

《高级商务英语听说》试卷 B 评分标准及参与答案

Tape scripts and answer keys:

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

Even though its research center can't match the resources of Compaq or IBM, it is Lenovol that's turning up the heat on those rivals and others. The \$758 million Beijing based computer company saw its sales grow by 106% last year, making it the biggest seller of PCs in the fastest-growing computer market on earth – a title that foreign rivals had hoped to capture. But with 15% of China's sales, Lenovol has twice the market share of its closest competitor, IBM. "We plan to be among the top 10 PC manufacturers in the world by 2000," vows Yang Yuan-qing, general manager of Lenovol Computer Systems Ltd. Lenovol's goal: to sell 1.5 million computers in 2001, up from 800,000 units today.

Answer keys: (10 points, 1 point each)

Resources, rivals, \$758 million, 106%, capture, 15%, twice, top 10, 1.5 million, 800,000.

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

Last fall, Lenovol signed deals with Lotus Development Corp. and Oracle Corp. to resell group ware and database software to Chinese businesses. "They still are relatively weak in R&D and in software," says Jay Hu, managing director of the US Information Technology Office, an industry association in Beijing.

For now, that is, in late November, Lenovol and Computer Associates International Inc. agreed to a \$3.5 million software join-venture. Their first task is to create software development tool to compete with Microsoft. The software will be available in the Chinese market this summer.

Lenovol isn't relying strictly on the foreigners to create a software stronghold. It recently invested \$4.5 million to become the leading share-holder of Kingsoft, a Chinese software company. The two will develop Chinese word processing, dictionary, and game programs. And in November, the government announced it would send 400 researchers from the Chinese Academy of Sciences – a national think tank -- to work at Lenovol's research labs. The move gives Lenovol much-needed brainpower in its quest to develop better software and more powerful computers.

With China's computer market the bright spot in a now-battered region; competition is bound to be intense. It will take more than frenetic nerds and hipsters to keep Lenovol on top.

Answer Keys: (10 points, 1.5 points each)

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

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

The world in Silicon Valley is that Steve Jobs is a dangerous man: unlike almost everyone else in the computer business, he is not in it for the money. Just as well. Since being ousted in 1985 from Apple Computer, the company he co-founded, Mr. Jobs has been struggling to make a success of NeXT Computer, his new venture. It has yet to turn a profit.

NeXT ought to be prospering. Its sultry black workstations (high-powered desktop computers) are the only ones on the market with an “object-oriented” operating system. Object-oriented software does away with the tedious business of line-by-line programming, replacing it. With “building blocks” made up of ready-written chunk of computer code, computer nerds love this because they can design customized software applications in a fraction of the time it takes on a conventional system.

NeXT’s software tends to make instant converts of even the most hardened sceptics. When Mr. Jobs first showed it to John Akers, IBM’s chairman, Mr. Akers was so impressed he did a \$10m license deal with NeXT on the spot. (True to form, IBM has as yet done nothing with the technology.) So why has NeXT languished?

The firm’s biggest errors have been in marketing. Like Apple in its early years, NeXT concentrated much of its initial sales effort on universities. By 1990 it relied on higher-education customers for half of its sales – just when that bit of the market was running out of cash. The firm changed back only when would-be corporate customers came hammering on its door. NeXT now makes over 80% of its sales to government agencies and companies – especially financial firms who have the need to put powerful, easy-to-use workstation on every option-trader’s desk. “Right bullet, wrong target”, says Mr. Jobs about NeXT’s old strategy.

The transition has been painful, especially in Europe, where NeXT has now replaced much of its management. It has scrapped its old distribution system, after a high percentage of the computers it thought had been “sold” in Europe in 1991 were returned in 1992; most had been “stuffing” the distribution network. The company is now building its own direct sales force. It has also hired Peter Van Cunylenburg, formerly chief executive of Britain’s Mercury Communications, as president and chief operating officer. Mr. Van is now responsible for the day-to-day running of the

company, leaving Mr. Jobs free to have big ideas.

The Changes are provided costly, Japan's Canon – the biggest shareholder in NeXT, which is not publicly quoted – this year added another \$55m to the \$100m it chipped in to help launch the firm. R & D is consuming around 10% of NeXT's annual revenues. Much of that is going towards what NeXT hopes will be a blockbuster product, NeXTstep 486, due to go on sales in July 1993. Unlike NeXT's existing software, the \$995 package will run on most of today's fast PCs. It could create a bigger market for object-oriented software. Although NeXT started by selling computers, if NeXTstep 486 succeeds, it will be well on the way to becoming a software firm. That pleases Mr. Jobs, who estimates that software already occupies 90% of his time: profits on operating-system software are vast.

NeXT could use them. This year its sales will hit just over \$140m, up from \$128m in 1991, Mr. Jobs claims that sales in the second half of 1992 are 40% up on a year ago – and that sales to corporate customers are three times their level a year ago. “Our losses are behind us”, he says. But at the rate NeXT is investing in R & D, it is unlikely to see much in the way of profits this year or next. The firm's long-awaited stock market floatation will almost certainly be delayed until 1994.

NeXT's biggest headache is that, whereas it is eager to compete on technology, its rivals are increasingly competing on price. Last year NeXT's share of the workstation market was just 5.6% by unit sales, way behind Sun Microsystems, Hewlett-Packard and DEC, and even lower in value terms. In a year that has seen the three market leaders discounting furiously, NeXT is unlikely to have increased its market share significantly.

Mr. Jobs is betting NeXT's survival on its software which, he claims, is five years ahead of Sun's; he also reckons NeXT's manufacturing costs are way below its rivals. That should cushion his firm in a price war. Nonetheless, NeXT is clearly having to discount to win sales, which means that profitability may be even further off than Mr. Jobs hopes. And Sun, being on the way to laundering NeXT and becoming the head of its software-engineering unit, has joined NeXT's larger rival. “Sun wants to kill us”, laments Mr. Jobs. It maybe yet succeed.

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

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

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

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

Costly, publicly quoted, \$55m, 10%, \$995, 90%, \$140m, 40%, three times, unlikely