

全方位商务英语系列教材

Practical Business English
Listening and Speaking Book 3

实用商务英语听说 第三册

庞媛 主编



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实用商务英语听说

第三册

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前 言

《实用商务英语听说》教材共三册，每册十五单元。第一册主要涉及商务环境中的常见话题，如时间、数字、约会、接打电话等；第二册以商务活动中的客户接待、办公事务、产品发布等内容为主；第三册主要以商务活动中的商务谈判、国际贸易为主，包括建立业务关系、洽谈贸易等内容。在编写过程中，选取了较为生动、真实的工作案例和材料，邀请企业一线实践专家参与教材的编审工作，按照典型的职业活动和工作任务设计每个单元的学习内容和听力练习，使教材更加贴近真实的商务工作场景和内容，更加符合学生职业能力和语言能力发展的需要以及一线教师的教学需要。

本套教材在内容设置上有以下特点：

1. 学习目标：每单元设定学习目标，使教师和学生了解本单元的学习任务和目的。
2. 工作情景：每单元开篇给出本单元学习内容的工作场景，设定具体的工作过程，提示该单元学习内容在商务工作环境中的重要性。
3. 听说结合：教材中每部分的课堂练习均为听、说结合，以“说”引出“听”。每单元第一部分“热身活动”中按照 BEC（剑桥商务英语证书考试）和 CNBEC（全国国际商务英语培训认证考试）口试中 Free Talk 的形式编写口头讨论话题，以口语练习为导入，引出本部分听力练习涉及的主要词汇和内容，让学生熟悉听力练习的背景知识和相关语言点，听力练习完成后再进行口语总结。学生能在“听”、“说”练习中熟练掌握学习内容，更符合语言学习规律。
4. 证书融合：按照 BEC（剑桥商务英语证书考试）和 CNBEC（全国国际商务英语培训认证考试）中听力试题的形式设计编写听力练习题目。学生可以在课堂学习中了解和熟悉 BEC 和 CNBEC 考试的试题形式，提高应试技巧。

本套教材可以作为大专院校商务英语或经贸、管理专业学生学习商务英语的材料，也可以作为准备参加 BEC 或 CNBEC 考试的考生复习应考的习题集。一、二册适合大学一年级学生或有一定英语基础的学习者使用，第三册适合大学二年级学生或报考商务英语证书考试的应试者使用。

参与教材编写工作的除了教学经验丰富的一线教师外，还有幸邀请到外企人力资源部张会青经理、北京成功文化有限公司贺炜总经理参加教材的编审工作。此外，计算机应用研究所冀钢老师为本教材的版面设计提供很多帮助，外语系肖文萍主任在教材编写过程中提出许多宝贵意见并给予大力支持。在此表示由衷的谢意。

由于编者能力水平所限，书中难免存在不足之处，敬请各位同行、学习者批评指正，编者不胜感激。

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Unit 1

At the Fair

Aims

- ✓ To listen and understand the operation of trade fair
- ✓ To practice listening for specific information about trade fair
- ✓ To practice listening for general ideas

Situation

A trade fair is an exhibition organized so that companies in a specific industry can showcase and demonstrate their products and services. Trade fairs often involve a considerable marketing investment by participating companies. Generally speaking, trade fairs are not open to the public and can only be attended by company representatives and the media.



Part I Warm-Up

New Words

electronics 电子设备	equivalent 相等的, 相当的
booth 摊位	accessory 附(零,配)件; 装饰品
embedded 嵌入的	confectionary 糖果



Task 1

Directions: Work with your partner and discuss the following questions.

1. Generally, trade fair, or trade show, is divided into "Public" or "Trade Only". Do you know the difference between these two kinds of trade fairs?
2. Have you ever participated in trade fairs? Can you name some of them?



Task 2

Directions: Listen to the passage about CES and fill in the blanks with the words and phrases you hear.

International Consumer Electronics Show

The International Consumer Electronics Show (CES) is the largest trade show in the world, attracting over 120,000 _____. CES hosts the world's largest electronics companies which often use the _____ to introduce new products. CES includes a trade show that is held in two large venues that provide the equivalent of 35 football fields of booths and exhibits. CES also includes a series of _____ that focus on a variety of target audiences from those involved with _____, entertainment technology and higher education, to kids' technologies and the needs of senior citizens. The trade show is held _____ in January.

The 2013 International CES was held from January 8th to January 11th, 2013 in the Las Vegas Convention Center. Over 3,000 exhibitors _____ a wide range of innovative products this year. This year the categories include 3D, _____, Audio, Automotive Electronics, Embedded Technology, _____, Wireless & Wireless Devices to name a few.



Task 3

Directions: There are many famous fairs or exhibitions held worldwide every year. Look at the names of several famous fairs or exhibitions and match them with the corresponding exhibits.

FAIRS OR EXHIBITIONS

EXHIBITS

- | | |
|---|--|
| 1 | Milan Fashion Week |
| 2 | International Toy Fair Nuremberg |
| 3 | Combined Exhibition of Advanced Technology |
| 4 | London Book Fair |
| 5 | Frankfurt Motor Show |
| 6 | Dubai International Confectionery and Fine Food Exhibition |



Part II Preparations for Trade Fairs

New Words

deposit 订金

money transfer 汇款

power cut 停电, 断电



Task 1

Directions: Listen to a dialogue between Mark and Monica about participating in an exhibition and decide whether the following statements are true or false.

1. The accident in power supply caused the difficulty for Monica to contact Mark.
2. The Publication Exhibition will last 4 days.
3. If Mark pays for the deposit after 1st September, Monica cannot guarantee Mark will get the booth he wants.
4. Mark can pay for the deposit by cheque or money transfer.
5. Mark has to pay the full amount before the 14th February.



Task 2

Directions: Listen to the dialogue again and look at Mark's notes and decide what type of information you need for each gap. And then, complete Mark's notes below.

International Publication Exhibition

Cost of _____: from \$130 to \$200 per square meter.

Reservations to be made _____ by September

Reservation deposit: 45% of total—payable by _____

Will send _____

Full amount to be paid one month before exhibition.

Otherwise space not _____



Task 3

Directions: Work with your partner and list all the sentences you may use to talk about reserving an exhibition booth. And brainstorm whether there are other preparations which should be done before the trade fair.



Part III Performance on Trade Fairs

New Words

CES 消费电子展	pixel 像素
state-of-the-art 一流的, 最先进的	customerized 定制的
warranty 担保, 保证	dual-core 双核的

Background information: *The International CES (or simply CES, acronym of Consumer Electronics Show) is a major technology-related trade show held each January in the Las Vegas Convention Center, Las Vegas, Nevada, the United States. Not open to the public, the Consumer Electronics Association-sponsored show typically hosts previews of products and new product announcements. CES rose to prominence after COMDEX was canceled.*



Task 1

Directions: You will hear a conversation happening in the CES between Mr. Arnaud and Miss Hamilton. Choose Right, Wrong or Doesn't say for each of the following sentences.

1. Miss Hamilton is looking for some company which can provide some office software under their particular requirements. ()
 A. Right B. Wrong C. Doesn't say
2. The company that Mr. Arnaud works for is a computer provider. ()
 A. Right B. Wrong C. Doesn't say
3. High quality products and service are the main reasons which distinguish Mr. Arnaud's company from its competitors. ()
 A. Right B. Wrong C. Doesn't say
4. There are more than 70 computer companies participating in the trade fair, but Mr. Arnaud's company is the only one that provides customerized computers. ()
 A. Right B. Wrong C. Doesn't say
5. The company Mr. Arnaud works for also provides software and networking service. ()
 A. Right B. Wrong C. Doesn't say



Task 2

Directions: Listen to another conversation in CES between Mr. Kroc and Mrs. Olaya. Answer the following questions according to what you hear.

1. Which of the following is not the selling point of the mobile?
 A. Dual-core processor.
 B. 8-million-pixel camera
 C. State-of-the-art Wi-Fi functions.
 D. Price.
2. What is the unit price, if Mrs. Olaya places a large order?
 A. \$350.
 B. \$332.5.
 C. \$325.5
 D. \$308
3. What is the length of warranty?

- A. Half a year.
 - B. A year.
 - C. Two years.
 - D. Not mentioned.
4. What can we infer from the dialogue?
- A. This new model is beautiful designed, but not durable.
 - B. Mrs. Olaya will place a large order to Mr. Kroc.
 - C. Mrs. Olaya cannot make decisions by herself.
 - D. The price of this mobile is higher than that of the similar products.
5. Which of the following sentences is true?
- A. Users can install electronic dictionary into the mobile.
 - B. Mrs. Olaya is the purchasing manager in a large mobile retailer.
 - C. The price on the leaflet is the final price.
 - D. The WIFI function of this model is much better than that of the previous one.



Task 3

*Directions: Think about how to increase the attraction of the booth in the trade fair?
Brainstorm with your partners about the positive effects of the following methods.*

- View the layout map and request preferred placement.
- Advertise your exhibition participation.
- Place promotional objects on a table at the front of your booth.
- Use greeters to attract the attention of passersby.
- Present your products for sale on tables, shelves and hanging bars.



Part IV Assessment after Trade Fairs

New Words

textile 纺织品

hospitality (对客人的) 友好款待



Task 1

Direction: Listen to a passage about how to increase the effectiveness of trade shows and answer the following questions.

1. What is the main purpose of attending a trade show for a company?

2. If you want to strengthen your brand image, what should you print on your publicity materials?

3. If you want potential customers to buy your product on the trade fair, what should you do to attract them?



Task 2

Directions: Listen to the passage again and fill in the blanks according to what you hear.

How to Increase the Effectiveness of Trade Shows

Attending a trade show or special event is a great way for companies to showcase their latest products and services and to stay current on competitors. Here are some ways to increase the effectiveness of trade shows.

- Design a space that is welcoming. Use brightly colored fabric _____ to draw attention to your booth.
- Print brochures or fliers about your business. Use your logo on the _____ to enforce branding.
- Use prizes to lure potential customers in. Offering a _____, or a _____ only available to trade show guests, may increase sales.
- Write a _____. Notify the public that the business will be attending the trade show.
- Bring your latest product with you. Allow guests to see _____ why it is better than your competitors'.
- Write and _____ before and after the event to measure the effectiveness. Note changes to make for next year, and note what increased sales.

**Task 3**

Brainstorm: List the key elements which determine whether the performance during the trade fair is successful or not.

**Part V Supplementary Reading****Marketing Strategies for Trade Shows**

Vendors cross paths with prospective customers at trade shows. Likewise, consumers get to stroll among different displays and learn more about companies' products and services. Advertising professionals search for clever marketing strategies for trade exhibitions that will draw throngs of visitors to their clients' exhibits. These tactics include giveaways and entertainment, as well as personalized contact with new faces in advance of a trade show.

- Giveaways

Trade show guests expect pens, mugs or other items bearing a company's name and logo. Popular choices include logo-imprinted canvas bags or lanyard and badge holders. Consider items that connect with the theme of the industry, such as small piggy banks for a banking or financial services trade show or flash drives for an information technology display. The more useful the giveaway, the more frequently your company name will be displayed as these visitors make use of your free article.

- Showmanship

Allow visitors to spin wheels of chance or slot machines in the hopes of winning small prizes. Operate a slide show or video that highlights your business, or offer a live demonstration of your product. The noise from any of these choices of entertainment will draw spectators toward your booth like a magnet. Make certain you have a microphone with a small speaker so that the sound can travel and draw in more people. Company representatives who man a trade show booth must be dressed in clothing that bears the company logo.

- Network

Contacting potential clients before and after the show is as important as the marketing strategies used during the exhibition. A personal telephone call or mailing in advance of a show encourages recipients to visit your booth. Use social networking to spread the word of your upcoming presence at an exhibit. Consider mailing your logo-etched mugs and pens in advance, or send scratch cards that request prize winners to redeem their rewards

at your station. During the show, always require your guests to register so you can contact them afterward. These sign-ins may be a prerequisite to receiving any of your marketing giveaways. Call these people within one week after a show to demonstrate your commitment to customer service.



Part VI Useful Sentences

- Could I have your latest catalogue or something that tells me about your company?
可以给我一些贵公司最近的商品价格目录表或者一些有关说明资料吗?
- First of all, I will outline the characteristics of our product.
首先, 我将简要说明我们商品的特性。
- Will you please tell us the specifications, quantity and packing you want, so that we can work out the offer ASAP?
请告诉我们贵方对规格、数量及包装的要求, 以便我方尽快制定出报价。
- This is the pricelist, but it serves as a guideline only. Is there anything you are particularly interested in?
这是价目表, 但只供参考。是否有你特别感兴趣的物品?
- The purpose of this meeting is to explore possibilities of doing business together.
此次会面的主要目的在于探讨双方合作的可能性。
- Our products are popular overseas and are always in great demand.
我们的产品在海外受到了普遍的欢迎, 而且需求量很大。
- I strongly recommend this item. I'm sure you'll be pleased with it.
我强力推荐这款产品。相信您一定会满意的。
- We would like to know what discount you can grant if we place a long-term regular order.
我了解, 如果我方长期订货, 贵方可以提供多少优惠?
- Would you consider increasing the discount to help open the market since this is a new product?
由于这是一种新产品, 贵方是否考虑过为了打开市场而给予更多的折扣?
- They are not only as low-priced as the goods of other makers, but they are distinctly superior in the following respects.
它们不但和其他厂家的产品一样价格低廉, 而且在以下几个方面有其独特的优越性。



Unit 2

Marketing

Aims

- ✓ To listen and understand significance of marketing environment
- ✓ To practice listening for specific information about marketing mix
- ✓ To practice listening for general ideas

Situation

Marketing involves finding out what your customers want and supplying it to them at a profit. Marketing is how you define your product, promote your product, distribute your products, and maintain a relationship with your customers. To be an effective marketer, one has to know about marketing environment, marketing mix as well as marketing strategy.



Part I Warm-Up

New Words

demographic 人口统计学的	purchasing power 购买力
population age mix 人口年龄结构	ethnic market 不同民族文化的市场
consumption behavior 消费行为	household patterns 家庭模式



Task 1

Directions: Work with your partner and discuss the following questions.

1. Generally, the marketing environment includes demographic environment, economic environment, natural environment, technological environment, political & legal environment and social & cultural environment. Do you know what elements demographic environment include?
2. Why is it important to study elements of demographic environment?



Task 2

Directions: Listen to a marketing manager explaining demographic marketing environment to a young intern. As you listen, complete the following notes using information from the recording.

1. The study of _____ is important because people make up markets.
2. A growing population doesn't mean growing markets if there is no enough _____.
3. Each age group usually has its own _____ for different products and services.
4. The third element is _____.
5. The customers' _____ will influence their tastes and preferences.
6. _____ will have an effect on their consumption behavior.
7. Population _____ will affect the demand for many products.



Task 3

Directions: Discuss with your partner about the significance of studying other elements of marketing environments.