

商务英语听说系列教材

# 初级商务英语听说



**Practical Business Communication**  
(Teachers' Book) Level 1

(教师用书)

何芳 吴立高 主编



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Listening to Business English

# 初级商务英语听说

(教师用书)

主 编 何 芳 吴立高  
副 主 编 翟世骏  
参 编 邓 静 吕丹丹 张 欣  
韩 靖 翟世骏 陈玉萍

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何 芳 吴立高 主编

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对外经济贸易大学出版社

北京市朝阳区惠新东街 10 号 邮政编码: 100029

邮购电话: 010-64492338 发行部电话: 010-64492342

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# 前 言

《商务英语听说》共分初、中、高三级,每级一册,每册十六单元。教材选材涉及到商务领域的常见话题,包括商务接待、面试、产品介绍、商务谈判、广告、国际贸易等各个方面,为学习者提供了大量真实、生动的英语素材,使学习者在提高英语听说技能的同时也涉猎国际商务知识。

本套教材的编写以真实性为原则,很多材料来自国外财经报刊和外企的真实语言交流素材,内容涉及到真实的公司业务和人物,及其在工作场景下的真实交流,有较强的实用性和专业性。该教材语言地道,听、说训练交替进行,使得两项互相促进,共同长进。本教材的另一大特点就是语言技能的训练与商务知识有机结合。交际任务以真实的商务交际情景为参照,鼓励学习者在完成交际任务的过程中运用所学语言知识,提高交际能力,熟悉商务知识。而且任务设计尽可能与学习者的经历直接或间接相关,通过商务场景对话、角色扮演等丰富多样的活动让学习者参与其中,增强了学习的意义。

本套教材可作为大学英语专业及英语相关专业的学生学习商务英语的材料,也可作为其他专业对商务英语有兴趣的学生选修课使用教材。初级适合大学一年级学生或有一定基础的学习者使用,中级适合大学二年级或有中等基础的学习者使用,高级可供大学三、四年级或有较高英语水平的学习者使用。建议两到三课时学习一个单元。

这套教材也为社会上广大的商务英语爱好者提供学习材料,对提高学习者的听、说能力将有帮助;对于从事商务工作和即将从事商务工作的人,本教材有助于他们提高英语交际能力,并提供实用性的商务知识。

主编

2008 年秋

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# Unit 1

## Meeting People

### Aims

In this unit we will talk about

- greeting people
- introducing oneself
- introducing others
- finding topics for small talks

## 1 Starting-up

### Answers

- 1) hug 2) handshake 3) high-five 4) hat-raising 5) waving 6) cheek-kissing

## 2 Greeting

### 2.1 Formal and informal greetings


**A** Listen to the following conversations and decide which are formal and which are informal by putting a tick (✓) in the correct box.

#### Script and Answers

- 1) — Good morning. Mr. James. How are you today?

- Very well, thank you. Mr. Smith. How about you?  
 — Just fine. Thank you.
- 2) — Hey, Jane. How's it going?  
 — Not bad. Thanks.
- 3) — Alright, Alice, What's up?  
 — Can't complain. Bill.
- 4) — Hello, Mr. Hamilton. It's lovely to see you again.  
 — Hello, Ms. Wilson. Nice to see you too. It's been a long time, hasn't it? How are things with you?  
 — I'm OK. Thanks.
- 5) — Excuse me. Are you Mr. Black from Britain?  
 — Yes, I am. It's lovely to see you.  
 — Lovely to see you, too.

**B**  Listen to the conversations again and fill in the blanks.

**C**  Pair work. Read the following situations and decide whether you should use formal greetings or informal ones by putting a tick (✓) in the correct box. Make dialogues according to the given situations with your partner in proper ways. You may use the following language focus for your reference.

### Answers


A

- 1) Formal ☒ 2) Informal ☒ 3) Informal ☒ 4) Formal ☒ 5) Formal ☒

C

- 1) Formal ☒ 2) Informal ☒ 3) Formal ☒ 4) Informal ☒ 5) Formal ☒


## 2.2 Questions and replies during greetings

**A**  You are going to hear six questions. However, the questions are not in the same order with the replies on the right. Please match them by writing down the numbers of the questions in the proper places.



### Script and Answers

- 1) Did you have a good trip?
- 2) Can I help you?
- 3) Are you Mr. Smith from IBM?
- 4) Would you like something to drink?
- 5) How long are you planning to stay here in this city?
- 6) Have you been here before?

**B**  Listen to the six questions again and write down each of them.

### Answers

A

- |       |  |
|-------|--|
| — 5 — | — I'll probably be staying till the end of this month. |
| — 4 — | — Coffee black, please.                                |
| — 6 — | — No, this is my first visit.                          |
| — 2 — | — Yes, please. I'm to meet Mr. Lee, the Sales Manager. |
| — 1 — | — Yes, thanks. I had a very good trip.                 |
| — 3 — | — That's right. Nice to meet you.                      |

## 3 Introducing People


### 3.1 Introducing oneself

**A**  Listen to the self-introduction of Connie during an interview and fill in the blanks.

### Script and answers


Hello. My name is Connie Wilson. I was at California University for four years and graduated in 2004. I studied Marketing. I got my first job upon my graduation. It was with a multinational company. They have a training program for people just graduated from university and it lasts 12 months. During that period, I could work in different departments, such as Personnel, Marketing and After-Sales. I even went to visit customers with the sales representatives. I enjoyed it very much and I learned a lot.



**B**  **Pair work.** The following are two business cards. Choose one of them and play his or her role. Introduce yourself to others. Give as many details as you can. In addition to the information on the card, you may invent more information as you wish.


### 3.2 Introducing others

**A** Write down their names below the pictures.

**B**  **Listen to three introductions and match them to the three people mentioned above by writing down their names in the proper places.**

#### Script

- 1) Let me introduce the first gentleman. He's an American businessman, the previous chairman of Microsoft. He was born in Seattle in 1955. He's the world's third richest man in 2008 according to *Forbes* with a net worth of about \$58 billion. Do you know who he is?
- 2) I'd like you to know something about this CEO. He was born in Mexico City in 1940 and focused on telecommunications industry. He's the second richest man in the world with a net worth of around \$60 billion in 2008. Guess who he is.
- 3) I'd like to say something about this American businessman involved in investment. He was born in Omaha in 1930. According to *Forbes*, he is the richest man in 2008 with a net worth of around \$62 billion. His nickname is "God of Stock". He is regarded as one of the world's greatest stock market investors. Now got who he is?

**C**  **Listen to the introductions again and fill in their personal information card as follows.**


#### Answers

- A**
- a) Warren Buffett    b) Carlos Slim    c) Bill Gates
- B**
- 1) Bill Gates    2) Carlos Slim    3) Warren Buffett

## C

Name	Place of Birth	Year of Birth	Business Field	Net Worth
Bill Gates	Seattle	1955	software	\$ 58 billion
Carlos Slim	Mexico City	1940	telecommunications	\$ 60 billion
Warren Buffet	Omaha	1930	stock market investment	\$ 62 billion

## 3.3 Meeting a client at the airport

**A**  Listen to the conversation and fill in the missing information in the following sentences.

**Script**

Tom: Excuse me. Are you Mr. Nelson from Western Electronics?

Bob: Yes, I am. And are you Mr. Hamilton from Apple Trading?

Tom: No, I'm not. I'm Tom Clinton, the marketing manager. This is Anna Anderson.  
She is Mr. Hamilton's assistant.

Anna: Hello, Mr. Nelson. Mr. Hamilton is supposed to be here but he had something urgent to deal with this morning, so he asked me and Tom to meet you. Hope you don't mind.

Bob: Not at all. Nice to meet you two. And please feel free to call me Bob.

Tom: It would be my great pleasure. How was your flight, Bob?

Bob: Not too bad.

Anna: How long do you intend to stay?

Bob: Uh... About one week. We'll have enough time to talk about our business.

Tom: That would be great.

Anna: Shall we have a cup of coffee now?

Bob: Good idea.

**B**  Listen to the conversation again and answer the following questions.

**Answers****A**


- 1) Excuse me. Are you Mr. Nelson from Western Electronics?
- 2) Please feel free to call me Bob.
- 3) It would be my great pleasure.

4) We'll have enough time to **talk about our business.**

B

- 1) Tom is the marketing manager and Anna is Mr. Hamilton's assistant in Apple Trading.
- 2) Because he had something urgent to deal with that morning.
- 3) He felt not too bad.
- 4) They were going to have a cup of coffee somewhere.

### 3.4 Introducing a senior executive in the office

**A**  Listen to the conversation and decide whether the following statements are true or false by putting a tick (✓) in the correct box.

#### Script

Peter: Good afternoon, Sarah. It's great to see you again. How was your trip?

Sarah: Pretty good. I felt a little tired yesterday, you know, the time difference. But I'm OK now.

Peter: Great. If you are ready, I'd like to introduce you to meet Clair, our chief accountant. Clair, I'd like you to meet Ms. Sarah Salice.

Sarah: Pleased to meet you, Clair. I know you are doing a great job.

Clair: Thank you, Ms. Salice. I'm so glad to see you, too.

Sarah: Just call me Sarah.

Peter: Sarah, may I introduce John to you? He is our marketing manager. John, this is Ms. Sarah Salice.

John: Hello, Ms. Salice. How are you?

Sarah: I'm fine. Thank you. I know that since you take charge of the marketing, there have been great positive changes. I think later we can talk more about it.

John: OK, I'm willing to talk to you.

Peter: I think you will find all of our staff is top-notch.

Sarah: I'm already convinced from the reports I've seen.

**B**  Listen to the conversation again and complete the following sentences:

#### Answers

A

- 1) False ☒
- 2) False ☒
- 3) False ☒
- 4) True ☒

B

- 1) Sarah felt a little tired because of the time difference.
- 2) Peter introduces Clair and John to Sarah.
- 3) According to Sarah, since John took charge of the marketing, there have been great positive changes.

### 3.5 Attending an international conference



**A** Listen to the conversation and fill in the missing information in the table.

#### Script

- William: Hello, my name is William Morris from Canada.
- Susan: Oh, hello. I'm Susan Lee from Germany. And this is John Miles with Apple Trading Company. We've just known each other here.
- John: Nice to meet you, Mr. Morris.
- William: Nice to meet you, too. Are you also from Germany?
- John: No. I'm an American. But I work in Paris, the division office for my company. I'm the Marketing Manager.
- William: Oh, that's nice. Paris is a beautiful city. I'm the chief accountant for Coca Cola. My division office is in New York. How about you, Susan?
- Susan: My division office is far from here. I work in Shanghai. Have you ever heard about the city?
- William: Sure. That's a large city in China. Which company are you with?
- Susan: Siemens. And I'm the personnel manager there.
- John: Are you used to the food in Shanghai?
- Susan: Actually, I like the food there very much. It's really to my taste.
- William: I hope I could have a trip in China.
- John: Me, too. Maybe we can go there on a holiday together and Susan could be our guide.
- William: That's a great idea.




**B** Pair work. Play roles of the three and practice the dialogue. You may use the table in Exercise A for your reference.

**Answers**

A

Name	Nationality	Company	Division Office	Position
John Miles	American	Apple Trading	Paris	Marketing Manager
Susan Lee	German	Simens	Shanghai	Personnel Manager
William Morris	Canadian	Coca Cola	New York	Chief Accountant

**4 Small Talks**

**A**  Listen to the following conversation between an American client Mr. Harry Smith and a Chinese manager Wang Lin. Write down the questions in the proper places.

**Script**

Harry: Hello, I'm Harry Smith.

Wang: Hello, I'm Wang Lin. I'm here to pick you up.

Harry: Thank you. That's so kind of you.

Wang: Had a good trip?

Harry: A very good trip. Thanks.

Wang: You look great. How old are you?

Harry: Uh... Well, I'm 37.

Wang: Are you married?

Harry: Yes.

Wang: Is this your first trip in Dalian?

Harry: Actually no. I came here one year ago on a holiday with my wife.

Wang: Do you have children?

Harry: Well, no. We don't have any children yet.

Wang: Do you like Dalian?


Harry: Yes, very much.

Wang: Why do you like it?

Harry: The people here are very warm and nice and I love the weather here.

Wang: I see. What are your hobbies?

Harry: Oh, I like swimming and playing golf.

**B**  **Pair work.** Find some topics you can talk about during small talks when you meet people in business. Make dialogues according to each topic.

### Answers

A

#### Proper questions:

- 1) Have a good trip?
- 2) Is this your first trip in Dalian?
- 3) Do you like Dalian?
- 4) Why do you like it?
- 5) What are your hobbies?


#### Improper questions:

- 1) How old are you?
- 2) Are you married?
- 3) Do you have any children?

B

1. weather      2. surroundings      3. interests and hobbies
4. travel and transport      5. entertainment (favorite food / song / movie / star)

## 5 Role Play

 **Make a group of three and role play the three famous people mentioned in 3.2 in this unit. Read all of their personal information cards carefully. Suppose three of you meet at an international business conference. Please greet each other, introduce yourselves and then have a small talk. After the first round, exchange roles. The following language focus may be helpful.**

## 6 Leisure Time: A Song

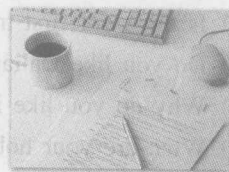
### Stop and review

Review the aims for this unit and think about what you have learnt. Complete the

checklist by putting a tick (✓) in the correct box.

	Yes I can do this	No I need more practice
Greet people		
Introduce yourself		
Introduce other people		
Find topics for small talks		

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## Unit 2

### Interviews

**Aims**

In this unit we will talk about

- interview preparation
- interview process
- interview technique
- interview practice

#### 1 Starting-up

#### 2 Interview Preparation


##### 2.1 Interviewer's questions and interviewee's questions


**A** Listen to the following 10 questions and try to find out which ones are the interviewers' questions and which ones are the interviewees' questions. Please write down the number of each question in the proper place. Each question will be spoken only once.

##### Script and Answers

1) Why do you like to work with us?

- 2) May I ask when I will know if I have the job?
- 3) Would there be any opportunity to work abroad in the future?
- 4) What sort of experience have you got?
- 5) What qualities do you feel a successful manager should have?
- 6) May I ask what the normal working hours are?
- 7) What are your weak points?
- 8) Are there any training programs for new employees?
- 9) Could you tell me a little about the employee benefits?
- 10) Do you have any plans for further education?

**B**  Listen to these questions for the second time. And write down each question.

**C**  Pair work. Discuss with each other on more questions asked by interviewers and interviewees during an interview.


### Answers

A

Interviewers' questions:      1    4    5    7    10

Interviewees' questions:      2    3    6    8    9

## 2.2 Useful Tips

**A**  Listen to the recording once and fill in the missing words in each statement.

### Script and Answers

1. Successful interviewing begins with **preparation**. The most important aspect of successful interviewing is not your **experience**, your degree or your resume. That's what got you the interview.
2. It is helpful to consider the interview a **performance** or a game whose goal is to sell the interviewer on the idea that you are the best person for the job.
3. Give the interviewer every reason to believe that you can **handle** the job for which you are being considered.
4. The main reason most candidates do not get the job is that they don't inspire **confidence**.
5. Interviewing is a skill that is learned with **practice** just like any sport or performance.