




教育部职业教育与成人教育司推荐教材  
五年制高等职业教育国际贸易专业教学用书

# 商务英语听说

主编 孙 宁 贾秀海



 中国对外翻译出版公司



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# 商务英语听说

主编 王 芳



北京邮电大学出版社

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中国财政经济出版社

## 图书在版编目 (CIP) 数据

商务英语听说/孙宁主编. —北京: 中国财政经济出版社, 2005.2

教育部职业教育与成人教育司推荐教材. 五年制高等职业教育国际贸易专业教学用书

ISBN 7-5005-7901-2

I. 商… II. 孙… III. 商务-英语-听说教学-高等学校: 技术学校-教材 IV. H319.9

中国版本图书馆 CIP 数据核字 (2005) 第 005210 号

中国财政经济出版社 出版

URL: <http://www.cfeph.cn>

E-mail: [cfeph@cfeph.cn](mailto:cfeph@cfeph.cn)

(版权所有 翻印必究)

社址: 北京市海淀区阜成路甲 28 号 邮政编码: 100036

发行电话: 88190616 传真: 88190655

北京京师印务有限公司印刷 各地新华书店经销

787×1092 毫米 16 开 11.25 印张 270 000 字

2005 年 7 月第 1 版 2005 年 7 月北京第 1 次印刷

定价: 14.00 元

ISBN 7-5005-7901-2/H·0129

(图书出现印装问题, 本社负责调换)

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## 出版说明

为了进一步贯彻落实《国务院关于大力推进职业教育改革与发展的决定》和全国职业教育工作会议的精神,适应五年制高等职业教育发展的趋势,满足各类职业技术学院专业教学的实际需要,我们组织编写了五年制高等职业教育教学用书。该系列教材涵盖了五年制高等职业教育教学中所需的公共课(包括文化基础课、思想政治课)、财务会计、市场营销、电子商务、金融与证券、国际贸易、旅游饭店与管理等专业主干课程,从2005年秋季开学起,这些教材将陆续提供给各类职业技术学院使用。

该系列教材是根据教育部提出的“以综合素质培养为基础,以能力培养为主线”为指导思想,结合五年制高等职业教育的教学培养目标而编写的,经教育部职业教育与成人教育司批准立项,并由专家审定,作为教育部职业教育与成人教育司推荐教材出版。新教材全面贯彻素质教育思想,从社会发展对高技术应用性人才的需求出发,在内容的构建上结合专业岗位(群)对职业能力的需要来确定教材的知识点、技能点和素质要求点,并注重新知识、新技术、新工艺、新方法的应用,注重对学生的创新精神和实践能力的培养。新教材在理论体系、组织结构和阐述方法等方面均作了一些新的尝试,以适应高等职业教育教学改革,满足各类高等职业技术学院教学需要。在此,我们真诚的希望各类职业技术学院在教材的使用过程中,能够总结经验,及时提出修改意见和建议,使之不断完善和提高。

2005年4月

# 前言

当今经济全球化推动下的科技一体化、文化多元化的社会发展趋势,使社会对能够从事跨文化交际和开展国际商务活动的职业商务人员的需求日益增加。商务英语听说课程将商务理论与实践与英语语言技能有机结合,教学以学生自主学习为主导,强调实践和解决问题的能力培养,保证学生在校学习期间完成就业前的语言技能培训,为就业做好充分的准备,打下坚实的基础。因此,该课程符合国务院关于高等职业教育培养的要求,是高等职业国际贸易专业不可或缺的一门主干课程。

本书主要有三大特点:1. 顺应知识经济时代外语教学的发展趋势,体现“内容教学”特点。本教材以真实、鲜活、与现实密切相关的商务活动为背景,以浅显、宽泛的经济贸易专业理论和日常实践为基础,旨在引发学生的兴趣和学习积极性,增强他们对商务领域的体验和认识。2. 教材的设计思路以完成任务,解决问题为核心,强调以学生自主参与,教学互动,边学边用的教学模式,培养学生善于思考,自主创新的能力,从事一般商务活动的技能。3. 突出商务英语语言的特点,语言素材简洁、灵活、实用,旨在提高学生进行流利、即时、便捷、有效英语思维和表达的能力。

本书共分三个部分,二十四单元,每个单元围绕一个主题,又分内容相关的A、B节。每节包括:1. 背景介绍和主题词、2. 听力理解(含两个听力片段)、3. 语言重点、4. 强化练习、5. 口语练习。每节后配有英汉单词表。本书还以光盘的形式配备了《商务英语听说教师参考用书》和听力录音磁带。全书共分三个部分。第一部分以日常社交活动为主,旨在训练学生英语会话的基本能力;第二部分以普通的日常商务活动为主,培养学生用英语从事简单正常商务活动的的能力;第三部分包括了商务活动中比较复杂的程序,如顾客

投诉的处理与致歉、产品的描述与营销、会议的组织与举行等。该部分还选择了能够体现当今经济领域最新动向的内容,如电子银行业务、特许经营业务等,目的是让学生了解熟悉当前商界的新动态。

本书由孙宁教授、贾秀海副教授主编,李玉萍讲师为编委。第一至第四单元由李玉萍编写,第五至十二单元由贾秀海编写,第十三至二十四单元由孙宁编写。孙宁教授负责全书的策划和审定。本书在编写过程中,参考了众多国外经济专著与商务英语原版教材等,对这些书籍的作者我们在此一并表示感谢。由于编者水平所限,书中难免不足和缺点,我们恳请同行和使用本书的师生给予批评指正。

编 者

2004年11月15日

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# Part I

## Social Activities 社交活动

### Unit 1a

### Meeting and Greeting 见面寒暄

#### 1. Situation and key words

*In business world, people meet and greet everyday. In this unit, you will hear how English people introduce themselves and greet each other in their first meeting.*

#### Key words

**to introduce:** to make known for the first time to each other or someone else, especially by telling each other's names 介绍

**to greet:** to welcome with words and actions 问候, 寒暄

**company:** a formal association of persons for business purposes 公司

**business card:** a small piece of card printed with one's name and the name and address of one's business, used when making business visits (商业)名片

#### 2. Listening

2.1 Listen to the dialogue and answer the following questions:

- (1) How many people are involved in the conversation?
- (2) Where does Li Min work?
- (3) Who is He Lin?
- (4) Where is Keith from?
- (5) What does He Lin give to Keith?

*Listen to the dialogue again and fill in the blanks.*

Li Min: \_\_\_\_\_, are you Mr. Keith Smith?

Keith: Yes, I am.

Li Min: How do you do, Mr. Smith? I'm Li Min from \_\_\_\_\_.

Keith: Nice to meet you, Mr. Li.

Li Min: Mr. Smith, please \_\_\_\_\_ me to introduce Ms. He Lin, our \_\_\_\_\_ Ms.

He, this is Mr. Keith Smith. He's from America. He works in \_\_\_\_\_.

He Lin: \_\_\_\_\_ to meet you, Mr. Smith.

Keith: Please call me Keith. \_\_\_\_\_ to meet you.

He Lin: We're glad to \_\_\_\_\_ you with us. Here is my \_\_\_\_\_.

Keith: Thanks. This is \_\_\_\_\_.

**2.2** *Listen to the dialogue and decide whether the statements are true or false.*

- (1) Mr Smith is from the United Kingdom.
- (2) Linda Smith is his wife.
- (3) It is Chang Lin's first time to meet the Smiths.
- (4) Linda feels tired after the journey.
- (5) They will go to a restaurant for dinner now.

*Listen to the dialogue again and predict the responses and then fill in the blanks with what you hear from the tape.*

A: Hello, are you Mr. Smith from the United States?

B: \_\_\_\_\_. Thank you for coming to meet me at the airport.

A: It's my pleasure. Welcome to China. I'm Chang Lin from ABC company. This is my business card.

B: \_\_\_\_\_. And this is my wife.

A: \_\_\_\_\_, \_\_\_\_\_?

C: How do you do? It's nice to meet you. Please call me Linda.

A: How was the journey Linda?

C: \_\_\_\_\_.

A: Then let's get your baggage and go to the hotel now.

B: Thank you. It's so kind of you.

### 3. Language points

*The process to meet strangers usually follows the order of:*

- Identifying people

- Introducing oneself
- Introducing other people
- Exchanging business cards

#### (1) Identifying people

Excuse me, are you Mr. Keith Smith?

Pardon me. Are you Mr. Blake?

Hello. Are you Ms. He Lin from China?

Hi! You must be Li Min of ABC Company.

Excuse me. You are Linda Roberts, aren't you?

Could you be Miss Huang by any chance?

#### (2) Introducing oneself

Hello. I am Josh Clinton, the Managing Director of ABC Company.

Allow me to introduce myself. I am Jenny Bond. I work for 007.

Let me introduce myself. I am John Bush.

I don't think we have met before. I am Jack Windam.

#### (3) Introducing other people

This is Lydia Barker, the sales manager of our company.

I would like to introduce Mark Smith, the chief engineer of the new project.

Mr. Li, I would like you to meet Kenneth Johnson, the sales agent of Giant.

Allow me to introduce Bob Smith, our sales representative in this region.

May I present my friend, Katherine?

#### (4) Exchanging business cards

Here is my business card.

I'd like to give you my card.

May I give you my card?

Do you have a business card?

Could you give me your business card?

Thank you. And this is mine.

### 4. Controlled practice

4.1 Use the expressions in the listening section and the Language points section to complete these sentences.

- (1) He Lin is the \_\_\_\_\_ of ABC Company.
- (2) Li Min \_\_\_\_\_ Ms. He to Keith.
- (3) He Lin is very \_\_\_\_\_ to meet Keith.
- (4) They exchanged \_\_\_\_\_ with each other.
- (5) I would \_\_\_\_\_ to introduce my friend.
- (6) Are you Mr. Smith \_\_\_\_\_ America?
- (7) Please \_\_\_\_\_ me introduce myself.

(8) I am Vicky Zhao, the manager of PR Department \_\_\_\_\_ ABC Company.

(9) I'd like you to \_\_\_\_\_ my father.

(10) May I have your business \_\_\_\_\_?

4.2 *Correct the mistakes in the following sentences.*

(1) Allow me to introducing myself.

(2) Please to meet you.

(3) I would like introduce Betty.

(4) Did you have a business card?

(5) Thanks. This is my.

## 5. Speaking

5.1 *Pair work: Make up a dialogue with the following hints.*

Student A: *You work in a company and are going to meet Mr. Jack Green from America at the airport with your boss, Mr. Gao, who has not met Mr. Green before. You knew Mr. Green at a trade fair in Beijing last summer. Introduce Mr. Gao to Mr. Green.*

Student B: *You are the Managing Director of the company, and are going to meet an important client, Mr. Jack Green from America, with your colleague. You have not met Mr. Green before but want to start a good relationship with him and his company.*

5.2 *Group work*

*Divide the class into groups of 4 - 5. Each group is having a party; members of the group introduce to and exchange business cards with each other.*

## Words and expressions

<b>introduction</b> n. 介绍	<b>client</b> n. 客户
<b>greet</b> v. 寒暄	<b>exchange</b> v. 交换
<b>allow</b> v. 允许	<b>PR (Public Relation) Department</b> 公共关系部
<b>personnel</b> n. 人事部	<b>Sales Department</b> 销售部
<b>Managing Director</b> n. 总经理	<b>sales agent</b> 销售代理
<b>Los Angeles</b> 洛杉矶(美国一著名城市)	<b>project</b> n. 项目
<b>engineer</b> n. 工程师	<b>tiring</b> adj. 令人感到疲劳的



## Unit 1b

## Socializing with People 与人交往

## 1. Situation and key words

After self-introduction, people usually start a conversation. This unit tells you how to begin a conversation with people on appropriate topics.

## Key words

**conversation:** informal talk whereby people exchange news, feelings, and thoughts 会话; 谈天

**appropriate:** right or suitable 合适的; 得体的

**topic:** a subject for conversation, talk, writing, etc 话题; 题目

**Weather:** the condition of wind, rain, sunshine, snow, etc., at a certain time or over a period of time 天气; 气候

## 2. Listening

2.1 Listen to the dialogue on how people introduce themselves and answer the following questions:

- (1) What is Paul going to do in Beijing?
- (2) What's Paul's job?
- (3) Which company does Paul work for?
- (4) What does his company produce?
- (5) What's Keith's position?
- (6) What nationality is Paul?
- (7) Where does he work at present?
- (8) What are Swiss people famous for?

Listen to the dialogue again and fill in the blanks.

Keith: Excuse me. Is this seat \_\_\_\_\_?

Paul: No. It's not taken.

K: Oh, thank you. My name is Keith Bridges. Nice to meet you.

P: I'm Paul Smith. Nice to meet you, too.

K: Are you on \_\_\_\_\_ in Beijing?

P: No. I'm on \_\_\_\_\_. I work for SIEMENS. I'm a \_\_\_\_\_.  
What do you do, Keith?

K: I'm the \_\_\_\_\_ of ABC Company. You say you work for SIEMENS, then you are \_\_\_\_\_, aren't you?

P: Oh, no. I'm \_\_\_\_\_, but I'm working in Germany. What \_\_\_\_\_ are you? Are you American?

K: Yes. I'm from Los Angeles. I know Swiss people are \_\_\_\_\_ for making \_\_\_\_\_?

P: Thank you.

2.2 Listen to another dialogue and answer the following questions:

- (1) Where does Dimitri come from?
- (2) Where is Jim from?
- (3) What are they talking about?
- (4) What's the weather like in Jim's country?
- (5) What is the favorite topic for English people?
- (6) Why do they like that kind of topic?

Listen to the dialogue again and fill in the blanks.

A: I'm Dimitri from \_\_\_\_\_. How do you do?

B: My name is Jim. \_\_\_\_\_ to meet you.

A: Where do you come from?

B: I come from \_\_\_\_\_.

A: That's a beautiful country. It's said the \_\_\_\_\_ in England is quite changeable. Is that true?

B: Yes. The \_\_\_\_\_ in England is interesting and variable. You may wake up to a beautiful blue sky and then it starts raining during \_\_\_\_\_.

A: That's why English people always carry \_\_\_\_\_ when they go out, isn't it?

B: Yes, you're right. So talking about weather is our \_\_\_\_\_ topic of conversation.

### 3. Language points

When you start a conversation with a stranger on social occasions, some topics are appropriate, others are not:

#### 3.1 Appropriate topics

It's a nice day, isn't it?

The weather is really hot. Is it always like this here?

What do you usually like to do in your free time?

Have you ever been to any European country?

Do you watch professional basketball games?

What kind of music do you like to listen to?

#### 3.2 Inappropriate topics

How much money do you earn a year?

Can you tell me how old you are?

You look a little bit plump. What's your weight now?

How much do your shoes cost you?

You look quite pale. Do you have any illness?

Are you married?

#### 4. Controlled practice

4.1 Use the expressions in the listening section to complete these sentences.

- (1) Are you \_\_\_\_\_ vacation in Shanghai?
- (2) Hangzhou is famous \_\_\_\_\_ the Xihu Lake.
- (3) Where do you \_\_\_\_\_ from?
- (4) It's \_\_\_\_\_ that the weather in England is always changing.
- (5) Where \_\_\_\_\_ you from?

4.2 Correct the mistakes in the following sentences.

- (1) What you like do in your free time?
- (2) Do you know how old is she?
- (3) How many money do you make?
- (4) What is most interesting film you saw in China?
- (5) It's not a nice day, isn't it?

#### 5. Speaking

5.1 Pair work:

Student A: You take part in a business party held in a hall by your company. You meet a young lady from another company. You try to start a conversation with her.

Student B: You are invited to a company party. The young man sitting next to you starts to talk to you. This is a social occasion and you want to behave properly so as to impress him.

5.2 Group work:

Divide the class in groups of 4 - 5. The members in each group are from different places and they meet each other for the first time. They talk freely on topics, such as weather, music, sports, etc.

#### Words and expressions

<b>contact</b> n./v. 联系	<b>social</b> a. 社交的
<b>sales manager</b> 销售经理	<b>Swiss</b> n. 瑞士
<b>Greece</b> n. 希腊	<b>climate</b> n. 气候
<b>changeable</b> a. 易变的	<b>variable</b> a. 多变的
<b>favorite</b> a. 最喜爱的	<b>impress</b> v. 给人印象

## Unit 2a

## A Business Trip by Air 商务旅行

## 1. Situation and key words

*It's usual for business people to go on business by air. In this unit, you will hear how to go through the formalities at the airport and socialize with strangers.*

## Key words

**formality:** an act in accordance with law or custom 手续

**passport:** a small official book, obtained from a government by one of its citizens, to be shown esp. when entering a foreign country or returning home 护照

**coincidence:** A sequence of events that although accidental seems to have been planned or arranged 巧合, 凑巧

## 2. Listening

2.1 *Listen to the dialogue between a customs officer and a passenger and answer the following questions:*

- (1) What is the passenger asked to do at first?
- (2) Where does the passenger put his baggage?
- (3) How much should the passenger pay for his overweight baggage?
- (4) What does the customs officer examine?
- (5) What does the passenger have to go through at last?

*Listen to the dialogue again and arrange the steps in the right order.*

- (1) Fill in the Baggage Declaration Form.
- (2) Check the ticket and the passport.
- (3) Get on board at Gate 3.
- (4) Fasten the tag to your baggage.
- (5) Go through metal-detecting gate.
- (6) Put the baggage on the scale.
- (7) Pay for the overweight.
- (8) Write down the name on the baggage tag.
- (9) Show the Health Declaration Form.
- (10) Go to the Customs for clearance.

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