

2011年职称英语理工类补全短文实战演练(3)职称英语考试

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考查应试者把握文章结构、掌握作者思路的能力。本部分为1篇300~450词的短文，文中有5处空白，文章后面有6组文字，其中5组取自文章本身。要求应试者根据文章的内容选择5组文字，将其放回相应位置，以恢复文章原貌。

Success Stories One of the most successful fashion companies in the world is Benetton. The Benetton family opened their first shop in Italy in 1968. _____ (46) Benetton followed four marketing principles in order to achieve their success. The first principle is Consumer Concept. To build a successful business, you have to develop products around things people value, especially quality. _____ (47) He created clothes to match peoples wants: the style is casual. the colors and patterns are bold. and the quality is excellent. The System Link is another feature of good marketing. For Benetton, this means waiting to get information about what customers like and what they dislike before making the clothes. _____ (48) The Information Link means making sure the company responds quickly to peoples demands. _____ (49) This information is then sent to the main office in Italy. Benetton can use this information to identify popular products and to continue making them. it can also identify less popular products and stop making them. A final important marketing principle is the Retail Link. There are Benentton stores in countries around the world. All the stores have the same clothing, the

same window displays, and the same approach to sales.

_____ (50) The things people like about Benetton stores are that the quality is always high and the prices are generally low. And that spells success. A The founder of Benetton began by asking people what they wanted. B There used to be a good reason for this. C When something is sold at a Benetton store, the store records information about the type, size, and color of the item. D Today, there are Benetton shops in major cities all over the world. E This means that customers can go into any Benetton store in the world and be sure of what they are buying. F In other words, Benetton ' s clothes are made to order. 答案：D A F C E 相关推荐：2011职称英语理工词汇选项训练汇总 2011年理工A考试阅读判断练习汇总 为了能及时获取2011年职称英语相关信息，建议大家收藏#333333>百考试题职称英语考试频道点击收藏，我们会第一时间发布相关信息。 #ff0000>百考试题职称英语考试网衷心感谢各位网友在2010年支持和关心我们的工作！ 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