

2018年  
最新題型

強攻高頻率必考單字，  
讓你快速理解題意正確作答！

LIVE PÖN  
點讀筆

MP3  
內附MP3  
朗讀光碟

# 官方頒訂 新版多益 13 大情境 學習指南

課程學習本／考題解析本

Thirteen Real-Life Scenarios in  
New TOEIC Tests: The Words and  
Phrases You Need to Know

## 依 TOEIC 官方公布 13 大出題場景分類！

### 理解單字語意用法，組織解題能力

多益測驗的設計以職場需求為主，測驗題的內容是從全世界各地職場的英文資料庫中蒐集而來，並且分類為 13 大場景。因此，多益要拿高分必須熟悉這些場景之常用字彙，單字看得懂才有機會答對題目。本書由編輯群整理各場景最常出現於考題中的單字，並加上解析說明，讓讀者掌握解題的基礎技巧。

### ● 單字解題

● **agreement** [ə'grɪmənt] n. 協定；協議；同意；一致

• We need to clarify a couple of things before we can sign this agreement.  
在我們簽署任何協議前必須先釐清一些事情。

● **agreement** 作「協定、協議、聲明」為可數名詞，作「同意、一致、關係良好」不可數。

● **trade agreement** 貿易協定

● **pact** - **contract** n. 契約；協定

● **disagreement** - **argument** n. 意見不一；爭論

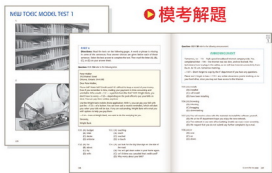
● **agree** v. 同意

● **agreeable** adj. 可以接受的

### 實用例句 + 常用詞彙 + 相關字彙

不只熟記單字，還讓你怎麼運用！

### ● 模考解題



**LiveABC**  
英語數位學習第一品牌

七大題型 + 解題秘技 + 2回完整模考

記住錯誤點不再掉分，加強實戰經驗！



# General Business

## 一般商務



本主題涵蓋內容包括：

- **contracts** 契約
- **negotiations** 談判
- **mergers** 企業合併
- **marketing** 行銷
- **sales** 銷售
- **warranties** 保固
- **business planning** 商業企劃
- **conferences** 會議
- **labor relations** 雇主員工關係

## 1 advertisement [ˌædvəˈtaɪzmənt] *n.*

(平面媒體、電視、廣播、網路、路邊及會議活動的) 廣告；宣傳

- I guarantee this new advertisement will triple our sales.

我保證這個新廣告會讓我們的銷售成長三倍。

**說明** 常簡稱為 ad、advert。

**常用詞彙** ad campaign 廣告宣傳活動

⑥ **advertise** *v.*

為……做廣告；為……宣傳

⑥ **advertiser** *n.*

刊登廣告者；廣告客戶

⑥ **advertising** *n.*

廣告業；(總稱)廣告

⑥ **commercial** *n.* 商業廣告

### 常見廣告類型



flyer 傳單



poster 海報



billboard 廣告看板



web banners 網路橫幅廣告

## 2 agreement [əˈɡri:mənt] *n.* 協定；協議；同意；一致

- We need to clarify a couple of things before we can sign this agreement.

在我們簽這份協議前必須要先釐清一些事情。

**說明** agreement 作「協定、協議」解時為可數名詞，作「同意、一致」解時則不可數。

**常用詞彙** trade agreement 貿易協定

⑥ **pact、contract** *n.*

契約；協定

⑥ **disagreement、**

**argument** *n.*

意見不一；爭論

⑥ **agree** *v.* 同意

⑥ **agreeable** *adj.* 可以接受的

## 3 attend [əˈtend] *v.* 參加；出席

- The history lecture we attended yesterday was really informative.

我們昨天參加的歷史講座資訊非常豐富。

⑥ **participate** *n.* 參加

⑥ **attendance** *n.*

出席；出席率

⑥ **attendee** *n.*

參加者；與會者

## 4 bid [bɪd] *n./v.* 出價；喊價；投標

- You'll need to register if you want to place a bid at the auction.

你若想要在拍賣會上投標，就需要去登記。

**常用詞彙** bid price 投標價格

⑥ **offer** *v.* 出(價)

⑥ **auction** *n.* 拍賣

## 5 boardroom [ˈbɔ:rd.rum] *n.* 會議室

- The meeting will start at two in the boardroom.

會議即將於兩點鐘在會議室開始。

**說明** boardroom 通常是指較高級的會議室、董事會會議室。

⑥ **council chamber**

董事會會議室

⑥ **meeting room、**

**conference room**

會議室

## 6 brainstorming [ˈbreɪnˌstɔːmɪŋ] *n.* 腦力激盪

- The brainstorming helped us come up with some great ideas.

這次腦力激盪幫助我們想出一些好的點子。

**常用詞彙** brainstorming session 腦力激盪會議

**brainstorm** *v.* 集思廣益

## 7 charge [tʃɑːdʒ] *v./n.* 索價；費用

- You are not allowed to charge higher prices in times of disaster.

你不可在災難時提高售價。

**說明** 購物時店員常問 Cash or charge? 表「付現還是刷卡？」

**常用詞彙** free of charge 免費、service charge 服務費

**price · cost · fee** *n.*  
費用；價格

## 8 commercial [kəˈmɜːʃəl] *n./adj.*

(廣播或電視的) 廣告；商業的；營利的

- On some TV channels, you are blasted with commercials every few minutes.

在一些電視頻道，你每幾分鐘就會被廣告轟炸。

**noncommercial** *adj.*  
非商業的

**commerce** *n.*  
商業；貿易

**commercialize** *v.*  
商業化；商品化

**commercially** *adv.*  
商業上；貿易上

## 9 compare [kəmˈpeɪ] *v.* 比較

- Compared to videos, DVDs are much better quality.

和錄影帶比起來，DVD 的品質好太多了。

**說明** 常用句型 compare A with B 是指「拿 A 與 B 作比較」，  
compare A to B 是指「把 A 比喻作 B」。

**comparative** *adj.*  
比較的

**comparatively** *adv.*  
比較上地

**comparison** *n.*  
比較

## 10 competition [ˌkɒmpəˈtɪʃən] *n.* 競爭；角逐

- This year the company has faced stiff competition from its rivals.

今年公司面臨來自對手激烈的競爭。

**compete** *v.*  
競爭；對抗；比賽

**competitive** *adj.* 競爭性的

**competitor** *n.*  
競爭者；對手；敵手

## 11 compromise [ˈkɒmprəˌmaɪz] *n./v.* 妥協；折衷

- Is there any room for compromise on the amount of the royalty payment?

權利金是否還有協商空間？

**常考片語** compromise with sb. on/over sth.  
與（某人）就（某事）達成妥協

**accommodation · settlement** *n.* 和解

**dissension · disagreement** *n.*  
意見不合；不同意



12 **consumer** [kənˈsumə] *n.* 消費者

- ◆ If we don't fix our image soon, we may never recover consumer confidence in our brand.

如果不趕快修正我們的形象，我們可能永遠無法找回消費者對我們這個品牌的信心。

📌 **producer** *n.* 製造者

📌 **consume** *v.*  
消費；購買（產品）；  
攝取（食物）

📌 **consumption** *n.*  
消費；消費量

13 **contract** [ˈkɒntrækt] *n.* 契約；合同

- ◆ I would like to go over the contract details one more time before we ink it tomorrow.

在我們明天簽署之前，我想要再看一次合約的細節。

📌 **contractor** *n.*  
立契約者；承包人；承包商

14 **convince** [kənˈvɪns] *v.* 說服；使信服

- ◆ Stella couldn't convince her boss that her plan was a good one.

史黛拉無法說服她的老闆她的計畫方案是好的。

📌 **persuade** *v.* 說服；勸說

📌 **convincing** *adj.*  
有說服力的

15 **demonstrate** [ˈdɛmənstreɪt] *v.* 示範；證明

- ◆ Flight attendants demonstrate how to use seat belts and life vests.

空服人員示範如何使用安全帶和救生衣。

📌 **show / display** *v.*  
展示；展出；顯示

📌 **demonstration/demo** *n.* 證明；示範；示威遊行

📌 **demonstrator** *n.*  
遊行示威者；示範者

16 **direct marketing** 直效行銷

- ◆ Something just hit me. Why don't we try direct marketing?

我突然想到我們何不試試直效行銷？

**說明** 又稱為 direct mail 「直接投遞給個人的廣告信件」，即一般常說的 DM。

📌 **online advertising**  
線上廣告

📌 **telemarketing** *n.*  
電話行銷

📌 **e-mail marketing**  
電子郵件行銷

17 **distribution** [ˌdɪstrəˈbjʊʃən] *n.* 分配；配銷；流通

- ◆ As regional head, I'm responsible for overseeing distribution in Asia.

身為區域最高主管，我負責監督管理亞洲的配銷。

📌 **spread** *n.* 流傳；普及

📌 **gathering** *n.* 收集；聚集

📌 **distribute** *v.* 分發；配送

📌 **distributor** *n.*  
銷售者；批發商

18 **downsize** [daʊnˈsaɪz] *v.* 縮編

- When a company is losing money, it will downsize to cut costs.

當公司虧損時將會縮編來節省開銷。

 **reduce** *v.* 縮小

 **downsizing** *n.* 縮減開支

19 **enclose** [ɪnˈkloʊz] *v.* 把（公文、票據等）封入；附上

- Jeff enclosed the letter in an envelope and mailed it.
- 傑夫把信封入信封裡寄出去。

 **disclose** *v.* 使顯露；公開

 **enclosure** *n.*（信函的）附件

字首 en- 可表「進入；在……之內」	其他同字首單字
en（進入；在……之內）+ close（封起來）	▶ enforce 加強（en + force「力量」）
↓	▶ entitle 給……頭銜或資格（en + title「名稱；頭銜」）
enclose 把……封入；附上（把東西放進去再封起來）	

20 **enterprise** [ˌɛntəˈpraɪz] *n.* 事業；企業；公司

- Despite several problems, Emma was confident that her latest enterprise would be a success.

即使還有一些問題，愛瑪仍有信心認為她最新的事業將會成功。

 **enterpriser** *n.* 企業家

 **enterprising** *adj.*  
富有創業精神的

21 **entrepreneur** [ˌɑntɹəˈprɛnz] *n.* 企業家；事業家

- The entrepreneur has invested in several successful ventures.

這位企業家投資了很多成功的企業。

 **enterpriser** *n.* 企業家

**說明** 本字源自於法文。

22 **firm** [fɜrm] *n.* 公司

- Jake is moving to New York to work at a prestigious law firm.

傑克將搬到紐約為一間有聲望的律師事務所工作。

 **company**、  
**corporation**、**enterprise**  
*n.* 公司

**說明** firm 作形容詞時指「結實的；堅固的」。



**23 franchise** [ˈfræn.tʃaɪz] *n.* 經銷權；加盟

- Henry quit his job and started a house cleaning franchise.

亨利辭職開始從事家事清潔的經銷服務。

**常用詞彙** franchise organization 特許加盟組織

**⑧ franchisee** *n.* 經銷商

**⑧ chain store** 連鎖商店

**24 headquarters** [ˈhed.kwɔːtəz] *n.* 總部

- The company's headquarters houses a small museum of their products on the ground floor.

這間公司的總部在一樓有著展示他們產品的小博物館。

**說明** 常簡稱為 HQ。

**⑧ headquarter** *v.* 設立總部

**⑧ headquartered** *adj.*  
以……為總部所在地的

**⑧ branch** *n.* 分公司；分支

**⑧ division** *n.*  
(機關、公司等) 部門

**⑧ department** *n.*  
(行政、企業等的) 部門

**25 hold** [hold] *v.* 舉行；舉辦

- Martha proposes that we hold our meeting at the corner coffee shop.

瑪莎建議我們在轉角的咖啡店舉行會議。

**說明** hold 指「舉辦」時常用被動式。另外，常見的意思還有「握住；保留；保有」等。

**⑧ conduct** *v.*  
引領；帶領；實施

**26 lengthy** [ˈlenθɪ] *adj.* 長時間的；冗長的

- After many lengthy discussions with his family, Gary accepted the job in Germany.

在蓋瑞和家人多次冗長的討論後，他接受了德國的那份工作。

**說明** 通常置於名詞前修飾。

**⑧ long、overlong** *adj.*  
長的；過長的

**⑧ short、brief** *adj.* 簡短的

**⑧ length** *n.*  
(時間的) 長短；期間；  
(距離的) 長度

**27 location** [ləˈkeɪʃən] *n.* 場所；位置

- The restaurant moved to a better location in the hopes that business would pick up.

這間餐廳搬到更好的地點希望生意可以好轉。

**⑧ place、site、spot、position** *n.* 地點

**⑧ locate** *v.*  
找出……的位置；設置

**28 market** [ˈmɑːkɪt] *v./n.* 銷售；市場

- When they marketed the new dog food, they found some cute dogs for the pictures.

當他們為這個新狗食行銷時，找了一些可愛的狗狗來拍照。

**常用詞彙** market value 市價；市值  
market research 市場研究

**⑧ merchandise、sell** *v.*  
銷售；販賣

**⑧ marketing** *n.* 行銷

**⑧ mart** *n.* 市場；商業中心

29 **merchandise** [ˈmɜːtʃən.daɪz] *n./v.*

商品；買賣；經營

- We used the company storeroom to house all of the additional merchandise we ordered in preparation for the holiday season.

我們在公司儲藏室放置所有多訂購的商品，為了聖誕節假期做準備。

📦 **goods**、**product** *n.*  
商品；產品

👤 **merchant** *n./adj.*  
商人(的)；零售商

30 **negotiate** [nɪˈɡoʊ.ti.ət] *v.* 談判；協商

- If you're not happy with the prices I have put forward, we can always negotiate.

假如你對我提出的價格不滿意，我們永遠可以再協商。

🗨️ **negotiation** *n.* 談判；協商

👤 **negotiator** *n.*  
磋商者；交涉者

31 **offer** [ˈɔːfə] *n./v.* 報價；出價；提供；提議

- Lucy countered the car salesman's price with her own offer.

露西提出自己的出價和汽車銷售員討價還價。

**說明** offer 作名詞時，除了可指「提供；提議」外，在議價中是指「出價」，而 special offer 就是指「特別的價格；特價供應」的意思。

🗨️ **propose**、**suggest** *v.* 提議

🗨️ **proposal**、**suggestion**  
*n.* 提議

32 **persuasion** [pəˈsweɪʒən] *n.* 說服；說服力

- Amy fell under the salesman's power of persuasion and bought something she didn't need.

愛咪受到那個業務員說服力的影響買了她不需要的東西。

🗨️ **persuade** *v.* 說服；勸說

🗨️ **persuasive** *adj.*  
有說服力的

🗨️ **convince** *v.* 說服

🗨️ **convincing** *adj.*  
有說服力的

33 **presentation** [ˌprezənˈteɪʃən] *n.* 簡報；介紹

- Would you be able to assist me at a sales presentation in Dallas next week?

你下週可以協助我在達拉斯的業務報告嗎？

🗨️ **present** *v.* 提出；介紹；簡報

🗨️ **seminar** *n.* 討論會

34 **productive** [prəˈdʌktɪv] *adj.*

具建設性的；有生產力；多產的

- The chair ensures the time spent in the meeting is productive by following an agenda.

主席保證只要照著議程走，花在這場會議上的時間會是很有建設性的。

🗨️ **constructive** *adj.* 建設性的

🗨️ **unproductive** *adj.*  
沒有成效的；無益的

🗨️ **produce** *v.*  
生產；製造；出產

🗨️ **production** *n.* 生產；製造

🗨️ **productivity** *n.* 生產力





### 35 progress [ˈprɒɡres] *n.* 進展；進步（不可數）

- Keep Mr. Willson posted on the progress of the contract.

隨時向威爾森先生報告合約的最新進度。

**說明** 作動詞指「進步；進行」。

- advance** *n.* 進展
- regress** *n.* 後退
- progressive** *adj.* 前進的；漸進的
- progressively** *adv.* 漸漸地

### 36 retail [ˈri:teɪl] *n./adj.* 零售（的）

- Many of the retail businesses in my city moved from downtown to suburban malls.

很多我城市裡的零售店都從市中心搬到郊區的購物商場。

**常用詞彙** retail price 零售價

- wholesale** *n./adj.* 批發（的）
- wholesaler** *n.* 批發商
- retailer** *n.* 零售商；零售店
- retailing** *n.* 零售業

### 37 risk [rɪsk] *n.* 風險；危險

- Many people chase success without properly considering the financial risks involved.

很多人在追求成功時沒有好好把財務風險納入考慮。

**說明** risk 亦可當動詞，指「冒著……的危險」，後面通常接 V-ing。

**常用詞彙** risk management 風險管理

- danger** *n.* 危險；威脅
- risky** *adj.* 有風險的；危險的

### 38 session [ˈseʃən] *n.* 會期；一段時間；集會；講習會

- The conference was split into three sessions.

這場會議分成三個階段。

**常用詞彙** training session 訓練課程

emergency session 緊急會議

- period、term** *n.* 期間
- conference** *n.* (正式) 會議；討論會

### 39 strategy [ˈstrætədʒɪ] *n.* 策略；戰略

- Let's stick to our strategy for the time being; we can always adjust it later on if necessary.

我們的策略先暫時維持不變；之後若有需要我們都還能調整。

**說明** 後面可接 for N/V-ing 或 to V。

- tactics、plan、scheme** *n.* 策略；計畫
- strategic** *adj.* 策略性的
- strategical** *adj.* 戰略的

### 40 submit [səbˈmɪt] *v.* 提交；呈遞

- If you submit the forms tomorrow, you'll have your visa in about two weeks.

如果你明天繳交表格，你大概兩週內可以拿到簽證。

- hand in** 提出；繳交
- submission** *n.* 提交；服從

# Practice Test

## Part 1: Photographs



Track | 02

### Directions:

For each question in this part, you will hear four statements about a picture. When you hear the statements, you must select the one statement that best describes what you see in the picture. Then circle the letter (A), (B), (C), or (D). The statements will not be printed below and will be spoken only one time.

1.



(A) (B) (C) (D)

2.



(A) (B) (C) (D)

## Part 2: Question and Response



Track | 03

### Directions:

You will hear a question or statement and three responses spoken in English. They will be spoken only one time and will not be printed below. Select the best response to the question or statement and circle the letter (A), (B), or (C).

3. (A) (B) (C)
4. (A) (B) (C)
5. (A) (B) (C)
6. (A) (B) (C)

**Directions:**

You will hear some conversations between two people. You will be asked to answer three questions about what the speakers say in each conversation. Select the best response to each question and circle the letter (A), (B), (C), or (D). The conversation will be spoken only one time and will not be printed below.

7. What do the two speakers want to do?
- (A) They want to place some advertisements.
  - (B) They want to win an advertising contract.
  - (C) They want to work with some other advertising companies.
  - (D) They want to extend the deadline for bidding.
8. Which of the following is mentioned in the conversation?
- (A) It is good to have the highest bid.
  - (B) It is good to have the lowest bid.
  - (C) It is bad to have the highest or the lowest bid.
  - (D) It is bad to have more than one bid.
9. What will the man try to do to help solve their problem?
- (A) Learn how much the company paid its last advertising firm
  - (B) Learn how much its competitors bid for similar jobs
  - (C) Learn how to submit bids on time
  - (D) Learn how to extend the bidding deadline
- 
10. What is the company planning to do?
- (A) Open a new branch
  - (B) Sell new products
  - (C) Buy a smaller franchise
  - (D) Move to a new location
11. What does the woman think about the man's idea?
- (A) She thinks it is unreasonable.
  - (B) She wants him to refine it.
  - (C) She thinks it is a promising enterprise.
  - (D) She doesn't think it is good.
12. How does the man feel about the new project?
- (A) Worried
  - (B) Bored
  - (C) Content
  - (D) Enthusiastic

## Part 4: Short Talks



Track | 05

**Directions:**

You will hear some short talks given by a single speaker. You will be asked to answer three questions about what the speakers say in each talk. Select the best response to each question and circle the letter (A), (B), (C), or (D). The talks will be spoken only one time and will not be printed below.

13. What kind of company does the speaker work for?

- (A) A delivery company
- (B) A real estate agency
- (C) A law firm
- (D) A financial services company

14. What is one thing that the brochure tells people?

- (A) How much money the company will charge
- (B) How people can make compromises
- (C) How to design brochures for direct mail
- (D) How the company can help sell homes

15. Which of the following is NOT in the envelope?

- (A) A price comparison list
- (B) An address list
- (C) A brochure
- (D) A letter

16. Who is the speaker probably addressing?

- (A) A group of travelers
- (B) Radio DJs
- (C) People in a supermarket
- (D) Potential clients

17. What advantage does the Opto860HD have over other similar products?

- (A) It is faster.
- (B) It is lighter.
- (C) It is smaller.
- (D) It is brighter.

18. What will happen next?

- (A) The speaker will show a movie.
- (B) The speaker will conclude her presentation.
- (C) The speaker will set up the device.
- (D) The speaker will answer people's questions.