英语考试六大题型复习攻略 2010年职称英语卫生类阅读判断练习汇总 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](http://www.100test.com)