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https://www.100test.com/kao_ti2020/646/2021_2022__E5_89_91_E6_A1_A5_E5_95_86_E5_c85_646157.htm 人邮第三辑真题 TEST

4 READING PART 1 1 SunTours runs a risk by selling similar holidays to customers in different income brackets. 2 It is worth offering holidays at a discount to increase the number of bookings. 3 SunTours needs to reflect on its marketing methods if it wants to boost repeat custom. 4 It would be a good idea to sell holidays to locations which other promoters have ignored. 5 SunTours has been disadvantaged by its approach in the past. 6 In certain locations, SunTours may be able to negotiate more favourable contracts. 7 There is an alternative to discount holidays that would be more satisfactory for SunTours customers. Four market experts offer advice to SunTours, the middle-market tour operator A Robert Worth Marketing to a wider audience could lead to more people buying direct from SunTours rather than going through travel agents, and the consequent reduction in agents commissions might boost company profits. Towards the end of the season, reducing the cost of holidays would attract last-minute customers, thus avoiding any possible loss on unfilled accommodation and flights. The company could also increase profits by selling more specialised holidays here in Britain, perhaps by offering breaks at historic sites and coastal destinations. B Steven Worrel Whether its worth discounting surplus holidays is an

arguable point, as it not only cuts into profits, but also results in budget-conscious holidaymakers being put next to SunTours more affluent customers, thus damaging the brand. It may seem attractive at first because of tight margins, but SunTours should think twice before taking up this option. Currently, SunTours is planning to sell higher-margin holidays to previously unmarketed destinations for which demand is greater than supply. It is likely that accommodation providers in these emerging holiday destinations will be more flexible when it comes to setting terms. The firm should go ahead with this policy.

C Ursula Capalbo Good risk management and higher sales can guarantee higher profits. Although SunTours has always been averse to planning, the company would in fact benefit from a risk model that forecasts the impact of discounting on cash flow and profitability throughout the year. SunTours would then be able to change direction when things go wrong, as they inevitably do from time to time. Diversification can increase rather than spread risk, so caution is needed as the company enters regions where facilities for tourists are not yet fully developed. Targeting customers nearing retirement age, whose disposable income and leisure time are increasing, would be ideal.

D Gillian Wilmot SunTours knows that good relationships with customers is the key to success in the travel business. With this in mind, the company should consider that brochure mailings, unlike electronic communications, can attract customers and maximise year-round opportunity. They encourage summer tourists to take another break and

can even be used to send a thank-you letter to returning customers. Selling holidays at a reduced price is definitely not a sensible option. A better choice would be value-added promotions which can improve profitability and build on SunTours customers desire for high-quality service. 四个专家分别对一个度假公司的发展给出了自己的意见。怎么锁定目标客户，怎么定价，怎么打折，都是一门学问。题目信息稍微有些隐晦。话说这个BEC阅读的第一部分，普遍难度不是很大，可个别题目一旦含蓄起来，也是很难在文章中找到答案的影子的。第一题，通过将同样的假日出售给不同收入层次的客户是有风险的。这题的答案够隐晦的，而且不是特别的对应。答案是B段开头的一段话。说该不该将多余的假期打折，是一个有争议的点。这样会导致一些注重预算的人被放在了SunTours ' 的一些更富裕的客户旁边，从而将品牌给毁了。注重预算的（ budget-conscious ）和更富裕的（ more affluent customers ）是两种不同的收入人群，也就是different income brackets，damaging the brand，毁坏了品牌，言下之意，这么做是有风险的，即runs a risk。第二题，说值得提供打折假期来增加预定的数量。答案是A段的这么一句：Towards the end of the season, reducing the cost of holidays would attract last-minute customers, thus avoiding any possible loss on unfilled accommodation and flights。减少假日的开销可以吸引最后的客户，从而避免空余的住宿和飞行带来的损失。Unfilled accommodation，没有被预定的住宿，对应于题目中的booking。第三题，如果想要增加回头客，SunTours需要反思它的市场策略。答案在D段，需要提炼：the company

should consider that brochure mailings. They encourage summer tourists to take another break and can even be used to send a thank-you letter to returning customers.先说公司应该考虑邮寄宣传册，接着说他们可以鼓励暑假的游客去休另一个假期甚至可以用来给回头客发送感谢信。后面的句子整个说的就是如何boost repeat customer，前面的consider brochure mailings是具体说明如何思考市场策略（reflect on marketing methods）第四题，说卖其他开发者忽略的地方的假期将会是一个不错的点子。答案是B段的这么一句：SunTours is planning to sell higher-margin holidays to previously unmarketed destinations for which demand is greater than supply。计划出售先前没被开发的地方的更高利润的假期，在那里供不应求。Unmarketed destination也就是other promoters have ignored。在供不应求的地方做生意，但是是a good idea。第五题，过去SunTours曾采取过一些不利的方法。答案是C段的这么一句：SunTours would then be able to change direction when things go wrong, as they inevitably do from time to time.事情做错了的时候就可以转变方向，正如它们有时不可避免的所做的一样。也就是说，过去曾做错过决定，也就是disadvantage。第六题，在某些地方，SunTours也许可以协商一些更有利的合同。答案是B段这么一句：It is likely that accommodation providers in these emerging holiday destinations will be more flexible when it comes to setting terms。这些新兴假期市场上的住宿提供者在制定条款时可能更有弹性。合同更有弹性，也就是可以选择的余地更大，也就是越有利，more favourable。Negotiate contracts对应于setting terms。第七题，有一种打折假期的替代选择，更能

让SunTours的客户满意。答案是D段的最后一部分。前面说降价出售假期一定不是一个明智的选择，更好的选择是。。。。这里的a better choice，也就是an alternative to discount holidays，既然better,就是more satisfactory。相关推荐：
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