



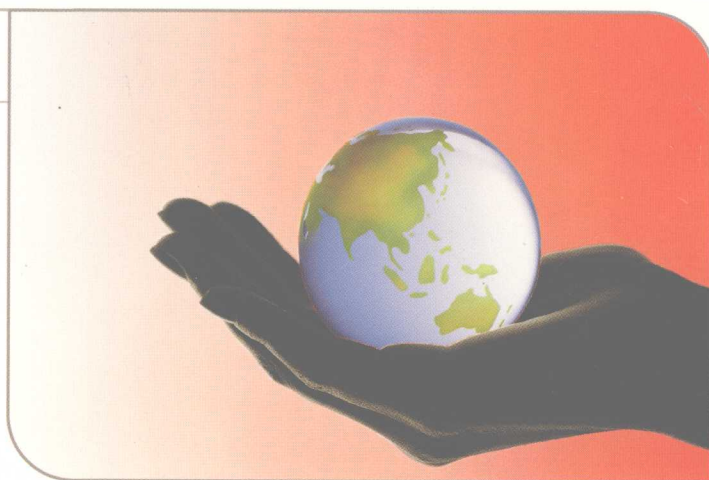
MARKET LEADER

a new language course for tomorrow's business leaders

体验[®]商务英语

同步练习 3 *Practice File*

Intermediate Business English



David Cotton David Falvey
Simon Kent Christine Johnson

《体验商务英语》改编组



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通信地址：北京市西城区德外大街4号

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3

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David Cotton David Falvey
Simon Kent Christine Johnson

with *Talk business* pronunciation section
by John Rogers

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Map of the Practice File

	Language work			Talk business	
	Vocabulary	Language review	Writing	Sound work	Survival business English
Unit 1 Globalisation page 4 / page 70	Words for talking about globalisation Phrasal verbs	Comparing	Replying to an order	Individual sounds: Pronunciation of comparative and superlative forms Connected speech: <i>as</i> Consonant-vowel links Stress and intonation: Stress in phrasal verbs	Telephoning Socialising 1
Unit 2 Brands page 8 / page 72	Words for talking about brands Words that go with <i>market</i>	Past simple and present perfect	Making recommendations	Individual sounds: Pronunciation of the <i>-ed</i> ending of regular verbs Connected speech: Consonant-vowel links Stress and intonation: Stress differences in related words /ə/ <i>schwa</i>	First-time meetings Informal conversation
Unit 3 Travel page 12 / page 74	Words for talking about travel	<i>Will</i>	Replying to letters of complaint	Individual sounds: <i>will</i> (contractions) (dark /ɪ/) Connected speech: Disappearing sounds Stress and intonation: <i>Wh-</i> questions	Asking for agreement or confirmation Useful phrases
Unit 4 Advertising page 16 / page 76	Words for talking about advertising	Articles: <i>a, an, the</i>	Making complaints	Individual sounds: /eɪ/ vs /e/ Connected speech: How many words? Stress and intonation: Agreement and polite disagreement	Dealing with complaints Starting presentations
Unit 5 Employment page 20 / page 78	Words for talking about employment	Questions	Giving news to job applicants	Individual sounds: /ɒ/ vs /əʊ/ Connected speech: Sound changes Stress and intonation: Stress in three-syllable words	Managing meetings Asking for repetition
Unit 6 Trade page 24 / page 80	Words for talking about international trade	Conditions	Placing an order	Individual sounds: /ʊ/ vs /u:/ Connected speech: vowel-vowel link with /j/ Stress and intonation: Stress patterns Intonation in lists	Negotiating
Unit 7 Innovation page 28 / page 82	Words for talking about innovation	Passives	Replying to letters of enquiry	Individual sounds: /ɜ:/ Connected speech: vowel-vowel link with /w/ Stress and intonation: Highlighting	Making presentations Insisting tactfully
Unit 8 Organisation page 32 / page 84	Words for talking about organisation	Noun combinations	Notices	Individual sounds: /ʌ/ Connected speech: Linking with /r/ Stress and intonation: Compound nouns	Conversation skills

	Language work			Talk business	
	Vocabulary	Language review	Writing	Sound work	Survival business English
Unit 9 Money page 36 / page 86	Words for talking about money and figures	Trends	Organising a report	Individual sounds: /əʊ/ vs /əʊ/ Connected speech: Weak forms: <i>was, were</i> Stress and intonation: 'Old' and 'new' information	Correcting information Describing trends
Unit 10 Ethics page 40 / page 88	Words for talking about business ethics	Narrating	Introducing a company's products or services	Individual sounds: /æ/ vs /ʌ/ Connected speech: Auxiliary verbs: strong and weak forms Stress and intonation: Stress patterns	Problem solving Tactful suggestions
Unit 11 Change page 44 / page 90	Words for talking about change	Reporting	Agendas and action minutes	Individual sounds: /v/ vs /w/ Connected speech: Contractions Stress and intonation: Sentence stress	Agreeing and disagreeing 1 Asking for clarification
Unit 12 Strategy page 48 / page 92	Words for talking about business strategies	Dependent prepositions	Reports	Individual sounds: /ɔ:/ vs /əʊ/ Connected speech: Prepositions: weak forms Stress and intonation: Stress in word partnerships	Sounding decisive
Unit 13 Cultures page 52 / page 94	Words for talking about cultures	Modal verbs	Invitations and thanking people for hospitality	Individual sounds: Spellings of the sound /i:/ Connected speech: Weak forms: modal verbs Stress and intonation: Expressing enthusiasm Expressing doubt or reservation	Socialising 2 Adding emphasis
Unit 14 Leadership page 56 / page 96	Words to describe character and skills	Relative clauses	Curricula vitae (resumes) and covering letters	Individual sounds: /θ/ vs /ð/ Connected speech: How many words? Making links Stress and intonation: Stress patterns in adjectives	Saying what you mean Giving explanations
Unit 15 Competition page 60 / page 98	Words for talking about competition	Talking about the future	Making bookings and confirming plans	Individual sounds: Odd-one-out (revision of a variety of vowel phonemes) Pronunciation of the letters -ea- Connected speech: Talking about the future Stress and intonation: Sentence stress	Making an appointment Agreeing and disagreeing 2
Unit 16 Quality page 64 / page 100	Words for talking about quality	Prepositions of time	Asking for payment	Individual sounds: Words ending in -tion or -sion Connected speech: Revision Stress and intonation: Intonation in complaints / replies to complaints	Polite requests in meetings Dealing with problems

Globalisation

Vocabulary

A Complete the passage about the US retailer *Wal-Mart* with appropriate words from the list.

- | | | | |
|---------------|----------------------|----------|-----------|
| acquisition | controlling interest | domestic | expansion |
| globalisation | joint ventures | overseas | targeted |

Wal-Mart, the world's biggest retailer, increased its net earnings by almost 18% during its 4th quarter to 31 January. This was due to a large increase in its international profits. In early trading on the New York Stock Exchange, the shares rose by a dollar.

Wal-Mart is in the early stages of its *globalisation* ¹ programme. In December, it entered Europe with the ² of a German hypermarket chain, *Wertkauf*. ³ in other parts of the world has contributed to its profits. It has done well in Mexico, having bought a ⁴ in the *Cifra* chain last September. *Wal-Mart* has stores in Argentina,

Brazil and Puerto Rico, and has ⁵ or franchises in China and Indonesia.

In its ⁶ market, the US, it has opened more superstores, which combine the out-of-town discount stores with a grocery department. These stores are ⁷ at customers wanting to shop at one time in one place.

Wal-Mart's international division is planning to add about 60 stores to the 603 it already has open. It will also continue to be on the lookout for suitable acquisitions in ⁸ markets. In the US, the company plans to add 26m sq. ft of retail floor space by opening new stores and superstores.

B The phrasal verbs below are used for telephoning. Match them with the correct meanings.

- | | |
|---------------|-------------------------|
| 1 call back | a) make contact |
| 2 cut off | b) find |
| 3 get back to | c) contact again later |
| 4 get through | d) wait |
| 5 hang up | e) talk louder |
| 6 hold on | f) telephone again |
| 7 look up | g) break contact |
| 8 pick up | h) answer |
| 9 put through | i) replace the receiver |
| 10 speak up | j) connect |

C Put the phrasal verbs in exercise B in the correct order in a phone call.

Before call	Starting call	During call	Ending call	After call
				call back


D Complete these sentences with the phrasal verbs from exercise B. Make sure you use the correct tense.

- If you don't know a number you can always *look* it *up* in the directory.
- a minute, I'll see if she's free.
- It took a long time but eventually I to him.
- The switchboard me to the manager's office.
- This is a terrible line. I can't hear you very well. You'll have to
- I don't have the figures. I'll have to you tomorrow.
- I can't talk now. I'll you later.
- He's on his mobile and the signal is weak. That's why we keep getting
- When you finish a call you
- It's been ringing for ages. I wish she'd the phone.

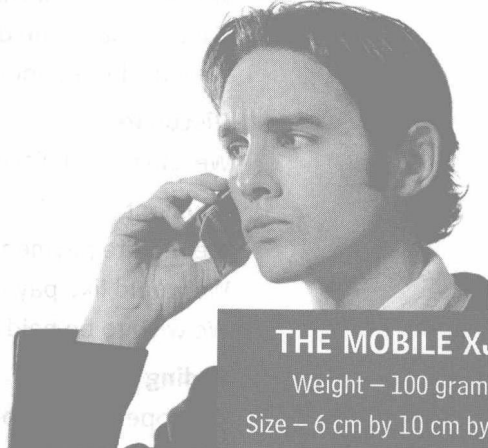
Language review
Comparing

A Read the descriptions of two mobile phones. Write three sentences which explain the differences between the two phones.

For example: *The Cell XL1 is heavier than the Mobile XJ2.*



THE CELL XL1
Weight – 180 grams
Size – 7 cm by 14 cm by 3 cm
30 mins free calls every month
Calls billed by the second
2 year guarantee
PRICE £99



THE MOBILE XJ2
Weight – 100 grams
Size – 6 cm by 10 cm by 2 cm
30 mins free calls every month
Calls billed by the second
3 year guarantee
PRICE £150

B Write a short paragraph comparing one of your products (or services) or a product (or service) you know well with a product or service of a competitor.

- C** Read the following conversation between the Sales Manager and General Manager of a top soft drinks company. They are discussing where to take the top sales representatives for their sales incentive holiday, paid for by the company. There are five mistakes in the use of comparatives. Find them and correct them.

SUSAN:

I'm in favour of Tucson, Arizona. There's lots to do. It's an action-packed holiday. Horse-riding will appeal to the men and the women and the golf is great. Also, it'll be more cheap for the company.

KEVIN:

I hear what you're saying, Susan, but I think Mauritius is more better for a number of reasons. We're going in March. Mauritius will be hotter and dryer. It's more convenient. Although accommodation in Tucson is good, especially at the top-end of the market, quality accommodation in Mauritius is better. It's a different culture. The food is more varied. The place is just exoticer. Admittedly it will be more expensive, but the perceived value and incentive to the sales reps will be more great.

Writing

Replying to an order

Look at the Useful language in the box. Then read the letter and write a suitable reply using the guidelines which follow it.

Useful language

Beginning the letter

Thank you for your order of (date).

Prices

We can quote you a price of 150 Euros per unit CIF / FOB / CF Hamburg.

Delivery

We can deliver by 5 June.

We can deliver within one month.

We can guarantee delivery within one week of receipt of your order.

We can ship as soon as we receive your order.

Discounts

We can offer a discount of 5% on orders over £1,000.

Payment

We require payment by bank transfer.

We would like payment by letter of credit at sight / 30 days / 60 days.

We wish to be paid by bill of exchange.

Ending the letter

We hope you find our quotation satisfactory and look forward to receiving your order.

Thank you once again for your enquiry.

If you need any further information, please contact us.

TRENDSETTERS

150 East 70th Street • New York • NY 10021 • USA

Mr C. Ling
 Fortune Garment Company (Head Office)
 Swire House
 Connaught Road
 Central
 Hong Kong, China

25 October

Dear Mr Ling

Our ref: Order DL137

Following our recent telephone conversation, I would like to confirm our order (No. DL137) for the following:

2,000 Jackie Chen brand silk ties (catalogue number R192) in the following quantities:

- 500 design JC1
- 500 design JC2
- 400 design JC4
- 300 design JC5
- 300 design JC7

We would expect our normal 10% discount off list price for this bulk order.

If you do not have the items requested in stock, please advise us immediately. The goods should be sent air freight as they are urgently required for our winter sale.

Payment will be made on receipt of goods. We would appreciate delivery by the end of November and look forward to your acknowledgement.

Yours sincerely,

Peter Gilmartin

Peter Gilmartin
 Chief Buyer

Guidelines

- 1 Acknowledge the letter.
- 2 Thank them for their order.
- 3 Agree to the normal 10% discount.
- 4 Advise that design JC1 is out of stock because of great demand and will not be in stock until after Christmas.
- 5 Offer a close substitute, JC9, which is a similar design although a different colour, with 5% additional discount on that line.
- 6 Remind them that payment must be made in US dollars.
- 7 End on an optimistic note.

Vocabulary

A Match these common business English words and phrases with the definitions.

- | | |
|----------------|--|
| 1 cash cow | a) to try to increase the sales or popularity of a product, for example by special advertising |
| 2 loss leader | b) a profitable product or business generating a steady flow of sales revenue |
| 3 market share | c) expensive compared to other products of the same type |
| 4 niche | d) the proportion of sales that a company or product has in a particular market |
| 5 promote | e) a part of a larger market |
| 6 saturate | f) a product sold unprofitably in order to attract customers who will then buy profitable products |
| 7 sector | g) a special area of a market which has its own particular customers and requirements |
| 8 upmarket | h) to fill the market so completely that no more products can be added |

B Here is an extract from a marketing plan for *Caribcool International*, a soft drinks company. Complete the report with some of the words from the list above.

Marketing plan

Positioning

We need to strongly promote a) our *cash cow*.....¹, *Gogo*, which we are relaunching and which still brings in the majority of our revenue and b) our new sports drink, *Fizz Up*. We feel we have found a new market². This expensive,³ product should be very successful if we⁴ it effectively.

Competition

In soft drinks our⁵ remains stable at 5%. However, competition is fierce and one of our main rivals is selling its exclusive brand as a⁶. They are doing this in order to persuade consumers to switch loyalty to their brands, even though they will lose money in the short term.

Language review

Past simple and present perfect

- A** Peter Fisher is *Caferoma's* Head of Sales. He is introducing himself and the company to new sales recruits. Complete his speech with the past simple or present perfect forms of the verbs in brackets.

Good morning and congratulations on becoming a member of *Caferoma's* successful sales team. I'm Peter Fisher, Head of Sales. First I'll introduce myself and then I'll tell you a little bit about your new company.

I *left*¹ (leave) university 20 years ago and then I² (go) to the United States. I³ (join) *Caferoma* 15 years ago and⁴ (work) in the Sales Department for 10 years. I⁵ (become) Head of Sales last July and I⁶ (not have) a holiday since then.

Caferoma⁷ (be) the market leader for many years now. A year ago we⁸ (reorganise) our Sales Department and, since November, our turnover⁹ (increase) by 12% and our share price¹⁰ (rise) sharply because of our excellent results. In the last three months we¹¹ (cut) costs by almost 5%.

Bringing us up to date, last week *Caferoma*¹² (launch) an advertising campaign for a low-priced decaffeinated product. It will be your first job to sell this product.

- B** Read this fax sent by Nathalie Druot, a sales representative in France for *Caribcool International*. Complete the fax with the correct form of the verbs in brackets.

Fax message

To: Marten Bros.
+ 44 132 1175
Attention: David Black
From: Nathalie Druot
Date: 9 September
Subject: Sales trip

Caribcool International

20 Rue de Pontoise
Paris 75005
France
Telephone: + 33 1 92 08 56 67
Fax: + 33 1 92 08 56 68

Pages including this: 1

Dear David

I've tried to phone you several times but have been unable to contact you. I know you want to hear about my recent sales trip, so I'm faxing you this short report.

During the trip, I *visited*¹ (visit) a number of supermarkets and hypermarkets in southern France where I² (give) presentations of our new products. There³ (be) a great deal of interest in our relaunched cola drink, *Gogo*. I think it'll be a winner over here. In Montpellier and Bordeaux, I⁴ (meet) the owners of some large retail outlets and⁵ (inform) them of our new discount policy. So far, no one⁶ (complain) about the lower discounts we are offering.

Last Saturday, I⁷ (go) to Montpellier and⁸ (have) an enjoyable lunch with Martine Roland – one of our best customers. She promised to buy 20 cases of *Gogo*, but I⁹ (not, receive) an order from her yet. I'll let you know as soon as I hear from her.

In Nimes, I ran into François Duperrier. He¹⁰ (have) a difficult time lately. He¹¹ (leave) his last job in May and since then, he¹² (be) unemployed. He knows the French market inside out. Maybe he could be our area rep in the South of France. What do you think? As you know, our sales in the South¹³ (fall) by almost 10% in the last

nine months or so. This can't go on. We must do something to improve our performance, and I'm simply not able to cover the whole of France by myself.

Some good news now. Our TV commercial for Gogo was shown for the first time last night. This morning several people¹⁴ (phone) me, saying how much they liked it. They think it effective – very clever and humorous! The commercial should really boost Gogo's sales and get everyone talking about the drink.

Finally, a word about my August sales report. I¹⁵ (just, finish) writing it, so you should get it in a few days' time. Sorry it's a bit late.

Best wishes

Nathalie

Writing
Making
recommendations

Read the memo that Mario Cumino, Managing Director of *Caferoma*, writes to Susanna Morelli, *Caferoma* Brand Manager. Then, using the notes she has made, write the memo that Susanna Morelli sends in reply.

CAFEROMA

MEMO

To: Susanna Morelli
From: Mario Cumino
Subject: Caferoma decaffeinated; Premium Blend
Date: 5 September

I have recently received several letters of complaint from customers concerning our new decaffeinated product. It seems that they cannot find the product when they look for it on the supermarket shelves. Since we are testing it in these cities, I cannot understand what the problem is. Please look into the matter and let me have your thoughts as soon as possible.

I would also like to know what action you have taken to improve sales of our Premium Blend brand. I am very concerned about the situation as this has been our best selling product for many years.

MC

NOTES FOR REPLY

Decaffeinated Product

Available in all supermarkets, but put on bottom shelves! Supermarkets make more money from their own brands.

Letter of complaint won't be effective. Better to offer managers cash to display our products properly.

Improving Premium Blend Sales

Not easy to increase sales. Price is too high. Packaging looks old-fashioned. Changes needed: Price reduction; new packet design; new advertising campaign focusing on the brand's qualities, image, etc.; special promotions, e.g. tasting sessions in big stores.

Vocabulary

A Match the sentences below to the situations in the photos.



a) At an airline check-in counter



b) On a plane



c) At reception in a hotel



d) In a restaurant



e) At a railway station



f) At car hire firm

- | | | |
|----|--|-----------|
| 1 | Which bus will take me downtown? |c.... |
| 2 | Could I have the bill / check please? | |
| 3 | How long will you be staying? | |
| 4 | What did you have from the mini-bar? | |
| 5 | Is this self-service? | |
| 6 | I'd like an aisle seat at the back. | |
| 7 | Did you pack the case yourself? | |
| 8 | When does the express to Montreal leave? | |
| 9 | Your baggage is 5 kilos overweight. You'll have to pay excess. | |
| 10 | It's \$1,000 for three days. Unlimited mileage. | |
| 11 | Is it automatic or manual? | |
| 12 | On the left, you can see the Adriatic coast. | |
| 13 | There may be turbulence over the Himalayas. | |
| 14 | I'd like a round trip to Chicago. | |
| 15 | Here's your boarding pass. | |
| 16 | We'll be landing in 25 minutes. | |
| 17 | Is this your hand luggage? | |
| 18 | This dish is quite spicy. | |
| 19 | Please return to your seats and fasten your safety belts. | |
| 20 | Smoking is forbidden in the toilets. | |