



普通高等教育"十一五"国家级规划教材

# Oral Business English

## 商务英语口语

主 编 方 红 课件制作 南京大学网络教育学院

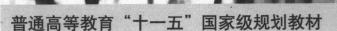




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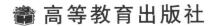




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#### 前言

《商务英语口语》是为大学一、二年级本科生设计的口语教材,配有多媒体课件。本教材的教学目的是提高学生的英语口语表达能力,并在口语训练的同时向学生介绍国际贸易实务。本教材的教学内容共十二个单元,每个单元由示范对话、学生对话、单项训练、短文、视频欣赏和录音练习六个部分组成。第一部分的示范对话是每个单元的核心,它在内容上前后承接,主要围绕美国商人马库斯到中国购买办公家具、洽谈作为汤普森·南京公司北美代理这一主要情节展开,内容涉及付款、包装、运输、理赔、仲裁与合同签署等外贸洽谈中的重要环节。每个单元的第二至六部分,一方面巩固课文中学习的内容、词汇、句式与表达法,另一方面适当介绍制造业、旅游业、时尚业、广告、餐饮、媒体、动画制作等多种商业活动的内容及常用的英语词汇。

本教材遵循以学生为教学主体的理念,课文的呈现方式、练习设计与多媒体课件的功能等均体现了这一教学理念。课文的示范对话和与之配套的学生对话分别有文字版与动画版,动画生动、形象地表现了对话内容;文字版则配有词汇与中文翻译。每个单元有标注不同难度系数的练习。配套的多媒体课件使学生能在电脑上进行跟读、模仿、角色扮演与录音的训练。这些有助于学生灵活、自主地安排学习与复习。

在编写《商务英语口语》教材时,我得到同事、朋友和学生的支持。学生Tommy Liu、桂涛、陈博、赵淑文、金怡参与了学生对话的编写,庞昭华参与了视频内容的剪辑,王吟秋参与了示范对话与短文的翻译,同事姚媛帮助校订翻译文稿,在此表示衷心的感谢。文秋芳教授、王文宇博士与本书的商务顾问Machael Mielsen、Camille Nielsen和周勇为本书的编写、策划提供了很好的建议,在此表示由衷的感激。还要感谢德国之声电视台授权该书与多媒体课件使用其制作的12个电视节目片段。

最后感谢南京大学网络教育学院资助《商务英语口语》多媒体课件的制作,尤其感谢王殿祥院长、 王其和副院长、邵进副院长和教学部的陈广侠老师,他们多方协调,帮忙解决了课件制作过程中出现的 困难。也要感谢南京智风多媒体有限公司的薛安顺、孙德龙和蔡颖具体参与制作《商务英语口语》的多 媒体课件。

由于《商务英语口语》教材的编写与配套光盘的制作必须在限定时间内完成,无论是教材还是光盘都可能有错误,欢迎各位教师不吝赐教。

编 者 2007年8月

## **Contents**

Unit 1	Reception Model Dialogues 1	
	1 At the Airport	
	2 At the Restaurant	
	3 Introducing Companies	
	Student Dialogues 9	
	1 Asking for Mr. Liu's Room Number	
	2 Asking for Flight Information	
	3 Asking for the Train Schedule	
	Basics: Numbers 11	
	Passage: Ted Turner 12	
	Video Clip: BMW 13	
	Recording Exercises: Advertising 14	
Unit 2	Telephone Communication	15
	Model Dialogues 15	
	1 Asking About New Products on the Phone	
	2 Making Invitations on the Phone	
	3 Asking for the Room Number on the Phone	
	Student Dialogues 22	
	1 Leaving a Message on the Answering Machine	
	2 Calling Back Mr. Liu	
	3 Dialing a Wrong Number	
	Basics: Telephone Numbers 25	
	Passage: CNN and "The King of Media" 25	
	Video Clip: Lavinia's Fashion Empire 27	
	Recording Exercises: Entrepreneurs and the Entrepreneurial Spirit 28	
Unit 3	Booking	29
	Model Dialogues 29	
	1 Booking Flight Tickets	
	2 Booking Hotel Rooms	
	3 Buying Concert Tickets	
	Student Dialogues 37	
	1 Booking a Flight Ticket	
	2 Making an Appointment	
	3 Confirming a Meeting	
	Basics: Month, Week, Dates and Time 39	
	Passage: The American Attitude Towards Manual Labor 40	
	Video Clip: Beauty Farm 42	

Unit 4	Schedules	44	
	Model Dialogues 44		
	1 Arranging a Schedule		
	2 Making Changes in a Schedule		
	3 Arranging Further Meetings		
	Student Dialogues 53		
	1 Making a Schedule		
	2 Sharing the Schedule		
	3 Making Changes in the Schedule		
	Basics: Important Newspaper, Journals and Magazines in America and Britain	56	
	Passage: Where Is the Beef: After Announcing the First Loss in Its History,		
	McDonald's Tries to Turn Around 56		
	Video Clip: Toy Companies Target Oversized Children 58		
	Recording Exercises: Travel (One) 59		
Unit 5	Price	60	
	Model Dialogues 60	,,	
	1 Setting the Manufacturer's Price		
	2 Sharing the Advertising Cost		
	3 Asking a Price		
	Student Dialogues 68		
	1 Asking a Price		
	2 Negotiating the Price		
	Basics: Currency 70		
	Passage: Wal-Mart 71		
	Video Clip: A Restored Farm in Portugal 73		
	Recording Exercises: Travel (Two) 74		
Unit 6	Modes of Payment	75	
	Model Dialogues 75	• •	
	1 Asking About Modes of Payment		
	2 Talking About Opening a Letter of Credit		
	3 Negotiating on the Modes of Payment		
	Student Dialogues 82		
	1 Comparing Different Modes of Payment		
	2 Discussing the Modes of Payment		
	3 Paying the Bill in a Restaurant		
	Basics: Asking for Price 86		
	Passage: Henry Ford: Bringing the Automobile to the Common Man 87		
	Video Clip: David Beckham: the Favorite of the Advertising Companies 89		
	Recording Exercises: Famous People 90		

Unit 7	Shipment and Packaging	91
	Model Dialogues 91	
	1 Suggesting Partial Shipment	
	2 Arranging Packaging	
	3 Suggesting Transportation by Truck	
	Student Dialogues 97	
	1 Settling the Time for Shipment	
	2 On Packaging	
	Basics: Names 99	
	Passage: Holiday Shopping 100	
	Video Clip: Ascot 102	
	Recording Exercises: Sports and Games 103	
Unit 8	Signing a Contract	104
	Model Dialogues 104	_
	1 Clarifying Clauses on Shipment and Compensation	
	2 Talking About the Arbitration Clause	
	3 Signing a Contract	
	Student Dialogues 112	
	1 Making a Final Check Before Signing a Contract	
	2 Signing a Contract	
	3 After the Closing of a Deal	
	Basics: Percentage 115	
	Passage: Walt Disney: Master Showman 115	
	Video Clip: An Ancient Trade Center in Libya 118	
	Recording Exercises: Cultural Protection 118	
	Recording Exercises. Cultural Protection 110	
Unit 9	Coming to a New Company	120
	Model Dialogues 120	
	1 Touring the Office Building	
	2 Arranging a Meeting	
	3 Planning a Business Trip	
	Student Dialogues 129	
	1 Getting to Know the Company	
	2 Getting More Information About the Company	
	Basics: Directions 133	
	Passage: Disneyland and Disney World 134	
	Video Clip: Unicom 136	
	Recording Exercises: Fast Food 136	
Unit 10	Working Together	138
	Model Dialogues 138	30
	1 Advice for Writing a Business Letter	

	2. Speeking with Testics	
	3 Speaking with Tactics Student Dialogues 144	
	1 Arranging Travel from Nanjing to Shanghai	
	2 Talking About a Power Shortage	
	Basics: Weather 148	
	Passage: Hard Rock Café (Part One) 148	
	Video Clip: Diamond Aircraft 150	
	Recording Exercises: Life and Pressure 151	
Unit 11	Sales Promotion	152
	Model Dialogues 152	
	1 Discussing Strategies for Promoting Sales	
	2 Making a New Brochure	
	3 Promoting Sales Through Advertising	
	Student Dialogues 162	
	1 Discussing an Advertising Plan	
	2 Talking with an Advertiser	
	3 Doing Market Research	
	Basics: Places 165	
	Passage: Hard Rock Café (Part Two) 165	
	Video Clip: Ahold Supermarket Chain 167	
	Recording Exercises: Education 168	
	Recording Exercises. Education 100	
Unit 12	Planning for the Future	169
	Model Dialogues 169	
	1 Appealing to Potential Customers	
	2 Surviving Under the Anti-Dumping Charges	
	3 Planning for a New Plant	
	Student Dialogues 180	
	1 Complaining About a Meal	
	2 Making a Complaint in a Restaurant	
	Basics: Countries and Cities 182	
	Passage: New York Stock Exchange 183	
	Video Clip: Mobile Phones 185	
	Recording Exercises: Technology 186	
附書4 ==#	ヤマナンエ系記文 4.0.5	
附录1 示范		
附录2 短文		
附录3 练习		
附录4 总词		
参考文献	242	

2 Advice for Writing a Memo



# Unit 1 Reception

### Section One



#### Situation of model dialogues

Marcus Rodgers from Nelson Office Outfitters, an office furniture distributor, saw an advertisement on the Internet for furniture made by Thompson Dongwan, a furniture manufacturer. He contacted Thompson Dongwan, expressing interest in acting as their sales agent in North America. Joseph Liu, the General Manager of Thompson Dongwan, suggested Mr. Rodgers go to Nanjing and talk with Jennie Wang. She is the sales manager at Thompson Nanjing, a trading company that acts as the general sales agent for Thompson Dongwan. Mr. Rodgers followed the advice and flew from Los Angeles to Shanghai. Informed earlier by Mr. Liu of Mr. Rodgers's visit, Jennie Wang meets Mr. Rodgers at Pudong International Airport in Shanghai around 8 p.m. on September 10th. She intends to take Mr. Rodgers to Nanjing in her car the next day.

## D

#### Dialogue 1 At the Airport

Jennie: Excuse me, are you Marcus Rodgers from Nelson Office Outfitters in

America?

Marcus: Yes, I am.

Jennie: I'm glad to meet you. I'm Jennie Wang from Thompson Nanjing.

Marcus: Nice to meet you, Ms. Wang. Thank you for taking all the trouble of

coming to Shanghai to meet me at the airport.

Jennie: We assume that you haven't been to the Changjiang Delta region

before. It will be convenient for both of us if we take you from

Shanghai to Nanjing by car.

Marcus: Are we going to Nanjing now?

Jennie: I'm afraid not. You must be very tired after your long flight. We'll

spend tonight at the Jinjiang Hotel and drive to Nanjing tomorrow

morning.

Marcus: That's wonderful.

(Jennie Wang takes Marcus Rodgers to the Jinjiang Hotel. She talks to the receptionist at the desk.)

Receptionist: Good evening Madam, may I help you?

Jennie: Good evening. I'm from Thompson Nanjing. We've booked two

single rooms for tonight. We'd like to check in, please.

Receptionist: Yes. We have reservations for you. Would you please both fill in

the form with your names and ID numbers?

Marcus: Excuse me, can I use my passport number?

Receptionist: Yes, sir.

(Jennie Wang and Mr. Rodgers fill in the forms and hand them to the receptionist. The receptionist gives them the key cards.)

Receptionist: Here are the key cards. Your room numbers are 1206 and 1208.

Jennie: Thank you.

## Dialogue 2 At the Restaurant

(Jennie Wang takes Marcus Rodgers back to Nanjing in her car early in the morning of September 11th. After putting Marcus's luggage in the Jinling Hotel, they go to a nearby restaurant.)

Maitre d': May I help you ?

Jennie: Yes, I'm from Thompson Nanjing. I made a reservation for a table

for two.

Maitred: Let me check. Yes, we've reserved a table for you. Let me show you

the way.

Jennie: Thank you.

Maitred: Here it is. Please be seated. Your waitress will be right with you.

Marcus: I like this table by the window. It has a wonderful view.

Jennie: I hope you like the food here, too. Waitress: What would you like to order, sir?

Jennie: (To Marcus) We won't have to wait long if we order the set lunch.

## Unit I Reception

Marcus: That's good. We need to have a quick lunch. You mentioned that

your CEO, Robert Lee, will meet with me at 2 p.m.

Jennie: That's right. (To waitress) What is the set lunch for today? I

remember that you have different set lunches for each day of the week.

Waitress:We have two set lunches today. One is fried chicken with cauliflower

and rice. The other is salty duck with green vegetables and rice.

Jennie: What would you like, Marcus? Marcus: What would you recommend?

Jennie: The salty duck in Nanjing is very well known.

Marcus: Then I'll take the salty duck.

Jennie: Me, too.

(The waitress notes their order and leaves. A few minutes later, she brings the lunches. Jennie and Marcus eat and talk at the same time. As they are about to finish their lunch, Jennie gets a call from Tina in the Sales Department.)

Jennie: Hello, this is Jennie Wang.

Tina: Jennie, this is Tina. Martin Stone from the marketing department wants

to see you at 1 o'clock this afternoon. He said that he had some urgent

issues to discuss with you.

Jennie: I'll be back to the office in ten minutes. Just let Martin know that I'll be

attending Robert Lee's meeting with Marcus Rodgers around 2 p.m.

Tina: I will.

Jennie: (To Marcus) I'm sorry to say that Martin, the manager of our marketing

department, needs me urgently. I need to go back to the office right now. I'll drop you at the Jinling hotel and meet you again at our office in the Jinying Building at about 1: 50 this afternoon. The Jinying Building is only a few minutes' walk east from your hotel. You can't

miss it.

Marcus: No problem. That'll be fine.

### Dialogue 3 Introducing Companies

(Marcus Rodgers arrives at Thompson Nanjing.)

Receptionist: Good afternoon. Can I help you, sir?

Marcus: Good afternoon. I'm Marcus Rodgers from Nelson Office

Outfitters. I have an appointment with Robert Lee and Jennie

Wang

Receptionist: Yes, Mr. Lee and Ms. Wang are expecting you. Mr. Rodgers, if

you'd like to take a seat, I'll let them know you're here.

(The receptionist then dials Jennie Wang's extension number.)

Receptionist: (To Jennie Wang) Marcus Rodgers from Nelson Office Outfitters

is here. (To Mr. Rodgers) Jennie Wang will be out to see you

right away, Mr. Rodgers.

Marcus: Thank you very much.

(Jennie Wang, Marcus Rodgers and Robert Lee are having a meeting in the CEO's office. They introduce their companies.)

Jennie: Mr. Rodgers, I'd like to introduce you to Robert Lee, the Chief

Executive Officer of Thompson Nanjing. Mr. Lee, this is Marcus

Rodgers, the General Manager of Nelson Office Outfitters.

Robert: Welcome to Nanjing, Mr. Rodgers.

Marcus: Nice to meet you, Mr. Lee.

Robert: We hear from Joseph Liu that you'd like to act as the sales agent in

North America for Thompson Dongwan.

Marcus: That's right. We feel that Thompson Dongwan's office furniture has

considerable potential in the North American market. Their pricing is

relatively low compared with similar American products.

Robert: We are glad to hear that.

Marcus: Is it possible for us to act as the direct agent for Thompson Dongwan

in North America?

Jennie: I'm afraid not. However, we may consider you as the North American

agent for Thompson Nanjing.

Marcus: Sorry, I'm a bit confused. What is the relationship between Thompson

Dongwan and Thompson Nanjing?

Jennie: Thompson Dongwan is only a furniture manufacturer. Their staff is

mainly the technicians, engineers and workers involved in production. They do not have sales staff. And they do not have experience in international trade. Besides, Thompson Nanjing is one of the main investors in Thompson Dongwan. We provide 40% of the cash they need. In other words, Thompson Dongwan relies on us for financing and sales. For the Chinese market, Thompson Nanjing acts as the general distributor. We supply other distributors located around the country. However, for the Nanjing market, we act as the direct distributor. For foreign markets, we are also the general distributor.

Marcus: Now I understand why Joseph Liu wanted me to come to Nanjing.

I have a better picture of the close relationship between Thompson

Dongwan and Thompson Nanjing.

Robert: I'm glad our relationship is now clear to you. Could you tell us

something about your company's background?

Marcus: Sure. We've been in business for about five years now. We act as the

## Unit Reception

North American sales agent, representing some of the leading office furniture manufacturers in European countries and in Southeast Asia. We have a comprehensive distribution network in North America.

Robert: It appears that our mutual interests and capabilities may benefit both of our companies. I've prepared this report for you. It summarizes our company's history, our sales relationships, and our marketing programs. And here are the papers that outline the details of our prepared trade agreement.

Marcus: Great. I want to study those materials.

Robert: After we review your report, and get your confirmation that you still wish to be our sales agent in North America, we need to sign a full contract, making it clear the rights and responsibilities of each party. Then we'll provide you a letter of appointment.

Marcus: All right. I'll send your information and literature back to L.A. for review by our marketing department. In the meantime, I would like to buy several sets of office furniture to try out in our market.

Robert: Sure. Ms. Wang will help you with that.

Jennie: We can discuss all the details including pricing with our Sales

Department.

Marcus: That's great. Goodbye, Mr. Lee. Thank you for your time and your

interest in Nelson Office Outfitters.

Robert: Thank you. Goodbye, Mr. Rodgers.

## Vocabulary

reception /rɪ'sepʃən/ n. 接待
outfitter /'autfɪtə(r)/ n. 供应商
distributor /dɪ'strɪbjutə(r)/ n. 销售者
(尤指批发商)

Thompson Dongwan 汤普森・东琬公司

manufacturer /ˌmænjʊˈfæktʃərə(r)/ n. 制造商

general manager 总经理 Thompson Nanjing 汤普森・南京公司 delta /'deltə/ n. [河流的]三角洲 region /'riːdʒən/ n. 地区 receptionist /rt'sepʃənɪst/ n. 接待员book /buk/ vt. 预订check in 登记,报到reservation /ˌrezə'veɪʃən/ n. 预留ID (Identification Card的缩写) 身份证reserve /rt'zɜːv/ vt. 预留,保留the set lunch 套餐CEO (Chief Executive Officer的缩写) 首席执行官cauliflower /ˈkɒlɪflauə(r)/ n. 花椰菜known /nəun/ adj. 知名的,已知的

issue /'ɪ∫(j)uː/ n. 问题

vt. 开具, 出具 extension /ɪk'stenʃən/n. 分机 considerable /kənˈsɪdərəbl/ adi. 相当 的,很 potential /pə'tenʃəl/ n. 潜力 relatively /'relativli/ adv. 相对地 confused /kən'fju:zd/ adj. 迷惑的, 疑 惑的 technician /tek'nɪʃən/ n. 技术员, 技 术专家 involve /ɪn'vɒlv/ vt. 使卷入, 使陷入 finance /'famæns/ n. 财政, 金融 vt. 提供资金给 locate /lə(u) keɪt/ vt. [常用于被动语态] 使…坐落于 represent / repri'zent/ vt. 代表 leading /'liːdɪŋ/ adj. 最主要的 comprehensive / kompri hensiv/ adi.

综合的;广泛的 distribution / distri'bjux fən/ n. 销售 mutual /'mjurt ʃʊəl/ adj. 共同的 capability / keɪpə'bɪlɪtɪ/ n. 能力, 才能 summarize /'sʌməˌraɪz/ vt. 概括 outline /'autlaɪn/ vt. 简述 detail /'dixterl/ n. 细节 prepared /pri'peəd/ adj. 经过准备的 confirmation / konfə'meifən/ n. 确 定,确认 sign /saɪn/ vt. 签署 contract /'kpntrækt/ n. 合同, 契约 make clear 查明、写明 letter of appointment 委托书 literature /'lɪtərət∫ə(r)/ n. [总称]印刷 品(如广告、传单等) meantime / mi:ntaim/ n. 同时



#### Exercises

#### **Exercise One: Role-Play**

- 1. Fill in the words in the incomplete sentences.
- (1) You are Jennie Wang and you meet Marcus Rodgers at Pudong International Airport for the first time. You tell him that you will stay one night in Jinjiang Hotel.

Jennie: Excuse me, ... you Marcus Rodgers from Nelson Office Outfitters in

America?

Marcus: Yes, I am.

Jennie: I'm ... to meet you. I'm Jennie Wang from Thompson Nanjing.

Marcus: Nice to meet you Ms. Wang. Thank you for taking all the trouble of

coming to Shanghai to meet me at the airport.

## Umid Reception

Jennie: We assume that you ... to the Changjiang Delta region before. It will

be ... for both of us if we ... you from Shanghai to Nanjing by car.

Marcus: Are we going to Nanjing now?

Jennie: I'm afraid not. You must be very ... after your long flight. We'll ...

tonight at the Jinjiang Hotel and ... to Nanjing tomorrow morning.

Marcus: That's wonderful.

#### (2) You are Jennie Wang and you talk to the receptionist at the Jinjiang Hotel.

Receptionist: Good evening Madame, may I help you?

Jennie: Good evening. I'm from Thompson Nanjing. We've booked two

... rooms for tonight. We'd like to ... please.

Receptionist: Yes, We have reservations for you. Would you please both fill in

the form with your names and ID numbers?

(Jennie Wang and Mr. Rodgers fill in the forms and hand them to the receptionist.

The receptionist gives them the key cards.)

Receptionist: Here are the key cards. Your room numbers are 1206 and 1208.

## (3) You are Jennie Wang and you ask Marcus Rodgers what he would like to have for the lunch.

Jennie: What would you ... Marcus?

Marcus: What would you recommend?

Jennie: The salty duck in Nanjing is very ...

Marcus: Then I'll take the salty duck.

Jennie: Me ...

## (4) You are Jennie Wang and you introduce Marcus Rodgers and Robert Lee to each other.

Jennie: Mr. Rodgers, I'd like to ... (you, Robert Lee, Chief Executive Officer,

Thompson Nanjing). Mr. Lee, ... (Marcus Rodgers), the General

Manager ... (Nelson Office Outfitters).

#### **Exercise Two: Comprehension**

#### Dialogue 1

- 1. Who is Marcus Rodgers? Where is he from?
- 2. Why does Marcus come to China?

- 3. Who is Joseph Liu?
- 4. What does he suggest to Marcus Rodgers?
- 5. Who is Jennie Wang? Why does she go to Pudong International Airport?
- 6. What does the receptionist ask Jennie and Marcus to do before she gives them the key cards?
- 7. Does Jennie recognize Marcus at the airport?
- 8. Where does Jennie take Marcus to after he arrives at the airport?

#### Dialogue 2

- 1. Which hotel does Marcus live in when he stays in Nanjing?
- 2. What does Jennie and Marcus order for lunch after they arrive in Nanjing?
- 3. Who calls Jennie when she has lunch together with Marcus?
- 4. Where will Jennie meet Marcus in the afternoon? What is the time of their appointment?

#### Dialogue 3

- 1. Who is Robert Lee?
- 2. Can Marcus be the sales agent in North America for Thompson Dongwan? Why?
- 3. Who is the general sales agent for Thompson Dongwan?
- 4. What does Thompson Dongwan manufacture?
- 5. What kinds of staff does Thompson Dongwan have?
- 6. Why does Thompson Dongwan rely on Thompson Nanjing?
- 7. What kind of company is Nelson Office Outfitters?
- 8. Why does Marcus want to buy some sets of office furniture from Thompson Nanjing?

#### **Exercise Three: Practice of the Sentence Patterns**

1. Hotels, restaurants, and airports often have reception desks where you can get various help from the receptionists. Here are the sentences that you may use in these situations.

Could you please tell me ...?
Can you please tell me ...?
I wonder if you can please tell me ...

I'd like to know ... please.
I wonder if you know that ...

#### Use the above sentence patterns in the following situations.

- I. You ask the receptionist in a hotel where you can do your laundry.
- II. You are at an airport information desk. You want to ask about an arrival.
- III. You ask the receptionist of Thompson Nanjing whether you can make an appointment with Jennie Wang on Thursday afternoon.
- IV. You are writing a business report. You need some information. You go to a colleague you do not know well in another department to ask for it.

## Section Two





#### Dialogue 1 Asking for Mr. Liu's Room Number

(Sarah is at the reception of a hotel asking about Mr. Liu's room number.)

Receptionist:

Good morning. May I help you?

Sarah:

Good morning, I am looking for Mr. Liu. He should have

checked in yesterday.

Receptionist:

One minute, please. Let me see. There are two Lius, Could you

please tell me his full name?

Sarah:

Er, yes. It's Liu Pin.

Receptionist:

Mr. Liu is in room 314.

Sarah:

Could you please tell him that Sarah Geller is here? He is

expecting me.

Receptionist:

Sure, please have a seat in the waiting room.

Sarah:

Thank you.



#### Dialogue 2 Asking for Flight Information

(Liu Pin is at a hotel reception desk, asking about flight information back to Shanghai.)

Receptionist:

Good morning, Sir. May I help you?