

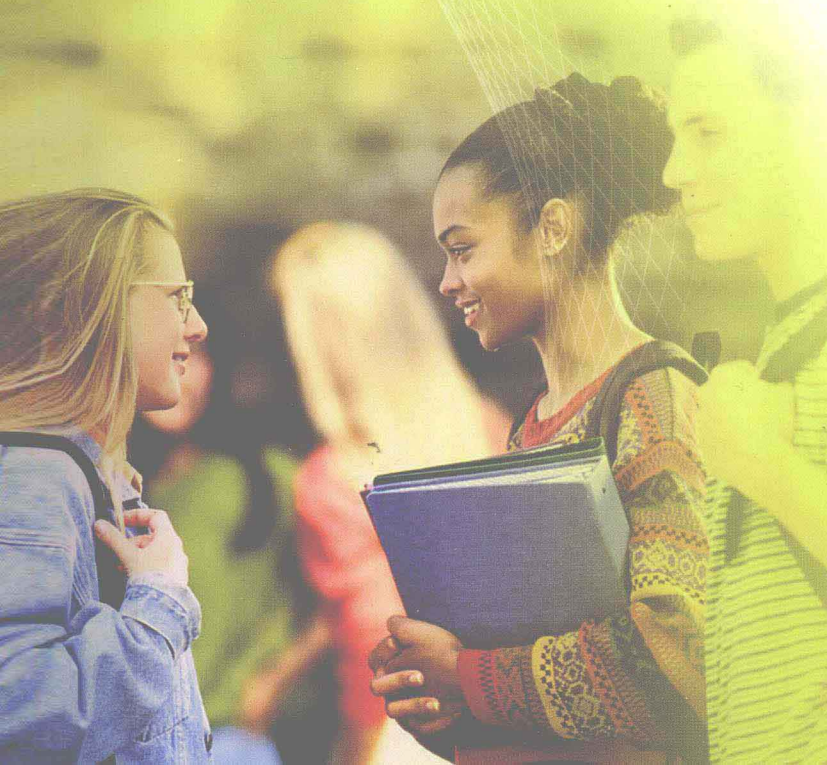


21世纪全国高职高专国际贸易类规划教材

# 商务英语口语实训

SHANGWU YINGYU KOUYU SHIXUN

李宏亮 主 编



北京大学出版社  
PEKING UNIVERSITY PRESS

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# 商务英语口语实训

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## 内 容 简 介

本书背景知识丰富、实用、有趣,体现专业外语课堂的互动性,选材难度适中,体现高职实践性教学特点。

内容涵盖国际商务方面的基本知识,主要包括:商务介绍、求职面试、通关放行、人力管理、请客送礼、商务预约、参观接待、商务旅行、商务会餐、讨价还价、销售谈判、支付方式、广告营销、签订合同、包装保险、投诉索赔等方面。

本书配多媒体光盘一张,包含音频和视频,还有相应的课件,这样既方便了老师授课,又方便了学生以及商务英语爱好者的自学。

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# 再版前言

本书是北京大学出版社《21世纪全国高职高专国际贸易类规划教材》之一——《商务英语口语》的升级版，也是浙江经济职业技术学院“商务英语会话”课程改革的成果体现。编写过程本着“在各种商务情景下学习和运用英语，通过英语提高商务知识和能力”的宗旨，按照“简明实用，易懂易练，培养职业技能，提升职业素养”的原则进行编写。

本书共16个单元（模块），内容编排由浅入深，基本上涵盖了日常商务活动中基本的商务情景。每个单元（模块）围绕一个主题展开。通过实训基本知识导入、实训出真知、情景实训、熟能生巧等部分的实训操练，重视和强调商务口语实训的氛围创建，旨在培养和强化商务英语爱好者在各种常用商务情景下的英语语言综合应用能力以及相关职业素养。

与原《商务英语口语》不同的是：编写体例上，每个单元（模块）又具体分为五个实训环节：**Practice Objectives**（实训目标），**Basic Practice Knowledge**（实训基本知识），**Learning by Practicing**（实训出真知），**Situational Practice**（情景实训），**Practice Makes Perfect**（熟能生巧）；编写内容上做了一定的修改，更符合商务业务实践，加大了实践实训的氛围；本书还配有多媒体课件和音频、视频，这样既方便了教师授课，也方便了学生以及商务英语爱好者的自学。

**编写特点：**本书集知识性、实用性、实践性、趣味性、科学性于一体。

**编写理念：**本书的编写是根据高职国际贸易、商务英语等涉外专业的日常教学情况和一线教师的反馈，以及已毕业从事相关涉外岗位学生的信息收集，以国际贸易活动为中心，融入国际商务所涉及的重要方面。目的是更加体现本书的实用性、实践性，融入了教学过程着重培养学生相关职业能力为本位的高职教育理念。

**授课建议：**把握每单元的学习目标，力争转化为学生的应会知识能力体现；每单元可安排4~6课时；根据授课对象，灵活安排教学重点、难点。

本书由李宏亮任主编，负责全书的策划和统稿。余建军、吴思、廖雄英三位任副主编，其他参加编写的人员还有徐佩兰、唐婧、康春晓、邱嘉瑛、吴建晓等。其中李宏亮负责第1、第7、第8、第14单元，附录I、II、III，余建军负责第2、第6、第13单元，吴思负责第11、第15单元，廖雄英负责第3、第4单元，唐婧负责第9单元及附录IV，徐佩兰负责第12单元，邱嘉瑛负责第5单元，康春晓负责第10单元，吴建晓负责第16单元，魏岚负责部分课后答案内容。

本书的编写过程中，参考了大量的相关书籍和资料，在此一并表示感谢。

由于本书编者水平有限，书中难免有缺点和错漏之处，恳请专家和读者，尤其是高职一线的教师批评指正。

编者

2009年9月

# 前 言

随着中国经济的飞速发展和成功加入 WTO, 国际商务交流活动日益频繁。在这样的时代大背景下, 英语作为国际交往中主要的语言之一, 其重要性越来越明显。目前高校肩负着为国家培养高素质人才的任务, 而既懂专业领域知识又具有良好英语语言运用能力的人才则是我们高校重点培养的人才, 也是目前经济社会发展最需要的人才。

本书的编写正是在上述前提下应运而生。它是北京大学出版社《21 世纪全国高职高专国际贸易类规划教材》之一。编写过程本着“在各种商务情景下学习和运用英语, 通过英语提高商务知识和能力”的宗旨, 和“简单, 实用, 易懂, 易练”的原则进行编写。

本书共 16 个单元, 内容编排由浅入深, 基本上涵盖了日常商务活动中基本的商务情景。每个单元围绕一个主题展开。通过口语素材导入、角色扮演、情景模拟等环节, 旨在培养商务英语爱好者在各种常用商务情景下英语语言综合应用能力。每个单元编写又具体分为六个模块: 即学习目标, 主体内容(含学学练练、熟记会用、请你参与、情景模拟), 词汇与表达, 课文注释, 商海拾贝, 课后实践。

本书集知识性、实用性、实践性、趣味性、科学性于一体。编写重点突出, 内容新颖, 简明扼要, 科学有趣, 易学易练。

授课建议: 1. 把握每单元的学习目标, 力争转化为学生的应会知识能力体现; 2. 每单元可安排 4~6 课时; 3. 根据授课对象, 灵活安排教学重难点。

本书由刘一平和李宏亮两位共同任主编并负责全书的策划和统稿。余建军、顾秀梅两位任副主编, 其中余建军参与全书的统稿和校对工作。其他参加编写的人员还有廖雄英、唐婧、张成名、徐佩兰、张静等。其中李宏亮负责第 1、8 单元, 附录 I、III, 刘一平负责第 12、15 单元, 余建军负责第 2、5、7 单元, 顾秀梅负责第 13、14 单元, 廖雄英负责第 6 单元及附录 II, 唐婧负责第 9 单元及附录 IV, 张成名负责第 11、16 单元, 徐佩兰负责第 3 单元, 张静负责第 4、10 单元。

本书的编写过程中, 参考了大量的相关书籍和资料, 在此一并表示感谢。

由于本书编者水平有限, 书中难免有缺点和错漏之处, 恳请专家和读者, 尤其是高职一线的教师批评指正。

编 者

2006 年 6 月

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# Unit 1 Introductions and Greetings

## I Practice Objectives

### (实训目标)

- (1) To introduce oneself and others
- (2) To exchange business cards
- (3) To meet and see off business clients

## II Basic Practice Knowledge

### (实训基本知识)

#### 1. Business Background Information 商海拾贝

##### ◆ 商务人士介绍的一般规则

A (年轻的) → B (年长的)

A (职位低的) → B (职位高的)

A (男士) → B (女士)

##### ◆ 商务交往中的握手等礼仪

在商务交往中，握手是一种广为大家熟悉和接受的问候方式。一般是用手握着对方的手并上下摆动以表示衷心欢迎。因此握手应该有一定力度，但不可用力紧握对方的手，同时要看着对方的眼睛才是有诚意的表现。如对方是女士，一般要等她先伸手，男士才方可伸手相握。因世界各国文化习俗各不相同，商务交往中也并非只有握手一种礼仪。如日本人见面要相互鞠躬行礼，墨西哥人相互拥抱，东欧人相互亲吻等。

##### ◆ 商务人士交换名片时的要点

交换名片是商人在商务交往上的一个重要习惯。但西方商人不带名片是不足为奇的。初次与外国人打交道时，要随机应变，避免尴尬。

同时，要注意，先握手再交换名片；在把名片传递给对方时，应该把印有当地语言的

一面向上且文字朝向对方；在中东、东南亚、非洲要用右手递收名片，这与他们认为左手是不洁净的文化背景有关，在中国、新加坡、日本要用双手递接以示尊敬。

## 2. Remember & Use 熟记会用

- (1) Are you ...?
- (2) Is your name ...?
- (3) How do you do?
- (4) Nice to meet you.
- (5) I'd like to introduce myself. My name is ...
- (6) Hello, I'm ...
- (7) I'd like you to meet ...
- (8) Allow me to introduce you to ...
- (9) This is ...
- (10) How was your flight?
- (11) I hope you'll enjoy your stay here.
- (12) It's very kind of you to see me off.
- (13) Thank you for everything you have done for me during my stay here.
- (14) I expect to meet you again in the near future.
- (15) Bon voyage.

## III Learning by Practicing

### ( 实训出真知 )

#### 1. Try to Practice 尝试实训

##### Dialog 1

##### Nice to Meet You

<b>Who:</b>	A (Mr. Li Hong), B (Mr. Tom Smiths)
<b>Where:</b>	at the airport
<b>When:</b>	in the afternoon
<b>What:</b>	meeting a business client

A: Excuse me, but are you Mr. Smiths?



B: Yes, I'm Tom Smiths from New York.

A: How do you do? My name is Li Hong from ABC Import and Export Corporation of China.

B: How do you do, Mr. Li?

A: Welcome to China. To be exact, warmly welcome to our Hangzhou.

B: Thank you. I have heard a lot about Hangzhou, a beautiful city, before I came here.

A: On behalf of our general manager, Mr. Chen, I come here to meet you.

B: Thank you, Mr. Li. Very nice to meet you.

*(Shaking hands and exchanging business cards.)*

A: Nice to meet you, too. How was your flight?

B: Yes, it was very pleasant.

A: I'm very glad to hear that. And I hope you'll enjoy your stay here.

B: Thank you, I'm sure I will.

A: Let me take your luggage for you.

B: Many thanks.

## Dialog 2

### Bon Voyage

**Who:** A (Mr. Tom Smiths ), B (Miss Zhang)

**Where:** at the airport

**When:** in the morning

**What:** seeing a business client off

A: Miss Zhang, it's very kind of you to see me off today.

B: My pleasure. How many pieces of luggage will you check?

A: Only one suitcase. It's small and I can take it as a carry-on luggage.

B: OK. I see.

A: Well, my flight is now boarding. I must go now. Thank you for everything you have done for me during my stay here.

B: My pleasure.

A: I expect to meet you again in the near future.

B: So do I. You are welcome back here at any time.

A: Thank you once more for all you've done for me.

B: You're welcome. Bon voyage, Mr. Smiths. Good-bye.

A: Good-bye and all the best.

## 对话 1

### 很高兴与您相识

A: 请问, 您是史密斯先生吗?

B: 是的, 我是来自纽约的汤姆·史密斯。

A: 您好, 我是来自中国 ABC 进出口公司的李红。

B: 您好, 李先生。

B: 谢谢你, 李先生。很高兴与您相识。

(双方握手并交换名片。)

A: 我也很高兴与您相识。一路旅途如何?

B: 很愉快。

A: 听到您这么说, 我很高兴。同时, 祝您在这里的日子过得愉快。

B: 谢谢, 我想我会的。

A: 让我来帮您带行李吧。

B: 那多谢了。

## 对话 2

### 一路顺风

A: 张小姐, 非常感谢你今天来为我送行。

B: 这是我的荣幸。您有几件行李要托运?

A: 只有一个手提箱, 它很小, 我可以随身携带。

B: 噢, 我明白了。

A: 噢, 我的航班现在开始登机了, 我得走了。谢谢你为我所做的一切。

B: 这是我的荣幸。

A: 我期望在不久的将来能再次与你相见。

B: 我也这么想, 欢迎你随时回来。

A: 再次感谢你为我所做的一切。

B: 别客气。再见, 史密斯先生, 祝你一路顺风!

A: 再见, 祝你万事如意。

## 2. Role Play Practice 角色实训

Please complete the following conversations with proper English and practice in the class.

**Conversation 1**

**Who:** A (Mr. Liu, an interpreter), B (Ms. Black, a guest), C (Mr. Wang, a manager)

**Where:** at the airport

**When:** in the morning

**What:** meeting a guest

A: Excuse me, but are you Ms. Black from England?

B: \_\_\_\_\_ . (是的, 我正是。)

A: I am Liu Qiang, an interpreter from BCD Import and Export Co., Ltd.

B: \_\_\_\_\_ . (你好, 刘先生。)

A: \_\_\_\_\_ .

(很高兴见到你, 布兰克女士。我公司经理, 王先生前来接您。我来介绍一下, 这位是我们的经理, 王先生。这位是来自英国的布兰克女士。)

C: Glad to meet you, Ms. Black, welcome to China. (*They shake hands.*)

B: \_\_\_\_\_ . (我也很高兴见到你, 王先生。感谢你亲自前来接我。)

C: \_\_\_\_\_ . (能来接您是我的荣幸。一路上还好吧?)

B: \_\_\_\_\_ . (还好, 旅途很愉快, 就是有点累。)

C: \_\_\_\_\_ . (那就好, 我很高兴听到您这么说。)

B: Do you know where the luggage claim area is?

A: \_\_\_\_\_ . (知道, 就在那儿。我们过去吧。)

.....

A: The bags seem quite heavy, let me take them.

B: Thanks. They are a bit heavy, oh, wait, wait... don't take them both. I can manage one.

C: OK. There is a car waiting over there, let's go on.

A: Ms. Black, get in please.

**Conversation 2**

**Who:** A (Ms. Keller), B (Mr. Wang), C (Mr. Cook)

**Where:** office/any place

**When:** in the morning

**What:** greeting an old friend and introducing new friends

A: Hello, Mr. Wang. \_\_\_\_\_? (还好吗?)

B: Hello, Ms. Keller. Fine, thank you, \_\_\_\_\_? (你呢?)

A: Fine, thanks. May I introduce Mr. Wang to you. This is \_\_\_\_\_ (王先生). He works for Youguang Trading Co., Ltd. \_\_\_\_\_ (这位是) Mr. Cook. He's \_\_\_\_\_ (来自) New Zealand.

C: How do you do, Mr. Wang?

B: \_\_\_\_\_ . (你好), Mr. Cook?

C: Pleased to meet you.

B: \_\_\_\_\_ . (我也是), too.

### 会话 1

A: 请问, 您是来自英国的布兰克女士吗?

B: 是的, 我正是。

A: 我是刘强, 来自于 BCD 进出口有限公司的翻译。

B: 你好, 刘先生。

A: 很高兴见到你, 布兰克女士。我公司经理, 王先生前来接您。我来介绍一下, 这位是我们的经理, 王先生。这位是来自英国的布兰克女士。

C: 很高兴认识你, 布兰克女士。欢迎你来到中国。(双方握手致意。)

B: 我也很高兴见到你, 王先生。感谢你亲自前来接我。

C: 能来接您是我的荣幸。一路上还好吧?

B: 还好, 旅途很愉快, 就是有点累。

C: 那就好, 我很高兴听到您这么说。

B: 你知道行李提取处在哪里吗?

A: 知道, 就在那儿。我们过去吧。

A: 包似乎有些重, 让我来拿吧。

.....

B: 谢谢。这些包是有点儿重。噢, 等等, 别都带走, 我可以拿一个的。

C: 好。车子在那边等我们呢, 我们走吧。

A: 布兰克女士, 请上车吧。

### 会话 2

A: 你好, 王先生。还好吗?

B: 你好, 凯乐女士。我还好, 谢谢, 你呢?

A: 我也不错, 谢谢。让我来介绍一下两位, 这位是来自有光贸易有限公司的王先生。这位是来自新西兰的库克先生。

- C: 你好,王先生。  
B: 你好,库克先生。  
C: 很高兴认识您。  
B: 我也是。

## IV Situational Practice

### (情景实训)

**Situation 1:** *Jane introduces Ms. Hu, a new colleague to others in the Public Relations Dept. office.*

#### Could You Introduce Yourself?

##### **Hints:**

- A: Greet, try to introduce Ms. Hu, a new colleague.  
B: Greet, introduce oneself as Ms. Hu.  
A: Ask others to introduce themselves to Ms. Hu.  
C: Greet, introduce oneself (name and position in a company).  
D: Greet, introduce oneself (name and position in a company).  
E: Greet, introduce oneself (name and position in a company).  
B: Express thanks and hope to get help from colleagues in the future.  
C,D,E: No problem.

**Situation 2:** *David White, a foreign customer, meets Li Liang, a Chinese businessman at a business fair.*

#### Nice to Meet You

##### **Hints:**

- A: Greet, introduce oneself.  
B: Greet, introduce oneself, let A know one's surname.  
A: Greet for the first time.  
(*Shaking hands and exchanging business cards.*)  
B: Greet for the first time. too, ask for A's interest.

A: Let B know one's interest in one product.

B: Express thanks, offer the catalogue of one's products.

A: Express thanks. (*Read the catalogue*) give sample No., ask for more information about it.

B: Give more information about the product.

A: Express thanks. Hope to contact B if possible in the future.

B: Offer any help if A needs...

A: Express thanks...and say Good-bye.

B: Say Good-bye.

### △ *Useful Words & Expressions*      词汇与表达

1. introduce	v.	介绍
2. introduction	n.	介绍
3. import	v./n.	进口
4. export	v/n.	出口
5. corporation	n.	公司
6. stay	v/n.	停留
7. luggage	n.	行李
8. interpreter	n.	翻译
9. appreciate	v.	感谢
10. colleague	n.	同事
11. pajamas	n.	睡衣
12. catalogue	n.	目录
13. inquiry	n.	询问
14. hesitate	v.	犹豫
15. surname	n.	姓
16. professional	a.	职业的
17. professional college		职业(技术)学院
18. sample	n.	样品
19. contact	v.	联系, 联络
20. natural silk		真丝

### △ *Notes*      注释

1. Excuse me.      这里并非是对不起的意思, 而是询问、问路或不确定对方是何人时, 常用的一种表达, 地道且实用。

2. I have heard a lot about Hangzhou. (have heard sth./sb. a lot)      表示久闻大名

3. on behalf of our general manager (on behalf of sb.) 表示代表某人
4. How many pieces of luggage will you check? 你有多少行李要托运?
5. Bon voyage. 一路顺风, 类似的说法: Have a nice trip.
6. Good-bye and all the best. 再见, 祝你万事如意。
7. I am so interested in your sample No. 168. 我对你们的 168 号样品感兴趣。这样的说法, 在外贸场景下, 暗示了说话者有意购买该商品。
8. Please don't hesitate to contact me if you have any further question. 这里, not hesitate to do sth. 表示别犹豫、别客气, 类似的说法还有: please feel free to do sth.。

## V Practice Makes Perfect

### (熟能生巧)

#### After-Class Practice 1 *Complete the following dialogs orally.*

1. A: How do you do, Mr. Brown?  
B: \_\_\_\_\_?
2. A: Nice to meet you.  
B: \_\_\_\_\_.
3. A: How are you?  
B: \_\_\_\_\_.
4. A: How was your flight?  
B: \_\_\_\_\_.
5. A: Allow me to introduce Mr. White to you. This is Mr. White from England. This is Ms. Zhao from Dongda Co., Ltd.  
B: \_\_\_\_\_, Mr. White?  
C: \_\_\_\_\_, Ms. Zhao?
6. A: Let me take your suitcase.  
B: \_\_\_\_\_.
7. A: Thank you for everything you've done for me during my stay here.  
B: \_\_\_\_\_.
8. A: It's very kind of you to see me off today.  
B: \_\_\_\_\_.

9. A: Excuse me, but are you Mr. Brown?

B: \_\_\_\_\_.

10. A: Have a nice trip.

B: \_\_\_\_\_.

### After-Class Practice 2 *Oral translation.*

#### Greeting

Greeting is a way of being friendly to someone. When we meet someone we know each other, we often greet him or her. It is a way of being polite. It is also a way of starting a conversation. Because different countries may have different customs and habits, there is a great difference between the Chinese and the British in greetings.

In English-speaking countries, for example, we often say “How are you?” as a greeting. This sounds like a question about a person’s health, but we don’t expect the person to tell us about their health. When they reply, he or she usually responds by saying “I’m fine, thanks.” If he or she is not feeling very well, he or she can just say “Not very well, I’m afraid”. A simple reply like this is enough.

What do our Chinese greet each other? Chinese people often greet each other like this “Have you eaten?” or “Where are you going?”. But in English, such expressions might lead to misunderstanding. The British might regard these as an invitation to a meal or an invasion (侵犯) of their privacy (秘密, 隐私). They don’t recognize them as Chinese greeting.

### After-Class Practice 3 *More practice tasks.*

**Task 1** Suppose a new customer will come to your office. Please introduce him to your boss. In the following you and your customer are going to make self-introduction and then introduce him to your boss.

**Task 2** Suppose a business client will fly to New York. You will see him off at the airport. In the following you and your customer are going to say goodbye at the airport.

## Key to Unit 1

### III Learning by Practicing 实训出真知

#### 2. Role Play Practice 角色实训



### Conversation 1

**Who:** A (Mr. Liu, an interpreter), B (Ms. Black, a guest), C (Mr. Wang, a manager)

**Where:** at the airport

**When:** in the morning

**What:** meeting a guest

A: Excuse me, but are you Ms. Black from England?

B: Yes, I am.

A: I am Liu Qiang, an interpreter from BCD Import and Export Co., Ltd.

B: How do you do, Mr. Liu?

A: How do you do, Ms. Black? Mr. Wang, our manager, comes to meet you. May I introduce Mr. Wang to you? This is our manager, Mr. Wang, and this is Ms. Black from England.

C: Glad to meet you, Ms. Black, welcome to China. (*They shake hands.*)

B: Glad to meet you, too, Mr. Wang. Thank you for your coming to meet me.

C: It's my pleasure. How was your flight?

B: Fine, it's pleasant. But a little tired.

C: That's good. I'm glad to hear that.

B: Do you know where the luggage claim area is?

A: Yes, I know. It's over there. Let's go.

.....

A: The bags seem quite heavy, let me take them.

B: Thanks. They are a bit heavy, oh, wait, wait... don't take them both. I can manage one.

C: OK. There is a car waiting over there, let's go on.

A: Ms. Black, get in please.

### Conversation 2

**Who:** A (Ms. Keller), B (Mr. Wang), C (Mr. Cook)

**Where:** office/any place

**When:** in the morning

**What:** greeting an old friend and introducing new friends

A: Hello, Mr. Wang. How are you?

B: Hello, Ms. Keller. Fine, thank you, and you?

A: Fine, thanks. May I introduce Mr. Wang to you. This is Mr. Wang. He works for Youguang Trading Co., Ltd. This is Mr. Cook. He's from New Zealand.

C: How do you do, Mr. Wang?