

Vocabulary Test 词汇测验

A-Level Business · Week 18

Topics 8-9 · Marketing (A Level), Operations management (A Level)

Name 姓名 _____ Class 班级 _____ Date 日期 _____

Score 得分:	A ____ / 17	B ____ / 6	Total ____ / 23
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Spelling must be exact in Sections A and C. A、C 部分拼写必须完全正确。

Section A · Chinese to English 中译英

Write the English word.

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|-----------|-------|-----|
| 1. 时间序列分析 | _____ | [1] |
| 2. 趋势 | _____ | [1] |
| 3. 季节性波动 | _____ | [1] |
| 4. 外推 | _____ | [1] |
| 5. 营销规划 | _____ | [1] |
| 6. 安索夫矩阵 | _____ | [1] |
| 7. 市场开发 | _____ | [1] |
| 8. 产品组合分析 | _____ | [1] |
| 9. 出口 | _____ | [1] |
| 10. 选址 | _____ | [1] |
| 11. 迁址 | _____ | [1] |
| 12. 定量因素 | _____ | [1] |
| 13. 离岸外包 | _____ | [1] |
| 14. 最优规模 | _____ | [1] |

- | | | | |
|-----|--------|-------|-----|
| 15. | 全面质量管理 | _____ | [1] |
| 16. | 浪费 | _____ | [1] |
| 17. | 产能管理 | _____ | [1] |

Section B · English to Chinese 英译中

Write the Chinese meaning.

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|-----|------------------------|-------|-----|
| 18. | moving average | _____ | [1] |
| 19. | market penetration | _____ | [1] |
| 20. | localisation | _____ | [1] |
| 21. | qualitative factors | _____ | [1] |
| 22. | benchmarking | _____ | [1] |
| 23. | critical path analysis | _____ | [1] |