

中等职业学校教学配套用书

ZHONGDENG ZHIYE XUOXIAO JIAOXUE PEITAO YONGSHU

# 同步课时 精讲精练

## 外贸类专业

(商务英语函电)

丛书主编 刘景通



电子科技大学出版社

WAIMAOLEI ZHUANYE

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# 中等职业学校教学配套用书

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# 前

# 言

中等职业学校教学配套用书与最新教材同步，适用于职业学校相关专业的日常教学工作。为了满足课程改革的需要，我们从体现职业教育特色，培养学生的创新精神和实践能力出发，精心编写了本系列丛书。本书主要结合目前新课程改革的要求，以体现以人为本的教育理念为宗旨，满足当前社会对高素质人才的需求为目标，知识内容贴近教材，重点突出基础知识和基本技能。

专业课程改革亟待改变原有以学科为主线的课程模式，尝试构建以岗位能力为本位的专业课程新体系，促进职业教育的内涵发展。基于此，课题组本着积极稳妥、科学谨慎、务实创新的原则，对相关行业企业的人才结构现状、专业发展趋势、人才需求状况、职业岗位群对知识技能要求等方面进行系统的调研，在庞大的数据中梳理出共性问题，在把握行业、企业的人才需求与职业学校的培养现状，掌握国内中等职业学校本专业人才培养动态的基础上，最终确立了“以核心技能培养为专业课程改革主旨、以核心课程开发为专业教材建设主体、以教学项目设计为专业教学改革重点”的浙江省中等职业教育专业课程改革新思路，并着力构建“核心课程+教学项目”的专业课程新模式。

在编写前，我们对本省中职学校专业课课程的设置情况做了大量的调研工作，同时在编写过程中得到了浙江省各地市职教教研室的专家和重点职校一线骨干教师的大力支持，在此表示感谢。

由于时间紧、任务重，书中定有不足之处，敬请广大读者提出宝贵的意见和建议，以求不断改进和完善。

本书编写组

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# Unit 1 Business Letters

## Lesson 1 Writing of the Letters

### I. Translate the following terms from Chinese into English.

1. 封内地址 \_\_\_\_\_
2. 贸易磋商 \_\_\_\_\_
3. 中国出口商品交易会 \_\_\_\_\_
4. 国际航空公司 \_\_\_\_\_
5. 商务函电 \_\_\_\_\_
6. 商品合同 \_\_\_\_\_
7. 有限公司 \_\_\_\_\_
8. 总经理 \_\_\_\_\_
9. 航空挂号邮寄 \_\_\_\_\_
10. 装运单据 \_\_\_\_\_

### II. Translate the following terms from English into Chinese.

1. for free distribution \_\_\_\_\_
2. VAT \_\_\_\_\_
3. terms and conditions \_\_\_\_\_
4. head office \_\_\_\_\_
5. Registered Number \_\_\_\_\_
6. with keen interest \_\_\_\_\_
7. in advance \_\_\_\_\_
8. meet sb. at the airport \_\_\_\_\_
9. Complimentary Close \_\_\_\_\_
10. our reference number \_\_\_\_\_

### III. Translate the following sentences into Chinese or English.

1. Your goods sell well in our market.  
\_\_\_\_\_
2. We have done import and export business for years.  
\_\_\_\_\_
3. We are one of the leading firms in the country and have much experience in the trade.  
\_\_\_\_\_
4. If you are interested in the article, please let us know as soon as possible.  
\_\_\_\_\_
5. 从中国日报上获悉贵公司的名称和地址, 兹致函以求建立业务关系。  
\_\_\_\_\_

6. 若蒙早复,不胜感激。

7. 盼早复。

8. 请寄给我们一些样品供免费分发。

IV. In the following picture, each numbered section represents a part of an English letter in indented form. Can you write beside the number what this part is?

The diagram shows a rectangular box representing an indented letter. It contains eight numbered sections:

- 1: A horizontal line at the top, representing the subject line.
- 2: A small rectangular box on the right side, representing the recipient's name.
- 3: A horizontal line on the left side, representing the sender's name.
- 4: A small rectangular box on the left side, representing the sender's address.
- 5: A horizontal line in the middle, representing the body of the letter.
- 6: A large rectangular box on the left side, representing the main content of the letter.
- 7: A small rectangular box on the right side, representing the closing.
- 8: A small rectangular box on the right side, representing the signature.



## Unit 2 Establishment & Development of Business Relations

### Lesson 2 Making Self-introduction

#### I. Choose the best answer.

- ( ) 1. \_\_\_\_\_ in 1950, we have been expanding our business operations around the world.  
A. Having established    B. Establishing  
C. Being established     D. Established
- ( ) 2. We are glad to enter \_\_\_\_\_ business relations with you.  
A. into    B. with  
C. in    D. /
- ( ) 3. We will be obliged \_\_\_\_\_ your introduction.  
A. on    B. in  
C. for     D. with
- ( ) 4. One of our clients is \_\_\_\_\_ the market \_\_\_\_\_ Men's shirts.  
A. on, for    B. in, for  
C. at, with     D. with, at
- ( ) 5. Which is more difficult, \_\_\_\_\_ import business or export business?  
A. do    B. doing  
C. make    D. making

#### II. Translate the following terms from Chinese into English.

1. 外国商会 \_\_\_\_\_
2. 贸易行行名录 \_\_\_\_\_
3. 同业商行 \_\_\_\_\_
4. 财政状况 \_\_\_\_\_
5. 第一商业银行 \_\_\_\_\_
6. 收款机 \_\_\_\_\_
7. 建立业务关系 \_\_\_\_\_
8. 商业机器 \_\_\_\_\_
9. 业务概况 \_\_\_\_\_
10. 大进口商 \_\_\_\_\_

#### III. Translate the following terms from English into Chinese.

1. expand our business \_\_\_\_\_
2. be in the market for \_\_\_\_\_
3. a most reliable importer \_\_\_\_\_

- on the basis of equality and mutual benefit \_\_\_\_\_
- direct all inquiries to \_\_\_\_\_
- favorable reply \_\_\_\_\_
- look forward to doing sth. \_\_\_\_\_
- be obliged for \_\_\_\_\_
- addressing machine \_\_\_\_\_
- make self-introduction \_\_\_\_\_

#### IV. Translate the following sentences into Chinese or English.

- Please let us know their financial status and reputation.  
\_\_\_\_\_
- Now we are planning to incorporate our business activities in your market as general base in Asia.  
\_\_\_\_\_
- We are looking forward to your early reply.  
\_\_\_\_\_
- We are writing to you for entering into direct business relations with you on the basis of equality and mutual benefit.  
\_\_\_\_\_
- \_\_\_\_\_ (从中国日报获悉贵公司的名称和地址), we are writing to you for the establishment of business relations with you.
- Now we are planning to \_\_\_\_\_ (把业务活动扩大到你们市场).
- Through the courtesy of your embassy in China \_\_\_\_\_ (我们获悉你公司有兴趣在轻工业产品行业与中国公司建立业务关系).

#### V. Read the passage and try to find the best answer to complete each of the following statements.

Dear Sirs,

Your firm has been recommended to us by John Morris & Co., with whom we have done business for many years.

We specialize in the exportation of Chinese Chemicals and Pharmaceuticals, which have enjoyed great popularity in the world market. We enclose a copy of our catalogue for your reference and hope that you would contact us if any item is interesting to you.

We hope you will give us an early reply.

Yours faithfully,

- This is a letter of \_\_\_\_\_.  
A. offer  
B. enquiry  
C. establishment of business relations  
D. counter-offer
- The writer of the letter is \_\_\_\_\_.  
A. Chinese Chemicals exporter

- B. Chinese Chemicals importer  
C. an exporter of Chinese Chemicals and Pharmaceuticals  
D. retail dealer of Chinese Chemicals
- ( )3. Whom does the writer do business with for many years?  
A. John Morris & Co.  
B. Whom the writer wrote to.  
C. Chinese Chemicals and Pharmaceuticals Company.  
D. Retailer.
- ( )4. In the second paragraph, the underlined word “contact” can be replaced by \_\_\_\_\_.  
A. refer to  
B. contact with  
C. get in touch with  
D. get on with
- ( )5. \_\_\_\_\_ was sent to with this letter.  
A. An order  
B. An offer  
C. A catalogue  
D. A reference book

## Lesson 3 Starting Business Relations with an Exporter

### I. Choose the best answer.

- ( ) 1. We have learned your name from the First Commercial Bank at your end, \_\_\_\_\_ we understood that you are well experienced in the export of electric goods.  
A. whom      B. through whom      C. from which      D. from them
- ( ) 2. \_\_\_\_\_ receipt of your catalogue, we shall see what items are \_\_\_\_\_ interest \_\_\_\_\_ us.  
A. Upon, of, to      B. Upon, of, in  
C. On, of, in      D. Upon, of, with
- ( ) 3. We \_\_\_\_\_ your name \_\_\_\_\_ the Bank of China, Shanghai branch.  
A. own, to      B. owe, to      C. own, for      D. owe, for
- ( ) 4. We are a state corporation \_\_\_\_\_ the export business of canned goods.  
A. specialize in      B. which specialize in  
C. specialized in      D. specializing in
- ( ) 5. ABC Company is an old established firm \_\_\_\_\_ many years' experience \_\_\_\_\_ the trade.  
A. with, in      B. has, of      C. have, in      D. with, of

### II. Translate the following terms from Chinese into English.

- 华东贸易公司 \_\_\_\_\_
- 专营 \_\_\_\_\_
- 一旦收到 \_\_\_\_\_
- 工程设备 \_\_\_\_\_
- 承蒙……告知 \_\_\_\_\_
- 在你地 \_\_\_\_\_
- 按照你方要求 \_\_\_\_\_
- 不久的将来 \_\_\_\_\_
- 从事……出口业务 \_\_\_\_\_
- 下班邮递 \_\_\_\_\_

### III. Translate the following terms from English into Chinese.

- take this opportunity to introduce ourselves \_\_\_\_\_
- be well experienced in \_\_\_\_\_
- various kinds of machine \_\_\_\_\_
- have a better understanding of \_\_\_\_\_
- be of interest to sb. \_\_\_\_\_
- catalogue and pricelist \_\_\_\_\_
- business extension \_\_\_\_\_

**IV. Translate the following sentences into Chinese or English.**

1. We take this opportunity to introduce ourselves as one of the leading importers buying various kinds of machines for clients in the East China region.  
\_\_\_\_\_
2. We are glad to inform you that your goods sell well in our market.  
\_\_\_\_\_
3. Would you please tell us your Hall Number and Room Number at the fair?  
\_\_\_\_\_
4. We are one of the leading firms in the country \_\_\_\_\_ (在该行业上经验丰富).

**V. Writing.**

Write an English business letter of about 70 words, using the key words and hints given below.

Background: 2004年2月5日ABC公司经英国伦敦的安德森公司介绍,得知中国一家家用电器公司的名称和地址,为了与这家中国公司建立贸易关系,于是给该公司发了一封信。

Hints:

执事先生,

承蒙英国伦敦的安德森公司的介绍,得知贵公司的名称及地址。现致函给您,期望同贵公司建立业务关系。我们从事家用电器进出口业务多年。我方对中国各种家用电器颇感兴趣,如能收到你方产品目录和报价,将不胜感激。

如果你方价格与市价相符,我们相信,大笔交易可成。

盼早复。

敬上

Key words: Messrs. Anderson & Co. London, Electric Home Appliances, establish business relations, importers, for many years, various kinds of, be in line, can materialize

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## Lesson 4 Request for the Establishment of Business Relations

### I. Choose the best answer.

- ( ) 1. We \_\_\_\_\_ herewith two copies of our illustrated catalogue for your consideration.  
A. include      B. inquire      C. exclude      D. enclose
- ( ) 2. We \_\_\_\_\_ the shipment to arrive in a few weeks.  
A. anticipate      B. look forward to      C. assure      D. expect
- ( ) 3. We are sending you the samples \_\_\_\_\_ your request.  
A. on      B. by      C. at      D. for
- ( ) 4. We look forward to \_\_\_\_\_ trial order.  
A. receiving your      B. receipt  
C. receive from you      D. receipt your

### II. Translate the following terms from Chinese into English.

- 商业信誉 \_\_\_\_\_
- 客观资料 \_\_\_\_\_
- 对……感到满意 \_\_\_\_\_
- 佳音 \_\_\_\_\_
- 开启交易关系 \_\_\_\_\_
- 要求 \_\_\_\_\_
- 经营 \_\_\_\_\_
- 我们值得信赖的程度 \_\_\_\_\_
- 向……查询 \_\_\_\_\_
- 完整的目录 \_\_\_\_\_

### III. Translate the following terms from English into Chinese.

- Textile Magazine \_\_\_\_\_
- a piece of information \_\_\_\_\_
- formal business letter \_\_\_\_\_
- enjoy excellent reputation \_\_\_\_\_
- concerning our credit \_\_\_\_\_
- at home and abroad \_\_\_\_\_
- canned food \_\_\_\_\_
- comply with your requirement \_\_\_\_\_
- business experience \_\_\_\_\_
- financial standing \_\_\_\_\_

### IV. Translate the following sentences into Chinese or English.

- We are enjoying an excellent reputation through fifty years' business experience.  
\_\_\_\_\_

2. Be glad to enter into business relations with you.
- 
3. We specialize in the export of Chinese arts and crafts.
- 
4. 希望能和贵方开启交易关系。
- 
5. 本公司的服务你们会感到满意的。
- 
6. 我们是这一行业中的大出口商之一。
- 

**V. Read the passage and try to find the best answer to complete each of the following statements.**

Gentlemen,

We learned from the Commercial Counsellor of our Embassy in Ottawa that you deal in table-cloths.

We sell Chinese table-cloths. They are of good quality and have fine workmanship. Chinese table-cloths are very popular in Europe. We are sure that they will also do well in your country.

We are sending you under separate cover by airmail a copy of the latest catalogue. Please let us know which items interest you so that we could send you quotations and samples.

We hope to hear from you soon.

Faithfully yours,

- ( ) 1. This is a letter of \_\_\_\_\_.
- |                                    |                  |
|------------------------------------|------------------|
| A. inquiry                         | B. offer         |
| C. establishing business relations | D. counter-offer |
- ( ) 2. The writer is \_\_\_\_\_.
- |                        |                        |
|------------------------|------------------------|
| A. a Chinese exporter  | B. a Chinese importer  |
| C. a Canadian exporter | D. a Canadian importer |
- ( ) 3. Who deals in table-cloths?
- |                  |                   |
|------------------|-------------------|
| A. The writer.   | B. The receiver.  |
| C. Both A and B. | D. We don't know. |
- ( ) 4. The writer encloses \_\_\_\_\_.
- |                       |            |
|-----------------------|------------|
| A. a latest catalogue | B. quotes  |
| C. samples            | D. nothing |
- ( ) 5. "Chinese table-cloths are very popular in Europe". How many reasons are there in the letter?
- |           |                   |
|-----------|-------------------|
| A. One.   | B. Two.           |
| C. Three. | D. We don't know. |

## Lesson 5 A Reply to the Request for the Establishment of Business Relations

### I. Translate the following terms from Chinese into English.

1. 最新目录和价目表 \_\_\_\_\_
2. 供你方参考 \_\_\_\_\_
3. 联系某人 \_\_\_\_\_
4. 商业中心 \_\_\_\_\_
5. 如……将不胜感激 \_\_\_\_\_
6. 另邮 \_\_\_\_\_
7. 不可撤销的保兑信用证 \_\_\_\_\_
8. 对……有大概的了解 \_\_\_\_\_

### II. Translate the following terms from English into Chinese.

1. be willing to do sth. \_\_\_\_\_
2. do business \_\_\_\_\_
3. be interested in \_\_\_\_\_
4. light industrial products \_\_\_\_\_
5. through the courtesy of \_\_\_\_\_
6. be connected with \_\_\_\_\_
7. a state corporation \_\_\_\_\_
8. comply with \_\_\_\_\_

### III. Translate the following sentences into Chinese or English.

1. We await your news with keen interest.  
\_\_\_\_\_
2. We are accepting your counter-offer on condition that your order amounts to 10,000 dozen.  
\_\_\_\_\_
3. Payment should be made by \_\_\_\_\_ (保兑不可撤销信用证).
4. We enclose here with \_\_\_\_\_ (一本完整的产品目录及一些样品).
5. If you find business possible, please \_\_\_\_\_ (来电索盘).

### IV. Read the passage and try to find the best answer to complete each of the following statements.

Dear Sirs,

We are in receipt of your letter dated October 22, and are willing to enter into business relations with you on the basis of equality and mutual benefit.

Enclosed please find some sample books you requested. We hope that they will help you in making your selection. We are pleased to make you a special offer, subject to our final confirmation, as follows:



| Art. No. | Name of Commodity  | Price                      |
|----------|--------------------|----------------------------|
| JB 126   | All Wool Aelton    | US \$ 6. 15/Y CIF New York |
| JE 128   | All Wool Gabardine | US \$ 6. 82/Y CIF New York |

For your information, the minimum quantity for order is 12,000 yards. Shipment is to be made in three equal monthly installments beginning from December, 2005. Payment is by L/C at sight. Goods are packed in bales or in wooden cases at seller's option. We hope that the above will be acceptable to you and assure you of our best service at any time.

We are looking forward to your trial order.

Yours faithfully,

- ( ) 1. This is a letter of \_\_\_\_\_.
- A. an enquiry                                      B. a firm offer  
C. a non-firm offer                                D. establishing business relations
- ( ) 2. At your request, we are sending you \_\_\_\_\_ under cover.
- A. catalogues                                      B. All Wool Gabardine  
C. sample books                                  D. All Wool Aelton
- ( ) 3. The \_\_\_\_\_ of the above offer is New York.
- A. port of shipment                                B. port of loading  
C. port of origin                                    D. port of destination
- ( ) 4. "US \$ 6. 15/Y CIF New York", here "Y" refers to \_\_\_\_\_.
- A. year                      B. yuan                      C. yard                      D. yen
- ( ) 5. Which of the following doesn't mentioned in the passage?
- A. Payment terms.                                B. Price terms.  
C. Packing terms.                                 D. Insurance terms.

#### V. Writing.

Write an English business letter of about 70 words, using the key words and hints given below.

敬启者:

本公司专营电子产品出口业务, 行销世界各国。特函联系, 愿为发展双方贸易提供机会。如果公司有意与我公司建立该商品的业务往来, 请提出具体要求, 以便寄上样品、目录以及详细说明。对于贵公司任何询问, 我们将给以充分关注, 并希早日惠复。

谨上

Key words: specializes in, electronic products, sell well, offer ...an opportunity, establish business relations with, specific requirement, detailed information, for your reference, assure sb. of sth., prompt response, in this respect.

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