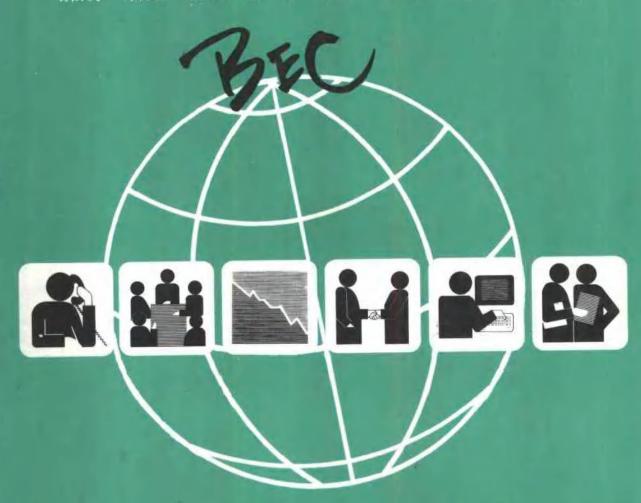
剑桥国际商务英语 自学辅导手册

王松美 项顺娱 王武兴 常 璐 刘浦江 项 峣 编著 杨潮光 审订





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国家教委考试中心 华夏出版社

剑桥国际商务英语

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 王松美
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前言

《剑桥商务英语教程自学辅导手册》是与 BEC 2《剑桥国际商务英语》 (学生用书)配套的教材。本书可供正在学习商务英语的学生、报考"剑桥商 务英语证书(BEC 2)二级考试"的考生以及具备中级到中高级水平的英语 自学者使用,还可供教师和涉外商贸工作者在工作中参考使用。

本书的实用性很强,旨在帮助使用者学会使用商贸英语词汇用语,理解纯正的英语词句,并掌握在涉外商贸交往中必备的口头交流及书面表达的技能技巧。书中的各单元与学生用书的每一单元同步,便于学生查询、使用。对《学生用书》上的听力部分设立了"预习",预习部分包括:重点词汇、重点句子注释以及练习,帮助学生理解听力部分的内容;对《学生用书》上的重点课文及难度较大的课文做了注释或翻译;对交际功能方面的有用语句进行了归纳总结及必要的补充;对商务内容进行了深入浅出的详尽的讲解;提供了范例及形式多样的练习,如:填充、完形、补全对话、配对、判断正误、回答问题以及指导性写作等。听力原文详见微望新属铜商务英语》(教师用书)的有关部分。

在编写过程中,承蒙对外经济贸易大学国际交流学院英语教授杨潮光对全书进行认真审订,在此表示由衷的感谢!

编者

1996年1月

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1 Face to face 会晤

本单元的重点是介绍在商务交往中和对方进行交谈的技能和技巧,包括会见、问候、提出问题、了解对方的国家和国籍、以及建立良好的关系。

词汇和词组(Words and Expressions)

aggressive[əlgresiv] adj. 爱寻衅的 a management training course 管理培训班 adj. 恼人的 nationality [næʃəˈnæliti] annoying [əˈnɔiɪŋ] appointment[ə¹pointment] n. 约会 New Zealand[nju;'zi;lənd] n. 新西兰 arrange[ə¹reindʒ] vi. 安排 Norway['no:wei] n. 挪威 n. 巴基斯坦 as far as I know Pakistan[,pa;kis'ta;n] 据我所知 career[kə¹riə] receptionist[ri'sep[anist] n. 接待员 n. 生涯 recommend[irekəimend] vt. 推荐 Chicago[ʃiˈkɑːgəu] n. 芝加哥(美国第二大城市) vt. 补偿 client['klaiənt] n. 客户 recompense['rekəmpəns] relationship[ri'leifan[ip]] n. 关系 community [kəˈmju;niti] n. 社区;(政治)共同体 the European Community (EEC) 欧洲共同体,又称 reminder[ri'maində] n. 提醒物(如书信) rewarding[ri'wo:din] adj. 有得益的,值得做的 欧洲经济共同 the European Economic Community Saudi Arabia[ˈsaudi əˈreibjə] n. 沙特阿拉伯 体 adv. ……得多 Scotland ['skotland] n. 苏格兰(英国大不列颠岛的 considerably[kənˈsidərəbli] 一部分) definition[defi'nifan] n. 定义 sincere[sin'siə] do business with 与某人做生意 adj. 真诚的 superior[sju(;)'piəriə] n. 上级 efficient[i'fifant] adj. 效率高的 Sweden['swi;dn] n. 瑞典 enjoyable[in'd3piabl] adj. 愉快的 Switzerland['switsələnd] n. 瑞士 firm[fə;m] n. (合伙的)商号,商行;公司 vt. 使感到灰心,失望 talk shop 说行话,三句话不离本行 frustrate[fras'treit] tutor['tju:tə] n. (大学,学院中的)导师 frustration[fras'treifan] n. 使人灰心失望的事 n. 多伦多(加拿大安大略省的首 Toronto[təˈrəntəu] get on with sb. 和某人相处 府) [bolend] Holland n. 荷兰 n. 威尔士(英国大不列颠岛的一部分) Wales [weilz] influence['influens] vt. 影响 management['mænid3mənt]

1.1 First impressions ··· 初次印象

A 用英语和人交谈时,正确地使用称呼,是有关社交礼貌的重要问题。英语姓名和汉语相反,名字在前,称为 first name,美国人又称之为 given name,英国人又称之为 Christian name (教名);姓在后,称为 last name,或 surname,family name.如:

John Smith Peter Brown Alice Green (名)(姓) (名)(姓) (名)(姓) 与人交谈时称呼有几种方式:

- 1.用 Mr, Mrs, Ms 或 Miss+姓。表示尊敬,礼貌,较为正式。 Mr, Mrs, Ms 不单独作呼语,不能说:Good morning, Mr/Mrs/Ms. Miss 可以单独作呼语,用于学生称呼女老师;一般人称呼女招待,女店员;店员,仆人称呼未婚女子等。
- 2. 用名字。通常用于熟人之间,是友好的或非正式的称呼法。
- 3. 不知对方姓名时可用 sir 或 madam 表示尊敬。
- 4. 对有头衔的人,用头衔+姓表示尊敬。如:Dr. Smith(史密斯博士) Prof. (Professor)Black(布莱克教授)
- 注意当面称呼时一般不用全名。

<u>注意当面称呼时一般不用至名。</u>
练习——指出下列句子中的呼语是否正确。〉〈表示正确,×表示不正确。
(1. Good afternoon, Mrs White!
(√) 2. What can I do for you, madam?
(>) 3. Hello, Alice Green!
(>) 4. How are you, Mr?
(\checkmark 5. Alice, this is my friend Helen.
(\x) 6. Your Letter, Prof. John Smith.
(), 7. I'm pleased to meet you, Ms.
(×) 8. Welcome to our company, Mr Peter Brown.
() 9. Can I help you, miss?
(\) 10. Excuse me, are you Dr Ford?
练习二 听录音。* 填出每段对话中所缺的词或句子。再听一听哪一段中的来访者受到了有礼貌的、友好的接待。 1. Woman; Good, Mr Green, how again.
2. Man: Good morning, madam,?
3. Man: Good afternoon Mr Ferguson please.
4. Man:, madam, can I help at all?
5. lst man; Er Good morning, sir. Do?
6. 2nd man; Yes, erI' Ms Shapiro. I think I may be a bit early
7. Woman: Good morning, Mr Rossi?
8. Man; Er…hello, Miss Macdonald, I'm mer… Mrs Sanderson
9. Man: Good morning, Martin Mr Suzuki.
10. Woman; If You'll just, Mr Martin, I'll
С
练习。选择方框中的词汇分别填入下列表格中,表示:

• 本书中的录音均为教材原版听力内容,与"BEC 2考试丛书"配套发行。听力的文字资料详见《剑桥国际商务英语·教师用书》,下同。

many commences to the control of the second of the second

(在商务交往中)我设法给人……的印象,及:

戏 calm lazy confident(自信的) nice stupid alert(机灵的) selfish(自私的) tricky(要花招的) polite sleepy reliable(可靠的) honest friendly intelligent(明智的) sly(狡猾的) quarrelsome(爱争吵的) helpful clumsy(笨拙的) rude foolish(愚蠢的)

I try to be	I try not to be
calm	Lazy
confident	stupid
nice	selfish
alert	tricky
polite	sleepy
reliable	·sky
honest	quarrelsome
<u>frlendly</u>	dumsy
intelligent	rude
not ful	foolish

D

练习 比较下列各组句子,指出当企业的工作人员客气地接待来访者时用句1)还是句2)。

1. 1) Hi, can I help you?

2)Good morning.can I help you?

2.1)Good afternoon, sir. 🗸

2) Hello, sir.

3. 1) What can I do for you, Mr Green? V

2) What do you want, Mr Green?

4. 1) Welcome, Ms Gao. Won't you have a seat 2 2) Take a seat, Ms Gao.

5.1)Mr White is out. Wait a moment.

2)Mr White is out. Will you please wait a moment?

1.2 Asking questions 提出问题

Α

参考回答

1. Did you have a good flight?

5. When would you like to see round the factory?

2. Who would you like to see?

- 6. Are you travelling alone?
- 3. Who did you speak to last time you came?
- 7. How long are you planning to stay?
- 4. Who recommended this particular hotel to you?
- 8. Has your husband been here before?

₿

练习 假设你正在和一位印度客户进餐,你们相处融洽。这位客户第一次到中国来。进餐时你可以 向他提出下列问题,根据汉语完成这些问题:

- 1. Have you ornived you ? (你刚到吗?)
 2. Did you hauk q. good journey? (旅途愉快吗?)
- 3. Are you Madian ? (你是印度人吗?)
- 4. 1s thow first trip to be the ? (你是第一次到北京来吗?)
- 5. How do you think about 27? (你觉得北京怎么样?)
- 6. How long day one plan to stay here? (你打算在这儿呆多长时间?)
- 7. Which part of <u>Indianally we</u>记(你是印度什么地方的人?)
- 8. What's about the weather that (那里的天气怎么样?)
- 9. Is your firm a large one ? (你的公司很大吗?)
- 10. What kind of husines s ke your ? (你的公司做什么生意?)

1.3 Do you enjoy your work? 你喜欢你的工作吗?

What do you do? 是询问对方的职业最常用的表达法。如:

- What do you do? 你是干什么工作的?
- I'm a salesman. 我是个推销员。

听录音,注意下列问题:

- 1. 说话人的工作是什么?他或她在哪儿工作?
- 2. 说话人认为他的工作中什么事情使他感兴趣,或对他有好处?什么事情使他恼火或灰心丧气?

听力1

预习

area [ˈɛəriə] n. 地区

IC more or less 或多或少

I'm described as an area sales manager.

in some measure 有几分

我是地区销售经理。

minimal ['miniml] adj. 最小的

sales rep = sales representative 销售代表

get one's back on sb. 不理睬某人

query ['kwiəri] n. 询问,质疑

听力2

预习

portfolio [pɔ;t¹fəuljəu] n. 一批有价证券

account [ə'kaunt] n. 帐;帐户

multi-national ['mʌlti'næ[ənl] adj. 跨国的,多国的

excess funds 过量资金

corporation [,ko:pə'reiʃən] n. 公司

profit ['profit]

fit] n、利润;效益

responsibility [ris₁ponsə¹biliti]

n. 职者 bureaucratic [ˌbjuərət

bureaucratic [ˌbjuərəuˈkrætik] adj. 官僚主义的

credit ['kredit] n. 信用

We are one of the few areas within a headquarters-type atmosphere where there is a profit centre bottom line.

在一个类似总部的环境里,我们是仅有的几个能影响公司的根本效益的部门之一。

We tend to produce a lot of paperwork and reports that don't seem to have any fit with today's company business. 我们要写出许多与当前公司的生意无关的文件和报告。

4

听力3

预习

commercial [kə/mə:[əl] adj. 商务的 commercial lender 商务贷款人

suburb ['sʌbəˌb] n. 郊区 n. [复]资产 assets ['æsets]

purchase ['part[as] a community-oriented bank 面向社区的银行

[leuthividual [,indi'vidjuəl]

diverse [dai'və:s] adi. 多种多样的 mortgage ['mə:gidʒ]

n. 贷款 loan [laun]

opportunity [papaltjumiti] n. 机会 variety [və¹raiəti] n. 多样性

restriction [ris'trik[ən] n. 约束,限制

defer [dilfa: vt. 使延期

competition [,kompiltifen] n. 竞争

And it allows me the variety of work that working at a large multi-billion bank does not have to offer as you'll be working in narrow job description handling one type of lending. 这使我的工作变化多样,而这在拥有亿万资 金的大银行里是不大可能的,因为在那种大银行里,你的工作范围很窄,只处理一种贷款。

听力4

预习

处理(某事);和(某人)打交道 deal with

telex [teleks] n. 用户电报

fax [fæks] n. 传真 all walks of life 各行各业

adi. 恼人的 irritating [liriteitin]

communication [kə,mju:ni'ke:[an]

说实在的,好打交道的人比令人反感的人多。 The nice ones outnumber the irritating ones really.

It's communication, whether it be with telex or fax and that can all be fun as well if you're having problems getting through and finding out why ...

人们交流,不论通过电报或传真;即便交流有困难,还得去找出困难所在,也还是挺有意思的……

你见过…… Have you met…? 1.4

工作交往中介绍双方相识,一般遵循如下的原则:

把职位低的先介绍给职位高的;年轻的先介绍给年长的;男士先介绍给女士。

在表格中填出应该如何给下列双方介绍。箭头表示一

manager of the personnel department _ 人事部经理 1. Ms Lee

Miss Bell

new office assistant

新来的秘书

2. Mr Martin

sales manager

销售经理

Mr Brown

salesman from another company

3. Miss Day

receptionist

technical adviser

技术顾问

Mr Adams 4. Ms Green

general manager 总经理,

Mr Young

年轻的客户! young client

5. Mr Hunt

technician

Miss White new colleague

1. —	→
2.	• • • • • • • • • • • • • • • • • • •
3.	
4.	→
5. —	-
介绍双方相识时,介绍者可根据双方的身份、地	位、年龄等条件,分别用下列介绍用语:
Allow me to introduce my colleague ···	Jane, this is Peter.
May I introduce (you to) our manager ···	Mr Johnson, have you met my friend Mr …?
Mr Jones, I'd like to introduce my friend	Eddie, do you know my friend Mr ··· ?
Let me introduce (you to) ···	I don't think you've met my friend Mr …
Mr Jones, I'd like you to meet	
被介绍的双方互致问候,通常说:	
- How do you do?	— Hello!/Hi!
(正式) — How do you do	(较随便) — Hello!/Hi!
还可以再说:	
Pleased to meet you. Glad to meet you. Nice to	o meet you. Good to meet you. 或 How are you? 等,
然后开始交谈。	
自我介绍时,可以用下列介绍用语:	
May I introduce myself? My name is	
I'd like to introduce myself. My name is	
Good morning, my name is	
Hello! My name is	
How do you do? My name is	
也可以说 I'm ···	
_ · · · · · ·	
练习 完成下列对话:	
Clerk: Mr Gates, may I in troduct Gates: How doyn do ?	you to our manager Mr Liu Qing?
Gates: How doyou do ?	
Liu: How do you do ? W.	elcome to China, Mr Gates. to this trip. It was very good of you to
Gates: Thank you. I've been looking	to this trip. It was very good of you to
invite me.	
	My name
Joe: Good morring ! I'd like t	o introduce myself is Joe Garden. I'm
, 	The state of the s
from Atlantic Press (大西	有洋出版社)。

6

Peter Mary Ray: Mary Ray:	Hi! Nice to sel you, R. Nice to msec you What do you do	too.
	A ['ekspo:t]adj. 出口的 nator[kəu'ə:dineitə]n. 协调员	assistant [əˈsistənt] n. 助手 personnel [ˌpəːsəˈnel] n. 人事(部门)
练习 (((根据录音判断下列句子是否正确。 《表示)1. Alex White introduces himself.)2. Chris Grey is head of personnel.)3. Alex is looking for Jim Price's office.)4. Mr Price is on the sixth floor.	正确,×表示不正确。
	B row ['hi:frau] n. 希思罗机场(伦敦的主要机场) emouth ['bo:nmaf] n. 波茅斯(英国南部一城市)	divert [dai ^l vəːt] vt. 转向
练习 (((根据录音判断下列句子是否正确。 《表示: 1. Ms Smith is from the sales office in Tor12. Liz Jones has just arrived.13. There was a big fog at Heathrow.14. Liz had to go by bus from Heathrow to	onto.
Miami Black	C tina [ˌaːdʒənˈtiːnə] n. 阿根廷 [maiˈæmi] n. 迈阿密(美国港市) for me ··· white with sugar for me. 指不加牛奶的咖啡,white 指加牛奶的咖啡。	Buenos Aires ['bwenos 'aiəriz] n. 布宜诺斯艾利斯(阿根廷首都) Mendoza [men'dəuzə] n. 门多萨(阿根廷西部 -城市)
练习 ((根据录音判断下列句子是否正确。 《表示》 1. Mr Evans has met Miss Lucas before. 2. It is four years since they last met. 3. Mr Evans is from Argentina.	

1.5 Around the world 世界各地

在商务活动中可能会和世界各地许多国家进行业务交往,因此,了解各国的政治经济概况、地理位置、风土人情等很有必要。首先,要知道该国的英语名称,国民的称呼,以及所用的语言。

根据下面表中列出的国家的国名、国民的称呼、首都及所用的主要语言,做下列练习:

Country 国名	Person(sing.) 国民(单数)	Language(s) 主要语言	Capitel 首都
Argentina	Argentino	Spanish	Buenos Aires
阿根廷	阿根廷人	西班牙语	布宜诺斯艾利斯
Australia	Australian	English	Canberra
澳大利亚	澳大利亚人	英语	堪培拉
Austria	Austrian	German	Vienna
奥地利	奥地利人	(徳 语	维也纳
Canada	Canadian	English + French	Ottawa
加拿大	加拿大人	英语 法语	渥太华
China	Chinese	Chinese	Beijing
中国	中国人	汉语	北京
Denmark	Dane	Danish	Copenhagen
丹麦	丹麦人	丹麦语	哥本哈根
Egypt	Egyptian	Arabic; English	Cairo
埃及	埃及人	阿拉伯诺 英语	开罗
France	Frenchman; French- woman	French	Paris
法国	法国人	法语	巴黎
Germany	German	German	Bonn
德国	德国人	德语	波恩
Greece	Greek	Greek	Athens
希腊	希腊人	A 希腊语	雅典
Japan	Japanese	Japanese	Tokyo
日本	日本人	日语	东京
Mexico	Mexican	Spanish; English	Mexico City
墨西哥	墨西哥人	西班牙语 英语	墨西哥城
New Zealand	New Zealander	English	Wellington
新西兰	新西兰人	英语	惠灵顿

Country 国名	Person(sing.) 国民(单数)	Language(s) 主要语言	Capital 首都
Norway	Norwegian	Norwegian	Oslo
挪威	挪威人	挪威语	奥斯陆
Poland	Pole	Polish	Warsaw
波兰	波兰人	波兰语	华沙
Spain	Spaniard	Spanish	Madrid
西班牙	西班牙人	西班牙语	马德里
Sweden	Swede	Swedish	Stockholm
瑞典	瑞典人	瑞典语	斯德哥尔摩
Thailand	Thai	Thai; English	Bangkok
泰国	泰国人	泰语 英语	曼谷
Russia	Russian .	Russian	Moscow
俄罗斯	俄罗斯人	() () () () () ()	莫斯科
The United Kingdom	Englishman : English- woman	English	London
英国(联合王国)	英国人	英语	伦敦
The United States of America	American	English	Washington
美国	美国人	英语	华盛顿

练习一 说出 Robert 的10位朋友是哪国人或说什么语:

~,r, ... ·

Robert is going to invite 10 friends to a dinner party;	
1. The first one comes from Canada. He is a	
2. The 2nd one comes from Germany. He is a	
3. The 3rd one is an old lady. She comes from Sweden. She is a	
4. The 4th is Robert's classmate. He is from Australia. He speaks	
5. The 5th is an Asian. He comes from Thailand. He is a	
6. The 6th is an athlete (运动员). He is from Norway. He is a	
7. The 7th is Robert's aunt. She is a New Zealander. She speaks	
8. The 8th is from Russia. He is a Russian. He speaks	
9. The 9th is from Paris. She is a	
10. The last one is a pretty girl. She comes from Greece. She is a, hut	she speaks
very good English.	
练习二 完成下列句子:	
1. An Argentino speaks 3. A Japanese speaks	
2. An Austrian speaks 4. A Dane speaks	
	0

В

参考回答

Latin American nations; Argentina, Brazil, Chile, Colombia, Peru
Countries in the Middle East; Iraq, Kuwait, Saudi Arabia, Syria, Lebanon
Countries in the European Community; Belgium, France, Germany, Italy, Spain
Countries in Eastern Europe; Bulgaria, Albania, Hungary, Poland, Romania
African states; Egypt, Kenya, Nigeria, Morocco, South Africa
Asian countries; China, Japan, India, Pakistan, Thailand

1.6 Developing relationships 建立良好的关系

随着交往的深入,彼此之间逐渐熟悉,双方的关系有了发展,可以不必太拘泥于礼节,比如称呼,可以从 Mr, Mrs, Ms 或 Miss 转为直接叫名字。如果对方在第一次见面时就说:(例) My name is Tom Smith. Please call me Tom. 你最好尊重对方的意见,同时你也请对方直呼你的名字。交谈的内容也可以从谈工作发展到聊天,从寒喧发展到谈共同感兴趣的题目。

В

下面有几段对话,请听录音,并判断谈话者之间的关系如何;他们的职业及谈话的内容是什么?

听力1

预习

Copenhagen [,kəupən'heigən] n. 哥本哈根(丹麦首都) be wrapped up 被掩盖着flu [flu;] = influenza [,influ'enzə] n. 流行性感冒 on-going 不断发展的

Crystals got in before us. 克丽丝特在我们之前插进来了。

… the trouble is that we've got an on-going problem. 麻烦的是我们以后的问题越来越大了。

参考回答

Tony and the other man have a cordial informal relationship. Tony is an overseas sales rep and the other man is the Export Sales Manager. They're talking about problems Tony encountered on a visit to a client in Copenhagen.

听力2

预习

worksheet ['wəːkʃiːt] n. 工作单 work out 作出,制订出 urgent ['adʒənt] adj. 紧急的
nonurgent ['non'adʒənt] adj. 不紧急的
essential [i'senʃəl] adj. 必要的

参考回答

10

The boss is very friendly and informal but is superior to Barry and Susanna. The boss is probably office manager and the other two are clerical staff. The boss is explaining who is who in the office.

听力3

预习

go through 重复一遍 terminal ['tə:mini] n. 候机处 pick up sb. (开车)接某人,pickup是和它相对应的名词 flight [flait] n. 班机

参考回答

Mr Green behaves very much as the driver's boss (he is quite authoritarian). Mr Green is probably the transport manager and Martin is a driver. They are talking about a pickup Martin has to make at the airport.

听力4

预习

sketch [sket]] n. 草图

再试试

border ['bordə]

n. (花园里沿边的或走道两边的)花坛

go 试一次,于一次,如:

Maybe you could try another go at that.

也许你可以

Let me have a go. 让我试一试。

参考回答

The woman and Geoff are of equal status and they have an informal relationship, but she is perhaps younger or less experienced. They are probably commercial artists or designers. She's asking him to evaluate some work she has done.

听力5

预习

have a word (with sb.) (和某人)说句话

get in 抵达

have a day off 休(请)…天假

参考回答

Tony is junior to Mrs Lang, she is his boss and they have a fairly formal relationship. We can't tell what their jobs are. They are talking about Tony having time off on Friday.

练习答案(Key to Exercises)

1.1 A

练习— 1. ✓ 2. ✓ 3. × 4. × 5. ✓ 6. × 7. × 8. × 9. ✓ 10. ✓

练习二 1. evening, nice to see you 2. can I help you 3. I'd like to see 4. Hello 5. you have an appointment 6. ve arranged to see 7. How are you today 8. afraid, isn't back from lunch yet 9. my name's, I'm here to see 10. take a seat, let him know you're here

C 练习

I try to be	I try not to be
calm	lazy
confident	stupid
nice	selfisb
alert	tricky
polite	sleepy
reliable	sly
honest	quarrelsome
friendly	clumsy
intelligent	foolish
helpful	rude

D 1.2) 2.1) 3.1) 4.1) 5.2)

1. 2 B

练习

- 1. Have you just arrived?
- 2. Did you have a good journey?
- 3. Are you from India?
- 4. Is this your first trip to Beijing?
- 5. How do you like it (Beijing)?

- 6. How long do you intend to stay here?
- 7. Which part of India are you from?
- 8. What's the weather like there?
- 9. Is your firm a very large one?
- 10. What kind of business does your firm do?

Ð

- 8. I believe you've met Mr Suzuki?
- 9. Do you think it would be best to send them a reminder?
- 10. I don't think they normally pay up on time. Is that right?
- 11. You're waiting to see Miss Weber that's right, isn't it?
- 12. As far as I know, Mrs de Souza isn't arriving till tomorrow.
- 13. Am I right in saying that your new receptionist doesn't speak English?
- 14. It must be quite difficult to sound efficient and friendly towards the end of a long hard day, don't you tbink?

1.4

练习

- 1. Miss Bell → Ms Lee
- 2. Mr Brown Mr Martin