

新世界
NEW WORLD



全国高职高专院校规划教材·商务英语专业

Business English
Listening and Speaking

商务英语听说

尹秀琴 主编



对外经济贸易大学出版社

University of International Business and Economics Press

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主 编 尹秀琴

副主编 刘晓丽 孔 娜 房玉靖

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Business English Listening and Speaking

尹秀琴 主编
责任编辑: 刘 丹
助理编辑: 陈培风

对外经济贸易大学出版社
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研究生和本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向或国际贸易、国际经济、国际工商管理等商科专业的学生。

高职高专层次的商务英语教材适用于全国高职高专院校英语专业的商务/应用/外贸英语方向以及国际贸易或财经类专业的学生。

根据国家教育指导思想，目前我国高职高专教育的培养目标是以能力培养和技术应用为本位，其基础理论教学以应用为目的、够用为尺度、就业为导向；教材强调应用性和适用性，符合高职高专教育的特点，既能满足学科教育又能满足职业资格教育的“双证书”（毕业证和技术等级证）教学的需要。本套教材编写始终贯彻商务英语教学的基本思路：将英语听说读写译技能与商务知识有机融合，使学生在提高英语语言技能的同时了解有关商务知识，造就学生“两条腿走路”的本领，培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材——“新世界全国高职高专院校规划教材·商务英语专业”——包括《商务英语综合教程（上册）》《商务英语综合教程（下册）》《商务英语阅读（上册）》《商务英语阅读（下册）》《商务英语听说》《商务英语口语》《商务英语写作》《商务英语翻译》《外贸英语函电》《商务谈判》《国际商务制单》共11册教材。作者主要来自天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等。他们都是本专业的“双师型”名师，不仅具有丰富的商务英语教学经验，而且具有本专业中级以上职称、企业第一线工作经历，主持或参与过多项应用技术研究，这是本套教材编写质量的重要保证。

此外，本套教材配有辅导用书或课件等立体化教学资源，供教师教学参考（见书末赠送课件说明）。

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前 言

随着经济全球一体化的日益深化和“一带一路”国家战略向纵深推进，国家对商务英语专业人才提出了更高的职业要求，对既熟悉经贸知识又精通专业英语的复合型人才的需求量越来越大。针对高职商务英语专业学生的特点，如何在专业教学中注重培养学生既通晓商务知识又具有商务英语听、说的能力，以更好地满足社会对于高职商务人才的需要，成为我们的工作方向。

作为高职学院的教育工作者，我们深入教育一线和企业进行了一系列实地调研，搜集了大量与“商务英语听说”课程相关的实际案例。通过整理、编写和修改完善，最终将《商务英语听说》呈现在广大学习者面前。

本教材以外经贸业务基本流程为线索，编写 12 个实用单元。每单元均涵盖初步训练及深度训练两大核心部分，每部分均设计为听与说习题对应呈现，从易到难、从简至繁，对学生展开大量商务活动涉及内容的听说训练。每单元第一部分为 Starting-Up 这一热身环节，以生动有趣的热身练习讲解一个独立的知识点，激发学生课前学习兴趣、优化课前学习效果。第二部分为 Initial Listening 和 Oral Discussion 这一初步听说训练环节，此部分题型丰富、训练项目全面，并辅以相关术语及 Professional Advices 等知识储备，帮助学生完成业务知识与语言能力的双向提升。第三部分为 Intensive Listening 和 Oral Presentation 这一深度听说训练环节，此部分以“任务驱动”理念为主旨，学生在 Sample Dialogues 的引领下，运用初步训练所得，经过深度操练，在练习创设的仿真语言环境和业务环节中，有效输出和展示外贸综合业务能力及语言综合应用能力。每单元最后一部分为业务知识补充介绍环节，供学生在课后借鉴及深化之用。

此教材内容涉及国际商务、经济等领域，建议学生在学习国际贸易知识的基础上使用。开设课时和听力部分的收听次数可根据学生的实际情况灵活掌握。

本书由天津商务职业学院尹秀琴担任主编，刘晓丽、孔娜、房玉靖任副主编。李平负责书籍的页面排版设计。书中遗漏和不足之处，希望广大教师、读者和专家多提宝贵意见，以不断提升我们的教材编印水平。

编 者

2018 年 11 月

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Unit 1

Business Travel

Unit Goals

Listening	Speaking
Description of airline, boarding information, ticket reservation, room reservation, ports	1. Booking an air ticket 2. Booking a hotel room

Starting-up

Please translate the following names of world-famous airlines into Chinese.

- | | |
|-----------------------------|------------------------------|
| 1. Korean Air | 2. Air China |
| 3. United Airlines | 4. Lufthansa German Airlines |
| 5. KLM Royal Dutch Airlines | 6. Cathay Pacific |
| 7. Japan Airlines | 8. British Airways |
| 9. China Eastern Airlines | 10. Delta Air Lines |

Initial Listening

Before listening, please learn the following terms by heart.

- | | |
|----------------|----------|
| economy class | (飞机) 经济舱 |
| business class | (飞机) 商务舱 |
| first class | (飞机) 头等舱 |
| boarding card | 登机牌 |

baggage tag	行李牌
boarding gate	登机口
departure lounge	候机厅
international departure	国际出发
domestic departure	国内出发
terminal	航站楼
standard suite	标准间
deluxe room	豪华间
business room	商务间
double room	双人间
single room	单人间
high season	旺季
low season	淡季

New Words and Expressions

reservation	<i>n.</i> 预约
economy	<i>n.</i> 经济
open return	不定期回程票
board	<i>v.</i> 上（飞机、车、船等）
attend	<i>v.</i> 出席
fair	<i>n.</i> 展览会
conference	<i>n.</i> 会议
time difference	时差

Now, please complete the following tasks.

Task 1

You will hear the names of ten famous ports of the world. Repeat for the first time you hear. Then listen again and write your answers down.

- | | |
|----------|-----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |
| 7. _____ | 8. _____ |
| 9. _____ | 10. _____ |

Task 2

You will hear five sentences. When you hear for the first time, repeat the sentences and pay attention to the stresses and tones. Then listen again and write them down. Check

your answers when you listen for the third time.

1. _____
2. _____
3. _____
4. _____
5. _____

Task 3

You will hear 5 short conversations. At the end of each conversation, one question will be asked. Both the dialogue and question will be spoken only once. Mark the best answer for each question.

1. A. Tianjin
B. Guangzhou
C. Shenzhen
D. Shanghai
2. A. He is willing to meet her on Friday morning.
B. He can't meet her on Friday morning because he has to buy some books.
C. He doesn't want to meet her at all.
D. He can't meet her on Friday morning because he has other appointments.
3. A. 10:45
B. 9:15
C. 10:30
D. 10:15
4. A. At ten o'clock
B. At eleven o'clock
C. At two o'clock
D. At nine o'clock
5. A. Manager and secretary
B. Receptionist and visitor
C. Hotel staff and guest
D. Shop assistant and customer

Oral Discussion

Before discussion, you are given the following advice.

Professional Advice

1. Before and during a business trip, you need to do the following:

Know your company's financial regulations and reimbursement procedures

on the business trip in advance.

Prepare the appropriate amount of dollars and local currency in advance.

Follow the weight allowance of the registered luggage and hand luggage.

Place a certain amount of personal accident insurance.

Carry your commonly used drugs or emergency medicine.

Take the passport with you all the time.

Take good care of your valuables and belongings.

Purchase bottled drinking water when necessary.

Make certain which hotel services belong to additional consumption expenditure.

2. When making a room reservation, the guest needs to offer the following information:

The date of arrival and departure

The number of guests

The room type and the number of rooms

The name of the guest or name of the group

The guest's telephone number

The contact name and his telephone number

Now, please complete the following tasks.

Task 1

Work in pairs. Discuss, as a receptionist of an airline, what details have to be confirmed from your customer in a ticket reservation?

Task 2

Work in pairs. Discuss, as a receptionist of a hotel, what details have to be confirmed from your customer in a room reservation?

Task 3

Discuss the following topic.

If you are going abroad on business, from which aspects should you make adequate preparations in advance?

Intensive Listening

Learn the following by heart before listening.

New Words and Expressions

cancellation *n.* 取消

available *a.* 可获得的; 可得到的

single fare 单程票

airline *n.* 航空公司; 航线

overlook *v.* 远眺

room rate 房价, 房费

Internet access 互联网接入

Dialogue 1

1. Listen to the dialogue and decide whether the following statements are true or false.

- (1) Mr. Smith will set off on May 5th. ()
- (2) There is a flight leaving Los Angeles International Airport at 9:30 in the morning, arriving at Guangzhou at 15:00 local time. ()
- (3) Mr. Smith wants to fly first class. ()
- (4) Mr. Smith's full name is John Smith. ()
- (5) Mr. Smith prefers to choose a flight which takes off before 11:00. ()

2. Listen to the dialogue again and complete the following sentences according to the contents in the dialogue.

- (1) I'm afraid that flight is _____. I'll just check to see if there have been any _____.
- (2) There is a flight leaving 12:30, arriving at _____ 18:00 local time.
- (3) Could you check other flights leaving Los Angeles for Guangzhou _____ ?
- (4) How do you want to fly, _____ or _____ ?
- (5) Please arrive at the airport _____ before departure time to check in.

3. Make a memo about the reservation mentioned in the dialogue.

Passenger's Name: _____

Departure Time: _____

Arrival Time: _____

Departure Place: _____

Arrival Place: _____

Flight Number: _____

Dialogue 2

Listen to the dialogue and choose the best answer to each of the following questions.

1. What type of room would Mr. Smith like?
 - A. a double room overlooking the park
 - B. a single room overlooking the park

- C. a single room overlooking the street
2. What's the room rate per night?
- A. 119 US dollars
B. 190 US dollars
C. 199 US dollars
3. How many days will Mr. Smith stay at Grand Hyatt Guangzhou?
- A. 9 days
B. 7days
C. 6days
4. What services are offered by a single room of Grand Hyatt Guangzhou ?
- A. breakfast, IDD telephone and a computer with internet access
B. breakfast, color television and refrigerator
C. supper, IDD telephone and Wireless Fidelity
5. What's the telephone number of Mr. Smith?
- A. 00-1-230-8433838
B. 00-1-213-8438893
C. 00-1-213-8433839

Oral Presentation

In this part, please make oral presentations after reading the following tasks. You are given some functional sentences to help you.

Functional Sentences

1. I'm sorry to have kept you waiting for long, but the flight was delayed 40 minutes.
2. You must be very tired after the long trip, so it is best if we go back to your hotel to first check in.
3. You might as well have a look at the city along the way.
4. We'll show you around the city after our business.
5. I really enjoyed every minute of my stay here.
6. Excuse me, could I make a reservation for flight F8012 to America?
7. What kinds of ticket do you want, first class or economy?
8. Are there any discount tickets available?
9. I want to take a direct flight.
10. When is the next plane for America?
11. May I know your arrival and departure dates?
12. When will you arrive at the hotel?
13. What type of room do you require?
14. How long will you be staying, sir?

15. We can offer you a standard room for a total of RMB¥380, which includes two breakfasts.
16. May I have your name please?
17. We will send you a reservation confirmation within two days.
18. Is there a reduction for children?
19. Your reservation has to be guaranteed in order to ensure that our hotel will hold a room for you.
20. How would you like to pay for the room?

Task 1

Retell the passage of Dialogue 1 with the words and useful sentences used in the dialogue.

Task 2

Work in pairs. One of you plays the role of a passenger and the other plays the role of a receptionist. Make a dialogue according to the following situation.

Mr. Smith phones the airline and hotel respectively to book a ticket and a room for his trip to China. According to Mr. Smith's specific requirements, the receptionists of the airline and hotel help him book the ticket and room.

Background Input

How to prepare for a business trip

- **Plan ahead.** *Once you have determined the dates of your business trip, it is necessary to plan ahead. Often, a business trip is done in a location farther than your local hub. Reserve your travel accommodations which can include air travel, hotel and car reservations way in advance. If you are planning on attending big conferences that will surely be attended by a lot of people from different parts of the globe, ensure that you do this one month in advance so that you can still get a confirmation for the travel accommodations as well as the conference itself.*
- **Set goals before you leave for your business trip.** *What would you like to accomplish when you arrive at your destination? You want to be as productive as possible for a very short amount of time. Time management is the key to making sure that you meet your goals.*
- **Set up appointments.** *Business trips cost companies money to pay for the travel accommodations as well as food. Make it worthwhile by hitting more than one bird with one stone. Try to schedule some appointments to meet with your clients, vendors and other key business contacts. If you have staff members that report to you in the same location, try to meet with them personally.*

- **Set up tasks and deliverables before you travel.** For example, if you are running a conference yourself, ensure that the equipment you will be using such as projection screen, projectors and microphones have been reserved together with the meeting room. Contact the local admin in the branch you are visiting or the technical support personnel to ensure that you have a spot to do your work with proper network and phone connections. If there are certain tasks to be completed before your arrival by some people who are attending your meeting, set them up weeks in advanced to allow them enough time to prepare or complete such tasks.
- **Get ready for your business trip by packing your luggage with essential items.** Do not forget to bring enough outfits to use, especially if you anticipate attending formal dinners; bring an outfit that fits the occasion. Bring your personal effects and toiletries that you can use while away from home.
- **Bring tools.** Don't forget to bring your laptop, PDA, address books, journals, cell phones, flash drives, disks, or anything that you would anticipate needing for you to be able to work. Be prepared by bringing files saved in a flash drive, CD or floppy disks. This way even if your laptop gets damaged or lost, you still have your documents safe to use on other people's computers.
- **Update contacts.** Business trip is also an opportunity to update your contact lists. Add new contacts of people you meet while traveling and attending conferences. The person seated next to you on the plane may have something in common with you. Build your networking list for more future opportunities for your business and for you.

Unit 2

Trade Fairs

Unit Goals

Listening	Speaking
<ol style="list-style-type: none">1. Description of names and places of trade fairs, booking stands and organizing a trade fair2. specific requirements with the organizer of a trade fair	<ol style="list-style-type: none">1. Receiving a potential customer at the booth2. Keeping contact with the customer after the trade fair3. Trying to establish initial business relationship with the potential customer at the fair

Starting-up

Translate the following names of fairs or exhibitions into Chinese.

1. Agricultural Fairs
2. Trade Fairs
3. World's Fairs
4. China International Building & Construction Trade Fair
5. China International Jewellery Fair
6. China HK International Education Expo
7. EXPO REAL CHINA
8. China International Exhibition on Shoes & leather Industry
9. CEHK (Computer Expo, Consumer Electronics Expo and Communications Expo)
10. China Hong Kong International Golf Show

Initial Listening

Before listening, please learn the following terms by heart.

exhibition	展览会
exhibitor	展出者
exhibit	展品
booth	摊位
stand	展台
set	布景
props	小道具
exhibition center	展览中心
a product launch exhibition	产品发布展览会
renowned brands	知名品牌
company profile	公司简介
promotional literature	宣传资料

New Words and Expressions

convention	<i>n.</i> 大会, 会议
specialist	<i>n.</i> 专家
lucrative	<i>a.</i> 有利可图的
highlight	<i>n.</i> 最精彩的部分
gadget	<i>n.</i> 小工具; 小配件
conduct	<i>v.</i> 管理; 实施
program	<i>n.</i> 计划, 项目安排

Now, please complete the following tasks.

Task 1

You will hear five pieces of information. For each piece decide where the exhibition was / is held. Match the place to hold the exhibition with the number of the piece. You will hear the five pieces twice.

	The Places to hold the Exhibitions
1. _____	A. Shanghai New International Expo Center
2. _____	B. Jinan Shungeng International Exhibition Center
3. _____	C. Guangzhou China Import and Export Fair Complex
4. _____	D. China International Exhibition Center
5. _____	E. Dubai World Trade Center