

商务英语综合教程

综合训练

PRACTICE AND PROGRESS

1



主编 王立非

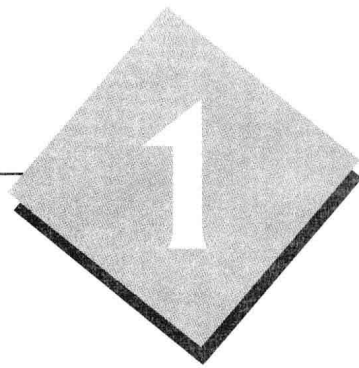
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图书在版编目(CIP)数据

商务英语综合教程. 1, 综合训练 / 陈俐丽主编. —上海: 上海外语教育出版社, 2013
新世纪商务英语专业本科系列教材
ISBN 978-7-5446-2821-1

I. ①商… II. ①陈… III. ①商务—英语—高等学校—教材 IV. ①H31

中国版本图书馆CIP数据核字(2012)第160504号

出版发行: **上海外语教育出版社**

(上海外国语大学内) 邮编: 200083

电 话: 021-65425300 (总机)

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责任编辑: 李 昂

印 刷: 上海信老印刷厂

开 本: 850×1168 1/16 印张 9 字数 226千字

版 次: 2013年6月第1版 2013年6月第1次印刷

印 数: 3 000 册

书 号: ISBN 978-7-5446-2821-1 / H · 1371

定 价: 19.00 元

本版图书如有印装质量问题, 可向本社调换

前言

到2012年为止,教育部已批准62所高校设立商务英语本科专业,新近修订出台的高等学校本科专业目录将商务英语专业放入基本目录,预计将有更多的高校将开办该专业。为了提高商务英语人才培养质量,办出专业特色,对外经济贸易大学教育部商务英语国家级教学团队实施人才培养模式和课程体系改革,率先在1—2年级开设了综合商务英语课程,在上海外语教育出版社的支持和努力下,出版了《商务英语综合教程》1—4册。教材以现代语言教育理论和教材设计理论为指导,将语言、商务与文化三者有机融合,突出学生跨文化交际能力的培养。

为方便《商务英语综合教程》的教学和使用,我们为教程配套编写了《综合练习册》1—4册。我们希望通过《综合练习册》达到以下目标:

- ◆ 便于学生更好地掌握《商务英语综合教程》中的语言知识和技能,可以作为课程学习的延伸阶段,让学生自主检测和巩固所学内容。
- ◆ 给学生提供更多、更便捷的语言综合训练,特别是提供丰富的商务、经贸背景下的语言综合训练,使学生更早地接触专业语言,了解专业语言特点和培养专业语言技能。
- ◆ 在语言综合训练的同时,使学生尽早地熟悉英语专业四级的题型,适应考试的要求。
- ◆ 培养学生自主学习的习惯和能力,发现学习中的问题并做出相应的补救。

《综合练习册》每册包括与教材各单元对应的八个单元练习,每单元包含两大部分:课文训练部分和英语专业四级考试题型综合训练部分。课文训练部分与课文教学内容保持高度一致,是针对语言点和技能的进一步训练,有主课文总结填词、词语翻译和单项选择、语法要点补充训练、改错、配合教材中的学习技巧和写作技巧的补充训练。专业四级综合训练包含四级考试各题型,充分体现商务英语专业对学生的语言技能要求,提升学生的语言综合运用能力。

《商务英语综合教程》1—4册专为商务英语专业本科一、二年级编写,可供商务英语专业学生、财经类院校本科生、其他各经管商务类学生使用。也可作为社会各类商务英语读者学习商务英语的教材。

编者

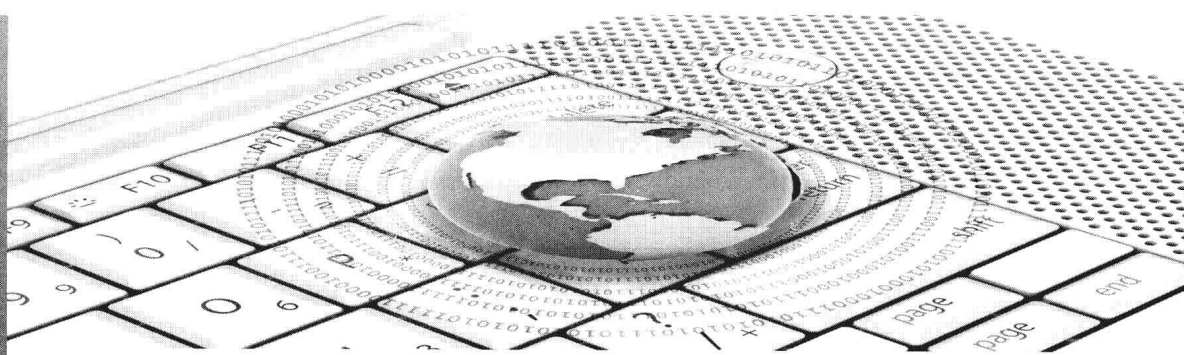
2012. 6. 12



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UNIT 1



The World Wide Web

Part One Text-oriented Exercises

Words and Expressions

- ① Complete the following summary of Text I, using the words given below.

outreach, access, traffic, tap, tactic, whim, potential, advantage, innings, scratch

Web 2.0 gives small-business owners 1 _____ to markets they couldn't normally reach, and many small-business owners have begun to use Web-based tools such as blogs to run their businesses.

The 2 _____ was not setting up a blog on a 3 _____ but combining it with Google AdWords to drive 4 _____. Web 2.0 has actually put small businesses at a decided 5 _____ when it comes to reaching out and touching 6 _____ customers. However, the key to any Web 2.0 7 _____ is getting a handle on your goals and your real audience.

Web 2.0 helps companies 8 _____ into customers, compete and innovate efficiently and effectively. Even so, small businesses have barely 9 _____ the surface of what Web 2.0 offers, and they're only in the first 10 _____ in engaging in this stuff.

- ② Translate the following sentences with the words and phrases provided.

- 1 你想要重点关注消费水平，但在过去40年间人们在消费水平方面的差异似乎没有变大。(variance).

.....
.....

- 2 苹果公司又一次提前获得英特尔公司新技术的使用权。他们的合作将使 iMac 产生巨大利润。(access, generate)

.....
.....

- 3 借助这张信用卡，您可以轻松地选择商品或旅行优惠，我们也不会随意降低信用额度。(merchandise, on a whim)
- 4 电力市场的整合可能导致市场流动性进一步减弱，带来更高的交易成本，从而导致市场准入壁垒的增加。(liquidity, barrier)
- 5 任何有形的奖励都应该伴有认同感，使卓越的工作表现得以有效推广。(tangible, accompanied by)
- 6 新奥尔良正成为一个汇聚创新、理想、激情和人才的地方，以打造国内最具创造力和影响力的新型社会企业。(launch, impactful, ventures)
- 7 加拿大原子能有限公司(AECL)在利用新兴的全球性核电市场方面拥有巨大潜力。(potential, capitalize on)

Usage and Structure

① Choose the word or phrase that best completes the sentence.

- 1 Mustapa said local companies have not given much attention to branding, which is often perceived as a(n) _____ asset.
A. tangible B. visible C. intangible D. invisible
- 2 We realize that in recent times, investors may _____ a lot of negative noise coming out of Malaysia which has nothing to do with the economic fundamentals of the country.
A. have been preoccupied by B. have preoccupied by
C. have been preoccupied with D. have preoccupied with
- 3 Unemployed workers receive welfare payments and rent assistance _____ 50% of their usual income.
A. equivalent to B. equal to C. equivocal to D. equivalent with
- 4 All claims are overlapping and the five states are locked in _____ other bilateral disputes.
A. multiplying B. a multitude of C. multitude of D. multitude
- 5 We put a lot of hard work into local initiatives, and that's really starting to _____ now.
A. pay off B. pay out C. pay up D. pay back

- 6 Today, the unions in a collective meeting decided to _____ the difference by holding a strike next Thursday, Oct. 28, and a demonstration for Saturday Nov. 6.
A. make B. split C. compromise D. dealt
- 7 There have been some signs of growth: a swelling equities market has raised consumer confidence a few notches; and jobless claims fell noticeably last week, _____ they are still quite high.
A. but B. yet C. albeit D. as
- 8 The scheme is due to _____ by July 2014, but some industry groups argue the scheme should be dumped altogether with the introduction of a carbon price.
A. be phased out B. be phased off C. be phased in D. phase in
- 9 The money will be used to buy US Government bonds, which will help bring down mortgage rates and free up _____ income.
A. disposed B. disported C. disposing D. disposable
- 10 Da Dong Restaurant was a _____ from the grand old lady of roasted duck restaurants, Quanjude, the over-two-century-old legend that won over even the emperors.
A. spin-off B. spin-out C. spinning-off D. spinning-out
- 11 He said globalization has opened up substantial opportunities for multinationals to _____ global sourcing for both market access and cost reduction.
A. employ on B. capitalize on C. capitalize in D. employ in
- 12 Captains of industry can change their minds on multi-million dollar accounts _____.
A. with a whim B. on whim C. on a whim D. in whim

2 Rewrite the following pairs of sentences with “with” structure.

- 1 By the early 1960s the folk boom had been in full swing. Kate and Anna were at school in Montreal, where they saw Pete Seeger and the Weavers in concert.

.....

- 2 Problem debt, defined as missing two or more payments, is a big issue in the current economic climate. Citizens Advice reported a 49 percent increase in the number of inquiries about mortgage and loan arrears this year.

.....

- 3 Prices have been strong in recent sales. Neil Roberts, head of popular culture at Christie’s, says that the market doesn’t seem to have been touched by the downturn.

.....

4 Both experts agree that prices are most stable for names that are icons. The Beatles got No. 1 in music and Marilyn Monroe top billing in film.

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5 Science fiction is a popular general area. Items linked to the stars of Star Wars and Doctor Who are in constant demand.

.....
.....

6 Social enterprises certainly reflect the coalition government's big society concept to encourage civic engagement. 2012 acts as "a catalyst for mass participation".

.....
.....

7 Health secretary Andrew Lansley has recently declared that the NHS would be transformed into the "largest social enterprise sector in the world". Andrew Lansley left no doubt as to the rising profile and burgeoning role of the social enterprise movement.

.....
.....

8 Private sector auditing firms assist my office. My office will begin attesting to the enhanced performance information as it becomes available.

.....
.....

9 Oil price soars to a new high. Many private car owners decided to commute by bus, and many potential buyers for cars hesitated to make decisions.

.....
.....

10 Virus could spread very quickly throughout an organization. It wasn't unusual to find hundreds of computers within a personal company infected by viruses transmitted via email attachments.

.....
.....

3 Judge which of the following underlined parts is wrong and make corrections.

1 There's external pressure for low prices from customers expected more for less and internal pressure from the belief that pricing is a make-or-break factor when products

A

B

C

- launch.
D
- 2 Correctly setting the launch price for a product or service can reset marketing price expectations and boost the profit trajectory (轨迹) across the remainder of that offering's life cycle.
A B C
D
- 3 The country obviously offers some of the world's biggest growth opportunities — but only for consumer product companies that understand and responsive to this rapidly evolving marketplace.
A B C
D
- 4 Most intriguingly, though, China's consumers prioritize purchases across different product categories by trading down among them: the Chinese maximize their buying power by spending more in the categories they care about most and less in others.
A B C
D
- 5 What executive isn't challenged by the daily barrage of conflicted economic reports attempting to clarify the question of the hour: will the global recovery build or lapse into another recession?
A B C
D

Practice of Skills

① Writing Skills

Read the following passage and try to insert proper punctuations.

The term cloud computing has inspired a lot of thought energy ideas and enthusiasm its also sparked a lot of head-scratching brow-furrowing and definition-debating

You might think that after several years of the concept being in the forefront of thought around business computing this might have resolved itself and there would be a single holistic view of what the cloud means if you thought that you'd be wrong

Attendees at Oracle (Nasdaq: ORCL) OpenWorld have been treated this week to the embodiment of the debate over what the cloud is courtesy of two rather prominent figures in the world of software Oracles Larry Ellison and Salesforce.com's (NYSE: CRM) Marc Benioff the positions they took on the cloud were totally predictable since their views catered to product images each is trying to project however they were also an indication of why users find it hard to fully grasp what the cloud means no one at the vendor level is willing to provide a complete definition

Part Two Comprehensive Exercises

① Cloze

Decide which of the choices given below would best complete the passage if inserted in the corresponding blanks.

The difference between _____ 1 _____ a manager and being a leader is simple. Management is a career. Leadership is a calling.

You don't have to be tall, well-spoken and good _____ 2 _____ to be a successful leader. You don't have to have that "special something" to _____ 3 _____ the leadership role.

What you have to have is clearly _____ 4 _____ convictions, and more importantly, the courage of your convictions to see them manifest _____ 5 _____ reality. Only when you understand your _____ 6 _____ as guide and steward based on your own most deeply held truths _____ 7 _____ move from _____ 8 _____ to leader.

Whether the group you _____ 9 _____ is called employees, associates, co-workers, teammates or anything else, what they are looking for is someone in whom they can place their _____ 10 _____. _____ 11 _____ they know is working for the greater _____ 12 _____ — for them and for the organization. They're looking for someone _____ 13 _____ that they can — but that they *want* to — _____ 14 _____.

Because it is only _____ 15 _____ you have followers — people who have placed their trust in you — that you know you have moved into that leadership role. And _____ 16 _____ you see it is that your organization is transcending all previous quality, productivity, innovation and _____ 17 _____ achievements. You're operating at such a high level of _____ 18 _____ that you're giving budget back to the corporation — and you're still beating your _____ 19 _____.

You're achieving _____ 20 _____ you always dreamed could be achieved. And not only that, but it's actually easier than you thought.

- | | | | | |
|----|-------------|-------------|--------------|--------------------|
| 1 | A. as | B. be | C. being | D. / |
| 2 | A. looking | B. look | C. appearing | D. outlook |
| 3 | A. achieve | B. fulfill | C. realize | D. take |
| 4 | A. defined | B. defining | C. definite | D. definitely |
| 5 | A. from | B. as | C. in | D. into |
| 6 | A. status | B. place | C. role | D. position |
| 7 | A. can you | B. you can | C. will you | D. you will |
| 8 | A. director | B. manager | C. employer | D. clerk |
| 9 | A. see | B. overlook | C. look for | D. oversee |
| 10 | A. trust | B. belief | C. credence | D. trustworthiness |
| 11 | A. Anybody | B. Anyone | C. Someone | D. Somehow |
| 12 | A. group | B. good | C. deed | D. goods |
| 13 | A. not | B. not only | C. nothing | D. only |
| 14 | A. rely | B. listen | C. follow | D. comply |

- 15 A. when B. if C. then D. that
 16 A. the way B. what C. which D. the means
 17 A. remittance B. revenant C. revenue D. reparation
 18 A. efficacy B. speed C. efficiency D. rate
 19 A. goals B. bush C. aims D. destination
 20 A. that B. which C. in which D. what

2 Grammar and Vocabulary

There are thirty sentences in this section. Beneath each sentence there are four suggested answers marked A, B, C and D. Choose the one that best completes the sentence.

- 1 Japanese consumer confidence _____ for the first time in seven months to 41.1 in January, from 40.1 in December.
 A. rise B. rose C. have risen D. will rise
- 2 The EU has continuously and repeatedly called on the Iraqi government to _____ from the use of violence and to respect the human rights of the camp's residents.
 A. limit B. confine C. restrict D. refrain
- 3 But the admission comes from _____ the economy minister, Hiroko Ota, who for good measure says that Japan can no longer be considered a "top-tier" economy.
 A. none other than B. no other than
 C. no more than D. none the less
- 4 Although the central bank is facing calls to tighten monetary policy soon, that _____ warranted only if there were signs of inflation getting embedded into expectations and feeding through to higher wages.
 A. would have been B. will be
 C. could have been D. would be
- 5 Ford, he says, now sells more cars in a week than it _____ in a year when it first started out.
 A. was B. did C. has been D. had
- 6 _____ protesters say, owners cannot build golf courses on a whim.
 A. Whichever B. However C. Whenever D. Whatever
- 7 A 25-year gas-import contract with Turkmenistan will help cover its gas deficit, but at _____ of Russian gas.
 A. twice the price B. the price of twice
 C. as much as the twice price D. twice more than the price
- 8 "There is no social scene," said Ms. Gordon, a money manager in Manhattan, who is quite _____ with the slow pace.
 A. at house B. at most C. at home D. at bean
- 9 They wrap themselves around oily substances suspended in water, and keep them in _____.
 A. suspension B. suspense C. suspender D. suspending
- 10 After the terrorist attacks, a lot of US citizens postponed or _____ overseas travel

and spent more time at home.

A. called off B. called out C. called up D. called over

- 11 Singapore firms operate in a pretty _____ environment here but they need to pay plenty of attention to anti-trust laws and corruption issues when they venture overseas.
A. plentiful B. appreciative C. sufficient D. wholesome
- 12 “The man preparing the food is one of four young artists in a conceptual exhibition about breaking down barriers between art and everyday life.” The underlined part has all the following possible meanings EXCEPT _____.
A. the man who has prepared the food
B. the man who has been preparing the food
C. the man who will prepare the food
D. the man who is preparing the food
- 13 However, Mr. Martin had no sooner moved into the prime minister’s residence in Ottawa’s Sussex Drive _____ things began to go wrong.
A. as B. as when C. than D. until
- 14 Which of the following adverbs cannot be used to complete the sentence. “Tony thinks it helped that _____ everybody at the table was Republican.”
A. nearly B. almost C. quite D. practically
- 15 Statistical agencies typically have very little actual data for the last month of the quarter at the time they _____ their first estimates of quarterly GDP.
A. renew B. release C. rehearse D. relieve
- 16 The growth momentum witnessed in the comparatively _____ season of June and September quarters is expected to boost the corporate earnings in the busy season in the second half of the fiscal year.
A. slack B. slow C. low D. quiet
- 17 Markets have shrugged off international crises to _____ highs last seen in June 2008, before the Lehman crisis.
A. approach B. acquire C. achieve D. attain
- 18 American officials ruefully agree that they _____ about the regional response to an agreement they now say was not necessary and was drawn up at Colombian insistence.
A. could have thought B. might have thought
C. should have thought D. must have thought
- 19 Little _____ that he would be so roundly jeered when he stepped on to the stage.
A. he know B. he may know C. may he know D. did he know
- 20 Experts in Wall Street consider _____ the stock price of that company rose so fast.
A. it strange that B. it strange what C. that strange D. strange why
- 21 After all, the consequences of _____ junk food are everywhere: fat and unhealthy children who become even fatter and healthier adults.
A. all that B. all what C. all which D. that
- 22 Those who stayed despite knowing the dangers — some even practiced evacuation

a month — a so-called “defined benefit” pension — does have less purchasing power when prices rise. However, Social Security benefits automatically increase with wages in the economy, and thereby automatically increase with inflation in the long run.

We also have to remember that for everyone receiving a payment specified in dollars, there’s someone else making those payments. For example, a worker with a fixed mortgage payment sees that payment decline as a share of his income as inflation pushes up his wages. For this reason, inflation is said to favor debtors and harm creditors.

The government is a major debtor, and some people suggest that sudden inflation would relieve the government’s debt burden and permit the government to spend more (prolonged inflation would just require the government to pay higher interest rates on its debt).

Even if our government had no debt, inflation would increase tax revenue. Ronald Reagan famously complained about “bracket creep”: the personal income tax was not automatically indexed to inflation, so taxpayers moved into higher tax brackets as inflation raised their incomes, even though the extra income was barely enough to keep up with rising prices.

Consider, for example, a zero-inflation economy in which homes and business normally sell for what the seller paid when he originally purchased the property. According to our tax laws, those sellers would owe no capital gains tax.

In a 10 percent-inflation-rate economy, assets would appreciate in dollar terms at about 10 percent a year, even though their inflation-adjusted values were constant. When the assets were sold, their accumulated value, including that annual 10 percent gain, would be taxed.

With saving being less profitable thanks to inflation’s back-door income tax hike, people will save and invest less. Inflation’s harm to capital accumulation reduces productivity, and ultimately the inflation-adjusted wages workers receive.

- 1 According to the passage, which of the following reasons explains inflation’s bad reputation?
 - A. It is widely disliked.
 - B. It favors debtors and harms creditors.
 - C. It increases wages and prices in the same proportion, harming consumer’s purchasing power.
 - D. It makes things more expensive.
- 2 Which of the following is correct?
 - A. Inflation will have no effect on people with a fixed income.
 - B. People may save and invest less due to the increase in the income tax caused by inflation.
 - C. For assets sold in a 10 percent-inflation-rate economy, there will be no capital gain because these assets’ inflation-adjusted values were constant.
 - D. The government would always benefit from inflation.
- 3 According to the passage, which of the following is true about “bracket creep”?
 - A. Taxpayers have to move into higher tax brackets as inflation raises their incomes.
 - B. Bracket creep is the slow movement in one’s tax payment.
 - C. Bracket creep is a jump in one’s income.
 - D. Bracket creep occurs when the personal income tax is automatically indexed to inflation.