

新编商务英语系列丛书

# 新编 商务 英语

精读

# 学练考

Exercise

1

主编 贾琰



高等教育出版社  
HIGHER EDUCATION PRESS

新 编 商 务 英 语 系 列 丛 书

新编商务英语

精读学练考

1

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# 前 言

《新编商务英语精读学练考(1)》是《新编商务英语精读(1)》的同步自学辅导用书。该书与《新编商务英语精读(1)》的内容紧密相连,对该教材的课文结构、语法、商务英语专业词汇、习惯用语、商务运作的特点及主要功能进行了详细阐述。本书旨在帮助学生自学,巩固和扩展商务知识,提高商务运作能力。

本书共分 10 个单元,每单元由 8 个部分组成:学习目的;背景信息;语言点;课文结构分析及课文概述;语法知识;商务知识;商务应用文写作;同步练习。为了使更系统地掌握和巩固所学的商务知识,附录中我们还编写了两套模拟试题供学生综合练习使用。

该书内容丰富,选材新颖,商务知识介绍详实,难度适中,实用性强。不仅可以作为学习商务英语的辅导手册,还可以作为大学生学习商务知识的教材及教师教授《新编商务英语精读》的参考书。

该书主编贾琰,副主编为周金洁和程欣。具体分工如下:

第 1 单元:由周金洁老师负责编写。

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第 10 单元:由程欣老师负责编写。

所有单元写作部分:由贾琰老师负责编写。

综合测试试题:由程欣、周金洁、贾琰老师编写,贾琰老师审校。

编写思路、协调、统稿、初审:由贾琰老师负责,并对有关内容进行了添加、删减及修改。

整体审阅、校对、定稿、编辑:由贾琰、周金洁、程欣老师负责。

为使本辅导教材内容更加充实,在编写过程中,编者参阅了大量有关教材及文献,得到了许多同行和专家及高等教育出版社领导和编辑的热心帮助和指导,在此一并致谢。

此外,特别要感谢我校外籍教师 Alexandra M. Scholz 对本辅导教材的特殊贡献,Alexandra M. Scholz 对本书稿进行了二次校对并对该教材中一些内容提出了很好的修改建议。

由于编写时间仓促,经验不足,书中难免存在错误和不当之处,敬请同行及广大读者指正,不胜感谢!

编者

2006年6月

# Contents

Unit 1 .....	1
Unit 2 .....	26
Unit 3 .....	49
Unit 4 .....	71
Unit 5 .....	93
Unit 6 .....	117
Unit 7 .....	138
Unit 8 .....	163
Unit 9 .....	182
Unit 10 .....	207
Test 1 .....	239
Test 2 .....	249
Keys .....	259

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# Essentials of Business

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## ● Unit 1 ●



### I. Self-study Guidance

#### 1. Learning Aims

By the end of this unit, students should be able to:

- 1) know the four basic factors of production and the basic concept of trade;
- 2) understand how to greet people and say good-bye to each other;
- 3) master countable and uncountable nouns;
- 4) grasp the words or phrases related to production and trade.

#### 2 Cultural Background

##### 1) What Is Business?

Business means the activity of making money by producing or buying and/or selling goods, or by providing the financing for these activities, or by providing or selling various services. In other words, business refers to the activity of producing and distributing goods or services. It relates to material things. Business can be classified into domestic business and international business. The fact that transactions take place across national borders highlights the difference between domestic and international business. But many economists and business experts believe that no business can be purely domestic. The realities of the modern world make all business international. The world

today is more economically interdependent than at any other time in history, which has led to the globalization of product, service and capital markets.

Economic interdependence is the result of many factors. Precious natural resources and raw materials are located all around the world. Technological advances in travel and communications make the world a small place. Greater political stability in developing countries has led to increased foreign investment, industrialization, and the integration of those nations into the world economy. Economic interdependence also can be attributed to the sharing of technology and know-how, with patents, copyrights, and trademarks now licensed for use around the globe as freely as goods and services are sold. The interrelationship of financial markets, the worldwide flow of capital, and the coordination of economic policies between nations have had a tremendous impact on the global economy.

## **2) Business Structure**

A business may be operated as sole proprietorship(独资企业), a partnership(合伙企业) or as a corporation(有限公司). The sole proprietorship is sometimes also called single proprietorship, or individual proprietorship. It is the most common type in American business. More than 80% of all businesses in the U.S.A. are sole proprietorships. But they account for less than 16% of all business receipts. These small businesses are very often service industries such as laundromats(自助洗衣店), beauty shops, repair shops and restaurants. A partnership is an association of two or more persons to run a business for profit. When the owners of a partnership have unlimited liability(无限责任), they are called general partners(普通合伙人). If one or more partners have limited liability, they are called limited partners(有限责任合伙人). There are a number of disadvantages to partnerships. One is unlimited liability. This means that each partner is responsible for all debts and legal responsibilities in connection with the business. Another disadvantage is that partners may disagree with each other. Problems can also arise with the death of a partner. For example, a share of the business could come into the hands of a less desirable associate.

Among the corporations, the privately owned business corporation is an institution established for the purpose of making a profit. It is operated by individuals, whose shares of ownership are represented by stock certificates(股



权证书)。Persons owning stock certificates are stockholders. The first advantage of the corporation is its ability to attract financial resources. The second one is that if the corporation attracts a large amount of capital, it can make large investments in plants, equipment and research. The third is that a corporation can offer high salaries and thus attract talented managers. In addition, there are governmental corporations like state universities and hospitals in the United States, which may be established by cities, states, the federal government and special agencies which are nonprofit institutions.

### **3) Forms of International Business**

International business can be classified into three categories: (1) trade, consisting of the import and export of goods and services. (2) international licensing of technology and intellectual property (trademarks, patents, and copyrights), and (3) foreign direct investment which refers to the ownership and active control of ongoing business concerns.

## *3. Language Points*

### **1) Key Words**

#### **Reading I**

- ① **distribute (to/among) v.** 分发,分配,分送; 散布,分布

e. g. The firm distributed its profits among its workers.

The clerk distributed the leaflets to passers-by.

**distribution n.** 分发,分配,分送; 散布,分布

e. g. They couldn't agree about the distribution of the profits.

The pine-tree has a very wide distribution.

**distributor n.** 分配者; 分布机

- ② **perform v.** 执行,完成; 表演,演奏; 运行,表现

e. g. Tom performed the task successfully.

She performed skillfully at the piano yesterday.

The electronics industry continues to perform well.

**performer n.** 执行者,履行者; 表演者

e. g. Many star performers are engaged in business activities now.

**performance n.** 执行,履行; 表演; 性能

e. g. An employee should be faithful in the performance of his or her duty.

Are you satisfied with your performance?

I won a high-performance car.

③ **replace v.** 代替,取代;放回原处;以……代替

e. g. Martin has replaced John as the sales manager of the company.

Please replace the receiver after telephoning.

We have replaced the old computer by/with a new one.

**replacement n.** 代替;放回;替换;替换之人或物

**personnel replacement charts** 人事调配图

**replacement cost** 重置成本

**find a replacement for** 找到接替者

e. g. We must get a replacement for the period she is on holiday.

④ **capital n.** 资本;资金(可用于产生更多财富的资产;用于建造或购买厂房、机器的钱)

**capital expenditure** 资本支出

**capital gain** 资本利得

**fixed capital** 固定资本

**floating capital** 流动资本

**venture capital** 风险资本

**intellectual capital** 知识资本

**capital intensive industries** 资本密集型产业

e. g. He has invested a huge part of his capital in a business enterprise.

⑤ **innovate v.** 改革;创新

e. g. Our company has innovated the computer operating system.

We have innovated on/in another's creation.

**innovation n.** 改革;革新,创新之处

e. g. They have made a great progress in technical innovations.

**innovator n.** 改革者;创新者

**innovative adj.** 有创意,新意的

e. g. The company has got its own innovative approach to advertising.

⑥ **share v.** 分配;分给;共用,共有;分摊,分享

e. g. Please share out \$100 among your friends.

I hated having to share a hotel bedroom with a stranger.

He said he would share (in) the cost with you.

**share n.** 份额,部分;股份,股票

**shareholder** 股东

**share certificate** 股票

**share-holding system** 股份制

**share index** 股票指数

**the lion's share of (sth.)** 最大的份额

e. g. Don't pay for all this. Let's go shares.

He bought shares in IBM.

*The Financial Times* share index went up five points yesterday.

⑦ **risk** *v.* 使冒危险,暴露于危险;冒……之危险

e. g. He risked his health to help his best friend.

You're risking your life by smoking.

Tom is risking his fortune buying the shares in ABC company.

**risk** *n.* 遭遇危难,受损失、伤害等的可能或机会; 保险金额; 保险的人或物

**run the risk of (doing) sth.** 冒……的风险      **at one's own risk** 自担风险

**at owner's risk** 由物主负担一切损失      **share risks** 共同承担风险

**risk funds/capital** 风险资金/资本      **risk factors** 风险因素

**risk transfer** 风险转移      **risk money/premium** 风险补贴

e. g. To succeed in business, one must be prepared to run risks.

We will take the risk of being late for the meeting.

Is the Government's income policy seriously at risk?

⑧ **profit** *v.* 获利,受益;对有利,有益

e. g. I have profited from your advice.

What can it profit him to be a marketing manager?

**profit** *n.* 利益,裨益;利润,赢利

**profit and loss account** 损益账

**profit-margin** 盈余,成本与售价之差额

**profit-sharing** (雇主与雇员间的)分红,分红制

e. g. The production manager gained profit from his own failure.

Profits have been up this year.

Every business wants to maximize profit and minimize loss.

**profitable** *adj.* 赚钱的,获利的,有益的

e. g. These would be wise and profitable investments in the oil shares.

⑨ **manufacture** *v.* 制造,以机械大量生产;捏造,编造

e. g. Our company manufactures thousands of sports shoes every day.

Mary is always manufacturing excuses for being late.

**manufacture** *n.* 制造,生产;(pl.)产品,制造品

e. g. That firm is mainly engaged in the manufacture of plastics.

I'm responsible for the import of foreign manufactures.

**manufacturer** *n.* 制造商,生产者

e. g. We must compete with other manufacturers for the product.

## Reading II

### ⑩ **wholesale** *v.* 批发, 大批出售

e. g. He wholesales leftover goods.

**wholesale** *n.* 批发, 大批出售

e. g. This kind of shoes are sold by/at wholesale.

He is a wholesale dealer.

**wholesale** *adj. /adv.* 批发, 大规模的(地)

e. g. The price is based on wholesale terms.

The company began firing people wholesale.

**wholesaler** *n.* 批发商

### ⑪ **compete** *v.* 竞争, 比赛

e. g. We must compete with/against other countries in trade.

Now it's time for them to compete for the contract.

**competition** *n.* 竞争, 比赛

e. g. Competition should help to lower prices.

**competitive** *adj.* 竞争性的, 比赛性的

e. g. We offered you competitive prices.

**competitor** *n.* 竞争者, 对手

e. g. They are business competitors/rivals.

### ⑫ **credit** *n.* 信用, 信誉; 存款; 贷款; 贷方; 荣誉, 好名声

**buy/sell on credit** 赊账买卖

**credit account** 赊账, 欠账

**credit card** 信用卡

**credit note** 信用票据

**letter of credit** 信用证

**credit side** 贷方

**creditor** 债权人

**give credit to sb. for sth.** 称赞/赞许某人

e. g. No credit is given in this shop.

You have a credit balance of \$268.

The bank refused further credits to the company.

Does this item go among the credits or the debits?

It is dishonest to take credit for work done by others.

## 2) Key Phrases

## Reading I

### ① **be responsible for** 对……负责, 对……负有责任

e. g. I'm responsible for the accident.

Poor management is responsible for the bankruptcy.

② **decide on/upon (doing) sth.** 下决心/做决定

**decide against(doing) sth.** 决定不做……

e. g. In the end she decided on (buying)/to buy the green shoes.

We decided against going for a holiday in the forest.

Tom has decided on the date for the wedding.

③ **relate ... with/to ...** 将……联系起来,与……有关

e. g. It's difficult to relate these fake products with the factory.

She only cares about what relates to herself.

④ **refer to** 提及;参考;涉及;所指

e. g. The two friends agreed never to refer to the matter again.

For further information, please refer to our catalogue.

What our manager said referred to all of us.

Does that remark refer to me?

⑤ **to a certain/some extent** 部分地;有些

e. g. The anti-terrorism struggle has made a progress to a certain extent.

That is beyond my tolerance to some extent.

⑥ **go bankrupt** 无力还债;破产

e. g. The reform has made many private businesses go bankrupt.

When the firm went bankrupt, many people lost their jobs.

## Reading II

⑦ **in bulk** 大量地,散装地

e. g. What is the discount if we buy these computers in bulk?

Their firm only imports sportswear in bulk.

⑧ **have an advantage over sb. /sth.** 与……相比占优势

e. g. Their company has an advantage over others'.

His professional knowledge gives him the advantage over us.

⑨ **give an edge on sb.** 使某人占优势

e. g. The cheaper price gave them an edge on the market.

Her overseas study will give her an edge on other applicants.

⑩ **go into/out of business** 开业;倒闭

e. g. We're going into business next week.

The company is doomed to go out of business for cheating customers.

⑪ **keep ahead of** 胜过, 优于

e. g. If you work harder, you will surely keep ahead of your classmates.  
Nowadays our salaries still keep a little bit ahead of prices.

### 3) Useful Structures

① **v-ing used as a subject of a sentence** 动名词(短语)做句子的主语。

e. g. Smoking is harmful.

Watching TV for a long time is not good for the eyes.

Dealing with the customers' complaints is my duty.

② **"where ... " attributive clause** where 引导的定语从句。

e. g. This is the classroom where I used to study.

She doesn't want to tell us the factory where she was dismissed.

③ **not ... unless ...** 除非……, 就不会……

e. g. Don't disturb him unless it's absolutely necessary.

Every morning, the boy won't get up unless his mother asks him to.

### 4) Difficult Sentences

#### Reading I

① *In other countries, computers programmed robots and other forms of data processing equipment perform many of the jobs which used to require a lot of mental labor.*

要点: 该句的主语是 robots 和 equipment, 谓语动词是 perform, 宾语是 many of the jobs; which 引导的限制性定语从句修饰 the jobs。

译文: 在其他国家, 许多曾需要大量脑力劳动的工作则由计算机控制的机器人和其他形式的数控设备去完成。

② *Therefore, to a certain extent the next factor, capital, can be used to replace labor or reduce the amount of physical and mental labor that humans have to use in order to conduct business.*

要点: 该句主语是 capital, 谓语是 can be used, to replace labor, to reduce the amount of physical and mental labor 做目的状语。that 引导的定语从句修饰 labor。

译文: 因此, 某种意义上来说, 下一个因素, 资金可以用来代替或减少人们在商业活动当中必须付出的体力和脑力劳动。

③ *The entrepreneur does not make things with his own hands unless he is also a worker.*

要点: unless 相当于 except when, 引导了一个让步状语从句, 说明一种例外。

译文: 企业家一般不亲手生产某种产品, 除非他也是个工人。

- ④ *Everyone connected with a business shares in the risks of the business.*

要点: 过去分词短语 *connected with a business* 做定语修饰 *everyone*。

译文: 与企业有关的每一个人都承担着企业风险。

## Reading II

- ⑤ *A company or person buying goods in bulk and selling them in small quantities is a retailer.*

要点: 现在分词短语 *buying goods in bulk and selling them in small quantities* 做定语, 修饰 *a company or person*。现在分词做定语, 说明该动作为主动语态或动作正在进行, 如 *running dog*, *sleeping boy*, 并且一般置于被修饰词之前, 如果是分词短语等较长的修饰语, 则后置。译成汉语时, 按汉语习惯, 修饰部分放在中心词前。这里要注意现在分词和动名词做定语的区别。动名词做定语说明先行词的功能或用处, 如: *swimming pool* (*the pool for swimming*), *sleeping car* (*the car for sleeping*)。

译文: 大批量购买商品并且又小批量卖出的商店或个人叫零售商。

## 4. Summary, Structure and Writing Techniques of Reading I

### 1) Summary of Reading I

**Business** is the human activities of producing and distributing goods and services. As to the production of goods, there are four basic factors: **land**, **labor**, **capital**, and **entrepreneurship**. **Land** refers to all the raw materials used for production obtained from the land, the air, and the oceans. **Labor** refers to the use of mental or physical work to produce goods. In industrialized countries, labor is generally more mental than physical. **Capital** refers to anything that helps to produce and distribute goods. **Entrepreneurship** is some activities conducted by the entrepreneur by initiating business activity and managing the business. So an entrepreneur must be innovative and take the biggest risk if the business succeeds or fails though everyone connected with the business shares in the risks of the business. If the money the entrepreneur receives from the business venture is not enough to pay all of the costs, the entrepreneur goes bankrupt.

## 2) Structure of Reading I

### Part I (Para. 1)

#### Introduction: What Is Business?

**Business** is the activity of producing and distributing goods and services.

- ① Business may include the production of goods.
- ② Business can also provide the financing for production activities.
- ③ Business also includes merchandising of products and providing various services.

### Part II (Para. 2~8)

#### Explanation of the Four Basic Factors of Production

- ① (Para. 2) introducing the four basic factors of production: **land**, **labor**, **capital**, and **entrepreneurship**.
- ② (Para. 3) explaining what land is: **land** not only refers to a piece of real estate, it also means all the raw materials for production extracted from the land, the air, and the oceans.
- ③ (Para. 4~5) explaining what labor is: **labor** refers to the use of mental or physical work to produce goods. In industrialized countries, labor is generally more mental than physical.
- ④ (Para. 6) explaining what capital means: **capital** refers to anything that helps to produce and distribute goods.
- ⑤ (Para. 7~8) explaining what entrepreneurship is: **entrepreneurship** refers to some activities conducted by the entrepreneur by initiating business activity and managing the business. It emphasizes that in order to be successful, an entrepreneur must be innovative and be able to decide on the value of things invented by others.

### Part III (Para. 9)

#### Discussion of the Risks of the Business

- ① It emphasizes that everyone connected with a business shares the risks of the business. But the entrepreneur takes the biggest one.
- ② It illustrates when the business is profitable and when it goes bankrupt.

## 3) Writing Techniques of Reading I

- ① General statement supported by specific details.
- ② Topic sentence supported by details.



## 5. Grammar: Countable and Uncountable Nouns

### 1) Countable Nouns

You can use one/two/three (etc.) + countable nouns. You can count them.

Countable nouns can be singular (= one) or plural (= two or more).

For example:

Singular:	a car	a key	a house	a man	a flower
	an orange	an egg	an umbrella	an idea	an accident
Plural:	cars	two cars	the cars	some cars	many cars, etc.

① You cannot use the singular(car/house/key etc.) alone.

For example: We can't get in without key (×).

We can't get in without a key (✓).

You need

a) a/an + singular countable noun (car/apple/shoe, etc.)

b) some + plural countable nouns (cars/apples/shoes, etc.)

c) some + uncountable nouns (water/money/music, etc.)

② an (not "a") before vowel sounds:

Do you want an apple or a banana?

It takes an hour to get there.

There was an interesting program on TV last night.

Also an hour (h is not pronounced: an (h)our)

But a university (pronounced /'ju:nɪvə:'sɪtɪ/)

a European country (pronounced /jʊərə'pi:ən/)

③ The plural of a noun is usually -s:

a flower                      some flowers

a week                      two weeks

a nice place              many nice places

this shop                      these shops

④ The plural of some nouns ending with the following is usually -es:

a) -s/-sh/-ch/-x/-o

buses	dishes	churches	boxes	potatoes	tomatoes
echoes	heroes	negroes	vetoed	mosquito(e)s	buffalo(e)s

with photos as an exception.

b) -y is usually -ies