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SKILLS FOR
剑桥商务英语
考试必备
BUSINESS ENGLISH

初级



Ideal
practice for
BEC
Preliminary



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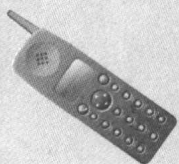


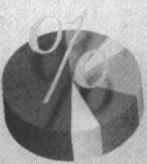
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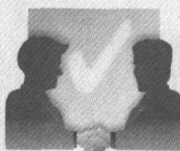



作者: David Kerridge

注释: 王长江 高 歌

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Map of the book

UNIT	FUNCTIONS	SKILLS AND LANGUAGE FOCUS
1 First contacts 	Making business contacts Arranging a meeting Greetings and introductions Talking about jobs	A Reading and writing <ul style="list-style-type: none"> company job titles; an introductory letter; correcting notes and writing a reply B Listening <ul style="list-style-type: none"> greetings and introductions; company descriptions and activities C Speaking <ul style="list-style-type: none"> greetings expressions; job descriptions Role plays: talking about work and interests
2 Travelling for business 	Travel language Making reservations Organising trips Making enquiries	A Reading and writing <ul style="list-style-type: none"> enquiries and responses; a letter outlining a project; an e-mail with fax reply B Listening <ul style="list-style-type: none"> airport announcements; greetings; checking into a hotel C Speaking <ul style="list-style-type: none"> flight information Role plays: arranging travel and accommodation
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6 Trends and predictions 	Analysing trends Describing patterns Making predictions	A Reading and writing <ul style="list-style-type: none"> language of trends; banking functions; economic and demographic information; a short report B Listening <ul style="list-style-type: none"> a presentation about economic trends; post-presentation questions; information from graphs C Speaking <ul style="list-style-type: none"> graph descriptions Role plays: working with graphs and demographic information

UNIT	FUNCTIONS	SKILLS AND LANGUAGE FOCUS
7 Company profiles 	Describing companies Explaining choices Justifying decisions	A Reading and writing <ul style="list-style-type: none"> graphs and descriptions; a company profile; an application form B Listening <ul style="list-style-type: none"> telephone calls: dealing with problems, choices and solutions C Speaking <ul style="list-style-type: none"> verbs relating to company performance; a company history Role plays: company presentations
8 Suggestions and reasons 	Making suggestions Suggesting alternatives Justifying decisions Giving reasons	A Reading and writing <ul style="list-style-type: none"> a letter containing suggestions; responding to the letter with alternative suggestions and reasons B Listening <ul style="list-style-type: none"> a meeting to negotiate a contract; a telephone conversation focusing on persuasion C Speaking <ul style="list-style-type: none"> making suggestions and giving reasons Role plays: negotiating
9 Terms of sale and delivery 	Negotiating terms of sale Agreeing delivery dates Making decisions	A Reading and writing <ul style="list-style-type: none"> terms of sale questions and responses; information transfer using a price list; completing an e-mail B Listening <ul style="list-style-type: none"> preparing a negotiating position; extract from a negotiation C Speaking <ul style="list-style-type: none"> prepositions of numbers and time; matching offers and responses Role plays: negotiating on the telephone
10 Technical and social exchanges 	Exchanging technical information Quantities and dimensions Making invitations Social conversation	A Reading and writing <ul style="list-style-type: none"> describing dimensions; technical specifications; a formal letter of acceptance B Listening <ul style="list-style-type: none"> a technical presentation; socialising in a restaurant C Speaking <ul style="list-style-type: none"> suitable subjects for social conversation; making invitations and responding Role plays: social situations
11 Enquiries and complaints 	Making enquiries Answering enquiries Dealing with complaints	A Reading and writing <ul style="list-style-type: none"> polite questions; a conference programme; correcting an e-mail enquiry B Listening <ul style="list-style-type: none"> enquiries and complaints at a conference C Speaking <ul style="list-style-type: none"> practising enquiries and responses Role plays: making and dealing with enquiries, requests and complaints
12 Tasks and teams 	Setting tasks Organising teams Defining responsibilities Working to deadlines	A Reading and writing <ul style="list-style-type: none"> describing responsibilities; a newspaper interview; tasks and deadlines from a flow-chart; completing a fax B Listening <ul style="list-style-type: none"> confirming arrangements and dealing with problems; planning ahead C Speaking <ul style="list-style-type: none"> management responsibility, deadlines and objectives Role plays: negotiating responsibilities and company reorganisation

UNIT 1

First contacts

making business contacts

arranging a meeting

greetings and introductions

talking about jobs

BEFORE YOU START


1 In the column on the left (1–5) are examples of the main skills in this unit. Match them with the expressions in the column on the right (A–E). The first has been done as an example.

- | | |
|---------------------------|----------------------------------|
| 1 Arranging a meeting | A I'd like you to meet Carla. |
| 2 Introducing yourself | B We manufacture boats. |
| 3 Introducing colleagues | C May I suggest Friday at 9 am? |
| 4 Offering | D Good afternoon, my name's Jim. |
| 5 Talking about companies | E Would you like a drink? |

2 The following words may be new. Check that you understand them.
 LAWYER – a legal expert (noun: LAW, adjective: LEGAL)
 FIBREGLASS RESINS – materials used to manufacture pleasure boats
 HULL – the “body” of a boat
 DECK – the “floor” of a boat


A Reading and writing

In this unit (as well as in Units 5 and 9) we will look at two companies.



A Venezuelan company. It is located in Caracas and employs 230 people. It manufactures fibreglass resins used to make the hulls and decks of sailing boats.

Managing Director – Manuel Ortega
 Production Manager – Juanita Castro
 Export Manager – Carla Naranjo
 Receptionist – Marisol Fuentes
 Assistant – Hugo Mendez



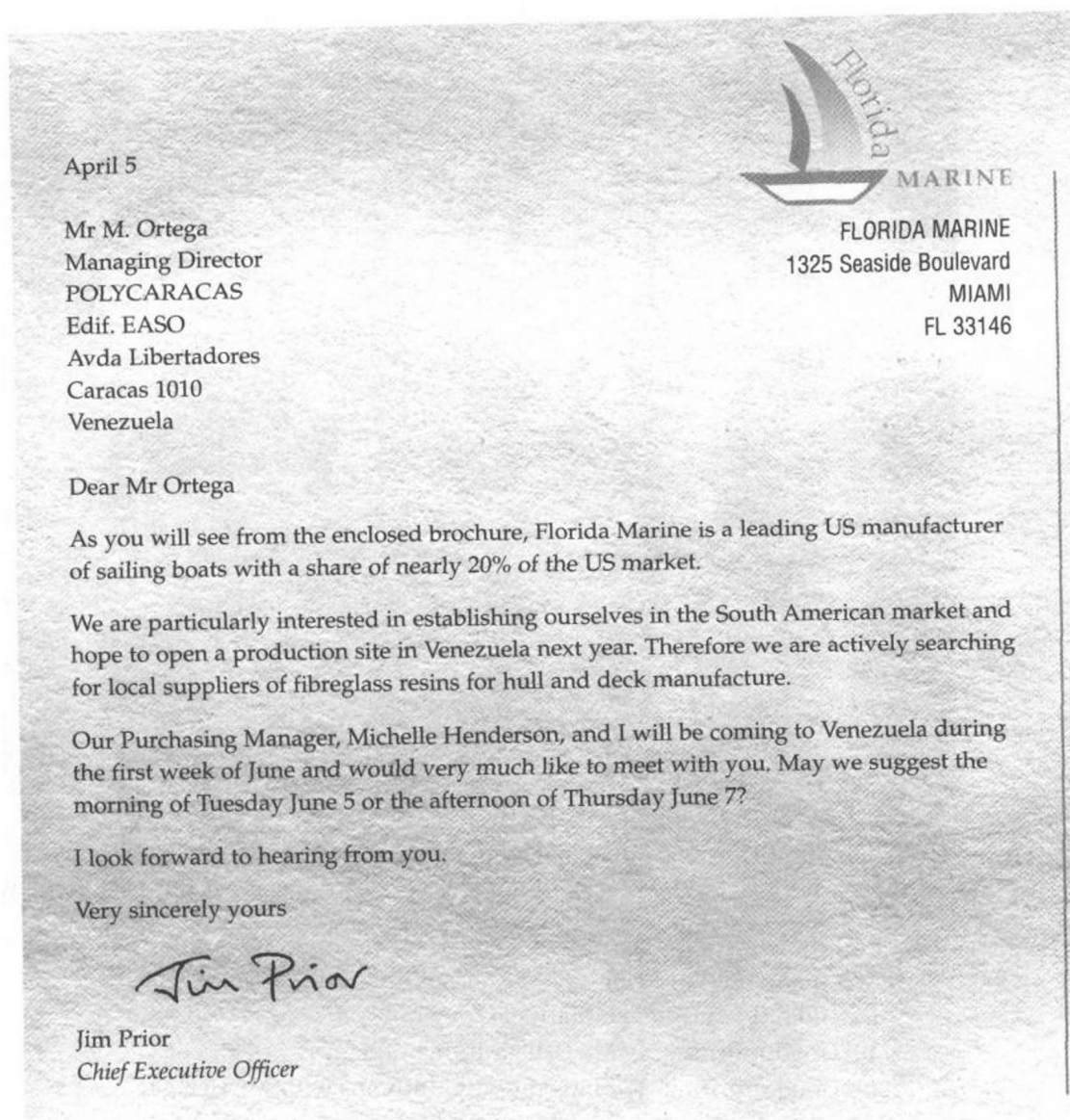
An American company which makes boats. It is based in Miami and has 250 employees.

Chief Executive Officer – Jim Prior
 Purchasing Manager – Michelle Henderson
 Finance Manager – Jack Ramsey

1 Look at the information about Polycaracas. Complete the following sentences. The first has been done as an example.

- 1 Manuel Ortega is the Managing Director.
He is the head of the company.
- 2 _____ works in the Production Department.
- 3 _____ is responsible for foreign sales, and reports directly to the Managing Director.
- 4 Hugo Mendez is the _____ and doesn't travel much.
- 5 _____'s main responsibilities are welcoming visitors and answering telephone calls.

2 Now read this letter that Manuel Ortega has just received from Jim Prior.



3 Now choose the correct words to complete these sentences.


- 1 Florida Marine manufactures _____.
a) motor boats b) sails c) sailing boats
 - 2 It has a share of _____ of the US market.
a) more than half b) less than a fifth c) over a quarter
 - 3 Florida Marine wants to _____ Venezuela.
a) build a factory in b) export to c) import from
 - 4 Jim Prior will be accompanied by _____.
a) a team b) a colleague c) his boss
 - 5 A possible time for the meeting is _____.
a) 10 am on June 5 b) 11 am on June 7 c) 2 pm on June 5
- 4 Manuel Ortega checked in his diary and then wrote notes for a reply. Although he reads and speaks English well, he sometimes makes mistakes when writing. So he asked Marisol Fuentes to correct the notes before the letter was typed.
- Find the errors and underline them. Then write the letter that Manuel Ortega sent to Jim Prior.

I am thanking you for your letter on April 5.

We are very interested by your plans to open a production site here. We will have pleasure to meet you in Venezuela in June.

I would like suggesting Tuesday June 5 at 10 am. Please to confirm this. I look forward seeing you on June 5.

B**Listening**

- 1 When Jim Prior and Michelle Henderson arrived at the offices of Polycaracas, they were greeted by Marisol Fuentes. Choose the correct phrases to answer the questions below.
 - 1 What should Jim Prior say to Marisol Fuentes?
 - a) Hello. I want to see Manuel Ortega.
 - b) Good morning. Is Mr Ortega in his office?
 - c) Good morning. We have an appointment with Mr Ortega.
 - 2 How should Marisol Fuentes reply?
 - a) Good morning, Mr Prior. I'll give him a ring.
 - b) Hello, Mr Prior. I'll tell him you're here.
 - c) Good morning, Jim. I'll tell him you've got here.
 - 3 Marisol Fuentes asks Jim Prior to fill in a visitors' form. What should she say?
 - a) Would you fill in this form, please? b) Fill in this form.
 - c) Just fill in this form, would you?
- 2  A few minutes later Manuel Ortega arrived. Listen to the conversation and then choose the correct answers.
 - 1 The visitors were late because _____.
 - a) they stopped for breakfast b) it was a long way to Polycaracas
 - c) of a previous meeting
 - 2 Manuel Ortega _____.
 - a) invites them to lunch at twelve b) has a lunch appointment
 - c) is late for an appointment
 - 3 Manuel Ortega offers coffee and _____.
 - a) both visitors accept b) Michelle Henderson wants mineral water
 - c) Jim Prior accepts

3 Listen to the recording again and fill in the missing words.

- 1 Ortega: Mr Prior? _____ you do.
- 2 Prior: _____ meet you, Mr Ortega.
- 3 Prior: _____ me _____ our Purchasing Manager,
Michelle Henderson.
- 4 Ortega: I'm _____ you, Ms Henderson.
- 5 Ortega: Well, _____ you _____ a coffee before we start?

4 Manuel Ortega described the activities of Polycaracas to his visitors. Then Jim Prior talked about Florida Marine. Listen to their conversation, and then mark these statements T (for True) or F (for False). Correct the sentences you think are false.

- | | | |
|---|---|---|
| 1 Sailing is popular in Miami. | T | F |
| 2 Manuel Ortega goes sailing regularly. | T | F |
| 3 The sailing boat market is growing rapidly in the US. | T | F |
| 4 The market is expanding in South America. | T | F |
| 5 Polycaracas has never supplied a US company before. | T | F |

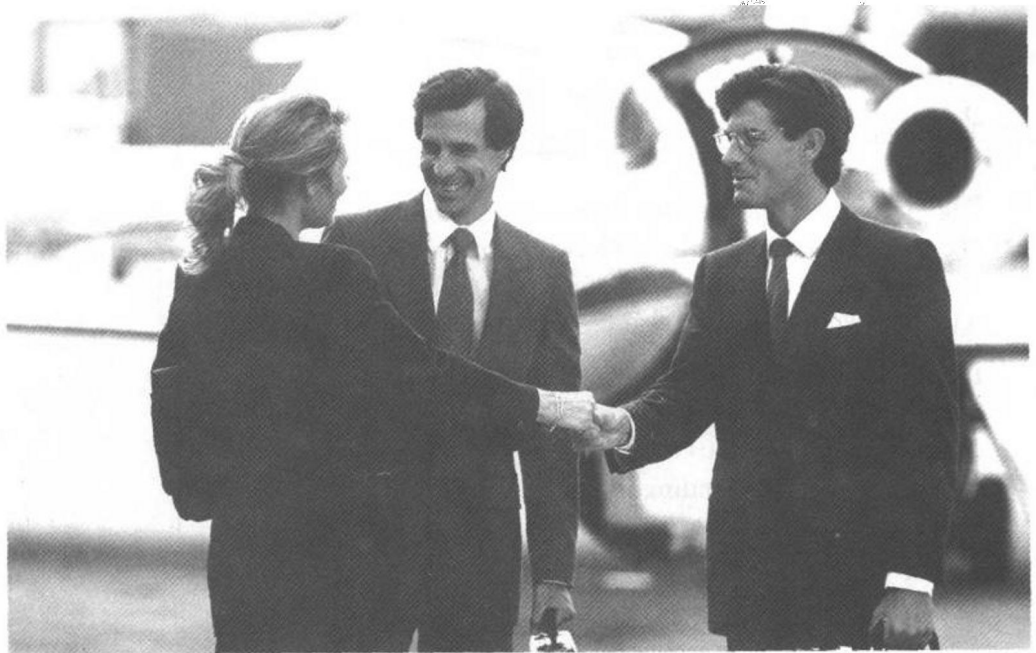
5 Now answer the following questions.

- 1 How many boats did Florida Marine make last year?
- 2 What does Manuel Ortega say about his daughter?
- 3 Why is Florida Marine interested in Venezuela?
- 4 What does Manuel Ortega say about resins?

6 The missing expressions below all concern companies, products and markets. Listen to the recording again and fill in the words.

- 1 Prior: Well, as you know, we _____ sailing boats.
- 2 Prior: _____ nearly four hundred last year.
- 3 Henderson: Well, as Jim – Mr Prior – said, our _____
_____ sailing boats.
- 4 Henderson: But the problem is, there's not much room for
_____ in the States.
- 5 Ortega: Well, South America's certainly an _____
_____.
- 6 Ortega: We've been _____ resins here since 1985.
- 7 Prior: Have you _____ other US companies,
Mr Ortega?

Manuel Ortega was interested in doing business with Florida Marine, so he invited his visitors to join him and his friend, Pablo Torres, for lunch.



- 1 Match the sentences on the left with the appropriate responses on the right. The first has been done as an example.

- | | |
|--|-------------------------|
| 1 How do you do. _____ | A Hi. |
| 2 I'd like you to meet Jack Parsons. _____ | B Fine. And yourself? |
| 3 Jim, have you met Gina? _____ | C How do you do. |
| 4 Hello. _____ | D Pleased to meet you. |
| 5 How are you? _____ | E No, I haven't. Hello. |

- 2 Give possible responses to the following phrases.

- 1 How's life?
- 2 Helga, this is Kay.
- 3 Keeping well?
- 4 You're Eva Palowska, aren't you?
- 5 May I introduce you to Mr Kawama?
- 6 Hello. Didn't we meet last year?

- 3 When talking about people's jobs, the following verbs are very useful:

involve report to run take part in consist of

Complete the sentences below using the correct form of the verbs in the box.

- 1 I _____ the Accounts Department.
- 2 My job _____ a lot of travel.
- 3 She _____ the Head of Personnel.
- 4 Her job _____ market research.
- 5 He _____ international meetings.

- 4 Role play 1 is for three students. Role plays 2 and 3 are both for two students.

Jim Prior, Michelle Henderson and Manuel Ortega were joined by Pablo Torres for lunch.

Read and prepare your part, then talk to your partner(s). Speaker A looks at this page. Speaker B turns to page 106. Speaker C turns to page 110.

SPEAKER A

Role play 1

You are Manuel Ortega.

- Introduce Michelle Henderson (Speaker C) to Pablo Torres (Speaker B).
- Say what her job is and why she has come to Venezuela.

Useful expressions:

I'd like you to meet ...

She's the ...

She's come to Venezuela to ...

Her company wants to ...

Role play 2

You are Pablo Torres.

- Ask Jim Prior (Speaker B) about Florida Marine.

Useful questions:

Where is Florida Marine based?

What do you produce?

What is your market share in the States?

Why are you interested in Venezuela?

Role play 3

You are Jim Prior.

- Ask Pablo Torres (Speaker B) about where he lives, his job and what he likes doing.

Useful questions:

Do you live in Caracas?

What do you do?

Do you travel much?

Do you like travelling?

Vocabulary & Notes

making business contacts	进行商务联系
arranging a meeting	安排会议/会面
greetings and introductions	问候与介绍

Before you start

fibreglass <i>n.</i>	玻璃纤维
hull <i>n.</i>	船壳, 船体
deck <i>n.</i>	甲板

A Reading and writing

Polycaracas /ˌpɒlɪkəˈrækəs/	(公司名)波利加拉加斯公司
Venezuelan <i>adj. & n.</i>	委内瑞拉的, 委内瑞拉人
Venezuela /venezˈweɪlə/ <i>n.</i>	(国名)委内瑞拉
Caracas /kəˈrækəs/	(地名)加拉加斯(委内瑞拉首都)
resin <i>n.</i>	树脂, 松香, 松脂, 树脂制品
sailing boat	帆船
to be located in ...	位于……
Florida /ˈflɒrɪdə/	(地名)佛罗里达(美国州名)
Miami /maɪˈæmi/	迈阿密(美国港市)
managing director	总经理; 常务董事
production manager	生产部经理
export manager	出口部经理
chief executive officer	(CEO)首席执行官
purchasing manager	采购部经理
finance manager	财务部经理
Manuel Ortega /ˈmænjuel ɔːˈteɪgə/	(人名)曼纽尔·奥尔特加
Juanita Castro /hwaˈnɪtəˈ kæstrəu/	(人名)胡安妮塔·卡斯特罗
Carla Naranjo /kɑːləˈnɑːrɒnho/	(人名)卡拉·纳拉诺
Marisol Fuentes /ˈmɑːrɪsəl fuˈentɪs/	(人名)马里索·福恩特斯
Hugo Mendez /ˈhjuːgəu ˈmendez/	(人名)雨果·门德斯
Jim Prior /dʒɪm ˈpraɪə/	(人名)吉姆·普赖尔
Michelle Henderson /miːˈʃel ˈhendəsn/	(人名)米歇尔·亨德森
Jack Ramsey /dʒækˈræmsi/	(人名)杰克·拉姆齐
He is the head of the company.	他是公司负责人。
... is responsible for foreign sales, reports directly to the Managing Director...	负责对外销售, 并直接向总经理汇报……
report to	向……汇报
... main responsibilities are welcoming visitors and answering telephone calls	主要责任是欢迎客人和接电话
enclosed <i>adj.</i>	封在函内的
brochure <i>n.</i>	小册子

leading *adj.* 主要的
 manufacturer *n.* 制造商, 生产厂家
 share *n.* (市场) 份额
 establish *v.* 建立, 设立
 with a share of nearly 20% of the U.S. market
 占美国市场份额的近 20%

We are particularly interested in establishing ourselves in the South American Market ...
 我们对立足南美市场备感兴趣……

3-4 accompany *v.* 陪同
4 underline *v.* 划线于……之下
 confirm *v.* 确认; 认可

B Listening

1-3 fill in 填写 (fill out 美国用法)
 visitor's form 来访客人登记表

Tapescript

breakfast meeting 早餐碰头会
 lunch appointment 午餐会
 I'd prefer orange juice if possible. 可能的话, 我要橙汁。
 She's won competitions. 她赢得过多次比赛。

Tapescript

Back to Florida Marine. 让我们再回到佛罗里达造船公司这个话题。
 consist of 由……组成
 e. g. Our dinner consisted of three courses only.
 我们的晚餐只有三道菜。

There's not much room for expansion in the States.
 在美国扩大生产规模没有大的空间。
 ... South America's certainly an expanding market
 南美确实是一个正在扩展的大市场

C Speaking

1 appropriate *adj.* 合适的, 恰当的
2-1 How's life? 近况如何?
 类似的说法: How are you doing? 你好吗?
 How is it going? 你好吗?
 How are things going? 情况怎么样?
2-2 Helga /'helgə/ (人名) 黑格
 Kay / kei / (人名, Catherine 的昵称) 凯
2-3 Keeping well? 身体好吗?
2-4 Eva Palowska /'i:vəpə'lɔ:skə/ (人名) 伊娃·芭劳丝卡
2-5 Kawama /kɑ:'wɑ:mɑ:/ (日本人名) 河间 (音译)
2-1 the Accounts Department 财会部
2-2 the Head of Personnel 人事部主任
2-4 market research 市场调研

Role play 1

Pablo Torres /'pæbləu'tɔ:ris/ (人名) 帕布罗·托雷斯

Speaker C

You are staying at the luxurious Grandioso Hotel.

你下榻于豪华的 Grandioso 酒店。

grandioso /ˌɡrɑːndi'əʊsəʊ/ *adj. & adv.* (意) 雄伟; 壮丽; 崇高

Role play 2

Speaker A

Where is Florida Marine based?

Florida Marine 公司总部设在何处?

What is your market share in the States?

贵公司占美国市场多大份额?

in the States = in the United States

Speaker B

There is a limited expansion in the States.

在美国发展空间有限。

Role play 3

Speaker B

a company lawyer for a German multinational

一家德国跨国公司的律师

multinational = multinational corporation

跨国公司; 多国公司

travel to Hamburg on business

到汉堡出差



UNIT 2

Travelling for business

BEFORE YOU START

1 Complete the following enquiries.

- | | |
|---------------------------------|--------------------------------|
| 1 I'd like to make a booking | A to an afternoon flight? |
| 2 Could I change my reservation | B a seat in Business Class. |
| 3 The meeting's postponed, | C I'll be late for my meeting. |
| 4 Can you tell me | D to Calcutta, please. |
| 5 If the flight's delayed, | E so can I fly on the 9th |
| 6 I want to reserve | instead of the 5th? |
| | F if there's free champagne? |

2 The following words in this unit may be new. Check that you understand them.

MOTORWAY – a wide, high-speed road between major cities

TIMETABLE – a list of departure and arrival times

TAKE-OFF TIME – the departure time of an aircraft

A

Reading and writing

In this unit (as well as in Units 6 and 10) we will follow the story of the Asian Investment Bank, which is based in Paris, France.

Two of the people who work in the Project Finance Department of the Asian Investment Bank are Martin Reynolds (the Manager), who is English, and his French colleague Sylvie Lavigne (a financial expert).

We will also meet two representatives of the Vietnamese government: Dang Binh Luan (a financial expert) and Le Van Nam (a technical expert).

1 Here is part of a letter from Dang Binh Luan to Martin Reynolds. Read the letter, then answer the questions on page 15.

It is the intention of the Vietnam government to modernise inter-city communications, and one of our first priorities is to develop a road transport system that will contribute to Vietnam's economic efficiency. At present, road communications between Hanoi (the capital) and Hong Gai (one of the provincial capitals) are inadequate. Often there are traffic delays, which is not good for business or communication.

Therefore, the government plans to build a motorway between these two towns. The project will cost in the region of \$100 million. Although 25% of this sum will come from local sources, we are exploring the possibilities of outside investment for the rest, and hope that the Asian Investment Bank will be interested in collaborating on the project.

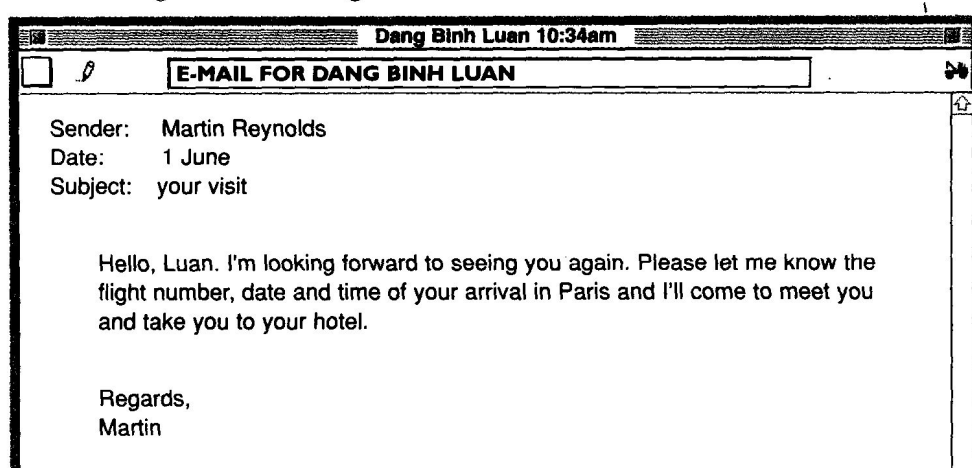
My colleague Mr Le Van Nam and I will be in Paris on 15–19 June, and would like to

Mark these statements T (for True) or F (for False). Correct the sentences you think are false.

- | | | |
|---|---|---|
| 1 The Vietnamese government wants to modernise its road transport. | T | F |
| 2 Road transport is efficient between Hanoi and Hong Gai. | T | F |
| 3 Hong Gai may lose business in the future if communications are not improved. | T | F |
| 4 The Vietnamese government wants a loan of \$100 million from foreign sources. | T | F |
| 5 Eighty per cent of the sum will come from the Asian Investment Bank. | T | F |
| 6 Two Vietnamese will visit France to discuss the project. | T | F |

- 2 Martin Reynolds wrote a formal reply to the letter, saying that his bank was interested in the project and had arranged meetings on 15 and 16 June.

In fact, Martin Reynolds knows Dang Binh Luan. They met at a World Bank conference the previous year. Two weeks before the meeting, he sent the following e-mail to Dang Binh Luan.



Dang Binh Luan replied by fax. He:

- thanked Martin Reynolds for his offer
- gave his flight details (AF 171 on 14 June; arrival 13.30 at Paris Charles de Gaulle Airport)
- gave his hotel details (Hotel de la Tour, Paris)
- confirmed his appointment at the Asian Investment Bank (15 June at 9.00)

Now write Dang Binh Luan's fax from the notes above. Begin like this:

FAX

FROM: Dang Binh Luan, Ministry of Development, Hanoi, Vietnam

TO: Mr Martin Reynolds, Project Finance Department,
Asian Investment Bank, Paris

DATE: 2 June

RE: My visit to Paris

Dear Martin