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外贸英语一听与说

Business English — Listening and Speaking

华东理工大学出版社

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前 言

本教材是根据作者长期的教学实践,并结合外销员口试反映出来的问题有针对性地为外贸人员提高听说能力而编写的,本教材摆脱了一般会话、口语教材的编写模式,以新颖的思路,从听力着手,突出听和说的结合、学和练的结合。全书按外贸实务的内容分为12个单元,每单元包括4部分:(1)听简短对话后回答问题;(2)用提示内容按例子组成新句子;(3)听短文做选择题;(4)听有关业务洽谈的对话后回答问题。目的是使学生能对各单元的内容在反复中熟练,在熟练中举一反三,听说自如。

为了便于自学,除了配套的录音外,全书附有中文参考译文和参考答案,有利于学生在理解的基础上进行听说训练。对于有一定英语基础的外贸工作者和希望从事外贸工作的其他各类学校毕业生尤为适用,也可作为外销员口试的培训教材。为了充分进行练习,提高效率,学生应尽量不用省略式回答问题。另外,学员如果在听第一遍时跟不上,可听第二遍或第三遍,不宜急于看课文或参考答案。

培训中心的领导同志对本书的编写给予了大力支持,相信本教材对学生提高外贸英语听说能力会有一定帮助。

由于水平有限,不妥之处敬请专家、读者指正。

周文龙

于上海市对外经济贸易教育培训中心

内 容 简 介

本书是根据作者长期的教学实践,并结合外销员口试反映出来的问题,有针对性地对外贸人员提高听说能力而编写的。本教材在编写中摆脱了一般会话、口语教材的编写模式,以新颖的思路从听力着手,突出听和说的结合,学和练的结合。全书按外贸实务的内容分为12个单元,除配套的录音外,全书附有中文参考译文和参考答案。本书可作为外销员口试的培训教材,也适于在涉外部门工作的外贸工作者和希望从事外贸工作的其他各类学校毕业生。本书配套音带由上海海文音像出版社出版。

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Unit 1 General Talks for the First Meeting

I. Listen to the following short dialogues and answer the questions

1. Miss Wang: Welcome to Shanghai, Mr Smith. Is this your first trip here?

Mr Smith: As a matter of fact, this is my second visit to your city. My first visit is in 1993.

Question: When did Mr Smith first visit Shanghai?

2. W: Nice to meet you, Mr Smith. I'm Wang Fang from the Shanghai Textiles Import and Export Corporation.

S: Thank you very much for you to meet me here.

Q: Where is Wang Fang from?

3. W: Did you have a pleasant journey?

S: On the whole, it's not too bad.

Q: What does the man think of his journey?

4. W: Now, Mr Smith, if all is ready, we'd better start for the hotel.

S: All right, we need a rest after a long flight.

Q: Where are the man and woman now?

5. W: This civil airport has established nearly 50 domestic scheduled flight lines.

S: Has it opened air lines to foreign countries and regions?

- Q: How many domestic scheduled flight lines has the airport established?
6. W: You've been to several cities in our country. You must know a lot about China.
- S: Only a little. I hope I will know more.
- Q: Why does the woman say that the man must know a lot about China?
7. W: Look at those high buildings there. We'll arrive in a few minutes.
- S: By the way, what about the rest of our luggage we left at the airport?
- Q: Where does the dialogue most probably take place?
8. W: I've already reserved a room on the seventh floor for you in the Peace Hotel.
- S: Wonderful. I know that hotel very well. They always have comfortable rooms for guests.
- Q: What does the man know about the Peace Hotel?
9. W: This is your room, Mr Smith, How do you like it?
- S: What a cosy and bright room! It's very thoughtful of you to have arranged all this for me.
- Q: What does the man think of his room?
10. W: How do you like our weather? It often rains here this time of the year.
- S: It doesn't matter. I've come here not for pleasure but on business.
- Q: Why doesn't the man mind it raining?

11. W: The Chinese restaurant and the bar are on this floor. They serve all day long from 7 am till 11 pm.
S: Thank you. Where can I do currency exchange?
Q: How do the Chinese restaurant and the bar serve?
12. W: I'd better take my leave now so that you may have a good rest. We'll have our first business talk here tomorrow morning at nine.
S: Thank you. I'll be expecting you then.
Q: When will they have their first business talk?
13. W: Our policy of opening to the outside world is sure to speed up our economic development.
S: I quite agree with you there. Your trade policy comes into line with the desire and interests of our people.
Q: What does the man think of the trade policy?
14. W: Mutual exchange of needed products is an important form of mutual help and support.
S: I do agree with you. The purpose of my present visit is to examine the prospects of increasing our business.
Q: What's the purpose of the man's present visit?
15. W: The trade between us has been developing with satisfaction but I believe there is room for more development.
S: I think so. Your commodities are of great significance to our economic construction.
Q: What does the woman believe?

II. Practise speaking according to the examples with prompts given

1. Example: You must be very tired. We'll talk about our business tomorrow.

I'd better take my leave.

You must be very tired. I'd better take my leave.

Prompts: 1) I'm afraid I have to say good-bye to you now.

2) Please take a good rest.

3) I'm afraid I must be leaving now.

4) We can talk it over later.

2. Example: We trade on the principle of equality and mutual benefit.

We always follow.

We always follow the principle of equality and mutual benefit.

Prompts: 1) We stand for

2) We stick to

3) We always adhere to

4) We abide by

3. Example: The purpose of my present visit is to seek an opportunity to do business with you.

to examine the prospects of increasing business

The purpose of my present visit is to examine the prospects of increasing business.

Prompts: 1) to initiate business with you in electric goods

2) to explore possibilities of cooperation

3) to promote both business and friendship

4) to establish business relations

4. Example: What has impressed us most is your flexible way of doing business.

the great achievements you have made in construction

What has impressed us most is the great achievements you have made in construction.

Prompts: 1) the great varieties of your products

2) your policy of opening to the outside world

3) the principle you have been keeping to

4) your present foreign trade policy

5. Example: You may rely on us to render our cooperation in every possible way.

to promote the sale of your new products

You may rely on us to promote the sale of your products.

Prompts: 1) to supply you with such commodities regularly

2) to book a room with a lovely view for you

3) to do our best to expand trade with you

4) to airmail you free samples

6. Example: May I ask what line of business you are in?

how long you are going to stay here

May I ask how long you are going to stay here?

Prompts: 1) what other products you export

2) what line of goods you handle

3) what you want to buy this time

4) where your factory is

7. Example: By joint efforts, we can promote both business and

friendship to our mutual benefit.

this transaction will turn out to be satisfactory

By joint efforts, this transaction will turn out to be satisfactory.

- Prompts: 1) we can enter into direct business relations with you
2) the winter hats can be introduced into your market
3) our commodities will find a ready market there
4) friendly relations can be maintained between us

8. Example: We are one of the leading exporters of electric goods in this city.

the leading exporters of garments in this region

We are one of the leading exporters of garments in this region.

- Prompts: 1) the biggest manufacturers of machine tools here
2) the leading importers of Chinese silk in our country
3) your regular customers for reading-lamps
4) the large buyers of your chemicals in Europe

III. Listen to the passage and mark the best choice:

We owe your name and address to Messrs Jones & Co. They informed us that you are a large buyer of chemicals. As this item falls within the scope of our business activities, we wish to enter into business relations with you.

We have been in this line for more than 20 years and have established ourselves as one of the leading exporters of chemicals in this country. As our products are of good quality, they are getting more and more popular in the world market. To give you a general idea of

our chemicals, we'll give you a complete set of leaflets showing the various products we are handling now. If the listed articles meet your interest, please let us have your specific enquiries.

1. Messrs Jones & Co. _____.
 - a) owe us your name and address
 - b) owe your name and address to us
 - c) informed us of your name and address
 - d) informed you of our name and address
2. As this item falls within the scope of our business activities, _____.
 - a) we wish to establish business relations with you
 - b) we have established ourselves as a leading exporter of chemicals
 - c) we wish to enter your country
 - d) we wish to enter into business with you for 20 years
3. We've been in this line of chemicals _____.
 - a) for nearly 20 years
 - b) for nearly 25 years
 - c) for more than 20 years
 - d) for more than 25 years
4. As our products are of good quality, they are getting more and more _____.
 - a) acceptable in the European market
 - b) popularity in the world market
 - c) expensive in the European market
 - d) popular in the world market
5. Please let us have your specific enquiries _____.

- a) if you have a general idea of our chemicals
- b) if a complete set of leaflets interests you
- c) if you are shown the various products we are handling
- d) if the listed articles meet your interest

IV. Listen to the following conversation and answer the questions:

Miss Wang: Welcome to our corporation, Mr Smith. Is this your first trip to China?

Mr Smith: No, This is my second time. I first visited China last year.
But it was a very short time. I didn't have time to visit Shanghai.

W: Shanghai is a very important foreign trade port in China. We have set up a sightseeing program for you. You'll be able to go round the city after our business talks.

S: Thank you very much for your kind reception and all the hospitable arrangements. From the moment we stepped on your country, friendship has surrounded us on every side. I'm sure no one who visits China today will fail to notice the great achievements that China has made in every field.

W: I'm glad to hear that. Our achievements in the last few years have proved the correctness of our policies of reform and opening to the outside world.

S: I quite agree with you there.

W: In developing our foreign trade relations with other countries, we still follow the principle of "equality, mutual benefit and exchanging what one has for what one needs".

S: Your trade policy falls in line with the desire and interests of our people. Since the establishment of diplomatic relations between our two countries, the trade has been developing with satisfaction.

W: It's true. But I believe there is room for more development.

S: I think so. The commodities your country has been supplying us with are always of great significance to our economic construction. The purpose of my present visit here is to discuss the possibility of developing business with your corporation in Chinese silk.

Questions:

1. When did Mr Smith first visit China?
2. Why didn't he visit Shanghai last year?
3. What does Miss Wang say about Shanghai?
4. What would Mr Smith do after business talks?
5. What does Mr Smith find the moment he stepped on China?
6. What have our achievements in the last few years proved?
7. What principle does China follow in developing foreign trade?
8. What does Mr Smith say about China's trade policy?
9. How does the trade develop since the establishment of diplomatic relations between the two countries?
10. What's Mr Smith's purpose of his present visit here?

Unit 2 Inquiry and Offer

I. Listen to the following short dialogues and answer the questions:

1. Mr Smith: Could you give us an introduction of your products?

Miss Wang: What particular articles are you interested in?

Question: What does the man ask the woman to do?

2. S: I've come to purchase carpets from your company.

W: We can supply carpets in a wide range of designs. Which do you like best?

Q: How can the woman supply carpets?

3. S: Have you got any samples for these products?

W: Yes, we have. But they are in the sample room.

Q: Where are the samples?

4. S: I think your latest patterns are quite good.

W: Yes, our new patterns are much better than the old ones.

Q: What does the man think of the latest patterns?

5. S: Could you supply table-cloths in this design?

W: For the time being we can't supply as they have just been sold out.

Q: Why can't the woman supply table-cloths in this design for the time being?

6. S: Would you give me full particulars of the specifications of this trip scissors?
W: Certainly. For this article, we have two brands.
Q: What does the man want to know?
7. S: We'd like to know the availability of your musical toys.
W: We can assure you of an ample supply of them.
Q: What does the woman assure the man?
8. S: One of our clients is desirous of purchasing motorcycles for his stock.
W: What type would you like to order?
Q: What is the client desirous to buy motorcycles for?
9. S: I'm interested in your Forever brand bicycles. What types can you recommend?
W: We have a lot of types for you to choose from.
Q: What is the woman's answer about the types of bicycles?
10. S: Your leather shoes are quite good in quality. Would you quote us the lowest price CIFC5% Rotterdam?
W: I'd like to know the quantity you require so as to work out the offer.
Q: Why does the woman want to know the quantity required?
11. S: We should like to know whether you can supply 10,000 dozen sports socks for prompt shipment.
W: I'm sorry we don't have the goods available at present. We can't make an offer now.
Q: Why can't the woman make an offer for sports socks now?
12. S: We are thinking of placing an order for 1,000 sets of your