

## 2020 年 BEC 商务英语考试高级口语备考资料

### (1)

Health and safety: the importance of a safe working environment for maintaining staff morale

- 1. offer peace of mind to staff members and therefore motivate staff to enhance a firm's productivity, as a result, many leading firms (Intel, GE) identify workplace safety as one of their main goals
- 2. reduce the occurrence of workplace accidents, which are usually a source of staff dissatisfaction and low trust in the mgt. taking safety measures can enhance staff loyalty and in turn morale.

International Business: the importance of a global presence for a company

- 1. give access to local market knowledge, which can help avoid some very expensive mistakes on account of cultural conflicts. Eg Matsushita firm changed 'national' to 'Panasonic'
- 2. a global presence can spread the risk of doing business. As the saying goes: don't put all your eggs in one basket. If a company enters to more than one market, it can survive a downturn in any one of those markets.
- 3. if a company becomes global, the size of the company means it can realize economies of scale, (advertising, distribution, shipping) it can also move its production from country to country and take advantage of the best conditions at any given time.

### (2)

21. Quality Control: how to ensure that a company consistently maintains quality control standards

22. Product Promotion: how to make effective use of the media when promoting a new product or service

23. Product Management: the importance of teamwork for the effective management of projects



24. Health and Safety: how to develop a responsible attitude among staff to the health and safety requirements of accompany

25. Technology: the importance of computer skills for the workplace of the future

26. Communications: how to ensure that e-mail is used appropriately by staff for internal and external communications

27. Staff Development: how to administer a staff budget effectively

28. Market Research: the importance of finding out about customers' habits and attitudes

29. Financial Management: how to identify ways of reducing costs in a company

30. Communication: how to achieve an effective working relationship between different departments within a company

31. Communication skills: the importance of understanding cultural differences when working in an international environment

32. Personnel Management: the importance of providing employees with clear job descriptions

33. Company Growth: how to ensure that company growth proceeds at the optimum rate

34. Time Management: how to manage a heavy workload effectively

35. Health and Safety: the importance to a company of having a Health and Safety policy

36. Human Resources: how to ensure that staff at all levels receive appropriate feedback on individual performance

### (3)

1. Customer Relations: the importance of making customers feel valued

2. Company growth: the importance to a company of controlling expansion

3. Marketing: how to ensure that agents maintain a high level of effectiveness when representing a company

4. Time Management: the importance of planning work time effectively



5. Project Development: how to ensure inter-departmental co-operation on new projects
6. Purchasing: how to evaluate and select new products
7. Personnel Management: the importance to a company of having well motivated staff
8. Strategic Planning: how to decide whether to purchase or rent company premises
9. Sales: how to ensure that price levels for new products are set appropriately
10. Communication Skills: the importance of foreign language training for selected employees
11. Advertising: how to select a suitable agency to handle a company's advertising
12. Finance: how to decide whether to float a company on the stock-market
13. Marketing: the importance to a company of offering its products on the world-wide web
14. Staff Training: how to evaluate the effectiveness of company training programmes
15. Company Growth: how to decide when it is the right time for a business to expand
16. Public Relations: the importance to a company of sponsoring well-known personalities from the arts and popular culture
17. Recruitment: how to ensure that the best candidate for a post is selected
18. Information Management: how to analyse and make effective use of information
19. Sales: the importance of brand image in ensuring that products or services sell well
20. Technology: the importance to a company of keeping up-to-date with internet developments

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## Health and Safety

Ex: The importance of a safe working environment for maintaining staff morale.



How to develop a responsible attitude among staff to the health and safety requirement of a company.

The importance to a company of having a health and safety policy.

○1 It is an essential part of laws concerning the workplace. Health and safety regulation must be followed by employers and employees to prevent accidents and protect the health of people at work. In the UK, there regulations are based on the Health and Safety at Work Act of 1974 and an important part of an employee's contract of employment.

○2 The health and safety policy not only is required by law, but also benefits the company. With the health and safety policy, staff may think the company cares for them. They will devote themselves harder to the works. In other words, it helps to maintain staff morale. This will result in raising productivity and improving service quality. If, unfortunately, accidents happened, employees, as well as the company would suffer a lot.

○3 First, the company should make sure that the contract of employment contains the health and safety article. This can avoid dispute if accident happens. Second, the company should offer training courses which aim at making employees aware of the potential dangers at workplace. Third, set health and safety regulations and ensure that employees comply with all operation procedures that apply to their jobs.

再次，是 finance 部分，由于比较专业，这方面涉及到的题一般很少，所以在这里就只举一个例子。

Foreign Investment: The importance of foreign investment for a company.

○1 There are two kinds of foreign investment. One is called FDI, the foreign direct investment which means set up branches or build factories in a foreign country. The other is foreign indirect investment. It means buying securities, such as shares and bond in the oversea market.

○2 Both of the two ways are important when a company wants to expand internationally. It benefits a company in three ways.

First, it helps the company to seek low-price resources such as workforce. This will reduce the cost and improve the profit.

Second, it offers a way for the company to contact with the foreign advanced technologies. If a company set up branches in a high-tech country and cooperate with the natives, it will learn their up-to-date technologies.



Third, foreign investment can spread risk.

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Career development

Ex: The importance of having a career plan in order to achieve high levels of success at work.

The importance of acquiring a range of skills throughout your career.

How to assess the career opportunities provided by different types of companies.

○1 When people first entering a company, many dream that they will one day be running a major business, wielding power and influencing market. But only a few of them succeed. For the rest, compromise, mediocrity and alternative career will be their lot.

○2 If you want to climb up to the summit, the first thing you have to do is having a career plan. It should be a long-run plan and be set out one step after another. Maybe you can start with increasing your sales volume by 10%. Make a marvelous proposal of the problem happens to your department and draw the manager's attention to promote you to the Manager Assistant. Then you know what you should do, work hard, be creative and wait for the next promotion. See, step by step, you will achieve high level of success at work.

IV. Training

Ex: How to monitor internal staff training scheme effectively.

The importance of a cumulous program of staff training within a company.

How to evaluate the effectiveness of company training program.

○1 Staff training is a win-win situation. It both benefit the company and the staff members. It offers opportunities to staffs who want to acquire some specialized skills and improve themselves. It also increase the efficiency which means more profit to the company. Moreover, the company can pass its corporate culture to the staffs during the training.

○2 As for the internal staff training, the training and Enterprise Councils should take this responsibility. Before the training, they first have to do a survey to find out which training course is welcomed by staff, compare it with the company's objectives, and then make a final decision. Second, they will select a trainer and make a schedule for the course. It can



be an on the job training, which means employees learn while undertaking the job, or off the job training, which means employees are trained away from the actual job. It really depends.

○3 After the training, the HR Department should arrange interviews with the employees who took part in the training and get feedbacks to improve the training in the future. The evaluation system also contains evaluate the performances of these staffs and make comparisons between the previous performances and the present ones. If the present performances are better and staffs make more profits than before, the training program can be seen as effective, especially when the company's output is well over its input.

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其次是 HR Management，这一部分也很重要，而且这些材料在写作时都可以派上用场

### I. Recruitment

Ex: How to ensure that the best candidate for a post is selected.

How to organise an effective recruitment drive.

○1 Hiring a new employee is an investment. Getting a niche person for a niche role will add value to an organization. Organization can never be sure that they have selected the right person until he or she starts working, but an efficient recruitment and selection process can reduce the risk.

○2 Produce an accurate job description, a list of skills, experience, attitudes and so on.

○3 Choose the best recruitment method: internal recruitment, job advertisements, recruitment agencies and headhunting/executive search.

○4 A shortlist of candidates will then be draw up to be put through the company's recruitment processes, usually interviews. This will produce the ideal candidate.

○5 Negotiate terms with this candidate. It should be both affordable for the company and attractive enough to get the ideal candidate.

### II. Motivation

Ex: How to achieve and maintain high motivation among a workforce.

The importance to a company of having well motivated staffs.



○1 Well motivated staffs can add value to the company. They are enthusiastic, creative and loyal. They increase the productivity and quality.

○2 Spiritual motivation.

A. Give employees guidance when they are just recruited.

B. Demonstrate a commitment to career development and promotion from within.

C. Forster a sense of team spirit.

D. Publicly recognize and congratulate employees for good work.

○3 Material motivation.

A. Set incentive schemes: profit sharing, bonus scheme.

B. Fringe benefits: company car, contribution to pension/health scheme, relation allowance.

C. Establish the incentive-based compensation system.

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## Market Research

The definition of market research: study carried out by a company before launching a new product, into the needs, lifestyle, income, etc of potential buyers and to measure the success of similar products that are already available. It may involve interviewing people in the street or giving away sample product.

○1 Market research can be done for both a product and a company. As for a product, it is the first step when promoting a new product. It can find out whether the market accept the product or not. As for the company, market research can find out the customers' opinion about the after-sales services and corporate image.

○2 There are generally four ways of doing market research, observation, survey, questionnaire and telephone interview.

○3 There are four procedures while doing market research. First, represent suitable questions. Second, record the customers' feedbacks. Third, gather these statistics. Forth, analyse them and draw a conclusion.



## VI. Sales

Ex: How to sell a product effectively in international markets.

- 1 Advertising. Choose a media to advertise your products in a foreign country, TV commercials, magazines, bill board, or etc. Make sure it suits the local tastes. Maybe you can try to sell on the net; it will receive the world-wide attention.
- 2 Do market research. Find out whether the products are accepted by foreign customers. It can be carried out as surveys, observations, and questionnaires.
- 3 Adjust your product to the local tastes. Although the case of your products are the same, you can change some details. Take IKEA, the largest furniture retailer, for example, is doing well in suiting the local taste.
- 4 What I want to put emphasis on is franchising. Franchising is a good way to sell your product in a foreign country. As local businessmen understand their own culture best.

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## Advertising

### 1. Media

- 1 The types of media: TV and radio commercial, newspapers and magazine, poster and bill board, direct mail, the Internet, etc
- 2 Advantages and disadvantages of the major types

TV: high attention, combination of sight, sound and motion; high cost and less audience selectivity.

Newspaper: flexibility, good local market coverage, broad acceptance; short life, poor reproduction quality.

Magazine: high geographic and demographic selectivity, credibility, long life, good pass-along readership; having rivals in the same magazine.

Direct mail: audience selectivity, flexibility, no ad competition within the same medium; relatively high cost, junk mail image.



Internet: high reach of international audience, similar effect as TV commercial, interactive; the users of Internet are limited, compared with TV.

○3 Consider your target audience and your budget to make a wise decision.

## 2. Agency

○1 Select a suitable agency

A. Consider the reputation and past performances of the agency. Agencies provide the client with the services of highly skilled individuals who are specialists in their chosen field.

B. Same compensation philosophies. Different compensation systems may result in disagreement.

C. Stability in agency's policies. Mergers and acquisitions may lead to policy changes. This will have negative effect on the performance of the agency.

○2 Ensure that agencies maintain a high level of effectiveness.

A. Regular reviews: financial and qualitative assessments.

B. Financial audit: It is designed to verify costs and expenses, salaries for the employees, and payments to the media and outside suppliers.

C. Give detailed instructions or certain trainings to the agencies about how to represent a company.

D. Make full disclosure of any potential and existing conflict of interest. One agency cannot run two accounts which are indirect competition with each other. In some cases, even indirect competition will not be tolerated.

## 3. Trade fair and exhibition

○1 Types of exhibition. What are exhibited? Whether it is related to your field? Whether you can find potential customers, suppliers, or partners?

○2 Scale of exhibition. How many participants are listed? Whether it is local or national or international?

○3 Publicity of exhibition. How far is the organizer willing to increase public awareness? Whether they are able to attract public attention and the leading companies of the field?



○4 Cost of admission. Some of the exhibitions are relatively high, because they wish to attract only the professionals of their own field. Some are admission free, because their target market is the entire population.

○5 Other points: Location, transportation, accommodation and time.

Ex: The importance of selecting appropriate members of staff to attend exhibitions.

○1 The exhibition is a stage for a company to exhibit its product, capacity and credibility.

○2 The members need to know every aspect of the product and the company, and what the company wants in the exhibition.

○3 They should have eloquence to promote the product and the flexibility to adapt to the changes.

○4 Because they represent the image of the company, they should also have a good physical appearance.

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1. Staff management: how to ensure effective lines of communication between the workforce and management

As the leader of the company you should open up a channel for the workforce and management to communicate directly. For example you can hold a monthly meeting within the company, which is attended by both the reps from workforce and management. They are allowed to talk with each other openly and freely to exchange views and opinions. They can also set common objectives.

You should achieve this effectiveness by making use of up-to-date technologies. For example you can set up a forum on the intranet of your company so that every member can air and exchange their views on the forum. In this way a effective line of communication will be set up.

You should set up an incentive system to make your staff talk with their line managers.

2. Finance: how to ensure accurate cashflow forecasts

you should establish a monitor system in the first place to detect any possible cashflow gap which will occur during your production and operation. This system can calculate the balance between your income and expenditure on a daily base. And should there be any



sign of cashflow problems the system will warn your staff to do something about it before hand.

In order to achieve the accuracy you must set up a report system which demands every manager report the current financial status of his or her departments. The information will be collected everyday for you to take consideration.

3. International sales: how to decide which sales incentives to offer a new foreign customer

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1. Travel: the importance of being able to speak foreign languages in international business

2. Marketing: how to assess whether there is a market for a new product

You should carry out a research on the customer demands to see if there is a read need in the market for your new product. The feedback or result will help you to decide whether to launch the new product on the market.

You should pay special attention to your competitors. Detect whether they are going to launch their new product onto the market. if the answer if yes that probably means there is a demand in the market for some new product. Then be quick and put on your rival product to coincide with them.

3. Human resources: how to use staff appraisal schemes

You should see to it that the staff appraisal schemes be a chance for management and employees to come together and exchange ideas, set joint targets and improve the way decisions are reached.

The scheme should have a clear appeal process and any negative feedback should be accompanied by evidence such as dates, times and outcomes. Most importantly ratings should reflect measurable element of the job requirements.

4. Advertising: the importance of television and cinema advertisement

In fact television and cinema advertising both function as a kind of media which tells or even guides people to buy products or services. With the development of the telecommunication television has become the most important carrier of advertisement and as a result of that TV advertising has the largest amount of audience all over the world.



They have penetrated into people's daily life and persuaded them to buy whenever they turn on them. On the other hand the popularity of the movie make every audience be under the influence of cinema advertising at the beginning and end of the movie.

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1. Career development: the importance of being willing to acquire new skills throughout your career

With the unceasing development of science and technology the workplace is now undertaking profound changes. The way you do your work and the equipment you use in your work will definitely change or upgrade in the future, which means you have to learn new skills to deal with these changes. Remember: you are never too old to learn. New skills will make you keep up with the latest technology and help develop yourself throughout your work life.

2. International sales: how to research foreign markets effectively

You should notice the difference between foreign and domestic market and set your target according to specific situation of foreign market. For example: given the different state of living standard the purchasing power of your target market may be higher or lower than the domestic market. If you ignore the difference you are likely to make mistakes in products' pricing in foreign market.

You should ensure that your research team is excellent at carrying out research in a foreign country. That means every member of the team should master the native language and be familiar with the specific culture of the target market.

3. Production management: how to implement an effective just-in-time system

What is a JIT production system?

- JIT is an approach to achieving excellence in a manufacturing company based on the continuing elimination of waste (waste being considered as those things that do not add value to the product).
- A repetitive production system in which both the movement of goods during production, and deliveries from suppliers, are carefully timed so that at each step of the process, the next (usually small) batch arrives for processing just as needed.
- The logic behind JIT: Nothing will be produced until it is needed.





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