

閱讀填充題

Questions 1-5

- For questions **1-5**, read the text below and tick of the word which best fits each space.
- Write only **one** word for each space on your Answer Sheet.

Business Worldwide: connections on the move

We can give you back the time you currently spend dealing with communications invoices. It's what every business person needs. Ask yourself **(1)**_____ often you have a chance to think your decisions over in peace. You'll almost certainly find **(2)**_____ are precious few quiet moments in your day. That's **(3)**_____ we've created Business Worldwide, leaving you time to get **(4)**_____ with other things. Sign up with us, and with one bill and one supplier for all your company's mobile and broadband needs, you'll soon find yourself with even **(5)**_____ space to think.

Call us on 8000 44 37 43 for all the information you need.

Questions 6-10

- For questions **6-10**, read the text below and tick of the word which best fits each space.
- Write only **one** word for each space on your Answer Sheet.

THE TASTE OF SUCCESS

Formed in 2001, Knife+Fork Ltd is **(6)**_____ of the country's largest independently owned restaurant chains. We now have branches right **(7)**_____ the centre of most major cities. Our recently extended menus offer a wide range of dishes, **(8)**_____ original pizzas to classic regional favourites. In the last 12 months, we are proud to **(9)**_____ completed a number of strategic initiatives, as announced in previous bulletins. Five new branches are already operating successfully, with **(10)**_____ further four approved for development.

Improved staff training and new point-of-sale technology will mean improved customer experiences.

Questions 11-15

- For questions **11-15**, read the text below and think of the word which best fits each space.
- Write only **one** word for each space on your Answer Sheet.

THE FUTURE NEEDS OF COMPANIES

Executives who responded to a recent survey believe that failure to innovate is one of the greatest risks facing businesses in the next few years. In addition, advances in technology were cited by almost 60 per cent of the executives **(11)**_____ being the single most critical force changing the global marketplace. **(12)**_____ executives, for the most part, remain optimistic about global business prospects, they realise that there will be difficult times ahead. They recognize that, **(13)**_____ they are to survive in the highly competitive market conditions of the coming years, driving innovation and harnessing advances in technology will be of vital importance. The IT industry is certain to play **(14)**_____ ever more important role in managing the complex operations of today's companies. Indeed, the fastest growing businesses today are those that have placed IT **(15)**_____ the core of their management strategy.

Questions 16-20

- For questions **16-20**, read the text below and think of the word which best fits each space.
- Write only **one** word for each space on your Answer Sheet.

CHANGE IS HERE TO STAY

Always remember that change is the biggest challenge **(16)**_____ your business success. The days are gone **(17)**_____ a business could constantly grow by simply repeating what it had done successfully in the past – or even recently. Aggressive, innovative competitors and rapidly changing technology make it impossible.

Expect change and prepare for it. Don't wait **(18)**_____ your income has declined to take action. Develop the habit of looking for early signs that something is changing. Then confront it before you start losing business. Insulate yourself against the impact of change **(19)**_____ increasing the number of products and services you offer. Use a variety **(20)**_____ different marketing methods. Never stand still.

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