

全国商务英语研究会推荐教材

新编商务英语系列丛书

# 新编 商务 英语

# 听力

(教师用书)

Successful Listening

4

总主编 虞苏美

主 编 沈爱珍



高等教育出版社  
HIGHER EDUCATION PRESS

H319.9

386

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## 内容提要

《新编商务英语听力(1~4)(教师用书)》为“新编商务英语系列丛书”之一,是《新编商务英语听力(1~4)(学生用书)》的教学辅导用书。全书共分15个单元以及期中、期末两套测试题。每个单元都由4个部分组成,内容涉及各种商务活动。本书既适用于教师教学,也可供学生课外自学。本书另配有录音磁带。

## 图书在版编目(CIP)数据

新编商务英语听力. 4, 教师用书/沈爱珍主编.  
—北京: 高等教育出版社, 2005.7  
(新编商务英语系列丛书/虞苏美总主编)  
ISBN 7-04-017606-8

I. 新... II. 沈... III. 商务-英语-听说教学-  
高等学校: 技术学校-教学参考资料 IV. H319.9

中国版本图书馆 CIP 数据核字(2005)第 073721 号

策划编辑 周俊华 责任编辑 张迎庆 封面设计 王 峰 责任绘图 王 辉  
版式设计 石志春 责任校对 田素芳 责任印制 孔 源

出版发行 高等教育出版社  
社 址 北京市西城区德外大街 4 号  
邮政编码 100011  
总 机 010-58581000  
经 销 北京蓝色畅想图书发行有限公司  
印 刷 北京铭成印刷有限公司

购书热线 010-58581118  
免费咨询 800-810-0598  
网 址 <http://www.hep.edu.cn>  
<http://www.hep.com.cn>  
网上订购 <http://www.landaco.com>  
<http://www.landaco.com.cn>

开 本 787×960 1/16  
印 张 13.25  
字 数 300 000

版 次 2005 年 7 月第 1 版  
印 次 2005 年 7 月第 1 次印刷  
定 价 18.00 元

本书如有缺页、倒页、脱页等质量问题,请到所购图书销售部门联系调换。

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物料号 17606

# 前言

要提高听力,必须培养准确感知英语语音、语调的能力,熟练掌握系统的英语基础知识,了解和熟悉相关的文化背景知识。提高听力绝无捷径可走,最根本的方法是多听多练,只有多听多练才能变“听不懂”为“听得懂”,变“被动”为“主动”。“听”不仅是语言交际的重要方面,而且是获取知识和信息的重要途径。因此,在学习英语的初级阶段,多进行听力训练是非常必要的。

《新编商务英语听力》是新编商务英语系列教材之一,旨在通过由浅入深、由易至难渐进式的听力技能训练,逐步提高学生的“听”的能力。原教材《商务英语听力》在实际使用中受到了广泛好评。《新编商务英语听力》在总结往年教学实践的基础上,对原教材作了进一步完善,使之特点更鲜明,内容更精炼,难易梯度更合理,形式更生动活泼,以期达到更好的教学效果。本教材虽然是为商务英语专业的学生而设计和编写的,但也可用作非商务英语专业学生的教材和英语爱好者的自学课本。本书共计4册,总教学课时为240学时,每册60学时。第一、二册以训练学生的基本听力技能为主,为提高其商务英语的听力水平奠定扎实的基础;第三、四册注重提高学生商务英语的实际应用能力。

本书为《新编商务英语听力》第4册,共15个单元及期中、期末两篇测试题。每单元由4个部分组成:前3个部分内容涉及求职、合同、合作、市场、信息、金融、法律、经营及管理等各类商务活动,其中第1、2部分拟用于课堂教学,第3部分可用作课外练习,教师和学生可根据教学实际灵活使用。第4部分为幽默故事,旨在活跃教学气氛、增强趣味性的同时,帮助学生增强语感,提高听力。

本书为《新编商务英语听力(4)(学生用书)》的配套教师用书。本书还另配磁带。

编者

于华东师范大学

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☐ Part I

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☐ Part III

☐ Part IV



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UNIT

## Part I



### Brokers

Fill in the blanks with the information you get from the tape.

#### Tapescript

A broker is an independent agent-wholesaling middleman that brings buyers and sellers together and provides market information to either party. Most brokers work for sellers, although a small percentage represents buyers.

Brokers have no authority to set prices. They simply negotiate a sale and leave it up to the seller to accept or reject the buyer's offer. They also furnish considerable market information regarding prices, products, and general market conditions.

Brokers are used in selling real estate and securities, but they are most prevalent in the food field. For example, a seafood broker handles the output from a salmon cannery, which operates only about 3 months each year. The cannery employs a broker to find buyers among retail stores, wholesalers, and other outlets. When the entire output has been sold, the agent-principal relationship is discontinued although it may be renewed the next year.

Because of the limited services provided, brokers receive relatively small commissions 5 percent or less. Therefore, brokers need to operate on a low-cost basis.

Food brokers introduce buyers and sellers of food and related general-merchandise items to one another and bring them together to complete a sale. They are well-informed about market conditions, terms of sale, sources of credit,

price setting, potential buyers and the art of negotiating. They do not actually provide credit but sometimes store and deliver goods. Brokers also do not take title to goods and usually are not allowed to complete a transaction without formal approval. Like other brokers, food brokers generally represent the seller, who pays their commission.

Food brokers, like manufacturers' agents, operate in specific geographic locations and work for a limited number of food producers within these areas. The sales force calls on chain-store buyers, store managers, and institutional purchasing agents. Brokers work closely with advertising agencies. The average commission for food brokers is 5% of sales.



- A broker is an independent agent-wholesaling middleman.
- His job is to bring buyers and sellers together and provides market information regarding prices, products, and general market conditions to either party.
- Brokers are used in selling real estate and securities, but they are most prevalent in the food field.
- They are well-informed about market conditions, terms of sale, sources of credit, price setting, potential buyers and the art of negotiating.
- Brokers receive small commissions 5% or less.
- When brokers complete their sale, the agent-principal relationship is discontinued although it may be renewed the next year.



## A Product Manager

Fill in the blanks with the information you get from the tape.

### Tapescript

In many companies, a product manager is responsible for planning related to new products as well as to established ones. A large company may have many product managers who report to higher marketing executives.



In many large firms, the product manager's job is quite broad. This executive is charged with planning the complete marketing program for a brand or group of products. Responsibilities may include developing new products along with improving established products. Setting marketing goals, preparing budgets, and developing plans for advertising and field selling activities are some of the product manager's tasks. At the other extreme, some companies limit product managers' activities essentially to the areas of selling and sales promotion.

Probably the biggest problem in the product-manager system is that a company will saddle these executives with great responsibility, yet it may not give them the corresponding authority. They must develop the field selling plan, but they have no authority over the sales force. Product managers do not select advertising agencies, yet they are responsible for developing advertising plans. They have a profit responsibility for their brands, yet they are often denied any control over product costs, prices, or advertising budgets. Their effectiveness depends largely on their ability to influence other executives to cooperate with their plans.

Most firms that achieve success in product innovation seem to use one of these four organizational structures for new-product development: product-planning committee, new-product department, venture team, or product-managers system.



- There are four organizational structures for new product development:
  1. product-planning committee;
  2. new-product department;
  3. venture team;
  4. product-managers system.
- The product manager's job is quite broad. He is responsible for:
  1. planning related to the complete marketing program for a brand or group of products;
  2. developing new products along with improving established products;
  3. setting marketing goals;

4. preparing budgets;
5. developing plans for advertising and field selling activities.
- The biggest problem in the product-manager system is that the executives are given great responsibility, but not corresponding authority.
  1. They must develop the field selling plan, but they have no authority over the sales force.
  2. They do not select advertising agencies, yet they are responsible for developing advertising plans.
  3. They have a profit responsibility for their brands, yet they are often denied any control over product costs, prices, or advertising budgets.

## Part III



### Relationships with Different Kinds of People

Write "T" for a true statement or "F" for a false one in the box according to what you get from the tape.

#### Tapescript

Some people believe that you have to be a special kind of person to sell a product. Although it is clear that a successful salesman does need special talents and an open personality, many of the skills he uses are used by us all.

We build and keep relationships with different kinds of people, we listen to and take note of what they tell us and don't just enjoy the sound of our own voices, and we explain things to them or discuss ideas with them.

In the same way any company needs to establish a personal relationship

with its major clients and potential customers. It is often said that “people do business with people”: a firm doesn’t just deal impersonally with another firm. A person in the buying department regularly receives personal visits from people representing the firm’s suppliers or in the case of department stores or chain stores. A team of buyers may travel around visiting their suppliers.

Keeping sales people on the road is much more expensive than employing them to work in the office. Much of the sales people’s time is spent unproductively travelling. Telephone selling may use this time more productively, but a face-to-face meeting and discussion is much more effective. Companies involved in the export trade often have a separate export sales force. Its travel and accommodation expenses may be very high. As a result, servicing overseas customers may often be done by phone, telex or letter, and personal visits may be less often. Many firms appoint an overseas agent or distributor whose own sales force takes over responsibility for selling their products in another country.



1. T 2. T 3. F 4. T 5. F

## B

### Relationships Between the Employees

Answer the questions according to what you get from the tape.

#### Tapescript

Most Japanese firms encourage close cooperation and friendship between their employees. They encourage senior and more experienced employees to help and guide their younger co-workers in performing a particular task. A mutual respect soon develops and the senior and the junior employees generally become firm friends. In this way, the younger employees can acquire all the necessary skills and know-how from the experienced colleagues. At the same time the latter can gain job satisfaction and take pride in carrying out the responsibility which they have been given. Aware that their expertise and experience are appreciated by their company and fellow-workers, they are able