

剑桥商务英语中级考试历年真题 PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/646/2021_2022__E5_89_91_E6_A1_A5_E5_95_86_E5_c85_646126.htm 人邮第四辑真题 TEST

3 READING PART 4 Online exchanges? Online exchanges have emerged as some of the internet's best businesses - but also as some of the worst. So the internet hasn't revolutionised the (0).....A.... most of us buy petrol, or watch movies. But there is one thing the internet does very well. It can bring together (19) dispersed buyers and sellers to create active, efficient markets where none(20).....before. This facility has (21)to the emergence of online exchanges: retail businesses with none of the usual trader's risks - no merchandise, no storefronts - and with nothing to do but take a (22).....of each transaction that takes place on the site. This may sound straightforward, but some high-profile online exchanges have(23).....out to be major embarrassments. One company, which tried to establish a central marketplace on the internet for auto parts, has invested, in (24).....a massive \$250m and is (25).....to stay in business. Another businessman, who facilitated online trading in business equipment and supplies, (26).....after he had lost \$280m. So what does a company need in order to be successful? You could call it good market architecture - a structure that (27).....the right business plan and top technology with good timing and the (28).....of both buyers and sellers. Mike Pham's company, eStream, is an excellent example of one business that met these

(29).....Back in 1996, when Pham was looking for a loan, he didnt like filling in the same form every time he (30).....to a new lender. That got him thinking. Why not (31).....prospective borrowers to complete a standard form and circulate that to a number of lenders, who would then make an offer to the borrower, in (32).....with each other? Phams company is doing well. Last year, eStream (33).....more than 1.5 million loans on behalf of 170 lenders. 19 A largely B deeply C mainly D widely 20 A existed B occurred C happened D developed 21 A led B brought C caused D resulted 22 A number B percentage C division D quantity 23 A pulled B made C turned D carried 24 A sum B total C amount D figure 25 A applying B exerting C struggling 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