

高等学校商务英语系列教材

商务英语

综合教程参考答案

第4册

Keys to Business English Integrated Course IV



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内 容 简 介

《商务英语综合教程》是一套针对高校经贸英语专业的学生及相应水平的商务工作者与英语爱好者而编写的基础课系列教材。本书是《商务英语综合教程·第4册》的配套参考答案,该答案详细,便于任课教师操作及英语自学者参考。

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Keys to Unit 1

Reading I

Pre-reading Task

1. Virtually every kind of commodities and real estate can be traded at an auction. In history, auctions even served as a means for transferring ownership of slaves. In the late 20th century, artworks and antiques were the most prominent and profitable commodities sold at auction because of a spectacular rise in art prices.
2. In some cases, the seller sets a minimum price for which he/she is willing to sell their item. The lowest price a seller is willing to accept for an item is called the "reserve price." Bidders know there's a reserve price, but don't know what it is. In order to win the auction, a bidder must meet or exceed the reserve price and have the highest bid. If no bidders meet the reserve price, neither the seller nor the high bidder are under any further obligation to complete the transaction.
3. (Omitted)
4. No. Because of the nature of the bidding, you don't know the opposition's maximum; you just know that the bid is now \$1 more than what you thought you were willing to pay. A marginal value fallacy sets in. If you're willing to pay \$20, why not \$21? And if \$21 is not too much, neither should \$22. So it's also quite easy to get sucked into paying more than you wanted by the heat of the auction. Bidding can get bloody. In the end, you may have to pay more than you have intended.
5. No. Auction is a public meeting where land, buildings, various kinds of collectables, etc. are sold to the person who offers the most money for them, whereas pawn is a shop where you leave something valuable with a pawn broker in order to borrow money from them.

Exercises

Comprehension

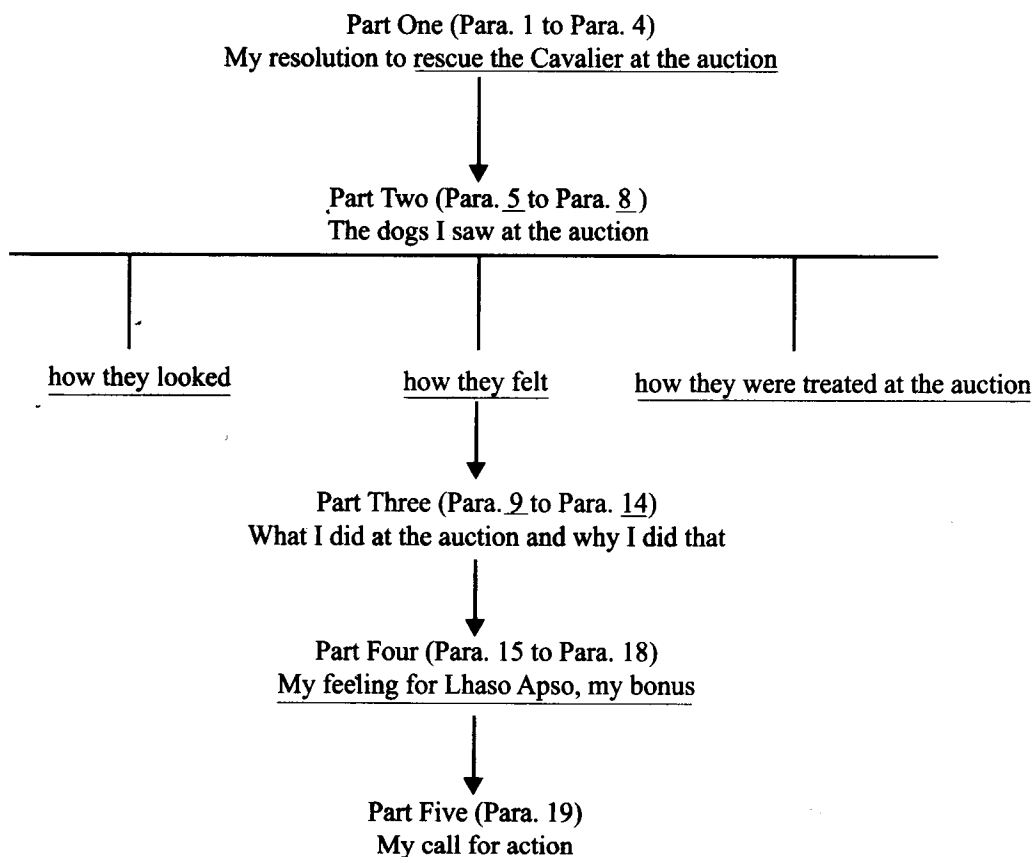
1. Questions for Comprehension

- 1) To rescue some puppy mill dogs by buying them at the auction.
- 2) She was heartbroken, and she felt it almost impossible to maintain her equilibrium or her sanity, much less the undercover role she was expected to play.
- 3) The living conditions are very bad. The dogs are kept in cages in nasty barns.



- 4) They were in poor condition. Some cages held one-eyed dogs; others held dogs with recent cuts, and old, ugly scars, dogs with toenails an inch long, dogs whose hair was one large mat, pregnant bitches close to delivery, dogs missing ears, legs, teeth.
- 5) They are sleazy. Caring nothing about the welfare of the animals, they only care about their profits.
- 6) It's the education of the public.
- 7) Seven.
- 8) She thinks what she does is worthwhile although her effort is far from enough, and we have a long way to go to rescue all the puppy mill dogs.
- 9) To get involved with rescue, in whatever way they can. For example, attend an auction, donate their money, foster a rescue, or just encourage and advise those who are just getting their feet wet.
- 10) To provide the readers with some information concerning puppy mills, to call on the readers to participate in rescuing puppy mill dogs and to look for a permanent home for one of her dogs.

2. Text Analysis



Vocabulary

- | | | | | |
|-------------|--------------|------------|-------------|------------|
| 1. 1) puppy | 2) Cavalier | 3) prodded | 4) toenails | 5) gauges |
| 6) huddled | 7) pregnancy | 8) abdomen | 9) posture | 10) sleazy |

2. 1) much less

- a. Did you see what was passing in the office?
No, I wasn't in the office, much less know what has happened.

- b. Why does no one pick the fruits off this tree?
They are hardly grown, much less ripe.

2) pass on

- a. What a fool I am! I should have known Granny's old bookcase is a valuable antique.
Yes, it has been passed on from her granny; it should be worth some money.

- b. Just imagine such a lovely boy having that kind of blood disease. I can't believe it.
Neither do I. But this is a genetic illness passed on from mother to the son.

3) relief

- a. How did the people in that war-afflicted city react when peace was announced?
They wept with joy because they felt an incredible sense of relief.

- b. How come do patients favor morphine? They ought to know frequent use leads to addiction.
But it brings relief to them and makes them feel calmer.

4) close to

- a. How would a person feel tramping around leisurely in the woods?
He would feel close to the birds, plants and animals.

- b. I was told they decided to tear down that hospital complex, didn't they? How much inconvenience would be caused?
Yes, it may be inconvenient, but in fact it is close to collapse.

5) in business

- a. Now that these computers are here, when will we be able to start our business?
When we get them installed, we will be in business.

- b. They say that company was founded in 1995, and every year they have a party on its anniversary.
They have not been in business for long, but they have made a big business out of it.

- | | | | | |
|-------------------|-----------------|---------------|-------------------|------------|
| 3. 1) equilibrium | 2) periodically | 3) ranting | 4) breed | 5) cowered |
| 6) probed | 7) sanity | 8) undercover | 9) the pied piper | 10) miller |

4. 1) block

- a. solid lumps of hard materials
 b. prevented from passing



- c. prevent from receiving
- 2) delivery
 - a. utterance
 - b. transfer, handing over
 - c. child birth
- 3) welled
 - a. came up
 - b. fountain
 - c. find it hard to ... properly
- 4) relate
 - a. connected
 - b. describing
 - c. feel close to
- 5) banter
 - a. jokingly teasing
 - b. conversation that is not serious and is often playful
 - c. talking in a friendly and amusing way

Translation

1. Mr. Jackson, you work in China periodically. Can you tell us how you feel about the differences in business communication style between Chinese and American businessmen?
2. Hearing the cry of her baby, the mother smiled with pleasure, forgetting the pain of the delivery.
3. To maintain their keep, many overseas students have to find a job in restaurants or serve as a baby-sitter.
4. It is said that middle-aged men who are fond of beers are likely to have a bulgy abdomen.
5. To go after success in career, women in joint venture companies often postpone pregnancy, and some even don't want children.
6. As the founder of a company, her eyes went red-rimmed when she heard the news that her company which she started from scratch went bankrupt and was annexed.
7. No matter what I said, he always kept silent with eyes downcast.
8. In order to maintain the equilibrium between income and expenditure, the company began to cut its budget and staff.
9. In the 16th century, Great Britain carried out some undercover schemes to rival the powerful Spanish navy.
10. I doubt the man's sanity as he always bought things at a high price and sold them at a low price.

Reading II

Comprehension Checkup

1. T 2. F 3. T 4. T 5. F 6. F 7. T 8. T 9. F 10. F

Vocabulary

1. c 2. a 3. c 4. a 5. b 6. a 7. c 8. b 9. a 10. b

Cloze

1. a 2. c 3. d 4. b 5. b 6. d 7. a 8. d 9. c 10. c
11. b 12. c 13. d 14. a 15. c

Post-reading Task

Task 1: (Omitted)

Task 2: (Omitted)

Task 3:

- Advantages:
1. Hold a vastly expanded international audience.
 2. Provide a wide variety of items.
 3. Offer a flexible timetable to bidders.

Disadvantages:

1. The article on the internet may vary from the authentic one.
2. It's difficult for the auctioneer to control the deal.
3. Audience may prefer enjoying the operation of auctioneer and the atmosphere at the auction meeting.

Extension

Interpretation

1. Take notes while listening to the tape and interpret what you hear into Chinese.

- 1) Brand battles in China's luxury car market will intensify with the entry of General Motors's Cadillac aggressively trumpeting its motto of "Dare to be the first."
- 2) Cadillac claims that the luxury cars segment led by "BBC" (Benz, BMW, and Cadillac) has



come into being in China. Cadillac appears to belittle Audi, Volvo and other luxury brands.

- 3) Cadillac's target customers in China include "successful private business owners, highly affluent professionals, movie, entertainment and sports stars," said Stuart Pierce, Cadillac brand director of the joint venture.
- 4) China's luxury car market is controlled by Audi of Volkswagen, which kicked off local production more than 10 years ago.

- 1) 随着叫嚣着“敢为天下第一”的通用公司的凯迪拉克的进入，中国豪华车市场的品牌大战将要加剧。
- 2) 凯迪拉克宣称由奔驰、宝马和凯迪拉克引领的豪华车阵容已在中国形成。它似乎轻视奥迪、沃尔沃和其他豪华品牌。
- 3) 凯迪拉克合资企业的品牌主任司徒亚特·皮尔斯说，凯迪拉克在中国的目标客户包括“成功的私人企业家，相当富裕的职业家以及电影、娱乐和体育界明星。”
- 4) 中国的豪华车市场由大众的奥迪所控制，它是十年前开始当地销售的。

2. Take notes while listening to the tape and interpret what you hear into English.

- 1) 上海将成为中国内地第一个颁布自己港口宪法的城市。新颁布的《上海港宪法》将于十月一日实行。
- 2) 这部宪法涉及上海港的基础设施、管理、运作、安全以及其他方面。它旨在帮助国内外船商了解上海港的基本情况。
- 3) 万科集团是中国南方城市深圳最大的房屋发展商。它计划销售约 20 亿元的五年债券。万科将用这笔收入为其在上海、南京和其他四个城市的项目提供资金。
- 4) 与一年前相比，今年前八个月中国房产的价格上涨了 13.5%。同前七个月 12.9% 的增长率相比，这个增长率是自 1996 年以来最快的。

- 1) Shanghai will become the first mainland city to issue its own port constitution. The newly established SHANGHAI PORT CONSTITUTION will be put into effect on October 1.
- 2) This constitution covers infrastructure, management, operations, safety and other aspects of Shanghai's ports. It aims to help shippers at home and abroad understand the basic conditions of Shanghai port.
- 3) China Vanke Co, the largest home developer in the southern city of Shenzhen, planned to sell about 2 billion yuan of five-year bonds. Vanke will use the proceeds to finance projects in Shanghai, Nanjing and four other cities.
- 4) China's property prices rose 13.5 percent in the first eight months from a year ago. The growth rate compared with a 12.9 percent in the first seven months is the fastest since 1996.

Special Usage

1. 1) 当你要做某事时，就立刻去做，因为你虽然能把握现在，但不能把握将来。

- 2) 虽然我承认这些问题困难,但我不同意说它们不能解决。
 - 3) 尽管偶然有些错误,但它仍是这方面最好的书。
 - 4) 他好像老实,但我却不太信任他。
 - 5) 新方法并不完善,虽然如此,它比老方法好得多。
 - 6) 即使是最好的酿造家,有时也不免造出坏啤酒。
 - 7) 尽管摆在我们面前的困难是巨大的,但我们有充分的信心克服它们。
 - 8) 虽然这些人都很有学问,但在实际事务方面,他们还不及普通的人。
 - 9) 无论你是怎样勤奋,若是你不采取正当的方法,你也是不能成功的。
 - 10) 有些人平时虽然很能干,但在大庭广众之前却慌张而不能充分发挥其才能。
 - 11) 无论你走到什么地方,你会感觉到一种巨大的乐观主义精神。
 - 12) 不管形势多么令人沮丧,一个真正的企业家决不会气馁。
-
2. 1) The managing director did not only rely on his memory, good as / though it was.
 - 2) Even if we achieve great success in our work, we should not be conceited.
 - 3) While I understand what you say, I can't agree with you.
 - 4) True, this task is very difficult, but we will fulfill it in time.
 - 5) No matter when you may call, you will find him buried in his books.
 - 6) It is a very unpleasant affair. Still, we cannot change it.
 - 7) For all that he has achieved great success in biochemistry, he remains modest.
 - 8) There is little, if any, difference between the two models.
 - 9) Try as we might, we could not bring him around to accept our views.
 - 10) Having failed several times, they by no means lose heart.

Practical Reading

1. c 2. b 3. d 4. b 5. d 6. c 7. a 8. d 9. b 10. d

Writing Strategy

1.

We have your name and address form the Bank of China. We are a state enterprise and are keen to expand our foreign trade. We specialize in the import and export business of household appliances and shall be very pleased to enter trade relations with you.

Enclosed please find our latest illustrated catalogue, together with our latest price list and terms and conditions of sales for your information. We shall be pleased to deal with any enquiries you may have concerning our products.

We look forward to your early reply with much interest.



2.

Dear Sirs,

As your name and address were listed in the *Business World*, we are writing to you with the desire to open an account with you.

We are an exporter dealing mainly in clothing made in China, and have been engaged in this area for more than 10 years. We specialize in Asian trade, but we have had no contact with your company. We are sure that you will be quite satisfied with our services and excellent qualities of our goods.

We would be grateful for your views on the possibility of launching a business venture, and your early reply would be highly appreciated.

Yours faithfully,

3.

Dear Sirs,

We saw your computer at the Beijing International Technology Show on April 20. The computer you showed would be most suitable for our market.

We are importer of all kinds of technological merchandise and we have many years' experience in foreign trade. Would you kindly send us your catalogues and samples as well as your quotations for the model you displayed at the show. If your computers are of good quality, and we receive a favorable offer, we may be able to place large orders with you.

Thank you for an early reply.

Yours truly,

Supplementary Reading

- I. 1. b a c c a
2. a d b b c
3. d c b a a
4. a b d c a

- II. 1. 假如你一无所知，那么无知并不可怕；棘手的事情是比较详尽地了解无知的现实，最难的地方和常常是不太难的地方，而且不知道在科学探索道路的末端有确切的答案，甚至不知道有没有能够完全信赖的探索途径。
2. 建筑物为适应新的需要经改变、改装或翻新后变得更好，并且通常具有了与早些时候的建筑迥然不同的风格；同样，为了确保一个社区的持续繁荣，人类的居住场所，无论是乡村、城镇和都市，都必须不断地变化以反映新的环境。尤其是现在生产商已可以依照自己的喜好和财力情况将企业建在任何地方，人们的居住场所当然也要随之改变。
3. 确实，专利专家们经常建议，任何人想要避免高成本进行有效期专利开发，一个行之有效而且不会触犯任何发明者权利的办法就是用已经过了有效期的专利（思想）。
4. 宗教团体对当时的经济事务具有强有力的影响，这决定了最受尊敬和报酬最高的职业是那些有严格约束的职业。
5. 他的作品中模棱两可的因素与同时代的原教旨主义者的思想正好背道而驰。后者相信，所有的行为及其后果都是预先注定的。

Keys to Unit 2

Reading I

Pre-reading Task

1. (1) location, including proximity to the workplace, shopping, businesses, schools, and other homes; (2) environment — that is, the quality of the neighborhood, including public safety and aesthetics; and (3) investment potential, or the degree to which home ownership may affect capital accumulation.
2. (Omitted)
3. (Omitted)
4. Installment buying has advantages and disadvantages. Installment buying can help couples with small incomes to furnish their homes and start housekeeping. It increases the demand for goods and in this way helps business and employment. There is, however, the danger that when business is bad, installment buying may end suddenly, making business much worse. This may result in a great increase in unemployment. If the people on the installment plan lost their jobs, they would probably not be able to make their payments. There is a possibility that businessmen cannot collect their debts and will therefore lose money. If businessmen lose money or fail to make a satisfactory profit, the possibilities of having a depression are increased.

Exercises

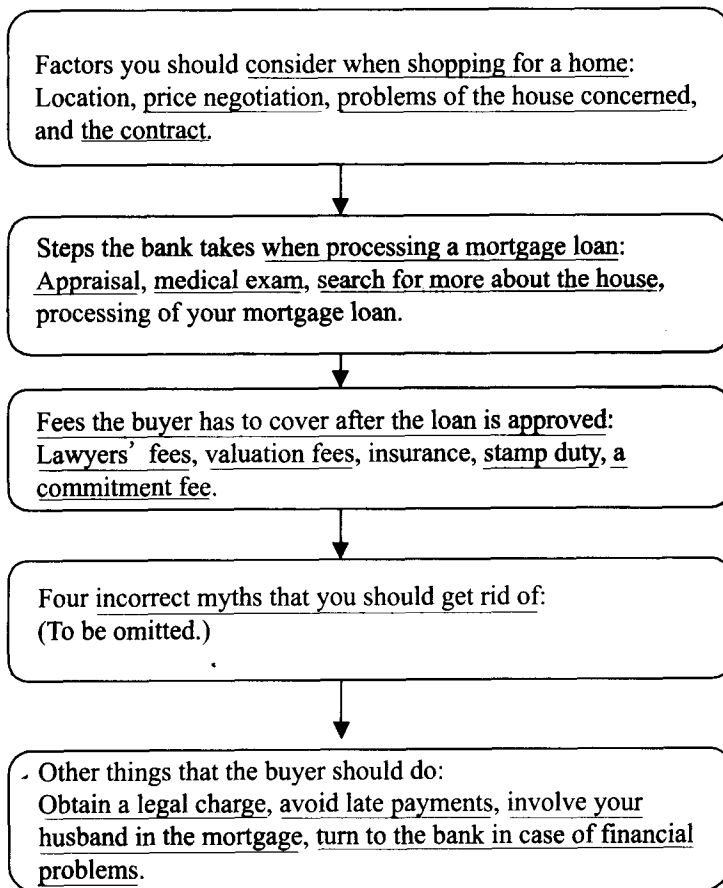
Comprehension

1. Questions for Comprehension

- 1) Location.
- 2) To lower the payments.
- 3) Because they should check with the bank on whether or not they qualify for the mortgage loan.
- 4) The insurance company.
- 5) By ensuring that their monthly loan repayments do not exceed 35 per cent of their gross income and also that after deducting their living expenses, at least 20 per cent of their income remains.
- 6) Lawyers' fees, valuation fees, insurance and stamp duty.

- 7) The bank and the buyer own the house together.
- 8) By increasing their monthly repayments and also paying lump sums or both.
- 9) They will incur extra charges, which are the penalties for the default.
- 10) The bank has two solutions: property mart and exit package.

2. Text Analysis



Vocabulary

- | | | | | |
|-------------|------------|-----------------|-----------------|---------------|
| 1. 1) chunk | 2) arrears | 3) stipulate | 4) commissioner | 5) mart |
| 6) appraise | 7) package | 8) incur | 9) exit | 10) lump sum |
| 1) mart | 2) exit | 3) Commissioner | 4) chunk | 5) stipulates |
| 6) incurred | 7) arrears | 8) package | 9) appraised | 10) lump sum |

2. 1) outstanding: extremely good, or of a very high standard
- 2) balance: harmonious arrangement or relation of parts within a whole
- 3) incidences: an instance of happening



- 4) squeeze: financial pressure caused by shortages or narrowing economic margins
 - 5) security: the state of being free from danger or injury
 - 6) squeeze: the act of forcing yourself (or being forced) into or through a restricted space
 - 7) outstanding: having a quality that thrusts itself into attention
 - 8) incidence: extent or frequency of occurrence
 - 9) Balance: equality of totals in the debit and credit sides of an account
 - 10) squeezed: obtain by coercion or intimidation
 - 11) security: freedom from anxiety or fear
 - 12) security: property that your creditor can claim in case you default on your obligation
 - 13) balance: the amount of something you have left
 - 14) incidence: tax rate which is regarded as a burden
3. 1) The epidemic of unsolicited phone calls we get from people who are trying to sell us something we don't want leaves a bad taste in our mouth.
- 2) We shouldn't discuss Jeff's project in the presence of the other employees.
- 3) The newspaper cautioned its readers against buying shares without getting good advice first.
- 4) Marry in haste and we will repent all our lifetime.
- 5) She decided not to go to the police for fear that she would never see Jack again.
- 6) For my application for a job as a mechanic, all I got was nothing but rejection.
- 7) Presuming that all items are in stock, it will take 1 - 2 business days to process and ship your order.
- 8) The newspaper gave an editorial appraisal of the government's achievements of the past year.
- 9) The incidence of crime tended to be highest during holidays and festivals, when excessive drinking is common.
4. 1) validated 2) inspection 3) accumulation 4) cautious 5) disapproval
6) irregularities 7) negotiable 8) deterioration 9) neighboring 10) processed

At the end of last year I wanted to shop a home. When I went to the sales office of a real estate company, the indifference of salesmen there left a bad taste in the mouth. Therefore, I went to another one. This time instead of rejection, a salesgirl treated me warmly and gave me some suggestions. She first cautioned me not to sign the contract in haste when shopping for a home; instead it was necessary to read every clause carefully. If I wanted to buy a house on mortgage, it was better to make monthly loan repayment according to my income. It was advisable to make the repayment before it was due and not to go into arrears with it; otherwise it would incur fine penalty. After a year, I could pay a lump sum to reduce the outstanding debt. Besides, the salesgirl told me some other points for attention and showed me around the newly-built houses. Satisfied with every aspect, I paid the deposit to the accounting department in the presence of the girl.

Reading II

1. a 2. d 3. d 4. b 5. c 6. c 7. a 8. a 9. d 10. c

1. a 2. c 3. a 4. c 5. b 6. a 7. b 8. d 9. a 10. b

- | | | |
|------------------------------|-----------------------|-------------------------|
| 1. by→at | 2. peaking→peak | 3. that→what |
| 4. approached→is approaching | 5. resulted→resulting | 6. wander→wonder |
| 7. on→to | 8. classical→classic | 9. prospective→prospect |
| 10. worrying→worried | 11. which→when | 12. to→on |
| 13. month→monthly | 14. rose→rising | 15. term→terms |

Post-reading Task

(Omitted)

Extension

Interpretation

1. Take notes while listening to the tape and interpret what you hear into Chinese.

- 1) Stuart Pierce said "we have no specific sales target for Cadillac in China. The most important thing now is satisfaction from our customers and dealers. We expect to sell a few thousand units next year."
- 2) China's consumer goods price is showing signs of a slowdown and will ease further in the fourth quarter due to stabilizing grain prices and a glut in most domestic products.
- 3) Food prices in China's major cities have been stable during the weeklong national holiday, which ended Thursday.
- 4) China has been encouraging residents to travel to Hong Kong and Macao as part of its efforts to spur consumption and boost the economies of the two regions.

1) 司徒亚特·皮尔斯说：“在中国我们没有具体的凯迪拉克销售目标。目前最重要的事情是满足客户和经销商的需要。明年我们预计销售几千辆。”



- 2) 由于粮价稳定以及大多数国内产品供大于求, 中国消费品价格显示出放缓的迹象, 并在第四季度进一步放缓。
- 3) 周四结束的七天国庆长假期间, 中国主要城市的食品价格保持稳定。
- 4) 中国一直鼓励居民到港澳地区旅游, 以此作为刺激消费和促进这两个地区经济增长的方法。

2. Take notes while listening to the tape and interpret what you hear into English.

- 1) 由于一架晚点飞机的乘客拒绝下飞机, 中国东方航空公司的时刻表星期二引起混乱。
- 2) 在日本的一家公司将在山东的当地工厂加工牛肉, 然后再运走, 因为由于口蹄疫爆发, 日本禁止从中国进口生牛肉。
- 3) 北京晚报报道, 北京的一位司机因撞到一骑车者而逃逸现场被警方拘留。
- 4) 高科技家电和抗菌产品这个月有望在上海举行的中国最大的年度消费品展览会上首次亮相。

- 1) The schedule of China Eastern Airlines was in turmoil on Tuesday as passengers of a delayed flight refused to get off the plane.
- 2) A Tokyo-based firm will process the meat at a local plant in Shandong before shipping it due to an outbreak of foot-and-mouth disease.
- 3) A driver in Beijing was detained by police for fleeing the scene after knocking down a cyclist, reports the Beijing Evening News.
- 4) High-Tech home appliances and anti-bacteria products are expected to debut at China's largest annual consumer goods fair in Shanghai this month.

◀ Special Usage

- 1) 成功也许来得晚, 但是一旦来了之后便可以补偿以前的失败。(助动词“do”表示强调)
- 2) 一想到被派往国外工作他就高兴。(形容词“very”强调其后的名词)
- 3) 你究竟为什么在昨天的董事会上不那样说呢?(副词“ever”跟在疑问词后以加强语气, 意为“究竟, 到底”)
- 4) 直到三十年前, 晶体管才开始大规模地代替电子管。(强调句型)
- 5) 股东们听合并计划时全神贯注。(all + 抽象名词 = very + 形容词, 语气比 very 更强。all 跟某些名词复数连用, 如 all ears, all eyes, all tears 等有类似作用)
- 6) 他们大多数仿佛对董事会提出的收购计划根本不感兴趣。(短语“at all”用在否定结构后表示强调)
- 7) 谁个没有过失, 就连苏格拉底也不能免于过失。(反身代词表示强调)
- 8) 我决不否认这一点。(“the last”后接名词表示强烈的否定意义)
- 9) 你为什么就不能等到首席执行官回来呢?(短语“on earth”用于疑问词后加强语气, 意思为“究竟, 到底”)