

SHANGWU YINGYU TONGBU LIANXICE

21世纪

高职高专 经济管理系列教材
电子商务

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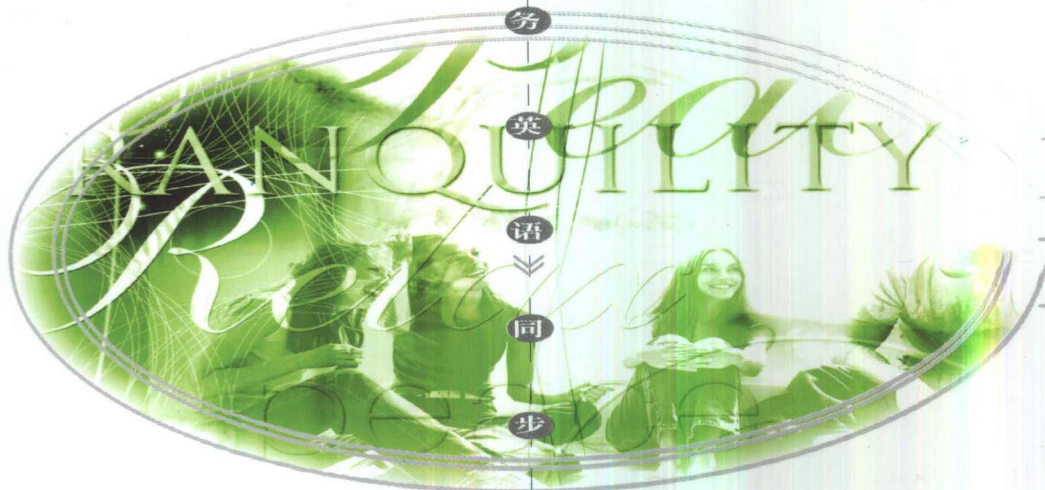
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《商务英语》同步练习册

Shangwu Yingyu Tongbu Lianxice

• 主 编 石定乐

• 副主编 柳忠贤 席波 张学琼 张小燕

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《商务英语》 同步练习册

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· 内 容 提 要 ·

本书是与《商务英语》配套的同步练习册,根据主教材的内容设置习题,其题型和练习都与主教材的要求同步,通过练习,学生能进一步巩固教材内容,并能进一步加深对教学要求的理解,以更好地达到教学目标。

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Unit One

1 Listen to the tape and fill in the blanks.

In introducing two persons, the general 1. is: Introduce the other person to the one you 2. to honor. The 3. are respected in the west 4.. Women are honored in the west. 5., the old customs continue in the form of 6.

2 Match the response to the question.

- | | |
|--|--|
| A Who do you work for? | 1. Of course. It's S-T-E-I-N, Stein. |
| B How are you going on? | 2. Four years. |
| C Are you on the side of sales? | 3. No, I'm on the marketing side. |
| D How long have you been with ITOH? | 4. I work with Mrs Green. |
| E Excuse me, are you Mr. Roberts from IBM? | 5. Just fine, thank you. |
| | 6. IBM. |
| F Could you spell it? | 7. Oh, yes, I am Ben Roberts from IBM. |
| G Would you please fill out the form? | 8. No problem. |

3 Reading comprehension.

ANZ Worldwide Strength and Local Expertise in Asia

ANZ is Australia's leading international bank with branches and offices throughout the world. We have a wealth of international experience and expertise in providing financial service solutions to companies and individuals which can be accessed through our Asian network.

Come and talk to us next time you have to do international business from Asia or Australia.

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Kuala Lumpur tel: 60 3 2161 6793

Manila tel: 632 848 5115

Singapore tel: 65 539 6005

Taiwan tel: 886 2 2537 0768

Bangkok tel: 666 2 253 6305

Hanoi tel: 84 4 824 7195

A. ANZ has an office or branch in these countries. Is this true (T) or false (F)?

- | | | |
|----------------|--------------------|-----------------|
| 1. USA () | 2. Korea () | 3. Vietnam () |
| 4. Austria () | 5. Phillipines () | 6. Brazil () |
| 7. Belgium () | 8. India () | 9. Thailand () |

B. ANZ also has an office or branch in:

- | | | |
|----------|----------|----------|
| 1. _____ | 2. _____ | 3. _____ |
| 4. _____ | 5. _____ | |

Unit Two

1 Listen to the introduction and fill in the chart with the number according to the order. The first one has been done for you.

A Sales Manager	B 1. Finance Manager	C Service Manager	D Personnel Manager
E Production Manager	F Transport Manager	G Accounts Manager	H Purchasing Manager

2 Match the department to its main responsibility.

- | | |
|--------------------|--|
| A. After-Sales | 1. sends goods out to customers |
| B. Security | 2. controls quality |
| C. Dispatch | 3. deals with customers' complaints |
| D. Product | 4. handles payment |
| E. Marketing | 5. takes care of publicity |
| F. Public-Relation | 6. protects staff and property |
| G. Accounts | 7. responsible for making products known
and finding out customers' needs |

3 Read the charts and answer the questions.

Members of a Company

A Mr. Black President	B Mr. Clayton Manager	C Mr. Monsarrat Production Supervisor	
D Mr. Johnson Receptionist	E Mr. Holt Supervisor	F Ms. Taylor Sales Agent	G Mr. Grote Bookkeeper

1. Who records the day to day transactions of the company in the proper account?
2. Who welcomes people and gives them the information required?
3. Who directs, or controls a department of a business?
4. Who makes sure that the products are to be done properly?
5. Who has the highest position in the company?
6. Who represents the company to sell products at a particular place?

4 Cloze.

In this technical business world, the process of management decision-making has grown more complex. There is, however, a 1. to the number of decisions that can be 2. by one person. In practice, this means every company must limit the 3. of responsibility that is given to 4. employees. There are various options about the number of people that one person can 5. directly in an 6. way; but, for higher executives, it is generally agreed that the 7. number should be eight.

- | | | | |
|---------------|-------------|---------------|----------------|
| 1. A. key | B. solution | C. limit | D. restriction |
| 2. A. acted | B. made | C. put | D. arrived |
| 3. A. amount | B. number | C. content | D. sum |
| 4. A. several | B. certain | C. particular | D. individual |
| 5. A. control | B. handle | C. manage | D. influence |

6. A. efficient B. effective C. appropriate D. official
7. A. minimum B. maximum C. least D. best

5 Reading.

Questions for discussion before reading

1. What does PR stand for?
2. When did the first PR business start in China ?
3. What do you think PR workers do ?
4. What qualities are of necessity for a PR?

PR qualification comes to China **TONG MONG 21 st CENTURY STAFF**

WANT to be a public relations (PR) specialist? Prepare yourself for the PR Qualification Certificate Test first.

From July 1, 2000, onwards, only those with a PR Qualification Certificate will be hired as PR workers, due to new regulations from Ministry of Labor and Social Security.

The regulation on the employment of technical professionals lists 90 professions—including PR—that can only be taken up by those with certificates.

The PR Qualification Certificate Test is a universal test with certificate authorized by the Ministry of Labour and Social Security.

PR was introduced to China in the late 1980s. People used to take PR professionals as merely nice-looking and sociable.

“This is a misunderstanding,” said Peng Ling, a PR at M-sp@ce Net Consulting Co. Ltd. “Our work is not only to socialize, we also organize activities, offer consultancy, spread news, and so on. There is much we need to know.”

That’s why the test is designed to examine applicants on their

knowledge and skill in areas of PR abc, reception and rite, news and the spread of information, surveys and assessments, activity planning, crisis management skills, and PR management and consultancy.

The test has three levels: elementary, intermediate, advanced, Applicants can choose to qualify for a test level based on academic degrees and work experience. The test, consisting of a knowledge section and a skill section, will last for four hours including a half-hour rest section between the two sections.

Unit Three

1 Listen to the two people talking about their companies and decide whether the statements are true or false.

1. Speaker A's company is a paper distributor.
2. Speaker A's company sells goods to schools and paper mills.
3. Speaker A's company has a staff of 185 in offices and warehouses around the country.
4. Speaker A's company will expand the business very soon.
5. Speaker B is from Flenco, a trading company.
6. Flenco is a subsidiary of a corporation.
7. Flenco employs 50 people.
8. Flenco has 2 plants.

2 Reading:

Read the passage and answer the questions

GE Lighting has been leading in lighting solutions since the founder Thomas Edison invented the light bulb in 1879. GE invests largely in development and research, and therefore we can offer solutions of considerable advantages which can fulfill our customers' technical and quality specifications.

GE Lighting is a business within General Electric Company, one of the world's largest and most successful companies, represented in more than 100 countries within 12 product groups. General Electric's total product range spans over aircraft engines and medical technology to

financial solutions.

Within GE Lighting the Automotive Product Team is responsible to provide a full range of vehicle lamps to be operated on 6, 12 and 24 volts. The reliable quality of GE Automotive Lamps is ensured by:

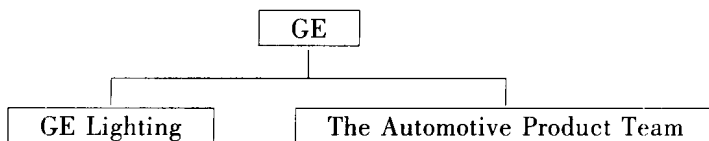
- Computer managed and controlled design process.
- Fully automated production lines.
- High level of quality assurance system.

1. Which statement is not true?

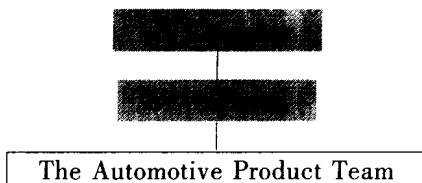
- A. The main products of GE Lighting include aircraft engines and financial solutions.
- B. Thomas Edison is the inventor of the first light bulb and the founder of General Electric as well.
- C. GE stands for General Electric Company.
- D. GE spends a lot of money on the development and research of the new product.

2. Which chart shows the right structure?

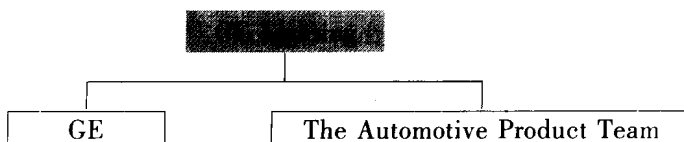
A.



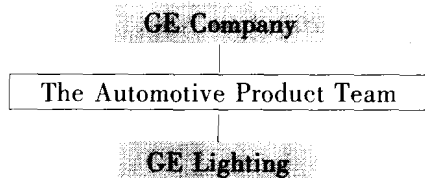
B.



C.



D.



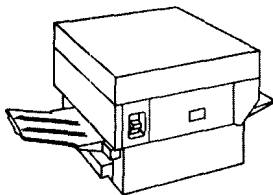
3 Complete the letter.

Office System Pty Ltd
124 Oak Street
Chatswood,
NSW 2067
Australia

TAIHAI ELECTRONICAL
121 Zhongshan Road
Tai Nan, Taiwan
Tel: (06) 2254793
Fax: (06) 2253752
April 4, 2001

Dear Sir/Madam,

We are looking for a company that can help us distribute our products in new markets. We manufacture 1. At present, we export to 2., but now we would like to export to 3.



1.



2.



3.

Enclosed please find our brochure which provides details of our company.

We look forward to hearing from you.

Sincerely yours,

David Sung

(Marketing Manager)

4 Writing.

You work for Office System Pty Ltd. You write back to 'Taihai Electronical'. You tell them; 1. You'd like to act as distributor for them; 2. you have been distributing for IBM, NEC in Australia and New Zealand with an annual sales of about US\$14 m. ; 3. invite them to visit your company; 4. send them your brochure. Don't forget the writing date and both your addresses.

Unit Four

1 Listen to the tape and fill in the blanks.

And in daily life too, your phone saves 1. and 2.. If you want to go to a 3. you might call to see what's 4., ask the time schedule and check the 5.; if you want to take a 6., bus or plane you can call to find out schedules, prices and ticketing 7., and to make a reservation; if you want to shop for clothes after 8. you might call to ask how 9. the store is open before you 10. all the way downtown.

2 Put the following extracts of telephone calls into the correct order.

1. She's got it, but just in case, it's 071-253 4686. ()
Yes, could you ask her to call me back? ()
Mr. Gottman here. Could I speak to Mrs. Fields? ()
Yes, of course. Could I have your number? ()
I'm afraid she's out at the moment. Can I take a message? ()
2. I'm sorry, I'm out on Wednesday. ()
Good, that suits me too. Shall we say 11 o'clock? ()
Just a moment, I'll get my diary... you said next week? ()
Yes, could you manage Wednesday? ()
What about Thursday then? ()
Yes, Thursday morning would suit me fine. ()

3 Reading comprehension :

Calling First

In small places, like college town, you might drop in on friends informally. But in big cities you never just show up at someone's house (even a relative's) without calling first. We arrange not only our work schedules very carefully, but our off-time as well. Look up someone's phone in the white pages (home phones) of your directory, then call. The response may be: "Great, we'd love to see you. Come on over." Or, the response may be: "I'm really busy tonight. How about tomorrow night at 9:30?" Time is precious; even our language shows that we treat time like a commodity to be "spent", "saved" or "wasted"—people are generally annoyed with themselves or others when they have "wasted" their time.

- What does this passage mean?
- If you want to visit somebody, please call him or her first. Why?
- We often say "time spent" "time saved" "time wasted"—What do we really mean?

4 Complete the following sentences :

A: Good morning, Mr. Smith's secretary speaking.

B: Oh, good morning. 1. (我能为您做些什么)?

A: I'm afraid 2. (由于出现了紧急情况) that Mr. Smith has to deal with it and he won't be able to keep his appointment with Mr. Huffman on Monday.