

《高级商务英语听说》试卷 A 评分标准及参与答案

Test Paper A Tape scripts and answer keys:

1. Listen to the following passage carefully and complete it by filling in the missing words.

Mary Kay Inc. was incorporated in Texas in 1963 by Mary Kay Ash. Mary Kay is the best selling brand of facial skin care and color cosmetics in the United States. The Mary Kay product line includes more than 200 products in 9 categories: facial skin care, color cosmetics, nail care, hair care, body care, sun protection, fragrances, men's skin care and nutritional supplements. The focus is on skin care which accounts for over 45% of sales. More than 20 million US customers purchase, approximately 150 million Mary Kay products each year. Products are manufactured in Mary Kay's only factory in Texas and shipped from there to over 20 countries in the rest of the world.

1. Answer keys: (10 points 1 point each)

Incorporated, cosmetics, product line, 200, protection, supplements, 20 million, 150 million, 20 countries

2. Listen to the following passage carefully and write "T"(true) or "F"(False) for each of the statements below.

Until very recently, Mary Kay's international sales were fairly limited. In 1992, international sales represented only 11% of a total of approximately \$1 billion sales. In contrast, Avon, Mary Kay's key competitor in the direct sales cosmetics industry, derived 55% of its \$3.6 billion sales from international markets.

In 1992, Mary Kay initiated a global expansion strategy. Regional sales headquarters were established in Europe, the America and in the fast-growing Asia-Pacific. In 1992, Mary Kay had wholly owned subsidiaries operating in Taiwan, Australia and New Zealand, a joint venture operating in Thailand, and distributors operating in Singapore, Malaysia and Brunei, as part of its East Asian expansion strategy, Mary Kay decided to establish operations in Japan as well as in China.

Shanghai had been selected among other Chinese cities because of Shanghai consumers' positive image and knowledge of cosmetics, their higher spending patterns and because of the efficiency of its work force. Shanghai is China's largest commercial city with a population of 14.4 million (and 7.9 million urban residents). It has a huge transient population estimated at 2 million. Average family size in Shanghai was 3 and the number of working people 1.5. The outcome of Mary Kay's expansion plans for the next 5 years could include the

broader Yangtze River Delta with a dozen of medium-sized cities and some cities with a population of above 1 million as well as the Beijing area.

2. Answer Keys: (10 points 1.5 points each)

1) F 2) F 3) T 4) F 5) T 6) T 7) F 8) T 9) F
10) F

3. Listen to the following report and choose the right answer to complete each of the following statements.

There are not many exceptions to the marketing rule, that ideas that are good are not new, and those that are new are not good. But last week I discovered one in a Seattle company called Amazon.com, which sells books over the Internet. Before revealing this good new marketing idea, it might be worth explaining something about its inventor, since Amazon.com is one of the few useful shopping services on the World Wide Web.

The company runs a website, accessible from any PC with a browser, that contains a catalogue of two thirds of the 1.5 million English books in print. Shipping prices start at 43 cents plus 95 cents per book with higher charges for international and overnight service. But the company discounts 300,000 titles so most US customers will find that delivery is effectively free. These elements, together with a stock list 6 times larger than any physical book-seller in the world, make Amazon the quickest and most convenient way to buy books I have ever encountered.

Amazon has 106 employees. Its founder Jeff Bezos is a former investment banker who worked at DE Shaw. Bezos moved to Seattle to start Amazon because that is a good place to find the super talented computer programmers essential to the operation.

Bezos says his company is now in an explosive growth age, doubling in size every 2.4 months. But it cannot continue like this for long. If it did, Amazon's sales would exceed US GDP in two years. But Bezos has his unique way to making the company grow. The first step has been to add publisher's description of the contents of a book, delivered electronically by publishers to its 1740 of the listings. The company invites customers to write reviews and it links book listings to interviews with authors written by filling out a form on a Web page so that readers can ask their favorite authors questions over the web. The company is doing more radical things. It has free notification service called Eyes which allows customers to choose a topic or an author and receive notification at e-mail when a new title comes out.

Amazon offers a regular list of category favorites chosen by Amazon's own staff. To allay fears that system will narrow horizon as rather than broaden them, the system

will soon incorporate a “serendipity quotient” allowing customers to receive an occasional suggestion further from their interest. They will even be able to see a list of books that Amazon’s computers expect them to hate.

Next, the company is planning to put customer in touch with each other. Bezos admits that in a physical bookstore, he really has the nerve to look over a fellow’s shoulder and recommend a book. So the company will allow buyers to become “visible” if they choose, and to chat on line with other browsing electronically in the same subject areas.

And the new marketing idea is called associates. By filling in a form on the Amazon website, owners of other sites can sign up for scheme that pays them commissions for referring their own users to the on line book store. Users will see a page of recommended books on their favorite web site. Clicking on a title will jump them straight to Amazon’s order form for that book.

Bazos calls this “ a micro franchising opportunity”. A Web site owner holds inventory, sues no labor and requires no marketing. It is a new kind of network marketing, in which Amazon has the potential to sign up millions of owners of special interest Web sites in a vast electronic sales force, one that requires no training, no administration and no management time to motivate.

3. Answer Keys: (10 points 2 points each)

- 1) D 2) D 3) C 4) D 5) A

4. Listen again to part of the report and fill in the following blanks.

The company runs a website, accessible from any PC with a browser, that contains a catalogue of two thirds of the 1.5 million English books in print. Shipping prices start at 43 plus 95 cents per book with higher charges for international and overnight service. But the company discounts 300000 titles so most US customers will find that delivery is effectively free. These elements together with a stock list 6 times larger than any physical book seller in the world, make Amazon the quickest and most convenient way to buy books I have encountered.

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by filling out a form on a Web page so that readers can ask their favorite authors questions over the web. The company is doing more radical things. It has free notification service called Eyes which allows customers to choose a topic or an author and receive notification at e-mail when a new title comes out.

4. Answer Keys: (10 points 1.5 points each)

PC, Shipping prices, discounts, the quickest, start, essential, size, exceed, add, Web page