

全国应用型高等院校精品系列教材

ORAL BUSINESS ENGLISH

商务英语口语



丁晶 王淙 主编



对外经济贸易大学出版社
University of International Business and Economics Press



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丁 晶 王 淙 主 编
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出版说明

应用型高等教育是在我国高等教育开始进入大众化阶段后,为适应市场对人才培养多方面的要求,扩大高等教育内涵的形势下产生的,主要培养应用型人才,促进职业、技能和知识的直接结合,为经济建设服务。对外经济贸易大学出版社为适应教育发展的形势,努力推动应用型高等院校的教材建设,组织编写了这套全国应用型高等院校精品系列教材。

本套教材具有以下特点:

1. 对接社会和专业需求,体现市场最新发展趋势

本套教材涵盖了商务英语、英语和财经等专业,在了解市场需求的基础上,对编写及内容体系的构建进行了创新探索和实践,一些先进的教学理念及最新知识点都在教材中得以体现。

2. 以就业为导向,强调应用性和适用性

针对应用型院校的特点,本套教材内容的编写以就业为导向,充分体现了应用性和适用性,强调能力的培养和技术的应用。教材编写过程中,教师结合自身的教学实践、调研论证和各行业专家对工作岗位的实际要求来安排课程结构和内容,形成了应社会所需,与市场接轨,与企业合作,实践与理论相结合的全新教材编写理念。

3. 教学方法和内容设计以学生为中心,提高教学效果

本套教材在传统教学方法的基础上进行改革,以学生为中心。为达到最好的教学效果,本套教材多运用启发、引导、讨论和参与式教学,激发学生的学习兴趣、营造独立思考的氛围、提高学生独立思考和解决问题的能力。

本套教材暂包括《实用大学英语综合教程1-4》、《商务英语口语》、《商务英语写作》、《商务英语阅读》、《国际商务谈判》、《旅游英语》、《酒店英语》、《经济学基础》、《国际贸易实务》、《国际单证实务》、《报关报检实务》、《市场营销》、《基础会计》、《财务会计》、《财务管理》、《工商管理实务》等。本套教材的编写得到了有关院校领导和教师的大力支持,在此一并表示感谢。编写教师不但具有丰富的教学经验,且有一线工作经历,主持或参与过多项应用技术研究,有力地保证了本套教材的质量和水平。

每册教材均配备有PPT课件(网站下载 www.uibep.com),并根据课程内容选配教学参考书或者MP3光盘,提供立体化教学资源辅助教学。

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2013年3月

前 言

本教材的编写贯彻了教育部对应用型人才培养的十项具体要求。在培养目标和规格上定位在为国际商务生产、管理、服务一线培养具有良好职业道德、专业知识素养和职业能力的高素质应用型商务英语人才；在教学模式上体现“以学生为中心”，根据学生特点，实行任务驱动教学模式；在教学内容上体现与职业岗位对接，与职业资格证书对接，理论知识够用为度，职业能力适应岗位要求和个人发展要求；在教学条件要求上，充分适应各校的师资、教学设施等基本条件。

本教材是由具有多年丰富的商务英语口语教学实践经验、精力充沛的教学和实训指导团队编写，充分借鉴了国内外英语口语教学先进理念。团队成员曾经主编和参编并出版了数种中高职商务英语教材，如教育部中职规划教材《商务英语听说》、中职《外经贸实用英语口语》、高职《国际商务英语函电》（第1、2版）、高职《商务英语阅读》（上下册）等，用户评价良好。质量是本套教材的生命线，也是编写团队的郑重承诺。

为解决应用型商务英语口语教材内容与体例陈旧、实训功能缺失的问题，本教材在以下方面实现了创新：

首先，对于高校教师普遍感到陌生的实训范式进行了有实际意义的探索。应用型院校语言类专业实训目前没有统一的范式，教师基本都是各自为战，摸着石头过河。本教材充分调研了商务英语在职场的主要应用情境，归纳出“句子—对话—段落—报告”的基本训练目标，并按此设计实训步骤，形成一种探索性的商务英语口语实训范式。

其次，在教材中设计完整的实训难度梯度和实现路径。全书编写围绕16个商务话题，训练难度由浅入深、从易到难。遵循“先示范、再训练”的训练原则。分别围绕话题先示范常用句子、对话、口头段落和口头商务报告，再训练学生一步步逐级完成训练目标：首先根据情境提示并围绕给定任务搭建对话、其后围绕给定主题组织独白段落、最终依照模板和给定主题做口头商务报告。

第三，以学生为主体进行评价。教材中提供实训效果评价表，在训练之后由学生本人、同伴、教师三方对执行任务者从发音、语调、流利程度、表达效果和主题关联度五个方面给出立体评价。其中学生评价分值占总分值的三分之二。

第四，能力训练与考取职业资格证书相衔接。教材中设计的实训任务与全国国际商务职业资格证书考试、全国商务英语二级考试以及剑桥商务英语中级考试的英语口语考试主要题型一致，使得本教材除可用于商务英语专业口语教学，又便于学员备考上述考试时进行针对性练习。

第五，全书编写以任务型教学法贯穿始终，体现任务导向的教学模式。本教材适用于商务英语、英语（商务方向）、国际商务、国际经济与贸易、工商企业管理、涉外文秘、报关与物流等专业。

教材分为 16 个单元, 围绕 16 个话题: 面试、营销、在会议上、接待客户来访、参加展会、带客户参观工厂、讨价还价、保险事宜、装运、支付条件、包装、讨论佣金、投诉索赔、讨论代理协议、讨论投资和商业旅游。PPT 中还将商务英语词汇简写与国际商务英语等级考试(二级)及 BEC(中级)常用词汇表包括在内。

每单元从结构上分为以下八个部分:

第一部分: 任务目标:

1. 说出关于话题的句子;
2. 形成关于话题的对话;
3. 说出表达阐释主旨的段落;
4. 做出主旨报告。

第二部分: 句子范例;

第三部分: 对话范例;

第四部分: 段落范例;

第五部分: 报告范例;

第六部分: 任务型实训及评价, 涵盖商务英语国考二级和剑桥商务英语中级(BEC Vantage)的主要题型, 既可以此完成教材设定的训练目标, 又可作为学员参加以上考试的复习练习。每个任务后均设计有单独的实训评价表, 可实现学员、同伴、教师三方立体评价, 学员分值占 70%, 体现学员在评价中的主体作用。

任务一: 以独白段落形式谈论一个主题(商英国考二级题型);

任务二: 围绕主题完成口头报告(BEC Vantage 题型);

任务三: 根据给定情境与同伴完成对话(商英国考二级题型);

任务四: 与同伴讨论一个主题并形成对话(BEC Vantage 题型)。

第七部分: 词汇表, 带词性、音标、文中释义;

第八部分: 商业谚语 3-5 条, 带中文释义并与单元主题相关。

本教材由西安翻译学院商务英语教学团队编写, 得到了对外经济贸易大学出版社刘军先生、宋海玲和田园女士的大力支持。丁晶、王淙任主编, 王淙负责编写教材设计、样章、前言, 丁晶编写第十二单元、制作相关 PPT。张国建任副主编, 负责分工、组稿、通审全稿, 并负责编写第三、四、五单元并制作相关 PPT。西安正跃贸易有限公司王昆任副主编, 负责全稿的专业与技术审核。马青负责编写第十六单元。王建娜负责编写第一、二单元并制作相关 PPT。魏征负责编写第六、七、八单元并制作相关 PPT。董雪负责编写第九、十、十一单元并制作相关 PPT 和设计实训评价表格。王妮负责编写第十三、十四、十五单元并制作相关 PPT。编写过程中, 西安欧亚学院刘淑颖、西安外事学院孙新法、西安科技大学高新学院王军平、西安外贸职工大学李鼎峰、王永红、孟根茂以及西京大学王君丽等专家给予了很好的意见, 在此一并表示感谢。

本教材编写难免挂一漏万, 恳请业界专家给予批评指正。

编 者

2013 年 4 月

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Unit 1

Interview

Part 1

Aims

- To learn sentences about interview
- To form conversations concerning interview
- To form monologues about interview
- To make an oral presentation about interview

Part 2

Useful Sentences

Read aloud the following sentences about interviews and understand their meanings.

1. We have received your letter and resume, and we thought we would like to ask you to come here for an interview.
我们已收到你的信和简历，想请你来参加面试。
2. I am very glad to know that my letter and resume have been received.
得知本人的信和简历贵公司已收到，感到非常荣幸。
3. What are your major and minor subjects?
你的主修课和副课是些什么？
4. My major subject is English and my minor subject is Economics.
我主修英语，辅修经济学。
5. What degree have you received?
你得到过什么学位？

6. When and where did you receive your MBA degree?
你的工商管理硕士学位是什么时候，在哪里获得的？
7. I received my MBA degree from Peking University in 1994.
我于 1994 年在北京大学获得的工商管理硕士学位。
8. What is your greatest strength?
你最大的长处是什么？
9. I manage my time perfectly so that I can always get things done on time.
我极懂分配时间，因此总能准时完成任务。
10. I suppose a strong point is that I like to develop new things and ideas.
我想我有一个优点就是喜欢创新。
11. I can take on jobs that bother other people and work at them slowly until they get done.
我能承担别人认为烦恼的工作，然后慢慢努力，直到把工作完成为止。
12. What are your weak points?
你的缺点是什么？
13. When I think something is right, I will stick to that. Sometimes it sounds a little stubborn, but I am now trying to find a balance between insistence and compromise.
若我认为某件事情是对的，我会坚持到底。有时候，这显得有点顽固，因此我正努力在坚持与妥协之间寻求平衡。
14. I'm afraid I'm a poor talker, and that's not very good, so I've been learning how to speak in public.
我这个人恐怕不善言谈，这样不好，所以我一直在学怎样在众人面前讲话。
15. What is your greatest achievement?
你最大的成就是什么？
16. Can you work under pressure?
你能在压力下工作吗？
17. Yes, I find it stimulating.
能，我认为它具有鼓舞作用。
18. What are the problems you have encountered in your job?
你在工作中曾遇到过哪些困难？
19. How do you deal with those who you think are difficult to work with?
你怎样应付那些你认为难以合作的人？
20. I stick to my principles and keep to rules.
我会坚持原则和谨守规则。
21. What kind of personality do you think you have?
你认为你具有哪种性格？
22. I'm quite active and energetic. I approach things enthusiastically and I don't like leaving things half done.
我积极而充满活力。我热诚对待每件事，不喜欢半途而废。

23. Do you think you are introverted or extroverted?
你认为你性格内向还是外向?
24. I wouldn't call myself introverted though sometimes I'm reserved and enjoy staying all by myself, often I like sharing activities with others.
我不算内向, 尽管有时我沉默寡言, 喜欢独处, 但我经常和大家在一起活动。
25. Have you had any experience with a computer?
你有使用电脑的经验吗?
26. What certificates of technical qualifications have you obtained?
你有何种技术资格证书?
27. I've received a Business English Certificate.
我有商务英语证书。
28. I speak fairly good English and I enjoy meeting different kinds of people, so I think I could handle the work of a receptionist.
我能说流利的英语, 而且我喜欢接触不同的人, 所以我认为我能胜任接待员一职。
29. Why did you choose to come here for a job?
你为何选择到此地来工作?
30. I hope to have a job which offers me an opportunity for promotion and pay raise.
我希望有一个提供升职和加薪机会的工作。
31. Why did you choose this company?
你为什么选择本公司?
32. My past work experience is closely related to this job. I am confident of doing it well. Therefore, I am desirous to get this position.
我过去的经验与这项工作密切相关, 我有把握把这项工作做好。因此, 我想得到这项工作。

Part 3

Conversations

Read aloud the following two conversations and then demonstrate them.

Conversation 1

A: I came in answer to your advertisement for a salesperson.

甲: 我是来应征贵公司所招聘的销售员一职的。

B: I see. Will you walk this way, please?

乙: 我明白了, 请这边来。

A: Well, thanks.

甲: 好的, 谢谢。

B: What experience have you had?

乙: 你有什么经验呢?

A: I'm afraid I haven't had enough experience in just this sort of work. I'm studying business administration in college. I want to get a job that would tie in with my studies.

甲: 我恐怕对这种工作经验有限。我在大学学的是商业管理, 我想找一个与所学知识有关联的工作。

B: Have you got any selling experience at all?

乙: 你有销售的经验吗?

A: I worked in a department store in a town last summer vacation.

甲: 我去年暑假在一个城镇的百货商店工作过。

B: What subjects did you like most at university?

乙: 你在大学时最喜欢什么课程?

A: I like Sales Strategies most.

甲: 我最喜欢销售策略这门课。

B: Now tell me about your educational background.

乙: 请给我讲讲你的教育背景。

A: I graduated from Xi'an Fanyi University. I majored in Business English.

甲: 我毕业于西安翻译学院。我主修商务英语专业。

B: What courses have you completed?

乙: 你修过哪些课程?

A: The courses I have completed are business intensive English, business English translation, cross-cultural communication, international trade theory and practice, business negotiation, principles of western economics and extensive reading of business English and marketing.

甲: 我修过的课程有: 商务综合英语、商务英语翻译、跨文化交际、国际贸易理论与实务、商务谈判、西方经济学原理, 商务英语泛读和市场营销。

B: Why would you like to work with us?

乙: 你为什么愿意来我们这儿工作?

A: It's a job I'm interested in, and your company is one of the best known. Although I have no work experience as a salesperson, the job description you sent was very interesting. It's a job I've been dreaming of since I was at university.

甲: 贵公司是最有名气的公司之一, 我也喜欢这种工作。虽然我没有销售员的经验, 你们给我的职位说明很有意思, 这是我上大学时就想从事的工作。

B: Do you know anything about this company?

乙: 你了解本公司吗?

A: Yes, a little. As you mentioned just now, yours is an American capital company. As far as I know your company is a world famous one which produces cosmetics and skin care products.

甲：我知道一些，正如您所提到的，贵公司是一家美资公司。据我所知，贵公司是一家世界著名公司，生产化妆品和护肤品。

B: In what department did you work in the company you mentioned?

乙：你以前在你所提及公司的哪一部门工作呢？

A: I was in the Women's Fashion Department.

甲：我在女装部工作。

B: Have you got an excellent record in English?

乙：你英语成绩好吗？

A: Yes, I think I can manage English conversations with American staff members.

甲：是的，我认为我可以和美国员工进行英语会话。

B: Well, that's all we need. If there is something good we will call you later.

乙：嗯，好。我们对你的情况已经了解。如果有好消息我们一定通知你。

A: Thank you, sir. I hope to hear from you as soon as possible.

甲：谢谢您。我敬候佳音。

Conversation 2

A: Nice to meet you, Miss Wang. I'm Zhang Hua, HRD of the company. Please have a seat.

甲：很高兴认识你，王小姐。我是人力资源总监张华，请坐。

B: Nice to meet you, Mr. Zhang. Call me Coco, please.

乙：你好，张先生。请叫我 Coco。

A: From your resume, I can see that you performed excellently in school. What I want to know is why you think you're right for this job.

甲：从你的简历，我可以看出你在校时很优秀。我想知道为什么你认为你适合这份工作。

B: I am always interested in news coming from your industry, and I'm deeply impressed by your company's sales performance. To have risen 200-percent in the domestic market over just the past three years is an incredible feat. I also admire and agree with the employee developmental values that the company has adopted. I find that my personal goals and ideas about business operations fit perfectly with the company's goals and mission statement.

乙：我一直关注你们行业的新闻，贵公司在过去三年里中国市场的业绩增长了两倍，这给我留下了很深的印象。同时我也很喜欢贵公司培养员工的企业文化。我觉得我的个人发展目标、商业理念和公司的目标和使命完全吻合。

A: So you are well aware of our company. It appears that you have done your homework in advance.

甲：我们对贵公司很了解，看来你提前做了很多功课啊。

B: Yes. In addition to judging whether I am the right fit for C&C, I believe that it's also crucial for me to know if this company is right for me. I've been impressed by the service provided here by everyone, from the receptionist to the assistant. I am confident that I

will have a very rewarding and successful career here.

乙: 是的, 除了判断我是否符合 C&C 的要求外, 了解公司是否适合我也很关键。从前台到助理的接待都给我留下了深刻印象, 我觉得我在这儿能开创有价值而且成功的事业。

A: Commitment to the company and the team is very important to us here.

甲: 在我们这里, 对公司以及团队的责任是非常重要的。

B: I am very responsible. Whenever I have been assigned to complete a certain task, my teacher and classmates could always count on me to achieve the stated goals. There is also no need to remind me of what I should do. I enjoy intermingling and doing things with coworkers.

乙: 我很有责任心, 如果让我负责一件事, 老师和同学们都会很放心。而且我用不着别人提醒我该做什么。我喜欢与人相处, 以及和别人一起做事情。

A: So what are your career objectives? And how would you perceive your own development if you were to assume this position?

甲: 那你的事业目标是什么? 如果你获得了这个职位, 你对自己的发展有什么想法?

B: I expect to have a good opportunity to put all of my knowledge into practice. I am a doer and I can contribute a great deal to the company. I hope that within five years, I could lead an energetic and productive marketing team.

乙: 我希望得到很好的实战机会。我是个实干者, 我能为公司贡献很多。我希望在五年内, 我能够领导一支有活力及高效率的市场团队。

A: As a fresh graduate, what do you think is the most essential factor to establishing and maintaining a good relationship with your future boss?

甲: 你现在刚刚毕业, 你认为和你未来的老板能够建立并保持良好关系的最主要因素是什么?

B: All the supervisors have rich experience. So first of all I will obey the demands of the supervisors. Secondly, I will ask for their advice and maintain an open mind. Thirdly, when there are questions, I will communicate in-depth with my supervisors to achieve a functional and proper solution.

乙: 领导都是工作经验很丰富的人。首先, 我要服从领导的工作安排。第二呢, 要虚心求教。第三, 万一碰到疑问, 我会及时跟领导深入沟通, 找到一个合理的解决方案。

A: Good, then do you have any questions about our company?

甲: 好的, 对于公司, 你有什么问题吗?

B: Could you tell me something about your training program?

乙: 能否介绍一下你们的培训制度?

A: In brief, we offer both in-house and off-site training to our AP or U.S. headquarters. We have a few daylong training sessions for topics like business writing skills and software training. These sessions are available to everyone who applies. We also have a variety of other programs based on each work function. Our program is essentially a job-rotation

program, and we believe it's more effective than traditional on-the-job training.

甲：简单来说，我们既有在岗培训，也有去亚太总部或美国总部专门培训。我们采用整日课程来进行商务写作和软件操作一类的培训。每个人都可以申请参加。我们还针对各个职能安排了多种多样的课程。我们的课程主要是轮岗，我们相信这比传统的在职培训要有效的多。

B: It sounds attractive!

乙：听上去很吸引人啊！

A: I also hope to have the chance to get to know you better in the future.

甲：好的，我也希望有机会更加详细地了解你。

B: Thank you for your time. I am looking forward to further favorable news from you.

乙：谢谢您的时间。我期待着您进一步的好消息。

Part 4

Paragraph Samples

Read aloud the following two monologues and then demonstrate them.

Monologue 1

Good morning, ladies and gentlemen! First, I'd like to introduce myself briefly. I am 21 years old, born in Shandong Province. I graduated from Xi'an Fanyi University. My major is business English. And I got my bachelor degree after my graduation in the year of 2013. I spent most of my time on study and I've gained much. I've acquired basic knowledge of my major. It is my long cherished dream to be an interpreter and I am eager to get an opportunity to fully play my ability.

In July 2012, I made good use of vacation in working for a small private company as a secretary related to foreign affairs in Xi'an city. It was a new working environment and challenged me much.

I come here to compete for this position for I am capable of taking it. I think I'm a good team player and a person of great honesty to others. Also, I am able to work under great pressure. I am confident that I am qualified for the post of engineer in your company. Please give me a chance to let you know me well.

Monologue 2

I am Sandy and I am from the north of Shaanxi Province. My hobbies are listening to music, travelling, and some indoor games such as chess etc. My strength is that I am optimistic in nature. Moving on to my educational background, I completed my high school study from Yulin High School in the year 2011, and then I finished my bachelor from Dalian Foreign

Languages University in the year 2013. During my college life, I have got CET-6 and BEC certification. Moreover, I took advantage of my vacations to take part-time jobs which practiced me much. Right now I am looking for a job to play fully my ability and major. I believe your company will provide good platform for us and it would welcome a person at any educational level with good communication skills and ability to handle customers.

Part 5

The Presentation Sample

Read aloud the following presentation script and try to recite it.

A Presentation on Self-introduction

Dear ladies and gentlemen,

I learned from *Xi'an Daily* Nov. 8 that your company is offering a position for a secretary, and it's a great pleasure for me to stand here to explore the possibility of seeking the job. I graduated from Sichuan Institute of Foreign Language and obtained my bachelor degree in the field of business English. During my stay in the university my major courses included business intensive English, cross-cultural communication, international trade theory and operation, etc. I was especially fond of the communication skills which enabled me to deal with people and things skillfully.

Before graduation I engaged with market surveys, writing reports and organizing meetings in a group. The experience has helped me a lot in many ways. In particular, I become increasingly aware of the importance of co-ordination and co-operation among coworkers. I also believe that the experience will qualify me for the current vacancy in your company.

I passed both CET-4 and CET-6 with high marks. My spoken English is also fluent enough to organize meetings in English. I enclose herein my resume and some relevant documents as required. And if you need any further information on me, please refer to Mr. Ren, my colleague, who is available at 029-85891234.

I appreciate your sincere consideration of me, and am looking forward to an early favorable notice from you.

Thank you.

Part 6

Tasks

1. [商英国考(二级)题型]

- Make a monologue on the strategies of interview.

- Use the chart below to evaluate your training effect.

Training Evaluation Chart for Task 1

Evaluation Content Evaluation Party	Pronunciation (20 points)	Intonation (20 points)	Fluency (20 points)	Accuracy (20 points)	Theme Correlation (20 points)	Subtotal
Self-Evaluation						
Partner's Evaluation						
Teacher's Evaluation						
Total						

◆ Total= Self-Evaluation×40%+Partner's Evaluation×30%+Teacher's Evaluation×30%

2. [BEC Vantage 题型]

- Make a mini-presentation before the class following the hints below.

What aspects should be shown in an interview?

- personality
- education background
- job experience
- reasons for the available position
- expectations

- Use the chart below to evaluate your training effect.

Training Evaluation Chart for Task 2

Evaluation Content Evaluation Party	Pronunciation (20 points)	Intonation (20 points)	Fluency (20 points)	Accuracy (20 points)	Theme Correlation (20 points)	Subtotal
Self-Evaluation						
Partner's Evaluation						
Teacher's Evaluation						
Total						

◆ Total= Self-Evaluation×40%+Partner's Evaluation×30%+Teacher's Evaluation×30%

3. [商英国考（二级）题型]

- You're requested to make a conversation with your partner according to the following

situation and the two tip cards.

Situation: Ms. Wang is talking with Mr. Ren about interview.

You are: Ms. Wang, the HR manager of an American company.

You need to:

- ◆ Inquire about the applicant's information.
- ◆ Inquire about the applicant's personality.
- ◆ Get to know about applicant's strengths and weaknesses.
- ◆ Understand the reasons why applicant leaves the former company and comes to your company.
- ◆ Figure out an emergency to test applicant's reaction.

You start the conversation.

You are: Mr. Ren, a graduate of the major of business English.

You need to:

- ◆ Present the necessary information about yourself.
- ◆ Show your own personality honestly.
- ◆ Figure out your strengths and weaknesses.
- ◆ Figure out the reasons why you leave the former company and apply for a position at the present company.
- ◆ Show your reaction to some emergency.

Your partner will start the conversation.

● Use the chart below to evaluate your training effect.

Training Evaluation Chart for Task 3

Evaluation Party \ Evaluation Content	Pronunciation (20 points)	Intonation (20 points)	Fluency (20 points)	Accuracy (20 points)	Theme Correlation (20 points)	Subtotal
Self-Evaluation						
Partner's Evaluation						
Teacher's Evaluation						
Total						

◆ Total= Self-Evaluation×40%+Partner's Evaluation×30%+Teacher's Evaluation×30%

4. [商英国考（二级）题型]

● Collaborative Task and Discussion

You want to apply for an overseas market position in a multinational corporation. Talk together