

# 外贸英语听力 I

张颖 主编



对外经济贸易大学出版社



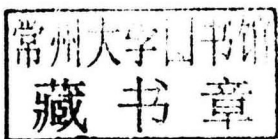
全国高职高专商务英语精品系列教材

总主编：徐美荣

# 外贸英语听力 I

## Foreign Trade English Listening I

张 颖 主编



对外经济贸易大学出版社

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# 出版说明

目前,以就业为导向、以企业需求为培养目标是高职教育的发展方向和趋势,提高学生的职业能力和竞争力是高职教育的根本。对外经济贸易大学出版社特组织了具有丰富教学经验的高校骨干教师和企业用人单位的专家共同组成编写队伍,通过对近几年高职英语专业学生的职业岗位群所需能力的调研,完成了行动领域归纳和典型工作任务分析,确定了学习领域和学习情景设计,以加强与行业联系与合作为基础,以真实工作任务为依据,进一步选择和整合教学内容,为高职学生量体裁衣地编写了这套系列教材。本套教材包括《商务英语精读》《商务英语听力》《商务英语口语》《英美国家概况(英文版)》《商务英语翻译》《国际商务秘书》《商务英语谈判》《跨文化商务交际》和《实用英语语音语法》等。

本系列教材在编写理念、编写形式和教学内容上都对传统英语教材进行了颠覆性的改革,突出了以下特色:

1. 编写理念先进,具有实用性和前瞻性。

以先进的教学理念为指导,教材设计以培养高等职业教育学生的职业能力为目标,紧紧围绕行业实际需求,突出实用性,职业性和开放性。

2. 以工作过程的实际需要为依据,确定实用的教学内容。

在教学内容的组织安排过程中,我们以学生职业能力培养、日常生活和真实工作需要为依据,选取整合教学内容,科学设计单元主题、教学任务和实训内容,力求达到教、学、练一体,课堂教学与实际应用相统一。

3. 重视语言教学规律,加强对学生听、说、读、写、译综合能力的培养。

在教学任务设计过程中,我们以整体语言教学理论为指导,将听、说、读、写融为一体,把培养学生一定的英语交际能力作为提高其职业素养的重要任务,并且明显加大了英语听说、写作,特别是商务英语实用交际能力的训练。

4. 以学生为中心,以培养学生自主学习能力和创新能力为目标。

本套教材设计和开发以学生为中心,明确学生的需求,能够深度了解学生感兴趣的活动和主题,设计一些模拟的商务工作情境,激发学生的学习兴趣,培养学生自主学习能力和创新能力。

5. 版式新颖,教学活动设计多样化。

教材设计符合认知规律,版式设计图文并茂,能够激发学生的学习兴趣。教学活动多样化,贴近生活和工作实际,如情境设计、角色扮演、案例分析和实战模拟等为学生提供一个仿真的应用商务英语的环境。

总之,本系列教材既覆盖英语基础知识又体现商务英语的专业性和职业性,从而达到知识的完整性。其宗旨是通过学习有关商务活动的真实的、新颖的语言材料,培养学生学习商务英语的兴趣和国际商务沟通能力,提高听、说、读、写、译方面的基本能力,

提高商务工作者的基本素质,掌握商务工作过程必要的商务知识,商务基本礼仪、经济、贸易等方面的基础理论和管理经营理念;能够胜任用英语进行对外经贸活动方面的工作,将语言知识、交际技能、文化背景知识和商务知识融为一体,为进行真实交际的商务活动而服务,为学生进一步学习其他商务英语专业知识打下坚实的基础,使之成为 21 世纪复合型、国际型和应用型商务人才。

本系列教材的适用面广泛,既可以作为国际经贸、国际金融等涉外专业的商务英语教材,也可以作为英语专业商务英语教材,还可以作为大学英语选修课教材和行业培训教材。

本系列教材是在职业教育发展的新形势、新要求下做出的一种尝试,书中疏漏之处在所难免,恳请各位专家和同行不吝赐教,以便在使用中日臻完善。

大连职业技术学院  
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# 前 言

继我院商务英语专业组织开发的“全国高职高专商务英语精品系列教材”中的三本《商务英语听力》出版之后，我们又进行了广泛深入的外贸企业实践和调研，依据企业对外贸人才的需求，进一步明确和完善了商务英语专业和国际贸易专业的人才培养方案和相关课程标准。在教材建设方面，我们依然把握“学用结合，学以致用”的思路，坚持“以就业为导向，以职业能力为核心”的原则，确定了16个外贸主题并编写了这套《外贸英语听力》教材。本套教材一共两册，分为外贸流程篇和外贸方式篇，每册8个外贸主题单元及两套测试，每个单元由以下三部分组成：

第一部分（Starter）是针对短对话而设计的单项听力技能训练，旨在帮助学生奠定扎实的听力基础；

第二部分（Main Course）围绕着每单元特定的外贸主题设计的10项听力任务，在每项任务之前设立一个词汇库（Vocabulary Bank），列出了听力材料中的生词和短语，帮助学生排除听力中的词汇障碍。此部分使学生在提高语篇层面听力技能水平的同时获得一定的外贸知识和技能；

第三部分（Dessert）介绍全球知名的外贸B2B电子商务平台和贸易港口，便于学生了解更多的专业知识和外贸信息。

每套测试包括一项单项听力技能测试任务和8项围绕外贸主题展开的听力任务。

本套教材的听力内容精选了与16个外贸主题密切相关的对话和短文。听力任务的设计灵活多样，包括单项选择、判断正误、回答问题、补全信息、选项匹配、选项归类、听辨不同、排列顺序和填写表格。

本套教材书末附有听力答案（Answers）、录音原文（Tapescripts）和词汇总表（Word List），词汇总表按照字母顺序列出全书生词和短语并提供了音标、词性、汉语解释以及来源。本套教材还配有听力音频和PPT教学课件。

建议各校在制定教学计划时，将本套教材分两个学期教授，每学期18个教学周，每周2学时，每册36学时，全套为72学时。

本册教材为《外贸英语听力》第一册外贸流程篇，包括8个外贸主题：建立业务关系（Establishment of Business Relations）、价格磋商（Price Negotiation）、支付方式（Terms of Payment）、包装（Packing）、装运（Shipment）、保险（Insurance）、商检（Inspection）以及索赔和理赔（Claim and Settlement）。

通过本册教材的学习，使学生能够达到以下听力和外贸两个方面的目标：

## 一、听力技能

- 单项听力技能：推断对话地点、说话人职业和人物关系的能力；听辨建议句、因果句、比较句、否定表达和虚拟语气的能力。
- 语篇层面听力技能：辨认关键词、辨别主旨大意和听取具体细节等捕捉主要信

息的能力；做笔记、写简要和释义复述等归纳总结能力。

## 二、外贸知识技能

此部分旨在帮助学生掌握建立业务关系、价格磋商、支付方式、包装、装运、保险、商检以及索赔和理赔一系列外贸流程中的专业术语和业务知识，并掌握外贸业务谈判的技巧。

本套教材在编写过程中参考了大量的国内外资料，凝聚了众人的智慧与努力。在此，我要衷心地感谢对外经济贸易大学出版社编辑同志为本套教材的审阅和修改所做的大量细致的工作；感谢英国埃克塞特大学（University of Exeter）教育学院 TESOL 导师 Sarah Rich 女士的专业指导和 St. Luke 学院校友会成员的鼓励与支持；特别感谢大连职业技术学院国际商务语言学院田南生院长和徐美荣副教授的关怀与支持；感谢国际学院何伟莲教授和经济管理学院的张燕副教授提供的宝贵资料和建议；最后，感谢我的先生和学生对本套教材的出版所给予的支持和协助。

本套教材虽然是为商务英语和国际贸易专业的学生而设计编写的，但也可用作涉外商务人士提高英语听力水平的自学材料。

由于编写时间仓促、编写水平有限，书中难免出现疏漏和不足之处，恳请各位同仁和学生在使用本套教材的过程中不吝匡正并将您的改进意见及时通过以下联系方式反馈给我们，以便我们进一步完善本套教材，使之更好地服务于教学。

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2017年11月



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# ***Module 1***

## **Establishment of Business Relations**

### **Learning Objectives**

1. To make judgments about the places where the conversations take place;
2. To acquire the listening skills of catching the key words and the specific details;
3. To get to know how to establish business relations;
4. To grasp the useful words and expressions related to the topic.

### **Starter**



### **Making Judgments: Places**

**Directions:** Listen to eight short conversations. At the end of each conversation, a question will be asked about what was said. Read the four choices marked A, B, C and D, and decide which is the best answer.

1.
  - A. In a hotel.
  - B. At a dinner table.
  - C. In the street.
  - D. At the man's house.
2.
  - A. In a cotton field.
  - B. At a railway station.
  - C. On a farm.
  - D. On a train.
3.
  - A. At a newsstand.
  - B. At a car dealer.

- C. At a publishing house.  
D. At a newspaper office.
4.  
A. At a booking office.  
B. In a Hong Kong hotel.  
C. On a busy street.  
D. At an airport.
5.  
A. It might be in a closed room.  
B. It's at a desk where the accountant works.  
C. It's in a bank.  
D. It's a newly-opened shop.
6.  
A. In a railroad station.  
B. In a bus terminal.  
C. In a restaurant.  
D. In a hotel room.
7.  
A. At a bookstore.  
B. At a post office.  
C. At a luggage counter.  
D. At an elementary school.
8.  
A. At a bookstore.  
B. In a workshop.  
C. At an art gallery.  
D. In a department store.

## Main Course

### Key Words and Specific Details



#### Task 1

#### Vocabulary Bank

1	superb	[su:'pɜ:b]	<i>adj.</i>	极好的
2	technician	[tek'nɪʃn]	<i>n.</i>	技术员; 技师

3	coincidence	[kəʊ'ɪnsɪdəns]	<i>n.</i>	巧合
4	perusal	[pə'ru:zəl]	<i>n.</i>	浏览; 仔细研究; 翻阅

**Directions: Listen to the dialogue and choose the best answer to each of the following five questions.**

1. How did Liu Yan get to know the importer of tea business in the European market?
  - A. Through the Internet.
  - B. From the advertisement.
  - C. Recommended by other business partners.
  - D. With the help of the Chamber of Commerce.
2. How long has Liu Yan's company been in the line of tea products?
  - A. 16 years.
  - B. Over 16 years.
  - C. 60 years.
  - D. Over 60 years.
3. Which might not be sent to the import manager?
  - A. Brochures.
  - B. Samples of teabags.
  - C. Samples of new tea products.
  - D. The latest illustrated catalogue.
4. Which of the following statements is NOT true?
  - A. Liu Yan's company has its own processing factory.
  - B. Grade-A Oolong Tea has won international high quality medals.
  - C. Many experienced technicians work for Liu Yan's company.
  - D. Liu Yan's company produces teabags as well as tea.
5. Which is NOT mentioned in Liu Yan's introduction?
  - A. The name of her company.
  - B. The quality of tea products.
  - C. The price of tea products.
  - D. The business scope of her company.

## Task 2

**Directions: Listen to the dialogue and fill in the blanks with the missing information. Write no more than three words for each blank.**

(S-David Smith, L-Li Ming)

S: Hello! I'm David Smith from America.

L: How do you do, Mr. Smith? My name's Li Ming.

S: Glad to meet you, Mr. Li. Before my trip to China, we've sent you a letter seeking for cooperation. Now I've come here in person to \_\_\_\_\_ of establishing business relations with you.

L: We'd be very pleased to enter into business relations with your firm.

S: Thank you, Mr. Li. We learned from our \_\_\_\_\_ in your country that you're one of \_\_\_\_\_ of electronic products in China. We've been in this line for more than twenty years. Here is a copy of our catalogue. I hope some of my products will be of interest to you.

L: I hope so, too. There is \_\_\_\_\_ for electronic products, especially computers in China. So, if your prices are competitive, we can \_\_\_\_\_.

S: We think our prices \_\_\_\_\_ the prices of the same kind of products in the world market.

L: That's good. Well, firstly, we'll go to \_\_\_\_\_, then study your catalogue and decide what items we are interested in. Then we can \_\_\_\_\_ tomorrow.

S: That'll be fine. See you tomorrow, then.

L: See you tomorrow.



### Task 3

#### Vocabulary Bank

1	garment	['gɑ:mənt]	<i>n.</i>	衣服
2	pamphlet	['pæmflet]	<i>n.</i>	小册子

#### Directions: Listen to the dialogue and answer the following five questions.

1. How long has Ms Jiang's company been importing and exporting goods?
2. Where have the silk clothes been sold?
3. According to Ms. Jiang, what are the selling points of the garments?
4. What can help Mr. Green know more about Ms. Jiang's company and products?
5. Which product is Mr. Green especially interested in?



### Task 4

#### Vocabulary Bank

1	handicraft	['hændikrɑ:ft]	<i>n.</i>	手工艺品; 手工艺
2	stall	[stɔ:l]	<i>n.</i>	货摊
3	in person			亲自

**Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).**

- ( ) 1. This is Mr. Chris Brown's first visit to Shanghai, but the second visit to China.
- ( ) 2. Mr. Chris Brown seldom goes on a business trip.
- ( ) 3. Mr. Chris Brown has visited Wanshun Trading Company's stall at the exhibition.
- ( ) 4. The displayed products are not as good as those in the catalogue.
- ( ) 5. Max Toy Company Limited has a long history of importing goods.

## Task 5

### Vocabulary Bank

1	knitwear	['nɪtweə(r)]	<i>n.</i>	针织品
2	textile	['tekstaɪl]	<i>n.</i>	纺织品
3	coincide	[kəʊɪn'saɪd]	<i>v.</i>	一致; 符合
4	equality	[i'kwɒləti]	<i>n.</i>	同等; 平等
5	mutual	['mju:tʃʊəl]	<i>adj.</i>	共同的; 相互的
6	deal in			经营

**Directions: Listen to the dialogue and answer the following five questions.**

1. What products are on display?
2. What did the man think of some of the exhibits?
3. What has the exhibition successfully introduced to the man?
4. How can the woman investigate the financial position of the man's company?
5. What's the foreign trade policy of the woman's company?

## Task 6

### Vocabulary Bank

cosmetics	[kɒz'metɪks]	<i>n.</i>	化妆品
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**Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).**

- ( ) 1. Mr. Black's company mainly deals in the import of cosmetics.
- ( ) 2. The products of Ms. Li's company have been exported to over 50 countries all over the world.
- ( ) 3. The cosmetics produced by Ms. Li's company are very popular overseas.
- ( ) 4. Mr. Black provides the contact number of their bank to Ms. Li.

( ) 5. Ms. Li will make credit inquiry about Mr. Black's company through a bank soon.



## Task 7

### Vocabulary Bank

1	representative	[.reprɪ'zentətɪv]	<i>n.</i>	代表
2	impress	[ɪm'pres]	<i>v.</i>	使……有印象; 影响
3	catalogue	['kætəlɒɡ]	<i>n.</i>	目录
4	go over			浏览
5	bring about			带来; 创造
6	put through			顺利完成

**Directions:** Listen to the dialogue and choose the best answer to each of the following five questions.

- What has Mr. Jack Smith been very impressed by?
  - Silk blouses.
  - The friendly people.
  - The exhibition halls.
  - Ms. Zhang Ling's company.
- Which product is NOT on display?
  - Silks.
  - Cottons.
  - Garments.
  - Woolen knitwear.
- Which of the following is NOT true about the silk blouses?
  - Brightly colored.
  - Beautifully designed.
  - Competitively priced.
  - Met with great favor abroad.
- Which channel is NOT mentioned about credit inquiry?
  - Bank.
  - Inquiry agencies.
  - Local Chamber of Commerce.
  - Commercial Counsellor's Office.
- Which of the following sentences is NOT true?
  - Ms. Zhang Ling's corporation is a government-owned one.
  - Establishing business relations will be beneficial to both companies.

- C. Mr. Jack Smith will send a fax to his company before he makes a specific enquiry.  
D. Mr. Jack Smith will make a specific inquiry after he gets the definite answer from his company.

## Task 8

### Vocabulary Bank

1	sincerely	[sm'sɪəli]	adv.	真诚地; 真心地
2	definite	['defɪnət]	adj.	明确的; 一定的
3	inquiry	[ɪn'kwɪəri]	n.	询盘
4	Chamber of Commerce			商会

**Directions: Listen to the dialogue and answer the following five questions.**

1. On what condition will the two companies establish trade relations?
2. What's Michelle's reaction to John's suggestion?
3. What information can Ms. Palma obtain from the Bank of Hong Kong or the Chamber of Commerce?
4. What will Mr. Carson do after the conversation?
5. What will Mr. Carson do when he receives a definite answer from his company?

## Task 9

### Vocabulary Bank

1	expansion	[ɪk'spænfən]	n.	扩展; 扩充
2	prospective	[prə'spektɪv]	adj.	预期的; 未来的

**Directions: Listen to the passage and complete the following five sentences.**

1. The first step in a transaction in foreign trade is \_\_\_\_\_.
2. \_\_\_\_\_ depends on customers.
3. Transactions can't be concluded until \_\_\_\_\_ between two or more companies.
4. \_\_\_\_\_ for the establishment of relations is a common practice in business communications.
5. Establishing business relations with prospective customers is important not only for a new firm but also for an old one that wishes to \_\_\_\_\_.





## Task 10

### Vocabulary Bank

1	initial	[ɪ'nɪʃl]	<i>adj.</i>	开始的; 最初的
2	cherish	[tʃerɪʃ]	<i>v.</i>	珍爱; 抱有; 抚育
3	secure	[sɪ'kjʊə(r)]	<i>v.</i>	使安全; 获得; 固定
4	integrity	[ɪn'teɡrəti]	<i>n.</i>	完整; 完善; 正直
5	courtesy	['kɜ:təsi]	<i>n.</i>	礼貌
6	good will			善意

**Directions: Listen to the passage and fill in the blanks with the missing information.**

- In foreign trade, you can obtain the detailed information of your counterparts abroad through \_\_\_\_\_, \_\_\_\_\_ or \_\_\_\_\_.
- If you are an exporter, your letter of establishing business relations should include the following information:
  - \_\_\_\_\_;
  - \_\_\_\_\_;
  - \_\_\_\_\_;
  - \_\_\_\_\_;
  - \_\_\_\_\_.
- In order to create good will and leave a good impression on you, the recipient should answer your letter \_\_\_\_\_.

### Dessert



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