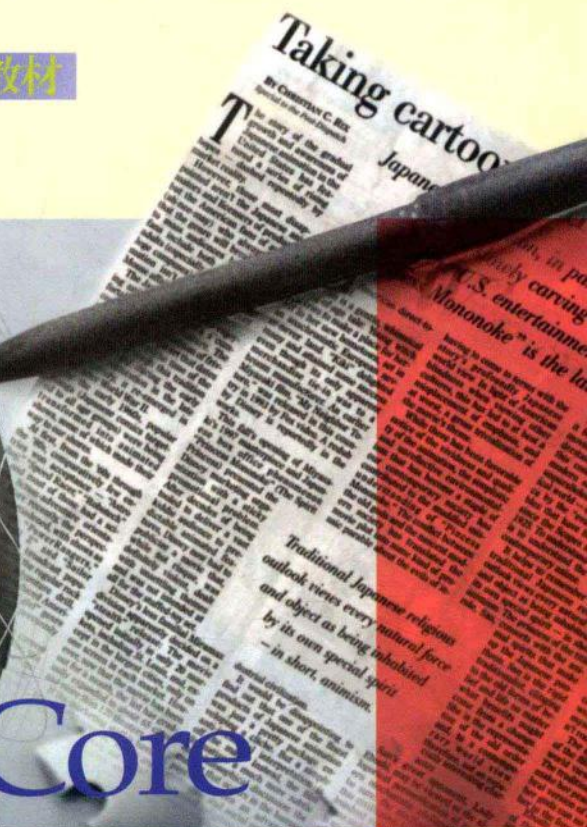
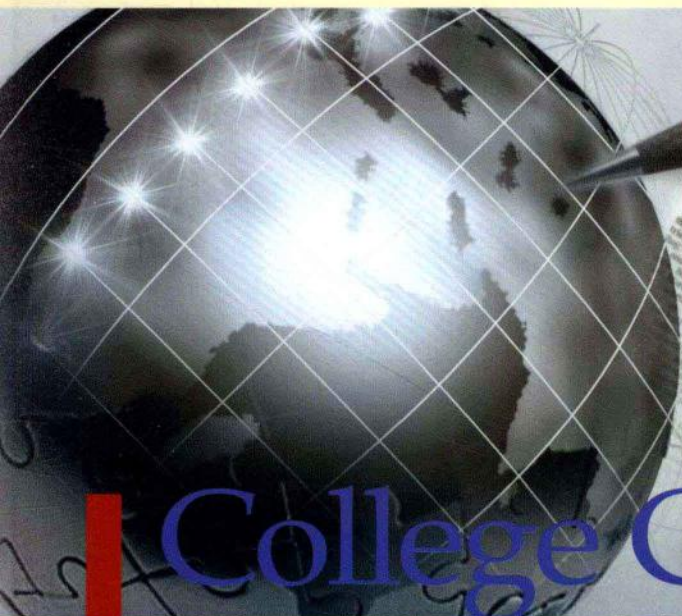




大学核心商务英语系列教材



College Core

Business English Theater:
Viewing, Listening and Speaking 3

大学核心商务英语剧场 ——视听说教程3

总主编 王正元
主 编 马瑞香 车艳云



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——视听说教程 3

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大学核心商务英语剧场——视听说教程 3

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前言

经过国内外十几所大学六十余位中外英语教师的共同努力，我们完成了这套《大学核心商务英语》系列教材的编写、录制、计算机程序设计和处理工作，现在这套教材就要出版了。教材编委会和每位参加工作的老师都如释重负，无比欣慰。为了这套教材，大家都付出了艰辛的劳动，洒下了辛勤的汗水。作为这套教材的总主编，我代表编委会深深地感谢参加这套教材编写、表演、录制、程序设计的所有工作人员；感谢对外经济贸易大学出版社领导和编辑们的大力支持和帮助；感谢给予我们帮助和指导的英语教育专家和朋友们。

1. 编写依据：近些年来，由于我国国际商务迅速发展，国际经贸地位不断提高，我国已成为世界经济大国，对具有国际竞争力的复合型商务人才需求强劲。高校则出现了几乎是有外语专业必有商务英语的繁荣景象，对商务英语教材也提出了更高的要求。我们根据《高等学校英语专业英语教学大纲》，“大量需要的则是外语和其他相关学科，如外交、经贸、法律、新闻等结合的外语复合型人才，培养这种复合型外语专业人才是社会主义市场经济对外语专业提出的要求，也是时代的要求”的精神，编写了这套教材。

2. 编写理念：我们本着服务于学生“求职、从业、生存、发展”，努力使这套教材满足市场经济对英语人才的需求；满足学生求职、就业、工作的需求；满足“商务知识”+“英语能力”培养核心竞争力的需求的编写理念编写了这套教材。

3. 教材构成：本套系列教材包括：《大学核心商务英语读写教程》(1-4)、《大学核心商务英语读写教程辅导用书》(1-4)、《大学核心商务英语剧场——视听说教程》(1-4) (配有 CD-ROM 光盘)、《大学核心商务英语口译教程》及《大学核心商务英语写作教程》等共十四本，并配有课件（下载网址：<http://www.uibep.com>）、机上自主学习平台立体化支持，音频、视频、机上练习，语言知识、自我学习评估、文本查阅在线搜索等。

4. 教材内容：读写教程的文本内容围绕学生必须面对的商务语境，以求职、工作、生活为主线，循序进行编写和选材，如：Looking for a Job, A Day in Office, Team Spirit, Being a Salesman, Entertaining Clients, Cross-cultural Awareness, New Face of Marketing, Customer Service, Business Trip, Pricing and Payment, CEO, Tech-transfer 等，包括了商务贸易、市场、企管、金融、物流、电子商务、合作、人力资源、企业文化等主要商务知识和可体验的商务语境。视听说教程则带领学生进入 Job Interview, Office Work, Getting along with Others, In the News, Pricing and Payment, Wedding Ceremony, Sales

Representative, Claim, Business News, Stock, Knowing Inflation 等商务及商务相关的语境,安排了突出商务交际听说可操作性的学生从业必须面对而又感兴趣的情景话题。

5. 自主练习:本套视听说的 Listening Comprehension, Dictation Drills, Multiple Choices, 都可以在机上在线自主进行。点击 Final Scores, Correct Answers, Reset, Script, 就可以进行自我测评。程序化了的练习,演练设计,为学生提供了便捷的自主学习平台。Language Points 和 Text Notes 可以扫除每个单元的视、听、说障碍。

6. 编写团队:本套《大学核心商务英语》系列教材由燕山大学王正元教授领衔总主编,有来自对外经济贸易大学、北京外国语大学、东北大学、哈尔滨工程大学、东北财经大学、天津商业大学、辽宁大学、燕山大学等大学及英美外教共六十余位英语教师参加了编写工作,凝聚了集体的智慧和力量。这套教材是合作的成果。编委会特别聘请了美国教师 Greg Hall, Jeff Engell, Mogan Matens, 英国教师 Jim Watts, Malcolm Warrick 参与了视听说文本写作、视频表演、音频录音,使得本套教材版权无虞,自主原创。

这套《大学核心商务英语》系列教材具有鲜明的专业个性突出,内容时代性强,具有在线自主学习功能,自主原创的特点,是当前大学商务英语教材建设的新成果,凝聚了多位专家和数十位大学第一线英语教师的经验与智慧。但教材中一定还有很多不足,欢迎提出批评和建议。我们愿意和大家一起,筚路蓝缕,以启山林,推动大学商务英语建设。

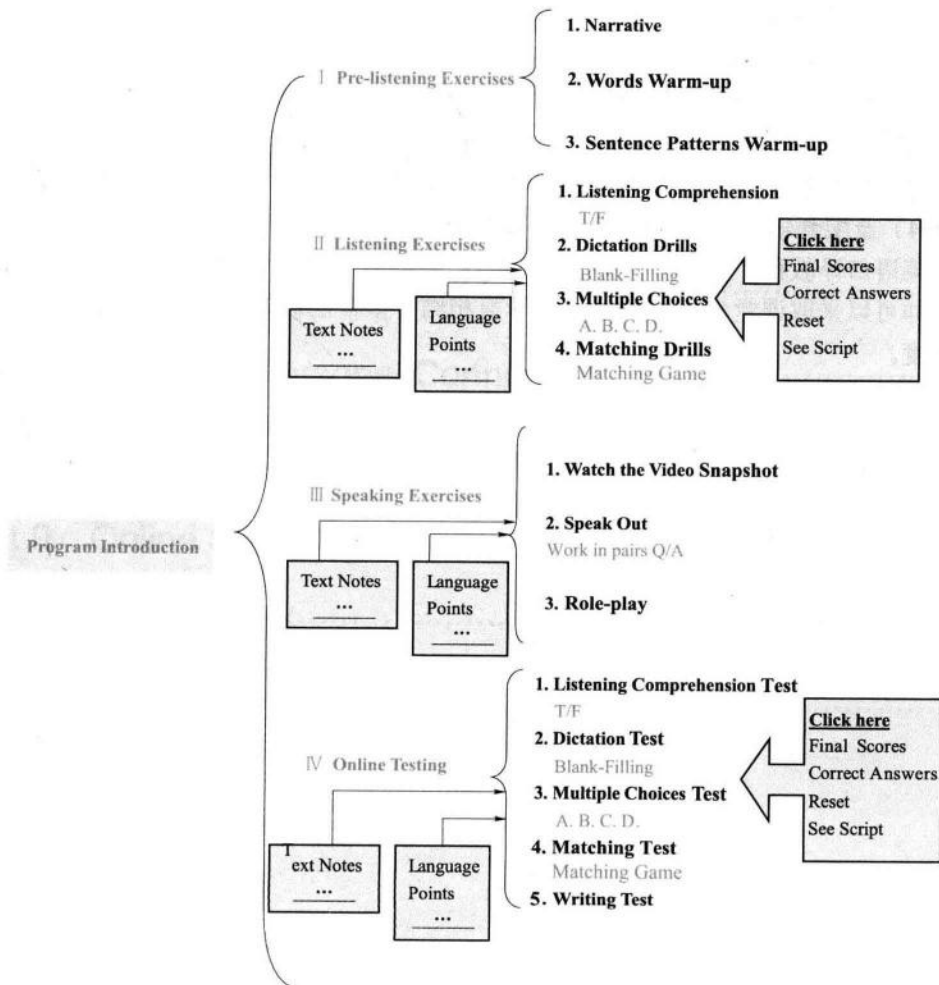
总主编:王正元

2011年1月

编写说明

为了培养学生商务英语交际能力，建构从业的核心竞争力，适应我国经济发展和国际商务人才需求，我们编写了这套《大学核心商务英语剧场——视听说教程》。这套教程共四册，每册 10 单元。

1. 教材结构 每单元由以下部分构成



2. 选材原则 本套教材内容选择本着适应“就业、工作、生存、发展”的原则，选择学生关心的话题，教材文本内容具有鲜明的实用性、时代性、兴趣性。本套教材语言鲜活，语境生动，音频视频标准，包括 college life, looking for a job, working with others, meeting customers, office work, franchising, pricing & terms of payment, business interview, tech-transfer, business trip 等一百二十余个话题，可以有效地培养学生从业、生活的交际能力。学生可以身临其境，体验学习的轻松与快乐。

3. 自主学习 本套教材提供的 MP3、光盘、在线平台构成了教材立体化，听说练习可以机上自主学习、自我评估，具有练习自动正误判断、答案检索、重新演练、文本查读、机上自主学习评估功能，打破了纸质教材传统练习模式，为学生在线学习提供了平台，可以满足学生个性化学习需求。

4. 练习趣味 本套教材每一单元都编排了 dragging and matching 机上填空练习游戏题，采用鼠标拖动字块填充句子空缺。正确则准入，错误则拒绝。这种在线演练题及 online testing 可以使学生感受快乐学习。

5. 工作团队 本套教材是中外英语教育工作者合作的成果，中、美、英十几所高校的三十几名中外英语教师，外籍英语教师参加了本套教材的编写工作，来自美国和英国的 Greg Hall, Jeff Engell, Mogan Matens, Jim Watts, Malcolm Warrick 等六名外籍人士参加了视频演出和音频录音，燕山大学姜炼老师为本套教程编制了计算机程序。Siwei Image Studio 承担本套教材的录制，王娜老师是本套教材的协调联络。

6. 教学建议 本套“大学核心商务英语系列教材”包括《大学核心商务英语读写教程》(1-4) 及配套辅导用书、《大学核心商务英语剧场——视听说教程》(1-4)、《大学核心商务英语口译教程》及《大学核心商务英语写作教程》。本套教材配有在线自主学习平台，教师可以采取课堂教学与机上自主学习相结合多样的教学方法，加强商务话题听说演练力度。

- 本套教材可供大学四个学期使用；
- 本套教材可作为大学商务英语专业及经管、财经、金融等商科及专业英语课教材及选修课教材。

Contents

Unit 1	Meeting a Customer	1
Unit 2	Pricing and Terms of Payment	11
Unit 3	Letter of Credit	21
Unit 4	Technology Transfer	31
Unit 5	Sales Representatives	41
Unit 6	Insurance Policies and Claims	51
Unit 7	Making a Personal Connection	61
Unit 8	Relationships	71
Unit 9	Online Shopping	79
Unit 10	Investment	87
	Audio/Video Scripts	97

Meeting a Customer

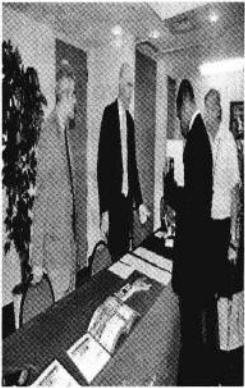
Unit 1

I. Pre-listening Exercises

III. Speaking Exercises

II. Listening Exercises

IV. Online Testing



Program Introduction:

Hello! Welcome to our College Core Business English Theater. I'm your host. In this theater, Jeff is meeting a new customer Laurence. Jeff is a marketing manager for a motor company and Laurence is an interested buyer. Let's get started with Unit 1 Meeting a Customer.



Tips:



For more information, you might be able to get more online.

<http://www.freshbusinessstinking.com/>

<http://www.mynewcompany.com/>

<http://www.bizops.ca/>

<http://www.bigbusinessconcepts.com/>

<http://www.businessideas.ro/>

I. Pre-listening Exercises

1. Narrative

Many factors influence a negotiation process, and all of them need to be identified and considered. One useful and simple way would be to divide a negotiation into two poles. At one pole, consider interpersonal skills—personal attitude and approach to negotiation. On the other, there should be an understanding of the negotiation process and strategies. Apart from these, it maybe more effective if the conversation goes in a more relaxing pace. Jeff is making every attempt to persuade Laurence to purchase quite a number of cars produced by his company.

2. Word Warm-up for Listening

primary /'praɪməri/	<i>adj.</i>	main, most important, basic 主要的, 最重要的, 基本的
promote /prə'məʊt/	<i>v.</i>	to help sell a product, service, etc. 促销, 推销
external /ɪk'stə:nl/	<i>adj.</i>	connected with foreign countries 与外国有关的, 对外的
cater /'keɪtə/	<i>v.</i>	to provide things that a particular type or person wants 满足 (需要), 迎合
introductory /,ɪntrə'dʌktəri/	<i>adj.</i>	written or said at the beginning of something as an introduction to what follows 引导的, 介绍的

3. Sentence Patterns Warm-up for Listening

- 1) I am the director of *marketing and sales* for MMA Motor Corp.
- 2) I often meet with new customers *as well as* with existing customers.
- 3) I am *responsible for* keeping our customers happy and catering to their specific needs.

- 4) I always do my best to prepare well *in advance* for questions or concerns a customer may have.
- 5) Introductory meetings *require* a great deal of preparation in order to make a great first impression.

Read aloud after your teacher or recite them before your class.

II. Listening Exercises

1. Listening Comprehension

Jeff is going to meet a new customer for the first time, so he wants to be fully prepared. Let's listen to him, and do the following quiz, mark T (True) or F (False) to each statement.

- _____ 1) Jeff is the director of marketing and sales for MMA Motor Corp.
- _____ 2) Jeff often meets with new customers as well as with existing customers.
- _____ 3) Jeff is responsible for keeping customers happy instead of catering to their specific needs.
- _____ 4) Jeff is going to have a meeting with Laurence Smith this afternoon.
- _____ 5) A great deal of preparation is required in order to make a good first impression in an introductory meeting.

Listen to the monologue again, and check your answers with the help of the Answers.

2. Dictation Drills

Listen to the audio script again, and check your answers with the help of the Answers.

Jeff Goldman is the 1) _____ of marketing and sales for MMA Motor Corp. His 2) _____ role is to 3) _____ MMA Motors and its products to external customers. He often meets with new customers as well as with 4) _____ customers. He is responsible for 5) _____ our customers happy and catering to their 6) _____. This afternoon he has an exciting appointment with Laurence Cashway who is a 7) _____ for Fast Wheels Co.. Laurence is a new customer to his firm and is interested in his motor line of products. If the meeting goes well they will have an opportunity to sell 8) _____ to her company this year. He always does his best to prepare well in advance for questions or 9) _____ a customer may have. Introductory meetings require a great deal of 10) _____ in order to make a great first impression.

3. Multiple Choices

Listen to the audio script again. Fill in each blank with the best answer A, B, C, or D.

- 1) Jeff Goldman is a director of marketing whose primary role is to _____ products to

external customers.

A. promote B. sell C. bargain D. manufacture

2) He is responsible for _____ the various needs of customers.

A. taking care of B. watching out for C. catering to D. dealing with

3) Jeff is going to meet Laurence Cashway who _____ make purchases.

A. is bound to B. is liable to

C. is determined to D. is apt to

4) He always makes every attempt to prepare well _____ for questions or concerns a customer may have.

A. in time B. on time C. in advance D. in the favor

5) If you want to _____ your customers deeply at the first time, a great deal of preparation is inevitably required.

A. strike B. beat C. impress D. move

4. Matching Drills

Match the words on the right with the sentences on the left by scoring lines.

<p>1) Jeff often meets with new customers [] with existing customers.</p>	<p>as well as</p>
<p>2) He has to meet the [] needs of customers.</p>	<p>specific</p>
<p>3) Laurence Cashway is a purchasing [] for Fast Wheels Co.</p>	<p>agent</p>
<p>4) This afternoon Jeff has an exciting [] with Laurence.</p>	<p>appointment</p>
<p>5) If the meeting goes well Jeff will have an [] to sell a high number of units to her company.</p>	<p>opportunity</p>

Text Notes

- 1. director of marketing and sales:** The person who is in charge of the Marketing and Sales department which focuses on creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
- 2. external customer:** A technical term used in management science popularized by Joseph M. Juran. He defined an internal and external customer as anyone affected by the product or by the process used to produce the product, in the context of quality management. External customers may play the role as supplier, processor, and

- customer in the sequence of product development.
3. **purchasing agent:** An employee within a company, business or other organization who is responsible at some level for buying or approving the acquisition of goods and services needed by the company.
 4. **a high number of units:** A large number or a large sum of units.
 5. **introductory meeting:** Meeting for the first time and usually as preparation for official meetings later on.

Language Points

1. promote

1) vt. 提升, 提拔

—My son's just been promoted.

我儿子刚被提拔。

—They promoted him to be a general.

他们将他提拔为将军。

—They promoted him to the rank of captain.

他们提升他为上尉。

2) vt. 筹划, 发起, 创立

—They are promoting a boxing match.

他们正在筹划一次拳击比赛。

3) vt. 推销

—He was in town to promote his new books.

他在城里推销他的新书。

4) vt. 促进; 推动; 增进

—The organization works to promote the trade between nations.

该组织旨在促进各国之间的贸易。

—Milk promotes health.

牛奶可增进健康。

2. purchase

1) vt. 购买

—We purchased a car before.

以前我们买过一辆车。

—Farmers' sideline products are purchased by the state at reasonable prices.

农民的农副产品由国家按合理价格收购。

2) n. 购买, 购置

—They made the purchase of a car.

他们购置了一辆小汽车。

3) n. 买到的东西

—That hat was a good purchase.

那顶帽子买得好。

III. Speaking Exercises

1. Watch the Video Snapshot

Jeff and Laurence are meeting to resolve the last details together.

Details of Purchasing Proposal	
Quantity	
Delivery Preferences	
Further Process.	

2. Speak Out

Work in pairs: Questions and Answers.

Q1: Why did Jeff meet Laurence again?

A1: _____

Q2: How many motors will Laurence's company purchase?

A2: _____

Q3: What are the details of delivery?

A3: _____

Q4: When will Jeff send drafted contract to Laurence?

A4: _____

Q5: How is their cooperation?

A5: _____

Watch the video snapshot again, and check by clicking answers.

3. Role-play

Watch the video snapshot again, and then make a role-play. The following phrases and patterns are helpful to give opinions, agree or disagree.

—Is that OK with you?

—What can I help you...?

—That makes sense...

—It is our intention to...

—Good catch...

For example:

- What can I help you resolve?
- It is our intention to have you deliver these to our factory warehouse in England.

Text Notes

1. **destination port:** Intended final arrival point of a ship or shipment.
2. **factory warehouse:** A large building where machines are used to make large quantities of goods and where raw materials or manufactured goods are stored until they are exported to other countries or distributed to shops to be sold.

Language Points

1. **clear up**

- 1) 把……收拾整齐, 打扫干净
 - Shall we clear up before we go out?
 - 我们是不是在出去前把东西收拾好?
- 2) 治疗, 治愈
 - This skin disease will clear up in a day or two.
 - 这种皮肤病过一两天就会好的。
- 3) 处理, 完成
 - The matter has been cleared up.
 - 事情已经解决。
- 4) (天空) 放晴
 - The sky is overcast now, but I think it will clear up soon.
 - 现在天色阴沉, 不过我想马上就会转晴的。
- 5) 解释, 消除
 - They hope to clear the matter up quickly.
 - 他们希望很快就能把事情弄个水落石出。

2. **resolve**

- 1) *vt. & vi.* 决定; 决心
 - She resolved against going.
 - 她决定不去。
- 2) *vt.* (指委员会或集会) 表决
 - The union resolved to strike by 40 votes to 18.
 - 工会以 40 票对 18 票通过决议举行罢工。
- 3) *vt.* 解决 (问题、疑问等)
 - The Cabinet met to resolve the crisis.
 - 内阁开会, 寻求解决危机的办法。

IV. Online Testing

Jeff is meeting Laurence in his office. He wants to do some business with Laurence's company. What are they talking about?

1. Listening Comprehension Test

Listen to the audio script. Do the following quiz and mark the statements T (True) or F (False).

- _____ 1) Laurence prefers to do business in person because so much is lost on the phone.
- _____ 2) Jeff has well prepared for the appointment.
- _____ 3) Laurence has decided to purchase the motors of Jeff's company.
- _____ 4) The data of emission has not been field tested yet.
- _____ 5) Laurence is not satisfied with the price offered by Jeff.

Text Notes

1. **trademark name:** A distinctive name or symbol that a company uses on its products and that cannot legally be used by another company. It identifies that the products or services to consumers with which the trademark appears originate from a unique source, and to distinguish its products or services from those of other entities.
2. **field test:** A test to a new piece of equipment in a real, natural environment.
3. **bulk order:** An order of buying products in large quantities at a lower price per item, or unit price, than is available for smaller quantities.
4. **margin:** Profit margin, it is mostly used for internal comparison. It is difficult to accurately compare the net profit ratio for different entities. Individual businesses' operating and financing arrangements vary so much that different entities are bound to have different levels of expenditure, so that comparison of one with another can have little meaning. A low profit margin indicates a low margin of safety, higher risk that a decline in sales will erase profits and result in a net loss, or a negative margin. Profit margin is an indicator of a company's pricing strategies and how well it controls costs. Differences in competitive strategy and product mix cause the profit margin to vary among different companies.

2. Dictation Test

Listen to the audio script again. Dictate the missing words you hear in the books.

Jeff is meeting a new but very important customer Laurence who is responsible for selecting an 1) _____ motor for her company. She seems quite interested in the product of Jeff's firm and inquires about it in 2) _____. Jeff has well prepared to cater to her

various 3) _____ and introduce the advantages of the product. Then, Laurence talks about the quality and price with Jeff. Although Laurence is somewhat disappointed at 4) _____, Jeff promises he will try his best to make a change. In the end Jeff invites Laurence to play 5) _____ and she accepts it happily.

3. Multiple Choices Test

Let's listen to the statements and fill in each blank with the best answer A, B, C, or D.

- 1) Jeff was _____ that Laurence's company is interested in their motor line.
 - A. informed
 - B. acknowledged
 - C. inferred
 - D. inquired
- 2) His company has just _____ the latest line of energy efficient motors.
 - A. manufactured
 - B. released
 - C. relieved
 - D. invented
- 3) The motors in Jeff's company may give customers an _____ friendly product that is of high quality and priced very competitively.
 - A. environment
 - B. environmental
 - C. environmentally
 - D. environmentalist
- 4) These motors have reduced _____ of 10-15% depending on the conditions they are being used in.
 - A. exhausts
 - B. air
 - C. emissions
 - D. toxins
- 5) Jeff would like to _____ a lasting relationship with Laurence's company.
 - A. keep
 - B. establish
 - C. build
 - D. make

4. Matching Test

Listen to the audio script. Match the words on the right with the sentences on the left by scoring lines.

- | | |
|---|----------|
| 1) A _____ with some technical data is provided. | volume |
| 2) Jeff's company is marketing motors under two separate price strategies based on _____. | forward |
| 3) The price point is too high for the _____ sales forecasts of Laurence's company. | current |
| 4) Laurence is not much good at playing golf, but she does enjoy the game. | brochure |
| 5) Both Jeff and Laurence are looking _____ to the next meeting. | enjoy |