

国际商务系列教材

国际商务 模拟实训教程

下
册

【参考答案】

余世明 冼燕华 编著



暨南大学出版社
Jinan University Press

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模拟实习教程

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编者说明

当前,我国对外经济与贸易发展迅猛,特别是允许民营企业、三资企业自营进出口业务,我国国际商务专业人才更加缺乏,社会需要大量专业对口的国际商务大中专毕业生。

为了更好地适应职业教育的发展和要求,加强实践性教学,使国际商务专业的学生经过专业理论知识的学习后,能通过校内模拟实习,将所学的理论知识运用于实际,提高其实际操作能力。同时,作为毕业前的综合练兵,检验学生综合分析能力和操作能力的高低,毕业后能尽快地适应工作需要,编者编写了这本《国际商务模拟实习教程》。

本实习教程是编者根据多年的教学经验和在公司的实习心得,以外贸企业实际操作规程为准则,以国际商务专业的教材为基础,以完整的出口业务为内容,以学生直接参与业务当事人角色的方式编写而成。全部训练内容来自外贸公司的实际案例,只是考虑商业秘密,修改了有关的资料。其内容全面完整,实际操作性强。本教程分为上下册,上册着重实习知识重难点的讲解和实习训练,强化提高部分供实习教师根据需要选择使用,下册为实习训练的参考答案,供实习教师参考和实习末期学生对照检查使用。

本书可作为国际商务专业和其他涉外经贸专业模拟实习的教材,也可作为培训国际商务基础知识的教材以及有志于从事国际商务的人员学习、工作的参考书。

目前,国际商务专业模拟实习的教材比较少,本书是编者在1999年校内使用的《对外贸易业务模拟实习指导书》基础上修改而成。在编写中,得到了很多外贸公司的支持和帮助,参考了大量的教材,引用了外贸公司的大量材料,特别是广东省轻工家电公司业务部余镇强经理和原广东省外贸开发公司进口部余世盛经理对本书的编写提出很多宝贵意见,在此谨向有关作者和公司的经理、业务员和单证员表示衷心的感谢!由于水平有限,书中定有不少疏漏和不妥之处,诚恳欢迎老师和同学们提出批评意见。

编者

2004年8月

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模拟实习一 函电往来

实习内容

(一) 询盘

November 2, 2003

Dear Mr. Li,

We have seen your products in 2003' Guangzhou Autumn Fair and we are keenly interested in the following items and shall be glad if you kindly quote us your best price CIF Helsinki.

TR - 3U - A	110V 5W	E27/B22	4 000PCS
TR - 3U - A	110V 7W	E27/B22	4 000PCS
TR - 3U - A	110V 22W	E27/B22	4 000PCS
TR - 3U - A	110V 26W	E27/B22	4 000PCS

We shall be pleased to have you inform us of your best terms and conditions, and also your credit status. Our bank is the Finland Commercial Bank Limited.

We anticipate your early reply.

Yours faithfully,

Tom Smith

(二) 发盘

November 4, 2003

Dear Mr. Smith,

We are glad to have received your enquiry of 2nd November. You will be pleased to note that we have had over 20 years' experience in handling Energy Saving Electronic Lamps and they have popularly received in the European market. If possible, please increase the quantities of each item to 5 000 pieces respectively so that we can put them in a container of 20'. As requested, we are offering as follows:

1. Commodity: TRIANGLE BRAND 3U - SHAPE ELECTRONIC ENERGY SAVING LAMPS

2. Packing: To be packed in cartons of 50 pieces each

3. Quantities, Article Nos. & Prices:

TR - 3U - A	110V 5W	E27/B22	5 000PCS	USD 3.00/PC
TR - 3U - A	110V 7W	E27/B22	5 000PCS	USD 3.50/PC
TR - 3U - A	110V 22W	E27/B22	5 000PCS	USD 4.50/PC
TR - 3U - A	110V 26W	E27/B22	5 000PCS	USD 5.00/PC

4. Price Terms: CIF Helsinki

5. Payment: By irrevocable L/C at sight to be opened in our favour

6. Shipment: Three or four weeks after receipt of L/C

Our banker is the Bank of China, you may refer the branch in Finland to our standing.

We look forward to receiving your first order.

Yours sincerely,

Li Ming

(三) 还盘

November 8, 2003

Dear Mr. Li,

Thank you for your letter of 4th November, and We think it is acceptable to increase the quantities of each item to 5 000 pieces, but we find your prices are rather on the high side.

Since we have a thorough knowledge of the market and an extensive sales organization in Finland, we feel confident to promote the sales of your products. Therefore, we will appreciate it if you could quote us your favorable prices.

We look forward to your early reply.

Yours faithfully,

Tom Smith

(四) 再还盘

November 10, 2003

Dear Mr. Smith,

Thank you for your letter of 8th November and we would like to inform you that we always sell these items at the prices we quoted in the European countries. But considering the first order between us and your confidence in its selling, we are willing to bring down our price and offer as follows:

1. Commodity: TRIANGLE BRAND 3U - SHAPE ELECTRONIC ENERGY SAVING LAMPS

2. Packing: To be packed in cartons of 50 pieces each

3. Quantities, Article Nos. & Prices:

TR - 3U - A	110V 5W	E27/B22	5 000PCS	USD 2.50/PC
TR - 3U - A	110V 7W	E27/B22	5 000PCS	USD 3.00/PC
TR - 3U - A	110V 22W	E27/B22	5 000PCS	USD 3.80/PC
TR - 3U - A	110V 26W	E27/B22	5 000PCS	USD 4.20/PC

4. Price Terms: CIF Helsinki

In the meantime, please be informed that we require the payment to be made by irrevocable L/C at sight. If you place your order not later than the end of this month, we would guarantee delivery in December of this year.

As you see, our products enjoy a high reputation in Europe because of their excellent quality and competitive prices, you can be sure our products will no doubt help you expand your market.

We look forward to your early reply.

Yours sincerely,

Li Ming

(五) 成交

November 12, 2003

Dear Mr. Li,

We've received your letter dated November 10, and we're prepared to accept your prices and terms stated in your previous letter.

Meanwhile, please note that shipping advice must be sent to us within 2 days after shipment, advising number of packages, gross and net weight, vessel name, bill of lading No. and date, contract No. and value.

Please send us your sales contract as soon as possible. Should this order prove satisfactory to our customers, we can assure substantial orders will be placed.

Yours faithfully,

Tom Smith

强化提高

强化提高一

（一）询盘

MIRACLE TRADING COMPANY
98 HIGH STREET, SYDNEY, AUSTRALIA

April 18th, 2004

Dear Sirs,

We own your name and address from the Internet and we learn that you are one of the leading exporters of garments.

We're interested to buy 1 000 dozen of Men's Cotton Shirts (Art. No. GS01A). Please send us details of this item, including colors and prices, and also send us samples of different colors, so as to acquaint us with the quality and price of your supplies.

If the quality of your products is satisfactory and the prices are attractive, you may expect an order from us. We're looking forward to hearing from you soon.

Yours faithfully,

Miracle Trading company

（二）发盘

GUANGDONG TEXTILES IMPORT & EXPORT
KNITWEARS COMPANY LIMITED
15/F Guangdong Textiles Mansion,
168 Xiaobei Road, Guangzhou 510045, China

April 26th, 2004

Dear Sirs,

As requested in your letter of April 18th, we offer you firm as follows, subject to your reply reaching us before May 5:

1 000 dozen Men's Cotton Shirts (Art. No. GS01A) at AS \$ 120/dozen CIF Sydney. We require payment by irrevocable L/C at sight. And shipment is to be made during July.

Because of their good quality and fresh design, the demand for our Men's Cotton Shirts is heavy, we trust that you'll accept this offer without any delay.

For your reference, we'll send you some samples under separate cover and look forward to receiving your order at an early date. You may assure that your order will receive our most careful attention.

Yours faithfully,

GD Textiles Imp. & Exp. Knitwears Co., Ltd.

(三) 还盘

MIRACLE TRADING COMPANY
98 HIGH STREET, SYDNEY, AUSTRALIA

May 4th, 2004

Dear Sirs,

Thank you for your offer of April 26 and samples of Men's Cotton Shirts you kindly sent us.

While appreciating the good quality of your products, we regret that your price appears to be on the high side. To accept the price you offered would leave us no margin of profit in our sales, since the competition in this area is very keen and the other suppliers are offering lower prices for shirts of the same quality.

Therefore we counteroffer as follows:

Your offer of April 26 is unacceptable, we suggest AS \$ 110 per dozen CIF Sydney.

All other terms are as per previous offer.

We look forward to your confirmation.

Yours faithfully,

Miracle Trading Company

(四) 成交

GUANGDONG TEXTILES IMPORT & EXPORT
KNITWEARS COMPANY LIMITED
15/F Guangdong Textiles Mansion,
168 Xiaobei Road, Guangzhou 510045, China

May 8th, 2004

Dear Sirs,

Thank you for your letter of May 4 for Men's Cotton Shirts, we're pleased to accept your counter-offer.

Please note that we have specially accepted your request because we wish to get many future orders from you.

Enclosed please find our S/C in duplicate of which please countersign and return one copy to us for our file.

Yours faithfully,

GD Textiles Imp. & Exp. Knitwear Co., Ltd.

强化提高二

（一）买方信函练习

1. 建立贸易关系信函

March 18, 2004

Dear Sirs,

Having obtained your name and address from the Internet, we are writing you in the hope of entering into trade relations with you.

We have been importers of Hardware for many years and enjoyed high reputation in our country. At present, we are interested in various kinds of Handles and will appreciate it if you could send us your latest catalogues.

If the quality of products is satisfactory and the prices are competitive, we trust important business can materialize.

We are looking forward to your early reply.

Yours faithfully,

Andy Burns

2. 询盘信函

To: master@szchengming.com

Date: 21 March, 2004 3:25pm

Subject: Inquiry

Dear Ms. Zhang,

Thank you for your catalogues forwarded to us and we are now interested in your Handles, and should appreciate it if you would give us the best quotation for the following items.

Article Nos.	Quantities
XF25B/96mm	10 000 pieces
XF33/96mm	10 000 pieces
XF106/128mm	10 000 pieces
XF107/96mm	10 000 pieces

If your prices are in line, we trust substantial orders will follow. We look forward to your early reply.

Best regards,

Andy Burns

3. 接受信函

March 25, 2004

Dear Ms. Zhang,

Re: Handles

We are in receipt of your letter of March 22 offering us the captioned goods.

In reply, We find your prices are in line with the prevailing market and we are prepared to place our order with you. Since we are in urgent need of the goods, please see your way to make shipment in May.

Thank you for your cooperation and we anticipate your early reply.

Yours faithfully,

Andy Burns

4. 合同会签信函

AMERICAN ABC OVERSEAS TRADING CO.

5325 Boul. St. , San Francisco, CA94112, USA

Tel: 001 - 415 - 587297 Fax: 001 - 415 - 587297

E-mail: abctrading@msn. com

FROM: ANDY BURNS

TO: SUNNY ZHANG

DATE: MARCH 27, 2004

RE: HANDLES

THANKS YOUR LETTER DATED MARCH 23.

WE CONFIRM YOUR SUPPLY FOR ABOVE ITEMS FOR MAY SHIPMENT. PLEASE FIND OUR SIGNED S/C FOLLOWED.

BEST REGARDS

ANDY BURNS

ENCLOSED

（二）卖方信函练习

1. 建立贸易关系信函

GUANGZHOU YIHUA TRADING CO., LTD.

Rm. 1303 - 1305 Huaxin Mansion, Huanshi Road, Guangzhou, China

Tel: 86 - 20 - 07654321 Fax: 86 - 20 - 07654213

E-mail: yihua@21cn.com

October 4, 2003

Dear Mr. White,

We thank you for your e-mail of October 3 and shall be glad to establish business relations with your company.

Complying with your request, we are sending you our latest catalogues covering our best sellers of this year.

If you find any items are of interest to you, please let us know immediately.

Yours faithfully,

Grace Li

2. 发盘信函

October 7, 2003

Dear Mr. White,

Thank you for your inquiry for our Free Baby Brand Children's Bicycles. As requested, we are offering you 1 000 sets Art. No. KH145 at GSP £ 35 per set CIF EMP for shipment in December. We require payment by irrevocable L/C at sight and this offer keeps open for 5 days.

As you know, the item you inquired for is the most popular item of this year, we suggest you act quickly.

We hope to receive your order soon.

Yours faithfully,

Grace Li

3. 拒绝降价信函

To: Williams@hotmail.com

Date: October 9, 2003 11:23 am

Subject: Price

Dear Mr. White,

Re: 1 000 Sets of Free Baby Brand Children's Bicycles

We learn from your letter of October 6 that you find our price for the captioned goods is on the high side.

Much we would like to do business with you, we are regretful that we can't reduce our price by 5%, as the price we quoted is in line with the prevailing market. In fact, we have already concluded considerable business with other customers at your end.

As our Free Baby Brand Children's Bicycles are strongly built and in good finish, they sell well in the overseas markets. If you see any chance to do better, please let us know.

Best regards,

Grace Li

4. 接受信函

October 11, 2003

Dear Mr. White,

We are pleased to receive your letter dated October 9 that you are prepared to place an order for 1 000 sets of Free Baby Brand Children's Bicycles, Art. No. KH145, at the price we quoted.

Complying with your request, we will make shipment in the middle November so as to enable you to meet the Christmas sales.

Enclosed please find our Sales Contract in duplicate, one of which please sign and return for our files. In the meantime, please do your utmost to open your L/C so that we can execute your order smoothly.

Yours faithfully,

Grace Li

强化提高三

（一）建立业务关系

Messrs. Anderson & Co.

17 Mayfield Road, Copenhagen, Denmark

Tianhong Trading Co., Ltd.

Rm. 1201 Yinze Mansion, Huangpu Road,

Guangzhou, China

June 3, 2004

Dear Sirs,

Having obtained your name and address from our business friends, we are writing you in the hope of establishing business relations with you.

We have been importers of Chinese Pottery Ware for many years and kept wide connections with many department stores in our country. At present, we are interested in various kinds of Chinese Tea Sets and should appreciate your catalogues and quotations.

If your prices are in line, we trust important business can materialize.

We are looking forward to receiving your early reply.

Yours faithfully,

Messrs. Anderson & Co.

（二）欢迎与我们建立贸易关系

Tianhong Trading Co., Ltd.

Rm. 1201 Yinze Mansion, Huangpu Road,

Guangzhou, China

Messrs. Anderson & Co.

17 Mayfield Road, Copenhagen, Denmark

June 5, 2004

Dear Sirs,

We thank you for your letter of June 3 and shall be glad to establish business relations with your company.

Complying with your request, we are sending you our latest catalogues covering our best sellers of this year.

If you find any items are of interest to you, please let us know immediately.

Yours faithfully,

Tianhong Trading Co., Ltd.

(三) 发盘

Tianhong Trading Co., Ltd.

Rm.1201 Yinze Mansion, Huangpu Road,
Guangzhou, China

Messrs. Anderson & Co.

17 Mayfield Road, Copenhagen, Denmark

June 8, 2004

Dear Sirs,

In reply to your letter of June 5, we are giving you an offer, subject to our final confirmation, as follows:

Commodity:	YUEHUA Brand Tea Sets
Quantity:	1 000 sets
Price:	USD 45 CIF Rotterdam per set
Shipment:	August/September, 2004
Payment:	By irrevocable Letter of Credit at sight
Packing:	One set to a box, 50 boxes to a carton

If you find the above acceptable, please fax us for confirmation.

Yours faithfully,

Tianhong Trading Co., Ltd.

(四) 成交

Messrs. Anderson & Co.

17 Mayfield Road, Copenhagen, Denmark

Tianhong Trading Co., Ltd.

Rm.1201 Yinze Mansion, Huangpu Road,
Guangzhou, China

June 10, 2004

Dear Sirs,

Thank you for your quotation and the samples forwarded to us.

After going through them, we are in the opinion that your YUEHUA Brand Tea Sets are good in quality and reasonable in price. Therefore, we are prepared to place an order for 1 000 sets of YUEHUA Brand Tea Sets (Art. No. SM213).

Enclosed please find our Purchase Contract No.123 in duplicate and shall be appreciate it if you could send back one copy duly countersigned.

As our clients are in urgent need of the goods, please ship the goods as soon as possible.

Yours faithfully,

Messrs. Anderson & Co.

Encl.

模拟实习二 洽商谈判

第一部分 中文谈判 (略)

第二部分 外贸英语谈判

实习内容

(S - Seller, B - Buyer)

Key for reference:

B: Hello, I'm a businessman from ABC Co., Ltd. in Finland. My name is Smith. Here is my name card.

S: Hello, Mr. Smith. Nice to meet you! My name is Li Ming, a businessman of Guangdong Longhua Co., Ltd. Won't you sit down, Mr. Smith?

B: Thanks. I've got some information about your company at the Guangzhou Fair and I'm very interested in your Energy Saving Electronic Lamps. So my purpose of coming here today is to inquire about the possibility of doing business with you.

S: We'll be glad to do what we can for you, Mr. Smith. Our Energy Saving Electronic Lamps are good in quality and fresh in design and they have met with a favourable reception in overseas markets.

B: Mr. Li, we have been in the line of electrical appliances for more than 20 years and have wide connections with many dealers in Finland. During my stay in the Guangzhou Fair, I found some new model series are rather attractive. May I have a look at your catalogues first?

S: Sure. Here is the catalogue for some popular items, I'm sure you will be interested in them.

B: Oh, they look nice. We are thinking of placing an order if they are satisfactory.

S: Mr. Smith, may I know what items you're interested in?

B: I'm quite interested in Art. No. TR - 3U - A 110V 5W and Art. No. TR - 3U - A 110V 7W, could you show me the samples?

S: Certainly. Here you are. These items are the best sellers of this year. They are of good quality as you can see from the samples and they have enjoyed wide popularity in overseas markets.

B: No doubt, they are fairly good. How about the price?

S: May I know how many you are going to order?

B: We'll place an order of 5 000 pieces of Art. No. TR - 3U - A 110V 5W and Art. No. TR - 3U - A 110V 7W each. Now, please tell me on what terms you quote your prices?

S: We usually quote CIF or FOB, which do you prefer?

B: I prefer CIF prices.

S: Let me see. Oh, here is the price list for these two items. We can offer you 5 000 pieces of Art. No. TR - 3U - A 110V 5W at USD 3.00 per piece CIF Helsinki and 5 000 pieces of Art. No. TR - 3U - A 110V 7W at USD 3.50 per piece CIF Helsinki.

B: Mr. Li, I'm afraid your price is much too high. We have received offers from other dealers for