

内容简介

本书是中等职业教育国家规划教材,是国际商务专业主干课程之一。

本书共24单元,主要围绕商务知识进行听说训练。1~12单元为基础英语部分,包括时事新闻、机场接送、入住宾馆、旅游观光、日程安排等。12~20单元为专业英语部分,包括产品介绍、询价、报价、价格磋商、支付方式、交货、包装、装运、保险、索赔和理赔等。21~24单元为选修部分,包括代理、投资、组装贸易等。

本书作为中等职业学校国际商务专业学生专业课程用书,还可供在职人员自学使用。

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中等职业教育国家规划教材出版说明

为了贯彻《中共中央国务院关于深化教育改革全面推进素质教育的决定》精神，落实《面向21世纪教育振兴行动计划》中提出的职业教育课程改革和教材建设规划，根据教育部关于《中等职业教育国家规划教材申报、立项及管理意见》（教职成[2001]1号）的精神，我们组织力量对实现中等职业教育培养目标和保证基本教学规格起保障作用的德育课程、文化基础课程、专业技术基础课程和80个重点建设专业主干课程的教材进行了规划和编写，从2001年秋季开学起，国家规划教材将陆续提供给各类中等职业学校选用。

国家规划教材是根据教育部最新颁布的德育课程、文化基础课程、专业技术基础课程和80个重点建设专业主干课程的教学大纲（课程教学基本要求）编写，并经全国中等职业教育教材审定委员会审定。新教材全面贯彻素质教育思想，从社会发展对高素质劳动者和中初级专门人才需要的实际出发，注重对学生的创新精神和实践能力的培养。新教材在理论体系、组织结构和阐述方法等方面均作了一些新的尝试。新教材实行一纲多本，努力为教材选用提供比较和选择，满足不同学制、不同专业和不同办学条件的教学需要。

希望各地、各部门积极推广和选用国家规划教材，并在使用过程中，注意总结经验，及时提出修改意见和建议，使之不断完善和提高。

教育部职业教育与成人教育司

二〇〇一年十月

前言

《商务英语听说》是国际商务专业主干课程之一，也是一门重要的职业技能课。根据《面向21世纪教育振兴行动计划》提出的实施职业教育课程改革思路，以及《中等职业学校国际商务专业课程设置》和《商务英语听说教学基本要求》，立足于教育部关于“培养与社会主义现代化建设要求相适应，德智体美等全面发展，具有综合职业能力，在生产、服务技术和管理第一线工作的高素质劳动者和中初级专门人才”的培养目标，为适应我国加入WTO后对涉外人才的需求，满足中等职业学校人才培养和全面素质教育的需要，解决中等职业学校的一些实际困难，如：听力教材程度、难度、课时以及口语实际能力培养等问题，为实施“宽教材，活模块”教学模式以及弹性学制打下基础，使专业教学内容与职业资格标准相适应，我们编写了这本3年制《商务英语听说》教材。

《商务英语听说》教材将促进“因材施教”，以社会实际需要为目标，调整教学内容，适当降低部分理论知识的难度，以便灵活选用必修和选修模块，使每个学生都有收获。教材旨在突出能力培养，逐渐提高学生英语综合听说水平，与此同时也能满足学生继续学习的实际需要。本教材着力培养学生在听力设备帮助下进行英语听力和口语技能训练，通过训练使学生较好掌握英语语音、语调，逐渐适应英语环境，提高英语语言表达能力，较熟练地运用日常生活用语和商务常用英语，如一般的外事接待、商务谈判等活动，成为国际商务第一线的高素质劳动者。

《商务英语听说》教材突出了以下特征：

1. 基础性：即以国际商务理论为基础，以丰富多采的国际商务活动为依据，训练学生对本专业的基本概念和基本技能的掌握。
2. 实践性：尽可能根据实际业务环节采用案例教学，注重使用能力的训练。
3. 实用性：本教材在编写过程中充分体现了最新颁布的商务英语听说课程教学基本要求的精神，较好地适应了目前中等职业学校学生的学习特点。
4. 可读性：内容严谨，结构合理，篇幅适中，案例新颖，文字简明，生动活泼，可读性强。总之本教材力求适应我国的教育实际状况，体现职业特色。

全书共24单元，由以下3部分组成：

1. 必修部分：1~20单元；
2. 选修部分：21~24单元；
3. 歌曲欣赏部分——每单元的选修部分。

1到12单元为基础英语部分，包括时事新闻、乘机、机场接送、入住宾馆、旅游观光、日程安排等。前12单元为后面的13到24章做了铺垫。13单元到24单元为专业英语部分，其中13到20单元为必修部分，内容涉及公司、产品介绍、询价、报价、价格磋商、支付方式、交货、包装、装运、保险、索赔和理赔等。21单元到24单元为选修部分，内容包括代理、投资、组装贸易和补偿贸易等。

各单元课时分配如下:

教学内容	学时数				
	总计	讲授	实训		机动
			听	说	
日常英语	36	4	18	14	
专业用语	80	20	20	40	
机动	28				28
总计	144	24	38	54	28

如何使用《商务英语听说》:

全书课文80课,歌曲24首。具体课时分配如下:

必修:基础英语1~12单元,每单元2课,共24课,建议每课学时为1.5学时,需36学时。

必修:专业英语13~20单元,每单元5课,共40课,建议每课学时为2学时,共需80学时。

选修:专业英语21~24单元,每单元4课,共16课。

每一课包含Part A听力练习和Part B口语练习。每一单元的Part C为选修的歌曲欣赏,配有中文歌词翻译。

在编写中我们注意到各部分内容的联系。在体例的顺序上,我们虽做了固定编排,但在教学中,教师可根据需要来设计教学的顺序和内容的组合。教师也可按实际需要做取舍增减。

本教程由陈桃秀高级讲师策划并担任主编。参加编写的还有黄中军,李冰,吴冰,丁冬梅,张明,任丽萍,陈永胜,刘维瑛,王俊等同志,全书由陈桃秀通稿和总纂。在编写过程中我们得到了有关省市教育行政部门和研究部门的大力支持,在此表示感谢。本书还承蒙美国教授Mary-Joy Christensen悉心逐课校阅,谨此致谢。本书经全国中等职业教育教材审定委员会审定,由对外经济贸易大学英语学院姚新超教授担任责任主审,常玉田教授、黄震华教授审稿,对他们一并表示感谢。

由于编者水平有限,本书在内容选择、编排及具体编写中难免有疏漏之处,敬请专家、同行和读者批评指正。

编 者

2002年春节于合肥

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UNIT 1

First Conversation

Lesson 1

Part A Listening practice



I. Listen and repeat.

<p>New words</p>	<p>Sydney /'sidni/ <i>n.</i> 悉尼 Australia /ɔs'treiljə/ <i>n.</i> 澳大利亚 sale /seil/ <i>n.</i> 出售; 销售 manager /'mænidʒə/ <i>n.</i> 经理 sweater /'swetə/ <i>n.</i> 毛衣 company /'kʌmpəni/ <i>n.</i> 公司 textile /'tekstail/ <i>n.</i> 纺织品; 织物 secretary /'sekrətri/ <i>n.</i> 秘书; 书记 pleasure /'pleʒə/ <i>n.</i> 乐事; 快事 arrival /ə'raivl/ <i>n.</i> 到达 luggage /'lʌɡidʒ/ <i>n.</i> 行李 accompany /ə'kʌmpəni/ <i>v.</i> 陪伴</p>
<p>Useful expressions</p>	<p>It is my great pleasure to do ... 我很乐意干... hold a party 举行一个晚会 in one's honor 向...表示祝贺、敬意; 以...名义 We'd better ... 我们最好... accompany sb to ... 陪伴某人去... in sb's hands 由...支配; 控制</p>

II. Listen to the dialogue first and repeat the following important sentences.

1. You must be Mr. Walker from Sydney, Australia.
2. I am a secretary to the general manager.
3. I work at the Beijing Textile Company.
4. That's great! I'll be glad to go.
5. We'll send a car for you.

III. Listen to the dialogue again and fill in the blanks.

- Shirley: You must be Mr. Walker from Sydney, Australia.
- Alan Walker: That's right. My name is Alan Walker. I am the sales manager of the Sydney Sweaters Company. How do you do?
- Shirley: How do you do? My name is Shirley. I work at the Beijing Textile Company. I am a 1 to the general manager. It is my great 2 to meet you here. We've been looking forward to your 3.
- Alan Walker: Thank you very much for coming to meet me.
- Shirley: My pleasure. Our 4 is going to hold a party in your honor at 7 this evening.
- Alan Walker: That's great! I'll be glad to go.
- Shirley: Good. We'll send a car for you. Now we'd better go and collect your 5. I am going to accompany you to the Beijing Hotel.
- Alan Walker: Well, I am in your hands. Let's go.

IV. Listen to the dialogue for the last time and answer the following questions.

1. Where is Mr. Walker from?
2. What is Mr. Walker's position?
3. Where is Mr. Walker going to stay?
4. What is Shirley?
5. Where does she work?

V. Listen to the following sentences and give responses to them.

1. You must be Mr. Walker from Sydney, Australia.
2. How do you do?
3. Thank you very much for coming to meet me.
4. Our company is going to hold a party in your honor at 7 this evening.
5. I am going to accompany you to the Beijing Hotel.

Language and cultural notes

Mr., Mrs., Miss, Ms. 这几个词经常用在姓之前, 不用在名之前。除 Miss 无省略标点外, 其他三个词既可以加省略标点, 也可以不加。Mr. (先生) 用来称呼已婚或未婚男士, 有时也可以用在某些官职之前作为称呼使用, 例如: Mr. President (总统先生), Mr. Chairman! (主席先生!)。Mrs. (太太) 用来称呼已婚女士。Miss 用来称呼未婚女士。Ms. (女士) 用来称呼你不知道是已婚还是未婚或者你不想说出是已婚还是未婚的女士。

Part B Oral practice



1. Interpret the following sentences from English into Chinese.

1. It is my great pleasure to meet you here.

2. We've been looking forward to your arrival.
3. Our company is going to hold a party in your honor at 7 this evening.
4. Now we'd better go and collect your luggage.
5. I am going to accompany you to the Beijing Hotel.

II. Pairwork.

Describe the following business card to your partner about Mr. Walker with the information given below.

1. What is Alan Walker's job?
2. What is his company's address?
3. Where does he work?
4. What is his fax and telephone number?
5. What is his Email?

Sydney Sweaters Company
 Alan Walker
 Sales Manager
 20 Rockwall Crescent
 Potts Point NSW 2022
 Australia
 Tel: 612 9568 1175
 Fax: 612 9568 5588
 Email: alan.walker@sales.net

III. Situation.

Student A is an applicant (求职者). Student B is an interviewer. Student A goes to have a job interview and is asked to give some personal information.

The following may be helpful:

name	25 years old	graduate	major	business management	be good at
computer	take a course	French	hobby	sales manager	3 years experience in marketing

Lesson 2

Part A Listening practice



I. Listen and repeat.

New words

assistant /ə'sistənt/ n. 助理

expect /iks'pekt/ v. 期盼; 盼望

	lemon /lemən/ <i>n.</i> 柠檬 juice /dʒu:s/ <i>n.</i> 汁 roast /rəʊst/ <i>adj.</i> 烤好的; 烤制的 duck /dʌk/ <i>n.</i> 鸭 famous /'feɪməs/ <i>adj.</i> 著名的 inviting /ɪn'vaɪtɪŋ/ <i>adj.</i> 诱人的
Useful expressions	Will you ...? 你干...好吗? What would you like to drink? 您想喝点什么吗? What about ...? ...怎么样? ...怎么办? (用于征求意见或打听消息) Would you like to try ...? 您愿意尝一尝...? Help yourself to ... 随便吃...吧; 请随意。

II. Listen to the dialogue first and choose the correct answer.

- Who is invited to the party?
 - Mr. Walker.
 - Mr. Chen.
 - Shirley.
 - Not mentioned.
- What does Mr. Walker think of the place?
 - It is bad for a party.
 - It is very good for a party.
 - It is just so so for a party.
 - It is strange for a party.
- What drink does Mr. Walker want?
 - Water.
 - Wine.
 - Orange juice.
 - Lemon juice.
- What food do they probably order?
 - Rice.
 - Roast chicken.
 - Roast duck.
 - Steak.
- How many people are there at the party?
 - Three.
 - Four.
 - Five.
 - Six.

III. Listen to the dialogue again and fill in the blanks.

- Bruce Chen: I am so pleased you could come, Mr. Walker. My name is Bruce Chen, manager of the company.
This is my secretary Shirley. You've met her before.
- Alan Walker: Yes.
- Bruce Chen: And this is my _____ 1 _____, David. We've been _____ 2 _____ you.
- Shirley: Mr. Walker, let me have your coat.
- Alan Walker: Thank you very much. It's really a nice place for a party.
- Shirley: Will you sit here, please?
- Alan Walker: OK.
- Shirley: What would you like to drink, Mr. Walker?
- Alan Walker: Lemon _____ 3 _____, please.
- Shirley: What about food? Would you like to try the Chinese Roast Duck? It is very _____ 4 _____.
- Alan Walker: OK.
- Bruce Chen: Mr. Walker, help yourself to anything you like.
- Alan Walker: They all look _____ 5 _____, don't they?
- Bruce Chen: Yes, I hope you enjoy them.
- Alan Walker: Thank you very much.

IV. Listen to the dialogue for the last time and try to act it out.

Language and cultural notes

西方人非常注重个人隐私(privacy), 我们在交谈时应该注意不要打听个人隐私方面的问题, 例如以下问题就应避免:

How much do you earn each month? 你每月挣多少钱?

Are you married? 你结婚了吗?

What is your religion? 你信什么教?

How much did you pay for your car? 你的车花了多少钱?

Can you tell me the reason why you are divorced? 你可以告诉我离婚的原因吗?

Why did you vote for the Republican Party? 你为什么投共和党的票?

Part B Oral practice



I. Interpret the following sentences from English into Chinese.

1. What would you like to drink?
2. She is my secretary, Shirley.
3. Excuse me, but aren't you Mr. Walker from Australia?
4. Would you like to try the Chinese Roast Duck?
5. Help yourself to anything you like.

II. Pairwork.

Describe to your partner the appearance of a young lady who is coming to your company.

The following may be helpful:

big eyes	black hair	tall	slim	charming	a pair of glasses
necklace	high heels	blouse	blue pants	brown handbag	

III. Situation.

Student A is a customer from the United States. Student B is a business man of China Import & Export Company. They meet for the first time. Now they'll have an initial business talk.

The following may be helpful:

1. procedures:

- exchange greetings
- start the business talk
- end talk

2. contents:

Ask the customer what kind of goods he / she is interested in.

Talk about the quality of the products (e.g. How about the quality / quantity / price terms / discount and some other related terms and conditions, etc.)

Express your hope / wish to do business with him / her.

Part C A song



Yesterday Once More

When I was young I'd listen to the radio, waiting for my favorite songs.
When they played I'd sing along, it made me smile.
Those were such happy times and not so long ago,
how I wondered where they'd gone, but they're back again,
just like a long lost friend. And no song I love so well.
Ev'ry sha-la-la-la, every wo-wo still shines.
Ev'ry sing-go-ling-go-ling that they're starting to sing so fine.
When they get to the part, where he's breaking her heart, it can really make me cry,
just like before. It's yesterday once more.
Looking back on how it was in years gone by, and the good times that I had,
makes today seem rather sad, so much has changed,
it was songs of love that I would sing to them, and I'd memorize each word,
those old melodies still sound so good to me as they melt the years away.
Ev'ry sha-la-la-la, every wo-wo still shines.
Ev'ry sing-go-ling-go-ling that they're starting to sing so fine.

All my best memories come back clearly to me, some can even make me cry just like before.

It's yesterday once more.

Ev'ry sha-la-la-la, every wo-wo still shines.

Ev'ry sing-go-ling-go-ling that they're starting to sing so fine.

Ev'ry sha-la-la-la, every wo-wo still shines.

Ev'ry sing-go-ling-go-ling that they're starting to sing so fine.

昔日重来

小的时候我守候在收音机旁，等待我心爱的曲子播放。歌曲演奏时我在一旁随唱。那些快乐的时光似乎并未久远，我多么想知道它们去到了何方，但它们又再度归来，就像久无音讯的老友。我所爱的歌曲，每一个音符节奏似乎依然闪烁着光芒，每一句他们唱着的歌都让我欢畅。当他们进行到那个篇章，在他使她心碎的地方，我会流下眼泪，就像以前一样，就像昨日重回到我的身旁。回首已逝去的岁月，我曾拥有过的美好时光，都让今天显得那么悲伤，太多的变迁，那些我为他们歌唱的爱的音符，和我牢记的每一个词句，老旧的美丽曲调依然在唱。慢慢地随着时间融化流淌，美好记忆清晰地浮现在脑海，让我微笑着哭泣，就像以前一样，就像昨日重回到我的身旁。

UNIT 2

News (1)

Lesson 3

Part A Listening practice



I. Listen and repeat.

<p>New words</p>	<p>cut /kʌt/ <i>v.</i> 削减 domestic /də'mestɪk/ <i>adj.</i> 国内的 announce /ə'naʊns/ <i>v.</i> 宣布; 通告 lower /'ləʊə/ <i>v.</i> 降低; 跌落 deposit /dɪ'pɒzɪt/ <i>n.</i> 存款 percentage /pə'sentɪdʒ/ <i>n.</i> 百分数; 百分率; 百分比 benchmark /'bentʃmɑ:k/ <i>n.</i> 基准点 move /mu:v/ <i>n.</i> 变动 stimulate /'stɪmjuleɪt/ <i>v.</i> 刺激; 激励 economy /i'kɒnəmi/ <i>n.</i> 经济 create /kri'eɪt/ <i>v.</i> 创造; 造成 unemployed /ˌʌnɪm'plɔɪd/ <i>adj.</i> 失业的 (常与 the 一起用)</p>
<p>Useful expressions</p>	<p>interest rate 利率 the People's Bank of China 中国人民银行 the central bank 中央银行 (指代表政府进行金融监管的银行, 如中国人民银行) in addition 另外 lending rate 贷款利率、借款利率 aim to 打算; 企图 army of 一大批</p>

II. Listen to the business news first and repeat the following important sentences.

1. China will cut domestic interest rates for the first time in nearly three years.
2. It would lower interest rates for deposits by 0.25 percentage points starting Thursday.
3. It will cut lending rates by half a point.