

863 《管理英语 4》国家开放大学期末考试题库（最新）[笔试+机考]

适用：【笔试+机考】【课程号：04020】

总题量（430）： 写作题(12) 交际用语(106) 词汇与语法(210) 阅读理解（单选）(23) 阅读理解（判断）(23) 翻译题(30) 阅读填空题(13) 听力理解(13)

作者： 伯仲教育（任何问题可微信留言，搜微信：Wj585858-）

写作题(12)--:（微信搜：Wj585858-）

- 1、 Complete the apology letter with the giv...
- 2、 Complete the Promotion Project with the ...
- 3、 Suppose you are to make a choice between...
- 4、 Write a composition on My Dream Job. You...
- 5、 Write a composition with at least 100 wo...
- 6、 Write about an event based on the follow...
- 7、 Write an essay with at least 100 words o...
- 8、 Write at least 100 words about an event ...
- 9、 Write at least 100 words about as event ...
- 10、 Write at least 100 (120) words about an eve...
- 11、 根据所给信息求，完成工作计划。...
- 12、 了解会议日程的主要内容，根据所给信息制定会...

1、 Complete the apology letter with the given Chinese.

Objective	Priority	Action Steps	Responsible Person (who)	Due date (when)	Status
Reduce office supply costs by 10% by the end of the 4th quarter.	1	C	Jack Brown	September 15	Completed
	2	D	Mike Jones	September 15	Completed
	3	B	Mike Jones	October 1	Completed
	4	A	Jack/Mike	October 30	Completed
	5	H	Jack	November 15	In Process
	6	E	Jack	November 15	In Process
	7	F	Jack	December 15	In Process
	8	G	Jack/Mike Mike	January 15	Not started

范文参考:

Dear Mrs. Smith

I am writing to apologize for (为.....道歉) passing notes in class.

I realize that you were discussing important concepts that are going to help us write our upcoming analysis essays and do well on the final, and I should have been paying closer attention (密切关注) From now on (从现在开始), I'll limit my classroom communication to helpful comments that that decision again

Sincerely/Sincerely yours 谨上),

Kelly Tammen

2、 Complete the Promotion Project with the given Chinese.

Promotion mix	Email	Direct Mail	Workshop	Sales force
<b>Goals</b>	To _____ (六个月增加 10%的销售)			
<b>Target market</b>	Businesses that _____ (需求人力资源管理软件处理人力管理职能)			
<b>Lunch date</b>	_____ (2015年1月)			
<b>Key messages to get leads to respond to your offer/call to action</b>	Present software's unique features that address users' needs.		_____ (邀请销售领军人物参加免费的研讨会)	
<b>Activities/Timing</b>	<u>Jan 15</u> , send 500 emails to a list of company's target market	<u>Feb 15</u> , send direct mail to 50 qualifying sales leads, and register 20 to attend free workshop	<u>Mar 15</u> 3 hours of workshop for 20 prospects	_____ (三月到五月, 向有意向的客户直接销售)
<b>Lunch date</b>	Email Response Rate: 10% of 500 emails (50 sales leads) Direct Mail Response Rate: 20 prospects out of 50 sales leads Number of new clients: 10 out of 20 prospects Sales: Increase sales by 10%			

参考答案:

To increase sales by 10% at the end of six months

Businesses that require HR software solution to manage HR functions

January 2015

Invite sales lead to attend a free workshop.

Mar to May, direct selling to prospects

【译文】

参考答案:

在六个月后将销售额提高 10%

需要人力资源软件解决方案来管理人力资源功能的企业

2015 年 1 月

邀请销售主管参加免费工作坊。

3 月至 5 月, 对潜在客户进行直销

### 3、Suppose you are to make a choice between the two:

Suppose you are to make a choice between the two: one is to work in a state-owned business and the other in a joint venture. Write a short passage to explain the reasons for your choice. You should write no less than 100 words.

#### Title: My Work Choice: Stated-owned Business or Joint Venture(合资企业)

[题目翻译]假设您要在两者之间做出选择: 一个是在国有企业中工作

另一个是合资公司。写一段简短的文字来解释您的原因

选择。您应该写不少于 100 个字。

职称: 我的工作选择: 国有企业或合资企业

提示:

1. 工作在国有企业的利弊

2. 工作在合资企业的利弊

3. 你的选择和未来打算(试题分值:20 分)

#### My Work Choice: Stated-owned Business or Joint Venture

Upon graduation, virtually all college students will confront the problem of the career choice, which is truly a tough choice. Students' opinions differ greatly on this issue. Some hold that there is no better way to get a decent job than working in a stated-owned business which will guarantee my life after retirement, but others take the attitude that a joint venture outweighs any other jobs as it may provide higher income for employees.

As to myself, I prefer the latter view. A joint venture, especially a high-salary joint venture, exerts a tremendous fascination on a great number of people, with no exception to me. Although it might be impossible to make sure my retirement pension is good enough, high-salary is exactly what I need just now. In my view, our career choices largely depend on where we want to stay for the rest of life. For me, metropolis is the place where I can grasp loads of opportunities and achieve my personal dreams. As I hold the view that live in the moment, not the future, and also in order to finance myself in some aspects such as the transportation, the house-renting, or social activities, a joint venture can satisfy my needs for the consumption I mentioned above.

In short, a joint venture is the first and only consideration in my choice of career.

[译文] 我的工作选择: 国有企业或合资企业

毕业后, 几乎所有大学生都会面临职业选择的问题, 这确实是一个艰难的选择。在这个问题上, 学生的意见分歧很大。有些人认为获得一份体面的工作没有比在一家国有企业工作更好的方法, 这可以保证我退休后的生活, 但另一些人则认为合资企业胜过其他任何工作, 因为这可能会为员工提供更高的收入。

对于我自己, 我更喜欢后一种观点。一家合资企业, 特别是高薪合资企业, 对我这个人产生了极大的吸引力, 无一例外。尽管可能无法确保我的退休金足够好, 但是高薪正是我现在所需要的。

我认为, 我们的职业选择在很大程度上取决于我们一生都想留在哪里。对我来说, 大都市是我可以抓住机遇并实现个人梦想的地方。因为我认为现在是生活, 而不是未来, 并且为了在交通, 房屋租赁或社交活动等方面为自己筹集资金, 合资公司可以满足我对消费的需求上文提到的。

简而言之, 合资是我选择职业时的首要考虑。

范文 2

#### My Work Choice: Stated-owned Business or Joint Venture

Many people don't know where they want to go when they graduate. Some want to go to big companies, some want to go to small companies as leaders, some want to go to state-owned enterprises, public institutions, and some want to joint ventures.

Choose a state-owned enterprise, you can avoid working overtime, no two-day worry, relatively leisure, but less wages and salaries. But the welfare treatment of state-owned enterprises is very good, which is very suitable for the development of stable industries.

The biggest characteristic of the joint venture is the high salary, often overtime, and the pressure of competition. Those who have strong ability and like to compete and work overtime can choose joint venture.

We can't just ask for salary. First of all, our own ability is strong. That's the essence.

[译文] 我的工作选择: 国有企业或合资企业

许多人毕业后都不知道要去哪里。有些人想去大公司, 有些人想去小公司当领导, 有些人想去国有企业, 公共机构, 有些人想合资。

选择一家国有企业, 可以避免加班, 没有两天的烦恼, 比较休闲, 但工资和薪水却少。但是国有企业的福利待遇非常好, 非常适合发展稳定的产业。

合资企业的最大特点是高薪, 经常加班以及竞争压力。那些能力强, 喜欢竞争和加班的人可以选择合资企业。

我们不能只是索要薪水。首先, 我们自己的能力很强。这就是本质。

范文 3

The advantages of state-owned enterprises: high salary level, good welfare; the first class of management is in the front, very standardized. Work intensity is not high, can grow quickly!

Disadvantage: the work is too easy and easy to slack off. It is more standardized, institutionalized and less likely to innovate. There are few opportunities for promotion.

Advantages of joint venture: brand advantages, work experience advantages, large stage, easy to show themselves, easy to promote. The atmosphere is very good.

Disadvantages of joint venture: great pressure, great possibility of job change, more time for assignment or business trip.

Look at your personal characteristics like this. If you like ease, you should choose state-owned enterprises. Grow slowly. If you want to improve yourself quickly, you should choose a joint venture.

[译文] 国有企业的优势: 工资水平高, 福利好; 头等舱管理非常规范。工作强度不高, 可以迅速成长!

缺点: 工作太容易, 容易松懈。它更加标准化, 制度化并且不大可能进行创新。晋升的机会很少。

合资优势: 品牌优势, 工作经验优势, 舞台大, 易于展示, 易于推广。气氛很好。

合资企业的劣势: 巨大的压力, 很大的工作变动可能性, 更多的分配时间或商务旅行时间。这样看你的个人特征。如果您喜欢放心, 则应选择国有企业。慢慢成长。如果您想快速改变自己, 则应选择一家合资企业。

范文 4

#### Stated-owned Business or Joint Venture

Upon graduation, virtually all college students will confront the problem of the career choice, which is truly a tough choice. Students' opinions differ greatly on this issue. Some hold that there is no better way to get a decent job than working in a stated-owned business which will guarantee my life after retirement, but others take the attitude that a joint venture outweighs any other jobs as it may provide higher income for employees.

As to myself,I prefer the latter view.A joint venture,especially a high-salary joint venture,exerts a tremendous fascination on a great number of people,with no exception to me.Although it might be impossible to make sure my retirement pension is good enough, high-salary is exactly what I need just now.In my view,our career choices largely depend on where we want to stay for the rest of life.For me,metropolis is the place where I can grasp loads of opportunities and achieve my personal dreams.As I hold the view that live in the moment, not the future,and also in order to finance myself in some aspects such as the transportation,the house-renting,or social activities,a joint venture can satisfy my needs for the consumption I mentioned above.

In short,a joint venture is the first and only consideration in my choice of career.

#### [译文] 国有企业或合资企业

一毕业，几乎所有的大学生都会面临职业选择的问题，这确实是一个艰难的选择。在这个问题上，学生们的观点大相径庭。一些人认为没有比在国有企业工作更好的方法来获得一份体面的工作，这将保证我退休后的生活，但其他人采取的态度是，合资企业比任何其他工作都重要，因为它可以为员工提供更高的收入。

就我个人而言，我更喜欢后一种观点。合资企业，尤其是高薪合资企业，对很多人都有极大的吸引力，我也不例外。虽然不可能保证我的退休金足够高，但高薪正是我现在所需要的。在我看来，我们的职业选择很大程度上取决于我们想在哪儿度过余生。对于我来说，大都市是一个我可以抓住很多机会，实现我个人梦想的地方。因为我认为生活在当下，而不是未来，也为了在一些方面为自己融资，如交通，租房，或社交活动，合资企业可以满足我上述的消费需求。

总之，合资企业是我选择职业的首要也是唯一的考虑因素。

#### 4、Write a composition on My Dream Job. Your writing should include the followings.

写一篇关于我梦想的工作的作文。你的写作应该包括以下内容。

1. position: customer service representative
2. ability: communication and customer service skills
3. reason: an expert in the product line and strong relationships with customers

1. 职位:客服代表
2. 能力:沟通和客户服务能力
- 3.原因:在产品线方面的专家和良好的客户关系

#### 【参考范文】

What I look for in a job, and what I love about this customer service representative position, is the ability to utilize my communication and customer service skills. I love interacting with customers and quickly and effectively problem solving with them. Down the road, after becoming an expert in your product line and developing strong relationships with your customers, I would love to work in sales.

[译文]我在工作中所寻求的，也是我喜欢这个客户服务代表职位的地方，是利用我的沟通和客户服务技能的能力。我喜欢与客户互动，并与他们快速有效地解决问题。将来，在成为贵公司产品线的专家并与客户建立了牢固的关系之后，我想从事销售工作。

#### 5、Write a composition with at least 100 words on My Dream Job.

Write a composition with at least 100 words on My Dream Job. Your writing should include the followings.

- (1)Position: customer service representative
- (2)Ability: communication and customer service skills
- (3)Reason: an expert in the product line and strong relationships with customers

[题目译文]在 My Dream Job 上写一个至少 100 个单词的 Composition。Your 的写作应该掩盖谬论。

- (1) 职位：客户服务代表
- (2) 能力：沟通和客户：服务技巧
- (3) 原因：产品线专家和与客户的牢固关系

范文 1:

#### My Dream Job

I like to be a teacher. Three reasons have led me to choose this job. First, teaching is learning. To make my lectures more constructive and stimulating, I have to read more books, explore new knowledge and gain a better understanding of the world, which is the very thing I enjoy in my life. Second, teaching means freedom and independence. As a teacher, I'm free to use my own ideas and make my own decisions.

Finally, I like teaching because it offers certain peace of mind. All in all, the reasons above make me like teaching best.

[译文]我理想的职业

我喜欢当老师。三个原因促使我选择这份工作。首先，教学就是学习。为了使我的演讲更具建设性和启发性，我必须阅读更多书籍，探索新知识并更好地了解世界，这是我一生中最喜欢的东西。第二，教学意味着自由和独立。作为老师，我可以自由运用自己的想法并做出自己的决定。最后，我喜欢教学，因为它可以让您高枕无忧。总而言之，上述原因使我最喜欢教书。

范文二

#### My Dream Job

My dream job will be working in one of the biggest international accounting firm as an accountant. I want to be an accountant because I love mathematics and business so much. Also, being an accountant can help me to explore my knowledge of business and provide me a board range of network among the business world. I need to do a lot in order to achieve my goal. First, I have to get an undergraduate degree in accounting from college. Then I might either to go graduate school for a more advanced degree in accounting or get prepare for CPA exam. With the CPA licence, I have a better opportunity to get a job in the accounting firm. Finally, with my experience in the accounting firm, I can apply accounting position in the international accounting firm and to serve as an accountant there!

[译文]我理想的职业

我梦想中的工作将是在最大的国际会计师事务所之一中担任会计师。我想成为一名会计师，是因为我非常喜欢数学和商业。此外，成为一名会计师可以帮助我探索我的商业知识，并为我提供一个商业世界范围内的董事会范围。实现我的目标。首先，我要从大学获得会计学的本科学位。然后，我可能要去读研究生以取得会计学的更高学位，或者为 CPA 考试做准备。有了注册会计师执照，我就有了更好的机会来从事会计工作。最后，根据我在会计事务所的经验，我可以在国际会计师事务所申请会计职位并在那里担任会计师！

范文三

#### My Dream Job

There are various kinds of jobs in the world, but different people are attracted by different jobs because everyone has his own interest and destination. Many people consider an ideal job as a means of making more money and living more comfortably. It may sound reasonable because money is the foundation of life.

As far as my ideal job is concerned, I think I want to be a psychologist. I have made up my mind to do what I really want to so that I can realize my ideal. I believe interest is of the utmost importance in choosing a job. I have been interested in psychology for a long time, so I want to be a psychologist in the future. I think being a psychologist can help lots of people lead a happier life.

However, it isn't easy for me to become a qualified psychologist and many people around me think that it's unrealistic to me. Nevertheless, I'll make every effort to gain much more knowledge, patience, methods, etc. to live up to the name of a qualified psychologist. I believe my dream will come true someday.

[译文]我梦想的工作

世界上有各种各样的工作，但是不同的人被不同的工作所吸引，因为每个人都有自己的兴趣和目标。许多人认为理想的工作是一种赚更多钱和生活更舒适的手段。这听起来很合理，因为钱是生活的基础。

就我理想的工作而言，我认为我想成为一名心理学家，我已经下定决心做我真正想做的事情，这样我就可以实现我的理想，我相信在选择工作时兴趣是最重要的，我对心理学很长一段时间都很感兴趣，所以我想在未来成为一名心理学家，我认为成为一名心理学家可以帮助很多人过上更快乐的生活。

然而，成为一名合格的心理学家对我来说并不容易，我周围的很多人都认为这对我来说是不切实际的。尽管如此，我会尽一切努力获得更多的知识、耐心和方法等。不辜负合格心理学家的称号。我相信我的梦想总有一天会实现。

范文四

Everyone has an ideal career in mind. My ideal career is to be a qualified customer service

representative.

First of all,I have multi-dimensional abilities such as active listening,verbal expression,and interpersonal skills ; Secondly,I am good at having a clear understanding of myself,others,and the situation in the process of communication,clarifying my communication goals,and being good at understanding the thoughts and feelings of others ; Third,I have certain professional skills.As a customer service officer,I can send the technology to users after the company's products are sold,so as to better serve the society.

[译文]每个人心中都有一个理想的职业。我理想的职业是成为一名合格的客户服务代表。

首先,我具有积极倾听、语言表达、人际交往等多维度能力;其次,我善于在沟通过程中对自己、对他人、对情况有清晰的认识,明确自己的沟通目标,善于理解他人的想法和感受;第三,我有一定的专业技能。作为客服人员,我可以在公司产品销售后将技术发送给用户,从而更好地服务社会。

**6、Write about an event based on the following information. You may need the 5Ws and 1H elements.**

根据以下信息写一个事件。你可能需要 5w 和 1H 元素。

Titanic		
31 May 1911	She was launched	The largest ship afloat; with a gross tonnage of 46,328 tons
10 April 1912	maiden voyage	from Southampton to New York
at 11:40 p.m. on Sunday 14 April 1912	hit an iceberg; badly damaged	2227 passengers and crew on board
at 2:20 a.m. on Monday 15 April 1912	sank	1522 were drowned; 705 escaped
At dawn on 15 April 1912	Some of the survivors were picked up	The Cunard liner Carpathia heard the wireless distress calls
Titanic		
1911年5月31日	她被发射了	最大的船;总吨位 46,328 吨
1912年4月10日	的处女航	从南安普顿到纽约
1912年4月14日 星期天晚上 11 点 40 分	撞上冰山;	机上共有 2227 名乘客和机组人员
1912年4月15日 星期一凌晨 2 点 20 分	严重受损	1522 人淹死;
1912年4月15日 黎明	沉没	705 人逃

参考范文:

Titanic was launched on 31 May 1911 and sailed on her voyage from Southampton to New York, (via Cherbourg and Queenstown,) on 10 April 1912. With a gross tonnage of 46,328 tons, she was the largest ship afloat; (882 feet long, 92 feet wide, 8 decks rising to the height of an 11-storey building.) Four days and seventeen hours after the voyage began, at 11:40 p.m. on Sunday 14 April, she hit an iceberg and was badly damaged. Two hours and forty minutes later she sank. Of the 2227 passengers and crew, 705 escaped in twenty lifeboats and rafts; including her master, Captain Edward Smith. At dawn on 15 April the Cunard liner Carpathia, having heard the Titanic's wireless distress calls 58 miles away, arrived at the scene and began picking up survivors.

【译文】泰坦尼克号于 1911 年 5 月 31 日下水,并于 1912 年 4 月 10 日从南安普顿到纽约(经瑟堡和皇后镇)。“泰坦尼克号”总吨位为 46,328 吨,是海上最大的船只(882 英尺长,92 英尺宽,8 层甲板有 11 层楼那么高)。在航行开始 4 天零 17 个小时后,也就是 4 月 14 日星期天晚上 11 点 40 分,“泰坦尼克号”撞上了冰山,严重受损。2 小时 40 分钟后,她沉没了。在 2227 名乘客和船员中,705 人乘坐 20 艘救生艇和木筏逃生;包括她的主人爱德华·史密斯上尉。4 月 15 日黎明时分,丘纳德公司的卡帕西亚号客轮在 58 英里外听到泰坦尼克号的无线电求救信号后,抵达现场,开始营救幸存者。

**7、Write an essay with at least 100 words on "The Importance of Having a Sense of Team Responsibility".**

[题目译文]写一篇不少于 100 字的文章,题目是“拥有团队责任感的重要性”。

**【范文 1】The Importance of Having a Sense of Team Responsibility**

Some people like to work alone while others enjoy teamwork. In my opinion, everyone had better learn to work with others together because teamwork is definitely necessary and important in modern society. First, working in a team provides a chance for us to communicate with each other. Working in a team, teammates share their ideas with each other which is helpful to create a better achievement. Second, working in a team is a way to broaden our horizon. Teammates in a team can learn something from each other because they are from different places, owning various experiences and hold different views towards things. Finally, working in a team is also a way to establish our friendship. Teammates in a team have chances to help each other, to solve the problems together, to share the happiness of being successful, which make a great contribution to establishing friendship.

To sum up, to learn to work in a team is really necessary and important and we should try to enjoy it.

【译文】拥有团队责任感的重要性

有些人喜欢独自工作,而有些人喜欢团队合作。在我看来,每个人都最好学会与他人一起工作,因为团队合作在现代社会是绝对必要和重要的。

首先,在团队中工作为我们提供了一个相互交流的机会。在一个团队中工作,队友们互相分享他们的想法,这有助于创造更好的成就。第二,团队合作是拓宽我们视野的一种方式。一个团队中的队友可以互相学习,因为他们来自不同的地方,拥有不同的经历,对事物有不同的看法。最后,团队合作也是建立友谊的一种方式。团队中的队友有机会互相帮助,一起解决问题,分享成功的快乐,这对建立友谊做出了巨大的贡献。

总之,学会在团队中工作是非常必要和重要的,我们应该试着享受它。

**8、Write at least 100 words about an event caused by different understandings of the workplace culture. You may need to include the 5Ws and 1H elements.**

Write at least 100 words about an event caused by different understandings of the workplace culture. You may need to include the 5Ws and 1H elements.

[题目译文]对于因对工作场所文化的不同理解而导致的事件至少要写 100 个字。您可能需要包括 5W 和 1H 元素。

范文一:

my favorite workplace

Computers in the workplace are becoming increasingly common. Computers can help us work efficiently and effectly. When we have difficulties, we can ask the internet for help. We can use computers do a lot of things. Such as recieving and sending e-mails, surfing the internet, download music and so on. But every coin has two sides,besides the computers. Many people use compers inproperly. When they are at work, they do lots of personal things, Such as chatting in line, playing computer games. It is bad for their work because they can't concentrate themselves on their work.

[译文]我最喜欢的工作场所

工作场所中的计算机变得越来越普遍。计算机可以帮助我们高效有效地工作。当我们遇到困难时,我们可以向互联网寻求帮助。我们可以使用计算机做很多事情。例如接收和发送电子邮件,浏览互联网,下载音乐等。但是每个硬币都有两个方面,除了计算机。许多人不正确地使用压缩器。在工作时,他们会做很多私人事情,例如在线聊天,玩电脑游戏。这对他们的工作不利,因为他们不能专心工作。

范文二:

Since the world has varous culture, the disinction between different curlture is obivious,too.

Such cross-cultral communication sometinmes can be difficult. They are originated from misunderstanding,discrimination, or merely unfamiliar with other culture. The influences of such misunderstanding are usually negative. For instance, negotion with foreign partners may be prevented due to lacking ifrelevant knowledge oftheir culture.

Then what can we do to decrease,if can not slimate such misunderstanding? First and foremost,it is fundmental to get in touch with didderent culture so as to know more.

We can take advantage of network,as well as magzines and other materials to master more knowledge of other cultures.

In this age,cross-cultural communication is inectable. Thus, it is important and necessary to take part in such trend and communicate effectively.

[译文]由于世界上文化多种多样,因此不同的卷毛之间的区别也是显而易见的。这种跨文化交流有些困难。它们源于误解,歧视或仅仅是不熟悉其他文化。这种误解的影响通常是负面的。例如,由于缺乏有关其文化的相关知识,可能会阻止与外国伙伴进行谈判。

如果不能消除这种误解,那我们该怎么做呢?首先,与多变文化联系以了解更多信息是基础。

我们可以利用网络以及杂志和其他材料来掌握其他文化的更多知识。

在这个时代,跨文化交流是可感染的。因此,重要的和必要的是要参与这种趋势并进行有效的沟通。

### 范文三

The different management of workplace culture Nowadays we can enjoy the same films,fashions,brands,advertisements and TV channels.The evident difference between countries is disappearing.To what extent do you think the disadvantages overweight the advantages of this? Globalization creates conditions for widening international exchanges,strengthening mutual understanding between nations,expanding cultural,educational,and scientific cooperation between nations and countries,enjoying the cultural achievements of people around the world which encourages the process of modernization and the enrichment of national culture. However,these conditions also create the possible danger of diminishing the national culture with a negative impact on the pre123vation of national identity.Through globalization and an open door policy,erroneous concepts and a lowering of ethical standards,a selfish and individualistic lifestyle and harmful cultural products can easily be imported into the country.At present,modern information technology which in the main is controlled by US is hourly and intensively disseminating US ideology,way of life,culture and films across the world.Even US food is promoted so that some people consider globalization as global Americanization.

[译文]如今,我们可以享受同样的电影、时尚、品牌、广告和电视频道。国与国之间的明显差异正在消失。你认为在多大程度上弊大于利?全球化扩大国际交流,加强民族间的相互了解,扩大民族与国家之间的文化、教育、科学合作创造了条件,使世界各国人民共享文化成果,促进了现代化进程和民族文化的丰富。然而,这些条件也可能造成削弱民族文化的危险,对民族认同的形成产生负面影响。通过全球化和开放政策,错误的观念和道德标准的降低,自私和个人主义的生活方式和有害的文化产品很容易进入这个国家。目前,主要由美国控制的现代信息技术每时每刻都在向全世界密集传播着美国的意识形态、生活方式、文化和电影。甚至连美国食品也受到了推广,以至于一些人认为全球化就是全球美国化。

9、Write at least 100 words about as event based on the following in(ormaxion. You may need the SWs and 1H elements.

Titanic		
31 May 1911	She was launched	The largest ship afloat; with a gross tonnage of 46,328 tons
10 April 1912	maiden voyage	from Southampton to New York
at 11:40 p. m. on Sunday 14 April 1912	hit an iceberg; badly damaged	2227 passengers and crew on board
at 2:20 a. m. on Monday 15 April 1912	sank	1522 were drowned; 705 escaped
At dawn on 15 April 1912	Some of the survivors were picked up	The Cunard liner Carpathia heard the wireless distress calls

参考答案:

Titanic was launched on 31 Mny 1911 and sailed on her voyage from Southampton to New York, (via Cherbourg and Queenstown.)on 10 April 1912. With a gross tonnage of 46,328 tons, she was the largest ship afloat;(882 feet long, 92 (eat wide, 8 decks rising to the height of an 11-storey building. )Four days and seventeen hours after the voyage began, at 11: 40 p. m, on Sunday 14 April, she hit an iceberg and was badly damaged. Two hours and forty minutes later she sank. Of the 2227 passengers and crew, 705 escaped in twenty lifeboats and rafts; including her master, Captain Edward Smith. At dawn on 15 April the Canard liner Carpathia, having heard the Titanic's wireless distress calls 58 miles away, arnved at the scene and began picking uv survivors.

【译文: 铁达尼号于 1911 年 3 月 31 日发射升空, 并于 11912 年 4 月 10 日从南安普敦航行至纽约(途经瑟堡和皇后镇)。她的总吨位为 46,328 吨, 是最大的船只; 882 英尺长, 92 英尺(吃饱, 8 层甲板升至一栋 11 层高的建筑物的高度。)航程开始后四天十七小时, 4 月 14 日星期日, 晚上 11 点 40 分, 她撞上冰山并受到严重破坏, 两小时四十分钟后沉没, 在 2227 名乘客和船员中, 有 705 人逃离了二十艘救生艇和筏中; 包括她的船长船长。爱德华·史密斯(Edward Smith)4 月 15 日拂晓, 卡纳德(Canard)班轮喀尔巴阡(Carpathia)听到泰坦尼克号的无线遇险电话在 58 英里外, 在现场了解到情况并开始挑选紫外线幸存者。】

10、Write at least 100 (120) words about an event caused by different understandings of the workplace culture. You may need to include the 5Ws and 1H elements. (/who/when/where why/what and how).

【题目翻译】写至少 100 (120) 字关于由于对工作场所文化的不同理解而引起的事件。您可能需要包含 5W 和 1H 元素。( /谁/何时/何地为什么/什么和如何)。

【参考范文】The Different thoughts about job

The future is a distant goal ,it's broad and confusion , but for college students,we have better to face life . I think that we only have to stable our life first ,then it is possible to achieve our dream . However , the first step that we must to find a suitable and good job . We all know that, everying have two sides, therefore, everyone have not same views for job.

On the one hand, some people will work as a hobby,maybe there is no need to living and depending on working for them ,they only look for happiness on it .

On the other hand , some people are just curious about job , it is not wrong, after all , university is a small society, many people have never tried , because not all students have a part-time job experience.

So different people have their thoughts for job . Of course , I have my view,we are about to graduate from college, so we should work hard to maintain normal life first ,and then to finish her dream , realizes own desire, so as to reflect our meaning of life and value.

【译文】关于工作的不同想法

未来是一个遥远的目标，它的广阔和迷茫，但对于大学生来说，我们更要面对生活。我认为我们只有先稳定我们的生活，然后才有可能实现我们的梦想。但是，第一步一定要找到一份合适的好工作。我们都知道，每个人都有两个方面，因此，每个人对工作的看法都不一样。

一方面，有些人把工作当作一种爱好，也许没有必要生活，依靠为他们工作，他们只是在上面寻找快乐。

另一方面，有些人只是对工作好奇，这也没有错，毕竟大学是一个小社会，很多人并没有尝试过，因为并不是所有的学生都有兼职的经历。

所以不同的人对工作有自己的想法。当然，我有我的看法，我们即将大学毕业，所以我们应该先努力维持正常的生活，然后才能完成她的梦想，实现自己的愿望，这样才能体现我们人生的意义和价值。

11、根据所给信息求，完成工作计划。

题目：Make an action plan based on the following hints of steps. The first line has been done for you.

- Identify wasteful usage.
- Identify person(s) or department(s) with highest supply usage.
- Perform audit(审计；审核)of supply costs for last 24 hours.
- Perform audit of supply usage for last 24 hours.
- Shop(解聘，辞退)suppliers.
- Negotiate new supply rates.
- Create standard supply list and utilization controls.
- Evaluate supplier agreements.

objective <sup>⓪</sup>	priority <sup>⓪</sup>	Action-steps <sup>⓪</sup>	Responsible-person(who) <sup>⓪</sup>	Due-date(when) <sup>⓪</sup>	status <sup>⓪</sup>
Reduce office supply costs by 10% by the end of the 4 <sup>th</sup> quarter. <sup>⓪</sup>	1 <sup>⓪</sup>	C <sup>⓪</sup>	Jack Brown <sup>⓪</sup>	September 15 <sup>⓪</sup>	Completed <sup>⓪</sup>
	2 <sup>⓪</sup>	⓪	⓪	⓪	⓪
	3 <sup>⓪</sup>	⓪	⓪	⓪	⓪
	4 <sup>⓪</sup>	⓪	⓪	⓪	⓪
	5 <sup>⓪</sup>	⓪	⓪	⓪	⓪
	6 <sup>⓪</sup>	⓪	⓪	⓪	⓪
	7 <sup>⓪</sup>	⓪	⓪	⓪	⓪
	8 <sup>⓪</sup>	⓪	⓪	⓪	⓪

答案参考：

Make an action plan based on the following hints of steps.

- C. Perform audit( 审计； 审核) of supply costs for last 24 hours.
- D. Perform audit of supply usage for last 24 hours.
- B. Identify person(s) or department(s) with highest supply usage.
- A. Identify wasteful usage.
- H. Evaluate supplier agreements.
- E. Shop( 解聘， 辞退) suppliers.
- F. Negotiate new supply rates.
- G. Create standard supply list and utilization controls.

12、了解会议日程的主要内容，根据所给信息制定会议日程安排。

The structure of a meeting agenda:

- Title of the meeting
- Time of the meeting
- Place of the meeting
- People who will attend the meeting
- Events in time sequence

参考作文：

Meeting Agenda

The First Participants Meeting of Expo(exposition), 2010, Shanghai, China

Wednesday, Oct. 20, 2008 Day One

Sofitel Jin Jiang Oriental Hotel

Exhibitor

09:00 Arrival, registration, picking up meeting kits

09:40 Watching Expo image video/film (10m)

10:05 Tea break (15m) (2F Entrance)

10:20 Report on the organizational structure and preparatory progress of Expo

12:00 Work lunch (buffet)

交际用语(106)--: (微信搜:  
Wj585858-)

- 1、—Anything else?— ( ) : -->(Moreover, we provide education relating to depression and anxiety.)
- 2、—Are you going on holiday for a long time?— ( ) : -->(It was a long time.)
- 3、—Can I get you a couple of tea?— ( ) .-->(That's very nice of you)
- 4、—Can I have three days off next week, Mr. Smith?— ( ) . I can manage without you.-->(Of course)
- 5、—Could I borrow your iPad for a few hours?— ( ) -->(Sure, here you are. Enjoy your time.)
- 6、—Could you give us a speech on management functions some day this week?— ( ) .-->(I'd love to, but I'm busy this week)
- 7、—Could I help you with your heavy box? You are so tired?— ( ) . I can manage it.-->(No, thanks.)
- 8、—Do you know where I can repair my motorcar?— ( ) -->(Around the street corner.)
- 9、—Do you mind if I smoke here?— ( ) : -->(Yes, better not.)
- 10、—Do you mind if I use vouchers to spend in a restaurant?— ( ) -->(Not at all. Go ahead.)
- 11、—Does she speak French or German?—She doesn't, ( ) . A.either; B.neither; C.none-->(either)
- 12、—Don't forget to come to our party this weekend!— ( ) C.Sure.See you.
- 13、—Don't keep water running when you wash hands.— ( ) . C.Sorry, I won't.
- 14、—Don't worry, Mum. The doctor said it was only a common cold.— ( ) ! I'll tell Dad there's nothing serious.-->(What a relief)
- 15、—Excuse me, but smoking isn't allowed here.— ( ) . A.Oh,sorry.I didn't know
- 16、—Good morning, Volunteering Matters, how can I help you?— ( ) : -->(Good morning, I'd like to find out how I could become a volunteer.)
- 17、—Have you already paid? What's my share of the bill? ( ) . It wasn't very much.-->(Don't worry about it)
- 18、—Haven't seen you for ages. What are you busy doing now? I am working part time in a bookstore.
- 19、—How did your meeting go yesterday?— ( ) actually, it was really frustrating.
- A.Not so good
- 20、—How can you explain the latest situation?— ( ) ,I know it is all my fault.
- Sorry
- 21、—How can you explain the latest situation?— ( ) ,I know it is all my fault.-->(Sorry)
- 22、—How did you miss your train?— ( ) : -->(Well, I was caught in the traffic jam.)
- 23、—How did your meeting go yesterday?— ( ) actually, it was really frustrating.-->(Not so good)
- 24、—How did your meeting go yesterday?— ( ) actually, it was really frustrating.

A.Not so good

- 25、—How is everything going?— ( ) , we've been quite busy this month and there's been quite a lot of progress since the last inspection.-->(As you can see)
- 26、—How did you find your visit to Qingdao, Joanna?— ( ) : -->(Oh,wonderful indeed)
- 27、—I am sorry for what I have said to you.— ( ) -->(Don't think any more about it.)
- 28、—I suggest you offer affected customers a discount on their next store purchase, explain the situation and apologize to them.—Right, of course. ( ) : -->(I'll get on it right away.)
- 29、—I suppose there'll be a lot of arguments.— ( ) : -->(I should imagine so.)
- 30、—I think I have made a great mistake.— ( ) -->(I don't think so. It's not your fault.)
- 31、—I think I have made a serious mistake.— ( ) C.I don't think so.It's not your fault.
- 32、—I think things have been a bit difficult for us the last couple of months. You're right
- 33、—I think things have been a bit difficult for us the last couple of months.— ( ) . We've been working hard, but still getting behind.-->(You're right)
- 34、—I think we'll have to talk later. I've got to go now. Great seeing you.— ( ) A. Nice meeting you
- 35、—I wish you success in your career.— ( ) : -->(The same to you.)
- 36、—I wonder if I could use your computer tonight?— ( ) : -->(Sure, go ahead.)
- 37、—I'd like a wake-up call at 7:00 a. m., please! -OK, ( ) B. I'll make sure you get one.
- 38、—I'd like to have this film developed. B. May I help you?
- 39、—I'm going to Beijing for a few days.— ( ) . I wish I could go with you.
- I really envy you
- 40、—I'd like a wake-up call at 7:00 A.m., please!—OK, ( ) .-->(I'll make sure you get one.)
- 41、—I'd like to take a look first at those structural support beams that were going to be put in place on the second floor.— ( ) , here's your jacket and helmet, and you'd better put on these boots as well—it's our site policy.-->(Certainly)
- 42、—I'm dog tired. I can't walk any further, Tommy.— ( ) , Jenny. You can do it. -->(Come on)
- 43、—I'm going to Beijing for a few days.— ( ) . I wish I could go with you.-->(I really envy you)
- 44、—I'm leaving for Shanghai tomorrow.— ( ) -->(Have a pleasant trip!)
- 45、—I'm more than happy to go out this weekend.— ( ) We've got so much work to do at that time.-->(Forget it.)

46、—I've started my own software company.— ( ) : -->(No kidding! Congratulations!)

- 47、—If you can't say what you've come to say at the meeting, what's the point? I can see that
- 48、—If you can't say what you've come to say at the meeting, what's the point?— ( ) ,but I think you might need to change your approach somewhat.-->(I can see that)
- 49、—If you don't believe in yourself, no one else will.— ( ) . Confidence is really important.-->(I couldn't agree more)
- 50、—If you invite a Muslim to dinner, what are you advised not to order for him?— ( ) : -->(pork.)
- 51、—In what form will you take the investment?— ( ) : -->(We'll contribute a site and the required premises.)
- 52、—Is it more advisable to upgrade our present facilities than taking the risk of opening a new park?— ( ) : -->(I don't think so.)
- 53、—Is it possible for you to expand business there?— ( ) : -->(Yes, I think so.)
- 54、—Is it possible for you to work out the plan tonight?— ( ) -->(I think so.)
- 55、—It's about a successful businessman's management experience, isn't it?— ( ) -->(That's right!)
- 56、—It's getting dark. I'm afraid I must be off now.—OK. ( ) : -->(See you.)
- 57、—I think I have made a great mistake.— ( ) . C.I don't think so.It's not your fault.
- 58、—Jack won't like the film, you know.— ( ) I don't care what Jack thinks!-->(So what?)
- 59、—Jack, I'd like to have your opinions about my written report.— ( ) .But I have one suggestion. A.It looks fine to me
- 60、—Jack, I'd like to have your opinions about my written report.— ( ) . But I have one suggestion. A. It looks fine to me
- 61、—I'd like a wake-up call at 7 : 00a. m., please!— OK , ( ) . B. I'll make sure you get one
- 62、—Over-the-top? You mean ...— ( ) -->(Well, sometimes your co-workers feel that you are too loud.)
- 63、—Reading is the best way to pass time on the train.— ( ) ,I never go traveling without a bank. B.That's true
- 64、—Scott, I'd like to have your opinions about my written report.— ( ) But I have one suggestion.-->(It looks fine to me.)
- 65、—Sorry for being late. I should have called you earlier.— ( ) . I've just arrived.-->(That's all right)
- 66、—Sorry, I made a mistake again.— ( ) Practise more and you'll succeed.-->(Never mind.)
- 67、—Terribly sorry to interrupt, but may I use your dictionary?—Yes, ( ) .-->(of course)
- 68、—Terribly sorry to interrupt, but may I use your dictionary?—Yes, ( )

A.of course.

69、—The Auto Show in the City Stadium has been canceled.—Oh, no! ( ) -->(What a pity!)

70、—The trip ought not to take more than an hour.— ( ) . It is at least two hours.-->(You must be joking)

71、—They are all warmhearted and helpful.

—Sorry I can't. I have to finish my project right now.

72、—This project is too big for me to finish on time.— ( ) -->(I'll give you a hand)

73、—We could let some of the staff work from home. ( ) ?

What do you think of it

74、—What are you going to do this weekend?— ( ) .If time permits, I may go to Shanghai with my friends.

C.It depends

75、—What are your teammates like?— ( ) -->(They are all warmhearted and helpful.)

76、—What do you think about Japanese food?— ( ) : -->(Overall, the diet there is a healthy one-- low fat.)

77、—What vegetables are in season now?—Radish and carrot, ( ) -->(I think)

78、—What's the noise? It sounds as if it comes from upstairs.— ( ) .It must be the window-cleaner working, next door.

A.I don't think so.

79、—What's the latest situation with all these customer complaints we've been receiving?— ( ) the quality of the material has not always been up to standard.-->(I'm afraid)

80、—When do we have to pay the bill?— ( ) December 30.-->(By)

81、—Which of these hats do you want?— ( ) . Either will do.-->(I don't mind)

82、—Who should be responsible for the accident?—The boss, not the workers. They just carried out the order ( ) -->(as told)

83、—Why didn't you come to my birthday party yesterday?— ( ) -->(Sorry, but my wife had a car accident.)

84、—Will you go on a picnic with us tomorrow?— ( ) -->(I'm afraid I have no idea)

85、—Will you help me arrange a meeting with Mr. Brown, please?— ( ) -->(Sorry I can't. I have to finish my project right now.)

86、—Will you help me arrange a meeting with Mr. Brown, please?— ( )

C. Sorry I can't I have to finish my project right now.

87、—Would you like some more beer?— ( ) , please. -->(Just a little)

88、—Wow! This is a fantastic project! I've never known you're so creative.— ( ) -->(Thanks for your compliments.)

89、—You have to believe in yourself. No one else will, if you don't.— ( ) Confidence is really important.-->(I couldn't agree more.)

90、—You'd better not push yourself too hard. You can ask the team and listen.— ( ) -->(You are right.)

91、— ( ) about it now?—Every time a customer has complained we've followed our store policy and offered them an exchange or a full refund. : -->(What's being done)

92、— ( ) father took part in the charity activity in the neighbourhood yesterday?— Peter's.-->(Whose)

93、— ( ) —Actually I prefer working on my own.-->(Do you prefer teamwork or working individually?)

94、— ( ) —I'd like to have this film developed.-->(May I help you?)

95、— ( ) —You might as well write a thanks-note.-->(Could you suggest some ways of the rewards?)

96、— ( ) .I'd like to have this film developed.

B.May I help you?

97、— ( ) identify the problems that have been occurring?—Well, as you know, the problems we had with Gary caused a lot of friction among the team.-->(Are you able to)

98、— ( ) —Actually I prefer working on my own.

Do you prefer teamwork or working individually?

99、— ( ) —Generally speaking, we are concerned with all aspects of promoting good health.-->(What health care programs are there in the community?)

100、— ( ) —I'd like to have this film developed.

B.May I help you?

101、— ( ) —I'd like to have this film developed.-->(May I help you?)

102、— ( ) —No, sorry, I didn't know the rule about punching in.-->(Didn't you punch in this morning, Wendy?)

103、— ( ) —Once or twice a week.-->(How often will you arrange for me to visit someone at home?)

104、— ( ) —She gave two weeks.-->(How much time did she give?)

105、— ( ) —To sum up, it is a continual process, from a new-born baby to the end of one's life.-->(What does Community Health Service mean exactly?)

106、— ( ) —We have three major divisions: -->(How many departments do we have?)

词汇与语法(210)--: (微信搜:

Wj585858-)

1、A budget is an estimation of the ( ) and ( ) over a specified future period of time.-->(revenue; expenses)

2、A bus driver ( ) the safety of his passengers.-->(is responsible for)

3、A child's character is greatly influenced by his home

( ) -->(environment)

4、A Chinese company is going to ( ) over the well-known Japanese company TOSHIBA Corporation.-->(take)

5、A number of boys ( ) absent some time during the term.-->(have been)

6、A vegetarian diet consists of the following EXCEPT ( ) -->(meat)

7、After days of investigation, the police were ( ) reality.

approaching

8、All the team members tried their best. We lost the game,

( ) -->(however)

9、All the ( ) guests are seated in the front row.

C. distinguished

10、All the ( ) guests are seated in the front row.-->(distinguished)

11、All things ( ) , the planned flight will have to be cancelled.-->(considered)

12、All ( ) glitters (闪闪发光) is not gold.-->(that)

13、Although we can't compete in terms of size, I ( ) believe we hold an advantage in terms of dedication to customer service.

B. do

14、An agreement was reached on the ( ) of mutual respect and mutual interest.-->(basis)

15、An appreciated gift and the gesture of providing it will ( ) your coworker's day.-->(light up)

16、An effective leader sets the tone for the team, encourages a positive workplace culture and is able to ( ) cultural change.

B.bring about

17、An employee may express their different understanding and, at the same time, a willingness to ( ) with any constructive suggestions.

A.comply

18、An employee may express their different understanding and, at the same time, a willingness to ( ) any constructive suggestions.

A.comply with

19、An employee may express their different understanding and, at the same time, a willingness to ( ) any constructive suggestions.

A.comply with

20、Apple almost lost its dominance in the smartphone market ( ) it became clear that it was difficult to make a call using the much expected iPhone -->(when)

21、At a rough ( ) , we will take another four weeks to finish this plan.

B.estimate

22、AT&T found that employees with better planning and decision-making skills were ( ) to be promoted into management jobs.

A.more likely

23、Atarough ( ) we will take another four weeks to finish this plan.

B.estimate

24、Bring me a glass of beer, ( ) ?-->(will you)

25、Business people exercise their leadership in the community service area ( ) the commercial world.-->(as well as)

26、By the end of the year, the sales plan for the next year ( ) -->(will have been made)

27、By the end of the year , the sales plan for the next year ( )

B.will have been made

28、Can you tell me how ( ) to the railway station, please?-->(to get)

29、Communities are part of everyday life and have positive ( ) on its members.-->(effects)

30、Community service is a great way to help people in their time of need. It is great to see the happiness that results ( ) it.-->(from)

31、Community service is important to me because it provides me with eye-opening experiences while ( ) many people.-->(benefitting)

32、Community Services Program aims for all members of the community to ( ) to basic financial and material resources, information, advice and referral.-->(have access)

- 33、Companies are  interested in your soft skills  they are in your hard skills.-->(as...as...)
- 34、Compared  English, Chinese is generally believed to be more difficult to learn.-->(with)
- 35、**Concentrate on being  and real.**  
A.distinct  
36、**Controlling involves  achievement against established objectives and goals.**  
C. measuring
- 37、Creativity, especially  which takes place across departmental boundaries, is likely to suffer hugely as team synergy slips.-->(that)
- 38、**Cultural differences  four categories:religion,ationality,region and lifestyle.**  
C.fall into
- 39、**Current opinion among politicians is that she is  , stands for her principles.**  
C. courageous
- 40、**Effective leaders distill complex thoughts and strategies into simple, memorable terms**  
that
- 41、Effective leaders distill complex thoughts and strategies into simple, memorable terms  colleagues and customers can grasp and act upon.-->(that)
- 42、**Even the best continually seek ways to  their skills.**  
C.sharpen
- 43、Every time I tried to say something, he would  to something else.-->(move on)
- 44、**Fearing the reactions of top managers, middle managers remained  or provided optimistic, filtered information.**  
B. silent
- 45、**Fifty-five per cent of the respondents said that praise and attention from their supervisor would make them feel the company cared about them and their well-being.**  
B. as if
- 46、Fifty-five per cent of the respondents said that praise and attention from their supervisor would make them feel  the company cared about them and their well-being.-->(as if)
- 47、Good work  good pay.-->(deserves)
- 48、**Greater employee satisfaction  higher performance.**  
C. contributes to
- 49、He gave up his study in college in  .-->(despair)
- 50、**He ordered that nothing  until the police arrived.**  
should be touched
- 51、He ordered that nothing  until the police arrived.-->(should be touched)
- 52、He will write to me as soon as he  home.-->(returns)
- 53、He's left now, but productivity hasn't  that much.-->(picked up)
- 54、**Her desire for the  of a beautiful town remained.**  
B.creation
- 55、How do we expect to compete with a company that has such a huge  and huge resources?-->(reputation)

- 56、How do you get your members to  as a team?-->(pull together)
- 57、I am  your early coming.-->(looking forward to)
- 58、I believe that I have a lot to contribute  a team environment, and am comfortable in both leadership and player roles.-->(to)
- 59、I bought a new car last month, but I  my old car yet.-->(have not sold)
- 60、I didn't finish my homework. Neither  . -->(did he)
- 61、I don't think anyone can accuse him  not being honest.-->(of)
- 62、I have been very lucky to have had  managers during my career so far.-->(terrific)
- 63、I like to think  . I am always the one finding new ways to a situation or challenge.-->(outside of the box)
- 64、**I really envy you**  
With
- 65、I think a big part of it is  we know how to have fun on the job.-->(that)
- 66、I think the primary  factor is there's been so much absence lately.-->(contributing)
- 67、I took it for  that you wouldn't come here again.-->(granted)
- 68、**I will ask them to  a new design , something a bit more toned down.**  
C. come up with
- 69、**I would recommend that you  on following through with projects.**  
B. work
- 70、**I'd like to know  the forces for change come from.**  
A.where
- 71、**I'll make sure you get one.**  
as told
- 72、I'm going to have a  with Mark about this issue tomorrow.-->(word)
- 73、I'm used to  up early now.-->(getting)
- 74、If demand is rising but the firm  from communication failure, then stocks will fall and there will be understaffing.-->(is suffering)
- 75、**If I take the time to talk with my manager at the beginning of a project, we  off to a can get**
- 76、If I take the time to talk with my manager at the beginning of a project, we  off to a great start on the same page.-->(can get)
- 77、If the building project  by the end of this month is delayed, the construction company will be fined.-->(to be completed)
- 78、If you need further information, please  our office.-->(contact)
- 79、I heard that you really had a wonderful time at John's birthday party ,  ?-->(didn't you)
- 80、**Importance of English,we should put more effort into it and try to learn it well.**  
C.Given
- 81、In Beijing, the best season in a year is probably  autumn.-->(late)
- 82、**In competitive markets, leaders are  increased pressure to maintain a positive work culture.**  
A. under

- 83、In high school, I am equally comfortable  as a member of a team and independently.-->(working)
- 84、**In high school, I am equally comfortable  as a member of a team and independently.**  
B.working
- 85、In today's environment,  people are often burned out, it's important for employees to have a personal connection with you and the work you believe in.-->(where)
- 86、Involvement in community activities  an integral and inescapable part of senior managers' jobs.-->(has seen as)
- 87、It is through enthusiasm and quiet intensity  we transform creativity and vision into the technologies.-->(that)
- 88、It takes small steps to create big change and this is  service-learning hopes to achieve. -->(what)
- 89、**It's about my new role as project coordinator that I'm taking  .**  
B.on
- 90、**It's about my new role as project coordinator that I'm  .**  
B. taking on
- 91、It's  to point to or talk about strangers in public.-->(not polite)
- 92、I  a book when the telephone  .-->(was reading...rang)
- 93、I  to know how often the bus runs during rush hour.-->(happen)
- 94、John as well as Mike  just been back from an important meeting.-->(has)
- 95、**Keep a  attitude and don't let yourself drown in uncertainty.**  
B.positive
- 96、Knowing  increases employee loyalty to the company and their leader.-->(that their CEO was volunteering time for community service)
- 97、Learning new things has always been a great  for me.-->(motivator)
- 98、Leave the reference books behind,  you won't be able to think independently.-->(or)
- 99、**Let your values  in your communication.**  
A.come out
- 100、Let's discuss these problems at the meeting,  ?-->(shall we)
- 101、Let's go  the reports on the latest work. -->(over)
- 102、Linda walked at the head,  by her colleagues.-->(followed)
- 103、**Make the picture as  as you can.**  
A.clear
- 104、Many factors both at home and abroad  the bankruptcy of the multinational corporation. -->(contributed to)
- 105、**Men and women in the team are interested in different things, we should avoid  something they don't want.**  
A.give
- 106、**Men and women in the team are interested in different things, we should avoid  them something they don't want.**  
A. give
- 107、**Middle managers directly  top management.**  
B. lied to

108、My friend invited me ( ) the art club, and I accepted it with pleasure.-->(to join)

109、My leather shoes cost me ( ) the last pairs I bought.  
C. three times as much as

110、Not only ( ) many cars built in the 1970s ugly and poorly designed, they also became very unreliable after 40-50 thousand miles.-->(were)

111、On hearing the news of ( ) the major exam again, the girl burst into tears.-->(her having failed)

112、One of the main benefits of community service is that it ( ) a person's character.-->(builds)

113、Our new school building is ( ) construction.-->(under)

114、Please ask the solicitor what his ( ) would be to take the case to court.  
B. fee

115、please ( ) your hand if you have any question at all.-->(raise)

116、Proper controls that should ( ) developed as part of routine safety procedures were not in place.-->(have been)

117、Purchasing the new production line will be a ( ) deal for the company.-->(profitable)

118、Raising pigs ( ) my job at that time.-->(was)

119、Redundancy happens when employees need to ( ) their workforce. And as a result, someone gets dismissed from work.-->(reduce)

120、Regular and concrete feedback is important ( ) who is not performing up to her potential.-->(when dealing with a worker)

121、Rent, electricity and insurance are all examples of the company's ( ) .-->(overhead)

122、Self-esteem needs might include the ( ) from a workplace. rewards

123、She is very adaptive and soon adapted ( ) to the campus life.-->(to)

124、She was very adaptive and soon adapted ( ) the campus life.  
C.to

125、Supervisors should ( ) their employees in two-way communication so that engage

126、Supervisors should ( ) their employees in two-way communication so that understanding takes place.  
B.engage

127、Team members are ( ) as unique people with irreplaceable experiences, points of view, viewed

128、Team members are ( ) as unique people with irreplaceable experiences, points of view, and knowledge to contribute.-->(viewed)

129、The demands and requirements placed on the CEO of Sony are different from ( ) on those

130、The director says to me, " ( ) argue with customers."  
C. Don't

131、The hilltop, you could enjoy the scenery of the city bathed in the sun.

A. Stand

132、The Human Resource Managing Department at Honda is given specific instructions ( ) employ the best possible workers.  
C. on how to

133、The key ( ) successful implementation is clearly communicating the strategy to the whole company.-->(to)

134、The leader ( ) at creating opportunities to provide rewards, recognition and thanks to his or her staff.  
C. excels

135、The leader ( ) at creating opportunities to provide rewards, recognition and thanks to his or her staff.-->(excels)

136、The light is too ( ) for me to read. I can not stand any more.-->(dim)

137、The machine ( ) this morning for no reason.-->(broke out)

138、The majority of these team challenges ( ) anywhere.  
C. can be delivered

139、The majority of these team challenges ( ) anywhere.-->(can be delivered)

140、The manager urged his staff not to ( ) the splendid opportunity.-->(miss)

141、The meaning of "communication" goes a lot ( ) than people often think.  
C. deeper

142、The online What's on for Women provides information ( ) upcoming and ongoing events.-->(about)

143、The products of this company are always ( ) to standard, they have very strict quality control process.-->(up)

144、The programme gives students the ( ) to learn more about global warming.-->(opportunity)

145、The reason ( ) he was absent from class yesterday was that he was ill and hospitalized.-->(why)

146、The responsibilities in handbook ( ) that managers have to be concerned with efficiency and effectiveness in the work process.-->(indicate)

147、The team creates an environment ( ) people are comfortable in communicating, advocating positions, and taking action.-->(in which)

148、The workmen want to ( ) the number of working hours and to increase pay.-->(decrease)

149、Their economy is export ( ) .-->(oriented)

150、Then the situation ( ) worse by human error because of the lack of proper training.-->(was made)

151、There is no ( ) the fact that he is the best student in the class.-->(denying)

152、They are trying to ( ) the waste discharged by the factory for profit.-->(exploit)

153、They depend on each other to survive. In other words, they are ( ) for survival.  
interdependent

154、They have come to the conclusion ( ) this winter will be even colder than before.-->(that)

155、They recommended that the amusement park ( ) .-->(be extended)

156、They weren't too keen ( ) the idea at first because they thought it was not practical enough  
B. on

157、They ( ) all their computing work, i. e. they arrange for some outside company to do the work.  
A. outsource

158、The ( ) was only sentenced to pay a fine of \$10,00.-->(criminal)

159、This is the book ( ) I have learned a lot.-->(from which)

160、This is the man ( ) last night.-->(whom I saw)

161、To build the reservoir (水库), thousands of people have to be ( ) .-->(relocated)

162、Under circumstance ( ) totelliestoparents.-->(are children allowed)

163、Unluckily, some Quality Management System failures ( ) headlines.-->(do make)

164、We are interested in the weather because it ( ) us so directly— what we wear, what we do, and even how we feel.  
B. affects

165、We have spent all of our spare time, ( ), our spare money, on the project.-->(as well as)

166、We need ( ) communication skills: listen carefully, think before you speak and manage conflicts diplomatically.-->(outstanding)

167、We would be grateful ( ) any information you can give us.  
A. for

168、We ( ) with achievement.  
are obsessed

169、We've asked the designers we used before to ( ) up with some designs for us.  
A. come

170、Wendy suggests that we ( ) tomorrow.  
A. should go

171、We ( ) the last bus and didn't have any money for taxi, so we had to walk home.-->(missed)

172、We ( ) with achievement.-->(are obsessed)

173、What can we expect ( ) him?  
from

174、What can we expect ( ) him?-->(from)

175、What you need to do is to keep things short and sweet, just the ( ) .-->(highlights)

176、When people are surrounded by ( ) communication and encouragement, they can find the courage to try, fail, redo, and try again.-->(constant)

177、When the message finally reached the Command Center, it ( ) "mutated" to had

178、When the message finally reached the Command Center, it ( ) "mutated" to become —“Send three and four-pence, we're going to a dance.”-->(had)

179、Who should be responsible for the accident? -The boss, not the workers. They just carried out the order ( )  
B. as told

180、 Who was ( ) the meeting?

A.chairing

181、 will ask them to ( ) a new design, something a bit more toned down.

C.come up with

182、 Without his assistance, I ( ) the research last month.-->(would not have completed)

183、 Without human resources, no organization can ( ) the ground, let alone do business and make profits.

A. get off

184、 Would you ( ) her novels as serious literature or mere entertainment?

B.classify

185、 You can go out, ( ) you promise to be back before 12 o'clock.-->(as long as)

186、 you can't ( ) to sit back-even though it might be tempting.

A. afford

187、 —Who should be responsible for the accident?— The boss, not the workers. They just carried out the order ( ) .-->(as told)

188、 ( ) CEOs spend planning, the more profitable their companies are.-->(The more time)

189、 ( ) clearly communicate with and actively listen to employees is essential to improve their performance.-->(Being able to)

190、 ( ) his anger the employees called him Mr. Thunder, but they loved him.-->(Due to)

191、 ( ) important it is for kids to imagine freely!-->(How)

192、 ( ) is known to all, too much fat causes heart problems.-->(As)

193、 ( ) managers spend most of their time in face-to-face contact with others, but they spend much of it obtaining and sharing information.-->(Not only do)

194、 ( ) on the hilltop, you could enjoy the scenery of the city bathed in the sun.-->(Standing)

195、 ( ) the importance of English, we should put more effort into it and try to learn it well.-->(Given)

196、 ( ) the job, employers don't want to hire people who are difficult to get along with.-->(Regardless of)

197、 ( ) there is smoke, there is fire.-->(Where)

198、 ( ) we can't compete in terms of size I do believe we hold an advantage in terms of dedication to customer service.-->(Although)

199、 ( ) clearly communicate with and actively listen to employees is essential to improve their performance.

C.Being able to

200、 ( ) employees keep leaving and joining the company, they also retire from time to time leaving empty places in various positions.

C.As

201、 ( ) foster a creative culture, it is important to find the right employees during the recruitment process and bring them into the company.

B. In order that

202、 ( ) he was exhausted, he kept on working.

B. Although

203、 ( ) his anger the employees called him Mr.Thunder,but they loved him.

C.Due to

204、 ( ) managers spend most of their time in face-to-face contact with others,but they spend much of it obtaining and sharing information.

C.Not only do

205、 ( ) on the hilltop, you could enjoy the scenery of the city bathed in the sun.

A.Standing

206、 ( ) the deepening of China's economic reforms, there is greater cooperation and interdependence between the private and the public sector.-->(With)

207、 ( ) the importance of English, we should put more effort into it and try to learn it well.

C. Given

208、 ( ) the reactions of top managers, middle managers remained silent or provided optimistic, filtered information.

A.Fearing

209、 ( ) there is smoke, there is fire.

C. Where

210、 ( ) we can't compete in terms of size. I do believe we hold an advantage in terms of dedication to customer service.

C. Although

阅读理解(单选)(23)--: (微信

搜: Wj585858-)

1、 **A Teamwork Game**

2、 **BEIJING'S ROADS FOR THE FUTURE**

3、 **Communication Failure**

4、 **DOOR-KNOCKING**

5、 **FOOD SAFETY**

6、 **FOOD SAFETY**

7、 **How Do You Create a Culture of Innovatio...**

8、 **How Google Continues to Keep Employees H...**

9、 **How to Adapt to Change in the Workplace**

10、 **How to Handle a Bad Performance Review**

11、 **HUMAN RESOURCES MANAGEMENT**

12、 **If there's one word that captures the es...**

13、 **In 1916, a French coal mine director nam...**

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15、 **Project managers are change agents:they ...**

16、 **ROAD CLOSURE PROCEDURES IN SYDNEY**

17、 **Teamwork is extremely important for the ...**

18、 **The employee and the are clear shout the...**

19、 **The employee and the supervisor are clea...**

20、 **THE HISTORY OF QUALITY CONTROL**

21、 **THE INTERNATIONAL FOOD SAFETY AUTHORITIE...**

22、 **The meaning of "communication" goes a ...**

23、 **THREE STEPS TO A GOOD MARKETING BUDGET**

1、 **A Teamwork Game**

A team of about 35 employees had come together for a team building event. They were a young, bright and enthusiastic team.

1. This team building event was aimed at ( ) -->**B. making the team members know how to share information or solutions and cooperate with each other**

2. This event was held in ( ) -->**A. a self-service restaurant**

3. About how many team members were out of the second round of the activity? -->**C. 5.**

4. Which statement below is correct? -->**C. In the third round, everybody had their own balloon with help from others within 2 minutes.**

5. What was the event going to teach these employees? -->**A. Sharing and cooperating with other team members is more efficient when they are working together.**

2、 **BEIJING'S ROADS FOR THE FUTURE**

The road system in Beijing's central business district (CBD) is being re-designed to make public transportation easy and improve efficiency.

1. The road system in Beijing's downtown area is being to make public transportation easy and improve efficiency. -->**B. designed again**

2. An underground system including new subway lines beneath the CBD has been operating. -->**C. 4**

3. The underground connection system consists of ( ) level(s). -->**B. two**

4. CBD stands for ( ) . -->**A. Central Business District**

5. Beijing has set up ( ) for people to check traffic conditions. -->**C. a traffic inquiry system**

3、 **Communication Failure**

The meaning of "communication" goes a lot deeper than people often think.

1. Confirming reception of the sent messages means . -->**C. the messages are correctly understood by right receivers**

2. In the famous British Army Commander story, which step probably did NOT go wrong in the communication chain? -->**A. Conceiving.**

2. What is Chinese whispers? -->**B. A game to pass message around in a whisper.**

3. Allocative failure does NOT happen when -->**A. the right information goes to the right place**

5. According to the passage, which of the following cases does NOT belong to human failure? -->**C. Increasing customer complaints.**

4、 **DOOR-KNOCKING**

Door-knocking is the most effective way of making face-to-face community contact, but it has become a lost art.

1. Why does the author say that door-knocking has become a lost art? -->**B. People focus on privacy increasingly, so door-knocking seems like an intrusion into other people's lives**

2. Which step should be firstly taken when you try door-knocking? -->**C. Leave a door hanger**

3. What does the underlined phrase "on the spot" mean? -->**A. without delay**

4. Which time is not appropriate for door knocking? -->**B. Monday morning.** 5. Who will receive pleasant reception when they try door-knocking? -->**C. A neighbor who does good preparation and has significant project to introduce.**

#### 5、FOOD SAFETY

A question that often troubles food companies is how to control problems like rats and insects without harming the food.

1. According to pest control experts, why should poisons never be used in food companies? -->**A. Because they may enter food.**
2. What is the first line of defense against pests? -->**B. To clean the places where food is handled or stored.**
3. How can floors, food preparation surfaces and tools be disinfected? -->**C. With chemicals.**
4. Why should attention be paid to outer walls? -->**A. To prevent pests from entering a building from outside.**
5. What does the passage mainly talk about? -->**C. How to control rats and insects without harming the food.**

#### 6、FOOD SAFETY

A question that often troubles food companies is how to control problems like rats and insects without harming the food.

1. Where, according to Pest control experts, should poisons never be used? -->**A. Where food may be contaminated.**
2. From the text, we know that like chlorine, iodine or bromine are all ( ) . -->**B. chemicals**
3. Outer walls are built ( ) . -->**A. to prevent pests from entering a building from outside.**
4. Why is it necessary for supervisors to make a list of pest control measures? -->**C. To help control pests and help prepare for any inspection.**
5. The responsibilities of a food and drug administration bureau is ( ) . -->**A. to set up rules about the use of pesticides and enforces them all over the country.**

#### 7、How Do You Create a Culture of Innovation?

Have you noticed the courage buried in the word encourage? To create a culture in which innovation flourishes takes courage.

1. What is necessary in creating innovation culture? -->**B. courage**
2. How does 3M create its innovation culture? -->**B. define jobs around innovation.**
3. The word prerequisite in "Make it a job prerequisite" means -->**A. required as a prior condition**
4. How does Gillette create its innovation culture? -->**C. Recognize innovation in every part of the company.**
5. The formation from idea to innovation needs -->**C. support and cooperation**

#### 8、How Google Continues to Keep Employees Happy

Working for Google is a dream of many, not just because of what this company has achieved in the last 15 years,

1. How would you describe Google? -->**B. Large global enterprises**
2. Which one does NOT belong to the methods that Google motivate its employees? -->**A. Promoting the employee who has more**

#### influence on Google the higher job position.

3. Who founded Google? -->**A. Larry Page and Sergey Brin**  
4. If you are a normal employee of Google, what could you do EXCEPT? -->**B. Only work for the project you choose.**

5. What is Google's secret to success? -->**C. Valuing the happiness of its employees as much as innovating good products.**

#### 9、How to Adapt to Change in the Workplace

If there's one word that captures the essence of what is occurring in the world today, it's "change." Downsizing, reorganizing,

1. Enterprises carry out downsizing, reorganizing and cutting costs in order to ( ) -->**C. survive**
  2. "No industry is exempt" means ( ) -->**A. No industry is an exception**
- The following questions are often discussed among scholars EXCEPT -->**B. How can productivity be increased**

4. How many suggestions does the author put forward? -->**C. 6**

5. From the passage, we know that Robin Sharma is ( ) -->**A. an expert on leadership, and personal success**

#### 10、How to Handle a Bad Performance Review

Getting a bad performance review can make you feel angry, unappreciated, defeated, and hopeless.

1. What should you do when you are given a bad performance review? -->**C. Stay calm and listen carefully.**
2. What should you do after you are given a bad performance review? -->**C. Learn from the review.**
3. What should you do if you do not agree with the bad performance review? -->**B. Make a written statement on your own behalf if it is allowed.**
4. How do you improve a bad performance review? -->**A. Understand the established performance standards.**
5. Why should we understand the cause of a bad performance review? -->**B. Because it encourages and motivates the worker to do better.**

#### 11、HUMAN RESOURCES MANAGEMENT

Human Resources Management (HRM) is the process of managing people and their relationships in an organization.

1. ( ) is / are important in the success of a business. -->**B. The process of managing people and their relationships**
2. The most important component of HRM is ( ) . -->**A. staffing**
3. According to the passage, it is important for the employees to know the career path, pay, training and other opportunities through ( ) . -->**B. Policies**
4. We can use ( ) to evaluate career improvement and to determine pay increases. -->**C. performance management**

5. ( ) is NOT mentioned in the text about the success of HRM. -->**C. Training**

#### 12、If there's one word that captures the essence of what is occurring in the world today,

21. Enterprises carry out downsizing, reorganizing and cutting costs in order to ( ) . -->**C. survive**

22. "No industry is exempt" means ( ) . -->**A. No industry is an exception**

23. The following questions are often discussed among scholars EXCEPT ( ) . -->**B. How can productivity be increased**

24. How many suggestions does the author put forward? -->**C. 6**

25. From the passage, we know that Robin Sharma is ( ) . -->**A. an expert on leadership, and personal success**

#### 13、In 1916, a French coal mine director named Henri Fayol

21. What is the main idea of this passage? -->**B. To introduce five distinct functions of managing proposed by Fayol.**

22. What are the influence of Fayol's book Administration Industrielle et Generale? -->**C. It is still great effect on current management courses.**

23. Which step of managing refers to bring staff together and tell them what to do? -->**B. Organizing.**

24. Which item in Chinese below has not mentioned as things needed to take care for people management? -->**A. 住房公积金**

25. In the step of, ( ) managers need to find out obstacles in the course of achieving company's objectives and goals. -->**A. controlling**

#### 14、ORGANIZATION STRUCTURE IN HOOGLE ENGINEERING

I'm Michael Bush, Managing Director of Hoogle Engineering. I am pleased to welcome you here to our website

1. Hoogle Engineering was set up in ( ) . -->**B. the twentieth century**
2. There are many different ( ) of management in a tall structure. -->**B. levels**
3. People in a flat structure usually work in ( ) . -->**C. teams**
4. All of the following statements are true according to the passage EXCEPT that ( ) . -->**B. the author thinks the two structures have the same functions**
5. The best title for the passage is ( ) . -->**A. Organization Structure in Hoogle Engineering**

#### 15、Project managers are change agents; they make project goals their own and use

- (1) Which of managers? -->**C. Status quo.**
- (2) Which of the following is NOT concerned by project managers? -->**B. The non-crucial details.**
- (3) Which of the following is a TRUE statement about project managers? -->**C. They improve their skills after completion of each project.**
- (4) Which of the following is NOT mentioned as a career possibility for experienced project manager? -->**A. Becoming general manager of an organization.**
- (5) Which of the following can be an alternative title for the passage? -->**A. Requirements of project managers.**

#### 16、ROAD CLOSURE PROCEDURES IN SYDNEY

To minimize traffic jams in the city center and on major roads out of Sydney,

1. As a rule, Sydney's highway department will agree to road closures in the city centre scheduled for ( ) . -->**C. Sundays**
2. If you want a road closed to traffic, you must complete your

applications and send them to the relevant committee at least ( ) before the scheduled date. -->**B. 30 days**

3. Partial of full road closures are decided by ( ) . -->**A. the requirements from applicants** 4. Which is NOT the condition for partial road closures according to the passage? -->**B. On work days.**

5. Which is the best title of this passage? -->**A. Road Closure Procedures in Sydney**

17、 **Teamwork is extremely important for the success of a company.**

(1)What's function of the phrase "one plus one equals three" in Para.2?-->B It tries to explain that working in a teamwork is better than working individually.

(2)The word "associates" can probably be replaced by the word ( ) in the sentence "Working in teams also teaches your associates to work together ..." in Para. -->C colleagues

(3)Which of the following statements is TRUE according to the passage? -->A Personal shortcomings can be reduced through the efforts of the whole team.

(4) Which of the following statements is FALSE according to the passage? -->C Working in a team you must be careless because you know somebody can help you.

(5)What's the best title for this passage? -->B The Importance of Teamwork

18、 **The employee and the supervisor are clear about the employee's goals,**

1.What is the goal in employee evaluation? -->A.To motivate outcomes of the employee

2.C.Employment termination.

3.B.Performance Improvement Plan.

4.A.To improve the employee's performance.

5.C.To compare an employee's performance with the performance of other employees.

19、 **The employee and the supervisor are clear about the employee's goals,**

**The employee and the supervisor are clear about the employee's goals, required outcomes or outputs, and how the success of the contributions will be assessed. The goal in employee evaluation is to motivate a high level of quality and quantity in the work that the employee produces.**

(1)What is the goal in employee evaluation?--> **A. To motivate outcomes of the employee**

(2)What is NOT the goal of the best employee performance evaluation? -->**C. Employment termination.**

(3)What does PIP in Para. 6 stand for? -->**B. Performance Improvement Plan**

(4)What is the goal of PIP? -->**A. To improve the employee's performance.**

(5)What is the purpose of numeric rankings? -->**C. To compare an employee's performance with the performance of other employees.**

20、 **THE HISTORY OF QUALITY CONTROL**

Quality control is a series of activities that ensure and improve the quality of products and service.

1. According to W. Edward Deming, what is the best time to control product quality? -->**C. During the production process.**

2. When there are quality failures, where does W. Edward Deming think the blame lies? -->**C. In the tools.**

3. Which of the following will not help to create a quality workplace? -->**A. Working alone.**

4. During which period were some Japanese firms winning American consumer markets over American firms? -->**C. 1970s.**

5. According to the passage, which of the following statements about quality control is NOT correct? -->**B. Quality control can be done within one department.**

21、 **THE INTERNATIONAL FOOD SAFETY AUTHORITIES NETWORK (INFOSAN)**

With the rapid globalization of food production and trade, international issues related to food safety are likely to increase.

1.The need for regular exchange of information on food safety issues is ( ) when a food safety related event emerges. -->**B. urgent**

2. It is ( ) that international issues related to food safety will increase. -->**C. probable**

3. The Food and Agriculture Organization of the United Nations (FAO) carries out the food safety problem ( ) . --> **A. with WHO**

4. INFOSAN is responsible for the following EXCEPT ( ) -->**C. promoting trade between countries**

5. ( ) has a designated INFOSAN Emergency Contact Point for communication between national food safety authorities. -->**A. Every member state of INFOSAN**

22、 **The meaning of "communication" goes a lot deeper than people often think.**

21. Confirming reception of the sent messages means ( ) . --> **A. the messages are sent to right receivers**

22. In the famous British Army Commander story, which step probably did NOT go wrong in the communication chain? -->**A. Conceiving.**

23. What is Chinese whispers? -->**B. A game to pass message around in a whisper.**

24. Allocative failure does NOT happen when ( ) . -->**A. the right information goes to the right place**

25. According to the passage, which of the following cases does NOT belong to human failure? -->**C. Increasing customer complaints.**

23、 **THREE STEPS TO A GOOD MARKETING BUDGET**

Without good budget management, you are likely to overspend on marketing accidentally. Here are three steps that help to make a good marketing budget.

1. What should the budget plan be based on? -->**B. The company's reliable income.**

2. What does "disposable income" mean in Passage 3? -->**C. Net income.**

3. You have to be clear of ( ) when organizing financial information. -->**A. the income and expenses**

4. The three main factors that decide how you spend marketing funds are ( ) . -->**B. the budget amount, your past experiences and where you can reach the right audience**

5. Keeping the budget in mind when making marketing decisions will avoid ( ) . -->**C. using more than you earn**

阅读理解 (判断) (23)--: (微信搜: Wj585858-)

1、 **Beijing's Roads for the Future**

2、 **COMMUNITY SERVICE**

3、 **Create a Positive Workplace Culture**

4、 **Habits of Highly Effective Communicators**

5、 **In competitive markets, leaders are unde...**

6、 **It's no secret that good leaders are als...**

7、 **Jack Welch Leading Organizational Change...**

8、 **MANAGING ONESELF**

9、 **Nokia executives attempted to explain its...**

10、 **NOTABLE QUALITY MANAGEMENT FAILURES**

11、 **Performance Management and Performance A...**

12、 **ROAD CLOSURE PROCEDURES IN SYDNEY**

13、 **SAVE MONEY BY UNDERSTANDING WHY YOU SPEN...**

14、 **SAVE MONEY BY UNDERSTANDING WHY YOU SPEN...**

15、 **The International Food Safety Authorities...**

16、 **THE RIGHT WAY TO MOTIVATE EMPLOYEES**

17、 **The road system in Beijing's central bus...**

18、 **Tips for Team Building**

19、 **Vision and Execution: Two Sides of a Suc...**

20、 **When Jack Welch, the Chairman and CEO at...**

21、 **When you think of team building, do you ...**

22、 **Who Killed Nokia?**

23、 **"WAR FOR TALENT" GOES ON IN JOB MARKET...**

1、 **Beijing's Roads for the Future**

The road system in Beijing's central business district (CBD) is being re-designed to make public transportation easy and improve efficiency.

1. The road system in Beijing's central business district (CBD) is being designed again.-->**T**

2. Commuters can only take public buses from residence areas to subway stations. -->**F**

3. The re-designed road will be 15.5 kilometers long. -->**F**

4. The underground traffic system has four new subway lines beneath the CBD. -->**T**

5. Both levels of the underground connection system are planned for parking. -->**F**

2、 **COMMUNITY SERVICE**

Community service is a service or activity which is performed by someone or a group of people for the benefit of the public or public organizations.

<p>1. The organizer is the beneficiary of community service. --&gt;F</p> <p>2. Some people who take part in community services are not volunteers. --&gt;T</p> <p>3. Most of the youth who volunteer in community service are motivated by personal purposes. --&gt;F</p> <p>4. In some high schools, students must complete certain hours of community service to receive a diploma. --&gt;T</p> <p>5. Every university considers community service is the most important experience for students among other practices, like internship. --&gt;F</p> <p><b>3、 Create a Positive Workplace Culture</b> In competitive markets, leaders are under increased pressure to maintain a positive work culture.</p> <p>1. A positive work culture will give workers more satisfaction. --&gt;T</p> <p>2. Positive cultures have a lot to do with leadership vision and values. --&gt;T</p> <p>3. The direction and actions for the business must differ from the core values of the employees in order for a workplace culture to be positive. --&gt;F</p> <p>4. In competitive markets, leaders are under more and more pressure to keep a positive work culture. --&gt;T</p> <p>5. Positive work culture can be built in a short period of time. --&gt;F</p> <p><b>4、 Habits of Highly Effective Communicators</b> It's no secret that good leaders are also good communicators. Indeed, communication and leadership are inextricably tied.</p> <p>1. Communication and leadership don't always go hand in hand. --&gt;F</p> <p>2. The say-do gap happens when people misunderstand their leader's intention. --&gt;F</p> <p>3. Using technical jargon makes a leader convincing. --&gt;F</p> <p>4. Communicating sincerely is always the best. --&gt;T</p> <p>5. Observation is as important as communication when you want to know what people really think. --&gt;T</p> <p><b>5、 In competitive markets, leaders are under increased pressure to maintain</b></p> <p>26. A positive work culture will give workers more satisfaction. --&gt;T</p> <p>27. Positive cultures have a lot to do with leadership vision and values. --&gt;T</p> <p>28. The direction and actions for the business must differ from the core values of the employees in order for a workplace culture to be positive. --&gt;F</p> <p>29. In competitive markets, leaders are under more and more pressure to keep a positive work culture. --&gt;T</p> <p>30. Positive work culture can be built in a short period of time. --&gt;F</p> <p><b>6、 It's no secret that good leaders are also good communicators.</b></p> <p>26. Communication and leadership don't always go hand in hand. --&gt;F</p> <p>27. The say—do gap happens when people misunderstand their leader's intention. --&gt;F</p> <p>28. Using technical jargon makes a leader convincing. --&gt;F</p> <p>29. Communicating sincerely is always the best. --&gt;T</p> <p>30. Observation is as important as communication when you want to</p>	<p>know what people really think. --&gt;T</p> <p><b>7、 Jack Welch Leading Organizational Change at GE</b> When Jack Welch, the Chairman and CEO at General Electric (GE) retired in 2001, he could look back at a very successful career. He became CEO in 1981 at the age of 45.</p> <p>1. Jack Welch retired at the age of 65. --&gt;T</p> <p>2. Jack Welch insisted that each of the businesses should be at least number 3 in their respective area. --&gt;F</p> <p>3. If the business could not meet Welch's change requirements, its manager had 3 choices. --&gt;T</p> <p>4. The restructuring went before changing the organizational culture and the managerial styles of GE's managers. --&gt;T</p> <p>5. The Work Out lasted a week. --&gt;F</p> <p><b>8、 MANAGING ONESELF</b> We live in an age full of opportunities: If you are smart enough, and have got ambition and keep pushing forward,</p> <p>1. Companies today are responsible for employee's career. --&gt;F</p> <p>2. It is the CEO who decides your place. --&gt;F</p> <p>3. You need to understand your company well so that you can do things well. --&gt;F</p> <p>4. Understanding yourself means knowing well about your strengths, weaknesses, your values, how you learn, how you do with others and so on. --&gt;T</p> <p>5. Ordinary people cannot manage themselves well. --&gt;F</p> <p><b>9、 Nokia executives attempted to explain its fall from the top of the smartphone pyramid</b></p> <p>1. Nokia lost the smartphone battle because its technology is not as good as that of Apple. --&gt;F</p> <p>2. Nokia's middle managers were frank to tell the truth, but the top ones didn't listen to them. --&gt;F</p> <p>3. Nokia's top managers were too moody to hear anything good but harsh. --&gt;T</p> <p>4. Middle managers in Nokia delivered results more than they promised earlier. --&gt;F</p> <p>5. Nokia's top managers should have had better conversation techniques to encourage internal coordination and truth. --&gt;T</p> <p><b>10、 NOTABLE QUALITY MANAGEMENT FAILURES</b> A Quality Management System (QMS) should clearly understand customer requirements, and to provide good design, qualified production in an effective and efficient way.?</p> <p>1. provide well designed products. --&gt;T</p> <p>2. place company's interest at the first place. --&gt;F</p> <p>3. understand customer needs. --&gt;T</p> <p>4. satisfy all employees' requirements. --&gt;F</p> <p>5. produce qualified products. --&gt;T</p> <p><b>11、 Performance Management and Performance Appraisal</b></p>	<p>Performance management aims to acknowledge employee achievements, support their personal and professional development, and motivate and empower them to perform their work effectively.</p> <p>1. Performance management is a very important part of any quality human resource system. --&gt;T</p> <p>2. The aim of performance management is to punish the unqualified employees. --&gt;F</p> <p>3. An enterprise can be better placed to meet competitive challenges by providing the education, training and feedback required by employees, for example. --&gt;T</p> <p>4. Every enterprise can expect high performance from each employee. --&gt;F</p> <p>5. "Performance management" is also called "performance appraisal". --&gt;F</p> <p><b>12、 ROAD CLOSURE PROCEDURES IN SYDNEY</b> To minimize traffic jams in the city center and on major roads out of Sydney, the City's highway department will not agree to road closures scheduled for weekdays or Saturdays.</p> <p>1. Closures scheduled for Sundays on minor roads outside the city center may be considered. --&gt;F</p> <p>2. You need to get approval if you plan to block the road or footpath. --&gt;T</p> <p>3. Roads can only be closed partially. --&gt;F</p> <p>4. If you choose an existing route for a parade, the amount of planning will be reduced. --&gt;T</p> <p>5. Road closure applications can be sent to the Department's Traffic Calming Committee one week before the scheduled date. --&gt;F</p> <p><b>13、 SAVE MONEY BY UNDERSTANDING WHY YOU SPEND IT</b> To save money, you simply need to spend less than you earn. It is easy to say, but why is it so difficult to do?</p> <p>1. You have to pay for the credit card loans by the end of each month. --&gt;T</p> <p>2. Using a credit card to pay is spending free money. --&gt;F</p> <p>3. It's easy to get a credit card but hard to make ends meet. --&gt;T</p> <p>4. If you suffer from a deficit this month, you simply have to pay it off by the original amount in the future. --&gt;F</p> <p>5. "Spending to feel good" means keeping your spending within the budget. --&gt;T</p> <p><b>14、 SAVE MONEY BY UNDERSTANDING WHY YOU SPEND IT</b> To save money, you simply need to spend less than you earn. It is easy to say, but why is it so difficult to do?</p> <p>1. For most people, easy access to credit is the biggest reason for overspending. --&gt;T</p> <p>2. You have to pay for the credit card loans by the end of each month. --&gt;T</p> <p>3. Using a credit card to pay is spending free money. --&gt;F</p> <p>4. Getting credit cards from various banks and using the overdraft to</p>
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the limit can help you "spend to feel good". -->F

5. Always pay attention to your budget while spending. -->T

### 15、 The International Food Safety Authorities Network (INFOSAN)

With the rapid globalization of food production and trade, international issues related to food safety are likely to increase.

1. It is probable that there will be more and more safety related issues worldwide. -->T

2. Food safety authorities in each country believe that food safety problems should be solved within their country. -->F

3. The major duty of the INFOSAN Emergency Contact Point in each FAO member state is to manage communication between national food safety authorities. -->T

4. Public health organizations can get findings of investigations and strategies for food safety improvement from INFOSAN. -->T

5. INFOSAN monitors possible international events concerning food safety independently. -->F

### 16、 THE RIGHT WAY TO MOTIVATE EMPLOYEES

1. A CEO only needs to be passionate and enthusiastic. -->F

2. It is not professional that PayPal CEO blames his employees not to use PayPal or forget PayPal passwords. --> T

3. "A one-sided note" refers to the root of PayPal's problem. -->F

4. When faced with internal problems, good executives find the root of a problem in their executive team first. --> T

5. Good executives need to give feedback immediately when they are listening to the staff. -->F

### 17、 The road system in Beijing's central business

The road system in Beijing's central business district (CBD) is being re-designed to make public transportation easy and improve efficiency.

1. The road system in Beijing's central business district (CBD) is being designed again. -->T

2. Commuters can only take public buses from residence areas to subway stations. -->F

3. The re-designed road will be 15.5 kilometers long. -->F

4. The underground traffic system has four new subway lines beneath the CBD. -->T

5. Both levels of the underground connection system are planned for parking. -->F

### 18、 Tips for Team Building

When you think of team building, do you immediately picture your group off at a resort playing games or hanging from ropes?

1. Team building event is traditionally related to playing games at resort. -->T

2. The author claims that playing games together is as important as form teams to solve real work issues and to improve real work processes for team building. -->F

3. "Retreat" in the first paragraph means withdrawal of troops after a defeat. -->F

4. Ice breaking motivates team members compete with each other. -->F

5. A good teamwork culture enables individuals make more efforts together. -->T

### 19、 Vision and Execution: Two Sides of a Successful Strategy

A strategic plan is not the end goal of the strategic planning process – it is the framework for successfully implementing a strategy. Until a strategic plan is put into effect, it has no real value.

1. The final goal of the strategic planning process is a strategic plan. -->F

2. A strategic plan is valuable if it is executed. -->T

3. There are four keys to successful implementation. -->F

4. A good strategy is likely to fall apart if without the input and feedback of the people responsible for executing on the strategy. -->T

5. Leadership's idea determines all. -->F

### 20、 When Jack Welch, the Chairman and CEO at General Electric (GE) retired in 2001,

26. Jack Welch retired at the age of 65. -->T

27. Jack Welch insisted that each of the businesses should be at least number 3 in their respective area. -->F

28. If the business could not meet Welch's change requirements, its manager had 3 choices. -->T

29. The reconstructing went before changing the organizational culture and the managerial styles of GE's managers. -->T

30. The Work Out lasted a week. -->F

21、 When you think of team building, do you immediately picture your group off

(1) Team building event is traditionally related to playing games at resort. -->T

(2) The author claims that playing games together is as important as form teams to solve real work issues and to improve real work processes for team building. -->F

(3) "Retreat" in the first paragraph means withdrawal of troops after a defeat. -->F

(4) Ice breaking motivates team members compete with each other. -->F

(5) A good teamwork culture enables individuals make more efforts together. -->T

### 22、 Who Killed Nokia?

Nokia executives attempted to explain its fall from the top of the smartphone pyramid with three factors: 1) that Nokia was technically inferior to Apple,

1. Nokia lost the smartphone battle because its technology is not as good as that of Apple. -->F

2. Nokia's middle managers were frank to tell the truth, but the top ones didn't listen to them. -->F

3. Nokia's top managers were too moody to hear anything good but harsh. -->T

4. Middle managers in Nokia delivered results more than they promised earlier. -->F

5. Nokia's top managers should have had better conversation techniques to encourage internal coordination and truth. -->T

### 23、 "WAR FOR TALENT" GOES ON IN JOB MARKET

The "war for talent" reads like headlines from many years ago, but it has never gone away, says Eleanor Nickerson,

1. According to research by Top Employers, many corporations have enough talents for their development. -->F

2. The data shows the key to attracting talents is to offer high salary. -->F

3. The biggest challenge for employers to is keeping staff in the long run. -->T

4. Not all employees believe that they can get a better offer. -->T

5. The wages have been rising consistently since 20XX. -->F

翻译题(30)--: (微信搜:

Wj585858-)

1、 A credit card is an interest free short-term loan. -->信用卡是短期的无息贷款。信用卡倾向于短期贷款。信用卡贷款不用还款。

2、 A question that often troubles food companies is how to control problems like rats and insects without harming the food. -->经常困扰食品公司的一个问题是, 如何控制老鼠和昆虫, 同时又不会对食物造成破坏。

3、 Assessing the data is a vital part of creating an effective marketing strategy. -->数据评估是制定有效市场营销策略的重要一环。

4、 But at the moment the industrial standards are too low to stop these problems from occurring. -->但目前行业标准太低, 无法阻止这些问题的发生。

5、 Car owners may probably be against it at first, but people who use public transportation will be in favor of it. -->车主一开始可能会反对, 但使用公共交通工具的人会支持的。

6、 Community service is a way for a person to give back to a community in which they live. -->社区服务是一个人回报他们所居住社区的一种方式。

7、 Doorways offer no greater protection than any other areA. -->出入口的保护作用不比其他区域强大。

8、 How will the evaluation of these investments be carried out? -->如何对这些投资进行评估呢?

9、 If you are smart enough, and have got ambition and keep pushing forward, you can rise to the top of your chosen profession. -->如果你既聪明过人, 又有上进心, 并且勇往直前, 那么你就可以在自己所选的职业领域中出类拔萃。

10、 Involvement, participation, and teamwork are seen as absolute 'must haves' if a quality workplace is to be created. -->如果要创造高质量的工作环境, 员工介入、员工参与以及团队合作被视为绝对的“必要条件”。

11、 It was the late 1970s that American manufacturing factories realized that quality control was a significant issue. -->

12、 It was the late 1970s that American manufacturing factories realized that quality control was a significant issue. -->1970年代晚期美国的制造业工厂才意识到质量控制是一个重大问题。

13、It's up to you to strive for your place, to keep yourself engaged and productive during a working life that may last around 50 years.-->在大约 50 年的职业生涯中, 能否积极上进, 勤奋工作, 取得成就是取决于你自己的。

14、Let's go to Citibank instead of the other guy down the street because they are good corporate citizens.-->去花旗银行吧, 而不是街上的其他银行, 因为他们是优秀的公民企业。

15、Not only does the offending company suffer losses, but the whole milk market suffers a sharp drop in sales.-->不仅违规公司遭受损失, 而且整个奶制品市场的销售额也大幅下降。

16、People of all age groups, with a maximum number of youth are involved in the process of community service.-->所有年龄段的人都投身到了社区服务的事业中, 其中年轻人最多。

17、Practising more is the key to leaning a language.-->学习语言的关键是要多练习。

18、Quality control is a series of activities that ensure and improve the quality of products and service.-->质量控制是一系列确保和提高产品质量及服务的行为。

19、Some are still nervous about losing their jobs despite the low wages.-->尽管工资不高, 但还是有很多人担心失去这份工作。

20、The area of grass should be kept short to deny pests a place to live.-->长草的区域应该小一些, 不给害虫生存的空间。

21、The cost of the new project will go over budget.-->新项目的支出将超过预算。新项目的支出将在预算以内。新项目的支出将重新核算。

22、The first underground floor is set aside mainly for pedestrians and commercial facilities, while the second underground floor is planned for parking.-->地下一层主要用于人行通道和商业设施, 而地下二层计划用作停车场。

23、The goal of statistical quality control was to gather data that would allow for the constant improvement of manufacturing processes.-->统计质量控制的目标在于收集数据以便不断地改进制造工艺。

24、The teacher pointed out the grammar mistakes in the writing.-->老师指出了作文里的语法错误。

25、They are so unusual both in their talents and their accomplishments as to be considered rare exceptions.-->正因为他们既才智过人, 又成就非凡, 所以他们这样的例子少之又少。

26、Though they have a lot of applicants, they can't find the people they want.-->虽然有很多应聘者, 但是他们却找不到合适的人。

27、We should discourage people from using their cars in the city centers.-->我们应该劝阻人们不要在城市中心开车。

28、We will have to place ourselves where we can make the greatest contribution.-->我们应该把自己放到能做出最大贡献的位置。

29、Without community service people would not know the meaning of charity and giving back.-->没有社区服务, 人们就不会知道做慈善和回馈的意义。

30、You must apply for approval to do roadwork and other road-related activities.-->必须在申请获批后, 才能进行道路施工及与道路有关的活动。

阅读填空题(13)--: (微信搜: Wj585858-)

- 1、COMMUNITY SERVICE
- 2、Fruit is good for people.
- 3、Have you heard about Grandparents Week?
- 4、It's very interesting to study names of ...
- 5、Joachim's vision?is based on?
- 6、Many people who work in London prefer to...
- 7、On May 27, 1995, our life was suddenly c...
- 8、This evening I met a friend at a local b...
- 9、This evening I met a friend at a local b...
- 10、Total Quality Management (TQM)
- 11、What is museum? A museum is a good place...
- 12、What We Have Here: A Failure to Communic...
- 13、When it comes to selecting candidates th...

#### 1、COMMUNITY SERVICE

Community service is a service or activity which is performed by someone or a group of people for the benefit of the public or public organizations. While volunteers may provide community service, not everyone taking part in a community service program is a volunteer, because not everyone is doing it through their own choice. Sometimes people are asked to do it by: ? their government, as part of a citizenship requirement instead of military service; ? the courts and other criminal justice punishments; ? their school, to meet the requirements of a class, or to meet the requirements of graduation, or, in the case of parents, required to provide a certain number of hours of service in order for their child to be enrolled in a school or sports team. There are also people providing community service, but they receive some form of payment in return for their work. YOUTH COMMUNITY SERVICE Community service performed by young people, also known as youth service, is intended to strengthen young peoples' senses of civic engagement and community, and to help them achieve their educational, developmental and social goals. HIGH SCHOOL GRADUATION Many educational institutions in the United States require students to perform community service hours to graduate from high school. In some high schools in Washington State, for example, students must complete 60 hours of community service to receive a diploma. CONDITIONS OF PARTICIPATION Contribution of service is a condition of enrollment in some programs. Most commonly, parents may be required to serve for their child to be enrolled in a school or sports team. COLLEGE Though technically not a requirement, many colleges make community service an unofficial requirement for acceptance. However, some colleges prefer work experience over community service, and some require that their students also participate in community service in order to graduate.

操作提示: 通过题目中的下拉选项框选择恰当的词语补全句子。

I **volunteer in** our community because a great impact can be made on others' lives through simple actions.

2. **community service** programs or activities are seen as opportunities for experiential learning.

3. Sometimes the government asks its people to serve their communities to meet the **citizenship requirement**.

4. Community service can be defined as a service that is performed for **the benefit of** the public.

5. Community service is a commitment. A person must want to do it with good intentions and not because they **are asked to** do so.

2、Fruit is good for people.

Fruit is good for people. Many people eat some **fruit** every day. Mr. Black and Mrs. Black like fruit very much and every Monday Mrs. Black goes to buy some fruit in the shop near her house. The man in the shop knows her well and helps a lot. She can buy all **kinds** of fruit there, like apples, pears, oranges and bananas. In different time of the year the **price** of each kind of fruit is not the **same**, sometimes high, something low. Mrs. Black likes to buy cheap fruit. But Mr. Black likes bananas only. She buys bananas for him every week. She only buys cheap **fruit** for herself.

#### 3、Have you heard about Grandparents Week?

Have you heard about Grandparents Week? This important community event began **as** a one day celebration in 20XX to commemorate National Grandparents Day. In 20xx, the ACT Government expanded the program to a whole week to fully **capture** the true worth of grandparents in all their various forms.

Grandparents Week is an annual event to honor and recognize the valuable contribution grandparents make, and the valuable role they play, in their families and the wider ACT community. This year's festival includes an exciting range of events, programs and activities for young and old **plus** those in between! Sing some old time tunes or shake a move on the dance floor. Join a fun game of bowls or table tennis. ?? Play your hand at cards. Attend a Senior Club Open Day. ?? Partake in delicious morning teas. ?? **Whatever** your vintage there's something for everyone during Grandparents Week!

Does your community group have a great event or activity **in mind** for seniors? Would you like to include it as part of the Grandparents Week 20XX program?

#### 4、It's very interesting to study names of different countries.

It's very interesting to study names of different countries. Chinese names are different from foreign names. Once an English lady came to **visit** me. When I was introduced to her she said, "Glad to meet you, Miss Ping." Then she gave me her name card with three words on it: "Betty J. Black". So I said, "Thank you, Miss Betty." We looked at each other and laughed heartily. Later I found that the English people **put** their family names last and the given names first, while their middles are not used very much. I explained to her that the Chinese family name **came** first, the given name last, so she **would** never call me Miss Ping. She asked if we Chinese had a middle name. I told her we didn't. But people may often find three words on a Chinese name card. In this case the family name still comes first, the other words after it **is** a two-word given name. It is

quite usual in China. My sister is Li Xiaofang. She has two words in her given name instead of just one like mine.

#### 5、Joachim's vision is based on?

Joachim's vision is based on an idea called pleaching (编织), where tree branches are grown so that they naturally weave together. Since the growth patterns of trees are affected by wind and sunlight, it may be possible to control the way a tree develops.

These Fabricated Tree House Habitats would use trees grown into shapes as housing. One of the advantages of these designs is that trees would not have to be cut down for lumber.

"A 100 percent treehouse would take years to create," Joachim said. Depending on the climate, a house could take anywhere from 5 to 30 years to grow. Fortunately, there's a way to speed up the process. Joachim suggests including ecological materials such as sod (草皮), grasses and living branches in the housing designs. "This material would be able to move as the house grows," Joachim said.

A home would become an actual ecosystem, a community of plants, animals, and bacteria working together. The trees would also give off water vapor that would assist in cooling the homes. Solar panels and wind would help provide energy. The tree homes might even have soil pockets, where plants could grow from the structure itself. Work has already begun on Joachim's first design—a house made from 50 percent recycled and 50 percent living things. Joachim is confident about the importance of his work, as he uses natural products without destroying nature.

"The environment and its study are very important. We need to respect nature, don't take it for granted," he said.

#### 6、Many people who work in London prefer to live outside it,

and to go to their offices, factories or schools every day by train or by bus, even though this means they have to get up earlier in the morning and arrive home later in the evening.

One benefit of living outside London is that houses are cheaper. Even a small flat in London without a garden costs quite a lot to rent. With the same money, one can get a little house in the country with a garden of his own.

Then, in the country one can be free from the noise and hurry of the town. Although one has to get up earlier and spend more time in trains or buses, one can sleep better at night, and, during weekends and on summer evenings, one can enjoy the fresh clean air of the country. If one likes gardening, one can spend one's spare time digging, planting, watering and doing a lot of other jobs which are needed in the garden. Then, when the flowers and vegetables come up, one has the reward of a person who has shared the secrets of nature.

#### 7、On May 27, 1995, our life was suddenly changed.

On May 27, 1995, our life was suddenly changed. It happened a few minutes past three, when my husband, Chris, fell from his horse as it jumped over a fence. Chris was paralyzed (瘫痪) from the chest down, unable to breathe normally. As he was thrown from his horse, we entered into a life of disability with lots of unexpected challenges. We went from the "haves" to the "have-nots". Or so we thought.

Yet what we discovered later were all the gifts that came out of sharing difficulties. We came to learn that something wonderful could happen in a disaster. All over the world people cared for Chris so much that letters and postcards poured in every day. By the end of the third week in a medical center in Virginia, about 35,000 pieces of mail had been received and sorted. As a family, we opened letter after letter. They gave us comfort and became a source of strength for us. We use them to encourage ourselves. I would go to the pile of letters marked with "funny" if we need a laugh, or to the "disabled" box to find advice from people in wheelchairs or even in bed living happily and successfully. These letters, we realized, had to be shared. And so here we offer one of them to you.

#### 8、This evening I met a friend at a local bar.

This evening I met a friend at a local bar. She brought her laptop along so she could show me some of her latest digital art designs. As we looked through her artwork, the laptop suddenly started making an unhealthy noise, then the screen twinkled on and off and then cut off completely. And as we both stared at one another surprisingly, the terrible smell of fried computer circuits appeared.

I grabbed the laptop off the bar to inspect it and the problem instantly arose itself. The bottom of the laptop was completely wet and empty, spilt water glass rested against the side of her purse just behind where the laptop was sitting. While we were chatting and shifting the laptop's 17 inch screen back and forth, we somehow spilt a glass of water that the waiter had inadvertently (无意地) placed behind the screen, which was out of our view.

When life throws id some troubles like this, it typically doesn't make any sense to us, and our natural emotional reaction might get xtremely upset at the top of our lungs. But how does this help our dilemma? Obviously, it doesn't.

The smartest and hardest thing we can do in these kinds of situations is to be more tempered in our reaction. You'd be much wiser and more disciplined than scream extremely. You should remember that emotional rage only makes matters worse. And please remember that once it happens, that will give us an opportunity to grow stronger.

Every difficult moment in our lives is accompanied by an opportunity for personal growth and creativity. But in order to attain this growth and creativity.

We must first learn to control our emotions. We must recognize that difficulties pass like everything in our life.

#### 9、This evening I met a friend at a local bar. She brought her laptop

答案：1.along 2.completely 3.back and forth 4.upset 5.creativity

#### 10、Total Quality Management (TQM)

Total Quality Management (TQM) is a comprehensive and structured approach to organizational management that seeks to improve the quality of products and services through ongoing refinements in response to continuous feedback. TQM requirements may be defined separately for a particular organization or may be in adherence to established standards, such as the International

Organization for Standardization's ISO 9000 series. TQM can be applied to any type of organization; it originated in the manufacturing sector and has since been adapted for use in almost every type of organization imaginable, including schools, highway maintenance, hotel management, and churches. As a current focus of e-business, TQM is based on quality management from the customer's point of view.

#### 11、What is museum? A museum is a good place to keep old and beautiful things.

答案：1.about 2.a 3.towns 4.children's 5.hear

#### 12、What We Have Here: A Failure to Communicate

It is the weirdest thing. There are more ways than ever to communicate with people, yet it sometimes seems like it is more difficult to connect—and stay connected with anyone.

Should you shoot off an email? Tap out a text? Post a private message on Facebook? Write on their Facebook wall? Skype, poke, ping or conjure them up on a digital tin can phone?

And once you reach someone, you wonder: Is he paying attention? How do you know? Even with the techno-ease

of countless communication devices, conversations can still be troublesome. Questions are asked and answered out of order. Instructions and directions go half-read. Meetings are botched. Feelings are hurt.

#### 13、When it comes to selecting candidates through interview,

When it comes to selecting candidates through interview, more often than not the decision is made with the first five minutes of a meeting. Yet employers like to convince themselves that they are being exceptionally thorough in their selection processes. In today's marketplace, the quality of staff is fundamental to the company's success and, as a result, recruiters use all means at their disposal to secure the best in the field.

One method in particular that has risen in popularity is testing, either psychometric testing (心理测试), which attempts to define psychological characteristics, or aptitude testing. The idea is that those testing provide an organization with an extra way of establishing a candidate's suitability for a role. The employment of psychometric or ability testing as one component of the recruitment process may have some merits, but in reality there is simply no real measure. The answer to this problem is experience in interview techniques and a strong definition of the elements of each position to be filled. The instinctive decision that many employers make, based on a CV and the first five minutes of a meeting, are perhaps no less valid than any other tool employed in the business of recruitment.

听力理解(13)---: (微信搜:

Wj585858-)

- 1、Helen is worried about food safety.
- 2、How many people were fined for breakin...
- 3、Human resources supported the proposal...
- 4、Michael is still drinking Koukou Old Y...
- 5、Mike is met by an engineer at the cons...
- 6、The two speakers are ( ).

- 7、 **1. Two different corporate cultures are d...**
- 8、 **1. Wendy punched in this morning.**
- 9、 **1. What are health care programs mainly a...**
- 10、 **1. What is the possible relationship betw...**
- 11、 **1. What is the product they are talking a...**
- 12、 **1. What kind of role is Melinda taking on...**
- 13、 **COLUMN A COLUMN B**
- 1、 **1. Helen is worried about food safety.**  
1. Helen is worried about food safety. -->T  
2. So far, the contaminated baby milk hasn't caused any deaths yet. -->F  
3. Food incidents occur not as often nowadays as before. -->F  
4. Food safety is an old problem. -->T  
5. Public confidence in the milk industry will be back soon. -->F
- 2、 **1. How many people were fined for breaking traffic rules?**  
1. How many people were fined for breaking traffic rules? -->C. **Three.**  
2. Who got the biggest fine? --> **B. Mike's friend.**  
3. Helen was fined for ( ). --> **A. speeding.**  
4. How long did Mike's friend have his driving license suspended? --> **B. Three months.**  
5. Crackdown means ( ). -- **C. restricting undesirable actions**
- 3、 **1. Human resources supported the proposal of giving**  
1. Human resources supported the proposal of giving the business intelligence a pay incentive every three months at the beginning. -->F  
2. Brad from human resources supports Scott's idea. -->T  
3. Carlotta is the manager of HRD. -->F  
4. Men and women in the business intelligence team who have been selected to get the prize will receive the same rewarding things. -->F  
5. The prize-winner cannot choose the prize that costs more than \$500.  
7. The prize-winner can only have material awards and no day off. -->T
- 4、 **1. Michael is still drinking Koukou Old Yogurt these days.**  
1. Michael is still drinking Koukou Old Yogurt these days. -->F  
2. Industrial gelatin has reportedly been added into Koukou Old Yogurt. -->T  
3. There are heavy metals in the yogurt under discussion. -->T  
4. Food safety issues seem to be somewhat outstanding nowadays. -->T  
5. At present people eat very little processed food. -->F
- 5、 **1. Mike is met by an engineer at the construction site.**  
1. Mike is met by an engineer at the construction site. -->F  
2. The construction site doesn't look very busy. -->F  
3. Mike doesn't inspect the whole construction site. -->T  
4. It is not the first time the construction site being inspected. -->T  
5. Fraser knows clearly how the quality is controlled at the construction site. -->T
- 6、 **1. The two speakers are ( ).**  
1. The two speakers are ( ). --> **B. colleagues**  
2. There are divisions in the company ( ). --> **A. 3**  
3. Customer Service is a part of division ( ). --> **B. Sales and**

**Marketing**

4. The Sales and Marketing includes departments ( ). --> **C. 4**
5. The director of the Sales and Marketing is now ( ). --> **C. on a business trip**
- 7、 **1. Two different corporate cultures are discussed in the dialog.**  
1. Two different corporate cultures are discussed in the dialog. -->T  
2. Melinda's company also has a creative culture. -->F  
3. According to Jack, the important thing is to hire the right employees in the first place. -->T  
4. In a creative culture teamwork is not encouraged. -->F  
5. A creative culture is better than a collaborative culture. -->F
- 8、 **1. Wendy punched in this morning.**  
1. Wendy punched in this morning. -->F  
2. They need to punch out after work. -->T  
3. They need to work overtime. -->T  
4. They can wear casual clothes when going out on a sales call. -->F  
5. They can use office phones for personal matters. -->F
- 9、 **1. What are health care programs mainly about?**  
1. What are health care programs mainly about? **All aspects of promoting good health.**  
2. What is the first part of community service health? **Communication.**  
3. How can people help themselves avoid illness? **Through diet, healthy living, cutting out smoking and so on.**  
4. What areas are of growing concern? **Alcoholism, depression and anxiety.**  
5. Who typically provides bedside care? **The family.**
- 10、 **1. What is the possible relationship between the two speakers?**  
1. What is the possible relationship between the two speakers? --> **B. Colleagues.**  
2. What is the opinion of the female speaker about high salaries? --> **C. She thinks high salaries stop people from moving on.**  
3. Who controls overtime work? --> **B. The workers.**  
4. FAIR in fair wages means ( ). --> **A. general**  
5. The topic of the dialog is about ( ). --> **C. how to motivate the employees**
- 11、 **1. What is the product they are talking about?**  
1. What is the product they are talking about? --> **B. Shirts.**  
2. What is the problem with the product? --> **A. Quality.**  
3. Who first finds out the problem? --> **B. The customer.**  
4. Who first receives the customer's complaints? --> **C. The store.**  
5. What is the source of the problem? --> **C. The supplier.**
- 12、 **1. What kind of role is Melinda taking on for her job?**  
1. What kind of role is Melinda taking on for her job? --> **C. Project coordinator.**  
2. How long will Melinda be trained for her new role? --> **B. Half a month.**  
3. How often should Melinda report to the board on the progress of the project? --> **A. Once a month.**  
4. What kind of contract can Melinda sign with outside contractors? --> **B. Standard temporary-worker contract.**

5. Which one does NOT belong to Melinda's responsibilities? --> **A. Formulate the industry standard of payment.**

**13、 COLUMN A COLUMN B**

1. Customers **Making complaints to the store**
2. The store **Offering customers an exchange or a full refund**
3. The purchasing department **Talking to the supplier**
4. The manager **Trying to understand and solve the problem**
5. Frank **Reporting the quality problem to the manager**
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