腾讯课堂独家直播 4/3/2023

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# 2023年 何琼雅思听力课

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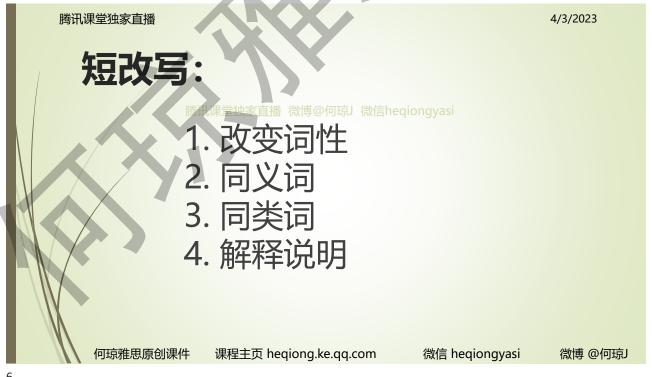
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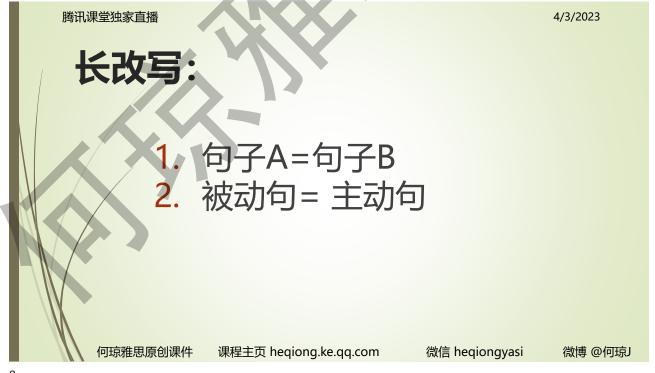


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连接词:
并列: and, also, as well as, then, another, anything else? is that all?
对比: at the same time
顺序: firstly, then, after that, lastly, finally...
解释说明: I mean, this means, in other words

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### 连接词:

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举例: such as, like, for example

**转折:** but, however, all of a sudden, whereas

因果: because, since, so, therefore

强调: in fact, actually, especially, do + v., of course, important

插入语: let me see, you know...

新话题: now, anyway

补充: oh, hang on, wait a minute

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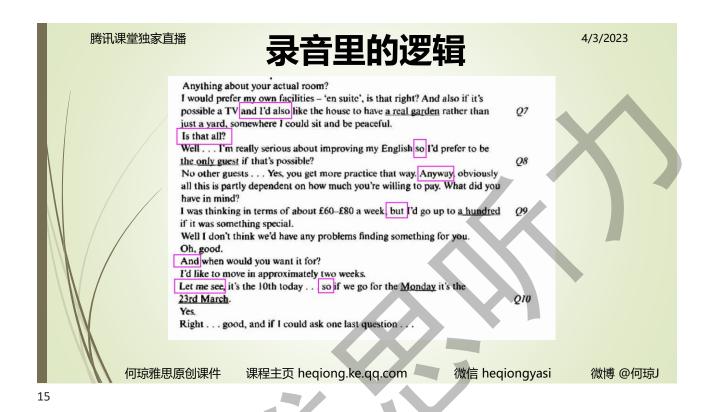
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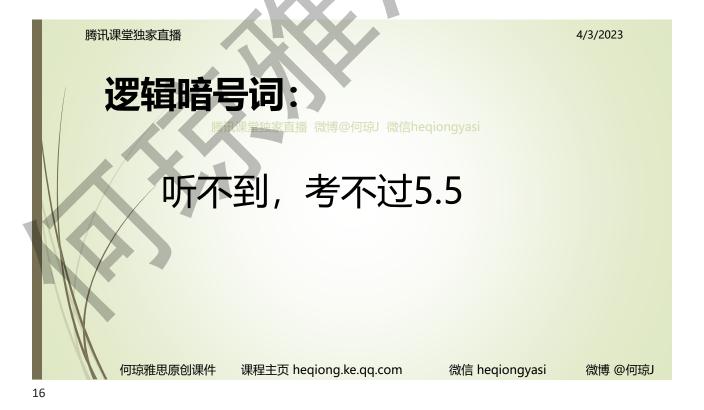
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13

ADVISER: STUDENT: ADVISER: STUDENT: ADVISER: SEA View Guest House, 14 Hill Road.  OK, and do you know the phone number there? STUDENT: ADVISER: STUDENT: ADVISER: STUDENT: ADVISER: SOwhen would be the best time to catch you? Solwhen would be the best time to catch you?  1 suppose between 9 and let me see, half-past, before I leave for the college.  Q2	
SEA View Guest House. 14 Hill Road.  ADVISER: STUDENT: ADVISER: STUDENT: ADVISER: STUDENT: So when would be the best time to catch you? 1 suppose between 9 and let me see, half-past, before I leave for the college.  Q1  OK, and do you know the phone number there? Yes 1 have it here, ummm 2237676, but I'm only there after about 7 pm.  So when would be the best time to catch you? 1 suppose between 9 and let me see, half-past, before I leave for the college.  Q2	
ADVISER: So when would be the best time to catch you?  STUDENT: 1 suppose between 9 and let me see, half-past, before I leave for the college. Q2	
ADVISER: Great and can I ask you your age?  STUDENT: I've just had my nineteenth birthday.	
ADVISER: STUDENT:  And how long would you want to stay with the host family? I'm planning on staying a year but at the moment I'm definitely here for four months only. I have to get an extension to my permit.  You're working on it? Fine and what will be your occupation while	
you're in the UK?  STUDENT:  ADVISER: STUDENT:  ADVISER:  STUDENT:  Umm. Good, I think I'd like to say 'advanced' but my written work is below the level of my spoken. so I suppose it's intermediate.  ADVISER:  Certainly your spoken English is advanced. Anyway, which area do you think you would prefer?  STUDENT:  Ummm, well I'm studying right in the centre but I'd really like to live in	
ADVISER: Officially, wen't in studying right in the centre but I d really like to live in the north-west. Q5  ADVISER: That shouldn't be a great problem we usually have lots of families up there.	
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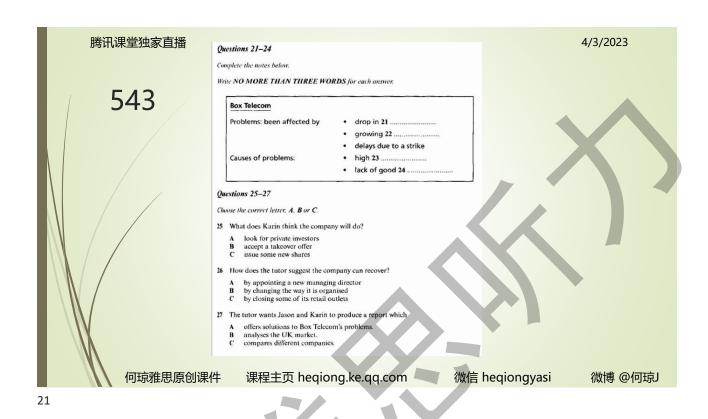


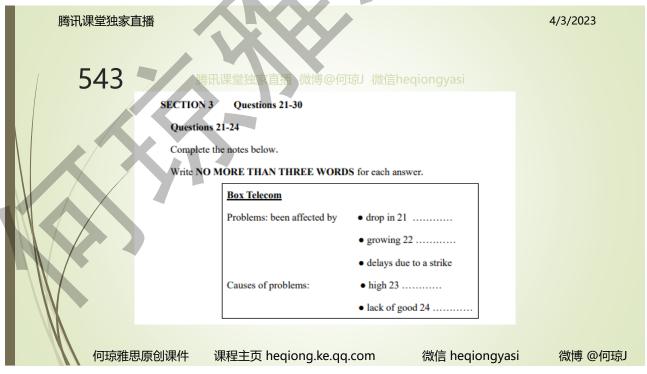


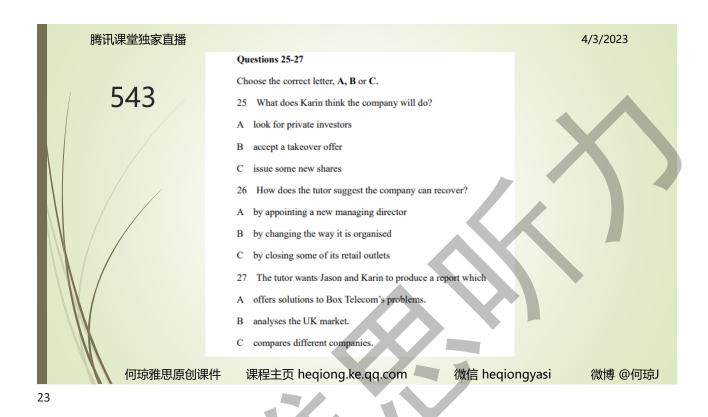


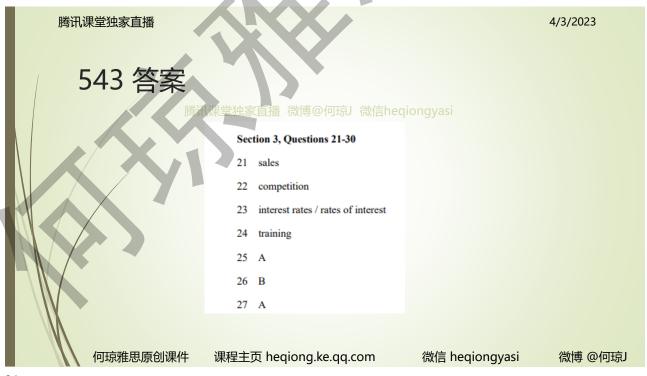












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#### **Box Telecom**

Problems: been affected by

• drop in 21 .....

growing 22 ......

TUTOR: Right, Jason and Karin, now I asked you to look at the case study for Box Telecom as part of your exam assessment. It's interesting because they are in the middle of problems at the moment and I want you to track how they deal with them. Let's start with you, Karin. Having read through the case study, can you just summarise what the problems were that Box Telecom had to take on board?

KARIN: Um, yeah... Well of course what first came to their attention was that, despite a new advertising campaign, they were suffering from falling sales - and this is something that had many causes. On top of that immediate problem, what had also happened over the last two years was that, although they had invested in an expansion plan, they had to face up to increased competition. And, before they had a chance to get to grips with the effects of that, they were stalled by a strike and it was just when they were thinking about making a colossal investment in new machinery for their plants. So they were really in trouble. Q21, Q22

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Causes of problems:

• high 23 .....

• lack of good 24 .....

TUTOR: Yes, I think that's fair. And Jason, you contacted the company, didn't you? What did the company define as the reasons for these problems?

JASON: Well, I think they've hit on the right things - it would be easy to say they had invested too heavily, or at the wrong time, but in fact the signs were good and what they were set back by was high interest rates. At the same time, their longer-term problems, which were affecting their market share, were eventually credited to poor training - and having looked at the details in their last report I think that's right.

Q23, Q24

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25 What does Karin think the company will do?

A look for private investors

B accept a takeover offer

C issue some new shares

TUTOR: So, onto the larger issues then. Karin, what do you think the company will do?

KARIN: Hmm... Well, obviously they have the choice of accepting the very favourable terms that another company - KMG Plc- have given them to buy them out. That would mean creating a new company with a new image. Or they could decide on a bolder move and offer some new shares if they wanted. But I think they're much more cautious than that and expect they will start trying to find individuals who'd be prepared to back them with some of the capital they need.

Q25

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26 How does the tutor suggest the company can recover?

A by appointing a new managing director

B by changing the way it is organised

C by closing some of its retail outlets

TUTOR: Well, you mustn't always assume that dramatic problems require dramatic solutions. Sometimes there's a simple fix such as changing the guy at the top. If they truly are cautious, then I suspect they will seek to shut down some of their shops. But a more ambitious approach, and one which I think would have more chance of success, would be to alter how they're running things - the management layers and the processes. So in your analysis try to think of all the options. Jason?

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- 27 The tutor wants Jason and Karin to produce a report which
- A offers solutions to Box Telecom's problems.
- B analyses the UK market.
- C compares different companies.

JASON: Yes, it's interesting because I've found it a really useful company to study. Its problems cross all types of industries and it's lucky it's so big - a smaller or even medium-sized company would have gone under by now.

TUTOR: Ah well in fact, what I want you two to do is to go away when we've finished our discussion today and write a report. We've looked in general at the telecommunications market in the UK over the last few sessions and I want you to take Box Telecom as an example and suggest some ways in which they might overcome their problems. And outline the reasons why you think as you do - but try and keep it intrinsic to the company rather than dragging in other examples. Is that OK, Karin?

Q27

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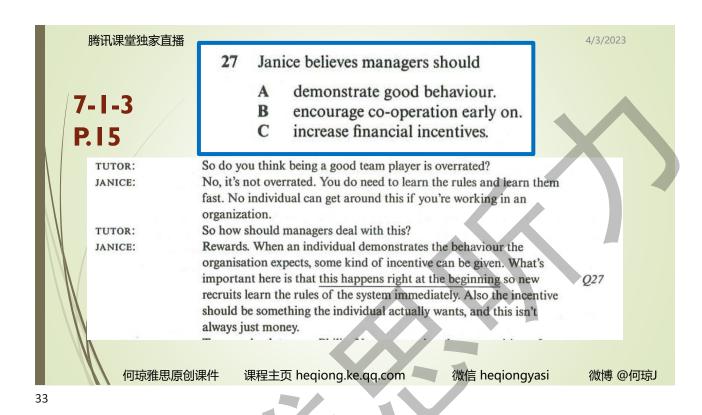
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29

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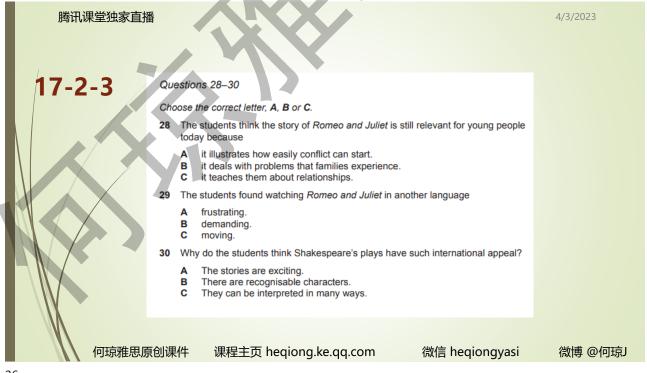






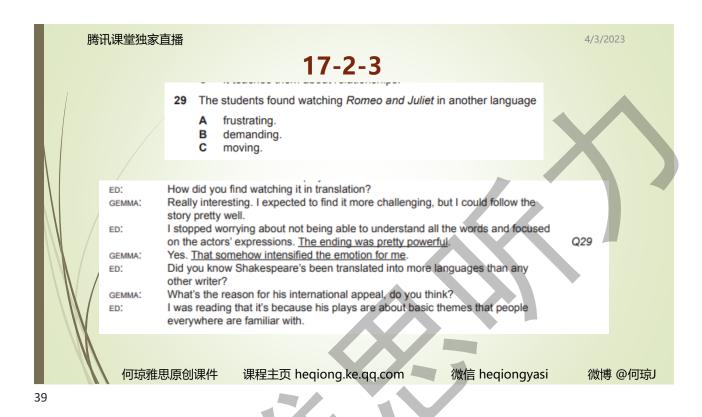












腾讯课堂独家直播 4/3/2023 17-2-3 30 Why do the students think Shakespeare's plays have such international appeal? The stories are exciting. There are recognisable characters. They can be interpreted in many ways. GEMMA: What's the reason for his international appeal, do you think? I was reading that it's because his plays are about basic themes that people ED: everywhere are familiar with. Yeah, and they can also be understood on different levels. The characters have Q30 GEMMA such depth. Right – which allows directors to experiment and find new angles. That's really important because ... GEMMA. 课程主页 hegiong.ke.gg.com 微信 hegiongyasi 何琼雅思原创课件 微博 @何琼J 40





