

◎ 中等职业学校商品经营专业

商业英语会话

丁小丽 主编



高等教育出版社

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内容简介

本书是全国中等职业学校商品经营专业系列教材之一。全书分三个部分:售货英语、旅游服务英语和外贸英语,共30个单元。三大部分分别收集了商贸活动中最常见的情景,并以常用对话形式表述。情景简明,内容充实,重点突出,并注意了口语表达的特点,通俗易懂。每单元由情景会话、生词和短语、注解、常用词汇及句子和练习五部分组成。

本书除适用于中等职业学校商品经营专业外,还适用于外贸、旅游服务专业,同时也可作为行业职工培训或自学教材。

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前 言

随着我国经济全面的对外开放以及国际交流的日益频繁,现阶段急需一支庞大的从事商业、旅游、外贸服务行业的年轻队伍。这些从业人员不仅要具备商业经营、酒店管理、外贸金融等方面的专业知识,而且要在国际贸易交往和外事接待中具有较强的外语口语交际能力。本教材是为职业高中(中专)商品经营专业的学生学习行业英语口语而编写的,旨在学完基础英语之后在较短的时间内重点提高听说能力,学会用英语进行商贸、旅游服务交谈,从而完成业务活动,具有很强的针对性和实用性。

本教材分售货英语、旅游服务英语和外贸英语三部分,共30个单元。三大部分分别收集了最常见的商业、旅游服务、外贸业务交往的活动情景,并以最常见的对话形式加以表述。文中情景简明,内容充实,重点突出,并注意了口语表达的特点,通俗易懂。每单元由情景会话、生词和短语、注解、常用句子和练习五部分组成。

本教材由山东商业职业技术学院丁小丽担任主编,付瑶担任副主编。在编写过程中,编者参考了大量中外商品经营专业的教材和资料。山东师范大学马传禧教授应邀担任主审,同时对本书的文字进行了修改和润色,在此一并表示衷心感谢。由于时间仓促和编者水平所限,书中难免有不当和疏漏之处,敬请有关专家、同行和读者批评指正。

编 者

2000.1

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PART I: ENGLISH FOR SHOP ASSISTANTS

Unit One

Greeting

(A)

[A foreign customer(C) is looking around in the store. A shop assistant (S) steps forward to greet him with a smile.]

S: Good morning, sir. Welcome to our store. What can I do for you?

C: Good morning. The store is that fascinating.

S: Thanks. Are you looking for something special, sir?

C: I'm just browsing.

S: Well, there are over 30 departments in our store. You can find all kinds of cosmetics, woollen sweaters, plastic articles and foodstuffs on the first floor. The second floor and the third floor form a world of garments and shoes for men and women, old and young. On the fourth floor are office appliances, jewelry, toys, arts and crafts products, clocks and watches. The cultural and recreational department is on the fifth floor, while, in the basement, household electric appliance, bikes and motorcycles are for sale.

C: Thank you for telling me so much.

S: You are always welcome. Go right ahead, please.

(B)

- S: Welcome to our shop. You seem to be in a hurry. May I help you?
- C: It's my first time to be here in China. I want to buy something for my girl friend. But I have only half an hour left for shopping before leaving for the airport. Would you mind if I ask for your help?
- S: Not at all. What can I do for you?
- C: I want to buy a blouse, but I'm afraid I may miss the plane.
- S: Don't worry about it. Please follow me. I'm sure you can get what you need, and you won't be late for your plane.
- C: It's very kind of you. My girl friend and I will be most grateful to you.
- S: It's a pleasure to be helpful to you. The clothing and the knit-wear's counter is on the second floor. The stairs are over there. This way, please.
- S: This blouse is pure silk. The quality is excellent and the style is smart. What do you think of it?
- C: Very nice. I like it. What time is it now by your watch? Thank you very much. Good-bye.
- S: Good journey.

New Words and Expressions

customer	/ˈkʌstəmə/n.	顾客
shop assistant	/əˈsɪstənt/n.	商场售货员
fascinating	/ˈfæseɪnɪŋ/a.	令人着迷的, 奇妙的
special	/ˈspeʃəl/a.	特别的, 特殊的; 专门的; 特色的
browse	/braʊz/v.	随便看看; 浏览

department /di'pɑ:tmənt/n.	部,系,部门
cosmetic /kɒz'metik/n.	化妆品
woolen /'wulin/a.	羊毛制的
sweater /'swetə/n.	毛线衫
plastic /'plæstik/a. n.	塑料的;塑料
article /'ɑ:tɪkl/n.	物品;商品;器材
foodstuff /'fu:dstʌf/n.	食品
garment /'gɑ:mənt/n.	服装
appliance /ə'plaiəns/n.	用具,用品
jewelry /'dʒu:əlri/n.	珠宝;珠宝饰物
craft /krɑ:ft/n.	工艺,手艺
cultural /'kʌltʃərəl/a.	文化的
recreational /rekri'eɪʃənəl/a.	娱乐的
basement /'beɪsmənt/n.	地下室
electric /i'lektrɪk/a.	电的
motorcycle /'məʊtəsaɪkl/n.	摩托车
airport /'eəpɔ:t/n.	机场
blouse /blauz/n.	宽大的短外套,罩衫
follow /'fɒləu/v.	跟随
grateful /'greɪtful/a.	感激的,感谢的
stair /steə/n.	(用作单或复)楼梯
pure /pjʊə/a.	纯的
quality /'kwɒləti/n.	质量
excellent /'eksələnt/a.	优秀的;极好的
style /stail/n.	式样
smart /smɑ:t/a.	潇洒的;时髦的
journey /'dʒə:ni/n.	旅行

Notes

1. A shop assistant steps forward to greet him with a smile.
营业员微笑着走上前问候。
2. The shop is that fascinating.
这里的“that”是副词,其意思相当于“so”、“very”,但比后两者强调的色彩更浓。
3. Are you looking for something special?
您要买些什么?
4. Go right ahead, please.
请随意。
5. Would you mind if I ask for your help?
请你帮个忙,你介意吗?
6. I'm sure you can get what you need and you won't be late for your plane.
保证你买到要买的东西,还不耽误上飞机。

Useful Expressions

1. May(Can)I help you?
您要买什么?
表示这样意思的还有:
What can I do for you? Anything I can do for you? What can I show you? What would you like? 等等。
2. Are you being served?
有人接待您吗?
表示这样意思的还有:
Are you being attended to? Are you being looked after? Are you being helped? 等等。
3. Bicycles are sold in the basement.

自行车在地下室出售。

4. Please take your time.

请慢慢看。

5. Do as you please.

请自便。

6. I want to look around and take my time to get the ones I really want.

我想四处看看,慢慢挑,直到找到我真正喜欢的东西。

7. But I don't know where to get what I need.

但我不知道到哪里去买我需要的东西。

Exercises

I. Role play:

1. A foreign customer steps into the store. A shop assistant greets him and shows him around the store.
2. A shop assistant is helping a foreign customer to find the goods he wants.

II. Substitution drills:

1. The store is

that
so
very
quite

 fascinating.

2. Miss Smith is just

browsing
looking around
wandering

 in the department store.

3. The young lady wants to buy

some cosmetics
a woolen sweater
some foodstuff
some jewelry

4. Would you mind if

I ask for your help
I leave earlier
I smoke here
I open the door

5. It's a pleasure to

help you
go with you
have supper with you
go shopping

III. Complete the following dialogues:

(S = shop assistant C = customer)

1. S: Welcome, sir. _____?

C: Yes, I want to buy a watch.

S: Come over here, please. _____?

C: Oh, the _____ is excellent and the _____ is smart. I like it _____.

S: You are welcome.

2. S: _____, Miss. Can I help you?

C: _____, I'm just browsing.

S: I see. Please _____.

3. S: _____, sir?

C: Yes, I can't find _____.

S: It's on the third floor.

C: It's very kind of you.

IV. Translate the following into English or Chinese:

- | | |
|---|-----------|
| 1. to look around | _____ |
| 2. _____ | 商场营业员 |
| 3. to greet sb. with a smile | _____ |
| 4. something special | _____ |
| 5. _____ | 各种各样的 |
| 6. to form a world of | _____ |
| 7. _____ | 手工艺品 |
| 8. cultural and recreational department | _____ |
| 9. _____ | 家用电器 |
| 10. to be for sale | _____ |
| 11. _____ | 匆忙 |
| 12. What's the matter? | _____ |
| 13. to leave for the airport | _____ |
| 14. _____ | 别着急 |
| 15. Would you mind... | _____ |
| 16. To ask for help | _____ |
| 17. _____ | 请走这边 |
| 18. It's kind of you to | _____ |
| 19. It's a pleasure to | _____ |
| 20. _____ | 你认为这个怎么样? |

V. Read and learn:

- | | |
|---------------------|------|
| 1. supermarket | 超级市场 |
| 2. fleamarket | 跳蚤市场 |
| 3. open market | 露天市场 |
| 4. head shop | 总店 |
| 5. branch store | 分店 |
| 6. retail shop | 零售店 |
| 7. wholesale market | 批发市场 |
| 8. trade center | 贸易中心 |

- 9. commercial building 商厦
- 10. shopping complex 购物中心
- 11. temple fair 庙会
- 12. trade fair 商品交易会
- 13. fair 集市
- 14. night fair 夜市
- 15. free market 自由市场
- 16. chain store 连锁店

Unit Two

Reception

(A)

S: Do you need some help?

C: Yes, I want to buy a pair of shoes, please.

S: What's your size?

C: Size 6.

S: Here's your size. It's size 23, equal to your size 6. Try them on, please.

C: Thank you.

S: How do they fit you?

C: They are a bit tight across the toes. Have you got any larger?
Please get me a pair of low-heels.

S: How about this pair? It's size 6.5.

C: Well, they are comfortable. It must be my size. Do you have any black ones like this?

S: Yes, here you are.

C: Thank you. By the way, where may I get a hat please?

S: Go straight ahead, then turn right. That's the hat counter.

(B)

S: Hello. Can I do anything for you?

C: Hi, yes. Please show me the miniskirt that's hanging over there.

S: Here it is.

- C: What's it made of?
- S: Pardon?
- C: I asked what it was made of ?
- S: Oh, it's made of pure silk. You know, Chinese silk is very famous all over the world.
- C: Good, very pretty .But I wonder if the silk pieces' colour will go off.
- S: As a matter of fact ,all the materials here are colorfast . But please wash it in lukewarm soap water and rinse well .Don't rub or wring it.
- C: I see. Will you please let me have a look at the best you have?
- S: Yes. Which color would you like to have ,dark or light?
- C: I like dark color.
- S: What about the black one? Will it do?
- C: It matches me pretty well. How much is it?
- S: It's only forty-nine fifty. It's a good bargain.
- C: Ah ,yes .I'll buy it then .Here's fifty yuan .
- S: Thank you. Here's your change.
- C: Thanks.
- S: Thank you for shopping in our store .Please come back again soon.

New Words and Expressions

reception /ri'sepʃən/n.	接待; 欢迎
equal /'i:kwəl/a.	相当于, 等于
try on	试穿
fit /fit/v.	合适
tight /taɪt/a.	紧的
toes /təʊz/n.	脚趾