

剑 桥 商 务 英 语 系 列

剑桥商务英语

初级阅读、写作辅导

BUSINESS ENGLISH OF CAMBRIDGE READING & WRITING

■ 本书主编 李知宇 罗红斌

■ 丛书主编 胡慕辉

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世界图书出版公司

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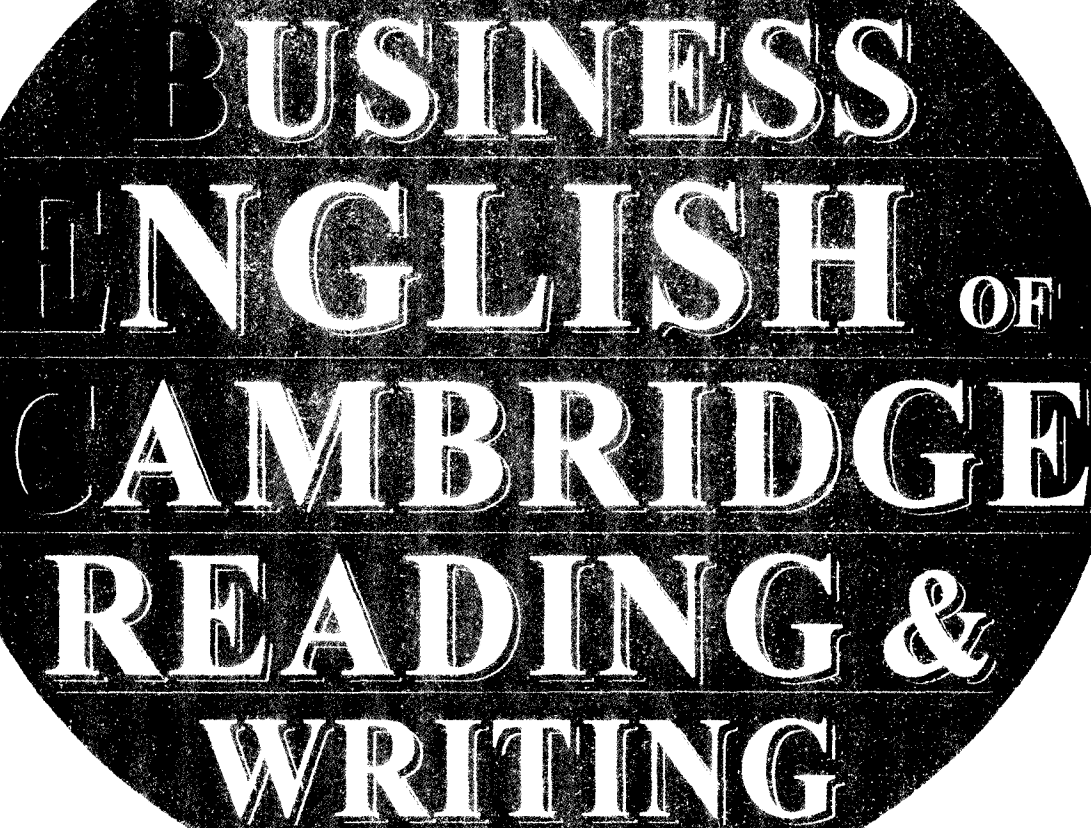
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总 序

剑桥商务英语证书 (Cambridge Business English Certificate 简称 BEC) 考试属于专用英语考试。英国剑桥大学是世界最著名的高等学府之一, 其剑桥大学特别考试委员会 UCLES (University of Cambridge Local Examinations Syndicate) 成立于 1858 年, 经历一百多年的发展, 已成为世界上最具权威的考试机构之一。从 2002 年 10 月 1 日起, 特别考试委员会 UCLES 更名为 Cambridge ESOL (English for Speakers of Other Languages)。它的考试方法广泛地用于升学、就业等方面, 目前在世界上 110 个国家设有考点, 每年参加考试的考生达 100 多万人, 而且这个数目在全球还有逐年上升的趋势。2001 年全球超过 50 个国家, 大约 58000 名考生参加了 BEC 的考试。

随着中国对外开放政策的深入和发展需要, 早在 1993 年, 国家教委考试中心和剑桥大学考试委员会就双方协议, 在中国合作举办剑桥英语考试。经过将近 4 年有效尝试, 从 1996 年开始将其定期化。1999 年以来, 为适应不断变化发展的需要, ESOL 着手对 BEC 考试进行修订和改进, 其最新版本终于在 2002 年 3 月的考试中与考生见面。

BEC 考试根据商务工作人员业务水平的需要, 对考生在经济贸易和商务活动的一般工作环境中使用英语的能力, 从听、说、读、写四个方面进行全面考察, 并提供标准统一的权威证书 (该证书终生有效)。因此, 该证书可被各类涉外企业、部门、组织或机构用来招聘职员时作为衡量求职者英语能力的证明, 也可被商务工作人员或英语学习者作为提高英语水平的验证等。对即将进入就业领域的在校学生或已工作的青年来说, 它将是就业、求职的重要砝码。实际上, BEC 由于其考试单位——英国剑桥大学考试委员会考试的科学性和权威性, 越来越得到国内大多数外企、商社和涉外单位的认可, 是招聘雇员优先录用的主要条件之一。

BEC 初级考试 (BEC Preliminary) 是为需要在办公室工作中使用商务英语的雇员而设计的。在招聘人员时以 BEC 初级证书作为考察应聘者基本的商务英语语言要求, 可以使公司准确评估应聘人员的真实商务英语运用水平; BEC 中级 (BEC Vantage) 证书适用于中级管理层的雇员, 作为鉴定具有中级商务英语水平雇员的工具; BEC 高级 (BEC Higher) 证书证明证书持有者具有在广泛的专业领域使用商务英语的能力, BEC 高级已被英国许多大学和中国一些大学定为 MBA 必修课之一, 并被英国 50 多所大学认可作为入学英语语言能力的证明。

考试内容及方式

BEC Preliminary (初级) 考试分两阶段进行。

第一阶段为书面考试。其中第一部分为阅读和写作 (约 90 分钟); 第二部分是听力。

阅读 (约 55 分钟):

要求考生:

- 对一些实用文摘类短文进行理解，如说明书、通知、留言、广告等。
- 对一些实用文摘类较长文章进行理解，如商务信件、产品说明及参考材料等。
- 对图表、时间表、示意图进行解释。
- 按要求填写表格。

写作（约 35 分钟）：

要求考生：

- 写出限定长度的短文，如简短的笔记、留言、备忘录、说明等。
- 写出较长的文章，如商务信件，对某一系统或过程做出描述等等。

听力（约 40 分钟）：

要求考生：

- 理解简单的说明语和简短对话。
- 从电话谈话中提取有用的信息并做笔记。
- 从独白中提取有用的信息，如产品介绍和解释等等。

第二阶段为口试。（约 12 分钟）

要求考生：

- 个别询问和交流真实信息。
- 建立和保持社交或商务关系。
- 能进行一定的交易活动，如购买或询问情况等。

口试采用一位主考官 *interlocutor* 和一位副考官 *assessor* (副考官不参加提问或对话，只对两个考生进行评分) 同时考两位考生的形式。考试内容分为两部分：第一部分由主考与两位考生对话；第二部分由两位考生单独对某个商务情景进行 45 秒至 1 分钟的简短谈话，第三部分相互讨论并做出最后决定。

Contents 目 录

剑桥商务英语考试初级阅读部分.....	1
Introduction to BEC Preliminary Reading (BEC 初级阅读简介)	2
Unit 1 The Nature of Business (商业的性质)	4
1.1 Lead-in Question 启发问题	
1.2 The Nature of Business 商业的性质	
1.3 Women-owned Businesses 女老板公司	
1.4 Company Profile: BP 公司掠影: BP 股票上市公司	
1.5 Advertising 广告	
1.6 Company Logos 公司标志	
Unit 2 Decision Makers (商业决策人)	13
2.1 Lead-in Question 启发问题	
2.2 How Decision Makers Function Differently in Large and Small Businesses? 大公司与小公司的决策人有何不同?	
2.3 What is the Difference Between a Manager and a Leader? 经理和领导有何不同?	
2.4 Personal Profile: Jack Welch 人物掠影: 杰克·韦尔奇	
2.5 Advertising 广告	
2.6 CEOs 首席执行官们	
Unit 3 The Three Primary Business Sectors (三大主要产业)	23
3.1 Lead-in Question 启发问题	
3.2 The Three Primary Business Sectors 三大主要产业	
3.3 Indonesia's Energy Revenue to Reach 9.4 Billion Dollars 印度尼西亚的能源收入达94亿美元	
3.4 Company Profile: Motorola Inc. 公司掠影: 摩托罗拉公司	
3.5 Advertising 广告	
3.6 Company Logos 公司标志	
Unit 4 Marketing (市场营销)	32
4.1 Lead-in Question 启发问题	
4.2 Market & Marketing 市场与市场营销	
4.3 Nielsen: China's Ad Market to be World No. 2 by 2010 尼尔森调查显示中国广告市场到2010年将排行全球第二	
4.4 Company Profile: Wal-Mart 公司掠影: 沃尔玛	
4.5 Advertising 广告	

4.6 Signs 标志

Unit 5 Advertising (广告) ----- 40

5.1 Lead-in Question 启发问题

5.2 Advertising 广告的由来

5.3 Web Ads Getting "In Your Face" 网上广告“扑面而来”

5.4 Company Profile: Ogilvy China 公司掠影：奥美中国

5.5 Advertising 广告

Unit 6 Human Resources Management (人力资源管理) ----- 48

6.1 Lead-in Question 启发问题

6.2 What is Human Resources Management 什么是人力资源管理

6.3 "Gray-collar" Group Debuts “灰领”登场

6.4 Company Profile: Hewitt Associates 公司掠影：翰威特咨询公司

6.5 Advertising 广告

Unit 7 Meeting and Conference (会议) ----- 56

7.1 Lead-in Question 启发问题

7.2 Sample Format of a Meeting 会议的模式

7.3 Different Types of Meetings 不同的会议类型

7.4 Company Profile: The Online Chinese Export Commodities Fair 公司掠影：在线的中国出口商品交易会

7.5 Advertising 广告

7.6 Company Logos 公司标志

Unit 8 Information Technology (信息技术) ----- 63

8.1 Lead-in Question 启发问题

8.2 The U.S. Information Technology Industry: A Brief Overview 美国信息技术行业：概述

8.3 A Brief History of the ICT Industry in China 中国信息通讯技术行业简述

8.4 Company Profile: Cisco Systems, Inc. 公司掠影：思科系统公司

8.5 Advertising 广告

8.6 Company Logos 公司标志

Answer Key (参考答案) ----- 71**Sample Test 1 (样题 1) ----- 75****Answer Key (样题 1 答案) ----- 82****Sample Test 2 (样题 2) ----- 83****Answer Key (样题 2 答案) ----- 91****Sample Test 3 样题 3 ----- 92****Answer Key 样题 3 答案 ----- 100**

剑桥商务英语考试初级写作部分.....	101
Introduction to BEC Preliminary Writing (BEC 初级写作简介)	102
(1) Introduction of the Two Parts 写作两部分之介绍	
(2) Comparisons of the Different Written Forms of Writing 几种不同写作形式的比较	
Unit 1 The Layout and Structure of a Business Letter(商务信函的格式和构成)	102
1.1 Letter Layout 信的格式	
1.2 Elements of Business Letter 商务信函的要素	
1.3 Differences Between English and Chinese in Business Writing 英语与汉语在商务信件方面的差异	
1.4 Differences Between British English and American English in International Business 英式英语与美 语在国际商务方面的差异	
Unit 2 Basic Principles for Business Letters (商务信函的基本原则)	117
2.1 Clarity 清晰	
2.2 Conciseness 简洁	
2.3 Positiveness 肯定的态度	
2.4 “You” Attitude 为对方着想	
2.5 Courtesy 礼貌	
Unit 3 Useful Expressions for Different Purposes (不同目的的表达法)	127
3.1 How to Open a Letter 商业书信常用开头语	
3.2 To Show Thanks 英文书信中的致谢用语	
3.3 To Talk about Personal Ability 叙述个人的能力	
3.4 To Express Apology 表示道歉	
3.5 To Tell Reasons 表示原因	
3.6 To Ask for Action or for Information 请求对方采取行动或者要求提供信息	
3.7 Remind or Warn Someone of Something 提醒某人对某事的注意	
3.8 To Tell What You Can or Can Not Do 说明你所能做的和不能做的	
3.9 How To End a Letter 商业书信常用结束语	
Unit 4 Different Types of Business Writing (不同形式的商务信函)	136
4.1 Memos and Faxes 备忘录和传真	
4.2 Letters of Enquiries and Replies to Enquiries 询价信以及回复	
4.3 Letters of Introduction 介绍信	
4.4 Appointments 约定	
4.5 Announcements 告示	
4.6 Acknowledgments and Confirmations 通知与确认	
4.7 Application Letter 求职信	
4.8 Five Common Invitation Letters 五种常见的邀请信	

Unit 5 Model Tests (模拟题)	149
5.1 Test One 第一套	
5.2 Test Two 第二套	
5.3 Test Three 第三套	
5.4 Test Four 第四套	
5.5 Test Five 第五套	
5.6 Test Six 第六套	
5.7 Test Seven 第七套	
5.8 Test Eight 第八套	
Reference Answers (参考答案)	157
Reference Books (参考书目)	162

剑桥商务英语考试初级阅读部分

Introduction to BEC Preliminary Reading (BEC 初级阅读简介)

BEC Preliminary “Can-do”

- Can understand standard types of letters such as orders, complaints, appointments, enquiries, etc. and pass these on to the appropriate person for action
- Can understand the general meaning of reports dealing with, for example, conditions and advice
- Can understand instructions, procedures, etc. within own job area

阅读 (约 40 分钟)

要求考生：

- 可以看懂一般商务信函，如定单、投诉信、询问、通知、留言等，并能将信息转达给相关人士处理；
- 可以看懂一些简单的报告；
- 可以看懂与本职工作相关的说明、程序等

A detailed guide to BEC Preliminary Reading part:

PART	Main Skill Focus 考试重点	Input 阅读内容	Response 考试形式	Number of questions 题量
1	Reading — understanding short, real world notices, messages, etc. 读懂通知、短信等	Notices, messages, timetables, adverts, leaflets, etc. 通知、留言、广告、时刻表、传单等	Multiple choice 单项选择	5
2	Reading — detailed comprehension of factual material; skimming and scanning skills 阅读理解真实材料	Notice, list, plan, contents page, etc. 通知、名单、计划、目录等	Matching 配对	5
3	Reading — interpreting visual information 阅读视觉信息	Graphs, charts, tables, etc. 图、表格等	Matching 配对	5

(续表)

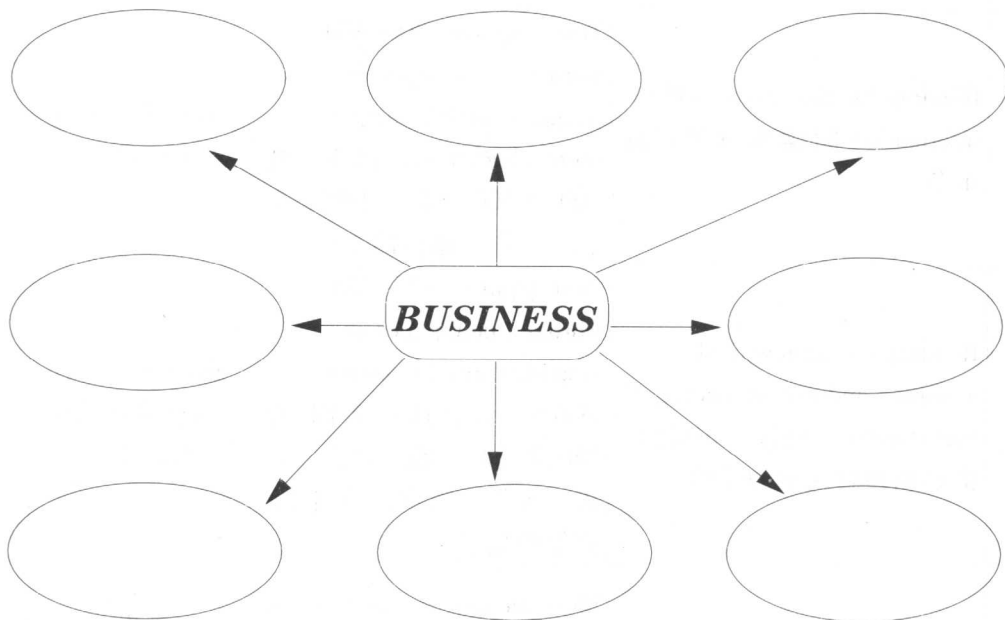
PART	Main Skill Focus 考试重点	Input 阅读内容	Response 考试形式	Number of questions 题量
4	Reading for detailed factual information 阅读理解真实材料	Text (approx. 150–200 words) : advert, business letter, product description, report, minutes, etc. 阅读一篇 150 至 200 字的广告、商务信函、产品介绍、报告或会议纪录等	Right/Wrong/ Doesn't say 判断题	7
5	Reading for gist and specific information 阅读理解要点或细节	Text (approx. 300–400 words) : newspaper or magazine article, advert, report, leaflet, etc. 阅读一篇 300 至 400 字选自报纸、杂志、广告、报告的文章	Multiple choice 单项选择	6
6	Reading — grammatical accuracy and understanding of text structure. 阅读: 正确的语法和理解文章的结构	Text (approx. 125–150 words) : newspaper or magazine article, advert, leaflet, etc. 阅读一篇 125 至 150 字选自报纸、杂志、广告、报告的文章, 找出语法或结构信息	Multiple choice cloze 单项选择/完形填空	12
7	Reading and information transfer 阅读并转换信息	Short memos, letters, notices, adverts, etc. 阅读备忘录、信函、通知、广告等, 进行信息转换	Form-filling, note completion 填空/完成句子	5

Unit 1 The Nature of Business

(商业的性质)

1.1 Lead-in Question 启发问题

What does the word "business" mean? Think as many words that are associated with it as possible to fill in the bubbles:



1.2 The Nature of Business 商业的性质

A business is any organization that strives for profits by providing goods and services that meet customer needs. Business really deals with a fundamental exchange, an exchange of products and services for money. This exchange can be very fragile. The business must produce and offer products and services that customers need and desire. If it doesn't, customers will not exchange their dollars for these products and

services. In the same light, the business must receive a fair and reasonable amount of money for its products and services. If it doesn't, it will see little value to be gained through the exchange. So a business is really an integrated process of exchanging value between itself and its customers.

Most businesses are small. A small business is defined as any business that is independently owned and operated, is not

dominant in its field, and meets size standards that vary depending on the industry. A rule of thumb is that any business with under 100 employees is considered a small business, although this varies from industry to industry.

At the opposite end of the continuum are large businesses. There are far fewer

large businesses than small businesses. But their impact is tremendous. Further, we hear so much about large businesses that they are common knowledge to us. Even large businesses vary greatly in size and number of employees. Here is a list of the top 10 companies in the U.S. ranked by employees:

Rank	Company	Number of employees(Thousand)
1.	Wal-mart Stores	1341.5
2.	McDonald's	413
3.	United Parcel Service	365.5
4.	General Motors	355.5
5.	Ford Motor	335
6.	International Business Machines	317.9
7.	General Electric	312.5
8.	Kroger	288
9.	Target	280
10.	Citigroup	261.3

New Words

- ☐ nature ['neɪtʃə] *n.* 性质; 特性
- ☐ organization [ˌɔ:ɡənai'zeɪʃən] *n.* 组织, 机构, 团体
- ☐ fundamental [ˌfʌndə'mentl] *adj.* 基础的, 基本的
- ☐ fragile ['frædʒaɪl] *adj.* 易碎的, 脆的
- ☐ desire [dɪ'zaɪə] *n.* 愿望, 心愿, 要求
- ☐ integrated ['ɪntɪɡreɪtɪd] *adj.* 综合的, 完整的
- ☐ dominant ['dɒmɪnənt] *adj.* 占优势的, 支配的
- ☐ vary ['veəri] *vi.* 变化, 不同
- ☐ rule of thumb 单凭经验的方法
- ☐ continuum [kən'tɪnjuəm] *n.* 连续统一体
- ☐ impact ['ɪmpækt] *n.* 冲击, 影响, 效果
- ☐ tremendous [trɪ'mendəs] *adj.* 极大的, 巨大的
- ☐ rank [ræŋk] *vt.* 排列, 归类于, 把...分等 *n.* 顺序
- ☐ employee [ˌemplɔɪ'i:] *n.* 职工, 雇员

Question 1-6

Are the following statements "Right" or "Wrong"? If there is not enough information to answer "Right" or "Wrong", choose "Doesn't say".

1. Business means dealing with exchange of products and services for money.
A. Right B. Wrong C. Doesn't say
2. A business can receive little money for its products and services.
A. Right B. Wrong C. Doesn't say
3. A small business usually employs less than 100 employees.
A. Right B. Wrong C. Doesn't say
4. There are more small businesses than there are large ones.
A. Right B. Wrong C. Doesn't say
5. IBM has more than 335,000 employees.
A. Right B. Wrong C. Doesn't say
6. In order to make money, a business has to be a big one.
A. Right B. Wrong C. Doesn't say

Question 7-11

Match each word or phrase on the right with a word on the left.

- | | |
|------------------|--------------------------|
| 7. provide/offer | A. products |
| 8. exchange | B. products and services |
| 9. meet | C. money |
| 10. receive | D. customers' needs |
| 11. produce | E. products for money |

Question 12-21

Fill in the blanks with one of the following words in its proper form:

common exchange fragile fundamental impact
integrated operate reasonable tremendous vary

12. Today Europe has a more closely _____ economic and political system.
13. Be careful when you move those porcelain plates. They are quite _____.
14. There is actually a _____ incompatibility between them.
15. The laws of France _____ from those of England.
16. The competitors compromised for the _____ good.

17. If you really need the accommodation, you may as well _____ labor for room and board.
18. To finish the sales report overnight is indeed a _____ task!
19. The research team is still gauging the _____ of automation on the lives of factory workers.
20. I'm quite sure that Tim has offered you quite a _____ price.
21. The motor _____ smoothly.

1.3 Women-owned Businesses 女老板公司

Business Week reports that small business is now one of the most dynamic parts of the United States' economy. Currently, one in every ten American workers is employed by businesses owned by women. While service businesses dominate the women-owned and operated enterprises, American women are exercising their business talents in many fields. That includes construction, agriculture, communication, retailing, manufacturing, engineering and real estate. The National Association of Women Business Owners says its membership has increased 38% since 1991, according *Business Week*. In addition to their search for a better synthesis between family and work, women have also been motivated to start their own businesses by layoffs and job barriers that have prevented women from advancing in their careers. But while women have shown

success in beginning their own endeavors, their companies tend to be smaller than men's and slower growing.

However, they believe that, unlike men, they have other priorities than just profit when they start their own businesses. It's not so much that they don't find profits and growth important, but they tend to rank it, perhaps, third or fourth on their list of triumphs.

While women's small businesses may struggle more financially than men's during the companies' early years, *Business Week* says, women-owned businesses are probably more stable and safer companies for which to work. They are considered more likely to offer their employees flexible schedules, profit sharing at an early stage of the companies' life, and help with child care costs.

New Words

- ☐ dynamic [dai'næmik] *adj.* 有活力的, 动力的
- ☐ currently ['kʌrəntli] *adv.* 现在, 当前
- ☐ dominate ['dɒmineɪt] *v.* 统治; 支配; 控制
- ☐ enterprise ['entəpraɪz] *n.* 企业
- ☐ exercise ['eksəsaɪz] *vt.* 运用, 使用
- ☐ talent ['tælənt] *n.* 天资, 天赋; 才能

- construction [kən'strʌkʃən] *n.* 建筑, 建筑物
- communication [kə.mju:ni'keiʃn] *n.* 信息, 交通, 通讯
- retail ['ri:teɪl] *n.* 零售
- manufacturing [ˌmænjʊ'fæktʃəriŋ] *n.* 制造业
- real estate 不动产
- association [ə.səʊsi'eɪʃən] *n.* 协会
- membership ['membəʃɪp] *n.* 会员资格, 成员资格, 会员(成员)人数
- synthesis ['sɪnəɪsɪs] *n.* 综合, 合成
- motivate ['məʊtɪveɪt] *vt.* 引起动机; 促起; 激发
- layoff ['lei.ɔ:f] *n.* 临时解雇, 操作停止, 活动停止期间, 失业期
- barrier ['bæriə(r)] *n.* 障碍
- advance [əd'vɑ:ns] *vt. & vi.* 提升; 发展
- endeavor [ɪn'devə] *n.* 努力, 尽力
- priority [praɪ'ɔ:ɪti] *n.* 优先权; 需优先考虑的事
- tend to 趋向于
- triumph ['traɪəmf] *n.* 胜利, 成功
- financially [faɪ'nænʃəli] *adv.* 财政上, 金融上
- stable ['steɪbl] *adj.* 稳定的
- flexible ['fleksəbl] *adj.* 灵活的, 可通融的
- schedule ['ʃedju:l] *n.* 时间表
- stage [steɪdʒ] *n.* 发展的进程、阶段或时期

Question 22-26

Choose the correct answer for each question.

22. How many American workers are employed by women-owned businesses?
 - A. 1/3
 - B. 1/4
 - C. 1/10
23. In what fields are women business owners trying to exercise their talents?
 - A. construction, agriculture, communication, retail, manufacturing, engineering and real estate
 - B. service businesses, manufacturing, engineering, construction, agriculture, communication, retailing and real estate
 - C. insurance, banking, agriculture, communication, retailing, manufacturing, engineering and real estate
24. What are the motivations for women to start their own businesses?
 - A. a search for a better synthesis between family and work
 - B. layoffs and job barriers that have prevented women from advancing in their careers.
 - C. both of the above
25. What is the main difference between men's and women's companies?