



普通高等教育“十一五”国家级规划教材

# College Business English *Speaking*

## 大学商务英语口语

□ 刘淑范 曲 鑫 主编

 高等教育出版社




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# 前言

在经济全球化进程不断加快的今天,我们已经迈入了一个崭新的信息时代,中国也正在进一步融入经济全球化的浪潮之中。对外贸易逐渐发展扩大,经济和技术的交流也日益频繁。语言作为知识和信息的载体,是我们进行沟通和交流的重要工具。英语作为一门全球性的语言,在对外交流中必将发挥更加重要的作用。英语学习的深入和普及已经成为迫切的需要。

许多人都学过英语,但又有多少人能够在工作中随心所欲地使用呢?基本知识是重要的,但是只有将它转化成具体的语言才能起到交流的作用,达到交流的目的。商务英语作为一种应用英语,受其实用性和西方多年商业习惯的影响,形成了与日常英语不同的风格、惯用形式和专业用语。《大学商务英语口语》是一本实用性强并具有时代性特色的商务英语口语教材,可以满足希望或正在从事国际商务工作的广大学生、外贸从业人员、银行和外企工作人员等多方面读者的需要。

《大学商务英语口语》融专业知识和英语口语为一体,切合实际地培养学生的学习兴趣,扩大学习范围,提供学习援助。在编写的过程中注重结合实际商务经验,吸收了先进的交际教学方法,力求生动再现商务口语交际的情景。

《大学商务英语口语》共分三部分,15个单元,每单元一个主题。第一部分生动地讲述了如何迎送外宾、款待客人等交际场景。第二部分作为核心,包括价格、付款方式、装运、包装等国际贸易的关键内容。第三部分包括求职面试、信息交流和项目报告等实用性极强的交际内容,从而使本教材涉猎的知识范围更加广阔。

《大学商务英语口语》每个单元均有两篇示范对话,力求生动再现商务英语交际的真实场景。对话后附有生词表和语言点注释。注释的释义和例证均为中英文双语。在用法扩展中对该语言点在商务、金融、证券等相关领域的用法都给予了详尽实用的解释和例证,并配有同义词组和关联词组。每篇对话后就该对话所涉及的话题给予了言简意赅的建议。

本书口语练习设计丰富多彩,包括从控制型到自由型等多种形式。练习部分的趣味性较强,能够帮助学生巩固和演练所学的知识、进一步学习各种商务信函、表格和报告,极大地提高学生的学习效率。书后附有练习答案,便于核对和参考。每单元在最后部分给出与本单元相关的商务用语和句型,便于学生了解、掌握和使用。

正文后附录部分附有英汉对照商务常用语缩略语和商务单据,以便帮助学生熟悉商务工作领域特定的业务常识。

本教材在编写的过程中得到了高等教育出版社的认真指导和大力协助,在此致以深深的感谢。本教材的编写从内容到形式都有不少新的尝试,如有不妥、未及和错误之处,诚请读者指正。

编者  
2008年2月

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# **Part I**

## **Courtesy Demands Reciprocity**

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# UNIT

# 1

## ***On the Arrival of Visitors***



### **Dialogue One**

**Qian Cheng is a clerk of an engineering company; Mr. Black is an American merchant.**

Qian Cheng: Excuse me.

Mr. Black: Yes?

Qian Cheng: If I am not mistaken, you must be Mr. Black from the U. S.?

Mr. Black: Yes, I am.

Qian Cheng: My name is Qian Cheng. I'm from ABC Engineering Company.

Mr. Black: It's a pleasure to meet you.

Qian Cheng: Likewise, Mr. Black. Our company asked me to pick you up.

Mr. Black: Thank you so much. It's very considerate of you. I was a bit worried that I might have had to find my own way. You see, I don't know Chinese at all.

Qian Cheng: Sorry, I would have been here earlier if I hadn't been held up in a traffic jam.

Mr. Black: I'm glad you could make it.

Qian Cheng: We've been looking forward to your arrival. How was your flight?

Mr. Black: The flight was great and the service was excellent. It was non-stop. Just over 13

hours from New York. Unfortunately, I don't sleep well on planes and so I'm pretty tired.

Qian Cheng: Did you have any trouble going through Customs?

Mr. Black: Not really. I brought some catalogs and samples for your corporation. A Customs official said I had to pay duty on them, but later he said I could submit a written statement from your corporation.

Qian Cheng: We'll do that for you. Now if you're ready, let's go to the car.

Mr. Black: OK.

Qian Cheng: Is all your luggage here?

Mr. Black: Yes, I prefer traveling light.

Qian Cheng: That's a smart idea. May I help you with your luggage?

Mr. Black: No, thanks. I can handle it myself.

## 1. New Words

catalog /'kætəlɒg/ *n.* 目录

corporation /,kɔ:pə'reɪʃən/ *n.* 法人, 公司, 企业

duty /'dju:ti/ *n.* 义务, 责任, 税

flight /flaɪt/ *n.* 飞行, 班机

luggage /'lʌɡɪdʒ/ *n.* 行李, 皮箱

mistaken /mɪ'steɪkən/ *adj.* 犯错的, 错误的

considerate /kən'sɪdərɪt/ *adj.* 考虑周到的

Customs /'kʌstəmz/ *n.* 海关

engineering /,endʒɪ'nɪərɪŋ/ *n.* 工程学

jam /dʒæm/ *n.* 拥挤, 堵塞, 果酱;

*vt.* 挤进, 使塞满;

*vi.* 堵塞

merchant /'mɜ:tɪʃənt/ *n.* 商人, 批发商;

*adj.* 商业的, 商人的

sample /'sɑ:mpl/ *n.* 标本, 样品;

*vt.* 取样, 尝试

statement /'steɪtmənt/ *n.* 声明, 陈述, 综述

submit /səb'mɪt/ *vt.* 提交, 递交

## 2. Language Notes

### 1. pick up

【释义】 to collect; to arrange to go and get someone; to give someone a ride in a vehicle 接(某人)上车

【例证】 *Our company asked me to pick you up.* 我们公司让我来接您。

【用法扩展】①(商)偶然发现,碰巧买到: *I picked this book up cheaply in a junk shop.* 我在一家旧货店便宜地买到了这本书。②(证)股票价格回升反弹: *After an early fall, industrials picked up rapidly before the close.* 工业股票在最初下跌之后,在收盘前迅速反弹。③同义词组 “meet sb. and give sb. a ride”。“我们公司让我来接您”这句话也可以翻译为 *Our company asked me to meet you and give you a ride.*

### 2. be considerate of sb. to do sth.

【释义】 be thoughtful of the rights or feelings of others 某人做某事很体贴、周到

【例证】 *It's considerate of you not to disturb us.* 您真是很体贴,没有打扰我们。

【用法扩展】①考虑周到的: *You should be considerate of the comfort of old people.* 您应考虑到老人的舒适。/ *The plan was given a considerate examination.* 对这个计划做了周密的调查。②体谅、体贴;替人着想的: *be considerate of others* 能体谅别人 / *a considerate young man* 体谅他人的年轻人

### 3. I was a little bit worried that I might have to find my own way.

【译文】 刚才我还有点儿担心要自己去找路呢。

### 4. hold up

【释义】 to delay 耽搁

【例证】 *The building of the new road has been held up by bad weather.* 新道路的建设由于恶劣的天气状况而被耽搁。

【用法扩展】①举起,提出: *Our manager always held up Mr. Li as a model of hard working.* 我们经理总是推举李先生为勤奋工作的榜样。② *n.* 拖延,阻塞: *a hold-up in the rail service* 铁路交通的延误 / *a production hold-up* 生产停顿

## 5. travel light

【释义】 to travel without much luggage 轻装旅行

【例证】 *We traveled light, so we'd covered 10 miles on our first day.* 因为轻装旅行，所以我们第一天就走了 10 英里。

## 6. look forward to

【释义】 to expect to feel pleasure in (something about to happen) 期待，盼望

【例证】 *I look forward to keeping business relations and doing a lot of business between us in the future.* 我希望与您保持贸易关系，将来在我们之间做大批的生意。

【用法扩展】此短语后面总是跟名词或动词的 -ing 形式。表示“期待、盼望”当然也可以用常见的句型 “I hope ...”，“I expect ...”，等等。I hope the goods will have a very fast sale. 我希望货物能销售得很快。

## 7. go through

【释义】 to pass through or be accepted by 做完，通过

【例证】 *The plan must go through several stages.* 这个计划需要经过几个阶段。

*The new law has gone through Parliament.* 议会已经通过了这部新法。

【用法扩展】旅客办理海关手续用 go through Customs；办理手续可用 go through procedures。

## 8. pay duty on

【释义】 to pay tax for some kind of goods 为某件物品纳税

【例证】 *The goods entering our country should be paid duty on.* 进入我国的商品需要纳税。

【用法扩展】① duty-free 免税；the duty-free shop at the airport 机场的免税商店 ② customs duty 关税 ③ estate duty 不动产税 ④ import duty 进口税 ⑤ export duty 出口税 ⑥ stamp duty 印花税

## 3. Comments

The following factors should be considered when *hosting* (作为主人招待) the foreign visitors:

- Bring the visitors' background to your attention and prepare to meet them on their arrival.
- Understand your visitors' objectives and their *itinerary* (行程表, 旅行路线).

- Make *valuable* ( 有价值的 ) suggestions to help your visitors *make best use of* ( 充分利用 ) their time.
- *Draft* ( 草拟 ) your reception plan.
- Arrange the interviews, meetings and field *visits* ( 现场参观 ) *beforehand* ( 预先 ) .



### Dialogue Two

**Mr. Anderson, the Sales Manager of an American company comes to the office of Bright Ltd. for his appointment with Mr. Li. Miss Tan, the receptionist welcomes him.**

Tan: Hello. May I help you?

Anderson: Yes. I'm Charles Anderson. I have an appointment with Mr. Li at 10:30.

Tan: He's in his office. Let me call him, and he'll be right out to see you.

Anderson: Thanks.

Tan: I'm sorry, but Mr. Li is taking a long distance call. Would you mind waiting for a few minutes?

Anderson: Of course not.

Tan: Would you like some tea?

Anderson: Yes, please.

Tan: How do you like your tea? Strong or weak?

Anderson: Not too strong.

Tan: (Tea served) By the way, is this your first visit to our company?

Anderson: Yes. I've heard that you are one of the biggest cotton goods companies. We're very interested in your products.

Tan: We deal with many kinds of cotton goods. If you want general information on what we have, you can have a copy of our catalog.

Anderson: Thanks. (Taking a copy) Your T-shirts look impressive. The design is very original and attractive.

Tan: Thank you. Actually, our products are highly popular in your country. This is our latest series of products. I'm sure you can find what you like.

**(A moment later)**

Li: I'm sorry to have kept you waiting, but I was talking long distance.

Anderson: No problem. I've just been reading your catalog, and I'm very impressed.

## 1. New Words

appointment /ə'pɔɪntmənt/ *n.* 约会, 指定

general /'dʒenərəl/ *adj.* 概括的, 大体的

popular /'pɒpjulər/ *adj.* 通俗的, 流行的, 受欢迎的

series /'siəri:z, -rɪz/ *n.* 连续, 系列, 丛书

attractive /ə'træktɪv/ *adj.* 吸引人的, 有魅力的

original /ə'ɹɪdʒənəl/ *adj.* 最初的, 原始的, 独创的;  
*n.* 原物, 原作

receptionist /rɪ'sepʃənɪst/ *n.* 接待员

## 2. Language Notes

### 1. take a long distance call

【释义】 to have a conversation over the telephone with sb. in a different city 接一个长途电话

【例证】 *Mr. Li took a long distance call from ABC Corporation.* 李先生接了一个 ABC 公司打来的长途电话。

【用法扩展】① international calls 国际长途 ② local calls 市内电话

### 2. How would you like your tea? Strong or weak?

【译文】 你想喝什么样的茶? 是浓茶还是淡茶?

### 3. deal with

【释义】 to do business, esp. trade with 处理, 涉及, 做生意

【例证】 *The gallery deals with 19th century paintings.* 这个画廊经营 19 世纪的画。  
*The merchant deals with silk goods.* 这个商人做丝绸生意。

【用法扩展】①在作为交易、经营讲时也可以用“deal in”来替换。②其名词“dealer”表示商人, 交易商。③“dealer aids”表示促销宣传品, 促销辅助材料。

4. The design is very original and attractive.  
【译文】 它们的设计风格独特而又有吸引力。
5. Actually, our products are highly popular in your country.  
【译文】 事实上，我们的产品在你们国家非常受欢迎。

### 3. Comments

We all hope our customers have a positive experience when *dealing with* (与...交易) our company, *motivating* (激发) them to favor us in the future. It is very important for us to create a good first impression, which makes receptionists and telephonists very important. They should be *well-meaning* (善意的, 好心的) and *aware of* (明白, 意识到) the effect they have on people. Receptionist's skills should be improved to raise the awareness of customer service at the reception desk and assist *delegates* (代表) in providing *exceptional* (特别的) customer care.

## Exercises



### Part One | Learn to Talk

#### Task One Role-play

Mr. Smith is an American businessman who is coming to China to visit WY Company. Mr. Chang, the sales manager of the company, welcomes him at the airport. Make up a dialogue according to the scene, and use the information given in this unit.



## Task Two Communication Activities



### Section A

**Directions:** Match the phrases in the two columns to make sentences. Then practice them with your partner.

- |   |   |
|---|---|
| 1. I felt deeply sorry that ...               | A. ... but also very comfortable this time.                   |
| 2. How long does it take ...                  | B. ... and there was nothing left in the restaurant.          |
| 3. If you are interested in our products, ... | C. ... during our visit to the Summer Palace yesterday.       |
| 4. Will you please call back later. ...       | D. ... I'd like to give you a quotation.                      |
| 5. How do you like your coffee, ...           | E. He is not in now.  |
| 6. Wait a moment, ...                         | F. ... when will Mr. Black go back to his country?            |
| 7. They arrived too late ...                  | G. ... and our manager will be with you shortly.              |
| 8. By the way, ...                            | H. ... with or without sugar?                                 |
| 9. Our journey was not only delightful ...    | I. ... to travel from Beijing to Guangzhou by air?            |
| 10. We enjoyed ourselves ...                  | J. ... the contract was not sent to you as early as possible. |



### Section B

**Directions:** Work in pairs. Using the following sentence patterns or phrases, make a dialogue with your partner. Then present your dialogue to the class.

*Scene: Welcoming a Foreign Client at the Airport*

Excuse me,  
 Here's my card.  
 I'm from ...  
 My name is ...  
 Glad to meet you ...  
 Welcome to ...  
 Thank you.  
 It's very kind ...

It's a pleasure to ...  
... have a good flight ...  
... a long trip ...  
... freshen up a bit ...  
... take a rest ...  
... overcome the jet lag ...  
That's very considerate of you.



## **Part Two | Further Dialogues**

### **Task One Filling-in**

**Directions: Put the most appropriate sentences in the following blanks.**

Li: I understand this is your first visit to our company.

Peter: (1) \_\_\_\_\_. I've always wanted to see China's achievements with my own eyes and now I've been more than rewarded.

Li: I see, but I hope you've had a pleasant trip.

Peter: I did, thanks. Well, let's get to the point. The purpose of my coming here is to inquire about the possibilities of establishing trade relations with your company.

Li: Let me assure you of our best intentions. (2) \_\_\_\_\_?

Peter: Cameras and photographic goods. We are distributors with business branches in most major cities in Britain. Now, if your conditions are favorable, we'd like to introduce Chinese-made cameras.

Li: (3) \_\_\_\_\_.

Peter: There might be few models we would be interested in if I could go over your latest catalogs.

Li: (4) \_\_\_\_\_. How many copies would you like to have?

Peter: Ten please. I'd like to airmail some back home.

Li: Anything else?

Peter: (5) \_\_\_\_\_?

Li: Why not, Mr. Liu over there will take you down to our showroom.

Peter: Thank you. I'm afraid I've taken a lot of your time.

Li: Not at all. Glad to have been of help. Hope to see more of you in future.