

国际商务英语  
本科核心课程教材  
International Business English



丛书总主编◎翁凤翔

# 国际商务英语 听力

Listening Practice for  
International Business English

本册主编◎周 洁

副 主 编◎李 侠 车淑珍 杨晓玲



上海交通大学出版社  
SHANGHAI JIAO TONG UNIVERSITY PRESS

国际商务英语  
本科核心课程教材  
International Business English



丛书总主编◎翁凤翔

# 国际商务英语 听力

Listening Practice for  
International Business English

本册主编◎周 洁

副 主 编◎李 侠 车淑珍 杨晓玲



上海交通大学出版社  
SHANGHAI JIAO TONG UNIVERSITY PRESS

## 内容提要

本书是“国际商务英语本科核心课程教材系列”之一,针对国际商务英语专业本科基础学习阶段的听力课程编写。本书共16章,基本涵盖了国际商务活动的方方面面。每章围绕一个国际商务活动的主题展开,并配有与主题相关的背景知识,精心挑选和编撰了与该主题相关的英语篇章、短文、谈话、讨论和采访等,并配上了各种形式的听力理解练习题,借鉴了剑桥商务英语(BEC)考试及其他商务英语考试题型,以确保学习者提高商务英语听力理解能力及反应速度和准确性。

本书所配《教师备课手册》可至 <http://www.jiaodapress.com.cn/.vdown.aspx> 下载获取,或致电上海交通大学出版社外语图书事业部(021-60403063)免费索取。

## 图书在版编目(CIP)数据

国际商务英语听力/翁凤翔主编. —上海:上海交通大学出版社,2015

ISBN 978-7-313-12713-6

I. ①国… II. ①翁… III. ①国际商务—英语—听说教学—高等学校—教学参考资料 IV. ①H319.9

中国版本图书馆 CIP 数据核字(2015)第 041951 号

## 国际商务英语听力

主 编:翁凤翔

出版发行:上海交通大学出版社

邮政编码:200030

出 版 人:韩建民

印 制:浙江云广印业股份有限公司

开 本:787mm×1092mm 1/16

字 数:241 千字

版 次:2015 年 6 月第 1 版

书 号:ISBN 978-7-313-12713-6/H

定 价:36.00 元

地 址:上海市番禺路 951 号

电 话:021-64071208

经 销:全国新华书店

印 张:10.5

印 次:2015 年 6 月第 1 次印刷

版权所有 侵权必究

告读者:如发现本书有印装质量问题请与印刷厂质量科联系

联系电话:0573-86577317





# 参考答案

## Chapter 1 Public Relations/公共关系

### Part I

- |                               |  |
|-------------------------------|--|
| 1 customer value propositions | 2 control and guide                    |
| 3 direction and plan          | 4 honestly and effectively             |
| 5 right basic message         | 6 general and product/service-specific |
| 7 tangible, technical         | 8 More importantly                     |
| 9 was ever fired              | 10 support each other                  |
| 11 vary from                  | 12 first time buyers                   |

### Part II

- |      |      |      |      |      |
|------|------|------|------|------|
| 13 D | 14 A | 15 G | 16 E | 17 H |
| 18 E | 19 C | 20 F | 21 G | 22 A |

### Part III

- |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|
| 23 B | 24 A | 25 A | 26 C | 27 B | 28 C | 29 A | 30 B |
|------|------|------|------|------|------|------|------|

### Part IV

- 1 To get the desired customer behavior modification.
- 2 When the investor has a negative perception of the company's future.
- 3 Three modes.
- 4 They are customers, employees, prospects, retirees, media, legislators and regulators.
- 5 They have perceived credibility delivering messages for a company.
- 6 When feedback shows the changes in behavior.

## Chapter 2 Business Telephoning/商务电话

### Part I

- |                                  |                                     |
|----------------------------------|-------------------------------------|
| 1 multi-channel flows            | 2 setting out instructions          |
| 3 electronic media               | 4 effectiveness of communications   |
| 5 transmit the message           | 6 decode the message                |
| 7 Electronic mail                | 8 Company databases                 |
| 9 approachable and understanding | 10 important form                   |
| 11 Staff magazines               | 12 direct face-to-face interactions |

### Part II

- 13 C 14 A 15 G 16 F 17 B  
 18 D 19 A 20 E 21 B 22 H

### Part III

- 23 B 24 C 25 B 26 A 27 C 28 B 29 B 30 A

### Part IV Homework

#### Section A Listening practice

- 1 Mr. Eric Bentsson.  
 2 The 10<sup>th</sup> of April.  
 3 The terms of the contract.  
 4 In the King's Head Hotel.  
 5 A good and comfortable hotel, though not luxurious.  
 6 0923 7372218.

## Chapter 3 Negotiating and Signing a Contract/谈判与签约

### Part I

- |                          |                    |                     |
|--------------------------|--------------------|---------------------|
| 1 go over                | 2 put my signature | 3 equally effective |
| 4 close cooperation      | 5 terms of payment | 6 letter of credit  |
| 7 a substantial increase | 8 the extra costs  | 9 a third country   |
| 10 a high prestige       | 11 acceptable      | 12 to be signed     |

### Part II

- 13 G 14 E 15 A 16 C 17 F  
 18 D 19 H 20 F 21 C 22 B

### Part III

- 23 B 24 C 25 B 26 A 27 B 28 A 29 C 30 A

## Part IV

- 1 Use questions.
- 2 State your needs.
- 3 Some options prepared beforehand.
- 4 State my disagreement in a gentle but assertive way.
- 5 Consider timing.
- 6 I will find the process easier.

## Chapter 4 International Logistics/国际物流

### Part I

- |                                |                      |                |
|--------------------------------|----------------------|----------------|
| 1 transportation and logistics | 2 priority           | 3 supply chain |
| 4 these initiatives            | 5 unimportant        | 6 processes    |
| 7 suppliers, partners          | 8 push towards green | 9 implemented  |
| 10 reducing emissions          | 11 their efficiency  | 12 launch      |

### Part II

- |      |      |      |      |      |
|------|------|------|------|------|
| 13 D | 14 F | 15 A | 16 B | 17 H |
| 18 C | 19 A | 20 E | 21 B | 22 F |

### Part III

- 23 B 24 C 25 A 26 B 27 C 28 A 29 B 30 C

### Part IV Homework

- 1 Less than 1 percent.
- 2 Products of high value and low density or weight.
- 3 Terminal and delivery delays and congestion.
- 4 On a point-to-point basis, motor transport often matches or outperforms the total transit time of air freight.
- 5 The total transit time.
- 6 No, it has grown over the years.

## Chapter 5 International Payments/国际支付

### Part I

- |                           |                              |                    |
|---------------------------|------------------------------|--------------------|
| 1 straight forward manner | 2 debtor's account           | 3 more complicated |
| 4 fulfill the contract    | 5 pay in full                | 6 agreed amount    |
| 7 long after payment      | 8 negligence of the exporter | 9 on open account  |

**10** cost of the goods

**11** consignment transactions

**12** stable countries

## Part II

**13** B **14** G **15** A **16** D **17** F

**18** E **19** B **20** H **21** A **22** F

## Part III

**23** B **24** A **25** A **26** C **27** B **28** C **29** C **30** A

## Part IV Homework

- 1** Because banks know well how to make money.
- 2** Money transfer.
- 3** 3 to 8 working days.
- 4** It can identify the bank account. /It can speed up money transfer.
- 5** You can submit it online, or fax or mail it.
- 6** You should send it as a registered letter.

# Chapter 6 Banking and Finance/银行业与金融

## Part I

**1** and equity

**2** borrow the money

**3** capital-market

**4** commercial banks

**5** what role

**6** predetermined rate

**7** bonds

**8** force the borrower

**9** invest and borrow

**10** electronic networks

**11** important role

**12** channel this cash

## Part II

**13** C **14** F **15** B **16** H **17** A

**18** A **19** E **20** C **21** F **22** B

## Part III

**23** B **24** A **25** C **26** B **27** C **28** A **29** B **30** C

## Part IV Homework

- 1** It is the world's largest external funder in the fight against HIV, AIDS.
- 2** More than US\$1.6 billion.
- 3** With African and Caribbean governments.
- 4** It is a leader in the fight against corruption worldwide.
- 5** Initiatives such as disclosure of assets by government officials, public expenditure reforms, training

judges, and teaching investigative reporting to journalists.

- 6 A major knowledge, learning, and data center.

## Chapter 7 Disputes and Complaints/争论与投诉

### Part I

- |                    |                     |                            |
|--------------------|---------------------|----------------------------|
| 1 overcharged      | 2 300% higher       | 3 a service representative |
| 4 Washington 94998 | 5 Statue of Liberty | 6 engaged                  |
| 7 short staffed    | 8 a new one         | 9 brought up               |
| 10 luggage         | 11 hotel courtesy   | 12 get in touch            |

### Part II

- 13 C 14 F 15 B 16 H 17 A  
18 A 19 E 20 C 21 F 22 B

### Part III

- 23 A 24 C 25 B 26 A 27 C 28 A 29 B 30 C

### Part IV Homework

- 1 About the tents he bought.
- 2 Seven tents have tears.
- 3 He said the tents were in perfect condition when they were sent off.
- 4 He said they'll send replacements as soon as they can.
- 5 He will have them photographed and send these photos to H. Lang.
- 6 They might be repaired or left with H. Lang at a reduced price.

## Chapter 8 Insurance and Claim/保险与索赔

### Part I

- |                      |                            |                      |
|----------------------|----------------------------|----------------------|
| 1 willing to accept  | 2 in business              | 3 type of loss       |
| 4 likelihood         | 5 system of classification | 6 varies with        |
| 7 on uncrowded roads | 8 opposite situation       | 9 a relatively lower |
| 10 cover its costs   | 11 prior to                | 12 pay for losses    |

### Part II

- 13 D 14 B 15 H 16 E 17 A  
18 B 19 E 20 G 21 C 22 F



### Part III

23 B 24 A 25 C 26 A 27 C 28 B 29 C 30 A

### Part IV Homework

- 1 Inadequate packing.
- 2 Many were water-stained and some were severely soiled.
- 3 She could hardly believe it.
- 4 Sometime in transit
- 5 All the cartons should be reinforced with double metal straps.
- 6 Miss Rich agreed to settle the claims.

## Chapter 9 Arbitration and Law/仲裁与法律

### Part I

- |                              |                               |
|------------------------------|-------------------------------|
| 1 dispute settlement process | 2 tariff exceptions           |
| 3 Investment Measures        | 4 Consultations               |
| 5 60 days                    | 6 losing party                |
| 7 Nonmarket Economy          | 8 free sheet paper            |
| 9 final determination        | 10 open the door              |
| 11 US Court                  | 12 antidumping determinations |

### Part II

13 D 14 A 15 G 16 F 17 B  
18 C 19 E 20 G 21 A 22 F

### Part III

23 B 24 A 25 C 26 A 27 C 28 B 29 C 30 A

### Part IV Homework

- 1 It is the agreement to arbitrate.
- 2 It is the selection of the arbitrator.
- 3 The case administrator.
- 4 Arbitration hearings are less formal.
- 5 Four procedures.
- 6 With the transmittal of the award.

## Chapter 10 International Marketing/国际营销

### Part I

- |                         |                     |                            |
|-------------------------|---------------------|----------------------------|
| 1 segmented             | 2 lifestyle choices | 3 marketing mix            |
| 4 distribution channels | 5 maximizing        | 6 socioeconomic segments   |
| 7 appeal to             | 8 existence         | 9 parallel                 |
| 10 different from       | 11 global strategy  | 12 compelling similarities |

### Part II

- 13 B 14 F 15 E 16 A 17 D  
18 B 19 E 20 C 21 F 22 A

### Part III

- 23 B 24 A 25 C 26 B 27 C 28 B 29 A 30 A

### Part IV Homework

- 1 To make small and medium enterprises successful in foreign markets.
- 2 To help you market your product, create your product profile and help you identify your strengths, bring you in contact with buyers and important marketing channels, assist you negotiate orders and facilitate shipments.
- 3 To help you get warehouses, do the imports and the retailing, deal with the payment collection and become your extension, help you do business like a local company would.
- 4 To help you get know-how and technology to build plants that are modern and efficient, help you make products that are qualitative and competitive, help you protect your products and services against competition.
- 5 To help you market your services across the world, grow your business, provide international marketing and international business management services for growing businesses.)
- 6 1) Corporate Alliances. 2) Trade. 3) Logistics. 4) Business Services.

## Chapter 11 Developing Product and Dealing with Orders/开发产品与处理订单

### Part I

- |                 |                       |                    |
|-----------------|-----------------------|--------------------|
| 1 apply for     | 2 testing the product | 3 findings         |
| 4 catch on      | 5 advertising         | 6 testing          |
| 7 meaningless   | 8 remain              | 9 source of supply |
| 10 tiny portion | 11 close a deal       | 12 favorable reply |

## Part II

- 13 D 14 F 15 A 16 B 17 H  
 18 C 19 A 20 E 21 B 22 F

## Part III

- 23 C 24 B 25 A 26 C 27 B 28 B 29 A 30 C

## Part IV Homework

- 1 New and improved products.
- 2 Touch screen functionality.
- 3 SMS messaging.
- 4 To have a mobile device equipped with a still camera.
- 5 So many people would look for new and exciting products.
- 6 By “unplanned” purchases.

# Chapter 12 Business Office Routine Jobs and Office Environment/商务办公常规工作与办公环境

## Part I

- |                             |                           |
|-----------------------------|---------------------------|
| 1 facilitated               | 2 office automation       |
| 3 decreasing                | 4 display screen          |
| 5 require maintenance       | 6 in digital form         |
| 7 costly                    | 8 less exhausting         |
| 9 obsolete                  | 10 save space             |
| 11 Electronic communication | 12 Government regulations |

## Part II

- 13 D 14 E 15 B 16 F 17 C  
 18 B 19 H 20 A 21 E 22 D

## Part III

- 23 B 24 A 25 A 26 B 27 C 28 B 29 A 30 C

## Part IV Homework

- 1 Match customers with their ideal wines.
- 2 They spent nearly the entire business day assisting customers.
- 3 To spread their passion for wine.
- 4 It made grainy prints.

- 5 They had more free time for building their business.  
6 To get some day-to-day activities done during the business hours.

## Chapter 13 Business Traveling/商务旅行

### Part I

- |                            |                                |
|----------------------------|--------------------------------|
| 1 good safety record       | 2 short scheduled flight       |
| 3 charge you extra         | 4 permitted to carry           |
| 5 numbered departure gate  | 6 customs and passport control |
| 7 with your spine straight | 8 airline in advance           |
| 9 £ 2,000 fine             | 10 with another airline        |
| 11 some tense moments      | 12 DON'T get involved          |

### Part II

- 13 C 14 E 15 A 16 G 17 F  
18 F 19 D 20 B 21 H 22 A

### Part III

- 23 B 24 C 25 A 26 A 27 C 28 A 29 B 30 B

### Part IV Homework

- 1 They are people who travel for business or on vacation.  
2 They are usually located in the business areas of town.  
3 Some people want to live in a hotel.  
4 It has 3,000 rooms.  
5 Service is the keynote of any hotel.  
6 It should depend on the skill of its employees who operate it.

## Chapter 14 Trade Fairs and Exhibitions/交易会与展览会

### Part I

- |                         |                                   |
|-------------------------|-----------------------------------|
| 1 urban life            | 2 of the world's population       |
| 3 184                   | 4 ecologically harmonious society |
| 5 Better City           | 6 past 155 years                  |
| 7 the city's role       | 8 Asia-Pacific region             |
| 9 community development | 10 correlated                     |
| 11 cultural diversity   | 12 history and the future         |



## Part II

- 13 F 14 C 15 E 16 A 17 H  
 18 C 19 F 20 A 21 E 22 H

## Part III

- 23 B 24 A 25 B 26 A 27 C 28 C 29 B 30 B

## Part IV Homework

- 1 In 1851 in London.
- 2 The Crystal Palace.
- 3 Bell's newly invented telephone.
- 4 Early versions of television.
- 5 The Eiffel Tower.
- 6 The ocean environment.

# Chapter 15 After-sale Service/售后服务

## Part I

- |                         |                            |
|-------------------------|----------------------------|
| 1 other positions       | 2 confirming understanding |
| 3 tone of voice         | 4 various methods          |
| 5 solid team foundation | 6 at their own pace        |
| 7 satisfactory          | 8 professional             |
| 9 acquire               | 10 fewer staff             |
| 11 dealing with         | 12 feel valued             |

## Part II

- 13 E 14 A 15 G 16 D 17 B  
 18 B 19 D 20 H 21 C 22 F

## Part III

- 23 C 24 C 25 B 26 A 27 A 28 C 29 B 30 A

## Part IV Homework

- 1 It may refuse to return our money.
- 2 To make sure the company is reputable.
- 3 Check out the item carefully.
- 4 From my credit card company.
- 5 To get a receipt.

- 6 I may not have any problem when making a purchase.

## Chapter 16 Job-hopping and Interviews/跳槽与面试

### Part I

- |                    |                                 |
|--------------------|---------------------------------|
| 1 waiting tables   | 2 spring                        |
| 3 ambitious        | 4 punctuality, team work spirit |
| 5 Jack             | 6 disloyal                      |
| 7 family honor     | 8 from company to company       |
| 9 foreman position | 10 former work experience       |
| 11 diplomatic      | 12 and contributes to safety    |

### Part II

- 13 C 14 F 15 E 16 A 17 H  
18 B 19 E 20 C 21 F 22 A

### Part III

- 23 A 24 B 25 C 26 C 27 A 28 B 29 C 30 C

### Part IV Homework

- 1 For some advice on salary negotiation in her job interview.
- 2 Delay salary and benefit negotiations for as long as possible.
- 3 Do your research and get as much information as possible.
- 4 Ask for a higher salary within acceptable limits.
- 5 Consider negotiating for a signing bonus, higher performance bonuses, or a shorter time for a performance review and raise.
- 6 Make sure to get the final offer in writing.



# 听力原文

## Chapter 1 Public Relations/公共关系

### Part I

**Directions:** You will hear Mr. Wills, manager of the PR department of Galaxy Company talking about three aspects of effective public relations. As you listen, for questions 1–12, complete the notes using up to three words or a number. You will hear the recording twice.

#### The Three Aspects of Effective Public Relations

Effective PR is much like a three-legged stool: a) understanding the company's anchor value, b) understanding the customer value propositions, and c) understanding the marketplace positioning of the products or services. Understanding the three legs will help the company better benefit from sales, profits and other long-term returns.

The first leg of good public relations program is the company's anchor values. It should control and guide every strategic and tactical PR activity. From the day it opens its doors, every firm is based on specific purposeful and fundamental values that highlight the company's strategic ambition, direction and plan for the future.

Without a good understanding of these values, it is impossible for public relations to honestly and effectively deliver for the company. Without a clear understanding of what the company is trying to achieve, public relations simply goes through the motions. But by being on the same wavelength, PR and management can ensure the right basic message is always delivered, that it is delivered to and through the right channels, and that it achieves the desired impact and objective.

The second leg of a sound PR program is to clearly understand what the anchor values mean to the consuming public. This means you have to translate the company's values into general and product/service-specific customer values and benefits.

All too frequently PR people tend to list the tangible, technical and functional benefits and stop. The focus is a one way stream from the company to the marketplace, rather than giving the effort to understand and project this information in consumer terms.

More importantly, PR people often list the tangible values and stop. Even in business-to-business there are intangible values—the emotional areas that must be satisfied. In the early computer days there was a common, never-listed line item on purchase orders: the intangible value that no one was ever fired for buying from IBM. In recent history, Intel Inside has been used by PC and notebook manufacturers to give the buying public added reassurance with their system purchases.

Intangible and tangible customer values must continuously support each other, and support/reinforce the company's anchor values.

The third leg of the PR program is product/service positioning, which will vary from market segment to market segment. If the dotcom trials and tribulations of the past year have shown us anything, it is that there is no such thing as one global market.

Using Intel as an example, there is a different positioning proposition for dealers, first time buyers, corporate buyers, professional users, software developers, video/multimedia developers, computer manufacturer management, engineers and buyers, as well as other micro markets.

## Part II

### Section A

**Directions:** You will hear five short pieces. For each piece, decide the aspect of the piece in entertaining business partners from the list in the box. Write one letter (A - H) next to the number of the piece. You will hear the five pieces twice.

#### Question 13

The first thing the course stresses is that there is no point in taking your business clients to a rugby match if you hope to have some person-to-person conversations. Instead, use a sporting event or the opera, for example, as a “hook”, then arrange a meal afterwards for the more intimate discussion about your company's outstanding record, or whatever business it is that you wish to do.

#### Question 14

Another common mistake many businesses make is to send staff to corporate events without telling them why they are there or what they should do. It is not surprising that they see this as a chance simply to stand around having free drinks on the company and chatting to each other rather than talking to clients. Everyone feels uncomfortable in this situation.

#### Question 15

Many business people seem to be afraid of even mentioning the word “business” at corporate events. Yet too much social chit-chat and getting-to-know-you-type conversation adds up to missed opportunities. Corporate events need to be seen for what they are—business meetings in a social setting.

#### Question 16

A further difficulty lies in deciding exactly when you bring up the matter of business at a social event. Some people simply have poor timing. What client wants to spend an evening at the theatre listening to you whisper half-yearly sales figures into his ear, no matter how exciting you may think they are?

#### Question 17

The recipe for success and the key to establishing or building a good business relationship seems to be the ability to mix “social” conversation with “purposeful” conversation and to move smoothly and effortlessly between the two.

### Section B

**Directions:** You will hear five short conversations. For each conversation decide the theme of the conversation. Write one letter (A - H) next to the number of the conversation. You will hear the five conversations twice.

#### Question 18

Woman: You must be Mr. Johnson from the United States?

Man: That's right. I am Al Johnson, the delegation leader.



Woman: My name is Linda Zhou, Marketing Manager of the Sotech Company. This is my business card.

Man: I am very pleased to meet you. Miss Zhou. I hope our business trip will bring about good trade cooperation between us.

Woman: We also expect to start a good trading cooperation with you. Please let me introduce my company . . .

#### Question 19

Woman: It's our pleasure to have you here with us tonight.

Man: Thank you. Since our arrival in Shanghai, we have been warmly treated by our Chinese hosts. I'd like to thank you.

Woman: You're welcome. For honored guest, we usually arrange the menu in advance and we hope that our selection of dishes will be to your liking. We thought that you might like to try some Chinese food.

#### Question 20

Woman: . . . Is there any place you'd like to visit in particular? I could help you arrange that.

Man: Yes, I'd like to make a field tour to your factory, if possible.

Woman: Okay. I'll have it set up for you and let you know this evening.

Man: That will be terrific. Thank you.

Woman: My pleasure.

#### Question 21

Woman: . . . After you. Mr. Baker. You can see most of our equipment here was imported. The machine is very similar to the old one, although it is much more expensive. The line runs 210 packs per minute.

Man: That's very impressive.

Woman: Is there anything else you'd like to see?

Man: No. Thank you. That was very interesting . . .

#### Question 22

Woman: The Oriental Pearl TV Tower is located in Pudong Park in Lujiazui, Shanghai. The tower, surrounded by the Yangpu Bridge in the northeast and the Nanpu Bridge in the southwest, creates a picture of "twin dragons playing with pearls".

Man: I know in your culture, dragon is the symbol of China.

Woman: Yes it is. This 468 meters high tower is the world's third tallest TV and radio tower surpassed in height only by towers in Toronto, Canada and Moscow, Russia.

Man: Oh, really. That's why it looks so great.

Woman: Once you reach the top of the tower, the view of Shanghai from this height fills you with wonder at the beauty that surrounds you. When viewed from the Bund at night, the tower's three-dimensional lighting makes it a delight of brilliant color.

Man: Hew! It is really beautiful here. I truly appreciate your kindness in letting me get a glimpse of the beauty of Shanghai.

### Part III

**Directions:** You will hear Mr. Harris, a professor of Public Relations talking with his students about PR. For each question 23 - 30, mark one letter (A, B or C) for the correct answer. You will hear the recording twice.

Mr. Harris: When we talk about Public relations (PR). We define it as a way for companies, organizations or people to enhance their reputations. This task typically is performed by public relations professionals or PR firms on behalf of their clients.