



高职高专商务英语系列教材

# ***Business English*** ***Listening & Speaking Course***

◎主编 张丽 胡兰英 武德力  
Revised by Matthew James Aufiero

## 商务英语 听说实训教程 |核心篇||



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# ***Business English*** ***Listening & Speaking Course***

◎主编 张丽 胡兰英 武德力 ◎副主编 胡月婵 李虔 舒红

## **商务英语 听说实训教程 |核心篇 I |**

## 内 容 提 要

本教材在充分调研的基础上,以培养职业能力为核心,以工作任务为主线,按照工作流程进行编写。故事以刚毕业的大学生 Jack 求职应聘、工作报告以及一步步开展国际商务活动的逻辑顺序为主线,由浅入深,共设有 16 个单元,单元主题依次为:面试、日常工作、出差、在商品交易会上、参观工厂、介绍产品、询价和报价、还盘、佣金、付款方式、包装、装运、保险、成交、索赔和客服。另外,本教材还配有相关英语职业证书的解题技巧及听力训练。

本教材既适用于商务英语、国际贸易、旅游英语、涉外文秘、酒店管理等专业的学生,也适用于企事业外事职员培训、英语爱好者以及对商务活动感兴趣的人士;既可以成套使用,也可以根据使用者的实际情况选择使用。

本书配套录音文件,读者可以从中国水利水电出版社网站免费下载,网址为 <http://www.waterpub.com.cn/softdown/>。

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## 前言

近些年来,由于我国国际商务的迅速发展,国际贸易的地位不断提高,故而对具有精通英语又熟悉外贸商务知识的复合型商务人才需求强劲。听说是国际商务相关工作的基本而重要的技能,商务英语听说实训一直是高职商务英语、国际商务、国际贸易、涉外文秘等专业人才培养的一个至关重要环节,但是目前以完整外贸商务接洽和操作流程为主线的听力教材十分稀少。为了打造出一套适合高职高专学生水平的低起点、高产出的实用型教材,教材编委会和每位参加工作的老师都付出了艰辛的劳动,努力使这套教材满足市场经济对复合型英语人才的需求;满足学生“求职、就业、工作、发展”的需求;满足“商务知识”+“英语能力”培养职业核心竞争能力的需求;以“实用、够用”为标准,旨在使学生通过本套教材的学习,能够基本胜任国际商务日常活动的沟通交流。

本教材在充分调研的基础上,以培养职业能力为核心,以一个大学毕业生的求职和工作任务为主线,按照涉外商务工作流程进行编写。把学生置于多元文化背景和各种仿真和真实的商务场景中,强调知识性、信息性、实用性、功能性和趣味性的统一,引导学生积极主动地进行听力练习,扩展学生用英语进行交流、解决实际问题的综合能力。在教材内容选取上,以“实用、够用”为标准,参考国内外最新研究成果,采用近年来国内外商务实践活动的真实案例,使教学内容贴近国际贸易活动的实际。在内容组织上,按照商务活动的流程,采用项目、情景模拟、任务驱动等模式进行编写,使学生具备基本的商务基础知识和英语交际能力,能够结合具体场景对听力材料信息进行准确摄取、归纳、分析、推理和应答,进行有效的商务沟通。本教材的总体设计具有以下特点:

(1) 突出应用。本教材以外贸基本操作流程为主线,每单元的主题紧紧围绕外贸商务活动的某一方面,按照循序渐进的原则,进行由易到难、层层深入的讲解;同时配有相关的听力技巧和商务技巧,使学生在掌握语言技能的同时,掌握相关的商务知识。

(2) 模块化。将外贸基本操作流程化为一个个的实训模块,如面试、日常工作、询价报价、价格磋商、合同签署等。每一个单元即是一个模块,配有口语商务实训任务,实现任务驱动,以说促听,实现商务职业能力。

(3) 课证融合。每个单元后面配有大学英语四、六级考试、全国国际商务英语考证和剑桥商务英语考证等相关职业证书的听力训练，方便学生进行自主学习，并且根据自身水平和职业需要，进行有针对性地训练，为学生发展职业能力奠定基础。

(4) 系统性。通过各项听力微技能和综合技能的训练，培养学生在听懂基本语言的基础上，逐步提高对语篇的理解能力，进而发展对所听内容的分析、推理和归纳能力。

(5) 趣味性。大部分编委拥有丰富的外贸实践经验，对每一工作情景选用大量具有代表性的涉外商务工作的对话实例供学生学习。教材整体充分体现国际商务的时代感，且具备“实用、够用”的特色，内容丰富，贴近工作和生活，视角触及面广。练习形式丰富多样，图文并茂，互动性强。每个单元还配有“Scenes in the Business World”和“Listening for Fun”，提高操作性和趣味性。

(6) 适用性。《商务英语听说实训教程》分为核心篇Ⅰ和核心篇Ⅱ两册，每册16个单元。教师可根据实际需要对每单元的内容进行删减和补充。每册教材的听力训练重点不同，但注意系统性和独立性的有机统一。本教材可以成套使用，也可以根据使用者的实际情况选择使用。本教材既适用于商务英语、国际贸易、旅游英语、涉外文秘、酒店管理等专业的学生，也适用于英语爱好者、企事业单位外事职员培训以及对商务活动感兴趣的人士。

本教材由张丽、胡兰英、武德力任主编，胡月婵、李虔、舒红任副主编，周叶、钟鹤飞、夏凌霜、王瑜、黄德林、董维山、陈亦挺参与编写。参与编写单位有浙江东方职业技术学院、嘉兴职业技术学院、温州医学院。具体分工如下：李虔 (Unit 1、Unit 3)、舒红 (Unit 2)、胡月婵 (Unit 4)、胡兰英 (Unit 5)、陈亦挺 (Unit 6)、董维山 (Unit 7)、黄德林 (Unit 8)、夏凌霜 (Unit 9)、周叶 (Unit 10、Unit 11)、武德力 (Unit 12、Unit 13)、张丽 (Unit 14)、钟鹤飞 (Unit 15)、王瑜 (Unit 16)，由张丽负责统稿工作，由美籍教师 Matthew James Aufiero 审校。

由于编者水平有限，教材中难免会存在不少欠缺之处，敬请专家、同行批评指正。

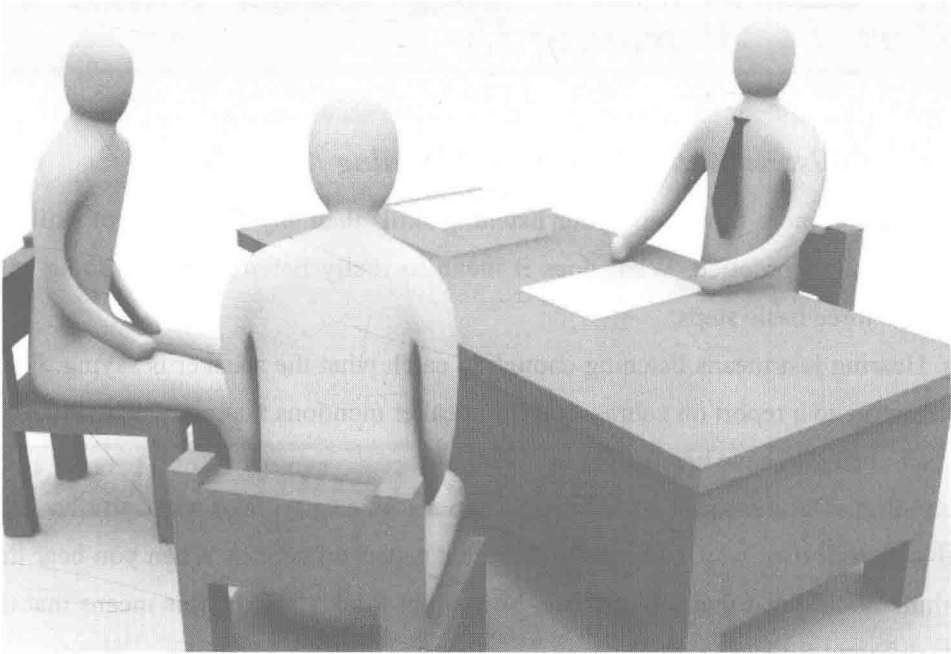
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## 前言

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# UNIT 1

## Interview

### *Learning Objectives*

1. To understand an active process of listening.
2. To master words and expressions related to a job interview.
3. To know how to carry out a job interview.



## Part I Warming Up

### ► *Listening Skills: An Active Process of Listening*

You probably spend more time using your listening skills than any other kind of skill. Like other skills, listening takes practice. What does it mean to really listen? Real listening is an active process that has three basic steps.

1. **Hearing.** Hearing just means listening enough to catch what the speaker is saying. For example, if you are listening to a report on zebras, and the speaker mentions that no two are alike. If you can repeat the fact, then you have heard what has been said.
2. **Understanding.** The next part of listening happens when you take what you have heard and understand it in your own way. Let's go back to that report on zebras. When you hear that no two are alike, think about what that might mean. You might think, "Maybe this means that the pattern of stripes is different for each zebra."
3. **Judging.** After you are sure you understand what the speaker has said, think about whether it makes sense. Do you believe what you have heard? You might think, "How could the stripes of every zebra be different? However, the fingerprints of every person are different, it seems believable."

*The job interview is considered to be the most critical aspect of every expedition that brings you face-to-face with the future boss. Here are some DO'S and DON'TS during a job interview. Tick the boxes next to the DON'TS.*

- ☐ You should pay close attention to your manner of speaking and personal appearance.
- ☐ You can take a seat without being invited.
- ☐ You can take cellphone calls during an interview.
- ☐ You can look at the interviewer and maintain eye contact with him.
- ☐ You can interrupt the interviewer if you are anxious and enthusiastic about answering the question.
- ☐ You can stretch your legs to relax.
- ☐ You should listen very carefully to each question you are asked, and give thoughtful to the



point and honest answers.

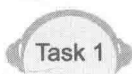
- ☐ When the interviewer concludes the interview, you should offer a firm handshake and depart gracefully.

### Discussion

Discuss with a partner what you can do during an interview to make a good impression and write a list of your ideas. Afterwards, have a class discussion about the different ideas to improve your list.



## Part II Active Listening



### Task 1

### ► Exercise 1

Listen to the following short conversations and fill in the blanks with the information you hear.

## Language Notes

qualification	n.	资格, 素质, 能力
representative	n.	代表, 销售代理
certificate	n.	证书, 合格证
administration	n.	管理; 政府部门
resume	n.	摘要; 简历

### ► Conversation 1

A: Good morning, are you Mr. Li?

B: Yes, I am.

A: I came in to answer your \_\_\_\_\_ for a \_\_\_\_\_.

B: Sit down, please. Have you ever worked as a sales manager?

A: I am sorry, I don't have any \_\_\_\_\_ yet, but I am presently studying \_\_\_\_\_ in my

free time.

B: The fact is that I need \_\_\_\_\_.

A: But I can learn quickly.

## ► Conversation 2

A: Are you here for the \_\_\_\_\_ advertised in today's paper?

B: Yes, I am. Could you tell something about it?

A: What kind of \_\_\_\_\_ would you want to know?

B: Well, firstly I would like to know if it is still \_\_\_\_\_.

A: Yes, the position is still open.

B: Great. How do I \_\_\_\_\_ it?

A: We will need \_\_\_\_\_, two photographs and three letters of recommendation.

## ► Conversation 3

A: What \_\_\_\_\_ have you got?

B: I've an M.A. in business studies.

A: Have you worked anywhere else?

B: Yes, of course. I worked for four years at an \_\_\_\_\_ firm. I am very \_\_\_\_\_ in operating computers.

A: I'm sure you're qualified as an engineer.

## ► Conversation 4

A: What \_\_\_\_\_ are you expecting?

B: \_\_\_\_\_ salary, I'll leave it to you to decide after you have seen the kind of work I can do.

A: The salary would be \_\_\_\_\_ to start, with increases given according to your \_\_\_\_\_.

B: That sounds good to me.

A: You should be hearing from us within a few days.

B: Thank you.

## ► Exercise 2

You will hear part of an interview dialogue about work experience. Listen carefully and choose the questions you hear from below.

(1) A: \_\_\_\_\_

a. What sort of experience do you have?

b. What was your main duty there?

c. What experience do you have with it?

B: Advertising planning.

(2) A: \_\_\_\_\_

a. What qualities do you think an advertising planner should have?

b. What certificates of technical qualifications have you received?

c. What do you consider your strengths and weaknesses?

B: I think an advertising planner should have an active imagination, be creative, and be sensitive to changes in the market.

(3) A: \_\_\_\_\_

a. Would you like to talk about your outstanding achievements?

b. What have you learned from jobs you have had?

c. What do you think about your qualifications?

B: OK. I put together a commercial for a well-known company in March, 2013. That advertisement won the first prize in our company.

## Task 2

### ► Exercise 1

Listen to an interview and try to fill in the following blanks.

## Language Notes

candidate	n.	候选人, 求职者
overseas	adj.	外国的, 在国外的
transfer	v.	调动, 转移

Cathy: It's nice to meet you too. We've received your (1)\_\_\_\_\_. I would like to ask you a few questions.

Mark: Yes, please.

Cathy: You are twenty-four years old and (2)\_\_\_\_\_ the Department of Business (3)\_\_\_\_\_ of Wenzhou University in 2011.

Mark: That's right. Since my graduation, I've been working in the (4)\_\_\_\_\_ of the ABC Company, which speaks highly of my work.

Cathy: How do you (5)\_\_\_\_\_ your boss?

Mark: Quite well.

## ► Exercise 2

Listen again and try to complete the following chart.

### ● Reasons for leaving the current employment:

● \_\_\_\_\_

\_\_\_\_\_

### ● Relevant work experience:

● \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### ● Questions:

● \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### ● Result of the interview:

● \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## Part III Scenes in the Business World

### Task 1

## ► Exercise 1

Listen to the dialogue and decide whether the following statements are true (T) or false (F).

## Language Notes

bachelor	<i>n.</i>	学士; 单身汉
commercial	<i>n.</i>	广告
elaborately	<i>adv.</i>	苦心经营地; 精巧地
spectacle	<i>n.</i>	眼镜; 奇观; 场面
previous	<i>adj.</i>	先前的, 以前的

- \_\_\_\_ (1) Helen graduated and received a master's degree in economics from Xiamen University two years ago.
- \_\_\_\_ (2) Helen passed the CET6 during university, and she is good at oral English.
- \_\_\_\_ (3) Helen found out about the company from her friend.
- \_\_\_\_ (4) Helen has been employed as a clerk at the ABC Trading Corp since 2010.

### ► Exercise 2

Listen to the dialogue again and note the missing information about Helen Xie to complete the following resume.

## RESUME

Name: (1) \_\_\_\_\_ Nationality: Chinese

Age: 25 Gender: (2) \_\_\_\_\_

Address: 579 Main Road, Wenzhou, Zhejiang

Telephone: 12340000678

E-mail: HelenXie@163.com

### OBJECTIVE

A position of (3) \_\_\_\_\_

### EDUCATIONAL BACKGROUND

2006-2010: Bachelor of (4) \_\_\_\_\_, Wuhan University, Wuhan

### EMPLOYMENT HISTORY

2010-present: Working at (5) \_\_\_\_\_ as a secretary

### SKILLS

Computer Skills: Windows, Excel, Lotus 123, Microsoft Frontpage

Language Skills: Passed the (6) \_\_\_\_\_ during university; good at oral English

### INTERESTS

Reading, sports, traveling



Task 2

► **Exercise 1**

You are going to hear some typical questions that an interviewer might ask, supply the missing words while listening.

1. We have received your letter answering our \_\_\_\_\_. I would like to talk with you regarding your \_\_\_\_\_ for this position.
2. Can you tell me \_\_\_\_\_ about yourself.
3. What kind of \_\_\_\_\_ do you think you have?
4. What is your strongest \_\_\_\_\_?
5. What do you think is the most \_\_\_\_\_ thing for you?
6. What kind of work \_\_\_\_\_ do you have?
7. What kind of \_\_\_\_\_ have you got?
8. Could you tell me what kind of \_\_\_\_\_ you've had?
9. What type of family do you have? Do you \_\_\_\_\_ your family?
10. How do you usually spend your \_\_\_\_\_? I mean, do you have any \_\_\_\_\_ other than your job?
11. How would you describe the \_\_\_\_\_ of this position?
12. Have you had any experience working in \_\_\_\_\_?
13. What \_\_\_\_\_ of technical qualifications have you received?
14. What are your \_\_\_\_\_ and how have they helped you to succeed?
15. What \_\_\_\_\_ do you get at your present position?

► **Exercise 2**

Compose a conversation with a partner based on the following situation.

You have seen an advertisement in a local newspaper for the recruitment of a secretary capable of speaking English. Phone the personnel office of ABC Company to let them know you are interested in the post and tell them briefly about yourself.



## Part IV Oral Practice

### ► I. Useful Expressions

- ⊙ I'm very glad to have the opportunity of meeting you.
- ⊙ Please tell me something about yourself.
- ⊙ What is your strongest trait?
- ⊙ What do you think is the relationship between the subjects you have taken and the job you are seeking?
- ⊙ What kind of education have you got?
- ⊙ I am a graduate of Hong Kong University, and in addition have an M.A. degree from UCLA.
- ⊙ What do you do in your spare time?
- ⊙ I read or go swimming. If I have time, I enjoy camping in the wild with my friends.
- ⊙ What have you learned from jobs you have had?
- ⊙ The deepest impression I have is that I must continuously improve my abilities. If I want to gain recognition in this area, I cannot ever stop studying and creating.
- ⊙ Why do you want to leave your current employment?
- ⊙ My reason for leaving the company is that I wish to get into the advertising business.
- ⊙ Have you obtained any certificates of technical qualifications?
- ⊙ What starting salary would you hope for here?
- ⊙ In regard to salary, I would be glad to start at 2,000 yuan per month.

### ► II. Situational Conversation

*Compose a conversation with a partner based on the following situation.*

You are a college graduate majoring in Business English. You are now applying for a job with ABC Company, which is a well-known international trading company. You are asked to be interviewed by the personnel manager. The following points should be covered in the interview.

- ⊙ Educational background
- ⊙ Employment occupations
- ⊙ Work experience

- ⊙ Professional skills
- ⊙ Hobbies



## Part V Listening for Fun

Listen to a song and fill in blanks with the missing words.

### ► The Beatles — Hey Jude

Hey Jude, don't make it bad  
 Take a \_\_\_\_\_ and make it better  
 Remember, to let her into your \_\_\_\_\_  
 Then you can start to \_\_\_\_\_ it better  
 Hey Jude, don't \_\_\_\_\_  
 You were made to \_\_\_\_\_ and get her  
 The minute you let her under your skin  
 Then you'll begin to make it better  
 And anytime you feel \_\_\_\_\_  
 Hey Jude, refrain  
 Don't carry the world upon \_\_\_\_\_  
 For well you know that it's a fool  
 Who plays it cool  
 By making \_\_\_\_\_ a little colder  
 Na na na na na na na na na  
 Hey Jude, don't let me down  
 You have found her now go and get her  
 \_\_\_\_\_ (Hey Jude) to let her into your heart  
 Then you can start to make it better  
 Better better better better better better Rock...  
 Na na na na na na na na na na, hey Jude  
 Na na na na na na na na na na, hey Jude  
 Na na na na na na na na na na, hey Jude





## Part VI Autonomous Study

### ► I. Tips for CNBECT (Level 1) Listening Section A

全国国际商务英语考试 (CNBECT Level 1) 是对国际商务英语交际能力的测试。考试结果可作为相关企事业单位人员招聘的参考和国际商务从业人员英语能力的评价依据。本考试是职业英语水平考试, 是一种尺度参照性标准化考试, 评价被测试者在国际商务环境中的英语应用能力。本考试涵盖语言和商务两方面的内容。语言方面测试国际商务环境中英语听、说、读、写、译能力; 商务方面涉及国际商务中的常见业务, 突出国际贸易实务。本考试对听力方面具体能力要求如下: 能够听懂语速为 130 词/分钟左右的商务会话或陈述, 能掌握其要点和相关细节, 并领会说话人的态度、感情和真实意图。内容涉及日常问候、接听电话、约会安排、招聘面试、会议组织、产品描述、价格谈判等商务活动。词汇不超出大纲词汇表。

一级考试的听力部分有 Section A、Section B、Section C 三个部分。本单元主要讲述 Section A 的做题技巧。Section A 的考核点为商务信息捕捉, 以填空的形式出现。共 5 个句子。每句长度在 20 词以内, 句子中通常含有数量、地名、人名、企业名、电话号码或时间等信息。如: The former HR manager was \_\_\_\_\_.

Script: I heard that Peter has been promoted as the HR manager to take the place of Betty.

因此本题答案为 Betty。

电话号码为 6~8 位单个数字的朗读, 非常容易听懂, 关键点是在听录音之前快速浏览题目时找到考核电话号码的 statement。企业名称、人名、地名等所有和名称有关的名词在 Section A 的考核中也都是会拼读出来的, 所以只要在听录音前快速浏览题目时找到考核名称的 statement, 这道题就变成考核听写字母了。考核数量时要注意听关键词, 即 billion、million、thousand 和 hundred。切记听写英文数字时要从前往后写, 一边听一边写。听完整个数字再回写是不可取的, 因为瞬时记忆有着太大的不稳定性。在考核数量的 statement 中往往有 units 这个词, 这个词一出现就暗示考生这个 statement 中要考核数量。百位数很简单。关键是看到 % 或 percent 这样的符号或单词时, 带着心理准备去听取相关数据。时间部分, 掌握那些自己不常用也不经常听到的时间表达就可以了, 如 08:00—eight a.m.、12:00—midday、16:25—four twenty-five p.m.、24:00—midnight。

### ► II. Listening Practice

Directions: in this section, you will hear five short sentences. Each sentence will be spoken twice.