

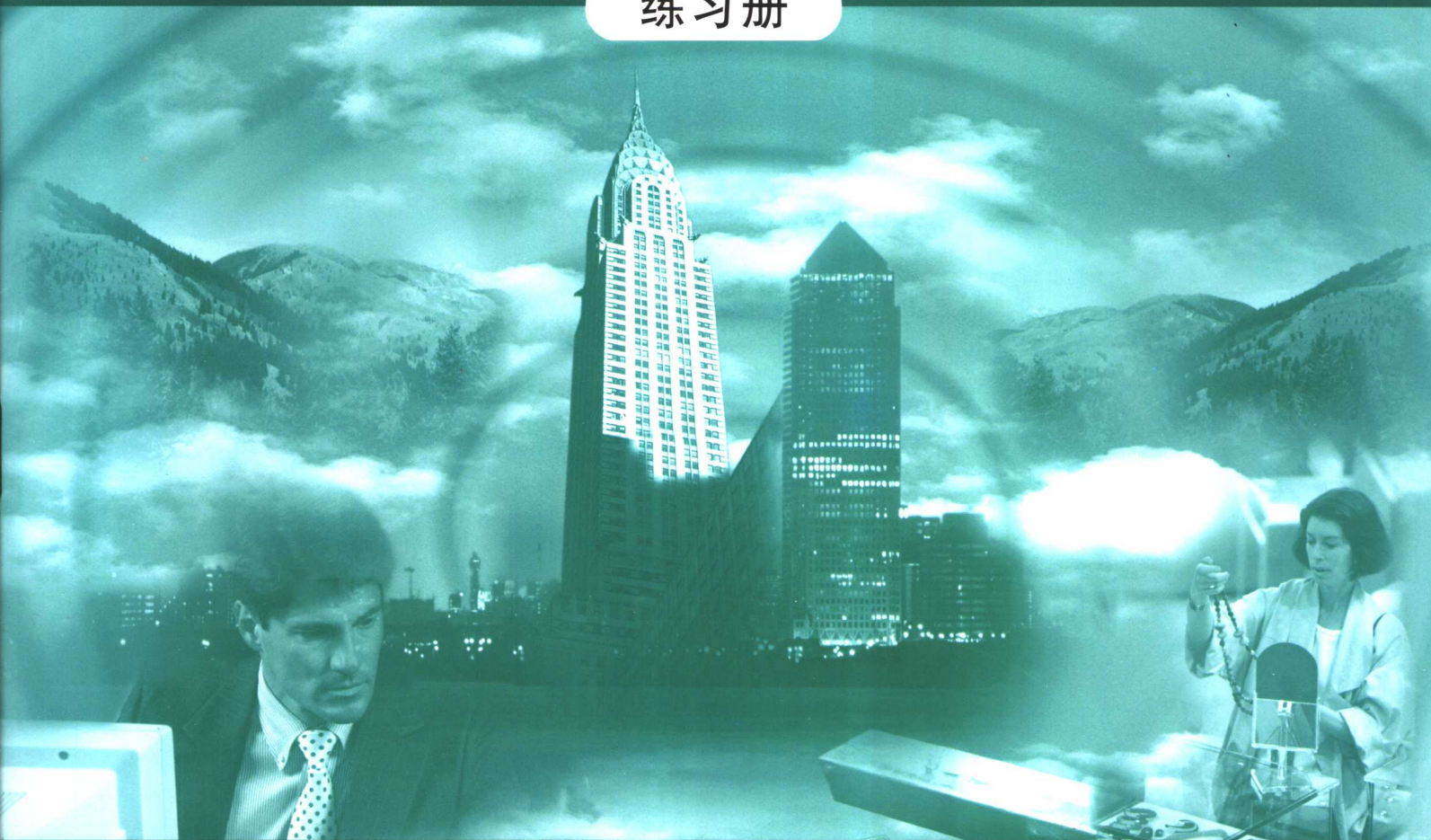


FIRST INSIGHTS into BUSINESS

新视野商务英语(上)

(英) Kevin Manton 著

练习册



外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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江苏工业学院图书馆
藏书章

外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

(京)新登字 155 号

京权图字: 01 - 2003 - 4177

图书在版编目(CIP)数据

新视野商务英语(上) 练习册/(英)曼顿(Manton, K.)著. —北京: 外语教学与研究出版社, 2003

ISBN 7 - 5600 - 3516 - 7

I. 新… II. 曼… III. 商务—英语—习题 IV. H319.6

中国版本图书馆 CIP 数据核字(2003)第 051729 号

Authorized adaptation from the English Language edition, entitled *First Insights into Business Workbook* by Kevin Manton published by Pearson Education, Inc., Copyright © 2000 by Pearson Education Limited.

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新视野商务英语(上)

练习册

Kevin Manton (英) 著

* * *

责任编辑: 张黎新

出版发行: 外语教学与研究出版社

社 址: 北京市西三环北路 19 号 (100089)

网 址: <http://www.fltrp.com>

印 刷: 北京大学印刷厂

开 本: 889×1194 1/16

印 张: 5

版 次: 2003 年 8 月第 1 版 2003 年 8 月第 1 次印刷

书 号: ISBN 7 - 5600 - 3516 - 7/G·1738

定 价: 6.90 元

* * *

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序

在经济全球化的大形势下，做商务的人要知晓英语，学英语的人要懂得商务。《新视野商务英语（上、下）》正是把真实的国际商务活动与系统的英语语言知识和技能密切结合在一起的理想教材。

毋庸置疑，中国人学习商务英语与母语即为英语的人学习商务英语是不同的。我们面对的是双重任务：学习英语语言和商务知识。就英语语言学习来讲，我们要学习词汇、句型、句法等等，缺乏对构成语言规则的认知，就不可能学会准确地使用这种语言；我们还要学习在实际中运用所学的语言知识，在尽可能真实的情景中进行充足的练习，否则就不可能学会流畅地表达自己。《新视野商务英语》以交际教学法为原则，既提供了系统的语言规则，又设计了充足的真实情景。它鼓励学生积极主动地学习，比如在讲授语法时，它不是按照传统的方法，先把语法规则告诉学生，再让他们反复地练习运用，而是采用归纳法，给学生充足的语言材料和练习情景，帮助他们了解不同词汇、不同句型的不同功能，然后鼓励他们自己总结归纳出应该掌握的语言知识。最后还要引导他们检验自己做出的结论是否正确。毫无疑问，在这样的学习过程中，学生的学习积极性和责任心得到了充分的调动和极大的信任，学习的效果也会是事半功倍的。

就商务知识的学习而言，我们要了解国际商务涵盖的基本范畴，比如公司结构、员工招聘、客户服务、产品销售、经营环境、财务管理，以及公司文化、广告形象和战略战术等等。缺乏真实性和时效性的材料，是不可能帮助学生学习和掌握国际商务活动中的基本实战技巧的。《新视野商务英语》的阅读和听力材料均选自各种经济或公司刊物，真实、丰富。每一个案例都给学生身在其中的感觉，使学生体会到商战的激烈，经营的智慧和成功的喜悦。这套教材设计的各种技能训练也体现了真实、实用的原则。在讨论问题、安排议程、设计项目、乃至准备新闻发布等等活动中，切切实实地帮助学生提高实战能力和技巧。这也正是一般的英语教学材料难以做到的。

还要说一说的是中国人在学习商务英语中应该注意的跨文化因素。不同国家、不同地区的人关于商务问题的观点因何而异？怎样才能在不同的文化背景下进行更有效的沟通？对诸如此类的问题如何认识、如何解决其实都是对商务工作者人文素质的考验。《新视野商务英语》在这方面给予的关注是令人感动的。它提供了许多真实的案例，不仅可以增强学生的跨文化意识，而且可以启发学生思考，同时帮助他们在语言方面做好充分的准备，提高他们进行有效交际的能力。

根据语言难度，《新视野商务英语》分成上、下两册，分别由学生用书、教师用书和练习册三部分组成。编者认为这套教材可以帮助学生达到初、中级和中、高级水平，如果能切实掌握这套教材中的基本语言和商务技能，是可以帮助你顺利通过像 BEC（剑桥商务英语考试）、TOEIC（托业）和 LCCI 这类考试的。

人们常常把教材比为剧本之本。我认为《新视野商务英语》确实是一套优秀的剧本，相信在此基础上，从事商务英语的教师和学习商务英语的学生都会有出色的表现，获得骄人的成果。

李平

对外经济贸易大学
英语学院院长

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1 Customers 顾客

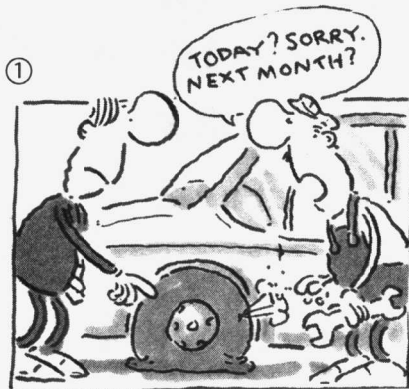
Vocabulary

1 Match each of the words and expressions on the left with one of the definitions on the right.

- | | |
|--------------------|--|
| 1 consumers | a items made by a business, e.g. coffee, cars, clothes and furniture |
| 2 services | b a set of rules telling people what they can expect a company to do |
| 3 products | c the people who buy things from a business |
| 4 repeat business | d what companies do to satisfy their customers |
| 5 customer loyalty | e things that are provided by businesses that do not manufacture products, e.g. banking and hotels |
| 6 code of practice | f a customer is happy with the service received from a company and comes back again |
| 7 customer care | g the customer frequently uses the same company or buys the same product |

2 Write the opposites of these words, then match each word you have written with a picture.

- | | |
|------------------|----------------------|
| a helpful _____ | b well-dressed _____ |
| c friendly _____ | d quick _____ |



3 Complete the gaps with one word. The same word goes in each gap.

| | |
|--------------------------|---------------|
| *** | |
| PAULO'S | |
| *** | |
| Food | £52.75 |
| Wine | £30.00 |
| ¹ _____ (10%) | £8.27 |
| Total | £91.02 |

Every year young business studies graduates leave college and join ² _____ industries such as the big banks. Why are these jobs popular with young people?

Language Practice

Direct and indirect question forms

1 These are all questions asked by guests at the Hotel Europestar. Complete the gaps with a word from the box.

a is b are c does d can e do

¹ _____
you know where I can
change my dollars into
German marks?

² _____
there facilities for
children?

³ _____
the hotel have
conference
rooms?

⁴ _____ you
tell me where the
bar is please?

How much
⁵ _____ a double
room for the night?

2 Which of the five questions above are direct questions and which are indirect?

3 Complete this table.

Wh/How
questionsYes/No
questions

| DIRECT QUESTION | INDIRECT QUESTION |
|---|---|
| 1 When is the check-out time? | Could you tell me how much a glass of wine costs? |
| 3 What is the rate of exchange for American dollars? | 2 Can you tell me where the restaurant is? |
| 5 Does the restaurant provide children's meals? | 4 Can you tell me if you have a safe for my valuables? |
| 7 Is this the way to the gym? | 6 Could you tell me if there is a train station near here? |
| | 8 |

► Grammar Reference page 158 Students' Book

Writing

Capital letters

Read these questions. Where do we need to use capital letters?

- 1 Good morning, I'm dr hoffman. I'm the hotel doctor. how can I help?
- 2 Can you tell me how to get to buckingham palace?
- 3 Can I have two beers and a coca-cola please?
- 4 Excuse me, do you speak polish?
- 5 Is christmas day a saturday this year?
- 6 Hello, is that the hotel europestar? Can I make a reservation for next march?
- 7 I want to hire a car. Do you have a bmw?
- 8 When is the next train to brussels?
- 9 There's a special day trip on the river seine tomorrow. Would you like to come?
- 10 Can you tell me if the restaurant serves italian or french food on wednesday?

Business
Communication

Making offers

Complete the gaps in the sentences below with a word from the box.

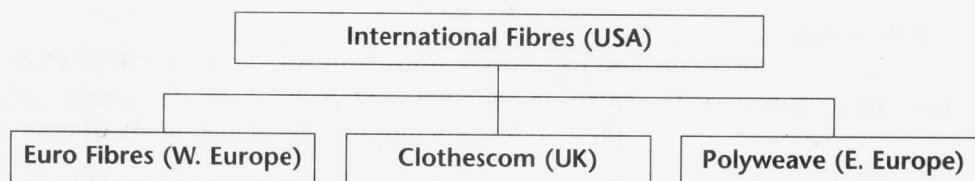
a can b would c shall

- 1 That's a very heavy bag. _____ you like me to help you?
- 2 There's a waiter. _____ I order dinner now?
- 3 _____ I have a copy of your code of practice please?
- 4 You look hot. _____ you like me to open a window?
- 5 _____ I get you anything to drink?
- 6 _____ I phone for a taxi to take us to the hotel, or _____ you like to walk?

2 Companies 公司

Vocabulary

1 Look at this diagram of a company's structure.



Are these statements about the company true (T) or false (F)?

- 1 International Fibres is a parent company. ☐
- 2 Clothescom (UK) is a subsidiary company. ☐
- 3 Polyweave (E. Europe) is a holding company. ☐
- 4 International Fibres is not a multinational company. ☐

2 Complete this table by adding the noun or verb form of each word.

| VERBS | | NOUNS |
|-------|---------|--------------|
| 1 | | manufacturer |
| 2 | prepare | |
| 3 | launch | |
| 4 | | expansion |
| 5 | operate | |
| 6 | | competition |

3 Use a verb or noun from the table in exercise 2 to complete this paragraph. The numbers in brackets refer to the numbers in the table.

International Fibres is a multinational company. It is a ¹ _____ (1) of fabrics and clothes. It ² _____ (5) in three markets: Western Europe, the UK and Eastern Europe. The company is focusing on the ³ _____ (4) of its Eastern European subsidiary, Polyweave (E. Europe). Eastern Europe is a difficult market, but the company's managers think it can ⁴ _____ (6). Polyweave is trying to keep its production costs low and is busy making ⁵ _____ (2) for the ⁶ _____ (3) of its new range of clothes.

Language
Practice

Present simple and present continuous

1 Circle the correct form of the verb in each of these sentences.

- Mercedes Benz manufactures/is manufacturing high-quality cars.
- Every year Benetton is launching/launches a new range of clothes.
- Benetton is expanding/expands the number of shops they have in the UK.
- The Financial Times Group is owning/owns *Les Echos* and *Recoletos*.
- This month the *Financial Times* is looking/looks for graduates to join its staff.

2 Read these notes and the paragraph that expands them.

Alan—an engineer—Mercedes Benz. Test—new designs. Today—make presentation—senior management—safety of new designs.

Alan is an engineer for Mercedes Benz. He tests new designs for the company's cars. Today he is not testing cars. He is making a presentation to senior management about the safety of the new designs.

Write a similar paragraph from these notes.

Maria and Isabella—marketing officers—Sony. Design advertising campaigns. Today—meet—executives from Japan—discuss—company strategy.

3 Read the memo and write the correct questions for these answers. Some are present simple and some are present continuous.

Memo Clothescom

TO: BILL LOMAX

DATE: 24 OCT.

FROM: PHIL MURPHY

SUBJECT: PROBLEM WITH
NEW
OFFICE/SHOP

The new sales office and shop in Manchester is opening next week.

The problem is that the new computerised ordering system is not working. We are recruiting staff at the moment and have no time for this problem. I need someone to come here and examine the software.

Can you send someone this week?

PM

1 Q: _____ ?

A: Manchester.

2 Q: _____ ?

A: They are recruiting staff.

3 Q: _____ ?

A: No, it is not.

4 Q: _____ ?

A: Someone to come in and examine the software.

5 Q: _____ ?

A: This week.

Writing

Avoiding repetition

Re-write these sentences in your notebook. Remove the repetition by using a word or phrase from the box.

- | | | |
|---------------|---------------|--------|
| a the company | b one of them | c they |
| d others | e one | f it |

- There are many car production companies in the market. Mercedes Benz is an example of a car production company which manufactures high-quality cars.
- Some newspapers, like the *Financial Times*, take great care to make sure that all the information they contain is true. Some newspapers do not.
- Levi Strauss & Co. produces jeans. Levi Strauss & Co. also produces shirts and jackets.
- McDonald's is a very famous fast-food chain. McDonald's has restaurants all over the world.
- There are many very famous Italian clothing companies. Benetton is a very famous Italian clothing company.
- Reuters has offices all over the world. Reuters offices are found in all major capital cities.

Reading

- 1 Match the headlines on the left to the newspaper extracts on the right.

- Virgin Book
- EMI HIT
- Financial Times Online
- Virgin Atlantic Offer
- Reuters Expansion
- McDonald's Groundwork

- THE MUSIC industry giant is aiming to be the number one company in its field.
- The fast-food retailer is opening its 25,000th restaurant in Chicago.
- The information and news provider is launching a new multi-media news service via the Internet.
- ft.com is providing financial data on more than 10,000 companies.
- As part of its competitive battle with other airlines it is offering free Internet access to its passengers.
- The group's financial services company is providing a free book to help its customers choose a personal pension.

- 2 Are these statements true (T) or false (F)?

- Virgin Atlantic's prices are coming down. ☐
- McDonald's is closing down an outlet in Chicago. ☐
- Virgin is helping people to make financial decisions. ☐
- Reuters is developing its online news services. ☐
- The *Financial Times* is increasing its newspaper production. ☐

3 Travel 旅行

Vocabulary

1 Complete the paragraph with a verb from the box in the correct tense.

- | | | |
|--------|---------|---------|
| a run | b hold | c plan |
| d book | e throw | f visit |

Mark Dean's secretary is very busy this week. Mark ¹ _____ Germany next week on a business trip and she ² _____ his itinerary and ³ _____ his tickets. Europestar Hotels ⁴ _____ a big conference for all its European suppliers there and he ⁵ _____ a seminar on the company's structure. At the end of the conference they ⁶ _____ a big party.

2 Complete this table.

| COUNTRY | NATIONALITY |
|---------------|-------------|
| 1 Switzerland | French |
| 2 | |
| 3 Greece | |
| 4 | Dutch |

| COUNTRY | NATIONALITY |
|------------|-------------|
| 5 Thailand | Chinese |
| 6 | |
| 7 Germany | Saudi |
| 8 | |

3 Complete these notices by choosing the correct word from the table above. The numbers in brackets refer to the numbers in the table.

①



*The Hotel Europestar
welcomes the _____ (6) and
_____ (8) delegates
for the Business Travel
conference.*

②

TONIGHT
in the bar watch
LIVE
international football
_____ (2)
vs.
_____ (4)

③

HOTEL EUROPESTAR
RECEPTIONISTS SPEAK

(3, 4 and 7)

④

**Hotel Europestar
Restaurant**
★
Tuesday night is
Eastern night.
Try delicious food from
_____ (5 and 6).

⑤

Would all guests travelling with
the _____ (2) company
Interhop please meet their tour
guide here at 10:00 tomorrow

⑥

The exchange rate for
_____ (1)
francs is **4.7** = £1.00.

Language
Practice

Present continuous for the future: fixed arrangements

1 Use the correct form of the verbs in brackets to complete this paragraph.

Mark Dean and his colleague Anna Woods work for Europestar Hotels. They
 1 _____ (visit) the Canary Islands next month for a four-day
 business trip. They 2 _____ (arrive) in Gran Canaria at
 11:00 a.m. and 3 _____ (give) a presentation on the
 company's plan to local managers in the afternoon. On day two Mark
 4 _____ (travel) to Tenerife and 5 _____ (visit)
 the company's hotel there. Anna 6 _____ (not accompany)
 him. She 7 _____ (stay) in Gran Canaria and
 8 _____ (interview) people for the job of manager in the new
 hotel. On the third day Anna 9 _____ (not work). She
 10 _____ (have) a day's holiday. Mark
 11 _____ (meet) local trades unions and politicians. On their
 last day they 12 _____ (attend) a conference run by the
 Spanish government. They 13 _____ (not leave) together.
 Mark 14 _____ (return) home on the 8:00 flight but Anna
 15 _____ (not leave) until 11:00 p.m.



2 Mark Dean is visiting Spain next week. This is his itinerary.

| | |
|-----------|--|
| Monday | arrive Barcelona 8:30 p.m. |
| Tuesday | discuss new hotel building project with local management |
| Wednesday | meet with architects—all morning visit building site—afternoon |
| Thursday | discuss plan with local politicians—morning interview some building companies—afternoon |
| Friday | hold development seminar—morning leave—4:30 p.m. |

Complete the questions and answers about Mark's itinerary.

- 1 Q: _____ ?
 A: On Monday at 8:30 p.m.
- 2 Q: What is he doing on Tuesday?
 A: _____ .
- 3 Q: _____ ?
 A: Wednesday afternoon.
- 4 Q: What is he doing on Thursday morning?
 A: _____ .
- 5 Q: _____ ?
 A: Friday at 4:30 p.m.

Business Communication

1 Complete these short conversations.

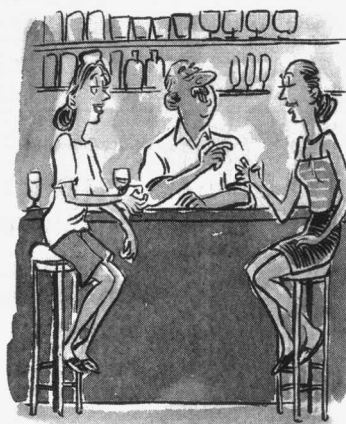
- 1 **Peter:** Mary, do you know Lan?
Mary: Hello, Lan. _____
- 2 **Charles:** Let me introduce Sheema.
Philip: Pleased to meet you, Sheema. _____
- 3 **David:** Giselle, I'd like to introduce you to Mr Adams. Mr Adams, my daughter Giselle.
Giselle: _____

2 Complete the conversations with a reply from the box.

- | | | |
|--------------------|----------------|--------------|
| a Yes, I think so. | c Never mind. | e Please do. |
| b That's OK. | d Yes, please. | |

- 1 **Alice:** Thanks for booking my ticket.
Bill: _____
- 2 **Chris:** Is this the right room for the planning meeting?
Diane: _____
- 3 **Edward:** Can I use your fax?
Francis: _____
- 4 **Geraldine:** I'm afraid I've lost your itinerary.
Henry: _____
- 5 **Ian:** Would you like some tea?
Joyce: _____

3 Which is the best response in each situation?



- 1 Let me introduce Mark Dean from our English parent company.
 a Pleased to meet you, Mark.
 b Hello, Mark.
- 2 Do you know Anna?
 a Hello, Anna.
 b How do you do? I'm Claudia Santos.

Business Writing units 1-3

1~3 单元商务写作

Before you complete the documents in this unit, read about **forms**, **notices**, **faxes** and **messages** in the Business Writing Reference Section (pages 68-73).

Customers

Fill in a **membership form** for yourself, to join Hi-tone Health and Fitness Centre (Students' Book page 8).

Hi-tone
HEALTH AND FITNESS CENTRE

Application Form

Name: _____

Address: _____

Telephone (daytime): _____ Telephone (evening): _____

Date of birth: _____

Occupation: _____

Sports played: _____

Height: _____ Weight: _____

Where did you hear about Hi-tone Health and Fitness Centre?

Companies

In unit 2 you read a *Financial Times* recruitment advertisement (Students' Book page 20). You want all the students in your college/school/company to see the advert and to think about joining the training programme. Complete the **notice** to put on the noticeboard.

- Give information about the Financial Times Group (What areas do they operate in?/What famous newspapers do they own?).
- Tell readers what the FT Group are doing now (looking for six recruits).
- Tell readers what opportunities the FT Group are offering recruits (*this section is done*).
- Put your name, position and date at the end.

Notice to all students

Your chance to join a training programme

This is a great opportunity to get experience of all aspects of work in a major company. Plan for your future and apply for a place on the training programme. Good luck!

► Business Writing Reference page 69

Travel

1 Rosalind Harrison (Students' Book page 27) is travelling to Poland again to meet the Sales Director and sales team of the Gdansk office. You are Rosalind's PA. Send a **fax** to Krystina Duda telling her about the arrangements for Rosalind's next visit.

- Ask Krystina to meet Rosalind at Krakow, take her to Gdansk for her meetings and to make the arrangements for her stay.
 - Travel: London—Krakow 17 March/Krakow—London 19 March.
 - Arrange meetings 18 March: Sales Director/sales team to discuss progress of advert.