



实用英语交际职业技能等级考试 (高级) 模拟题 (一)

TASK 1

Grander Exhibit is a Chinese exhibition company. Recently, it is organising an international music festival in Shanghai.

TASK 1.1

Thomas Cheng, an account manager of Grander Exhibit, and Julia Aigner, the assistant manager of a small Austrian orchestra (管弦乐队), are talking about the arrangements for the music festival. 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. How many flight tickets has Thomas booked for the orchestra?
 - A. 23.
 - B. 24.
 - C. 25.
 - D. 26.
2. At what time will the orchestra arrive in Shanghai?
 - A. 8:20 am on November 4th.
 - B. 4:00 pm on November 4th.
 - C. 8:20 am on November 5th.
 - D. 4:00 pm on November 5th.

3. How will the orchestra go to the hotel?
- A. By bus.
 - B. By taxi.
 - C. By coach.
 - D. By subway.

Questions 4-6 are based on Conversation 2.

4. With the break time excluded, how long will the orchestra play in the concert?
- A. One hour and 30 minutes.
 - B. Two hours and 30 minutes.
 - C. Three hours and 30 minutes.
 - D. Four hours and 30 minutes.
5. What will the orchestra do from 4:00 pm to 5:00 pm on November 5th?
- A. Perform in a concert.
 - B. Take a break at the hall.
 - C. Rehearse at the hotel.
 - D. Conduct a sound check.
6. What will the orchestra bring to the concert?
- A. Drums.
 - B. A grand piano.
 - C. Music stands.
 - D. Sound equipment.

TASK 1.2

To help staff members prepare for the concert involving the Austrian orchestra, Thomas Cheng invited an expert to give a short speech on Austrian business culture. 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 language is Thomas advised to use for his business card?
 - A. French.
 - B. English.
 - C. German.
 - D. Dutch.

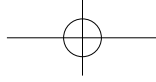
8. What can Thomas do when chatting with members of the Austrian orchestra?
 - A. Address them by their first names.
 - B. Pat them on the back constantly.
 - C. Put his hands in his pockets.
 - D. Keep them at an arm's length.

9. What would be a good topic for small talk with members of the Austrian orchestra?
 - A. Religion.
 - B. World War II.
 - C. Income.
 - D. Hobbies.

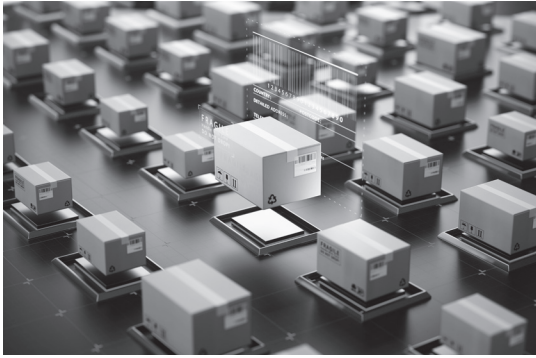
10. Which of the following is an appropriate gift for members of the Austrian orchestra?
 - A. A set of clothes.
 - B. A box of chocolate.
 - C. A bottle of perfume.
 - D. Twelve flowers.

TASK 2

You are Reese Zheng, a manufacturing manager at Best Seasons Farm. You are asked to study the use of AI in inventory management (库存管理) and give a training course to your colleagues. Read the following passage about AI technology and prepare for the training. You will have 4 minutes to read and prepare. Then the text will disappear and you will have 120 seconds to speak.



实用英语交际职业技能等级考试（高级）模拟题（一）



Artificial Intelligence (AI) is highly demanded practically in every industry nowadays. One of the most successful examples is inventory management. Inventory management refers to the process of ordering, storing, using and selling a company's inventory. This includes the management of raw materials and finished products, as well as the

warehousing and processing of such items. Generally, AI is used for inventory management in the following three ways.

Firstly, AI is helpful in avoiding planning errors. It can record the data about customers and analyse the data to identify behaviour patterns. In this way, it can minimise the risks of overstocking and understocking, and help companies stock products correctly.

In addition, AI can streamline deliveries. By analysing traffic conditions, it helps to find the optimal routes, so that companies can reduce traffic delays, provide faster deliveries, and, in such ways, save costs. Meanwhile, AI technology can analyse the patterns of delivery processes, which will surely help companies identify problems in time and improve delivery efficiency.

Lastly, AI-powered robots used in warehouses can free employees in a large extent so that they can deal with more urgent and vital tasks that require human cognition. These robots can work 24/7 tirelessly, provide real-time tracking of products, and locate and scan their condition, while collecting data needed for further analysis.

TASK 3

You are Jessie Yang, an HR supervisor at MCB-Connect. There will be an employee training event next month. You are asked to arrange a team-building day for the new employees.

TASK 3.1

Listen to the profile of MCB-Connect. 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. MCB-Connect is an international technology company based in Brazil. _____
2. MCB-Connect had over 30,000 employees in the 1980s. _____
3. MCB-Connect recruits employees from different parts of the world. _____
4. MCB-Connect manufactures a wide range of products such as cellphones and smart TVs. _____
5. MCB-Connect has helped many less-developed regions improve their telecom infrastructure. _____

TASK 3.2

You are discussing with your colleague Kevin Wilson who has rich experience in organising events. 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. Who will attend the team-building activities?
 - A. Board members.
 - B. HR supervisors.
 - C. New employees.
 - D. Excellent leaders.
7. How long will the training event last this year?
 - A. One day.
 - B. Three days.
 - C. Four days.
 - D. Five days.
8. Which of the following is NOT an important goal set for trainees?
 - A. Becoming familiar with each other.
 - B. Learning to overcome challenges.

- C. Having a good knowledge of the company's work culture.
D. Learning about the company's products and technology.
9. What kind of team-building activities would Jessie like to include?
A. Difficult activities.
B. Competitive activities.
C. Fun and relaxed activities.
D. Intellectual activities.
10. What will be arranged at the end of the team-building day?
A. An evening meal.
B. A garden party.
C. A face-to-face meeting.
D. An interesting workshop.

TASK 3.3

Arrange the team-building day for the new employees. You may refer to the list below for some ideas. Report to your manager how you will arrange the day and give your reasons. You should ensure the team-building day:

- corresponds with MCB-Connect's company culture;
- meets the goals discussed in the conversation;
- is interesting and fruitful.

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

The list of activities

- Visiting the company's museum
- Climbing a mountain
- Gala performance
- Quiz night

TASK 4

You are a junior consultant at an international consulting firm. One of your duties is to offer marketing solutions to some companies. To provide more professional suggestions for the clients, you are asked to learn more about different types of marketing strategies.

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.

Five Different Types of Marketing Strategies

Relationship marketing

Relationship marketing is the art of developing a long-term relationship with customers. It is much more than a conventional transactional sale relationship, where your primary focus is on just selling the product or service. Relationship marketing follows the principle that the customer is always right. It is all about satisfying the needs of customers and making the product or service better.

Transactional marketing

This strategy focuses on getting high sales numbers, which means that the buyer-seller relationship is not the main focus. In transactional marketing, businesses use different methods like discounts and coupons to win customers' favor. These methods increase the probability of sales and encourage the target audience to purchase the products being marketed.

Social media marketing

The focus of social media marketing is on offering customers valuable content that they want to share across social networks, thereby improving brand awareness and multiplying customers. This strategy boosts website traffic by sharing the content through social media (in the form of videos and images) and enhances the relevance to search results on social media platforms.

Event marketing

Event marketing is a marketing tactic where branded events are used as a way to communicate with the target audience and promote the product or service. The aim of

event marketing is to create a memorable experience by engaging the target audience in the activities and encouraging their direct interaction with a brand. Interaction may take different forms: trying a product, watching a roadshow, taking part in a conference, etc.

Database marketing

This marketing approach makes good use of existing and potential customer databases. The data is used in compiling target lists. Many people find it hard to draw the line between direct marketing and database marketing. The distinction exists in the fact that database marketing employs statistical techniques to build models revealing customer expectations. These models are then used in choosing the ideal customers.

1. Relationship marketing focuses on the long-term relationship with customers and tries to fulfil the _____.
2. Transactional marketing gives special attention to high _____.
3. Social media marketing improves _____ and multiplies customers by offering valuable content that will be shared through social networks.
4. Event marketing encourages direct _____ between the target audience and a brand.
5. Database marketing employs statistical techniques to develop models and discover the _____ of customers.

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, D or E.

6. CoolMe is a fashion brand established two years ago. Its target customers are young adults. Although it features trendy design and good quality, few young people have ever heard about it. To increase brand visibility within a short time, the company decides to try some new methods. What kind of marketing strategy is most suitable for CoolMe? _____
7. Easy Food is a restaurant near a subway station. Though small, it has a steady business due to the morning peak. Easy Food does not have a big budget for fancy marketing events. The owner does not plan to multiply new customers, but just wants to retain existing customers for their repeat purchase. What kind of marketing strategy is most

- suitable for Easy Food? _____
8. Shark is a social platform company. It has a large user group of about 10 million around the globe. To retain its regular users and attract new ones, the company needs to conduct an accurate analysis of the users' expectations and design personalised products for them. What kind of marketing strategy is most suitable for Shark?

9. Super Bee is a British jewelry company. Its jewelry builds on a legacy of over 100 years of expert craftsmanship with beautifully-designed necklaces, bracelets, rings and more. The company plans to enter the Spanish market. To create friendly brand image, it hopes to get closer to Spanish customers and have more interaction with them. What kind of marketing strategy is most suitable for Super Bee? _____
10. JuicyJuicy is a bubble tea shop. Recently its sales have dropped dramatically because a famous cafe just opened nearby. To ensure that the shop will run smoothly, the owner considers providing some benefits for customers. What kind of marketing strategy is most suitable for JuicyJuicy? _____

- A. Relationship marketing
- B. Transactional marketing
- C. Social media marketing
- D. Event marketing
- E. Database marketing

TASK 5

You are Alice Zhao, a senior designer at an exhibition company. You are planning the 6th International Street Dancing Seminar for the International Street Dancers Association.

TASK 5.1

Read the profile of the International Street Dancers Association. Answer Questions 1-5 by deciding whether the statements are **TRUE (T)** or **FALSE (F)**.

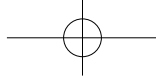
The International Street Dancers Association (ISDA) was founded on September 16th, 2018 in Canada. It is a non-profit organisation operated by dancers. In recent years, it has grown in size, with more than 15,000 members from around the world. ISDA's mission is to educate the public in the art of street dancing, to promote street dancing culture, to provide up-to-date dancing techniques for its members, and to enhance communication among international dance groups.

To fulfil its mission, ISDA organises many educational programmes for its members. Due to its updated teaching syllabi and techniques, there is wide participation among the members. One of the most well-known programmes is the Youth Programme, which is designed for young dancers who have just started their dance training. In the Youth Programme, young dancers will learn the history and tradition of street dancing, practise their dancing skills under the guidance of experienced street dancers, and communicate with global street dancers. They will also be instructed to take part in dancing competitions. Those who finish the programme will get a certificate, and those who master excellent skills will be granted scholarships and opportunities to perform on the international stage.



In addition to individual dancers, ISDA also encourages different dancing clubs and associations to apply for membership. The dancing clubs and associations can obtain a great variety of free educational materials to assist in the training of their members. They can also enjoy priority access in ISDA's programmes and projects at a reasonable charge.

With the goal of enhancing communication among global street dancers, ISDA also actively cooperates with dancing organisations from different countries, such as Italy, France, Mexico and America. By organising exchange activities and dancing competitions, as well as sending members to international art festivals, ISDA has been playing a more and more important role in the global community of street dancing.



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1. One of ISDA's goals is to spread street dancing culture. _____
2. ISDA's Youth Programme is designed for experienced dancers. _____
3. Participants in the Youth Programme have opportunities to get scholarships. _____
4. ISDA's member clubs will not need to pay if they want to join in ISDA's programmes. _____
5. ISDA establishes cooperation with dancing organisations from various countries. _____

TASK 5.2

Complete the event proposal below for the 6th International Street Dancing Seminar. 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 3rd International Street Dancing Seminar

Proposed by: Alice Zhao

Date: July 16th, 2022

Venue: International Exhibition Centre

Goals

- To promote street dancing culture
- To enhance exchanges among ISDA's members
- To provide opportunities for ISDA's members to show their dancing skills

Event Schedule

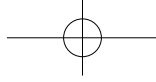
Time	Activities	Participants	Detailed description
9:00 am - 10:00 am	Opening ceremony	ISDA's president ISDA's members Famous street dancers	At the beginning, a video will be played... Then, the president will... In the end...
...
...

Time: _____

Activities: _____

Participants: _____

Detailed description: _____



TASK 6

You are Robert Wu, a product manager at Love & Home Company. Your company plans to upgrade one of your products—the iLight LED Table Lamp. You are asked to write a proposal for it.

TASK 6.1

Read the following passage about the iLight LED Table Lamp. Decide the heading of each paragraph by summarising the main features of the table lamp. Answer Questions 1-5 by choosing A, B, C, D or E.

The iLight LED Table Lamp creates no flicker, no dizzy light and no shadow. It produces a soft light and effectively avoids eyestrain caused by the harsh glare. This product is especially ideal for reading and studying for a long time.

With its 225-degree flexible arm and 90-degree base axis, the table lamp can be adjusted to any of your preferred angles. You can choose the best lighting angle to accommodate different requirements.

This table lamp is equipped with a sensitive sensor. You can touch anywhere on the lamp pole to switch the table lamp on or turn it off.

The table lamp base comes with two useful USB charging ports so that you can charge your electronic devices easily. Its output voltage is safe and stable, which can help protect the batteries in your mobile phones and other electronic devices.

Adopting an aluminum alloy heat sink, the product has a lifespan of 50,000 hours, which is 40 times longer than a typical incandescent light.



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

- A. Various lighting angles
- B. Eye-caring soft light
- C. USB charging function
- D. Easy touch control
- E. A long lifespan

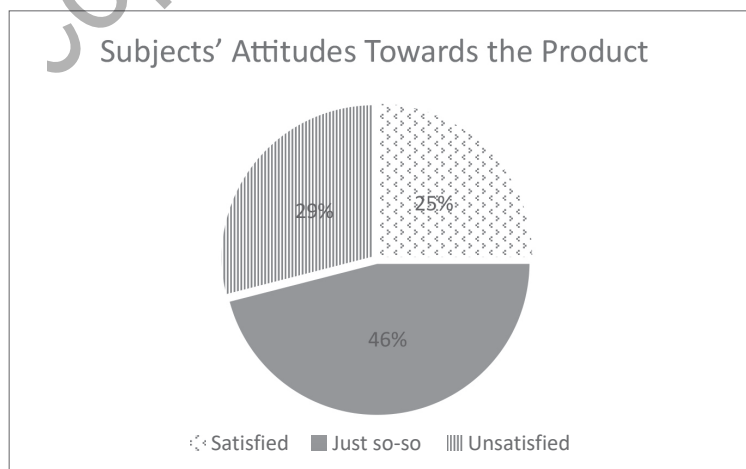
TASK 6.2

Recently, your team conducted market research in order to upgrade the iLight LED Table Lamp. Read part of the report and answer Questions 6-10 by choosing A, B, C or D.

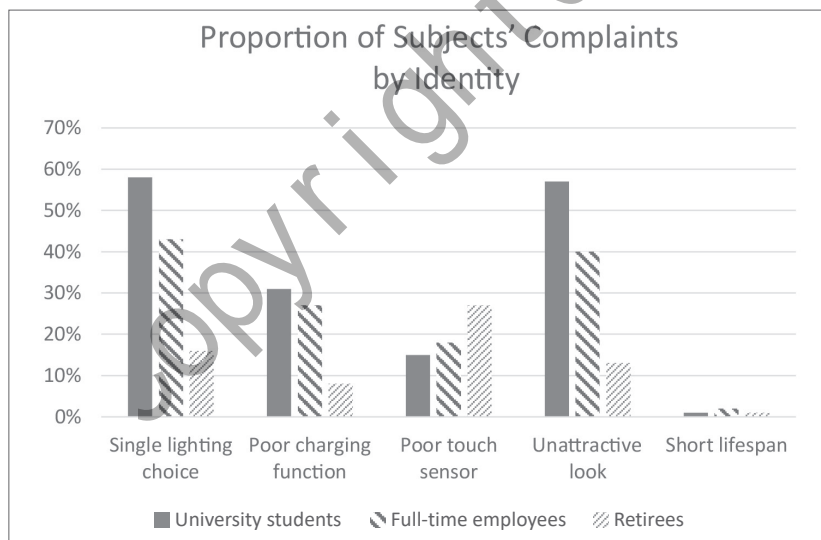
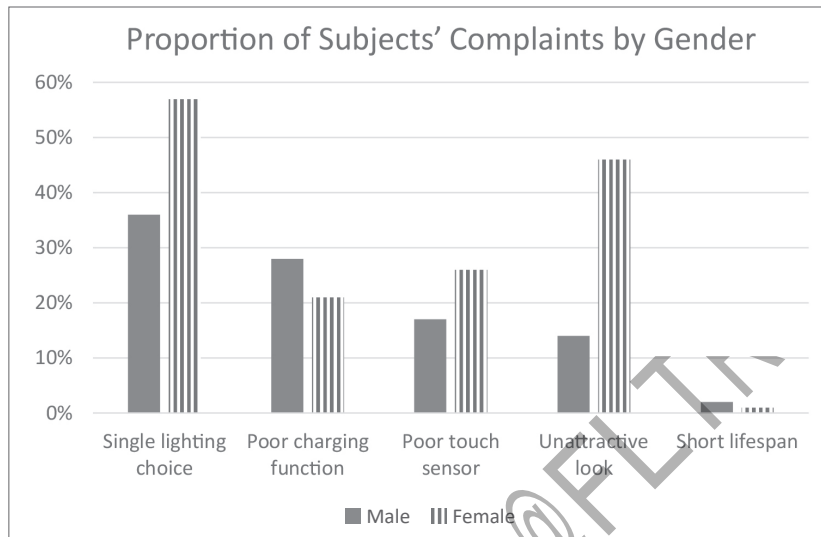
The market size of LED table lamps has been expanding in recent years. Increasing demand for energy-efficient and sustainable lighting systems is the key growth-driving factor for the market. Over the past few years, climate change has become one of the major issues across the world. This has increased the awareness of energy conservation, which will have a positive impact on product demand. LED table lamps are very energy-efficient as they consume much less power than incandescent lamps. Furthermore, these products have greater durability and can last 40 times longer than incandescent lamps. Several initiatives, such as media campaigns, subsidies for LED lighting, and regularising energy appliances, have been undertaken by different governments across the globe and will spur the market growth.

Following this market trend, our company launched the iLight LED Table Lamp in 2021. But this product did not sell as well as expected. We conducted a survey in order to find out the reasons. Twenty thousand subjects from 10 countries took part in the research. Males and females each made up 50%. Our subjects included university students, full-time employees, and retirees, which represented 37%, 43% and 20% respectively. This is similar to the proportion of our overall customers. We used both questionnaires and street interviews in the survey.

The following chart shows the subjects' attitudes towards our product.



Besides the overall attitudes, we also asked for their opinions on the detailed features of our product. The following two charts illustrate the complaints we received, classified by gender and identity.



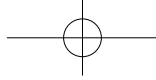
6. What is the key growth-driving factor for the LED table lamp market?
- The demand for more beautiful LED devices.
 - The popularity of media campaigns for LED lights.
 - The growing demand for energy-saving and sustainable products.
 - The introduction of home appliances that consume the least energy.

7. What can we learn about the subjects of the survey?
 - A. Most of the subjects were male respondents.
 - B. They came from 10 countries worldwide.
 - C. University students took up the majority.
 - D. More than 50% were full-time employees.

8. Which of the following is true about the subjects' attitudes towards the iLight LED Table Lamp?
 - A. The largest percentage of the subjects considered the table lamp just so-so.
 - B. More than half of the subjects were not satisfied with the table lamp.
 - C. The smallest percentage of the subjects were unsatisfied with the table lamp.
 - D. The majority of the subjects had a positive attitude towards the table lamp.

9. Which of the following is true about the subjects' complaints?
 - A. Many subjects complained about the short lifespan of the table lamp.
 - B. Female subjects complained most about the poor charging function.
 - C. Most complaints from female subjects were associated with the unattractive look.
 - D. Female subjects complained more about the lighting choice than male subjects.

10. What can we learn about full-time employees?
 - A. More than 40% complained about the single lighting choice.
 - B. Over half of them had problems with the charging function.
 - C. They complained more about the charging function than university students.
 - D. More than half of them considered the look of the table lamp unattractive.



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

Following the growing trend of LED table lamps in the market, our company launched the iLight LED Table Lamp in 2021. It has the following features.

Problems

Due to the unsatisfying sales of this product, we recently conducted market research and found the following problems.

Suggestions

According to the research results, it is recommended that the table lamp be upgraded in the following ways.
