

商

商务英语证书 应试指南

李莉文 主编

李莉文 付美榕 何敏智 编

LCCI

English for Business

LCCI 商务英语

第二级

外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

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第二级

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前言

LCCI 全称为 London Chamber of Commerce and Industry, 即英国伦敦工商会, 其考试局, 即 LCCIEB, 为英国久负盛名的专业资格考试机构, 一百多年来为工商业提供了国际承认的专业资格证书与文凭。这些 LCCI 证书代表着持证人的学业知识与技能标准, 并被世界许多国家的专业机构与雇主看做就业资格较高的象征, 商务英语、市场营销、工商管理、高级文秘、商务会计等证书都是商务人员实际能力的标志。LCCI 证书在国际上被视为“就业护照”(Employment Pass)。现在每年有八十多个国家的五十多万人参加 LCCI 各类证书考试。

几年前北京外企服务总公司与英国伦敦工商会联合成立了 LCCIEB—FESCO 合作考试管理中心, 把 LCCI 证书考试引进中国。北京外企服务总公司同时向社会各界特别确认: LCCI 各类证书的获得者在北京外企服务总公司求职时, 可免于外企求职考试, 直接享有被推荐到外国驻京商社或合作机构工作的权利, 同时 95% 的国际组织驻华机构、外企、外向型企业事业单位也纷纷表示承认 LCCI 各类证书。LCCI 证书考试每年在北京进行 2 至 4 次。目前在北京的注册考点有二十家左右。许多新闻媒体相继报道了 LCCI 证书考试以及证书获得者在就业资格方面的优越性, 使众多在校生的从业人员踊跃报名参加 LCCI 证书课程培训与考试, 这一热潮在北京持续不衰, 预计很快会扩展到其他城市。

在 LCCI 各类证书中, 商务英语 (English for Business, 简称 EFB) 系列 (第一、二、三级) 目前倍受青睐。其主要原因在于 LCCI 商务英语为单科考试, 具有初级以上英语水平的学生或在职人员可通过短期的自学或培训提高商务英语的阅读理解能力与写作水平, 并能顺利通过考试获得 LCCI EFB 的证书。鉴于现有的商务英语教材仅为内部交流资料, 又缺乏讲解注释等缺陷, 我们基于几年来从事 LCCI 商务英语培训的经验, 精心筹划编写了这套《LCCI 商务英语证书应试指南》, 以满足广大的英语爱好者尤其是那些想通过自学达到 LCCI 商务英语考试要求的在校生及在职人员的愿望。

这套 LCCI 商务英语教材共三册, 即《LCCI 商务英语证书应试指南 (第一级)》、《LCCI 商务英语证书应试指南 (第二级)》、《LCCI 商务英语证书应试指南 (第三级)》。另外这三册书中分别附有练习与参考答案。这套教材的最大特点是对 LCCI 商务英语考试涉及的内容进行细致的分析与讲解并反映最新考试动态, 为中国学生掌握商务英语写作规范、提高阅读理解能力以及通过 LCCI EFB 证书考试提供了捷径。需补充说明的是, LCCI 商务英语一、二、三级在内容上没有密切的连续性, 大家可根据自己的英语水平直接选择某一级教材并参加考试。愿您把握机遇, 不断进取!

编者
北京外国语大学

说 明

《LCCI 商务英语证书应试指南(第二级)》适合公外英语程度四级,或英语专业大专程度者,为考生复习带来极大的便利。

本书的内容包括六大部分:

一、考试题型:根据 LCCI 商务英语二级证书考纲的要求逐一讲解试卷可能出现的各种题型,用举例和讲解并进的方式加以详细阐述。

二、LCCI 全真试题分析及参考答案:对三套较新的试题进行深入分析并提供参考答案,力求做到为应试答题提供更具体、更明确的帮助。

三、模拟试题:严格按照往年试卷的格式和题型选编,篇幅和难易程度力求与正式考题一致。

四、口试指南:为考生提供口试大纲及应试演练题型,以便增强和提高考生信心和水平。

五、生词表:列出常用商务词汇,中英对照,以便考生查询之用。

六、模拟试题参考答案

本书通过题型介绍、写作规范、实例示范、自测练习、考试精要等形式帮助大家有效地进行考前训练。

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Introduction

Aim 【考试目的】

The examination aims to test a candidate's ability to understand and write connected English on business topics and in appropriate formats. A successful candidate will have demonstrated the ability to write creditable and accurate English on behalf of an employer, and to choose the tone, form and content appropriate to the requirements of a particular situation.

Written paper format 【笔试题型】

Candidates will be required to attempt all 3 questions within 2.5 hours.

- Question 1 Candidates are required to attempt *only one* of the three writing tasks which may be a memo, leaflet, notice, report, articles, list, etc. (40 marks)
- Question 2 Candidates are asked to produce a suitable reply to an incoming business letter, making good use of the input material which consists of the instruction, an incoming letter and some additional information given in the forms of graphs, charts, tables, faxes, informal notes, internal reports, personal files, extracts from minutes of meeting, etc. (30 marks)
- Question 3 Candidates are required to transfer a passage of English into the target document by either expanding or reducing it — a report or a notice from notes; a memo from a fax/telex; an article from a description of a situation. (30 marks)

Techniques for handling exam tasks 【答题技巧】

In order to accomplish the writing tasks successfully in the examination, candidates must be able to:

1. read the paper carefully (The Situation/Scenario gives information which is common to all questions.)
2. recognise different types of written business communication
3. make the choice of answer in the first question
4. analyse the given information
5. select relevant information and omit what is not relevant (If relevant or useful, information from one question may be used in other questions.)
6. reorganise relevant information and arrange in logical order
7. write in the role given in the rubric by changing third person (she, he, they, etc.) to second per-

son (you)

8. follow explicit, additional instructions ('Mark it urgent', 'send it under my name,' 'draft a reply ready for my signature', etc.)
9. adopt an appropriate tone (neutral, apologetic, tactful, warning, etc.)
10. lay out letters, memos, leaflets, notices, articles, lists and reports correctly
11. draft the answers
12. write the final answers
13. check the answers carefully

Marking Scheme 【评分标准】

- * Marks are awarded for content, accuracy in spelling, grammar and punctuation, appropriate layout, as well as suitable choice of tone and style.
- * A typical weighting of marks for the whole paper would be:

clarity and appropriacy of layout	22 %
style, tone, suitability to specified task	28 %
content and communication of message	20 %
accuracy of grammar, spelling, etc.	30 %
total	100 %
- * Candidates should not copy whole phrases or sentences from the examination paper.
- * Candidates need to achieve at least 50 % of the marks available for a pass, 60 % for a credit and 75 % for a distinction.

Oral Test 【口语测试】

The Oral Test is designed and conducted locally by FESCO. It is made up of a conversation (8 minutes) with the examiner.

Syllabus Topic [考试大纲]

Letter

Items covered:

- ◇ Confirming information or decisions
- ◇ Providing details of:
 - current practice
 - change in practice
 - availability of staff, equipment, service

- meetings
- conferences
- visits
- deliveries
- ◇ Responding to complaints
- ◇ Making complaints and requesting information, assistance, payment or delivery
- ◇ Congratulations
- ◇ Apologies
- ◇ Condolences
- ◇ Appointments

Memo

Items covered:

- ◇ Giving instructions
- ◇ Confirming decisions
- ◇ Asking for information
- ◇ Giving information/explanations regarding:
 - making complaints
 - organising meetings
 - expressing thanks
 - expressing congratulations
 - organising conferences
 - organising training
 - implementing changes in practice, availability of staff, equipment
- ◇ Setting dates/times for action

Leaflet

Items covered:

- ◇ Advantages of specified course of action:
 - special offers/bargains
 - rates of commission
- ◇ Giving information regarding:
 - conferences
 - training
 - changes in practice
 - dates of offer
 - opening hours
 - success rate

- sale
- legal rights
- regulations
- rules

Notice

Items covered:

- ◇ Giving information/explanations regarding:
 - normal practice
 - changes in normal practice
 - relocation of:
 - (a) office
 - (b) department
 - (c) personnel
 - (d) equipment
- ◇ Apologies
- ◇ Warnings
- ◇ Instructions

Report

Items covered:

- ◇ In response to a request
- ◇ Staff/customer thoughts:
 - proposed course of action
 - change in practice
 - improvements of existing practice/service
- ◇ Work of specified department, section or person
- ◇ Reasons for loss/profit
- ◇ Daily/monthly/yearly progress
- ◇ Suggestions for improvement, reversing trend
- ◇ Investigation of complaint

Article

Items covered:

- ◇ Careers in specified industry
- ◇ History/background of an organisation or business venture
- ◇ Ambitions

- ◇ Working day
- ◇ Appraisal of existing practice and conditions
- ◇ Suggestions of ways to improve staff/customer relations
- ◇ Importance of specialised training or knowledge
- ◇ Advisability of specific course of action

List

Items covered:

- ◇ Main points of a letter, document, report, article, leaflet
- ◇ Points concerning a specific topic

PART I EXAM TASKS (题型介绍)

In this section **seven** exam tasks are discussed in terms of definition, layout and language. For each writing task, two sample exam questions are given, accompanied by suggested approaches and suggested answers. There are also some further practices designed for each individual writing task.

Section 1 LETTERS (信函)

Letters are used to establish and maintain business relations with the outside world. Many business letters are in reply to a previous letter or action such as enquiry, complaint, application, invitation, etc. How to present a clear, straightforward, logically structured reply is one of the key parts to be examined in the written paper.

The letter always occurs in Question 2. The question usually consists of three parts: the instruction, an incoming letter and given material. Candidates need to establish exactly what the question requires, analyse the given information, plan the letter, include relevant material only and write the final answer. Marks are awarded for *adequate content (relevance, fullness and creativity)*, *good organisation (logical order)*, *appropriate layout*, *suitable tone*, and *accuracy in spelling, punctuation and grammar*.

写作规范

Letter Layout (**FULLY BLOCKED STYLE WITH OPEN PUNCTUATION**):

信函格式(齐行式,无标点符号)

← 1 & 2

MINITOURS PLC

302 Norris Road
Reading
Berks
Tel 4493 98942
Fax 4493 98840

9 April 1999

Mr John Adams
Sales Manager
International Computer Services
136 Bolt Road
Newbury
Berks

Dear Mr Adams

Thank you for your letter of 24 March 1999 and the enclosed catalogue.

I should be very interested in having more information on your SLX/34 word processor. Would it be possible for your representative to visit our offices and give a demonstration of the equipment on either Thursday 19 or Friday 20 April at 2 pm?

I look forward to receiving your confirmation of this appointment.

Yours sincerely

Fachle Pounce

pp Helen Rees (Ms)
Administrative Manager

Letterhead 信头

←3

- company name in capitals or bold type
- full postal address
- telephone and fax numbers

Date 日期 (day/month/year)

←4

Inside address/Addressee 收信人

←5

- receiver's name and title
- company's name
- full postal address

Salutation 称谓 (courtesy title & surname)

←6

Main body 正文

←7

- *opening paragraph* which provides the background information to the letter
- *middle paragraph* which gives logically organized details
- *closing paragraph* which asks for follow-up action

Complimentary close 结尾敬语

←8

Signature 签名

←9

Printed name 印刷体姓名

←9

Title/Position 职位 (initial capitals)

Points to note: (格式要点)

1 fully blocked style

It refers to that every line starts on the left-hand margin.

2 open punctuation

No punctuation is used in the layout except for the content of the letter.

3 letterhead

There is no need to mention the sender's personal name and title in the letterhead.

4 date

The date is presented in full. It is not acceptable, for instance, to shorten October to Oct, or even worse to write the date numerically as 8/10/97.

5 inside address/addressee

Telephone and fax numbers are not necessary in this part.

6 salutation

- If you know the name of the receiver, it is usual to address him by name, e. g. Dear Mr Smith.
- Full name is not required in salutation. Only surname is used after courtesy title, e. g. Dear Ms Lee *instead of* Dear Ms Linda Lee.
- A letter addressed to an individual by title will begin with Dear Sir or Madam.
- A letter addressed to a company should commence with Dear Sirs.

7 body

- the opening paragraph

The function of the opening paragraph is to put the detailed message into a clearly defined context by responding to a received stimulus. This may be achieved by acknowledging the date, receipt and subject of any received correspondence.

- the middle paragraph(s)

In the middle paragraph(s) the detailed message is logically, briefly and clearly set down.

Information is to be either given or requested. In complex letters, several middle paragraphs are needed to deal with different points raised respectively. This will make it easier for the reader to assimilate.

- the closing paragraph

The essential function of the closing paragraph is to state simply what action the writer needs from the recipient, followed by a polite closing statement.

8 complimentary close

There are two alternatives: Yours faithfully *matching* Dear Sir or Madam; Dear Sirs
Yours sincerely *matching* Dear Mr/Ms/Mrs/Miss surname

9 signature and printed name

Usually signature is in agreement with printed name. If a letter is signed on behalf of a superior, 'pp' (per pro) or 'for' should be indicated in front of the printed name (see the example above on page 7). If you are asked to 'write a letter under my name' or 'sign it on my behalf', use the letters 'pp', meaning 'on behalf of'. If you are asked to 'draft a letter ready for my signature', leave a space for the writer to sign. In addition, if the writer of a letter is a female, a courtesy title (Ms/Mrs/Miss) should be shown in bracket immediately after the printed name.

e.g. *Ann Brown*

Ann Brown (Mrs)

Manager

10 If there is anything enclosed with the letter, 'Enc/Encs' should be indicated at the bottom.

Language & Style:

- ◇ Write briefly and clearly by using simple words and short sentences
- ◇ Keep the language sincere and positive
- ◇ Avoid jargon and slang expressions
- ◇ Be courteous and considerate
 - reply to letters as promptly as possible
 - explain any delay in reply
 - understand and respect recipient's point of view
 - respond tactfully (A request is refused without killing a hope of future business.)

- ◇ Adopt a tone appropriate to the letter's aim

It should be polite in all cases: rude letters, even when written with very good reason, will annoy the receiver and produce no other desirable result. But there are several different types of polite tone. In reply to a request you may need to agree to it partly setting certain conditions. In the case of unsatisfactory service or the slow payment of debts, you may need to make a firm demand on the receiver. Be friendly, reasonable but firm, apologetic, persuasive or conciliatory according to the impression you wish to convey.

Useful Expressions:

a) *reply to an enquiry*

OPENINGS

* Thank you for your letter dated 12 October asking for details of our electronic toys.

- * Thank you for your enquiry of 6 June in which you asked about. . .
- * We are pleased to hear from your letter dated 19 May that you are impressed with our selection of. . .
- * With reference to your letter of 8 July in which you claim for. . .

CLOSINGS

- * I am looking forward to meeting you again in the future.
- * We hope to hear from you soon/receive your early reply.
- * I look forward to your confirmation of this appointment.
- * Please let me know if I can give you any further help.
- * If you require any further information, please feel free to contact us.
- * Your prompt reply would be appreciated.

b) *reply to a complaint*

OPENINGS

- * We are sorry to learn from your letter of 20 May that you have experienced delays in the delivery of your sweets.
- * Thank you for your letter dated 10 September pointing out faults in the pens supplied to your order number 8526.
- * I am genuinely sorry that you were disappointed with your recent stay at one of our hotels and have investigated the various issues you raise.

CLOSINGS

- * We hope you will be satisfied with the arrangements we have made, and offer our apologies for the inconvenience this delay has caused you.
- * We apologise once again for the unfortunate mistake and can assure you that a similar incident will not occur again.
- * I hope you can appreciate that we cannot accept responsibility for any of these issues. Therefore, I am unable to offer any compensation on this occasion. However, I hope you will continue to book your holidays with us in the future.

c) *reply to an application*

OPENINGS

- * Following your interview last week, I am pleased to offer you the position of. . .

- * With reference to your interview with... , our Personnel Manager, I am pleased to offer you the position of... commencing on 1 January.
- * Thank you for attending our selection board on 20 April, but we regret to tell you that your application has not been successful.

CLOSINGS

- * We look forward to welcoming you to the staff of ABC Company Ltd.
- * Written confirmation of your acceptance of this post would be appreciated as soon as possible.
- * We should like to thank you for your interest in this position and hope you will be able to secure a position in the near future.

Middle Paragraph(s)

The body of the letter will contain *at least* one paragraph. Each paragraph should deal with a separate topic. Common useful expressions are as follows:

- * We would like to bring a group of 20 students to visit your plant sometime next week.
- * We confirm that the goods ordered are in stock and will be despatched as soon as possible.
- * Could you please send us your latest catalogue?
- * Please notify our agents when you are ready to despatch our order.
- * Your letter has been passed on to the Sales Department, who will be in touch with you shortly.
- * I wonder if you could give us some indication of when the remaining copies will be ready.
- * If you are interested in this, perhaps we can meet each other to discuss this further.