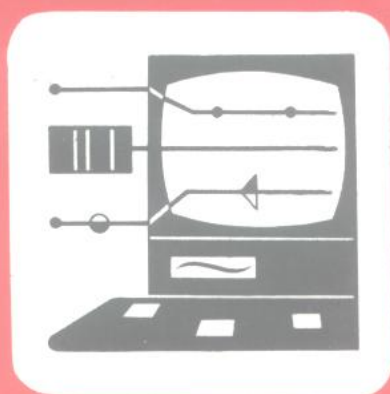


BEC 1 考试丛书

# 剑桥商务英语教程

## Getting Ahead 学生用书

英 Sarah Jones-Macziola and Greg White 著



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BEC 1 考试丛书

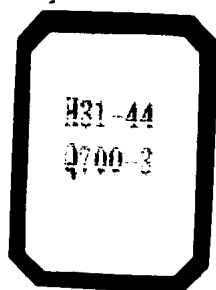
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## 学生用书

[英] Sarah Jones-Macziola and Greg White 著



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1996年·北京

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## 郑重声明

本书是剑桥大学考试委员会和国家教委考试中心指定的 BEC I 考试配套教材。经英国剑桥大学出版社和国家教委考试中心授权,华夏出版社在中国大陆独家出版。任何其它出版单位不得以以上名义或类似上述名义出版同类读物,违者必究。

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[英] Sarah Jones-Macziola and Greg White 著

\* \* \*

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## 出版说明

商务英语证书(BEC)考试是由英国剑桥大学考试委员会推荐、国家教委考试中心承办的权威性考试。该考试一年举办两次(每年5月和10月),今年将在全国40个城市全面展开。由剑桥大学签发的 BEC 证书可在各类经济部门、特别是涉外经济部门和“三资”企业招聘、晋升时作为英语能力的权威性证明。

本套丛书是剑桥大学考试委员会和国家教委考试中心指定的 BEC 考试配套教材。经剑桥大学出版社和国家教委考试中心授权,华夏出版社在中国大陆独家出版。任何其它出版单位不得以以上名义或类似上述名义出版同类读物,违者必究。

本书是英国剑桥大学考试委员会指定的 BEC I 考试的学习教材,原书名为《Getting Ahead》(Learner's Book)。该书内容覆盖商务活动的各个方面,对公司接待客户、公司自我介绍、商务合作洽谈、各种商务文件书写体例、各类商务通讯(电话、电传、书信)等语言规范都给出了清晰实用的范例。在学习商务规范语言的同时也学到了基本的商务知识。全书是按 50~70 个课时设计的,分 16 个主要单元、4 个复习单元和与教材同步使用的录音听力原文等。本书是参加 BEC 考试学员的必备教材,同时也是商务工作者、大学生以及一般英语爱好者的一本好的学习材料。

本教材采用先进的交际法教学,有两盒录音带与教材同步使用。这两盒录音带不同于一般英语学习书的配套听力训练磁带,它是本教材使用中不可缺少的。

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# 1 Introductions and greetings

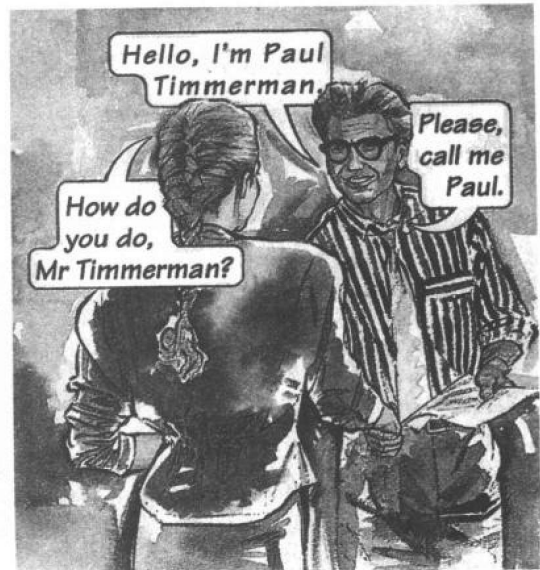
## 1.1 Introducing yourself

**A** What do you do when you meet someone for the first time?




What do people do in different countries?

**B**  Listen to these introductions.



Now introduce yourself to someone else.

- C**  Mr Robinson comes to your company. You don't know him. Listen to these conversations.



- D** Study these examples.

I'm Mario Bendetti.		my
Are you Carol Anglin?	Yes, I am.	your
Is your name Napton?	No, it isn't.	its

Complete these three conversations. Then practise them.

A: Excuse me, is your name Marriot?

B: No, it isn't. My name's Crossman.

A: Oh, I'm sorry, Ms Crossman.

C: Excuse me, Are you Mike Watson?

D: Yes, I am.

C: I'm Roger Miller. Pleased to meet you.

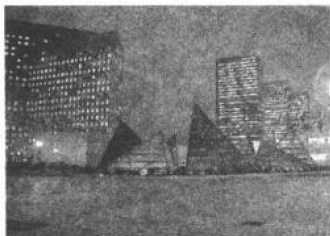
E: Excuse me, are you Mr Nawab?

F: No, I'm not. I'm Mohamed Farique.

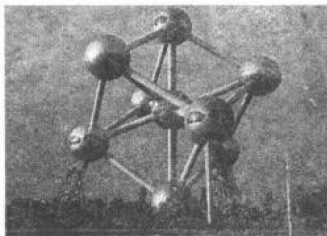
E: Oh, I'm sorry, Mr Farique.

## 1.2 Saying where you're from

**A** Look at the advertisement. Do you know where these cities are?



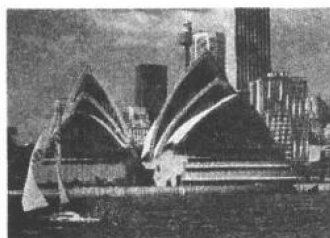
Paris



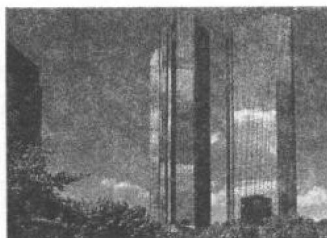
Brussels



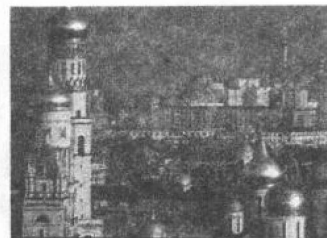
Cairo



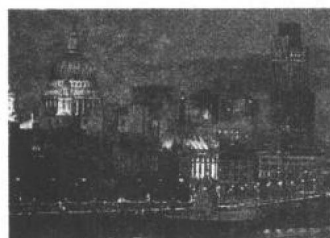
Sydney



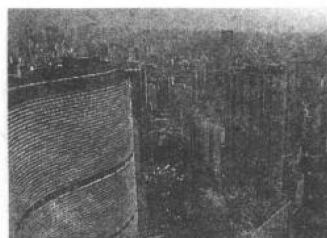
Frankfurt



Moscow



London



São Paulo



Singapore

*The name of  
different countries  
and different  
cities*

### ONE NETWORK FOR WORLDWIDE COVERAGE THIS IS THE VIP BANKING GROUP

The VIP banking group is one of Europe's leading banks with over 800 branches in Italy and branches and offices in New York, London, Paris, Frankfurt, Brussels, Moscow, Madrid, Tokyo, Singapore, Cairo, Sydney, São Paulo and Peking. At VIP we guarantee clients excellent banking facilities and can offer a full range of financial and insurance services worldwide. There is always a VIP office open somewhere in the world ready to offer first class service.


**1** VIP has an office or branch in these countries. Is this true [T] or false [F]?

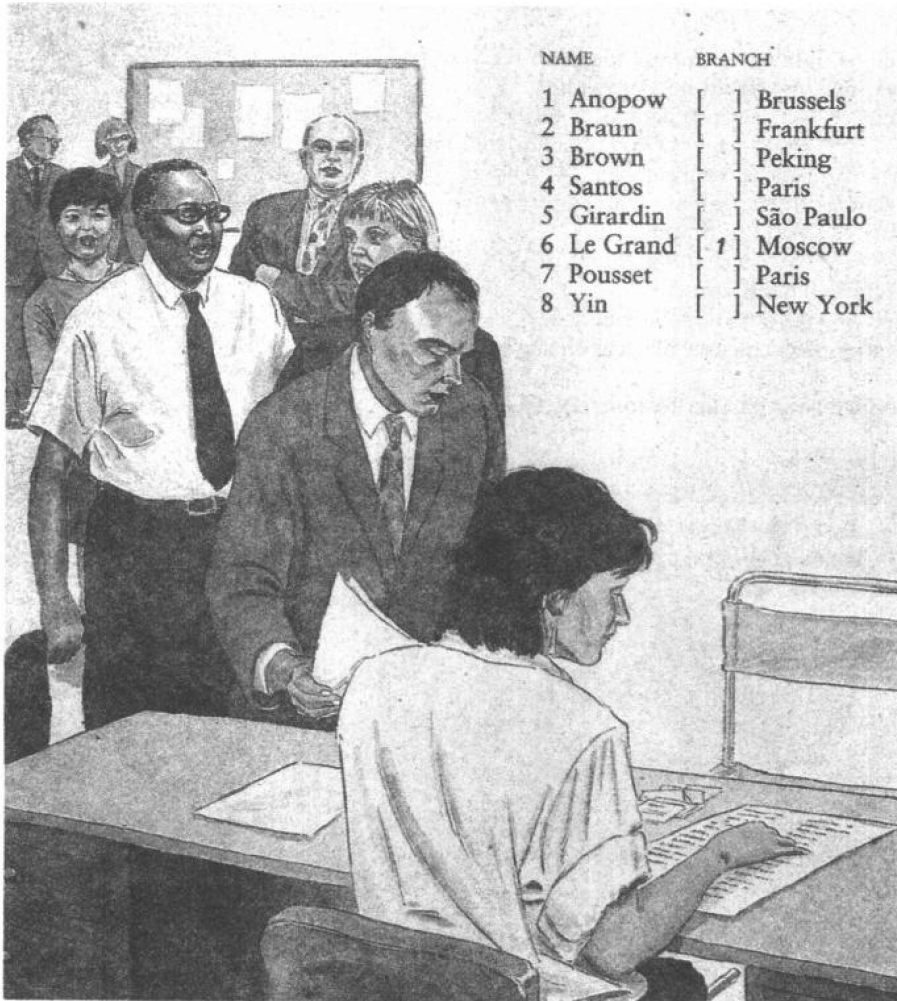
- |                |               |                 |
|----------------|---------------|-----------------|
| 1 Brazil [ T ] | 4 Belgium [ ] | 7 Argentina [ ] |
| 2 Russia [ T ] | 5 Korea [ ]   | 8 Egypt [ ]     |
| 3 Mexico [ ]   | 6 Spain [ ]   | 9 China [ ]     |

**2** VIP also has an office or branch in:

- 1 USA ..... 2 ..... 3 ..... 4 .....
- 5 ..... 6 ..... 7 ..... 8 .....




- B**  VIP has a conference each year. Listen to the five short conversations and match the name to the branch.



NAME	BRANCH
1 Anopow	[ ] Brussels
2 Braun	[ ] Frankfurt
3 Brown	[ ] Peking
4 Santos	[ ] Paris
5 Girardin	[ ] São Paulo
6 Le Grand	[ 1 ] Moscow
7 Pousset	[ ] Paris
8 Yin	[ ] New York

Listen again. What do the people say?


GREETING	RESPONSE
1 How are you?	.....
2 .....	Pleased to meet you.
3 How do you do?	.....
4 Nice to see you again.	.....
5 .....	Hi.

- C**  Listen and mark the stress.

- 1 How do you do?
- 2 Nice to see you again.
- 3 Pleased to meet you.
- 4 Hello, how are you?

Practise saying these sentences.

## 1.3 Introducing other people

**A**  Read the dialogue and then listen to the recording. Is it the same?

Alice: Hello, Giovanni. Good to see you again. How are you?

Giovanni: Just fine, fine. And you?

Alice: Oh, not too bad. Giovanni, do you know Bryan Turner?

Bryan, this is Giovanni Toncini. He's from Italy. He works in Rome.

Bryan: Pleased to meet you, Mr Toncini.

Giovanni: Please, call me Giovanni.

Bryan: And I'm Bryan.

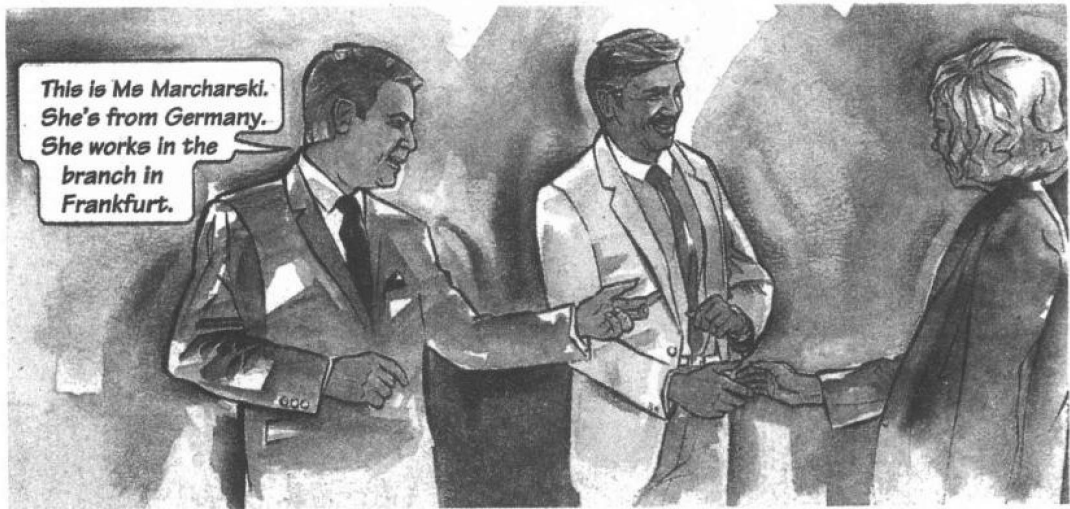
Alice: Have a seat, Giovanni.

Giovanni: Thank you.

Alice: How about some coffee? Giovanni?

Giovanni: Yes, please. Black with sugar, please.


**B** Introduce your partner to someone else.



**C Match the phrases with a suitable response.**

- |  |                                    |
|--|------------------------------------|
| 1 Bye.                                 | A That's all right. Goodbye.       |
| 2 Have a nice weekend.                 | B Thank you. You too.              |
| 3 Nice to talk to you.                 | C See you on Friday.               |
| 4 Goodbye and thank you for your help. | D It was nice talking to you, too. |

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

 Listen and check your answers. Then practise the conversations with a partner.

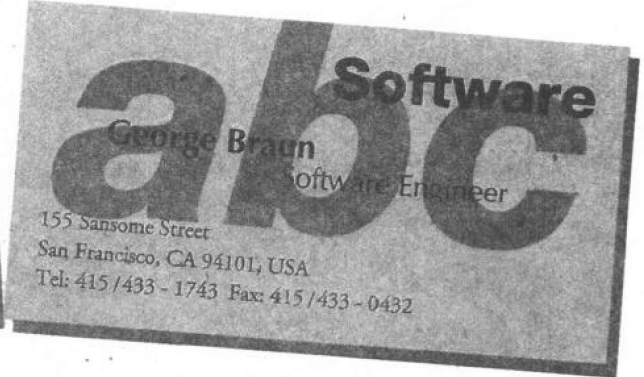
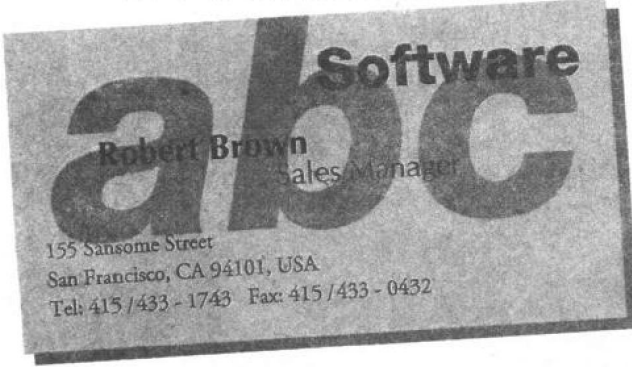


# 2 Occupations

/ˈɒkjəˈpeɪʃn/

## 2.1 Saying what you do

**A**  Listen. Is it Robert Brown or George Braun?




**B** Match the pictures to the job.



- A I'm an accountant.
- B I'm a secretary. ~~x~~
- C I'm a sales clerk. ~~x~~
- D I work in the export department.
- E I'm an engineer. ~~x~~
- F I'm the Marketing Manager.

Is your profession or job here? If not, what is your profession or job in English?  
Find out about the others like this:

What do you do?  
I'm a(n) ...  
I work in ...

**C**  Listen and mark the stress.

- 1 accountant
- 2 export
- 3 secretary
- 4 engineer
- 5 marketing

**D** Look at the jobs in the box. Which people are:

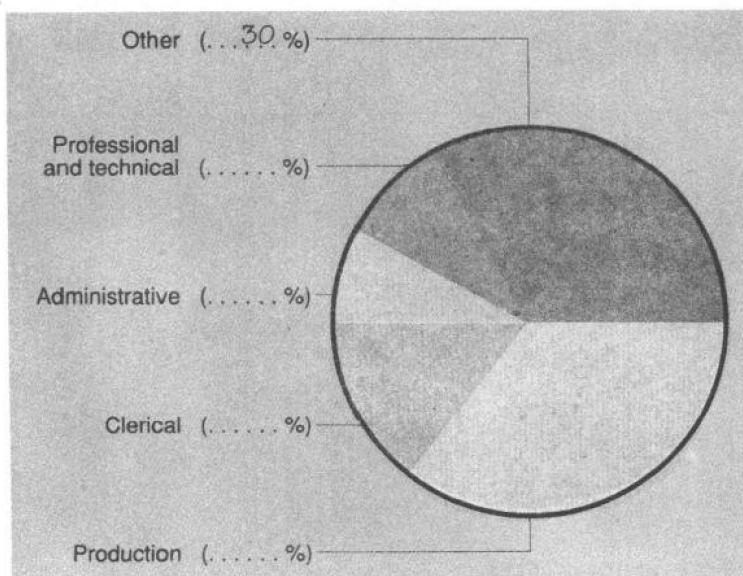
professional and technical workers?  
administrative workers?  
clerical and office workers?

accountant	secretary	lawyer
typist	engineer	sales manager
receptionist	executive	supervisor

**E**  Listen to someone talking about the workforce in Singapore. Check your answers.

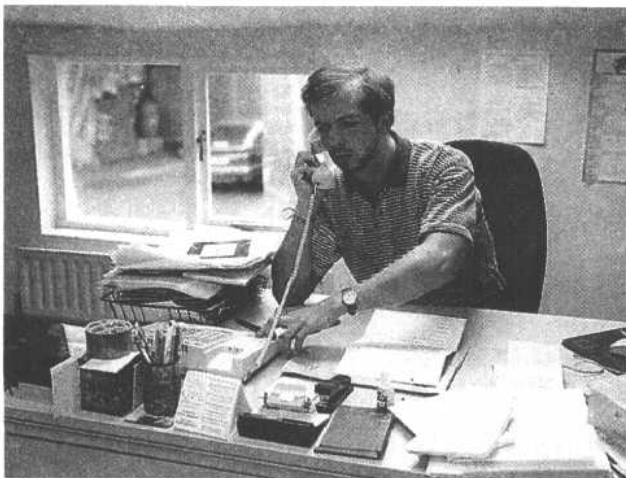


Listen again and fill in the percentages on the pie chart.

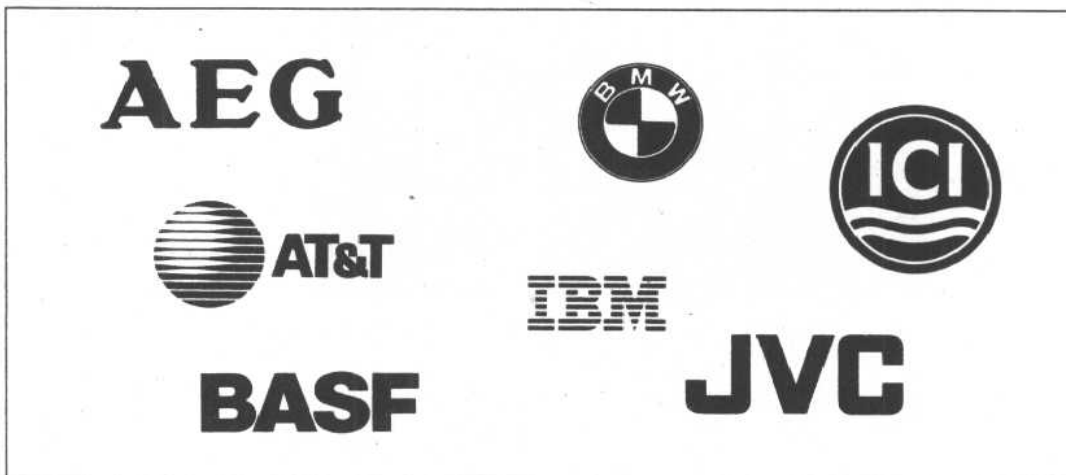


## 2.2 Telephoning

- A**  Listen to Richard Lampl on the phone. How many people does he talk to? Who does he want to talk to?



- B** Say the names of these companies.



/æ/	/i:/	/e/	/a:/	/əʊ/	/ɑ:/	/ju:/
a	b	f	i	o	r	q
h	c	l	y			u
j	d	m				w
k	e	n				
	g	s				
	p	x				
	t	z (BE)				
	v					
	z (AE)					

What other companies have names like this?

**C** Notice what you say when something is not clear.

*Can you spell that, please?*

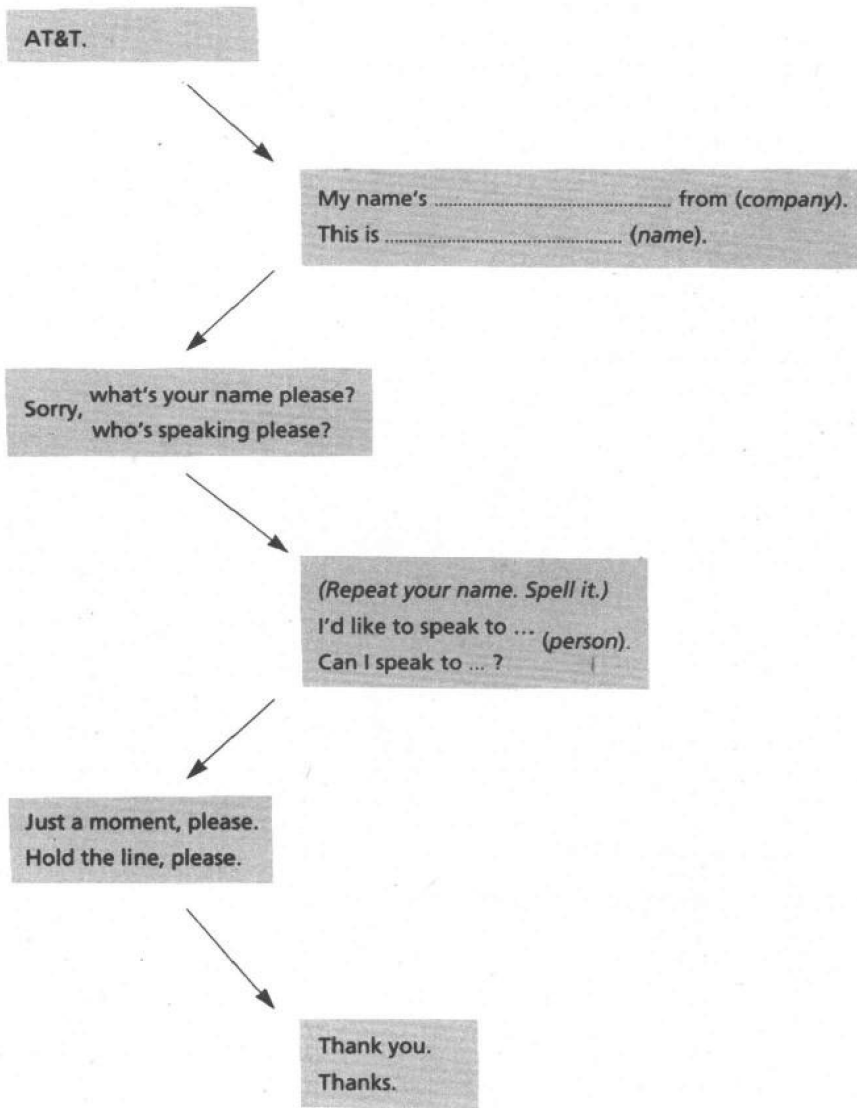
*How do you spell that?*

*Can you repeat that, please?*

*Can you say that again, please?*

Practise spelling people's names. Student A looks at File 1 on page 117 and Student B looks at File 2 on page 121.

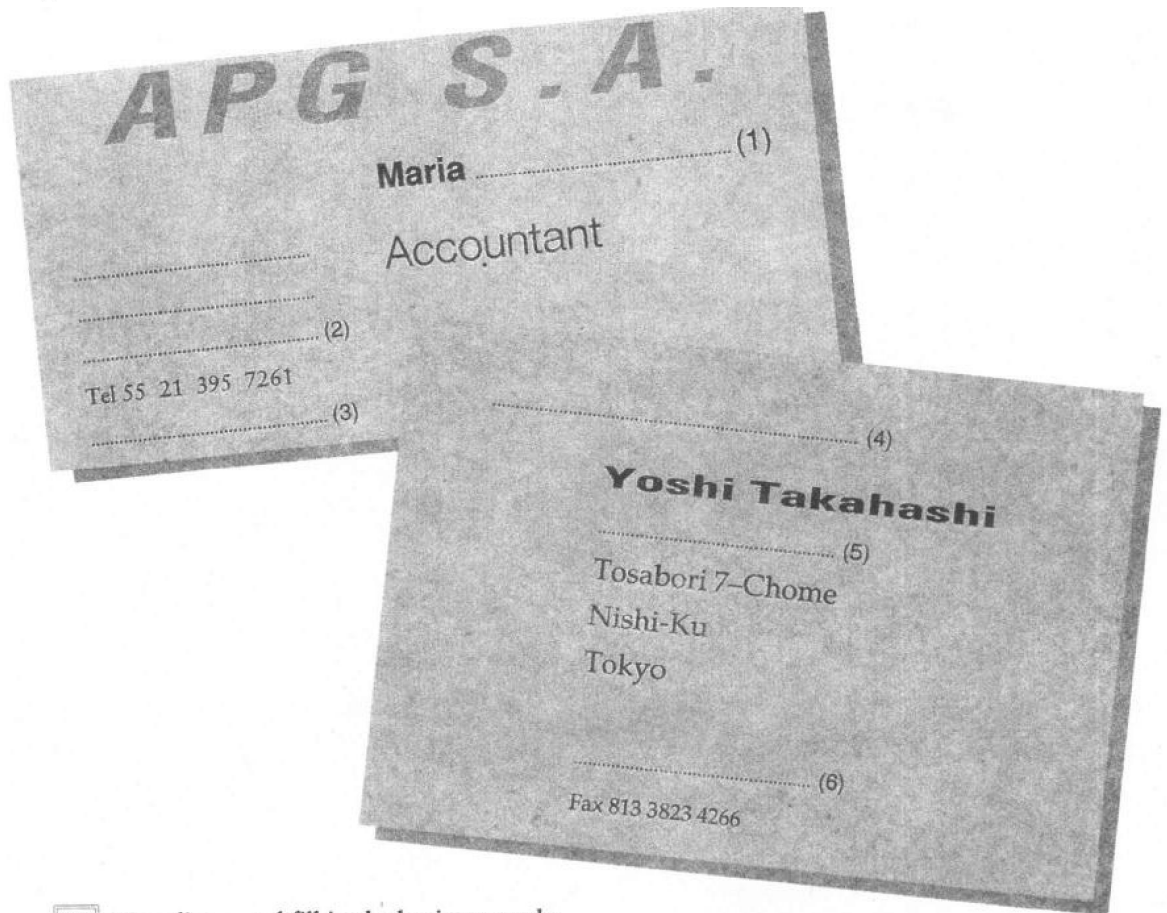
**D** Practise this dialogue with a partner.






## 2.3 Finding out information about people

- A** In many countries it is essential to have a business card. You give the card to your business partner and he or she can see the name of your company as well as address and telephone and telefax numbers. The card also lets your partner know your position in the company or your occupation.
- B** What information is missing on these business cards? What questions can you ask to find out the information?



 Now listen and fill in the business cards.

Listen again. What questions do the people ask?


- 1 .....
- 2 .....
- 3 .....
- 4 .....
- 5 .....
- 6 .....

Now practise the conversations.



**C** Study these telephone numbers.

320 112	three two oh	double one two
	three two zero	one one two
3823 4266	three eight two three	four two double six

 Listen to these telephone numbers and say them.

- |            |             |
|------------|-------------|
| 1 545 760  | 6 854 166   |
| 2 485 255  | 7 322 752   |
| 3 613 1002 | 8 553 0067  |
| 4 348 1991 | 9 757 3658  |
| 5 684 4521 | 10 605 7331 |

**D** Work in pairs. You need information about some people. Student A looks at File 3 on page 122 and Student B looks at File 4 on page 118.



'... that's it, Thomas. I'm now officially on holiday.'