

全国应用型本科商务英语系列规划教材

# 商务英语综合教程

## 第二册 辅导用书

*An Integrated Course in  
Business English Book 2 Reference Book*

张丽娟 张丽敏 主编



对外经济贸易大学出版社

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### 辅导用书

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# 出版说明

经济贸易的蓬勃发展为我国高校商务英语专业建设提供了难得的机遇,也提出了更多的挑战。为了更好地推动全国应用型本科院校商务英语专业的发展,对外经济贸易大学出版社组织编写了这套“全国应用型本科商务英语系列规划教材”。

面对经济全球化和中国加入 WTO 之后社会对人才需求的新形势,高等院校本科商务英语的人才培养应该定位在“培养德、智、体、美、全面发展,英语语言基础扎实,具有较强的英语交际能力,具备基本的商务与文秘知识和业务能力,知识面宽,具有创新精神,知识、能力、素质协调统一,面向经贸、外事、涉外企业、跨国公司、教育等行业,能从事国际商务策划、国际商务谈判、国际贸易、国际金融、国际市场营销、高级商务翻译、教学、科研及管理工作的应用型专门人才”。

本系列教材面向全国应用型本科院校,以培养学生的商务英语应用能力为目标。教材编排均根据全国应用型本科院校课程设置而定,适用于应用型本科院校商务英语专业、财经专业和英语专业商务/应用/外贸外语方向的学生。内容包括:《商务英语综合教程 1-4》、《商务英语听说》、《商务英语口语》、《商务英语口译》、《商务英语阅读》、《商务英语写作》、《外贸英语函电》、《商务英语翻译》、《商务知识导读》、《国际经贸文章选读》、《跨文化交际基础》、《国际商务礼仪》、《进出口贸易实务》、《国际商务制单》和《国际贸易理论与实务(英文版)》等。

本系列的编撰者们不仅具有丰富的语言教学经验,而且具备商务活动的实践经验,他们集教学经验和专业背景于一身,这是本套教材编撰质量的有力保证。

此外,本套教材配有辅导用书或课件等立体化教学资源,供教师教学参考(见书末赠送课件说明)。

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# 前 言

## 编写宗旨

《商务英语综合教程》和《商务英语综合教程辅导用书》为“全国应用型本科商务英语系列规划教材”的综合教程用书。是为应用型本科院校商务英语专业、英语专业商务或外贸方向的学生编写的英语基础课教材和辅助学习用书。在编写中，充分考虑了应用型本科院校商务英语专业的特色和实现为地方或区域经济建设发展服务、着重培养面向生产、管理、服务一线的应用型商务英语人才的目标。

《商务英语综合教程》在编写设计上，重视语言技能、商务知识及综合应用能力的培养。突出了以下几个特点：

1. 主题鲜明。本教程采用每一单元设一个主题的形式。主题选自现代生活和商务活动中的最新题材。各单元间具有内在的联系，由浅入深，循序渐进，前后呼应，使学生的学习过程具有系统性和连贯性。

2. 内容实用。考虑到本书的使用对象，本教程在编写中，尽可能地寻求语言能力培养和商务英语知识学习的最佳结合点，力求将语言学习和对商务知识的了解紧密结合，将语言学习贯穿于了解现实生活和商务活动中的各种语言表达和处理问题的过程中，从而实现商务沟通和交际的目标。

3. 形式多样。各单元、练习形式多样，兼顾听、说、读、写、译等各个方面。在培养学生英语语言能力的同时，帮助他们掌握商务活动中的操作技能。

## 体例说明

《商务英语综合教程辅导用书》为“全国应用型本科商务英语系列规划教材”的综合教程用书《商务英语综合教程》的配套学习和辅导用书。

辅导用书每单元共分四个部分：背景信息介绍、课文的详细学习、练习答案和课文译文。

第一部分是背景信息介绍。主要介绍了与单元主题密切相关的背景信息，如文章作者、文中涉及的人物、风土人情及相关专业内容等的介绍或解释，目的是帮助学生对所学内容做好铺垫。

第二部分是课文的详细学习部分。此部分针对课文中不同段落的难点进行解释说明，然后通过例子的形式就其中的关键词进行强化练习，突出了单元重点和难点，节省了授课教师的备课时间。

第三部分是练习答案。此部分按照单元中的不同练习部分和顺序给出所有练习的答案,包括口语练习的参考陈述和听力、翻译等的答案,便于授课教师对学生学习成果进行检验和考核。

第四部分是课文参考译文。此部分对单元中的主课文和补充阅读文章分别给出中文译文,便于授课教师对单元文章的把握。

除此之外,在《商务英语综合教程辅导用书》的最后,还有所有单元听力的录音文稿,供授课教师参考。

#### 使用说明

《商务英语综合教程》和《商务英语综合教程辅导用书》分别由四册构成。第一、二册侧重基础英语语言知识和技能的学习和应用,第三、四册侧重英语语言和商务双重知识和技能的学习和应用。每册 10 个主单元和 2 个复习单元,供一个学期使用。

本书编写中,我们参考了大量国内外有关书籍和资料,在此向有关作者和提供资料的单位表示衷心的感谢。同时也感谢有关部门和专家的支持和帮助。

由于水平所限,加上时间有限,难免有疏漏和不当之处,敬请专家和广大读者批评指正。

编者

2011 年 12 月

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# Unit 1

## Holiday

### **Part I Background Information**

**Picture this:** You are gathered together with your family while they excitedly open their holiday gifts. The anticipation of this moment has been building for months. Gift after gift, the kids move from one present to another, in a wild frenzy of unwrapping abandon. In some cases, they barely glance at the gift before they move to the next. When all is said and done, you are left with a huge pile of torn gift wrap and toys your kids may only play with once or twice. But there is one thing about the gift giving whirlwind that will make a lasting impression - your credit card debt. That \$500 or more you spent on all those things will follow you for months and possibly years to come. The toys will be long broken, lost, and stuck in storage, but you will still be paying for them, plus interest.

Sound like the picture perfect holiday? Definitely not. Unfortunately, for many people, this is exactly what happens every year in December. People get caught up in the joy of giving and end up spending well above their means. The result is that they continue to pay for those items long after they are discarded. If this is a familiar holiday scenario in your house, you will be thrilled to know that there are alternatives to “the spend and suffer” debt cycle.

If you sincerely want to enjoy a debt free, joy filled holiday, consider the following suggestions.

**Agree on a Budget:** If you and your family and friends agree on a gift giving budget or

method, everyone's holidays will be less financially draining. Although it may seem awkward to bring up the subject, ask relatives to agree to stay within a set budget. This can make the entire gift giving adventure more fun and easier to live with in January, when the bills usually start showing up.

**Pick a Name:** If your whole family agrees, you can each choose a name, with each person responsible for buying a gift for only one other person. If you set a maximum dollar amount, it will keep costs down even more and ensure the gift exchange is fair for everyone. Capping the gift cost at \$15 to \$20 per gift is a good rule of thumb. This method of gift exchange is especially frugal when very large families get together. Everyone will still take home a gift but costs will be contained. Gift cards are often a welcome present if you are not sure what to purchase.

**Just for the Kids:** Another sure way to decrease costs is to buy gifts only for the children. How many times have you received a gift from a distant relative that wasn't exactly something you would use? Save your relatives some time, trouble (what in the world should I get for my second cousin who I haven't seen in five years?), and money and agree to only purchase presents for the little ones.

**Made with Love:** To make handmade gifts is a thoughtful and frugal way to give gifts during the holidays. If all the adults agree to a homemade gift exchange, you will all save more money and you will be able to enjoy the talents of your friends and family. Don't worry - you don't need to be named Martha and have your own TV show to give great homemade gifts. Food gifts are always welcome including baked goods, homemade mixes for various foods, chocolate dipped fruit or pretzels, and fruit baskets. If you are crafty, consider knitted scarves, themed scrapbooks, ornaments, coupon books and homemade cookbooks.

**Give the Gift of Time:** Not sure what to get for the person who has everything? Consider volunteering your time to help them around the house. Does your aunt need help cleaning out the gutters? Has your grandmother wanted to paint the kitchen for years but can't manage the job herself? Does your neighbor need a babysitter so she can enjoy a night out with her husband? Offer a gift certificate for a home cooked meal to a new mom or an outing to the zoo with your nephew. Volunteering your time can often be the best gift you can give.

**Go Natural:** Use natural items like pinecones from your yard or a large bowl of fruit for decoration. Placed in a large glass bowl, they make a lovely centerpiece. Use evergreen branches and pinecones on the mantel to invoke the winter theme.

**Take Baby Steps:** If you are in a new home or just starting out on your own, don't feel like

you have to decorate every corner of the house in one season. Collect a few decorative items each year and add to your decorations after the holidays during those great clearance sales.

**Creative Wrapping:** The \$3 you could spend for each roll of wrapping paper that will be torn and discarded can definitely be better spent. How about making your own wrap using recycled brown grocery bags cut open and turned inside out (you don't want the grocery store name on the outside of the package). Then let the kiddos use holiday stamps or handprints to add lots of color and cheer to the paper before you wrap the gifts. Finish off with some inexpensive twine and a sprig of evergreen from the yard for a real holiday look. Martha would be proud! For a colorful and frugal wrap option, use the comics section from the Sunday paper. Top it off with a colorful bow and you are all set. A number of packages wrapped similarly make a nice presentation, even when the wrap has cartoons on them! Remember that you can buy holiday wrap at 75% - 90% off during January clearance.

**Recycle that Bag:** Gift bags often survive the frenzy of the holidays much better than wrapping paper. If you received any gifts in gift bags, save the bags for next year and cut down on wrap expenses. The same goes for bows, as well. Save the ones that look good and use them next year. If you receive solid color gift bags, you can use them throughout the year for most gift giving occasions.

As you prepare for the holidays, remember your reasons for celebrating, getting deep in debt is probably not one of them. If you focus on giving reasonably and enjoying family and friends, you will have a much more comfortable New Year. Your family will thank you and so will your wallet!

## Part II Detailed Study of Text

1. ...it is wise to keep your wallets in check...(Para. 1)

**Meaning:** ...it is sensible to keep your money in control...

**check:** something that controls something else and stops it from getting worse, continuing to happen etc. 审核, 阻止物

e.g. Higher interest rates will act as a check on public spending.

e.g. It was obvious she was barely holding her temper in check.

2. ...how can you keep your cheer intact... (Para. 2)

Meaning: ...how can you keep your feeling of happiness unimpaired...

**intact:** not broken, damaged, or spoiled, usually after something bad has happened 完好如初的

e.g. The fireplace is the only thing that remained intact after the tornado.

e.g. Somehow his reputation survived the scandal intact.

3. ...many people struggle at Christmas... (Para. 3)

Meaning: ...a lot of people have difficulty coping with it at Christmas...

**struggle:** to try extremely hard to achieve something, even though it is difficult and you have a lot of problems 奋斗

e.g. She's struggling to bring up a family on a very low income.

e.g. A young artist struggled for recognition.

4. ...ensure your presents won't go to waste... (Para. 6)

Meaning: ...make sure that your gifts won't be wasted...

**go to waste:** to be wasted 被浪费

e.g. Don't let all this food go to waste.

e.g. Don't let your money go to waste.

5. ...offer meals inclusive of drinks... (Para. 8)

Meaning: ...provide meals including drinks...

**inclusive:** (inclusive of) containing (a specified element) as part of a whole 把……包括在内

e.g. The rent is \$50 a week, inclusive of heating and lighting.

e.g. The package is inclusive of return flight.

6. ...risk meeting the same people again... (Para. 12)

Meaning: have the possibility of meeting the same people again

**risk:** to put something in a situation in which it could be lost, destroyed, or harmed 冒险

e.g. When children start smoking, they don't realize that they're risking their health.

e.g. You'd be crazy to risk your money on an investment like that!

7. See what you can recycle from last year's decorations.

Meaning: Find something from last year's decorations that you can reuse.

**recycle:** to use again 重复利用

e.g. Our throwaway society must be encouraged to recycle.

e.g. He reserves the right to recycle his own text.

## Part III Key to Exercises

### Speaking

1. Use the following sentence patterns to talk about your holidays.

- A. Everyone knows that we should avoid overspending during holidays.
- B. Once you start shopping, you couldn't stop it.
- C. Avoiding overspending during holidays is not as easy as you think.
- D. The most effective way to avoid holiday overspending is to make handmade gifts for your family members and friends.

2. Work in pairs and talk to each other about how you spend your money in your holidays.

Firstly, I'll make a gift list. Determine who will receive a present this year. Write a specific amount that I will spend on this person.

Secondly, I'll create a firm budget. Combine all of my holiday shopping expenditures: food, clothing, gifts, wrapping paper, bows and cards on one list. Write a dollar amount next to each item to create a total holiday shopping budget.

Thirdly, I'll use cash for all purchases. By paying for all holiday expenditures in cash, I'll stick to my budget during the holidays.

## Text

### Pre-reading questions:

1. Yes, I buy gifts for my family members and friends during holidays, because it is an easy way to show my care and love for them.
2. No, I can't keep my cheer intact during and after holidays. I buy gifts for my family members and friends and buy new clothes for myself during holidays. When I don't have enough cash, I'll use my credit cards. So I'll get a huge debt after holidays.

## Listening

### 1. Listen to the following passage twice and fill in the blanks with what you hear.

1. Chinese New Year
2. preparation
3. Superstition
4. symbolizes
5. evil spirits
6. Fireworks
7. two week celebration

### 2. Listen to the following passage twice and choose the best answer to each question.

1. A
2. C
3. D
4. B
5. C

## Text Comprehension

### I. Answer the following questions.

1. The passage is mainly about some practical tips that the financial experts have shared on how to enjoy the holidays without spending money extravagantly.
2. Four aspects. They are gifts, Christmas meals, dress for the occasion and holiday décor.
3. Keep wallets in check when giving and celebrating special occasions.
4. You can get your family to agree to limit the number of gifts each person buys.
5. Ask your loved ones to suggest possible gifts.

### II. Decide whether each of the following statements is true (T) or false (F) or not mentioned in the text (NM).

1. F
2. T
3. F
4. F
5. T

### III. Explain in your own words the following sentences taken from the text.

1. ...it is sensible to keep your money in control...

2. ...how can you keep your feeling of happiness unimpaired...
3. ...a lot of people have difficulty coping with it at Christmas...
4. ...a different colored bow tie makes you look different...
5. Find something from last year's decorations that you can reuse.

## Vocabulary Exercises

### I. Match the words with their definitions.

- |            |              |            |             |             |
|------------|--------------|------------|-------------|-------------|
| (3) intact | (8) focal    | (10) stuff | (6) festive | (5) venue   |
| (2) dough  | (7) communal | (9) brunch | (4) tag     | (1) splurge |

### II. Choose a word or phrase that best completes the following sentences.

- |               |             |            |            |                |
|---------------|-------------|------------|------------|----------------|
| 1. get into   | 2. communal | 3. intact. | 4. festive | 5. celebration |
| 6. consist of | 7. focal    | 8. splurge |            |                |

### III. Fill in the blanks with phrases or expressions from the text. Change forms if necessary.

- |               |             |                |               |               |
|---------------|-------------|----------------|---------------|---------------|
| 1. make sense | 2. in check | 3. consists of | 4. insists on | 5. instead of |
|---------------|-------------|----------------|---------------|---------------|

### IV. Read the passage and fill in each blank with the appropriate word or phrase given below.

- |              |               |              |                |                  |
|--------------|---------------|--------------|----------------|------------------|
| 1. celebrate | 2. festive    | 3. Retailers | 4. accumulated | 5. suitable      |
| 6. potential | 7. affordable | 8. realistic | 9. promotions  | 10. irresistible |

## Translation Exercises

### I. Translate the following sentences into English.

1. How many players does a baseball team consist of?
2. Starting a business involves financial risk.
3. They would not agree to our conditions.
4. Congress has approved the new education budget.
5. One thing you can't recycle is wasted time.

## II. Translate the following sentences into Chinese.

1. 让你的家庭成员和朋友商定并坚持一个购买礼物的价格上限。
2. 但是, 为确保你的礼物不会不合家人的心意, 你可以让你所爱的人给出在你的预算范围内的礼物和所买东西的建议。
3. 在这样的场合, 人们通常各自付款, 以减轻别人的费用负担。
4. 对于男人来说, 两个不同颜色的领结就会使你有所不同, 而与换一套西装相比换一个马甲更容易一些。
5. 还有圣诞卡片价格比较昂贵, 你可以试着自己做一些圣诞卡片来节省一部分钱, 同时也能使你的节日庆祝更加有个人的魅力。

## Grammar Exercises

### Choose the best answer to complete each sentence.

1-5 BCBDB    6-10 BCBAB    11-15 DABCB    16-20 CBDCC

## Supplementary Reading

### I. Choose the best answer to each question with the information from the text.

1. D    2. C    3. B    4. A    5. D

### II. Decide whether each of the following statements is true (T) or false (F) or not mentioned in the text (NM).

1. F    2. F    3. F    4. T    5. T

## Part IV Text Translation

### 课文参考译文

#### 缤纷假日小贴士

金融专家们就如何开心的过节而又不乱花钱提供实用小贴士。

在这经济不太景气时期, 赠送礼物和庆祝特别节日时能够管理好自己的钱包乃是明智