

商务英语系列教材

BUSINESS ENGLISH

商务
英语

听力

4

(学生用书)

Successful Listening

总主编 虞苏美

主 编 沈爱珍



高等教育出版社

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主 编 沈爱珍
编 者 胡金媛 奚翠华
蒋茜茜 周俊华



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前 言

听力是一种综合性的语言能力。要想提高英语听力,必须培养准确感知英语语音、语调的能力,熟练掌握系统的英语基础知识,了解和熟悉相关的文化背景知识等。提高听力同时又是一种技能训练,无捷径可走,最根本的方法是多听多练。“听”不仅是语言交际的重要方面,而且也是获取知识和信息的重要途径。因此,在学习英语的过程中,多进行听力训练是非常必要的。

《商务英语听力》是“商务英语系列教材”之一,旨在通过由浅入深、由易至难渐进式的听力技能训练,逐步提高学生的听力。本教材虽然是为学习商务英语专业的学生而设计编写的,但也可用作非商务英语专业学生和英语爱好者的自学课本。本书共计4册,总教学课时为240学时,每册60学时。第1、2册以训练学生的基本听力技能为主,为提高其商务英语的听力水平奠定扎实的基础;第3、4册注重提高学生商务英语的实际应用能力。

本书为《商务英语听力》(第4册)(学生用书),共15个单元。每单元由4个部分组成,前3个部分内容涉及代理、金融、专利、契约、保险、航空、餐饮、会展、物流、投资、电子商务、连锁经营、市场竞争、售后服务、兼并重组、IT产业、经济全球化、北京奥运等各类商务活动,其中第Ⅰ、Ⅱ部分拟用于课堂教学,第Ⅲ部分用作课外练习,教师和学生可根据教学实际灵活使用,最后是幽默短文,旨在活跃教学气氛,帮助学生提高听力,增强语感。

尽管我们在教材编写和编辑加工上尽了很大努力,但由于时间仓促,水平有限,不尽人意之处在所难免,恳望批评指正。

本书配有磁带及教师用书。

编 者
于华东师范大学

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Unit One

Part

New Words and Expressions

1. <i>middleman</i>	中间人, 经纪人
2. <i>furnish</i>	提供, 供给
3. <i>salmon cannery</i>	鲑鱼罐头厂
4. <i>outlet</i>	市场, 销路
5. <i>principal</i>	委托人
6. <i>chain-store</i>	连锁商店
7. <i>saddle</i>	使负担, 承受



Brokers

Fill in the blanks with the information you get from the tape.

- A broker is _____.
- His job is to bring _____ and provides _____ regarding _____ to either party.
- Brokers are used in _____ and _____, but they are most prevalent in _____.
- Brokers receive small commissions _____.
- When brokers complete their sale, _____ is discontinued al-



though it _____ the next year.



A Product Manager

Fill in the blanks with the information you get from the tape.

- There are four organizational structures for new product development;
 1. _____ committee;
 2. _____ department;
 3. _____ team;
 4. _____ system.
- The product manager's job is quite broad. He is responsible for;
 1. planning related to the _____ or _____
_____;
 2. developing _____;
 3. setting _____;
 4. preparing _____;
 5. developing plans for _____.
- The biggest problem in the product-manager system is that the executives are given _____, but not _____.
 1. They must develop _____, but they have no authority
_____.
 2. They do not _____, yet they are responsible for _____.
 3. They have a profit responsibility for _____, yet they are often denied any control over _____.

II

Part

New Words and Expressions

1. <i>attune</i>	使协调
2. <i>Saudi Arabian</i>	沙特阿拉伯人
3. <i>upbringing</i>	教育, 抚养
4. <i>attire</i>	服装, 打扮
5. <i>etiquette</i>	礼节, 礼仪
6. <i>rank and file</i>	普通的, 老百姓



Relationships with Different Kinds of People

Write "T" for a true statement or "F" for a false one in the box according to what you get from the tape.

- ☐ 1. A successful salesman needs special talents and an open personality.
- ☐ 2. Every company needs to establish a personal relationship with its major clients and potential customers.
- ☐ 3. A person in the buying department may visit people representing the firm's suppliers.
- ☐ 4. A face-to-face meeting and discussion is much more effective than telephone selling.
- ☐ 5. Keeping export sales force is more effective than employing an overseas agent or distributor.



Relationships between the Employees

Answer the questions according to what you get from the tape.

1. What are the employees encouraged to do in Japanese firms?

2. What can the younger employees get from their experienced co-workers?

3. What can the experienced workers get from their younger colleagues?

4. What will the experienced workers do when they are aware that their expertise and experience are appreciated by their company and fellow-workers?

5. What will European and American companies ask their employees to do in order to find out their views and ideas?



Business Practice

Make the right choice according to the information you get from the tape.

1. To be aware of the cultural practices of people from another country can help you to _____.
A. avoid making a social error
B. understand what are good manners
C. appreciate their business practices
2. To avoid offending international visitors, American executives should remember _____.
A. meetings and appointments will generally be prompt and to the point
B. gifts are normally exchanged at the beginning of a business meeting
C. guests are particularly attuned to formality and pleasantries before busi-

ness

3. Saudi Arabians _____.
 - A. exchange gifts at business meetings
 - B. offer their gifts at the end of a business meeting
 - C. will expect a gift without giving one in return
4. Most Europeans view informality _____.
 - A. as an attempt to ignore their rank and titles
 - B. as a lack of upbringing
 - C. as a competitive advantage
5. When planning a meeting with a visitor from another country, _____.
 - A. Americans check with his country's consulate for full details on social etiquette
 - B. Europeans choose their clothing accordingly
 - C. it is advisable to find out full details of the social etiquette of the visitor's country



Workers' Role

Write "T" for a true statement or "F" for a false one in the box according to what you get from the tape.

- ☐ 1. Most companies have provided "suggestion boxes" in which workers could place ideas for improving procedures.
- ☐ 2. Many management specialists believe that workers are more than sellers of labor.
- ☐ 3. Workers may be able to make significant contributions to the management of the company.
- ☐ 4. Workers should play a stronger role in management.
- ☐ 5. Between 1980 and 1985 about five million workers lost their jobs due to plant closings.
- ☐ 6. If the management consults workers, the plants would not have to be closed.



New Words and Expressions

liability

责任, 义务; 负债



Accountant

Fill in the blanks with the information you get from the tape.

1. The field of accounting is divided into three broad divisions: _____ and _____.
2. A certified public accountant must _____, after which he or she _____.
3. Public accounting consists largely of _____ and _____. An audit is a review of the _____ of an organization. It is usually performed at a fixed interval of time perhaps _____, _____, or _____.
4. _____ is sometimes necessary for this type of accounting practice because many accountants work _____.
5. Private accountants or administrative accountants _____. They are salaried rather than _____. Those who work for manufacturing concerns are sometimes called _____.



How to Be a Successful Businessman

Make the right choice according to the information you get from the tape.

1. The lecture is mainly concerned with _____.
 - A. the knack of finding a good job
 - B. the secret of doing business
 - C. the importance of effective communication
2. _____ determines how successful you will be in business.
 - A. the ability to write clearly and effectively
 - B. the ability to know the technical side of business
 - C. the ability to learn every skill in business
3. You are expected _____.
 - A. to know every skill in business
 - B. to produce routine reports
 - C. to be good at management with the technical side of business
4. "In business the ladders are all made of paper" means _____.
 - A. it is easy to be successful in business
 - B. it's difficult to be successful in business
 - C. you should be good at writing if you want to be successful