

高等学校商务英语系列教材

翟象俊 主审
Peter Shen(美国)

商务英语

综合教程参考答案

第2册

Keys to Business English Integrated Course II



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■ 主 编 谢丹焰
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·北京·

内 容 简 介

《商务英语综合教程》是一套针对高校经贸英语专业的学生及相应水平的商务工作者与英语爱好者而编写的基础课系列教材。本书是《商务英语综合教程·第2册》的配套参考答案,该答案详细,便于任课教师操作及英语自学者参考。

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Keys to Unit 1

Reading I

Pre-reading Task

1. Someone think it's during the interview that a company decides if it wants to hire. It's a chance for a company to see whether their future employees are smart or not; whether they are able to communicate clearly and effectively or not; whether they are technically qualified to do the job or not; whether they are honest or not; whether they can fit in the company's organizational structure and team or not. Others disagree with it. They think that some applicants cannot perform well during the interview. They will feel nervous because they are under too much stress.
2. The interviewer wants to know their qualifications for the job, their personality traits, their physical appearance, their personal background including their interests, hobbies and awareness of the world events, their attitudes and personal style, their communication skills, their expected salary, their goals in career, etc.
3. To some people, it is very important to please the interviewer. They think it can give a good impression on the interviewers while doing it. But it is not true to others. In their point of view, giving answers that just suit the potential employer will get them nowhere. They will lose touch with their own feelings. Of course, don't be hostile to the interviewers because nobody wants to hire someone disagreeable.
4. In order to make a good impression on the interviewer, you should dress smartly for the interview. You should be courteous to all the employees of the company. At the interview itself you must be positive about yourself and your abilities, and your attitude might influence the interviewer to feel good about you.



5.

Before an interview	During an interview	After an interview
a. investigate as much as you can about the company; b. predict some questions you could be asked; c. prepare some questions you could ask about the specific position and the company; d. rehearse answering the questions; e. write down the strengths that you possess for this job; ...	a. be yourself, but emphasize your strengths; b. make good eye contact and posture; c. volunteer any information that is relevant to the interviewer's questions; d. don't hesitate to bring up the important points skipped in the discussion; e. be honest but tactful when answering the questions; f. be careful not to exaggerate or be aggressive; ...	a. write a brief note of thanks; b. touch base with the prospective employer either by phone or in writing, showing that you really want the job and are determined to get it, bringing your name to the interviewer's attention once again, and reminding him or her that you're waiting to know the decision; c. make an inquiry if you are not advised of the interviewer's decision by the promised date or within two weeks; ...

Exercises

Comprehension

1. 1) A cosy fireside chat and an intimidating interrogation.
 2) Face-to-face interview between the boss-to-be and employee-to-be.
 3) Interviews.
 4) No.
 5) The motivation for the job and how well you will fit into the organization and its culture.
 6) Yes, he/she can.
 7) Because the interviewers use this approach to give interviewees a chance to provide practical examples of how they would tackle particular situations, whether or not they have had any direct experience of them.
 8) Yes, they are. Because this kind of interview can let people feel relaxed so that they can open up and do as much talking as possible. It also reflects the decreasing importance attached to hierarchy within organizations.
 9) No, they can't. Because though the interview remains the centerpiece of organizations' selection procedures, it is in fact a highly unreliable predictor of a candidate's suitability.
 10) The author thinks that interviews are becoming part of a multilayered quasi-scientific selection. They are becoming high-tech, less formal, situational and structured events as well.

2.

Items	Information
Process of interviews	<u>multilayered</u> and <u>quasi-scientific</u>
Interviewers	trained <u>psychologically</u>
Means	hi-tech, such as <u>video conferencing</u>
Influence of interviews	on <u>employing</u> and <u>appointing</u> staff
Other methods of recruitment	1) aptitude tests 2) <u>personality questionnaires</u> 3) <u>evaluation at assessment centers</u>
Focuses of interviews	1) your motivation 2) <u>the degree</u> of your suitability 3) <u>inner values</u>
Tasks in interviews	1) <u>selecting</u> 2) <u>ranking</u> 3) discussing
Questions and answers	<u>structured</u> and <u>situational</u>
Forms of interviews	1) neither <u>cosy</u> nor frightening 2) less formal conversation between <u>equals</u>
Reliability of interviews	low

Vocabulary

1.

Column A	Column B
bias	prejudice, opinion that favors one side
encounter	a sudden meeting, usu. either unexpected or dangerous
probe	to investigate, explore or examine
aptitude	<u>natural ability or skill</u>
criterion	standard
take on	to decide to do, <u>undertake</u>
in terms of	as regards
on the grounds of	with the reasons of
in short supply	not plentiful, scarce
take place	to happen

- 1) bias 2) took on 3) probe 4) encounter
 5) criteria/criterions 6) in terms of 7) on the grounds of 8) in short supply
 9) aptitude 10) took place

2. 1) put many Asian companies through great challenges during the economic crisis, but most of them



survived

- 2) to be expressed in terms of US dollars, not in RMB
 - 3) on the grounds of the heavy pollution caused by the U.S. to the global environment
 - 4) that they are likely to open up after a few drinks
 - 5) (to) bring the information of stock markets and currency exchange up to date easily
 - 6) one out of a hundred candidates might be qualified
 - 7) the proportion of female employees to male ones is five to one
 - 8) get underground water in areas where water is in short supply
3. 1) a. meeting b. encounter 2) a. personnel b. personal
 3) a. devised b. device 4) a. efficient, sufficient b. sufficient
 5) a. process b. procedure
 4. 1) reliable 2) disapproved 3) prediction 4) interviewee, interviewer
 5) current 6) determination 7) recruiting 8) employment, suitable
 5. 1) appointment 这位细心的秘书在为老板和客户做好会见预约后,又打电话确认了一下。
 2) Scoring 她在智商测试中得了 160 分,被老师们认为是个有天赋的孩子。
 3) ranks 比尔·盖茨连续几年名列世界上最富有的人之中。
 4) score 我们的足球队最后得分为 5:0,这使所有的球迷深受鼓舞。
 5) appointment 他被提升为副总裁是一项深受欢迎的任命。
 6) ranks 各个阶层的人都应拥有平等的生命权和自由权。
 7) supply 供求关系观察起来很有趣:当供大于求时,价格会下跌;而当供不应求时,价格会上涨。
 8) points 中国的税收改革为更加繁荣的将来指明了方向。
 9) score 我们的晚会有 20 人就足够了,不要再多请了。
 10) point 抱怨没什么意义,他们从不关注。
 11) supplied, supply 尽管人们向阿富汗人提供了水和药品,但食物和其他日常用品仍然供应短缺。
 12) point 就在电影开始变得非常激烈的时候,我走了出去。
 13) rank 被抓获成为战俘的士兵只需给出他的姓名、军衔和编号。
 14) pointed 姨妈对我穿衣的品位做了一些尖刻的评论。

Translation

1. I am afraid we'll be in for a bear market soon.
2. We have never discovered what took place in that negotiation on price.
3. The trainee staff will be put through an exhausting sales course.
4. Think of it in terms of an investment, and you can expect a profitable future.
5. She took on greater responsibilities when she was promoted to general manager.

6. Her claim was disallowed on the grounds of unpaid premium.
7. After some casual remarks with the interviewer, the interviewee began to open up a bit.
8. He boasts skills in short supply in the current labor market and therefore becomes a senior manager of a big company.
9. He pointed out that the list was up to date because all the new employees' names had been added to it.
10. After a strict evaluation, the panel of judges concluded that nine out of ten employees were qualified for their jobs.

Reading II

Dictation

The job interview is the moment of truth in job hunting. In addition to how the interviewer sees your qualifications and personal qualities, much will depend on how they evaluate your interview performance in general. Therefore, it is helpful to consider it a performance or a game whose goal is to sell the interviewer on the idea that you are the best person for the job. A better approach is to take control, give the interviewer what you want to give and inspire confidence.

Exercises

Comprehension Checkup

1. F 2. T 3. F 4. T 5. T 6. NM 7. T 8. F 9. T 10. F

Vocabulary

1. c 2. b 3. a 4. c 5. a 6. d 7. b 8. a 9. b 10. d

Cloze

1. b 2. c 3. d 4. c 5. a 6. a 7. d 8. b 9. b 10. c
11. d 12. b 13. d 14. c 15. a

Post-reading Task

Task 1.

- a. What do you know about our new company?
- b. Why do you want to work for us?
- c. Why do you think you would be good at this job?
- d. What personal characteristics are necessary for success in this job?



- e. Have you had practical experience in connection with this job?
- f. Which is more important — being satisfied and happy with your work or being on a good wage, whatever the job involves?
- g. Do you prefer working with others or by yourself?
- h. What do you think determines a person's progress in a good company?
- i. Do you think grades and marks should be considered by employers? Why or why not?
- j. What is your major weakness?
- k. What kind of boss do you like best?

Task 2. Omitted

Task 3.

Dos	Don'ts
a. Be on time.	a. Don't be late.
b. Be brief and clear.	b. Don't chatter.
c. Be self-confident and courageous.	c. Don't be shy.
d. Be enthusiastic but polite.	d. Don't appear humble or haughty.
e. Be frank and truthful.	e. Don't brag or boast.
f. Proclaim your own competence and qualifications.	f. Don't claim kinship or personal connections to anyone known to the interviewer.
g. Be realistic.	g. Don't be choosy.
h. Ask about pays tactfully if necessary.	h. Don't ask about pays unless you know how to do it tactfully.
i. Use your facial expressions and gestures.	i. Don't fidget.
j. Make yourself look firm and reliable.	j. Don't dress like a queen or a dandy.

Extension

Translation Skills

1. 1) 董事会任命怀特先生为经理。
 2) 预定的董事会开会时间为下午 2 点 30 分。
 3) 我们不和他们公司做生意。
 4) 他们用机器换取俄国人的砂金。
 5) As soon as you reach a decision, please drop us a line.
 6) We have been many years in the silk line.
 7) We enjoy your cooperation.
 8) Their corporation enjoys a good reputation in the world.
2. 1) 你们的商品在这里很畅销。

- 2) 推销这种商品对我们来说似乎没有什么困难。
 - 3) 买主希望你能满足他的要求。
 - 4) 我方有意购买你方电视机。
 - 5) There is a sharp contrast between the poorest and the richest.
 - 6) The shares are quoted on the Stock Exchange at 15 cents.
 - 7) We have learned that now is favourable for the disposal of the goods.
 - 8) The proposal met with general acceptance.
3. 1) 事实上, 正是因为他的谨小慎微, 他才没有得到提升。
- 2) 她在同事中间非常吃不开, 因为她太自私了。
 - 3) 我们公司需要意志坚强的销售经理。
 - 4) 所有好的管理者都有一个思想活跃的头脑。
 - 5) 她被没完没了的电话铃声搞得心烦意乱。
 - 6) 这些死心塌地的员工为他们的公司拼命卖力。
 - 7) 真幸运, 发生爆炸时办公楼里没有人。
 - 8) 他虽然很年轻, 但在工作上很有雄心壮志。

◀ Special Usage

1. 1) There was a car ready for them.
 - 2) There will be a good film on at the Red Star next week.
 - 3) There were several trains coming into the station at the same time.
 - 4) There is a convenience shop open to business round the clock beneath our apartment.
 - 5) There is likely to be a large audience to Professor Smith's lecture.
 - 6) There should be a stronger light on the staircase.
 - 7) There were people who believed that the software company would go bankrupt sooner or later.
 - 8) There must have been a mistake.
 - 9) There happened to be no multimeter in the laboratory.
 - 10) There expected to be more fierce competition.
2. 1) There rose 2) There seems 3) there happens
 - 4) there lies 5) there stands/stood 6) There exists
 - 7) There lived 8) There remains 9) There appears/appeared
 - 10) there occurred

🔗 Practical Reading

1. c 2. b 3. b 4. d 5. c 6. d 7. d 8. a 9. d 10. c

🔗 Writing Strategy



1.

Résumé

Personal Information

Name: Joanna Alan Hopkins

Date of Birth: August 3rd, 1975

Marital Status: Married

Address: 352 MeadowView Drive, Powell, Ohio 43065 USA

Tel: (614)465-6586 Fax: (877)536-8107

E-mail: joanna@yahoo.com

Job Objective & Self Assessment

I'm sociable and energetic with rich sales experience and good Japanese proficiency. I expect to secure a challenging position as a marketing manager in any company with an eye to tapping the Japanese market.

Education

Sept. 1998 ~ Apr. 2000

MBA (Master of Business Administration) Degree, Pomona College, Claremont, CA

Major: International Business Management

Sept. 1993 ~ June 1997

B. A. (Bachelor of Arts) Degree, University of California, Los Angeles

Major: Japanese Language and Literature

Minor: International Finance

Work Experience

Aug. 2001 ~ present

Sales Manager, Elton's Consulting Firm

Sept. 2000 ~ July 2001

Sales Representative, Pacific Customer Service Co., Ltd.

Aug. 1997 ~ Apr. 1998

Bilingual Teacher, Marsh Adult School

Honors and Awards

Second Prize Scholarship (1998—1999)

Honorary Title of "Excellent Student of the School Year" (1995—1996)

President of the Student Union (1994—1996)

Language & Computer Skills

Japanese: Fluent/Excellent

Good at Windows Operating System, Word, Excel, Power Point, Internet, etc.

2.

Résumé

Personal Information

Name: Sarah E. Madison

Age: 30

Marital Status: Single

Address: 278 Riverdale Avenue, Athens, Georgia 30618, USA

Tel: (706) 201-2434

E-mail: smadison@mindspring.com

Education

1995 ~ 1999

BBA (Bachelor of Business Administration)

The University of Georgia, Athens, Georgia

Major: International Business Management

Related Coursework: International Strategic Management, Accounting I and II, Advanced Business English, International Marketing, Finance

1992 ~ 1994

Civil Engineering Studies

Georgia Institute of Technology, Atlanta, Georgia

Work Experience

Jan. 2001 ~ present

Customer Service Representative, American Express

Sept. 1999 ~ Nov. 2000

Trade Consultant, US Export Assistance Center

Honors and Awards

Elite Scholarship (Georgia Institute of Technology)

Founder of University of Georgia International Student Street Festival

Skills

Computer Skill: Macintosh, Internet, Microsoft Office, and Visual Basic

Language Skill: Good at French

Hobbies and Interests

- Playing the piano
- Playing tennis
- Learning foreign languages



3. Omitted.

Supplementary Reading

I. 1. b a a d c 2. a c d a d 3. b a d a b 4. b d c b d

- II. 1. 另一项研究表明：一个人在进入超市半个小时以后，每分钟消费 0.5 美元。
2. 1790 年美国第一次人口普查有不到 400 万的居民，其中大多数来自英格兰。
3. 美国在世界上是独一无二的，因为明显地除了印第安人以外，所有的美国人都是移民或移民的后代。
4. 和冶炼厂老板意见一致的还有英国的矿主，甚至森林业主，因为他们的木材用做冶炼矿石的熔炉的燃料。
5. 有些问题被接受调查的人看成是对个人隐私的侵犯或某个方面的威胁，这些问题可能会得到不真实的或者部分真实的答案。

Keys to Unit 2

Reading I

Pre-reading Task

1. Cultural diversity includes the differences of such aspects as social values, ideas of status, decision-making habits, attitudes toward time, use of space, body language, manners, ethical standards, social customs, etiquette, etc. between different countries.
2. Each country has its own folkways, norms and taboos. Companies must examine the ways consumers in different countries think about and use certain product before planning a marketing program. Companies that ignore such differences can make some expensive and embarrassing mistakes. Understanding cultural traditions, preferences and behaviors can help companies to avoid embarrassing mistakes and to take advantage of cross-cultural opportunities when positioning their products internationally.
3. Consumers in different countries have widely varied cultural backgrounds, needs and wants, spending power, product preferences and shopping patterns. Because these differences are hard to change, most companies adjust their products, prices, and promotions to each target market bearing more costs but hoping for a larger market share and return. However, some companies believe that people around the world want basically the same products and lifestyles. Despite what consumers say they want, all consumers want good products at low prices. So companies should look for more standardization to help keep down costs and prices and to offer consumers higher quality and more reliable products at low prices.
4. Numerous problems result from the failure to adapt packaging for other cultures. Sometimes only the color of the package needs to be altered to enhance a product's sales. Using the wrong color in some countries might produce negative reactions. Some product names travel poorly because the name might have another negative meaning in other cultures. This is called the "language barrier". So try to find a word that was pronounceable everywhere but had no specific meaning anywhere. Promotion is also an important issue to be considered. Sometimes the ad could hardly be expected to boost sales of the product in other cultures. Social norms vary greatly from country to country and it is difficult for any outsider to be knowledgeable about all of them, so local input is vital. The best translations of an advertising message convey the concept of the original but do not precisely duplicate the original. So try to avoid translation problems when doing business abroad. In short, companies need to do market research to reduce or eliminate most international business blunders.
5. When people move to a completely new place, they encounter many new and confusing situations.



They are forced to meet in unfamiliar ways their everyday needs such as language, climate, food, cleanliness and companionship. All of this may lead to stress and strains. They don't know what is appropriate or inappropriate in a new environment. They don't know when to shake hands and what to say when they meet people, when and how to give tips, how to make purchases, when to accept and when to refuse invitations, and when to take statements seriously and when not. They lose all familiar signs and symbols of social intercourse.

People suffering from culture shock should be patient to adjust themselves to the new environment and to make a successful transition to living in a new culture. Firstly, they should know as much about the host country as possible before going abroad. As soon as they arrive at the host city, they should resort to the city's map to find out the grocery store, post office, bus stop, bank, hospital, etc. Secondly, they should keep an open mind about the different culture and lifestyle and try to adapt themselves to them. They shouldn't compare everything to home. Lastly, they should try to make friends with the local residents so that they can find what and how people do things as well as what their interests are.



Exercises

Comprehension

1.
 - 1) People often bring music, food, and family members to work.
 - 2) No. Because according to his or her culture, he or she was just being polite.
 - 3) Because a large number of women, minorities, and immigrants enter the American work force.
 - 4) It refers to the differences among people in a work force due to race, ethnicity, and gender.
 - 5) No, it isn't. Because more and more companies have come to believe that diversity, like quality and customer service, is a competitive edge.
 - 6) Ways for encouraging diversity include recruiting at historically black colleges and universities, training and development, mentoring and revamped promotion review policies.
 - 7) He implements the strategies for enhancing diversity and works closely with the company's Diversity Network.
 - 8) Du Pont has established several programs, including training workshops, mentoring, establishing over 100 multicultural networks through which employees share work and life experiences and strive to help women and minorities reach higher levels of leadership and responsibility within the organization.
 - 9) Dr. Martin Luther King's Birthday, Asian-Pacific Heritage Month, Hispanic Heritage Month, Disability Awareness Month, and Native American Heritage Month.
 - 10) First, these programs can help eliminate prejudice in workplace and remove barriers to advancement. Second, diversity programs require commitment from the leaders of the company and a culture that supports an inclusive environment instead of being only the latest corporate

buzzword.

2. 1) b d a c
2)

Company	Cultural Diversity Programs	Effects
Texas Instruments	a. <u>an aggressive recruiting plan</u> b. <u>diversity training</u> c. mentoring d. <u>an incentive compensation program</u> e. Diversity Network	a. <u>share ideas</u> b. solicit support c. <u>build coalitions</u>
Du Pont	a. <u>training workshops</u> b. mentoring c. <u>over 100 multicultural networks</u>	a. share <u>work and life</u> experiences b. help and hire women and <u>minorities</u>
Disney World	a. reflection of diversity in <u>theme parks</u> b. a variety of diversity <u>celebrations</u>	better understanding

Vocabulary

1. implement flourish assume incentive supervise
motivate imperative solicit prejudice initiative
1) supervising 2) motivate 3) imperative 4) initiative 5) implemented
6) incentive 7) solicit 8) prejudice 9) flourishing 10) assume
2. 1) is made up of 2) refers to 3) believe in 4) stand out well
5) an African immigrant 6) defer to 7) a cultural heritage 8) cultural diversity
9) foster 10) implementing
3. 1) a. apply b. application c. applies, applicable
2) a. unable b. disable c. disability
3) a. creation b. creative c. creativity
4) a. competitors b. competitive c. competition
5) a. diversify b. diversity c. diversification, diverse
4. cultural diversity challenge authority
make eye contact competitive edge
foster creativity and innovation implement the strategies
hold a variety of celebrations remove the barriers to advancement



solicit support

1) competitive edge

3) fostering creativity and innovation

5) solicit support

build a coalition

2) build a coalition

4) implement the strategies

5. 1) value *v.* 我很重视你对我报告的评价, 我会认真考虑的。
 2) defer *v.* 由于我经济困难, 银行同意我延期还贷。
 3) approach *n.* 由于到目前为止我们的研究没有获得任何结果, 我们得采用另一种方法。
 4) contact *v.* 如果我们能提供任何帮助, 请尽管和我们联系。
 5) approaching *v.* 如果你向汽车的左窗外看, 你会发现我们正在靠近东方明珠电视塔。
 6) value *n.* 昨天, 美元对欧元和日元的价值下跌了。
 7) challenge *v.* 有人要和他竞争党的领导权吗?
 8) approach *v.* 处理这一问题的最佳途径是先做一个详细的市场调研再采取行动。
 9) challenges *n.* 缩小贫富差距是政府面对的难题之一。
 10) contact *n.* 尽管隐形眼镜和玻璃眼镜相比很方便而且重量轻, 但它对有些人是有害的。
 11) defer *v.* 尽管我不愿意, 但对于这样重要的决定, 我只能同意老板的意见。
 12) contact *n.* 现在人们往往通过电子邮件而不是信件保持联系。
 13) defer *v.* 你是否能推迟到下个星期再做决定?
 14) approach *n.* 这个商店安装了自动门, 在顾客走近时会自动开启。

Translation

Human beings possess different cultures. Western culture and eastern culture make up a diversified world. Cultural diversity refers to the differences among people of different countries due to race, ethnicity, beliefs, and their unique traditions. All cultures are equal in essence. Therefore, it is not justified to say that one culture stands out from the rest as the best. At present, some international businessmen increasingly find themselves working in multicultural environments. If businesses want to survive in the intense competition, they must establish and implement the strategies for strengthening cultural diversity, which will go a long way toward eliminating the cultural prejudice resulting from the misunderstandings between cultures and forcing managers to motivate employees with a broader range of values system.

Reading II

Dictation

To succeed in today's global marketplace, it is essential to learn as much as possible about the conditions in overseas markets. Modern trade, however, demands more. Today the company seeking international success must also understand the people who live and work in countries they deal with, how