

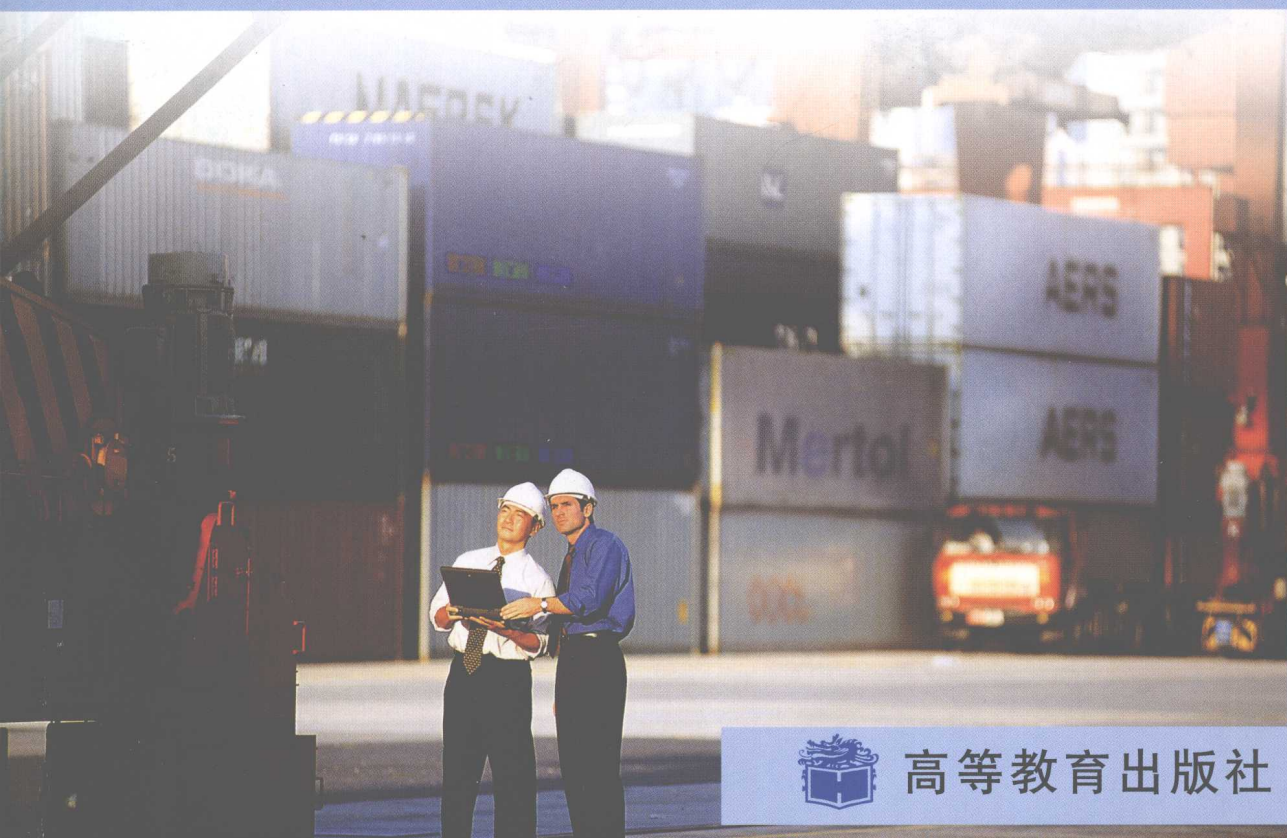
中等职业教育国家规划教材配套教学用书

Business

外贸英语听说

(国际商务专业)

主编 忻晓燕 崔晓会



高等教育出版社

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(国际商务专业)

主编 忻晓燕 崔晓会

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1. The first step is to identify the problem. This involves understanding the current situation and what needs to be changed.

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内容简介

本书是中等职业教育国家规划教材国际商务专业配套教学用书。

本书共分 17 节课,主要包括:Meeting Visitors(接待来客)、On the Way(在路上)、Visiting Factories(参观工厂)、At the Fair(在交易会上)、Before Departure(临行前)、Inquiry(询盘)、Offer(报盘)、Counteroffer(还盘)、Acceptance and Order(接受与订购)、Terms of Payment I(支付方式 I)、Terms of Payment II(支付方式 II)、Packing(包装)、Delivery I(交付 I)、Delivery II(交付 II)、Insurance(保险)、Claim(索赔)、Agency(代理)。每节课包括 5 个部分:Background(背景小知识)、Listening(听力训练)、Speaking(口语训练)、Useful Expressions(常用表达)、Exercises(练习)。

本书可作为中等职业学校国际商务专业及相关专业商务英语课程教学用书,也可供在职人员自学使用。

本书配有辅助教学的 MP3 格式的 CD-ROM 一张。

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前 言

随着对外贸易的发展,我国外销人员的业务活动日趋频繁。在业务活动中,他们不仅要听得懂外贸英语,而且要能说得出,说得得体,合乎国际礼节和外贸习惯。为了提高涉外经贸人员的英语听说能力,我们编写了这本《外贸英语听说》教材。

本书的主要内容是商务接待和业务谈判,每课内容按先“听进去”,后“说出来”的顺序编排,具体有以下特点:

(1) 根据中职学生年龄特点和现有的文化知识水平,以简易性和实用性为原则,力求做到言词汇简单、口语化,贴近实际工作。

(2) 每课所选对话具有代表性,内容丰富,涉及面广,实用性强,并且每个对话情景都给出了一个背景小知识的中文介绍,使学生一开始就能初步了解相关的国际贸易知识,从而产生对本课内容的学习兴趣。

(3) “听”的部分中设计了一个“词语先导”,以降低学生听的难度,使学生树立起听的信心,对接下来“说”部分的学习也起到了一个打基础的作用。

(4) “说”的部分中的注释内容丰富,例句多,目的是对课文的知识有所拓展,使学生既熟悉了词汇的用法,又从例句中侧面了解了一些国际贸易知识和外贸函电的表达方法。

(5) 练习形式多样,由浅入深,从各个不同的角度对学生进行反复训练,既巩固了学生所学内容,也增加了一些与本课内容相关的情景,从而使学生更多地掌握一些相关表达法。

(6) 内容浅,形式多,操作性强,使学生更容易集中注意力,以达到听说训练的目的。

本书共分 17 节课,主要包括 Meeting Visitors(接待来客)、On the Way(在路上)、Visiting Factories(参观工厂)、At the Fair(在交易会上)、Before Departure(临行前)、Inquiry(询盘)、Offer(报盘)、Counteroffer(还盘)、Acceptance and Order(接受与订购)、Terms of Payment I(支付方式 I)、Terms of Payment II(支付方式 II)、Packing(包装)、Delivery I(交付 I)、Delivery II(交付 II)、Insurance(保险)、Claim(索赔)、Agency(代理)。每节课由 5 个部分组成:

- Background(背景小知识)。
- Listening(听力训练)。分两篇,每篇前给出一些词汇作为“先导”,篇后有个小练习。
- Speaking(口语训练)。
- Useful Expressions(常用表达)。
- Exercises(练习)。

本书由忻晓燕和崔晓会任主编,周海明任副主编,由忻晓燕、崔晓会、周海明、俞东晓和袁静共同编写,忻晓燕、周海明负责总纂工作。在编写过程中得到了浙江宁波东钱湖旅游学校(浙江鄞州外贸学校)的大力支持,同时,也参考了大量的相关资料,在此一并表示感谢。

本书配有辅助教学的 MP3 格式的 CD-ROM 一张,主要包括每节课文的朗读、听说训练、本

II 前言

书参考答案等。

本书教学课时建议为 70 学时,可供一到两个学期使用。本书可作为中等职业学校国际商务专业及相关专业商务英语课程教学用书,也可供在职人员自学使用。

由于编者水平有限,编写时间仓促,错误与不足之处在所难免,敬请给予指正。

编者

2007 年 10 月

CONTENTS

| | |
|---|-----|
| Lesson One Meeting Visitors (接待来客) | 1 |
| Lesson Two On the Way (在路上) | 8 |
| Lesson Three Visiting Factories (参观工厂) | 15 |
| Lesson Four At the Fair (在交易会上) | 22 |
| Lesson Five Before Departure (临行前) | 29 |
| Lesson Six Inquiry (询盘) | 35 |
| Lesson Seven Offer (报盘) | 41 |
| Lesson Eight Counteroffer (还盘) | 48 |
| Lesson Nine Acceptance and Order (接受与订购) | 54 |
| Lesson Ten Terms of Payment I (支付方式 I) | 62 |
| Lesson Eleven Terms of Payment II (支付方式 II) | 70 |
| Lesson Twelve Packing (包装) | 77 |
| Lesson Thirteen Delivery I (交付 I) | 85 |
| Lesson Fourteen Delivery II (交付 II) | 91 |
| Lesson Fifteen Insurance (保险) | 96 |
| Lesson Sixteen Claim (索赔) | 105 |
| Lesson Seventeen Agency (代理) | 113 |
| 附录 1 经贸术语 | 120 |
| 附录 2 词汇表 | 130 |

Lesson One

Meeting Visitors (接待来客)

Background (背景小知识)



在与我们外贸公司或外贸企业交易之前或交易之后,国外客商经常要求实地参观、考察工厂或供应商的生产情况。因此,相关外贸单位必须做好国外来客的接待工作,尽可能地给外商留下深刻而又美好的印象。在接待过程中,我方必须有礼、有节、热情而关切。机场、车站、交易会、外贸公司和生产工厂等是最常见的迎接和接待场所。

Listening

(A)

词语先导

America *n.* 美国; 美洲

corporation *n.* 公司

foreign *adj.* 外国的

flight *n.* 飞行

trade *n.* 贸易

pleasant *adj.* 令人愉快的

After listening, please fill in the missing words.

A: _____, but are you Mr. John from America?

B: Yes. I am.

A: _____? I'm Wang Jing from Ningbo Foreign Trade Corporation.

B: How do you do? _____!

A: Nice to meet you, too! Did you have a good _____?

B: Yes, it was _____, thanks.

A: That's good to hear.

(B)

词语先导

| | |
|----------------|--------------------------|
| Pierre (人名)皮埃尔 | get the wrong person 接错人 |
| Paris 巴黎 | point out 指出 |
| Wright (人名) 冉特 | |

After listening, please decide whether the statements are true (T) or false (F).

- () 1. The dialogue took place at a railway station.
 () 2. Zhang Ming is from Ningbo Rome Garment Company.
 () 3. Zhang Ming wants to meet Mr. Pierre from America.
 () 4. Zhang Ming has got the wrong person at the airport.
 () 5. Mr. Wright pointed out Mr. Pierre for Wang Jing at last.

Speaking
Conversation

(Wang Jing, together with her assistant Zhang San is waiting at the airport exit, holding a sign with a name "Thomas Brown".)

B : (A man coming up towards Wang Jing) Hello, I am here.

W: Excuse me, are you Mr. Thomas Brown from New York?

B : Yes, I am.

W: My name is Wang Jing of Ningbo Foreign Trade Company. Let me introduce my assistant Mr. Zhang to you. Mr. Zhang, this is Mr. Brown.

Z : How do you do, Mr. Brown? Welcome to Ningbo.

B : How do you do? Thank you so much for coming to meet me.

Z : It's my pleasure.

W: Well. Did you have a nice trip, Mr. Brown?

B : Yes. On the whole, it's not too bad.

W: Let's go to the parking lot. Are all these your baggage?

B : Yes. They are not heavy. I can manage it myself.

W: This way, please.

B : Thanks.

New Words

together [tə'geðə] *adv.* 一起

assistant [ə'sistənt] *n.* 助理

exit ['eksit] *n.* 出口

hold [həuld] *vt.* 举着, 拿着

sign [sain] *n.* 标牌

Thomas ['təməs] (人名) 托马斯

introduce [ˌintrə'dju:s] *vt.* 介绍

pleasure ['pleʒə] *n.* 令人愉快的事情

trip [trip] *n.* 旅程

whole [həul] *n.* 全体

parking ['pɑ:kiŋ] *n.* 停车

lot [lot] *n.* 一块地

baggage ['bægidʒ] *n.* 行李

heavy ['hevi] *adj.* 重的

manage ['mænidʒ] *vt.* 处理

Notes

1. Excuse me (对不起, 打扰一下) 是使用十分频繁的口语。常用于向人请教、问路或打断别人说话等场合。

e. g. Excuse me, could you show me the way to the station?

2. My name is... / I'm ... 进行自我介绍

This is... 在介绍他人时, 不能说 He is... 或 She is... 只能说 This is ...

e. g. This is Mr. Zhang, our sales manager.

3. How do you do? “您好!”

初次见面时常用的问候语。其回答也用 How do you do?

- 若是熟人之间见面, 则常说: How are you? 或 How are things going?

其回答有:

I'm fine, thank you. 我很好, 谢谢。

Quite well. 很好。

About the same. 差不多。

Not bad. 不错。

Just so so. 马马虎虎。

Pretty good. 相当好。

4. Mr. 先生。置于无特殊尊称的男人姓名之前, 也可置于职务之前。例如: Mr. Green, Mr. Secretary.

Mrs. 夫人, 太太。置于无高级头衔的已婚女士姓之前。

Miss 小姐。用于未婚女士姓名之前。

Ms. 女士。用于不知婚否女士姓名之前。

5. Did you have a good flight? 航程愉快吗?

类似的还有询问旅途情况,例如:Did you have a good (nice/pleasant) trip/journey?

根据具体情况,常有以下回答:

Yes, I did. 是的,非常愉快。

Yes. I enjoyed it very much. 是的,我很享受。

On the whole, it's not too bad. 总的来说,不错。

No, I'm afraid not. 恐怕不是。

It is very tiring. 非常累人。

6. Thank you so much for coming to meet me. 非常感谢你来接我。

感谢是最常见的口语之一,常用的表达有:

Thank you (very/so much). (非常)感谢。

Thanks (a lot). (非常)感谢。

Many thanks. 多谢。

其回答“不客气,没关系”的表达有:

You're welcome.

Not at all.

Don't mention it.

It's my pleasure. 很荣幸。

用来感谢某人(做)某事时,常用句型:Thank you for (doing) sth.

e. g. Thank you for your help/cooperation. 感谢你方的帮助/合作。

Thank you for sending me your kind e-mail. 谢谢你给我发来邮件。

7. I can manage it myself. 我自己能行。

8. This way, please. 请这边走。

或者说:Step this way, please.



Useful Expressions

1. Let me introduce Mr. Mike to you.

让我把迈克先生介绍给你吧。

2. I'd like to introduce Mr. Wang, our manager, to you.

我想向你介绍一下我们的经理王先生。

3. So you must be very tired.

你一定很累了。

4. Do you feel tired after your long trip?

长途旅行后,你感觉累吗?

5. Excuse me, are you Mr. Green from England?

劳驾,你是英国来的格林先生吗?

Excuse me, but can you tell me who is Mr. Black from America?

劳驾,能告诉我谁是美国来的布莱克先生吗?

6. I'm Huang Ying, from Foreign Affairs Office of Ningbo.

我是宁波市外事处的黄英。

7. I have been looking forward to coming to Changsha. It was very kind of you to invite me.

我一直想来长沙,谢谢你们对我的邀请。

8. I know him. We came by the same train.

我认识他,我们是坐同一列火车来的。

9. May I introduce you to the general manager of our company, Mr. Zhang?

请允许我向您介绍一下我们公司的张总经理。

10. This is Mr. Liu, our marketing manager. He has made a special trip to come and meet you.

这位是我们的营销部经理刘先生,他专程来接你。

11. I'm sorry for having kept you waiting so long. I have been looking forward to this trip. It's very kind of you to have invited me.

很抱歉让你久等了。我一直盼望着这次旅行。你们邀请我真是太好了。



I. Read the following sentences as loudly and clearly as possible.

1. Welcome to China.
2. I'm Xia Lin, from Foreign Office of Ningbo.
3. I've heard so much about you.
4. This is Mr. Zhang, our marketing manager. He has made a special trip to come and meet you.
5. I hope you will enjoy your stay here.
6. Do you have a pleasant flight?
7. You must be very tired.
8. Let's first take a short rest in the waiting room.
9. It's a pleasure to have an opportunity to come to Changsha.
10. We hope your visit will promote our mutual understanding and reinforce our business relations.

II. Respond to the following.

1. Excuse me, are you Mr. Wang from Beijing?

2. I'm John Peter from Britain.
3. I've come to the airport to meet you.
4. How do you do, Mr. Wang?
5. My name is Zhang Ying. I'm from the Textile Corporation.
6. How are you, Mr. Zhang?
7. How is Helen today?
8. Let me help you with your luggage.
9. Let me do the job for you.
10. Thank you very much.

III. Complete the following dialogue.

1. A: Excuse me, you are Mr. Jackson, aren't you?
B: _____ (不,我不是,我是约翰史密斯。)
A: I'm sorry I have got the wrong person.
B: _____ (没关系。)
2. A: Excuse me, are you Mary Green?
B: _____ (是的,我是。你一定是马小姐吧!)
A: Yes, I am Ma Yan. I'm here to meet you.
B: _____ (你太好了,谢谢!)
3. A: You must be Mr. Jones from the United States?
B: That's right. I'm Larkin Jones. You are...
A: My name is Kai Xiao-mei, from Hunan Foreign Trade & Economic Corporation.
B: _____ (见到你我很开心,谢谢你来机场接我。)
4. A: I'm John Smith, from America.
B: Oh, Mr. Smith. _____
(我是中国新时代公司的李兰,我们的经理陈先生要我来接你。)
A: How do you do, Miss Li. Glad to meet you.
B: _____ (你好,见到你我也很高兴。)
5. A: It's a pleasure to meet a friend like you, who has done a lot of good work in promoting our mutual trade.
B: _____
(很好,我一路顺风,天气正好适合旅行。)
6. A: _____ (对不起,请问您是伦敦来的杰克·史密斯先生吗?)
B: Yes, I am.
A: _____ (很高兴见到你,我是宁波服装公司的李明,欢迎来宁波。)

B: Glad to meet you, too. It's very kind of you to come to meet me at the airport.

A: _____ (不用谢,你旅途愉快吗?)

B: Yes, although it's a bit long, it's a smooth flight.

A: I'm glad to hear that. Well, _____ (请这边走, 我们的车在外面等候。)

IV. Make a dialogue based on each of the given situations.

1. Mr. Wang Ming goes to England. Mr. Green and his secretary, Ms Kelly are meeting him at the airport.
2. Miss. Huang was waiting at Pudong International Airport for Mr. Black from San Francisco, this time. She got the wrong person.

Lesson Two

On the Way (在路上)

Background (背景小知识)



当在机场接到外宾后，一般会在征询外宾意见的情况下，决定是先送他们去宾馆休息，还是去公司与总经理会晤。在途中可以向外宾介绍本地的风土人情及见到的标志性建筑等。

Listening

(A)

词语先导

| | | |
|---------|----|-------|
| office | n. | 办公室 |
| expect | v. | 期待、盼望 |
| airport | n. | 机场 |
| center | n. | 中心 |

After listening, please fill in the missing words.

A: Here's our car. Please _____ Mr. Brown.

B: Thank you.

A: Our general manager Mr. Li is _____ us. We will meet him in the _____ first.

B: OK. I'd be glad to meet him. Well, is it going to be very far?

A: Yes. It's _____ a long way from the airport to the city center. It _____ about 45 minutes' drive.

(B)

词语先导

have a seat 请坐

coffee *n.* 咖啡schedule *n.* 时间表/行程表

After listening, please decide whether the statements are true (T) or false (F).

- () 1. Mr. Brown would like tea rather than coffee.
 () 2. Mr. Brown expressed his thanks to Mr. Li for sending his man to meet him.
 () 3. Mr. Li told Mr. Brown that he was sorry for not coming to meet him.
 () 4. A schedule is an organized plan for matters to be attended to in advance.
 () 5. Mr. Li is the assistant manager.



Conversation 1

(On the way to the hotel)

W: Mr. Brown, we'll be going to the hotel now. We've booked a room for you at Nanyuan Hotel.

B: Thank you very much. That's really very considerate of you.

W: Not at all, Mr. Brown. Is this your first trip to Ningbo?

B: No, I was here 5 years ago. Ningbo has changed so much that I could hardly recognize it.

W: Glad to hear that, Mr. Brown. Did you see that street? Typical Chinese arts and crafts are sold there. We can buy some gifts for your friends when you are back.

B: That sounds great.

W: Here we are at the hotel. Let's get out.

(In the hotel lobby)

W: Is there anything more I can do for you?

B: No, thanks.

W: Then, have a good day, Mr. Brown. I'll get in touch with you tomorrow morning.

B: Thank you. See you later.

New Words 1

really ['ri:əli] *adv.* 真正地

considerate [kən'sidərit] *adj.* 考虑周全的

change [tʃeɪndʒ] *vt.* 改变
 hardly ['hɑːdli] *adv.* 几乎不
 recognize ['rekəɡnaɪz] *vt.* 认出
 typical ['tɪpɪkəl] *adj.* 典型的
 lobby ['lɒbi] *n.* 大厅
 touch [tʌtʃ] *n.* 接触
 craft [kraʊt] *n.* 工艺品

Conversation 2

(At the hotel room)

W: This is your room. How do you find it?

B: Oh, what a lovely room!

W: Here is the bathroom. The bell is on the bedside table. Just ring it if you want anything.

B: You are so considerate. Thank you for everything you have done for me.

W: It's a pleasure to be of help. And I hope you will enjoy your stay here in Ningbo.

B: I'm sure I will. By the way, can I get a city map at the hotel?

W: Yes, you can get it at the service counter downstairs.

B: I see.

W: Fine. Mr. Brown, if there is nothing else I think I must leave now.

B: I think that's all, you have thought of everything.

W: Then, goodbye, Mr. Brown. Have a good rest. I'll be seeing you tomorrow morning.

B: Right. See you tomorrow.

New Words 2

lovely ['lʌvli] *adj.* 可爱的

bathroom ['bɑːθrʊm] *n.* 洗澡间

bedside ['bedsaɪd] *adj.* 床边的

pleasure ['pleɪʒə] *n.* 高兴, 愉快

service ['sɜːvɪs] *n.* 服务

counter ['kaʊntə] *n.* 柜台

downstairs [daʊn'steɪəz] *adv.* 在楼下

rest [rest] *n.* 休息

Notes

1. We've booked a room for you at Nanyuan Hotel. 我们已经为你在南苑大酒店订好房间了。

book 预订 *v.* 也可用 reserve 代替。

e. g. Could you book me a flight ticket to New York?

能为我订张去纽约的机票吗? I have reserved a room for you.

I have reserved a room for you. 我已经为你订好了一个房间。

2. It takes about 45 minutes' drive to get to our office. 到我们的公司大概需要45分钟的开车时间。

It takes/took (sb.) + 时间/金钱 + to do something. 这是一个常用句型,表示“做某事花费某人多少时间或金钱”。

e. g. It often takes two weeks to get the goods ready.

常需要花费两个星期左右的时间备好货物。

It took me ten dollars to buy the dictionary.

我花了十美元买这本字典。

3. 上车后,可以用问客人是否首次来本地的方法来打开话题,可以用以下句型:

(1) Have you ever been in China before? 你以前曾来过中国吗?

回答可为: Yes, I came here 5 years ago.

No, it's my first trip to China.

(2) Is it your first trip/visit to China/Ningbo? 您是首次来中国/宁波吗?

回答可以为: No, I have been in China several times, but it's my first trip to Ningbo.

4. 在饭后大厅或房间要道别时,常对客人表示良好祝愿:

Have a good rest. 好好休息。

Have a good day/weekend. 祝一天/周末愉快。

I hope you will enjoy your stay here. 希望你在这里过得愉快。

I hope you will have a good time here. 希望你在这里玩得愉快。

5. I'll get in touch with you tomorrow morning. 明天早上我会与你联系的。

get in touch with somebody 与某人联系

e. g. I will get in touch with the shipping company at once.

我会马上与运输公司联系的。

6. How do you find it? 你觉得怎样?

这是征求对方对某一事物看法的用语,类似的句型还有:

How do you like...?

What do you think of...?

7. It's a pleasure to be of help. 很高兴能为您效劳。

pleasure 是口语中很客气的常用语,表示很高兴、很乐意、很荣幸。

e. g. Thank you for helping me.

It's a pleasure/My pleasure.

Will you open the window for me?

With pleasure.

相关词组: take (great) pleasure in doing something 很高兴做某事

have the pleasure of doing something 有幸能做某事