

# 现代商务英语

Contemporary Business English: Listening Workshop 1

## 英语

### 听力教程

主 编◎李荣庆 李全福  
副主编◎满 莉 任开兴



 新曙光 XINSHUGUANG 现代商务英语系列教材

# 现代商务英语听力教程(上)

主 编 李荣庆 李全福  
副主编 满 莉 任开兴

 天津大学出版社  
TIANJIN UNIVERSITY PRESS

## 内 容 提 要

《现代商务英语听力教程》(上)是高等职业教育商务英语专业高年级学生的主干课程教材。本教材内容涵盖工商领域产、供、销和对外贸易的各个环节。各单元由对话、选择、填空、听写、判断和理解等多种听力练习组成。

教材各练习环节均按以学生为中心的教学模式而设。比如,每单元的听力练习均设不同的朗读速度,并以 MP3 格式录制,方便学生自主进行听力练习。

本系列教材重视整体构建,另编有《现代商务英语综合教程》、《现代商务英语口语教程》。这些教材各单元的主题与《现代商务英语听力教程》基本一致,形成呼应关系,数种教材同时使用,可以产生课程间教学合力,为迄今比较先进的教材组合设计。本教材附带教师教学用 PPT 演示文稿,其中收入每单元练习题目的答案,方便教师使用。

## 图书在版编目(CIP)数据

现代商务英语听力教程. 上/李荣庆,李全福主编. 一天  
津: 天津大学出版社,2011. 7  
新曙光现代商务英语系列教材  
ISBN 978-7-5618-3957-7

I. ①现… II. ①李… ②李… III. ①商务-英语-听  
说教学-教材 IV. ①H319.9

中国版本图书馆 CIP 数据核字(2011)第 107806 号

出版发行 天津大学出版社  
出 版 人 杨欢  
地 址 天津市卫津路 92 号天津大学内(邮编:300072)  
电 话 发行部:022-27403647 邮购部:022-27402742  
网 址 www.tjup.com  
印 刷 河间市新城印刷有限公司  
经 销 全国各地新华书店  
开 本 185mm × 260mm  
印 张 7.5  
字 数 243 千  
版 次 2011 年 7 月第 1 版  
印 次 2011 年 7 月第 1 次  
印 数 1-3 000  
定 价 26.00 元(含光盘)

凡购本书,如有缺页、倒页、脱页等质量问题,烦请向我社发行部门联系调换

版权所有 侵权必究

## 《现代商务英语听力教程》(上)编写说明

《现代商务英语听力教程》是为高职高专商务英语专业学生量身打造的新曙光现代商务英语系列教材之一。它适合高职高专商务英语专业高年级学生使用。本书为《现代商务英语听力教程》的上册。全书共计12个单元。每单元按3个学时授课,可满足一个学期36学时的教学工作量。本教材各单元的主题分别为:认识公司、应聘面试、文员必备、经理须知、管理功能、决策过程、人力资源管理、工作激励、企业培训、质量管理、客户关系和财务会计。本书所选各单元主题与《现代商务英语综合教程》(上)配套,为工商领域中最基础的内容。这些内容涵盖涉外工商领域工作中所必需的基础知识。

《现代商务英语听力教程》(上)编写人员如下。

主 编: 李荣庆, 李全福

副主编: 满莉, 任开兴

参 编: 梁爽, 应雪婷, 戴敏

其中李荣庆编写第3单元, 李全福编写第6单元, 满莉编写第12单元, 任开兴编写第1、2单元, 梁爽编写第4、5单元, 应雪婷编写第7、8、9单元, 戴敏编写第10、11单元。

编写人员所属单位如下。

台州学院: 李荣庆, 满莉, 任开兴, 戴敏

浙江机电职业技术学院: 李全福

辽宁对外经贸学院: 梁爽

浙江工商职业技术学院: 应雪婷



# 前 言

新曙光现代商务英语系列教材是根据教育部“以服务为宗旨,以就业为导向”的高等职业教育战略方针,针对我国高等职业教育商务英语教学状况以及我国经济高速发展的实际情况而编写的一套系列教材。随着我国经济快速发展和快速融入全球经济体系,各地高等职业教育的商务英语专业的设置和在校学生人数已经初具规模,商务英语专业的教材建设也越来越受到重视。教学实践经验表明,与时俱进的新型现代商务英语教材的开发对于培养出具有国际商务综合能力的学生有着十分重要的意义。新曙光现代商务英语系列教材的组织策划者和编者在该教材的开发设计和编写中就如下几个方面达成共识。

一、本套现代商务英语系列教材的建设必须以培养具有外语能力的商务技能型人才为目标。除了重视传统的听、说、读、写、译等英语专业的基本技能外,学生的商务专业技能的培养应被放在突出的地位。本套教材的设计和编写注重学生的设计能力、沟通能力、交际能力、团队能力、想象能力、创新能力、批评能力、审美能力、动手能力和计算机操作等具体技能的培养。

二、本套现代商务英语系列教材应该成为推进教学改革的平台。本套教材的设计和编写融入了近年来世界范围内先进的教学理念,使创新性学习(Creative Learning)、主动性学习(Active Learning)、批判性学习(Critical Learning)、分析性学习(Analytical Learning)的求知模式能够得以实现。本套教材的编写还致力于推进以教师为中心的教学模式向以学生学习为中心的教学模式的转变。

三、本套现代商务英语系列教材的建设以就业为导向。商务英语专业具有跨学科性、专业覆盖面宽、就业面广等特点。因此,本套教材的配套设计专门考虑到几个就业岗位群的需要,这些岗位群包括涉外管理岗位群、涉外贸易岗位群、涉外服务岗位群、外语师资岗位群。本套教材的设计开发以“基础技能主干教材+岗位方向配套教材”的理念面向这些岗位群。

四、本套现代商务英语系列教材的建设吸收了近年来新的科学技术成果。本套教材采取多维立体化教材模式,每种教材都配有数字化辅助教学资源,从而使这套教材实现了立体化,发挥出高效的施教与学习效果。

新曙光现代商务英语系列教材在相关专业教学指导委员会、行业协会、学会、企业、事业单位和学校的关怀和支持下,必定能够成为21世纪商务英语专业的优秀教材。

# Contents

<b>Unit One Understanding Company</b>	( 1 )
Section One: Listen and Warm up	( 1 )
Section Two: Listen and Make Choices	( 2 )
Section Three: Listen and Fill in Blanks	( 3 )
Section Four: Listen and Dictate	( 3 )
Section Five: Listen and Make Judgments	( 4 )
Section Six: Listen and Understand	( 5 )
<b>Unit Two Job Interview</b>	( 7 )
Section One: Listen and Warm up	( 7 )
Section Two: Listen and Make Choices	( 8 )
Section Three: Listen and Fill in Blanks	( 9 )
Section Four: Listen and Dictate	( 9 )
Section Five: Listen and Make Judgments	( 10 )
Section Six: Listen and Understand	( 11 )
<b>Unit Three Being a Clerk</b>	( 12 )
Section One: Listen and Warm up	( 12 )
Section Two: Listen and Make Choices	( 13 )
Section Three: Listen and Fill in Blanks	( 13 )
Section Four: Listen and Dictate	( 14 )
Section Five: Listen and Make Judgments	( 15 )
Section Six: Listen and Understand	( 15 )
<b>Unit Four Being a Manager</b>	( 17 )
Section One: Listen and Warm up	( 17 )
Section Two: Listen and Make Choices	( 18 )
Section Three: Listen and Fill in Blanks	( 19 )
Section Four: Listen and Dictate	( 19 )
Section Five: Listen and Make Judgments	( 20 )
Section Six: Listen and Understand	( 21 )
<b>Unit Five The Functions of Management</b>	( 23 )
Section One: Listen and Warm up	( 23 )
Section Two: Listen and Make Choices	( 24 )
Section Three: Listen and Fill in Blanks	( 24 )
Section Four: Listen and Dictate	( 25 )

Section Five: Listen and Make Judgments .....	( 26)
Section Six: Listen and Understand .....	( 26)
<b>Unit Six Decision-making .....</b>	<b>( 28)</b>
Section One: Listen and Warm up .....	( 28)
Section Two: Listen and Make Choices .....	( 29)
Section Three: Listen and Fill in Blanks .....	( 29)
Section Four: Listen and Dictate .....	( 30)
Section Five: Listen and Make Judgments .....	( 30)
Section Six: Listen and Understand .....	( 31)
<b>Unit Seven Human Resource Management .....</b>	<b>( 33)</b>
Section One: Listen and Warm up .....	( 33)
Section Two: Listen and Make Choices .....	( 34)
Section Three: Listen and Fill in Blanks .....	( 34)
Section Four: Listen and Dictate .....	( 35)
Section Five: Listen and Make Judgments .....	( 36)
Section Six: Listen and Understand .....	( 37)
<b>Unit Eight Job Motivation .....</b>	<b>( 39)</b>
Section One: Listen and Warm up .....	( 39)
Section Two: Listen and Make Choices .....	( 40)
Section Three: Listen and Fill in Blanks .....	( 41)
Section Four: Listen and Dictate .....	( 41)
Section Five: Listen and Make Judgments .....	( 42)
Section Six: Listen and Understand .....	( 43)
<b>Unit Nine Training at Work .....</b>	<b>( 45)</b>
Section One: Listen and Warm up .....	( 45)
Section Two: Listen and Make Choices .....	( 46)
Section Three: Listen and Fill in Blanks .....	( 47)
Section Four: Listen and Dictate .....	( 48)
Section Five: Listen and Make Judgments .....	( 48)
Section Six: Listen and Understand .....	( 49)
<b>Unit Ten Quality Management .....</b>	<b>( 51)</b>
Section One: Listen and Warm up .....	( 51)
Section Two: Listen and Make Choices .....	( 52)
Section Three: Listen and Fill in Blanks .....	( 52)
Section Four: Listen and Dictate .....	( 53)
Section Five: Listen and Make Judgments .....	( 53)
Section Six: Listen and Understand .....	( 54)
<b>Unit Eleven Customer Relations .....</b>	<b>( 56)</b>
Section One: Listen and Warm up .....	( 56)

Section Two: Listen and Make Choices .....	( 57)
Section Three: Listen and Fill in Blanks .....	( 57)
Section Four: Listen and Dictate .....	( 58)
Section Five: Listen and Make Judgments .....	( 59)
Section Six: Listen and Understand .....	( 60)
<b>Unit Twelve    Accounting</b> .....	( 62)
Section One: Listen and Warm up .....	( 62)
Section Two: Listen and Make Choices .....	( 63)
Section Three: Listen and Fill in Blanks .....	( 64)
Section Four: Listen and Dictate .....	( 65)
Section Five: Listen and Make Judgments .....	( 65)
Section Six: Listen and Understand .....	( 66)
<b>Tapescripts</b> .....	( 68)



# Unit One Understanding Company

## Section One: Listen and Warm up



In this section, you will hear a short conversation about *American Businesses*. When you listen for the first time, try to catch the main idea. While listening for the second time, try to fill in the blanks with missing information.



1. scale 规模
2. output 产量
3. account for 解释, 占有
4. outnumber 在数量上超过
5. receipt 收到的款项, 收入

### American Businesses

**Tom:** What do you know about American businesses? Are they all of a large [1] \_\_\_\_\_?

**Mary:** No. Actually, most businesses in America are quite small. For example, in 2002, [2] \_\_\_\_\_ of the nation's 5.7 million businesses [3] \_\_\_\_\_ fewer than 20 people, and 99.7 percent employed fewer than 500 people.

**Tom:** Does it mean the vast [4] \_\_\_\_\_ of Americans work in small companies?

**Mary:** Not really. Almost half of all Americans work for companies that employ more than 500 people, and [5] \_\_\_\_\_ work for companies that employ over 100 people.

**Tom:** What about these companies' share of the nation's [6] \_\_\_\_\_?

**Mary:** Big companies [7] \_\_\_\_\_ a larger share of the nation's output than small firms although small ones [8] \_\_\_\_\_ large ones. The largest ones—those with more than [9] \_\_\_\_\_ employees—[10] \_\_\_\_\_ 50 percent of all receipts.



## Section Two: Listen and Make Choices

*Multiple Choice Task*

Listen to the following passage about *Writing a Business Plan*, and pay attention to the details while listening. Please choose the right answers when some questions are asked about the passage.

*Word and Phrase Tips*

1. prudent 慎重的
2. evaluate 评估
3. prospect 前景
4. objective 目标
5. omission 遗漏
6. solicit 索求, 征求
7. entrepreneur 企业家
8. sidestep 侧移一步闪过
9. foster 培养
10. template 模板

## Writing a Business Plan

- |  |                              |
|--|------------------------------|
| 1. A. Writing a business letter.   | B. Drawing a business map.   |
| C. Writing a business plan.  | D. Making a decision.        |
| 2. A. To create a written outline.   | B. To create a written work. |
| C. To define an objective.   | D. To focus an objective.    |
| 3. A. Your objectives.   | B. Your subjective.          |
| C. Your idea.  | D. Your determination.       |
| 4. A. A selling tool.  | B. A buying tool.            |
| C. A selling factor.   | D. A buying factor.          |
| 5. A. Serious mistakes.  | B. Omissions and weaknesses. |
| C. Advantages.   | D. Disadvantages.            |
| 6. A. Valueless advice.  | B. Good advice.              |
| C. Proper advice.  | D. Very valuable advice.     |
| 7. A. Because they are too lazy.   |                              |
| B. Because they are very confident of themselves.                                      |                              |
| C. Because they haven't enough experience about the format and content of a good plan. |                              |
| D. Because they do it on purpose.  |                              |

8. A. Free photos. B. Free templates.  
C. Free plans. D. Free guides.

## Section Three: Listen and Fill in Blanks



### Blank Completion Task

In this section, you will hear some information about *How to Operate a Business*. Fill in the blanks with proper words.

### How to Operate a Business

Owning and operating a successful business can be a very satisfying way to [1] \_\_\_\_\_ a living and, at the same time, become financially [2] \_\_\_\_\_. But before starting, one should take careful [3] \_\_\_\_\_ of some of the factors that can nurture [4] \_\_\_\_\_ and minimize failure. People who are successful at operating businesses of their own [5] \_\_\_\_\_ will score high marks on the following attributes:

- possessing a strong [6] \_\_\_\_\_ to be self-reliant;
- enjoying and gaining [7] \_\_\_\_\_ from operating the business;
- focusing on a specialized [8] \_\_\_\_\_ or product that fills an ongoing need;
- possessing previous hands-on [9] \_\_\_\_\_ in the business;
- possessing a basic [10] \_\_\_\_\_ of accounting and cash flow control.

There are some important [11] \_\_\_\_\_ in starting a business on a part-time basis before quitting your present job. During the early and uncertain [12] \_\_\_\_\_ of start-up, your present job can continue to provide [13] \_\_\_\_\_ and benefits.

Perhaps family members, already a built-in organization [14] \_\_\_\_\_, can help run the business while you are at your job. And your children can learn about the [15] \_\_\_\_\_ and benefits of being in business.

## Section Four: Listen and Dictate



### Dictation Task

In this section, you will hear a passage about *How to Promote Your Business*. You may listen to it for several times, and then write down the missing information. Afterwards check your work with your instructor.

### How to Promote Your Business

Most business sectors have specific marketing strategies that work best and have already been

put into practice.

[1] \_\_\_\_\_  
\_\_\_\_\_ by copying their successful  
marketing plans, including selling methods, pricing,  
and advertising. [2] \_\_\_\_\_  
\_\_\_\_\_.



Consider using a pre-opening checklist to evaluate  
your market readiness. Your checklist might consider the  
following:

- Will your customers be looking for convenience,  
pricing, quality, and service?
- [3] \_\_\_\_\_?
- Do you have the necessary e-commerce tools in place, including an informative Web site and  
provision to market your product or service online?
- [4] \_\_\_\_\_, is your credit-rating  
policy in place?
- Have you test-marketed your product before launching a broad marketing program?
- Does your one-year cash flow projection indicate that there will be ongoing money in the  
bank during your start-up period?
- [5] \_\_\_\_\_, you are ready to begin the exciting  
journey to success in your own business.

## Section Five: Listen and Make Judgments



**In this section, you will hear something about *The Modern Corporation*. While listening to the text, decide whether the statements are True or False. Put "T" ( True) or "F" ( False) in the brackets.**



1. liability 责任, 义务
2. liable 负有偿付责任的
3. corporate 公司的, 法人的
4. civic 市政的, 市民的
5. dominant 首要的, 占支配地位的
6. republicanism 共和主义

## 7. liberalism 自由主义

## The Modern Corporation

- [ ] 1. The term—the modern corporation, was coined by one person.
- [ ] 2. The modern corporation is an unlimited liability company.
- [ ] 3. Limited liability means that the owners are not personally responsible for the debts of the company.
- [ ] 4. Limited liability means that the owners are not personally responsible for any legal obligations of the company.
- [ ] 5. In a limited liability company, management is separated from ownership.
- [ ] 6. The corporate control falls into the hands of the workers.
- [ ] 7. The separation of ownership from management results in the loss of direct owner involvement in the company.
- [ ] 8. The separation of ownership from management forced many people to reconsider the conventional wisdom.
- [ ] 9. According to the passage, a free society can promise equality and fairness for all.
- [ ] 10. According to the passage, two main historical theories are civic republicanism and nineteenth-century liberalism.

## Section Six: Listen and Understand



### *Comprehension Task*

**In this section, you will hear a passage about *The Differences between Corporations*. You will listen to it twice and then try to answer the questions briefly in the spaces provided.**



### *Word and Phrase Tips*

- 1. institutional 机构的,慈善机构的
- 2. shareholder 股东
- 3. gross national product 国民生产总值
- 4. loan 贷款,借款
- 5. governing board 理事会,董事会

## The Differences between Corporations

1. Compared with the ownership of U. S. corporations, what is talked about the ownership of German corporations?

\_\_\_\_\_

\_\_\_\_\_

2. According to the passage, what kind of culture does Germany not have?

\_\_\_\_\_

\_\_\_\_\_

3. Which country has the largest percentage of the market capitalization of listed stocks in gross national product?

\_\_\_\_\_

\_\_\_\_\_

4. What is the second major difference between the American system and the German system?

\_\_\_\_\_

\_\_\_\_\_

5. Compared with the relationship between American firms and American banks, what is the relationship between German firms and German banks?

\_\_\_\_\_

\_\_\_\_\_



## Unit Two Job Interview

### Section One: Listen and Warm up



#### Warm-up Task

In this section, you will hear a short conversation about *Getting to an Interview Earlier*. When you listen for the first time, try to catch the main idea. While listening for the second time, try to fill in the blanks with missing information.



#### Word and Phrase Tips

1. upcoming 即将来临的
2. remains 残留物
3. reception desk 接待处

### Getting to an Interview Earlier

**Tom:** Mary, tomorrow I have a [1] \_\_\_\_\_ at your company. What advice would you give?

**Mary:** Please arrive at the company ten to [2] \_\_\_\_\_ before the scheduled interview, otherwise you will be [3] \_\_\_\_\_ and lose the advantage for a positive first [4] \_\_\_\_\_. You had better arrive forty-five minutes to an hour early. Go to the company [5] \_\_\_\_\_ so that you will know exactly where it is, and walk or drive to the nearest [6] \_\_\_\_\_. Buy a coffee or something comparably light, and just [7] \_\_\_\_\_ for half an hour.

**Tom:** Oh, that's a good idea.

**Mary:** Review your notes and think [8] \_\_\_\_\_ thoughts about the upcoming interview. Before you leave the coffee shop, go to the [9] \_\_\_\_\_ and take a last minute to look at yourself, particularly your smile. That will be your most widely used [10] \_\_\_\_\_ during the interview, so make sure there are no food remains. Arrive at the reception desk about ten minutes before the scheduled time.



**Tom:** Thank you for your helpful advice.

**Mary:** You're welcome.

## Section Two: Listen and Make Choices



### *Multiple Choice Task*

Listen to the following passage about *Last-minute Preparation for Interviews*, and pay attention to the details while listening. Please choose the right answers when some questions are asked about the passage.



### *Word and Phrase Tips*

1. critical 至关重要的
2. notepad 记事本
3. ballpoint pen 圆珠笔
4. résumé 简历
5. attaché case 公文包
6. non-controversial 不会引起争议的

## Last-minute Preparation for Interviews

1. A. Make sure of the location of the company.  
B. Make sure you take computers.  
C. Make sure you have handed in your résumé.  
D. Make sure you have everything needed.
2. A. Interviewer and receptionist names.  
B. Address.  
C. Cell phone.  
D. Telephone number.
3. A. One.  
B. Two.  
C. Three.  
D. Four.
4. A. One.  
B. Two.  
C. Three.  
D. Four.
5. A. Only if asked.  
B. When you arrive.  
C. When you leave.  
D. During the interview.
6. A. In good condition.  
B. In a backpack.  
C. In an attaché case.  
D. In a computer.
7. A. So that you are able to read these notes.  
B. So that you are able to write notes.  
C. So that you are not nervous.  
D. So that you can draw some pictures on it.
8. A. To keep yourself well-informed.  
B. For amusement.  
C. To calm yourself down.  
D. To read it for any interesting stories that might be brought up in the course of conversation.

## Section Three: Listen and Fill in Blanks



### Blank Completion Task

In this section, you will hear some information about *How to Respond to Illegal Questions*. Fill in the blanks with proper words.

### How to Respond to Illegal Questions

You're probably [1] \_\_\_\_\_ that certain questions cannot be asked by an [2] \_\_\_\_\_ prior to hiring an [3] \_\_\_\_\_. These include questions that directly or [4] \_\_\_\_\_ probe race, color, [5] \_\_\_\_\_, national origin, age, gender, marital status, physical handicap, [6] \_\_\_\_\_, arrest information, or other [7] \_\_\_\_\_ criteria.



In spite of the law, [8] \_\_\_\_\_ questions get asked every day, and company [9] \_\_\_\_\_ and interviewer prejudices creep into every personnel [10] \_\_\_\_\_. You can choose not to respond, you can tell the interviewer you intend to file [11] \_\_\_\_\_ of discrimination, or you can [12] \_\_\_\_\_ to the interviewer about [13] \_\_\_\_\_. These things might make you feel better momentarily, but they will likely result in an [14] \_\_\_\_\_, not an offer.

Wouldn't you rather answer the question, get the job, and change the employer's attitude? Everybody will win if you get [15] \_\_\_\_\_.

## Section Four: Listen and Dictate



### Dictation Task

In this section, you will hear a passage about *Education Pays off*. You may listen to it for several times, and then write down the missing information. Afterwards check your work with your instructor.

### Education Pays off

My education gave me the tools to succeed, and [1] \_\_\_\_\_  
\_\_\_\_\_. Before I really knew what my job entailed, [2] \_\_\_\_\_  
\_\_\_\_\_.

The training gave me the opportunity to apply my education. [3] \_\_\_\_\_