

营 销 英 语

Scripts & Keys



Scripts

Unit 1

Basic Knowledge

1B Listen to the passage and try to fill in the table below.

Macroenvironment

The macroenvironment refers to all forces that are part of the larger society and affect the microenvironment. It includes concepts such as demography, economy, natural forces, technology, politics, and culture.

Demography refers to studying human populations in terms of size, density, location, age, gender, race, and occupation. This is a very important factor to study for marketers and helps to divide the population into market segments and target markets.

The most important aspect of the macroenvironment is the economic environment. This refers to the totality of economic factors that influence the buying behavior of consumers and institutions as well as marketing strategies. It includes system, policies and nature of an economy, trade cycles, economic resources, level of income, distribution of income and wealth, etc. Economic environment is very dynamic and complex in nature. It keeps on changing from time to time.

The technological environment is perhaps one of the fastest changing factors in the macroenvironment. This includes all developments in technology from antibiotics and surgery to nuclear missiles and chemical weapons to automobiles and credit cards. As these markets develop it can create new markets and new uses for products. It also requires a company to stay ahead of others and update their own technology as it becomes outdated.

The political environment includes all laws, government agencies, and groups that influence or limit other organizations and individuals within a society. It is important for marketers to be aware of these restrictions as they can be complex.

The final aspect of the macroenvironment is the cultural environment, which consists of institutions and basic values and beliefs of a group of people. The values can also be further categorized into core beliefs, which passed on from generation to generation and very difficult to change, and secondary beliefs, which tend to be easier to influence. As a marketer, it is important to know the difference between the two and to focus your marketing campaign to reflect the values of a target audience.

Dialogues

Dialogue 1

2A Listen to the dialogue on doing business in India and complete the notes based on what you hear.

Tips for Doing Business in India

- David:** Monica, you've been working as a project manager in India for two years. Would you please give me some tips about doing business in India?
- Monica:** Sure. Well, India is a creative blend of cultures with different religions, races and languages. It is vital for you to understand the traditions and ways of communicating with others there.
- David:** I see. Is Indian culture very special?
- Monica:** Yes. Hinduism and the traditional caste system still influence the hierarchical structure of business practices in India today. In India, religion is a way of life and must be respected in order to maintain successful business relationships.
- David:** Oh, that's really valuable information. What are working relationships like there?
- Monica:** Well, within the system of hierarchy in the Indian work place, senior colleagues and especially elders are obeyed and respected. Discussions are almost always led by the most senior person.
- David:** And who makes the final decision?
- Monica:** The highest-ranking business executives, so it is important to maintain strong relationships with senior figures in Indian business. The senior management is responsible to monitor, check and look after their Indian subordinates.
- David:** OK, I'll remember that. By the way, how do people there treat meetings?
- Monica:** Meetings in India will generally begin with friendly small talks. This may include personal questions about one's family. It is seen as a way of building rapport and trust before business.
- David:** That's interesting.
- Monica:** Yeah. In India, people value the family unit highly, therefore showing interest and respect towards your Indian counterpart's family is vital for building successful relationships.
- David:** I see. What else should I pay special attention to?
- Monica:** Remember not to refuse any food or drink offered to you during business meetings, for this may cause offence. And do not drink alcohol because, traditionally, Indians are vegetarians.
- David:** I'll remember. Thank you so much for your useful tips! See you later.
- Monica:** See you.

Dialogue 2

2C *Rhoda is Chinese and Grace is from America. Listen to the dialogue on differences between Chinese and Americans and try to classify the following items based on what Chinese and Americans are inclined to do respectively.*

Differences Between Chinese and Americans

Rhoda: Grace, you've been studying in China for three months. Are you used to everything here now?

Grace: Well, it's hard to say. I am used to the weather here now and I like Chinese food very much, but Chinese people keep puzzling me though they are very friendly.

Rhoda: Really? What happened?

Grace: Well, the first thing is that Chinese people do not always seem to mean what they say. Once one of my classmates invited me to his home when we met with each other outside of the college, but when I really called on him later, he seemed rather surprised and unprepared.

Rhoda: Oh, you shouldn't take such invitations seriously. They are just expressions of courtesy and hospitality when friends meet with each other. Both will forget about it after saying good bye to each other.

Grace: I see. That's quite different from what American people do. We Americans usually mean what we say. We are encouraged almost from birth to be open and direct because we think that openness is a sign of honesty, and we are suspicious of reticence and reserve. But whenever I ask my Chinese friends for ideas about something, they just keep smiling and say nothing.

Rhoda: Well, that's quite typical of Chinese since we are taught to be modest and to do more than what we say when we are very young. We believe in "Silence is gold" and "Careless talk leads to disasters".

Grace: No wonder many of my classmates seemed so shy when praised for good performance.

Rhoda: What other differences have you noticed?

Grace: Attitudes towards time and privacy. We value time highly and being late without a good reason is not allowed, but many people here are often late for classes or meetings without feeling awkward. I'm also embarrassed by questions about my privacy such as "how much do you earn?".

Rhoda: I understand. Such questions concern your privacy, but to the Chinese, these are common questions just to show their care for you and to keep the conversation going. So don't feel upset about it, please.

Grace: I see. Thank you for your kind explanation! Good bye.

Rhoda: Good bye.

Unit 2

Basic Knowledge

1A You will hear a passage once. Fill in the blanks with the exact words or phrases you have just heard.

The Key to Marketing: Use a Plan

The first step in developing a marketing plan is to create specific marketing objectives and write them down. What do you want your promotion efforts to do for you?

If you're selling herbs, for instance, perhaps you want to increase your monthly by 25 percent. If you're a realtor, a good goal might be to get 10 new listings each month or to gain a new client each week. Whatever goal you set, be sure it's realistic; you need to be able to achieve the goal if it's going to motivate you or serve as a good benchmark to evaluate your success.

Now the hard part. Under each goal, write as many specific things as you can. If you want to increase your monthly sales by 25%, one thing you might do is place some ads. But when you are working on your goal list, you need to take the time to think it through so you'll be able to follow through effectively. Just "placing some ads" isn't specific enough. You have to consider what type of ads and where you might place them to increase your monthly sales.

Go over the list of specific activities you've brainstormed and check them against your marketing plan. Choose the ones that fit best with your goals and do the best job of targeting your potential clients or customers.

Then, using your calendar, decide which promotional activities you're going to do and when. You can break your marketing plan down by month or by quarter, but be sure you include not only a description of the activity or event, but also a reference to which marketing goal the promotion activity or event is related to, and a cost estimate.

Once you set up your marketing plan, remember that it needs to be an organic, living document, not something you put into a nice folder and file somewhere and never look at again. Take 15 minutes every day to review your goals and specific activities. What did you do that particular day to help you achieve the marketing objectives you've set? What do you need to do tomorrow?

1C Listen to the passage and try to fill in the table below.

Marketing Strategy Types: Orientations

Contemporary approaches to marketing often fall into two general but not mutually exclusive categories: customer-oriented marketing strategies and competitor-oriented marketing strategies. Since many marketers believe that striving to satisfy customers can benefit both consumers and businesses,

they contend that marketing strategy should focus on customers. This strategy assumes that customers tend to make more purchases and remain loyal to specific brands when they are satisfied, rather than dissatisfied, with a company. Hence, customer-oriented marketing strategies try to help establish long-term relationships between customers and businesses.

Competitor-oriented marketing strategy, on the other hand, focuses on outdoing competitors by strategically manipulating the marketing mix: product, price, place, and promotion. Competitor-oriented strategies will lead companies to imitate competitor products, match prices, and offer similar promotions. This kind of marketing strategy parallels military strategy. For example, this approach to marketing strategy leads to price wars among competitors. Successful marketing strategies, however, usually incorporate elements from both of these orientations, because focusing on customer satisfaction alone will not help a company if its competitors already have high levels of customer satisfaction and because trying to outdo a competitor will not help a company if it provides inferior products and customer service.

Dialogues

Dialogue 1

2A Listen to the dialogue and complete the table below. Write **NO MORE THAN THREE WORDS**.

Company SWOT Analysis

Robert: We are meeting today to review the SWOT analysis for our company based on our performance over the last year. Just to remind you, SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. Let's start right from the top. What do you think our strengths are?

Kevin: I think our main competitive advantage is the strength of our marketing team and advertising. We've been able to have a great deal of market penetration and have established a strong presence in the market, both in sales and in identity.

Robert: I agree. We've put a lot of emphasis on market development and that leads directly to our weakness, I think, because we have focused heavily on marketing, we have not created much leeway in product development. To keep our reputation with customers, we need to put more effort into product quality.

Kevin: Well, let's talk about opportunities. I think that by focusing on improving our weakness and coming up with a wider range of high quality products, we can reach even more of a customer base than we have now. Due to our status in the market, if we boosted our product development, we could dominate the market and our revenue could increase by 50%.

Robert: Linda?

Linda: I agree with some of what Kevin says, but I just don't think the evaluation of current opportunities is realistically viable.

- Kevin:** What do you mean? The research report said we could boost our sales by addressing international distribution problems. You don't think that would work?
- Linda:** Yes, I agree solving problems with our import and export side would help to boost revenue, but I just don't think we could achieve as much as 50% more revenue, which is what the analysis yielded. The problems are more complex than the SWOT analysis took into account.
- Robert:** Good point! Let's discuss it in detail.

Dialogue 2

2C Listen to the dialogue and choose the answers from the box and write the letter A—J for questions 1—5.

Marketing Strategy and Tactics

- Harris:** Now, let's get down discussing our marketing strategy and tactics. As you know our marketing strategy is to create awareness of our brand and associated sales in our city. Okay, first, the price.
- Ryan:** I think we can price our baby walker at 400 RMB per unit, with 10% discounts for online ordering. This price is reasonable and competitive due to the quality and effectiveness of our walkers.
- Harris:** How about the second P, product?
- Emily:** Our baby walker resembles the species of the imported brands and has the same quality as those but the price is 20% lower.
- Ryan:** We usually sell our products at our specialty stores as well as some supermarkets. If a secure online payment mechanism on our website is available, it is easier for people in our target market to order our products.
- Harris:** The fourth P?
- Emily:** As for promotion, from what we have evaluated past marketing campaigns, we have found that we might as well use a combination of direct mail and newspaper advertisements.
- Ryan:** We can inform existing clients about the new online payment option by email and advertisements on our website.
- Harris:** Good, as consumer research has shown that our existing clients are younger mothers who prefer to shop online. Do you have any comments on our people in the company?
- Ryan:** We can train staff members on the features and benefits of the Sweet Discovery, as well as on the new online payment system.
- Emily:** How about communicate our marketing strategy and information on discounting to staff members?
- Harris:** Good, maybe we can also run a short refresher course in client service. Thanks a lot; you have contributed a lot of ideas to the marketing strategies. I will send you a memo in regards to it by email.

Unit 3

Dialogues

1A Listen to the passage and fill in the blanks with what you hear.

Market research is the collection and analysis of information about consumers, competitors and the effectiveness of marketing programs.

Small business owners use market research to determine the feasibility of a new business, test interest in new products or services, improve aspects of their business, such as customer service or, distribution channels and develop competitive strategies.

In other words, market research allows businesses to make decisions that make them more responsive to customers' needs and increase profits. While market research is crucial for business startup, it's also essential for established businesses. It is accurate information about customers and competitors that allows the development of a successful marketing plan.

2A Listen to the dialogue and complete the survey notes.

Survey Result Review

Amy: Sam, could you review the results of the survey on leisure sporting activities again? We need to plan out our proposal for this Friday's business meeting.

Sam: Sure, Amy. I've summarized the results in the handout, broken down by age groups and sporting activities.

Amy: I see.

Sam: The survey was administered to 550 men and women between the ages of 18 and 55, and the results have been compiled in the following age groups: 18 to 26, 27 to 35, 36 to 45, and 46 to 55. As a result, the most active group involved in sporting activities is those between 18 and 26, followed by those 36 to 45 years old.

Amy: Okay.

Sam: As far as particular sports are concerned, people in these two groups cited jogging as their favorite recreational sport followed by skiing and tennis.

Amy: What about these groups broken down by gender?

Sam: Men appear to be slightly more active than women in the 18 to 26 year-old age group, but women seem more active in the other three groups.

Amy: Hmm. Based on what you have said, I think we should consider targeting the 18 to 26 year-old age group more in the future. I also feel we should expand our line of athletic shoes, particularly jogging and tennis footwear. We also have to come up with a more appealing

slogan aimed at this age group.

Sam: I see what you mean. However, when these results are compared with the survey carried out three years ago, we can see a growing trend among older consumers — I mean 46 to 55 — who are becoming more concerned about staying fit. I believe this trend will continue, so we should focus on this group instead.

Amy: I see your point. Well, let's meet again on Wednesday to iron out more of the details of this proposal.

2C *Listen to the dialogue and read the following statements carefully. Mark T (for TRUE) if the statement agrees with the information given in the dialogue; F (for FALSE) if the statement contradicts the information; NG (for NOT GIVEN) if the information is not given.*

We Are Conducting a Market Research

Lisa: Good morning, Steven. What have you been up to?

Steven: We are conducting a market research. We want to know whether there's a market for the product and whether we can sell our product in the market.

Lisa: Well, how is the market research carried out?

Steven: We interviewed 300 people in Shanghai, 200 in Beijing and 100 in Shenzhen. Here's a full breakdown of the market research for you to look at.

Lisa: All right, it looks like you got similar results in all three cities.

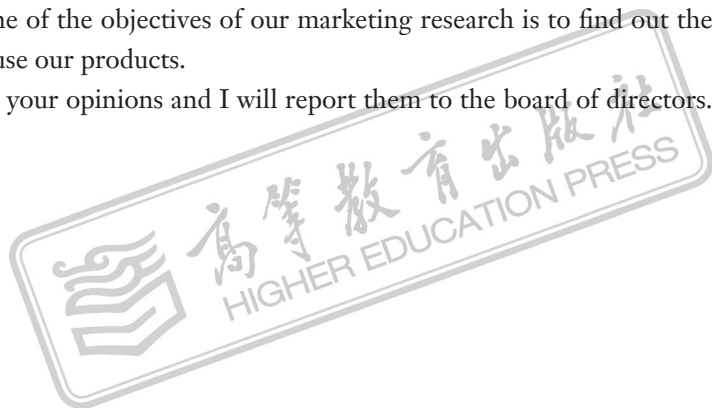
Steven: Yes. The main question we were asking was how people would respond to a new brand coming in at the high end of the market. The information is used to plan the market policy so that no risks will be involved in production.

Lisa: It seems that our price is much higher than that of other competitors, but I do think the price is not very reasonable.

Steven: Actually, our product is of superior quality; and as per capita income goes up, the growth sector seems to be in the high end.

Lisa: I do agree that our quality is quite good; but I don't think we should only mainly focus on potential customers with high salaries. In order for the ordinary people to afford our products, we should adjust our price. One of the objectives of our marketing research is to find out the reason why they do or do not use our products.

Steven: Oh, I see. I have written down your opinions and I will report them to the board of directors. Thank you very much.



Unit 4

Dialogues

Dialogue

2A Listen to the dialogue and choose the correct answer.

Shopping Peeves

- Todd:** So, Rebecca, we're talking about shopping. Is there anything you don't like about shopping?
- Rebecca:** Yes, I don't like shopping when there are crowds of people. Usually when the sales are on, it can be a good time to shop because there's a sale but it also draws a lot of people and everybody's pushing and trying to get the clothes they want that are on special. I don't like that.
- Todd:** Right. Right. Actually, the thing I really don't like about shopping is having — or clothes shopping — is having to try on clothes. You know, like, you go and you find your size and then you put it on and then it doesn't fit, then you have to try it on again and it's just, it takes forever, and you look at the size and it's so hard to find the size that fits you.
- Rebecca:** It seems different brands and styles have different sizes. You wear a size ten of this brand but your suitable size is twelve of that brand. That can be a real problem.
- Todd:** It drives me nuts. In Australia, when you go shopping, do you normally get a lot of personal customer service?
- Rebecca:** Yes. Shop assistants tend to come up to you as soon as you come into the store, and if you say you're browsing they leave you alone, it can be really good. They do help you with the fitting sizes and when you're in the change rooms, you can just say, "I need a new size" and they will go and get it for you.
- Todd:** In the States I think the service is really good as well, but what's really annoying is that shop assistants always want to have you join a VIP club or buy some membership cards.
- Rebecca:** And the points cards.
- Todd:** So you just want to buy your shirt and they ask you, "Would you like a loyalty program?" or "Would you like a discount card or membership?" I can't stand it.
- Rebecca:** I know. I think I have so many cards in my wallet, and they're alike, when I am asked, "Oh, are you a member?" I pull out all my cards and I'm not a member so they get me join.
- Todd:** Right. Usually these days I just say no, but it's just so annoying.
- Rebecca:** It can be. Yes.

Monologues

2C Listen to six monologues and choose your answers from the box and write the numbers A—J.

What Do You Like or Dislike Shopping for?**A**

I'm Ruth and I am from England. Something I like shopping for? I like shopping for everything. I like shopping for clothes. I like shopping for food. I like shopping for presents. Everything. Maybe the one exception would be shopping for DIY things: things like pliers and gardening tools and wallpaper. I'm not really interested in things like that but that's the exception. Other than that, everything.

B

I'm Simon and I'm from Canada. What do I like shopping for? I like shopping for food, going to the supermarket looking at — especially a nice good supermarket and looking at all the weird and cool and wacky food. That's pretty fun. What I don't like shopping for is everything else. I'm not really a big shopping fan. I like to buy as quickly as possible and get out as quickly as possible and that's it.

C

I'm Al and I am English. I don't really enjoy shopping at all but I guess if I have to go shopping, the one type of shopping I enjoy is bread shopping. I really enjoy looking for really good bread and smelling the bread in the bread shop, but usually I don't, I'm not a big fan of shopping anyway.

D

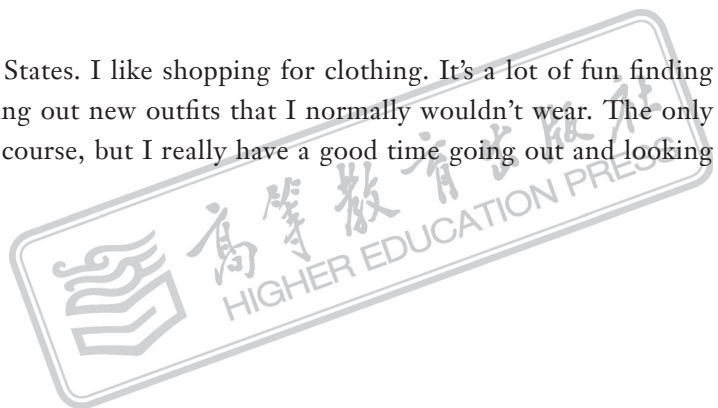
I'm Mitchell and I am an American. I enjoy shopping for food because I like eating and I do not enjoy shopping for cosmetic stuff like for example make-up — girls stuff. I do not like shopping with girls because they tend to take long and look at every item at least ten seconds but I enjoy shopping for food for myself.

E

I'm Ruth and I come from Ireland. The thing I most enjoy shopping for is shoes. I could shop and shop and never get tired of them. The last time I visited Ireland. I bought five pairs of shoes in three days. I just love them.

F

I'm Tres and I come from the United States. I like shopping for clothing. It's a lot of fun finding new shirts or new jeans to put on, trying out new outfits that I normally wouldn't wear. The only thing I dislike about it is the prices of course, but I really have a good time going out and looking for things.



Unit 5

Basic Knowledge

1B Listen to the passage and match each detailed information in the left column to the three stages of brand loyalty measuring in the right.

A brand is a name, term, sign, symbol, or design, or a combination of these that identifies the maker of a product. Brand loyalty is the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continually. Marketers measure brand loyalty in three stages: brand recognition, brand preference, and brand insistence.

Brand recognition is a company's first objective for newly introduced products. Marketers begin the promotion of new items by trying to make these items familiar to the public. Advertising offers one effective way for increasing consumer awareness of a brand. Other tactics for creating brand recognition include offering free samples or discount coupons for purchase. Once consumers have used a product, seen it advertised, or noticed it in store, it moves from the unknown to the known category, which increases the probability that some of those consumers will purchase it.

At the second level of brand loyalty — brand preference, buyers rely on previous experiences with the product when choosing it, if available, over competitors' product.

Brand insistence, the ultimate stage in brand loyalty, leads consumers to refuse alternatives and to search extensively for the desired merchandise. A product at this stage has achieved a monopoly position with its consumers. Although many companies try to establish brand insistence with all consumers, few achieve this ambitious goal. Companies that offer specialty or luxury goods are more apt to achieve this status than those that offer mass-marketed goods and services.

Dialogues

Dialogue 1

2A Listen to the dialogue and complete the summary of "Importance of Packaging" by filling in the blanks with the words in the word-bank.

Analynn: Hi, Janet. I think we need to talk about the packaging of our new product.

Janet: Yes, it's about time. Packaging serves as a vehicle for the brand. It is important to both sellers and customers.

Analynn: Right. Packaging can make a product convenient to use or store because it provides warnings, directions for use, contents and ingredients, data codes, nutritional information and so on.

Janet: And it can prevent spoiling or damage. Good packaging makes product easier to identify and promotes the brand at the point of purchase and even in use.

- Analynn:** Yes, sometimes packaging is so important that it cost more than the product itself to lure the consumers to buy it.
- Janet:** Absolutely right! You know what? Packaging costs as a percentage of a manufacturer's selling price vary widely, ranging from 1 to 70 percent.
- Analynn:** Actually, a good package sometimes has a more powerful promotional effect than advertising. Do you know what I mean?
- Janet:** I agree with you. Sometimes the package, mmm, instead of the company's advertising, may be seen by many more potential customers. An attractive package may speed turnover to an unimaginable extent.
- Analynn:** But one problem. Some package designs are misleading, perhaps on purpose. You know what? The other day, I bought a bar of chocolate half the size of the package! Anyone would be surprised!
- Janet:** Definitely!
- Analynn:** Some customers are concerned about whether the package can be recycled.
- Janet:** So it is an issue of socially responsible packaging. One of the functions of packaging is to facilitate recycling and reduce environmental damage.
- Analynn:** I couldn't agree with you more. Some customers like the convenience of a disposable packaging, but plastic packages do not decompose even if they lie in a city dump for decades!
- Analynn:** Right.
- Janet:** And excessive packaging is another problem. It's a waste of resources!
- Analynn:** Well, no time to talk about all the problems. Let's come down to business, our new product packaging. First, let's talk about designing and producing the container, and then about the labeling. OK?
- Janet:** OK.

Dialogue 2

2C Listen to the dialogue and complete the following exercises.

- Rebecca:** All right, Lily, let's move on to another task: thinking of the name of our new toothpaste.
- Lily:** This is probably crazy, but what about using an animal for the paste?
- Rebecca:** Interesting suggestion.
- Lily:** Brand names play a critical role in the success of a product. Theoretically speaking, a good product name should describe the product's advantages, is instantly recognized and serves to differentiate the product from other competition.
- Rebecca:** Yes, good brand names should be short and simple, easy to spell and read, easy to recognize and remember, easy to pronounce, able to be pronounced in only one way and in all languages. An improper brand name can decrease your brand value in the marketplace.
- Lily:** It also should be suggestive of the product benefits, adaptable to labeling needs, not offensive, or negative, not outdated, adaptable to any advertising medium, legally available for use. Any way, a brand is like a person. A good brand name can help to create a product's "personality".

Rebecca: Theory is theory. Let's come down to business — naming our new toothpaste. Now let's go back to Sally's idea about using the word “cool white”?

Lily: It's a bit obvious, isn't it?

Rebecca: I think “cool white” is a good name. It makes me think of white teeth.

Lily: Just a suggestion — couldn't we try a different color? Blue perhaps?

Rebecca: I've got it, Lily! I have the perfect solution. If we combine your idea with Sally's, we'll have “cool blue”.

Lily: That's agreed, then?

Rebecca: Agreed!

Unit 6

Basic Knowledge

1A Listen to the paragraph and fill in the blanks with what you hear.

What Is Service?

Put in the most simple terms, services are deeds, processes, and performances that can't be touched, seen, and felt, but is rather generally consumed at the time it is produced, and provides added value in forms (such as convenience, amusement, timeliness, comfort or health) that are essentially intangible concerns of it's first purchaser. These service providers market the service to consumers while they simultaneously carry out operational functions. Both the customer and the provider bring certain expectations to the service encounter.

The entire service is represented to the client through problem analysis activities, meetings with the client, follow-up calls, and reporting — a series of deeds, processes, and performances.

The recipient of the service (often called the client) may be:

An individual user, e.g., the housewife (often called a consumer).

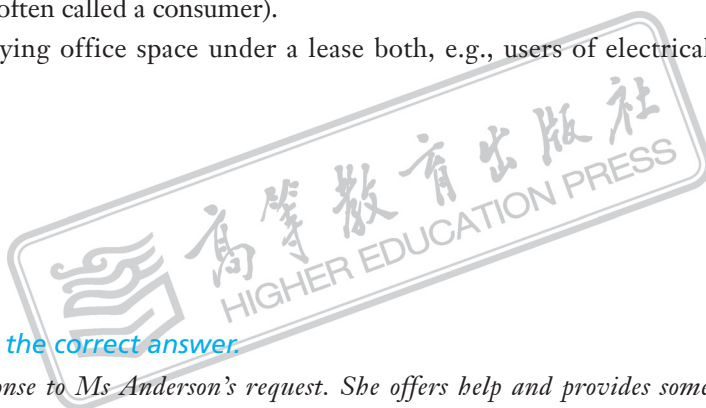
An institution, e.g., a company occupying office space under a lease both, e.g., users of electrical energy from a central source.

Dialogues

Dialogue 1

2A Listen to the dialogue and choose the correct answer.

Maria knocks quietly on the door in response to Ms Anderson's request. She offers help and provides some



information about the services offered on board.

- Maria:** (*knocks on the room door*) May I come in, Madam?
- Ms Anderson:** Yes, thanks for coming so quickly.
- Maria:** Certainly, Madam. How can I help you?
- Ms Anderson:** I'd like some fresh towels in the suite when I get back this evening.
- Maria:** I'll get them immediately. Would you like me to also change the bed sheets?
- Ms Anderson:** Yes, that would be nice. Could you also turn down the covers?
- Maria:** Is there anything else I can do for you? Perhaps you have some laundry I can take to be cleaned.
- Ms Anderson:** Now that you mentioned it, I do have some clothes in the laundry bag.
- Maria:** Very good, Madam. I'll have them cleaned and folded when you return.
- Ms Anderson:** Excellent. You know, it gets stuffy in this room.
- Maria:** I'd be happy to open the window while you are away. I'll make sure to close it before you return.
- Ms Anderson:** Oh, I can never find the light switch when I get back in the evening.
- Maria:** I'll make sure to leave the lamp on the bed stand on after I finish cleaning up.
- Ms Anderson:** Are you going to vacuum?
- Maria:** Certainly, Madam. We vacuum our rooms every day.
- Ms Anderson:** That's good to hear. Well, it's time for me to see my friends. Today we're visiting a vineyard.
- Maria:** Enjoy your day, Madam.
- Ms Anderson:** Oh, I will ... Just a second, could you also take out the trolley with this morning's breakfast?
- Maria:** Yes, Madam. I'll take it with me when I've finished tidying up.

Dialogue 2

2C Listen to the dialogue and finish the flow chart with NO MORE THAN THREE WORDS.

- Bank Clerk:** Good morning! What can I do for you?
- Mr. Johnson:** I'd like to take out a housing loan. Could you help me with the procedures?
- Bank Clerk:** You should first fill out a housing loan application form.
- Mr. Johnson:** What documents are required to support the application?
- Bank Clerk:** Certainly, first, credentials which refer to ID card, residence certificate, testimonial to prove steady family income of the borrower and housing purchasing contract or letter of intent.
- Mr. Johnson:** OK! Anything else?
- Bank Clerk:** Yes, an evaluation certificate for the mortgaged property issued by a competent department. A detailed list of mortgaged or pledged property, and certificate of ownership.
- Mr. Johnson:** It's complex.

- Bank Clerk:** Yes, but it is necessary; because we should ensure that the loan can be paid on time.
- Mr. Johnson:** I see, what's the loan limit?
- Bank Clerk:** The amount of a single loan shall exceed neither 80% of the evaluated value of the house purchased nor in the meantime the borrowing ceiling as provided by the lender.
- Mr. Johnson:** What is the lending interest rate?
- Bank Clerk:** The lending interest rate set by the People's Bank of China applies to the interest rate for housing loans on own account.
- Mr. Johnson:** Well, what is the maximum maturity of a housing loan?
- Bank Clerk:** Not more than 30 years for a RMB housing loan.
- Mr. Johnson:** I appreciate your kind help greatly.
- Bank Clerk:** I am pleased I could be of your assistance.

Unit 7

Dialogues

Dialogue 1

2A Listen to the dialogue and do the multiple choice questions.

- Allen:** Hi, Young, I've heard you are working in a plastics company. Which department are you working in?
- Young:** Hi, Allen. I am in marketing department. Now I have been working on pricing, it is a little bit headache.
- Allen:** Setting the right price for products and services is often one of the more challenging decisions any business faces. If the price is too low you can leave significant profits on the table. If the price too high you may see declining sales as your most price-sensitive customers desert you.
- Young:** You can say that again! We have rejected any pricing strategy built around the cost to produce the plastics, though the specialty plastics were baked in an expensive process from a set of expensive ingredients.
- Allen:** Why? Cost-plus pricing is one of the very basic pricing strategies.
- Young:** I know, because our customers don't care about the cost to produce a product. They make buying decisions based on the value they gain from the products, not the cost to deliver that value.
- Allen:** I see.
- Young:** We chose to price for Value-In-Use (VIU), a philosophy by which pricing decisions are guided by the value the customer would lose if they used the next best alternative to our product.

Allen: You've chosen the right pricing philosophy.

Young: Thank you. We are faced with this changing perception, competing on price is even less attractive.

Allen: As for the Small Business Administration, I think we can have some other strategies to avoid competing with big companies. For example, find new markets.

Young: Yes, you are right. How about having a benchmark? We can find out where we stand on pricing compared to other companies in industry.

Allen: You are right. We may also develop unique products.

Young: Aha, we have a lot to discuss. Let's have a coffee over it next time.

Allen: Sounds great!

Dialogue 2

2C Listen to the dialogue and write down the mistakes mentioned in the promotional pricing.

Mistakes in Promotional Pricing

Dennis: Good morning, Amanda. How is your work on the last seasonal promotion?

Amanda: Good morning, Dennis. We have almost finished our research work on the price of our products in the promotion.

Dennis: Oh, what have you found?

Carter: We have found some mistakes with pricing.

Dennis: Please go ahead.

Carter: Well, our price is not varied enough. The value proposition for our product is same in different market segments, so the price strategy didn't reflect that difference.

Dennis: That's shocking.

Amanda: And the price has been set unrealistically.

Dennis: Really?

Amanda: Yes, the price is very low and sales are brisk, but companies are leaving money on the table, and therefore are not maximizing our profit.

Dennis: What a pity!

Carter: We have held prices at the same level for too long, ignoring changes in costs, competitive environment and in customers' preferences.

Amanda: Yes, summer is the weak market for cosmetics; why not offer a promotional price?

Dennis: We will put it right in this seasonal promotion.

Amanda: In some areas our pricing structure is based on the competitor's. It is dangerous because the costs competitors use to calculate prices may have little relation to our own.

Dennis: You can say that again! They may pay suppliers less or more than we do, buy different technology, and have larger or smaller marketing budgets. It's incomparable!

Carter: Yes. I have found our management attempt to achieve the same profit margin across different product lines.

Dennis: How could they do that?

Amanda: I think profit of makeup products is higher than that of skin care products.

Carter: Of course.

Dennis: Now you have found so many problems in your research work. I hope you will improve the pricing in the following promotional activities.

Unit 8

Basic Knowledge

1A Listen to the passage and complete the chart below.

Each layer of marketing intermediaries that performs some work in bringing the product to its final buyer is a “channel level”. The figure shows some examples of channel levels for consumer marketing channels: In the figure, Channel 1 is called a “direct-marketing” channel, since it has no intermediary levels. In this case the manufacturer sells directly to customers. An example of a direct marketing channel would be a factory outlet store. Many holiday companies also market directly to consumers, bypassing a traditional retail intermediary — the travel agent.

The remaining channels are “indirect-marketing channels”.

Channel 2 contains one intermediary. In consumer markets, this is typically a retailer. The consumer electrical goods market in the UK is typical of this arrangement whereby producers such as Sony, Panasonic, Canon, etc. sell their goods directly to large retailers such as Comet, Dixons and Currys which then sell the goods to the final consumers.

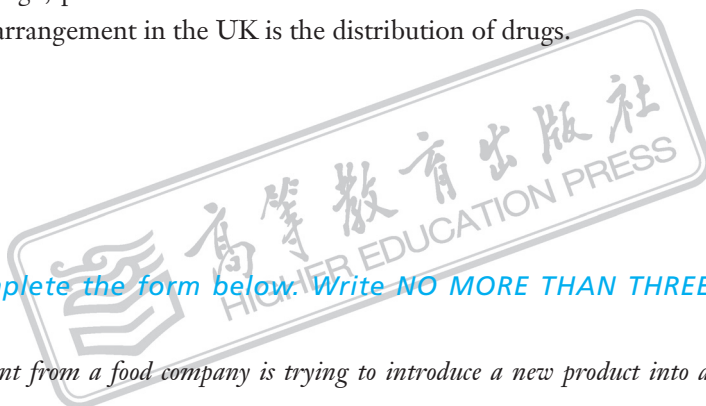
Channel 3 contains two intermediary levels — a wholesaler and a retailer. A wholesaler typically buys and stores large quantities of several producers’ goods and then breaks into the bulk deliveries to supply retailers with smaller quantities. For small retailers with limited order quantities, the use of wholesalers makes economic sense. This arrangement tends to work best where the retail channel is fragmented — i.e. not dominated by a small number of large, powerful retailers who have an incentive to cut out the wholesaler. A good example of this channel arrangement in the UK is the distribution of drugs.

Dialogues

Dialogue 1

2A Listen to the dialogue and complete the form below. Write **NO MORE THAN THREE WORDS**.

Erick, director of the marketing department from a food company is trying to introduce a new product into a



supermarket named the Emart. He is talking with, Angela, the manager of the supermarket.

Erick: Hello, Angela.

Angela: Hello, Erick. Nice to see you here again.

Erick: Glad to see you, too. As I told you on the phone, today I am here to introduce you one of our new products, the Light C drink. I've brought some samples. Would you like to have a taste?

Angela: Yes, of course. (*drinking a tin of Light C*)

Erick: How do you like it?

Angela: It's cool, I should say.

Erick: Well, just as what you've tasted, our product is really unique in its flavor and it's sugar free. You know our company also enjoys a good reputation for the quality of our products.

Angela: Still we have to make strenuous efforts to promote a new item. So I think it's reasonable for us to claim a listing fee of 50,000 *yuan*. Do you agree?

Erick: Well, Angela, you are really driving a hard bargain today. We have never offered a listing fee like that before. I think 30,000 *yuan* is more acceptable.

Angela: To tell you the truth, we now claim a listing fee no less than 38,000 *yuan*.

Erick: OK, I agree to that. How much shelf space can you offer us, then?

Angela: Half of a shelf on the main aisle.

Erick: That's not bad.

Angela: What about the price?

Erick: The list price is 8.80 *yuan* per unit. Each unit contains a dozen. However, in view of our pleasant cooperation in the past, you can have it at the price of 8.60 per unit.

Angela: What kind of sales rebate can you offer us, then?

Erick: It depends on the sales volume. If you can reach a turnover beyond 200,000 *yuan*, you will get a 2% of rebate.

Angela: Sounds attractive. How should we arrange for the payment?

Erick: Just as usual, we expect you to pay us 30 days after delivery at latest.

Angela: Good. It's settled, then. Now, let's go out for lunch.

Dialogue 2

2C Listen to the dialogue and complete the table below. Write **NO MORE THAN THREE WORDS** for each blank.

Jason: Hi, Anna. Have you decided where you deliver your products?

Anna: Not yet. It is still under discussion.

Jason: Oh. Much of your wholesale business will depend heavily on which method you ultimately decide on.

Anna: Yes. Do you have some good ideas for us?

Jason: If you decide to use a sales force as your primary means, then much of your focus will be on training and equipping your sales force to effectively position your product or service.

Anna: Mhm...

- Jason:** On the other hand, if you choose direct mail, then you'll focus heavily on obtaining reliable contact lists and having effective call-centers.
- Anna:** So what are the basic steps for choosing the best distribution channel for our wholesale business?
- Jason:** While, you can look at your competitors first. What methods are your competitors primarily using? Is there a real advantage over other channels?
- Anna:** That's right. If there is a distribution channel our competitors have overlooked, we may gain an edge by taking advantage of it.
- Jason:** Yes. Second, you should examine costs and benefits. It's best to carefully weigh the costs and benefits.
- Anna:** I see. We have covered them in our financial report.
- Jason:** Third, after examining the different methods you have available, you can rank them by order of preference.
- Anna:** We have thought about specialty stores, supermarket and direct retailing such as E-commerce.
- Jason:** The main idea is to carefully consider your options instead of simply taking a direction for granted, whether because it's the industry standard or the most convenient for your business.
- Anna:** Yes, I have got it. We should question the reason behind accepting or rejecting a specific channel to discover if we overlooked any unique advantages or drawbacks.
- Jason:** Yes, you have said it. Wish you a successful business.
- Anna:** Thank you.

Unit 9

Basic Knowledge

1C Listen to the passage and complete the notes below. Write **NO MORE THAN THREE WORDS**.

The Five Main Types of E-commerce

There are primarily five types of E-commerce models:

1. Business to Consumer (B2C)

B2C stands for Business to Consumer as the name suggests, it is the model taking businesses and consumers interaction. Online business sells to individuals. The basic concept of this model is to sell the product online to the consumers. It provides direct selling through online.

2. Business to Business (B2B)

B2B stands for Business to Business. It consists of largest form of E-commerce. This model defines

that buyer and seller are two different entities. It is similar to manufacturer issuing goods to the retailer or wholesaler.

3. Consumer to Consumer (C2C)

C2C stands for Consumer to Consumer. It helps the online dealing of goods or services among people. Though there is no major parties needed but the parties will not fulfill the transactions without the program which is supplied by the online market dealer such as eBay.

4. Peer to Peer (P2P)

It is a discipline that deal itself which assists people to instantly shares related computer files and computer sources without having to interact with central web server. If you are going to implement this model, both sides demand to install the expected software so that they could convey on the mutual platform.

5. M-commerce

It deals with conducting the transactions with the help of mobile. The mobile device consumers can interact with each other and can lead the business. Mobile Commerce involves the change of ownership or rights to utilize goods and related services.

Dialogues

Dialogue 1

2A Listen to the dialogue and write down what the two speakers talk about to devise websites.

How to Devise Well-designed E-commerce Websites

Beverly: Our products and prices are good, but the problem is that few people know about our website.

Lucy: If we want to get this Internet business off the ground, we've got to do something fast.

Beverly: We need to maximize the chances that our website will be at the top of the search engine lists, but I am not sure how to do it.

Lucy: We've got to put more buzz words into the page text, so it will pop up when people search for our kind of products.

Beverly: Yes. You are right. We've got to get the most popular phrases on it ... How else can we boost site traffic?

Lucy: How about such online promotion methods as pop-ups, and banners.

Beverly: If I can say, I don't like the idea of banners. Banner adds can only be useful with high repetition, which requires a lot of money.

Lucy: I think one of the least costly ways to attract business is to provide quality images that accurately portray the product to help consumers make the buying decision easier. Online and physical retail differ in that the potential customers can't touch the products prior to purchase

unless they have seen them in stores.

Beverly: What other cheap ways can you think of?

Lucy: Effective navigation is important to any website, but it's especially critical for E-commerce sites. Lost visitors will result in lost sales, so every effort should be made to have a site with clear, logical navigation.

Beverly: I see what you mean. What about flash?

Lucy: That is better. I am still a little bit worried about the hits from the customers. There are so many websites, you know. What can we do to increase the hits?

Beverly: We have to update our website frequently and have some interaction with our potential customers.

Lucy: How?

Beverly: How about organizing some online games and offer some rewards for the winners?

Lucy: Then our own products could also be one of the rewards. We can promote our products at the same time.

Beverly: Great! Let's put our heads together to make this a successful promotion, but we have to make this activity convincing to our potential customers.

Dialogue 2

2C Listen to the dialogue and write down the procedures of shopping online.

Online Shopping

Fiona: I heard you bought a MacBookPro online, is that true?

Betty: Yes, three days ago. Are you interested?

Fiona: Actually, I have been thinking about buying things online for a long time, but as you know, I am not quite familiar with the procedure and ...

Betty: It's easy. First of all, you should find a good website.

Fiona: What suitable websites have you tried?

Betty: Quite a lot. I have tried taobao.com, ebay.com and alibaba.com and so on.

Fiona: What should I do?

Betty: First choose a product category and search. If you find something you want, put it in your cart, enter your details and payment method, and then proceed to finalize the transaction. Wait a couple of days for the delivery of goods or services as requested.

Fiona: Is that time-consuming?

Betty: It's hard to say. Usually, it is quite easy since it is unnecessary for you to go to the real market. The only thing to do is to send your request and exchange your information with the seller.

Fiona: Is it so simple?

Betty: As far as I know, it is.

Fiona: Great! Maybe from now on, I should try to buy goods online.

Betty: Why not?

Fiona: I am afraid that I will pay for nothing.

Betty: You'd better use the credit card and the debit card to get the protection of the law.

Fiona: Is it likely that I will come across a hacker when shopping?

Betty: Anyhow you should be careful when you present your personal information for which encryption is absolutely necessary.

Unit 10

Basic Knowledge

1B Listen to the passage and complete the table below. Write **NO MORE THAN THREE WORDS** for each blank.

Advertising Media

One of the most important decisions in developing an advertising strategy is the media to be used for transmitting the firm's message. An advertising media must be capable of introducing objectives of the product, service, person, or idea. In terms of the media used, there are print, electronic, outdoor and specialty.

Print would include fliers, mailings, posters, newspapers, magazines and anything else that involves paper.

Electronic used to mean radio, but then it came to include television, movies (with product placement) and now the Internet.

Outdoor advertising is a huge field, as big as all outdoors. It includes billboards, sandwich signs, outdoor signage, blimps, signs towed by airplanes, trailers, painted cars and trucks, bus advertising, bus bench advertising, roadside signs, etc. Outdoor advertising is particularly effective in big cities and other high-traffic areas, but the messages are short.

Specialty advertising is even more diverse, including matchbooks, key chains, paper weights, coasters, book marks, tie tacks, pins, lighters, cigars, point-of-sale displays, anything you can put a logo or message on, including clothing.

Newspapers and television are the leading advertising media, and radio, magazines, and outdoor advertising rank at the bottom.

Different ads have different purposes. By using direct mail the company can expect high response rate, but some consumers resist to it. It is important to choose the best media suitable for advertising. Television advertising is the most effective medium. The repetition of commercials helps make products well-known. It can combine moving pictures with good acoustics, but it is very expensive. Newspapers are the largest

media, which can reach everyone in the community. Radio is immediate with low cost, but both of them have a short life span. Advertisements in famous magazines can help the products win a good reputation, but it lacks flexibility.

Dialogues

Dialogue 1

2A Listen to the dialogue on advertising and complete the note.

Advertising Summary

Joe: Come on. Let's look at the advertising campaign we have taken this season. What improvement have we got so far?

Lily: Yes. Our TV ad campaign has been running for two weeks, and brand awareness is now over 70%. We have booked slots after adventure movies, nature documentaries, and occasional slots just before adult content on mainstream channels. We are mainly advertising in prime time, but also early evening to catch the late teens/college audience before they go out for the evening.

Joe: Good. Then how about the advertising on radio?

Lily: Low profile here. We use outdoor scenery, which does not work with radio. But we have a slot just before the morning news on national radio, and the same on a classical radio station.

Joe: Hope it will work well. Then I think there is less improvement in the advertising in magazines and newspapers.

Lily: Well, most of our target audience don't read daily newspapers. We targeted fashion magazines (for females) and motoring and extreme sports magazines (for males and females). We went for full-page color glossies. Naturally, fishing, hunting, boating and similar magazines all carried ads.

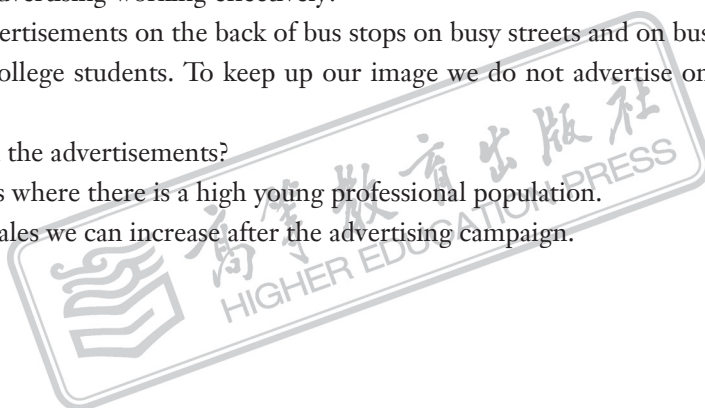
Joe: Well done! And is the transit advertising working effectively?

Lily: Let me see. We have some advertisements on the back of bus stops on busy streets and on bus stops used by university and college students. To keep up our image we do not advertise on phone boxes, or dustbins.

Joe: Right. Where else have we run the advertisements?

Lily: On the subway and the stations where there is a high young professional population.

Joe: We will anticipate how much sales we can increase after the advertising campaign.



Dialogue 2

2C Listen to the dialogue on promoting a new product and complete the following exercise.

Promoting a New Product

Zoila: I haven't seen you around lately. What have you been up to?

Leo: My business partners and I have been putting the final touches on our new line of energy drinks.

Zoila: Really? I didn't even know that you were in the beverage business.

Leo: Yeah, we've branched out into a few other areas. We're going to start promoting the new drinks very soon. We're working with an advertising agency and we'll start with sponsoring a couple of sporting events.

Zoila: Wow, when am I going to start seeing ads on TV?

Leo: I don't think we're going to go that route just yet.

Zoila: Are you taking the new products to trade shows?

Leo: No, no trade shows for us. We're working on product placement in some music videos and maybe a TV show or two.

Zoila: That's great. What about tie-ins with other products or with a movie? I see those everywhere.

Leo: We're considering it. We're working on a couple of endorsement deals right now. Once we have some celebrities on board, we'll do even more.

Zoila: It would be great if you could get Jeff McQuillan to endorse your products. Everybody knows he's the greatest baseball player who ever lived. With him plugging your energy drinks, sales will go through the roof.

Leo: Yeah, but I think we'd be shooting too high. We might have to settle for someone a little less famous — like David Beckham or Lance Armstrong.

Unit 11

Basic Knowledge

1A Listen to the passage and complete the chart with the information you've heard.

Public relations try to win the confidence and goodwill of people. It is the activity of giving business or other organization information about how its actions might affect public opinions — or how public opinions might affect its actions. It is also the job of the public relations officer to tell the public about a company's activities, plans, or ideas. This is necessary because people are likely to have more confidence in

a company if they know something about it.

There is not just one big public whose opinion a company has to worry about if it is to survive and grow. Most companies and organizations have to think about the opinions of smaller groups — their customers, for instance, or their workers or their shareholders. A company must also have the trust and goodwill of its neighbors in the places where it has factories and offices. The company must be on good terms with the government, because every business can be seriously affected by government laws or regulations.

Public relations begin by planning one's actions so as to respect the rights and beliefs of other people. A public relations program can be of little use to a company if it does not include these things. Not all the money in the world, nor the most skilful writers or speakers, can make a company look as if it cares about other people. Most companies, therefore, consider how any action, such as moving to a new location or buying another business, will affect public opinion. Having made a decision, the company wants everyone to understand the decision and the reasons it has made.

1B *Listen to the passage and complete the notes with NO MORE THAN THREE WORDS for each space.*

What Are Public Relation Tools?

Public relations (PR) are the activities organizations engage in to create a positive image for a company, product, service, or a person. Good public relations efforts can help a firm create rapport with its customers, promote what it has to offer, and supplement its sales efforts. Companies use a variety of tools for their public relations purposes, including annual reports, brochures and magazines for both employees and the public, as well as websites, speeches, blogs and podcasts. Some of the most commonly used PR tools include press releases, sponsorships, product placements, and social media.

Press release is a news story written by an organization to promote a product, organization, or person. Public relations personnel frequently prepare press releases in hopes that the news media will pick them up and disseminate the information to the public. However, there is no guarantee that the media will use a press release. Some of the PR opportunities that companies may seek to highlight in their press releases include charity events, awards, new products, company reports, and things they are doing to improve the environment or local community.

Even though sponsorships are expensive, they are growing in popularity as corporations seek ways to strengthen their corporate image, increase their brand awareness, differentiate their products, and reach their target markets.

Getting a company's product included as part of a television show, movie, video game, special event, or book is called a product placement. Product placement can improve a brand's awareness and exposure and often increase its sales. Given the number of exposures an organization receives with product placement, the cost of a product placement can be less expensive than commercials might cost.

Dialogues

Dialogue 1

2A Listen to the dialogue and complete sentences below. Write No More Than TWO words for each space.

How to Become a Great Media Spokesperson

Harris: Hi, Janet, how are you getting on with your new job as a public relation spokesperson?

Janet: Oh, challenging. I have come for your information. How do I get along with media?

Harris: As a media spokesperson, you are the face and voice of your company, delivering key messages and demonstrating expertise in your industry.

Janet: Yes, I know, but I'm a newcomer and lack experience.

Harris: You are required to think and act somewhat differently from the way you usually communicate with your colleagues, customers, partners, or investors.

Janet: What preparations should I make before each media interview?

Harris: In almost all media interviews, everything you say is edited before it is read, seen, or heard by the audience you ultimately want to reach.

Janet: So, I should be very cautious about what I say.

Harris: Correct. Your views may normally be your own as well as those of your organization. In talking to the media, however, you are solely the representative of your organization.

Janet: When I first faced with the media I was too nervous to say anything.

Harris: Haha, every spokesperson will face that. In answering any questions, you can state your key point, and emphasize it with your voice and gestures.

Janet: Yes, gradually I have been used to it.

Harris: Never lie or knowingly mislead a reporter. Never comment on matters beyond your responsibility. Never speak on behalf of your customers or competitors.

Janet: Thank you very much for your advice.

Dialogue 2

2C Listen to the dialogue and complete the notes below. Write NO MORE THAN THREE WORDS or A NUMBER in each blank.

Odwalla and the E-coli Outbreak

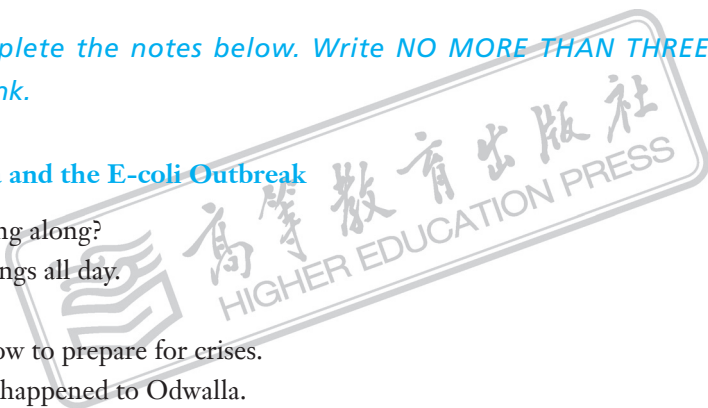
Brian: Hi, Sharon. How are you getting along?

Sharon: Hi, Brian. I have been in meetings all day.

Brian: Why?

Sharon: We discuss something about how to prepare for crises.

Brian: That's great. I remember what happened to Odwalla.



Sharon: Oh? What was that?

Brian: On October 30, 1996, health officials in Washington State informed the company that they had discovered a link between several cases of E. coli and Odwalla fresh apple juice.

Sharon: Really? Imagine that!

Brian: Yes. The link was confirmed later. As the crisis played out, one child died and more than 60 people in the Western United States and Canada became sick after drinking the juice.

Sharon: The company must have suffered a lot from that.

Brian: Yes. Sales plummeted by 90%, Odwalla's stock price fell 34%. Customers filed more than 20 personal-injury lawsuits and the company looked as though it could well be destroyed.

Sharon: They must have had a severe loss! What did the company do then?

Brian: Odwalla acted immediately. The CEO Stephen Williamson ordered a complete recall of all products containing apple or carrot juice. And the recall, costing around \$6.5 m was completed within 48 hours.

Sharon: Wow! Unbelievable!

Brian: The company didn't avoid responsibility. On all media interviews, the CEO expressed sympathy and regret for all those affected and immediately promised that the company would pay all medical costs.

Sharon: Were all the employees informed?

Brian: Yes, Williamson conducted regular company-wide conference and gave employees the chance to ask questions and get the latest information.

Sharon: So they survived the crisis.

Brian: Yes. Within months of the outbreak, the company brought back its apple juice. Sales picked up again quite quickly.

Sharon: So when the crisis came it was an adherence to honest, straight talking and accepting responsibility that helped to get the company through.

Brian: You are correct.

Unit 12

Basic Knowledge

1C Listen to the passage and answer the following questions in note form.

Here are my suggestions on festive promotions:

- Place an ad in the local paper, participate in a local coupon booklet or cross promote with other local merchandisers such as liquor stores. You can even do a direct mailing of a simple postcard offering a discount before the festival.
- The past can help predict the future. Past data can often tell the story, the input of store managers

and department heads are vital. They know what sells in their stores — and what demographic changes may affect the merchandising program.

- Decorate the store in a festive manner. Clever signage, artwork, music, special lighting, balloons and streamers are among devices that help make a seasonal display exciting.
- Let regular customers know your offers during holiday seasons.
- Make sure you let your suppliers know that you will be interested in certain products for the holiday season and that you want timely notification of deals and inventory levels.
- Keep your offers simple and communicate that clearly to your customers.
- The awareness of potential marketing opportunities for special foods is related to an in-depth understanding of local or regional cultures, and in some cases of specific religious aspects. For example, Hindus do not eat beef, Buddhists may be vegetarian or not eat meat on some days, and Muslims do not eat pork, pork products, or consume alcoholic beverages.

Dialogues

Dialogue 1

2A Listen to the dialogue and finish the exercises.

Donald: Hi, Patricia. How are you going?

Patricia: Not bad. Our company will attend an exhibition next month and we have been working on it. By the way, you have been an exhibit agent. Can you give me some suggestions?

Donald: Sure, it is beneficial to attend an exhibition as you will get a lot of potential customers. First, I think you should design your booth properly. For example, your sign should read like a billboard with a bold message in eight words or less.

Patricia: Thanks, that's a useful suggestion.

Donald: And you can design the graphics like an advertisement, and make the benefit stand out. Moreover, red, yellow and orange help emphasize the message and, more importantly, draw the viewer's eye to your booth.

Patricia: I will have our graphic designer do it.

Donald: By the way, you should know the fewer brochures on display, the higher the perceived value.

Patricia: Oh? Value in rarity?

Donald: Yes, and the best brochures are a one-page fact sheet.

Patricia: I see. What else should we pay attention to?

Donald: Never place a table across the front of an exhibit. You should allow plenty of open space for visitors to browse.

Patricia: OK, I will remember that.

Donald: And you should not stand in the center of the exhibit; stand off to the side, near the front corner of the exhibit. To create a more inviting appearance, don't directly face the aisle and stare at attendees.

Patricia: Yea! Personal behavior is very important.

Donald: The last important thing to remember: instead of stacking giveaways on a counter, the best way to use them is to carry a few with you, and after each conversation present the item as a token of your appreciation.

Patricia: You have given me some useful advice. Thank you very much.

Dialogue 2

2C Listen to the dialogue and match the names to the suggestions each person gives.

To Gear Up for the Holiday Shopping Season

Barbara: Let's get down to business. Christmas is round the corner and is an opportunity to bring in significant sales and revenues.

Lisa: Yes, last year we hadn't achieved as successfully as we expected for that we had planned a little bit later.

Barbara: Yes, Lisa, do you have any idea about the coming Christmas promotion?

Lisa: I think besides giving our employees the incentive to work hard, we should develop special promotions to achieve our business goals, such as promotions in-store, online or through social media.

Barbara: Yes, we can design some beautiful ads online. Steven, do you agree?

Steven: Humm, as for Internet, I think we can create email marketing lists by gathering current customer email addresses and update the messages on our website, Facebook page, in-store, and so on to promote upcoming holiday discount offers.

Barbara: Good idea, we can put "Sign up now so you don't miss big holiday savings offers."

Lisa: How about offering some gift cards? We can give some cards to our regular customers when they come to our store again.

Steven: I don't think it is a wise idea. They may not like gift cards. We might as well provide some giveaways, such as a small package for kids.

Barbara: Yes, we can offer a buy-one-get-one-free sale.

Steven: What we will keep in mind is that we need to promote the package.

Lisa: Right. We can also keep our store open one hour later during Christmas season.

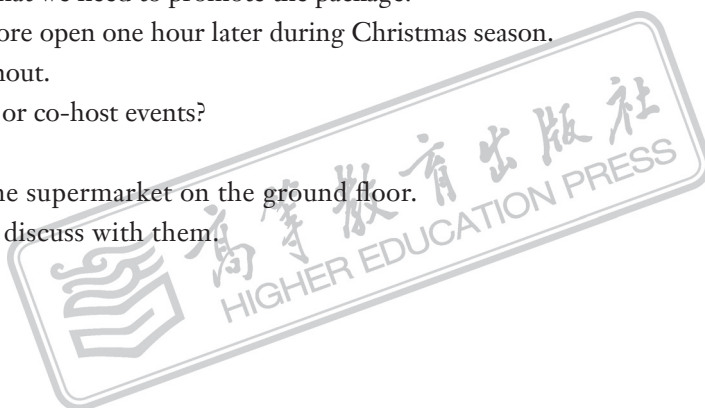
Barbara: OK, that may increase our turnout.

Steven: Can we offer joint promotions or co-host events?

Lisa: What's that?

Steven: We can cross promote with the supermarket on the ground floor.

Barbara: Mmh ..., we will have a lot to discuss with them.



Unit 1

Warm-up

Reference Answer

Westerners have a very strong sense of privacy. All the questions John asked which are frequently heard in conversations among Chinese people, would be generally regarded as an intrusion on people's privacy in Western cultures. So he's actually being very impolite without knowing it himself.

1A

- | | | | |
|------|------|------|------|
| 1. D | 2. B | 3. A | 4. A |
| 5. B | 6. B | 7. A | 8. C |

1B

- | | |
|---------------------------------------|--|
| 1. human populations | 2. Occupation |
| 3. market segments and target markets | 4. consumers and institutions |
| 5. marketing strategies | 6. new markets and new uses for products |
| 7. influence or limit | 8. basic values and beliefs |
| 9. core beliefs | 10. secondary beliefs |

1C

- | | | | |
|------|-------|------|------|
| 1. B | 2. F | 3. A | 4. E |
| 5. H | 6. J | 7. C | 8. I |
| 9. D | 10. G | | |

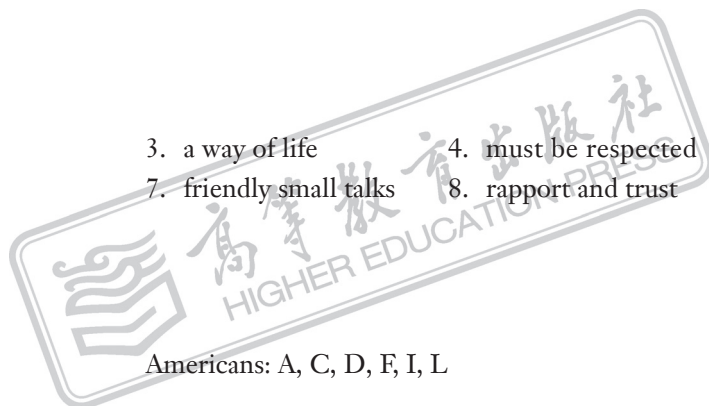
2A

- | | | | |
|-------------------------|--------------|-------------------------|----------------------|
| 1. religions | 2. languages | 3. a way of life | 4. must be respected |
| 5. obeyed and respected | 6. monitor | 7. friendly small talks | 8. rapport and trust |
| 9. food or drink | 10. alcohol | | |

2C

Chinese: B, E, G, H, J, K

Americans: A, C, D, F, I, L



3A

- | | |
|---|--|
| 1. Different Communication Styles | 2. Different Attitudes Toward Conflict |
| 3. Different Approaches to Completing Tasks | 4. Different Decision-making Styles |
| 5. Different Attitudes Toward Disclosure | 6. Different Approaches to Knowing |

3B

Reference Answer

1. Nokia has faced more competitors in mobile industry, especially from Asia: Samsung, Sony, HTC, China's Huawei, Lenovo, LG, MI, ZTE, etc.
2. There is stronger buyer power from the network operators, such as 360buy, amazon, 51buy, taobao, etc.
3. Nokia has lost market share in recent years.

3C

Reference Answer

KFC's Success Recipe in China

As of year end 2011, KFC had 3,701 restaurants in China, the world's second biggest economy. It has become the company's real bread-and butter, which generates the greatest sales and net income for Yum Brands. How could KFC be so successful in China? It takes quite a lot of ingredients to make a delicious dish.

KFC's Site Selection Policy

Before KFC enters a certain city, they will buy and collect information about this city from some relevant departments and professional research companies.

In selection of the location for a new restaurant, they take both the site and the stability and maturity of the business circle into account. Within each business circle, there is usually a major consumer accumulation zone. KFC's policy is to locate the new restaurant in the major zone or select a site very nearby.

KFC's Supplier

100% of KFC's chicken comes from domestic factories and 85% of food packaging material is provided by domestic suppliers. To localize foreign suppliers, KFC keeps encouraging its foreign suppliers to build factory in China.

KFC's Training and Stimulus System

KFC invests a large amount of money and manpower in strict and scientific training for employees every year. Every employee including service staff, managers and managerial staff will get different sets of training. KFC established a special training center. KFC possesses good stimulus system. Excellent service staffs are singled out every month and get rewarded. Diverse contests are held each month, such as champion of promoting new products and

master hand of chicken cooking.

KFC is also flexible in selection of personnel, paying attention to personal capability. An employee starts as student service staff and then become formal service staff after examination. Outstanding service staff will be promoted to star trainer, golden star trainer, group leader and manager assistant. Therefore, everyone has their own development room in KFC, as long as they display their capability.

KFC is Keen on Public Service

KFC has long-term investment on education by supporting the education of Chinese children and teenagers. According to statistics, over dozens of years, KFC has contributed 65 million *yuan* to public service through direct or indirect way.

By taking part in public service activities, KFC advertised its corporation image as well as cultivate potential consumer groups and employees by osmosis.

KFC's Localized Recipe

Fast food used to be regarded as junk food. KFC has made great efforts in promoting the concept of balanced diet and healthy life.

With a careful and continuous study of Chinese taste, since the year 2000, KFC has began creating Chinese style food by combining their food with China's rich catering culture and tradition and diverse flavors in different Chinese regions. KFC presents long-term or temporary Chinese-customized products each month. The Chinese-flavor recipe is popular among consumers and wins high comment.

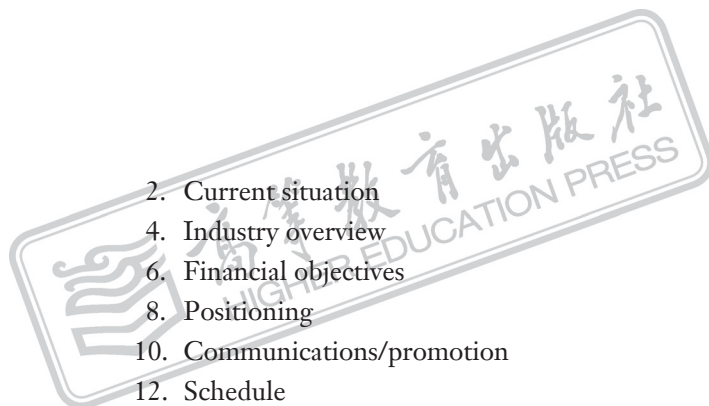
Unit 2

1A

- | | | | |
|--------------------------|--------------|------------|--------------|
| 1. objectives | 2. promotion | 3. monthly | 4. realistic |
| 5. evaluate your success | 6. goal | 7. 25% | |
| 8. clients | | | |
| 9. marketing plan | | | |
| 10. specific activities | | | |

1B

- | | |
|--------------------------------|------------------------------|
| 1. Market Analysis | 2. Current situation |
| 3. Target market and customers | 4. Industry overview |
| 5. Primary competitors | 6. Financial objectives |
| 7. Marketing objectives | 8. Positioning |
| 9. Pricing | 10. Communications/promotion |
| 11. Budget | 12. Schedule |



13. Cash Flow Projection

1C

1. customers
3. establish long-term relationships
5. offer similar promotions
7. low quality

2A

1. team and advertising
3. no leeway
5. 50% increase

14. Sales reviews

2. outdoing competitors
4. competitor products
6. customer satisfaction

2B

Reference Answer

Strengths	Weaknesses
<ul style="list-style-type: none"> ● work experience ● education, including value-added features ● strong technical knowledge within your field (e.g. hardware, software, programming languages) ● communication, teamwork, leadership skills 	<ul style="list-style-type: none"> ● lack of work experience ● low GPA, wrong major ● lack of goals, lack of self-knowledge, lack of specific job knowledge ● weak technical knowledge ● weak skills (in leadership, interpersonal communication, teamwork) ● weak job-hunting skills ● negative personal characteristics (e.g., poor work ethic, lack of discipline, lack of motivation, indecisiveness, shyness, too emotional)
Opportunities	Threats
<ul style="list-style-type: none"> ● opportunities you could have in the field by enhancing your education ● the field that is particularly in need of your set of skills ● opportunities for advancement in your field ● opportunities for professional development in your field ● career path you've chosen provides unique opportunities 	<ul style="list-style-type: none"> ● negative trends in your field that diminish jobs (downsizing, obsolescence) ● competition from your cohort of college graduates ● competitors with superior skills, experience and knowledge ● competitors with better job-hunting skills than you ● competitors in universities or colleges with better reputations

2C

1. A, H 2. C 3. G 4. D, F
5. E, I

2D

Reference Answer

NIVEA: The Use of the Marketing Mix in Product Launch

Product

The company improved the product to make it more effective and more consumer-friendly.

Improvements included:

- changing the formula of some products. For example, it removed alcohol from one product and used natural sea salts and minerals in others.
- introducing two completely new products.
- a new modern pack design with a flower pattern and softer colors to appeal to younger women.
- changing product descriptions and introducing larger pack sizes.

Price

Pricing Strategies

- cost based pricing, this can either simply cover costs or include an element of profit. It focuses on the product and does not take account of consumers.
- penetration price, an initial low price to ensure that there is a high volume of purchases and market share is quickly won. This strategy encourages consumers to develop a habit of buying.
- price skimming, an initial high price for a unique product encouraging those who want to be first to buy to pay a premium revenue before a competitor product reaches the market price. This strategy helps a business to gain maximum.

Place

Distribution Channels

NIVEA VISAGE Young aims to use as many relevant distribution channels as possible to ensure the widest reach of its products to its target market.

The main channels for the product are retail outlets, such as ASDA, Tesco and Sainsbury. Around 65% of NIVEA VISAGE Young are through large high street shops such as Boots and Superdrug. The other 35% of sales mainly comes from large grocery chains.

Promotional Activities

- Events or trade fairs help to launch a product to a wide audience. Events may be business to consumer (B2C) whereas trade fairs are business to business (B2B).
- Direct mail can reach a large number of people but is not easy to target specific consumers cost-effectively.

- Public relations (PR) includes the different ways a business can communicate with its stakeholders, through, for example, newspaper press releases. Other PR activities include sponsorship of high profile events like Formula 1 or the World Cup, as well as donations to or participation in charity events.

3A

1. N. The executive summary is usually written last in the marketing plan.
2. Y.
3. Y.
4. NG.
5. N. Your marketing objectives should follow the same rules as the sales objectives, and be measurable, quantifiable.
6. N. You should have a marketing objective that addresses each group in your target market. For this reason, you need to have good data about the sizes of your market, potential market, and your current customer base.
7. Y.
8. 50% of the new customers
9. how your marketing objectives meet your sales objectives
10. all the elements in the marketing mix

Unit 3

1A

- | | | | |
|---------------|----------------|----------------|--------------------------|
| 1. collection | 2. competitors | 3. feasibility | 4. distribution channels |
| 5. responsive | 6. profits | 7. startup | 8. marketing plan |

1B

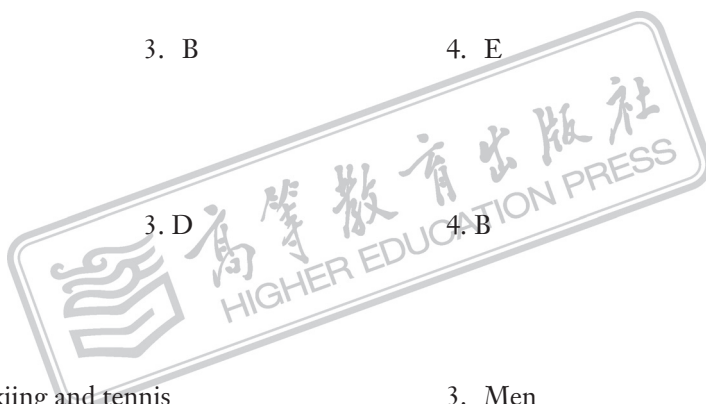
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|------|------|------|------|
| 1. C | 2. D | 3. B | 4. E |
| 5. A | | | |

1C

- | | | | |
|------|------|------|------|
| 1. C | 2. F | 3. D | 4. B |
| 5. E | 6. A | | |

2A

- | | | |
|-------------|-------------------------------|--------|
| 1. 18 to 26 | 2. Jogging, skiing and tennis | 3. Men |
|-------------|-------------------------------|--------|



4. women 5. Target 6. Expand 7. slogan

2C

1. T
2. F. They interviewed 600 people in all in three cities.
3. F. They find their price is much higher than that of other competitors.
4. T
5. NG. One of the purposes of the marketing research is to find out why they do or do not use our products.
6. F. He will report to the board of directors.

3A

1. A, E 2. B, D 3. C, F

3C

Reference Answer

The table indicates in-flight preferences of 400 regular male and female economy travelers in two age groups, based on an airline survey in 2013.

39 of the 100 men aged 25—45 rated seat/leg room as the most important feature, rising to 46 of the older men. Service was next with 27 of the 25—45 male group and 26 of the 45+ group rating that first. After that, at 20 and 24 respectively comes meals/drinks. Last is entertainment, chosen by only 14 of the younger and 4 of the 45+ males.

As far as the female groups are concerned, it is clear that entertainment is also of low importance with only 10 of the younger and 4 of the older age group placing it first. Drinks and meals are rated number one by 26 younger women and 31 of the over 45s. Service and seat/leg room are the most important in-flight features for women, with 34 younger and 30 older women choosing the former, while 30 and 35 chose the latter.

To sum up, air travelers regardless of age give a high priority to physical comfort.

Unit 4

1A

- | | | | |
|--------------------------|---------------------------|-------------------------|------------------|
| 1. Market segmentation | 2. segment | 3. Seniors | 4. organizations |
| 5. Consumer markets | 6. Organizational markets | 7. Government markets | |
| 8. Institutional markets | 9. tangible products | 10. intangible products | |

1B

Reference Answer

Targeting Approaches	Companies you know	Explanation
The undifferentiated strategy	Coca Cola	Coca Cola's original marketing strategy was based on this form. One product aimed at the mass market in the hope that a sufficient amount of buyers would be attracted, although there are now changes in their product line to cater for growing dietary and caffeine free needs of consumers.
The concentrated strategy	Rolls Royce	Rolls Royce aims its vehicles at the premium segment, same as Harrods within the UK.
The differentiated strategy	Airlines	Airlines offer first, business (segment 1) or economy class tickets (segment 2) , with separate marketing programmes to attract the different groups.

1C

Geographic Segmentation	Demographic Segmentation	Psychographic Segmentation	Behavioral Segmentation
Region of world, country— North America, South America, Africa, Asia, Europe.	Income— under \$5,000 to \$250,000+ a year.	Lifestyle — interests, hobbies, activities, opinions, values, media preferences.	Needs — economic, functional, psychological, social.
Regions within that country — (for example, USA) Pacific Northwest, South, Midwest, New England.	Gender — male, female, both.	Personality traits — sincerity, excitement, competence, sophistication.	Benefits — quality, service, economy, convenience, speed.

(Continued)

Geographic Segmentation	Demographic Segmentation	Psychographic Segmentation	Behavioral Segmentation
Size of city — population under 5,000 people to 4 million or more.	Age — Infant, toddler, preschool, tween (age 8 to 12), teen, college age.		Attitude toward product — enthusiastic, positive, indifferent, negative, hostile.
Climate — cold, hot, rainy, desert, beaches, mountains.	Family size — 1 person, 2, 3, 4, 5 or more.		User status — nonuser, ex-user, potential user, first time user, regular user.
Urban or rural — country, city, large city.	Family life cycle — young, single, engaged, dinks, married with kids, single parents, extended parents, retired.		Brand familiarity — unaware, aware, informed, interested, desirous, intending to buy.

2A

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

2B

Reference Answer

Situational Influences and Atmospherics (气氛)

The three major situational influences are Time, Place and Conditions.

Time — if a customer is in a hurry or the store is crowded this can change the way information is processed. The customer may not have time to consider all the brand alternatives (替换物, 选择余地) and this will affect what they purchase.

Place — the décor (装饰), furniture, colors and clothing of the employees will affect the motivation of the consumer.

Conditions — women tend to purchase more when they shop with friends, taking their kids to the grocery store increases the likelihood of spending more money 150% because parents shopping with children are more likely to be influenced by the product preferences of their children. Climate will affect purchases, if it is cold outside you would be more likely to purchase a hot drink.

Atmospherics is the physical manipulation (操纵, 控制) of the store environment (physical or online) to change the mood of the customer.

Physical Features — décor, lights, sounds, weather, employee clothing, store layout and visible configuration (布局, 构造) of shelves and merchandise. All of these things combine to create feelings in customers.

Color — colors mean different things to different cultures. For example, blue is regarded as a calming color.

Smell — we all know one thing — if a store smells bad, customers won't shop long!

Music — music influences a customers' mood.

Crowds — are always going to lead to negative shopping experiences.

Promotional deals, such as centsoff (象征性优惠的) sales or 2-for-the-price-of-1 (买一送一), offer an economic purchase incentive (刺激, 鼓励).

2C

- | | | |
|------------|---------|---------|
| 1. A, F, I | 2. I, J | 3. C |
| 4. B, I | 5. G | 6. H, I |

3A

- | | | | |
|------|---------|------|---------|
| 1. B | 2. E | 3. C | 4. F |
| 5. D | 6. I, K | 7. H | 8. J, L |

Unit 5

Warm-up

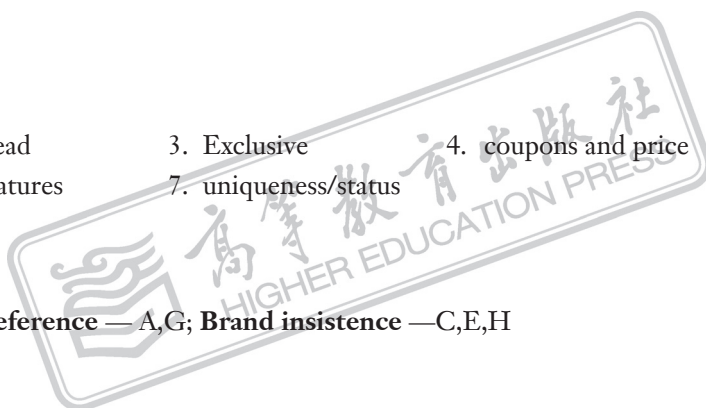
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|------|-------|------|------|
| 1. H | 2. C | 3. G | 4. D |
| 5. F | 6. E | 7. B | 8. A |
| 9. J | 10. I | | |

1A

- | | | | |
|----------------|-------------------------|----------------------|----------------------|
| 1. Higher | 2. wide/widespread | 3. Exclusive | 4. coupons and price |
| 5. advertising | 6. differences/features | 7. uniqueness/status | |

1B

Brand recognition — B, D, F; **Brand preference** — A, G; **Brand insistence** — C, E, H



1C

Product-mix Width						
Product-line Length	Shampoos	Detergents	Toothpaste	Bar Soap	Disposable Diapers	Paper Products
	Rejoice	Ivory Snow	Gleam	Ivory	Pampers	Charmin
	Pantene	Dreft	Crest	Camay	Luvs	Puffs
	Head-shoulders	Tide		Zest		Bounty
	sassoon	Cheer		Safeguard		
	Ciairo	Dash		Oil of Olay		
		Bold				
		Gain				
		Era				

2A

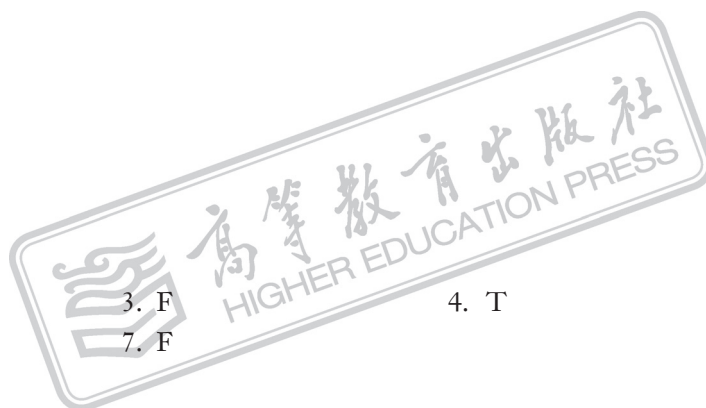
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|----------------|---------------|------------|---------------|
| 1. vehicle | 2. convenient | 3. damage | 4. directions |
| 5. ingredients | 6. identify | 7. promote | 8. lure |
| 9. vary | 10. powerful | | |

2C

1. naming a new product/brand naming
2. A, C, D, E, F, G
3. "personality"
4. decrease
5. cool blue

3A

- | | | | |
|------|------|------|------|
| 1. T | 2. F | 3. F | 4. T |
| 5. T | 6. F | | |



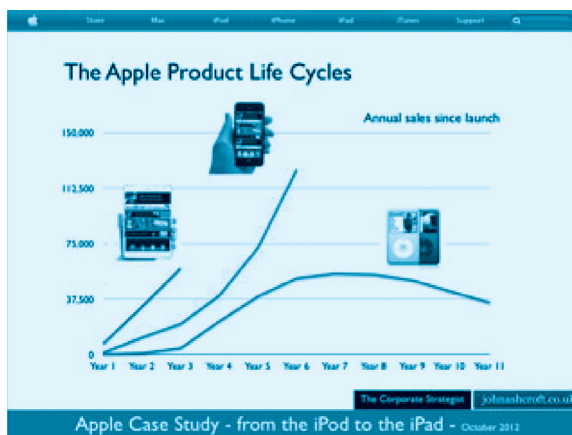
3C

Reference Answer

Apple Product Life Cycles, the iPod, the iPhone and the iPad

The markets may have been disappointed with iPad sales in the final quarter of the year as sales fell back to 14 million units from the 17 million recorded in the third quarter but is this such a disappointment? For the year as a whole sales increased by 80% from 32.4 million to 58.3 million units.

The iPad has achieved cumulative sales of just under 100 million units in the first three years since launching. Compare this with the iPod with sales of just under 6 million in the first 1000 days and the iPhone's 34 million units over a similar period, a quarter sales slow down is a minor setback. The launch of the iPad has been remarkable despite supply side constraints (供应方面的限制).



So much focus on the iPad performance, the iPhone success passed almost without comment. Sales increased by 73% from 73 million units to 125 million units in the full financial year.

Since launch the iPhone has sold 270 million units compared to the iPod's 120 million units over a similar six year period.

The iPad is tracking a product life cycle curve which will exceed even this incredible number. Based on our life cycle model, the iPhone and the iPad series will sell over one billion units EACH!

iPhone sales growth in the current year will be much slower despite the success of the iPhone 5. The iPad mini, on the other hand, may push unit sales to between 75 and 100 million in the year ahead. The Christmas period will provide some interesting numbers for analysts and Apple lovers.

o-the-ipad-product-life-cycles-and-growth-potential/

Warm-up

Reference Answer

1. Advertising
2. Hospitality

Unit 6

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3. Commercial Services
4. Information Technology
5. Communications
6. Legal Services
7. Computer Technology
8. Marketing (retail food, apparel, automotive, wholesale trade, department stores).
9. Construction
10. Management Counseling
11. Consultation and Advice
12. Military
13. Data Processing
14. Professional Services (Accounting, Medicine, Law, etc.)
15. Publishing and Media
16. Public Relations
17. Public Utilities (telephone communication, energy services, sanitation services)
18. Financial Services (Banking, Insurance, Investment, Security and commodity brokers, etc.)
19. Real Estate
20. Health Care

1A

- | | | | |
|-----------------|--------------|--------------------|--------------------------|
| 1. performances | 2. consumed | 3. concerns | 4. operational functions |
| 5. client | 6. recipient | 7. individual user | 8. institution |

1B

- | | | |
|--|------------|------------------|
| 1. medicine | 2. surgery | 3. emergency |
| 4. medical training and research | | 5. make a profit |
| 6. service, teaching and profitability | | 7. health care |

1C

Reference Answer

Service Marketing Mix	Banking	Hospital
1. Product	different forms of deposits and loans	diagnosis, surgery, medicine
2. Price	interest charges, discount, fees and commission	cost of treatment, doctors fees, medicine, charge of accommodation facility

(Continued)

Service Marketing Mix	Banking	Hospital
3. Place	branches, ATMs, mobile banking and internet banking	hospital building, location
4. Promotion	mass media	campaigns regarding health, free checkups word of mouth, etc.
5. People	bank employees' behavior and attitude	doctors, nurses, supporting staff
6. Process	bank transactions involve time, accuracy and convenience	admission, diagnosis, treatment, post treatment, payment, discharge
7. Physical Evidence	bank logos, brochures and bank website	common ward, dress code, website, brochures, medical facilities, etc.

2A

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

2C

- (a) a house loan
(b) Residence Certificate
(c) Letter of Intent
(d) evaluation certificate
(e) 80%
(f) 30 years

2D**Reference Answer****Scenario 1**

A: Good morning, sir. What can I do for you?

B: I would like to open a savings account with your bank. What is the procedure?

A: What you need to do is to fill out this form and present your identification and make a deposit.

B: Is there a minimum balance?

A: Yes, 1 RMB is the minimum balance. How much would you like to deposit today?

B: I have 2,000 RMB. Is there a service fee for this type of account?

A: There are no fees for a regular saving account and you will get 1.5% annually savings interest from your savings account.

B: That sounds good.

Scenario 2

A: Good morning, sir. What can I do for you?

B: I would like to withdraw 3,000 RMB, here is the withdrawal slip.

A: OK, please enter your pin number. How do you want like your cash?

B: Please give me 2,000 in one hundred *yuan* notes and 1,000 in fifty *yuan* notes.

A: No problem. Here you are.

B: Thank you.

Scenario 3

A: Good morning, sir. Can I help you?

B: I would like to change some money.

A: What currency would you like to exchange?

B: Swiss Francs, please. What is the buying rate of the US dollar against the Swiss Franc?

A: As you can see from the exchange table, the current buying rate is one hundred and six US dollars to one hundred Swiss Francs. How much would you like to change?

B: Five thousand US dollars, please.

A: OK. Please fill out this form, it is in duplicate, the original for the bank and one copy for your records.

B: Here is your copy.

A: You will get 4,717 Swiss Francs altogether.

B: Thank you.

3A

- | | |
|----------------|----------------------|
| 1. commonplace | 2. household incomes |
| 3. desire | 4. convenience |
| 5. differences | 6. customer service |
| 7. fast-paced | 8. carryout services |
| 9. cookbooks | 10. barbecue sauces |

3B

Reference Answer

- A. For example, an Italian restaurant with a hostess, a choice of wines and Italian music playing softly in the background is a sit-down restaurant experience.
- B. To survive, full-service restaurants must have a loyal customer following. This is accomplished by offering unique menu choices and a creative atmosphere that will appeal the customer not only to return, but also to inform his or her acquaintances of the establishment. The biggest challenge for full-service operators is to attract customers, then maintain their loyalty. Most full-service restaurants, especially theme establishments, will include logoed merchandise as a method of advertising. Customers will find T-shirts and a host of other items with a restaurant's logo on them. These items play an important role in earning customer loyalty and promoting the name of the

establishment.

- C. Because of a much fast living pace.
- D. With intense competition between limited-service establishments, owners must rely on creative ideas to separate themselves from the rest of the competition. My favorite fast-food restaurant is Taco Bell which is an American chain restaurant serving a variety of Tex-Mex foods including tacos, burritos, quesadillas, nachos, other specialty items, and a variety of “Value Menu” items. The Taco Bell also has a secret menu whose list is small partly due to loyal customers who demand discontinued items back onto their regular menu. What’s on the secret menu at Taco Bell? However, that makes this list of Taco Bell off-menu items even more enticing. Taco Bell has a great policy of creating custom items so long as they have the ingredients on hand. Depending on the location, you may be charged extra for additional ingredients but a few cents here and there is a small price to pay for the delicious goodness of Taco Bell secret menu items.

3C

Reference Answer

Dear Mr. President,

I am a sophomore student of the law school and I have some complaints to make about the canteen service on campus.

We often have to stand in line for a long time before we can get a meal. I am sure you could understand how precious time is for students. The atmosphere is unpleasant. Many students always speak loudly so we can't enjoy our meals. So I suggest that there be some slogans on the wall to remind them to be quiet, and some soft background music to help us relax. Most importantly, the food in our canteen is too expensive, but it is by no means good quality or delicious. The survey which the Student Union carried out last week reveals that on average a student will spend 20 to 25 *yuan* on meals every day. This is much more expensive than other colleges in the area. The canteen workers are very impatient in providing us with service. So I think they should be given more incentive to offer us better service in the future.

These are not just my ideas, but the ideas of many of my classmates. We would be very glad if you could take our suggestions into consideration.

I am looking forward to hearing from you.

Respectfully yours,

xxx

Unit 7

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1A

1. charged 2. benefits 3. value 4. monetary

5. purchasing 6. marketing mix 7. Pricing 8. revenue

1B

- A. Consumer Demand B. Production Costs
C. Competitors D. Marketing Objectives

1C

- A. Product Line Pricing B. Product Bundle Pricing C. Captive Product Pricing
D. Value-based pricing E. Optional Product Pricing F. Market-Skimming Pricing
G. Psychological Pricing H. Market-Penetration Pricing

2A

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

2B

Reference Answer

3. **Quantity discount:** offered to customers who purchase in large quantities.

Cumulative quantity discount: a discount that increases as the cumulative quantity increases. Cumulative discounts may be offered to resellers who purchase large quantities over time but who do not wish to place large individual orders.

Seasonal discount: based on the time that the purchase is made and designed to reduce seasonal variation in sales. Such discounts do not have to be based on time of the year; they also can be based on day of the week or time of the day.

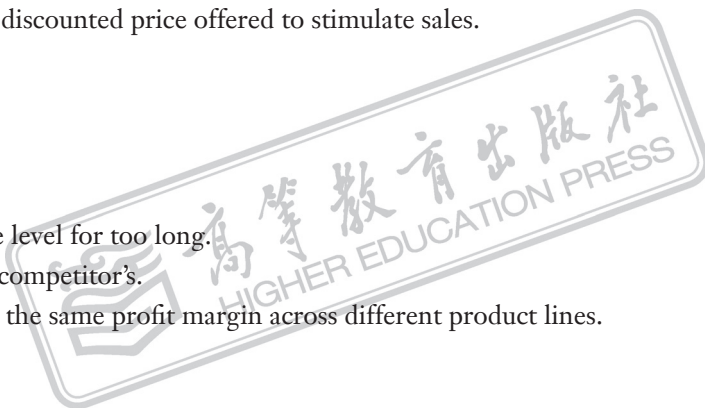
Cash discount: extended to customers who pay their bill before a specified date.

Trade discount: a functional discount offered to channel members for performing their roles. For example, a trade discount may be offered to a small retailer who may not purchase in quantity but nonetheless performs the important retail function.

Promotional discount: a short-term discounted price offered to stimulate sales.

2C

1. The price is not varied enough.
2. The price has been set unrealistically.
3. The prices have been held at the same level for too long.
4. The pricing structure is based on the competitor's.
5. The management attempts to achieve the same profit margin across different product lines.



3A

1. Low
2. skim off
3. get the product
4. there is less demand
5. To increase market share
6. turn to the new product
7. A new product
8. A,C, D
9. B

3B

	Low	Quality	High
Low	1. Wall-Mart Economy 5. Burger King	4. Holiday Inns	3. Cable TV Penetration
High	6. Nokia Videophone Skimming	2. Cunard Premium	

Pricing Strategies Matrix

1. Wall-Mart launches a new range of own-label soups. This is an economy brand.
2. Cunard launches two new cruise ships. The service is high price and high quality with a premium price.
3. A cable TV provider moves into a new area and needs to achieve a market share. The company uses a penetration approach to gain market share. Prices could be increased at a later date.
4. Holiday Inns try to fill hotels during winter weekends. This is an example of “off peak” pricing.
5. Burger King introduces a new range of value meals. There is a lot of price competition in the fast food market, hence the value approach.
6. Nokia launch a new videophone. This is a new, innovative product that can claim a higher price. Skimming is only an option in the short-term since competition will be inevitable.

Unit 8

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1A

1. Consumer
2. direct
3. retail
4. indirect marketing
5. wholesaler
6. retailer

1B

- | | | | |
|-------------|---------------|-------------------------|----------------|
| 1. broker | 2. agent | 3. sales representative | 4. distributor |
| 5. retailer | 6. wholesaler | 7. consumer | |

1C

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

2A

- | | | | |
|-----------------|-----------------------|-----------------------|---------------|
| 1. sugar free | 2. 50,000 <i>yuan</i> | 3. 38,000 <i>yuan</i> | 4. main aisle |
| 5. 8.6 per unit | 6. 2% | 7. the turnover | |

2C

- | | | |
|---------------------------|-----------------------|-----------------------------------|
| 1. training and equipping | 2. contact lists | 3. call-centers |
| 4. competitors | 5. costs and benefits | 6. different distribution methods |

2D

Reference Answer

Evaluation of the three options:

- Commerce Town has very few houses. Most of the people that visit it are working. However this could be an advantage if people went shopping during their lunch or after work. There is a competitor in the locality. The future will see a new low cost housing, so there is potential for the long-term.
- If Floor-Mart were to locate here there would be no competition. The problem with this location is the lack of inhabitants. With Poshbury being so exclusive, further building is unlikely.
- The final location is has a large population. It is also on the main route between Newtown and the growing Friesner Airport. People could shop on their return from work since Floor-Mart is open for 24 hours every day.

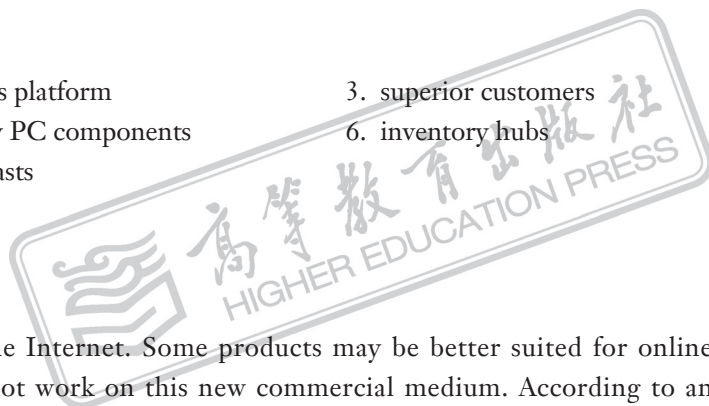
3A

- | | | |
|----------------|------------------------------|-----------------------|
| 1. mail-order | 2. online sales platform | 3. superior customers |
| 4. market data | 5. top-quality PC components | 6. inventory hubs |
| 7. suppliers | 8. sales forecasts | |

3B

Reference Answer

Not all products can be sold on the Internet. Some products may be better suited for online sales than others; others simply will not work on this new commercial medium. According to an



Ernst and Young study, the most popular online purchases are computer related products (40%), books (20%), travel (16%), clothing (10%), recorded music (6%), subscriptions (6%), gifts (5%) and investments (4%).

The kinds of products and services that sell best on the Internet are those that take advantage of the convenience of the Net.

=

3C

Reference Answer

Types of Market Channels on Organic Food Market

There are several possibilities for the classification of DCOFM (Distribution channels on the organic foods market) but the most common way of classifying branches this concept into two categories: direct channels and indirect channels of distribution.

Supermarkets

In less developed markets, most sales of OF are achieved through specialized shops. Later, as the market matures, the share of supermarkets increases as opposed to share specialized stores that begins to decline, leading to a situation where supermarkets bear a share of over 60% of all OF sales. Usually there are a relatively small number of supermarkets that dominate the market.

Specialized Organic Stores

Consumers who prefer specialized organic stores are interested in old grocery store atmosphere and in the interaction with sales staff. On underdeveloped markets, the people who buy from specialized organic shops, are buying more regularly, are available to pay higher prices and buy a wider range of products. In urban areas, developed countries markets, specialized stores represent the most important way of selling.

Processors

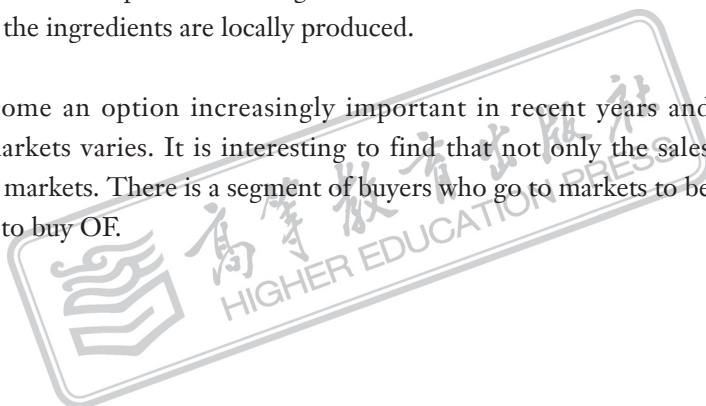
There are organic farmers prefer to sell their production to processors.

Organic Restaurants

Organic restaurants were among the first customers of organic farmers. Marketing to organic restaurants significantly improves the image of farmers as consumers associate the pleasurable sensations due to food and farmer's name. It also improved the image of the restaurant because it can be highlighted the idea that at least some of the ingredients are locally produced.

Peasant Markets

Peasant markets for OF have become an option increasingly important in recent years and motivation of OF buyers from these markets varies. It is interesting to find that not only the sales increased but also the number of peasant markets. There is a segment of buyers who go to markets to be seen that they have financial possibilities to buy OF.



Unit 9

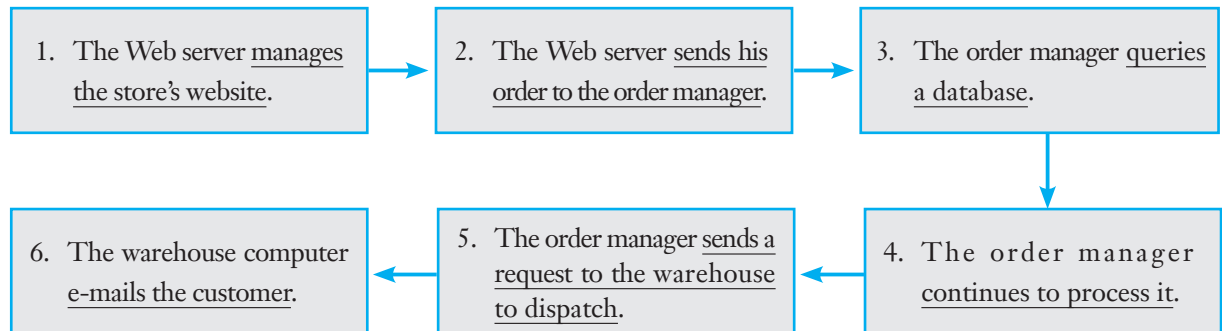
Warm-up

Reference Answer

There are several attractions to buying online as a process for shoppers, most notably is convenience. Business customers can make purchases from their offices, without waiting for a mail-order salesperson or having to head out of the office to a physical store. Private consumers also benefit from convenience, shopping late at night while watching TV or relaxing in their living rooms. Apart from its convenience, there are other reasons such as:

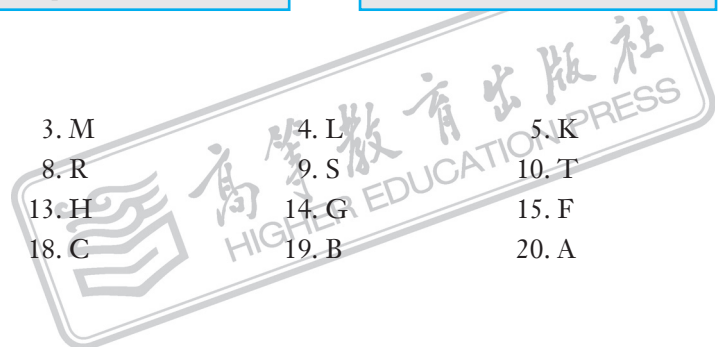
- Lower costs
- Locate the product quicker
- Gain new customers with search engine visibility
- Eliminate travel time and cost
- Provide comparison shopping
- Enable deals, bargains, coupons, and group buying
- Provide abundant information
- Create targeted communication
- Remain open all the time
- Create markets for niche products

1A



1B

- | | | | | |
|-------|-------|-------|-------|-------|
| 1. P | 2. O | 3. M | 4. L | 5. K |
| 6. N | 7. Q | 8. R | 9. S | 10. T |
| 11. J | 12. I | 13. H | 14. G | 15. F |
| 16. E | 17. D | 18. C | 19. B | 20. A |



1C

Types of E-commerce	Characteristics
1. B2C	sells to <u>individuals</u> ; direct selling <u>online</u>
2. B2B	<u>largest</u> form of E-commerce; issuing goods to the <u>retailer or wholesaler</u>
3. C2C	the online dealing of <u>goods or services</u> among people; no <u>major parties</u>
4. P2P	both sides use the <u>expected software</u> ; convey on the <u>mutual platform</u>
5. M-commerce	transactions with the help of <u>mobile</u>

2A

1. at the top of the search engine lists
2. be put into the page text
3. attract potential customers
4. clear, logical navigation
5. On-line games

2B

Reference Answer

Steve Jobs, a true visionary and leader of an organization who has impacted the way we shop and sell online today and in the future. Here are just some of the ways Apple products have revolutionized electronic selling:

1. iTunes

The iTunes application made micropayments popular with the masses.

2. iPhone

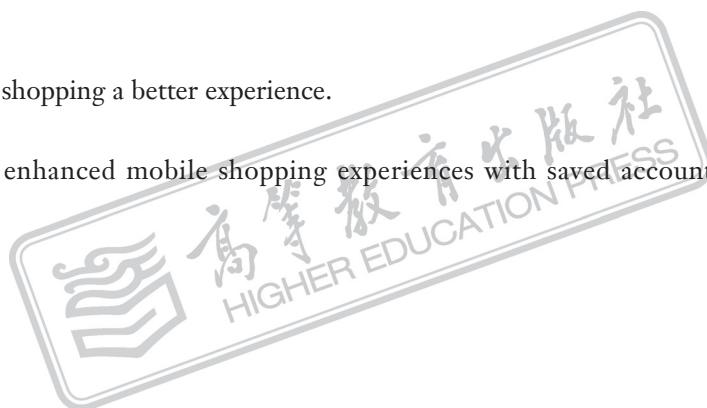
The iPhone's touch screen innovation revolutionized the way to navigate the web on mobile devices. It promotes online shopping greatly.

3. iPad

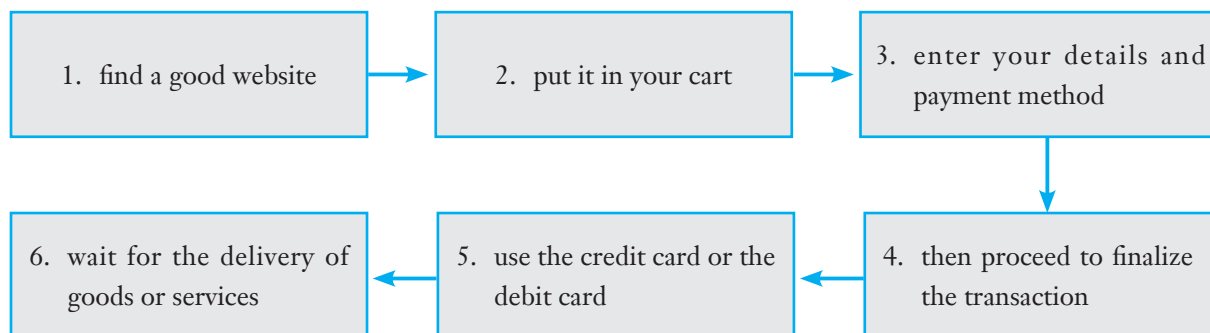
The usability of the tablet makes mobile shopping a better experience.

4. App Store

Online retailers can develop new and enhanced mobile shopping experiences with saved account credentials.



2C



2D

Reference answer

My top 20 favorite online stores:

- | | |
|-------------------|-----------------------------|
| 1. Tmall.com | 11. TigerDirect.com |
| 2. 360buy.com | 12. Wal-Mart.com |
| 3. Suning.com | 13. eBay.com |
| 4. Amazon.com | 14. Best Buy.com |
| 5. Dangdang.com | 15. J.C. Penney Company.com |
| 6. VANCL.com | 16. YouTube.com |
| 7. 51buy.com | 17. Dell.com |
| 8. Coo8.com | 18. Beauty.com |
| 9. NewEgg.com.cn | 19. Alibaba.com |
| 10. Yihaodian.com | 20. Skates.com |

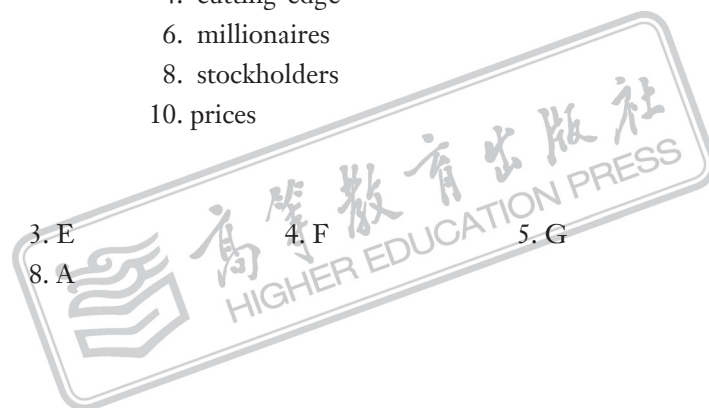
3A

I

- | | |
|----------------|-----------------|
| 1. garage | 2. 15 times |
| 3. three times | 4. cutting-edge |
| 5. revenues | 6. millionaires |
| 7. invest | 8. stockholders |
| 9. Technology | 10. prices |

II

- | | |
|------|------|
| 1. B | 2. H |
| 6. D | 7. C |



3B

Reference Answer**How to do Online Shopping**

Firstly, you need to log on to a website and register to gain a legal affiliate. Be sure to be careful when you fill in the form with your personal information. Browse through and put the goods you choose into your shopping cart. There are commodity lists with details. There is a text box used to input amount. Click “go to shopping cart” link to place the order and then click “go to the cart and place the order” to confirm your order. There are many modifying buttons in the “cart dialog box”, if you want to exchange.

As to electronic payment mechanisms, credit card processing is the first thing that comes to mind when considering online payments. Some people remain reluctant to use their credit or debit cards online, but in general credit cards have become the standard method of payment on the Internet.

The typical sequence of events in an on-line credit-card transaction is as follows: The customer enters the credit details onto a secure on-line form, which is usually part of the shopping-cart system provided by the Web-Store Service. The next stage is basic fraud avoidance such as checking the card number is valid and address verification. The details are then forwarded from the transaction-processing system on the Web-store site to the Credit Card Association (e.g. Visa or Master Card) via a Payment Processing Network. The transaction is either authorized or declined, depending on the state of the customer’s credit limit.

After the order is completed, email is sent to both customer and merchant. The merchant can issue a request to warehouse for fulfillment. Finally, shipping carrier picks up the goods and sends it to the customer.

3C

Reference Answer

The bar chart highlights an overall understanding of the trend of China E-commerce market, which is growing steadily and significantly. As for the entire B2C online retailing sector in China, it soared to take in 98.8 billion RMB (US\$15.7 billion) in transactions in the 2012-Q2 alone, which represented a growth of 20.7 percent from the previous quarter, and up 82.3 percent year-on-year. The figures in this simple histogram also reveals a dramatic increase of online transactions, with 2012-Q2 approximately seven times that of 2010-Q1, ie, only 14.4 billion RMB. Next let’s see who rules China’s B2C E-commerce market as it nears 100 billion RMB in value.

The pie chart illustrates percentages of B2C China E-commerce sector market share, 2012-Q2. From the latest statistics, it is noticeably identified that the market leader, T-Mall, has extended its lead even further in this two-horse race, accounting for 41.5%. Second-place 360buy has also grown in terms of market share, accounting for 15.5%. The top nine in the market now dominate more strongly, and so a lot of names now familiar to Chinese online consumers have expanded their market share. The third place web giant Tencent has succeeded with its fairly new QQ Buy site. Lots of other specialist e-tailers

have grown steadily, with Suning, Amazon, Dangdang, Vancl, Coo8, and Yihaodian all having expanded their market share slightly.

To summarize, China E-commerce has a profound impact on the general public. Nowadays, there is a nation-wide tendency for more and more Chinese people to have access to ecommerce.

Unit 10

1A

- | | | | |
|--------------|-------------|--------------------|--------------|
| 1. customers | 2. products | 3. target audience | 4. advertise |
| 5. message | 6. media | | |

1B

- | | | | |
|----------------------|------------------------|-----------------------|-------------|
| 1. Expensive | 2. reach everyone | 3. Short life span | 4. Low cost |
| 5. a good reputation | 6. Lack of flexibility | 7. High response rate | |

2A

- | | | | |
|--------------------------------|------------------|---------------------|------------|
| 1. in prime time | 2. early evening | 3. the morning news | 4. fashion |
| 5. motoring and extreme sports | | 6. bus and subway | |

2C

- | | |
|------------|---|
| 1. B, D, E | 2. the world, Sales volume, less famous |
|------------|---|

3A

- | | | | |
|------|------|------|------|
| 1. B | 2. C | 3. B | 4. A |
| 5. D | 6. D | 7. C | |

Unit 11

1A

- | | | | |
|---------------------------|--------------------------|----------|-----------------------------------|
| 1. activities | 2. plans | 3. ideas | 4. the opinions of smaller groups |
| 5. the trust and goodwill | 6. factories and offices | | 7. on good terms with |



1B

- | | |
|-------------------|------------------------|
| 1. charity events | 2. company reports |
| 3. environment | 4. local community |
| 5. image | 6. brand awareness |
| 7. different | 8. target markets |
| 9. exposure | 10. increase its sales |

1C

- | | | | |
|--------------|------------|-------------|-------------------------|
| 1. Students | 2. Parents | 3. Teachers | 4. Government officials |
| 5. Suppliers | | | |

2A

- | | |
|--|----------------------------------|
| 1. think and act, speak | 2. edit, audience |
| 3. views, organization | 4. key point, voice and gestures |
| 5. tell a lie, under your responsibility | |

2B

Reference Answer

1. A company spokesperson is similar to a public relations specialist. They are responsible for setting up public appearances, handling conflicts and keeping the public updated on vital company information. They take care of e-mails, phone calls, letters and press releases, so they should be effective writers in addition to being eloquent speakers. Companies look to their spokesperson for advice on how they should handle advertisements, company programs and demographic targeting.

A company spokesperson is also well versed on the proper ways to address the media. It's useful if they also have some marketing skills, since they may have to promote and demonstrate a new company product to the public or investors. A spokesperson may be called upon to prepare a slideshow or any other kind of representation for their company, so they should be tech savvy as well in order to effectively address the public and properly explain information.

2. Some benefits for a group in having a spokesperson are:

- Keeps your group in the public's eye through the generation of publicity.
- Ensures your group gets the most positive media exposure possible.
- Invaluable in promoting group events, requests, appeals, activities or needs.
- Allows the group's opinion to be expressed on issues of the day, items being covered in the media or being discussed in society.
- Provides a focal point for group members to refer inquiries.
- Increases the visibility of your group and enhances the perception that it is a professional, well-run organization.

3. **Qualities for a good spokesperson include:**

- A. The ability to communicate knowledge and generate interest when talking about a group.
- B. Having good judgment and being able to exercise restraint when needed.
- C. Being a good listener with on-camera or photographic presence.
- D. Being well-informed about your group's issues, activities, events and aims.
- E. The ability to think quickly on your feet.
- F. Being credible and able to develop a good rapport with those in the media.
- G. Willingness to expand, practice and perfect media techniques, public speaking and presentation abilities.
- H. Absolute clarity on when the opinions expressed are authorised by the organisation and when they're not.
- I. Being intuitive enough to know when a reporter has an axe to grind, and being adept enough to know how to counteract that without looking defensive or ill-at-ease.

2C

- | | |
|-----------------------------|-----------------------|
| 1. October 30, 1996 | 2. E. coli |
| 3. fresh apple juice | 4. One child |
| 5. More than 60 | 6. sick |
| 7. by 90% | 8. stock price |
| 9. personal-injury lawsuits | 10. A complete recall |
| 11. sympathy and regret | 12. medical costs |
| 13. employees | 14. brought back |
| 15. Sales | |

2D

Reference Answer

1. Tips on Handling the Media through a Crisis

- A. Acknowledge there is a crisis.** By recognizing early on that you actually have a crisis on your hands, you can start to rectify it. Realize that:
 - the media will run the story
 - that the public will see the story, and
 - that your partnership and its stakeholders will have to address the issue publicly and, where appropriate, keep people informed through the media.
- B. Be up-front.** Don't hide. After you have acknowledged there is a crisis, don't hide from it, or run from the media.
- C. Stay calm.** It's important you stay calm under pressure or swap places with someone who can.
- D. Address the public through the media.** Keep in mind when answering the media's questions that it is the public that will be listening to the answers.
- E. Talk in common, easily understood language.**

that morning was also developed.

Creative marketing outreach was also employed after the opening to make sure the momentum continued.

Results:

- The Esquire IMAX Theatre experienced the most successful film run in its 10 ½ year history with dozens of sold out shows
- Esquire IMAX Theatre listed as 5th highest attendance for a single screen on opening weekend in North America
- Media coverage was extensive upon opening with reviewers and entertainment media, but media coverage continued in the business media as the film and the local theatre continued to hit milestones.

Unit 12

1A

- A. loyalty programs
- B. Samples, Free Product and Premiums
- C. Promotional Pricing
- D. Trade-in promotions
- E. loyalty programs
- F. Samples, Free Product and Premiums
- G. Contests
- H. Coupons

1B

- | | | | | |
|-------|-------|-------|-------|-------|
| 1. A | 2. K | 3. B | 4. L | 5. C |
| 6. P | 7. D | 8. F | 9. H | 10. Q |
| 11. J | 12. M | 13. N | 14. O | 15. I |
| 16. R | 17. S | 18. E | 19. T | 20. G |

1C

- | | | |
|------------------|-------------------------------|---------------------------------------|
| 1. Cross promote | 2. Past data | 3. To make seasonal displays exciting |
| 4. Suppliers | 5. Local or regional cultures | |

2A

- | | | | |
|-----------------|------------------|--------------|----------|
| I. 1. billboard | 2. advertisement | 3. draw eyes | 4. value |
|-----------------|------------------|--------------|----------|

II.

Do	Not Do
B	A
C	D
G	E
	F

2B

Reference Answer

- Mistake: Using tables as barricades.
Success Tip: Leaving the center of the exhibit open will increase traffic by 25%. Place tables off to the side and always have an open entry.
- Mistake: Acting like a police officer or guard.
Success Tip: Always stand at least 3 feet from the displays or equipment. Be an observer and not a guard. Allow prospective customers to approach the displays without your interference.
- Mistake: Stacking giveaways on tables.
Success Tip: Display only one giveaway. It creates interest but reduces the “grab-and-run” effect.
- Mistake: Radar vision.
Success Tip: Make eye contact first, introduce yourself and then look at the person’s badge.

2C

Lisa: 1, 3, 5, 8

Steven: 4, 6, 7, 10, 11

Barbara: 2

3A

- | | | | |
|-------------------|---------------------------------|------------------|------------------------|
| 1. families | 2. release | 3. TV commercial | 4. £ 250,000 |
| 5. Rising | 6. 859,000 | 7. Adults | 8. distinctive artwork |
| 9. apologized for | 10. great exposure and interest | | |

3B

Reference Answer

- The technique taken is price-off offer whose objective is to boost up sales in off-season.
More schemes of sales promotions are free samples, coupons and fair or exhibition.

2.

For Manufacturers	For Consumers
<ul style="list-style-type: none">● Increases the volume of sales● Helps to introduce new products in the market enables quick disposal of existing stocks	<ul style="list-style-type: none">● Goods are available cheaper rate● Financial benefits to the customers● Generates awareness about new brands● Stabilizes the volume of sales● Creates confidence in the mind of customers regarding quality● Raise standard of living

