

2010年职称英语考试基础知识训练：阅读判断题职称英语考试 PDF转换可能丢失图片或格式，建议阅读原文

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训练要求：阅读下面这篇短文，短文后列出7个句子，请根据短文的内容对每个句子做出判断。如果该句提供的是正确信息，请选A.如果该句提供的是错误信息，请选B.如果该句的信息在文章中没有提及，请选C。

Chain Stores The chain store or the corporate(公司)chain is one of the most important retail developments in the twentieth century. Corporate chains are two or more stores that are commonly owned and controlled, sell similar lines of merchandise, have central buying and merchandising, and may often use a similar architectural pattern. Common ownership and control is the unique feature of the chain store. Headquarters play a key role in deciding on the chains product assortment(搭配)，placing bulk orders for the goods to get quantity discounts, distributing the goods to the individual store units, and establishing pricing, promotion, and other standard merchandising policies for the units. Finally，the chains often develop a similar architectural pattern to increase each units visibility and identifiability in the public eye. [www.yingyukaoshi.com](http://www.yingyukaoshi.com) The success of chain stores is based on their ability to achieve a price advantage over independent stores by moving toward high volume and low margins. Chain stores achieve their efficiency in several ways. First, their size allows them to buy large quantities to take maximum advantage of quantity discounts and lower transportation costs. Second, the chains have been able to develop superior organizations by hiring

good managers and developing special procedures in the areas of sales forecasting, inventory(存货)control, pricing and promotion. Third, the chains are able to integrate wholesaling and retailing functions, while independent retailers have to deal with many wholesalers. Fourth, the chain get promotional economies by buying advertising that benefits all their stores and whose cost is spread over a large volume. And fifth, the chains permit their units some freedom to meet variations in consumer preferences and competition in local markets.

1 The defining feature of the corporate chain is common ownership and control. A Right B Wrong C Not mentioned

2 Headquarters often play a role in training the staff for each unit. A Right B Wrong C Not mentioned

3 The failures of independent stores are due to the chain stores. A Right B Wrong C Not mentioned

4 Chain stores are designed in a similar architectural pattern for easy identification. A Right B Wrong C Not mentioned

5 Chain store size allows them to buy large quantities to a maximum advantage of quantity discounts and lower transportation costs. A Right B Wrong C Not mentioned

6 Independent retailers don't have to deal with so many wholesalers as chain stores. A Right B Wrong C Not mentioned

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7 Chain stores become more efficient in several ways. A Right B Wrong C Not mentioned

答案：1A. 2B 3C 4A 5A 6B 7A

编辑推荐：为帮助广大学员有效备考，我们特推出了职称英语2010年网络辅导课程，相信会让大家有耳目一新的视听感受。2009年职称英语通过率近100%，为答谢数十万用户厚爱，百考试题环球网校 100Test 下载频道开通，各类考试题目直接下载。详

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