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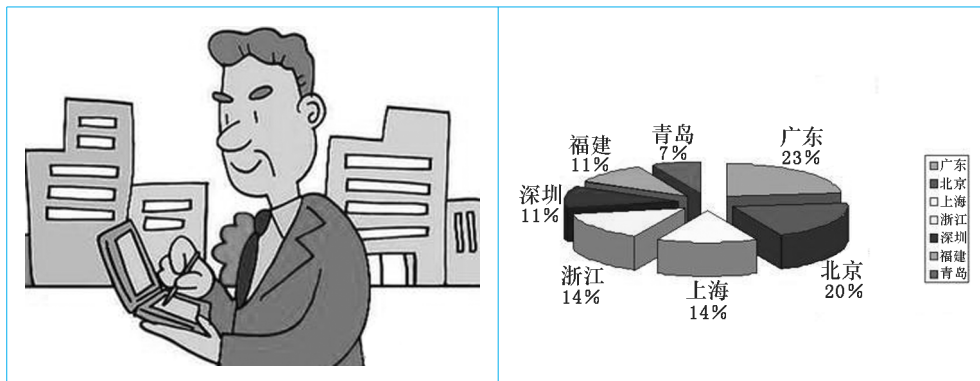
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## Section 1

## Background

## 市场调查 (Market Research)



市场调查是一切市场营销活动的起点。在实施调查活动中,人们通过一定的科学方法来收集、整理、分析市场信息,摸清市场发展变化的规律和趋势,为企业的决策和战略制订提供可靠的数据和资料。

市场调查的主要方法有观察法、实验法、访谈法和问卷法。

### 1. 观察法

观察法是社会调查和市场调查研究中最基本、最直接的方法。它是由调查人员根据调查研究的对象,通过直接观察对其进行考察并搜集资料。

### 2. 实验法

调查人员采用实验的方式,将调查对象置于特定条件之下,对其进行观察,以获得相应数据资料。这种方法主要用于市场销售实验和消费者使用实验。

### 3. 访谈法

访谈法就是调查员按照访谈计划,对选中的被访者进行面对面的直接访问的方法。访谈法可以分为结构式访谈、无结构式访谈和集体访谈。

#### 4. 问卷法

问卷法是调查员通过让被调查者填写事先设计好的调查问卷,从而获得所调查对象的信息的一种方法。

### Section 2

### Warming up



1. Discuss the following questions.

- ☞ Have you ever been stopped to fill in the forms or answer the questions in the street?
- ☞ If yes, how did you like it?
- ☞ If not, would you like to do it?

2. Try to list ten words about market research in either Chinese or English.

A pyramid-shaped grid of ten empty rectangular boxes. The top row has one box, the second row has two boxes, the third row has three boxes, and the bottom row has four boxes.

## Section 3

## Reading

### Market Research

① Now, more and more people realize that it is extremely difficult to develop and provide a high-quality product or service without conducting at least some basic market research. Regardless of the reason, failing to do market research can amount to a death sentence for your product.

② Market research has a variety of purposes and data collection methods might be used for each purpose. The particular data collection method that you use during your market research depends very much on the particular information that you are seeking to understand.

③ Useful data collection methods are associated with most of the items in the following list.

④ • Identify opportunities to serve various groups of customers

⑤ Verify and understand the unmet needs of a certain group of customers. What do they say that they want? What do they say that they need? You might be interviewing customers and investors, reading the newspaper and listening to what clients say and observing what they do.

⑥ • Examine the size of the market

⑦ In order to identify various market segments in the overall market along with each of their unique features and preferences, you can read about demographic and societal trends in publications. You might even observe each group for a while to notice what they do, where they go and what they discuss. In addition, consider interviewing some members of each group.

⑧ • Investigate the competition

⑨ Examine their products, services, marketing techniques, pricing, location, etc. One of the best ways to understand your competitors is to use their services. Go to their location, look around and look at some of their literature. Notice their ADs in newsletters and the newspaper. Look at their web sites.

⑩ • Clarify your unique value proposition

⑪ Your proposition describes why others should use your organization. A particularly useful data collection method in this area is the use of focus groups. Get

some groups of potential clients together and tell them about your ideas. Tell them how your ideas are unique. Tell them how you would want your program to be seen (its positioning). Ask them what they think.

⑫ • Conclude whether your advertising and promotion strategies are effective

⑬ One of the best ways to make this conclusion is to evaluate the results of the advertising and promotions. This could include use of several data collection methods among your clients, such as observing clients, interviewing them, administering questionnaires with them, and developing some case studies.

⑭ In this way, you can learn a great deal about customers, their needs and how to meet the needs.



### New Words and Expressions

<b>extremely</b> [ɪk'stri:mli]	<i>adv.</i>	极其地; 非常
<b>conduct</b> ['kɒndʌkt, -dəkt]	<i>v.</i>	进行; 实施
<b>regardless</b> [rɪ'gɑ:dli:s]	<i>adv.</i>	不管
<b>regardless of</b>		不管
<b>fail</b> [feɪl]	<i>v.</i>	失败
<b>research</b> [rɪ'sɜ:tʃ]	<i>n. &amp; v.</i>	研究; 调查
<b>amount</b> [ə'maʊnt]	<i>v.</i>	相当于; 数量
<b>amount to</b>		相当于
<b>sentence</b> ['sentəns]	<i>n. &amp; v.</i>	宣判; 判决
<b>purpose</b> ['pɜ:pəs]	<i>n.</i>	目的
<b>data</b> ['deɪtə, 'dɑ:tə]	<i>n.</i>	数据; data 是 datum 的复数形式
<b>particular</b> [pə'tɪkjələ(r)]	<i>adj.</i>	特别的
<b>seek</b> [si:k]	<i>v.</i>	寻求
<b>associate</b> [ə'səʊʃieɪt]	<i>v.</i>	联合; 结合
<b>verify</b> ['verɪfaɪ]	<i>v.</i>	证实
<b>unmet</b> [ʌn'met]	<i>adj.</i>	为满足的
<b>investor</b> [ɪn'vestər]	<i>n.</i>	投资者
<b>client</b> ['klaɪənt]	<i>n.</i>	客户
<b>identify</b> [(a)'dentɪfaɪ]	<i>v.</i>	识别; 确定
<b>unique</b> [ju:'ni:k]	<i>adj.</i>	独一无二的
<b>feature</b> ['fi:tʃə(r)]	<i>n.</i>	特点
<b>preference</b> ['prefərəns]	<i>n.</i>	偏好; 倾向

<b>demographic</b> [ˌdeməˈgræfɪk]	<i>adj.</i>	人口统计学的
<b>publication</b> [ˌpʌblɪˈkeɪʃən]	<i>n.</i>	出版物
<b>investigate</b> [ɪnˈvestɪgeɪt]	<i>v.</i>	调查
<b>competition</b> [ˌkɒmpɪˈtɪʃən]	<i>n.</i>	竞争
<b>competitor</b> [kəmˈpetɪtə(r)]	<i>n.</i>	竞争对手
<b>newsletter</b> [ˈnjuːzletər]	<i>n.</i>	新闻通讯
<b>clarify</b> [ˈklærɪfaɪ]	<i>v.</i>	弄清楚; 阐明
<b>proposition</b> [ˌprɒpəˈzɪʃən]	<i>n.</i>	主题
<b>conclude</b> [kənˈkluːd]	<i>v.</i>	总结
<b>evaluate</b> [ɪˈvæljuːeɪt]	<i>v.</i>	评估
<b>advertising</b> [ˈædvɪtəɪzɪŋ]	<i>n.</i>	广告
<b>promotion</b> [prəˈmɔʊʃən]	<i>n.</i>	促销; 提升
<b>questionnaire</b> [ˌkwɛstʃəˈneə(r)]	<i>n.</i>	调查问卷; 调查表

## Exercises

 **Task 1** Match the two columns below.

- |     |                  |         |
|-----|------------------|---------|
| ( ) | 1. advertising   | A. 总结   |
| ( ) | 2. interview     | B. 实施   |
| ( ) | 3. promotion     | C. 广告   |
| ( ) | 4. data          | D. 调查问卷 |
| ( ) | 5. questionnaire | E. 投资者  |
| ( ) | 6. client        | F. 研究   |
| ( ) | 7. research      | G. 数据   |
| ( ) | 8. conclude      | H. 客户   |
| ( ) | 9. investor      | I. 访谈   |
| ( ) | 10. conduct      | J. 促销   |

 **Task 2** Listen to the teacher and write down what you hear.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_



7. \_\_\_\_\_                      8. \_\_\_\_\_                      9. \_\_\_\_\_  
10. \_\_\_\_\_

**Task 3** Listen to the teacher and fill in the blanks with the missing words.

To understand more about potential \_\_\_\_\_ 1 \_\_\_\_\_, managers or \_\_\_\_\_ 2 \_\_\_\_\_ usually conduct some basic market \_\_\_\_\_ 3 \_\_\_\_\_. So collecting \_\_\_\_\_ 4 \_\_\_\_\_ is very important for these businessmen. Also, they pay much attention to \_\_\_\_\_ 5 \_\_\_\_\_. Before a product \_\_\_\_\_ 6 \_\_\_\_\_ is \_\_\_\_\_ 7 \_\_\_\_\_, businessmen tend to ask the customers to fill in the \_\_\_\_\_ 8 \_\_\_\_\_ or \_\_\_\_\_ 9 \_\_\_\_\_ them. Then, the information obtained will be analyzed and evaluated before the \_\_\_\_\_ 10 \_\_\_\_\_ is made.

**Task 4** Choose the best answer to complete each of the following sentences.

- (     ) 1. A high-quality product or service depends much on \_\_\_\_\_ according to Paragraph 1.  
A. money                                      B. good service  
C. labor                                         D. market research
- (     ) 2. What plays an important role in data collection method?  
A. Particular information.  
B. A high-quality product.  
C. The ability to communicate with different people.  
D. Computer configuration.
- (     ) 3. All of the following are ways to understand the needs of customers except for \_\_\_\_\_.  
A. reading the newspaper    B. watching what customers do  
C. interviewing reporters    D. listening to what customers say
- (     ) 4. What may be used for the purposes of market research according to the passage?  
A. Information.                                B. All kinds of data collection methods.  
C. Data.                                         D. Understanding.
- (     ) 5. From the passage, you know that one of the best ways to understand your rivals is to \_\_\_\_\_.  
A. experience their services    B. compare their prices

- C. know their location      D. learn their marketing techniques
- ( ) 6. Why do you need to get some groups of potential clients together?
- A. To introduce your new product to them.  
B. To build up social network with them.  
C. To get their opinions.  
D. To get their financial aid.
- ( ) 7. You should not jump to conclusions. You'd better \_\_\_\_\_ first.
- A. investigate                      B. invest  
C. vest                                D. integrate
- ( ) 8. WHO (World Health Organization) calls for a comprehensive ban on tobacco advertising, \_\_\_\_\_ and sponsorship.
- A. motion                            B. promotion  
C. attempt                          D. attention
- ( ) 9. They said the market situation was difficult \_\_\_\_\_.
- A. evaluating                        B. evaluate  
C. to be evaluated                D. to evaluate
- ( ) 10. My younger brother has a \_\_\_\_\_ for equities.
- A. prefer                              B. preference  
C. preferable                        D. preface

 **Task 5** Complete the answers according to the text.

1. Is market research important for products or services?

\_\_\_\_\_

2. What is the passage mainly talking about?

\_\_\_\_\_

3. How many methods for market research were mentioned in the passage?

\_\_\_\_\_

**Task 6** Translate the following sentences into Chinese.

① The particular data collection method that you use during your market research depends very much on the particular information that you are seeking to understand.

---

---

② Now, more and more people realize that it is extremely difficult to develop and provide a high-quality product or service without conducting at least some basic market research.

---

---

③ In order to identify various market segments in the overall market along with each of their unique features and preferences, you can read about demographic and societal trends in publications.

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**Task 7** Translate the following sentences according to the model of sentence structure.

It is *adj.* + to do sth. 某人做某事怎样

**Model:**

**It is extremely difficult to** develop and provide a high-quality product or service. 发展和提供高质量的产品和服务是十分困难的。

1. 学习英语非常重要。

---

2. 了解顾客的需求很有必要。

---

3. 搜集数据对市场调查很有用。

---

**Task 8** Discuss the topic about *explore the market* for a company you know with the words given below.

<b>nouns</b>	item	promotion	questionnaire
	product	service	market segment
	market research	purpose	data collection
	customer	investor	client
	competitor	trends	ADs
	proposition	web site	location
<b>verbs</b>	conclude	clarify	consider
	evaluate	interview	identify
	observe	examine	meet the needs

## Section 4

## Case Study

**Questions:**

1. Do you like McDonald's? Why or why not?
2. How often do you visit McDonald's?
3. Why do you visit McDonald's?

**Market Research at McDonald's**

Marketing involves identifying customer needs and requirements and meeting these needs in a better way than competitors. In this way a company creates loyal customers.

There are a limited number of customers in the market. To build long-term business, it is essential to retain people once they have become customers. Customers are not all the same. Market research identifies different types of customers. For example:

A parent with two children	visits McDonald's to give the children a treat.
Children	want to visit McDonald's as it is a fun place to eat.
A business customer	visits McDonald's during the day as the service is quick, the food tastes great and can be eaten in the car without affecting a busy work schedule.
Teenagers	are attracted by the Saver Menu which is affordable, and the Internet access.

These examples represent just a few of McDonald's possible customer profiles. Each has different reasons for coming to McDonald's. Using this type of information McDonald's can **tailor** communication to the needs of specific groups. It is their needs that determine the type of products and services offered, prices charged, promotions created and where restaurants are located.

In order to create a marketing strategy that will enable the needs of the key market to be met, the strengths and weaknesses of the organization must first be identified and analyzed.


The analysis will examine the following parts of the company's business:

The company's products and how appropriate they are for the future.

The quality of employees and how well trained they are to offer the best service to customers.


The systems and how well they function in providing customer satisfaction, such as marketing databases, restaurant systems and the financial resources which is available for marketing.

Once the strengths and weaknesses are determined, they are combined with the opportunities and threats in the market place. This is known as SWOT analysis—strengths, weaknesses, opportunities, threats. The business can then determine what it needs to do in order to increase its chances of marketing successfully.


**New Words and Expressions**

<b>identify</b> [(a)'dentɪfaɪ]	<i>v.</i>	识别
<b>requirement</b> [rɪ'kwaɪəmənt]	<i>n.</i>	要求
<b>loyal</b> ['lɔɪəl]	<i>adj.</i>	忠诚的
<b>limited</b> ['lɪmɪtɪd]	<i>adj.</i>	有限的
<b>essential</b> [ɪ'senʃəl]	<i>adj.</i>	必要的;基本的
<b>retain</b> [rɪ'teɪn]	<i>v.</i>	保留;维持
<b>treat</b> [tri:t]	<i>n. &amp; v.</i>	款待;请客
<b>affect</b> [ə'fekt]	<i>v.</i>	影响;损害;感染
<b>schedule</b> ['ʃedju:l]	<i>n.</i>	时间表
<b>affordable</b> [ə'fɔ:dəbl]	<i>adj.</i>	负担得起的
<b>access</b> [ˈækses]	<i>n.</i>	进入;通路
<b>represent</b> [ɪ'reprɪ'zent]	<i>v.</i>	代表
<b>profile</b> ['prəʊfaɪl]	<i>n.</i>	简况;概貌
<b>tailor</b> ['teɪlə(r)]	<i>v.</i>	裁剪;使适合
<b>specific</b> [spɪ'sɪfɪk]	<i>adj.</i>	明确的;具体的
<b>charge</b> [tʃɑ:dʒ]	<i>v.</i>	收费
<b>strength</b> [streŋθ, streŋkθ]	<i>n.</i>	长处;优势
<b>weakness</b> ['wi:kni:s]	<i>n.</i>	弱点;劣势
<b>analyze</b> [ˈænəlaɪz]	<i>v.</i>	分析
<b>analysis</b> [ə'nælɪsɪs]	<i>n.</i>	分析
<b>appropriate</b> [ə'prəʊprɪət]	<i>adj.</i>	恰当的
<b>combine</b> [kəm'baɪn]	<i>v.</i>	结合;联合
<b>threat</b> [θret]	<i>n.</i>	威胁

## Exercises

 **Task 1** Choose the best answer according to the text.

- ( ) 1. How many types of customers are mentioned in the passage?  
A. 2.            B. 3.            C. 4.            D. 5.
- ( ) 2. Why does a business customer visit McDonald's?  
A. The service is quick and the food tastes great.  
B. The food price is low.

- C. To give the children a treat.  
D. Because McDonald's is a fun place to eat.
- ( ) 3. What does "tailor" mean in the passage?  
A. A person whose occupation is making and altering garments.  
B. Make it suitable for a particular person or purpose.  
C. Needlecraft.                      D. Create with cloth.
- ( ) 4. Some parts of the company's business must first be identified and analyzed except \_\_\_\_\_.  
A. productivity                      B. employees  
C. systems                              D. financial resources
- ( ) 5. From the passage, we can learn that \_\_\_\_\_ play important role in marketing strategy.  
A. strengths                              B. opportunities  
C. money                                  D. analyze and meet customer needs

**Task 2** Match the two columns below.

- |                     |  |
|---------------------|--|
| ( ) 1. requirement  | A. a flaw or weak point                      |
| ( ) 2. satisfaction | B. hold within                               |
| ( ) 3. threat       | C. the contentment, state of being gratified |
| ( ) 4. analysis     | D. have the financial means for something    |
| ( ) 5. weakness     | E. a source of danger                        |
| ( ) 6. strength     | F. need                                      |
| ( ) 7. tailor       | G. investigation and study                   |
| ( ) 8. affordable   | H. unwavering in devotion to somebody or vow |
| ( ) 9. retain       | I. make fit for a specific purpose           |
| ( ) 10. loyal       | J. a strong point                            |

**Task 3** Fill in the blanks with the words given below. Change the form if necessary.

- Her poor speech could not \_\_\_\_\_ (retain) the interest of the audience.
- The tailor \_\_\_\_\_ (tailor) a uniform for her yesterday.
- Cold weather in winter \_\_\_\_\_ (affect) the crops and animals.

4. Once she took the vow, her \_\_\_\_\_ (loyal) never wavered.
5. We haven't had time to \_\_\_\_\_ (analysis) the data you collected.
6. Her mother was too \_\_\_\_\_ (weakness) to walk around.
7. Even though Tom just graduated last July, he can \_\_\_\_\_ (affordable) to buy a small house.
8. Weight training is crucial, but never so much as to \_\_\_\_\_ (threat) injury.
9. How much money does your brother \_\_\_\_\_ (requirement)?
10. He said he had never got a \_\_\_\_\_ (satisfaction) answer from you.

**Task 4** Fill in the blanks with the phrases given below. Change the form if necessary.

In this way	a number of	long term
In order to	be combined with	be known as

1. The technical college has trained \_\_\_\_\_ young technicians for many factories in this city.
2. She said that the treatment needed to \_\_\_\_\_ physiotherapy, or it would be useless.
3. \_\_\_\_\_ catch the first train to Beijing, we have to go to bed earlier tonight.
4. Over the \_\_\_\_\_, such measures may only make the present underlying situation get worse and worse.
5. Sally, please don't keep getting onto the girl \_\_\_\_\_, it will not do any good.
6. Carl \_\_\_\_\_ a man of great power for he can carry a lot of heavy boxes at the same time.

**Task 5** Translate the following sentences into English, using the given words or phrases.

1. 市场的消费者是固定的。(there be, limited)

\_\_\_\_\_

2. 留住那些老顾客很重要。(loyal customers, essential)

\_\_\_\_\_



3. 因为上菜很快,工人们都喜欢去那家餐厅用餐。(service)

\_\_\_\_\_

4. 优势和劣势都得加以分析。(be analyzed)

\_\_\_\_\_

5. 我们学校的餐厅以便宜和味美而著称。(be known as, affordable)

\_\_\_\_\_

Section 5

Practical Writing

Resume

**Task 1** Fill in the following personal information form.

First name	
Middle name	
Last name	
Address	
City	
Province	
Zip	
E-mail	
Mobile	
Home Number	
Date of birth(mm/dd/yy)	
Languages spoken	
Major	

**Task 2** Read the following resume.**Qin Hao**

1702, Building 3,  
127, South 4th Ring Road, Beijing 100084  
Phone No. : (010) 62777777  
E-mail: 2429384103@163.com

**Objective**

To obtain a challenging position as software engineer with an emphasis on software design and development.

**Electronics and Computer**

Circuit Principal Data Structures Digital Electronics  
Artificial Intelligence Computer Local Area Network

**Computer Abilities**

Skilled in use of the following software: MS FrontPage, HTML, java script, C + + , Office 2007, Rational RequisitePro, Process, Pascal.

**English Skills**

Have a good command of both spoken and written English. CET-6 (610), TOEFL (110).

**Scholarships and Awards**

Software Design Award (November 2012); Academic Progress Award (April 2006).

**Qualifications**

General business knowledge relating to financial management  
Have a passion for the Internet

**Education**

(2009—2013) Dept. electronic engineering, Graduate School of Fudan University, M. E.

(2005—2009) Dept. electronic engineering, Fudan University, B. E.

**Task 3** Read the following resume and complete the blanks with the given information.

**Name:** Carl King II  
**Address:** \_\_\_\_\_ 1 \_\_\_\_\_  
**Phone number:** (010) 62180000  
**E-mail:** 2429384103@163.com

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**Objective**

To obtain a challenging \_\_\_\_\_ 2 \_\_\_\_\_ (职位) as sales manager

**Professional Qualifications**

A dynamic and driven Sales Manager with a solid reputation in client development, product promotion and creative \_\_\_\_\_ 3 \_\_\_\_\_ (销售策略). Results-oriented manager with broad and diversified experience in corporate strategy, finance, advertising and marketing; consistent record of success in management of top-priority objectives. Verifiable achievement; exceeded sales goals by 20% and received a major citation for attaining the organization's highest revenue and profit gains in 2005. \_\_\_\_\_ 4 \_\_\_\_\_ (德语和日语流利). Conversant in Russian and Chinese.

\_\_\_\_\_ 5 \_\_\_\_\_ (工作经历)

- U.S Education Technology, Knoxville, TN

Reporting to the CEO, directly responsible for the success of 20 sales specialists in one of the nation's foremost firms in bringing the latest technologies into the educational marketplace, with \_\_\_\_\_ 6 \_\_\_\_\_ (年销售额) projection of 2 million.

*National sales manager* **2010—present**

① Planned, developed and launched a new national sales department, which included the creation of marketing plans, \_\_\_\_\_ 7 \_\_\_\_\_ (成本分析), marketing and sales territories, manuals and presentation materials.

② Led a team that canvassed 33 states in just 90 days and gained a solid foothold in a market previously closed to other competitors, surpassed sales forecasts by 20% despite the fact that the company was unknown and pricing was above that of the competitor.

③ Targeted decision making executives and carefully developed a level of credibility and trust, thereby growing 8 (品牌忠诚度).

- Southland Paralegal Institute, Knoxville, TN

Developed the admissions services for this paralegal institute.

*Director of Admissions*

**2007—2010**

① Build partnerships with local firms through placement of specially trained and carefully selected interns, bringing credibility to the institute, its programs and its students.

② Developed the admissions department and in one year, increased enrollment from 100 to 333 students.

### **Education**

(2004—2007) Dept. Management, 9 (研究生院) of Fudan University, M. E.

(2000—2004) Dept. Business Management, MUC University, B. E.

### **Honors and recognition**

10 (年度最佳销售经理), U. S. Education Technology, 2011  
Invitational Beijing Badminton Championship, Winner, 2010

 **Task 4** Write a resume with your own personal information.

Section 6

Business Culture

**Etiquette**



- ◆ Remember to let the lady precede you in the places where one has to go before the other except in the following cases:  
When getting off a street car, train, bus, or out of an automobile;  
When going up stairs;  
When opening a heavy door;  
When you are walking along the street with a lady, always walk on the outside.
- ◆ If you wish to dance with a certain lady, go to her, bow and say, “May I have the pleasure of a dance?”

Section 7

Vocabulary Extension

investigation report	调查报告
introduction	引言、介绍
upon the request of	在……的要求下
inspect	视察、检查
doing a sample investigation on	做抽样调查
the current situation	当前情况
survey result	调查结果
as the survey suggests	调查结果显示
it is hereby recommended that	据此,特向您推荐……
conclusion	结论