



职业教育国际商务专业教学用书

商务英语听说

柳 兵 宋 锐 主编

王 芬 盛 平 梁建军 副主编



电子工业出版社
PUBLISHING HOUSE OF ELECTRONICS INDUSTRY

<http://www.phei.com.cn>



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内 容 简 介

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个话题,每个话题下设2个活动,每个活动包括听力强化、经典对话、生词和音标、文化背景、课后练习等,旨在培养学生掌握商务基础知识、了解英美文化、具有较强的运用商务英语的能力。

本书适用面广,既可作为职业院校国际商务、商务英语、金融事务专业学生的英语听说教材,也可作为其他专业学生的选修课教材,同时还可作为商务工作者、英语爱好者的参考读物。

本书还配有电子教学参考资料包(包括电子教案、教学指南、录音原文及习题答案),详见前言。

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图书在版编目(CIP)数据

商务英语听说 / 柳兵, 宋锐主编. —北京: 电子工业出版社, 2012.6

职业教育国际商务专业教学用书

ISBN 978-7-121-17075-1

I. ①商… II. ①柳… ②宋… III. ①商务—英语—听说教学—中等专业学校—教材
IV. ①H319.9

中国版本图书馆 CIP 数据核字 (2012) 第 100989 号

策划编辑: 徐 玲

责任编辑: 徐 玲

印 刷:

装 订: 涿州市京南印刷厂

出版发行: 电子工业出版社

北京市海淀区万寿路 173 信箱 邮编 100036

开 本: 787×1 092 1/16 印张: 8.25 字数: 272.5 千字

印 次: 2012 年 6 月第 1 次印刷

印 数: 3 000 册 定价: 25.00 元 (含 DVD 光盘 1 张)

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本书以《中等职业学校英语教学大纲》为指南，与一线的教学实践、中等职业教育的特点和学生就业的需要相结合，具有实用性和趣味性。本书从学生的实际水平出发，强调打好语言基础和培养语言应用能力并重，合理处理听与说之间的关系。本书借鉴国内外最新的英语教学思路，以话题为主线，注重培养学生运用英语进行交际的能力和继续学习的能力。

话题的设计和开展以商务活动为主线，以学生为主体，形成以下几个鲜明特点。

1. 内容的安排符合英语教学的需要

本书共有 10 个话题，每个话题下设 2 个活动，每个活动分 5 个学习步骤进行。话题的设计与学生的实际英语能力和认知水平相符，难易程度有别，但又相差不大，有利于学生听、说能力的逐步提高。

2. 结构合理

本书精心安排了结构，着重培养学生的听、说及语言应用能力，每个活动的内容如下：

- (1) Learning to listen
- (2) Learning to talk
- (3) Learning to pronounce
- (4) Learning about culture
- (5) Learning of the answers

3. 激励学生主动参与

本书突出教师与学生的互动性，让学生在逼真的场景中学习和运用语言，激发学习兴趣，增强学习动力，改变被动学习的局面。

本书由柳兵、宋锐担任主编，王芬、盛平、梁建军担任副主编，由宋锐、梁建军统稿，编写分工如下：音标部分由盛平编写，话题 1 由柳兵编写，话题 2 由李黎编写，话题 3 由王芬编写，话题 4、5 由丁明慧编写，话题 6、7 由郑丽君编写，话题 8 由叶晓忠编写，话题 9 由王海陵编写，话题 10 由桂媿编写。本书由河北外国语学院李相敏教授主审。

为了方便教师教学，本书还配有电子教案、教学指南、录音原文及习题答案（电子版），请有此需要的教师登录华信教育资源网（www.hxedu.com.cn）免费注册后再进行下载，在有问题时请在网站留言板留言或与电子工业出版社联系（E-mail:hxedu@phei.com.cn）。

由于编者水平有限，错误与疏漏之处在所难免，恳请各位专家、读者批评指正。

编 者

2012 年 5 月

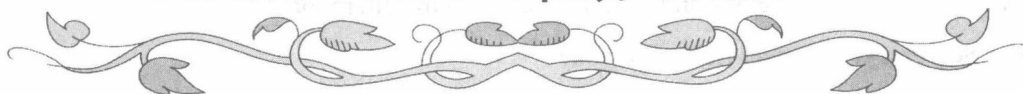
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Topic 1

At the office (在办公室)



Activity 1 Making Arrangements (工作日程安排)

1. Learning to listen

(1) Listen and fill in the blanks with the correct time.

Mon.	Tue.	Wed.	Thur.	Fri.
9:00 a.m. meet Mr. Smith	① _____ have lunch with Mr. Black	② _____ visit factory	③ _____ management meeting	④ _____ flight to Beijing

(2) Listen and match.

- | | |
|------------------------------------|-----------------------------|
| ① What about _____? | a. the third day next month |
| ② Shall I make it _____? | b. November 25th |
| ③ _____ would be fine. | c. October 2nd |
| ④ Is _____ any good for you? | d. The following Tuesday |
| ⑤ _____ will be convenient for me. | e. next Saturday morning |

2. Learning to talk

Scene 1 *Making arrangements for the manager*

Secretary: Mr. Kevin, here is today's schedule. Will you have a look?

Manager: Let me see. I have an appointment with Mr. Smith at 9 a.m., have lunch with Mr. Black at 12 o'clock and visit the factory in the afternoon.

Secretary: Is that all right with you?

Manager: I'm afraid I can't visit the factory this afternoon. My son's teacher has just called. She asked me to go to the school this afternoon.

Secretary: When will it be convenient for you to visit the factory?

Manager: What about tomorrow morning?

Secretary: Tomorrow morning... You will have a job interview. Shall I make it next week?

Manager: I'm afraid next week is no good for me. I'd like to see the new products at the time.

Secretary: Is Thursday afternoon OK?

Manager: That would be fine. Thank you, Helen.

Secretary: You're welcome.

Scene 2 *Discussing the arrangements*

Manager: Helen, have you finished the agenda for Mr. Lester?

Secretary: Yes. I've booked a suite for him in Shangri - La Hotel. And I'll meet him at the airport at 5:00 p.m. on Friday.

Manager: That's good. You'd better go to the airport a bit earlier. It's just the rush hour.

Secretary: OK. At 6:30 Mr. Lester has dinner with you at the Chinese restaurant in Shangri - La Hotel.

Manager: That sounds nice. He says he likes Chinese food very much.

Secretary: At 9:30 next Monday morning you will both attend the fair together and have a meeting at 14:30 in the afternoon.

Manager: Have you prepared the papers for the meeting?

Secretary: Yes. We arrange Mr. Lester to visit our factory next Tuesday, and a sightseeing day around Wuhan next Wednesday.

Manager: That would be fine. Good job, Helen!

Secretary: Thanks.

3. Learning to pronounce

Phonetic skills [i:] [p] [b] [t] [d]

p	[p]	+ [i:]	→	[pi:]	pea, pee
b	[b]			[bi:]	be, bee
t	[t]			[ti:]	tea, eat
d	[d]			[di:]	dee

语音练习

I feel the need of deep sleep.

Sweet dreams.

A friend in need is a friend indeed.

Behind the bar are blackbirds and bluebirds.

It's better to talk too little than to talk too much.

She had a bad cold.

Tongue twister

Peter Piper picked a peck of pickled peppers.

Did Peter Piper pick a peck of pickled peppers ?

If Peter Piper picked a peck of pickled peppers, where's the peck of pickled peppers
Peter Piper picked ?

语音知识：关于语音的几个概念

- (1) 字母是语言的书写形式。元音字母包括 a, e, i (y), o, u。
- (2) 音标是词的语音形式。
- (3) 音素是音的最小单位。英语中有 48 个音素。
- (4) 音节是由元音和辅音构成的发音单位。例如：ap'ple, stu'dent, tea'cher,

un'der'stand.

(5) 元音: 发音响亮, 是乐音; 口腔中气流不受阻碍; 是构成音节的主要音。英语中有 20 个元音。

(6) 辅音: 发音不响亮, 是噪声; 口腔中气流受到阻碍; 不是构成音节的主要音。英语中有 28 个辅音。

(7) 开音节有两种类型: 辅音+元音+辅音+e, 例如: name, bike, home; 辅音+元音, 例如: he, go, hi。

(8) 闭音节有两种类型: 辅音+元音+辅音, 例如: bad, bed, sit, hot, cup; 元音+辅音, 例如: it。

(9) 重读音节是单词中发音特别响亮的音节。

Word breakthrough

schedule ['skedʒul] *n.* 行程安排, 时序安排

interview ['intəvju:] *n.* 面谈, 面试; (记者的) 采访, 访谈; 访谈录; *vt.* 对……进行面谈, 面试

appointment [ə'pointmənt] *n.* (尤指正式的) 约会

convenient [kən'vi:njənt] *a.* 合宜的; 方便的; 便利的

agenda [ədʒ'endə] *n.* 日常工作事项

suite [swi:t] *n.* 套房

Shangri-La ['ʃæŋgri'la] *n.* 幻想的世外桃源 (俗称香格里拉)

rush [rʌʃ] *v.* 冲, 奔, 闯

rush hour (上下班时) 交通拥挤时间; 高峰时间

attend [ə'tend] *vt.* 出席, 参加; 上 (大学等), 前往

fair [feə] *n.* 商品展览会; 博览会; *a.* 公正的; 公平的; 诚实的

arrange [ə'reindʒ] *v.* 安排; 筹备; 整理; 布置

sightseeing ['sait.si:ɪŋ] *n.* 观光, 游览; *a.* 观光的, 游览的

4. Learning about culture

日程安排

日程安排是秘书的一项重要工作，要按时间制订总经理的工作计划。秘书的职责是按日程安排为总经理做好各种必要的准备，并提醒其实施。作为秘书，一定要细心观察总经理的工作习惯和做事风格，调整自己的工作方法，主动适应总经理的工作节拍。在没有达成默契的情况下，最好在合作之初与总经理进行一次深入的沟通，准确了解他的要求，并对可能出现情况的处理原则达成共识，为日后工作的顺利开展做好铺垫。此外，勤于思考、多作总结对于提高秘书日常工作效率也是十分必要的，把经验、教训、小技巧等做成备忘录，时常翻看，不仅能提高自己的工作水准，同时也能间接地提高总经理的工作效率。

总经理的工作可分为日常性工作（即事先有计划的相对固定的工作，如会议、出差、接待等）和突发性工作（临时安排的事情）两类。而秘书的通常做法是将有计划的事情预先填入拟好的日程表中，同时细致、灵活地安排好突发的随机事件。

（1）总体原则

- ① 了解总经理的日常工作、近期业务重点、作息习惯、身体状况，以此优化工作方法。
- ② 了解公司业务发展情况，特别是总经理的业务进展情况。
- ③ 计划内的事情要预先写入日程表，以免在安排上出现冲突。
- ④ 明确事情的优先级，在处理事务时注意理顺和排序，分清轻重缓急，酌情安排处理。
- ⑤ 定期与总经理沟通并达成共识。
- ⑥ 合理安排时间，张弛有度。

（2）经验与技巧

- ① 周一、出差前后一个工作日不要安排过多的事务。
- ② 在两个约会之间留出机动时间，防止会议延长引起时间冲突，并给总经理留出整理思路的时间；同时预留时间处理日常事务。
- ③ 根据总经理的习惯留出适当的时间，让其阅读报刊资料及其他信息。
- ④ 对于总经理的各项安排要熟记于心，及时提醒总经理已定下来的安排，防止冲突。每日安排相对固定的时间与总经理核对日程，保证与总经理日程表内容一致。

⑤ 不要代替总经理作决定，在总经理的同意下针对其工作习惯和时间对各种预约酌情处理。

⑥ 控制约会时间，适时打断，防止拖延，以免影响下面的日程。

⑦ 可按总经理的习惯，自行制作日程表。

5. Learning of the answers

(1) Translate the following phrases.

① 参加一个招聘面试_____

② 看一看_____

③ 去机场接某人_____

④ 开会用的资料_____

⑤ 观光武汉_____

(2) Translate the following sentences.

① 我上午十点和玛丽有个约会。

② 您什么时候到武汉来比较方便？

③ 恐怕明天对我来说不太合适。

④ 吉姆在那家酒店预订了一间套房。

⑤ 早上八点正是上班高峰期。

Activity 2 Room Reservation (预订房间)

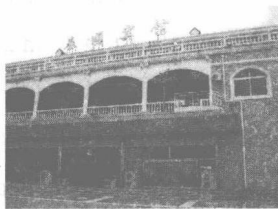
1. Learning to listen

(1) Choose the one you hear.

①



A. ()



B. ()

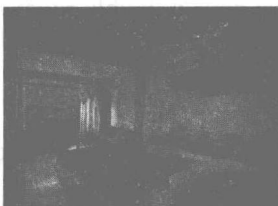


C. ()

②



A. ()



B. ()



C. ()

(2) Listen to the conversation and answer the following questions.

① How much will the man pay for the rooms? ()

A. \$30

B. \$85

C. \$120

② When will the woman arrive? ()

A. On July 20th.

B. On July 16th.

C. On July 24th.

2. Learning to talk

Scene 1 Mr. Green is calling Wuhan Jin Jiang International Hotel.

Mr. Green: Good afternoon! Is that Wuhan Jin Jiang International Hotel?

Clerk: Yes, sir. May I help you?

Mr. Green: Yes. I'm calling to reserve a double room for two nights from May 1st to May 2nd.

Clerk: I'm sorry, but we are fully booked for those days as it is the busiest season. Is it possible for you to change your reservation date?

Mr. Green: I'm afraid I can't. I'll try calling another hotel.

Clerk: We hope we'll have another opportunity to serve you.

Scene 2 Mr. Green is calling another hotel.

Clerk: Good afternoon! Room Reservations. May I help you?

Mr. Green: Yes. I'd like to reserve a room.

Clerk: Sure, sir. For which date and how many guests will there be in your party?

Mr. Green: From May 1st to May 2nd. Just my son and myself.

Clerk: Which kind of room would you like, sir?

Mr. Green: A double room, please.

Clerk: Could you hold on a moment, please? I'll check the availability of our room.

(a moment later)

Thank you for waiting, sir. We have a double room at 300 yuan per night. Will that be all right?

Mr. Green: OK, I'll take it.

Clerk: Thank you, sir. May I have your name and phone number, please?

Mr. Green: Sure. My name is Orson Green, and my phone number is 65719940.

Clerk: Excuse me, Mr. Green. How do you spell your first name?

Mr. Green: It's O-R-S-O-N.

Clerk: Thank you, Mr. Green. When will you arrive?

Mr. Green: Around 8 p.m.. By the way, do you accept credit card?

Clerk: Yes, Mr. Green. You've made a reservation at the Asia Hotel, from 1st to 2nd of May for two nights. If you can't arrive as scheduled, please inform us before 5 p.m. on May 1st. Thank you for calling and we look forward to serving you.

3. Learning to pronounce

Phonetic skills [i] [k] [g] [s] [z]

[i] it bit did pit

[k] + [i]		[ki]		[d]		[kid]	kid
[b] + [i]		[bi]		[g]		[big]	big
[s] + [i]		[si]	+	[t]		[sit]	sit
[z] + [i]	→	[zi]		[p]	→	[zip]	zip

语音练习

She lives in a big city with her sister.

A big pig is sleeping on a ship.

Dick took the milk to the kitchen.

A good beginning makes a good ending.

The sun rises in the east and sets in the west.

His music was amusing, amazing and pleasing.

Tongue twister

The Spanish speak Spanish in Spain.

Silly Sally sells shells on the seashore, the shells she sells on the seashore are seashells I'm sure.

语音知识：不完全爆破音

“爆破音+爆破音”在语音学上被称为不完全爆破或失去爆破，发音时第一个音有停顿无爆破，第二个音一定要爆破，要发音。

爆破音有：[p] [b] [t] [d] [k] [g]，其中任意两个音相邻时，第一个发不完全爆破音。如：doctor, actor, blackboard, pocketbook; a good time, sit down, a red tie

cab driver, white goose, card board, red card, ink bottle, black cat, big girl, soap bubble

朗读下列单词和词组，注意失爆或不完全爆破。

goodbye, asked, postcard, picked, blackboard, robbed, pigtail, bobbed, a great deal, a bad cold, take care, put down, quite different, stop talking

Word breakthrough

reservation [ˌrezə'veɪʃən] *n.* 预订

double ['dʌbl] *a.* 双人的

single ['sɪŋɡl] *a.* 单一的；单个的

meeting ['mi:tɪŋ] *n.* 相会，聚会，会见

Wuhan Jin Jiang International Hotel 武汉锦江国际大酒店

reserve [ri'zə:v] *vt.* 预订或保留（座位、住处等）

fully ['fʊli:] *adv.* 完全地

season ['si:zən] *n.* 季（节）；时期；活动期，季

opportunity [ˌɒpə'tju:niti] *n.* 机会，时机

serve [sə:v] *vt. & vi.* （为……）服务

party ['pɑ:ti] *n.* 社交聚会

hold on（电话用语）别挂断，等一下

check [tʃek] *vt. & vi.* 检查，核对

availability [ə'veiləbiliti] *n.* 可利用性

arrive [ə'raiv] *vi.* 到达，来；发生

accept [ək'sept] *vt. & vi.* 接受，领受

credit card 信用卡

scheduled ['skedʒu:ld] *a.* 规定价格的；预定的，排定的

inform [in'fɔ:m] *vt.* 告诉，通知

forward ['fɔ:wəd] *adv.* 向前端；前进

4. Learning about foreign culture

接电话礼仪

英国人、美国人接电话，如果是公务性质的，接电话的一方会马上自报家门：“（This is）××Company. May（Can）I help you?”（××公司，我能为您效劳吗？）如果是在私宅，接电话一方也会自报家门：“（This is）××’s residence.”（这是××的住宅。）还有的会报出自家的电话号码，让对方知道是否挂错。如果接到一个拨错了号码的电话，嚷一句“拨错了”，随即“啪”一下把电话挂断，这在英国人、美国人看来是不礼貌的。恰当的做法应该是温和、友善地说：“Wrong number, I’m afraid.”（我想你拨错号码了。）对方若说“对不起”，你应该说：“That’s all right.”（没关系。）

当对方要找的人不在时，接电话一方常用的用语如下：

Can I tell her who’s calling?（我能告诉她谁打来的电话吗？）

Would you like to leave a message?（您要留下口信吗？）