

国际商务英语等级考试丛书

国际商务英语

(中 级)

邬孝煜 桑慧敏 倪咏梅 朱慧萍 编著

INTERNATIONAL BUSINESS ENGLISH
(Intermediate Level)

上海交通大学出版社

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内 容 提 要

本书是根据《上海市国际商务英语等级考试大纲》的要求,为参加中级考试的应试者编写的辅导教材。全书分12个单元,每个单元由课文、课文回顾、撰写商务信函的要领、练习等四个部分组成。课文内容用英语较系统、简易地介绍了对外经济贸易的基础知识,包括国际贸易基础理论、世界贸易组织的概况、西方国家企业形式及对外贸易各个环节所涉及的有关问题。读者通过认真的自学或适当的培训,牢固掌握各部分的内容,就能基本谙熟中级考试的大部分题型。课文、课文回顾和范例信函都配有中文译文,大部分练习有参考答案可查对,课文和英文信函中的有关单词和短语可查阅书末的词汇表。

本书可供具有相当英语水平的且对国际商务感兴趣的读者自学或参考。

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当一个新的世纪，一个新的千年来临时，人类欣喜地看到全球经济一体化的进程正在迅疾地向前发展。这一发展的依托是信息技术在世界范围内的应用和推广，而作为信息传播的载体——语言，则无可否认地当属具有国际性的英语。

英国语言学家兰道尔弗·夸克等在评论英语的国际性时曾指出英语不仅是国际航运业的通用语言，而且是工业大国的广告和销售的主要语言，是自动化和计算机技术的基本语言。英语的这一重要性随着全球经济一体化的逐步实现而越来越为人们所认识。

在实施将上海建设成为国际经济、金融、贸易和航运中心这一宏伟的战略决策时，上海市政府一直重视培养和提高上海这个国际大都市全体市民的英语运用能力。继 1994 年起组织了上海市通用外语(英语)水平等级考试后，中共上海市委组织部、上海市对外经济贸易委员会和上海市人事局又于 1998 年 10 月联合发文，决定在本市对外经济领域实施国际商务英语等级考试及持证上岗。

对外经济领域的广大干部是从事对外贸易、对外投资、对外经济合作、对外技术合作和对外服务等方面的艰巨而复杂的国际商务工作的人员；而国际商务电子化，即电子商务，又将是现代和将来国际商务的主要交际方式。这就要求对外经济领域的干部不仅能精通国际商务，而且还要具有流利或较流利的英语交际能力。随着上海在国际经济活动中的地位日益提高、交通航运业的飞速发展、电子通讯技术的日新月异，今后，本市对外经济领域干部与国外商务人员面对面的接触和遥隔两地的交谈必然日趋频繁，因此，我们不仅要注重英语的阅读和写作水平的提高，更应该努力培养英语的听和说的技能。

对外经济领域的干部直接从事涉外商务工作，在外语学习和运用方面有着得天独厚的优势。但是我们应该看到，工作实践中学到的片言只语必须经过经常不断地筛选、归纳和总结才能升华为牢固的理性知识。而商务英语培训则为对外经济领域的干部提供了全面提高英语整体水平的手段。随着上海成为国际经济、金

融、贸易和航运中心的实现,我们的涉外商务人员应该有更高的业务水平和更高的外语素养与我们的一流的国际化大都市相匹配。所以,定期地接受正规的、系统的外语技能培训是高素质的涉外商务人员所不可偏废的。

上海市国际商务英语等级考试是测试上海市对外经济领域干部以国际商务活动为背景的英语方面的单项和综合语言能力的尺度参照性标准化考试。我们希望本市对外经济领域人员积极参加相应的等级考试和语言培训,通过考试来衡量自己的整体英语水平,发现差距;通过培训来提高自己的运用英语来进行国际商务活动的各项技能,更上一层楼。从而为振兴上海、振兴中华作出更大的贡献。

前 言

本书为“国际商务英语等级考试丛书”之一,是根据上海市国际商务英语等级考试(简称 BET)大纲的要求,为参加中级考试的应试者编写的辅导教材。

根据中共上海市委组织部、市外经贸委、市人事局关于实施国际商务英语等级考试的文件精神,中级考试的应试者基本上是已在涉外经济领域中担任进出口业务骨干及新进本市外经贸行业的工作人员(包括高校毕业生),因此,本书用英语比较系统、简易地介绍了对外经济贸易的基础知识,包括国际贸易基础理论、世界贸易组织的概况、西方国家企业形式及对外贸易各个环节所涉及的有关问题等。读者在学习有关知识的同时可以提高自己的专业英语的应用能力。

本书共 12 个单元,每个单元的各项内容与单元的主题密切相关。各个项目及其特点简介如下:

1. 课文(TEXT)

每篇课文的长度约为 1000 个英文单词,基本上都是根据原版文章选编而成。读者通过仔细阅读课文不仅可以了解单元主题的有关知识,还可以学习经贸文章的英语语言特点和大量的有关专业术语。

2. 课文回顾(TEXT REVIEW)

每篇课文后均有近 10 个问题供读者思考与讨论。大多数问题在课文中能找到答案,而有些则可能没有标准答案,希望读者通过用英语思考讨论,发表观点,阐述己见。

3. 撰写商务信函的要领(BUSINESS LETTER WRITING)

本项内容是针对 BET 中、高级考试写作模块中撰写英文信函的试题而专门编写的,一般由三个部分组成:第一部分较详细地介绍了商务信函的书写要求;第二部分则简明扼要地强调了在撰写与单元主题有关的信函时须注意的一些问题;第三部分是相关业务的范例信函。

4. 练习(EXERCISES)

练习分为 6 个部分:单项选择题、完型填空、阅读理解、句子中译英、撰写英文信函、口译短文等。其中前 3 个部分分别与等级考试“阅读模块”中 3 个部分的题型完全相同。句子中译英主要是针对“写作模块”的第 1 部分编写的;笔译水平提高了,口译技能往往能随之而增强,因此认真做好这一部分的练习有助于应对“口语模块”中的口译句子部分。撰写英文信函这一练习是为“写作模块”的第 2 部分

而准备的,而口译短文则是针对试题中“口语模块”第2部分的题型而编写的。

为便于读者自学,书末配有课文、课文回顾、范例信函等三部分的中文译文。

本书词汇表所列的单词和短语均出现在课文、课文回顾和范例信函三个部分中。词条后的数字(1)、(2)、(3)等表示该单词或短语所在的单元的序号。一个单词如有两个或两个以上的词义解释时,一般以该单词所在的单元的序号依次排列,如:

average *n.* 海损 (4)

a. 普通的 (5)

练习部分除撰写信函以外的所有题目的参考答案均编排在本书的最后数页上。

经同意,本书中的部分范例信函系选自由上海对外贸易学院副院长王兴孙副教授等编写的《新编进出口英语函电》;口译练习中数篇中英文短文系由朱佩芬副教授提供。我们在此谨向所有关心和支持本书编写工作的领导和同事表示衷心感谢。

参加本书编写的有邬孝煜、桑慧敏、倪咏梅、朱慧萍,张春铨副教授审校全书,对本书的各个部分提出了修改意见,并在多处对中英文语句作了润饰,使本书得以趋于完善。在此谨向张老师表示深切的谢意。

本书尚存不尽人意之处,恳请广大读者不吝赐教指正。

编 者

2003年8月

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Unit One International Trade

TEXT

The most straightforward, and longest-held, explanation of international trade is based upon differences in countries' production functions. Because inputs can be combined to produce outputs with differing degrees of efficiency in different parts of the world there are gains from trade between various regions. In simple words, international trade involves the export and import of goods and services from one country to another.

International trade is of cardinal importance to every country in that it enables a country to dispose of what it has in abundance and take in what it needs most. It enables two trading countries to promote understanding, increase prosperity and build up goodwill through business conducted on the basis of equality and mutual benefit. Even the most prosperous countries seek to exchange goods and services with their neighbors. In fact, the greater the level of prosperity, the greater the link to high performance in the global markets. It could be said that if a nation isn't competitive on the international stage, that nation is chasing mediocrity.

An educated and energetic workforce can produce any product if given the raw materials necessary. Yet most nations buy finished goods and services from each other rather than the components to produce their own. This is due to the fact that the exporting nation has an advantage over the importer for a particular product. The exporter may simply do it better and in greater quantity, as is the case in Vietnam's importation of Danish brewing equipment for local beer production. Vietnam could produce their own equipment but not at the same price as Denmark. This is an example of a "comparative advantage." Sometimes a country simply can't produce a reasonably priced product at all, as is the case in Sweden's importation of Indian tea due to geography. Then it will give up "absolute advantage" to a foreign marketeer.

Absolute advantage is an advantage of one nation or area over another in the costs of manufacturing an item in terms of used resources. It can be the result of climatic, educational, or developmental factors but is usually the result of the economies of scale that the exporter enjoys. Anyone can make microprocessor chips if they're willing and able to invest the trillions of yen necessary, but why not use those resources elsewhere? Marketeers love to find and exploit absolute advantage, but it's not all that common.

Comparative advantage, on the other hand, is quite common and is at the root of most international marketing plans. Comparative advantage is a central concept in international trade theory which holds that a country or a region should specialize in the production and export of those goods and services that it can produce relatively more efficiently than other goods and services, and import those goods and services in which it has a comparative disadvantage. This theory was first propounded by David Ricardo in 1817 as a basis for increasing the economic

welfare of a population through international trade. The comparative advantage theory normally favors specialized production in a country based on intensive utilization of those factors of production in which the country is relatively well endowed (such as raw materials, fertile land or skilled labor); and perhaps also the accumulation of physical capital and the pace of research. When the United States decided to buy 9mm Italian-made pistols to supply its military officers, they did so after being convinced by the Beretta Company that this weapon was better than any U. S. -made product at the same price. Comparative marketing advantage may take the form of quality, quantity, price, delivery, warranty, or service and can be maintained as long as the marketer remains alert.

The choice of which products to market abroad will depend a great deal on how your own nation views its trading partners and how those partners see themselves in relation to your domestic market. Understanding the "balance of trade" will not only affect your ability to penetrate a market but determine the long-term viability of your goods or services in the targeted segment.

Some nations buy more from foreign countries than they sell, some sell more than they buy from abroad, and a rare few have roughly equal amounts in each category. The United States regularly runs overall "trade deficits" (buys more) with its partners while its major rival and trading partner, Japan, continually has "trade surpluses" (sells more) when matching exports to imports of goods and services. The difference between the two largest economies dispels the notion that deficits are always bad and that surpluses are necessarily good.

The United States spurs its economic growth via internal consumption and is the foremost "consumer society" in the world, with its citizens having a very small rate of savings (less than 15 percent) and a high rate of spending. Japan takes the opposite policy, preferring to maintain its markets with exports and downplaying consumerism (at least compared to the United States). Japanese citizens regularly bank upwards of 30 percent of their income. Because of this differing approach to foreign products, most of the world's marketers, especially the Japanese, head straight for the U. S. market because of its ease of entry and consumer potential.

It's an accepted fact that transportation and communication have had a great deal to do with the increase in cross-border trading. Travel abroad is no longer an experience limited to a few economic and political elites. Once a general awareness of another nation's products is in place, demand can be readily sparked. International marketers have been this spark and have led the drive toward the globalization of business. Though feared by many and resented by some, globalization is an irresistible tide that shows no sign of ebbing.

TEXT REVIEW

1. How does the text explain international trade?
2. Why is the explanation of international trade based on differences in countries' production functions?
3. Describe the importance of international trade to a country.
4. What is "absolute advantage"?

5. Can you give another example of a “comparative advantage” in addition to the one in the passage?
6. According to the passage, what factors may result in absolute advantage?
7. Why is it common to use comparative advantage rather than absolute advantage in international trade?
8. What factors affect a country’s decision to export one product rather than another?
9. Are trade deficits always less advantageous than trade surpluses for a country in cross-border trading? Why?
10. Why is it true that the globalization of business is an irresistible tide?

BUSINESS LETTER WRITING

一、商务信函的书写要求

撰写英文商务信函须注意的几个要点

1. 优质的信纸

商务信纸的颜色一般以白色为佳,不用装订成册,也不要印有横线,信纸的尺寸大约为 21×30 厘米,与 A4 复印纸的大小差不多。信头的文字内容以黑色、灰色或蓝色油墨呈平面或凹凸印刷在信纸上。

信封在质地和厚薄上应和信纸相仿;无论是平面印刷还是凹凸印刷,信封上的文字内容应与信头中的一样。标准信封的尺寸大约为 22×11 厘米。

2. 整齐的打印

信件无论是用打字机还是用打印机打出来的,必须整齐清洁,没有丝毫的污迹、手指印或橡皮擦痕;要不然,您和您的企业的形象就难以想象了。因此,必须及时调换打字机色带或打印机的墨盒,以保证信件里的每个字母都清晰。

3. 匀称的布局

无论您的信函长短如何,它在信纸上的布局必须匀称,视觉上呈现一种平衡感,不能让信函的内容挤在信纸的上半部或一边。在打字前要先估计一下信函的长度及文字在信纸上的位置。还应该留有足够的页边,四边的空白页边构成整封信的框架。使用电脑时这方面的问题就简单多了,您可以先起草信函的内容,而后作润饰,在打印前还可以调整一下整封信的布局。

页边宽一些,使信函看起来方便,更受人欢迎。所以如果信很长,您就得打算用两页信纸,而不要把所有内容挤在一页信纸上。但是,如果一封信的最后一两行看起来要写到另一页信纸上的时候,最好设法压缩一下信的内容,尽量把整封信写在一页纸上,而不要让几个字单独地占一页。

大多数商业信函的文字都是间隔一行写的,段落之间空两行。但是,如果信函很短,则间隔两行就比较美观,段落之间可间隔两行或三行。

根据个人的喜好,段落的开头可用缩行的形式,也可以不用。如果用缩行的形式,则每个段落缩进的距离都应相等,切不可这一段缩进一厘米而另一段却缩进两厘米或更多。那样的话,您的信会给人一种粗枝大叶、凌乱无序的感觉。

4. 简短的段落

商业信函应该内容明了,布局悦目。字句冗长,词语拖沓的信是不会受人欢迎的。所以必须尽量使语句和段落短小精悍。每一段讲述一层意思,而意思的表述要尽可能地简明扼要。有人认为英

文商业信函中的句子的长度以 20 个左右英文单词为好,而每个段落的长度则不宜超过七行,供大家参考。

5. 正确的语法、拼写、标点符号

信函中不应该有拼写、打印或句子结构等方面的错误。如果您只关注信函的语气和内容,只在意信函能否完成您所赋予它的使命,那么,前面提到的那些错误对您来说可能无关紧要。其实您错了,语法不通,拼写错误,标点符号遗漏或误用都会影响读信人对您的看法,您的信件可能会徒然无效。信函发出去以前均须仔细审阅,改正每个错误,否则读信人可能会不信任或不尊敬您,这将是您为信函里的错误所付的代价。

准确使用标点符号非常重要,因为这有助于表达或强调您的意思,使您的信件更易读、更受欢迎。

二、询购函

人们发询购函的目的主要是想了解货物的供应情况、价格及贸易条件、折扣幅度等问题;也有人是为了向供应商索取产品说明书、目录本、样品或要求卖方报价;还有人是为了得到诸如交货时间、运输方式、保险事宜、付款条件等信息。

客户首次与卖方接洽时可以简单介绍一下自己是从何处得到供应商(卖方)的名字的,譬如从大使馆、领事馆、商会,贸易伙伴,或是从日报、周刊、行业刊物的广告上了解到的;或是在交易会或展览会上看到所询购的商品的。当然,由于卖方一般只对买方欲购买什么货物感兴趣,因此买方不一定非把各种情况都交代清楚。

在询购函中买方可以将自己的业务范围、所需商品及用途简略地告诉对方。但是对于自己想知道的问题,譬如价格、交货的细节、付款条件等,则必须具体说明。如果想索取产品目录、价格单、样品,或想了解折扣幅度、产品特性等有关信息,那么买方在信函中最好说得详细些。如果想要了解多种情况,那么最好在信函中一一列明。老客户订购曾经购买过的商品时,询购函就可以简单得多了。总之,有话则长、无话则短,询购函的篇幅长短应根据内容来定,不能千篇一律。

请看看后面的几封询购函各有什么不同。

***Cathay* Business Machines Import & Export Corporation**

2000 Central Boulevard, Pudong, Shanghai 201206, China

Tel: (821) 59000000 Fax: (821) 59000001

September 5, 200-

Universal Software, Inc.
2468 Oak Street
San Francisco CA94105
U. S. A.

Ladies/Gentlemen:

From the latest issue of *Computer World* we have learned about your Business Guide software package for IBM-compatible PCs. We would like to find out more information about the package because we think it might be appropriate to the needs of our customers.

Would you mind answering the following questions?

1. Is the program an integrated package, or does it come in several modules?
2. Can the user switch from function to function without down-loading?
3. Can the user customize the billing periods?
4. Is there any provision for security?
5. What is the price of the software?

If you have a brochure that describes the package, we would appreciate your sending it along.

Sincerely yours,

SHEN Husheng (Mr.)
Import Manager

DE Dolly Enterprises Pte. Ltd.

9 August 200-

The Sales Manager
Ganjiang Potteries Ltd.
83 Ciqi Street
Jingdezhen, Jiangxi
China

Dear Sir or Madam,

We are writing to you on behalf of our principals in Melbourne who are interested in importing chinaware from China.

Could you send us your latest catalogue and price-list, quoting your most competitive prices?

Our principals are a large chain store in Australia and will probably place substantial orders if the quality and prices of your products are suitable.

We look forward to hearing from you soon.

Yours faithfully,

V. Doraraj

Midlink Plaza

Singapore 0718

Fax: 3000001 Tel: 3000000

KK

Kiddie Korner, Inc.

March 2, 200-

Datex Trading Co. Ltd.
Lianfang Building
666 Huayuan Avenue
Dalian, Liaoning
China

Dear Sir or Madam,

We were impressed by the selection of sweaters that were displayed on your stand at the 'Menswear Exhibition' that was held in Chicago last month.

We are a large chain of retailers and are looking for a manufacturer who could supply us with a wide range of sweaters for the teenage market.

As we usually place very large orders, we would expect a quantity discount in addition to a 20% trade discount off net list prices, and our terms of payment are normally 30-day bill of exchange, documents against payment.

If these conditions interest you, and you can meet orders of over 1000 garments at one time, please send us your current catalogue and price-list. We hope to hear from you soon.

Yours faithfully,

Fred Johns
Chief Buyer

#202-418 Richards Street Vancouver, B.C.

Canada V6B 3A7

Telephone No. (604) 600-0000 Fax: (604) 600-0001