


高等学校  
国际商务系列实训教程

系列丛书

# 商务英语口语 模拟实训教程

● 总主编 郑淑媛

● 主 编 王明生

 北京出版社出版集团  
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## 商务英语口语模拟实训教程

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SHANGWUYINGYU KOUYU MONI SHIXUN JIAOCHENG

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# 前 言

《高等学校国际商务系列实训教程》是根据教育部制定的《高职高专教育基础课程教学的基本要求》和《高职高专教育专业人才培养目标及规格》的要求编写的。

本系列实训教程是为高等院校国际商务、经济管理类等相关专业编写的,充分体现了指导就业、适应市场需求及学以致用原则。“教程”努力做到符合本学科的课程设置要求,强调教材的科学性、实用性和通用性,并妥善处理了传统内容与新内容的关系,补充了大量新知识。可以说系列实训教程是集教师多年来的职业教学经验之大成,在理论体系、知识结构和表述方法等方面都做了一些新的尝试,特别是突出了实践教学环节,强调了实用性和可操作性。

系列实训教程共六册,分为《国际贸易模拟实训教程》《英语应用文写作模拟实训教程》《商务英语函电模拟实训教程》《商务英语口语模拟实训教程》《国际商务单证模拟实训教程》和《旅游英语模拟实训教程》。

《国际贸易模拟实训教程》以外贸企业实际操作规程为准则,以完整的出口业务为内容,以学生直接参与业务当事人角色的方式编写。全部训练内容来自外贸公司的实际案例(为保护商业秘密作了适当修改),案例选择务求最新、最富代表性、典型性和实用性。本教程有别于同类教材的另一特色是,囊括了国际商务类绝大多数岗位(外销员、跟单员、单证员、报关员、报检员、货代员……)必备的基本技能,内容全面完整,可谓真正的国贸“实训”。

《商务英语函电模拟实训教程》从商务英语信函的写作要素入手,以进出口贸易的交易流程为主线构建,涵盖了建立业务关系、询价、报盘、还盘、接受及签约、支付、包装、装运、保险、索赔等交易环节。其特点是侧重于实例的教学,强化实训,着重培养学生商务英语信函的写作能力,突出职业教育的特色。

《国际商务单证模拟实训教程》力求把最新的制单规范和相关的国际贸易惯例奉献给读者。教程详细地讲解了各种单证的制作方法和技巧,尽量做到理论部分简明扼要、通俗易懂;实训部分详实、新颖、可操作性强;内容全面,涵盖了最新的常用的各种外贸单证。

《商务英语口语模拟实训教程》旨在最大程度地强化学生的语言沟通能力,最大限度地帮助学生将英语语言知识和商务专业知识有机地结合起来,并能用英语口语表述。学生通过本教材的学习,做到“说得出、说得好”,在实际工作中“用得上、用得对”。

《英语应用文写作模拟实训教程》提供了各种常见的、常用的应用文范例及实训写作指导,包括了各类英语应用文的特点、写作方法和要求等,内容全面。范文、解说与练习融为一体,内容采用中英文对照的方式,醒目大方,读者可以举一反三,灵活运用。是一本操作性很强的实训教程,也是广大英语学习者和科研工作者的良师益友。

《旅游英语模拟实训教程》作为旅游专业学生的英语实训教材,具有以下特点:1. 注重口语实践;2. 注重旅游行业英语知识的积累及旅游行业英语应用技能的提高。本书不仅系统地介绍了宾馆各个部门的实用口语,导游服务的实用英语表述,还涉及了实用旅游英语写作、旅游英语术语、海外领队业务、自然景观、人文景观,中外文化差异,中外饮食区别等诸多方面的知识。通过由浅入深的口语、阅读和实用写作训练,不仅能帮助高等院校旅游专业学生打下扎实的英语口语基础,培养良好的英语应用技能,而且对非旅游专业的学生,亦能拓宽其知识面,增强交际能力。

本系列实训教程的编写得到了兄弟院校及相关专家们的鼎力相助和悉心指导,在此谨致谢忱。由于能力和水平有限,不当之处在所难免,恳请各兄弟院校和读者在使用本教材的过程中给予批评和指正。

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# 高等学校国际商务系列实训教程

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# 编者的话

《商务英语口语模拟实训教程》是高职商务英语模拟实训教材编写组组编的国际商务类专业模拟实训课程教材之一。

本教材由高职院校从事多年商务英语教学的资深教师编写,是目前我国为数不多的实训性商务英语口语教材。它旨在最大限度地强化学生的语言沟通能力,最大限度地帮助学生将英语语言知识和商务专业知识有机地结合起来,并能用英语口语表述。

教材的编写过程中,我们始终立足于“实训实践”,突出教材的“实用性、可操作性”,强调“实用为主,够用为度”的编写原则,以期让学生通过本教材的学习,做到“说得出、说得好”,在实际工作中“用得上、用得对”。

本教材的特点可归纳如下:

1. 实用性强:融汇了商务活动的主要话题,渗入商务英语相关知识,涉及商务活动各环节,按照“导入—复习—示范—操练”的模式对学生进行强化训练。可用作各院校商务英语类专业集中实训的教材。

2. 思路独特:打破了传统口语教材的编写模式,根据“表达优先、突出操练”的思路进行教学活动的设计,努力激发学生自主表达的愿望,以激活学生大脑中已有的商务英语语言知识。同时,为了突出“实训”教材的特点,特增设了“知识回顾”模块。

3. 可操作性强:努力创设仿真的语言环境,按



照热身、复习相关专业知识和示范对话和操练的逻辑顺序,由简到繁、由易到难的安排教学活动,使之简便、易行、有效、具有针对性。

本教材共分5章,每章由2—5个小节组成,每节包含 Warming Up, Reviewing, Model Dialogues 和 Practicing 等4个模块。另附多媒体课件及实训参考答案。

王明生任本书主编。曾凤娟编写第一章,王明生、郑淑媛编写第二和第五章,段颖娜编写第三章,董显辉编写第四章。

本书在编写过程中,参考了大量的国内外有关资料,得到了许多老师和专家的指导和帮助,在此一并致谢。

本教材难免存在着错误和不当之处,恳请各兄弟院校在使用过程中提出宝贵意见,使其不断完善。

本书编委会

# Contents

Unit One	Receiving Guests	(1)
Part One	At the Airport	(2)
Part Two	Reservation	(10)
Part Three	Agenda	(20)
Part Four	Business Dinner Party	(30)
Unit Two	Business Negotiation	(40)
Part One	Promotion of Products	(41)
Part Two	Price and Payment	(51)
Part Three	Packing	(60)
Part Four	Shipment	(69)
Part Five	Insurance	(78)
Unit Three	Contract Fulfillment	(87)
Part One	Signing a Contract	(88)
Part Two	Opening the L/C	(96)
Part Three	Shipping Arrangement	(105)
Part Four	Covering Insurance	(112)
Unit Four	Claim and Arbitration	(119)
Part One	Complaints	(120)
Part Two	Investigation and Compensation	(127)
Part Three	Claims	(135)
Part Four	Arbitration	(142)
Unit Five	Sightseeing and Farewell	(149)
Part One	Sightseeing	(150)
Part Two	Farewell	(158)

# ***Unit One***

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## **Receiving Guests**

- ❖ Part One At the Airport
- ❖ Part Two Reservation
- ❖ Part Three Agenda
- ❖ Part Four Business Dinner Party





## Part One At the Airport

### ► Warming Up



图 1-1-1

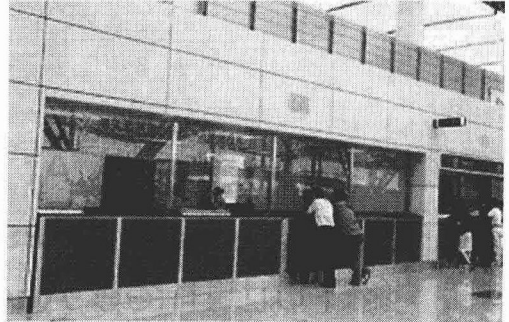


图 1-1-2

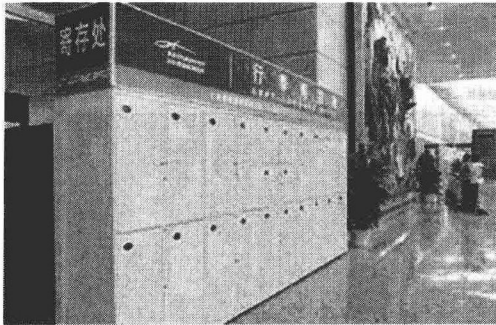


图 1-1-3

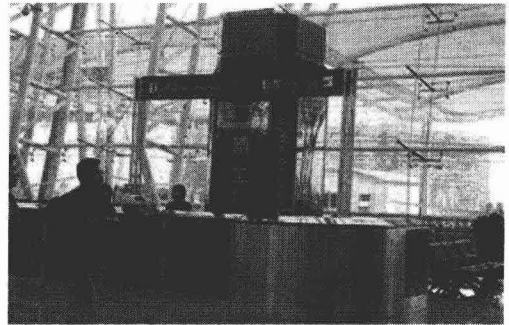


图 1-1-4



图 1-1-5

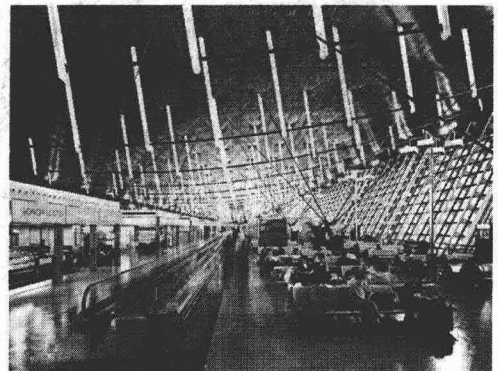


图 1-1-6



1. Here are some pictures related to airport facilities. Can you match the words or expressions in A—F with them?  
 A. left-luggage office    B. waiting hall    C. check-in counter  
 D. information desk    E. boarding gate    F. customs
2. As the reception group, in order to make good arrangements, what detailed information about your foreign guests will you gain before they arrive?
3. Can you try to tell us how to make introductions and send greetings in different situations?

## ► **Reviewing**

1. **Review the key words or phrases concerning the reception at the airport.**

(1) visa	(2) Airport Terminal	(3) boarding pass
(4) Arrival Hall	(5) passenger ticket	(6) Airlines
(7) direct flight	(8) luggage conveyer	(9) passport
(10) customs formalities	(11) International Airport	(12) security check
(13) entry	(14) air-sick	(15) import division
2. **Review the practical sentences concerning the reception at the airport.**
  - (1) How do you do? I'm looking forward to meeting you.
  - (2) My name is Tom, the general manager of China Textile Import and Export Company.
  - (3) Let me introduce you to our manager, Mr. Smith.
  - (4) Would you like me to help you with the luggage?
  - (5) If you need any help, please don't hesitate to let me know.
  - (6) —Thank you very much for picking me up.  
 —You're welcome. / Not at all. / Don't mention it. / With my pleasure.
  - (7) I hope you've had an enjoyable trip.
  - (8) I welcome you on behalf of our General Manager. How was your journey?
  - (9) The flight was smooth, and the service was good.
  - (10) Is this your first visit to Beijing?



## ► Model Dialogues

### Dialogue One

(*Wang Hao, who is from Xiamen Garment Import and Export Corporation, comes to receive Mr. Mitchell at the airport.*)

W: Wang Hao

M: Mr. Mitchell

W: Excuse me, but aren't you Mr. Mitchell from New York?

M: Yes, I'm Donald Mitchell.

W: I'm Wang Hao, the secretary of Xiamen Garment Import and Export Corporation. This is my business card.

M: How do you do, Mr. Wang?

W: How do you do, Mr. Mitchell? Welcome to Xiamen.

M: Thank you, Mr. Wang. It's very kind of you to come to meet me at the airport.

W: It's my pleasure. How was your flight?

M: Well, it was uneventful.

W: I'm glad to hear that. Is this your first trip to China?

M: Yes, but it's been long my wish to visit her.

W: I hope you 'll enjoy your stay here in Xiamen.

M: Thanks. I'm sure I will.

W: Our car is in the parking lot. Let's drive to the hotel. May I help you with your luggage?

M: No, thanks. I can manage it all right. Let's go.

### Dialogue Two

(*L: Li Wei      S: Smith*)

L: Hello, Mr. Smith. How nice to see you again!

S: Hello, Mr. Li! How are you?

L: Not bad, thank you. And you ?

S: Pretty well. Thank you for coming to pick me up here.

L: You're welcome. It's the least I could do. Have you had a good flight?



- S: Yes, The flight was very good and the service on board was excellent. It took over 17 hours non-stop from Canada.
- L: Well, you must be tired after such a long flight.
- S: Yes, rather. But I'll be all right by tomorrow and ready for business.
- L: Hope you'll have an enjoyable stay here. Now, Mr. Smith, if all is ready, I'll take you to your hotel. We'll begin our talks tomorrow morning.
- S: Thanks. I do need a good rest to get myself refreshed.
- L: Let me help you with your luggage. This way, please. Our car is waiting outside.
- S: Thank you.

### Dialogue Three

- A: Excuse me, you must be Ms. Johnson, our long-expected guest from Vancouver.
- B: Yes, you're right.
- A: Welcome to China. I'm Wu Lin, the assistant manager of Dalian Toys Corporation. May I introduce you to Mr. Zhao, our sales manager? He has come to meet you.
- B: Oh, yes, please. I will be very glad to meet him.
- A: Mr. Zhao, this is Ms. Johnson. (To Ms. Johnson) And this is Mr. Zhao.
- C: How do you do, Ms. Johnson? I've heard a lot about you. We've been expecting you ever since you sent us the fax informing us of your date of arrival.
- B: How do you do? I'm delighted to meet you at last.
- C: Did you have a nice flight?
- B: Yes, it was a most enjoyable flight. I managed a few hours' sleep and I am now feeling fine. I am sure, however, that jet lag will catch up with me tomorrow.
- C: We have a light schedule on the first day to help you get over it. Is this the first time you have come to Dalian?
- B: Yes, what a beautiful city it is!
- C: You know Dalian is the most beautiful city in northeast China and is called



the “North Pearl”.

B: Really?

C: What is more, it is a famous trade port in the world, and plays a very important role in the foreign trade business. I hope you will enjoy your stay here in Dalian.

B: Thanks, I will. It's such a beautiful city with such hospitable people.

C: Thank you for your compliment. Miss Wu will take you to the hotel and help you settle down now.

A: Please, this way.

## ► Practicing

### 1. *Make sentences with the given words or phrases.*

- (1) excuse me, must be, long-expected, guest
- (2) excuse me, are, Mr. Smith, from
- (3) allow, introduce, myself
- (4) may, you, help, with, I, luggage
- (5) thank you, for, picking up
- (6) hope, feel at home, in
- (7) is, first visit, to Beijing
- (8) have, a light schedule, on the first day, help, get over
- (9) have, you, pleasant, flight
- (10) let's, drive, the hotel

### 2. *Practise the pattern drills with the given Chinese according to the example.*

- (1) Excuse me, but are you Miss Brown from Canada?  
A. 对不起,您是美国来的彼得先生吗?  
B. 对不起,您是马特尔玩具公司的汉德勒先生吗?
- (2) I'm Wu Lin, the assistant manager of Dalian Toys Corporation.  
A. 我是李娜,青岛纺织品进出口公司的售后服务部经理。  
B. 我是程敏,上海进出口公司出口部的经理。
- (3) I hope you'll have an enjoyable trip.  
A. 我希望你在北京过得快乐。  
B. 我希望您的来访将增强我们的贸易关系。





- (4) Thank you for being so kind.  
A. 感谢您来机场接我。  
B. 感谢您帮我提行李。
- (5) I'd like to introduce you to our General Manager, Mr. Robinson.  
A. 我想把您介绍给我们的人事部经理。  
B. 我想把您介绍给我的商业伙伴威尔逊先生。

3. Complete the following dialogues.

- (1) A: Excuse me, are you Mr. Johnson from New York Trading Company Ltd. ?  
B: \_\_\_\_\_  
A: Welcome to Xiamen. I'm He Yan. I'm here to meet you.  
B: \_\_\_\_\_
- (2) A: How do you do? I'm looking forward to meeting you.  
B: \_\_\_\_\_
- (3) A: Let me introduce myself. My name is Wang Jun.  
B: \_\_\_\_\_
- (4) A: Long time no see. How have you been?  
B: \_\_\_\_\_. How about you?  
A: Quite well.
- (5) A: \_\_\_\_\_, Mr. Smith?  
B: The flight was smooth, and the service was good.
- (6) A: I hope you'll have a pleasant stay here.  
B: \_\_\_\_\_
- (7) A: Dalian is such a beautiful city with such hospitable people.  
B: \_\_\_\_\_
- (8) A: Well, you must be tired after such a long flight.  
B: \_\_\_\_\_. But I'll be all right by tomorrow and ready for business.
- (9) A: Let me give you a hand with the suitcase.  
B: Thank you. It's very kind of you.  
A: \_\_\_\_\_
- (10) A: Shall we go now? Our car is waiting outside.  
B: \_\_\_\_\_