

2010教育部考试中心考研英语模拟试题(新题型7) 考研 PDF  
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Directions: You are going to read a list of headings and a text about preparing in the academic community. Choose the most suitable heading from the list A-F for each numbered paragraph (41-45). The first and last paragraphs of the text are not numbered. There is one extra heading which you do not need to use. Mark your answers on ANSWER SHEET 1. (10 points)

Today, some 30% of small business owners don't have a Web presence at all, while the vast majority who do are watching their sites sit stale, waiting and wanting for business. Where did things go wrong? There are common principles followed by those whose dreams of online success have become reality.

41. Build your site around your customer: Thinking of your site as your online storefront, built around delivering the highest-quality customer experience from the moment your customer steps through the "door".

42. Just because you built it doesn't mean they'll come: If you aren't seeing a large volume of targeted traffic to your site, it's time to up the ante.

43. Integrate customer loyalty programs and promotions: containing discounts, news, or friendly service reminders. Use discount promotional offers to stay in touch with past visitors to your site.

44. Justify your monthly spending through product bundling: While pay-per-click Internet advertising is much more cost-effective than traditional media channels, bundling products together will not only increase your sales revenue,

but also enable you to get more out of your per-click ad rates. 45. Measure your progress: Your site may be live, but how is it performing? Armed with these simple lessons, vow to make your business realize the true promise of the Internet. [A] A manufacturing company selling \$50 items was having trouble justifying the cost of online keyword ads. By bundling products to create packages of \$100 or more and advertising to wholesale customers looking to buy in bulk, the manufacturer 0dropped its sales representative agencies and focused on large-volume buyers, such as Wal-Mart and Target. Needless to say, the company had no trouble exceeding its yearly sales quota. [B] One of my past clients had a well-designed physical storefront, solid prices, and quality offerings. However, he wasn't able to drive enough store traffic despite targeted advertising efforts in print publications and other offline venues. We decided to shift those ad dollars to an online pay-per-click campaign in which the advertiser pays whenever someone clicks on its entry posted during the course of a site search based on keywords relevant to his business. The immediate impact was staggering. Online revenue soared tenfold to \$1 million from \$100,000 within only a few months. [C] With today's technology, your return can be easily measured. If you rely on your Web site as a sales tool, you can't afford not to invest in site analytics. Make sure your Web solution includes an easy-to-use reporting tool that presents this information in a clear, concise format. After all, while metrics are a critical part of the Web equation, you don't have the time to spend hours digging through reams of data. [D] Years ago, I

worked with a woman who sold purses online through a home-built site that lacked critical e-commerce components. After a simple redesign including product descriptions, comprehensive navigation, and a secure, user-friendly ordering system, her revenue increased fivefold. And she began receiving rave reviews from customers impressed with the ease and convenience of the online shopping experience. [E] Online success demands more than simple presence. Your Internet investment should pay for itself with new customers and increased sales. Find a trusted partner who can help you navigate today's (and tomorrow's) technology and who understands the bottom-line realities of your business. [F] One villa rental company had a Web site that generated very few calls and online bookings. I helped the company set up a "last minute deals" distribution list. By subscribing, site visitors would receive weekly e-mails offering 11th-hour discounts on villa rentals. As a result, the company captured contact information for thousands of possible customers, reduced its unused inventory to almost zero, and increased revenue significantly. 答案 41.D 42.B 43.F 44.A 45.C 总体分析 本文是一篇介绍如何成功地进行网上商务的文章，全篇例证和理证相结合，条理清楚。 第一段:作者由当今的一个现象入手，引发出诱人深思的问题，即网上商务的困境。 第二段至第五段:作者给出具体的几条原则，以引导持有网上商务梦想的人将梦想变成现实。 第六段:总结、概述这几条原则对于成功进行网上商务的重要性。 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)