

## Part I Oral Communication

### Task 1

You will hear eight short conversations between Speaker A and Speaker B. Each conversation will be played only **ONCE**. You will then hear Speaker A again. After that, please reproduce Speaker B's reply exactly as you have just heard it.

You must respond within **10** seconds after you hear a tone. Note-taking is allowed while you listen.

### Task 2

You are going to hear a short talk about how Steve Jobs started and developed his business.

The talk will be played **TWICE**. Then five questions will be asked. You must respond to each question within **15** seconds after you hear a tone.

You may take notes with the help of the following outline.



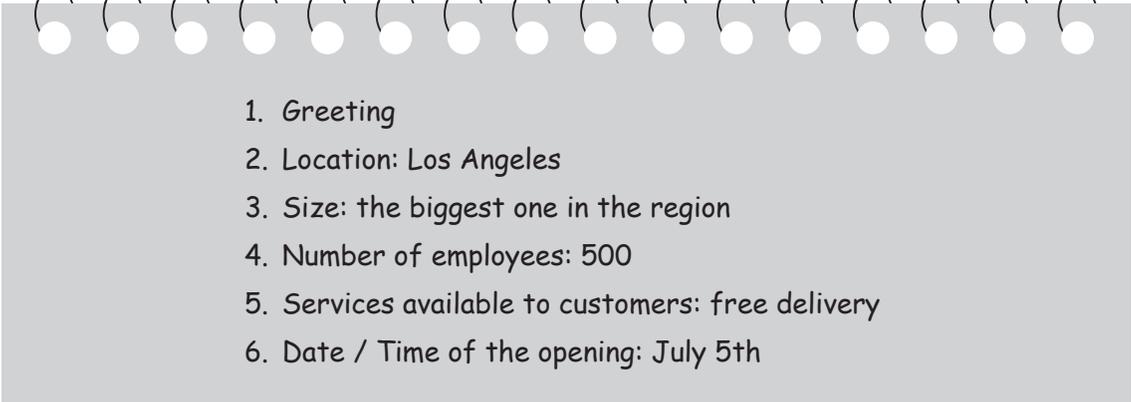
#### A Famous Businessman

Name: Steve Jobs  
Area he plays a leading role in: personal computing  
Creation made with his team member: \_\_\_\_\_  
Age of becoming a multimillionaire: \_\_\_\_\_  
Year he founded NeXT: \_\_\_\_\_  
Creation on the NeXT: \_\_\_\_\_  
Product technology transferred to: \_\_\_\_\_  
Year of starting Pixar Studios: \_\_\_\_\_

### Task 3

You are Laura Chen, a communication assistant at Walmart, Inc. Your supervisor, David Oaks, needs to write a press release announcing the opening of a new Walmart store. You are going to leave a voice message for him to confirm the details about the new store.

You will have **120** seconds to prepare. Then leave the message within **60** seconds. You should cover all the points listed below.

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1. *Greeting*
  2. *Location: Los Angeles*
  3. *Size: the biggest one in the region*
  4. *Number of employees: 500*
  5. *Services available to customers: free delivery*
  6. *Date / Time of the opening: July 5th*

### Task 4

You are Emily Tang, a sales assistant at Swift Electronics. Give a presentation to a group of potential customers. Your purpose is to introduce and promote the latest phone, Swift M830.

You will have **120** seconds to prepare and **90** seconds to speak. You should cover all the following points:

#### *Why choose our phone?*

##### **Features**

- edge-to-edge screen
- facial recognition

##### **Advantages**

- more contents to be displayed at one time
- faster unlocking

##### **Benefits**

- facilitating user experience
- saving time

## Part II Written Communication

### Task 1

You will hear a telephone conversation about leaving a message. The conversation will be played **TWICE**. Complete the telephone message by filling in the blanks. Write only **ONE** word or number in each blank.

Telephone Message	
Caller's object	the director of human 1. _____
Caller's company	Milford 2. _____
Time of the meeting	next Tuesday
Time of calling back	before 3. _____ today
Caller's telephone number	4. _____ Extension 31
Caller's name	Mr. 5. _____

### Task 2

Read the following passage about the story of Amazon. Choose the best heading for each paragraph from the list in the box. There is one heading you do **NOT** need.

1. Paragraph 1 \_\_\_\_\_
2. Paragraph 2 \_\_\_\_\_
3. Paragraph 3 \_\_\_\_\_
4. Paragraph 4 \_\_\_\_\_
5. Paragraph 5 \_\_\_\_\_

- A. AI's function of collecting information
- B. The further developing area
- C. Steps of shopping at Amazon
- D. The expansion of Amazon
- E. Promotion through AI
- F. The changed strategy by AI

## How Will AI Change Business Models?

### Paragraph 1

Most people are familiar with shopping at Amazon. Like with most online retailers, you visit their website, shop for items, place them in your “virtual basket,” pay for them, and then Amazon ships them to you. Right now, Amazon’s business model is shopping-then-shipping.

### Paragraph 2

Most shoppers have noticed Amazon’s recommendation engine while they shop — it offers suggestions of items that their AI predicts you may want to buy. On average, we actually purchase about one out of every 20 items it recommends. Not bad.

### Paragraph 3

Imagine the AI collects more information about us: in addition to our searching and purchasing behavior on their website, it also collects other data it finds online, including social media, as well as offline, such as our shopping behavior at the supermarket. It knows not only what we buy, but also what time we go to the store, which location we shop at, how we pay, and more.

### Paragraph 4

Now, imagine the AI uses that data to improve its predictions. At some point, the AI’s prediction accuracy crosses a threshold, and it becomes in Amazon’s interest to change its business model. Imagine, every week, Amazon ships you boxes of items it predicts you might want, and then you shop in the comfort and convenience of your own home by choosing the items you wish to keep from the boxes they delivered.

### Paragraph 5

Of course, shoppers would not want to deal with the hassle of returning all the items they don’t want. So, Amazon would invest in infrastructure to collect the unwanted products. Why hasn’t Amazon done it already? If it were implemented today, the cost of collecting and handling returned items would outweigh the increase in revenue. But you can be sure they are working on it!

### Task 3

Read Questions 1–8 and Texts A, B, and C about iPhone below. Decide which text answers each question. For each blank, choose A, B, or C that stands for the text.

#### Which text

1. shows that users are less likely to read e-books on their devices? \_\_\_\_\_
2. gives a brief introduction on some apps exist on iPhone originally? \_\_\_\_\_
3. recommends the accessories that improve users’ using experience? \_\_\_\_\_

4. indicates the importance of safety when using iPhone? \_\_\_\_\_
5. mentions the frequency of using iPhone for different functions? \_\_\_\_\_
6. implies that a large number of users sometimes read and compose emails on their iPhone?  
\_\_\_\_\_
7. lists some useful tips for iPhone users? \_\_\_\_\_
8. provides some instructions for the new iPhone users? \_\_\_\_\_

#### Text A

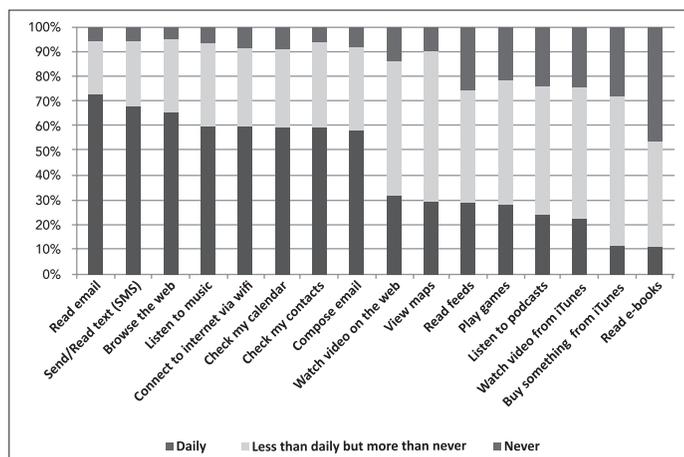
Whether you just got a brand-new iPhone 12 or iPhone 12 Pro, or an older version of Apple's popular phone, there are a few steps you have to take to get set up and start using your iPhone. In this iPhone beginner's guide, we take you through the process starting with "Hello," and have user guides for some of Apple's built-in apps, like Messages, FaceTime, Mail, and more. Plus, find out how to get apps, games, movies, music, and more right on your iPhone. This guide exists to make setting up your new iPhone as straightforward as possible, so you can make your iPhone the best iPhone it can be. If this is your first Apple device, congratulation and welcome to the family. Here's everything you need to know to get set up and start using your new iPhone.

#### Text B

Here are some suggestions for using iPhone:

- Look for and download frequently used apps from the Apple App Store.
- For a better music experience, choose Apple AirPods or AirPods Pro wireless headphones.
- Don't charge it while using it.
- Set an Apple ID and do not tell others your password.
- Activate "Find My iPhone."
- Siri's voice can be changed in "settings."
- It's easier to share pictures between iPhones through AirDrop.

#### Text C



How often do you perform the following functions using your iPhone? Percent of users in each band.

## Task 4

Read the two texts below about two websites. Complete the table with the **EXACT** words, phrases, or numbers from the texts. You must use **NO MORE THAN THREE** words for each blank.

Website	History	Function	Advertising	Integration
Facebook	It was launched in February 2004.	It could send 2. _____ to friends.	They are selected by users' 4. _____.	Users can access some other sites by using its 6. _____.
Twitter	It was founded on 1. _____.	It could follow updates from 3. _____.	It does not 5. _____ ads.	It could be integrated with 7. _____.

### Text A

Facebook was launched by Mark Zuckerberg, along with his college roommates, in February 2004. It was initially only intended for Harvard students, but eventually expanded to include students at other Boston colleges, Ivy League universities, and Stanford. The site gradually added support for other universities, before also becoming available to high school students. In September 2006, it became available to any users over 13. On May 17th, 2012, the company went public. It was valued at \$104 billion. Facebook's user base is still growing rapidly. Facebook is used by members for a variety of purposes. It is mainly used by individuals who wish to stay connected with, or reconnect with people that they know offline. As well as maintaining a personal profile and posting messages on their "wall," users can upload photo albums and videos, share links, write long notes, send private messages to friends, text and video chat, and play games. Facebook features ads. These adverts are often catered to the user, based on the preferences expressed in their profile. Many other websites can be integrated with Facebook, including Goodreads and WordPress. Facebook can also be integrated into other websites, and Facebook login details can be used to access some other sites.

### Text B

Twitter was founded on March 21st, 2006, by Jack Dorsey and was launched in July of that year. Twitter tends to be fairly secretive about its number of users, but it had explosive growth between 2009 and 2011. Twitter allows users to post 140-character messages, or tweets, and follow the messages of other users on their Twitter feed. It is mainly used to communicate with other individuals with similar interests, regardless of whether users know one another off Twitter, and to follow updates from celebrities. Users can upload photos, share links and send private messages to people they follow. Twitter does not feature ads. Twitter widgets can be added to a website or blog and can be integrated with Instagram. Some websites allow users to sign in using Twitter.

## Task 5

You are Tracy Zhang, a secretary working at Global Data Company. In order to make the employees feel more comfortable, some managers want to allow dressing causally during working time. Write your colleagues an **EMAIL** of about **70** words:

- to tell them the issue you are talking about;
- to clarify your statement about the issue;
- to ask their opinions about dressing causally.