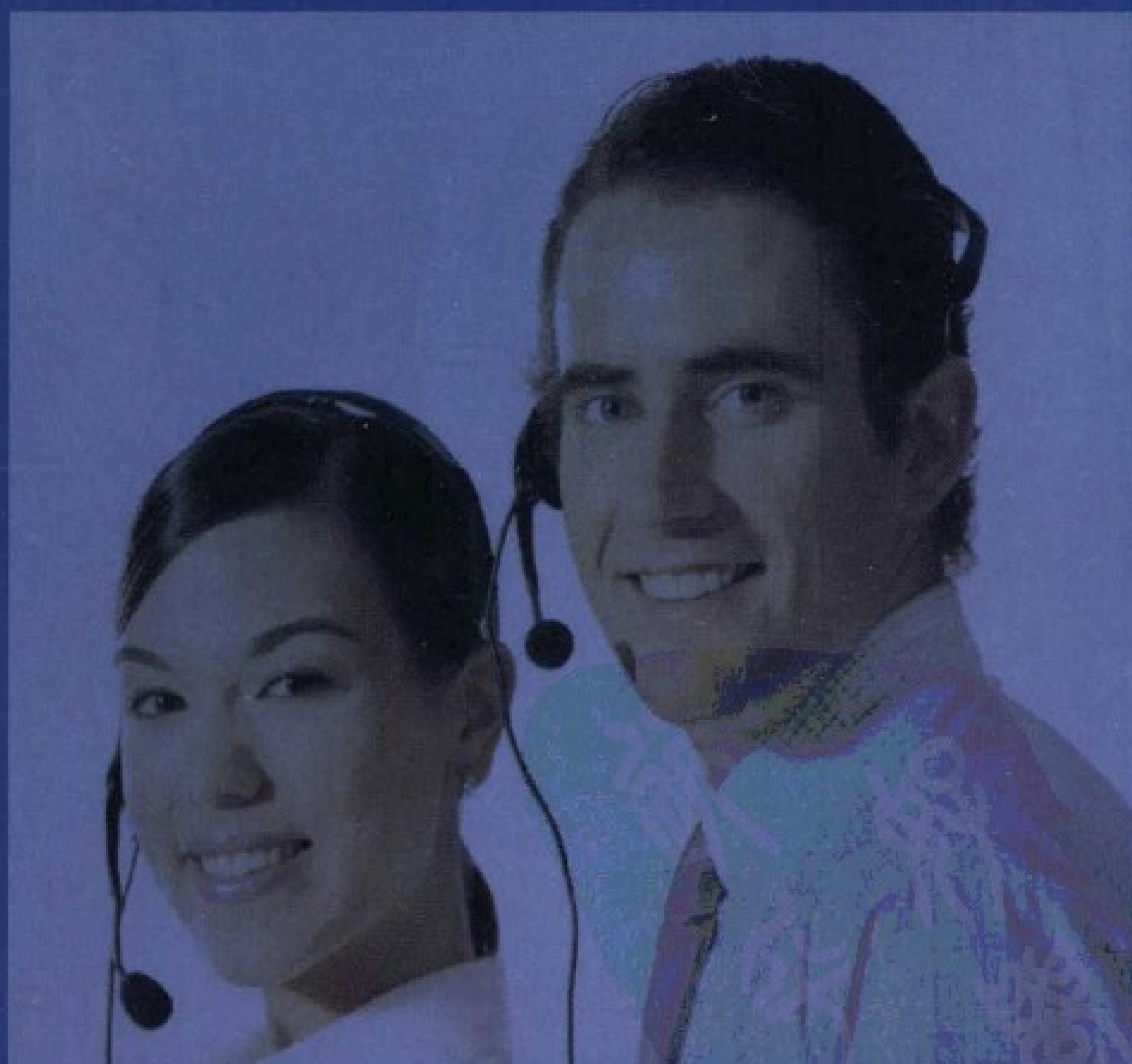


教育部商业职业教育教学指导委员会 组编
21世纪职业技术教育规划教材（国际商务专业）

商务英语听说

贾昌凤 主编



南海出版公司



责任编辑：邵 萍

装帧设计：水木时代（北京）图书中心
www.kfbook.com

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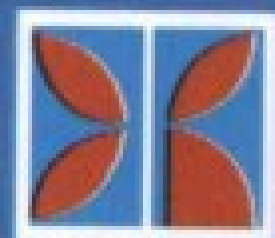
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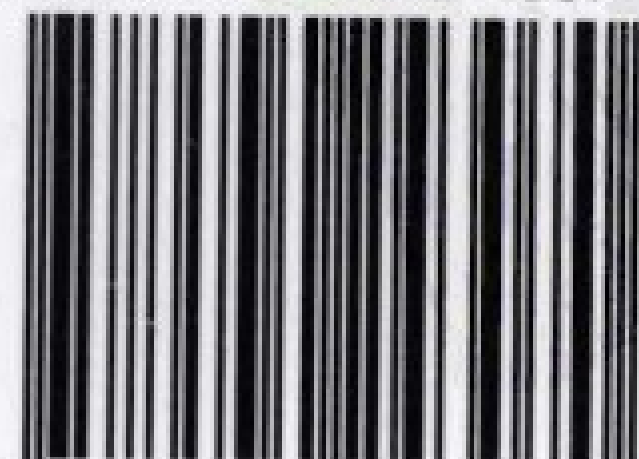
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教育部商业职业教育教学指导委员会 组编

21 世纪职业技术教育规划教材(国际商务专业)

商务英语听说

Business English Listening & Speaking

主 编 贾昌凤

副主编 韩 娟 叶 兴 张 磊

南海出版公司

2009 · 海口



图书在版编目(CIP)数据

商务英语听说/贾昌凤主编. —海口:南海出版公司,
2008.12

21 世纪职业技术教育规划教材. 国际商务专业
ISBN 978-7-5442-4307-0

I. 商… II. 贾… III. 商务—英语—听说教学—专业学
校—教材 IV. H319.9

中国版本图书馆 CIP 数据核字(2008)第 194887 号

SHANGWU YINGYU TINGSHUO

商务英语听说

主 编	贾昌凤
责任编辑	邵 萍
装帧设计	水木时代(北京)图书中心
出版发行	南海出版公司
电 话	(0898)66568511(出版)、65350227(发行)、68658567(发行)
社 址	海南省海口市海秀中路 51 号星华大厦五楼 邮编: 570206
电子信箱	nanhaicbgs@yahoo.com.cn
经 销	新华书店
印 刷	北京广达印刷有限公司
开 本	787×960 1/16
印 张	12
字 数	215 千字
版 次	2009 年 9 月第 1 版 2009 年 9 月第 1 次印刷
书 号	ISBN 978-7-5442-4307-0
定 价	20.80 元

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总 序

伴随着社会主义市场经济的发展,我国职业技术教育进入了一个崭新的发展阶段。近年来,招生数量的增加、社会需求的新标准,都对职业技术教育教学提出了新的、更大的挑战。为了推进职业技术教育课程改革,加强教材建设,我们组织编写了这套“21世纪职业技术教育规划教材”。

职业技术教育是就业教育,目的是将人力资源变成人力资本。因此,我们在组织编写这套教材时,以明确的职业导向作为编写理念,将先进的知识观、发展观和人文教育观融为一体,在指导思想上注重处理好理论与实践、深度与广度、难度与易度、传统与创新、利教与利学、知识传授和技能培养等六个方面的关系。力求通过全套教材的编写,努力为职业技术教育教学改革服务,为培养社会急需的优秀初、中级技术型应用人才服务。

在遴选教材主、参编人员时,我们贯彻了三方作者相结合的原则,即以职业院校具有丰富教学经验和教材编写经验的一线优秀教师为主,高校教师和企业界人员共同参与,优先选择重点专业、精品课程教材编写,力求编写出具有最新时代特色的精品职教教材。

在众多参编学校的共同努力下,本套教材基本上达到了以下几个方面的编写要求:

第一,适应性和层次性。针对近年来职业院校生源主要来自农村的特点,我们破除过去多年强调的学科性、系统性、理论性的束缚,坚持理论精练、够用为度的编写原则,同时注意与普通中学教育知识点的衔接,并针对各专业的职业特点,确定知识点和能力点。教材是教学的基本依据,因此在本套教材中,在理论概念上力求做到少而精,增加了图表和案例的比重,对各专业教材都努力做到通俗易懂,既利于教,又利于学。对一些专业又适当注重了拓展性,为学生今后的深造与发展提供了扎实的基础。

第二,职业性和实用性。为了达到培养技术型应用人才的目的,本套教材的专业特色鲜明,并大量选取在生产技术中应用的实用知识和技术作为教材主要内容。对于专业基础类课程,以应用知识为主,反映出为专业课服务的目的;对于专业课教材,则强调知识的应用,加强专业实践能力和职业技能的培养。在各专业教材的编写中,我们有计划地突出了实训内容,并根据职业特点对部分专业课教材配套出版习题集和教学课件,既为教师课堂教学和课下辅导提供了便利,也为学生复习和练习创造了条件,达到培养、锻炼、提高学生动脑、动手能力的目的。

第三,创新性和立体性。在教材内容上,我们果断摒弃了过时、陈旧的内容,大胆引进先进新颖的知识、技能,紧跟科学、技术、生产的发展,及时反映新知识、新技术、新工艺、新方法。同时适度预见各种技术的发展,用明天的技术培养今天的学生。在教材形式上,我们充分发挥了现代教学技术的特点,对一些专业的重点课程,将多媒体课件和网络教学与教材有机地结合在一起,形成了立体化教学体系,更好地为职业教育教学服务。在与社会需求的衔接上,我们将教材内容和课后练习与社会化考证要求有意地结合起来,力求实现学校教学与社会化考证的协调和统一。

当代中国的飞速发展和科学技术进步的日新月异,对职业教育教学不断提出新目标,我们希望本套教材能够适应当前各职业院校教学需要,同时也真诚地希望各位老师及时提出修改意见,以便使本套教材日臻完善。

教育部商业职业教育教学委员会

主任、教授 王晋卿

编审说明

职业技术教育是以服务为宗旨,以就业为导向,通过理论与实践的结合,培养数以亿计面向生产、经营、服务第一线、能够直接上岗操作的实用型专门人才和高素质的劳动者。

本教材根据教育部商业职业教育教学指导委员会 2006 年 3 月南京会议精神编写。根据我国当前职业技术教育实际状况,以实际需要为目标,考虑学生的接受能力,力求因材施教,强调专业基础,重视语言应用,尽可能用简洁的语言把基础知识表述准确、清楚,适当降低部分内容的难度,本着“必需,够用”的原则,使学生能够“学一点、会一点、用一点”。

全书共 14 个单元,以企业日常商务内容为线索,涉及迎来送往、商务电话、询价和报价、价格磋商、支付方式、订立契约、货物运输、商业包装、商业保险、索赔和理赔、银行业务、代理、广告营销、经济贸易合作等。各单元包括学习目标、预备练习、词汇表、听力练习、口语练习、实用句型、商务知识、巩固练习等 8 个部分。并附有商务小知识,以帮助学生对句子和课文的理解。为便于学生学习,书后附有听力部分的录音材料及练习参考答案。会话部分均有参考译文,以利于学生在理解的基础上进行听说训练。

本书力求内容丰富实用,语言真实自然,结合商务交际场景,易于学以致用。在编排上突出听说训练有机结合,听中有说,说中巩固听。着力体现教材内容和形式的双创新。

本教材由安徽商贸职业技术学院贾昌凤副教授主编并总纂。各单元编写分工如下:贾昌凤(第 1,3,4,5,12 单元);安徽商贸职业技术学院韩娟(第 6,7,8 单元);安徽商贸职业技术学院叶兴(第 9,10,11 单元);安徽商贸职业技术学院张磊(第 2,13,14 单元)。

本书在编写过程中,作者参阅了大量文献,得到有关部门和高职院校领导、专家和老师的的大力支持,在此一并致谢。

由于水平有限,书中不妥之处在所难免,敬请专家、同行不吝批评指正。

21 世纪职业技术教育规划教材编审指导委员会

2009 年 9 月

Contents

Unit 1	Meeting and Seeing off 迎来送往	(1)
Unit 2	Business Call 商务电话	(7)
Unit 3	Inquiry and Offer 询价和报价	(13)
Unit 4	Negotiating Prices 价格磋商	(20)
Unit 5	Terms of Payment 支付方式	(27)
Unit 6	Establishing an Agreement 订立契约	(33)
Unit 7	Business Packing 商业包装	(39)
Unit 8	Shipment of Goods 货物运输	(45)
Unit 9	Business Insurance 商业保险	(51)
Unit 10	Claims 索赔和理赔	(57)
Unit 11	Banking Facilities 银行业务	(63)
Unit 12	Agency 代理	(69)
Unit 13	Marketing and Advertising 广告营销	(76)
Unit 14	Economic and Trade Cooperation 经济贸易合作	(82)
Typescript and Answers to the Exercises		
录音材料及练习参考答案		(88)
Bibliography		
参考文献		(181)

Unit 1 Meeting and Seeing off

Learning Objectives

- * Learn some knowledge about meeting and seeing off
- * Grasp some useful expressions
- * Understand what you have heard
- * Talk about meeting and seeing off freely

Warming Up

Listen and repeat

whole/həul/ <i>a.</i>	全部的
cozy/'kəuzi/ <i>a.</i>	舒适的
thoughtful/'θɔ:tful/ <i>a.</i>	考虑周到的
arrange/'əreindʒ/ <i>v.</i>	安排
bar /bɑ:/ <i>n.</i>	酒吧
serve/sə:v/ <i>v.</i>	服务; 供应
garment/'gɑ:mənt/ <i>n.</i>	服装
import/im'pɔ:t/ <i>v.</i>	进口
export/eks'pɔ:t/ <i>v.</i>	出口
altogether/ɔ:ltə'geðə/ <i>ad.</i>	总共; 完全
native/'neitiv/ <i>a.</i>	本国的; 出生地的
within/wiðin/ <i>prep.</i>	在……之内; 不超过
shake hands	握手
greet each other	互相问候
business talk	商业洽谈
Trading Company Ltd.	贸易有限公司
on behalf of	代表
Swiss army knife	瑞士军刀
bring up	培养; 使成长
sign the contract	签订合同

Listening Practice

I. Listen to the following short dialogues.

1. Listen to the short dialogues and repeat the important sentences.

- 1) Excuse me, are you Mr. Brown from America?
- 2) Welcome to Shanghai, Mr. Smith. Is this your first trip here?
- 3) Did you have a pleasant journey?
- 4) We need a rest after a long flight.
- 5) It's very thoughtful of you to have arranged all this for me.
- 6) The Chinese restaurant and the bar are on this floor.
- 7) I'd better take my leave now so that you may have a good rest.
- 8) Then you have to wait for about ten minutes.
- 9) Mary, shall I drive you to the railway station?
- 10) How do you like your stay here?

2. Listen to the short dialogues and answer the questions.

- 1) Where is Mr. Brown from?
_____.
- 2) When did Mr. Smith first visit Shanghai?
_____.
- 3) What does the man think of his journey?
_____.
- 4) Where are the man and woman now?
_____.
- 5) What does the man think of his room?
_____.
- 6) When do the Chinese restaurant and the bar serve?
_____.
- 7) When will they have their first business talk?
_____.
- 8) What time is it now?
_____.
- 9) How will Mary go to the railway station?
_____.

10) What does Tom think of his stay?

_____.

II. Listen to the following dialogues.

1. Listen to Dialogue 1 and put the missing words in the blanks.

Dialogue 1

Excuse me, sir, but are you...?

对不起,请问您是……吗?

A: Excuse me, sir, but are you Mr. John Green from _____?

B: Oh, yes, I'm John Green from New York _____ Company Ltd.

A: Allow me to introduce myself. I'm Li Liang, the manager of Dalian _____ import and Export Company.

B: How do you do, Mr. Li? It's very kind of you to come here to _____ us.

A: How do you do? (They shake hands) And how many people are there in your _____? Three?

B: Yes, _____ people altogether. Mr. Li, this is Mr. Smith and this is Ms. Jones.

(They greet each other)

A: Welcome to Dalian.

2. Listen to Dialogue 1 again and answer the following questions.

- 1) Where is Mr. John Green from?
- 2) Where is he now?
- 3) How many people are there in John's party?
- 4) Where does Li Liang work?
- 5) Who's Li Liang?

3. Listen to Dialogue 2 and put the missing words in the blanks.

Dialogue 2

Here is my card.

这是我的名片。

A: Mr. Johnson. I'm Zhao Gang. I'm here to meet with you on behalf of my _____.

B: Thank you very much.

A: The car is waiting. This way, please.

B: Oh, Mr. Zhao, here is a small _____ for you. And here is

my name card.

A: A Swiss _____ knife! Thank you very much. Here is my name card.

B: Thank you. This is my first time to Dalian. Are you a native here?

A: Yes. I was born here, _____ up here and educated here.

B: I can see Dalian is a _____ place.

4. Listen to Dialogue 2 again and answer the following questions.

- 1) Who gives the gift to Zhao Gang?
- 2) What's the gift?
- 3) Has Zhao Gang accepted the gift?
- 4) Where was Zhao Gang educated?
- 5) What does Mr. Johnson think of Dalian?

5. Listen to Dialogue 3 and mark the correct choice in the blanks.

Miss Wang is seeing Mr. Drake (off, over). She is very glad that they have signed their contract within such a (short, sort) time, but she thinks it's too bad that Mr. Drake has to leave so soon. She wishes he (could, can) stay longer. Mr. Drake says that he'd stay longer if it (weren't, wasn't) for his business and gives his thanks to Miss Wang for all her (help, hope). At last, Miss Wang wishes Mr. Drake a nice (trip, tip).

6. Listen to Dialogue 3 again and answer the following questions.

- 1) What is Miss Wang doing?
- 2) What was signed within such a short time?
- 3) Why does Mr. Drake have to leave?
- 4) What does Miss Wang say at last?

Speaking Practice

I. Interpret the following sentences from Chinese into English.

1. 请问您是纽约来的约翰·格林先生吗?
2. 请允许我自我介绍一下。
3. 我代表公司来接您。
4. 这是我的名片。
5. 您到这儿来迎接我们真是太好了。
6. 您在这儿过得还好吧?
7. 您这么快就要走了,真是太遗憾了。

8. 要不是公务太忙,我就多住一阵子。
9. 飞机什么时候起飞?
10. 多保重,一路顺风。

II. Retell what you have heard in dialogue 1 in your own words.

Retell what you have heard in dialogue 2 in your own words.

III. Work in pairs, using the situation given below.

1. Li Tiegang, a secretary, goes to the airport to meet David Copper, a businessman from Canada. They haven't met each other before. Try to speak as much as possible.
2. You are seeing Mr. Smith off at the airport; make a dialogue with Mr. Smith.

Useful Sentences

1. You must be Mr. Green from Sydney.
你一定是悉尼来的格林先生吧。
2. We've been looking forward to your arrival.
我们一直在盼望着您的到来。
3. I am a secretary to the general manager.
我是总经理的秘书。
4. You must be very tired after your long trip.
长途旅行后你一定累了。
5. Now we'd better go and collect your luggage.
现在我们最好去取行李。
6. I hope you will have a pleasant stay here.
我希望你们在这儿逗留愉快。
7. Our car is out in the parking lot.
我们的车就在外面的停车场。
8. We've reserved a room for you.
我们已为你预定了房间。
9. How do you like your stay here?
你在这儿逗留愉快吗?
10. I expect to meet you again.
希望再次见到你。

Business Information

到机场迎接客户,事先要和对方约定特定地点见面(如:机场的咖啡厅),免得找不到人。与人相约要守时,让客户久等是很失礼的行为。

如果彼此没有见过面,可先问清对方的外形、特征和当天的穿着等。当天到达约定地点,发现有符合特征的人,即可直接上前询问。如:

A: Excuse me, are you Mr. Adam?

B: Hello! It's a pleasure to meet you at last.

在机场迎接客户,朋友的时候,可以使用下列简单用语来打招呼:

Did you have a good flight?

Did you have a nice trip?

I hope you had a nice trip?

此外,在道别的时候,遣词上也有些微妙的差异,对初次见面的人,道别的时候多使用“meet”(认识)。如:

I've enjoyed meeting you.

I'm very glad to have met you.

(我很高兴认识你)。

然而,对于认识的人,则使用“see”(见到)这个动词。如:

I'm very glad to have seen you.

(我很高兴见到你)。

Practice for Consolidation

Role play

Work in pairs to make more dialogues about “meeting and seeing off”.

Unit 2 Business Call

Learning Objectives

- * Learn some knowledge about business call
- * Grasp some useful expressions
- * Understand what you have heard
- * Talk about business call freely

Warming Up

Listen and repeat

personnel/ˌpɜːsəˈnel/ <i>n.</i>	人员, 员工
message/ˈmesɪdʒ/ <i>n.</i>	消息
position/pəˈzɪʃ(ə)n/ <i>n.</i>	职位
celebration/ˌselɪˈbreɪʃən/ <i>n.</i>	庆祝
occupy /ˈɒkjʊˌpaɪ/ <i>v.</i>	占用
emergency/ɪˈmɜːdʒənsi/ <i>n.</i>	紧急事件
department/dɪˈpɑːtmənt/ <i>n.</i>	部门
appointment /əˈpɔɪntmənt/ <i>n.</i>	约会; 约定
cooperation /kəʊˌɒpəˈreɪʃən/ <i>n.</i>	合作
colleague/ˈkɒliːg/ <i>n.</i>	同事; 同僚
complaint/kəmˈpleɪnt/ <i>n.</i>	抱怨, 牢骚
go ahead	前进, 进行
get in contact with	同……联系
pick up	中途搭载

Listening Practice

I . Listen to the following short dialogues.

1. Listen to the short dialogues and repeat the important sentences.

- 1) This is Tom. Who is speaking?
- 2) I think I've got the wrong number.
- 3) Sorry. John is not here at the moment. Can I take a message?
- 4) Do you mind if I use your phone?
- 5) Would you mind holding a minute while I try to find him?
- 6) Could I speak to our manager, please?
- 7) I'm calling to ask if you can come next Sunday.
- 8) It's an emergency. I need to get in contact with him right now.
- 9) Could I have his mobile phone number?
- 10) Could I make an appointment to see Mr. Brown?

2. Listen to the short dialogues and answer the questions.

- 1) What's the telephone number of Tom?
_____.
- 2) What happened to the caller?
_____.
- 3) What is John's position in his company?
_____.
- 4) What does speaker A want to do?
_____.
- 5) Is Mr. Wang at home now?
_____.
- 6) What's the relationship between the two speakers?
_____.
- 7) What is Mr. Johnson going to do next Sunday?
_____.
- 8) What will the caller do next most probably?
_____.
- 9) Which department was Miss Gao in before?
_____.
- 10) If the caller does want to meet Mr. Brown, what is the earliest

time most probably?

_____.

II. Listen to the following dialogues.

1. Listen to Dialogue 1 and put the missing words in the blanks.

Dialogue 1

This is... speaking.

我是……。

A: Blue Line International _____ Company in Shanghai.

B: Hello. This is Sally from _____. Could I speak to the _____ manager please?

A: Yes. This is Johnson, the sales manager speaking.

B: Oh, hello. This is the _____ manager of the Blue Sky International Trade Company. I want to make an _____ with you on Friday and our company wants to talk something about our cooperation. Is that would be all right?

A: Let me think I'm sorry that you should make another appointment because I am very busy this week.

B: How about next _____?

A: Er. All right. And you can discuss something about the preparation with my secretary. See you then. And I'll call you back later. Thank you!

B: Ok. Goodbye!

2. Listen to Dialogue 1 again and answer the following questions.

- 1) Where is Sally from?
- 2) Where is Johnson from?
- 3) What's the position of Sally in his company?
- 4) What's the position of Johnson in his company?
- 5) What are they going to do next Monday?

3. Listen to Dialogue 2 and put the missing words in the blanks.

Dialogue 2

He is not in now.

他现在不在。

A: Hello. Could I speak to Mr. Smith, please?

B: No. And this is James, his _____. I'm afraid my father is not in