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商务英语证书  
应试指南

何敏智 主编

何敏智 付美榕 李莉文 编

LCCI

English for Business

第三级

外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

**LCCI**

ENGLISH FOR BUSINESS

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Foreign Language Teaching and Research Press

**(京)新登字 155 号**

**图书在版编目(CIP)数据**

商务英语证书应试指南 第三级/何敏智主编. —北京:外语教学与研究出版社,1998  
ISBN 7-5600-1477-1

I. 商… II. 何… III. 商务-英语-资格考核-自学参考资料 IV. H31

中国版本图书馆 CIP 数据核字(98)第 19600 号

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**商务英语证书应试指南**

第三级

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责任编辑:潘素勤

出版发行:外语教学与研究出版社

社 址:北京市西三环北路 19 号(100089)

网 址:<http://www.fltrp.com.cn>

印 刷:北京师范大学印刷厂

开 本:787×1092 1/16

印 张:11.25

字 数:206 千字

版 次:1999 年 12 月第 1 版 1999 年 12 月第 1 次印刷

印 数:1—5000 册

书 号:ISBN 7-5600-1477-1/G·626

定 价:12.90 元

\* \* \*

如有印刷、装订质量问题出版社负责调换

## 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界提供了国际承认的专业资格与文凭。LCCI 证书代表持证人的学业知识与技能, 并被世界许多国家的专业机构与雇主看作就业资格的象征, 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, 可免除外企求职考试, 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, 使众多在校生和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其对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, 又缺乏讲解或注释等缺陷, 我们基于几年来从事 LCCI 商务英语培训的经验, 精心筹划并编写了这套《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)》。并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。须补充说明的是, 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

# 本书简介

LCCI EFB Level III 是伦敦工商会商务英语证书考试的最高一级,既可以通过后拿单科证书,也可以作为高级文秘证书考试(Private Secretary Certificate, 简称 PSC)四门科目之一,在其余科目通过后拿全科文秘证书。《LCCI 商务英语证书应试指南(第三级)》是为准备参加 LCCI 商务英语三级证书考试者编写的,同时也有助于英语中级水平以上者提高商务英语写作水平。本书详细介绍了 LCCI EFB Level III 考试中的四种题型:

- Letters 商务信函
- Reports 报告
- Reading comprehension 阅读理解
- Miscellaneous 综合,包括商务环境下的各种文件,如便笺(memo),传真(message),摘要(summary),通知(notice),广告(advertisement),新闻稿(press release),及会议日程(agenda)。

在介绍题型的基础上,给出了各种文件的格式,写作规范,应试技巧,同时附有三套往年全真试题的讲解和两套模拟题,读者可根据书后的参考答案进行演练和自测。另外,本书还附有三级考试口试指南。

考虑到 LCCI 商务英语三级证书应试者应具有的英语水平,全书用英文写成。读者在阅读过程中遇到生词可查书后的词汇表(Glossary)。词汇表分为两部分,商务环境下的常见词汇以中英文对照的形式在 Section 2 给出,这部分的词汇考生必须掌握;推荐掌握的词和词组列在 Section 1,本书尽量以英文解释,少数用英语解释不清的名词术语和形容词则给出中文。

希望本书能帮助 LCCI 商务英语三级应试者顺利通过考试,并有助于办公室英语文件写作的规范化。

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# INTRODUCTION

## WRITTEN EXAM

### AIM

The aim of the EFB Level III is to test a high-level ability to understand, process and write in the general and special varieties of English used in business. Candidates are expected to have the linguistic skills for handling, displaying, interpreting and reformulating information given in the form of rubrics. A successful candidate should, apart from occasional stylistic errors and slips, demonstrate the ability to write **mature, fluent and idiomatic** English on behalf of an employer, choosing terms, tone, form and content appropriate to the requirement of a particular situation. Their English should be sufficiently accurate, specialised and idiomatic for them to detect subtleties of detail and meaning in English in material presented to them, and to express such subtleties when they write. Candidates are also expected to exercise their judgment on matters of appropriateness and accuracy. They should be able to grasp a total situation from the fragments presented to them and respond in a way beneficial to their business.

### TYPES OF QUESTIONS

The time allowed for the examination is 3 hours. The exam consists of 4 questions. Candidates must answer **all 4** questions. All questions carry equal marks (25 each).

The four parts of the exam are:

#### 1 LETTER

The candidate will be required to compose a letter based on information given. The background information could either be an incoming letter, or instructions given by the employer/boss/superior, or a combination of them. The candidate's letter should include data or facts contained in the background information, and its tone should suit the situation described. Credit will be given to:

- correct layout—use acceptable layout style consistently
- accurate English—use correct spelling, grammar and punctuation
- good organization—organize and arrange information logically

- adequate content—include all information required
- appropriate tone—use a business-like tone

## 2 REPORT

The candidate will be asked to produce a report based on information given in the form of graphs, charts, tables, notes by the boss, press cuttings or quotations of comments and opinions by the staff or other people concerned. The candidate will have to understand, select and reorganize the data and, if necessary, make up certain details to produce the report. The report should be clear, factual, well organized and logically paragraphed. It should aim to address the problem and provide valuable recommendations to solve the problem. The criteria for good writing is similar to that of letter writing.

## 3 A COMPREHENSION TASK

The candidate will be asked to show adequate understanding of a passage which is in the form of a press article, an extract from a business journal, company report, circular letter or some other form of business document. Questions asked not only test the candidate's understanding of factual information, but also the argument, the logical connection, persuasive techniques or implied meanings of certain statements.

The questions may come in the form of:

- providing short answers
- correcting error in statements
- completing diagrams or charts

## 4 MISCELLANEOUS

This is a reformulation task. The candidate will be asked to convert one form of message to another — memo from a telex, letter, or fax; or a summary from an article or telephone message; or a fax/telex from a company notice or employer's instructions. The candidate should be able to understand the source information thoroughly, reduce lengthy message, discard redundant information, identify key points and ideas, reorganize and transfer them into the target document with appropriate tone and format.

## OTHER NOTES

- 1 Candidates are allowed to take one dictionary into the examination room. Poor quality dictionaries may be misleading and candidates will lose time looking up words if they frequently have recourse to them.



- 2 At the Third Level, no specific guidance is given by the LCCIEB with regard to grammar and vocabulary. Candidates at this level are expected to use a wide range of structures accurately and to have a sound knowledge of business vocabulary. They should be able to read and fully understand business articles from quality newspapers.

American spelling and usage are acceptable as long as they are used consistently.

- 3 Examination results do not carry specific scores. The result is given in three categories: Pass, Credit, and Distinction. To obtain a Pass, the candidate will need to achieve at least 50% of the marks available, Credit 60% and Distinction 75%.

## **FORMS OF BUSINESS WRITING**

Candidates are expected to be able to produce the following forms of business writing:

- business letter
- internal report
- memorandum
- fax message
- press release
- notice
- circular letter
- agenda
- advertisement
- set of notes/list of main points.

These types of business writing may also appear as input material, as may:

- timetable and itineraries
- advertisements
- leaflets
- order forms

Telexes will no longer appear on the test paper and candidates are not expected to produce them.

## **BUSINESS TOPICS**

A wide range of business topics may appear in the examination and the following list is for guidance only.

### **Question 1**

- late delivery of goods
- problems with rail travel
- wrong goods delivered
- failure to deliver goods
- poor quality of goods delivered
- misleading descriptions of goods
- replacement of goods
- travel arrangements
- credit arrangements/payment
- refuse collection

### **Question 2**

- accidents and safety
- educational standards of job applicants
- town planning
- urban rubbish collection
- foreign exchange
- use of office space
- pollution
- employee training
- expansion of premises
- the European Union
- tourism
- factory accidents
- land use

### **Question 3**

- collection of statistics by government departments
- aid to the Third World
- city farms
- electronic payment systems

- oil and gas exploration
- equal opportunities
- recycling
- exporting
- banking for small businesses
- train services
- travel agents
- inner city problems

#### Question 4

- hotel accommodation for a conference
- questionable claims for overtime
- effects of a transport strike
- employee lateness
- VIP visit
- product promotion
- rearranging meetings
- overseas travel arrangements
- accidents
- arranging seminars
- telephone orders
- dealing with illness
- dealing with bad weather

### TONE AND REGISTER

All the writing tasks contain input material in a variety of styles, not all of which are suitable for the piece of writing the candidates are to produce. The language of the input material may be:

informal—‘can’t do this’, ‘I’m...’, ‘don’t...’

extreme—‘completely impossible’

derisory—‘absolute rubbish’

abbreviated—‘asap’, ‘reps’

Candidates should note that this language cannot simply be copied. It should be converted into a form of written communication which is more **formal, tactful and neutral** in tone. The ability to understand and express the same idea at different levels of formality and politeness is a distinguishing feature of the Third Level examination and is an area to which students should devote a lot of attention.

## **SYLLABUS REQUIREMENTS**

Questions 1, 2 and 4 are communicative writing tasks and to accomplish these tasks successfully candidates must be able to:

- Recognize different types of written business communication
- Recognize the source of written material
- Recognize varieties of styles
- Understand information presented as numbers or percentages
- Understand information presented in diagrams, charts, tables and graphs
- Select and summarise relevant information and disregard what is not relevant
- Make reasonable assumptions about the whole situation from limited information
- Make personal judgments about a situation
- Make choices between different courses of action
- Make/change arrangements for meetings, seminars, conferences and travels
- Describe incidents, projects, products and services
- Give warnings and suggest precautions with regard to potential dangers
- Suggest solutions to problems with employees
- Describe problems and suggest solutions to them
- Explain regulations and codes of practice
- Write in the role given in the rubric
- Communicate a message clearly and accurately

- Achieve an appropriate degree of formality/informality
- Write in the appropriate tone
- Lay out letters, memos, fax messages and reports correctly
- Use the number of words appropriate to the task

The writing tasks in this examination require candidates to play a given role in a described setting and to exercise personal judgment.

## ORAL EXAM

Candidates whose mother tongue is not English will be required to take an Oral test. Certificates will be awarded only to those who pass **both** Written and Oral Tests.

The Oral Test will consist of a conversation (8-10 minutes) with the examiner. The topics discussed include current affairs, economic issues, etc and the candidate is expected to have a good mastery of commercial terminology as well as fluent English conversation skills.

# **PART I TYPES OF QUESTIONS**

## **SECTION 1 LETTERS**

The letter always occurs in Question 1.

### **The Rubric**

The rubric provides the background information for writing the letter. Specifically, the rubric tells the candidates:

- what type of written communication is required
- the names of people involved and companies and their addresses
- who to write to and on whose behalf
- the background to the situation (what happened)
- how people feel about the situation—this will indicate the tone of the letter

Rubrics should be read very carefully.

### **The Question**

The types of letters include:

- letters placing order
- letters accepting/not accepting orders
- letters of complaint
- letters of apology/explanation
- letters describing products and services
- letters offering/not offering credit terms

The input material consists of an incoming letter, or possibly statement of facts, with additional notes/messages written by your boss/superior, or quotation of his/her comments on the situation. You are to write a letter responding to the incoming letter, incorporating appropriate information in the background notes. As explained earlier, these 'handwritten' notes may be in colloquial language and need to be converted into acceptable written language.

### **The Procedure**

A suggested procedure for letter writing is as follows:

#### **1 Identify the task**

—are you asked to write a letter or some other document?

## 2 Identify relevant information

- highlight important information in the background notes
- make sure they are correctly and clearly understood
- decide what the recipient needs to know

## 3 Group and organize relevant information

- in point form
- put in appropriate order

## 4 Write the letter

- include all important points
- add details when necessary

## The Layout of Letters

In today's business communication, **fully-blocked layout with open punctuation** is commonly used. In fully-blocked layout, everything begins with the left margin, including the inside address, the date, the signature block, etc. Fully-blocked layout is widely used because it is easy to type as well as attractive-looking. Open punctuation means that all punctuation marks which are not necessary for helping the understanding of the reader are omitted. Compare the following examples:

### Closed punctuation

12 March, 1997

5 Park Road,  
Kelvedon,  
Essex,  
KE2 43M

Dear Mr. & Mrs. Kinley

Yours sincerely,

### Open punctuation

12 March 1997

5 Park Road  
Kelvedon  
Essex  
KE2 43M

Dear Mr & Mrs Kinley

Yours sincerely

In the body of the letter, open punctuation should also be used when appropriate:

Our sales representative, Mr Martin Young, will be visiting you on *Wednesday 5 May at 10 am.* Please telephone him on 4637879 ext 992 to make alternative arrangements.

An example of a letter using fully-blocked layout with open punctuation is shown below.

SANDERS INTERNATIONAL LTD	←1
Planter House	
Princes Street	
London	
EC1 8DQ	
8 May 1998	←2
The Sales Manager	←3
Glaston Potteries Ltd	
Clayfield	
Birmingham BB10 1RQ	
Dear Sir or Madam	←4
CATALOGUE AND PRICE-LIST	←5
We are writing on behalf of our principals in Canada who are interested in importing chinaware from England:	
Could you send us your latest catalogue and price-list, quoting your most competitive prices?	←6
Our principals are a large chain store in North America and would probably place substantial orders if the quality and prices of your product are suitable.	
We look forward to hearing from you soon.	
Yours faithfully	←7
	←8
L W Lowe (Mrs)	←9
Sales Manager	←10
	←11

1 Letterhead  
your own company name and address

2 Date  
in order of day/month/year



- |  |  |
|--|--|
| <p>3 Inside address<br/>name and address of recipient</p> <p>5 Subject heading<br/>—summarize main idea<br/>—in capitals</p> <p>7 Complimentary close<br/>—Yours faithfully to match Dear Sir/Madam/Sirs<br/>—Yours sincerely to match Dear... (personalized salutation)</p> <p>9 Sender's name<br/>—indicate Miss/Ms/Mrs for ladies</p> <p>11 Enclosure indication<br/>if more than one, use Encs</p> | <p>4 Salutation<br/>—surname with courtesy title<br/>—Dear Sir/Madam/Sirs for impersonal salutation</p> <p>6 Body of letter<br/>—separate into paragraphs<br/>—follow the four point plan</p> <p>8 Signature<br/>—leave 5 line of spaces for signing<br/>—use p.p. and your own signature when signing on behalf of the sender</p> <p>10 Sender's title/position</p> |
|--|--|

## PARAGRAPH DIVISION

The writing of most business documents usually follows the simple 4-point plan.

Look at this example (other parts of the letter are omitted, showing only the body of the letter).

LCCI DIPLOMA IN MARKETING COURSE	
I understand that your training centre conducts courses leading to the above examination.	←1
As we need to upgrade our company's marketing staff, we are considering sponsoring them to attend the part-time marketing course.	←2
Would you please send us the latest syllabus of your part-time courses at your training centre? Also please let us know the commencement date of the new courses and date of the next LCCI examination.	←3
We look forward to hearing from you.	←4