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## 剑桥商务英语 (高级) 基础知识应试综合练习

简新亚  
主编

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# 基础知识应试综合练习

Functional Activities for Higher Business English

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## 内 容 提 要

本教材是专门为参加商务英语考试的学生精心编写的。由资深商务英语专家主编，商务英语教学一线骨干教师联袂编写，共分16个单元，练习内容涵盖商务英语考试涉及的各方面的商务基础知识。每一单元均配有必考或常用商务词汇讲解及练习。在16个单元之后，附有各单元练习答案，供读者查对。本书的最大特点是针对性强、简洁实用。

本书主要读者对象为商务英语学习者，同时也可为商贸工作人员提供参考。

## 主编简介

**简新亚** 毕业于北京外国语大学英语系。曾在美国莱斯大学 (Rice University) 贝克国策研究所 (Baker Institute of Public Policy) 进修国际政治经济, 圣·托马斯大学 (University of ST. Thomas) 进修高级商务管理并长期从事外交工作和高阶英语教学。先后担任美国驻华大使馆高级翻译、中国驻美国休斯敦总领事馆领事、中国驻圣卢西亚大使馆临时代办, 以及剑桥商务英语高级证书考官, 具有丰富的英语教学和应用经验。

**主要著作:** 《英语写作指南》(中国广播出版社 1990 年)、《剑桥商务英语高级证书 BEC 3 写作指南》(与英语语言专家 Manrice H. Varney 教授合著, 南方出版社 2000 年)、《英文公务写作“快易通”》(清华大学出版社 2003 年)、《英文合同协议“快易通”》(清华大学出版社 2003 年)、《英文商贸联络“快易通”》(清华大学出版社 2003 年)、《剑桥商务英语高级证书 BEC Higher 写作指南》(南方出版社 2003 年)、《剑桥商务英语高级口语应试指南》(人民邮电出版社 2005 年)、《剑桥商务英语应试词汇选编》(人民邮电出版社 2005 年), 译著《帝国的代价》(世界知识出版社 1991 年)。曾参与多种英汉辞书的编写工作。

# 前 言

根据我国各类商科英语培训的需求以及商务工作人员实际工作的需要，针对商务英语考试以及现代商企工作人员所必须具备的商务本领，我们参照英美国国家现代商务英语培训内容，编写了《剑桥商务英语（高级）基础知识应试综合练习》。

本书按照商务英语基本知识分类，共分 16 个单元。练习内容涵盖商务英语方面的基础知识，主要包括：企业生产和运作、市场营销、公司类型、金融和银行业务、进口与出口、外贸支付、订货条款、代理人和代理行、保险业务、运输业务、证券交易、商品市场、财会业务、投诉理赔以及人力资源管理等内容。每个单元在练习题之后均配有词汇，对必考或常用商务词汇做了必要的注释，释义简洁准确。在 16 个单元练习之后，附有各单元练习答案，供读者查对。

本书最大特点是简洁实用。我们从繁冗的商务理论中提炼出简明实用的商务知识要点，便于读者通过练习迅速掌握现代商务工作中必须具备的商务知识。本书作为高端商务英语培训教材，受到使用过的教员和学员的认可和好评。本书对商务英语学习者乃至在中外企业的工作者掌握商务知识、提高商务英语水平、提高应试能力和工作能力均有裨益。

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## Exercise 1.1

From the group of words below, choose the word or expression that matches those in the list.

**Example:** like (right, similar, kind)

**Answer:** similar

### Group A

1. deals with
  2. manufacturing
  3. construction
  4. keeping
  5. customer
  6. satisfy personal needs
  7. trade
  8. basic materials for manufacture
  9. exchange
  10. what can be paid for
- 
- a. consumer
  - b. direct production
  - c. commerce
  - d. raw materials
  - e. making
  - f. demand (noun)
  - g. barter
  - h. building
  - i. is concerned with
  - j. preserving

### Group B

1. fruit/vegetables
  2. price of borrowing money
  3. name of product
  4. move
  5. more than is needed
  6. online banking
  7. e-commerce
  8. someone who finds people with right skills and experience to do particular jobs, and who tries to persuade them to leave their present jobs
  9. electronic mail
  10. embargo
- 
- a. surplus
  - b. brand
  - c. Internet banking
  - d. interest
  - e. headhunter
  - f. email
  - g. boycott, sanctions
  - h. produce (noun)
  - i. shift
  - j. electronic commerce

### Group C

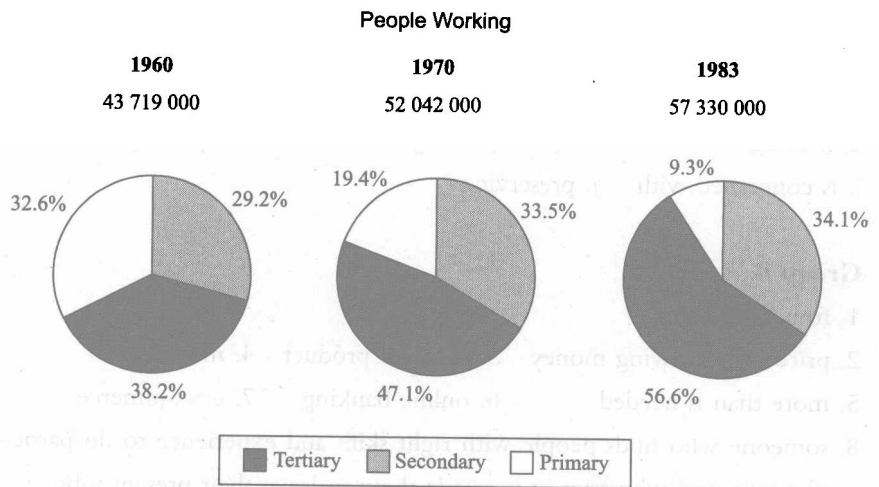
1. high pressure
2. someone who is extremely successful in their job or in school
3. upscale
4. smudge
5. profit margin
6. personality traits



7. production line    8. point of sale / point of purchase
9. the level of business activity at which a company is making neither a profit nor a loss
10. the way that people in a corporation think and behave
- a. break even    b. the place or shop where a product is sold    c. smear
- d. assembly line    e. corporate culture    f. stressful
- g. high flyer / high flier    h. typical ways of behaving
- i. the difference between the cost of producing something and the price at which you sell it    j. upmarket

### Exercise 1.2

The pie charts below show Japan's working population in 1960/70/83 and the percentage involved in different sections of production. After you have studied them, answer the questions.



1. What has happened to tertiary production since 1960?
2. How many did the working population increase by from 1970 to 1983?
3. What has been the percentage increase in personal and commercial services since 1960?
4. Which area of production has experienced the most losses since 1960?
5. Japan is one of the world's leading exporters in manufactured goods, so how can we explain the very small rise of 0.6 percent in secondary production over a thirteen-year period between 1970~1983?
6. Do you think social services and public administration have increased, decreased, or remained the same in the 23 years since 1960?

### Exercise 1.3

Use the right tense in the following extract.

**Example:** For many years people (accept) that international co-operation (be) necessary.

**Answer:** For many years people have accepted that international co-operation is necessary.

*Transport and communications (make) the world a smaller place than it (is) , so we all now (live) in what Marshall McLuhan (call) the ' global village' . And because we (become) a ' global village' we all (depend) on indirect production which (mean) co-operating to provide goods and services, so we are now interdependent with every country (depend) on another country or countries for survival. For a long time the East European Countries (import) food from the West, and the West (import) oil from the Middle East, and in return it (export) finished products so that it (pay) for its imports.*

*Therefore there (be) no country that (can say) it (be) totally independent.*

### Exercise 1.4

List under the four headings, the form of production that the people below are associated with. Four examples have been done for you.

Primary Production	Secondary Production	Commercial Services	Personal Services
Oil Driller	Manufacturer	Banker	Policeman
house painter;	insurance agent;	typist;	priest;
steelworker;	coal miner;	carpenter;	stockbroker;
school teacher;	doctor;	boat builder;	dentist;
train driver;	tailor;	wine grower;	nurse;
salesman;	shepherd;	lawyer;	builder;
architect;	toolmaker;	lumberjack;	presser;
weaver;	pop singer;	secretary;	accountant;
engineer;	fisherman;	hunter;	judge.

### Exercise 1.5

Give the nouns for the following words.

**Example:** inform

**Answer:** information

produce; direct; advise; educate; preserve; insure; social; economic;  
demand; specialize; supply; build; transport; standardize.

### Exercise 1.6

From the group of words below, choose the word or expression that is being described in the list.

**Example:** Production by which people satisfy their personal needs

**Answer:** direct production

1. The things we can take from nature.
2. Something additional that is produced during a natural or industrial process.
3. Something are made easier or less complicated.
4. All the things of one particular type are made the same as each other.
5. The practice of limiting your interests or activities to one particular subject.
6. When someone or something is replaced by someone or something else.
7. Permission given by a company to someone who wants to sell its goods or services.
8. Companies or shares that make a profit and are considered safe.

byproduct, substitution, blue chip companies/shares, simplification,  
franchise, specialization, natural resources, standardization.

### Exercise 1.7

Choice

1. When firms develop products, they access the markets of their com-

- petitors to determine their \_\_\_\_\_
- financial plans
  - marketing strategies
  - industrial strategies
  - geographic segmentation
  - business segmentation
2. Personal computers are subject to \_\_\_\_\_ because of the rapid changes in the development of computer hardware components.
- product feasibility
  - penetration price
  - planned obsolescence
  - the development of generic brands
  - technological obsolescence
3. E-marketing supports marketing research in all the following ways except \_\_\_\_\_
- low cost of personal surveys
  - speed of receiving marketing information
  - customer openness with opinions
  - access to customers of varied income levels
  - face-to-face interview
4. To develop new ideas for expanding their new product line, many firms have recently increased their investments in \_\_\_\_\_
- research and development
  - production facilities
  - distribution facilities
  - overseas production assembly operations
  - inventory control
5. Which of the following can be used by a firm to protect its investments in research and product development?
- marketing research
  - patents
  - demographics
  - target market selection
  - product mix

6. The first step in creating a new product is to \_\_\_\_\_
  - a. assess the feasibility of the product
  - b. develop a product idea
  - c. design the product
  - d. test the product
  - e. distribute and promote the product
  
7. New and revised products may be tested through \_\_\_\_\_
  - a. commercialization
  - b. geographic sales
  - c. product life cycle
  - d. family brands
  - e. marketing research
  
8. All of the following are methods commonly used to differentiate products from those of competitors except \_\_\_\_\_
  - a. quality
  - b. design
  - c. tax policies
  - d. packaging
  - e. branding
  
9. Many \_\_\_\_\_ strategies are focused on convenience.
  - a. packaging
  - b. economic
  - c. partnership
  - d. obsolescence
  - e. finance
  
10. Products that are not branded by the producer or retail store are called \_\_\_\_\_
  - a. manufacturer brands
  - b. national brands
  - c. store brands
  - d. obsolete brands
  - e. generic brands

## Exercise 1.8

### Choice

- All of the following are benefits of product branding except \_\_\_\_\_
  - greater company name recognition
  - lower prices
  - easier to introduce new products
  - easier to enter new geographic markets
  - easier to obtain retail store shelf space
- The process of combining two non-competing products at a discounted price is called \_\_\_\_\_
  - complementary advertising
  - multiple discounts
  - co-branding
  - sales promotion double
  - quantity pricing
- Sales of the product increase rapidly during the \_\_\_\_\_ phase of the product life cycle.
  - maturity
  - introduction
  - saturation
  - growth
  - declining
- Which of the following pricing strategies would likely be used in a market where no other competitive products are available?
  - cost-based pricing
  - penetration pricing
  - predatory pricing
  - price skimming
  - defensive pricing
- Managers typically attempt to set a price that will maximize a firm's \_\_\_\_\_
  - value
  - cost
  - production

- d. advertising
  - e. promotion
6. When a firm lowers its price and total revenue increases, it tells us that \_\_\_\_\_
- a. the demand for the product is price-inelastic.
  - b. a penetration pricing strategy is being followed.
  - c. consumers are not very responsive to price changes.
  - d. the demand for the product is price-elastic.
  - e. the firm is using a price-skimming strategy.
7. Some pricing decisions are directly related to the supply of \_\_\_\_\_
- a. social values.
  - b. social norms.
  - c. maintenance operations.
  - d. creditors in the marketplace.
  - e. inventory.
8. Which of the following pricing strategies adds a profit markup to the per-unit cost of production?
- a. prestige pricing
  - b. cost-based pricing
  - c. defensive pricing
  - d. profit pricing
  - e. penetration pricing
9. When a cost of production remains unchanged regardless of how many units are produced, it is referred to as \_\_\_\_\_
- a. variable.
  - b. semi-finished.
  - c. fixed.
  - d. in process.
  - e. terminal.
10.  $(\text{Fixed Cost}) + (\text{Quantity} \times \text{Variable Cost per Unit})$  describes \_\_\_\_\_
- a. Total Cost.
  - b. Total Revenue.
  - c. Break-even Point.
  - d. Profits.
  - e. Average Cost per Unit.

11. The break-even point occurs when \_\_\_\_\_
- profits are maximized.
  - sales are at a minimum.
  - total revenue equals total cost.
  - contribution margin is highest.
  - sales discounts are minimized.
12. Discounts \_\_\_\_\_
- are considered predatory pricing.
  - work best in price-inelastic situation.
  - tend to erode profits.
  - attract consumers who are price conscious.
  - are an inefficient means of segmenting the market.

### Exercise 1.9

Complete the following idiomatic expressions using one of the words in the box below.

- We must get the order out as soon as possible – \_\_\_\_\_ is money.
- We'll have to work against the \_\_\_\_\_ to get the job finished.
- We thought we'd lost the contract but at the eleventh \_\_\_\_\_ they change their minds.
- On the spur of the \_\_\_\_\_ he decided to hand in his resignation.
- I've told you \_\_\_\_\_ and again not to make personal phone calls in office hours.
- The report arrived in the nick of \_\_\_\_\_ .
- The plane landed at seven o'clock on the \_\_\_\_\_.
- I'm afraid business methods have changed – you can't put the \_\_\_\_\_ back.
- I should get rid of that old file; you won't look at it in a \_\_\_\_\_ of Sundays.
- Unless anyone has any points to add, I suggest we call it a \_\_\_\_\_.

month	clock	moment	day
hour	dot	time	



**常用专业词汇**

byproduct	副产品	demographics	人口统计
product mix	产品组合	segmentation	市场细分
patents	专利	penetration price	渗透性价格
primary production	第一产业	secondary production	第二产业
tertiary production	第三产业	commercial services	商业服务业
personal services	个人服务业	production line	生产线
upscale	高端市场, 高消费群	internet banking	网上银行
target market	目标市场	commercialization	商业化
technological obsolescence	技术老化, 技术陈旧		
generic brands	非专利品牌, 功能性品牌		
electronic commerce	电子商业		