


全国机械行业高等职业教育“十二五”规划教材
高等职业教育教学改革精品教材

Practical Training Course For Business English

商务英语听说 实训教程

徐志凡 洪震 主编



 机械工业出版社
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为了更有效地提高高职高专商务英语专业学生的听说能力,解决学生实训教材数量较少和内容老化的问题,我们特地组织云南与河北两地一线商务英语专业教师编写了这本教材。

本书以商务活动常见的8个主题为基础进行编写,包括商务接待、工厂参观、会展、商务谈判、商务宴请、市场营销、商务约会和商务旅行(Greetings and Introductions, Showing Around, Convention and Exhibition, Business Negotiation, Business Dinner, Marketing, Business Appointment, Business Travel)等8个单元。每个单元由“背景知识”、“实训目的”、“听力训练”、“口语训练”和“知识拓展”五部分构成。第一部分简明扼要地概述本单元学习的相关背景知识,以期引起学生的兴趣;第二部分为各个单元的实习目的,并附词汇表,方便学生查阅;第三部分(听力训练)和第四部分(口语训练)是本教材的核心内容,要求在实训老师的指导下认真学习、反复操练。全书的听力材料由英美人士朗读,并通过互联网渠道向使用本教材的师生提供下载途径,免费使用;第五部分为形式各异的知识补充,以期给学生提供一定的拓展与想象空间。

本书可以作为全国高职高专院校商务英语专业学生“商务英语听说”课程的教材,也可供其他人士自学“商务英语听说”课程和准备剑桥商务英语证书(BEC)考试时使用。

使用本教材的教师可以到我社 www.cmpedu.com 免费下载电子课件。

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前 言

为进一步适应我国国际贸易不断发展、国际商务活动日趋频繁的形势，同时也为解决目前高职高专商务英语专业学生实习实训教材匮乏的问题，我们特别组织云南和河北两地高职高专院校教师编写这本教材。本书以涉及商务活动的常见主题为基础，共计8个单元，包括商务接待、工厂参观、会展、商务谈判、商务宴请、市场营销、商务约会和商务旅行。本书的编写具有以下特点：

- 体现高职高专“实用为主、够用为度”基本教学指导方针，从选题范围到训练内容都做了新的尝试。

- 全书的编写参照剑桥商务英语证书（BEC）考试题型，给学生提供大量听说训练的题材，为商务英语专业学生日后参加商务英语证书考试奠定良好的基础。

- 教材的编写突出实习实训的特色，每个单元按不同模块编排。内容清晰有序，难度循序渐进，时数自主掌握，建议教学时数40学时。

本书由具有丰富教学经验的教师编写。徐志凡（昆明冶金高等专科学校）和洪震（河北青年管理干部学院）担任主编，王秋菊和崔月担任副主编。徐志凡负责全书的组稿、统稿和修改工作，赵红负责审稿。参加编写的教师还有苏丽、毕伟、李翔飞和王华。具体编写分工为徐志凡负责 Unit One，苏丽负责 Unit Two，王秋菊负责 Unit Three，毕伟负责 Unit Four，崔月负责 Unit Five，李翔飞负责 Unit Six，王华负责 Unit Seven，洪震负责 Unit Eight。

在此书的编写过程中，得到了主审赵红教授的悉心指导和帮助；英国专家 Liam Slyth 先生和 Fiona Magowan 女士审阅了全稿，在此表示由衷的感谢。

由于编写时间仓促，教材中难免有错误或疏漏之处，敬请广大读者批评指正。

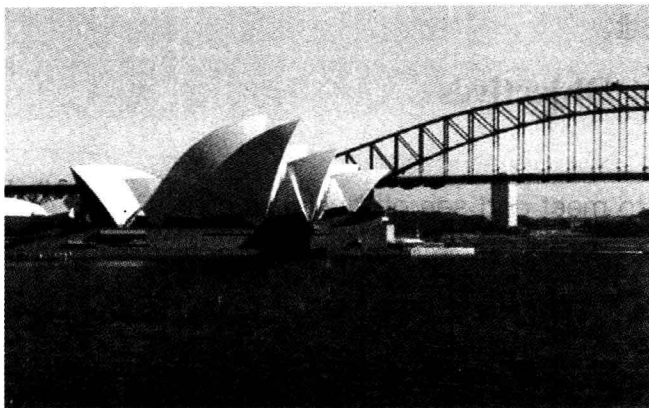
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Unit One Greetings and Introductions



I Background Information

◆ 商务接待要点

从事商务接待要衣冠整洁、精神饱满。当然，带上一束鲜花往往会让客人倍感温馨。

◆ 人物介绍要点

商务活动中对人物介绍虽然没有固定的要求，但人们或绝大多数国家有许多共同遵循的规则，简述如下。

主人（邀请人即东道主）先向客人（被邀请人）介绍自己的领导和团队，其次才是客人向主人介绍来访人员。

有女士在场先介绍女士。

按双方职位由高到低顺序介绍。

按年龄由年长到年轻的顺序介绍。

◆ 交换名片要点

名片内容朝上，双手递送与接受。最好不要单手递送和接受名片。在某些国家（如印度）切记不要单独用左手递接物品。

◆ 送行要点

送别客人时，最重要的是要让客人有充足的时间准备和托运行李。因此，商务接待人员有必要提前将客人的离店时间、前往机场的出发时间、办理登机的时间及航班起飞的时间告诉客人。

如果主人准备给客人送礼物，那么可以选择具有当地特色或有纪念意义的小饰品。世界各地风俗各异，除了酒之外，一般不要送食品，以避免由于文化冲突和宗教禁忌所带来的尴尬。

II Practical Objectives

- (1) To learn how to meet and see off business clients
- (2) To learn how to introduce yourself and others
- (3) To learn general manners in greetings

New Words and Phrases

desire	<i>n.</i>	愿望、要求
bilingual	<i>a.</i>	双语的
ethnic	<i>a.</i>	少数民族的
on behalf of		代表
reservation	<i>n.</i>	预订
release	<i>v.</i>	发布、释放
metropolis	<i>n.</i>	大都市
round trip, return ticket		双程票
destination	<i>n.</i>	目的地
diversity	<i>n.</i>	多样性
registration card	<i>n.</i>	(入住) 登记卡
identification	<i>n.</i>	身份证明
laundry	<i>n.</i>	洗衣房
buffet	<i>n.</i>	自助餐
buck	<i>n.</i>	(美式英语) 美元
accessory	<i>n.</i>	配件
scanner	<i>n.</i>	扫描仪
assemble	<i>v.</i>	装配

assembly	<i>n.</i>	装配线、集会
wholesale	<i>n.</i>	批发
warehouse	<i>n.</i>	仓库
logistics	<i>n.</i>	物流
expenditure	<i>n.</i>	花费、支出
take into account		考虑
stuff	<i>n.</i>	材料、东西
expansion	<i>n.</i>	扩张
come up with		提出、提供、想出
auctioneer	<i>n.</i>	拍卖师
civil servant	<i>n.</i>	公务员
insatiable	<i>a.</i>	不知足的
sharpen	<i>v.</i>	削尖、变锋利、加重
distinguish	<i>v.</i>	区别、区分
productivity	<i>n.</i>	生产力、生产率
makeshift	<i>n.</i>	凑合、权宜之计
be coupled with		与配合、与结合
value-added service		增值服务
be poised to		准备就绪
competitive edge		竞争优势

III Listening Tasks

Section A (Questions 1-10)

- Listen and decide whether the following 10 statements are true (T) or false (F).

1. Your desire to establish business relations meets our goal.
2. I'd be very glad if you could arrange a visit to your company for me.
3. Flight 5836 is due to arrive at Beijing airport around 6:30pm.
4. Mr. Gao, the general manager, went out to meet his guest.
5. It's a little bit improper if you present your card after you are asked.
6. We often use bilingual business card when meeting foreigners.

7. Please let me introduce President of Sino-American Friendship Association, Mr. Broad Hawley.
8. You should pay 280 yuan for the overweight baggage.
9. CAAC Flight 2046 from Shanghai has been delayed for about 45 minutes.
10. It is appropriate to say "How do you do?" when you meet someone for the first time.

Section B (Questions 11-18)

- You will hear two conversations. Write down the necessary words or numbers in the spaces provided.
- You will hear the conversations twice.

Conversation One (Questions 11-14)

- Look at the note below.
- You will hear a call between two people.

Confirming a booking at the Grand Hotel	
Caller:	Mr. (11) _____
Length of stay	May 3rd to the 7th
Rooms	(12) _____
Buffet restaurant	(13) _____ floor
Other service	Morning call at about (14) _____

Conversation Two (Questions 15-18)

- Look at the note below.
- You will hear a man asking another to buy tea.

Telephone Message	
Date:	25th of November
Time:	14:45
Item:	buying (15) _____ boxes
Purpose:	12 for meeting room, (16) _____ for the office
Total money:	(17) _____ dollars
Deadline for purchasing:	before (18) _____, November

Section C (Questions 19-29)**One (Questions 19-23)**

- You will hear five short recordings.
- For each recording, decide what job the speaker is doing.
- Write one letter (A-G) next to the number of the recording.
- You will hear the five recordings twice.

19 _____
20 _____
21 _____
22 _____
23 _____

A Manufacturer
B Retailer
C Logistics manager
D Auctioneer
E Marketing Manager
F Inventory staff
G Civil servant

Two (Questions 24-29)

- You will hear a short passage.
- For each question 24-29, mark one letter (A, B or C) for the correct answer.
- You will hear the following recordings twice.

24. The customers' desire for new products is _____.
- A. endless
B. exciting
C. upsetting
25. The best way of selling your new product is to _____.
- A. demonstrate them on the spot
B. stay focused
C. make them more technical
26. When the customers decide to buy a company's product, they prefer to choose _____.
- A. its technical features

- B. its market ability
C. its value-added service
27. End users always desire _____.
- A. the newest products
B. the most powerful tools
C. raising their productivity with what they have bought
28. According to the reporter you will have a huge advantage if _____.
- A. lowering price
B. having new products
C. having customer confidence
29. Many new products are _____.
- A. more technical in nature
B. low price
C. high price



IV Speaking Tasks

Language Focus

A: Introduction

1. How do you do, Mr. Ted? I'm Peter Johnson, the project manager of our company.
2. Please let me introduce myself: Bob Emerson, manager of the Public Relations Department of our company.

3. I'm glad to meet you. Kunming is a lovely city, both for its weather and colorful ethnic cultures.
4. I'm honored to present Mrs. Susan Bevis, who will give a speech on international finance.
5. Excuse me, are you Mr. Tony Black? My name's Thomas Carson.
6. Hello? This is John Irving speaking.
7. I have often heard about you.
8. It's honored to meet you.
9. I'm very glad to have the opportunity to meet you.
10. It's a privilege to know you, Mr. White.
11. By the way, have you met before?
12. No, I don't think we have. Well pleased to meet you.
13. Oh look, Wendy's here. Wendy, come and meet James.
14. I'd like to introduce our president Mr. Carl Ervin.
15. I know you very well by reputation.

B: Greetings

1. How are you doing?
2. I'm doing fine, thank you.
3. What's up?
4. How are things with you?
5. I'm extremely well, thank you.
6. Anything new?
7. What's happening?
8. Could be better, but not bad.
9. I'm getting along splendidly.
10. Wonderful. Things couldn't be better.
11. How do you like the weather here?
12. Does it rain very much in June?
13. It's nice and warm today, isn't it?
14. What's the temperature?
15. It's quite different from yesterday's forecast.

C: At the Airport

1. My flight was delayed for an hour because of heavy fog in the north of China.
2. May I have your passport and ticket, please?
3. The luggage allowance is 20 kilos.
4. Let me check the time-table for you.
5. I'd like to book a flight to Chengdu for the seventh of March, please?
6. I'd like to reconfirm my plane reservation is in order.
7. CAAC Flight 322 tomorrow afternoon is canceled.
8. One way is 900 yuan, round trip is 1600 yuan.
9. The charge for overweight is seven dollars per kilo.
10. We'll land in about fifteen minutes.
11. Are there any planes to Shanghai next Wednesday?
12. Does the flight stop over at Beijing on its way to Changchun?
13. How long does the flight take?
14. When can I board the plane?
15. I want an economy class ticket to London for this Saturday.

D: In the Hotel

1. Our room service is available 24 hours a day.
2. Please fill in this registration card.
3. Have you got any identification?
4. How much is the room for one night?
5. Fifty five dollars a day with service. It includes full breakfast, of course.
6. You will be in room 618, the porter will bring up your luggage.
7. There are a bar and a café on the third floor.
8. What kind of rooms would you like? Single room or double room?
9. If you have anything for the laundry, just leave it in the laundry bag.
10. If you want a taxi, just ring the reception desk.
11. It's 30 dollars for a single room and 50 dollars for a double, tax extra.
12. I've just made a reservation for tonight through the Internet.
13. The price includes bed and breakfast. Buffet restaurant is on the second floor.

14. Sorry, the rooms facing the sea are all full at present.
15. I have to check out now. My room number is 1207.



Practice Makes Perfect

Practice 1: Sample Dialogue

- Learn the following sample dialogue and practice.

A: Yang Hong, a lady from a Chinese company

B: Hunter Luis, a gentleman guest

Place: at the airport

A: Excuse me, Sir, are you Mr. Hunter Luis?

B: Yes, I'm Hunter Luis, I am from Scotland.

A: How do you do? My name is Yang Hong, I work at HRD of Jinshan Mining Company.

B: How do you do? Ms. Yang?

A: It's great to meet you in such a lovely day. Welcome to Yunnan.

B: Thank you. For most British, Yunnan is a most attractive travel destination, especially for its weather, food and cultural diversity.

A: Yes, "Seeing is Believing". Hope you have a wonderful time in Yunnan.

B: Thank you, Ms. Yang.

A: You are welcome, on behalf of CEO, Mr. Guo, I come here to meet you.

B: It's great, very glad to meet you.

A: Nice to meet you, too. Is this the first time to China?

B: Yes, I've been looking forward to the journey very much.

A: Mr. Luis, here is my business card. You can call me when you stay in Kunming.

B: OK, thank you so much. Here is my business card. I hope you could keep contact with me through email.

A: Yes, I will. Let's go to our company's headquarters, Mr. Guo is waiting for you.

B: OK.

Practice 2: Discussion

- **Discuss the following questions with your partner, using as many of the given words and expressions as possible.**

1. How do you prepare for meeting a guest at the airport?

suit, tie, neat hair and a bunch of flowers

2. What do you think are the most important qualities for a successful receptionist?

being punctual, being familiar with the schedule and making reservations

3. What kind of gifts do you think are suitable when seeing westerners off?

wax painting, Chinese silk products, Chinese tea and ethnic handicrafts

Practice 3: Mini Presentation

- **In this part of the practice you are asked to give a short talk on a business topic. You have to choose one of the topics from the three below and then talk for about one minute. You have one minute to prepare your ideas.**

WHAT IS IMPORTANT WHEN... ?

MEETING CUSTOMER AT THE AIRPORT FOR THE FIRST TIME

- TIMING
- FORMAL CLOTHES



WHAT IS IMPORTANT WHEN... ?

INTRODUCING YOUR GUEST AND YOUR DELEGATION

- INTRODUCE HIGH – RANK OFFICER
- INTRODUCE LADIES PRIOR TO GENTLEMEN

WHAT IS IMPORTANT WHEN... ?

PRESENTING AND RECEIVING GIFTS

- GIFTS WITH CHINESE CULTURAL CHARACTERISTICS
- ALL LITTLE GIFTS ARE AVAILABLE EXCEPT CASH

Practice 4: Role Play

One

- **Complete the following conversations in English and practice it with your partner.**

A: Excuse me. Are you Mr. Booth from Canada?

B: _____ . (是的, 我正是)

A: I am Zhang Feng, the CFO (Chief Financial Officer) of Sunny High Tech Company.

B: _____ . (你好, 张女士, 很高兴认识你)

A: _____ . (你好, 布思先生, 很高兴认识你) Mr. Li, general manager of our company, comes to meet you. _____

_____ (我来介绍一下, 这位是我们的总经理, 李先生。这位是来自加拿大的布思先生)

C: Nice to meet you, Mr. Booth, welcome to China.

They exchange their business cards.

B: _____ . (我也很高兴见到你, 李先生。非常感谢你亲自到机场来接我)

C: _____ ? (这是我的荣幸。一路上还顺利吧)

B: Wonderful, it's very pleasant.

C: _____ ? (我们先送你到酒店稍事休息, 然后去品尝云南过桥米线, 好吗)

B: That sounds good. Do you know where the luggage claim is?

A: _____ . (是的, 就在那儿。我们走吧)

A few minutes later.

A: The bags seem quite heavy, let me take them.

B: Thank you very much, _____. (我可以拿一只行李箱的)

C: OK. There is a car waiting over there, this way please.

Two

- **In this part you are given a discussion topic. You have 30 seconds to look at the prompt card, and then about 3 minutes to discuss the topic with your partner. After that you will be asked more questions related to the topic.**

For two candidates

Etiquette Training

Your company is going to hold a staff training program on a certain topic about politeness. You have been asked to help with the preparation for the training.

Discuss the situation together and decide:

- What are the most impolite activities?
- What do you think of cigarettes and no-smoking policies?

For three candidates

Etiquette Training

Your company is going to hold a staff training program on a certain topic about politeness. You have been asked to help with the preparation for the training.

Discuss the situation together and decide:

- What are the most impolite activities?
- What do you think of cigarettes and no-smoking policies?
- How the company could deal with any objections from staff who are smokers?