

剑桥商务英语证书(BEC1)备考系列之二

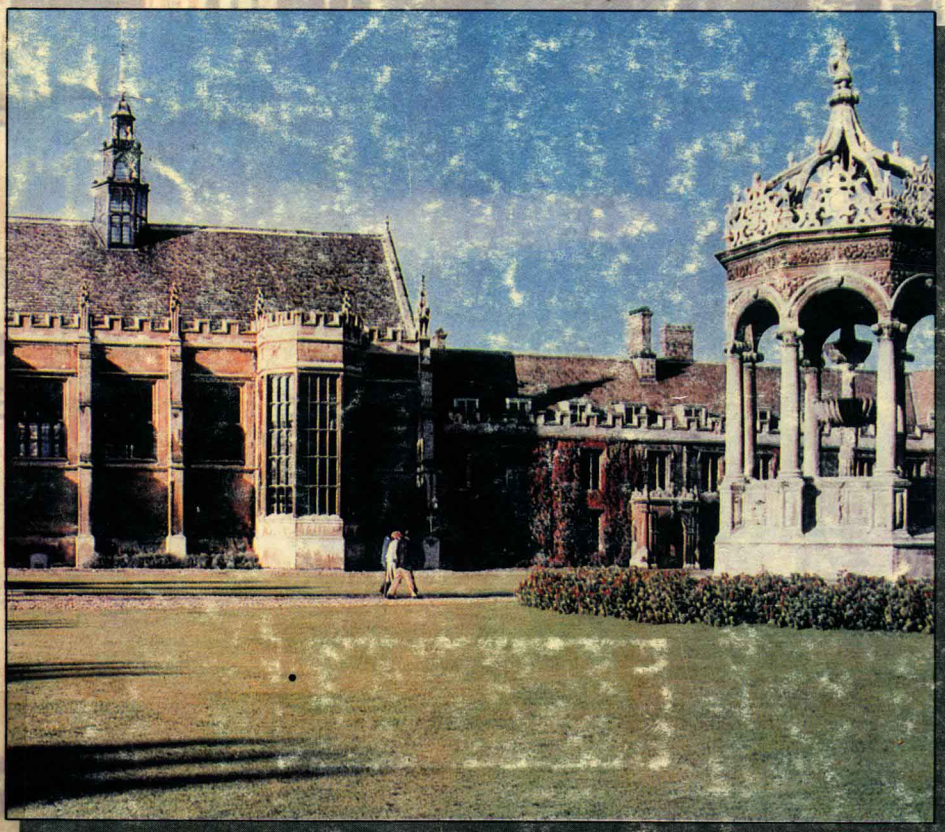
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CAMBRIDGE BUSINESS ENGLISH CERTIFICATE

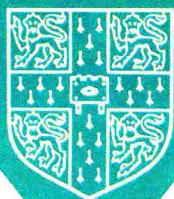
写 · 作 · 备 · 考

主编/区铁 编著/袁哲



广东教育出版社

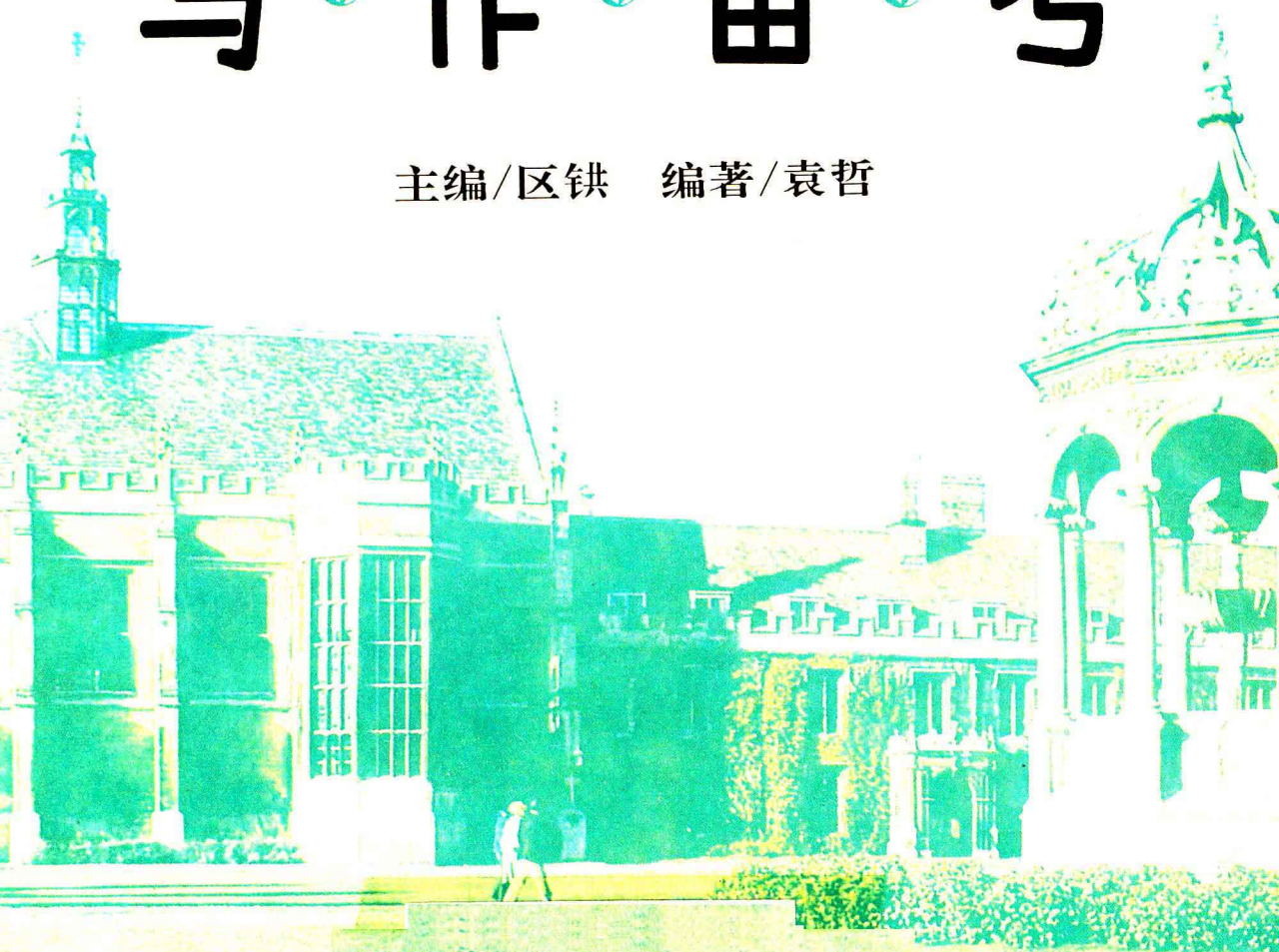
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袁 哲 编

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总 序

区 铁

剑桥商务英语证书 (Cambridge Business English Certificate, 简称 BEC) 考试属于专用英语考试。关于剑桥大学考试委员会的国际地位以及 BEC 考试的特点不必赘述, 我在这里只想强调一点: 如果不了解有关行业的专用规范及行话, 不熟悉考试的题型, 即使是有相当英语基础的人, 在这一类考试中也不可能发挥得淋漓尽致, 相反, 甚至会得到不理想的效果。此中道理很简单, 因为懂英语不等于会用英语, 会用英语不等于会应考。

摆在您面前的这一备考系列书正是为了满足 BEC1 级考生以及对商务英语感兴趣的人士的需要而编撰的, 总共 4 册: 第 1 册《阅读备考》、第 2 册《写作备考》、第 3 册《听力与面试》、第 4 册《模拟试题集》。每册都提供练习答案; 听力部分配录音带及对应的文字材料。各种题型均严格按照剑桥大学考试委员会制订的 BEC 考试大纲来设计, 其理论根据是功能一意念法 (Functional-Notional Method)。

BEC 考试与托福以及其他英语水平测试不同的地方就在于它非常强调实用, 考题信度高。为了使考生适应这种考试, 我们特地尽量选用商务往来中真实的英语语篇来设计练习。

因为考试大纲列出的各种功能在阅读、写作和听力 3 方面各有侧重, 所以各分册的内容和体例在大同的前提下保留小异。极个别材料会用于不同功能的练习。

这一系列是 BEC1 级的备考书, 但为了从严训练考生, 也为了与 BEC2 级备考系列接轨, 所以某些题型及题目的难度已经接近 BEC2 级的要求。

书后不附词汇表, 以免读者误以为那就是 BEC1 级考试的词汇量。事实上 BEC 考试大纲并未列出词汇范围。

本系列的编著者几乎都是剑桥大学考试委员会正式聘请的 BEC 考官、口试官及口试官培训师, 是 BEC 在中国开设的最早的几个考点之一——广州中山大学外国语学院——的老师。书中有部分材料已经在应试辅导班使用过, 效果良好。

最后, 感谢广东教育出版社以令人瞩目的速度印出这套书。在这一过程中, 各位编著者以及出版社的有关人士所表现出的干劲和效率使我为改革开放中的岭南人的积极进取精神感到自豪。

前 言

本书是剑桥大学商务英语证书 BEC1 备考系列之二，旨在帮助考生熟悉和掌握 BEC1 写作部分的内容范围与题目形式，提高运用英语进行商务写作的能力。本书选用了大量真实材料，覆盖面广，涉及商业、经济、金融、外贸等方面的常识，适合商业系统、外经贸企事业单位人员使用，亦可作为商务英语写作教材。

本书按照 BEC1 考试大纲规定的功能意念、内容范围编写，分为九个单元，每个单元均配有十多个练习，力求从各个方面训练考生的实际写作能力。书后附有参考答案。除了考试大纲规定的内容、形式外，本书在词汇、语法、题型设计方面有所延伸，个别练习超出了 BEC1 的难度，与 BEC2 接近，以使考生准备更加充分，顺利地向 BEC2 过渡。

编 者

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Unit One

Introductions

Practice 1

- The following are some ways to open a letter:

Dear Sirs	—— to a company
Dear Sir	—— to a man if you do not know his name
Dear Madam	—— to a woman if you do not know her name
Dear Mr Acheson	—— to a man
Dear Mrs Acheson	—— to a married woman
Dear Ms Acheson	—— to a married or unmarried woman
Dear John	—— to a friend or some one you know well

Note: It is wrong to open a letter with 'Dear Mr John' or 'Dear Mr John Acheson'.

- Now put in the missing openings in the following blanks:

1. The General Manager
Bunbury Estate Builders
17 Fen Road
London
EC3 5AP

Dear _____

2. Ms H Brian
119 North Laurel Avenue
Los Angeles, CA 90048

Dear Ms _____

3. Mrs Cynthia Dryden
44 Randolph Square
London EC1 4BE

Dear _____

4. Green Tools Ltd
16 East Street
Bishops Stortford
Herts, England

5. The Manageress
Nesco Hardanger Street
Oslo
Norway

6. S Niclos
The Manager
Delos Company
Athens

Practice 2

• Put these addresses, names and dates in the correct places in these two letters.

- a) Mr L Waters
16 Clear Street
Torquay
Devon TQ1 6BD

f) JUSTIN BOX Ltd
14 Trist Road,
Hastings
Sussex HA3 6CE
- b) Mr Waters

g) Sirs
- c) L Waters

h) Mary Hardy
Sales Manager
- d) 16 Clear Street
Torquay
Devon TQ1 6BD

i) 20 May 1994
- e) Sales Department
Justin Box Ltd
14 Trist Road
Hastings
Sussex HA3 6CE

j) 26 May 1994
- k) faithfully

l) sincerely

	1
2	3
Dear 4	
With reference to your advertisement in yesterday's <i>Telegraph</i> , would you please send me full details, prices and samples of your promotional gifts?	
Yours 5	
6	

8

7

9

Dear 10

Thank you for your letter of 20 May. We are pleased to enclose our new brochure and price list together with samples of our promotional gifts.

Yours 11

12

Answers :

1	_____	4	_____	7	_____	10	_____
2	_____	5	_____	8	_____	11	_____
3	_____	6	_____	9	_____	12	_____

Practice 3

- After glancing through each of the following letters, decide whether each one is a friendly letter or a business letter.

1.

VICTORIA CYCLE WORKS

P O BOX 9271 Melbourne Australia

3rd July 1994

Our ref. : CB/7/94

Your ref. : JL/5/94

Mr Robert Clarkson

Worldwide Dealers Ltd.

Connaught Centre

Hong Kong

Dear Mr Clarkson

STATEMENT — May 1994

I wish to _____

Yours sincerely

Clive Thomas

General Manager

2.

FARMERS FRUIT PRODUCTS

Taunton, Somereset

England

22 March 1994

Your ref: KC/2/94

Roberts Import Company

AV Rio Branco 278

Grupo 506

Rio de Janeiro

Dear sir

I wish to _____

Yours sincerely

M Black

3.

20 July 1994

Dear Randy

I want to _____

Yours

Tom

Letter 1: _____

Letter 2: _____

Letter 3: _____

Practice 4

- In order to emphasize the aspects of your résumé which are relevant, and convince the employer that you are suitable for the job, you should know clearly what the employer is looking for. The following are 6 advertisements. Read them and decide what the most essential requirements are for each job.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____

FLOOR TRADER

Urgently required by a leading
Japanese stock broker firm at Central:

- F. 5 standard
- at least 1 year working experience at stock trading hall
- reasonable command of English

Please send full resume, telephone contact number and salary expected to:

Yamaichi Int'l(H. K.)Ltd.
30th Floor, Two Pacific Place
88 Queensway
Hong Kong
Attn. :Personnel Department

ASIA. INC.

THE REGION'S BUSINESS MAGAZINE

Assistant Managing Editor

ASIA, Inc. , the region's fastest-growing business magazine needs a talented editor with a sound knowledge of Asia, especially the ASEAN states. Fluency in an Asian language would be desirable, though not necessary. A top salary will be paid to the right person. Candidates should submit a resume and as, evidence of writing ability, photocopies of published articles of edited work.

Write to **Anthony Paul, Managing Editor, ASIA. , INC. , 31st Floor, Citicorp Centre, 18 Whitfield Road, Causeway Bay.** Please do not telephone.

An International Co-operative with diversified investments and projects, comprising trading, finance, properties and manufacturing seeks the following person.

SECRETARY

- Min. 3 year secretarial experience
- Fast and accurate typing
- Knowledge of micro-computer
- F. 5 graduate with good command of English
- Proficiency in Mandarin preferred

We offer attractive remuneration to the right candidate. Please send full resume, a recent photo. present salary and salary expected to the Personnel Manager, G.P.O. Box 9829, Hong Kong.

PART TIME WAITRESSES

required by a Restaurant in Kowloon Tong, English Native, age 16 & above, can speak a little bit of Chinese would be preferable. Interested party please call 786 2121 Eddie or Ame 9:00 A.M. —6:00 P.M. for an interview.

Urgently required by I/E firm in Central:

ASSISTANT MERCHANDISER (F/M)

- F. 7 standard or above
- Excellent command in both spoken and written English
- Working experience not essential but preferable

Apply with full resume, recent photo, contact telephone number and salary expected to G. P. O Box 3534, Hong Kong.

BUSINESS REPORTER

The South China Sunday Morning Post requires an experienced China business reporter to join its Sunday Money team.

Candidates should be fluent in Mandarin, Cantonese and English.

He or she should also have experience reporting business events in China as the position will mean regular travel to the PRC.

Please send applications including a curriculum vitae to:

The Financial Editor, South China Sunday Morning Post, Tong Chong Street, Quarry Bay.

South China Morning Post

SOUTH CHINA MORNING POST BUILDING. TONG CHONG STREET. QUARRY BAY. HONG KONG

Practice 5

- This is a letter of application Simon Welder wrote for the post of Marketing Manager with Roberts Morris Ltd.
- Below is a list of verbs which are used in the letter. Decide which verb in this list goes in which space in the letter.

take up	apply	working
enclose	hear	be
saw	looking	been
like	see	increase
had	be	am

13 Queen's Crescent
London SWLT 8JB

20 July 1993

Jane Walls
Robert Morris Ltd
33 Beach Avenue
Portsmouth
Hampshire

Dear Ms Walls

I 1 your advertisement in yesterday's *Telegraph* and I would
2 to 3 for the post of Marketing Manager.

I 4 a full curriculum vitae. As you can 5 I have
6 10 years' experience in marketing. Three of these have
7 as Marketing Manager of a small company. And I 8
keen to 9 my experience by 10 for a larger firm.

I will 11 available for interview on any afternoon in August
and I will 12 free to 13 a new appointment from 1
September.

I 14 forward to 15 from you.

Yours sincerely
Simon Welder

Practice 6

- The following is a curriculum vitae that Joan sent together with her letter of application.

CURRICULUM VITAE

Surname: Ainsworth Address: 45 Norman Avenue
First name: Joan Lesley Canterbury
D. o. b. : 22 March 1969 Kent CT1 39X
Marital status: Single Tel No: 01-123 9876
Children: _____

Education and further studies

Dates School/college Qualifications
(name and address)

1981-88	Fareham Comprehensive School Fareham, Hants	5GCE: 'O' Levels 1GCE: 'A' Level Eng.
1988-89	Star Secretarial College Queens Road, London SW1 0RS	Secretarial Diploma
		(Speeds: Typing 40wpm
		Shorthand: 120wpm)

Experience

Date Place of work (with address) Job Pay

1989— present	Commercial Bank, High Street, Fareham, Hants	Department secretary	

Names and address of three referees:

Mr B Mare, Fareham Comprehensive School, Fareham, Hants
Mr J Biggins, Star Secretarial College, Queens Road, London SW1 0RD
Ms H Roberts, Commercial Bank, High Street, Fareham, Hants

- Using the information you get from the above table, answer these questions about Joan's curriculum vitae with short answers.

1 What is Joan's full name?

2 What is her date of birth?

3 Is she married?

4 Where does she live?

5 Where did she go to secretarial college?

6 What qualifications did she get at college?

7 What were her secretarial speeds in words per minute?

8 Where has she been working since 1989 ?

Practice 7

- Use these words to complete the following letter:
attending, candidate, decided, disappointing,
interest, interview, yours sincerely
- You give or invent the information in brackets().

(Date)

(Name and address)

Dear Mr (Name)

Thank you for _____ the _____ on (date).

Unfortunately we have _____ to offer the job to another _____.

I hope this is not too _____ for you.

Thank you again for your _____.

(Name)

(Position in the company)

Practice 8

- Use these words to complete the following letter:

appointment, conditions, enclose,
delighted, contract of employment
hearing, look forward; return,
salary, terms, yours sincerely

- Give or invent the information in brackets ().

(Date)

(Name and address)

Dear Miss (Name)

I am _____ to be able to offer you the _____ of (job).

Your starting _____ will be £5,500 per year.

I _____ a _____, with details of _____ and
_____. Please sign the second copy and _____ it to me.

We would like you to start on (date).

I _____ forward to _____ from you. _____

(Name)

(Position in the company)

Practice 9

- Read the application letter below:
- Complete the Candidate Information Form with the information from the letter.
- Write a word, phrase or number in Spaces 1–5.