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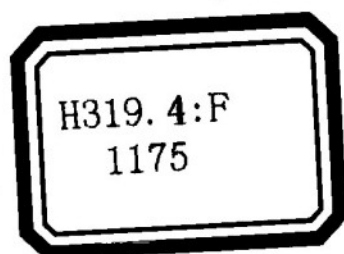
商业英语

● 行业英语系列教材

姜荷梅 等 编著



高等教育出版社



商业英语

COMMERCIAL ENGLISH

编著者

(以姓氏笔画为序)
朱寿根 林萍英
姜荷梅 胡原吉



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内容提要

本书是行业英语系列教材中的一册。内容新颖丰富且紧扣行业特点,练习形式多样。全书共有 15 单元,第 1~12 单元涉及商场日常会话,第 13~15 单元涉及商场营运、管理层工作等。本书可作为将走进商业行业的读者、商业领域的从业人员以及商业系统岗位培训的实用教材。

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前 言

随着我国对外开放的不断深入和成功加入世贸组织(WTO),商业领域已成为我国发展迅速的产业之一,商业服务人员接触外籍消费者的机会越来越多。如何用英语礼貌得体地接待日益递增的外籍消费者,使他们获得愉快而满意的购物经历是当务之急,除了能用英语熟练地进行日常的商业会话外,还须具备与本行业相关的专业知识。因此,为了尽快提高商业服务人员和管理人员的英语口语水平,我们编著了这本《商业英语》(Commercial English)。本书以商业知识为基础,以日常商业交际英语会话为主线,以实用为目的,在着重发展口语能力的同时,兼顾听、读、写技能。

与其他同类书籍相比,本书具有以下特点:

1. **新颖独特。**全书取材新颖,文体活泼,语言富有时代气息,听说图文并茂,练习互动性和实用性强。会话形式把常用词汇和功能句型融入到实际真实的工作场景中,便于读者掌握在具体工作情景下正确运用语言的技能。

2. **内容丰富。**全书共有15单元。第1~8单元为商场英语,按语言的交际功能和实际工作的需要分为接待和导购、询问和挑选、尺寸和形状、颜色和款式、质量和性能、道歉与建议、问价与还价、外币兑换、结账与付款。第9~11单元除了商品比较、商品使用及保养外,还涉及售后服务内容,如售后担保、包装与送货、调换与退款等。第12单元则为现代无店铺购物形式。第13~15单元着重选择超市内部运作环节为背景的情景对话,市场营销、商场营运日常工作,后勤与采购、信息管理等。主要包括收银、商品采购和促销、商品分类、商场布局、库存分析、信息数据收集、填写和分析报表、部门职能和管理层工作等诸多环节。每单元都有丰富的范例,许多表达方式使读者拿来即可使用。

3. **知识性强。**每单元正文前的概述(General Information)以及后面的阅读材料除了介绍与本行业相关的新知识外,还揭示一些中西文化方面的差异,以拓宽读者的专业知识面,增加跨文化意识。

4. **形式多样。**每单元的预热(Warming Up)活动用以激活学习者的兴趣和知

识储存,情景对话(Situational Conversations)语言地道、流畅、幽默,场景丰富、有趣,覆盖了本单元的所有情况。双人练习(Pair Work)大多是互动型;角色扮演(Role Play)让读者灵活地运用功能句型,融会所学的知识和语言,达到交际目的;小组讨论(Group Discussion)能加深对单元主题的理解,也是对主题深入讨论的延续。

5. 会话具有层次和纵深感。第1~12单元以各单元对话功能为主线,从初步接触到具体问题、到最后解决问题,情景自然,内容丰富、具体,层层推进,使读者能全面了解、演示整个以功能主线相串的整个对话过程,对进一步会话极有帮助。第13~15单元更是拓展了商业英语领域的另一个层次,内容涉及商场内部交流时应用的英语,对读者从事这方面工作很有帮助。

6. 词汇极富时代特色。每单元最后部分的分类词汇以及附录中的有关词汇,除了包括常见商店名、常用商品名称、商业术语、广告用语外,还附有反映最新现代科学技术发展意义的词汇。如刷卡(swipe)、掌上电脑(palmtop)、在线购物中心(online mall)、一站式购物(one-stop shopping)等。

本书除了可作为将要踏进本行业的读者以及已在商业领域的从业人员必备教材外,也可作为商业系统岗位培训或管理层人士提高自身英语会话水平的实用教材,还可作为英语爱好者、有意提高英语表达能力或争取获得晋升机会人士理想的自学手册。读者可根据需要选择某些单元学习。练习附有答案,便于读者检查自己的学习效果。

如果读者通过此书学习能得到启迪和帮助,使口语更加流利、知识更加丰富,那将是我们最大的欣慰。

本书前言和每单元的概述(General Information)承蒙上海商界同仁协会会长、上海商业职业技术学院常务副院长、资深商业专家、学者方名山研究员的修改和审阅,在此表示衷心的感谢。

我们在编著本书的过程中虽力求审慎,但疏漏之处恐在所难免,敬请专家、同行和读者批评指正,以便作好修订工作,使其日臻完善。

编 者

2003年12月

Contents

Unit 1

Where Can I Get the Things on My Shopping List?	1
---	---

Unit 2

Would You Like This Type?	17
---------------------------	----

Unit 3

What Size Do You Take, Sir?	33
-----------------------------	----

Unit 4

How Do You Sell It?	49
---------------------	----

Unit 5

They've Just Been Sold Out	65
----------------------------	----

Unit 6

Can You Make It Cheaper?	79
--------------------------	----

Unit 7

How Can I Pay?	95
----------------	----

Unit 8

I'd Like to Get This Prescription Filled	111
--	-----

Unit 9

We Guarantee the Computer for Three Years	125
---	-----

Contents

Unit 10

Please Fill in the Delivery Form	141
----------------------------------	-----

Unit 11

I Want to Get My Money Back	159
-----------------------------	-----

Unit 12

Have You Ever Bought Anything on the Internet?	173
--	-----

Unit 13

Store Marketing	189
-----------------	-----

Unit 14

The Operation of a Supermarket	205
--------------------------------	-----

Unit 15

Information Management	225
------------------------	-----

Appendix I

Keys & Tapescripts	242
--------------------	-----

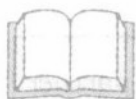
Appendix II

Supplementary Vocabulary	272
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UNIT

Where Can I Get the Things on My Shopping List?

Shopping facilities:	hypermarket, department store
Functional devices:	asking for and giving directions in a store
Classified vocabularies:	names of dairy products, beverages, vegetables, fruits, stores
Reading topic:	Three Commercial Giants



GENERAL INFORMATION

随着我国对外开放的不断深入,市场经济的不断发展,我国在商业业态、经营结构等方面都发生了很大变化,零售商店的类型也在不断增加。目前,我国零售商业主要有8大类业态:百货商店(department stores)、超级市场(supermarkets)、大型超市(hypermarkets)、便利店(convenience stores)、仓储式商场(warehouse markets)、专业商店(specialty stores)、品牌专卖店(monopoly stores)以及购物中心(shopping centers)等。

现在,人们的生活得到了充分保障,家庭收入和财产都有了很大提高和丰富。因此,人们的消费习惯也发生了变化。人们开始注重消费休闲化和便利化。有人把逛街购物当作一种休闲活动。休闲为主,购物其次,目的是感受都市生活。随着生活节奏的加快,思想观念的改变,以及我国电子商务的发展,购物方式也发生了巨大变化。有些人不希望花费大量时间和精力去商店购买商品,而是希望通过某种简单、快捷的方式来购买所需商品。一种以前在外国电影中才能看到的无店铺销售——邮电购物(shopping by mail)、电话购物(teleshopping)、电视购物(TV shopping)、网上购物(online shopping)、目录购物(catalog shopping)已在我国迅速发展起来。它为人们提供了方便、快捷、高效的购物方式。人们足不出户,只需打个电话或上网,就会有人送货上门。该种新型的商业零售业态给人们带来了全新的购物观念,它不仅减少商业流通的中间环节,也使商品价格低于其他零售形式,是现代家庭购物的新方式。

为节省时间或避免遗忘,许多顾客事先会写一份购物单。在大商场或超市购物时,直奔货物所在的地方。如果顾客不知道所购之物在何处,就可能会向营业员询问,这时营业员应愉快地指明位置或引领顾客过去。



Warming Up

What do you feel about shopping? Some people find shopping exciting and challenging. Some love shopping and are actually born shoppers. Others can't stand shopping. They shop only when absolutely necessary. The following is a shopping survey about your shopping habits. First write your answers. Then ask your partner the questions and write his/her answers to see if you agree with each other.

Shopping Survey

Questions	You	Your partner
1. Do you enjoy shopping? Why or why not?	_____	_____
2. How often do you go shopping?	_____	_____
3. How much time do you usually spend on each shopping?	_____	_____
4. What do you like to shop for the best?	_____	_____
5. What kind of stores do you like the most?	_____	_____
6. Do you like to shop alone or with someone? Why?	_____	_____



Situational Conversations

Scene 1

A

Listen and read. Are these statements true (T) or false (F)?

- Mrs Green and Mary have never done any shopping in Shanghai before. ()
- Their friend, Miss Wang, suggested they shop at a shopping center. ()
- They take their bags into the hypermarket. ()
- They get a trolley to put in what they want to buy. ()

(It's Saturday afternoon and Mrs Green is going shopping with her daughter, Mary.)

(G — Mrs Green M — Mary S — Salesclerk)

M: I'm ready. I'm so excited about doing our first shopping in Shanghai, mum.

G: Me too. Miss Wang, your father's secretary, suggested that we go to the Friendship Shopping Mall near here. There is a hypermarket called Carrefour in it.

M: Let's go.



(Mrs Green and Mary enter the shop.)

S: Welcome to our shop. Would you please deposit your handbag at our checkroom over there?

G: All right.

M: I'm going to get a handcart. We'll buy a lot of things. Excuse me, but where can we get a shopping cart?

S: On the right of the entrance.

M: Oh, I see. Thank you.



B

Stop and check your answers. Then listen to the rest of the conversation and write a shopping list of what Mrs Green and Mary have bought.

(A few minutes later.)

G: Excuse me, sir, could you tell me where I can get all the things on my shopping list?

S: Vegetable section is next to the frozen food section down that aisle on your left. Housewares, electronics, and clothes are on the second floor. Take your time to do the shopping and have a good time here.

G: Thank you.

S: My pleasure.

G: Let's go to the meat counter first.

M: What shall we buy?

G: We want some beef and a chicken. You know your father can't do without meat. Look, the chicken is splendid and the beef is of superior quality. Now let's go for dairy products.

M: All right. Here are the eggs, butter, and sour milk. What's next on the shopping list?

G: Beverages.

M: Let's buy tomato juice and instant coffee.



- G: It makes no difference for me. The next is fruit and vegetables.
- M: Come down this aisle, mum. Oh, the lemons and oranges look fine. Let's have some.
- G: Okay. Now the paper goods. (*They go upstairs.*) Let's get a packet of toilet paper and some napkins.
- M: They are on this rack.
(*Twenty minutes later.*)
- G: Let's check our shopping list now.
- M: Have we got all we need?
- G: Yes. Our cart is full up. Let's go to the cash register.



Listen again and check your answers with your partner. Then practise with him/her.



Scene 2



Read the conversation. Then listen and complete it.

(Lily and her boy friend, Jack, enter a department store.)

(L — Lily J — Jack S — Salesman)

- L: Wow! This new department store is certainly 1.
- J: Yes. You'll find what you want only if you know 2. It has eight floors. I think we can get what we want here.
- L: This is the first floor. How about 3 first?
- J: I'm afraid we don't have much time for shopping today. Shall we ask someone for 4 now?
- L: All right.
(Just then a salesman approaches them.)
- S: Good afternoon. Is there 5 I can do for you?
- L: Yes, would you please tell me where I can buy 6 pajamas and lipsticks?
- S: Women's clothing department is on the 7. Cosmetics department is here on the 8. Walk down this aisle and turn right. It's 9 the handbags.
- J: Can you tell me where I can get a pair of running shoes and a headphone?
- S: 10 is on the second floor and electronics department is in the basement. If you want to buy 11, you can check the floor plan. It has 12 all the



retailers on that floor. And there's one near the escalator on each floor.

L&J: Thanks a lot.

S: You're welcome.



Check your answers with your partner. Then act out similar conversations.



Words & Expressions

Carrefour /'kærəfɔ:/ *n.* 法国“家乐福”,世界著名商业零售连锁公司

hypermarket /'haɪpə'mɑ:kɪt/ *n.* 大型超市

handcart /'hændkɑ:t/ *n.* 手推车

housewares /'haʊsweəz/ *n.* 家用器皿(尤指厨房或浴间用具)

electronics /ɪlek'trɒnɪks/ *n.* 电子产品

superior /su:'piəriə/ *a.* 较好的;出众的

beverage /'bevərɪdʒ/ *n.* 饮料

aisle /aɪl/ *n.* 走廊,过道

napkin /'næpkɪn/ *n.* 餐巾,餐巾纸

rack /ræk/ *n.* 货架

receipt /rɪ'si:t/ *n.* 收条,收据

cash register <美> 收银机,现金出纳机

diary products 乳制品

floor plan 楼层平面图



Notes

1. ... your father can't do without meat: 你父亲(吃饭)离不开肉类食品。
2. It makes no difference for me: 对我来说没什么差别。



Communication Activities



Pair Work

Here are some items you can find in a department store. Work with a partner and list them under the departments they belong in.

dress

vacuum cleaner

men's socks

bedroom set

nail polish

children's shoes

washing machine

blouse

polish jeans

armchair

computer table

headphones

TV set

makeup

writing paper

file

men's suit

cordless telephone

perfume

running shoes

video games

highlighter

CD player

notebook

BASEMENT
Home Appliance
Dept.

MAIN FLOOR
Cosmetics Dept.

SECOND FLOOR
Shoes Dept.

THIRD FLOOR
Women's
Clothing Dept.

FOURTH FLOOR
Men's Clothing
Dept.

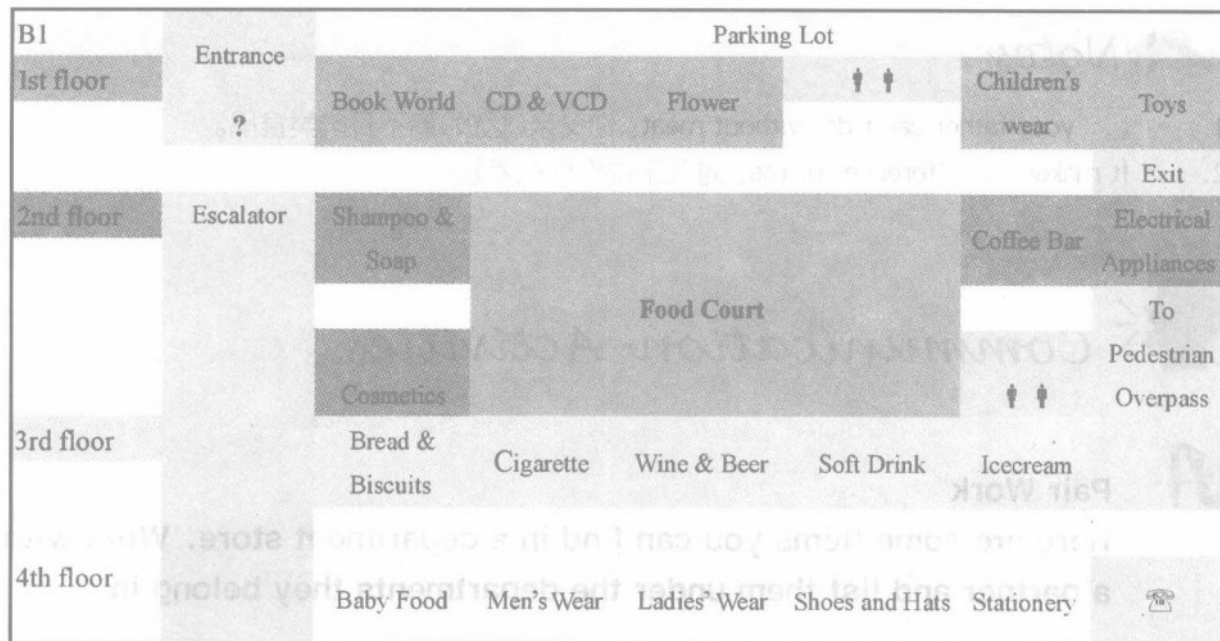
FIFTH FLOOR
Stationery Dept.

SIXTH FLOOR
Electronics
Dept.

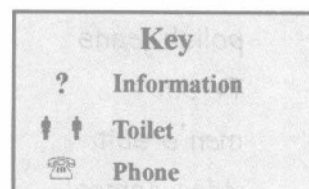
SEVENTH FLOOR
Furniture Dept.



Role Play



*Welcome
To
Susie Department Store*



Student A: You are a salesclerk of Susie Department Store. Greet your customer and give him/her directions according to the floor plan.

Student B: You are a customer and want:

- | | |
|---------------------------|------------------------|
| 1. to get a man's sweater | 4. to buy a pen |
| 2. to buy some cigarettes | 5. to buy a hair-drier |
| 3. to go to ladies' wear | 6. your own idea |

Role-play the situations using the expressions below. Then exchange roles.

Sample

A: Good morning, sir. May I help you?

B: Yes, I'm trying to find the shoes department.

A: It's on the fourth floor. The escalator is over there. This way, please.

B: Thank you.

A: You're welcome.

Useful expressions to ask for and give directions:

Salesclerk

Customer

Welcome to our shop. Can I help you?

Yes. I'd like a handbag of good quality.

Good morning, sir/madam/miss. Anything I can do for you? /Are you being served?

I want to see some watches. /I want to buy a pair of drip-dry (免烫) trousers.

Can I be your assistant? /Can I be of any assistance to you?

Yes. I'm looking for a scarf to match my coat.

Good afternoon. Can I show you anything?

I'm just looking(browsing), thanks.

What can I do for you, madam/sir/miss?

Where's the electronics department?

Customer

Excuse me. Where can I buy some pens?

Would you please tell me where to get /
Which department can I get a lamp?

Excuse me. Where is the food department please?

I'm looking for some shampoo.

Where can I exchange this CD player?

Salesclerk


Please go to the stationery department on the fourth floor.

You can get one at the furniture department on the sixth floor.

Please follow me. I'll take you there. It's on the third floor.

You can find the shampoo on the second floor.

You can do that in electronics department on the fourth floor.

 Do you know?

When Was the First Supermarket Opened?

Piggly Wiggly was the first self-service store (opened in 1916). Prior to 1916, when Clarence Saunders invented the self-service food store and named it Piggly Wiggly, shopping for food was an entirely different experience from what it is today. Customers presented their shopping lists to clerks who then selected the required items from the store's inventory.

The first supermarket was the King Kullen Grocery Company in New York (opened in 1930). In 1930, the first large self-service supermarket, King Kullen, was opened by Michael Cullen in a Long Island garage. He bought merchandise in large quantities and was therefore able to sell at a discount. Soon after, others followed suit.

