

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

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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。

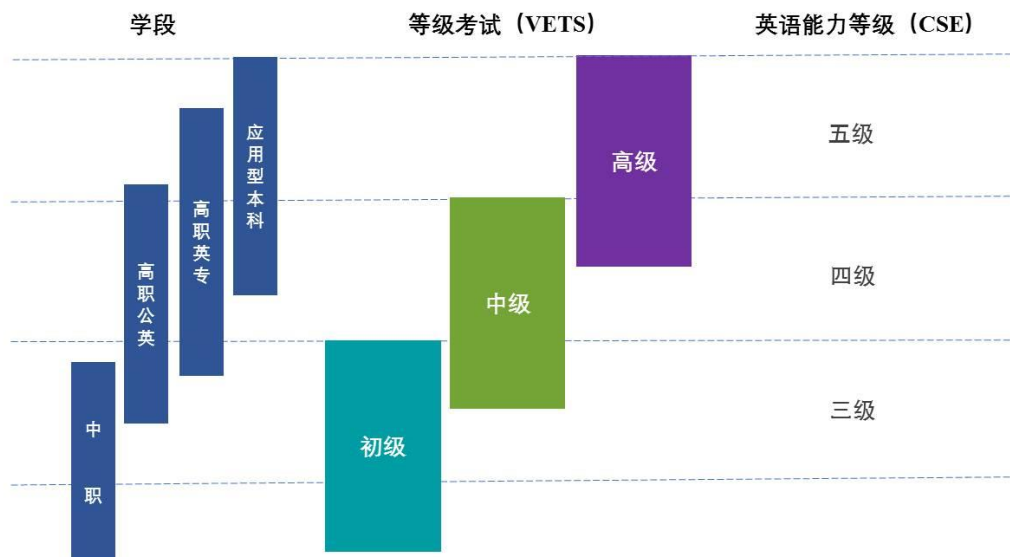
2. 级别标准和能力要求

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 口语

要求考生能就较专业的话题与他人进行交流或向他人进行汇报。应做到：

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

2.3.1.3 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。

2.3.1.4 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。应做到：

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

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：

- 使用英语撰写仪式性发言稿；
- 使用英语撰写行政事务工作方案；
- 使用英语撰写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方案，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出解决方案。

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，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能培训。

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；
- 就重大技术问题或突发技术故障提出口头或书面的英文解决方案。

在完成“产品研发”任务时，考生应能：

- 从英文技术论文中学习前沿技术，把握技术发展趋势；
- 根据人工智能等技术发展趋势和市场需求，使用英语撰写产品改进计划和新产品开发计划。

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：

- 根据客户信息，优化和管理客户数据库，发现市场机会；
- 根据客户信息，使用英语撰写客户服务项目方案；
- 根据客户信息进行客户开发，拓展和维系核心客户关系；
- 根据客户信息进行客户分级，拟定客户管理计划，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：

- 陪同客户参加专题研讨、会议、展览等活动，并提供口译服务；
- 对客户陪同服务进行现场管理，及时应对现场的突发事件；
- 使用英语撰写客户参访接待预案和应急方案；
- 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：

- 根据客户反馈，分析客户服务欠佳的原因，使用英语撰写或口头汇报客户满意度改进方案和管理措施；
- 使用英语对重大投诉事件的相关电话或邮件进行回复。

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；
- 深入挖掘市场数据，归纳特征、趋势等，并使用英语撰写数据分析报告；
- 根据数据分析报告，使用英语撰写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；
- 使用英语口语汇报广告策划书，并就细节进行解释、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，撰写英文的产品营销战略规划；
- 根据企业业务特点、不同电商平台特点等信息，撰写英文的营销策划方案；
- 使用英语口语汇报营销策划方案，并就细节进行解释、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；
- 使用英语撰写合同风险管理措施。

在完成“订单管理”任务时，考生应能：

- 使用英语撰写订单跟踪措施；
- 使用英语撰写订单风险管理措施；
- 使用英语撰写订单商品的生产计划或采购计划；
- 使用英语口语或书面协调与订单客户、生产部门和供货商的关系，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：

- 使用英语撰写危机处理预案；
- 在客户违约时，使用英语撰写补救方案；
- 在我方无法履约时，使用英语撰写善后处理方案；
- 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五个工作领域中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。考试时间约为 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可能有所变化。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、产品推介、接待策划、违约处理、活动策划和产品升级。各任务信息如下表所示：

任务		材料	要求	题型	题量	分值
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
任务二	产品推介	1 篇产品简介	阅读简介 口头推介	口头表达	1	10
任务三	接待策划	1 篇人物简介 1 篇对话	理解独白	判断正误	5	25
			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
			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
			撰写方案	书面表达	1	
任务六	产品升级	1 篇产品简介 1 篇调研报告	阅读简介	选择匹配	5	25
			阅读报告	单项选择	5	
			撰写方案	书面表达	1	
总计					49	100

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。该项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。该项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 产品推介

产品推介任务考查考生在国际电商平台进行口头推介的能力。

该项任务要求考生阅读 1 篇 200 词左右的产品简介，并根据资料进行 120 秒的口头推介。该项任务考查考生读取关键信息，进行整理、归纳，以及进行口头推介的能力。

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）对接待相关事宜进行策划的能力。

第一节要求考生听 1 篇 100 词左右的人物简介，并根据资料判断所给信息的正误。材料播放两遍。共 5 小题。该节考查考生听取关键信息的能力。

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策划接待方案，并进行 120 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，组织策划，以及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，考查考生处理违约事件的能力。

第一节要求考生阅读 1 篇 300 词左右的背景资料，并从资料中获取事实性信息，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 5 个短案例，并结合第一节的内容判断如何处理案例中的问题。共 5 小题。该节考查考生处理违约事件的能力。

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 词左右的公司简介，并根据资料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。

第二节要求考生结合第一节的内容，借助模板和提示撰写 1 篇 100 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，以及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撰写产品升级方案的能力。

第一节要求考生阅读 1 篇 150 词左右的产品简介，并将段落标题与段落进行匹配。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 篇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。

第三节要求考生结合前两节的内容，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，优化产品，以及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，将其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、单词拼写正误及形式是否正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、结构和语言三个维度对考生的作答进行分项评分：

- 在内容方面，重点评判考生作答是否扣题，是否涵盖全部作答要点，以及是否有足够的细节支撑；

- 在结构方面，重点评判考生作答的逻辑是否清晰，衔接是否得当，以及格式是否规范；
- 在语言方面，重点评判考生作答的语法是否正确，词汇是否丰富，句式是否灵活，以及表述是否得体。

4.2.5 口头表达

从内容和语言两个维度对考生的作答进行分项评分：

- 在内容方面，重点评判考生作答是否扣题，是否涵盖全部作答要点和重要细节信息，条理是否清晰，以及衔接是否自然；
- 在语言方面，重点评判考生作答的语法是否正确，词汇是否丰富，句式是否灵活，语音、语调是否自然，以及表述是否得体。

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。考试成绩合格者可以获得“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 & Pretty Cosmetics is a 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 have **10** seconds to answer each question. Each recording will be played **TWICE**.

Questions 1-3 are based on Conversation 1.

1. What is the conversation mainly about?
 - A. Sales goals of the body lotion.
 - B. Competition in the British market.
 - C. Problems with the marketing strategies.
 - D. Investment in the advertising campaign.
2. What percentage of the total sales did the costs of marketing amount to?
 - A. 1.2%.
 - B. 40%.
 - C. 48%.
 - D. 56%.
3. Which of the following marketing strategies did the company use?
 - A. Advertising on social media platforms.
 - B. Giving more discounts for large purchases.
 - C. Posting commercials on its own website.
 - D. Displaying 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. Only at weekends.
 - B. Only on weekdays.
 - C. Only on Christmas Day.
 - D. Only during some celebrations.
5. Why does Hayley think it's 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 will Michael do after the conversation?
 - A. Design a customer survey.

- B. Make a new advertisement.
- C. Write a new marketing plan.
- D. Contact some local retailers.

Task 1.2

To prepare for the meeting with local retailers, Michael invited an experienced marketing specialist to give a short speech on British business etiquette. Listen to part of the speech and answer Questions 7-10 by choosing A, B, C or D. You will have **40** seconds to answer the questions. The recording will be played **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 children.
 - B. It is a safe option to make jokes about the weather.
 - C. It is rude to make jokes about shared experiences.
 - D. It is uncommon for the British to make jokes.

10. Where should Michael place his napkin at a dinner party?
 - A. On his lap.
 - B. Into his shirt.
 - C. In his hand.
 - D. On his plate.

Task 2

You are Sally Han, a sales specialist at WED Electronics. Recently your company launched a new mini printer. You are asked to promote the product on an international e-commerce platform. Read the following passage about the mini printer and prepare for live streaming. You will have 4 minutes to read and prepare. Then the text will disappear and you will have 120 seconds to speak.

With a simple stylish shape, the new WED printer is too small in size (3.3in*3.2in*1.6in), and weighs only 160 grams. It can be grasped with one hand and can fit into your pocket, which means you can take it everywhere at your convenience.

The mini printer can be used to print photos, lists, labels, notes, messages, drawings, quick response codes and so on. It features a high-quality print head for clear, smooth, fast printing for black and white images. No ink is required. A long standby time is also a big advantage of the mini printer. Once fully charged, it can last at least a week.



The mini printer can satisfy almost all your printing needs in daily life, travel or work, and it is really easy to use. You can finish printing within minutes. First, place the paper roll in the device. Second, download the WED app and connect your mobile phone to the mini printer. It is worth noting that after downloading the WED app in your mobile phone, you can edit your image in the app. For example, you can add an interesting title or change the background colour. Finally, check the content and print the image out.

Task 3

You are Gale Zhao, a senior editor at Whole Earth 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

Listen to the profile of Gary Noble. Answer Questions 1-5 by deciding whether the statements are **TRUE (T)** or **FALSE (F)**. You will have **3** minutes to complete the task. The recording will be played **TWICE**.

1. Mr Noble is a Canadian writer. _____
2. Mr Noble can speak four languages. _____
3. Mr Noble writes lots of articles about today's China. _____
4. Mr Noble has conducted some research on ancient Chinese literature. _____
5. Learning languages is one of Mr Noble's hobbies. _____

Task 3.2

You are asking your colleague Mark Smith for advice on choosing a gift. Listen to the conversation and answer Questions 6-10 by choosing A, B, C or D. You will have **50** seconds to answer the questions. The recording will be played **TWICE**.

6. What does Mark think Gale should know first?
 - A. Mr Noble's profession.
 - B. Mr Noble's achievements.
 - C. Mr Noble's hometown.
 - D. Mr Noble's hobbies.
7. Which of the following most probably wins Mr Noble's love?
 - A. Tea.
 - B. Beer.
 - C. Wine.
 - D. Coffee.
8. What did Mr Noble like most when he visited Sichuan Province?
 - A. Pandas.
 - B. Hotpots.
 - C. Landscapes.
 - D. The Sichuan Opera.
9. How would Mr Noble feel if the gift was a bunch of white lilies?
 - A. Surprised.
 - B. Offended.
 - C. Delighted.
 - D. Depressed.
10. What factor does Mark suggest Gale consider?
 - A. Cost.

- B. Weight.
- C. Material.
- D. Packaging.

Task 3.3

Choose a gift for Mr Noble. You may refer to the list below for some ideas. Report to your manger what the gift is and why you have chosen it. 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 **120** seconds to speak.

The gifts for you to choose from:

- book
- handicraft
- painting
- porcelain

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. In order to ensure normal production and protect the company's interests, you are asked to learn more about the ways of dealing with breach of contract.

Task 4.1

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

How to Deal with Breach of Contract

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

Talk to the other party

Breach of contract happens for different reasons. In some cases, it will be in both parties' interests to discuss the breach and work out a solution. Before ending the relationship, reach out to the other party—you may find that the breach is just a result of short-term difficulty and can be resolved quickly.

Amend the contract

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

Terminate the contract

In response to breach of contract, you have the right to terminate the agreement. This right typically arises when the other party has breached an essential term of the contract. However, breach of contract does not always give you this right. If you are unsure about whether you can terminate a contract, it is best to consult a lawyer and ask him to review your contract before you take formal action.

Ensure that you follow all the termination clauses in the contract. Termination clauses outline how a party can terminate the contract, including notification in writing and a notice period before termination.

1. One party may breach a contract for many reasons, including _____, technological failures and operational issues.
2. Sometimes, it will be beneficial for both parties if they _____ and find a solution.
3. A deed of variation is a _____ describing the changes in the contract.
4. The right to terminate the contract arises when the other side has breached _____ of the contract.
5. Termination clauses usually include _____ in writing and a notice period before termination.

Task 4.2

Read five short cases and think about how to deal with each case. Answer Questions 6-10 by choosing A, B, C or D.

6. Party B is an Indian supplier of mangos 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 kilogrammes of mangos for Party A as stated in the contract. The two parties agreed to reduce the supply amount to 3,000 kilogrammes. What should they do next? _____
7. Party B is a wheat supplier to Party A. For the past three 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 finds that Party B did not provide butter as required in their contract this month. Party A wants to solve the problem instead of ending their relationship. What should Party A do next? _____
9. Party B is a supplier of cream to Party A. Due to unexpected storms, Party B needs more time for transportation, so Party A cannot get the cream as scheduled in the contract. The two parties agreed to change the delivery time. What should they do next? _____
10. Party A decided to purchase three batches of cherries from Party B. After receiving the first batch, Party A found the fruit's quality was not the same as what is stated in the contract. Party A wants to terminate the agreement but is unsure 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 12th Anniversary Celebration for the Pruliet Business School.

Task 5.1

Read the profile of the Pruliet Business School. Answer Questions 1-5 by deciding whether the statements are **TRUE (T)** or **FALSE (F)**.

The Pruliet Business School (PBS) was established in 2012 in Switzerland by five famous businesspeople. They set its mission as cultivating responsible leaders who strive to make the world a better place through business. PBS has two aims: to develop business talent through offering first-class training programmes and to promote international exchange of business ideas.

The Pruliet Business School provides various training programmes for those who are interested in business management, such as MBA, EMBA and FEMBA. Take the MBA programme as an example. Students involved in the MBA programme will explore a mix of business, strategy and leadership studies under the guidance of famous professors and industry experts. At the end of the programme, they are required to put learning into action.

It is estimated that more than 10,000 students have graduated from PBS during the past years. They come from different industries such as business, marketing and finance. Some of them are public figures. With the guidance and help of the Pruliet Business School, they have harvested excellent outcomes in their own fields and built up a solid foundation for their future career.

Meanwhile, PBS has a responsive alumni network with over 3,000 helpful and responsible leaders from different industries. These alumni take an active part in school affairs and make efforts to promote the development of PBS. They also make contributions to personnel training by founding scholarships and research projects.

The Pruliet Business School attaches great importance to the international cooperation among business schools and the exchange of different insights. In March 2022, it initiated a regional business forum online and invited professors from over 10 famous business schools to share their views on a few topics related to business management and business talent cultivation.




1. PBS is a business school established by the government. _____
2. Students involved in PBS's MBA programme can learn from famous professors and industry experts. _____
3. PBS's students are all from the same industry. _____

4. Some alumni of PBS set up scholarships and research projects in the hope of improving personnel training. _____
5. In March 2022, PBS initiated an online business forum. _____

Task 5.2

Complete the event proposal below for the 12th Anniversary Celebration. An activity has been provided for your reference. Design one more activity and provide detailed information for it in about 100 words.

Event Proposal

Title	The 12th Anniversary Celebration
Proposed By	Jason Chen
Date	December 15th, 2024
Venue	Smart Mountain Hotel

Goals:

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

Event Schedule

Time	Activities	Participants	Detailed description
...
2:30 pm - 5:00 pm	Forum	PBS's headmaster PBS's faculty PBS's alumni Some famous singers	The theme of the forum is... This forum will be divided into... PBS's alumni can freely take part ...
...

Time: _____

Activities: _____

Participants: _____

Detailed description: _____

Task 6

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

Task 6.1

Read the following passage about the HCare Electric Toothbrush. Decide the heading of each paragraph by summarising the main features of the electric toothbrush. Answer Questions 1-5 by choosing A, B, C, D or E.



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

The built-in smart timer reminds you to change brushing areas every 30 seconds, encouraging a healthy brushing habit. The HCare Electric Toothbrush automatically shuts off when two-minute time is up.

This model is water-resistant. The entire electric toothbrush can be rinsed with water. It is safe to use the electric toothbrush when you take a shower.

A four-hour charge provides a minimum of 30 days' use, so you do not need to carry a charger when you are travelling. The USB charging is safe and easy.

The extra lightweight design (55 grams) is less than half of a regular electric toothbrush. Light in your hand, but cleaning thoroughly, 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 _____

- | |
|---|
| <p>A. Lightweight design</p> <p>B. Waterproof function</p> <p>C. Smart time reminder</p> <p>D. Long-lasting battery life</p> <p>E. Powerful cleaning technology</p> |
|---|

Task 6.2

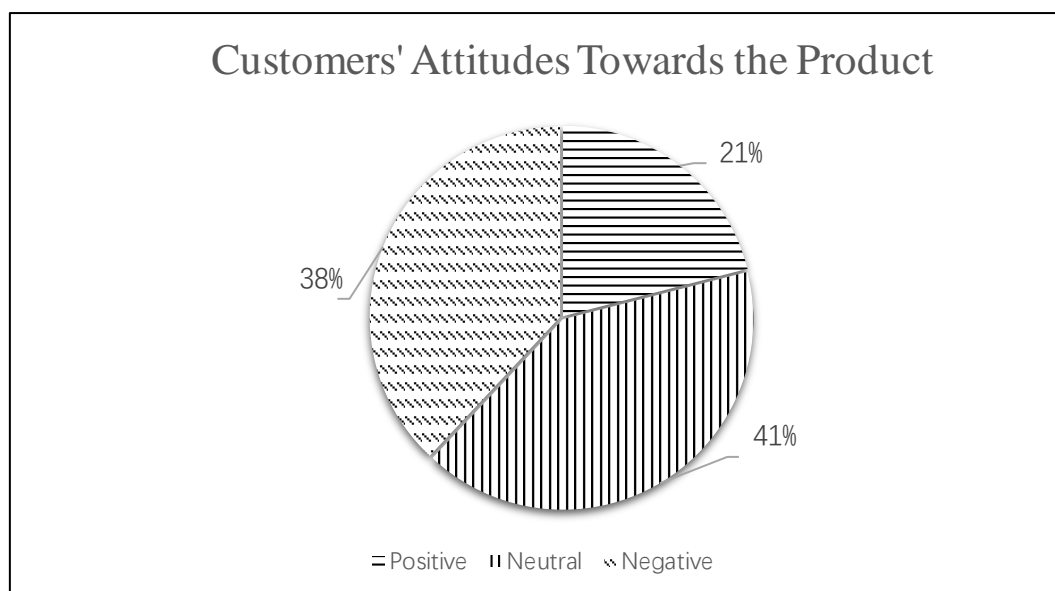
Last week, your team conducted market research in order to upgrade the HCare Electric Toothbrush. Read part of the report and answer Questions 6-10 by choosing A, B, C or D.

Electric toothbrushes have been on the market for some time, but it has only been in the past few years that their popularity has risen among 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 behind the growth of the

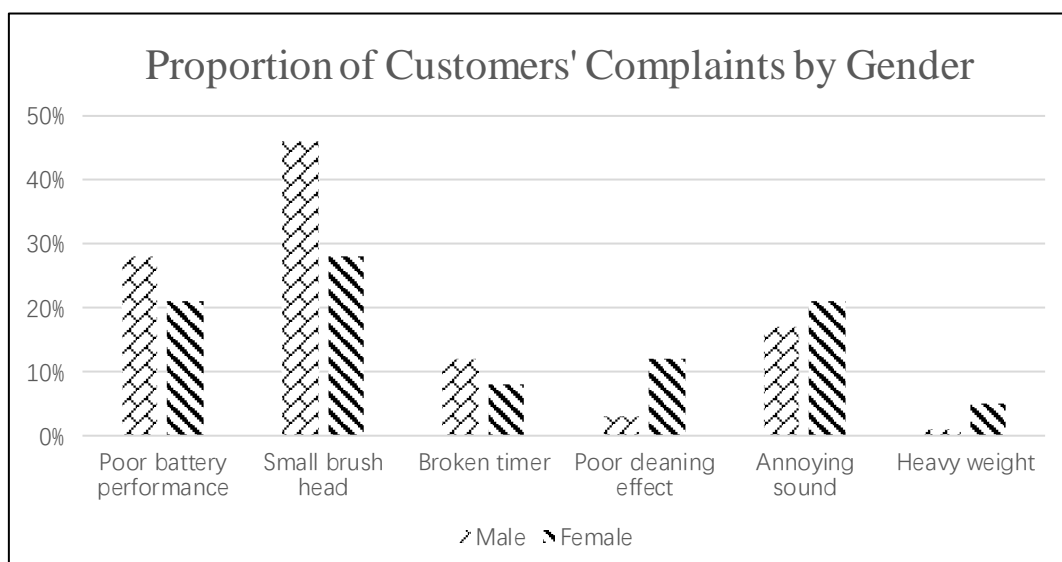
market is the growing awareness of dental care among people.

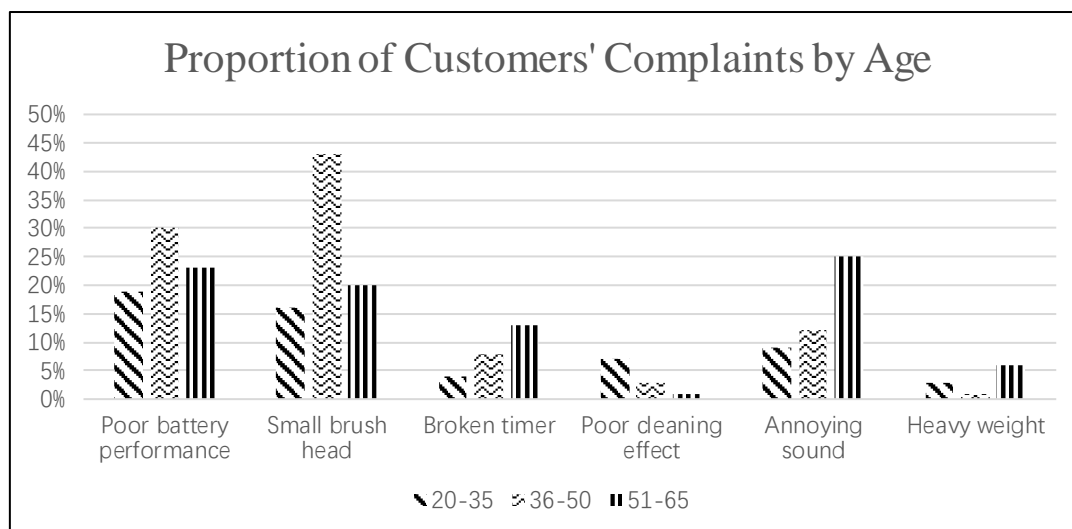
Following this market trend, our company launched the HCare Electric Toothbrush last year. It was once a hot product in the market and one of our best-sellers. But this year, with more similar products entering the market, the sales of the HCare Electric Toothbrush have been declining dramatically. In order to find out customers' views and feedback on this product, market research was conducted among 15,000 customers (aged from 20 to 65) from 18 major cities and three rural areas. Among these subjects, people aged from 20 to 35 took up the most. Our respondents included both males and females, which represented 42% and 58% respectively. Questionnaires and street interviews were used in this survey.

The following chart illustrates our customers' attitudes towards the product.



Besides the overall views towards the electric toothbrush, our research also reveals those 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.





6. What is the most important driving factor behind 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 can we learn about the subjects of the survey?
 - A. Most of them were aged over 50.
 - B. More than half of them were males.
 - C. There were 15,000 subjects in total.
 - D. They came from 21 different cities.

8. Which of the following is true about the customers' attitudes towards the HCare Electric Toothbrush?
 - A. Most customers had a positive attitude towards the toothbrush.
 - B. The smallest percentage of the customers showed a negative attitude.
 - C. Over half of the customers were neither positive nor negative.
 - D. The largest percentage of the customers were neutral about the product.

9. Which of the following is true about the customers' complaints?
 - A. Both male and female respondents complained most about the brush head.
 - B. Male respondents complained more about the timer than the annoying sound.
 - C. The cleaning effect of the toothbrush received the fewest complaints among the respondents.
 - D. More female respondents complained about the battery performance than male respondents.

10. What can we learn about the customers aged from 51 to 65?
 - A. Over half of them held the view that the sound was annoying.
 - B. They complained more about the timer than the younger customers.
 - C. Less than 5% of them had problems with the weight of the toothbrush.

D. They had more complaints about the cleaning effect than the youngsters.

Task 6.3

On the basis of the information above, complete the following proposal about the upgrading of the product in about **200** words.

Product Upgrading Proposal	
Product features	
iHealth launched the product of the HCare Electric Toothbrush last year. It is advertised as having the following features. _____	

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

Suggestions	
To promote the sales of the product, it is necessary to improve the product. On the basis of the research, I think we should upgrade the product in the following ways. _____	

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

Hello, ladies and gentlemen. Thanks for tuning in! I'm Sally from WED Electronics. Today I'm going to bring you our newly-developed product—a fabulous mini printer. Please stay tuned and I'll give you a special offer by the end of the streaming.

Now please have a look at this mini printer. It's quite cute and small, right? Our new printer features a small size and weighs only 160 grams. You can hold it with one hand or put it in your pocket. It will never be a burden on you.

What can you use it for? Actually you can use it to print many things, like photos, lists, drawings, etc. And the print head is of high quality. See, here's a photo I just printed. It's quite clear and vivid. And no ink is needed. Also, our printer has a long standby time. You can use it for at least one week once it is fully charged.

In addition, the printer is quite easy to use. There are only three steps. First, place the paper roll in the printer. Second, download the WED app and connect the printer with your phone. Please remember that you can edit your image in the app. Third, print the image out. There you go! Quite easy, right?

OK, that's our new product. You're welcome to place an order now and you'll enjoy a big discount of 10%! Hope you enjoy it!

Task 3

Task 3.1

1. T 2. F 3. T 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 *Water Margin* for Mr Noble.

First of all, as indicated in the profile, Mr Noble loves reading and writing. *Water Margin* is one of China's Four Great Classical Novels and enjoys high reputation at home and abroad. Secondly, Mr Noble once conducted some research on ancient Chinese literature. *Water Margin* contains lots of Chinese culture elements, which I believe will be beneficial to his research. What's more, *Water Margin* is famous for portraying many vivid characters like Lin Chong and Lu Zhishen, who are as brave, warm-hearted as Robin Hood. This may strike a chord with Mr Noble. Lastly, the whole set consists of 20 small, thin books, placed together in a vintage gift pack. It is not as easily-broken and heavy as porcelain, so 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

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: 5:30 pm - 8:00 pm

Activities: Evening party

Participants: PBS's headmaster, PBS's faculty, PBS's alumni and some famous singers

Detailed description: A buffet including Chinese and Western food will be served. At the beginning of the party, the headmaster of PBS will make a short speech to express his thanks and expectations. After that, participants can chat with each other at random. There will also be some singing performances, which will help participants relax after long hours of hard work. At around 8:00 pm, the party will come to an end, and every participant will get a souvenir—a pen and a notebook with the PBS 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. A 10. B

Task 6.3**Product Upgrading Proposal****Product features**

iHealth launched the product of the 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, the built-in timer can pause and shut off automatically, which helps you cultivate a good brushing habit. Thirdly, it is water-resistant and therefore it is safe to use during a bath. Additionally, the long-lasting battery provides a minimum of 30 days' use after it is fully charged. Finally, weighing only 55 grams, it makes your brushing experience quite easy and pleasant.

Problems

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

Some customers complained that the built-in timer didn't shut off automatically or remind them to change brushing areas. Besides, many customers reported that they had to charge the toothbrush every other day. A third problem was that the mechanical sound was too loud, especially for elder users. Finally, the brush head was somewhat disappointing. Nearly half of the male respondents considered it too small, while more than 40% respondents, aged 36-50, mentioned the same problem.

Suggestions

To promote the sales of the product, it is necessary to improve the product. On the basis of the research, I think we should upgrade the product in the following ways. To solve the problems of the built-in timer and the mechanical sound, we should upgrade our technology, and ensure that every component of our product is produced to a high standard. As for the battery, we can discuss with our suppliers and try to purchase products with more stable performance. Finally, the brush head should be made in two sizes for our next batch of products, so that our customers can change the size as they like.

Scripts

Task 1

Nature & Pretty Cosmetics is a 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 have **10** seconds to answer each question. Each recording will be played **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 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 that our costs of marketing amounted to 56% of our total sales.
- Hayley Miller: 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, offering 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, um, we posted commercials on many social media platforms and shopping websites.
- 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: Um... instead of giving discounts for every purchase, we could give discounts only during important celebrations, such as 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... um... 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. 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. 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, Michael invited an experienced marketing specialist to give a short speech on British business etiquette. Listen to part of the speech and answer Questions 7-10 by choosing A, B, C or D. You will have **40** seconds to answer the questions. The recording will be played **TWICE**.

OK, first, I want to talk about meeting etiquette. For both introductions and departures, a firm handshake is appropriate. 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, especially those issues related to Scotland or Northern Ireland. Also, don't ask questions regarding a person's age, birthplace or religion. I suggest you talk about your immediate surroundings, like food, weather, etc. Well, sport is also a good topic for discussion.

Humour is highly valued in British business culture. Generally, people make jokes about themselves or shared experiences. But remember one thing—unless you know the other person very well, don't make jokes about him or her. 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 disrespectful 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 Whole Earth 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

Listen to the profile of Gary Noble. Answer Questions 1-5 by deciding whether the statements are **TRUE (T)** or **FALSE (F)**. You will have **3** minutes to complete the task. The recording will be played **TWICE**.

The Canadian author Mr Gary Noble is 40 years old this year. He has been working as a freelance

writer for the past five years. He writes extensively on what is happening in today's China. Writing articles and learning about Chinese culture have been two of his relentless pursuits. He has conducted some research on ancient Chinese literature. Mr Noble's native languages are English and French, but he can also speak Chinese fluently. He has many hobbies, including playing the piano, reading and collecting antiques.

Task 3.2

You are asking your colleague Mark Smith for advice on choosing a gift. Listen to the conversation and answer Questions 6-10 by choosing A, B, C or D. You will have **50** seconds to answer the questions. The recording will be played **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. Um... firstly, I think you need to know something related to his hobbies or interests.
- Gale Zhao: Oh, I've read his profile and I know he's interested in music, reading and collecting antiques, 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 particularly likes collecting tea sets.
- Gale Zhao: Great! Do you have any other suggestion?
- Mark Smith: Well, he also enjoys travelling. He showed great love towards various landscapes 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 was really impressed by 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'd better keep this in mind if you don't want Mr Noble to feel offended.
- Gale Zhao: OK. I get it.
- Mark Smith: Oh, one more thing—the gift must be easy to carry. We don't want it to become a burden to our guest.