

英国文化协会推荐博思 (BULATS) 考试用书

# 新剑桥职业英语 (2)

## Business Explorer 2

Cambridge  
Professional  
English

学生用书

Student's Book

Gareth Knight  
Mark O'Neil



人民邮电出版社  
POSTS & TELECOM PRESS



Business Explorer 2

# 新 剑桥职业英语 (2)

学生用书

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Gareth Knight

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## 新剑桥职业英语 (2) 学生用书

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## 博思考试简介

BULATS 是英语 Business Language Testing Service 的首写字母组合,代表职业外语测试服务,音译为博思。它是一种与职业活动相关的、用于求职与招聘、人力资源管理、企业内部管理、企业培训和语言培训等领域的语言测评服务。

目前,博思考试可提供英语、法语、德语、西班牙语考试服务,由剑桥大学考试委员会 (UCLES) 和欧洲语言测试联合会 (ALTE) 的其他成员共同组建的 KoBaLT 集团研制开发;由英国文化协会负责考试质量监督和经销。

在中国大陆,人事部人事考试中心是博思考试惟一的总代理,负责在全国范围内推广该项考试,目前博思考试已在全国 12 个省市的人事考试机构设立了分代理,它们分别是北京市、天津市、重庆市、河北省、辽宁省、江苏省、广州市、成都市、西安市、厦门市、杭州市、青岛市。

博思考试是一项标准化的国际性考试,它与欧洲语言测试联合会的现代语言等级基准密切相连。

欧洲语言测试联合会等级	水平	博思 /ALTE 级别	博思分数	实际能力描述
C2	高级水平	5	90-100	在绝大多数职业范围的工作环境中,能完全掌握并熟练运用该语言。例如,在工作中能够自信地进行辩论,维护自己的观点,并有说服力地进行论证。
C1	高级中等水平	4	75-89	在一定职业范围的工作环境中,能较好地掌握并熟练运用该语言。例如,能有效地参与讨论和会议。
B2	中级高等水平	3	60-74	在一定熟悉范围的环境中,基本能有效地掌握并运用该语言。例如,能在会议上针对某一特定问题发表自己的看法,但无法参与复杂的辩论。
B1	中级水平	2	40-59	在熟悉的情景范围中,能有限但有效地运用该语言。例如,能参加关于自己熟悉的论题的例行会议,尤其是进行简单事实性的信息交流。
A2	基础水平	1	20-39	在一定熟悉的情景范围中,只能非常有限地运用该语言。例如,能理解和表达一些简单的信息。
A1	初学者水平	0	0-19	只能非常有限地运用该语言。这一级别的考生可能懂一些词组,但无法用该语言进行交流。

## 博思考试有四种不同的考试形式:

### 综合化考试:

综合化考试是一项以纸笔来进行的考试,全面测试考生在日常工作环境中的总体语言技能。考试时间为 110 分钟,包括听力及阅读和语言知识两部分。

### 计算机化考试:

计算机化考试是一项在计算机上进行的测试系统,涵盖了综合化测试中对各项语言技能测试的内容。该考试采取了“渐进性”自适应考试技术,也就是说题目难度会根据考生的水平而变化。如果考生答对了题目,计算机会给出难度增加的题目;相反,



如果考生答错了,计算机给出难度低些的题目。

计算机考试时间可长达 75 分钟,考试的结果可即时获得。该考试可随时随地进行,而且公司还可以通过购买软件,自行操作考试。

### 口语考试:

口语考试包括面试对话、专题演讲、信息交流讨论三个部分,大约需要 12 分钟,旨在评估与工作环境相关的口语技能。考试由考官和考生一对一地进行;由两位考官共同评分。所有的考官都接受过专门培训,并经剑桥大学考试委员会认证。

### 写作考试:

写作考试考核考生在工作环境中所需的写作技能。包括留言/短信 (50-60 单词)、报告 (180-200 单词),共 45 分钟。

为帮助考生更好地了解博思考试和提高自己的职业英语水平,并在考试中正常地发挥出自己的水平,英国使馆文化协会推荐该书为博思的考试用书,并由**人事部人事考试中心**另外编写了《博思考试指南》一书,详细介绍了博思考试及其样题。

关于博思考试的详细情况,欢迎登陆 [www.cpta.com.cn](http://www.cpta.com.cn)。



# 前 言

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博思职业英语考试 (BULATS-Business Language Testing Service) 已被全球 30 多个国家和地区的知名跨国企业和政府部门作为单位内部职业外语测评工具或作为政府项目的语言测评工具。越来越多的人开始认识到职业外语技能对个人事业发展的重要性;越来越多的企业认识到,在全球经济一体化的形式下采用先进的职业英语标准对于提高企业的竞争能力是至关重要的。

博思考试主要面对的是职场各类从业人员,也适合于正在学习语言课程或是商务课程的学生和雇员。

鉴于博思刚刚进入中国市场,针对博思考试的专门用书还正在编写过程中,为迎合考生备考的需要,英国文化协会推荐本书作为博思考试用书的一部分。

本书根据剑桥大学出版社的原版书 *Business Explorer* 出版,全套书共分三册,并配有教师用书、学生用书听力 CD、学生用书听力录音带。每册均有 15 个单元,涵盖了从初次见面到商务谈判的各个环节,内容丰富,紧跟时代。为配合本书,还发行了《博思考试指南》(含博思考试的考生手册、演示光盘、样卷及样卷答案等)。使用该书仍需补充其他材料,特别是相关文化背景知识和阅读、写作等提示。令人高兴的是,人民邮电出版社配合该书出版了相应的《学习辅导手册》,为考生增加了该方面的内容。

另外,如果该书在课堂上使用,建议:

- 基础水平者使用第一本教材,并补充阅读和课堂活动;
- 中级水平者使用第一、二本教材,并补充阅读和课堂活动;
- 高等中级水平者使用第一、二、三本教材,并补充阅读和课堂活动。

英国文化协会

2004 年 10 月



# 新剑桥职业英语系列丛书

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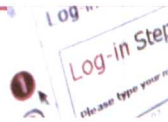


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# UNIT 1

## Greeting visitors

### UNIT GOALS

- greeting visitors who have just arrived in your country
- greeting visitors to your office
- small talk

### TALKING POINT

- Have you met overseas visitors? Is it easy to have a conversation? Why/Why not?
- Do you meet foreign visitors in your office? How can you make your visitor feel comfortable?



### Part A

### Greeting visitors to your country

1

#### Culture focus

Read the two dialogs. In both dialogs, Ariya is greeting Jon Brown at the airport. Check (✓) the questions you think are OK. Cross (X) the questions you think are not OK. Decide with a partner which dialog makes the visitor feel more comfortable.



1 JON: Hello. I'm Jon Brown.  
ARIYA: Hello Jon. I'm Ariya from Planet Industries. I'm here to take you to our office.  
JON: Thank you. That's very kind.  
ARIYA: Is this your first trip to Thailand?  
JON: No it isn't. I came here two years ago on holiday with my wife.  
ARIYA: Oh. Do you like Thailand?  
JON: Yes. Very much.  
ARIYA: Why do you like it?  
JON: Oh, the people are very nice, the weather's great, and I love the beach.  
ARIYA: Do you have children?  
JON: No. We don't have children yet.  
ARIYA: How old are you?  
JON: ... Well, uh ... I'm 39.  
ARIYA: I see. What are your hobbies?  
JON: Oh ... well, I like playing golf on weekends.

☐ 2 JON: Hello. I'm Jon Brown.  
ARIYA: Hello Jon. I'm Ariya from Planet Industries. I'm here to take you to our office.  
JON: Thank you. That's very kind.  
☒ ARIYA: How was your flight, Jon? ☐  
JON: Not too bad. I managed to sleep for a few hours.  
☐ ARIYA: Good. How often do you make trips abroad? ☐  
JON: Oh ... about four times a year.  
☐ ARIYA: That's not too bad. Do you like traveling? ☐  
JON: Yes I do. I really like coming to Asia. Is it far to your office? ☐  
☐ ARIYA: No, not far. It takes about 30 minutes if the traffic is OK. But we have some bad traffic jams sometimes.  
JON: Yes, I've heard that. What do you do in Planet Industries? ☐  
☐ ARIYA: I'm a marketing assistant.  
JON: I see. How long have you worked there? ☐  
ARIYA: For about five years.



## 2 Listening

Listen to a similar conversation between Ariya and Jon. Check (✓) the topics they talk about.

- |   |  |
|---|--|
| the airport building <input type="checkbox"/>               | local traffic <input type="checkbox"/> |
| Mr. Brown's flight <input type="checkbox"/>                 | the weather <input type="checkbox"/>   |
| transport to the office <input type="checkbox"/>            | Ariya's job <input type="checkbox"/>   |
| time it takes to get to the office <input type="checkbox"/> |  |

Check your answers.

## 3 Language focus

The sentences below are answers to questions a host might ask. Work with a partner. Write the question above the answer. Use the question types in the box to help you.

- 1 .....  
It's in the city center. It takes about 40 minutes to get there.
- 2 .....  
It was very tiring. I couldn't sleep at all.
- 3 .....  
No. I've been here once before.
- 4 .....  
I've worked here for about four years.
- 5 .....  
We'll drive to the office. My car is outside.

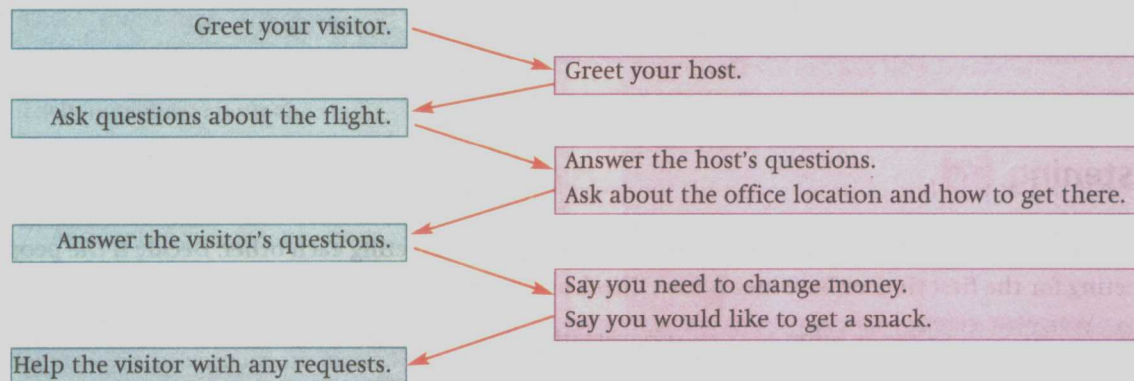
How was ...?   How will ...?  
Is this ...?   Where is ...?  
How long ...?

## 4 Communication activity

Work in pairs. Role play meeting a visitor at the airport.

HOST

VISITOR



Now reverse roles. Act out your role play for the class.



## Part B

## Greeting visitors to your office

### 1

### Culture focus

Read the text and answer the questions below.

When visitors come to our office, we usually hold the meetings in the conference room. Sometimes we have short meetings in the reception area if it's not an important visitor, but we never have meetings at our desks. We ask staff to serve a glass of cold water to our visitors when they arrive. It's a tradition in our country. We don't wait to ask them. We then ask them if they would like tea or coffee.

- 1 Where do you hold meetings in your company?
- 2 Do you serve refreshments to visitors?
- 3 How else do you make visitors feel comfortable?



### 2

### Language focus

Put the sentences below into pairs.

- |                                 |  |
|---------------------------------|--|
| 1 Nice to meet you.             | a Not at all. Thank you for seeing me. |
| 2 Hello. I'm Violet Ng.         | b Nice to meet you too.                |
| 3 Thank you for coming today.   | c Very well, thank you.                |
| 4 How are you keeping?          | d Yes please. That would be nice.      |
| 5 Would you like a coffee?      | e Hi. Steve Verwoert.                  |
| 6 Hello, nice to see you again. | f Hello. Nice to see you too.          |

Which pairs of phrases would be used by people meeting for the first time? Which would be used by people who have met before? Which could be used by both? Complete the table.

First time	Met before	Both

### 3

### Listening

Listen to four conversations. Each conversation involves people greeting each other. Decide if the people are meeting for the first time or have met before. Check (✓) the correct box in the table.

	Conversation 1	Conversation 2	Conversation 3	Conversation 4
First time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Met before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## 4 Reading

- a When people meet in business, there is often "small talk" before the business discussion begins. Read the tips for making small talk. Check (✓) the things you do now. Cross (X) the things you need to improve.

### Making small talk in business

Talking easily with people can leave a longer impression than exchanging business cards. Here are some tips:

- |   |   |
|---|---|
| 1 Smile first and always shake hands when you meet someone. <input type="checkbox"/>  | 5 Be prepared. Think of three topics you can talk about. <input type="checkbox"/>                               |
| 2 Take your time during introductions. Make an extra effort to remember people's names, and use them frequently in the conversation. <input type="checkbox"/> | 6 Play the conversation game. Answer with more than "yes" or "no." <input type="checkbox"/>                     |
| 3 Maintain eye contact in any conversation. <input type="checkbox"/>  | 7 Don't be an FBI agent. Avoid all personal questions unless you know the person well. <input type="checkbox"/> |
| 4 Be aware of body language. Nervous people make others uncomfortable. Look confident and comfortable. <input type="checkbox"/>                               |   |

Compare your checklist with a partner. Do any of the tips seem strange to you?

- b Work in pairs. Think of three topics you can talk about before the business discussion begins.

- 1 .....
- 2 .....
- 3 .....

## 5 Communication activity

Work in pairs. You are going to greet visitors to your office. Think about what you will say before you start.

### Role play 1

You are meeting for the first time.

#### Host

Think about three topics you can talk about.

Introduce yourself.

Exchange business cards.

Show your visitor to a seat.

Offer your visitor a drink.

Make small talk.

#### Visitor

Introduce yourself.

Exchange business cards.

Accept a drink.

Make small talk.

### Role play 2

You have met before and know each other well.

#### Host

Think about three topics you can talk about.

Greet your visitor. Ask how he/she is.

Offer a drink.

Make small talk.

#### Visitor

Greet your host and respond to his/her question.

Accept a drink.

Make small talk.



# UNIT 2

## Companies

- UNIT GOALS**
- describing different kinds of company
  - giving profiles of companies

### TALKING POINT

- What does your company do? Is your company international?
- Where is your company located? When was your company founded?

## Part A Describing companies

### 1 Vocabulary

Fill in the tables below with the different word forms.

Verb	manufacture			export
Noun	manufacturer	retailer	importer	designer

Noun	bank		finance	travel	wholesaler
Adjective		legal		transportation	

### 2 Language focus

a Fill in the blanks with the correct noun or verb from 1 Vocabulary. The first one is done for you.

- (*manufacture*) The company is a car .....**manufacturer**..... in Korea.  
The company .....**manufactures**..... cars in Korea.
- (*retail*) Cartier ..... beautiful jewelry.  
Cartier is a ..... of beautiful jewelry.
- (*import*) Europacific Ltd. is an ..... of European shoes.  
Europacific Ltd. .... European shoes into Asian countries.
- (*export*) Pots R Us ..... fine ceramics to more than 50 countries.  
Pots R Us is an ..... of fine ceramics.
- (*design*) Our company is a leading website .....  
Our company ..... corporate websites.



b Now look at these service industries. What services do they offer? Change the word form. The first one is done for you.

- 1 We are an international bank. → We offer international banking services .....
- 2 We are a law firm. → We offer .....
- 3 We are a finance company. → We offer .....
- 4 We are a transport company. → We offer .....
- 5 We are a travel company. → We offer .....
- 6 We are a wholesaler. → We offer .....

### 3 Listening



- a Listen to descriptions of three different companies.  
Choose one of the nouns in the box to describe each company.

law firm    retailer    wholesaler    importer    finance company  
designer    manufacturer    travel company    bank  
exporter    transport company



i2i-media

- |                   |                      |                     |
|-------------------|----------------------|---------------------|
| 1 Name: i2i-media | 2 Name: Globe Sports | 3 Name: Rouse & Co. |
| Business: .....   | Business: .....      | Business: .....     |

b Now listen again. Write down each company's area of specialization (what kind of product or service it offers?).

- |                    |                       |                      |
|--------------------|-----------------------|----------------------|
| 1 i2i-media: ..... | 2 Globe Sports: ..... | 3 Rouse & Co.: ..... |
|--------------------|-----------------------|----------------------|

### 4 Communication activity

Work in pairs.

STUDENT A: Look at the information on page 76.

STUDENT B: Look at the information on the right.

Use the transcript from 3 Listening on page 98 to help you.



Listen to Student A's descriptions. Can you guess what companies they are?

Now look at the companies above or think of a company you know. Think about how to describe each company.

When you are ready, describe each company to Student A. Don't give the company name. Student A will try to guess the name of the company.

### 5 Exploring

Work in pairs. Look again at the words used to describe different kinds of companies in 1 Vocabulary. Think of examples of these companies in your country.

Compare your ideas with another pair.



## 1 Reading

Read the three short company profiles. What kind of information do all three contain? Choose from the list.

business activity location philosophy history staff size

**Allen and Overy** is an international law firm with its headquarters in London and 23 branches in major centers around the world. Established in 1930, we offer clients expert legal advice in international capital markets, banking, property, and corporate law. We offer our clients a personalized service to the highest international standards.

**Relocations Asia-Pacific**

specializes in sourcing high quality rental accommodation in Bangkok. With 25 years' experience, our expert team is able to offer you a no-cost

service in selecting houses or apartments in the location you want at the price you need. We believe in a highly personalized service and count many of our clients as friends.

**FORD MOTOR COMPANY**

Ford Motor Company is one of the world's largest vehicle manufacturers. The company is based in Detroit, Michigan, but has factories and distributors all over the world. Ford Motor Company began in the early twentieth century with one man developing products to meet the needs of people facing industrialization. Now, the company expands Henry Ford's ideas by developing products to meet the changing needs of people in the global community.

## 2 Language focus

Make questions from these sentences. Use the question types in the box to help you. The first one is done for you.

- Allen and Overy was founded in 1930.  
When was Allen and Overy founded?
- Ford Motor Company is one of the world's largest vehicle manufacturers.  
.....
- The headquarters of Allen and Overy is located in London.  
.....
- Relocations Asia-Pacific believes in a personalized service.  
.....
- Ford Motor Company was established in the early twentieth century.  
.....
- Allen and Overy has 23 branches in major centers around the world.  
.....

What ...?  
When ...?  
How many ...?  
Where ...?