

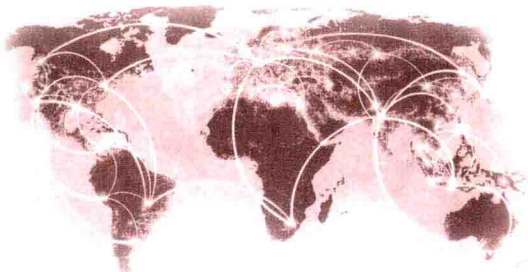


普通高等教育“十二五”规划教材

国际贸易操作实务

Operational Practices of
International Trade

主 编 王雨连 董 莉
副主编 申文凯 杨柳婧
顾 问 崔翔勇



北京邮电大学出版社
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内 容 简 介

与传统的国际贸易书籍不同,本书以外贸企业订单执行为线索,将整个外贸流程分为营销、生产、运输和结汇四个环节,旨在帮助国际贸易和商务英语专业的学生熟悉外贸工作流程,提高他们在将来工作中的业务能力与交际能力。

本书共设 10 个单元,每个单元包括 3 篇文章,其中第 1 篇文章为精读材料,第 2、3 篇文章为泛读材料,教师在教学过程中可根据课时灵活掌握。

本书的练习以提高学生的专业知识能力和英语语言能力为出发点,分为简答题、选择题、翻译题、句子释义题、函电写作题、案例分析题等。本书还在每个单元最后增加了常用国际贸易单证讲解及情景对话练习。

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前 言

近年来,中国对外贸易强劲增长,成为占据世界主导地位的贸易大国。随着我国外经贸事业的发展,外贸企业对涉外经贸人才的需求量不断增长,要求也不断提高。目前,我国外贸企业急需大量既熟悉国际贸易流程又精通英语且具有良好沟通能力的实用型和技能型人才。

然而,目前系统讲解国际贸易流程的英语教材不多,无法满足我国外贸企业的需求,因此急需这方面的英语教材和参考资料。为此,我们到多家外贸企业进行了深入的调研,在外贸和会展专家的帮助下,收集了大量最新的技术资料,力求编写一部实用的与外贸企业的要求无缝对接的英语教材。

与传统的国际贸易教材不同,本教材以外贸企业订单执行流程为线索,将整个外贸流程分为营销、生产、运输和结汇四个环节,旨在帮助国际贸易和商务英语专业的学生熟悉外贸工作流程,提高他们在将来工作中的业务能力与交际能力。

1. 营销环节

重点讲解外贸企业如何参加国际展览会,如何准备产品目录,如何通过广告等形式促销产品,以及如何做到快速回复客户的询盘等。

2. 生产环节

全面理解出口产品的生产环节,有助于了解产品知识和价格。本教材从数量、质量、时间和成本四个方面讲述了出口产品生产过程中所包含的四个要素。

3. 运输环节

运输是完成外贸订单的关键环节。本部分重点讲解了外贸企业如何准备产品的运输及注意事项等。

4. 结汇环节

只有最终获得货款才是一个完整的交易,结汇是企业获得利润的关键环节,因此熟练掌握结汇常识及付款方式是每一个外贸从业人员的基本技能。

本书共设 10 个单元,每个单元包括 3 篇文章,其中第 1 篇文章为精读材料,

第2、3篇文章为泛读材料,教师在教学过程中可根据课时灵活掌握。

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本书由石家庄邮电职业技术学院外语系王雨连和中国国际贸易促进委员会河北省委员会的国际贸易咨询师及会展专家崔翔勇共同策划,王雨连编写了本书10个单元的阅读材料和外贸单证部分,河北科技大学外国语学院董莉编写了本书10个单元的词汇部分和1~5单元的部分练习题,河北师范大学外国语学院的申文凯编写了1~5单元的部分练习题和10个单元的口语会话,河北经贸大学商学院的杨柳婧编写了6~10单元的练习题。

本书要特别感谢中国国际贸易促进委员会河北省委员会的崔翔勇先生,他在2012年获得联合国国际贸易中心认证,是国际贸易企业发展和管理咨询、培训专家。自1996年至今,崔翔勇先生带领我国外贸企业出国参加了多个大型的国际展览会,对我国外贸企业和国际贸易形势非常了解。他对本书的编写提供了大量的支持和帮助,编者在此深表谢意。同时也要感谢邢台三厦铸铁有限公司的毛媛经理,作为一线外贸工作者,她对本书的编写提出了好的建议,并提供了部分单证资料。

本书在编写过程中,参考和编辑了国际贸易中心企业业务管理系统的相关资料,同时得到了北京邮电大学出版社的倾力支持,在此向各位表示敬意和感谢。由于本书的编写是一种创新和尝试,其中的瑕疵在所难免,敬请广大读者批评指正。

主创团队: 国际贸易咨询师+外销员+大学教师

独特视角: 营销+生产+运输+结汇

实战场景: 函电写作+案例分析+单证制作+情景会话

编者

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UNIT 1 TRADE FAIRS

Reading 1

Trade Fairs as Part of the Marketing Mix

Trade fairs are a platform for cooperation initiatives; they are meeting places and distribution centers for exchanging products, ideas and know-how. A whole range of marketing aims can be realized at a trade fair. In just a few days the changes of market success of different products and services can be put to the test. Market procedures as changes in direction and speed of future developments will become apparent.

1. General marketing aspects

The marketing function of the trade fair

The basic decision about whether to participate in a trade fair can only be taken after all the questions relating to marketing have been answered. In order to clarify the point "trade fairs as part of the marketing mix", we shall first have to define the term "marketing".

Marketing can be understood as the planning, coordination and monitoring of all company activities directed towards present and potential markets. These company activities serve the purpose of long term fulfillment of the customer's needs on the one hand, and the fulfillment of the company's objectives on the other hand.

To achieve this, the company must bring its whole range of marketing policies into play. The marketing mix consists of product design, adapting to price and conditions and the measures necessary for distribution and communication. These tools enable the company to exert an active influence on the sales market.

The trade fair can no longer simply be regarded as an efficient means of distribution; on the contrary, it affects all elements of the marketing mix especially in the case of capital equipment. For the trade fair has changed from being simply a place to buy, it is now increasingly a source of information and communication.

There is great potential for effective marketing in almost every aspect of the mix. When exhibitors take part in a trade fair, they can bring into play their company policies on communication, price and conditions, distribution and products.

Most exhibitors regard participation in a trade fair as an integral component of their marketing mix. Trade fairs serve to fulfill the most diverse company aims.

Marketing at trade fairs means rationalization, because trade fairs can be used for a variety of different functions. Hardly any other marketing tool is capable of combining the

detailed presentation of the company and its products with personal customer contact.

Trade fairs are also the source of a multitude of sales leads which are essential component parts of any company's sales policy. This is where market procedures, type and scope of changes as well as direction and speed of future developments really come to light.

Trade fairs are a unique medium with unique possibilities. Unlike an advertisement in a newspaper, a promotional letter, brochure or catalogue which all conveys a purely abstract impression, at a trade fair the product itself is the center of attention. Machines and systems are shown in operation; personal information is directly and inextricably linked to expert technical presentation.

Nor can trade fairs be replaced by highly sophisticated information technology; on the contrary, many products and services have an increasing need to be explained; diverse application possibilities make the ultimate decision more difficult for the buyer. The range of products available is growing all the time. Exchanging experience and verbal communication are becoming increasingly important. The basis of personal trust between the business partners is therefore one of the most significant factors in making the final decision. In national and in international competition, close customer relationships have taken on a key significance as a strategy for success.

Many marketing objectives can be realized by visiting potential customers at their place of work. Experts have, however, come to the conclusion that, in spite of the expenditure involved in participating in a trade fair, there is no other situation where it is possible to reach so many competent specialists in such a short time as at a trade fair.

The acceptance of a new product or of a prototype can be tested very quickly at a trade fair. The reactions of visitors provide invaluable information for market research.

An additional advantage of participation in a trade fair is the opportunity to maintain contact with regular customers. Instead of the high costs of a visit and the valuable time involved, a short conversation at the trade fair stand will renew the contact and ensure a more intensive business relationship.

Participation in a trade fair must often be seen in conjunction with other marketing tools. For example, if the main aim of participation is to develop existing contacts with regular customers, there must be an intensive campaign to attract them to the trade fair. If, however, the priority is to attract new customers, the advertising campaign must have a broader appeal.

A simple analysis of what happens at a trade fair shows that this marketing tool can achieve a great variety of far-reaching objectives. All the factors mentioned emphasize the importance of trade fairs as part of the marketing mix.

Participation in trade fairs as a company procedure

Just like advertising, sales promotion and public relations, the subject of participation in a trade fair is often hotly discussed throughout all management levels of the company. Insufficient knowledge of the relevant factors, e. g. the selection process and the effect of participation in a trade fair can lead to skeptical reactions or even to rejection of participation

in a trade fair. The uncertainties can only be eradicated if participation in a trade fair is regarded as a company procedure, or if it is linked to the dynamic process of a company. Collection and analysis of all relevant internal data (product, product range) and external data (customers, competition) is the first item on the agenda.

After this, the company's own marketing concept must be evaluated with the aid of the data and pre-conditions. The evaluation clarifies whether a trade fair should be used as an additional marketing medium. The evaluation is also required to establish appropriate strategic measures, e. g. aims at the trade fair as well as tactical measures, e. g. employing an individual marketing mix. The realization, that is, the success of the individual aspects, requires appropriate organization, management and monitoring.

2. Trade fairs as part of the communications mix

The process of communication represents an exchange of news and information.

This is also the case at a trade fair, although the exhibitor is at first more in the role of information provider with his stand, products and staff; the visitor initially takes on the role of the information receiver, but later he also becomes an active participant in the exchange of information. The actual trade fair takes on the role of the medium; thus, communication is one of the central functions of trade fairs and exhibitions.

The instruments of a company's communications policy are advertising, sales promotion, personal sales discussions and public relation. However, market research or the visual image expressed in a company's corporate design can also be included.

The prominent position of the trade fair in comparison to other means of communication is very obvious as a means of communication.

It is clear that the scope of participation in a trade fair, intensive contact between exhibitors and visitors can be achieved—a good relationship with customers. Personal conversations between exhibitors and visitors have great value, because this is the only way to develop lasting business relationships and improve existing ones.

It is also the case that a trade fair can convey much more vivid and active information about a product or service than any other component of the marketing mix. The product can usually be seen as well as described. This is particularly significant at capital equipment trade fairs.

On the other hand, trade fairs are in terms of their value as a promotional spectacle and in terms of their availability to the exhibitor. Participation in a trade fair offers a high degree of value as a promotional spectacle. The exhibitor has numerous opportunities to offer the trade fair visitors an impressive experience, e. g. by putting on a "product related" show.

However, the possibilities for exploiting opportunities offered by trade fairs, that is the degree of availability to the exhibitor, are comparatively low, since trade fairs only take place relatively infrequently on a rotational basis, and deadlines for registration must be observed. This means that the exhibitor must allow for a longer-term planning period if a trade fair is to be used.

Great importance is attached to a trade fair in comparison, to other media because of its

multifunctional character. No other medium can be employed in such an individual way, and no other situation offers the opportunity of such direct communication with customers, for the purpose of creating a need for information, or satisfying the already existing need for information. Specific advantages of your product and/or company, such as reliability, good after sales service and high product quality, can be presented quite clearly. During participation in the trade fair, important information about, sales promotion or advertising, for example, goes back to the company where it should be used to good advantage.

Participation in a trade fair helps a company to reach more potential customers and to create a more favorable impression on existing customers. It is also possible to become aware of changes in the customer profile and in buying behavior more quickly and more directly within the scope of participation in a trade fair.

3. Trade fairs as part of the price and conditions mix

Important aspects of the price and conditions mix include price, credit, discount, payment and service.

The relevant spheres of influence for the development of an individual price and conditions mix are, in particular, exact knowledge of the customer profile, of the size of companies, of the locations and of the delivery distances involved. The company can find out the necessary information in a conversation with the customer, for example.

Participation in a trade fair contributes towards a new conception of the existing price and conditions mix, and if desired, new areas of the market can be sounded out. The following points should be taken into consideration: packaging, freight and insurance costs; costs for after sales service and customer service; existing price calculations; conditions of payment; payment, quantity and special reductions; conditions of delivery; conditions of cancellation. Questions relating to customers' prompt setting of accounts and credit-worthiness should also be considered. The price and conditions mix must be arranged so that company aims can be achieved and company profits assured.

4. Trade fairs as part of the distribution mix

The distribution mix can be represented as follows: sales organization, distribution channels, storage and transport. An explanation of the aspects of the distribution mix shows to what extent participation in a trade fair can be regarded positively.

There must be an investigation into whether further reorganization or other changes to the existing sales organization are necessary: e. g. restructuring the sales force, recruitment of dealer and sales representatives, looking for cooperation partners for storage and transport.

Another consideration is whether the existing distribution channels need to be changed qualitatively or quantitatively.

5. Trade fairs as part of the product mix

Important aspects of the product mix are as follows: product quality, product range, brands and product design.

One important consideration is to what extent the product range of the company should

be on show at a trade fair. In order to review the product mix, it is necessary to be aware of the current market cycle of the product or specific market that is to be displayed. The range can be extended if desired in order to be able to offer an even better presentation at a trade fair where a new product—a trade fair launch—is to be shown. The product design should be up-to-date and thus easily marketable; the same applies to the packaging.

Should the company's product be branded merchandise or should there be trade marks used, this must be explained.

Individual elements of the product mix, and thus the product itself, can be tested by participating in a trade fair. By talking to a user, the acceptance of the product can be tested and thus the company can gain valuable stimuli for its product and product range policy.

6. A word about competitors

The analysis of the strengths and weakness of the competition provides more information in respect of the decision about possible participation at a trade fair. The aims of this analysis of the competition might be: more informed assessment of your own market position; to learn from the market behavior of competitors; better assessment of your own development.

It is important to establish who exactly should be regarded as the competition as well as direct competitors who manufacture the same, or similar, products, it is also necessary to include companies that use the same production processes, or offer substitutes for your company's products.

It is possible to distinguish between individual competitive markets on the basis of, for example, products and services, and according to geography.

Competition circumstances for each individual market can then be determined with the aid of various criteria, e. g. company image, company location and factories, range of services, manufacturing capacity, research and development activities, marketing strategy, marketing mix, advertising budget, distribution network, profitability, development trends.

Due to the meeting of different companies with a similarly structured range of products, participation in a trade fair will enable you to see the market with additional clarity.

Within the scope of medium and long term company planning, participation in a trade fair can serve to clarify the future position of a company in the market.

The cost to profit ratio can also be improved by participating in a trade fair.

In the case of participation in an international trade fair, however, three criteria should be fulfilled. Participation usually makes sense where: the company's sales are not limited to one region; sales are based on a sufficiently broad customer base; the product, or the service, shows a high degree of know-how. Mass-produced goods or everyday products are hardly likely to meet with a positive response at a trade fair. Visitors come in the expectation of discovering new products and seeing technologically highly advanced products, or special products, "in the flesh".

Individual gaps when answering the catalogue of questions may lead to uncertainty about participation in a trade fair, but they should not have a detrimental effect on the overall

decision. The answer to most questions which derive from the marketing mix will give a basic structure for an individual marketing mix and thus provide the answer to the question about whether to participate or not.

The effects of participation in a trade fair within the scope of the company's overall plan for marketing policy must also be taken into consideration. Participation in a trade fair results in positive cooperative effects for a company. Participation in a trade fair can above all lead to success when there is a conscious effort to coordinate it with the other elements of the marketing mix.

Participation should be agreed for a period of time spanning at least three events. Taking part in one event only gives a distorted picture, and most importantly of all, the opportunity to intensify those first contacts made at the central meeting place and competition arena of your branch of industry, the trade fair, would be missed.

NEW WORDS AND PHRASES

platform/'plætfɔ:m/ *n.* 平台;月台,站台;坛;讲台

cooperation/'kəʊɒpə'reɪʃn/ *n.* 合作,协作;[劳经]协力

initiative/'ɪnɪʃətɪv/ *n.* 主动权;首创精神 *adj.* 主动的;自发的;起始的

distribution/ɪ'dɪstrɪ'bju:ʃn/ *n.* 分布;分配

know-how/'nəʊhau/ *n.* 诀窍;实际知识;专门技能

procedure/prə'si:dʒə/ *n.* 程序,手续;步骤

apparent/ə'pær(ə)nt/ *adj.* 显然的;表面上的

integral/'ɪntɪgr(ə)l; ɪn'tegr(ə)l/ *adj.* 积分的;完整的,整体的 *n.* 积分;部分;完整

component/'kəm'pəʊnənt/ *adj.* 组成的,构成的 *n.* 成分;组件;[电子]元件

rationalization/ɪ'ræʃənəlaɪ'zeɪʃn/ *n.* 合理化

combine/'kəm'baɪn/ *vt.* 使化合;使联合,使结合 *vi.* 联合,结合;化合 *n.* 联合作业

insufficient/ɪnsə'fɪʃ(ə)nt/ *adj.* 不足的,不充足的 *n.* 不足

skeptical/'skeptɪkl/ *adj.* 怀疑的;怀疑论的,不可知论的

rejection/rɪ'dʒekʃn/ *n.* 抛弃;拒绝;被抛弃的东西;[篮球]盖帽

uncertainty/ʌn'sɜ:tntɪ/ *n.* 不确定,不可靠

eradicate/ɪ'rædɪkeɪt/ *vt.* 根除,根绝;消灭

agenda/ə'dʒendə/ *n.* 议程;日常工作事项

concept/'kɒnsept/ *n.* 观念,概念

evaluate/ɪ'væljuet/ *vt.* 评价;估价;求……的值 *vi.* 评价;估价

appropriate/ə'prəʊpɪət/ *adj.* 适当的 *vt.* 占用;拨出

tactical/'tæktɪk(ə)l/ *adj.* 战术的;策略的;善于策略的

stand/stænd/ *vi.* 站立;位于;停滞 *vt.* 使站立;忍受;抵抗 *n.* 站立;立场;看台;停止

staff/stɑ:f/ *n.* 职员;参谋;棒;支撑 *adj.* 职员的;行政工作的 *vt.* 供给人员

initially/ɪ'nɪʃ(ə)li/ *adv.* 最初,首先;开头

promotional/prə'məʊʃənl/ *adj.* 促销的;增进的;奖励的

availability/ə'veɪlə'bɪləti/ *n.* 可用性;有效性;实用性

- exploit/ɪk'splɔɪt/ *vt.* 开发,开拓;剥削;开采 *n.* 勋绩;功绩
 comparatively/kəm'pærətɪvli/ *adv.* 比较地;相当地
 infrequently/ɪn'fri:kwəntli/ *adv.* 很少发生地;稀少地
 deadline/'dedlaɪn/ *n.* 截止期限,最后期限
 registration/redʒɪ'streɪʃn/ *n.* 登记;注册;挂号
 observe/əb'zɜ:v/ *vt.* 观察;遵守;说;注意到;评论 *vi.* 观察;说;注意到;评论
 multifunctional/ˌmʌltɪ'fʌŋkʃənl/ *adj.* 多功能的
 reliability/rɪˌlaɪə'bɪləti/ *n.* 可靠性
 after sales service 售后服务
 aware/ə'weə/ *adj.* 意识到;知道的;有……方面知识的;懂世故的
 sphere/sfɪə/ *n.* 范围;球体 *vt.* 包围;放入球内;使……成球形 *adj.* 球体的
 take...into consideration 考虑到
 packaging/'pækɪdʒɪŋ/ *n.* 包装;包装业,包装风格
 freight/freɪt/ *vt.* 运送;装货;使充满 *n.* 货运;运费;船货
 insurance/ɪn'ʃʊər(ə)ns/ *n.* 保险;保险费;保险契约;赔偿金
 calculation/ˌkælkjuˈleɪʃn/ *n.* 计算;估计;计算的结果;深思熟虑
 cancellation/ˌkænsəˈleɪʃn/ *n.* 取消;删除
 prompt/prɒm(p)t/ *adj.* 敏捷的,迅速的;立刻的 *vt.* 提示;促进;激起;(给演员)提白 *n.* 提示;付款期限;DOS 命令:改变 DOS 系统提示符的风格 *adv.* 准时地
 positively/'pɒzətɪvli/ *adv.* 肯定的,明确的,断然的
 recruitment/ rɪ'krʊtmənt/ *n.* 补充,征收新兵
 launch/lɔ:ntʃ/ *vt.* 发射(导弹、火箭等);发起,发动;使……下水 *vi.* 开始;下水;起飞 *n.* 发射;发行,投放市场;下水;汽艇
 marketable/ 'mɑ:kɪtəb(ə)l/ *adj.* 市场的,有销路的,可销售的
 profitability/ˌprɒfɪtə'bɪləti/ *n.* 盈利能力;收益性;收益率
 profit/ 'prɒfɪt/ *n.* 利润;利益 *vi.* 获利;有益 *vt.* 有益于
 ratio/ 'reɪʃəʊ/ *n.* 比率,比例
 criteria/ krai'tɪəriə/ *n.* 标准,条件(criterion 的复数)
 catalogue/ 'kætəlg/ *n.* 目录;(美)大学情况一览表 *vt.* 把……编入目录
 detrimental/ˌdetrɪ'ment(ə)l/ *adj.* 不利的;有害的 *n.* 有害的人(或物);不受欢迎的求婚者
 derive/dr'aɪv/ *vt.* 源于;得自 *vi.* 起源
 conscious/'kɒnʃəs/ *adj.* 意识到的;故意的;神志清醒的
 spanning/'spænɪŋ/ *n.* 生成,长成;跨越;拉线 *v.* 横跨(span 的 ing 形式);用作丈量
 distorted/dɪs'tɔ:tɪd/ *adj.* 歪曲的;受到曲解的 *v.* 扭曲(distort 的过去式和过去分词)

EXERCISES

I. Answer the following questions.

1. What are the functions of a trade fair?

2. Interpret the marketing function of a trade fair.
3. Interpret the communication function of a trade fair.
4. Interpret trade fairs as part of the price and conditions mix.
5. How can a company set up a distribution channel through taking part in a trade fair?
6. What is a competitor?

II. Please rewrite the following sentences in plainer English.

1. The product design should be up-to-date and thus easily marketable; the same applies to the packaging.
2. An explanation of the aspects of the distribution mix shows to what extent participation in a trade fair can be regarded positively.
3. Trade fairs are also the source of a multitude of sales leads which are essential component parts of any company's sales policy.
4. Personal information is directly and inextricably linked to expert technical presentation.
5. There is on other situation where it is possible to reach so many competent specialists in such a short time as at a trade fair.
6. If, however, the priority is to attract new customers, the advertising campaign must have a broader appeal.
7. The selection process and the effect of participation in a trade fair can lead to skeptical reactions or even to rejection of participation in a trade fair.
8. Trade fairs are in terms of their value as a promotional spectacle and in terms of their availability to the exhibitor.
9. Trade fairs only take place relatively infrequently on a rotational basis, and deadlines for registration must be observed.
10. It is also possible to become aware of changes in the customer profile and in buying behavior more quickly and more directly within the scope of participation in a trade fair.

III. Please translate the following English sentences into Chinese.

1. Marketing can be understood as the planning, coordination and monitoring of all company activities directed towards present and potential markets.
2. Trade fairs are also the source of a multitude of sales leads which are essential component parts of any company's sales policy.
3. An additional advantage of participation in a trade fair is the opportunity to maintain contact with regular customers.
4. However, market research or the visual image expressed in a company's corporate design can also be included.
5. This is particularly significant at capital equipment trade fairs.
6. Questions relating to customers' prompt setting of accounts and credit-worthiness should also be considered.
7. The aims of this analysis of the competition might be a more informed assessment of

your own market position.

8. The aims to be pursued at the trade fair are consistently derived from the individual marketing aims.

9. Any resulting order is termed an indirect trade fair purchase order.

10. This means that the exhibitor will either select a suitable trade fairs according to his established aims, or will vary the aims according to the trade fairs available.

IV. There are 10 sentences in this section. Beneath each sentence there are four words or phrases marked A, B, C and D. Choose one word or phrase that best completes the sentence.

1. Which of the following is the best translation of the phrase “marketing mix”?

- | | |
|---------|---------|
| A. 市场混合 | B. 营销混合 |
| C. 营销组成 | D. 销售组合 |

2. The phrase “sales leads” most probably means _____.

- | | |
|--------------------|-------------------|
| A. sales chances | B. sales leaders |
| C. sales personnel | D. sales of leads |

3. This term of trade covers a diverse _____.

- | | |
|---------------------|----------------------|
| A. variety of goods | B. cost of products |
| C. values of goods | D. range of products |

4. The communication via language is called _____.

- | | |
|-------------------------|-------------------------|
| A. verbal communication | B. body language |
| C. telecommunication | D. mobile communication |

5. The phrase “old customers” is also called _____.

- | | |
|-----------------------|--------------------------|
| A. regular customers | B. traditional customers |
| C. frequent customers | D. elderly customers |

6. The phrase “come to light” probably means _____.

- | | |
|------------------------|---------------------|
| A. become not so heavy | B. not difficult |
| C. not in the dark | D. come to be known |

7. Which of the following is the closest in meaning with the phrase “marketing objectives”?

- | | |
|------------------------|-----------------------------------|
| A. aim of marketing | B. objective methods of marketing |
| C. marketing the goods | D. marketing objects |

8. Which of the following is the closest in meaning with the phrase “potential customers”?

- | | |
|----------------------|---------------------|
| A. possible clients | B. hidden customers |
| C. foreign customers | D. potent customers |

9. What is best Chinese translation of the phrase “know-how”?

- | | |
|---------|-------|
| A. 知道怎样 | B. 诀窍 |
| C. 方法 | D. 途径 |

10. What of the following is the closest in meaning with the phrase “in conjunction with”?

- | | |
|------------------|-------------------|
| A. together with | B. connected with |
|------------------|-------------------|