

BEC

BUSINESS ENGLISH
CERTIFICATE

剑桥商务英语

阅读教程

总主编 侯新民

BEC 2

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商务英语专家

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学英语

世界图书出版公司

剑桥商务英语阅读教程

BEC 2

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前言

剑桥商务英语证书(BEC)考试是教育部考试中心和英国剑桥大学考试委员会合作举办的权威性考试。该考试是一项水平测试,它根据商务工作的实际需要,从听、说、读、写四个方面对考生在商务和一般生活环境下使用英语的技能进行全面的考查,对于成绩合格者提供由英国剑桥大学考试委员会颁发的标准、统一的成绩证书。由于该证书具有一定的权威性,现已成为所有举办该考试的一百多个国家和地区求职的“通行证”。

随着我国对外开放的不断发展,特别是中国加入 WTO 以来,世界各国著名的集团公司、金融机构以及工商企业纷纷前来投资,在中国设立分支机构、分公司以及同国内企业合资办企业,引发了新一轮对高素质、复合型外经贸人才的大量需求。这类人才要求能熟练掌握并灵活运用国际商务英语,同时熟知外经贸专业知识及国际贸易惯例。

目前 BEC 考试在我国非常热门,尤其是南方各大城市,每次报名的人数上千万,这个数字还在呈逐年上升的趋势,因此 BEC 考试点也在不断地增加。现在在全国各大城市均设有 BEC 考试中心。许多希望进入外国企业工作的大学生都纷纷走向 BEC 的考场,以便获得证书,增加求职的砝码。

为了满足市场的需求,帮助 BEC 考生尽快地了解考试试题的规律,掌握必要的应试技巧,打下坚实的基础,做好充分的准备,并顺利地通过考试,我们特编写了剑桥商务英语(BEC 2)系列教程。

该系列教程由五个分册构成:剑桥商务英语听力教程(BEC 2 听力),剑桥商务英语口语教程(BEC 2 口语),剑桥商务英语阅读教程(BEC 2 阅读),剑桥商务英语写作教程(BEC 2 写作)和剑桥商务英语(BEC 2)全真测试题集。该系列教程的特点有以下几个方面:

1. 循序渐进,由易到难

本系列教程,每册基本上由试题简介(包括试题形式、内容、要求等),基本功训练,专项训练和讲解,应试技巧及模拟测试等部分组成。语言简明扼要,深入浅出,内容由易到难,循序渐进。考生可以逐步了解考试全貌,并逐渐提高应试能力。

2. 内容丰富,覆盖面广

本系列教程,包括了 BEC 考试的方方面面,既有听、说、读、写,又有全真测试题集。考生可先进行基础训练,专项训练,然后再进行综合训练,以期达到扎实的语言基本功和较高的语言运用能力。

3. 有的放矢, 实用性强

本系列教程主要针对剑桥商务英语证书 (BEC) 考试的四个部分, 即听、说、读、写的内容、任务、要求进行细致的讲解, 所提供的应试策略方向明确, 易于操作, 实用性强。

参加这套系列教程的编写人员均是长期从事剑桥商务英语证书 (BEC) 考试培训的, 有丰富教学经验的教师。我们相信, 只要考生认真学习本系列教程, 就一定能提高自己的英语水平, 并在未来的考试中取得理想的成绩。

本套教程适合参加剑桥商务英语证书 (BEC 2) 考试的人员作商务英语学习和考前培训使用, 也可供大专院校学生、从事商务工作的一般工作人员学习英语时参考使用。

由于编者水平有限, 书中难免有疏漏和不足之处, 敬请各位同行和广大读者不吝指教, 当不胜感激之至。

编 者

2005 年 11 月

Contents

Chapter One	A Brief Introduction to BEC Vantage Reading	(1)
Chapter Two	Basic Reading Skills Drills	(4)
Part 1	Business Travel	(4)
Part 2	Business	(9)
Part 3	Negotiations	(14)
Part 4	Leadership	(21)
Part 5	Banking	(30)
Part 6	Accounting	(37)
Part 7	Insurance	(43)
Part 8	Foreign Exchange	(51)
Part 9	Stock Market	(56)
Part 10	Marketing	(63)
Part 11	Products and Price	(69)
Part 12	Advertising	(75)
Part 13	International Trade	(81)
Part 14	E – Commerce	(88)
Part 15	Human Resource	(95)
Part 16	Corporate Culture	(101)
Part 17	Case Study	(108)
Chapter Three	Test – targeted Skills Drills	(115)
Chapter Four	Strategies for the Reading Test	(145)
Chapter Five	Model Tests	(159)
	Model Test 1	(159)
	Model Test 2	(166)
	Model Test 3	(173)
	Model Test 4	(181)
	Model Test 5	(187)
	Model Test 6	(194)
	Model Test 7	(201)

Model Test 8	(207)
Model Test 9	(213)
Model Test 10	(219)
Suggested Keys	(226)
Appendix	(236)

Chapter One

A Brief Introduction to BEC Vantage Reading

BEC Vantage reading test consists of five parts. The time allowed is one hour. The main skill focus on part one is reading – scanning and gist. The input is one longer or four shorter information texts, approximately 250 – 350 words in total. The response required is matching. There are seven questions. The main skill focus on part two is reading – understanding text structure. The input is single texts: articles, reports, etc. with sentence level gaps (texts plus 7 option sentences approximately 450 – 550 words in total). The response required is matching. There are five questions. The main skill focus on part three is reading for gist and specific information. The input is a single text, approximately 450 – 550 words. The response required is 4 – option multiple choice. There are 6 questions. The main skill focus on part four is reading – vocabulary and structure. The input is a single text with lexical gaps (text including gapped words approximately 200 – 300 words). The response required is 4 – option multiple choice cloze. There are 15 questions. The main skill focus on the last part, namely, part five is reading-understanding sentence structure/error identification. The input is a short text (150 – 200 words), identification of additional unnecessary words in the text. The response required is proof reading. There are twelve questions. Now let us have a detailed look at the tasks.

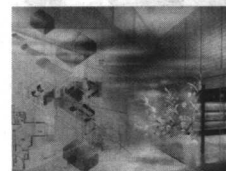
Part One

This is a matching task. There are four short texts on a related theme (e.g. descriptions of a group of products, or advertisements for jobs) or a single text divided into four sections. Although the context of each text will be similar, there will also be information that is particular to each text. The texts are labeled A – D. Candidates are presented with a set of seven items which are statements related to the texts. They are expected to match each statement with the relevant text.

Questions in part one tend to focus mostly on the identification of specific information and detail. However, an item could focus on gist by testing areas such as the target reader or the topic.

Part Two

This is a matching task, comprising a text that has had six sentences removed from it and a set of seven sentences labeled A – G. Candidates are required to



match each gap with the sentence which they think fits in terms of meaning and structure. The first gap is always given as an example so that candidates have five gaps left to complete. When they have finished this part there will be one sentence left which they have not used.

The texts for this part will have been chosen because they have a clear line of thought or argument that can still be discerned by the reader with the sentences removed. In doing the task, therefore, students should be trained to read through the gapped text and the list of sentences first, in order to get an idea of what it is about. Having done that, they should be reassured that there is only one sentence that fits each gap.

This part tests understanding of text structure as well as meaning and gaps will be reasonably far apart so that candidates can successfully anticipate the appropriate lexical and grammatical features of the missing sentence. Candidates can be expected to be tested on a variety of cohesive features with both a backward and forward reference, sometimes going beyond the sentence level. Thus, while selecting the appropriate sentence for a gap, they should read before and after the text to ensure that it fits well. At the end of this part, they should read through the entire text, inserting the gapped sentences as they go along, to ensure that the information is coherent.

Part Three

This task consists of a text accompanied by four-option multiple choice items. The stem of a multiple choice item may take the form of a question or an incomplete sentence. There are six items, which are placed after the text. The text is 450 to 550 words long. Sources of original texts may be the general and business press, company literature and books on topics such as management. Texts may be edited, but the source is authentic.

Part Four

This is a multiple choice cloze test with fifteen gaps, most of which test lexical items, and may focus on correct word choice, lexical collocations and fixed phrases. The texts chosen for this part will come from varied sources but they will all have a straightforward message or meaning, so that candidates are being tested on vocabulary and not on their comprehension of the passage.

Part Five

This is an error-correction or proof-reading task based on a text of 150 to 200

words, with twelve items. Candidates identify additional or unnecessary words in a text.

This task can be related to the authentic task of checking a text for errors, and suitable text types are therefore letters, publicity materials, etc. The text is presented as twelve numbered lines, which are the lines containing the items. Further lines at the end may complete the text, but they are not numbered.



Chapter Two

Basic Reading Skills Drills

Part 1 Business Travel

Passage 1

How to Beat Europe's Sky - High Air Fares

There is good news for business fliers who are fed up with having to pay outrageous prices for tickets. Independent airlines are challenging the monopolies of the state dominated carriers on some key routes in Europe, offering low fares and fewer booking restrictions. And the European Commission's liberalisation package that became effective January 1 paves the way for cheaper economy as well as discount fares. Nevertheless, complications still plague the structure of European air fares. Calculated in cost per mile, the 50 minute trip from London to Paris is five times more expensive than the eight-hour trip from London to New York. London-Athens costs \$20 more than London-New York, a trip of more than twice the distance. Both these are for 'unrestricted' tickets. Of course you can fly on a discount ticket which can be as low as 30% of normal economy. But these are so hedged about with restrictions, such as a compulsory Saturday night stay, advance booking or limits on flights, as to frustrate their use for business travel, where you need to be able to cancel or change a flight at the last minute.

Business travelers, who represent about 40% of total air traffic and perhaps 70% of revenue, are the geese who lay the golden eggs. I don't know of any other industry that forces customers using its products or services most to pay the highest premiums. The term 'high - yield' passenger says it all. The solution airlines have found is to segregate the 'high - yield' fliers from discount travelers by placing a movable curtain in an economy cabin with similar seats and configuration and calling it 'business class'. But there are still no price breaks for the business flier.

Enter the independent airlines. One of the first to offer a cheap flexible fare was British Midland, who provided a one-class business service on the highly competitive London-Amsterdam route. The full economy round-trip is \$ 273 (same as British Airways or KLM whose business class is \$ 324). Then there is a three - day return for \$214 (you pay the full fare if you stay longer) as well as the usual cheap discount fares.

If you plan to travel between Dublin and Brussels (via London), you can combine economy and flexibility by flying Ryanair, an independent Irish airline that offers one-class service with unrestricted fares at less than half the price of Aer Lingus, BA and Sabena. Since Ryanair came on the scene two years ago, traffic between Dublin and London has increased by 54%.

Virgin Atlantic, which in my opinion provides the best business class value on the North Atlantic (London Gatwick to New York), offers a one-way unrestricted fare of \$63 (plus an \$18 weekend surcharge) between Gatwick and Maastricht, a small town in southeast Holland—a business route all its own, with convenient road and rail access to Cologne, Dusseldorf and Eindhoven.

Notes:

1. key route 主要航线
2. premium *n.* 保险费
3. round trip 来回旅程
4. come on the scene *v.* 出现
5. European Commission 欧盟执委会
6. be fed up 对……厌倦
7. Liberalisation package 自由化, 套案

Exercises:

Scan the article and answer the following questions.

1. Compare costs on the London – Paris, London – New York and London – Athens routes.
2. Find the problems with discount tickets.
3. Find the best airline to fly on the following routes:
 - a) London – Amsterdam
 - b) Dublin – Brussels
 - c) London – Maastricht

Passage 2

Business Travel Abroad

Business travel abroad can locate and cultivate new customers and improve relationships and communication with current foreign representatives and associates. As in domestic business, there is nothing like a face-to-face meeting with a client or customer.

The following suggestions can help companies prepare for a trip. By keeping in mind that even little things (such as forgetting to check foreign holiday schedules or neglecting to arrange for translator services) can cost time, opportunity, and money, a firm can get maximum value from its time spent abroad.

Planning the itinerary

A well-planned itinerary enables a traveler to make the best possible use of time abroad. Although travel time is expensive, care must be taken not to overload the schedule. Two or three definite appointments, confirmed well in advance and spaced comfortably throughout one day, are more productive and enjoyable than a crowded agenda that forces the business person to rush from one meeting to the

next before business is really concluded. If possible, an extra rest day to deal with jet lag should be planned before scheduled business appointments. The following travel tips should be kept in mind:

The travel plans should reflect what the company hopes to accomplish. The traveler should give some thought to the trip's goals and their relative priorities.

The traveler should accomplish as much as possible before the trip begins by obtaining names of possible contacts, arranging appointments, checking transportation schedules, and so on. The most important meetings should be confirmed before the traveler leaves the country.

As a general rule, the business person should keep the schedule flexible enough to allow for both unexpected problems (such as transportation delays) and unexpected opportunities. For instance, accepting an unscheduled lunch on invitation from a prospective client should not make it necessary to miss the next scheduled meeting.

The traveler should check the normal work days and business hours in the countries to be visited. In many Middle Eastern regions, for instance, the work week typically runs from Saturday to Thursday. In many countries, lunch hours of two to four hours are customary.

Along the same lines, take foreign holidays into account.

The business person should be aware that travel from one country to another may be restricted. For example, a passport containing an Israeli visa may disallow the traveler from entering certain countries in the Middle East.

Other preparations

Travel agents can frequently arrange for transportation and hotel reservations quickly and efficiently. They can also help plan the itinerary, obtain the best travel rates, explain which countries require visas, advise on hotel rates and locations, and provide other valuable services. Since travel agents' fees are paid by the hotels, airlines, and other carriers, this assistance and expertise may cost nothing.

The traveler should obtain the necessary travel documents two to three months before departure, especially if visas are needed. A travel agent can help make the arrangements. A valid passport is required for all travel outside the country. If traveling on an old passport, you should make sure that it remains valid for the entire duration of the trip.

Visas, which are required by many countries, are provided for a small fee by the foreign country's embassy or consulate. To obtain a visa, the traveler must have a current passport. In addition, many countries require a recent photo. The traveler should allow several weeks to obtain visas, especially if traveling to developing nations. Some countries that do not require visas for tourist travel do require them for business travel. Visa requirements may change from time to time.

Requirements for vaccinations differ from country to country. A travel agent or

airline can advise the traveler on various requirements. In some cases, vaccinations against typhus, typhoid, and other diseases are advisable even though they are not required.

Notes:

1. vaccination *n.* 接种疫苗, 种痘, 牛痘疤
2. typhus *n.* 斑疹伤寒症
3. typhoid *n.* 伤寒症

Question: How to get prepared for a business travel aboard?

常用术语

tavern 酒店

hostel 招待所

motel (= motor hotel) 汽车饭店(旅店)

caravansary 马车店, 大旅馆

hotel 饭店, 酒店

double room 双人房(二张单人床)

double double 双人房(二张双人床)

big single room 大床房(一张双人大床)

tripe room 三人房(三张单人床)

economy room(ER) 经济间

standard room(SR) 标准间

superior room(UR) 高级套房

standard suit 套间

deluxe room(DR) 豪华间

presidential suit(PS) 总统套房

studio room 工作室型客房(设沙发床或躺椅)

multi-functional room 多功能客房

combined type rooms 组合客房

American plan(AP) 美式计价(计算房租并包括每日三餐费用在内)

modified American plan 修正美式计价(计算房租且包括两餐费/早餐, 午餐, 晚餐中选两餐)

continental plan(CP) 欧陆式计价(计算房租且包括欧陆式早餐餐费)

Bermuda plan(BP) 百慕大计价(计算房租, 包括美式早餐餐费)

single ticket 单程票

return ticket 往返票, 双程票 (美作: round-trip ticket)

fare 票价

half (fare), half-price ticket 半票

passage 票, 票价

passengers 旅客

passport 护照

剑桥商务英语阅读教程

visa 签证
papers 证件
identity card 身份证
customs 海关
safe - conduct, pass 安全通行证
excursionist, tripper, hiker 旅行者
Airport lounges 机场休息室
Airports shuttle 机场班车
arrivals 进港
assistance 问讯处
check in area (zone) 办理登机区
customers lounges 旅客休息室
departure time 离港时间
departure times on reverse 返航时间
departures 出港
destination airport 到达机场
domestic flights 国内航班
emergency exit 安全出口
exit to all routes 各通道出口
flight connections 转机处
help point (desk) 问讯处
inquiries 问讯处
left baggage 行李寄存
lost property 失物招领
luggage from flights 到港行李
luggage pick up 取行李
luggage reclaim 取行李
missing people help line 走失求救热线
missing, police appeal for assistance 警察提供走失帮助
no smoking except in designated area 除指定区域外, 禁止吸烟
nothing (something) to declare 无(有)报关
passport control 入境检验
please leave your luggage with you at all times 请随身携带你的行李
queue here 在此排队
reclaim belt 取行李传送带
reserved seating 预定的座位
return fares 往返票价
short stay 短暂停留
stay close 跟紧

Part 2 Business

Passage 1

Business Organization

Businesses play a vital role in our lives. We depend on them not only for livelihood, but also for the goods and services we use in our daily lives. Nearly everything we own and use—from our food and clothing to our automobiles and homes—is produced by businesses.

A business firm is an organization that brings the factors of production—natural resources, capital goods, the labor together, for the purpose of producing and distributing goods and services.

One of the major characteristics of business firms is specialization and division of labor. Specialization and division of labor result in increased efficiency in the production process. Economists refer to the savings resulting from this increased efficiency as economies of scale.

Another important characteristic of the business firm centers around risk. There is always the possibility that a business will fail and the money invested in it will be lost.

There are three basic forms of business organization that we will consider: (1) the individual proprietorship; (2) the partnership; and (3) the corporation.

An individual proprietorship is a form of business organization in which the business firm is owned by a single individual (the individual proprietor) who makes all the business decisions, receives all the profits earned by the firm, and is responsible for any losses incurred by the firm.

A partnership is a form of business organization that is collectively owned by two or more people (called partners) who jointly make the business decisions, share the profits of the business, and bear the financial responsibilities for any losses.

A corporation is a form of business organization that is collectively owned by a number of individuals but has the legal status form of business organization.

In addition to above-mentioned forms, there are two other forms of business organization that provide goods and services: nonprofit organizations and cooperatives.

Notes:

1. individual proprietorship 个体经营
2. partnership *n.* 合伙企业
3. corporation *n.* 公司企业

Exercises:

1. Businesses play an important role in our lives . The three basic forms are _____.
 - A. the individual proprietorship; the corporation and nonprofit organization
 - B. the partnership, the individual proprietorship and the cooperatives

- C. the individual proprietorship; the corporation and the partnership
 - D. the individual proprietorship, the nonprofit
2. Which business organization is the most important form up till now?
- A. The partnership.
 - B. The individual proprietorship.
 - C. The cooperatives.
 - D. The corporation.
3. Which form of business organization does a single individual own?
- A. The individual proprietorship.
 - B. The cooperative.
 - C. The nonprofit organization.
 - D. The partnership.
4. Increased efficiency in the production process results from _____.
A. dangerous of failure
B. specialization and divisions
C. the high salary
D. the modernization
5. Goods and services can be provided by _____.
A. the partnership and cooperation
B. the individual proprietorship and partnership
C. the individual proprietorship and cooperative
D. nonprofit organizations and cooperatives
6. Nearly everything we possess and use is provided by _____.
A. businesses
B. organizations
C. companies
D. factories

Passage 2

Innovating Your Way to Business Growth

In a difficult economy, when small businesses have trouble finding capital, health insurance and nearly everything else, there is one element of business success that can still be had on the cheap: innovation. According to most economists, innovation remains probably the most important component of small business success. Despite the downturn, smart companies are pouring more into research and development, and small businesses that continue to innovate, even in highly competitive fields, don't only survive, but thrive.

Here, then, is some advice of innovation every entrepreneur should consider.

Create a new product

Allow everything in the environment around you to trigger ideas. In November