

商务英语系列教材

商务

英语

听力

4

(教师用书)

Successful Listening

总主编 虞苏美

主 编 沈爱珍



高等教育出版社

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# 商务英语

总主编 虞苏美

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# 前 言

听力是一种综合性的语言能力。要想提高英语听力,必须培养准确感知英语语音、语调的能力,熟练掌握系统的英语基础知识,了解和熟悉相关的文化背景知识等。提高听力同时又是一种技能训练,无捷径可走,最根本的方法是多听多练。“听”不仅是语言交际的重要方面,而且也是获取知识和信息的重要途径。因此,在学习英语的过程中,多进行听力训练是非常必要的。

《商务英语听力》是“商务英语系列教材”之一,旨在通过由浅入深、由易至难渐进式的听力技能训练,逐步提高学生的听力。本教材虽然是为学习商务英语专业的学生而设计编写的,但也可用作非商务英语专业学生和英语爱好者的自学课本。本书共计4册,总教学课时为240学时,每册60学时。第1、2册以训练学生的基本听力技能为主,为提高其商务英语的听力水平奠定扎实的基础;第3、4册注重提高学生商务英语的实际应用能力。

本书为《商务英语听力》(第4册)(教师用书),与学生用书配套,共15个单元,每单元由4个部分组成,前3个部分内容涉及代理、金融、专利、契约、保险、航空、餐饮、会展、物流、投资、电子商务、连锁经营、市场竞争、售后服务、兼并重组、IT产业、经济全球化、北京奥运等各类商务活动。其中第I、II部分拟用于课堂教学,第III部分用作课外练习,教师和学生可根据教学实际灵活使用,最后是幽默短文,旨在活跃教学气氛,帮助学生提高听力,增强语感。

尽管我们在教材编写和编辑加工上尽了很大努力,但由于时间仓促,水平有限,不尽人意之处在所难免,恳望批评指正。

本书配有磁带。

编 者  
于华东师范大学

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# Unit One

## Part



## Brokers

Fill in the blanks with the information you get from the tape.

### Tapescript

A broker is an independent agent-wholesaling middleman that brings buyers and sellers together and provides market information to either party. Most brokers work for sellers, although a small percentage represents buyers.

Brokers have no authority to set prices. They simply negotiate a sale and leave it up to the seller to accept or reject the buyer's offer. They also furnish considerable market information regarding prices, products, and general market conditions.

Brokers are used in selling real estate and securities, but they are most prevalent in the food field. For example, a seafood broker handles the output from a salmon cannery, which operates only about 3 months each year. The cannery employs a broker to find buyers among retail stores, wholesalers, and other outlets. When the entire output has been sold, the agent-principal relationship is discontinued although it may be renewed the next year.

Because of the limited services provided, brokers receive relatively small commissions 5 percent or less. Therefore, brokers need to operate on a low-cost basis.

Food brokers introduce buyers and sellers of food and related general-merchandise items to one another and bring them together to complete a sale. They



are well informed about market conditions, terms of sale, sources of credit, price setting, potential buyers and the art of negotiating. They do not actually provide credit but sometimes store and deliver goods. Brokers also do not take title to goods and usually are not allowed to complete a transaction without formal approval. Like other brokers, food brokers generally represent the seller, who pays their commission.

Food brokers, like manufacturers' agents, operate in specific geographic locations and work for a limited number of food producers within these areas. The sales force calls on chain-store buyers, store managers, and institutional purchasing agents. Brokers work closely with advertising agencies. The average commission for food brokers is 5% of sales.

### Key

- A broker is an independent agent-wholesaling middleman.
- His job is to bring buyers and sellers together and provides market information regarding prices, products, and general market conditions to either party.
- Brokers are used in selling real estate and securities, but they are most prevalent in the food field.
- Brokers receive small commissions 5% or less.
- When brokers complete their sale, the agent-principal relationship is discontinued although it may be renewed the next year.



## A Product Manager

Fill in the blanks with the information you get from the tape.

### Tapescript

In many companies, a product manager is responsible for planning related to new products as well as to established ones. A large company may have many product managers who report to higher marketing executives.

In many large firms, the product manager's job is quite broad. This executive is charged with planning the complete marketing program for a brand or

group of products. Responsibilities may include developing new products along with improving established products. Setting marketing goals, preparing budgets, and developing plans for advertising and field selling activities are some of the product manager's tasks. At the other extreme, some companies limit product managers' activities essentially to the areas of selling and sales promotion.

Probably the biggest problem in the product-manager system is that a company will saddle these executives with great responsibility, yet it may not give them the corresponding authority. They must develop the field selling plan, but they have no authority over the sales force. Product managers do not select advertising agencies, yet they are responsible for developing advertising plans. They have a profit responsibility for their brands, yet they are often denied any control over product costs, prices, or advertising budgets. Their effectiveness depends largely on their ability to influence other executives to cooperate with their plans.

Most firms that achieve success in product innovation seem to use one of these four organizational structures for new-product development: product-planning committee, new-product department, venture team, or product-managers system.

### Key

- There are four organizational structures for new product development:
  1. product-planning committee;
  2. new-product department;
  3. venture team;
  4. product-managers system.
- The product manager's job is quite broad. He is responsible for:
  1. planning related to the complete marketing program for a brand or group of products;
  2. developing new products along with improving established products;
  3. setting marketing goals;
  4. preparing budgets;
  5. developing plans for advertising and field selling activities.
- The biggest problem in the product-manager system is that the executives are



given great responsibility, but not corresponding authority.

1. They must develop the field selling plan, but they have no authority over the sales force.
2. They do not select advertising agencies, yet they are responsible for developing advertising plans.
3. They have a profit responsibility for their brands, yet they are often denied any control over product costs, prices, or advertising budgets.



## Relationships with Different Kinds of People

Write "T" for a true statement or "F" for a false one in the box according to what you get from the tape.

### Tapescript

Some people believe that you have to be a special kind of person to sell a product. But although it is clear that a successful salesman does need special talents and an open personality, many of the skills he uses are used by us all.

We build and keep relationships with different kinds of people, we listen to and take note of what they tell us and don't just enjoy the sound of our own voices, and we explain things to them or discuss ideas with them.

In the same way any company needs to establish a personal relationship with its major clients and potential customers. It is often said that "people do business with people"; a firm doesn't just deal impersonally with another firm. A person in the buying department regularly receives personal visits from people representing the firm's suppliers or in the case of department stores or chain stores. A team of buyers may travel around visiting their suppliers.

Keeping sales people on the road' is much more expensive than employing them to work in the office. Much of the sales people's time is spent unproductively travelling. Telephone selling may use this time more productively, but a face-to-face meeting and discussion is much more effective. Companies involved in the export trade often have a separate export sales force. Its travel and accommodation expenses may be very high. As a result, servicing overseas customers may often be done by phone, telex or letter, and personal visits may be less often. Many firms appoint an overseas agent or distributor whose own sales force takes over responsibility for selling their products in another country.

**Key**

1. F 2. T 3. F 4. T 5. F



## **Relationships between the Employees**

**Answer the questions according to what you get from the tape.**

**Tapescript**

Most Japanese firms encourage close cooperation and friendship between their employees. They encourage senior and more experienced employees to help and guide their younger co-workers in performing a particular task. A mutual respect soon develops and the senior and the junior employees generally become firm friends. In this way, the younger employees can acquire all the necessary skills and know-how from the experienced colleagues. At the same time the latter can gain job satisfaction and take pride in carrying out the responsibility which they have been given. Aware that their expertise and experience are appreciated by their company and fellow-workers, they are able to identify even more closely with the company.

Whereas a number of European and American companies may ask their employees to write down their suggestions on a piece of paper in order to find out their views and ideas, in Japan the management is more interested in ideas which have not been written down in any formal way. For example, a worker



may bring a particular type of screwdriver to work and use it while he or she thinks the supervisor is not looking. The company is aware that the worker does this for a very good reason and notes it. Thus, when the particular employee retires, his or her successor will find a screwdriver nearby to use for a similar purpose. In this way, Japanese firms can change staff without any apparent change in their working methods.

**Key**

1. They are encouraged to have close cooperation and friendship with their colleagues.
2. They can acquire all the necessary skills from their experienced colleagues.
3. They can gain job satisfaction.
4. They are able to identify even more closely with the company.
5. They may ask their employees to write down their suggestions on a piece of paper.

**Business Practice**

**Make the right choice according to the information you get from the tape.**

**Tapescript**

Business practices vary from company to company, but even more so when they are on an international level. Not only is it good manners to be aware of the cultural practices of people from another country, but also it can help you to avoid making a social error which could cost you valuable time and money.

Keep the following few tips in mind and you will be way ahead of your competitor in getting that contract or business deal you are competing for.

Western culture has trained its executives to think of time as money; therefore, meetings and appointments will generally be prompt and to the point. To avoid offending international visitors, American executives should remember their guests are particularly attuned to formality and pleasantries before business.



In most countries other than the United States, gifts are normally exchanged at the beginning of a business meeting. This is especially true of the Chinese or Japanese, while Saudi Arabians will expect a gift without giving one in return. Since Americans do not exchange gifts at business meetings, the American executive should offer his gift at the end of the meeting, so it will not be misunderstood as an attempt to influence the transaction.

If you are a business traveler, it is important to realize that most European and Eastern countries view informality as a lack of upbringing, and therefore you must choose your manner and attire accordingly. Executives who want to put their best foot forward should never ignore age, rank, titles or degree. In the orient, for example, the eldest is often the ranking member.

When planning a meeting with a visitor from another country, it is advisable to check with the consulate of the visitor's country for full details on social etiquette. It can give your company a competitive advantage.

**Key**

1. A 2. C 3. C 4. B 5. C

**Workers' Role**

Write "T" for a true statement or "F" for a false one in the box according to what you get from the tape.

**Tapescript**

Traditionally, it has been the workers' role to work and management's role to manage. Managers have planned and directed the firm's operations with little thought of consulting the labor force. Managers have rarely felt compelled to obtain the workers' opinions or to explain their decisions to their employees. At most, companies have provided "suggestion boxes" in which workers could place ideas for improving procedures. In recent years, however, many management specialists have been arguing that workers are more than sellers of labor—they have a vital stake in the company and may be able to make significant contribu-