



PROFESSIONAL ENGLISH OF FOREIGN TRADE BUSINESS

外贸业务英语

蒋恩琦 / 主编



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外贸业务英语

●青岛海洋大学出版社

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内 容 提 要

《外贸业务英语》一书,按外贸业务的不同环节和内容分为二十一个单元,每个单元包括外贸业务的内容介绍、信函示例、常用句型、会话、单词和短语、课文注释及练习七个部分。本书具有简明扼要、重点突出、内容新颖、易学易懂、实用性强的特点。

本书可作为高等院校非外贸专业的学生兼学外经外贸业务英语的教科书,亦可作为外贸职工大学和外贸中专学校的教科书。本书对从事或准备从事外经外贸、合资企业工作的同志有较强的实用价值。

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前 言 (Preface)

《外贸业务英语》一书,按外贸业务的不同环节和内容分为二十一个单元,每个单元包括外贸业务的内容介绍、信函示例、常用句型、会话、单词和短语、课文注释及练习七个部分。书后附有练习答案,词汇表以及外贸业务信件的格式安排,怎样拟写商业电报、电传和国际贸易术语等内容,以供学习者参考。

本书具有简明扼要、重点突出、内容新颖、易学易懂、实用性强的特点。读者通过学习,不仅可以受到外贸业务英语谈判口语训练,而且还可以学到一些外贸进出口业务知识及常用的外贸函电的写法,可谓一举多得。

本书可作为高等院校非外贸专业的学生兼学外经外贸业务英语的教科书,亦可作为外贸职工大学和外贸中专学校的教科书。本书对从事或准备从事外经外贸、合资企业工作的同志有较强的实用价值。

本书由蒋恩铸教授任主编,郭力墙、孙纪祥任副主编。参加本书编写的人员有:山东对外经济贸易职工大学周树玲、赵淑萍;山东对外贸易学校邓廷国、曲廷美、王雁、徐永平、王少华。

在编写本书的过程中,方积中教授、刘洪高级讲师给予了热情的帮助;山东对外经济贸易职工大学,山东对外贸易学校给予了大力支持,在此特致谢意。

编 者

一九九二年四月

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Unit One

Establishing Business Relations

(建立业务关系)

1. Brief Introduction (简介)

对外贸易是跨越国界的贸易活动。贸易的具体对象是国外客商。通常,我们通过函电往来、口头洽谈等方式与客商进行商品、劳务或技术等项目的交易。

建立业务关系,实际上就是确定贸易的对象。贸易对象选择得合适与否,决定着交易的成败。因此,必须慎重对待。在一般情况下,双方通过各自的介绍或第三者的介绍,先摸清对方的资金信用、经营能力和业务范围等重要条件,然后再进行实质性的业务商讨。贸易双方只有在相互了解、彼此信赖的基础上,才能进行积极的合作,并使双边贸易活动得以顺利地展开。

我国的驻外商务机构、中国银行在国外的分支机构与联行、以及老客户等,都是介绍贸易对象和了解贸易对象的可靠渠道。当然,也可以利用国外刊物上的广告,有选择地主动与外商进行联系。此外,利用交易会,或者出国访问与有关客商进行面对面的洽谈,也是直接摸清对方实力和意图的好机会。以上所谈,都是建立正常业务关系之有效办法。

2. A Specimen Letter (信函示例)

Dear Sirs,

On the recommendation of your Chamber of Commerce, we have learned with pleasure the name and address of your firm. We wish to inform you that we specialize in the export of Chinese textiles and shall be glad to enter into business relations with you on the basis of equality and mutual benefit.

To give you a general idea of our products, we are sending you under separate cover a catalogue together with a range of pamphlets for your reference.

Please let us have your specific enquiry if you are interested in any of the items listed in the catalogue. We shall make offers promptly.

We look forward to your early reply.

Yours faithfully,

China National Textiles Import & Export Corp.

Manager (signature)

执事先生：

经你方商会的介绍，我方欣悉贵公司的名称和地址。我公司专门经营中国纺织品出口，并愿在平等互利的基础上同贵公司建立业务关系。

为使贵方对我方产品有全面的了解，我方另函寄去一本目录及一套小册子，供参考。

如对目录中所列之任何商品感兴趣，请具体询价，我方将立即报价。

望尽快答复。

中国纺织品进出口公司

经 理

(签 字)

3. Sentences Commonly Used in Establishing Business Relations: (常用句型)

1. We have come to know your name and address from the Commercial Counsellor's Office of the Chinese Embassy in London.

我们从中国驻伦敦大使馆参赞处得知你的名字和地址。

2. By the courtesy of Mr Black, we are given to understand the name and address of your firm.

承蒙布莱克先生的介绍，我们得知贵公司的名称和地址。

3. We are willing to enter into business relations with your firm.

我们愿意与贵公司建立业务关系。

4. Your firm has been introduced (recommended, passed on) to us by Messrs. Green & Company.

贵公司是由格林公司向我方介绍的。

5. Our mutual understanding and cooperation will certainly result in important business.

我们之间的相互了解与合作必将促成今后重要的生意。

6. We express our desire to establish business relations with your firm.

我们愿和贵公司建立业务关系。

7. We shall be glad to enter into business relations with you.

我们将乐于同贵公司建立业务关系。

8. We now avail ourselves of this opportunity to write to you with a view to entering into business relations with you.

我们借此机会致函贵公司，希望建立业务关系。

9. We are now writing you for the establishment of business relations with you.

我们特此致函，愿与贵方建立业务关系。

10. Your desire to establish business relations with us coincides with ours.

你方想同我方建立业务关系的愿望与我方是一致的。

11. Being specialized in the export of Chinese Light Industrial Products, we express our desire to trade with you in this line.

鉴于我方专营中国轻工产品出口业务，我方愿与贵方在这方面开展贸易。

12. Our lines are mainly arts and crafts.

我们经营的商品主要是工艺品。

13. We have been in this line for more than twenty years.

我们经营这类商品已有二十多年的历史了。

14. Your letter expressing the hope of establishing business connections with us has been received with thanks.

来函收悉。得知贵方愿与我方建立业务联系,谨表感谢。

15. In order to acquaint you with the textiles we handle, we take pleasure in sending you by air our latest catalogue for your perusal.

为使贵方对我方经营的纺织品有所了解,特航寄我方最新目录,供细阅。

4. Dialogue (对话)

Mr. Brown, a businessman from Australia, is visiting China. The aim of his visit is to establish business relations with us.

澳大利亚商人布朗先生正在中国访问。他此行之目的是想与我方建立业务关系。

Brown: Good morning. My name is Brown. I'm from Australia. Here is my card.

布朗:早安!我叫布朗,澳大利亚人。这是我的名片。

Zhang: Thank you. I'm pleased to meet you, Mr. Brown.

My name is Zhang Lin, the representative of ... Textiles Import and Export Corporation.

张:谢谢。布朗先生,见到您非常高兴。我叫张林,是××纺织品进出口公司的代表。

Brown: Pleased to meet you too, Mr. Zhang. I travel a lot every year on business, but this is my first visit to your country. I must say I have been much impressed by your friendly people.

布朗:见到您我也很高兴,张先生。我每年做生意走了许多地方,但是,到中国来还是头一次。友好的中国人民给了我深刻的印象。

Zhang: Thank you for your saying so. Have you seen the exhibition halls? On display are most of our products, such as silks, woolen knitwear, cotton piece goods, garments.

张:谢谢您的称赞。您参观过展览厅了吗?我们的大部分产品在那里展出,例如,丝绸、毛织品、布匹和服装等。

Brown: Oh, yes. I had a look yesterday. I found some of the exhibits fine in quality and beautiful in design. The exhibition has successfully displayed to me what your corporation handles. I've gone over the catalogue and the pamphlets enclosed in your last letter. I have got some idea of your exports. I'm interested in your silk blouses.

布朗:是的,昨天我去看了,有些产品质量好,设计美观。展览会成功地向我介绍了贵公司所经营的产品情况。我已看过了你上次信中所附的目录和小册子,对贵公司的出口产品有了一些了解,并对丝绸女衬衫颇感兴趣。

Zhang: Our silks are known for their good quality. They are one of our traditional exports. Silk blouses are brightly coloured and beautifully designed. They've met with great favour overseas and are always in great demand.

张:我们的丝绸是以质量出名的。丝绸是我们的传统出口商品之一。丝绸女衬衫色彩鲜艳,设计美观,在国外很受欢迎,需求量很大。

Brown: Some of them seem to be of the latest style. Now I've a feeling that we can do a lot of trade in this line. We wish to establish relations with you.

布朗:有些看来还是最新的式样。我感到我们在这方面可以做不少买卖。我们希望同贵公司建立业务关系。

Zhang: Your desire coincides with ours.

张:我们双方的愿望是一致的。

Brown: Concerning our financial position, credit standing and trade reputation, you may refer to...Bank, or to our local chamber of commerce or inquiry agencies.

布朗:关于我们的财务状况、信用、声誉,你可向××银行、当地商会或咨询社进行了解。

Zhang: Thank you for your information. As you know, our corporation is a state-operated one. We always trade with foreign countries on the basis of equality and mutual benefit. Establishing business relations between us will be to our mutual benefit. I have no doubt that it will bring about closer ties between us.

张:感谢您所提供的情况。正如您所知道的,我公司是国营公司,我们一向是在平等互利的基础上同外国进行贸易,我们之间建立业务关系将对双方有利。我相信业务关系的建立也将使我们之间的关系更为密切。

Brown: That sounds interesting. I'll send a telex home. As soon as I receive the definite answer, I'll give you a specific enquiry.

布朗:非常令人鼓舞。我将发一份电传回去。一收到肯定的答复,我将具体询价。

Zhang: We'll then make an offer the soonest possible. I hope a lot of business will be put through between us.

张:那时我们一定尽快报价。我希望我们之间能做成很多的生意。

Brown: So do I.

布朗:我也一样。

5. Words and Expressions: (单词和短语)

- | | |
|--------------------------------------------|-------------------------------------------------------------|
| 1) recommendation 推荐、介绍 | 2) chamber of commerce 商会 |
| 3) inform 通知 | 4) specialize in 专营 |
| 5) enter into business relations 建立业务关系 | 6) on the basis of equality and mutual benefit 在平等互利的基础上 |
| 7) catalogue 目录 | 8) pamphlet 小册子 |
| 9) for your reference 供您参考 | 10) a range of 一套 |
| 11) specific inquiry 具体询价 | 12) make offers 报价 |
| 13) promptly 立即 | 14) Australia 澳大利亚 |
| 15) representative 代表 | 16) import and export corporation |

进出口公司

- | | |
|---------------------------------|--------------------------------|
| 17) impress 给……印象 | 18) on display 展出 |
| 19) silk 丝绸 | 20) woolen knitwear 毛织品 |
| 21) cotton piece goods 棉布 | 22) garment 服装 |
| 23) have a look 看一看 | 24) display 展示 |
| 25) blouse 女衬衫 | 26) meet with great favour 受欢迎 |
| 27) be of the latest style 最新式样 | 28) coincide 一致 |
| 29) financial position 财务状况 | 30) credit standing 信用地位 |
| 31) trade reputation 贸易声誉 | 32) state-operated 国营的 |

6. Notes: (注解)

- 1) on the recommendation of 由……介绍(推荐)
We engaged our present secretary on the recommendation of Mr. Brown.
我们现在雇用的秘书是由布朗先生介绍的。
(介词 on 有时可用 through 代替)
- 2) under separate cover = by separate airmail, sent separately 另邮, 另寄
We are sending you catalogue under separate cover.
目录将另函寄出。
如表示“随函”, 可用“under cover”或“enclosed”来表示。
- 3) latest 是 late 的最高级, 表示“最晚的, 最近的。”
如: 最新目录 the latest catalogue, 最新价目表 the latest pricelist
- 4) look forward to 盼望 (to 为介词)
We look forward to your early reply. 盼早复信。
We look forward to hearing from you soon. 盼早复信。
- 5) enclose 封入
We enclose a copy of our latest pricelist. 随函寄出我方最新价格表一份。
亦可用下列句型:
Enclosed is a copy of our latest pricelist.
Enclosed please find a copy of ...
Please find enclosed a copy of ...
- 6) line 行业, (一类) 货物
We have been in this line for many years.
我们经营这一行多年了。
This is a good line of hardware.
这是金属器具中的一种好货。
- 7) to our mutual benefit (interest, advantage) 对我们双方有利
Expanding trade between us will be to our mutual benefit.
扩大我们之间的贸易将对我们双方有利。

7. Exercises: (练习)

A. Fill in the blanks with proper words or expressions:

- 1) My main purpose of coming here is to establish ----- with you.
- 2) We are desirous of ----- business with you.
- 3) Let me ----- you of our cooperation.
- 4) My firm has a ----- in our country.
- 5) Now I'd like to know ----- about your firm.
- 6) We have ----- your name and address ----- the Commercial Counsellor of your Embassy in London and are now writing you ----- business relations.
- 7) Please let us have your ----- as soon as possible.
- 8) That's why I come and see ----- my own eyes.
- 9) You are ----- of the leading importers of Chinese textiles.
- 10) ----- you know, it is our policy to ----- with the people of all countries on the basis of ----- and -----.
- 11) Please advise what items you are ----- most at present.
- 12) We look forward to ----- your early reply.

B. Complete the following in English:

- 1) We ----- (专营) the export of textiles and ----- (愿同贵公司建立业务关系)。
- 2) As requested, we enclose ----- (一套) pamphlets ----- (连同) our pricelist ----- (供你参考)。
- 3) China ----- (出口丝绸) for several hundred years.
- 4) We look forward to ----- (见到你方代表) in Beijing again.
- 5) If you find ----- (业务可能), please inform us the soonest possible.

C. Turn the dialogue into English orally:

- a: 贵公司是专营工艺品出口的吗?
b: 是的。我们专营工艺品出口已有多年了。我们的产品质量比其他供应商的产品质量好,而且价格也比他们的便宜。
a: 对于品质优良、价格公道的商品,本地区常有需求。
b: 这是我们出口商品的目录,请您看一下。
a: 谢谢。

Unit Two

Inquiry (询盘)

1. Brief Introduction (简介)

在对外贸易中,交易的一方欲出售或购买某种商品,向另一方询问买卖该商品的各项交易条件,这种口头的或书面的表示,在进出口业务中称之为询盘或询价。当今世界经济信息传递快,通讯手段先进,交易双方往往采取单刀直入的询价方式。例如,交易双方一旦取得联系或获悉对方对某种商品的供需信息之后,出口商即迳向对方进口商推销其产品;而进口商也可迳向出口商探询有关货品的种种问题。

例如:国外客户得悉我国松香(ROSIN)可供出口,他便主动来电询价:

“Please offer Chinese rosin WW grade August shipment 100MT CIF London.”

请报中国松香 WW 级八月份装船一百公吨 CIF 伦敦。

中国方面也可主动邀请对方递盘。例如:

“Can supply Chinese rosin WW grade August shipment please bid.”

可供中国松香 WW 级八月份装船请递盘。

询价大多属于价格方面的查询,但并不以此为限。诸如索取目录、样品,询问付款条件、货品的有无及种类、数量、交货期等也都在询价之列。

询价依其性质和意图可分为两种:

一、一般询价 (General Inquiry)

这种询价并不一定立即接触具体交易,一般属摸底性质。其内容包括:

1. 请寄某种商品的样品、目录和价目表;
2. 探询某种商品的品质、数量、价格、交货期等等。

二、具体询价 (Specific Inquiry)

所谓具体询价实际上就是请求对方报盘 (request for offer)。也就是说,买方已准备购买某种商品,或已有现成买主,请卖方就这一商品报价。

2. A Specimen Letter (信函示例)

Dear Sirs,

Thank you for your letter of 25th September.

Being one of the largest dealers of garments, we are interested in ladies' dresses of all descriptions. We should be obliged if you would give us quotations per dozen C. I. F. Vancouver for those items as listed on the separate sheet. In the meantime, we would like you to send us samples

of the various materials of which the dresses are made.

We are given to understand that you are a state-owned enterprise and we have confidence in the quality of Chinese products. If your prices are moderate, we believe there is a promising market for the above-mentioned articles in our area.

We look forward to hearing from you soon.

Yours faithfully,
Canadian Garment Co. Ltd.

先生:

感谢您九月二十五日的来信。

我们是服装大贸易商之一,我们想买各种花色的连衣裙。

您若能按另页所示品种报每打 C. I. F. 温哥华价,我们当不胜感激。同时请寄各种用做连衣裙的布样。

我们得知你是一家国营企业,我们对中国产品的质量有信心。如您方的价格适中,我们相信上述商品在我们地区会有良好的市场。

盼早复。

加拿大服装有限公司

3. Sentences Commonly Used in Making Inquiry (常用句型)

- 1) Our buyers ask for your price list or catalogue.
我方买主索求价格单或目录。
- 2) Prices quoted should include insurance and freight to Vancouver.
所报价格需包括到温哥华的保险和运费。
- 3) I'd like to have your lowest quotations C. I. F. Vancouver.
希望您报成本加运费、保险费到温哥华的最低价。
- 4) Will you please send us your catalogue together with detailed offer?
请寄样品目录并详细报价。
- 5) We would appreciate your sending us the latest samples with their best prices.
请寄来贵方产品最新样品并附最好价格,我们不胜感激。
- 6) Your ad in today's China Daily interests us and we will be glad to receive samples with your lowest prices.
对你们刊登在今天中国日报上的广告,我们很感兴趣。如能寄来样品并附上最低价格,不胜欣慰。
- 7) Will you please inform us of the prices at which you can supply?
请告你方所能出手的价格。
- 8) If your prices are reasonable, we may place a large order with you.
若贵方价格合理,我们可能向你大量订货。

9) If your quality is good and the price is suitable for our market, we would consider signing a long-term contract with you.

若质量好且价格适合我方市场,我们愿考虑与你方签署一项长期合同。

10) As there is a growing demand for this article, we have to ask you for special discount.

鉴于我方市场对此货的需求日增,务请你方考虑给予特别折扣。

11) We would appreciate your letting us know what discount you can grant if we give you a long-term regular order.

若我方向你方长期定货,你方能给多少折扣,请予明示。

12) Please quote your lowest price CIF Seattle for each of the following items, including our 5% commission.

请就下列每项货物向我方报 CIF 西雅图最低价格,包括 5% 的佣金。

13) Please keep us informed of the latest quotation for the following items.

请随时通知我方下列货物的最新价格。

14) Mr. Smith is making an inquiry for Green Tea.

史密斯先生正在对绿茶进行询价。

15) Now that we've already made an inquiry on your articles, will you please make an offer before the end of this month?

我们已对你们的产品进行了询价,请在月底前报价。

4. Dialogue (对话)

After visiting the showroom, Mr. Brown finds some dresses on display very attractive. In order to have detailed information about quality, size and price, he is having an initial talk with Mr. Liu.

参观了展室,布朗先生看到一些展出的连衣裙非常漂亮。为了获得这些产品的质量、尺寸以及价格等详细情况,他和刘先生在进行初次交谈。

Brown: Good afternoon! My name is Brown. I'm the Import manager of Atlantic Industries, Ltd, Sidney, Australia. This is my card.

布朗:下午好!我叫布朗,是澳大利亚悉尼大西洋工业有限公司进口部经理。这是我的名片。

Liu: Good afternoon, Mr. Brown. My name is Liu, Manager of the sales department.

刘:下午好!布朗先生。我姓刘,是销售部经理。

Brown: Nice to see you, Mr. Liu.

布朗:见到你很高兴,刘先生。

Liu: Nice to see you too, Mr. Brown. Won't you sit down?

刘:见到你我也很高兴,布朗先生,请坐。

Brown: Thank you.

布朗:谢谢。

Liu: What would you like, tea or coffee?

从第 1 页起

刘:你愿喝茶还是咖啡?

Brown: I'd prefer coffee if you don't mind.

布朗:如不介意请来杯咖啡。

Liu: Not in the least. (He hands a cup of coffee to Brown.) Is it your first visit to the Fair, Mr. Brown?

刘:一点也不介意,(他向布朗递过一杯咖啡)。布朗先生,此次是您第一回参加博览会吧?

Brown: No. it's the fourth time.

布朗:不,这是第四次了。

Liu: Good. Is there anything you find changed about the Fair?

刘:太好了。你发现博览会有什么变化吗?

Brown: Yes, a great deal. The business scope has been broadened, and there are more businessmen than ever before.

布朗:是的,有很大变化。经营范围扩大了,而且客户也从未有过这么多。

Liu: Really indeed, Mr. Brown. Did you find anything interesting?

刘:确实是这样。布朗先生,有令您感兴趣的商品吗?

Brown: Oh, Yes. Quite a few. But we have special interest in your products.

布朗:是的,有很多。我们对你们的产品有特殊的兴趣。

Liu: We are glad to hear that. What items are you particularly interested in?

刘:听你这样说我们很高兴。您对什么商品尤其感兴趣呢?

Brown: Women's dresses. They are fashionable and suit Australian women well, too. If they are of high quality and the prices are reasonable, we'll purchase large quantities of them. Will you please quote us a price?

布朗:连衣裙。这些连衣裙的款式不仅时髦,而且也很适合澳洲妇女穿着。如果质量好,价格合理,我们将大量订购。你能开个价吗?

Liu: All right.

刘:那好吧。

5. Words and Expressions (单词和短语)

- | | |
|------------------------------|----------------------------|
| 1) dealer 商人 | 2) dress 连衣裙 |
| 3) quotation 报价 | 4) enterprise 企业 |
| 5) promising 有希望的,有前途的 | 6) enquiry 询价 |
| 7) detailed information 详细情况 | 8) initial 最初的 |
| 9) sales department 销售部 | 10) not in the least. 一点也不 |
| 11) quite a few 很多 | 12) a great deal 很多 |
| 13) particularly 特别地 | 14) fashionable 时髦的 |
| 15) reasonable 合理的 | 16) quote 开价 |
| 17) purchase 购买 | 18) appreciate 感激 |