

目 录

实用英语交际职业技能等级证书	2
实用英语交际职业技能等级标准	5
实用英语交际职业技能等级考试大纲及样题	19
1. 实用英语交际职业技能等级考试（初级）考试大纲及样题	19
2. 实用英语交际职业技能等级考试（中级）考试大纲及样题	43
3. 实用英语交际职业技能等级考试（高级）考试大纲及样题	71
实用英语交际职业技能等级证书配套教材	101
实用英语交际职业技能等级证书申报指南	103
实用英语交际职业技能等级考试安排	105

实用英语交际职业技能等级证书

实用英语交际职业技能等级证书（Vocational English Test System），简称 VETS，是教育部职业技术教育中心研究所授权发布参与 **1+X 证书** 制度试点的职业技能等级证书。

VETS 是北京外研在线数字科技有限公司（以下简称外研在线）在我国国际影响力不断增强、职业教育改革持续深化的时代背景下研制完成的实用英语交际职业技能认证体系。VETS 对接国际专业标准，注重语言能力与职业能力的全面融合，满足各行各业、各级各类工作领域对技术技能人才国际化水准的需求，将成为职业院校、应用型本科高校有效提高人才培养质量、提升学生就业竞争力、促进院校国际化的评价体系。



VETS 证书样本

- ▶ **等级划分：**初级、中级、高级
- ▶ **考核形式：**机考
- ▶ **考试任务：**各级别均包含 4—7 个考试任务，每个任务均依托真实工作场景，体现完整工作流程。
- ▶ **适用专业：**VETS 考查全球化时代背景下，技术技能人才就业和终身发展应具备的实用英语交际职业技能，可面向中等职业学校、高等职业学校和应用型本科高校的**各专业**。（1+X 试点期间，VETS 考试仅接受 VETS 试点院校在校生报考，请 VETS 试点院校为学生批量报名。）
- ▶ **工作领域及工作任务：**

工作领域 级别	事务安排	产品操作与研发	客户服务	业务推广	商品交易
初级	文件处理 活动执行 后勤保障	操作说明 技术服务 研发支持	客户资源管理 客户参访接待 客户反馈处理	市场调研 产品推介 广告宣传	交易磋商 合同签订 订单管理 交易善后
中级	文件处理 活动组织 后勤保障	操作说明 技术服务 产品研发	客户资源管理 客户参访接待 客户反馈处理	市场调研 产品推介 广告宣传	交易磋商 合同签订 订单管理 交易善后

(续表)

工作 领域 级别	事务安排	产品操作与研发	客户服务	业务推广	商品交易
高级	文件处理 活动策划与指导 后勤保障	操作说明 技术服务 产品研发	客户资源管理 客户参访接待 客户反馈处理	市场调研 产品推介 广告宣传 营销策划	交易磋商 合同签订 订单管理 交易善后

一、证书设计理念

• 突出应用

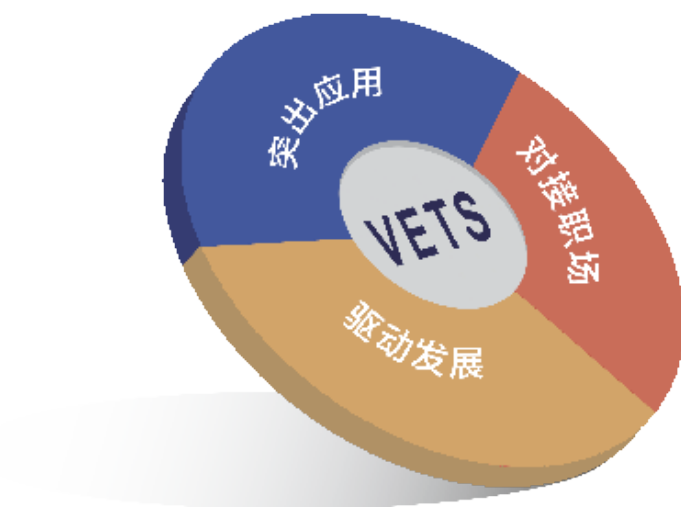
注重学用结合，体现职业教育技术技能人才培养内涵与特色
强调成果导向，培养善于思考、理性分析、团队合作的思维

• 服务职场

面向典型领域，设计用英语进行沟通的典型工作流程与任务
依托真实场景，评价用英语整体化解决职场任务的综合能力

• 驱动发展

拓宽国际视野，促进立足中国、面向世界所需综合素养提升
提升职业能力，实现“新手—能手—高手”的职业终身发展



二、证书各级别概览

实用英语交际职业技能等级证书（初级）

颁证机构：北京外研在线数字科技有限公司

证书简介：根据业务流程规定，考查考生能使用英语完成简单的职场口头和书面交际任务，解决文件整理、酒店预订、单证制作等基础性、程序性问题的技能。英语语言能力大致对应中国英语能力等级量表（CSE）的三级水平和欧洲语言共同参考框架（CEFR）的 A2 较低水平。

适用人群：中等职业学校、高等职业学校、应用型本科学校在校学生和需要使用英语完成工作的各行各业从业人员。

取证要求：试卷满分为 100 分，总分大于等于 60 分即可获得实用英语交际职业技能等级证书（初级）。

实用英语交际职业技能等级证书（中级）

颁证机构：北京外研在线数字科技有限公司

证书简介：根据业务管理要求及项目实际情况，考查考生能使用英语完成较复杂的职场口头和书面交际任务，解决活动组织、产品推介、交易磋商等较复杂的问题，提出满足经济性、合理性等要求的建议和方案的技能。英语语言能力大致对应中国英语能力等级量表（CSE）的四级水平和欧洲语言共同参考框架（CEFR）的 A2 较高水平、B1 较低水平。

适用人群：中等职业学校、高等职业学校、应用型本科学校在校学生和需要使用英语完成工作的各行各业从业人员。

取证要求：试卷满分为 100 分，总分大于等于 60 分即可获得实用英语交际职业技能等级证书（中级）。

实用英语交际职业技能等级证书（高级）

颁证机构：北京外研在线数字科技有限公司

证书简介：根据公司发展战略及项目实际情况，考查考生能使用英语完成高阶性的职场口头和书面交际任务，解决产品设计、营销策划、商务谈判等指导性、创造性、突发性问题，并对相应岗位人员进行培训和指导的技能。英语语言能力大致对应中国英语能力等级量表（CSE）的五级水平和欧洲语言共同参考框架（CEFR）的 B1 较高水平。

适用人群：中等职业学校、高等职业学校、应用型本科学校在校学生和需要使用英语完成工作的各行各业从业人员。

取证要求：试卷满分为 100 分，总分大于等于 60 分即可获得实用英语交际职业技能等级证书（高级）。

实用英语交际职业技能等级标准

（2021 年 1.0 版）

北京外研在线数字科技有限公司 制定

2021 年 2 月 发布

目 次

前言

1 范围

2 规范性引用文件

3 术语和定义

4 适用院校专业

5 面向职业岗位（群）

6 职业技能要求

参考文献

前 言

本标准按照 GB/T 1.1-2020《标准化工作导则 第 1 部分：标准化文件的结构和起草规则》的规定起草。

本标准起草单位：北京外研在线数字科技有限公司、中国外运大件物流有限公司、中车长春轨道客车股份有限公司、中青旅博汇（北京）会展运营管理有限公司、徐州工程机械集团进出口有限公司、万宝盛华睿信教育科技广东有限公司、雅诗阁有限公司、青岛海尔智能技术研发有限公司、巨力集团有限公司、外语教学与研究出版社有限责任公司、《中国出版传媒商报》社有限公司、中国轻工业信息中心、中国国际货运代理协会、非洲广东总商会、北京外国语大学、广东省外语艺术职业学院、山东外贸职业学院、深圳职业技术学院。

本标准主要起草人：徐建忠、常小玲、李淑静、李会钦、商其坤、徐一洁、胡淼、任佼、张启然、王维芳、王从武、薛冬祎、孔文静、刘冠军、马真、梅赞宾、霍江涛、江锡祥、曾用强、刁建东、唐克胜。

声明：本标准的知识产权归属于北京外研在线数字科技有限公司，未经北京外研在线数字科技有限公司同意，不得印刷、销售。

1 范围

本标准规定了实用英语交际职业技能等级对应的工作领域、工作任务及职业技能要求。

本标准适用于实用英语交际职业技能培训、考核与评价，相关用人单位的人员聘用、培训与考核可参照使用。

2 规范性引用文件

下列文件对于本标准的应用是必不可少的。凡是注日期的引用文件，仅注日期的版本适用于本标准。凡是不注日期的引用文件，其最新版本适用于本标准。

SB/T 11221-2018 客户服务专业人员技术要求

RB/T 308-2017 展会服务认证要求

SB/T 10761-2012 品牌管理专业人员技术条件

ISCC-CC 国际服务外包人力资源标准体系

GB/T 28158-2011 国际贸易业务的职业分类与资质管理

GF 0018-2018 中国英语能力等级量表 (China Standards of English)

欧洲语言共同参考框架 (The Common European Framework of Reference for Languages)

美国外语教学委员会外语能力量表 (ACTFL Proficiency Guidelines)

3 术语和定义

国家、行业标准界定的以及下列术语和定义适用于本标准。

3.1 实用英语交际职业技能

指个体在特定职业活动或情境中通过英语语言信息的获取、处理和交流，并综合运用相关知识、经验、技能和态度等完成典型工作任务的能力。实用英语交际职业技能不仅反映个体的语言能力，还反映个体在国际交流活动中的国际视野，跨文化交际能力，判断、推理、分析、评估、应用、创造等高阶思维能力以及使用英语解决职场实际问题的综合能力。

3.2 实用英语交际—事务安排

指使用英语完成文件处理、活动安排及后勤保障等日常管理事务与各项内部服务的计划和安排。

3.3 实用英语交际—产品操作与研发

指使用英语阅读操作说明书并进行产品操作，提供技术服务，以及改进老产品或开发新产品，使其具有新的特征或用途。

3.4 实用英语交际—客户服务

指使用英语开展客户资源管理、客户参访接待及客户反馈处理等工作，为客户提供有效的帮助和服务，以提高客户满意度与忠诚度，提升企业综合形象。

3.5 实用英语交际—业务推广

指使用英语开展市场调研，进行产品推介及广告宣传等，以激发顾客的购买欲望和行

3.6 实用英语交际—商品交易

指使用英语完成交易磋商、合同签订、订单管理及交易善后等商品购售买卖行为。

4 适用院校专业

中等职业学校：市场营销、电子商务、国际商务、商务英语、客户服务、跨境电子商务、移动商务、网络营销等专业；酒店服务与管理、旅游服务与管理、旅游外语、导游服务等专业；文秘、工商行政管理事务等专业；学前教育专业；航空服务、邮轮乘务等专业。

高等职业学校：物流管理、国际金融、国际贸易实务、国际经济与贸易、国际商务、报关与国际货运、商务管理、市场营销、电子商务、移动商务、网络营销等专业；旅游管理、酒店管理、导游、会展策划与管理等专业；学前教育、早期教育、商务英语、应用英语、旅游英语、英语教育、文秘等专业；出版商务、数字出版、版面编辑与校对等专业；高速铁路客运乘务、国际邮轮乘务管理、空中乘务、港口与航运管理等专业；健康管理专业；文化市场经营管理专业；建筑工程管理专业。

应用型本科学校：汉语国际教育、秘书学、英语、商务英语、翻译、语言学等专业；国

际经济与贸易专业；工商管理、市场营销、国际商务、人力资源管理、文化产业管理、行政管理、物流管理、电子商务、旅游管理、酒店管理等专业；学前教育、小学教育等专业。

5 面向职业岗位（群）

主要面向事务安排、产品操作与研发、客户服务、业务推广和商品交易等工作领域，使用英语从事对内服务或对外交流任务的各类工作岗位（群），包括但不限于行政文秘、外贸专员、客户经理等。

6 职业技能要求

6.1 职业技能等级划分

实用英语交际职业技能分为三个等级：初级、中级、高级，三个级别依次递进，高级别涵盖低级别职业技能要求。

【实用英语交际】（初级）：根据业务流程规定，能使用英语完成简单的职场口头和书面交际任务，解决文件整理、酒店预订、单证制作等基础性、程序性问题。英语语言能力大致对应中国英语能力等级量表（CSE）的三级水平和欧洲语言共同参考框架（CEFR）的 A2 较低水平。

【实用英语交际】（中级）：根据业务管理要求及项目实际情况，能使用英语完成较复杂的职场口头和书面交际任务，解决活动组织、产品推介、交易磋商等过程性、开放性问题，提出建议和方案，满足经济性、合理性等要求。英语语言能力大致对应中国英语能力等级量表（CSE）的四级水平和欧洲语言共同参考框架（CEFR）的 A2 较高水平、B1 较低水平。

【实用英语交际】（高级）：根据公司发展战略及项目实际情况，能使用英语完成高阶性的职场口头和书面交际任务，解决产品设计、营销策划、商务谈判等指导性、创造性、突发性问题，并对相应岗位人员进行培训和指导。英语语言能力大致对应中国英语能力等级量表（CSE）的五级水平和欧洲语言共同参考框架（CEFR）的 B1 较高水平。

6.2 职业技能等级要求描述

表1 实用英语交际职业技能等级要求（初级）

工作领域	工作任务	职业技能要求
1. 事务安排	1.1 文件处理	1.1.1 能从英文的档案合同、规章制度等文件中获取关键信息，进行录入、分类和归档并完成检索。 1.1.2 能根据指令，撰写简单的英文行政事务通知。 1.1.3 能借助模板，制作英文行政业务报表。
	1.2 活动执行	1.2.1 能获取并记录口头或书面的活动信息，编制英文活动日程。 1.2.2 能使用英语口头或书面发布简单的活动通知。 1.2.3 能使用英语在线或电话预订场地、物料等。 1.2.4 能使用英语接待活动来宾，简单介绍活动内容，回应咨询。 1.2.5 能借助模板，制作英文活动海报或简报。
	1.3 后勤保障	1.3.1 能使用英语获取并记录内部成员的物资采购需求，并在线、邮件或电话咨询采购相关事宜。 1.3.2 能使用英语登记物资的入库、分配和领用。 1.3.3 能使用英语获取并记录内部成员的差旅或会议筹备需求，并协助准备。 1.3.4 能使用英语获取内部成员对安全、餐饮等后勤事务的简单需求，并协助解决。
2. 产品操作与研发	2.1 操作说明	2.1.1 能从英文产品说明书中获取有关产品使用操作说明的关键信息。 2.1.2 能使用英语填写产品工作记录单。
	2.2 技术服务	2.2.1 能使用英语口头或书面回应客户简单的技术咨询。 2.2.2 能使用英语询问客户技术维护或维修需求，对维护或维修的人员及日程作出安排。
	2.3 研发支持	2.3.1 能从英文的技术生产相关法规、标准和规范中获取关键信息，并进行整理和汇总。 2.3.2 能使用英语协助完成产品研发过程中的基础操作。 2.3.3 能使用英语获取并登记新产品编号，并投放产品库。 2.3.4 能借助模板，撰写简单的英文产品说明书或说明文档。
3. 客户服务	3.1 客户资源管理	3.1.1 能使用英语获取并录入客户信息，进行分类、筛选。 3.1.2 能通过英文邮件或电话联络客户，并对客户的基本信息进行维护和更新。 3.1.3 能根据指令查询客户信息，并使用英语进行口头或书面的答复。
	3.2 客户参访接待	3.2.1 能通过英文邮件向客户发送参访邀请。 3.2.2 能从英文邮件或电话中获取并记录客户的来访目的和行程安排等信息，并制作英文日程表。 3.2.3 能使用英语口头或书面回应客户对行程安排的简单

工作领域	工作任务	职业技能要求
		<p>咨询，并向内部成员传递行程关键信息。</p> <p>3.2.4 能使用英语登记来访客户的基本信息，协助办理基础业务。</p> <p>3.2.5 能使用英语与客户进行沟通，并提供接送机等陪同服务。</p>
	3.3 客户反馈处理	<p>3.3.1 能从英文邮件或电话中获取客户的反馈信息，并进行整理和汇总。</p> <p>3.3.2 能使用英语向内部成员口头或书面传递客户的反馈信息。</p> <p>3.3.3 能通过英文邮件或电话对客户的投诉等反馈信息进行简单的回应。</p>
4. 业务推广	4.1 市场调研	<p>4.1.1 能使用英语获取市场相关数据，进行汇总和整理，并制作数据统计表。</p> <p>4.1.2 能获取英文的竞品信息，并进行汇总和整理。</p> <p>4.1.3 能通过英文邮件或电话询问客户需求，记录关键信息。</p> <p>4.1.4 能使用英语对问卷调查和访谈收集的信息进行录入和整理。</p>
	4.2 产品推介	<p>4.2.1 能使用英语制作简单的产品推介材料。</p> <p>4.2.2 能使用英语进行简单的产品介绍，并口头或书面回应咨询。</p>
	4.3 广告宣传	<p>4.3.1 能使用英语获取并整理各媒体平台特色及受众群体特征的信息。</p> <p>4.3.2 能根据广告目的，使用英语获取并整理相关资源和信息。</p> <p>4.3.3 能借助模板，使用英语制作简单的广告宣传品。</p>
5. 商品交易	5.1 交易磋商	<p>5.1.1 能获取英文贸易函电中有关交易条件的关键信息。</p> <p>5.1.2 能对往来英文贸易函电进行整理、归档。</p> <p>5.1.3 能借助模板，撰写询盘、发盘等英文贸易函电。</p> <p>5.1.4 能使用英语进行简单的口头询盘和发盘。</p>
	5.2 合同签订	<p>5.2.1 能从英文合同中获取运输和支付条款等关键信息。</p> <p>5.2.2 能使用英语对合同进行整理、归档。</p> <p>5.2.3 能使用英语填写合同中的运输和支付条款等细节信息。</p>
	5.3 订单管理	<p>5.3.1 能从英文订单中获取并确认关键信息。</p> <p>5.3.2 能使用英语整理、归档和录入订单信息。</p> <p>5.3.3 能使用英语填写订单，撰写订单通知函、确认函等。</p> <p>5.3.4 能使用英语制作装箱单、产地证等单证。</p> <p>5.3.5 能使用英语口头或书面查询订单物流进度。</p>
	5.4 交易善后	<p>5.4.1 能使用英语收集和整理索赔依据，获取索赔相关的信息。</p> <p>5.4.2 能借助模板，使用英语撰写有关商品生产或运输过程</p>

工作领域	工作任务	职业技能要求
		<p>中不可抗力事件的通知。</p> <p>5.4.3 能通过英文邮件或电话向对方提出争议或就争议进行简单回应。</p>

表 2 实用英语交际职业技能等级要求（中级）

工作领域	工作任务	职业技能要求
1. 事务安排	1.1 文件处理	<p>1.1.1 能使用英语建立档案、规章制度等文件的分类、归档标签体系。</p> <p>1.1.2 梳理和汇总英文工作总结和工作计划。</p> <p>1.1.3 能根据指令，撰写较为复杂的英文行政事务通知。</p> <p>1.1.4 能使用英语获取会议中的发言要点，撰写英文会议记录或备忘录。</p>
	1.2 活动组织	<p>1.2.1 能使用英语口语发布指令，组织团队筹备活动。</p> <p>1.2.2 能使用英语口语或书面回应活动成员对活动通知、日程等的疑问。</p> <p>1.2.3 能使用英语对活动组织情况及活动成果进行口头或书面汇报。</p> <p>1.2.4 能使用英语制作活动宣传材料，撰写活动新闻稿。</p>
	1.3 后勤保障	<p>1.3.1 能根据内部成员的物资采购需求，使用英语选择合适的供货商。</p> <p>1.3.2 能使用英语获取和分析内部成员的差旅需求，并选择合适的交通工具和食宿方案等。</p> <p>1.3.3 能使用英语获取内部成员对物资、差旅等的反馈，并通过英文邮件或电话进行评价或投诉。</p>
2. 产品操作与研发	2.1 操作说明	<p>2.1.1 能借助词典、翻译软件等，翻译篇幅短小的产品说明书或技术资料。</p> <p>2.1.2 能使用英语编写简单的维修、保养案例。</p> <p>2.1.3 能使用英语分析需求，选择合适的操作方案。</p>
	2.2 技术服务	<p>2.2.1 能分析技术咨询中的复杂问题，并使用英语口语或书面回应解决方案。</p> <p>2.2.2 能使用英语分析客户的技术需求，并提供适当的处理措施。</p> <p>2.2.3 能根据客诉情况，分析整理产品技术问题，并撰写英文处理预案。</p>
	2.3 产品研发	<p>2.3.1 能使用英语获取技术相关信息。</p> <p>2.3.2 能使用英语获取、分析产品研发需求，并口头或书面汇报分析结果，为产品迭代提供有价值的功能规划建议。</p> <p>2.3.3 能通过英文邮件或电话与专家、同行就产品研发问题进行交流。</p>

工作领域	工作任务	职业技能要求
3. 客户服务	3.1 客户资源管理	3.1.1 能使用英语分析客户信息和特性, 制定客户服务内容。 3.1.2 通过英文邮件或电话联络客户, 进行回访, 维护客户关系。
	3.2 客户参访接待	3.2.1 能使用英语获取和分析客户参访需求, 并进行合理的行程安排。 3.2.2 能使用英语提供日常陪同、景点参观等客户陪同服务。 3.2.3 能在客户参访过程中使用英语就公司业务进行口头介绍和交流。
	3.3 客户反馈处理	3.3.1 能分析客户的反馈信息, 通过英文邮件或电话给出处理方案。 3.3.2 能汇总和分析客户的反馈信息, 并使用英语口头或书面汇报处理方案。
4. 业务推广	4.1 市场调研	4.1.1 能分析英文的市场相关数据, 并撰写英文数据分析报告。 4.1.2 能根据数据分析结果, 使用英语口头对业务推广和客户开发提出简单的建议。 4.1.3 能使用英语撰写客户需求调查问卷和访谈提纲。 4.1.4 能使用英语对客户需求进行口头或书面调研, 并撰写英文调研报告。
	4.2 产品推介	4.2.1 能使用英语制作产品资料包, 包括推介书、案例库等。 4.2.2 能分析客户需求, 选定合适的产品, 并使用英语进行推介。
	4.3 广告宣传	4.3.1 能对英文的产品信息进行分析, 提炼其特色、卖点等内容。 4.3.2 能根据广告策划书, 使用英语撰写广告文案。 4.3.3 能使用英语口头介绍并讨论广告创意。
5. 商品交易	5.1 交易磋商	5.1.1 能使用英语撰写询盘函等外贸函电。 5.1.2 能根据对方的发盘, 综合分析各项交易条件, 撰写英文的还盘函、接收函等。 5.1.3 能结合谈判的报价和还价技巧, 使用英语进行简单的口头磋商。
	5.2 合同签订	5.2.1 能根据合作双方前期洽谈结果, 借助模板草拟英文合同。 5.2.2 能使用英语审查合作方的授权委托书等合同辅助性材料。
	5.3 订单管理	5.3.1 能使用英语与生产部门或仓储部门协调, 确认生产或采购进度。 5.3.2 能使用英语获取货运信息, 选择合适的货代公司和运输方式。 5.3.3 能使用英语汇报订单生产或采购过程中的问题。

工作领域	工作任务	职业技能要求
	5.4 交易善后	5.4.1 能使用英语在索赔时效内向责任人提出索赔。 5.4.2 能使用英语回复并处理客户的不可抗力事件免责要求。 5.4.3 在争议发生后,能根据方案使用英语与客户协商,妥善处理纠纷。

表3 实用英语交际职业技能等级要求（高级）

工作领域	工作任务	职业技能要求
1. 事务安排	1.1 文件处理	1.1.1 能撰写英文仪式性发言稿。 1.1.2 能撰写英文行政事务工作方案。 1.1.3 能撰写英文内部管理制度和政策。
	1.2 活动策划与指导	1.2.1 能使用英语撰写活动策划案,并对方案的整体思路和细节进行口头讲解。 1.2.2 能使用英语对活动组织情况及活动成果提出优化建议。 1.2.3 能使用英语与活动相关方开展口头或书面的业务洽谈。 1.2.4 能就活动组织过程中的突发事件进行决策,提供口头或书面的英文解决方案。 1.2.5 能使用英语承担活动现场的主持工作,提供现场翻译或作公开发言。
	1.3 后勤保障	1.3.1 能根据内部需求统筹安排采购、差旅等后勤事务,并撰写英文的规划或方案。 1.3.2 能使用英语口头介绍后勤事务规划或方案,并就方案细节进行解释、调整和修改。 1.3.3 能使用英语对后勤事务的突发状况提供解决方案。
2. 产品操作与研发	3.1 操作说明	3.1.1 能借助词典、翻译软件等,翻译专业性的技术标准等。 3.1.2 能借助词典、翻译软件等,撰写英文产品说明书或技术资料。 3.1.3 能使用英语开展较专业的技术培训。
	3.2 技术服务	3.2.1 能为客户提供整体的技术解决方案,并使用英语为客户提供讲解。 3.2.2 能使用英语就重大技术问题或突发技术故障提供口头或书面的解决方案。
	3.3 产品研发	3.3.1 能从英文技术论文中把握前沿技术和技术发展趋势。 3.3.2 能根据人工智能等技术发展趋势和市场需求,撰写英文的产品改进和新产品开发计划。 3.3.3 能使用英语组织开展产品研发方案讨论、评审工作。 3.3.4 能使用英语组织开展产品相关技术培训。
	3.1 客户资源管理	3.1.1 能根据英文的客户信息,优化和管理客户服务数据库,发现客户服务市场机会。

工作领域	工作任务	职业技能要求
3. 客户服务		3.1.2 能根据英文的客户信息，撰写客户服务项目方案。 3.1.3 能根据英文的客户信息进行客户开发，拓展和维系核心客户关系。 3.1.4 能根据英文的客户信息进行客户分级，制定客户管理计划，并撰写英文的管理方案。
	3.2 客户参访接待	3.2.1 能使用英语陪同客户参加专题研讨、会议会展等活动，并提供口译服务。 3.2.2 能使用英语对客户陪同服务进行现场管理，并及时应对现场的突发事件。 3.2.3 能撰写英文的客户参访接待预案和应急方案。 3.2.4 能使用英语在接待客户的过程中主动识别客户的动态需求，并根据变化调整服务。
	3.3 客户反馈处理	3.3.1 能根据英文的客户反馈，分析客户服务偏差的原因，使用英语撰写或汇报客户满意度改进方案和管理措施。 3.3.2 能通过英文电话或邮件回应重大投诉事件。 3.3.3 能根据客户提供的英文服务质量反馈，评估服务质量，进行服务质量控制。
4. 业务推广	4.1 市场调研	4.1.1 能使用英语编制市场调研方案。 4.1.2 能深入挖掘英文的市场数据，归纳特征、趋势等，并撰写英文数据分析报告。 4.1.3 能根据数据分析报告，撰写英文业务推广和客户开发方案。
	4.2 产品推介	4.2.1 能使用英语撰写产品推广方案及总结报告。 4.2.2 能使用英语在国际电商平台上进行直播营销。 4.2.3 能使用英语在产品推介会上发言，回答现场提问。
	4.3 广告宣传	4.3.1 能使用英语撰写广告策划书。 4.3.2 能使用英语口头汇报广告策划书，并就策划书细节进行解释、调整和修改。
	4.4 营销策划	4.4.1 能通过分析行业动态和竞争对手的市场行为，制定英文产品营销战略规划。 4.4.2 能根据企业业务特点、不同电商平台特点等信息，制定英文平台营销策划方案。 4.4.3 能使用英语口头汇报营销策划方案，并就方案细节进行解释、调整和修改。
5. 商品交易	5.1 交易磋商	5.1.1 能结合市场趋势和产品前景，撰写英文的谈判计划和方案。 5.1.2 能使用英语进行口头谈判。
	5.2 合同签订	5.2.1 能使用英语与合作方就合同框架进行口头洽谈。 5.2.2 能分析英文合同的合规性和合理性，提出必要的修改或补充建议。 5.2.3 能使用英语制定合同风险管理机制。

工作领域	工作任务	职业技能要求
	5.3 订单管理	5.3.1 能使用英语制定订单跟踪机制。 5.3.2 能使用英语制定订单风险管理机制。 5.3.3 能使用英语制定订单商品的生产或采购计划。 5.3.4 能使用英语口头或书面协调订单客户、生产部门或供货商，解决生产或采购中的问题。
	5.4 交易善后	5.4.1 能制定英文的危机处理预案。 5.4.2 能在客户违约时，制定英文的救济方案。 5.4.3 能在我方无法履约时，制定英文的解决方案和善后处理方案。 5.4.4 能使用英语完成危机公关发言或文案写作，妥善处理重大突发事件。

参考文献

- [1] 中等职业学校专业目录
- [2] 普通高等学校高等职业教育（专科）专业目录
- [3] 普通高等学校本科专业目录
- [4] 中等职业学校专业教学标准
- [5] 高等职业学校专业教学标准
- [6] 本科专业类教学质量国家标准
- [7] SB/T 11221-2018 客户服务专业人员技术要求
- [8] RB/T 308-2017 展会服务认证要求
- [9] SB/T 10761-2012 品牌管理专业人员技术条件
- [10] ISCC-CC 国际服务外包人力资源标准体系
- [11] GB/T 28158-2011 国际贸易业务的职业分类与资质管理
- [12] GF 0018-2018 中国英语能力等级量表（China Standards of English）
- [13] 欧洲语言共同参考框架（The Common European Framework of Reference for Languages）
- [14] 美国外语教学委员会外语能力量表（ACTFL Proficiency Guidelines）

实用英语交际职业技能等级考试

（初级）

考试大纲

实用英语交际职业技能等级考试委员会

2021 年 1 月

目 录

1. 考试简介

1.1 考试目的

1.2 考试对象

1.3 考试用途

2. 级别标准和能力要求

2.1 概述

2.2 级别标准

2.3 VETS (初级) 能力要求

3. 考试内容和形式

3.1 概述

3.2 试卷构成

4. 评分方式和标准

4.1 评分方式

4.2 评分标准

5. 成绩报告

附：实用英语交际职业技能等级考试（初级）样题

1. 考试简介

1.1 考试目的

实用英语交际职业技能等级考试（Vocational English Test System，以下简称 VETS 考试）由北京外研在线数字科技有限公司研发，是在“1+X”理念指导下设计的多级别英语职业技能考试体系。该考试的研发以实用英语交际职业技能等级标准为依据，以成果为导向，以任务为驱动，以场景为依托，反映用人单位对不同岗位英语交际职业技能的需求；以促进公平公正和教育国际化为基本价值取向，以促进高素质技术技能型人才培养为主要目标，能够满足多层次、多群体的测评需求；致力于服务职业院校及应用型本科院校的英语教学、用人单位招聘、社会培训及学生职业生涯发展等目的。

1.2 考试对象

VETS 考试是一项水平考试，含初级、中级、高级三个级别，面向中等职业学校、高等职业学校和应用型本科高校的在校生、毕业生和社会成员开放。考生可根据自身能力水平及需求，选择适合自己的级别参加考试。

1.3 考试用途

VETS 考试可用于能力评价、教学反馈及人才选拔等。VETS 考试委员会解释各级别考试水平和成绩，但考生成绩的使用权在考生所在院校或用人单位。VETS 考试委员会尊重各单位对其人员英语能力要求的自主权。

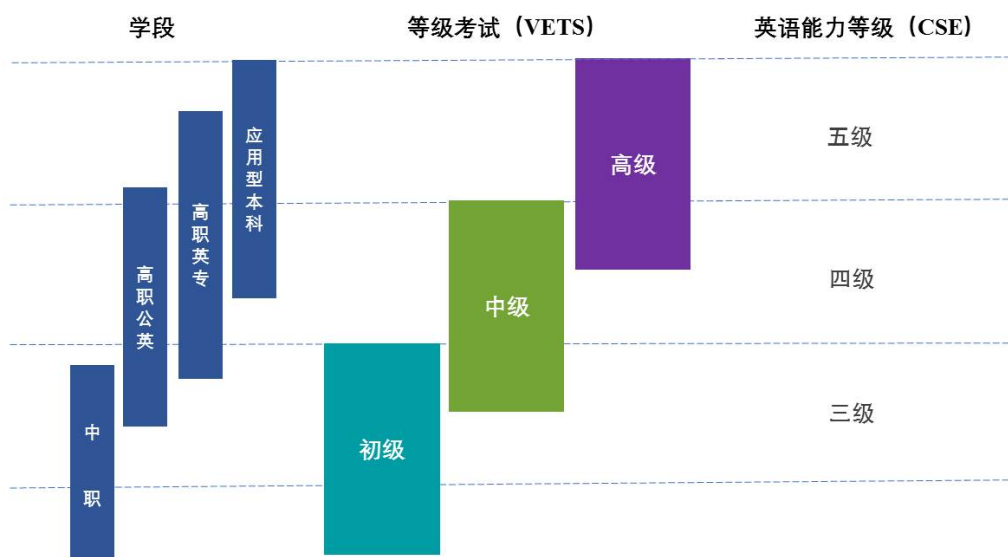
2. 级别标准和能力要求

2.1 概述

VETS 考试是以实用英语交际职业技能等级标准为依据，参照中等职业学校、高等职业学校和应用型本科高校的英语课程标准及教学要求设计而成。VETS 考试遵循实用英语交际职业技能的定义和描述，充分借鉴语言测试等相关学科的发展与研究成果，考查语言使用者在特定工作岗位中的英语交际能力。

2.2 级别标准

VETS 考试旨在测量和评价考生的实用英语交际职业技能所达到相应标准的程度。



2.3 VETS (初级) 能力要求

2.3.1 英语语言能力

2.3.1.1 听力

要求考生能听懂发音清晰、语速较慢的简短材料，如对话、通知等。听力材料语速为每分钟 80-100 词。考生应能：

- 理解主旨要义；
- 获取细节信息；
- 对所听内容作出简单推断；
- 理解说话者的意图、观点和态度。

2.3.1.2 阅读

要求考生能读懂语言简单、话题熟悉的简短材料，如广告、说明书等。考生应能：

- 理解主旨要义；
- 获取细节信息；
- 对所读内容作出简单判断和推理；
- 理解篇章的基本结构和逻辑关系；
- 理解作者的意图、观点和态度。

2.3.1.3 写作

要求考生能借助模板围绕熟悉话题进行书面表达。考生应能做到：

- 中心思想明确，语义基本连贯；
- 用词基本恰当，语法基本准确；
- 使用有效的写作策略。

2.3.1.4 口语

要求考生能就熟悉话题与他人进行交流。考生应能做到：

- 语音、语调基本自然，语流基本连贯；
- 用词基本恰当、得体，语法基本准确；
- 使用有效的交际策略。

2.3.2 英语交际职业技能

2.3.2.1 事务安排

“事务安排”工作领域主要包含“文件处理”、“活动执行”及“后勤保障”三类典型工作任务。

在完成“文件处理”任务时，考生应能：

- 根据指令，撰写简单的英文行政事务通知；
- 借助模板，制作英文行政业务报表。

在完成“活动执行”任务时，考生应能：

- 获取并记录口头或书面的活动信息，编制英文活动日程；
- 使用英语口头或书面发布简单的活动通知；
- 使用英语在线或电话预订场地、物料等；
- 使用英语接待活动来宾，简单介绍活动内容，回应咨询；
- 借助模板，制作英文活动海报或简报。

在完成“后勤保障”任务时，考生应能：

- 使用英语获取并记录内部成员的物资采购需求，并在线、邮件或电话咨询采购相关事宜；
- 使用英语登记物资的入库、分配和领用；
- 使用英语获取并记录内部成员的差旅或会议筹备需求，并协助准备；
- 使用英语获取内部成员对安全、餐饮等后勤事务的简单需求，并协助解决。

2.3.2.2 产品操作与研发

“产品操作与研发”工作领域主要包含“操作说明”、“技术服务”及“研发支持”三类典型工作任务。

在完成“操作说明”任务时，考生应能：

- 从英文产品说明书中获取有关产品使用操作说明的关键信息；
- 使用英语填写产品工作记录单。

在完成“技术服务”任务时，考生应能：

- 使用英语口语或书面回应客户简单的技术咨询；
- 使用英语询问客户技术维护或维修需求，对维护或维修的人员及日程作出安排。

在完成“研发支持”任务时，考生应能：

- 从英文的技术生产相关法规、标准和规范中获取关键信息，并进行整理和汇总；
- 借助模板，撰写简单的英文产品说明书或说明文档。

2.3.2.3 客户服务

“客户服务”工作领域主要包含“客户资源管理”、“客户参访接待”及“客户反馈处理”三类典型工作任务。

在完成“客户资源管理”任务时，考生应能：

- 使用英语获取并录入客户信息，进行分类、筛选；
- 通过英文邮件或电话联络客户，并对客户的基本信息进行维护和更新；
- 根据指令查询客户信息，并使用英语进行口头或书面的答复。

在完成“客户参访接待”任务时，考生应能：

- 通过英文邮件向客户发送参访邀请；
- 从英文邮件或电话中获取并记录客户的来访目的和行程安排等信息，并制作英文日程表；
- 使用英语口语或书面回应客户对行程安排的简单咨询，并向内部成员传递行程关键信息；
- 使用英语登记来访客户的基本信息，协助办理基础业务；
- 使用英语与客户进行沟通，并提供接送机等陪同服务。

在完成“客户反馈处理”任务时，考生应能：

- 从英文邮件或电话中获取客户的反馈信息，并进行整理和汇总；
- 使用英语向内部成员口头或书面传递客户的反馈信息；
- 通过英文邮件或电话对客户的投诉等反馈信息进行简单的回应。

2.3.2.4 业务推广

“业务推广”工作领域主要包含“市场调研”、“产品推介”及“广告宣传”三类典型工作任务。

在完成“市场调研”任务时，考生应能：

- 使用英语获取市场相关数据，进行汇总和整理，并制作数据统计表；
- 获取英文的竞品信息，并进行汇总和整理；
- 通过英文邮件或电话询问客户需求，记录关键信息；
- 使用英语对问卷调查和访谈收集的信息进行录入和整理。

在完成“产品推介”任务时，考生应能：

- 使用英语制作简单的产品推介材料；
- 使用英语进行简单的产品介绍，并口头或书面回应咨询。

在完成“广告宣传”任务时，考生应能：

- 使用英语获取并整理各媒体平台特色及受众群体特征的信息；
- 根据广告目的，使用英语获取并整理相关资源和信息；
- 借助模板，使用英语制作简单的广告宣传品。

2.3.2.5 商品交易

“商品交易”工作领域主要包含“交易磋商”、“合同签订”、“订单管理”及“交易善后”四类典型工作任务。

在完成“交易磋商”任务时，考生应能：

- 获取英文贸易函电中有关交易条件的关键信息；
- 对往来英文贸易函电进行整理、归档；
- 借助模板，撰写询盘、发盘等英文贸易函电；
- 使用英语进行简单的口头询盘和发盘。

在完成“合同签订”任务时，考生应能：

- 从英文合同中获取运输和支付条款等关键信息；
- 使用英语对合同进行整理、归档；
- 使用英语填写合同中的运输和支付条款等细节信息。

在完成“订单管理”任务时，考生应能：

- 从英文订单中获取并确认关键信息；
- 使用英语整理、归档和录入订单信息；
- 使用英语填写订单，撰写订单通知函、确认函等；
- 使用英语制作装箱单、产地证等单证；
- 使用英语口头或书面查询订单物流进度。

在完成“交易善后”任务时，考生应能：

- 使用英语收集和整理索赔依据，获取索赔相关的信息；
- 借助模板，使用英语撰写有关商品生产或运输过程中不可抗力事件的通知；
- 通过英文邮件或电话向对方提出争议或就争议进行简单回应。

3. 考试内容和形式

3.1 概述

VETS 考试（初级）综合考查事务安排、产品操作与研发、客户服务、业务推广和商品交易等五个工作领域中日常的、简单的典型工作任务所需的英语语言能力和职业技能。考查形式为机考。考试时间为 85 分钟。

3.2 试卷构成

VETS 考试（初级）试卷涵盖实用英语交际职业技能等级标准中各工作领域内的 1-2 项典型工作任务。每次考试的试卷结构及题型不变，但各题型对应的工作任务将有所变化。以下任务说明均基于样题编写。

VETS 考试（初级）由七项任务构成，以样题为例，依次为交易磋商、客户接待、产品咨询、活动通知、参访接待、操作说明和日程安排。试题指导语为英语，口语和写作提供的材料中可能涉及少量中文。

各任务信息如下表所示：

任务		材料	要求	题型	题量	分值	用时（分钟）
任务一	交易磋商	3 篇对话	理解对话	单项选择	5	10	8
任务二	客户接待	10 个问题	听后回答问题	单项选择	10	10	7
任务三	产品咨询	1 篇产品简介	阅读产品简介 听问题并回答	口头简答	6	12	5
任务四	活动通知	1 份活动海报	阅读海报	填空	5	20	10
			发布通知	口头表达	1		
任务五	参访接待	1 篇说明文	理解短文	判断正误	5	10	15
任务六	操作说明	1 份说明书	制作说明书	选择匹配	4	8	10
任务七	日程安排	1 份日程表	撰写邮件	书面表达	5	30	30
		1 封邮件	编制日程	填空	5		
总计					46	100	85

3.2.1 交易磋商

交易磋商任务考查考生在交易磋商过程中获取关键口头信息的能力。

本任务要求考生听 3 篇对话，每篇 50—100 词。每篇材料播放两遍。每篇材料设置 1—2 道单选题，共 5 小题。考生需要根据材料内容，从每题所给的 4 个选项中选出最佳答案。任务考查考生理解主旨大意、听取关键信息的能力。

3.2.2 客户接待

客户接待任务考查考生在接待客户时与客户进行简单沟通的能力。

本任务要求考生听问题，并从每题所给的 3 个选项中选出最佳回应。每个问题播放一遍。共 10 小题。任务考查考生听取关键信息，并进行得体回应的能力。

3.2.3 产品咨询

产品咨询任务考查考生回应顾客对产品提出的问题的能力。

本任务要求考生阅读 1 篇 100 词左右的产品简介，然后听顾客关于该产品的提问，并根据产品简介的内容口头回答问题。每个问题播放一遍。共 6 小题。任务考查考生读取文章关键信息，并口头回答问题的能力。

3.2.4 活动通知

活动通知任务由两节内容组成，考查考生口头发布活动通知的能力。

第一节要求考生阅读 1 份活动海报，从中获取事实性信息，并完成填空。共 5 小题。该节考查考生读取关键信息的能力。

第二节要求考生基于海报信息，在 60 秒内口头发布活动通知。该节考查考生整合信息，并进行口头说明的能力。

3.2.5 参访接待

参访接待任务考查考生得体地接待来自不同文化背景的客户的能力。

本任务要求考生阅读 1 篇 200 词左右关于不同国家风俗礼仪的文章，根据文章内容判断具体接待行为的得体性。共 5 小题。任务考查考生理解文章主旨大意，并判断跨文化行为得体性的能力。

3.2.6 操作说明

操作说明任务考查考生制作简单的英文说明书的能力。

本任务要求考生完成 1 份 100 词左右的说明书的制作。考生需阅读某说明书中的操作演示图 and 对应文字说明，并将文字说明和图片进行匹配，完成说明书的制作。任务考查考生理解图片和说明性文字的能力。

3.2.7 日程安排

日程安排任务由两节内容组成，考查考生撰写邀请函并制作活动日程表的能力。

第一节要求考生根据提供的信息和模板制作邀请函。该节考查考生读取关键信息，并进行书面表达的能力。

第二节要求考生阅读一封 150—200 词的邮件，根据邮件内容完成活动日程表的制作。该节考查考生读取和处理关键信息的能力。

4. 评分方式和标准

4.1 评分方式

4.1.1 客观题

客观题采用计算机自动评分方式进行评卷。

4.1.2 主观题

主观题采用人工评分的方式进行评卷。评卷基本流程如下：

- 制定统一的评分原则和标准，作为每次评卷工作的纲领性文件，确保各次评分的一致性；
- 每次考试结束后，抽取一定数量的答卷，由专家团队进行评析，结合评分原则、标准和试题要求制定具体的评分细则，确保评分的科学性；
- 正式评卷时，由受过培训的评卷员进行评分，并采用计算机系统追踪、人工抽检、仲裁等多种手段对评卷质量进行监控，确保评分的公平性。

4.2 评分标准

4.2.1 选择题

选择题均为单选题，错选、不选或多选均不得分。

4.2.2 判断题

判断题答案唯一，判断错误不得分。

4.2.3 填空题

从信息提取的正误、单词拼写及形式是否准确等方面对考生的作答进行综合评分。

4.2.4 书面表达

从内容切题性、语言准确性和结构完整性三个维度对考生的作答进行分项评分：

- 在内容切题性方面，重点评判考生作答是否切题，是否涵盖作答要点中的全部信息，以及是否有足够的细节支撑；
- 在语言准确性方面，重点评判考生作答的语法和单词拼写是否准确，用词是否恰当，表述是否得体；
- 在结构完整性方面，重点评判考生作答的结构是否完整，逻辑是否清晰，句子衔接是否自然，写作格式是否规范。

4.2.5 口头简答

从回答内容的准确性、语音语调的规范性等方面对考生的作答进行综合评分。

4.2.6 口头表达

从内容切题性、语言准确性和结构完整性三个维度对考生的作答进行分项评分：

- 在内容切题性方面，重点评判考生作答是否切题，是否涵盖作答要点中的全部信息，以及是否有足够的细节支撑；
- 在语言准确性方面，重点评判考生作答的语法是否准确，用词是否恰当，表述是否得体；
- 在结构完整性方面，重点评判考生作答的结构是否完整，逻辑是否清晰，表达是否自然连贯。

5. 成绩报告

VETS 考试（初级）按百分制计分，满分为 100 分。60 分及 60 分以上为合格。考试成绩合格者获颁“实用英语交际职业技能等级证书（初级）”合格证书。

附：实用英语交际职业技能等级考试（初级）样题

Task 1

You are Nicole Liu, an assistant to Mark Green. Listen to 3 conversations between Mark Green and Jane Smith about sales of your company's products. Answer Questions 1-5 by choosing A, B, C or D for each question. You will hear each conversation **TWICE**.



Question 1 is based on Conversation 1.

1. What did Ms. Smith like best during her breakfast?
 - A. Bacon.
 - B. Bread.
 - C. Coffee.
 - D. Dumplings.

Questions 2-3 are based on Conversation 2.

2. How many desks and chairs did Ms. Smith order?
 - A. 30 desks and 50 chairs.
 - B. 50 desks and 30 chairs.
 - C. 300 desks and 500 chairs.
 - D. 500 desks and 300 chairs.
3. At what price did Ms. Smith buy the desk and chair?
 - A. \$90 for each desk and \$50 for each chair.
 - B. \$50 for each desk and \$90 for each chair.
 - C. \$40 for each desk and \$72 for each chair.
 - D. \$72 for each desk and \$40 for each chair.

Questions 4-5 are based on Conversation 3.

4. When will the desks and chairs be sent to Ms. Smith?
 - A. On 13th December.
 - B. On 20th December.
 - C. On 28th December.
 - D. On 30th December.

5. Where will the desks and chairs be sent to?
- A. The factory.
 - B. The warehouse.
 - C. The new office.
 - D. The old building

Task 2

You are a general manager's secretary and are asked to receive an important guest of your company. Now listen to 10 questions or statements from the guest and for each of them choose a reply which best responds to it. Each question or statement will be played only **ONCE**.



1.
 - A. What a pity!
 - B. Never mind.
 - C. Thank you so much!
2.
 - A. No problem. I'll pick you up.
 - B. Sure. The plane will land at 3 p.m.
 - C. Yes. You can take a taxi from the airport.
3.
 - A. Sure. The weather is very pleasant.
 - B. You bet. It's really a beautiful city.
 - C. Yes. There's a lot here in this book.
4.
 - A. Well, the bread is terrible.
 - B. Sure. This soup is very famous.
 - C. Yes. You look very hungry now.
5.
 - A. You can drive to a nearby store.
 - B. You can try some beef dumplings.
 - C. You can have breakfast at the hotel.

6. A. Yes. We need to plan for the future.
B. We'll have a meeting in the afternoon.
C. We have made a good plan in the morning.
7. A. I'm in Marketing.
B. I work for a living.
C. I'm studying product design.
8. A. Of course. How about you?
B. Of course. What can I do for you?
C. Of course. What's wrong with your hand?
9. A. The delicious food.
B. I can't get it all here.
C. I hope to be there some day.
10. A. Yes. My alarm clock went off this morning.
B. Yes. I had to finish my task before the deadline.
C. Yes. It's time for me to go to my friend's birthday party.

Task 3

You are a sales assistant at AW Technology. You are asked to answer some customers' questions about a smart watch. Now you have **60** seconds to read the product's advertisement.

Features

Weight: 290 grams

Dimensions: 1.98 x 3.98 x 9 inches

Colour: Black and white

Price: £43.00

Functions

- Detect your heart rate through the day
- Record your sleep at night
- Safe to use with water activities
- Last for 5-7 days once fully charged

Requirements

- Don't use it in hot water
- Keep away from chemicals



Now listen to 6 questions about the watch from some customers. Answer Questions 1-6 according to the advertisement. You must respond within **15** seconds after you hear a tone. Each question will be played only **ONCE**.

Task 4

You are an HR assistant at ABC Co. Ltd. Your company is organizing a team-building tour to the United Kingdom. You are asked to inform the staff of the tour.

Task 4.1

Read the poster below about the tour. Fill in the blanks with the **EXACT** words, phrases, or numbers from the poster. You will have **5** minutes to complete the task.

United Kingdom

WHAT'S INCLUDED

- 4-star hotel
- Round-trip flight tickets
- Tour guide services
- Travel insurance



DESTINATIONS

- Days 1-4: London
- Days 5-7: York
- Days 8-10: Bath

Departure Date

2nd October, 2021

Price

RMB 2,000 for staff

RMB 6,000 for each family member

1. The tour to the United Kingdom will start on _____.
2. Round-trip _____ are included in the price.
3. The tour will offer _____ services.
4. Tourists will visit _____, York and Bath.
5. A family member of the company staff needs to pay RMB _____ for the tour.

Task 4.2

Give a short announcement about the tour to the staff. You should include the following points:

- Inform them of the tour
- Provide detailed tour information
- Ask them to book the tour with you by email

You will have **90** seconds to prepare and **60** seconds to speak.

Task 5

You are an assistant to the client manager. Lola Cruz Sánchez, a representative from a Spanish company, is paying a visit to your company for the first time next month. You are asked to accompany her during the visit. Now you are learning about Spanish manners. Read Statements 1-5 and decide whether each manner is proper [T] or improper [F].

Although the Spanish are usually open, there are some issues that are best avoided in daily conversation or business contacts. These sensitive issues include discussion about gender roles, the Spanish Civil War, politics and religion, and conflicts between regions of Spain. All of these topics are considered improper for a polite conversation.



Furthermore, it is suggested not to be overly friendly or have close body contact with someone who is not a close friend or family member. Once your relationship with the Spanish business partners has developed into a strong one, friendly gestures, such as hugging, may become acceptable. Also, standing too far away during conversation is not appropriate. The Spanish like to stand close together while talking, and may also pat your arm or shoulder to make a point. Don't move away, or it may cause trouble.


At last, it is best to address people directly by using Mr. or Ms., followed by the surname. There are no specific rules about the giving and receiving of business cards. But it is always best to treat the card with respect.

1. You talk about women's changing roles in the Spanish society with Lola.
2. When introducing Lola to your colleagues, you suggest them to hug her.
3. When talking with Lola, you stand close to her to show politeness.
4. It's best for you to call her "Lola" when you introduce her to your colleagues.
5. When Lola gives you her business card, you receive it carefully to show respect.


Task 6

You are a quality inspector at Oster Manufacturing. You are asked to do the quality test for the Oster Blender according to the user manual. There are four steps to use the blender. Now choose the right description for each step.


How to Use the Oster Blender




Spill-Proof Drinking Lid



Blade Assembly




Sport Bottle




Blender Base


Our newly-launched Oster Blender consists of four parts: a drinking lid, a sport bottle, a blade assembly and a blender base. Refer to the following simple steps when you want to make your own drink.




1 _____



2 _____



3 _____



4 _____

Now you are good to go!
Take your drink anywhere with our sport bottle.

1. _____
2. _____
3. _____
4. _____

Steps of instruction

- A. Fasten the blade assembly on the bottle.
- B. Fill the bottle with water and your favorite fruits.
- C. Replace the blade assembly with the drinking lid.
- D. Put the bottle into the base. Press it down to start blending.

Task 7

You are Miranda Li, a secretary at AD Manufacturing. You are asked to invite David Clarkson, a business partner, to attend your product launch event and then make an itinerary according to his reply.

Task 7.1

Now complete the invitation email to David Clarkson based on the schedule provided below.

	Product Launch	Welcome Dinner
Time	2:00 p.m.—5:00 p.m. 15th August	6:00 p.m.—9:00 p.m. 15th August
Venue	Beijing Hotel	Forest Western Restaurant
Activities	<ul style="list-style-type: none">• Product briefing• Q & A• Product trial	<ul style="list-style-type: none">• Welcome speech by CEO• A three-course dinner

From: Miranda@hotmail.com
To: D. Clarkson@gmail.com
Subject: Invitation to product launch

Dear Mr. Clarkson,

AD Manufacturing warmly invites you to attend our company's product launch event on the 15th of August.

There will be two main sessions during the event—the product launch and the welcome dinner. The product launch is scheduled to take place [1] _____ at Beijing Hotel. First, our CEO will brief the guests on our new product in detail, then [2] _____ followed by a product trial.

In the evening, [3] _____ at Forest Western Restaurant. First, [4] _____; at the end of the evening, [5] _____.

We'd be delighted if you could join us at our launch. Please let us know if you will be able to attend and if there is anything we can do to assist you with your travel plans.

We look forward to hearing from you.

Sincerely,
Miranda Li
AD Manufacturing

Task 7.2

Now read David Clarkson's reply. Complete the schedule with the **EXACT** words or phrases from the text.

From: D. Clarkson@gmail.com
To: Miranda@hotmail.com
Subject: Invitation confirmation

Dear Ms. Li,

I am delighted to confirm my acceptance of your invitation to the product launch event your company will hold in China.

I will arrive at Beijing International Airport at 8:30 a.m. on the 14th of August. I would really appreciate it if you could pick me up and take me to Beijing Hotel. If it suits you, we could perhaps have lunch together in the hotel. Could you possibly show me around your company in the afternoon? It has been years since my last visit.

On the 15th of August, I will attend your product launch and also the welcome dinner in the evening.

My departure time will be 2:00 p.m. on the 16th of August, and I would like to get to the airport at 12:00 p.m. I'd really appreciate it if we could drop into a souvenir shop on the way to the airport, so I could buy some small gifts for my children.

I hope this plan is convenient for you. Please do get in touch if you have any concerns.

Best regards,
David Clarkson
CEO
WET Co. Ltd

Itinerary

Date	Time	Activities
14th August	8:30 a.m.	Airport pick-up
	12:00 p.m.	Have lunch in [6] _____
	2:00 p.m.-5:00 p.m.	Visit [7] _____
15th August	2:00 p.m.-5:00 p.m.	Attend [8] _____
	6:00 p.m.-9:00 p.m.	Attend [9] _____
16th August	9:00 a.m.-11:00 a.m.	Buy some souvenirs
	[10] _____ p.m.	Arrive at the airport
	2:00 p.m.	Departure

Keys

Task 1

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

Task 2

1. C 2. A 3. C 4. B 5. C
6. B 7. A 8. B 9. A 10. B

Task 3

1. Black and white.
2. 43 pounds.
3. Heart rate.
4. Yes.
5. 5-7 days.
6. Don't use it in hot water and keep away from chemicals.

Task 4

Task 4.1

1. 2nd October, 2021
2. flight tickets
3. tour guide
4. London
5. 6,000

Task 4.2

Sample

Good morning, everyone!

Our company is organizing a team-building tour to the United Kingdom.

The tour will begin on 2nd October and will last for 10 days. Our first destination is London. We will stay there for 4 days. Then we are going to visit York and Bath before we head home on 11th October. You will pay only RMB 2,000 for the tour. It includes 4-star hotels, round-trip flight tickets, tour guide services and travel insurance. And if you want to book it for your family members, you need to pay RMB 6,000 for each.

If you want to join the tour, please book with me by email. Have a nice day!

Task 5

1. F 2. F 3. T 4. F 5. T

Task 6

1. B 2. A 3. D 4. C

Task 7

1. from 2:00 p.m. to 5:00 p.m. (on the 15th of August)
2. there will be a Q & A session
3. we will hold a welcome dinner

4. our CEO will give a welcome speech
5. a three-course dinner will be served
6. Beijing Hotel
7. company
8. product launch
9. welcome dinner
10. 12:00

(Keys to task 7 are for reference.)

Scripts

Task 1

You are Nicole Liu, an assistant to Mark Green. Listen to 3 conversations between Mark Green and Jane Smith about sales of your company's products. Answer Questions 1-5 by choosing A, B, C or D for each question. You will hear each conversation **TWICE**.

Question 1

- Mark Green: Good morning, Ms. Smith.
- Jane Smith: Morning, Mr. Green. It's been a long time since we last met!
- Mark Green: Yeah, it really has. How's your breakfast at the hotel?
- Jane Smith: Pretty good. I like the bread and coffee. But bacon is the best.
- Mark Green: Did you try the dumplings? They are my favourite.
- Jane Smith: I wanted to, but I was already full after I finished those.
- Mark Green: Pity. You can have a try next time. You won't regret it.
- Jane Smith: Definitely.
- Mark Green: OK, then how about we get down to business?...

Questions 2-3

- Mark Green: Then how about we get down to business? Ms. Smith, how many desks and chairs do you want?
- Jane Smith: Well, how much do they cost?
- Mark Green: The desk is \$90 each and the chair is \$50 each.
- Jane Smith: Oh, that's a little bit expensive. Can I have a discount?
- Mark Green: We can offer you a lower price if you order a large number.
- Jane Smith: Yes, I need 300 desks and 500 chairs.
- Mark Green: In that case, we can give you a 20% discount. That's \$72 for the desk and \$40 for the chair.
- Jane Smith: That sounds fine with me. I'll take it.

Questions 4-5

- Mark Green: That's great! Ms. Smith, when do you want the desks and chairs ready?
- Jane Smith: Let me see... Today is 13th December. Er... Can you send them to us on 20th December?
- Mark Green: Sure. We have enough products in our warehouse. That won't be a problem. Do you want them to be sent to your company?
- Jane Smith: Oh, yes. But we will move out of the old building on 28th December. So please send them to our new office. It's on the Brighton Street, not far from your factory.
- Mark Green: No problem.

Task 2

You are a general manager's secretary and are asked to receive an important guest of your company. Now listen to 10 questions or statements from the guest and for each of them choose a reply which best responds to it. Each question or statement will be played only **ONCE**.

1. This is a gift for you.
2. I'll arrive at 3 p.m. tomorrow. Can you pick me up at the airport?
3. Do you have any information about the city sights?
4. Could you give me some recommendations?
5. Where can I have breakfast?
6. What's our plan for today?
7. Which department do you work for?
8. Can you give me a hand, please?
9. What do you miss most about Canada?
10. You look so tired. Did you stay up late last night?

Task 3

You are a sales assistant at AW Technology. You are asked to answer some customers' questions about a smart watch. Now you have **60** seconds to read the product's advertisement.

Now listen to 6 questions about the watch from some customers. Answer Questions 1-6 according to the advertisement. You must respond within **15** seconds after you hear a tone. Each question will be played only **ONCE**.

1. What colour do you have for the watch?
2. How much is the watch?
3. What can the watch detect through the day?
4. Can I use the watch when I swim?
5. How many days can the battery last once fully charged?
6. What are the requirements when using this watch?

实用英语交际职业技能等级考试

(中级)

考试大纲

实用英语交际职业技能等级考试委员会

2021 年 1 月

目 录

1. 考试简介

1.1 考试目的

1.2 考试对象

1.3 考试用途

2. 级别标准和能力要求

2.1 概述

2.2 级别标准

2.3 VETS (中级) 能力要求

3. 考试内容和形式

3.1 概述

3.2 试卷构成

4. 评分方式和标准

4.1 评分方式

4.2 评分标准

5. 成绩报告

附：实用英语交际职业技能等级考试（中级）样题

1. 考试简介

1.1 考试目的

实用英语交际职业技能等级考试（Vocational English Test System，以下简称 VETS 考试）由北京外研在线数字科技有限公司研发，是在“1+X”理念指导下设计的多级别英语职业技能考试体系。该考试的研发以实用英语交际职业技能等级标准为依据，以成果为导向，以任务为驱动，以场景为依托，反映用人单位对不同岗位英语交际职业技能的需求；以促进公平公正和教育国际化为基本价值取向，以促进高素质技术技能型人才培养为主要目标，能够满足多层次、多群体的测评需求；致力于服务职业院校及应用型本科院校的英语教学、用人单位招聘、社会培训及学生职业生涯发展等目的。

1.2 考试对象

VETS 考试是一项水平考试，含初级、中级、高级三个级别，面向中等职业学校、高等职业学校和应用型本科高校的在校生、毕业生和社会成员开放。考生可根据自身能力水平及需求，选择适合自己的级别参加考试。

1.3 考试用途

VETS 考试可用于能力评价、教学反馈及人才选拔等。VETS 考试委员会解释各级别考试水平和成绩，但考生成绩的使用权在考生所在院校或用人单位。VETS 考试委员会尊重各单位对其人员英语能力要求的自主权。

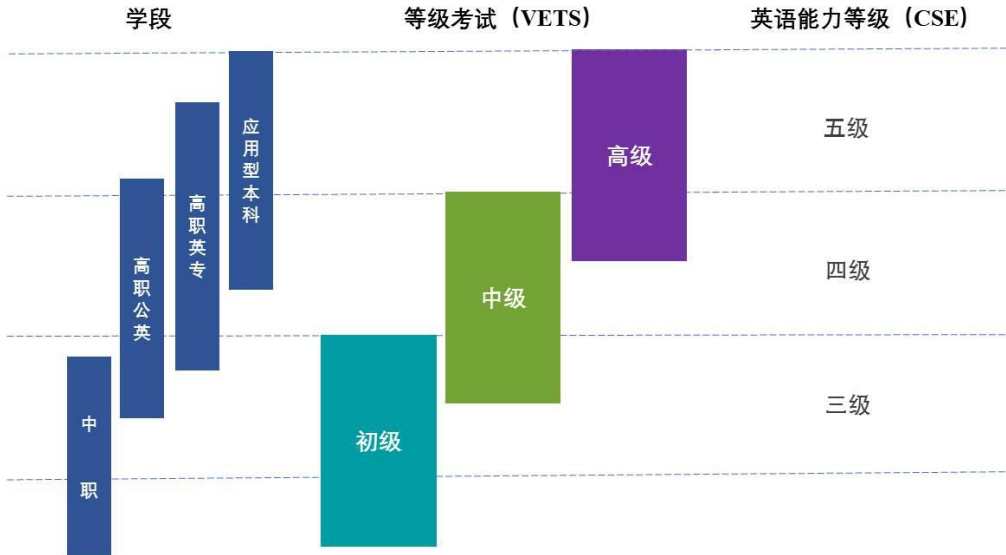
2. 级别标准和能力要求

2.1 概述

VETS 考试是以实用英语交际职业技能等级标准为依据，参照中等职业学校、高等职业学校和应用型本科高校的英语课程标准及教学要求设计而成。VETS 考试遵循实用英语交际职业技能的定义和描述，充分借鉴语言测试等相关学科的发展与研究成果，考查语言使用者在特定工作岗位中的英语交际能力。

2.2 级别标准

VETS 考试旨在测量和评价考生的实用英语交际职业技能所达到相应标准的程度。



2.3 VETS (中级) 能力要求

2.3.1 英语语言能力

2.3.1.1 听力

要求考生能听懂话题熟悉、语速正常的独白和对话，如非专业性讲座、访谈等。听力材料语速为每分钟 100–120 词左右。考生应能：

- 理解主旨要义；
- 获取细节信息；
- 对所听内容作出推断；
- 理解说话者的意图、观点和态度。

2.3.1.2 阅读

要求考生能读懂语言简单、题材广泛的材料，如公司介绍、信函等。考生应能：

- 理解主旨要义；
- 获取细节信息；
- 对所读内容作出判断和推理；
- 理解篇章的基本结构和逻辑关系；
- 理解作者的意图、观点和态度。

2.3.1.3 写作

要求考生能围绕熟悉话题进行书面表达。考生应能做到：

- 中心思想明确，语义较为连贯，结构较为清晰完整；
- 用词较为恰当，语法较为准确；
- 使用有效的写作策略。

2.3.1.4 口语

要求考生能就熟悉话题与他人进行交流。考生应能做到：

- 语音、语调较为自然，语流较为连贯；
- 用词较为恰当、得体，语法较为正确；
- 使用有效的交际策略。

2.3.2 英语交际职业技能

2.3.2.1 事务安排

“事务安排”工作领域主要包含“文件处理”、“活动组织”及“后勤保障”三类典型工作任务。

在完成“文件处理”任务时，考生应能：

- 使用英语建立档案、规章制度等文件的分类、归档标签体系；
- 梳理和汇总英文工作总结和工作计划；
- 根据指令，撰写较为复杂的英文行政事务通知；
- 使用英语获取会议中的发言要点，撰写英文会议记录或备忘录。

在完成“活动组织”任务时，考生应能：

- 使用英语口语发布指令，组织团队筹备活动；
- 使用英语口语或书面回应活动成员对活动通知、日程等的疑问；
- 使用英语对活动组织情况及活动成果进行口头或书面汇报；
- 使用英语制作活动宣传材料，撰写活动新闻稿。

在完成“后勤保障”任务时，考生应能：

- 根据内部成员的物资采购需求，使用英语选择合适的供货商；
- 使用英语获取和分析内部成员的差旅需求，并选择合适的交通工具和食宿方案等；
- 使用英语获取内部成员对物资、差旅等的反馈，并通过英文邮件或电话进行评价或投诉。

2.3.2.2 产品操作与研发

“产品操作与研发”工作领域主要包含“操作说明”、“技术服务”及“产品研发”三类典型工作任务。

在完成“操作说明”任务时，考生应能：

- 借助词典、翻译软件等，翻译篇幅短小的产品说明书或技术资料；
- 使用英语编写简单的维修、保养案例；

- 使用英语分析需求，选择合适的操作方案。

在完成“技术服务”任务时，考生应能：

- 分析技术咨询中的复杂问题，并使用英语口语或书面回应解决方案；
- 使用英语分析客户的技术需求，并提供适当的处理措施；
- 根据客诉情况，分析整理产品技术问题，并撰写英文处理预案。

在完成“产品研发”任务时，考生应能：

- 使用英语获取技术相关信息；
- 使用英语获取、分析产品研发需求，并口头或书面汇报分析结果，为产品迭代提供有价值的功能规划建议；
- 通过英文邮件或电话与专家、同行就产品研发问题进行交流。

2.3.2.3 客户服务

“客户服务”工作领域主要包含“客户资源管理”、“客户参访接待”及“客户反馈处理”三类典型工作任务。

在完成“客户资源管理”任务时，考生应能：

- 使用英语分析客户信息和特性，制定客户服务内容；
- 通过英文邮件或电话联络客户，进行回访，维护客户关系。

在完成“客户参访接待”任务时，考生应能：

- 使用英语获取和分析客户参访需求，并进行合理的行程安排；
- 使用英语提供日常陪同、景点参观等客户陪同服务；
- 在客户参访过程中使用英语就公司业务进行口头介绍和交流。

在完成“客户反馈处理”任务时，考生应能：

- 分析客户的反馈信息，通过英文邮件或电话给出处理方案；
- 汇总和分析客户的反馈信息，并使用英语口语或书面汇报处理方案。

2.3.2.4 业务推广

“业务推广”工作领域主要包含“市场调研”、“产品推介”及“广告宣传”三类典型工作任务。

在完成“市场调研”任务时，考生应能：

- 分析英文的市场相关数据，并撰写英文数据分析报告；
- 根据数据分析结果，使用英语口语对业务推广和客户开发提出简单的建议；
- 使用英语撰写客户需求调查问卷和访谈提纲；
- 使用英语对客户需求进行口头或书面调研，并撰写英文调研报告。

在完成“产品推介”任务时，考生应能：

- 使用英语制作产品资料包，包括推介书、案例库等；
- 分析客户需求，选定合适的产品，并使用英语进行推介。

在完成“广告宣传”任务时，考生应能：

- 对英文的产品信息进行分析，提炼其特色、卖点等内容；
- 根据广告策划书，使用英语撰写广告文案；

- 使用英语口语介绍并讨论广告创意。

2.3.2.5 商品交易

“商务交易”工作领域主要包含“交易磋商”、“合同签订”、“订单管理”及“交易善后”四类典型工作任务。

在完成“交易磋商”任务时，考生应能：

- 使用英语撰写询盘函等外贸函电；
- 根据对方的发盘，综合分析各项交易条件，撰写英文的还盘函、接收函等；
- 结合谈判的报价和还价技巧，使用英语进行简单的口头磋商。

在完成“合同签订”任务时，考生应能：

- 根据合作双方前期洽谈结果，借助模板草拟英文合同；
- 使用英语审查合作方的授权委托书等合同辅助性材料。

在完成“订单管理”任务时，考生应能：

- 使用英语与生产部门或仓储部门协调，确认生产或采购进度；
- 使用英语获取货运信息，选择合适的货代公司和运输方式；
- 使用英语汇报订单生产或采购过程中的问题。

在完成“交易善后”任务时，考生应能：

- 使用英语在索赔时效内向责任人提出索赔；
- 使用英语回复并处理客户的不可抗力事件免责要求；
- 在争议发生后，能根据方案使用英语积极与客户协商，妥善处理纠纷。

3. 考试内容和形式

3.1 概述

VETS 考试（中级）综合考查事务安排、产品操作与研发、客户服务、业务推广和商品交易等五个工作领域中一般性国际交流场合中典型工作任务所需的英语语言能力和职业技能。考查形式为机考。考试时间为 105 分钟。

3.2 试卷构成

VETS 考试（中级）试卷涵盖实用英语交际职业技能等级标准中各工作领域内的 1-2 项典型工作任务。每次考试的试卷结构及题型不变，但各题型对应的工作任务将有所变化。以下任务说明均基于样题编写。

VETS 考试（中级）由六项任务构成，以样题为例，依次为参访陪同、业务介绍、产品推介、书面磋商、市场调研和活动组织。试题指导语为英语，口语和写作提供的材料中可能涉及少量中文。

各任务信息如下表所示：

任务		材料	要求	题型	题量	分值	用时（分钟）
任务一	参访陪同	1 篇独白	理解独白	单项选择	5	10	10
任务二	业务介绍	1 篇公司简介	阅读短文	填空	5	15	10
			介绍简况	口头表达	1		
任务三	产品推介	3 篇产品简介 5 篇独白	阅读短文	填空	7	25	20
			听取独白	选择匹配	5		
			答复咨询	口头表达	1		
任务四	书面磋商	2 封邮件	阅读邮件	单项选择	5	10	20
			回复邮件	句子回填	5		
任务五	市场调研	1 篇报告 1 份图表	阅读资料	单项选择	5	10	15
任务六	活动组织	1 篇调研报告 3 篇活动海报	听取报告	填空	5	30	30
			阅读海报	选择匹配	5		
			汇报观点	书面表达	1		
总计					50	100	105

3.2.1 参访陪同

参访陪同任务考查考生陪同客户进行参访时的沟通能力。

本任务要求考生听 1 篇 200 词左右的独白。录音材料播放两遍。共 5 小题。考生需要根据材料内容，从每题所给的 4 个选项中选出最佳答案。任务考查考生理解主旨大意、听取关键信息的能力。

3.2.2 业务介绍

业务介绍任务由两节内容组成，考查考生向客户介绍业务的能力。

第一节要求考生阅读 1 篇 200 词左右的公司业务介绍，并根据短文内容将所需信息填入已给的幻灯片模板中。共 5 小题。该节考查考生读取关键信息的能力。

第二节要求考生根据上节完成的幻灯片内容进行 90 秒的口头陈述。该节考查考生归纳信息，并进行口头说明的能力。

3.2.3 产品推介

产品推介任务由三节内容组成，考查考生根据客户需求合理选择和推介产品的能力。

第一节要求考生读 3 篇各 100 词左右的同类产品介绍，并将所需信息填入已给的表格中。共 7 小题。该节考查考生读取关键信息的能力。

第二节要求考生听 5 段客户的独白，总长度为 250 词左右，并将其需求与产品进行选择

匹配。每段独白播放两遍。该节考查考生听取关键信息，理解客户的意图和态度，并进行分析、对比以及选择的能力。

第三节要求考生根据上节中的选择，对其中一位客户进行 60 秒的口头产品推介。该节考查考生归纳关键信息、分析产品优势，并进行口头说明的能力。

3.2.4 书面磋商

书面磋商任务由两节内容组成，考查考生通过英文邮件进行交易磋商的能力。

第一节要求考生读 1 封 150 词左右的邮件，并根据邮件内容，从每题所给的 4 个选项选出最佳答案。共 5 小题。该节考查考生读取文中具体信息，理解主旨大意，推断作者意图、观点或态度等方面的能力。

第二节要求考生根据上一篇邮件内容作出合理回应，从试题提供的 7 个选项中选择 5 个正确的选项填入指定空格中。该节考查考生理解文章结构与组织，并综合评判双方观点或态度的能力。

3.2.5 市场调研

市场调研任务考查考生获取产品调研相关信息的能力。

本任务要求考生阅读 1 篇 150 词左右的报告和 1 份含有数据的图表，并根据报告内容和图表信息，从每题所给的 4 个选项选出最佳答案。共 5 小题。任务考查考生读取和理解文字、数据信息的能力。

3.2.6 活动组织

活动组织任务由三节内容组成，考查考生根据需求合理组织活动的能力。

第一节要求考生听一段 120 词左右的活动背景信息，并将关键信息填入已给的便签模板中。录音材料播放两遍。共 5 小题。该节考查考生听取和处理关键信息的能力。

第二节要求考生阅读三份与活动场地、内容等相关的材料，并匹配特点。共 5 小题。该节考查考生读取和处理关键信息的能力。

第三节要求考生根据上节中的选择，进行书面汇报。该节考查考生根据需求合理选择并进行书面沟通的能力。

4. 评分方式和标准

4.1 评分方式

4.1.1 客观题

客观题采用计算机自动评分方式进行评卷。

4.1.2 主观题

主观题采用人工评分的方式进行评卷。评卷基本流程如下：

- 制定统一的评分原则和标准，作为每次评卷工作的纲领性文件，确保各次评分的一致性；
- 每次考试结束后，抽取一定数量的答卷，由专家团队进行评析，结合评分原则、标准和试题要求制定具体的评分细则，确保评分的科学性；
- 正式评卷时，由受过培训的评卷员进行评分，并采用计算机系统追踪、人工抽检、仲裁等多种手段对评卷质量进行监控，确保评分的公平性。

4.2 评分标准

4.2.1 选择题/选择匹配题

选择题/选择匹配题均为单选题，错选、不选或多选均不得分。

4.2.2 填空题

从信息提取的正误、单词拼写及形式是否准确等方面对考生的作答进行综合评分。

4.2.3 书面表达

从内容切题性、语言准确性和结构完整性三个维度对考生的作答进行分项评分：

- 在内容切题性方面，重点评判考生作答是否切题，是否涵盖作答要点中的全部信息，以及是否有足够的细节支撑；
- 在语言准确性方面，重点评判考生作答的语法和单词拼写是否准确，用词是否恰当，表述是否得体；
- 在结构完整性方面，重点评判考生作答的结构是否完整，逻辑是否清晰，句子衔接是否自然，写作格式是否规范。

4.2.4 口头表达

从内容切题性、语言准确性和结构完整性三个维度对考生的作答进行分项评分：

- 在内容切题性方面，重点评判考生作答是否切题，是否涵盖作答要点中的全部信息，以及是否有足够的细节支撑；
- 在语言准确性方面，重点评判考生作答的语法是否准确，用词是否恰当，表述是否得体；
- 在结构完整性方面，重点评判考生作答的结构是否完整，逻辑是否清晰，表达是否自然连贯。
-

5. 成绩报告

VETS 考试（中级）按百分制计分，满分为 100 分。60 分及 60 分以上为合格。考试成绩合格者获颁“实用英语交际职业技能等级证书（中级）”合格证书。

附：实用英语交际职业技能等级考试（中级）样题

Task 1

You are a client manager at New Technic. You are asked to accompany Nanami Sakurai, your Japanese client, during her visit to your company. Before meeting her, you are asked to attend a lecture on Japanese cultural taboos. Decide how you should behave during Nanami's visit according to the lecture. Answer Questions 1-5 by choosing A, B, C or D for each question. You will hear the lecture **TWICE**.



1. Which is possibly a good topic for your conversation with Nanami?
 - A. Nanami's income.
 - B. Prime Minister of Japan.
 - C. Places of interest in Japan.
 - D. Nanami's educational experiences.
2. Why is it rude to praise Nanami's make-up?
 - A. Because it is a private topic.
 - B. Because it implies that she is ugly.
 - C. Because it means that she likes hiding.
 - D. Because it is impolite to make comments.
3. What is the best thing to do when you greet Nanami?
 - A. Hug her.
 - B. Bow to her.
 - C. Shake hands.
 - D. Kiss on her cheek.
4. What should you do when you exchange your business cards?
 - A. Receive her card with one hand.
 - B. Stand up when receiving her card.
 - C. Hand out your card with one hand.
 - D. Keep seated when handing out your card.
5. What is best to do during your dinner with Nanami?
 - A. Pour your own drink.
 - B. Ask others to help with your drink.
 - C. Talk about Nanami's family members.
 - D. Collect food and put it on your plate before eating.

Task 2

You are Sally Zhang, a marketing manager at Neno Coffee. You are asked to introduce your company to your potential investors during their visit.

Task 2.1

Read the profile of Neno Coffee below and make some PPT slides to support your introduction. Complete the slides using the **EXACT** words, phrases, or numbers from the profile. You will have 5 minutes to complete the task.

The Neno Coffee Profile

History

Our story began in 1991. Back then we were only a retailer of whole bean and ground coffee with a single store in Hangzhou's Square Market. Today, we connect with millions of customers every day and possess more than 30,000 retail stores.

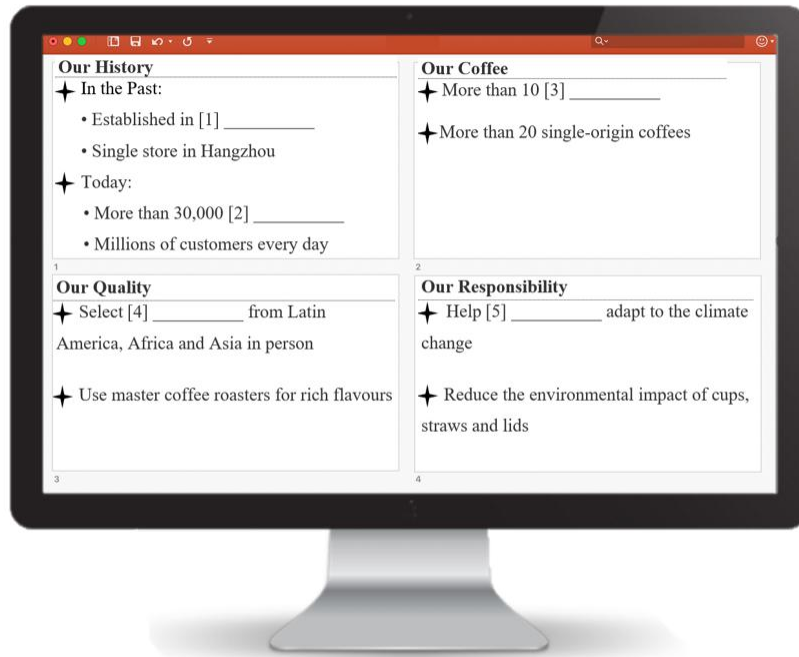
Products

We've always believed in serving the best coffee possible. We offer more than 10 blends and more than 20 single-origin premium coffees. It's our goal for all of our coffee to be grown under the highest standards of quality. Our coffee buyers personally travel to coffee farms in Latin America, Africa and Asia to select high-quality beans. And our master coffee roasters bring out the balance and rich flavour of the beans.

Social responsibility

At Neno, we have always believed in the importance of striking a balance between profitability and social conscience. It all started with our early travels to the places where our coffee is grown, understanding that our future is tied to the future of farmers and their families. We built a global network of support to create a new way to produce coffee: one that is sustainable and good for people and the planet. As the threats of climate change have grown, we have been working to help coffee farms adapt and find innovative solutions for building and operating our stores, while reducing the environmental impact of our cups, straws and lids.





Task 2.2

Now give a presentation about Neno Coffee to the potential investors based on the PPT slides. You will have **120** seconds to prepare and **90** seconds to speak.

Task 3

You are a shopping consultant at TEC Company. Your company recently launched some new waffle makers. You are asked to choose the most suitable product for a group of customers based on their needs.

Task 3.1

Read the leaflets below about three of your new waffle makers. Complete the table using the **EXACT** words, phrases, or numbers from the leaflets. You will have 7 minutes to complete the task.

Dash Mini Waffle Maker—Can make both waffles and paninis.

Weighing only about 1lb, this is a **MUST-HAVE** for that first apartment, smaller kitchen, or college dorm life. It is quite easy to use—simply plug it in and go! It heats up in 3 minutes. The small cooking surface is specially designed for individual portions.

With its lovely and well-designed appearance, it is a perfect wedding or new home gift. Its small size takes up little space, and its variety of colour options will match any kitchen décor.



Get this product at only \$23!

Sea Creature Waffle Maker—Make 7 different cool and fun sea animal-shaped waffles in minutes! The shapes include crab, starfish, shark, etc. It is the most creative waffle maker you'll ever use, and your kids will love it too!

This product has a non-stick coating on the heat plates to help clean up quick and easy. It also includes a compact storage case for long-time storage. What's more, the waffle maker includes our tried and true recipes—try it out!

Pay only \$34 and you will get this lovely non-stick waffle maker to brighten up your mornings and add fun to breakfast time.



Emoji Waffler—Has 4 changeable plates which allow you to make either pancakes or waffles. All 4 cooking surfaces are non-stick for easy clean-up. The plates are of different emojis, which makes cooking fun—suitable for both adults and kids. When cooked, the waffles are easily removed.

This product also features adjustable browning and temperature control, which enables you to make perfect-tasting waffles and pancakes according to your own preference.

With its dual functions and high quality, the waffler costs \$58.



Name of Product	Cooking Features	Other Advantages	Price
Dash Mini Waffle Maker	<ul style="list-style-type: none"> • Make waffles and paninis • Small cooking surface for [1] _____ portions 	<ul style="list-style-type: none"> • Light-weight • Heat up in 3 minutes • Variety of [2] _____ options 	\$23
Sea Creature Waffle Maker	<ul style="list-style-type: none"> • 7 cool and fun [3] _____ shapes 	<ul style="list-style-type: none"> • [4] _____ on the heat plates • Include a compact storage case • Include tried and true [5] _____ 	\$34
Emoji Waffler	<ul style="list-style-type: none"> • Make waffles and pancakes using 4 changeable plates • The plates are of different [6] _____ 	<ul style="list-style-type: none"> • Non-stick for easy [7] _____ • Waffles are easily removed • Adjustable browning and temperature control 	\$58

Task 3.2

Five customers are calling you and describing their needs to you. Choose the waffle maker that best suits each customer's needs by choosing A, B or C for Questions 8-12. The recording will be played **TWICE**.

- A. Dash Mini Waffle Maker

B. Sea Creature Waffle Maker

C. Emoji Waffler

8. Lisa _____
9. George _____
10. Fiona _____
11. Frank _____
12. Miranda _____

Task 3.3

Now listen **AGAIN** to Lisa's needs and introduce the product you choose for her based on the information in the leaflet. Your purpose is to persuade her to buy the product. You should cover the following points in your introduction:

- A summary of her needs
- Which product you would choose for her
- Why you choose this product for her

After the recording, you will have **90** seconds to prepare and **60** seconds to speak.

Task 4

You are Susan Zhao, an assistant export manager at Ausrice Pty. You are asked to respond to a letter about a counteroffer.

Task 4.1

Now read the letter below from Edward Carey making a counteroffer on your company's rice. Answer Questions 1-5 by choosing A, B, C or D for each question.



1. What is the major reason why Edward Carey makes this counteroffer?
 - A. The price is high.
 - B. The quality is low.
 - C. The origin is wrong.
 - D. The market is unstable.

2. Which country's rice is used for comparison with that of Ausrice Pty?
 - A. China.
 - B. Australia.
 - C. Malaysia.
 - D. Singapore.

3. When is Susan Zhao expected to reply?
 - A. Before 1st January.
 - B. Before 6th January.
 - C. Before 10th January.
 - D. Before 6th February.

4. At what price does Edward Carey counter offer?
 - A. A\$1,050 per ton.
 - B. A\$1,050 per 100 tons.
 - C. A\$1,200 per ton.
 - D. A\$1,200 per 100 tons.

5. Why does Edward Carey suggest that Susan Zhao accept the counteroffer immediately?
 - A. The price is increasing.
 - B. The price is decreasing.
 - C. The demand is increasing.
 - D. The demand is decreasing.

Task 4.2

Now complete the reply letter to Edward Carey's counteroffer, and explain why you cannot accept his price. Answer Questions 6-10 by choosing from A to G for each question.

20th January, 2021

Mr. Edward Carey
Manager
Keppel Rice Ltd
112 Bukit Timah Road
Singapore

Dear Mr. Carey,

Thank you for your letter dated 10th January 2021.
[6] _____ since it is below our expectation.

You mentioned the price of other countries' rice in your letter.
[7] _____ at a price as low as that. We must point out that your offer is unacceptable in the current market. To be honest, we have several long-term clients in your region.
[8] _____.

[9] _____, which is contrary to your claims. And we believe it is unlikely to change in the near future.

[10] _____ so that we can ensure your requirements are met in good time. I look forward to your early reply.

Yours sincerely,
Susan Zhao
Assistant Export Manager
Ausrice Pty

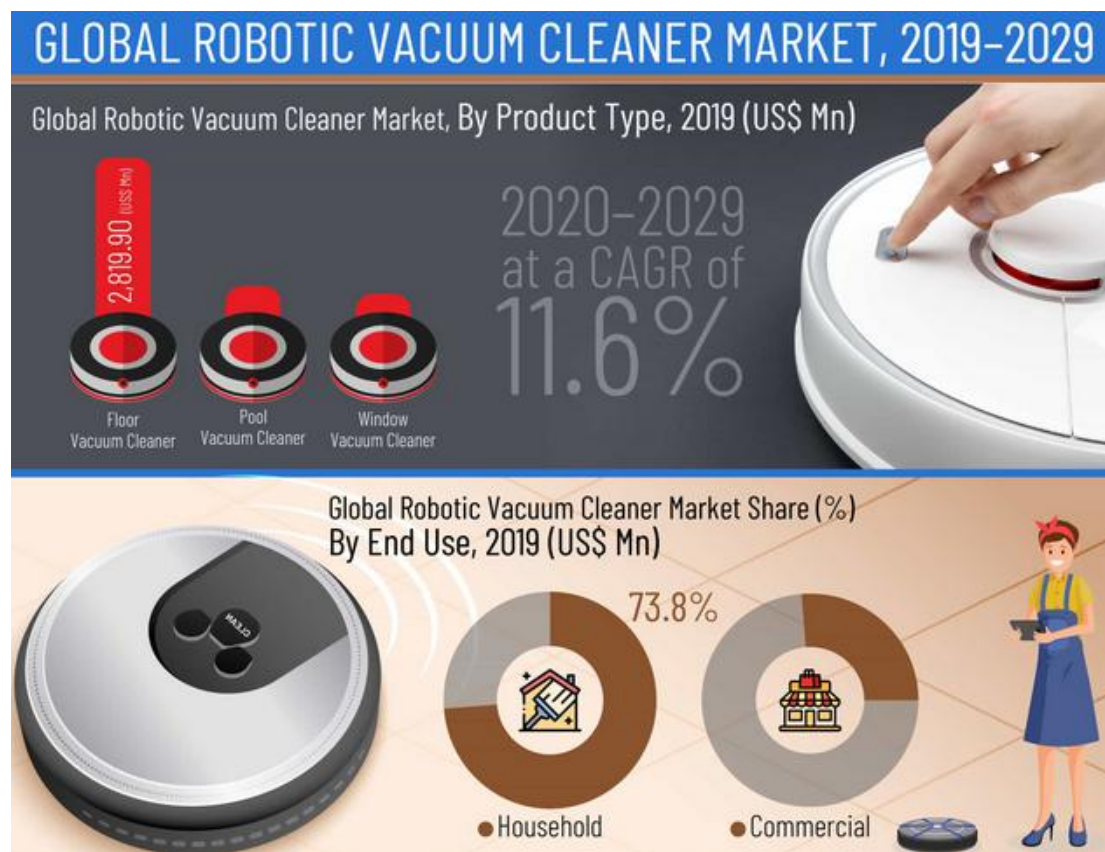
- A. The market price is rising
- B. I am glad to receive your letter
- C. They are also buying at this price
- D. Please send us a price list as soon as possible
- E. Therefore, we hope that you will agree to our price
- F. But we have not heard of Australian rice being sold
- G. Regretfully, we are unable to accept your counteroffer

Task 5

You work in the R&D Department of TopTech Company. You are doing market research to assist your manager to develop a new robotic vacuum cleaner. Read part of a market report and graphics on global robotic vacuum cleaners. Answer Questions 1-5 by choosing A, B, C or D.

The future of the robotic vacuum cleaner market looks bright with opportunities in the residential, commercial, industrial, and healthcare industries. The market is expected to grow with a CAGR (年复合增长率) of 16% from 2019 to 2024. The major drivers for this market are increasing application of automation in household devices, rise in labor cost and increasing safety concern.

The global robotic vacuum cleaner market is divided on the basis of product, operations, applications and region. On the basis of product, the market is divided into floor vacuum cleaner, window vacuum cleaner, pool vacuum cleaner, lawn vacuum cleaner and others. These cleaners have functions such as navigation control systems and sensors. They are used to detect obstacles and prevent collisions. The floor vacuum cleaner is expected to hold the largest share of the robotic vacuum cleaner market by 2025.



1. What is the expected CAGR for the robotic vacuum cleaner market from 2019 to 2024?
 - A. 11.6%
 - B. 16%
 - C. 25%
 - D. 73.8%

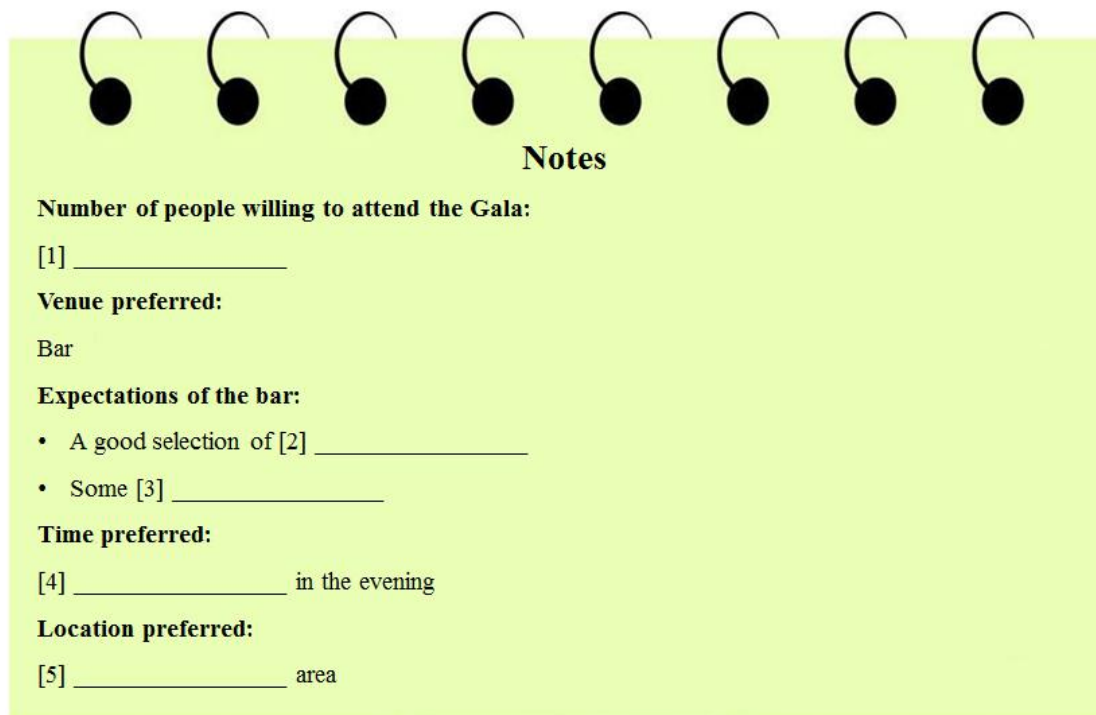
2. Which of the following is one of the drivers for the rise of the robotic vacuum cleaner market?
 - A. More considerations in safety.
 - B. More investments in the labor market.
 - C. Increasing opportunities in the healthcare industry.
 - D. Increasing application of automation in the commercial industry.
3. What is the use of the sensors of the floor vacuum cleaner?
 - A. Cleaning the floor.
 - B. Sensing the obstacles.
 - C. Removing the obstacles.
 - D. Controlling the direction.
4. What is believed to take the largest share of the robotic vacuum cleaner market by 2025?
 - A. The pool vacuum cleaner.
 - B. The lawn vacuum cleaner.
 - C. The floor vacuum cleaner.
 - D. The window vacuum cleaner.
5. What conclusion can be drawn from the graphics?
 - A. Household vacuum cleaners took up 73.8% of the global market in 2019.
 - B. Window vacuum cleaners took up the largest share of the global market in 2019.
 - C. The market share of window vacuum cleaners doubled that of floor vacuum cleaners in 2019.
 - D. About half of the robotic vacuum cleaner products were sold for commercial purposes in 2019.

Task 6

You are Tim Li, an HR director at Double Tech Company. Your company is holding a New Year Gala next month and you are asked to choose a venue for it.

Task 6.1

Listen to part of your assistant's survey report on when and where the staff members expect the party to be held. Complete the notes using the **EXACT** words, phrases, or numbers from the recording. The recording will be played **TWICE**.



Notes

Number of people willing to attend the Gala:
[1] _____

Venue preferred:
Bar

Expectations of the bar:

- A good selection of [2] _____
- Some [3] _____

Time preferred:
[4] _____ in the evening

Location preferred:
[5] _____ area

Task 6.2

Read part of a travel guide about three bars. Answer Questions 6-10 by choosing A, B or C for each question.

Leap Brewing Original



This bar opened in Beijing in 2010.

It has a good selection of different beers, with prices starting from 25 RMB for each glass.

While it doesn't serve food, it has menus from many of its nearby restaurants. It can help you order great food like pizza, dumplings, pasta, etc.

At Leap Brewing Original, you may find about 8 tables in the beautiful courtyard. It's a good place to sit with friends and get away from life's pressures.

The bar is in Baochao Hutong, and you are advised to walk or bike there. Reminder: it doesn't open until 9 o'clock in the evening.

Whisky & Words



If you are looking for a quiet bar in downtown Beijing, you'll love this one.

Its opening hours are 5 p.m. to 11 p.m. It has many whiskeys from all over the world, including some great ones from Scotland and Japan.

The staff are awesome and knowledgeable. They are fun to interact with and have special talents, such as doing magic and dancing.

The decorations inside the bar are quite unusual, which makes the experience more unforgettable.

The place is a little small but great for one on one dates.

Sugar



Open from 3 p.m. till midnight, Sugar is a rooftop bar at a five-star hotel.

With amazing cocktails, a good wine list and delicious food, there's no better place in Beijing to watch the sunset and see the city light up after dark.

Also, along with pleasant music through the evening, you can relax or dance if you prefer. Its vast outdoor area with some of Beijing's best views attracts many people looking for a great space to relax after work.

So, don't forget to book online beforehand, especially on weekends, and you'll get a 5-hour parking PASS for the hotel's parking lot.

Which bar:

6. has a parking lot for customers? _____
7. is suitable for one on one dates? _____
8. advises customers to go by bike or on foot? _____
9. plays good music to dance to? _____
10. is not open until 9 p.m.? _____

- A. Leap Brewing Original
 - B. Whisky & Words
 - C. Sugar

Task 6.3

Write an email to your manager Jack Brown about your ideas for the venue in about **120** words. You should state which bar you have chosen and give your reasons.

Keys

Task 1

1. C 2. B 3. C 4. B 5. D

Task 2

Task 2.1

1. 1991
2. retail stores
3. blends
4. coffee beans/beans/high-quality beans
5. coffee farms

Task 2.2

Sample

Ladies and gentlemen,

I'm Sally Zhang, Marketing Manager at Neno Coffee. Thank you for coming all the way to China. Now I'd like to introduce to you more details about our company.

Neno Coffee was established in 1991. Back then there was only one single store in Hangzhou. Now we own more than 30,000 retail stores and provide services for millions of customers every day. We have developed more than 10 blends and 20 single-origin coffees. All of these changes have taken place in just 20 years.

We guarantee high quality at Neno. Our coffee beans are personally selected from Latin America, Africa and Asia, and our master coffee roasters can bring out rich flavours.

Striking a balance between profitability and social responsibility has always been our mission. We not only help coffee farms adapt to climate change, but also try to reduce the environmental impact of plastic cups, straws and lids.

That's the end of my introduction. Thank you for listening.

Task 3

Task 3.1

1. individual
2. colour
3. sea creature/sea animal
4. non-stick coating
5. recipes
6. emojis
7. clean-up

Task 3.2

8. A 9. C 10. A 11. C 12. B

Task 3.3

Sample

Hi, Lisa. I understand that you want to cook individual portions at a time, and that you expect to cook other foods besides waffles. I'd like to recommend our new product—Dash Mini Waffle Maker. Its small cooking surface won't take up much space, especially suitable for students like you who live alone in a dorm. You can cook both waffles and paninis with it. What's more, our

product is very well-designed and comes in different colours. I believe our Dash Mini Waffle Maker will meet your needs well.

Task 4

Task 4.1

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

Task 4.2

6. G 7. F 8. C 9. A 10. E

Task 5

1. B 2. A 3. B 4. C 5. A

Task 6

Task 6.1

1. 120
2. drinks
3. music
4. 5 p.m.
5. downtown

Task 6.2

6. C 7. B 8. A 9. C 10. A

Task 6.3

Sample

Dear Mr. Brown,

I'm writing to make a suggestion on the venue for our New Year Gala.

According to the survey, 90% of the staff expect the Gala to be held in a bar. I've looked into three famous bars and have chosen the Sugar Bar due to the following reasons:

First of all, the Sugar Bar provides both amazing cocktails and high-quality wines, which suits our staff's needs perfectly because of its good selection of drinks. Besides, with pleasant music throughout the evening, the Bar is an ideal choice for our staff to relax in. What's more, as it opens at 3:00 p.m., we can go there early and spend more time having fun together. Finally, though located in downtown area, it offers enough parking spaces for everyone.

That's why I've chosen the Sugar Bar. I hope that my suggestion is helpful for your final decision.

Look forward to your reply.

Yours sincerely,

Tim Li

Scripts

Task 1

You are a client manager at New Technic. You are asked to accompany Nanami Sakurai, your

Japanese client, during her visit to your company. Before meeting her, you are asked to attend a lecture on Japanese cultural taboos. Decide how you should behave during Nanami's visit according to the lecture. Answer Questions 1-5 by choosing A, B, C or D for each question. You will hear the lecture **TWICE**.

When you try to talk with Japanese people, you might be unsure about what topics the Japanese don't like. Talk of politics is not encouraged in Japan. Commenting on a woman's makeup is considered rude. This is because praising someone's makeup could be mistaken as saying that she is hiding an ugly face. Personal information including age, family, income and even school of graduation is what the Japanese don't want to be asked.

Shaking hands is very popular for business introductions in Japan. You can also bow toward those who you are sure are older than you. Unlike Westerners, Japanese people do not hug or do cheek kisses.

Business cards play an important role in Japanese business culture. If you are seated, remember to stand up when receiving and handing out business cards. Both should be done using both hands.

It's impolite to eat directly from common dishes. Put food on your plate first. It's best to collect a few things and put them on your plate before eating. During dinner, it's rude to pour your own drink. Pour others' drink instead, and someone will notice and fill yours.

Task 3.2

Five customers are calling you and describing their needs to you. Choose the waffle maker that best suits each customer's needs by choosing A, B or C for Questions 8-12. The recording will be played **TWICE**.

Lisa: I love eating waffles and I prefer making them by myself. I live alone in my dorm so a small-sized waffle maker will be best for me—I really don't want to waste anything, and I don't have much space in my kitchen. It would be better if I could use the product to cook some other food, like paninis, for my breakfast.

George: We previously had a waffle maker that made character-shaped waffles but required a lot of effort to get those shapes out. So this time the most important feature we are looking for is that the waffles come out easily. What's more, our kids love waffles with some interesting characters.

Fiona: My friend has recently moved to a new house. Actually she loves doing some baking at home and I'm thinking of sending her a waffle maker as a gift. She doesn't need too many functions, but the design should fit her home.

Frank: My previous waffle maker had only one button, and I was unable to change the temperature and cooking time by myself. I bought it because of its low price, but unfortunately the waffles were always over-cooked. Therefore, I want to change to a new one that is more adjustable according to my own preference, and one that can make both waffles and pancakes. Price is not a big issue for me this time.

Miranda: I have three kids, and they enjoy having waffles for breakfast. I need one that can make several waffles at the same time—I'm quite busy in the morning, and it would be better if the waffles come in different shapes, because kids will like those. Oh, by the way, I also want it to be non-stick and easy to clean.

Task 6.1

Listen to part of your assistant's survey report on when and where the staff members expect the party to be held. Complete the notes using the **EXACT** words, phrases, or numbers from the recording. The recording will be played **TWICE**.

...Last week I did a survey among our staff. It's good to know that about 120 people are willing to go to the Gala. As for the venue, almost 90% of them think it's a good idea to have it in the bar. They hope there will be a good selection of drinks. Also, it'd be better if there could be some music for them to relax or dance to. About the time, nearly 87% of them suggest that the Gala starts at 5 p.m. in the evening, so they can have more time to hang out together. As for the location, most of them would like to meet in the downtown area because there will be more choices. Those who live far away can drive anyway...

实用英语交际职业技能等级考试

（高级）

考试大纲

实用英语交际职业技能等级考试委员会

2021 年 1 月

目 录

1. 考试简介

1.1 考试目的

1.2 考试对象

1.3 考试用途

2. 级别标准和能力要求

2.1 概述

2.2 级别标准

2.3 VETS (高级) 能力要求

3. 考试内容和形式

3.1 概述

3.2 试卷构成

4. 评分方式和标准

4.1 评分方式

4.2 评分标准

5. 成绩报告

附：实用英语交际职业技能等级考试（高级）样题

1. 考试简介

1.1 考试目的

实用英语交际职业技能等级考试（Vocational English Test System，以下简称 VETS 考试）由北京外研在线数字科技有限公司研发，是在“1+X”理念指导下设计的多级别英语职业技能考试体系。该考试的研发以实用英语交际职业技能等级标准为依据，以成果为导向，以任务为驱动，以场景为依托，反映用人单位对不同岗位英语交际职业技能的需求；以促进公平公正和教育国际化为基本价值取向，以促进高素质技术技能型人才培养为主要目标，能够满足多层次、多群体的测评需求；致力于服务职业院校及应用型本科院校的英语教学、用人单位招聘、社会培训及学生职业生涯发展等目的。

1.2 考试对象

VETS 考试是一项水平考试，含初级、中级、高级三个级别，面向中等职业学校、高等职业学校和应用型本科高校的在校生、毕业生和社会成员开放。考生可根据自身能力水平及需求，选择适合自己的级别参加考试。

1.3 考试用途

VETS 考试可用于能力评价、教学反馈及人才选拔等。VETS 考试委员会解释各级别考试水平和成绩，但考生成绩的使用权在考生所在院校或用人单位。VETS 考试委员会尊重各单位对其人员英语能力要求的自主权。

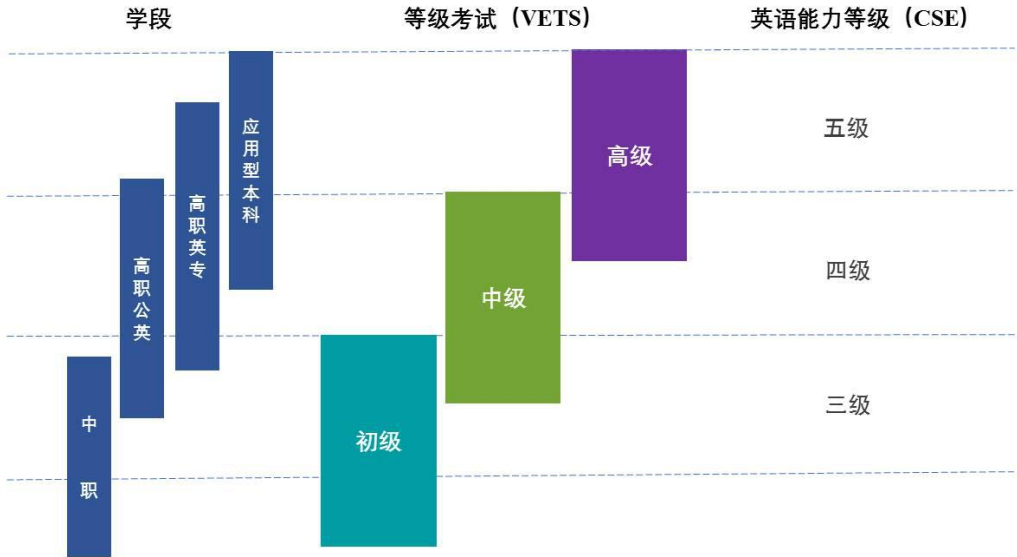
2. 级别标准和能力要求

2.1 概述

VETS 考试是以实用英语交际职业技能等级标准为依据，参照中等职业学校、高等职业学校和应用型本科高校的英语课程标准及教学要求设计而成。VETS 考试遵循实用英语交际职业技能的定义和描述，充分借鉴语言测试等相关学科的发展与研究成果，考查语言使用者在特定工作岗位中的英语交际能力。

2.2 级别标准

VETS 考试旨在测量和评价考生的实用英语交际职业技能所达到相应标准的程度。



2.3 VETS (高级) 能力要求

2.3.1 英语语言能力

2.3.1.1 听力

要求考生能听懂一般性话题、语速正常的发言或讨论，如访谈、演讲等。听力材料语速为每分钟 120 词左右。考生应能：

- 理解主旨要义；
- 获取细节信息；
- 对所听内容作出推断；
- 理解说话者的意图、观点和态度；
- 对所听内容进行推理、分析和引申。

2.3.1.2 阅读

要求考生能读懂语言较复杂的、话题丰富的材料，如调研报告、产品资料等。考生应能：

- 理解主旨要义；
- 获取细节信息；
- 对所读内容作出判断和推理；
- 理解篇章的基本结构和逻辑关系；
- 综合评判多方的观点和态度。

2.3.1.3 写作

要求考生能围绕与自身领域相关的具有一定专业性的话题进行书面表达。考生应能做到：

- 中心思想明确，语义连贯，结构清晰完整；
- 用词较为恰当，语法较为准确；
- 使用有效的写作策略。

2.3.1.4 口语

要求考生能就较专业的话题与他人进行交流或汇报。考生应能做到：

- 语音、语调较为自然，语流较为流畅；
- 语言运用得体，句式多变，语法较为正确；
- 使用有效的交际策略。

2.3.2 英语交际职业技能

2.3.2.1 事务安排

“事务安排”工作领域主要包含“文件处理”、“活动策划与指导”及“后勤保障”三类典型工作任务。

在完成“文件处理”任务时，考生应能：

- 撰写英文仪式性发言稿；
- 撰写英文行政事务工作方案；
- 撰写英文内部管理制度和政策。

在完成“活动策划与指导”任务时，考生应能：

- 使用英语撰写活动策划案，并对方案的整体思路和细节进行口头讲解；
- 使用英语对活动组织情况及活动成果提出优化建议；
- 使用英语与活动相关方开展口头或书面的业务洽谈；
- 就活动组织过程中的突发事件进行决策，提供口头或书面的英文解决方案。

在完成“后勤保障”任务时，考生应能：

- 根据内部需求统筹安排采购、差旅等后勤事务，并撰写英文的规划或方案；
- 使用英语口头介绍后勤事务规划或方案，并就方案细节进行解释、调整和修改；
- 使用英语对后勤事务的突发状况提供解决方案。

2.3.2.2 产品操作与研发

“产品操作与研发”工作领域主要包含“操作说明”、“技术服务”及“产品研发”三类典型工作任务。

在完成“操作说明”任务时，考生应能：

- 借助词典、翻译软件等，翻译专业性的技术标准等；
- 借助词典、翻译软件等，撰写英文产品说明书或技术资料；
- 使用英语开展较专业的技术培训。

在完成“技术服务”任务时，考生应能：

- 为客户提供整体的技术解决方案，并使用英语为客户进行讲解；
- 使用英语就重大技术问题或突发技术故障提供口头或书面的解决方案。

在完成“产品研发”任务时，考生应能：

- 从英文技术论文中把握前沿技术和技术发展趋势；
- 根据人工智能等技术发展趋势和市场需求，撰写英文的产品改进和新产品开发计划；
- 使用英语组织开展产品相关技术培训。

2.3.2.3 客户服务

“客户服务”工作领域主要包含“客户资源管理”、“客户参访接待”及“客户反馈处理”三类典型工作任务。

在完成“客户资源管理”任务时，考生应能：

- 根据英文的客户信息，优化和管理客户服务数据库，发现客户服务市场机会；
- 根据英文的客户信息，撰写客户服务项目方案；
- 根据英文的客户信息进行客户开发，拓展和维系核心客户关系；
- 根据英文的客户信息进行客户分级，制定客户管理计划，并撰写英文的管理方案。

在完成“客户参访接待”任务时，考生应能：

- 使用英语陪同客户参加专题研讨、会议会展等活动，并提供口译服务；
- 使用英语对客户陪同服务进行现场管理，并及时应对现场的突发事件；
- 撰写英文的客户参访接待预案和应急方案；
- 使用英语在接待客户的过程中主动识别客户的动态需求，并根据变化调整服务。

在完成“客户反馈处理”任务时，考生应能：

- 根据英文的客户反馈，分析客户服务偏差的原因，使用英语撰写或汇报客户满意度改进方案和管理措施；
- 通过英文电话或邮件回应重大投诉事件。

2.3.2.4 业务推广

“业务推广”工作领域主要包含“市场调研”、“产品推介”、“广告宣传”及“营销策划”四类典型工作任务。

在完成“市场调研”任务时，考生应能：

- 使用英语编制市场调研方案；
- 深入挖掘英文的市场数据，归纳特征、趋势等，并撰写英文数据分析报告；
- 根据数据分析报告，撰写英文业务推广和客户开发方案。

在完成“产品推介”任务时，考生应能：

- 使用英语撰写产品推广方案及总结报告；
- 使用英语在国际电商平台上进行直播营销；
- 使用英语在产品推介会上发言，回答现场提问。

在完成“广告宣传”任务时，考生应能：

- 使用英语撰写广告策划书；
- 使用英语口头汇报广告策划书，并就策划书细节进行解释、调整和修改。

在完成“营销策划”任务时，考生应能：

- 通过分析行业动态和竞争对手的市场行为，制定英文产品营销战略规划；
- 根据企业业务特点、不同电商平台特点等信息，制定英文平台营销策划方案；
- 使用英语口头汇报营销策划方案，并就方案细节进行解释、调整和修改。

2.3.2.5 商品交易

“商品交易”工作领域主要包含“交易磋商”、“合同签订”、“订单管理”及“交易善后”四类典型工作任务。

在完成“交易磋商”任务时，考生应能：

- 结合市场趋势和产品前景，撰写英文的谈判计划和方案；
- 使用英语进行口头谈判。

在完成“合同签订”任务时，考生应能：

- 使用英语与合作方就合同框架进行口头洽谈；
- 分析英文合同的合规性和合理性，提出必要的修改或补充建议；
- 使用英语制定合同风险管理机制。

在完成“订单管理”任务时，考生应能：

- 使用英语制定订单跟踪机制；
- 使用英语制定订单风险管理机制；
- 使用英语制定订单商品的生产或采购计划；
- 使用英语口头或书面协调订单客户、生产部门或供货商，解决生产或采购中的问题。

在完成“交易善后”任务时，考生应能：

- 制定英文的危机处理预案；
- 在客户违约时，制定英文的救济方案；
- 在我方无法履约时，制定英文的解决方案和善后处理方案；
- 使用英语完成危机公关发言或文案写作，妥善处理重大突发事件。

3. 考试内容和形式

3.1 概述

VETS 考试（高级）综合考查事务安排、产品操作与研发、客户服务、业务推广和商品交易等五个工作领域中具有一定专业性的国际交流场合中典型工作任务所需的英语语言能力和职业技能。考查形式为机考。考试时间为 130 分钟。

3.2 试卷构成

VETS 考试（高级）试卷涵盖实用英语交际职业技能等级标准中各工作领域内的 1-2 项

典型工作任务。每次考试的试卷结构及题型不变，但各题型对应的工作任务将有所变化。以下任务说明均基于样题编写。

VETS 考试（高级）由六项任务构成，以样题为例，依次为产品营销、客服培训、接待策划、违约处理、活动策划和产品升级。试题指导语为英语，口语和写作提供的材料信息中可能涉及少量中文。

各任务信息如下表所示：

任务		材料	要求	题型	题量	分值	用时 (分钟)
任务一	产品营销	2 篇对话 1 篇独白	理解对话 理解独白	单项选择	10	10	15
任务二	客服培训	1 篇培训资料	阅读资料 口头总结	口头表达	1	10	5
任务三	接待策划	1 份背景资料 1 篇对话	阅读资料	判断正误	5	25	15
			理解对话	单项选择	5		
			汇报方案	口头表达	1		
任务四	违约处理	1 篇背景资料 5 个短案例	阅读资料	填空	5	10	15
			阅读案例	选择匹配	5		
任务五	活动策划	1 篇公司简介	阅读简介	判断正误	5	20	30
			撰写方案	书面表达	1		
任务六	产品升级	1 篇产品资料 1 份调研报告	阅读资料	选择匹配	5	25	50
			阅读报告	单项选择	5		
			撰写方案	书面表达	1		
总计					49	100	130

3.2.1 产品营销

产品营销任务由两节内容组成，考查考生在沟通产品营销策略过程中获取关键口头信息的能力。

第一节要求考生听 2 篇对话，每篇 200 词左右。每篇材料播放两遍。共 6 小题。考生需根据听到的信息，从每题所给的 4 个选项中选出最佳答案。任务考查考生理解主旨大意，听取关键信息的能力。

第二节要求考生听 1 篇 250 词左右的独白。材料播放两遍。共 4 小题。考生需根据听到的信息，从每题所给的 4 个选项中选出最佳答案。任务考查考生理解主旨大意，听取关键信息，并进行合理推断的能力。

3.2.2 客服培训

客服培训任务考查考生在客服培训过程中，整理信息并进行口头表达的能力。

该任务要求考生读 1 篇 200 词左右的说明性文章，并根据文章内容进行 90 秒的口头总结。任务考查考生读取关键信息，进行整理、归纳，并进行口头陈述的能力。

3.2.3 接待策划

接待策划任务由三节内容组成，考查考生根据背景信息（如客户资料、需求等）为接待相关事宜进行策划的能力。

第一节要求考生阅读 1 篇 100 词左右的短文（如客户资料），并根据短文内容判断所给信息的正误。共 5 小题。该节考查考生读取关键信息的能力。

第二节要求考生听 1 篇 250 词左右的对话。材料播放两遍。共 5 小题。考生需根据材料内容，从每题所给的 4 个选项中选出最佳答案。该节考查考生听取关键信息的能力。

第三节要求考生根据前两节的信息和提示策划接待方案，并进行 90 秒的口头汇报。该节考查考生归纳关键信息，分析不同方案的优劣，进行策划，并进行口头说明的能力。

3.2.4 违约处理

违约处理任务由两节内容组成，考查考生合理处理交易后违约事件的能力。

第一节要求考生阅读 1 篇 300 词左右的说明性文章，并从文章中获取事实性信息，完成填空。共 5 小题。该节考查考生读取文章细节信息的能力。

第二节要求考生阅读几个短案例，并根据文章内容判断如何处理案例中的问题。共 5 小题。该节考查考生理解文章主旨大意，处理交易后违约事件的能力。

3.2.5 活动策划

活动策划任务由两节内容组成，考查考生策划活动的的能力。

第一节要求考生阅读 1 篇 300 词左右的短文（如公司背景），并根据短文内容判断所给信息的正误。共 5 小题。该节考查考生读取关键信息的能力。

第二节要求考生根据以上资料，借助模板和提示撰写 1 篇 70 词左右的活动策划方案。该节考查考生分析和统筹信息，合理策划活动，并进行书面表达的能力。

3.2.6 产品升级

产品升级任务由三节内容组成，考查考生根据产品信息和市场调研报告制定产品升级方案的能力。

第一节要求考生阅读 1 篇 150 词左右的产品介绍，并将段落标题与其主要内容匹配。共 5 小题。该节考查考生理解和提炼信息的能力。

第二节要求考生阅读 1 份包含图表的调研报告，并根据报告内容和图表信息，从每题所给的 4 个选项中选出最佳答案。共 5 小题。该节考查考生读取、理解和归纳关键数据信息的能力。

第三节要求考生根据以上信息，撰写 1 篇 200 词左右的产品升级方案。该节考查考生统筹数据信息，升级产品，并进行书面表达的能力。

4. 评分方式和标准

4.1 评分方式

4.1.1 客观题

客观题采用计算机自动评分方式进行评卷。

4.1.2 主观题

主观题采用人工评分的方式进行评卷。评卷基本流程如下：

- 制定统一的评分原则和标准，作为每次评卷工作的纲领性文件，确保各次评分的一致性；
- 每次考试结束后，抽取一定数量的答卷，由专家团队进行评析，结合评分原则、标准和试题要求制定具体的评分细则，确保评分的科学性；
- 正式评卷时，由受过培训的评卷员进行评分，并采用计算机系统追踪、人工抽检、仲裁等多种手段对评卷质量进行监控，确保评分的公平性。

4.2 评分标准

4.2.1 选择题/选择匹配题

选择题/选择匹配题均为单选题，错选、不选或多选均不得分。

4.2.2 判断正误题

判断正误题包含正确（T）和错误（F）两种可能的情况，答案唯一，判断错误不得分。

4.2.3 填空题

从信息提取的正误、单词拼写及形式是否准确等方面对考生的作答进行综合评分。

4.2.4 书面表达

从内容切题性、语言准确性和结构完整性三个维度对考生的作答进行分项评分：

- 在内容切题性方面，重点评判考生作答是否切题，是否涵盖作答要点中的全部信息，以及是否有足够的细节支撑；
- 在语言准确性方面，重点评判考生作答的语法和单词拼写是否准确，用词是否恰当，表述是否得体；
- 在结构完整性方面，重点评判考生作答的结构是否完整，逻辑是否清晰，句子衔接是否自然，写作格式是否规范。

4.2.5 口头表达

从内容切题性、语言准确性和结构完整性三个维度对考生的作答进行分项评分：

- 在内容切题性方面，重点评判考生作答是否切题，是否涵盖作答要点中的全部信息，以及是否有足够的细节支撑；
- 在语言准确性方面，重点评判考生作答的语法是否准确，用词是否恰当，表述是否得体；
- 在结构完整性方面，重点评判考生作答的结构是否完整，逻辑是否清晰，表达是否自然连贯。

5. 成绩报告

VETS 考试（高级）按百分制计分，满分为 100 分。60 分及 60 分以上为合格。考试成绩合格者获颁“实用英语交际职业技能等级证书（高级）”合格证书。

附：实用英语交际职业技能等级考试（高级）样题

Task 1

Nature Beauty Cosmetics is a Chinese skincare brand. In the first quarter of 2021, it launched a new series of body lotion targeting the British market.

Task 1.1

Michael Zhang, an overseas marketing manager, and Hayley Miller, one of the company's marketing specialists, are responsible for promoting sales of the products in Britain. Listen to 2 conversations between them and answer Questions 1-6 by choosing A, B, C or D. You will hear each conversation **TWICE**.



Questions 1-3 are based on Conversation 1.

1. What is the conversation mainly about?
 - A. The sales goals of the body lotion.
 - B. The competition in the British market.
 - C. Problems with the marketing strategies.
 - D. Investment in the advertising campaign.

2. What percent did the costs of marketing amount to in the total sales volume?
 - A. 1.2%
 - B. 40%
 - C. 48%
 - D. 56%

3. Which of the following strategies did the company use in marketing?
 - A. It advertised on social media platforms.
 - B. It gave more discounts for large purchases.
 - C. It posted commercials on its shopping website.
 - D. It displayed its products at large shopping malls.

Questions 4-6 are based on Conversation 2.

4. When will the company offer discounts to customers in the next quarter?
- A. At weekends only.
 - B. On weekdays only.
 - C. On Christmas Day only.
 - D. On British celebrations only.
5. Why does Hayley think it necessary to do digital marketing?
- A. It helps them learn about local brands.
 - B. It is considered a big trend nowadays.
 - C. It is a good way to save on the costs of advertising.
 - D. It helps to make their advertisements more attractive.
6. What does Michael propose to do after the conversation?
- A. Design a customer survey.
 - B. Make a new advertisement.
 - C. Write a new marketing plan.
 - D. Contact local retailers in Britain.

Task 1.2

To prepare for the meeting with local retailers, an experienced marketing specialist is invited to give a short speech on business etiquette in Britain. Listen to part of the speech and answer Questions 7-10 by choosing A, B, C or D. You will hear the speech **TWICE**.



7. What should Michael do when meeting the local retailers for the first time?
- A. Stand close to them.
 - B. Give them a big hug.
 - C. Give a firm handshake.
 - D. Kiss them on the cheek.

8. What would be a good topic for small talk with the local retailers?
- A. The reasons for Brexit.
 - B. Michael's religious belief.
 - C. The history of Northern Ireland.
 - D. Michael's favourite football team.
9. Which of the following is true about British humour?
- A. It is common to make jokes about each other.
 - B. It is a safe option to make jokes about weather.
 - C. It is rude to make jokes about shared experiences.
 - D. It is uncommon for the British to make jokes about themselves.
10. Where should Michael place his napkin at a dinner party?
- A. On his lap.
 - B. In his shirt.
 - C. In his hand.
 - D. On his plate.

Task 2

You are Sally Han, a customer service manager at WED Household. You are asked to study the use of AI in customer services and give a training course to your colleagues. Now read the following passage and summarise the main ideas. You will have **3** minutes to read and prepare, and **90** seconds to speak.

Nowadays, customers provide feedback at a greater scale and through a greater variety of channels. Understanding customer feedback gets harder and harder due to this. In order to get a feel for what customers are saying about their products or services, businesses might have to look through thousands of messages to better grasp the sentiments of their customers.

Natural Language Processing (NLP) is a field of artificial intelligence. It enables computers to analyse and understand human language. This can help some businesses with a high volume of customer feedback get more accurate insights.

NLP is primarily used in the following two situations in businesses.

The first one is to support communication. NLP can ensure that any new messages are sent to the department which is most able to solve the issue quickly. These messages include voice transcript, social media post, email, chat, etc.

The other one is to better understand customer feedback. It can help find patterns of sentiments (positive or negative) in huge volumes of customer interactions. Then these insights can be used to determine areas of improvement within a business. Businesses have assumptions about what leads to customer satisfaction or dissatisfaction. Often these assumptions are wrong. Exploring real patterns of customer issues and satisfaction is one of the critical benefits of NLP in businesses.

Task 3

You are Gale Zhao, a senior editor at Global Publishing. An author, Gary Noble, will pay a visit to your company soon. You are asked to choose a gift for him.

Task 3.1

Read the profile of Gary Noble. Answer Questions 1-5 by deciding if the statements are **TRUE (T)** or **FALSE (F)**. You will have 5 minutes to complete the task.



Mr. Gary Noble

Personal info

Age: 40
Country: Canada
Languages:

- English (native)
- French (native)
- Chinese (intermediate)

Contact info

Email:
G.Noble@hotmail.com

Profile

My life

I have been working as a freelance writer for the past five years. I write extensively on what is happening in today's China. Writing and learning about Chinese culture have been two of my biggest passions. I am particularly interested in ancient Chinese literature. Sometimes it is hard to believe I am lucky enough to have a career in China, which I enjoy so much.

My hobbies

- Music
- Reading
- Collecting art and antiques

1. Mr. Noble is a Canadian writer. _____
2. Mr. Noble can speak four languages. _____
3. Mr. Noble's writing is about what is happening in today's Canada. _____
4. Mr. Noble is passionate about Chinese culture. _____
5. Learning languages is one of Mr. Noble's hobbies. _____

Task 3.2

You are asking your colleague Mark Smith for advice on choosing the gift. Listen to the conversation and answer Questions 6-10 by choosing A, B, C or D. You will hear the conversation **TWICE**.



6. According to Mark, what information in Mr. Noble's profile is most likely to help in choosing the gift?
 - A. Mr. Noble is a freelance writer.
 - B. Mr. Noble has a career in China.
 - C. Mr. Noble is a native English speaker.
 - D. Mr. Noble is interested in Chinese culture.
7. Which of the following may interest Mr. Noble the most?
 - A. Tea.
 - B. Beer.
 - C. Wine.
 - D. Coffee.
8. What does Mr. Noble like the most in Sichuan Province?
 - A. Pandas.
 - B. Hotpots.
 - C. The landscape.
 - D. The Sichuan Opera.
9. How would Mr. Noble feel if the gift is a bunch of white lilies?
 - A. Surprised.
 - B. Offended.
 - C. Delighted.
 - D. Depressed.
10. What factor does Mark suggest Gale consider when choosing the gift?
 - A. Cost.
 - B. Weight.
 - C. Material.
 - D. Packaging.

Task 3.3

Now choose a gift for Mr. Noble from the 4 pictures below. Report your choice to your manager and give your reasons. You should consider whether your gift is:

- related to Mr. Noble's hobbies or interests;
- culturally appropriate;
- easy to carry.

You will have **120** seconds to prepare and **90** seconds to speak.



a tea set



maple syrup



paper cutting



Romance of the Three Kingdoms

Task 4

You are a new purchasing manager at an international dessert company. One of your duties is to deal with emergencies in foreign trade. To ensure normal production and protect the company's interests, you are asked to learn more about the ways of dealing with a breach of contract.

Task 4.1

Read the passage below and answer Questions 1-5 by filling in the blanks with the **EXACT** words, phrases, or numbers from the passage. Use **NO MORE THAN THREE** words for each blank.

How to deal with a breach of contract

Entering into contracts is necessary for all businesses. Usually, a party may breach the contract because of financial problems, technological failures or operational issues. So, what do you do when the other party has breached their contract? Here are some steps for you to refer to.

1. Talk to the other party

Contract breaches happen for different reasons. In some cases, it will be in both parties' interest to discuss the breach and work out a solution instead of ending the relationship. Before taking any formal action, reach out to the other party—you may find that the breach is just a result of a short-term difficulty and can be resolved quickly.

2. Amend the contract

When you face a breach and cannot work out a solution through negotiation with the other party, you can amend the contract to reflect the change in the parties' positions. Although you can do the amendment orally, it is strongly advised that you record the change in writing. This is sometimes called a "deed of variation". A deed of variation is simply a written document stating how parties have amended the contract.

3. Terminate the contract

Following a breach, you have the right to terminate the agreement. This right typically arises where the other party has breached an essential term of the contract. However, a breach does not always give you this right—and if you are unsure about whether you can terminate a contract, it is best to consult a lawyer to review your contract before acting.

Ensure that you follow any termination clause in the contract. A termination clause outlines how a party can terminate the contract and may require that a party satisfy some conditions, including:

- notification in writing; and
- a notice period before termination.

1. A party may breach a contract for many reasons, including _____, technological failures and operational issues.
2. Sometimes, it suits both groups to _____ and find a solution.
3. A deed of variation is a _____ describing changes to the contract.
4. The right of terminating the contract arises when the other side has breached _____ of the contract.
5. A termination clause usually includes _____ and a notice period before termination.

Task 4.2

Now read 5 short cases and decide how to deal with each case. Answer Questions 6-10 by choosing from A, B, C or D.

6. Party B is an Indian supplier of mango to Party A. Since the average temperature in India has been extremely low this year, mango production has been greatly reduced. Party B cannot provide 5,000 kg of mango to Party A as stated in the contract. The two parties agreed to reduce the supply amount to 3,000 kg. What should they do next? _____
7. Party B is a wheat supplier to Party A. For the past 3 months, Party B did not supply wheat to Party A without any reasons. Party A is sure that Party B has breached an essential term of the contract and wants to end their cooperation. What should Party A do? _____
8. Party A and Party B are long-term business partners. Party A found that Party B had not provided butter as required in their contract this month. Party A wants to solve the problem without ending their relationship. What should Party A first do? _____
9. Party B is the supplier of cream to Party A. Because of unexpected storms, Party B needs more time for transportation and Party A cannot get the cream before the due time as required in their contract. The two parties agreed to change the delivery time. What should they do next? _____
10. Party A decided to import 3 batches of cherries from Party B. After receiving the first batch, Party A found the fruits' quality was not the same as stated in the contract. Party A wants to terminate the agreement but is not sure if it has the right to do so. What should Party A do?

- A. Consult a lawyer
- B. Amend the contract
- C. Talk to the other party
- D. Terminate the contract

Task 5

You are Jason Chen, a programme manager at an event planning company. You are planning the 5th Anniversary Celebration for the International Charity Academy.

Task 5.1

Read part of the Academy's profile. Answer Questions 1-5 by deciding if the statements are **TRUE (T)** or **FALSE (F)**.

The International Charity Academy (ICA) was established in 2016 by five famous Chinese and American businesspeople. They set its mission as promoting the welfare of the whole society. ICA has two aims: to develop charity talents in China through offering first-class training programmes; to enhance cooperation in charity between China and other countries.

The Academy provides different training programmes to those who are interested in carrying out charity projects. These programmes include EMP, GPL and GOL. Taking the EMP Programme as an example. It gathers more than 20 famous professors from well-known universities, including Harvard University, Indiana University, Peking University and Beijing Normal University. The adult students will learn about how to establish a non-profit organization, how to raise money for a project, how to solve a social problem, etc. And they will be given a certificate after finishing the two-year programme and carrying out their own projects.

For the past 5 years, more than 3,000 students have graduated from ICA. They come from different industries, such as finance, manufacturing and media. Some of them are even public figures, like actors and famous athletes. With the guidance and help of the Academy, they have carried out over 120 charity projects in China, including establishing libraries in rural areas, protecting wild animals, and caring for left-behind children. Some projects have attracted great attention and good comments from the public.

Meanwhile, ICA is also actively promoting cooperation between China and the rest of the world to enhance innovation in charity. It acts as a bridge and link in international exchanges. In the past years, it has had regular contacts with many charity organisations from the United States, Italy, France, the United Kingdom and Japan.

On March 23rd, 2020, the Academy, the China Development Research Foundation and the TO China Hub of the University of Torino formally initiated the China-Italy Charity Forum. The Forum has become the most active charity exchange activity in the history of the two countries.



ICA

1. One of ICA's aims is to develop charity talents all over the world. _____
2. To get a certificate, students in the EMP Programme need to carry out their own projects.

3. Students graduating from ICA come from the same industry. _____
4. In the past years, ICA has kept in contact with many charity organisations. _____
5. The China-Italy Charity Forum was initiated by three organisations in 2020. _____

Task 5.2

Now complete the event proposal below for the Anniversary Celebration to the Academy's Vice Dean. Design an evening party activity and provide detailed information for it in the Event Schedule section in about **70** words. A sample activity has been provided for your reference.

Event Proposal

Title	5th Anniversary Celebration for the International Charity Academy
Proposed By	Jason Chen
Date	15th August, 2021
Venue	Hilton Hotel

Goals:

1. To increase the popularity of ICA among the public
2. To express gratitude to ICA's staff
3. To strengthen the bond among the alumni

Event Schedule


Time	Activities	Participants	Detailed description
...
2:30 p.m.— 5:00 p.m.	Forum	Dean of ICA Vice Deans of ICA Professors of ICA Business representatives All ICA members	The theme of the forum is "How You Could Help". This forum will be divided into several sub-forums with different focuses such as NGOs, education, and technological innovation. In each sub-forum, experts in the field will be invited to talk about their experiences and opinions. ICA students and alumni can freely take part in the sub-forums they are interested in and share their views.
...

Task 6

You are Kimi Sun, a product manager at iHealth Company. Your company plans to upgrade one of your products—HCare Electric Toothbrush. You are asked to write a proposal for it.

Task 6.1

Read the text below about the HCare Electric Toothbrush. Decide the heading of each paragraph by summarising the main features of the toothbrush. Answer Questions 1-5 by choosing from A to E for each question.



With powerful ultrasonic cleaning technology, you will get a cleaning so thorough that you will feel as if you just got out of the dentist's chair. It can clean gums and hard-to-reach areas completely.

The built-in 2-minute smart timer with interval pauses reminds you to change brushing areas every 30 seconds to encourage a healthy brushing habit. It automatically shuts off when time is up.

This model is water-resistant. The entire toothbrush can be cleaned with water. Safe and convenient at bath and shower.

A 4-hour charge provides a minimum of 30 days' use, so you can bring the brush without a charger when you are traveling. The USB charging is safe and easy, with an auto shut-off after full charge.

Its 55-gram, extra-light weight is less than half of regular electric toothbrushes. Light in your hand, but thoroughly cleaning, it gives you a brushing experience superior to that of a regular electric toothbrush.

1. Paragraph [1] _____
2. Paragraph [2] _____
3. Paragraph [3] _____
4. Paragraph [4] _____
5. Paragraph [5] _____

- | |
|--|
| <ul style="list-style-type: none">A. Lightweight designB. Waterproof functionC. Smart time reminderD. Long-lasting chargingE. Powerful cleaning technology |
|--|

Task 6.2

Last week, your team conducted market research on the toothbrush in order to upgrade the product. Read part of the report and answer Questions 6-10 by choosing A, B, C or D for each question.

Electric toothbrushes have been on the market for some time, but it has only been in the past few decades that their popularity has risen with customers. There are several reasons that the sales of electric toothbrushes have largely increased. First of all, advertisements for a range of electric toothbrushes are common throughout the sector. Additionally, people's living standard is improving globally, which is also a leading driving factor and presents an opportunity for the growth in the electric toothbrush market. However, the most important driving factor for the growth of the market is the growing awareness of dental care among people.

Following this market trend, our company launched HCare Electric Toothbrush last year. In order to find out customers' views and feedback on this product, market research was conducted among

15,000 customers from 18 major cities and 3 rural areas, aged from 20 to 65. Among these subjects, people aged from 20 to 35 took up the most. Our respondents included both male and female, which represented 42% and 58% respectively. Questionnaires and street interviews were used in this survey.

The following chart illustrates the attitudes towards the product by our subjects.

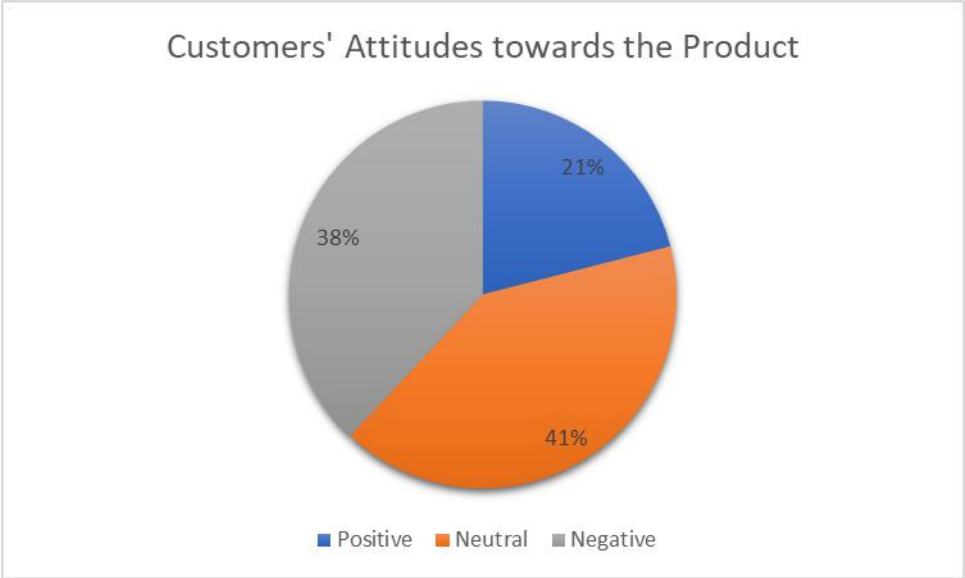


Chart 1 Customers’ attitudes towards the product

Besides customers’ overall views towards the electric toothbrush, our interviews also reveal customers’ views on some specific aspects, including battery performance, brush head, timer, cleaning effect, sound and weight. The results are classified by gender and age respectively.



Chart 2 Proportion of customers’ complaints by gender

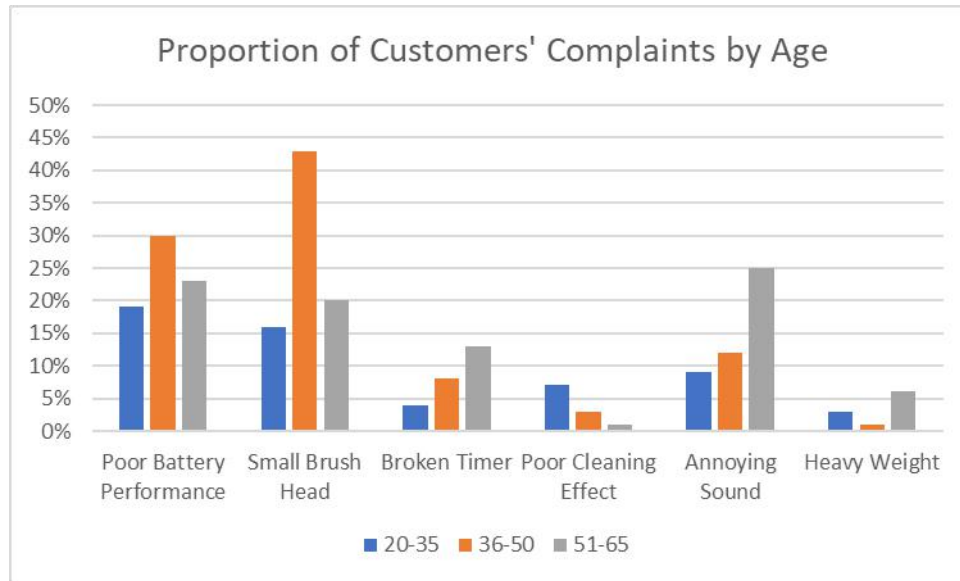


Chart 3 Proportion of customers' complaints by age

We can infer from the above charts that the cleaning effect of our toothbrush is generally satisfying, and it is as light to carry as expected.

However, many customers have problems with the battery performance. They reported that it had to be charged every other day. Numerous customers also considered the brush head too small, which resulted in the toothpaste being used up halfway through brushing. Furthermore, the timer did not always operate as expected. It did not automatically turn off when time was up, nor did it remind customers to change the brushing area. Loud mechanical sounds were also mentioned by some customers. The noise irritated people when they brushed their teeth.

6. What is the most important driving factor of the increased sales of electric toothbrushes?
 - A. The widespread advertising.
 - B. The improved living standard.
 - C. The increasing efforts in marketing.
 - D. The growing awareness of dental care.
7. What was one of the characteristics of the subjects of the survey?
 - A. Most of them are aged over 50.
 - B. More than half of them were male.
 - C. There were 15,000 of them in total.
 - D. They came from 21 different cities.
8. What were the customers' attitudes towards the toothbrush according to Chart 1?
 - A. Most customers had a positive attitude.
 - B. The smallest proportion of customers had a negative attitude.
 - C. Over half of the customers were neither positive nor negative.
 - D. The largest proportion of customers were neutral about the product.
9. Which is true about customers' complaints according to Chart 2?
 - A. The cleaning effect of the toothbrush received the fewest complaints.

- B. Both male and female respondents complained most about the brush head.
- C. Male respondents complained more about the timer than the annoying sound.
- D. More female respondents complained about the battery performance than male respondents.

10. What can we know about customers aged 51-65 according to the research?
- A. Over half of them thought the sound was annoying.
 - B. They complained more about the timer than younger customers.
 - C. The fewest of them had problems with the weight of the toothbrush.
 - D. They had more complaints about the cleaning effect than younger customers.

Task 6.3

Based on the information above, complete the following proposal about how to upgrade the product in about **200** words.

Product Upgrading Proposal

Product Features

iHealth launched the product of HCare Electric Toothbrush last year. It is advertised as having the following features:
(Write about 60 words for this part.)

Problems

Last week, we conducted market research and found that our product still had some problems.
(Write about 70 words for this part.)

Suggestions

To promote the sales of the product, it is necessary to improve the product. Based on the research, I think we should upgrade the product in the following ways:
(Write about 70 words for this part.)

Keys

Task 1

Task 1.1

1. C 2. D 3. A 4. D 5. B 6. D

Task 1.2

7. C 8. D 9. B 10. A

Task 2

Sample

Due to the fact that customers can provide more and more feedback through various channels, businesses have to make a great effort to accurately grasp their real feelings. To effectively deal with this issue, Natural Language Processing, or NLP, can be adopted. It is a field of artificial intelligence and can enable computers to understand human language. NLP can be used in two ways in customer service. Firstly, to effectively solve customers' problems, it can decide which department their messages should be sent to. Secondly, through analysis on large volumes of customer feedback, it can help businesses find out real patterns of customer issues much more accurately.

Task 3

Task 3.1

1. T 2. F 3. F 4. T 5. F

Task 3.2

6. D 7. A 8. A 9. B 10. B

Task 3.3

Sample

I'd suggest buying the gift set of the picture-story version of *Romance of the Three Kingdoms* for Mr. Gary Noble.

First of all, a professional writer like him surely likes reading books. Secondly, he is interested in learning about Chinese culture, and *Romance of the Three Kingdoms* contains lots of elements of Chinese history and culture, and captures the spirit of the Chinese people. What's more, the picture version of the book will not only reduce the difficulty for him in reading Chinese, but also show him the Chinese style of painting and telling stories. The whole set consists of 20 small, thin books, placed together in a vintage Chinese gift pack. He should have no trouble carrying it home with him. I am sure Mr. Noble will like this classic Chinese work of literature.

Task 4

Task 4.1

1. financial problems
2. discuss the breach
3. written document
4. an essential term
5. notification in writing

Task 4.2

6. B 7. D 8. C 9. B 10. A

Task 5**Task 5.1**

1. F 2. T 3. F 4. T 5. T

Task 5.2

Time	Activities	Participants	Detailed description
5:30 p.m.— 8:00 p.m.	Evening party	Dean of ICA Vice Deans of ICA Famous singers All ICA members	A buffet including both Chinese food and Western food will be served. At the beginning of the party, the Dean of ICA will be invited to make a short speech to express his thanks and expectations. During the party, there will also be a dancing and singing performance to add to the fun. At around 8:00 p.m., the party will come to an end, and every guest will get a souvenir—a pen and a notebook with the ICA logo.

Task 6**Task 6.1**

1. E 2. C 3. B 4. D 5. A

Task 6.2

6. D 7. C 8. D 9. B 10. B

Task 6.3**Sample**

iHealth launched the product of HCare Electric Toothbrush last year. It is advertised as having the following features:

Firstly, it can clean hard-to-reach areas with its ultrasonic cleaning technology. Secondly, its timer can pause and shut off automatically, which controls the way and time you use to brush your teeth. What's more, it is water-resistant and safe to use during bath. Additionally, the long-lasting battery provides a minimum of 30 days' use after full charge. Finally, at only 55 grams, it makes your brushing experience more pleasant.

Last week, we conducted market research and found that our product still had some problems.

Some customers complained that the timer didn't shut off automatically or remind them to change their brushing areas. Besides, not a small number of customers reported that they had to charge the battery every other day. A third problem was that the mechanical sound was too loud, especially for older users. Finally, the brush head was somewhat disappointing. Nearly half of the male respondents considered it too small, while adults aged 36-50 mentioned the same problem.

To promote the sales of the product, it is necessary to improve the product. Based on the research, I think we should upgrade the product in the following ways:

To solve the problems of the timer and mechanical sound, we should upgrade our technology, and make sure that every element of our product is produced to a high standard. As for the battery, we should discuss with our supplier and decide whether to continue our cooperation with them. Finally, the brush head should be made in two sizes for our next batch of products, so that our consumers can change the size freely according to their needs.

Scripts

Task 1

Nature Beauty Cosmetics is a Chinese skincare brand. In the first quarter of 2021, it launched a new series of body lotion targeting the British market.

Task 1.1

Michael Zhang, an overseas marketing manager, and Hayley Miller, one of the company's marketing specialists, are responsible for promoting sales of the products in Britain. Listen to 2 conversations between them and answer Questions 1-6 by choosing A, B, C or D. You will hear each conversation **TWICE**.

Questions 1-3

- Michael Zhang: Hayley, have you read through the sales report of the body lotion in the first quarter?
- Hayley Miller: Of course. Our total sales volume reached 100,000 pounds, and our market share also increased by 1.2%.
- Michael Zhang: Yes, I was so excited when I saw this. But the problem is... our costs of marketing amounted to 56% of our total sales volume.
- Hayley Miller: Well, Michael, considering our costs of other areas, such as payroll and production, that means we barely broke even.
- Michael Zhang: Yup... As we tried to enter the British market, we organised some promotional activities to attract new buyers, say, we offered a 40% discount for every purchase.
- Hayley Miller: Giving discounts did attract more customers, but the costs were huge. Besides, we also invested a lot in advertising, which took up nearly 48% of our total marketing costs.
- Michael Zhang: That's quite a large portion. You see, uh, we posted commercials on many social media platforms like YouTube and Twitter, and shopping websites like Amazon.
- Hayley Miller: Yes... We also put advertisements on LED displays at large shopping malls. All of these require large capital consumption.
- Michael Zhang: You're right. To increase our profits, we must change our current marketing strategies.

Questions 4-6

- Michael Zhang: Now let's talk about our marketing strategies for the next quarter. What do you suggest, Hayley?
- Hayley Miller: Uh... Instead of giving discounts for every purchase, we could give

- discounts only around important celebrations in Britain, such as the Christmas Day.
- Michael Zhang: Great! This will help to reduce our marketing costs.
- Hayley Miller: Yup, that's the idea. Do you have any other ideas?
- Michael Zhang: Well, I think we should use traditional ways of advertising instead, since the costs of online advertising are not worth it.
- Hayley Miller: I'm afraid I don't agree, Michael. Digital marketing is a big trend now. We just need to be, uh... more careful when investing in it.
- Michael Zhang: Could you explain more about it?
- Hayley Miller: I mean... I mean we should design advertisements that can attract and convince our customers to buy the products. And... to find the answer, we need to conduct a customer survey.
- Michael Zhang: I see... As we're competing with many large local brands, it's necessary to know more about the British customers.
- Hayley Miller: Exactly. And the local retailers we've been working with might also give us some help with our marketing plans.
- Michael Zhang: Nice! I will contact them later today and see when we can have a meeting.
- Hayley Miller: Thanks, Michael. And I'll work on designing the customer survey.

Task 1.2

To prepare for the meeting with local retailers, an experienced marketing specialist is invited to give a short speech on business etiquette in Britain. Listen to part of the speech and answer Questions 7-10 by choosing A, B, C or D. You will hear the speech **TWICE**.

OK, first, I want to talk about meeting etiquette. For both introductions and departures, a firm handshake is appreciated. Hugging, kissing and touching are usually for family members and close friends. Besides, the British like a certain amount of personal space, so don't stand too close to another person or put your arm around someone's shoulder.

When making small talk, it's best to avoid discussing politics, um... especially about Scotland or Northern Ireland. And don't ask questions regarding a person's birthplace, religion, or other personal questions. Instead, it's best to talk about your immediate surroundings, like food, weather, etc. Well, sport is also a good topic for discussion.

And humour is highly valued in British business culture. Characteristics of British humour include, uh, implying the opposite of what is being said. Often people make jokes about themselves or shared experiences. But remember, unless you know the person very well, don't make jokes about the other person... as it would be considered rude. Making jokes about neutral topics like the weather is a safe option.

Lastly, when you're invited to dinner, pay attention to table manners. Wait for your host to start eating before you begin. It is considered bad manners to eat with your mouth open or speak with your mouth full. Also, you should place your napkin on your lap instead of tucking it into your shirt. And use your hands rather than a knife to break a bread roll placed on your side plate.

Task 3

You are Gale Zhao, a senior editor at Global Publishing. An author, Gary Noble, will pay a visit to your company soon. You are asked to prepare a gift for him.

Task 3.2

You are asking your colleague Mark Smith for advice on choosing the gift. Listen to the conversation and answer Questions 6-10 by choosing A, B, C or D. You will hear the conversation **TWICE**.

- Gale Zhao: Morning, Mark. You know Mr. Noble is visiting our company soon. I'm preparing a gift for him. I heard that you accompanied him during his stay in China last year. Could you give me some advice?
- Mark Smith: Sure, Gale. Uh... most importantly, you'd better choose something related to his hobbies or interests.
- Gale Zhao: Oh, I've read his profile and I know he's interested in Chinese culture as well as music and reading, right?
- Mark Smith: Yes. Also, he is a big fan of Chinese tea.
- Gale Zhao: I see... So tea is a good option. What about other drinks? Does he like coffee, wine or beer?
- Mark Smith: Not really. Just tea, I guess... He especially likes collecting tea sets.
- Gale Zhao: Great! Do you have any other advice?
- Mark Smith: Well, he also enjoys travelling. He loved the landscape in China while we were travelling around.
- Gale Zhao: Really? Where did he visit during his last trip?
- Mark Smith: He went to Sichuan Province and loved the hotpot and the Sichuan Opera. But the panda was his favourite.
- Gale Zhao: Wow. So I could find interesting gifts about pandas. Anything else I should keep in mind?
- Mark Smith: Let me see... The gift must be culturally appropriate. That means you need to have a basic understanding of Canadian culture and gift giving. For example, white lilies are associated with funerals in Canada. You don't want Mr. Noble to feel offended by your gift.
- Gale Zhao: OK. I get it.
- Mark Smith: Oh, one more thing, the gift needs to be easy to carry. We don't want it to become a burden to our guest.

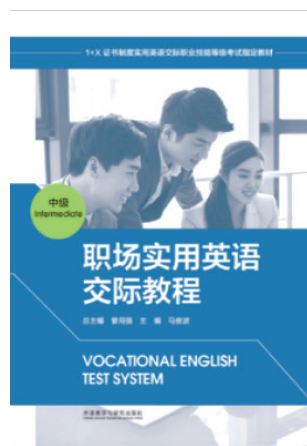
实用英语交际职业技能等级证书配套教材

为贯彻落实教育部等部门联合印发的《关于在院校实施“学历证书+若干职业技能等级证书”制度试点方案》文件精神，推进书证融通方案的落实，外研在线组织 VETS 研发专家、英语教育专家、行业实践专家及一线教师编写了 VETS 配套教材《职场实用英语交际教程》。

《职场实用英语交际教程》分为初级、中级、高级三个分册，分别对应 VETS 初级、VETS 中级、VETS 高级。



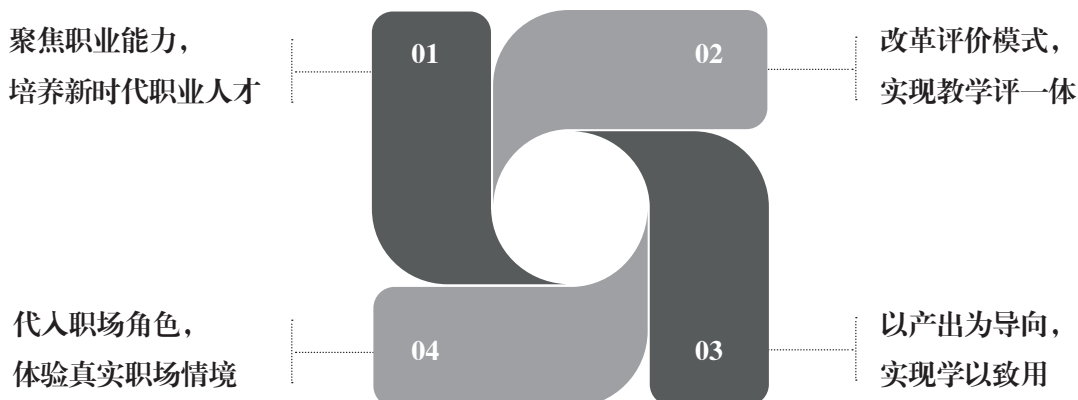
计划出版时间：2021 年 4 月



计划出版时间：2021 年 6 月

为满足多样教学需求，《职场实用英语交际教程》根据各教学环节的需要，提供音频材料二维码、电子版教师用书等不同形式的辅助教学资源，以方便教师备课与授课，丰富学生的学习体验，让学习真正发生，助力职业技能的进一步提升。

一、教材特色



二、教材构成

《职场实用英语交际教程》培养能力与《实用英语交际职业技能等级标准》及“实用英语交际职业技能考试”相对应，涉及事务安排、产品操作与研发、客户服务、业务推广和商品交易五个工作领域。每个工作领域包括两个工作任务，全书共十个单元。

单元内板块设计体现完整的工作流程，通过信息获取、处理和交流的过程，引导学生借助所学内容和技能使用英语完成工作任务。教材各单元设计不同的职场人物，根据人物在不同工作领域遇到的典型工作任务设计职场情境。

教材注重在完成职场交际任务的同时，培养学生的语言能力、语用能力、跨文化交际能力和思辨能力。教材每单元设置拓展学习板块，呈现与单元主题相关的素材，展示多元文化，旨在提升学生的国际视野，培养家国情怀，树立文化自信。



扫描二维码查看目录和样章

实用英语交际职业技能等级证书申报指南

在 1+X 证书试点期间（2020—2022 年），院校可申报成为试点院校，由省厅审核；也可申报成为考核站点，由外研在线审核。申报条件以及申报流程如下：

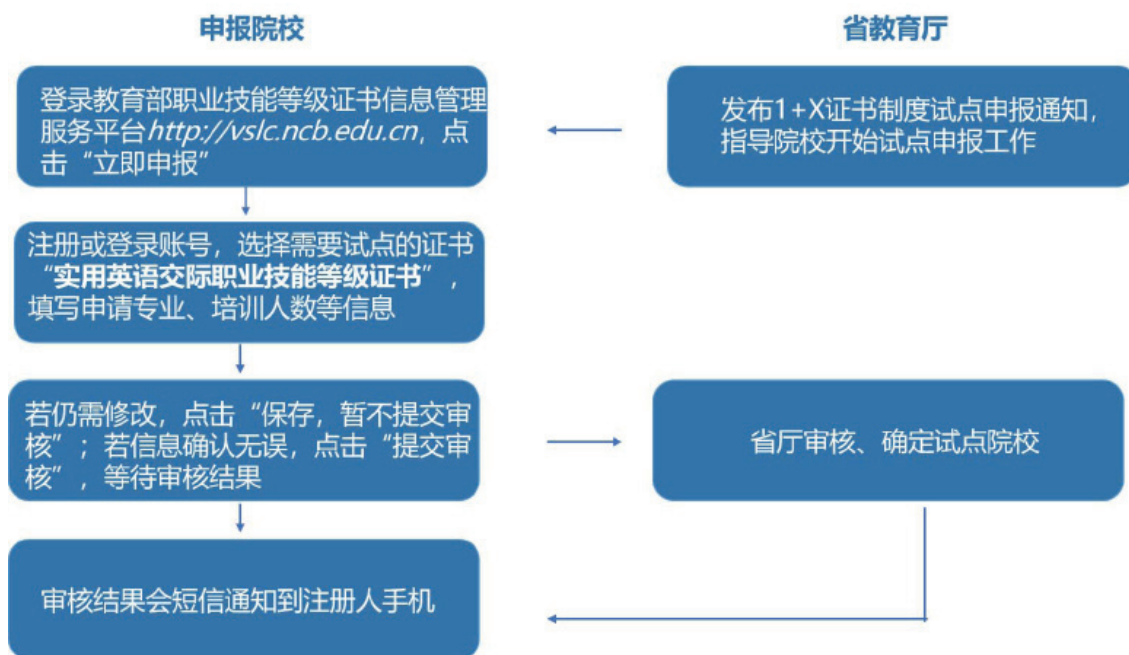
一、试点院校申报

1. 申报条件

- 证书申报按照年度执行。申报成为 VETS 试点院校，必须先**根据所在省厅本年度证书申报计划安排，向省厅提交证书试点申请**。审批通过，成为 VETS 试点院校后，才可按计划组织本年度 VETS 培训和考试。若不申报或未通过审批，本年度将无法开展 VETS 培训和考试；
- 各省厅发布 VETS 申报计划的时间、次数都不尽相同，具体需要根据省厅发布的申报计划安排进行相关操作。各省厅审批通过与否、批准多少指标都由各省厅自主控制。

2. 申报流程

有意愿申报 VETS 试点院校的，可参照以下流程进行申报。



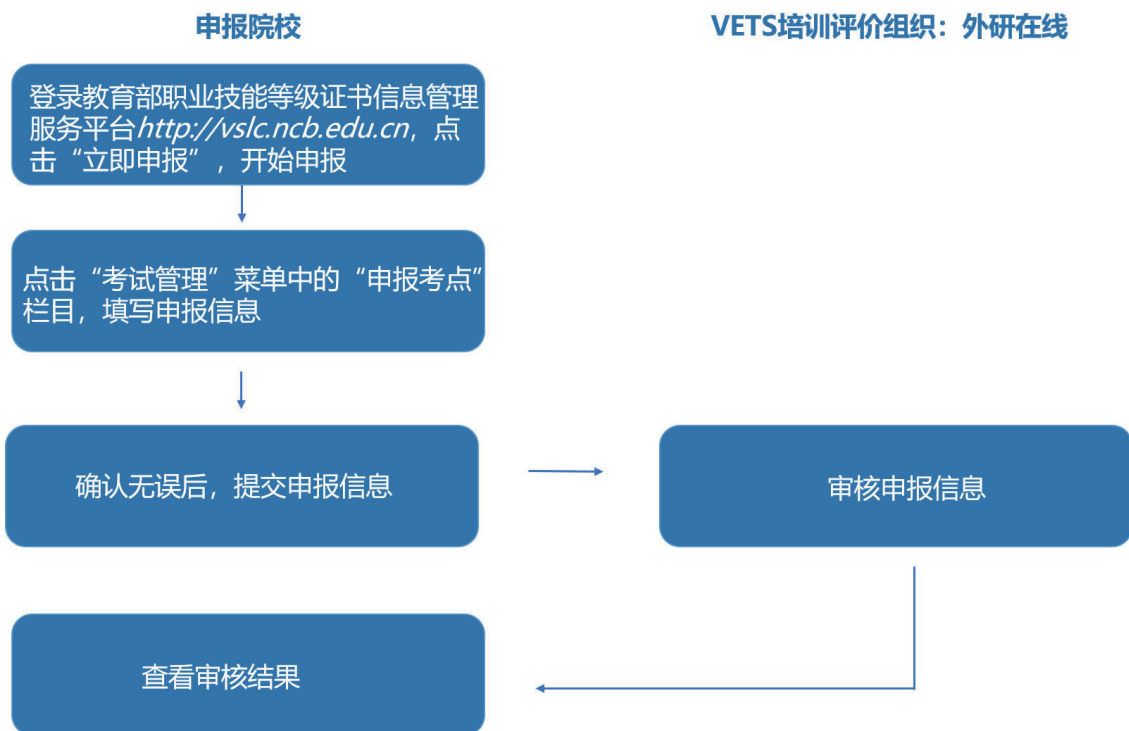
二、考核站点申报

1. 申报条件

考核站点一般设在符合考核站点申报要求的试点院校。院校如果要组织 VETS 考试，需要向外研在线申报成为考核站点，由外研在线审批通过，成为 VETS 考核站点后，方可组织学生考试。

2. 申报流程

有意愿申报 VETS 考核站点的，可参照以下流程进行申报。



扫描二维码查看考核站点申报要求