

高职高专国际商务系列教材

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外贸函电

WAIMAO HANDIAN

王慧敏 主编



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内容简介

本书为高职院校国际商务专业“外贸函电”课程的教材,分单元逐一介绍外贸业务各环节所涉及的信函写作要领和写作技巧,并采取范文举例、案例分析和写作实践相结合的方式进行系统讲解,形式新颖别致、内容丰富生动、条理清晰。本书不仅适合教学需要,而且可供业界人士参考使用,任何从事外贸业务的工作者都可以根据个人工作需要有针对性地选定相关信函类别,按照信函范文模式,更换具体内容,以最快捷有效的方式写出高质量的外贸业务信函。

作者简介

王慧敏, 1975年生, 1996年中国人民大学商品学系本科毕业, 1999年中国人民大学工商管理学院国际贸易专业硕士毕业, 2003年赴英国约翰莫瑞斯大学做访问学者。现任教于北京市经济管理干部学院, 主讲国际贸易理论与实务、国际贸易英语、外贸函电、商务沟通等课程。主要译著有《营销学精要》、《营销传播精要》、《全球营销》、《制胜零售业》、《商务英语指南》, 编著教材有《国际贸易》等。

高等职业教育是我国高等教育体系的重要组成部分。深化高职教育改革,以服务为宗旨,以就业为导向,以培养高技能人才为目标,是满足社会发展和经济建设需要,促进高职教育持续健康发展的关键环节。为此,教育部启动了“新世纪高等教育教学改革工程”,在高职高专教育中开展专业教学改革试点工作,并分两批组织实施了《新世纪高职高专人才培养模式和教学内容体系改革与建设项目计划》。北京市经济管理干部学院的国际商务专业是北京市高职高专教育教学改革试点专业,也是教育部《新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目计划》第二批批准立项的《高职高专教育财经类专业人才培养规格和课程体系改革、建设的研究与实践》(Ⅱ15—1)项目中重点研究和推广的优秀专业。“高职高专国际商务系列教材”正是几年来该试点专业根据高职教育培养目标的要求,在实践中进行教学内容和课程体系改革的成果。

“高职高专国际商务系列教材”的编写,坚持以就业为导向,以职业能力为本位,按照岗位要求设置课程、整合教学内容的指导思想,力求在建立完善的基本理论知识体系的同时,强化智能结构、知识结构对开发学生潜能的影响。该系列教材涵盖了国际商务及相关专业的骨干课程,旨在构建以核心职业能力培养为主线的理论与实务相结合的特色鲜明的课程教材体系。该系列教材在体例上力图新颖,各章前设“导读”,中间设“思一思”、“议一议”,章后设“本章小结”、“案例分析”、“思考与练习”、“技能实训”;在内容上,充分反映时代特点及国外同类教材之优点,并将学习、探究、实训、拓展有机结合,使大学生在学习知识的同时,自主学习能力得到提高。

“高职高专国际商务系列教材”是身处教学改革第一线的教师们,在深入研究高职教育思想,广泛汲取国内外优秀教材精华的基础上,以创新的意识和大胆改革、勇于实践的精神,经过集体研讨、反复试验而编写完成的。我们期待着这一成果能为推动高职教改作出贡献。我们国际商务高职试点专业的教学改革还在不断深入进行,这一系列教材能否得到广大老师和学生的认可,还有待在实践中检验。我们真诚地欢迎老师和同学们提出宝贵意见。

本系列教材不仅可作为高职高专财经类专业的教材,也可作为高职高专财经类大学生的自学用书。

课题组

2004年12月

前言

中国的改革开放、外向型经济的发展和加入WTO的现实要求我国高等院校培养的国际商务专业的学生既要有扎实的国际商务知识,又要有过硬的英语运用能力,而写好英文商务信函,使之有助于开展业务、交流信息,是从事涉外商务活动所必须具备的一项基本技能。几年来,我们在外贸函电教学内容改革中注重基础理论知识的应用和实践能力的培养,基础理论教学以应用为目的,广泛参照国内外同行业书籍、外贸公司的最新案例,结合社会需求和学生实际情况,构建本门课的教学内容体系,突出教学内容的实用性和针对性。但由于商务活动多种多样,英文商务信函内容也相当繁杂,因而本教材无法涵盖其所有内容,限于篇幅,只能以涉外商务活动中涉及较多的询价、价格磋商、订货、运输、保险、付款、索赔等环节为主要内容。另外,本书也对公司内部的报告、合同等文书的写作进行了简单介绍。

本书的主要特点是通过范文解析并结合案例分析的写作实践,系统地讲述常用商务信函的格式和写作技巧,概念中有理论,分析中有实例,重点突出,层次分明。使用本书时如能熟读范文,掌握各种文体的格式要求,揣摩其写作技巧,并勤加练习,一定能打下商务英文写作的坚实基础。

教师在讲授这门课时,应注重对商务领域英语句法、词法、词汇以及特殊表达法的规律和特色的介绍,注意要理论领先,举例相佐,提纲挈领,提高学生对专业英语的应用能力。为此,我们专门设计了句式(Useful expressions)内容,将该单元内容中较为重要、特殊的句型罗列出来,使学生在熟读、熟记之后,既能大大提高理解外贸英语资料的能力,也可以用这些句式对中文资料进行汉译英的练习,一举两得。另外,每一个单元都有专业词汇(Words and phrases commonly used in foreign trade)内容,对重要术语的用法作了实例介绍。我们在每个单元还增添了阅读材料(Reading material),主要目的在于丰富教学、学习内容,开阔学生视野。

本书是“高职高专国际商务系列教材”之一,可供高职院校国际商务专业和商务英语专业的学生使用,也可用于广大英语爱好者的自学。当然,本书也可以作为现代商务英语信函工具书,本书所载的信件范文可以帮助读者在日常工作中更好地撰写商业信函,读者可以根据个人的实际需要有针对性地选定相关信函,按照范文模式,以最快捷有效的方式写出高质

量的商务信函。

参加本书编写的还有王铮老师。在本书的写作过程中，陈丕西老师、安徽老师、魏彩慧老师为我们提供了大量的案例素材；贾辉艳老师、潘凤焕老师、金春老师和陈迎老师也对本书提出了许多中肯的意见，在此我们表示深深的谢意。

由于编者水平有限，讹误之处一定不少，恳请读者批评指正。

王慧敏

2005年1月

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|第一单元|

商业函电简介

商业信函、传真、电子邮件是我们在从事外经贸活动时对外联络的主要方式。我们也往往通过对方公司来函的质量判断对方公司素质的高低。一封内容清楚简洁、格式正确完整的信函不仅能给客户留下良好的印象，而且还将提高工作效率。所以，当写作商业函电时，应运用恰当的格式，遵守其特有的写作规则。本单元介绍了商业信函写作的基本原则、商业信函的基本结构、信封的写法以及传真、电子邮件的写作方法。通过对本单元的学习，主要掌握业务信函的布局、信封写法及撰写业务信函的趋向，传真的格式，电子邮件的写法。重点掌握业务函电格式和信封的写法，以及函电撰写技能。

Unit 1 Introduction to Business Letter-writing

1.1 Introduction

The written mode of communication has always been popular as it generally provides a more permanent record of the messages transmitted. This mode of communication consists of a rather variety of media. They include letters, memos, reports, instructions, notices, meeting agenda, minutes and others. Among these, letters are the most frequently used medium.

Business letters are mostly correspondent among business organizations or between such organizations and individuals. They are mainly concerned with business matters and the messages conveyed are business oriented in essence. Business letters are of crucial importance in the conduct of business activities. They play an essential role in a company's correspondence with the outside world.

1.2 Guidelines of business letter-writing

Letter-writing does not differ from any other form of creative writing. Good English is one of the important bases of good business letters. What you write should be free from grammatical blemishes, and also free from the slightest possibility of being misunderstood. The following general guidelines will be useful when writing any kind of business letter.

Be clear, brief and businesslike.

Be polite, friendly and informal.

Write concise and purposeful letters.

Write to communicate.

1.3 Parts of a business letter

The business letter consists of seven standard parts: the letter-head, the date, the inside address, the salutation, the body, the complimentary close, and the writer's signature and official position. When appropriate, any of the following optional parts can be included: attention line, subject headings, reference number, enclosure(s), carbon copy notation and postscript.

1.3.1 Letter-head

This is an essential piece of information that has to be included in a letter as this informs the reader where to send his or her reply. The letter-head helps to form one's impression of the writer's firm. Usually printed, a letter-head may include the company's name, address, post code, telephone numbers, telex number, fax number, and even a symbol of the company.

e.g. **Fujito Enterprises Co.**

3173 Kashiwara Minami-ku, Fukuoka City, Japan, 7815

Tel: (81) 44-8448022 Fax: (81) 44-8448017

1.3.2 Date line

The date line is an obligatory component of a letter since it is the most convenient way of providing a reference to your letter. As the date given in the date line specifies when a letter is written, it is possibly the easiest way to identify the letter. The date is usually placed two lines below the last line of the letter-head. It is usual to show the date in the order day/month/year(English practice) or month/day/year (American practice). In American way, a comma must be used between the day and the year. For the day, either cardinal numbers or ordinal numbers can be used.

e.g. 23 July 2004 (English practice)

July 23, 2004 (American practice)

1.3.3 Inside address

The inside address is typed below the date line, next to the left-hand margin. Its major function is to provide the writer with a record of to whom and where a letter has been sent. The inside address of a letter to an individual consists of the person's courtesy title, name, business or executive title and address. While the letter is to a group, the inside address includes the full group name and the address.

The courtesy titles used in correspondence are Mr., Mrs., Miss, Messrs. and Mmes. Mrs. is used for a married woman and Miss for an unmarried woman. In recent years it has become customary to use Ms. as the courtesy title for all women, married or unmarried. Messrs as the plural form of Mr. is used only for companies or firms, the names of which include a personal element, e.g.

Messrs. J. Harvey & Co.

English address may have the following parts:

Name of house

Number of house and name of street

Name of city or town

Country or state and its postcode

Name of country

Here is an example:

The eagle hall

24 south bank

Birmingham

Alabama

USA

1.3.4 Attention line

An “attention line” is considered a part of the inside address and it directs the letter to a particular member or department of the organization addressed. It is usually between the inside address and the salutation or above the inside address, underlined, and centred :

e.g. Attention: Mr. T. C. Wong

Attention of Mr. Stanley

For the attention of Mr. Donald, sales manager

1.3.5 The salutation

Salutation is placed two lines below the inside address and two lines above the body of the letter. If the letter is addressed to an individual, it is usual to use:

Dear Mr. Smith

Dear Ms. Jenny

Dear Dr. White

Dear Prof. Hobart

When addressing a letter to a firm, the customary greeting is Dear Sir/Madam, Dear sirs or Dear Gentlemen (American English).

Very often, the choice of a particular salutation affects the subsequent use of complimentary close. This will be discussed in further detail later in the complimentary close section.

1.3.6 Reference

Reference numbers and letters enable replies to be linked with earlier correspondence and ensure that they reach the right person or department without delay. Failure to quote your correspondent's reference number causes inconvenience. Many letter-heads provide spaces for references, e.g.

Your ref.:

Our ref.:

Our ref.: stands for our reference, i.e., the writer's file reference. Some firms may prefer to use the phrase "In reply please quote" instead.

Your ref.: stands for Your reference, i.e., the reader's file reference. If your reader had previously sent you a letter giving a file reference, then you should include this file reference in your reply under Your Ref. to help your reader identify and locate his or her corresponding files.

Where the letter-head does not provide for it, the reference may form part of the first paragraph of the reply letter:

Dear Sir

Thank you for your letter, reference yp201, of 4th March.

Or the reference may be typed as a heading:

Dear Sir

Your ref.: yp201

Thank you for your letter of 4th March.

1.3.7 Subject line

The subject heading is regarded as a part of the body of a business letter. It enables the reader to

identify the topic of the letter at a single glance. Because of this, it facilitates effective communication. Usually it is typed two line-spacings below the salutation, underlined, to call attention to what content the letter is about.

e.g. Dear Mr. Steven

Your Order No. 456

Dear sirs

Printed cotton piece goods

Dear sirs

Subject: New product catalogue

1.3.8 Body of the letter

A body, where all the information are to be given, is the part that really matters. All letters should follow the same pattern, making clear:

Purpose. The first paragraph states the purpose of the letter: what the letter is about. It usually refers to a previous medium of communication such as a letter, another document, a telephone call, an advertisement or some other contacts.

Circumstances. The next paragraph or paragraphs explain the circumstances that prompt the letter.

Action. The final paragraph or paragraphs explain what action should be taken. They can contain a request, give permission, refuse permission, approve or disapprove of an action.

To keep the letter clear and completely readable:

Don't put more than one idea in a sentence;

Don't put more than one topic in a paragraph;

Don't put more than one subject in a letter.

1.3.9 The complimentary close

The complimentary close appears two lines below the body. Like the salutation, it is purely a matter