



BUSINESS

商务英语情景模拟实训

COMMUNICATION PRACTICE

» 主编 刘国萍



國防工業出版社

National Defense Industry Press

本书获北京联

建设项目资助

BUSINESS COMMUNICATION PRACTICE

商务英语情景模拟实训

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国防工业出版社

· 北京 ·

内容简介

本书由日常商务沟通技能训练、商务交际活动技能训练、商务流程运作技能训练和商务相关职业技能训练4个模块(Module),共14个单元(Unit)组成。每个单元设有学习目标、对话样本、相关词汇和短语、书面训练、情景训练和补充资料。书中交际情景丰富,语言规范,形式多样,实用性强,有助于快速提高学生在各种商务环境下熟练运用英语知识与专业技能的能力。

本书可作为高等院校商务专业及商务英语专业学生的商务英语情景会话教材,也可供从事国际商务贸易和商务英语教学的人员参考使用。

图书在版编目(CIP)数据

商务英语情景模拟实训/刘国萍主编. —北京:国防工业出版社,2016.3

ISBN 978-7-118-10815-6

I. ①商… II. ①刘… III. ①商务—英语 IV. ①H31

中国版本图书馆 CIP 数据核字(2016)第 043826 号

※

国防工业出版社 出版发行

(北京市海淀区紫竹院南路 23 号 邮政编码 100048)

北京嘉恒彩色印刷有限责任公司

新华书店经售

*

开本 880×1230 1/32 印张 9 1/4 字数 275 千字

2016 年 3 月第 1 版第 1 次印刷 印数 1—2000 册 定价 32.00 元

(本书如有印装错误,我社负责调换)

国防书店:(010)88540777

发行邮购:(010)88540776

发行传真:(010)88540755

发行业务:(010)88540717



PREFACE

前言

由于历史的原因,我国现有的国际化商务人才在数量和知识结构方面都不够完整,远远不能满足经济全球化和区域经济一体化发展趋势的需求。正是基于这种现实的紧迫性,全国各高校以国际化改革为核心,展开了一场既迎合国际潮流又立足自身优势、融改革与发展于一体的学科建设行动。各大学的商学院都希望获得 AACSB 认证,这对于各商学院商务课程实践教学推进,形成国际化特色的教育模式意义重大。

本书是北京联合大学“十二五”规划教材,旨在培养和提高学生在商务情景下的英语实际应用能力,以及在各种商务环境下运用英语进行商务活动和商贸业务的技能,将英语语言技能和商务专业知识进行有效的结合并应用到未来的实际工作中。

本书由 4 个模块(Module),共 14 个单元(Unit)组成,每个单元设有学习目标、对话样本、相关词汇和短语、书面训练、情景训练和补充资料。

本书根据外贸业务的各个环节和商务活动的情境,设计了面试、商务接待、商务会议洽谈、询价、签订合同、付款方式、包装、装运、处理投诉等互动式商务英语交际训练场景,语言规范、内容新颖、实用性强。通过全方位的商务英语交际训练,学生可以从整体上提高商务英

语交际能力。

刘国萍担任本书的主编,负责全书的策划和统稿,并编写了 Unit 1、Unit 9、Unit 10、Unit 11;贾增艳编写了 Unit 2、Unit 3、Unit 4;陈爱明编写了 Unit 5、Unit 6、Unit 7;曾华人编写了 Unit 8;张玉洁编写了 Unit 12、Unit 13、Unit 14。

本书在编写过程中,参考了国内外近年来出版的相关教材,吸取了国内外学者和专家研究的新成果。本书的出版得到了北京联合大学的科研经费支持。在此,一并致以衷心的感谢。

由于时间仓促,编者的水平和经验有限,书中的缺点错漏和不足之处在所难免,恳请广大读者批评指正。

本书音频文件免费获取网址:<https://elearning.buu.edu.cn>。

编者

2015年11月



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Module One

Everyday Communication

Introduction and Greetings

Section I Learning Objectives

- To be able to introduce oneself and other people;
- To be able to know the etiquette of introduction in social situations and business situations;
- To be able to be familiar with different professions and position in business situations;
- To be able to make and receive phone calls properly in business contexts.

Section II Sample Dialogues

Instructions for Performance: Divide students into pairs and role-play the following dialogues.

Dialogue 1

Li Wei: Hello. Nice to meet you. My name is Li Wei, from China National Overseas Trading Corporation. Are you the general manager and chief representative of the British Petroleum Company in China?

Brain: Yes. I'm very pleased to meet you, Mr Li. I'm Brain

Outlaw. This is my name card. Let me introduce to you. This is Mr Reeves, senior manager of the British Petroleum Company in China.

Li Wei: Glad to meet you, Mr Reeves. Our company has assigned me to be your host here in Beijing. I'm pleased to meet both of you.

Mr Reeves: Nice to meet you too.

Dialogue 2

David: Good morning, Linda. It's nice to see you again. I'd like you to meet two of our key personnel. This is Mr Wadely, our Project Advisor. This is Mr Huggins, the Sales Representative of our company.

Linda: How are you, Mr Wadely and Mr Huggins? I'm very pleased to meet both of you. I represent the Oriental Trade Company, and welcome you to Beijing. Is there any place you'd like to visit in particular? I could help you arrange that.

Wadely: Well. Would you please arrange a field tour to a factory for us, if it is possible.

Huggins: I'd like to interview some of the factory workers, if possible.

Linda: Okay. I'll try to have it set up for you.

David: That will be fine. Thank you, Linda.

Dialogue 3

Michael: Good morning. May I speak to Johnson?

Amy: I'm sorry. He is not in now.

Michael: Could you take a message for him? I've got something very important.

Amy: Sure. I am his secretary. May I know who is calling?

Michael: Michael King from General Motors. I am phoning to fix a meeting to discuss our project on November 24th.

- Amy: Right. Let me note down. Could you tell me the time and the place of your meeting?
- Michael: We are going to have a meeting at 10:00 a. m. on November 24th at the office. The room number is 705.
- Amy: Ok, got it. I will pass on your message to Johnson when he comes back.
- Michael: Thank you very much.
- Amy: You are welcome. Bye-bye.
- Michael: Bye.

Section III Useful Words and Expressions

accountant	会计
actor	男演员
actress	女演员
airline representative	地勤人员
anchor	新闻主播
announcer	广播员
architect	建筑师
artist	艺术家
astronaut	宇航员
attendant	服务员
auditor	审计员
auto mechanic	汽车技工
baker	烘焙师
barber	理发师(男)
baseball player	棒球选手
bell boy	门童
cartoonist	漫画家
cashier	出纳员
chef	厨师

chemist	化学师
clerk	店员
computer programmer	程序员
construction worker	建筑工人
cook	厨师
customs officer	海关官员
dentist	牙科医生
designer	设计师
detective	侦探
doctor	医生
door-to-door salesman	推销员
driver	司机
dustman	清洁工
editor	编辑
electrician	电工
engineer	工程师
farmer	农夫
fashion designer	时装设计师
fireman (firefighter)	消防员
fisherman	渔夫
florist	花商
foreign minister	外交部长
gas station attendant	加油工
geologist	地质学家
guard	警卫
guide	导游
hairdresser	理发师,美容师(女)
interpreter	口译员
journalist	记者
judge	法官
lawyer	律师

librarian	图书管理员
magician	魔术师
mathematician	数学家
mechanic	机械师, 机修工
miner	矿工
model	模特儿
movie director	导演
movie star	电影明星
musician	音乐家
nurse	护士
office clerk	职员
photographer	摄影师
policeman	警察
postman	邮差
receptionist	接待员
reporter	记者
sailor	船员, 水手
salesman/ salesperson	售货员, 销售人员
scientist	科学家
secretary	秘书
singer	歌手
statistician	统计员
surveyor	测量技师
taxi driver	出租车司机
teacher	教师
technician	技术人员
tour guide	导游
translator	翻译(笔译)
TV producer	电视制作人
veterinarian	兽医
waiter	侍者(服务生)

waitress	女侍者(服务生)
writer	作家
card	卡片,名片
catalog	目录,目录册
colleague	同事,同僚
department	(行政或企业的)部,局
firm	公司
introduce	介绍,引见
look forward to	盼望,期待
relationship	关系,联系
take care of	照顾,处理
recommendation	推荐,介绍
Chamber of Commerce	商会
inform	通知
specialize in	专营
enter into business relations	建立业务关系
meet with great favor	受欢迎
of the latest style	最新式样
coincide	一致,相符
financial position	财务状况
credit standing	信用地位
trade reputation	贸易声誉

❖ 常用句式

1. May I introduce myself?
我可以做一下自我介绍吗?
2. Hello, I'm Hanson Smith.
您好,我是汉森·史密斯。
3. Excuse me. I don't think we've met. My name's Tom Smith.
抱歉!我想我们没有见过。我的名字是汤姆·史密斯。
4. How do you do? I'm Tom Smith.

您好？我是汤姆·史密斯。

5. I'm David Anderson. It's so nice to meet you here.

我是大卫·安德森。很高兴在这见到你。

6. First let me introduce myself. I'm Peter White, production manager.

首先让我介绍一下我自己。我是生产部经理彼得·怀特。

7. My name is David. I work in the marketing department.

我是大卫。我在市场部工作。

8. Jane, this is Tom. Tom, this is Jane.

简，这是汤姆。汤姆，这是简。

9. Jane, I'd like you to meet my friend Tom.

简，我想让你见一下我的朋友汤姆。

10. Jane, have you met Tom?

简，你见过汤姆了吗？

11. Jane, do you know Tom?

简，你认识汤姆吗？

12. Look, Tom's here. Tome, come and meet Jane.

看，汤姆在这。汤姆，过来见一下简。

13. Jane, this is Tom. He's a friend from college.

简，这是汤姆。他是我大学的朋友。

14. Jane, Tom is the guy I was telling you about.

简，这是我跟你说到的汤姆。

15. Do you know each other?

你们彼此认识吗？

16. Have you two met?

你们见过吗？

17. Have you two been introduced?

你们互相认识了吗？

18. Allow me to introduce you to Mr Tom Pierce.

请允许我介绍一下汤姆·皮尔斯先生。

19. Let me introduce our guest of honor, Mr Tom Morris.

让我来介绍一下我们的客人汤姆·毛瑞斯。

20. If you want to be introduced to the author, I think I can arrange it.

如果你想见这个作者,我想我能安排。

21. I'm glad to meet you.

很高兴遇到你。

22. Nice meeting you.

很高兴遇到你。

23. How nice to meet you.

遇到您很高兴。

24. I've heard so much about you.

我已经听说过您了。

25. Helen has told me all about you.

海伦已经跟我说过你了。

26. I want to meet you for some time.

我一直都很想见您。

27. I'm delighted to make your acquaintance.

很高兴认识你。

28. It's a privilege to know you.

很荣幸认识你。

29. Please have a seat.

请坐。

30. Thanks for agreeing to meet with me.

谢谢你让我认识你。

31. He'll be right with you.

他很快就会过来。

32. Can I offer you something to drink?

你想喝点什么?