

<<剑桥BEC真题集第4辑>>

图书基本信息

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内容概要

本书适用于准备参加剑桥大学ESOL考试中心 (Cambridge ESOL) 商务英语证书中级考试的考生, 共包括四套完整的商务英语中级证书考试真题。

商务英语证书 (BEC) 考试是在被认可的BEC考试中心举行, 每年能在6个固定日期举行, 在中国每年举行两次。
考试的主要对象是那些希望获得相关的英语语言证书的学习者, 考试标准为商务英语课程提供了理想的重点。

BEC考试测试的是以工作场合为背景的英语语言, 而不是商务知识。
BEC共有三个级别——初级、中级和高级。
为了跟上商务实践、语言教学和测试上的变化, 2002年考试在过去的商务英语二级证书的基础上, 做了修订和更名。

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Following the company's poor annual results in November, the share price plunged and has since remained around 200p. Analysts now believe that the company is seriously undervalued by the stock market. The company's biggest problems were in Germany and France last year where supply outstripped demand, leading to a 20 million loss for the year. However, the company has recently appointed a new chairman who has a first-rate track record of reviving failing companies. It is believed that he will be successful in turning round the company's fortunes.

Analysts are impressed with the company's recent performance. In the last six months, it has managed to increase prices by 3 per cent without adversely affecting sales. In such a low-margin, high-sales sector, this ought to translate directly into increased profits. The company's recent sale of its packaging division has eliminated all its debts. Shares have risen in the past month from 80p to 100p. Despite these promising signs, it must be remembered that the company is trading in an extremely volatile market. For some weeks, there has been widespread expectation that the company will announce the sale of its troubled newspaper-and-magazine distribution arm. Speculation came to an end when this was firmly ruled out as a possibility at the annual general meeting last week. Profits from this division were down from 13 million to 8 million. However, this drop was more than offset by an improvement in the company's retail division, which has taken the innovative step of opening stores in places such as hospitals and colleges. Profits in this division rose from 10 million to 12 million. The company has had steady growth prospects since it opened four more upmarket hotels and several health and fitness clubs. This move has come at a time when the market is particularly buoyant. There were rumours that the company might become the subject of a takeover bid by one of the large American corporations. However, this has not materialised, and it now seems unlikely that any such bids will be made in the immediate future.

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