



中等职业教育“十一五”规划教材  
中职中专国际商务类教材系列



# 商务英语听说

刘秋梅 主 编



科学出版社

[www.sciencep.com](http://www.sciencep.com)





## 中等职业教育“十一五”规划教材

### 中职中专国际商务类教材系列

- 国际贸易基础知识
- 国际汇兑基础知识
- 国际商务实用英语
- 进出口贸易实务
- 国际货运代理综合实训
- 国际商贸法律与案例
- 商务英语听说
- 商务英语听说测试与答案
- 国际商务字符录入
- 国际物流综合实训
- 进出口贸易实务
- 外贸单证实务
- 报关与报检实务
- 商务谈判实务
- 市场营销基础
- 现代礼仪与公共关系

ISBN 978-7-03-019132-8



9 787030 191328 >

定价: 39.80元(共二册)

中等职业教育“十一五”规划教材

中职中专国际商务类教材系列

商务英语听说

Business English

——Listening and Speaking Course

责任编辑(CIP)目录编写

商务英语听说(刘秋梅主编) 北京: 科学出版社, 2007

(中等职业教育“十一五”规划教材系列) 刘秋梅 主编

ISBN 957-3-03-019133-8

蔡 勤 黄福洪 副主编

IV. H319.2

中国版本图书馆CIP数据核字(2007)第088433号

责任编辑: 田晓红 丁 敏 责任校对: 刘 颖  
责任印制: 吕春燕 封面设计: 山 宜 书 工 艺 社

科学出版社

北京东黄城根北街16号

邮政编码: 100717

<http://www.sciencep.com>

科学出版社发行 各地新华书店经销

科学出版社发行 各地新华书店经销

2007年8月第1版 16开 787×1092 1/16

2007年8月第1次印刷 印数: 1—3 000

定价: 15.00元 书号: 957-3-03-019133-8

科学出版社

(如有印装质量问题, 责任由本社负责)

北京 010-65139431 010-65138978-8007 (2505)

## 内 容 简 介 “十一·五” 职业教育英语中

本书是针对当前中等职业学校学生的就业需求和学生现有英语水平而编写的教材。

本书以中国进出口商品交易会为背景,以邀请外商参加交易会至交易会结束的整个过程为主线,设计了题材新颖、内容充实、场景逼真的10个中心话题、60个情景对话。

全书共有10个单元,每个单元分3课,每课内容包括典型例句、对话课文、生词和词组、课文注释、课后练习等。

本书适用面广,既可作为中等职业学校国际商务专业、商务英语专业、金融专业学生的英语听说教材,也可作为中等职业学校其他专业学生选修课的教材,同时还可供商务工作者参考。

### 图书在版编目(CIP)数据

商务英语听说/刘秋梅主编.—北京:科学出版社,2007

(中等职业教育“十一·五”规划教材·中职中专国际商务类教材系列)

ISBN 978-7-03-019132-8

I. 商… II. 刘… III. 商务-英语-听说教学-专业这校-教材

IV. H319.9

中国版本图书馆 CIP 数据核字 (2007) 第 088432 号

责任编辑:田悦红 丁 波 / 责任校对:刘彦妮

责任印制:吕春珉 / 封面设计:山鹰工作室

科学出版社出版

北京东黄城根北街16号

邮政编码:100717

<http://www.sciencep.com>

铭浩彩色印装有限公司印刷

科学出版社发行 各地新华书店经销

\*

2007年8月第 一 版 开本:787×1092 1/16

2007年8月第一次印刷 印张:17

印数:1—3 000 字数:388 000

定价:39.80元(共二册)

(如有印装质量问题,我社负责调换<环伟>)

销售部电话 010-62136131 编辑部电话 010-62138978-8007 (SF02)

## 中职中专国际商务类教材系列

### 编 委 会

#### 主 任

姚大伟（上海思博学院副校长、教授）

#### 副主任

符海菁（上海思博国商学院副院长、副教授）

丛凤英（汕头外语外贸学校副校长、高级讲师）

#### 成 员（按拼音排序）

毕燕萍（广东工贸学校校长、高级讲师）

陈 强（上海东辉职校副校长、高级讲师）

顾晓滨（黑龙江对外贸易学校校长助理、高级讲师）

乐嘉敏（上海现代职校培训部主任、高级讲师）

马朝阳（河南外贸学校外贸教研室主任、高级讲师）

尚小萍（上海振华外经贸职校副校长、高级讲师）

童宏祥（上海工业技术学校教研室主任、高级讲师）

张 华（辽宁对外贸易学校教务主任、高级讲师）

张艰伟（上海南湖职校一分校副校长、高级讲师）

## 编写人员名单

主 编 刘秋梅

副主编 蔡 勤 黄福洪

撰稿人 (按拼音排序)

蔡 勤 高文龙 高海燕 黄福洪

刘秋梅 王桂洁 张莉雅 朱晓红



## 丛 书 序

20多年来的改革开放已经使我国成为经济全球化的受益者,我国已经成为对外贸易增长最快的国家之一。自2002年以来,我国的对外贸易连续5年保持两成以上的高速增长态势。2006年我国对外贸易进出口总额达到17 607亿美元,稳居全球第三位。2007年,世界经济贸易仍处于扩张周期,中国经济将在结构优化、效益提高和节能降耗的基础上继续保持平稳较快增长,对我国对外贸易发展的总体环境仍然较为有利,全年有望保持较快的增长。

对外贸易的快速增长必然对国际商务人才产生巨大的需求。因此,人才的匮乏与该行业的蓬勃发展极不相称。为了适应国际商务专业的教学改革以及以就业为导向的培养目标,我们在科学出版社的组织下编写了中职中专国际商务类教材系列。这套教材完全适合国际商务专业核心骨干课程的教学需要,同时兼顾了外贸行业的外销员、货代员、单证员、报关员、报检员、跟单员等职业资格考试的要求,既可以作为广大中职中专院校学生的教材,还可供从事外贸业务人员作为专业培训的参考用书,对参加有关职业资格考试的人员也大有裨益。

本套教材的编写有如下特点:

1. 力求把职业岗位能力要求与专业的学科要求融入教材,以能力为本,体现对学生应用能力培养的目标。
2. 注重技能的训练,在基本原理的基础上将技能实训引进来,让学生通过实训学会解决实际问题。
3. 与行业职业资格考试相衔接,在内容和练习等方面紧扣相关考试要求。
4. 注重对新知识的讲解,适应不断变化的国际贸易环境,以提高学生的适应力。

中职中专国际商务类教材系列编委会

2007年6月

# 前 言

在中国经济加速国际化的今天，对商务英语人才的需求愈来愈大。为适应这一市场需求，我们编写了本书。

本书的编写从中等职业学校学生的具体需求出发，根据“以就业为导向，以能力为本位”的指导思想，注重实用性和可操作性，旨在通过本书的学习使学生能以语言优势获得就业和升学的机会。

本书以中国进出口商品交易会为题材，以邀请外商参加交易会至交易会结束的整个过程为主线，围绕商务活动的全过程，科学地配置了题材新颖、内容充实、场景逼真的情景对话，具体内容为：筹备交易会、邀请外商参加交易会、预订房间、机场迎接、入住宾馆；进展馆参与交易会的产品介绍、观摩看样，询价、报价、价格磋商、洽谈支付方式、合同条款和签订合同；购物、出席宴请、机场送行等。每个情景均设置了两段对话，对话针对性强，内容由浅入深，这些对话主要呈现两大特色，一是主题鲜明、内容新颖、角色分明，将学习内容与实际工作、生活情节紧密结合，使学习者在学习时有身临其境之感；二是紧贴中国进出口商品交易会这一大背景，将浓郁的文化气息渗透在内，有助于学习者了解相关文化及其相关的英语表达，具有较强的针对性和实用性。此外，本书每单元都设计了形式多样的练习题及单元测验题，以帮助学生通过做练习题巩固所学的内容。

本书共分为 10 单元 30 课，建议每单元用 12 课时讲授。各校教师可根据实际情况灵活掌握。

本书定价为 20.00 元，与本书配套的《商务英语听说测试与答案》定价为 19.80 元，另外，本书及《商务英语听说测试与答案》各配有相关磁带，每盘磁带定价为 5.00 元。

本书由刘秋梅担任主编，蔡勤、黄福洪担任副主编。本书编写的具体分工是：刘秋梅编写第 3 单元，蔡勤编写第 1 单元，张莉雅编写第 2、10 单元，朱晓红编写第 4 单元，高海燕编写第 8、9 单元，高文龙编写第 7 单元，黄福洪编写第 6 单元，王桂洁编写第 5 单元。本书在编写过程中，得到了广州财政学校、广州市经贸学校、广东省工业贸易职业技术学校、广东省民政职业技术学校等单位的大力支持，得到了有关专家的指导，借鉴了相关的文献资料，在此一并致谢。

由于编者水平有限，书中难免有不妥之处，敬请广大读者批评指正。



# 目 录

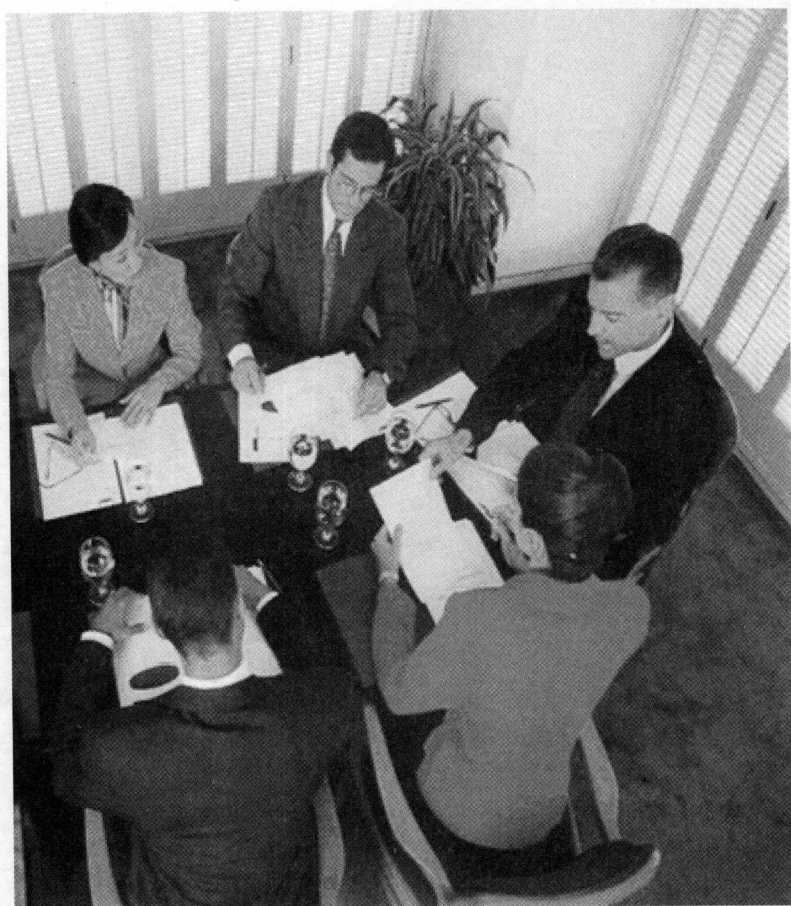
Unit 1	At the Office .....	1
Lesson 1	Making Arrangements.....	3
Lesson 2	Making Contact .....	11
Lesson 3	Making Room Reservations.....	18
Unit 2	Meeting Foreign Guests.....	25
Lesson 4	At the Airport .....	27
Lesson 5	On the Way to the Hotel (One) .....	33
Lesson 6	On the Way to the Hotel (Two).....	40
Unit 3	Hotel Services.....	47
Lesson 7	Checking In .....	49
Lesson 8	At the Business Center.....	57
Lesson 9	Checking Out .....	64
Unit 4	At the Fair (One) .....	73
Lesson 10	Visiting a Sample Room.....	75
Lesson 11	Describing Products .....	83
Lesson 12	Introducing a Company .....	90
Unit 5	At the Fair (Two).....	99
Lesson 13	Making Inquiries.....	101
Lesson 14	Making Offers.....	108
Lesson 15	Bargaining .....	114
Unit 6	At the Fair (Three).....	121
Lesson 16	Paying by L/C at Sight .....	123
Lesson 17	Paying by D/P.....	129
Lesson 18	Asking for Other Payment Terms .....	135
Unit 7	At the Fair (Four).....	143
Lesson 19	Packing and Shipment .....	145
Lesson 20	Discussing the Insurance and Draft Contract.....	154
Lesson 21	Signing a Contract .....	163

Unit 8 Shopping .....	173
Lesson 22 At the Foodstuff Department .....	175
Lesson 23 At the Clothing Department .....	183
Lesson 24 At the Art Store.....	190
Unit 9 At the Restaurant.....	197
Lesson 25 Inviting the Guest .....	199
Lesson 26 At the Chinese Food Restaurant.....	205
Lesson 27 At the Western Food Restaurant.....	213
Unit 10 Parting .....	221
Lesson 28 City Tour .....	223
Lesson 29 Farewell Parties .....	231
Lesson 30 Seeing off at the Airport.....	238
索引 .....	245
参考文献.....	262

# Unit

# 1

## At the Office







## Lesson 1

## Making Arrangements

## I. Key sentences.

You are going to hear some sentences chosen from this lesson. Listen carefully and repeat.

1. What's the schedule today? 今天有什么日程安排?
2. Make sure everybody is at that meeting. 务必让每个人都来。
3. At one o'clock you have a lunch appointment with Mr. Wang, the client from Beijing Computer Company. 1点钟和来自北京计算机公司的客户王先生一起吃午餐。
4. There are two items on today's agenda. 今天的议程包括两个议题。
5. I think we should launch a new advertising and promotion campaign at the very beginning of next month. 我认为我们应该在下个月初就推出新的广告和促销活动。
6. If we reduce our prices by 15%, we are bound to be in the red. 一旦降15%的话,那么就会亏本。
7. In my opinion, it's more important to improve product quality and after-sales service than to reduce prices. 我认为改进产品的质量和售后服务比降价更重要。
8. Would you please draft a proposal based on the minutes of this meeting and give it to me tomorrow? 麻烦你根据会议记录拟一份建议书,明天给我。

## II. Listen to the dialogues and answer the following questions.

## Dialogue One

(Mr. Zhang Hua, general manager, and Miss Li Fang, his secretary, are talking about the schedule at Zhang Hua's office.)

Li Fang: Good morning, Mr. Zhang.

Zhang Hua: Good morning, Miss. Li. (He walks into his office.) What's the schedule today?

Li Fang: (She reads from the appointment book.) Ten o'clock, telephone Mrs. Chen at the advertising agency.

Zhang Hua: I did that. Go on.

Li Fang: At eleven o'clock, you have a meeting with the department managers in the conference room.

Zhang Hua: Make sure everybody is at that meeting.  
Li Fang: Will do. At one o'clock you have a lunch appointment with Mr. Wang, the client from Beijing Computer Company.  
Zhang Hua: Where?  
Li Fang: At Baiyun Hotel.  
Zhang Hua: Hmm. Anything else?  
Li Fang: At four o'clock, telephone Mr. George Smith who will be our important exporter.

**Questions:**

1. When is the department managers meeting held?
2. Where is Zhang Hua meeting Mr. Wang for lunch?
3. Who is Mr. George Smith?

**Dialogue Two**

(Mr. Zhang Hua, general manager, Ms Li Fang, his secretary and his three department managers, Mr. Zhao Wei, sales manager, Mr. Brown, export manager, and Miss Wang Ping, marketing manager, are at a meeting in the conference room.)

Zhang Hua: Good morning, everybody. Shall we get started?  
All: Yes.  
Zhang Hua: There are two items on today's agenda. First, we'll talk over how to increase sales in China Import and Export Fair. Then we'll discuss the budget for next year. Let's focus on the first issue: how to increase sales in the Fair. Have you got any idea?  
Brown: May I take the floor?  
Zhang Hua: Yes, go ahead.  
Brown: I think we should launch a new advertising and promotion campaign at the very beginning of next month. If we want to enjoy a bigger market share in the Fair, we should first let more people know about our products.  
Zhao Wei: I quite agree with you, Mr. Brown. In addition, I think we ought to have a bigger stall in the Fair. As you know, some of our competitors also have stalls in the Fair.  
Zhang Hua: Could we have your comment, Miss Wang?  
Wang Ping: Well, I agree up to a point, but I think the main point is that our products are somewhat expensive, compared with other brands.

- Zhang Hua: You mean we'll have to reduce our prices?
- Wang Ping: Exactly. I think we need to cut our prices by 15%. When customers accept our products, then we could raise our prices gradually.
- Zhao Wei: May I come in here? I'm afraid I can't agree with Miss Wang there. If we reduce our prices by 15%, we are bound to be in the red. In my opinion, it's more important to improve product quality and after-sales service than to reduce prices.
- Zhang Hua: Is there any other view on this? OK. Personally, I take your points. Mr. Brown is in charge of doing further advertising and promotion. Miss Wang is responsible for reducing our prices by 7% and trying to improve our after-sales service. It's a good idea to have a bigger stall in the Fair. So Mr. Zhao is in charge of hiring a bigger stall and making contact with clients. Are you all agreed?
- All: Yes.
- Zhang Hua: Miss Li, would you please draft a proposal based on the minutes of this meeting and give it to me tomorrow?
- Li Fang: Yes, Mr. Zhang.
- Zhang Hua: Shall we move on to the next issue?
- ...

### Questions:

1. How many items are there on the agenda?
2. What's the first item?
3. What will Li Fang draft for Mr. Zhang Hua?



### Words and Phrases

secretary ['sekɹətri] <i>n.</i>	秘书
schedule ['ʃedju:l; 'skedʒjul] <i>n.</i>	日程表
advertising ['ædvətaɪzɪŋ] <i>a.</i>	广告的
agency ['eidʒənsi] <i>n.</i>	代理处, 代理
appointment [ə'pɔɪntmənt] <i>n.</i>	约会, 指定
exporter [iks'pɔ:tə] <i>n.</i>	出口商
conference ['kɒnfərəns] <i>n.</i>	会议
draft [dra:ft] <i>v.</i>	起草
proposal [prə'pəʊzəl] <i>n.</i>	提议, 建议



minute ['mɪnɪt] <i>n.</i>	备忘录, 笔记
agenda [ə'dʒendə] <i>n.</i>	议程
item ['aɪtəm, 'aɪtəm] <i>n.</i>	项, 项目
budget ['bʌdʒɪt] <i>n.</i>	预算
issue ['ɪʃuː] <i>n.</i>	论点, 问题
launch [lɔːntʃ, lɑːntʃ] <i>v.</i>	发动, 开展, 开办
promotion [prə'məʊʃən] <i>n.</i>	促进
campaign [kæm'peɪn] <i>n.</i>	(政治或商业性) 活动
competitor [kəm'petɪtə] <i>n.</i>	竞争者
stall [stɔːl] <i>n.</i>	货摊
client ['klaɪənt] <i>n.</i>	顾客, 客户
contact ['kɒntækt] <i>n., v.</i>	接触, 联系
make contact with	与……联系
make sure	确保, 确定
have a lunch appointment with	与……午餐约会
general manager	总经理
talk over	商量, 讨论
focus on	集中
take the floor	[美] (在会议上) 发言
be bound to	一定要……

### Notes

1. Go on. =continue 继续说, 接着说。这是请对方继续的表达法, 还可以说 What else? (还有别的吗?)

2. Will do. =I'll do it. 是其省略形式, 是同意做某事的一种口语表达方式。

3. China Import and Export Fair (中国进出口商品交易会): 我国各进出口公司在广州定期联合举办的, 邀请国内外客户参加的商品展销会。因举办地在广州, 又称广交会, 每年春、秋两季各举办一次, 春交会的举办时间为 4 月 15~30 日, 秋交会的举办时间为 10 月 15~30 日。

4. I agree up to a point, but I think the main point is that our products are somewhat expensive, compared with other brands.

compared with other brands 为过去分词短语, 在句中作状语。



5. May I come in here? 我可以插句话吗?

6. Would you please draft a proposal based on the minutes of this meeting and give it to me tomorrow?

based on the minutes of this meeting 为过去分词短语, 作 proposal 的定语。

### Exercises

#### I. Act out the dialogues learnt in Lesson 1 in pairs.

#### II. Listen to the dialogue and mark T or F before each statement.

- ( ) 1. The meeting begins at 1:00 in the afternoon.
- ( ) 2. Before the meeting begins, the guests will be received in the meeting room.
- ( ) 3. The clients will be received in the dining room before the meeting begins.
- ( ) 4. There are some foreign guests to attend the meeting.
- ( ) 5. These foreigners could speak Chinese.
- ( ) 6. The name cards will be put on the wall for guests to sit by.

#### III. Listen to the dialogue again and fill in the missing words.

Zhang Hua: Miss Li the meeting is (1)\_\_\_\_\_ from 10:00 this morning.

Have you made the necessary (2)\_\_\_\_\_?

Li Fang: Yes, Mr. Zhang. We'll use the (3)\_\_\_\_\_ room for the meeting.

Zhang Hua: That's fine. The meeting is very important. Where will the (4)\_\_\_\_\_ be received before the meeting begins?

Li Fang: In the (5)\_\_\_\_\_ room. It's on the (6)\_\_\_\_\_ floor.

Zhang Hua: We'll have several (7)\_\_\_\_\_ to attend the meeting.

Li Fang: I've arranged for an interpreter (翻译) to be present. But it is said they could speak (8)\_\_\_\_\_.

Zhang Hua: Yes, I'll try to speak (9)\_\_\_\_\_. How would you seat our (10)\_\_\_\_\_, Miss Li?

Li Fang: We've prepared (11)\_\_\_\_\_ to be put on the conference (12)\_\_\_\_\_ for guests to sit by. What (13)\_\_\_\_\_ would you like drink served, Mr. Zhang?