

全国国际商务英语培训认证考试专用教材

全国国际商务英语培训认证 考试大纲与复习指南

一级

TEST OF ENGLISH FOR

INTERNATIONAL BUSINESS

SYLLABUS AND GUIDE

(Level One)

中国国际贸易学会商务培训认证考试办公室 编

(试用本)

随书赠送MP3光盘一张



中国商务出版社
CHINA COMMERCE AND TRADE PRESS

全国国际商务英语培训认证考试专用教材

全国国际商务英语培训认证 考试大纲与复习指南

(一级)

(试用本)

中国国际贸易学会商务培训认证考试办公室 编

中国商务出版社

图书在版编目 (CIP) 数据

全国国际商务英语培训认证考试大纲与复习指南. 一级 / 中国国际贸易学会商务培训认证考试办公室编. —北京: 中国商务出版社, 2007. 1

全国国际商务英语培训认证考试专用教材
ISBN 978-7-80181-651-1

I. 全… II. 中… III. 国际贸易—英语—资格考核—自学参考资料 IV. H31

中国版本图书馆 CIP 数据核字 (2007) 第 021691 号

全国国际商务英语培训认证考试专用教材
全国国际商务英语培训认证考试
大纲与复习指南(一级)(试用本)

中国国际贸易学会商务培训认证考试办公室 编
中国商务出版社出版

(北京市安定门外大街东后巷 28 号)

邮政编码: 100710

电话: 010—64269744 (编辑室)

010—64245984 (发行部)

网址: www.cctpress.com

E-mail: cctp@cctpress.com

新华书店北京发行所发行
北京金奥都图文工作室排版
北京华正印刷有限公司印刷
880 × 1230 毫米 16 开本
12.25 印张 296 千字
2007 年 2 月 第 1 版
2007 年 2 月 第 1 次印刷
印数: 10000 册

ISBN 978-7-80181-651-1
F · 987

定价: 25.00 元

版权专有 侵权必究

举报电话: (010) 64212247

全国国际商务英语培训认证考试专用教材

编 委 会

顾问 施用海 俞仲文

主任 刘宝荣

常务副主任 黄震华

副主任 陈洁 刘德标 钱建初 王乃彦 徐小贞

秘书长 李学新 李延玉

副秘书长 吴小京 田叶香

委员 (按拼音顺序排列)

白树勤	卜红军	常玉田	陈祥国	陈学鹏	方笑君
房玉靖	冯祥春	宫桓刚	郭桂杭	贺雪娟	胡敏
黄芳	李颖	刘长声	刘法公	罗凤翔	宓智瑛
彭龙	沈勤敏	帅建林	隋思忠	谭海涛	田文平
王成云	吴柏祥	吴井田	肖云南	谢晓莺	严明
杨蒙	姚大伟	应红波	虞菊芳	张德玉	张平
郑海棠	郑荷芬	钟跃	周力	周树玲	

本书执行主编 徐小贞

参编 赵继政 谭海涛 黄晓彤 白莉 张丽莲
邹渝刚 苏文秀 张莹 陈璇 程达军
徐郑慧 袁凌燕 蒋剡 汪文格 李延玉

前言

面对竞争激烈的国际商务环境,企业如何开展国际业务,如何做大做强;同时营造和谐双赢的商务空间,已经成为我国各界特别是商务领域研究的重大课题,而本课题核心内容就是国际商务人才的培养与评估。商务部中国国际贸易学会作为全国国际贸易最高学术研究机构和国际商务人才评估机构,肩负着全国国际商务岗位的创制与本行业人才的培养以及考核行业标准的制定与督促实施的重任。为此,中国国际贸易学会成立了商务培训认证考试办公室以推动商务培训、认证、考试的开展。

经过两年多调研与反复论证,中国国际贸易学会商务培训认证考试办公室在培养、考核我国国际商务英语人才上获得重大突破,将我国国际商务英语职业能力科学地分成三级,即一级、二级、三级,并以此为依据制定了一整套严密的考核内容与严格的评估办法。为了将此重大研究成果在全国范围内推广,同时也为涉外单位评估从业人员和应聘人员的国际商务英语水平提供客观参考标准和依据,中国国际贸易学会商务培训认证考试办公室特成立了全国国际商务英语培训认证考试专家委员会和考试中心,并于2007年推出全国国际商务英语培训认证考试(一级)。

为了让广大有志从事国际商务工作的人员真正了解此培训认证标准,并通过学习、培训相应水平,中国国际贸易学会商务培训认证考试办公室专门组织国内外国际商务英语界专家、学者,编写了本套全国国际商务英语培训认证考试(一级)教材。本套教材共6册,具有以下特点:

1. 权威性。本套教材由中国国际贸易学会商务培训认证考试办公室专门组织国内外国际商务英语界权威专家、学者编写完成,是全国本项考试唯一专用教材。

2. 专业性。本教材博采众长,吸收了众多国内外商务英语教材的优点,参编人员既有各大院校知名教授,也有常年从事国际商务工作的一线人员。本套教材是各界代表集体智慧的结晶。

3. 实用性。本套教材的内容都是用人单位提供的素材,实用性极强。通过学习本套教材,学习者能够达到中国国际贸易学会商务培训认证办公室制定的对国际商务英语职业能力(一级)的要求。

由于编写时间紧迫,书中错误难免,希望大家在使用过程中对本套教材多提宝贵意见,以便我们改进与完善。

中国国际贸易学会
中国国际贸易学会商务培训认证考试办公室
2007年2月

编写说明

为了帮助广大考生了解全国国际商务英语培训认证考试（一级），掌握考试的范围和重点，有效地进行复习和备考；同时也为了引导各培训中心和相关教育培训机构进行有效的培训，在中国国际贸易学会的领导下，在全国国际商务英语培训认证考试专家委员会的直接指导下，我们组织来自外经贸企业和高等院校的专家学者编写了本书。

全书共五章。第一章全文收录“全国国际商务英语培训认证考试（一级）大纲”。该大纲全面介绍了考试的目的、对象、性质、范围和要求等；第二章为考试样题。样题分笔试样题、口试样题、样题答案和听力原文，旨在帮助考生认识考试的题型、题量和难度；第三章从听力、阅读、写作、翻译和口试五个方面针对题型介绍应考技巧和注意事项；第四章和第五章分别包含五套笔试模拟题和五套口试模拟题。

全国国际商务英语培训认证考试中心主任徐小贞教授担任本书的编写组组长，编写组成员有赵继政、谭海涛、黄晓彤、白莉、张丽莲、邹渝刚、苏文秀、张莹、陈璇、程达军、徐郑慧、袁凌燕、蒋剡、汪文格和李延玉。在本书的编写过程中，得到了中国国际贸易学会会长施用海、副会长刘宝荣、深圳职业技术学院院长俞仲文、中国商务出版社各位领导的指导和帮助，也得到来自全国国际商务英语培训认证考试诸多考试点和培训中心同仁的鼎力支持，在此致以由衷的谢意。

书中难免不足之处，恳望读者不吝指正。

编者
2007年1月

目 录

□第一章	全国国际商务英语培训认证考试大纲(一级)	(1)
□第二章	全国国际商务英语培训认证考试样题(一级)	(5)
	第一节 笔试样题	(5)
	第二节 口试样题	(18)
	第三节 参考答案	(20)
	第四节 听力原文	(23)
□第三章	全国国际商务英语培训认证考试(一级)应考指导	(27)
	第一节 听力应考指导	(27)
	第二节 阅读应考指导	(35)
	第三节 翻译应考指导	(45)
	第四节 写作应考指导	(50)
	第五节 口试应考指导	(58)
□第四章	全国国际商务英语培训认证考试(一级)笔试模拟题	(68)
	第一节 笔试模拟题(一)	(68)
	第二节 笔试模拟题(二)	(88)
	第三节 笔试模拟题(三)	(108)
	第四节 笔试模拟题(四)	(127)
	第五节 笔试模拟题(五)	(147)
□第五章	全国国际商务英语培训认证考试(一级)口试模拟题	(167)
	第一节 口试模拟题(一)	(167)
	第二节 口试模拟题(二)	(170)
	第三节 口试模拟题(三)	(173)
	第四节 口试模拟题(四)	(176)
	第五节 口试模拟题(五)	(179)
考生须知	(183)

第一章 全国国际商务英语培训 认证考试大纲（一级）

全国国际商务英语培训认证考试大纲（一级）

为建立与我国国际商务发展相适应的商务英语水平评价标准和认证体系，满足相关企事业单位对员工和应聘人员英语能力测评的需要，为相关院校和培训机构提供教学参考，特制订本大纲。

一、考试目的

本考试是对国际商务英语交际能力的测试。考试结果可作为相关企事业单位人员招聘的参考和国际商务从业人员英语能力的评价依据。本考试旨在统一测试标准和操作规范，促进相关的教育和培训工作，提高国际商务从业人员的职业英语水平。

二、考试对象

国际商务从业人员以及有意从事国际商务工作的各类院校学生和其他社会人员。

三、考试性质

本考试是职业英语水平考试，是一种尺度参照性标准化考试，评价被测试者在国际商务环境中的英语应用能力。

四、考试范围

本考试涵盖语言和商务两方面的内容。语言方面测试国际商务环境中英语听、说、读、写、译能力；商务方面涉及国际商务中的常见业务，突出国际贸易实务。

五、语言能力要求

本考试语言方面具体能力要求如下表：

编号	能力项目	能力要求
1	听力	能够听懂语速为 130 词/分钟左右的商务会话或陈述，能掌握其要点和相关细节，并领会说话人的态度、感情和真实意图。内容涉及日常问候、接听电话、约会安排、招聘面试、会议组织、产品描述、价格谈判等商务活动。词汇不超出本大纲词汇表。

续表

编号	能力项目	能力要求
2	口语	能够在日常接待、会议安排、产品描述、业务联系、价格磋商等商务活动中进行交流。表达清楚、流畅,能够较好地运用会话策略,准确表达意见、观点、情感等。
3	阅读	能读懂商务信函、广告、备忘录、便条、通知、通用商务单证等商务材料,能运用有效的阅读技巧,掌握中心意思,理解主要事实和相关细节,并能够进行归纳推理。阅读速度不低于70词/分钟。
4	写作	能够在30分钟内完成不少于100词的商务写作任务。涉及简历、备忘录、商务信函、通知等应用文体。内容完整,格式正确,语言准确,语意连贯。能够运用基本的写作技巧。
5	翻译	能够翻译简单的商务信函、产品说明等材料,译文正确。

六、商务内容要求

本考试所要求的主要商务内容如下表:

编号	商务模块	国际商务内容要点	
1	商务办公	1. 工厂/公司介绍 2. 电话接听 3. 来访者接待 4. 邮件/包裹收发 5. 约见登记 6. 工作日志 7. 办公设备操作	8. 事故报告 9. 时间分配和管理 10. 工作岗位描述 11. 求职面试 12. 工作流程组织和监督 13. 会议组织和记录 14. 商务旅行和住宿安排
2	商务礼仪	1. 电话礼仪 2. 名片礼仪 3. 信函礼仪 4. 求职礼仪	5. 宴请礼仪 6. 谈判礼仪 7. 文化差异与禁忌
3	国际市场营销	1. 市场与需求 2. 消费者购买行为 3. 产品	4. 定价 5. 分销 6. 促销
4	国际贸易	1. 国际贸易基本概念 2. 合同磋商的基本环节 3. 质量和数量的表示方法 4. 包装与运输标志 5. 主要贸易术语的具体内容 6. 折扣与佣金	7. 运输方式选择和条款订立 8. 运输中的风险、损失、险别 9. 主要结算票据 10. 主要结算方式 11. 检验、索赔、不可抗力、仲裁 12. 服务贸易与知识产权
5	其他	1. 外汇汇率 2. 外汇风险 3. 合同的成立、履行、让与、违约救济	4. 汇票、本票和支票 5. 网上批发、在线零售、在线拍卖

七、词汇要求

本考试要求词汇量达到4 500词，其中商务专业词汇1 500词左右。

八、考试项目

本考试分为听力、阅读、翻译与写作、口语四大模块。各个项目、题数、记分和考试时间等如下表：

序号	形式	模块	分值	时间（分钟）	项目	题数	计分
1	笔 试	听力	20	25	商务信息捕捉	5	5
					商务对话理解	10	10
					商务短篇理解	5	5
					合 计	20	20
2		阅读	50	55	商务短语选择	10	10
					选词完形填空	10	10
					陈述正误判断	5	5
					图表信息阅读	5	5
					商务阅读理解	10	20
					合 计	40	50
3		翻译与写作	30	40	商务短文翻译（英译汉）	1	10
					商务应用文写作（英文）	1	20
					合 计	2	30
前三个模块合计			100	120		62	100
4	口试	口语	50	12	口头作文	1	20
					商务句子口译（汉译英）	2	10
					商务会话	1	20
					合 计	4	50

九、考试组织机构

由常设的“全国国际商务英语培训认证考试中心”负责组织考务培训、命题、考试、阅卷和认证工作。由来自相关行业和高校的专家组成专家委员会，指导考试和认证工作。

通过考试中心资质认证的各地高校和培训机构可以申请设立考点。考试中心对各地考点实行年审和动态管理。

十、考试时间

每年四月第二个星期六和星期日组织一次考试。

十一、考试成绩和认证

考试分为笔试和口试两部分。笔试总分为 100 分，成绩 60 分以上（含 60 分）为通过；口试总分为 50 分，成绩 30 分以上（含 30 分）为通过。被测试者可以同时报考笔试和口试部分或单独报考其中一部分，笔试和口试成绩有效期为两年。每次考试后，被测试者可以获得相应成绩报告单。两年内，笔试和口试均通过的被测试者可获得认证证书。

第二章 全国国际商务英语培训 认证考试样题（一级）

第一节 笔 试 样 题

全国国际商务英语培训认证考试（一级）
TEST OF ENGLISH FOR INTERNATIONAL BUSINESS (Level One)
(TEIB - 1)
试卷册
(120 分钟)

注 意 事 项

一、请将自己的姓名、准考证号写在答题卡和答题纸上。试卷册、答题卡和答题纸均不得带出考场。考试结束，监考人员收卷后考生才可离开。

二、全部考试时间为 120 分钟，不得拖延。

三、选择题的答案一定要填涂在答题卡上；听力理解（LISTENING）部分第一节（Section A）以及翻译和写作（TRANSLATING & WRITING）部分的答案要写在答题纸上，凡是写在试卷册上的一律不给分。

四、选择题每题只能选一个答案；如多选，则该题无分。选定答案后，用 HB 或 2B 浓度以上的铅笔在相应字母的中部划一条横线。正确方法如下：

[A] ~~[B]~~ [C] [D]

使用其他符号答题者不给分。划线要有一定粗度，浓度要盖过字母底色。

五、如需改动答案，必须先用橡皮擦净原来选定的答案，然后再按上面的方法重新填涂。

Part I LISTENING

(25 minutes)

Section A

Directions: *In this section, you will hear five short sentences. Each sentence will be spoken twice. At the end of each sentence there will be a pause. During the pause, you are required to fill in the corresponding blank according to what you've heard. Then write your answer on the Answer Sheet.*

Example: *You'll hear:*

You'll read: Mr. White will be back before _____.

From the sentence we learn that Mr. White will be back before 5 : 00. Therefore you should write 5 : 00 in the corresponding blank on your Answer Sheet. Now the test will begin.

1. The time Mr. Malay arrives at the airport is _____.
2. Mr. North's extension number is _____.
3. The unit price quoted is US\$ _____ CIF, Puerto Limon.
4. The former HR manager was _____.
5. The destination address of the parcel is _____ 19, Copenhagen, Denmark.

Section B

Directions: *In this section, you will hear ten short conversations. At the end of each conversation, a question will be asked about what was said. Both the conversation and the question will be spoken only once. After each question, there will be a pause. During the pause, you are required to read the four choices marked A, B, C and D, and decide which is the best answer. Then mark the corresponding letter on the Answer Sheet with a single line through the center.*

Example: *You will hear:*

You will read: A. She will post it later.

B. She could not contact the man.

C. She's not sure if the computer is fixed.

D. She can't send it right now.

From the conversation we learn that the woman cannot send the new catalogue immediately. Therefore, the correct answer is D. Now the test will begin.

6. A. A stereo repairman. B. A hi-fi salesman.
C. A store keeper. D. The woman's house keeper.
7. A. Word-of-mouth advertising is needed for this campaign.
B. Commercials are needed for this campaign.
C. Word-of-mouth advertising is as effective as commercials.
D. Commercials are more effective than word-of-mouth advertising.
8. A. \$96. B. \$98. C. \$100. D. \$102.
9. A. They are discussing about the price.
B. They are discussing about the contract.
C. They are complaining about the packing and shipping marks.
D. They are complaining about the price.

10. A. A check-guarantee card. B. A cash card.
C. A credit card. D. A debit card.
11. A. In a department store. B. In a bank.
C. At the customs. D. In a jewelry store.
12. A. She needs to apply for another visa.
B. She will take Part I in a trade negotiation in a month.
C. Her visa is still valid for her purpose.
D. She wants to visit Philadelphia and Boston.
13. A. She was selected for further interviews.
B. She was recruited by the company.
C. She failed in the interview.
D. She will try another company.
14. A. Accounting. B. Marketing. C. Security. D. Human Resources.
15. A. Confused. B. Interested. C. Indifferent. D. Unsatisfied.

Section C

Directions: In this section, you will hear two recordings. At the end of each recording, some questions will be asked about what was said. You will hear the recordings and the questions only once. After each question, there will be a pause. During the pause, you are required to read the four choices marked A, B, C and D, and decide which is the best answer. Then mark the corresponding letter on the Answer Sheet with a single line through the center.

Task 1

16. A. The advertising agency. B. Radio commercials.
C. The advertisement slogan. D. The plan for advertising campaign.
17. A. Once a day. B. Twice a day.
C. Every fifteen seconds. D. Every twenty seconds.

Task 2

18. A. 22%. B. 9%. C. 60%. D. 40%.
19. A. They complain about the quality of products.
B. They complain about the price of products.
C. They complain about delivery time.
D. They complain about after-sales service.

20. A. Increasing the volume of business in the European market.
B. Analyzing the revenue of the company this year.
C. Establishing three Asian distribution centers.
D. Promoting the company's products in Asia.

Part II READING

(55 minutes)

Section A

Directions: Choose the best answer for each statement from the four choices marked A, B, C and D, and mark the corresponding letter on the Answer Sheet with a single line through the center.

21. Our company is going to _____ a new business this year.
A. make B. launch C. forward D. manufacture
22. In 2001, the business _____ of the multinational company reached 126 billion US dollars.
A. amount B. quantity C. scale D. volume
23. The seller should make sure that shipment is to be _____ within 30 days after receipt of L/C.
A. sent B. made C. started D. effected
24. The _____ communicated in business interactions through facial expressions and the movements of arms, legs and hands are very important.
A. verbal signals B. nonverbal signals C. contacts D. languages
25. The exporters expect their distributing agents to _____ the products actively.
A. improve B. demonstrate C. promote D. display
26. _____ at Medico Co., Ltd. is 1.8% this year.
A. Sale growth B. Sales growth
C. Selling growth D. Selling growing
27. I regret to tell you that we cannot grant you _____ for our garden furniture in Sydney.
A. only agent B. sole agent C. sole agency D. only agency
28. The car is sold with a twelve-month _____.
A. guarantee B. promise C. certification D. protection
29. The annual turnover last year was US\$28 million and the company made a large _____.
A. interest B. profit C. benefit D. finance

30. Because of the poor performance this year, the company has a lot of _____ debts now.
A. outstanding B. collecting C. settling D. clearing

Section B

Directions: Read the following passage. Fill each gap with the best answer from the four choices marked A, B, C and D, and mark the corresponding letter on the Answer Sheet with a single line through the center.

Insurance is a device that has been developed to handle risks. Nearly everyone 31 risk of some sort. The houseowner, for example, knows that his property can be damaged by fire; the shipowner knows that his vessel may be lost at sea; the breadwinner knows that he may die 32 and leave his family the poorer. On the other hand, not every house is damaged by fire, not every vessel lost at sea. If these persons each put a small 33 into a pool, there will be enough to meet the needs of 34 who do suffer loss. In other words, the losses of the few are met from the contributions of the many. This is the basis of insurance. Those who pay the contributions are known as the 35 and those who administer the pool of contributions as insurers.

The legal basis of all insurance is the policy. It states that in return for the regular payment by the insured of a named sum of money, called the premium, which is usually paid every year, the insurer will pay a sum of money or 36 for loss, if the risk or event insured against actually happens.

The premium for an insurance naturally depends on how likely this is to happen, as suggested by past experience. If companies 37 their premiums too high, there will be more competition in their branch of insurance and they may lose business. 38, if they make their premiums too low, they will lose money and may even have to drop 39 business. So the ordinary forces of supply and demand keep premiums 40 a level satisfactory to both the insurer and the insured.

- | | | | |
|------------------------|-------------------|----------------------|------------------|
| 31. A. is exposed on | B. is exposed to | C. is exposing to | D. exposed to |
| 32. A. in an early age | B. in early years | C. at an early age | D. at early ages |
| 33. A. sum | B. quantity | C. number | D. count |
| 34. A. the little | B. the few | C. a little | D. a few |
| 35. A. insurer | B. insured | C. insurance company | D. beneficiary |
| 36. A. bill | B. interest | C. compensation | D. price |
| 37. A. fix | B. decide | C. hold | D. remain |
| 38. A. Despite of that | B. But | C. On the other hand | D. Therefore |
| 39. A. across | B. out of | C. off | D. away |
| 40. A. with | B. on | C. in | D. at |

Section C

Directions: Read the following passage and the statements that follow. Choose the best answer for each statement from the three choices marked A, B and C, and mark the corresponding letter on the Answer Sheet with a single line through the center.

Dear Ms. Jean,

I am writing about the order for the clothes you placed with us three months ago and your letter of enquiry relating to it. We are very sorry that we are having difficulty with the supplies of some of the clothes partly because of the strike here for the moment.

It would be helpful if you would confirm receipt of the first package of Men's Jackets and Men's Jeans. We have not yet received payment for these clothes, so we enclose a copy of the invoice with this letter. We expect to receive payment in full before the end of the month.

We are having problems in supplying both Women's Sweaters and Women's Jeans. The former are completely out of stock at all our suppliers, so we have cancelled the order and advise you to order at a later date. Delivery of the latter clothes is being delayed because of the strike, so we need to know whether you wish to pursue the order or cancel it.

Women's Jackets have been dispatched to you and they will be with you within ten days. Please make the payment for it before the end of next month.

The other two kinds of children's clothes are very popular. However, our usual suppliers are unable to meet this demand, so we have to find another supplier for these clothes. The Boys' Sweaters will be supplied to us and shipped to you very soon, but we are not so sure when the Girls' Sweaters will be supplied, so we advise you either to cancel the order or to order at a later time.

I hope this letter answers your questions satisfactorily. Please do not hesitate to contact us again should you have any further problems.

Yours sincerely

Helen Bateman

41. Another reason for the seller's problems is that a fire took place in the factory.
A. True. B. False. C. Not mentioned.
42. The buyer shall make the payment for the Men's Jackets and Men's Jeans this month.
A. True. B. False. C. Not mentioned.
43. The delivery of the Women's Sweaters is delayed by the strike.
A. True. B. False. C. Not mentioned.
44. The buyer will receive the Women's Jackets in ten days.
A. True. B. False. C. Not mentioned.
45. The seller will deliver the Girls' Sweaters to the buyer very soon.
A. True. B. False. C. Not mentioned.

Section D

Directions: Look at the tables and charts below. For each table or chart, there are four statements describing it. Choose the best statement from the four choices marked A, B, C and D to