

浙江省绍兴市重点建设教材

# 商务英语口语

Oral English for  
Business

主 编 任 荣



东南大学出版社  
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## 商务英语口语

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# 前言

商务英语指在经济全球化的环境下,围绕贸易、投资开展的各类经济、公务和社会活动中所使用的语言,具体包括贸易、管理、金融、营销、旅游、新闻、法律等(陈准民、王立非:解读《高等学校商务英语专业本科教学要求》,《中国外语》2009年第4期)。我国商务英语教学与研究的历史已有50多年,从对外经济贸易大学1951年创办“外贸英语”开始,经历了“经贸英语”、“外贸英语”、“商务英语”等不同历史阶段,不断发展和壮大。

《商务英语口语》是商务英语的子课程,其教材也经历了从《经贸英语》、《外贸英语口语/会话》到《商务英语口语》的嬗变。随着80年代初对内改革、对外开放政策的实行,为解决广大外贸工作者商务洽谈的需求,我国涌现出一批以口语、会话、交流等为关键词的商务英语口语教材。如东北财经大学韩勃主编的《外贸英语会话》(1989年10月第1版)、上海对外贸易学院外语系编著的《外贸英语会话》(1988年4月第1版)、中国国际广播出版社出版的谢毅斌编著的《外贸英语》(1994年8月第1版)、中国对外经济贸易出版社出版的诸梅华主编的《外贸中级英语》(1997年9月第2版)、中国对外经济贸易出版社出版的秦川主编的《外贸英语会话》(2002年10月第2版)等均为本课程的经典教材,曾经为培养我国中高级外贸英语口语人才立下汗马功劳,同时也是我们目前编写的这本教材的参考范本。

然而,随着经济领域的不断拓展,电子商务活动崛起,传统的外贸英语所指范畴适应不了新需要。新兴的商务英语教学理论不断更新,市面上有关商务英语的教材层出不穷。据笔者不完全统计,各大出版社出版的商务英语口语教材多达二十多种,编写质量参差不齐。教材编写中主要存在以下不足:

1. 部分教材虽冠以“商务”二字,但其实并不够专业。大多章节只局限于日常口语沟通,对于重要的商务谈判等内容篇幅甚少。因此无法帮助



学生在不同的商务环境中提高商务英语口语表达和跨文化交际的能力。

2. 部分教材章节繁多或章节间缺少系统性与连贯性。

3. 部分教材过分注重语言知识,通篇都是语言知识、语法规则的学习,缺乏商务背景及文化知识的输入,难以提高学生跨文化商务沟通的能力。

4. 不少商务英语口语教材编写者缺乏语言学理论借鉴,过多凭借语言直感,其会话环节缺少商务谈判和洽谈中不可或缺的语用策略指导,如合作原则、礼貌原则、面子理论等极少能在商务英语口语教材中见到。

通过多年的商务英语口语教学实践及相关教材的对比研究,我们发现适合绍兴地方经济特点、服务绍兴经济发展的商务英语口语教材极其匮乏。因此,结合英语专业商务方向人才培养目标,根据绍兴本科院校生源的质量和就业的层次,我们编写成了目前的这本《商务英语口语》教材,以适应地方本科院校英语专业培养目标的需要,强调为企事业单位培养应用型的商务英语专业人才为教学目的。

本教材共12个单元,每单元一个主题。根据内容大致可分三大部分:第一部分生动讲述如何接机、下榻、参加展会等交际情境;第二部分作为核心,包括询盘、报盘、还盘、付款方式、装运、包装等国际贸易的关键内容;第三部分包括佣金、代理、合同及索赔等实用性较强的交际内容。本教材每个单元均有2篇示范对话,力求生动再现商务英语交际的真实场景。对话附有生词表和语言点注释。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详尽实用的解释和例证,并配有同义词组或关联词组。书后附部分练习答案,便于参考。附录部分还附英汉对照商务常用语缩略语和商务单据,帮助学生更加熟悉商务工作领域。

本教材口语练习设计本着丰富多彩的原则,注重微技能训练,结构和功能并重。注重练习部分的趣味性,帮助学生巩固和演练所学的知识,为进一步学习各种商务信函、表格和报告类课程如《外贸英语函电》、《电子商务英语写作》等做好铺垫。

在编写过程中,我们努力使本教材体现《高等学校商务英语专业本科教学要求》的培养目标,着重打造语言基本功,商务专业素质和人文素养

并重。编排和选材不仅注重学生正确世界观和道德观的形成,而且注重思维能力、创新能力和自主学习能力的培养,强调商务活动中以人为本的理念,注重礼貌策略高于语言表达,竭力避免话语交际中的语用失误。在编写特色上尽量做到以下几点:

1. 强调语言、文化、商务交际三者的有机结合。语言技能、商务知识、文化知识按 4: 4: 2 的比例分配,培养学生的跨文化交际能力,兼顾同其他商务英语技能课程和商务专业课程的衔接。

2. 强调以绍兴为主的地方特点,突出浙江经济特色。Supplementary Treasure 部分主要补充浙江省 12 个专业市场的介绍及其出口产品的相关专业英语词汇和实用句型。力争图文并茂,能激发学生学习商务英语口语的兴趣和毕业后服务地方经济的动力。

3. 强调结合现代商务实际,体现电子商务的最新趋势。编写的对话能较为完整地体现跨文化商务活动的情景,同时兼顾语言学习、商务知识、电子商务和中西文化的结合。

4. 强调贯彻任务型教学法和洽谈中语用策略的使用。设计丰富多彩的学习任务,训练学生的交际能力和合作学习能力,注重语用礼貌高于利润获取的会话导向,使之符合当代外语教学思想和社会价值体系构建。

本书由任荣老师负责全书的选材、策划、统稿等工作,尹正老师负责第 1—2、4—9、11 章及其相关附录的编写,董君老师负责第 3、10、12 章及其相关附录的编写。本书编者多年来一直在绍兴文理学院元培学院外语系从事商务英语教学工作,在商务英语口语教学方面积累了一定的经验。但是由于编者水平有限,又是首次尝试地方特色教材的编写,因此错误在所难免,恳请广大学习者在使用过程中不吝赐教。

绍兴文理学院元培学院外语系

任 荣

2012 年 12 月

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## Chapter 1 On the Arrival of Visitors

### Dialogue 1 At the Airport

(Liu is coming to Xiaoshan Airport to pick up Mr. Mott, who is an Arabian merchant from the JMP Trading Company.)

Liu: Excuse me, but aren't you Mr. Mott from the JMP Trading Company?

Mott: Yes, I am.

Liu: Allow me to introduce myself. I'm Liu Ying from Keqiao Textile Import and Export Corporation.

Mott: How do you do, Mr. Liu? Thanks for coming to the airport to meet me.

Liu: You are welcome, Mr. Mott. Very pleased to meet you.

(They two shake hands with each other.)

Liu: Is this all your luggage? Let me help you with it.

Mott: I can manage it myself. Thank you just the same.

Liu: Well, Mr. Mott, did you have a good trip?

Mott: On the whole, it's not too bad.

Liu: Anyhow, it's a long way to China, isn't it? And I think you must be very tired.

Mott: Yes, I am, rather. But I'll be all right by tomorrow morning and ready for business.

Liu: I wish you a pleasant stay here.

Mott: Thank you.

Liu: Now, Mr. Mott, if all is ready, we'd better start for the hotel. I've reserved a room for you.

Mott: Is the hotel far from here?

Liu: Yes, quite a long way. It's almost an hour's car drive.

Mott: Let's hurry, then.

Liu: This way, please. Our car is waiting over there.

### New Words and Expressions

trading	贸易	way	路途, 方法
company	公司	tired	疲倦的
allow	允许	rather	相当
introduce	介绍	ready	准备好的
textile	纺织品	business	业务
import	进口	pleasant	愉快的
export	出口	stay	停留
corporation	公司	start	开始
pleased	高兴的	reserve	保留, 预订
shake	摇动	drive	驾驭, 驱车
allow me to do something			请允许我做某事
How do you do?			您好!
You are welcome.			欢迎您。
shake hands			握手
help somebody with something			帮助某人做某事
Thank you just the same.			谢谢。
on the whole			总体上
not too bad			还不错
ready for something			准备好做某事
We'd better			我们最好……
This way, please.			请这边走。

### Language Notes

1 Excuse me, but aren't you Mr. Mott from the JMP Trading Company?

对不起, 您是 JMP 贸易公司来的莫特先生吗?

(1) Excuse me 是口语中使用十分频繁的短语, 常常用于向人请教、问路和打断别人说话等场合。句中的连词 but 转折意思不明显, 可以省略。例如:

Excuse me, (but) could you show me the way to the station?

请问,去火车站的路怎么走?

Excuse me for asking the question. 请原谅我问你这个问题。

Excuse me (for) a moment. 请稍等,我一会儿就来。

(2) Aren't you Mr. Mott from...?

当认为对方是某人而又不肯贸然肯定时,可以采用这一提问方法。

回答用语为:

Yes, I am. / No, I'm not.

I'm afraid you have the wrong person. 恐怕您认错人了。

2 Allow me to introduce myself. 请允许我自我介绍一下。

与客人初次见面时,可以先自我介绍姓名身份,以便交往。自我介绍还可以说: Let me introduce myself.

如果介绍他人时,则可以说:

Allow me to introduce my manager to you.

请允许我将我们经理介绍给您。

Let me introduce you to my manager. / May I introduce you to my manager? 请允许我将您介绍给我们经理。

I'd like you to meet my manager. 请您见见我们经理。

I don't think you two have met before. 我想你们没见过面吧。

在介绍他人时,一般习惯是:①介绍主人给客人,②介绍晚辈给长辈,③介绍男性给女性。

3 How do you do, Mr. Liu? 您好,刘先生。

How do you do 是初次见面时的问候语,后面常常还可以接着说 I'm glad/ pleased/happy to meet you, 对方的回答也是 How do you do。例如:

Paulo: Bill, this is my mother, Mrs. Gray. Mother, Bill O'Neill.

Mrs. Gray: How do you do, Mr. O'Neill?

Bill: How do you do, Mrs. Gray? I'm pleased to meet you.

4 Let me help you with your luggage. 我来帮你提行李。

help somebody with something 在某方面帮助某人

He often helps me with my spoken English.

他经常在英语口语方面帮助我。

Could you help me with my notes, Wang? There are some parts of the report, which are not quite clear to me.

能帮我看看这些笔记吗,王?报告中有些部分我不太清楚。

5 Did you have a good trip? 旅途愉快吗?

—On the whole, it's not too bad. 总体而言还不错。

(1) 询问对方旅途情况用语一般有:

Did you have a good/pleasant journey?

Have you had a nice flight?

Did you have a nice voyage?

通常回答为:

Yes, I enjoyed it very much.

Very pleasant, thank you.

On the whole, it's not too bad.

No, I'm afraid not. It was really rough and I'm not a good sailor.

(2) on the whole 大体上,总的看来

My opinion is on the whole the same as yours.

我的意见大体与你相同。

On the whole, I like the trip very much.

总体上说,我很喜欢这次旅程。

6 And I think you must be very tired. 我想你肯定很疲倦了。

must be 可以用来表示对某事确有把握的推测。

There's the doorbell. It must be John. 门铃响了,肯定是约翰。

Mary must have some trouble: she keeps crying.

玛丽一定有什么事,她一直在哭。

7 Yes, I am, rather. 是的,我确实蛮累的。

rather 在这里的意思相当于 certainly (当然,确实如此),用于答话中。例如:

—Would you like a swim? 你愿意游泳吗?

—Rather. 那还用说。

—Will I come to see you? 我来看看你好吗?

—Rather! It would give me much pleasure.

太好了(当然愿意),这会使我 very 开心。

8 But I'll be all right by tomorrow morning and ready for business.

不过明早我就会恢复过来,可以商谈业务了。

ready for 准备就绪的

The goods are now ready for packing.

货物已经备妥,可以包装了。

Let's get ready for the journey.

我们收拾一下,准备上路吧。

9 We'd better start for the hotel.

我们(最好是)动身去旅馆吧。

We'd better = We had better 这是一种委婉表示应该去做某事的用语,后面接不带 to 的动词不定式,指现在或将来,但不指过去。

It's getting late. We'd better start back now.

天色晚了,我们最好现在就回去吧。

You'd better hurry up if you want to catch the 7:30 train. It's almost seven o'clock now.

你要是想赶 7:30 的火车,得快点走才行。现在都快七点了。

—Let's take Harry's car. 我们坐哈里的车吧。

—No, we'd better not. 不,还是不坐吧。

## Dialogue 2 At the Textile Expo

(Mr. Wang is a manager of a local textile company; Mr. Mott is an Arabian merchant.)

Wang: Fancy running into you in a great crowd like this, Mr. Mott.

Mott: Hi, Mr. Wang, haven't seen you for quite a long time. How are you?

Wang: Fine, thanks. When did you arrive in Keqiao?

Mott: I arrived the day before yesterday. I am invited to attend the Keqiao International Textile Expo by a local company of yours.

Wang: Yes? You're welcome to the Expo, Mr. Mott. Have you seen the exhibits?



- Mott: I spent the whole morning going through the halls. You have certainly a great variety of goods on display.
- Wang: Did you find anything interesting to you?
- Mott: Of course! There are lots of commodities which greatly interest me. Take your cotton fabric for example. They are selling very fast on our market, and enjoy a high reputation among the end-users.
- Wang: So I hear. As people the world over come to know better about China, Chinese products are getting more and more popular on the world market. By the way, when can I expect your visit to our company? We cooperated very well last year, didn't we? I think business between us will develop further this year.
- Mott: That's also what I came here for. (*At this point, another foreigner comes over and greets Mr. Wang.*) But you seem to be very busy for the moment. Suppose we have a talk this afternoon?
- Wang: Right. Our exhibits stand is over there at the east end of this hall. You won't miss it. I'll be expecting you this afternoon.
- Mott: OK. Till then, goodbye.

### New Words and Expressions

expo	展览会	cotton	棉
fancy	想象, 以为	fabric	织物
attend	参加	reputation	声誉
local	本地区	popular	受欢迎的
exhibit	展览厅	expect	期待
spend	花费	cooperate	合作
hall	大厅	develop	发展
variety	多样, 变化	foreigner	外国人
goods	货物	suppose	假设
display	展示	stand	摊位
commodity	商品	end-user	最终用户
run into	撞见, 偶然遇见		
a great variety of	许多花色品种的		

go through	查阅, 审阅
on display	展出
take something for example	以……为例
enjoy a high reputation	享有很高声誉
the world over	全世界
at this point	此时此刻
come over	过来
for the moment	此刻, 暂时

### Language Notes

#### 1 How are you? 你好。

这是相识的人见面时常用的问候语。实际上不相识的人初次见面也有使用这种说法的。

有时还可以说:

How have you been? 你近况如何?

How is everything with you? 一切都好吗?

How are you getting on with your work? 近来工作怎么样?

回答通常为:

Fine, thank you. / I'm very well, thank you. / Pretty well. 很好, 谢谢。

About the same as usual. 和平时差不多。

Not too bad. 还不错。

当然, 如果不好也可以说 Not too well actually, 或者按实际情况回答。

#### 2 You're welcome to the Expo. 欢迎光临交易会。

welcome 在这里是形容词, 受欢迎的意思。其后可以接名词, 不定式, 也可以什么都不接。

You're welcome to Shanghai. 欢迎你来上海。

You're welcome to the use of my desk / some more fish.

欢迎你(请随便)用我的桌子/再来点鱼。

Everybody is welcome to have a try. 欢迎每个人都来试一试。

All suggestions are welcome. 任何建议都欢迎。

—Thank you for helping me. 谢谢你的帮助。

—You are welcome. 别客气, 不用谢谢。

- 3 I spent the whole morning going through the halls.

我一个上午在大厅到处看了看。

going through the halls 是现在分词短语,在句中用作状语,表示主语正在进行另一个动作。又如:

Please quote us your lowest price CIF Lagos, stating the earliest date of shipment. 请报你们最低拉各斯到岸价,同时告知最早装船期。

We come here today, hoping to enter into business with you.

我们今天来,希望和你们做买卖。

- 4 You have certainly a great variety of goods on display.

你们展出的商品花色品种真多呀。

(1) a great variety of 各种各样

Much to our regret, we can't book your order for a variety of reasons.

非常抱歉,由于种种原因我们不能接受你们的订货。

Our hand tools are made in a great variety of sizes.

我们生产的手工工具尺寸各式各样。

(2) on display 陈列,展出

All the goods on display are for sale.

所有这些展出的商品都对外销售。

Many customers are surprised by the rich variety of commodities on display. 许多顾客看到展出品种之多深感惊讶。

- 5 They are selling very fast on our market.

这些商品在我们的市场上销售很快。

Our commodities are enjoying fast sales.

Our commodities have found a ready market in many countries.

Our products command a good market both at home and abroad.

我们的产品在国内市场都拥有良好的销路。

- 6 So I hear. 我听说是这样。

在 hope, suppose, think 等动词后面可以用 so 来代替上文所提到内容,以避免重复。如果动词为 say, understand, tell, hear, believe 等,so 还可以放在句子开头处。

—Will you go and visit the Fair this afternoon?

你今天下午去交易会吗?

—I hope so. 我希望能去。