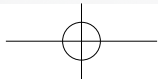
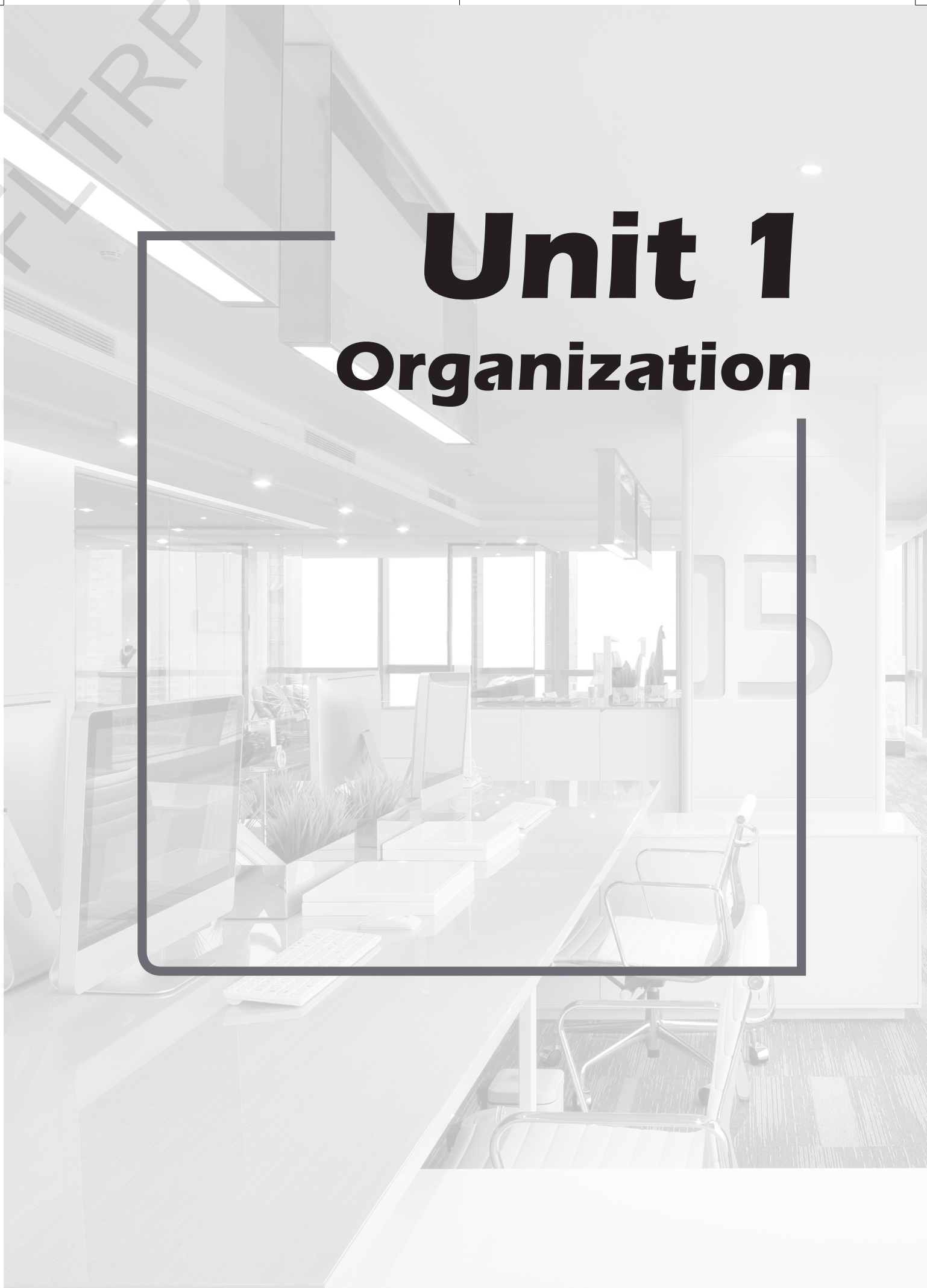
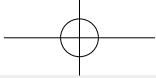


# **Unit 1**

## **Organization**





# Listening Comprehension



序号\_\_\_\_\_ 学号\_\_\_\_\_ 姓名\_\_\_\_\_ 班级\_\_\_\_\_ 成绩\_\_\_\_\_ 类型\_\_\_\_\_

## Task 1 Listen to the questions and choose the best answer to each of them.

1. A. Yes, I am trading. B. No, I am an office worker.  
C. Yes, I am.
2. A. I'm not sure. B. The Personnel Department.  
C. An English major.
3. A. Yes, I do. B. Not since June.  
C. I did two months ago.
4. A. I have worked for so many years. B. I want to have more experience.  
C. I need your help.
5. A. The salesmen worked hard.  
B. We achieved a 150% growth in sales last year.  
C. The Human Resources Department made great progress.

## Task 2 Listen to the short dialogs and choose the best answer to each question.

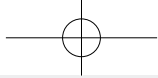
6. A. In a restaurant. B. At customs.  
C. At a post office. D. In a bank.
7. A. A new apartment. B. A film ticket.  
C. A new car. D. A business card.
8. A. Someone who can type quickly. B. Someone who shows up on time.  
C. Someone who is pretty. D. Someone who is handsome.
9. A. She disliked big companies. B. She was not good at business.  
C. She didn't like the pressure. D. She didn't like foreign companies.
10. A. To put him through to the general manager.  
B. To have a talk with the general manager about his work.  
C. To arrange an appointment for him with the general manager.  
D. To have dinner with the general manager.

## Task 3 Listen to the conversations and choose the best answer to each question.

### Conversation 1

11. A. Import and Export Company. B. Pacific Machine.  
C. Beijing. D. ABC Company.

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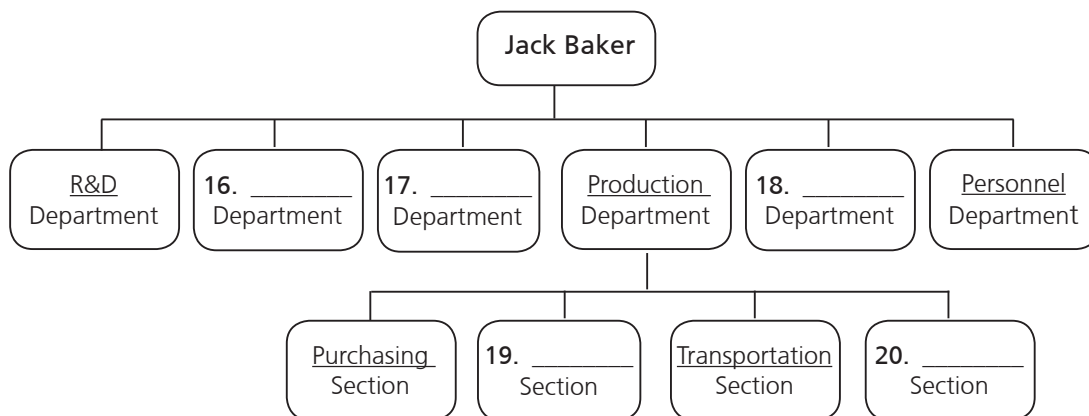
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12. A. Mr. Smith himself.                      B. Mr. Smith's secretary.  
C. A travel agency.                              D. Beijing Import and Export Company.

### Conversation 2

13. A. In 1916.                      B. In 1906.                      C. In 1960.                      D. In the 1960s.  
14. A. Large machines.                      B. Food.  
C. Washing machines.                      D. Electronic products.  
15. A. 2,500.                              B. 3,000.  
C. 3,500.                              D. 4,000.

**Task 4** Listen to the speech and complete the organization structure of the company.

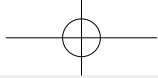


**Task 5** Listen to the speech and answer the questions.

21. What is the purpose of the dinner?  
To welcome Mr. Brown and \_\_\_\_\_.
22. Where is Mr. Brown from?  
He is from \_\_\_\_\_.
23. When did business relations between the two companies begin?  
In \_\_\_\_\_.
24. What business does Mr. Brown's company deal with?  
It deals with \_\_\_\_\_.
25. What is the aim of Mr. Brown's visit?  
To explore \_\_\_\_\_ for business cooperation.

本人申明：以上作业为本人独立完成。

签名：\_\_\_\_\_ 日期：\_\_\_\_\_



## Words and Structures

序号\_\_\_\_\_ 学号\_\_\_\_\_ 姓名\_\_\_\_\_ 班级\_\_\_\_\_ 成绩\_\_\_\_\_ 类型\_\_\_\_\_

**Task 1** Complete each statement by choosing the appropriate answer from the four choices marked A, B, C and D.

1. The secretary introduced a new \_\_\_\_\_ to all the colleagues at the office this morning.  
A. student            B. employee            C. employment            D. management
2. The only \_\_\_\_\_ that may defeat him has decided to quit in the election.  
A. candidate            B. partner            C. voter            D. president
3. Our group won the first prize under the \_\_\_\_\_ of the teacher.  
A. leader            B. leadership            C. head            D. leading
4. They may employ her for the vacant position of Chief \_\_\_\_\_ Officer.  
A. Director            B. Administrator            C. Manager            D. Executive
5. Jim was so tired that he could not work \_\_\_\_\_.  
A. no more            B. more longer            C. any longer            D. no longer
6. As soon as the observer saw what the children were doing, and noticed they could not accomplish the \_\_\_\_\_ task, she would attempt to help.  
A. named            B. appointed            C. decided            D. called
7. A well-written composition calls for good choice of words and clear \_\_\_\_\_ among other things.  
A. institution            B. constitution            C. framework            D. organization
8. American women were denied the right to \_\_\_\_\_ until 1920 after many years of hard struggle.  
A. choose            B. elect            C. vote            D. select
9. David's efforts to \_\_\_\_\_ a settlement were ended in vain.  
A. bring about            B. bring out            C. bring up            D. bring down
10. Who is the likely \_\_\_\_\_ to him as a group leader?  
A. follower            B. successor            C. substitute            D. replacement
11. The lawyer said Sally understood the \_\_\_\_\_ of her action and was ready to get punishment.  
A. competence            B. relaxation            C. reaction            D. consequence
12. We can't \_\_\_\_\_ with the project until we get the permission from our manager.  
A. walk ahead            B. come on            C. go ahead            D. take on
13. \_\_\_\_\_ studies are beginning to place greater emphasis on environmental protection.  
A. Current            B. Now            C. Last            D. Trendy
14. They need a person of \_\_\_\_\_ to be their CEO and speed up the reforms.  
A. scene            B. sight            C. vision            D. view

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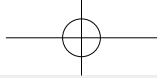
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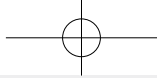
15. She has been absent from work for a week \_\_\_\_\_ illness.  
A. because      B. due to      C. consequent      D. thanks to
16. We have to accept the \_\_\_\_\_ that there is not enough money to pay for this project.  
A. actuality      B. capability      C. certainty      D. reality
17. Some plants are so \_\_\_\_\_ to pollution that they can only survive in a perfectly clean environment.  
A. reactive      B. sensory      C. sensible      D. sensitive
18. It was \_\_\_\_\_ that this matter be considered at next meeting.  
A. processed      B. completed      C. proposed      D. composed
19. Humor has been well \_\_\_\_\_ as thinking in fun while feeling in relaxation.  
A. defined      B. fixed      C. set      D. reflected
20. Many scientists are judged \_\_\_\_\_ how great their achievements are.  
A. in spite of      B. in terms of      C. in favor of      D. in front of

**Task 2** Fill in each blank with the proper form of the words or phrase given in brackets.

21. We are working hard \_\_\_\_\_ (bring about) closer economic connections with the EU.
22. It was only later that I \_\_\_\_\_ (realize) my mistake.
23. The leader insisted that this organization \_\_\_\_\_ (campaign) against environmental pollution.
24. The warming of the Earth and the \_\_\_\_\_ (consequence) climate changes affect us all.
25. Your clothes are often a \_\_\_\_\_ (reflect) of your personality.
26. Society is now much more \_\_\_\_\_ (diversity) than ever before.
27. This \_\_\_\_\_ (propose) is hardly worth serious consideration.
28. Some people like to \_\_\_\_\_ (innovation) the old systems and traditions; while others like to preserve them.
29. \_\_\_\_\_ (appoint) to represent the child, the lawyer quickly started working for the case.
30. \_\_\_\_\_ (enhance) the reputation of our company globally, we should step into the international market.

本人申明：以上作业为本人独立完成。

签名：\_\_\_\_\_ 日期：\_\_\_\_\_



# Reading Comprehension

序号\_\_\_\_\_ 学号\_\_\_\_\_ 姓名\_\_\_\_\_ 班级\_\_\_\_\_ 成绩\_\_\_\_\_ 类型\_\_\_\_\_

**Task 1** Read the following passage and choose the best answer from the four choices marked A, B, C and D.

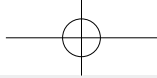
In the hope of becoming millionaires, many Filipinos (菲律宾人) began drinking more Pepsi. They hoped to get a bottle cap with the winning number on it. In May 1992, the number was announced: 349. Thousands rushed to get their rewards with their bottle caps worth a million pesos each.

But Pepsi wouldn't pay. The company said there was a mistake. The numbers on the caps did not include a security code, so the consumers who had these caps were not really winners. Up to 800,000 bottle caps had No. 349.

Pepsi has spent millions of dollars on the problem. The company has paid 54 million pesos to real winners. It also paid 500 pesos for each No. 349 cap without the security code.

- Many Filipinos wanted to become millionaires, so they \_\_\_\_\_.
  - began to buy lottery tickets (彩票)
  - tried to work for Pepsi
  - began to drink more and more Pepsi because of the taste
  - began to drink more and more Pepsi for the rewards
- Who were the real winners of the 1992 Pepsi promotion?
  - Those who had got No. 349 on the cap.
  - Those who had got No. 349 on the bottle.
  - Those who had got No. 349 on the cap with a security code.
  - Those who had got No. 349 on the bottle with a security code.
- Which of the following is not true?
  - All those who had got No. 349 got some money.
  - Those who had got No. 349 didn't get the same amount of money.
  - None of those who had got No. 349 were rewarded.
  - The company made a mistake.
- Which of the following is true?
  - The company spent millions of dollars paying both real winners and all consumers with No. 349 caps.
  - The company spent millions of dollars getting back the caps with No. 349.
  - The company spent millions of dollars only paying the real winners.
  - The company spent millions of dollars going to court.

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5. From the passage we can guess that "peso" is \_\_\_\_\_.
- A. the name of a brand                      B. the name of a kind of drink  
C. the name of a company                  D. the name of Philippine money

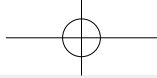
**Task 2** Read the following passage and choose the best answer from the four choices marked A, B, C and D.

Bath & Body Works is an American retail (零售) store. It was founded in 1990 in New Albany, Ohio, and has since expanded across the country. It sells numerous fragrant lotions, bath items, personal care items, and so on. The company started both a seasonal catalog and a website in 2006. In November 2006, Bath & Body Works launched its first television commercial advertisement. Net sales for 2006 were US\$2,285,000,000, higher than all other Limited Brands, except Victoria's Secret.

In July 2008, the company announced that it was finally opening up six branches in Canada. With this, they felt it was the opportunity to move into a growing Canadian market, with The Body Shop being its main competitor.

In January 2009, they moved on from the old-style bottles, and created more handsome elegant bottles. The labels also changed, including those of candles, room sprays and fragrance oils. They also expanded their online shopping website, offering shipping to Canada.

6. Bath & Body Works was founded in \_\_\_\_\_.
- A. Canada                                      B. New Zealand  
C. America                                      D. Australia
7. Which of the following statements about Bath & Body Works is not true?
- A. It sells numerous fragrant lotions, bath items, personal care items, and so on.  
B. It started both a seasonal catalog and a website in 2006.  
C. It launched its first television commercial advertisement in 2006.  
D. Its net sales for 2006 were higher than all other Limited Brands.
8. Which company is the main competitor of Bath & Body Works in Canada according to the passage?
- A. Victoria's Secret.                      B. The Body Shop.  
C. New Albany.                              D. Fragrance Oils.
9. Which part of the business was not improved in 2009?
- A. Labels.                                      B. Bottles.  
C. Online shopping website.              D. Slogans.
10. Which is the best title for this passage?
- A. The Competitor of Bath & Body Works.    B. The Best American Retail Store.  
C. The Development of Bath & Body Works.    D. The Best Choice for Body Care.



**Task 3** Read the following passage and fill in the blanks with the information in the passage.

Huawei Technologies Co., Ltd. is a Chinese multinational networking and telecommunications equipment and services company headquartered in Shenzhen, Guangdong, China. It is the largest China-based networking and telecommunications equipment supplier and the second-largest provider of mobile telecommunications equipment in the world.

Huawei was founded in 1987 and is a private company. Its core activities are building telecommunications networks, providing operational and consulting services and equipment for enterprises, and manufacturing communications devices for the consumer market. Huawei has over 195,000 employees, around 54.8% of whom are engaged in research and development, with over 16 R&D institutes in countries including China, Germany, India, Russia, Sweden and the Unites States.

Huawei's mission is to enrich life through communications. By making use of its experience and expertise in the information communications technology, it helps bridge the digital gap for people around the world. Contributing to the sustainable development of the society, economy, and environment, Huawei creates green solutions that enable customers to reduce power consumption, carbon emissions and resource cost.

Its products and solutions have been deployed in over 170 countries and regions, serving a huge amount of the world's population.

11. Huawei is \_\_\_\_\_ China-based networking and telecommunications equipment supplier.
12. Huawei is a \_\_\_\_\_ founded in 1987.
13. Around \_\_\_\_\_ of employees are engaged in research and development in Huawei.
14. Huawei's mission is to enrich life \_\_\_\_\_.
15. Huawei creates \_\_\_\_\_ that enable customers to reduce power consumption, carbon emissions and resource cost.

**Task 4** Read the following passage and answer the questions.

McDonald's Corporation is one of the world's largest chains of fast-food restaurants, serving millions of customers daily. McDonald's primarily sells hamburgers, cheeseburgers, chicken products, French fries, breakfast items, soft drinks, and desserts. More recently, it has begun to offer salads, wraps and fruit. Many McDonald's restaurants have included a playground for children, and some have been redesigned in a more "natural" style, with a particular emphasis on comfort: introducing lounge areas (休闲区) and fireplaces (壁炉), and getting rid

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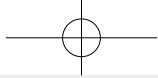
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of hard plastic chairs and tables.

McDonald's Corporation has expanded its menu in recent decades to include alternative meal options, such as salads and snack wraps, in order to make profits from people's growing interest in health and well-being.

Each McDonald's restaurant is operated by a small company who holds a license, from groups associated with it, or the corporation itself. The corporation's revenues (收入) come from the rent, royalties (使用费) and fees paid by the licensed companies, as well as sales in company-operated restaurants. McDonald's revenues have grown 27% over the past three years.

16. Did McDonald's sell salads and fruit when it first opened for business?

\_\_\_\_\_

17. What has McDonald's provided for children?

\_\_\_\_\_

18. What is the purpose of adding salads and snack wraps to the menu?

\_\_\_\_\_

19. How does McDonald's Corporation get its revenues?

\_\_\_\_\_

20. What information do you get about the growth of McDonald's revenues in the past three years?

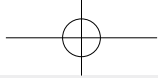
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本人申明：以上作业为本人独立完成。

签名：\_\_\_\_\_

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## Translation

序号\_\_\_\_\_ 学号\_\_\_\_\_ 姓名\_\_\_\_\_ 班级\_\_\_\_\_ 成绩\_\_\_\_\_ 类型\_\_\_\_\_

**Task 1** Translate the following sentences into Chinese, making sure the translations are faithful to the original sentences.

1. Without advertisements, manufacturers may find it difficult to sell their products.

\_\_\_\_\_

2. Advertising can be beneficial to customers if it is true to its claims.

\_\_\_\_\_

3. An individually-owned business is the simplest and most basic form of business.

\_\_\_\_\_

4. The secret of keeping an organization alive is to keep it operating at its biggest capacity.

\_\_\_\_\_

5. The number of unemployed workers receiving unemployment benefits has jumped to an all-time high.

\_\_\_\_\_

**Task 2** Translate the following sentences into English, making sure the translations are faithful to the original sentences.

6. 一家公司的组织结构图可以显示出该公司的所有部门。

\_\_\_\_\_

7. 大多数情况下，有限责任公司都是由董事会管理的。

\_\_\_\_\_

8. 在西方国家，质量控制现已广泛应用于服务行业。

\_\_\_\_\_

9. 生产部的主要职责是开发与制造新产品以满足客户需求。

\_\_\_\_\_

10. 本公司总部位于上海，子公司遍及世界四十多个国家和地区。

\_\_\_\_\_



本人申明：以上作业为本人独立完成。

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**Task 1** Match each of the English terms with its Chinese equivalent.

- |                      |         |
|----------------------|---------|
| _____ ① candidate    | A 后果    |
| _____ ② successor    | B 利益相关者 |
| _____ ③ innovation   | C 首席执行官 |
| _____ ④ organization | D 构想    |
| _____ ⑤ diversity    | E 发起运动  |
| _____ ⑥ leadership   | F 多样性   |
| _____ ⑦ stakeholder  | G 领导    |
| _____ ⑧ consequence  | H 继任者   |
| _____ ⑨ campaign     | I 候选人   |
| _____ ⑩ vision       | J 组织    |
| _____ ⑪ employee     | K 创新    |
| _____ ⑫ CEO          | L 雇员    |

**Task 2** Write a letter to Tom Jones, a sales manager, introducing your company (Sweetheart Chocolate). The following information should be included.

1. 介绍公司名称和成立时间;
2. 介绍公司目前的产品和主要销售地区;
3. 希望能和对方公司合作, 并留下联系方式。

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本人申明: 以上作业为本人独立完成。

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### 单元评估档案

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