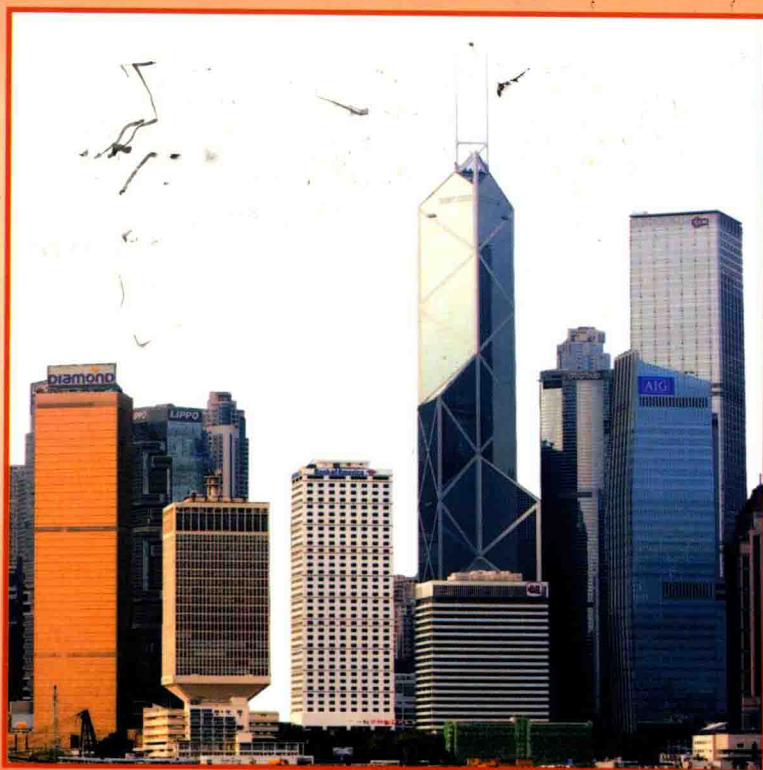


□ 全国高等院校商务英语精品教材
□ 全国商务英语研究会推荐教材

新编商务英语 (第二版)

听力教程 3 教学参考书

Business English (Second Edition)
Successful Listening



总主编 虞苏美 张春柏
主 编 沈爱珍

Teacher's Book



高等教育出版社
HIGHER EDUCATION PRESS

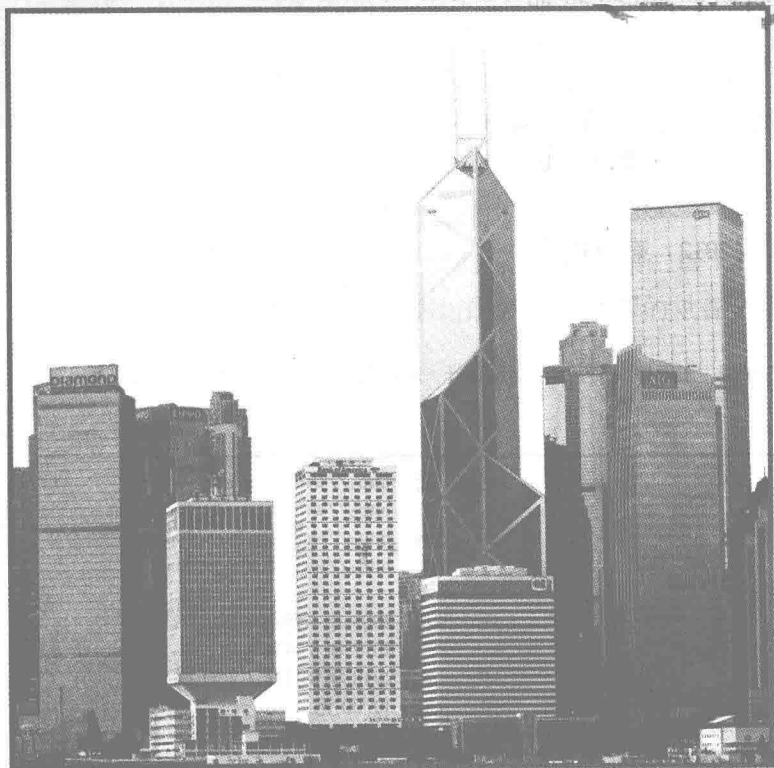
- ☐ 全国高等院校商务英语精品教材
☐ 全国商务英语研究会推荐教材

新编商务英语 (第二版)

听力教程 3 教学参考书

Business English (Second Edition)
Successful Listening

XINBIAN SHANGWU YINGYU TINGLI JIAOCHENG JIAOXUE CANKAOSHU



总主编 虞苏美 张春柏
主 编 沈爱珍
副主编 胡金媛 奚翠华

Teacher's Book



高等教育出版社·北京
HIGHER EDUCATION PRESS BEIJING

图书在版编目(CIP)数据

新编商务英语(第二版)听力教程教学参考书. 3 /
虞苏美, 张春柏主编; 沈爱珍分册主编. — 2版. — 北
京: 高等教育出版社, 2012. 8

ISBN 978 - 7 - 04 - 035304 - 4

I. ①新… II. ①虞… ②张… ③沈… III. ①商务 -
英语 - 听说教学 - 高等职业教育 - 教学参考资料 IV.
①H319. 9

中国版本图书馆 CIP 数据核字 (2012) 第 173823 号

策划编辑 周俊华 王雪婷

责任编辑 王雪婷

封面设计 顾凌芝

责任印制 赵义民

出版发行 高等教育出版社
社 址 北京市西城区德外大街 4 号
邮政编码 100120
印 刷 北京鑫海金澳胶印有限公司
开 本 850mm × 1168mm 1/16
印 张 11
字 数 282 千字
购书热线 010 - 58581118
咨询电话 400 - 810 - 0598

网 址 <http://www.hep.edu.cn>
<http://www.hep.com.cn>
网上订购 <http://www.landraco.com>
<http://www.landraco.com.cn>
版 次 2005 年 4 月第 1 版
2012 年 8 月第 2 版
印 次 2012 年 8 月第 1 次印刷
定 价 30.00 元

本书如有缺页、倒页、脱页等质量问题, 请到所购图书销售部门联系调换

版权所有 侵权必究

物 料 号 35304 - 00

前言

要提高听力,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。提高听力绝无捷径可走,最根本的方法就是多听多练,只有多听多练才能变“听不懂”为“听得懂”,变“被动”为“主动”。但如何提高听力训练的效率,较快地提高听力水平,则是有科学讲究,有规律遵循。

《新编商务英语(第二版)听力教程》旨在通过由浅入深、由易至难渐进式的、科学的听力技能训练,逐步提高学生的“听”的能力。

《新编商务英语听力》在多年的实际教学使用中受到了广泛好评。借这次改版的机会,《新编商务英语(第二版)听力教程》在充分总结多年教学实践经验的基础上对原教材作了进一步完善,使之编排更科学,特点更鲜明,内容更精炼,梯度更合理,形式更生动活泼,以期达到更好的教学效果。

本教材虽然是为商务英语专业的学生而设计和编写的,但也可用作非商务英语专业学生的教材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。第一、二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;第三、四册注重提高学生商务英语的实际应用能力。

本书为《新编商务英语(第二版)听力教程》第三册的教学参考书,与学生用书配套使用,内容为各课的录音全文及练习答案。

编者

2012年6月

于华东师范大学

Contents

Unit 1

Part I

- A. What Is Exporting? 2
- B. The Importance of Export Trade 3

Part II

- A. Export Market Research 4
- B. Variables in Marketing 5

Part III

- A. Exporting Procedures (1) 7
- B. Exporting Procedures (2) 9

Part IV The World of Humor 10

Unit 2

Part I

- A. Some Special Terms in Export Trade 12
- B. Importance of Export Pricing 13

Part II

- A. Setting Export Prices — Cost Considerations 14
- B. LongChang Makes Big China Strides 15

Part III

- A. Business Inquiries (1) 17
- B. Business Inquiries (2) 18
- C. Business Inquiries (3) 19

Part IV The World of Humor 20

Unit 3

Part I

- A. Foreign Investment (1) 22
- B. Foreign Investment (2) 23

Part II

- A. Investment Wisdom from Warren Buffet 24
- B. Investment Environment 26

Part III

- A. Establishing Joint Ventures 27
- B. Preferential Policies 28

Part IV The World of Humor 29

Unit 4

Part I

- A. Stock 32
- B. Stock Market 33

Part II

- A. Stock Value and Indexes 35
- B. Risk Investment 36

Part III

- A. Warren Buffett — Ace Stockpicker 37
- B. George Soros — The Man Who Moves Market 39

Part IV The World of Humor 40

Unit 5

Part I

- A. Stock Exchange 42

- B. A Bull and a Bear Market 43

Part II

- A. Understand the Stock Market 44
- B. How to Start an Investment 46

Part III

- A. How to Be a Successful Stock Investor 47
- B. Stock Market Tips 48

Part IV The World of Humor 51

Unit 6

Part I

- A. What Is Insurance? 54
- B. Insurance Is a Necessity 55

Part II

- A. Buying Insurance 56
- B. Health Insurance 57

Part III

- A. Questions to Expect When Applying for Insurance 58
- B. Insurance Companies 59

Part IV The World of Humor 60

Unit 7

Part I

- A. Life Insurance Basics 62
- B. Property Insurance Companies 63

Part II

- A. How to Buy Good Health Insurance 64
- B. Travel Insurance 65

Part III

- A. Screen Out Good Insurance Risks from Poor Ones 67
- B. Tips for Buying Insurance 68

Part IV The World of Humor 70

Unit 8

Part I

- A. Promotion Strategies 72
- B. A Promoting Project 73

Part II

- A. Giving Business Presentations (1) 75
- B. Giving Business Presentations (2) 76

Part III

- A. A Sales Presentation (1) 78
- B. A Sales Presentation (2) 79

Part IV The World of Humor 81

Test One

Part I 84

Part II 85

Part III 86

Part IV 87

Part V 88

Unit 9		Part IV The World of Humor	129
Part I			
A. Why Is Finance Important?	92		
B. Financial Market	93		
Part II			
A. The Problem of Inflation	95		
B. Dollars in the World Market	96		
Part III			
A. Credit Cards	97		
B. Shanghai's Financial Industry	98		
Part IV The World of Humor	99		
Unit 10			
Part I			
A. Stock Market's Miracle Man	102		
B. Seeking the Gold Apple	103		
Part II			
A. Steve Jobs	104		
B. Giorgio Armani	105		
Part III			
A. Forbes Rich List — World's Billionaires in 2011	106		
B. Founder of the Google Search Engine	107		
Part IV The World of Humor	109		
Unit 11			
Part I			
A. Rail Freight and Road Transport	112		
B. Ocean Freight and Air Freight	113		
Part II			
A. Physical Distribution	115		
B. Containerization	116		
Part III			
A. Mode of Transportation	117		
B. Shipping Goods	118		
Part IV The World of Humor	120		
Unit 12			
Part I			
A. Shipping with an Expert	122		
B. Easy Steps to Preparing Your Package	123		
Part II			
A. Background of DHL Worldwide Express	124		
B. Choosing Shipping Options	125		
Part III			
A. Introduction of DHL-Sinotrans	126		
B. Philosophies of DHL-Sinotrans	127		
		Unit 13	
		Part I	
		A. What Is E-commerce?	132
		B. What Is AWeber?	133
		Part II	
		A. Sales of Real Estate on the Internet	134
		B. How to Make Money on the Internet?	136
		Part III	
		A. Email Marketing Tips	137
		B. Email Marketing for Your Online Business	138
		Part IV The World of Humor	139
		Unit 14	
		Part I	
		A. Business Unusual for Private Eyes — Detective Agencies Seek Legal Trade Status	142
		B. Hunting Down the Unfaithful	143
		Part II	
		A. Remittance Business Grows	144
		B. Arbitration Thrives in China	145
		Part III	
		A. New Firm Sells Bargains	147
		B. Clubs Teach Kids Investment	148
		Part IV The World of Humor	149
		Unit 15	
		Part I	
		A. Cross-cultural Negotiations	152
		B. The Concept of "Face"	153
		Part II	
		A. Cross-cultural Negotiating Tips	154
		B. Different Negotiating Styles	155
		Part III	
		A. Negotiating in Japan	157
		B. A Negotiation	158
		Part IV The World of Humor	161
		Test Two	
		Part I	164
		Part II	165
		Part III	166
		Part IV	167
		Part V	168

1





Part I



What Is Exporting?

Mark the following box before each statement with “T” for true or “F” for false.

Tapescript

Though it may sound surprising, there is no country in the world that can produce all the things it needs. In order to engage in effective production and reproduction, raw materials equipment and technology that are not available domestically must be imported from abroad.

However, unless a country exports, it will not have the foreign exchange to import the things it badly needs. Therefore, all countries in the world are intensifying their exporting activities in order to capture a large share of the competitive world market.

What is exporting, anyway? Exporting is a process of earning foreign exchange by selling products or services in foreign markets. In order to fulfil this, an exporter must behave like any other seller who is marketing his products or services in his own country or abroad.

The exporter must provide the right product in the right place, at the right time and the right price, and he must make sure that he gets paid for the product.

The basic principles are the same for doing business at home or abroad. But it is generally more complicated and difficult to sell overseas due to different geographical conditions. The distance and risks involved are much greater. Besides, there are also language and cultural barriers. In order to overcome these difficulties, the exporter should learn a whole set of special procedures and practices. For example, he must know how to quote an export price for his product, which will not only take into account the ordinary costs but also the additional costs for export. He should know how to get the terms of delivery right. The terms of delivery will define the costs and responsibilities of the two contracting parties. He must make sure that he will get paid for his products by the correct terms of payment. Sometimes the failure of this will not only

wipe out the profit but also bring him heavy financial losses.

● Keys

1 F

2 T

3 T

4 T

5 T

6 F



The Importance of Export Trade

Make the right choice according to the information you hear.

Tapescript

The key to developing foreign trade of a country is the expansion of its exports. Without export, there can be no guarantee of fulfilling its import plan. Therefore, export trade is virtually the foundation of a country's foreign trade. Only by exporting a part of its industrial and agricultural products can a country obtain adequate foreign exchange to purchase the raw materials, advanced technology and equipment. Export, as an aspect in a country's foreign trade, is most important. A country exports to get the necessary foreign currency to pay for things it needs but can not supply itself, or can not supply adequately.

The main source of China's foreign exchange income comes from export trade, which accounts for about 80% of her total foreign exchange income, while tourism, overseas Chinese remittance, shipping, insurance and other nontrade income account for 20%. In order to absorb more foreign funds, China must continuously increase her exports.

Exporting a part of the industrial products to foreign countries means that a country's products enter into competition with foreign products in the international market. Competition can prompt the enterprises to improve the quality and increase the variety of their products, and therefore bring about the technical transformation. On the whole, it promotes industrial production. Exporting a part of agricultural products can increase the farmers' income and promote the development of agriculture economy. More export paves the way for more import, and by developing foreign trade, a country can develop its national economy.

● Keys

1 C

2 B

3 A

4 C

5 C



Part II



Export Market Research

Fill in the blanks according to the information you hear.

Tapescript

Everybody knows the importance of market research. Market research is useful both for newly established trading companies to open business relations with overseas customers, and for established exporters who have regular customers to expand their business. Now the point is how to do export market research.

First of all, the exporter should use trade statistics published by most countries to narrow down the scope of his research. Important information sources include: the national trade statistics which indicates the number of wholesalers, retailers and other kinds of marketing intermediaries, trade journals and directories and international organizations such as International Chamber of Commerce, and China Council for the Promotion of International Trade.

After carefully considering the above information sources, the exporter will find out what countries are now importing his products and from what sources. He can judge the amount of business and the rate of growth or decline. Then he may choose a number of target markets being worth further study.

Secondly, the exporter must bear in mind the cultural and social backgrounds of his target market, such as the language, religion, etc. Since all these elements influence people's consumption pattern, a deep understanding of them will help the exporter to predict the changes and follow the new market trend.

Thirdly, the exporter must know the relevant government policies: What kinds of products are limited or restricted in import activities? Are they restricted because of shortage of foreign currency, tendency to protect national industries or sanitation demand? What kind of goods does

the government levy high tax against?

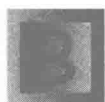
Fourthly, geography may influence profoundly the distribution of goods and the development of sales channels in a country. Temperature, altitude and humidity may affect the proper functioning of some equipment. Products which function well in temperate zones do not always perform well in tropical areas. With regards to products like timber, food and paper, the amount of water absorption in transit can be very influential.

Finally, the exporter must take into account the political risk (whether there are military clashes), distribution systems (whether seaports, railroads and roads are available). Moreover, the exporter must know the local legal system since there is no single, uniform international commercial law governing exporting transactions.

● Keys

To do market research, the exporter should:

- a. use established statistics such as important information sources including: the number of wholesalers, retailers and other kinds of marketing intermediaries, trade journals and directories and international organizations to narrow down the scope of the research and find out what countries are now importing his type of products and from what sources.
- b. bear in mind the cultural and social background of his target market, such as the languages, religion, etc.
- c. know the relevant government policies: What products are limited or restricted in import activities? What goods are levied high tax against?
- d. bear in mind the influence of geography on the distribution of goods and the development of sales channels in a country. Temperature, altitude and humidity may affect functioning of some equipment.
- e. take into account the political risk, distribution systems and local legal system.



Variables in Marketing

Fill in the blanks according to the information you hear.

Tapescript

Marketing is the process of providing the right product in the right place, at the right time and the right price. Essentially, marketing embraces virtually all the business activities required

to get the product from the factory to the end-user. There are many variables in marketing. They can be altered in order to achieve the best marketing.

The following are some of the variables in the marketing:

1. **Product** What product will be made for export? What are the designs and functions?
Having decided what to produce, the producer still has many basic product characteristics best meet the requirements of the market. This includes the quality for the product, the materials from which it is made and how well it works, etc. Therefore product is the first variable.
2. **Presentation** In a marketing sense, the presentation of the product is closely related to the product itself. It is what the product will look like, or to be more exact, it is part of the product in the eyes of the buyer. The styling details of a product, such as the colour, the shape, or the size, all have a great influence on the success or failure of the product in the market place. Packaging is another important aspect of product presentation. Packaging means even more for goods. Good packaging will not only make the product more attractive and attract more buyers, but also make it convenient to use. Good packaging is a free advertisement for your product when consumers buy the product.
3. **Pricing** Deciding what price to charge is no easy matter even if the producer has an excellent product that is nicely wrapped up. The price of the product depends on the costs, where and to whom the product is sold and also the competitor's price. The cost includes not only the cost of raw materials but also the cost of production like the factory overheads, wages, distribution cost, etc. Overpricing, like underpricing, in the face of intense competition will bring down the total profit and even result in heavy financial losses for the exporter.
4. **Marketing Channels** It is very rare that an exporter can sell his product directly to the user that is sometimes half way around the globe. The goods must be sold to middlemen such as importers, distributors, wholesalers, and retailers, who ultimately sell them to consumers. These are the intermediaries through which the end-users are reached. Each trade in each country may have its own pattern of sales channels. Those in China are definitely different from those in America. The exporter should select the most appropriate ones for his products.

● Keys

Some of the Variables in Export Marketing

1. Product
What product will be made for export?
What are the designs and functions?
2. Presentation
It is closely related to the product itself.
It is what the product will look like.

The styling details of a product, such as colour, shape or size have great influence on the success or failure of it.

Packing is another important aspect of product presentation.

3. Pricing

The price of the product depends on costs, where and to whom the product is sold and the competitor's prices. The cost includes not only the cost of raw materials but also the cost of production.

4. Marketing Channels

The export goods have to be sold to intermediaries through which the end-users are reached.



Part III



Exporting Procedures (1)

Fill in the following table according to the information you hear.

Tapescript

Exporting practice is a very complex and important course. The main exporting procedures are sampling, quoting a price, confirming a sale, preparing goods for shipment, transportation and insurance.

1. **Sampling** In most cases, business starts with sampling. Seeing is believing. In order to make the customers know what he intends to sell, an exporter often sends the samples while writing to his customers to present the advantages of the item in question. See to it that the sample you are sending is no better than the product you will deliver.
2. **Quoting a Price** When an exporter receives an inquiry for his product, he quotes the customer a certain price. When quoting, he must take into account the costs of packing, transport, insurance, credit, agent's commission and so on. Sometimes the customer may ask an exporter to quote in the form of proforma invoice. In this case, the importer may ask to quote in the form of proforma invoice in triplicate stating the name of goods, quantity, unit

price, amount, terms of payment, time of shipment, etc. Given at the bottom of the invoice are such remarks as "Subject to our final confirmation". These remarks imply that the offer is not a firm one. Quoting in the form of proforma invoice is generally required by customers in countries where application for an import license needs to be supported by the proforma invoice.

3. **Confirming a Sale** As soon as an offer is accepted by the customer, the exporter sends him a contract to confirm the sale. In confirming a sale, some of Chinese import and export corporations use a sales contract and some use a sales confirmation. Both are documents in the nature of a contract. Usually, a sales contract or sales confirmation contains some general terms and conditions as well as the specific terms which vary with the commodity. But such details as the names of seller and buyer, descriptions of goods, quantity, unit price, total amount, terms of delivery, terms of payment, ports of shipment and destination and so on are indispensable. Signing a sales contract or a sales confirmation means conclusion of business in writing form.
4. **Preparing Goods for Shipment** After a contract is made, the exporter prepares the goods for shipment. He makes arrangements with the factories for production of goods according to contracts.

(to be continued)

● Keys

Main Exporting Procedures (1)	
1. Sampling	See to it that the sample <u>you're sending</u> is no better than the <u>product you will deliver</u> .
2. Quoting a Price	Take into account <u>the cost of packing, transportation, insurance, credit, agent's commission</u> and so on when quoting. Some customers may ask the exporters to quote in the form of <u>proforma invoice</u> .
3. Confirming a Sale	Use a <u>sales contract</u> or <u>sales confirmation</u> to confirm a sale. Such details as <u>seller and buyer</u> , description of goods, <u>quantity</u> , unit price, <u>total amount</u> , terms of delivery, <u>terms of payment</u> , ports of shipment and destination and so on are indispensable.
4. Preparing Goods for Shipment	Make arrangements <u>with the factories</u> for <u>production of goods</u> and then <u>arrange shipment</u> .



Exporting Procedures (2)

Fill in the following table according to the information you hear.

Tapescript

- 5 **Commodity Inspection** As a rule, there is an inspection in a business contract. The exporter is under obligation to carry out inspection of the export goods as required. Careful proper inspection is indispensable to ensure the quality of the goods. It is an accepted practice of the exporter to have the goods inspected before shipment.
6. **Transportation** There are several ways of transportation in international trade such as sea freight, railway, airfreight, long-distance road haulage and TAT (train-air-truck). Choosing the right mode of transport is very important for an exporter. He may well try and find the cheapest method of getting his goods to the export market. But the cost of transport is not the only factor that must be taken into account. If he is selling fashionable dresses, the cheapest mode of transport is a ship that takes three or four months to complete its voyage. But he may decide to pay more for quick delivery of his goods. He understands that fashion does not wait for him.
7. **Insurance** Goods should be well-packed and clearly marked so that they are not easily crushed or lost in transit. But even when such simple precautions are taken, accidents can happen. And apart from the risk of fire or leakage, there is always the threat of pilferage or theft.
The vessel may sink. It may be badly damaged so that some goods have to be thrown overboard. Your goods may be among them. Therefore, it is vital for an exporter to understand and use insurance so that these risks may be minimized and that he can recoup at least some of his losses from the insurance company.
8. **Getting Payment** Basically, there are six methods of obtaining payment for export shipments:
 - a. cash payment — either on confirmation of order or when the goods are ready for shipment;
 - b. open account — payment after goods have been delivered;
 - c. shipment on consignment — payment after goods have been sold;
 - d. documentary credit — using letter of credit;
 - e. documentary collection — using paid bill of exchange or sight draft;
 - f. documentary collection — using accepted bill of exchange or time draft.

● Keys

Main Exporting Procedures (2)	
5. Commodity Inspection	It is an accepted practice of the exporter to <u>have the goods inspected before shipment</u> .
6. Transportation	Ways of transportation in international trade are <u>sea freight</u> , <u>railway</u> , <u>airfreight</u> , <u>long-distance road haulage</u> and TAT.
7. Insurance	Use insurance to <u>minimize the risks</u> and <u>recoup some of the losses</u> from the insurance company.
8. Getting Payment	The six methods of obtaining payment are <u>cash payment</u> , <u>open account</u> , <u>shipment on consignment</u> , <u>documentary credit</u> , and two types of <u>documentary collection</u> .



Part IV

The World of Humor

Answer the question according to what you hear.

Tapescript

A traveling salesman sent in his card by the office-boy to the manager of a large company. The manager's office was separated from the waiting-room by a glass partition. When the boy handed his card to the manager, the salesman saw him impatiently tear it in half and throw it in the waste-basket. The boy came out and told the caller that he could not see the boss. The salesman told the boy to go back and get him his card. The boy brought out five cents, with the message that his card was torn up. Then the salesman took out another card and sent the boy back, saying: "Tell your boss I sell two cards for five cents."

He got his interview.

2

