

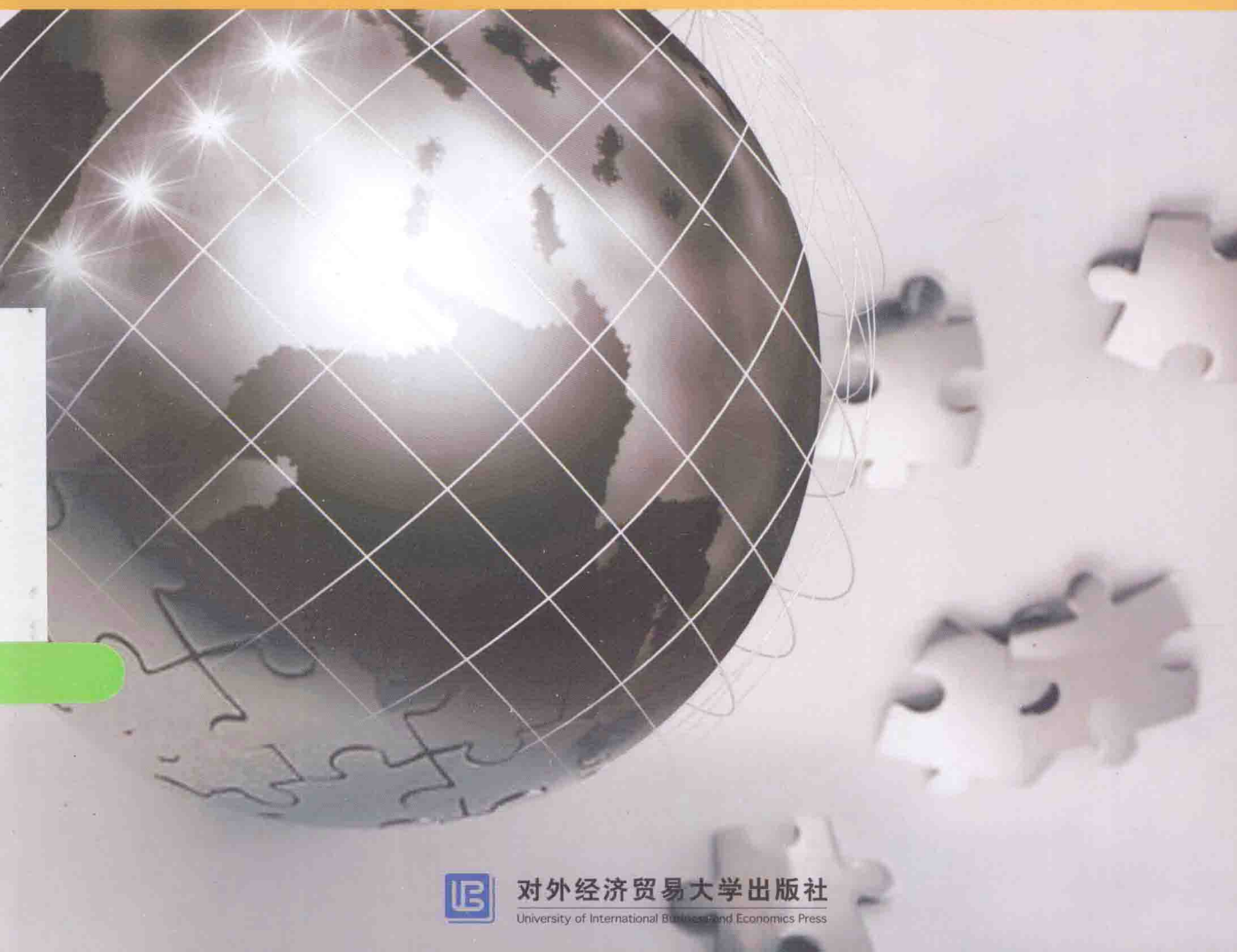
全方位商务英语系列教材

Reference Book for International Business
Correspondence Practice

国际商务函电实务

辅导用书

辜晓康 主编



对外经济贸易大学出版社
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全方位商务英语系列教材

国际商务函电实务 辅导用书

Reference Book for International
Business Correspondence Practice

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国际商务函电实务辅导用书
**Reference Book for International
Business Correspondence Practice**

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前 言

随着我国经济社会的大发展，我国的国际经济和贸易不断扩大和发展，企业迫切需要具备了一定国际商务岗位工作能力的复合型人才。为适应形势发展的需求，我们编写了《国际商务函电实务》这本教材。由于这部教材的编写采用了与以往所有现行教材不同的思路，学习者需要一部辅导书与之配合使用，才能正确地全面地掌握国际商务函电基本知识，业务技能才能得到有效的训练和提升，我们同时又编写了与这部教材配套使用的辅导用书，并配以 PPT 课件。本书的一些特点介绍如下：

1. 教材（下称主书）中每个工作项目学习结束时，都提出了学习下一个项目的课前工作任务要求。这样用任务驱动法，可以增加学习者学习的主动性，培养探索能力，加深对即将要学习的新知识和新技能的了解，便于开始新项目的学习。因此，辅导用书里有相应的教学步骤建议；

2. 在学习每个新的工作项目开始时，主书都提出了让学生以小组（以下称业务部门）形式上讲台演示自己课前制作的学习 PPT，以便培养和锻炼学生的综合素质和能力。辅导用书里分别对学生活动和教师活动同样有相应的教学设计；

3. 主书中提供的案例函电并不是范文，都设计了一些学习者容易忽略的问题和常见的错误，教学上需要学生在课前自学中尽量找出来，这样可起到锻炼学生发展能力，又能避免以往学生被动学习的局面。为了给教学提供方便，辅导用书提供了正确的参考样函和样电，并做了详细讲解；

4. 针对当下主流函电教材在国际贸易业务方面出现的问题较多的情况，以及学生被动接受国际商务工作学习，对业务认识始终很模糊的局面，主书提供的与工作实际接轨的案例不可避免的涉及大量专业性很强的业务问题，给学习者提供的思维发展空间也比较大。为了帮助教学更有效地进行，辅导用书对业务方面的知识做了充分的讲解和示范；

5. 主书中要求学生在教师讲解前自己探寻完成每个典型工作任务的策略，这有助于培养学习者的商业思维素养。由于这一学习领域跟上面业务学习领域一样难度较大，辅导用书在这些方面都提供了必要的点拨和帮助；

6. 针对学习者对国际商务函电的体例的认识不够，不习惯采用正确的格式拟写国际商务函电，在主书中充分讨论了信函、传真和电子邮件的正确拟写格式和方法后，辅导用书提供了正确的参考范例；

7. 辅导用书还针对基本能力训练为教学提供了一些课堂补充训练题和参考答案，为每个项目的能力训练和情境工作任务提供了参考答案，以便于学校教学和自学。

总之，本套教材根据学生的思维特点、认知特点和行为习惯，积极践行了“学、做、教”一体，理论和实践一体，让学生成为学习的主体等先进教育教学思想，做了一些有益于高职或应用型教学尝试。本教材注重调动学生自主学习和参与学习的积极性，注重

2 国际商务函电实务辅导用书

培养学生的逻辑能力、探索能力、发现问题和解决问题的能力，注重培养学生的灵活应变能力、创造能力、寻找规律的能力、与人合作和沟通的能力。

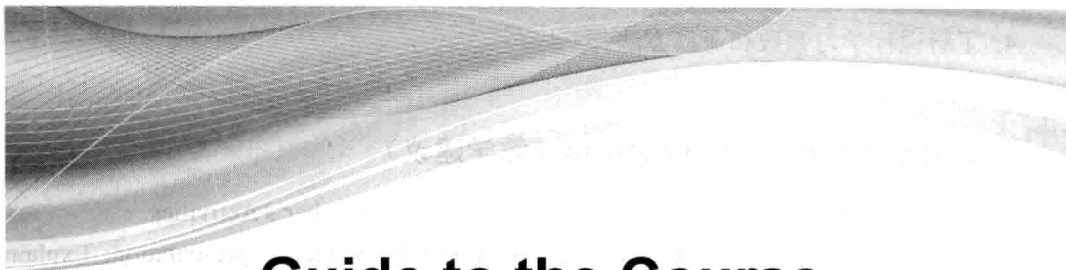
相信在教学过程中配套使用本辅导用书，对培养学生的综合职业素质素养，从而培养学生的专业能力、方法能力、社会能力等综合职业核心能力能提供有效的帮助，起到一定的作用。

编者

2014年1月

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Guide to the Course

(课程导读)



Project Overview (项目综观)

Business correspondence is a necessity in international trade. Any business events cannot be carried on without correspondence, so it can be understood no correspondence no business.

The course International Business Correspondence Practice is based on the job processes of international trade so that students can understand the course clearly. The students need to learn each of the projects in the job procedure by adopting task-driven approaches in the designed situations and they are required to learn in practice and to practise when learning.

The learning of knowledge and training of skills aim at students' correct expression and appropriate disposition of business. The latter aim is further achieved by task-based approach in the designs of the textbook and emphasis on discussion and business negotiation in class.

Besides assessment within the school (refer to the following table), this course can also be assessed by exterior tests such as certificate of salesperson and certificate of documents operator in international trade.

《国际商务函电实务》学习评价表 学期 20 - 20 () 班级 _____

分组/ 姓名	形成性考核 60%						终结性考核 40%	综合 评分
	课堂出勤 20%	课堂参与 20%	工作完成 20%	知识掌握 20%	能力表现 20%	合计	期末考试 (开放式)	



Project Tasks (项目任务书)

1. 了解国际商务函电课程的作用;
2. 了解国际贸易工作流程;
3. 了解工作岗位职责 (工作内容或职业标准);

4. 了解课程学习领域和考核方法。



Suggestions for Teaching (教学建议)

Students' Activities

Present their results of group discussion; Set up a QQ group for work.

展示讨论结果;
建立 QQ 工作群。

Teacher's Activities

Evaluate the students' presentation; Explain and summarize the job requirements and participants in international trade.

评估学生展示的工作;
讲解总结国贸岗位要求及国际贸易参与各方。



Reference Key to Consideration and Discussion (思考与讨论的参考答案)

1. Business Participants in International Trade

Manufacturer

Supplier (who may also be manufacturer)

Exporter (who may sometimes be manufacturer)

Importer

Wholesaler (who may also be importer)

Commission Agent (who is also called middle dealer, promoting conclusion of business and charging commission)

Retailer

End User (who purchases materials imported and makes products)

2. Business Jobs in China Foreign Trade

International business trader (外销员)

Quality controller (跟单员)

Forwarder or agent for forwarding (货代员)

Person of applying for commodity inspection (报检员)

Person of applying for the Customs clearance (报关员)

Documents operator (单证员)

3. Job Requirements for an International Business Trader

● Understand the exact meaning of incoming letters, faxes, emails or cables, letters of credit;

● Translate English messages into Chinese;

● Translate Chinese documents into English;

- Dispose of exchange of business messages with professional trade knowledge, directly contacting and replying to your customers in English.

Reference Key to Project Practice Tasks (项目实践工作任务参考答案)

国际贸易外销员工作岗位要求

职业素质:

勤恳敬业 忠诚企业 细致高效 沟通协调
独立操作 服从安排 勤学善思 开拓进取

业务能力:

国际贸易专业知识扎实, 熟悉国际贸易程序, 动手能力强, 能运用国贸专业知识处理往来商务函电, 能准确双向翻译国际商务函电文件, 熟悉信用证及其项下的银行结算单据, 熟悉所经营商品的工艺设计、生产制作、质量标准、成本核算、市场行情。

国际贸易单证员、跟单员、货运员、报关报检员工作岗位要求

职业素质:

勤恳敬业 忠诚企业 细致高效 沟通协调
服从安排 抗压力强 勤学善思 开拓进取

业务能力:

国际贸易专业知识扎实, 熟悉国际贸易程序, 动手能力强, 能读懂国贸往来商务函电, 能读懂英文合同和信用证, 并能正确缮制信用证项下和托收项下的银行结算单据和非银行结算单据。

跟单员还应熟悉所经营商品的工艺设计、生产制作、质量标准。



Project 1

Essential Principles for Business Correspondence Writing (商务函电写作的基本原则)



Project Overview (项目综观)

Business correspondences are the necessary tools for traders to communicate in international trade. In order to promote or enhance the efficiency of work, both of the two parties in the trade are required to communicate in the clients' interest correctly, completely, definitely, concisely and politely.

7Cs principles, which are made up of 7 words beginning with their initials C, are the rules for the traders to write business correspondences in order to enable the work more efficient. The principles and the explanations are as stated in the project.



Project Tasks (项目任务书)

1. 掌握函电写作 7C 原则;
2. 尝试运用 7C 原则。



Suggestions for Teaching (教学建议)

Students' Activities

Present their pre-class work of learning about the principles with PPT.

用 PPT 演示课前了解到的函电写作原则并讲解。

Teacher's Activities

Assess Ss' job presented in class and give the explanations of the principles with examples.

评估学生演示的工作，举例讲解函电的写作原则。

Reference Key to Case Study (案例参考答案)

Principles for Writing Business Correspondence

1. Correctness (正确)

(1) English writing must be in proper style, correct structure and without any mistakes of spelling and grammar.

a. Spelling rules in the language standards

British	American
dialogue	dialog
programme	program
maths	math
flat	apartment
football	soccer
the ground floor	the first floor
primary school	elementary school
have got	have

b. Writing styles

Formal	Informal
commerce	begin
furnish	supply
computation	calculation
pertaining to	concern/have a connection with
by virtue of	by means of
purchase	buy

c. Tenses, verb patterns and tones

e.g.

We learned your firm in a newspaper advertisement. Correct: We have learned...

We want to introduce my company. Correct: We hope/would like to...

The cargo under S/C No.237 has been shipped on board next Monday.

Correct: to improve the tense or to cross out the time reference

More Practice:

1.1 Try to correct the following sentences in Chinglish

- Excessive smoking will injure your body.

health

- Through enquiry, we have learnt that he has been elected to a new leading post.

On

- In the basketball game, our team won the British team.

beat

- We all enjoy public medicine care.

free medical

1.2 Take a matter-of-fact attitude to clearly state what you will say instead of overstatement or understatement. e.g.

This product is absolutely the best one in the market.

c.f. This product is the best one we can supply.

It is the lowest price available in the market to you.

c.f. It is the lowest price we can offer now.

1.3 Choose the only accurate facts, figures and words. e.g.

You ask very short delivery for your order.

c.f. You require a quick (prompt) delivery of your order.

All the offers by faxes are open for 5 days.

c.f. All the offers by faxes are open for 5 days from (inclusive of) the date of dispatch.

2. Consideration (体谅)

(1) Put yourself in the position of the recipient, taking into consideration of his demand, hope, interests, etc. Thoughtfulness enables you to understand your recipients better.

(2) Compare the two attitudes:

We-attitude

We allow you a 5% discount
for cash payment.

We are pleased to announce that...

You-attitude

You can earn a 5% discount
when you pay in cash.

You will be pleased to know...

However, "you" attitude is not always suitable to every occasion to express consideration, especially when we make promises, obligations and responsibilities, and when the reader makes mistakes or has expressed an opinion different from your own. Sometimes we use the Passive Voice to emphasize the event rather than the doer, and we always try to discuss problems in a positive way instead of a negative way.

e.g. We feel sure that you will be entirely satisfied.

More Practice:

Rewrite the following sentences

2.1 Your letter of July 1 tells us plainly that the goods you sent would reach us by the end of this month.

(We are very glad to refer to your letter of July 1, from which we knew the goods we ordered would reach us by the end ...)

2.2 You are entirely wrong in your attitude.

(We know you have analyzed the matter from two viewpoints, but there is still one aspect which is extremely important and worthy of being discussed by both of us.)

3. Completeness (完整)

More Practice:

Change the following sentences accordingly

3.1 When the ambassador was in his office and someone shot through the window at his uniform. There was a hole in the ambassador's uniform.

(When the ambassador was in his office, someone shot through the window at his uniform. There was a hole in the ambassador's uniform.)

3.2 Cheerleaders always have and will always do their best to stimulate enthusiasm at the games.

(Cheerleaders have always done and will always do their best to stimulate enthusiasm at the games.)

3.3 Mr. Williams has confidence and ambition for his son.

(Mr. Williams has confidence in and ambition for his son.)

3.4 To her, the silence of the desert at night was more terrifying than a wolf.

(To her, the silence of the desert at night was more terrifying than the howl of a wolf.)

4. Concreteness (具体)

More Practice:

Restate the following sentences

4.1 We wish to confirm your fax dispatched yesterday.

(We wish to confirm your fax dated June 5, 2006.)

4.2 The Universal Trading Company is one of our big buyers.

(The Universal Company places over USD5,000,000 worth of business with us each year.)

4.3 We have received with thanks your check and the amount has been placed to your credit.

(We have received with thanks your Check No.2047 for USD23,000, in payment of our commission, which has been placed to your credit.)

4.4 These brakes stop a car within a short distance.

(These type SMQ2 power brakes can stop a 4-ton car travelling 65 miles an hour within 300 feet.)

5. Conciseness (简洁)

More Practice:

State the following ideas more concisely

5.1 He said he would draft a plan which was appropriate to his client's needs.

(...draft an appropriate plan to his...)

5.2 He is a man who is honest, who always pays his just debts, and who observes the golden rules in his dealing with others.

(He is an honest man, who always pays his just debts and observes the golden rules in his dealing with other.)

5.3 I was walking in the park yesterday morning, and saw a snake.

(Yesterday morning while I was walking in the park, I saw a snake.)

5.4 In my opinion, I would say that we here in China today in the last quarter of the 20th century often place a high value on the successful achievement of an education on the college level and it seems to me that the reason why we believe this is that college is the place where a young man or woman is first helped to begin to grasp and understand what the true meaning of life really is.

(The Chinese people now value a college education highly because it helps a student to understand the meaning of life.)

6. Clarity (清楚)

More Practice:

Compare the following statements in pairs

6.1.1 Please let us know what you wish us to do about this matter as soon as possible.

(The phrase underlined can also modify "do")

6.1.2 Please let us know as soon as possible what you wish us to do about this matter.

(it can only modify "know")

6.2.1 We sent you 4 samples yesterday of the goods which you requested for in your letter of May 10 by air. (The phrase underlined can also modify "requested")

6.2.2 We sent you yesterday, by air, 4 samples of the goods requested for in your letter of May 10. (it can only modify "sent")

Fill in the blanks with the correct words relative to "sight":

On my way home yesterday afternoon, I 1 a donkey standing in the middle of the road. A crowd of people 2 it. I 3 my classmate Tom in the crowd. I 4 my

watch and it read half past five.

(On my way home yesterday afternoon, I noticed a donkey standing in the middle of the road. A crowd of people were watching it. I saw my classmate Tom in the crowd. I looked at my watch and it read half past five.)

7. Courtesy (礼貌)

More Practice:

Change the following statements according to this rule

7.1 We are sorry that you have misunderstood us.

(We are sorry that we didn't make ourselves clear.)

7.2 You aren't enclosing the price list in your letter.

(The price list is not enclosed in your letter.)

7.3 Advise us of more detailed information on your requirements.

(Will you please (kindly) inform us of more detailed...)

7.4 We cannot deliver the goods all at one time.

(We are afraid the goods can't be delivered all at one time.)

7.5 We want you to assist us in shipment.

(Your assistance would be appreciated deeply.)

Reference Key to Consideration and Discussion (思考与讨论的参考答案)

In order to do business more efficiently, we must follow the golden rules for international business writing which are called 7Cs as below:

- a. Correctness
- b. Consideration
- c. Completeness
- d. Conciseness
- e. Concreteness
- f. Clarity
- g. Courtesy

Reference Key to Project Practice Tasks (项目实践工作任务参考答案)

Task

1. He will fly to Germany next week to meet Mr. Stwartz in person.
2. We require new type cameras.
3. This is the best price we can offer in this season.
4. If I understand your letter correctly...

5. For two years, no order from you has been placed with us.
6. You can earn 3 percent discount when you pay in cash.
7. We appreciate your letter of July 5.
8. This product is welcome not only for its reasonable price, but also for its fine quality.
9. We are informed that similar goods of American origin have been sold here at a level about 30% lower than yours.
10. Our normal practice is to insure shipments for the invoice value plus 10%.