

《国际商务函电》 配套练习册

主编 陈祥国

INTERNATIONAL
BUSINESS
CORRESPONDENCE



中国商务出版社

CHINA COMMERCE AND TRADE PRESS

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图书在版编目(CIP)数据

《国际商务函电》配套练习册/陈祥国主编. - 北京:
中国商务出版社, 2004.8
ISBN 7-80181-262-X

I. 国... II. 陈... III. 国际贸易 - 英语 - 电报信
函 - 写作 - 高等学校: 技术学校 - 习题 IV. H315-44

中国版本图书馆 CIP 数据核字(2004)第 067421 号

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中国商务出版社出版

(原中国对外经济贸易出版社)

(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 - 64220120(发行二部)

网址: WWW.cctpress.com

Email: cctpress@cctpress.com

新华书店北京发行所发行

北京兴达印刷有限公司

850 × 1168 毫米 32 开本

10 印张 260 千字

2004 年 8 月 第 1 版

2004 年 8 月 第 1 次印刷

印数: 4000 册

ISBN 7 - 80181 - 262 - X
F·719

定价: 18.00 元

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前 言

《国际商务函电》一书出版后,广大读者询问是否继续编写一本配套练习。在中国商务出版社的大力支持下,我们编写了这本《〈国际商务函电〉配套练习册》。

既然是“配套练习”,当然就要紧扣原教材。读者在使用过程中不难看出,本书每一课的练习都与本课紧密相关,练习的重点都是本课中出现的语言点,都是经过编者精心设计的,并非随意出题。从术语翻译,到选择填空,到单句翻译,到写信练习,始终紧扣原教材内容。某些重要的语言点可能多次练到,这更有助于读者巩固所学内容。参考答案的编写当然也是首先使用本课中涉及的语言点,尽管每道题的答案并不是唯一的。

但是这并不是说读者在做本书中某一道题的时候,非按照答案来不可。首先,如上所述,答案不是唯一的;更重要的是,语言的学习虽以教材为素材,但千万不能被教材套住,相反更应注重灵活运用,注重举一反三,否则你学会的只能是教材中有限的语言,而不是灵活生动的、可以运用自如的语言。

本书紧扣原教材,也并不是说本书只能配合原教材使用。一者本书的练习有适当的补充(或说超范围),目的是帮助高职高专学生(本书的使用对象)培养独立学习和主动学习的能力;二者国际商务函电内容并不复杂,覆盖面较窄。也就是说,本书脱离原教材,仅作为单独的函电练习册使用也是完全可以的。

本书由山东外贸职业学院商务外语系编写,参加编写的人员

及章节分别为：

陈祥国 格式部分

蒋 樱 第一章 建立业务关系

梁燕丽 第二章 询盘和报盘

王慧芳 第三章 还盘

杜颖新 第四、九章 装运

张晓玲 第五章 包装,第八章 成交

刘启萍 第六、十章 支付

袁秋红 第七章 保险

刘玉芳 第十一章 索赔理赔

本书由陈祥国统稿、修改并担任主编。本书的出版得到中国商务出版社李学新和吴小京同志的大力支持,在此深表感谢。

由于时间紧迫,更由于自身水平有限,本书肯定存在很多纰漏。诚请广大读者在百忙之余,能将本书和《国际商务函电》一书中存在的缺陷,毫不客气地反馈给我们。反馈请发电子邮件: chenxg@qdcnc.com, 在此深表谢意。

编 者

2004 年 5 月底

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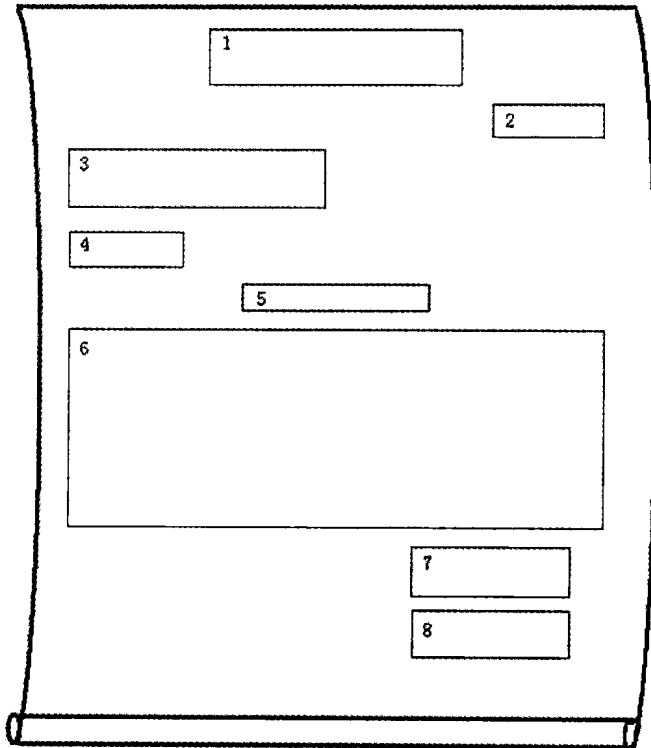
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LAYOUT OF BUSINESS LETTERS AND E-MAILS

I. In the following picture, each numbered section represents a part of an English letter in indented form. Can you write beside the number what this part is?



II. Can you draw a picture like the one above but showing a letter in blocked form?

III. The following are different parts that form an English business letter. Please lay them out into a letter in modified indented form:

写信人:五龙国际玩具公司(Five Dragons International Toys Company)

地址:江苏省扬州市扬子江北路8号 邮编:225008

收信人:A & A 4Kidz Inc

地址:Beursplein 37, 3001 DD Rotterdam, Netherlands

事由:Children Toys

日期:20...年8月5日

写信人姓名:王新 职务:出口部经理(Export Manager)

信的内容:

We learn your name and address from International Business Daily, and know that you would like to import Chinese toys.

We are a toy company with customers from both China and abroad. We not only supply to a number of big chain stores across China, but also receive substantial orders from many major global retailers such as Wal-Mart, Carrefour and Sears.

Enclosed is an illustrated catalogue of our products. We are confident that they will be appealing to you.

If you are interested in any of them, we would be glad to send you some samples for your consideration.

Your early reply will be appreciated.

另外,该信件要交由收信人公司的进口部(Import Department)处理。

IV. Find out what is not acceptable in terms of format(格式) from the following letter and make corrections:

Network Foods Limited

42 - 44 Sheehan Road Heidelberg West Victoria, 3081

Australia

ATTN: Mr. Michael Fox

Tianjin Tanggu Foodstuff Company Limited

China, Tianjin, Tanggu District, Hubei Road No.17

Subject: Soy Source

Dear sirs,

We are very glad to hear from you so soon and learn that you are interested in our soy source.

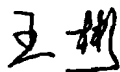
Our earliest time of shipment is June of this year. We usually only accept payment by letter of credit, but considering you are introduced to us by one of our very reliable business partners, we are willing to allow you to pay us by T/T 30% of the total value before the goods are shipped, and the rest paid by T/T after the goods arrive.

As to quality, Chinese soy source is always the best.

If you think this arrangement is acceptable, please let us know as soon as you can.

Yours Truly

Wang Bin



Overseas Marketing Manager

Tianjin Tanggu Foodstuff Company Limited

20.../5/12

V. Address the envelope using the name and address provided:

写信人: Hangzhou Copying Equipment Co.

地址: No.8 Xihu Longwu Industrial Park

Hangzhou, Zhejiang, China

收信人 : Berg Manufacturing Corp.

地址 : 818 Harrison Street, Suite 206

Oak Park, Illinois, USA 60304

PART 1 NEGOTIATION OF THE CONTRACT

Chapter 1 Establishing Trade Relations

Lesson 1

Sellers Asking to Establish Trade Relations

卖方要求建立贸易关系

Chinese version of the text

敬启者：

尼日利亚拉哥斯的 Freeman 公司向我们介绍说贵公司是中国棉布的潜在买主。因为该产品属于我们的经营范围,我们很愿意早日能与你公司建立直接的业务关系。

为使你们对我们现在可供出口的各种棉布有个大体的了解,现随附一份小册子和一份价格单。一收到贵方具体的询盘,我们会传真或航空邮寄你们报价单和样品本。

盼佳音。

商祺

Exercises

I. Translate the following terms and expressions:

A. Into Chinese:

- | | |
|-------------------------------------|-----------------------------|
| 1. look forward to | 6. import and export |
| 2. a favorable reply | 7. circular letter |
| 3. establishment of trade relations | 8. specific inquiry |
| 4. full details | 9. favorable price |
| 5. items available for export now | 10. Enclosed please find... |

B. Into English:

- | | |
|-------------|-----------|
| 1. 建立贸易关系 | 6. 概况 |
| 2. 潜在的买主/客户 | 7. 种类繁多的 |
| 3. 棉布 | 8. 价格单 |
| 4. 经营范围 | 9. 样品本 |
| 5. 早日 | 10. 收到……后 |

II. Choose the best answer to complete each of the following sentences:

- _____ in 1935, this company specializes in the export of cotton piece goods.
A. Establish B. Established
C. Establishing D. To be established
- _____ please find the catalogues and latest price list.
A. Enclosed B. Enclosing C. Enclose D. Enclosure
- We will forward all the necessary information of the item mentioned above _____ receipt of your reply.
A. with B. upon C. in D. of
- We look forward _____ your favorable news.
A. on B. to C. at D. of
- The present market is favorable _____ importers.
A. with B. for C. in D. to
- Because the article falls _____ the scope of our business activities, we are writing you in the hope of _____ trade relations with you.

- A. within, establishment B. within, establishing
C. below, set up D. below, setting up
7. Thank you for the sample cutting ____ in your letter.
A. enclose B. enclosed C. enclosing D. being enclosed
8. We take the pleasure of introducing ourselves ____ an experienced importer ____ line of daily products.
A. of, on B. as, in C. for, by D. be, at
9. Thank you for your price list showing various kinds of products now ____ for export.
A. available B. be available
C. to be available D. being available
10. ____ create severe competition for home produced goods.
A. Import B. Importing C. Imports D. Imported

III. Translate the following sentences into Chinese:

1. We are willing to enter into business relations with your firm(公司) on the basis of equality and mutual benefits.
2. We write to introduce ourselves as one of the leading exporters of a wide range of air conditioners(空调).
3. In order to export our products to Western Europe, we are writing to you to seek cooperation possibilities(合作机会).
4. We have a lot of colors and sizes to meet different needs.
5. We have airmailed you some leaflets about our products. If you are interested in any of the items, please let us know.
6. With years of efforts we have enlarged our business scope and now we deal in nearly 100 kinds of goods.
7. Our main business covers the import and export of various light industrial products.
8. If your corporation does not import the goods mentioned above, please give this letter to a firm who may be concerned.

9. As an exporter of motor bicycles, we wish to express our desire to trade with you in this line.
10. To give you a general idea of our products, we are sending you separately a catalogue together with three pamphlets for your information.

IV. Translate the following sentences into English:

1. 兹介绍,本公司是一家人造珠宝(imitation jewelry)的出口公司,在这一行已有多年的经验。
2. 你们上周写给总部(the headquarters)的信已转交给我公司,因该产品属我们经营。
3. 我们可供出口的轻工产品(light industrial products)种类繁多。
4. 很高兴收到你方内附插图目录的来信。
5. 我们盼望收到你们对于我们产品的具体要求。
6. 我们是一家信誉良好的私人公司(private company),非常希望与你们建立贸易关系。
7. 经理简单地给我介绍了一下 Johnson 公司的情况,他们有可能成为我们的客户。
8. 为了让你们对表格中的产品有个大体了解,特随附小册子及最新的价格单各一份。
9. 当出口值超过进口值时,被称作贸易顺差。
10. 我们的产品质量(quality)上乘,价格优惠。

V. Translate the following letter into English:

先生:

我们从上周的中国日报(China Daily)获悉,贵方对丝绸服装(silk clothes)感兴趣。兹介绍本公司,是我地服装行业最大的出口商。我们愿意与你方在平等互利的基础上建立贸易关系。

我们的真丝服装采用高档真丝面料、传统工艺(traditional

workmanship)加工而成。现随附一份插图目录及最新价格单供你方参考。如有意,请寄具体询价。收到后,当即航寄报价及样品。

盼早复。

商祺

VI. Write an English letter in a proper form based on the following information:

Write a letter to Foothill Enterprises Trade Development Co.Ltd.
(P.O.Box 22789 Taiz Street, Sana'a, Republic of Yemen) telling them:

1. you are introduced by the Commercial Counselor's Office of their embassy in Beijing(驻北京的大使馆商务参赞处);
2. you wish to set up business relations with them;
3. the main scope of your business is exporting chinaware(瓷器);
4. samples and catalogues will be sent to them upon receipt of their specific inquiries.