

新世界
NEW WORLD



全国高职高专院校规划教材·商务英语专业

A Listening and Speaking Course in Business English

商务英语听说

房玉靖 主编



对外经济贸易大学出版社

University of International Business and Economics Press

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商务英语听说

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“新世界商务英语系列教材”是对外经济贸易大学出版社联合对外经济贸易大学、东北财经大学、上海财经大学、上海对外贸易学院、天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等院校推出的一套面向不同层次的、涵盖不同模块的商务英语系列立体化教材。本套教材面向三个层次：研究生、本科和高职高专。

研究生和本科层次的商务英语教材适用于全国各高等院校英语专业的商务英语方向或国际贸易、国际经济、国际工商管理 etc 商科专业的学生。

高职高专层次的商务英语教材适用于全国高职高专院校英语专业的商务/应用/外贸英语方向以及国际贸易或财经类专业的学生。

根据国家教育指导思想，目前我国高职高专教育的培养目标是以能力培养和技术应用为本位，其基础理论教学以应用为目的、够用为尺度、就业为导向；教材强调应用性和适用性，符合高职高专教育的特点，既能满足学科教育又能满足职业资格教育的“双证书”（毕业证和技术等级证）教学的需要。本套教材编写始终贯彻商务英语教学的基本思路：将英语听说读写译技能与商务知识有机融合，使学生在提高英语语言技能的同时了解有关商务知识，造就学生“两条腿走路”的本领，培养以商务知识为底蕴、语言技能为依托的新时代复合型、实用型人才。

本套教材——“新世界全国高职高专院校规划教材·商务英语专业”——包括《商务英语综合教程（上册）》、《商务英语综合教程（下册）》、《商务英语阅读（上册）》、《商务英语阅读（下册）》、《商务英语听说》、《商务英语口语》、《商务英语写作》、《商务英语翻译》、《外贸英语函电》、《商务谈判》、《国际商务制单》共11册教材。作者主要来自天津对外经济贸易职业学院、山东外贸职业学院、安徽国际商务职业学院、安徽商贸职业技术学院、大连职业技术学院和广东科学技术职业学院等。他们都是本专业的“双师型”名师，不仅具有丰富的商务英语教学经验，而且具有本专业中级以上职称、企业第一线工作经历，主持或参与过多项应用技术研究，这是本套教材编写质量的重要保证。

此外，本套教材配有辅导用书或课件等立体化教学资源，供教师教学参考（见书末赠送课件说明）。

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前 言

随着经济活动日趋全球化，中国与世界不同经济、政治、文化背景国家的交往空前广泛，商务英语人才在国际交往和交流中的作用日趋重要。随着我国对外开放不断地向更深、更广的领域拓展，对商务英语人才的素质提出了更高的要求，对商务英语的专业教学提出了更严峻的挑战。我们迫切需要培养一大批既通晓商务知识、熟悉国际商务环境、善于跨文化交际，又掌握商务英语听、说、读、写能力的高素质人才。《商务英语听说》旨在为全国的外经贸行业发展培养出更多合格的商务英语人才，以满足不断扩大的市场需求。

本教材分为16个单元及期中、期末两套自测题，内容涉及日常商务活动的各个方面及交易磋商的各环节，每个单元分为四部分：

1. 精听部分：重在训练学生对语音语调、容易混淆的音素、数字、地点、电话号码、日期等进行辨析；

2. 泛听部分：重在训练学生听力理解，使学生听懂大意，并根据内容做出选择和判断；

3. 口语部分：主要训练学生口头表达能力，包括复述短文、角色扮演、情景对话、就不同话题进行讨论等。

4. 背景知识：包括与本单元内容相关的背景知识介绍和常用表达方式，便于学生更好地理解听力内容和更好地练习口语表达。

本教材注重把语言技能的训练与专业知识有机结合起来。有些练习属于开放式的，要求学生理论联系实际，认真独立地思考问题、深入探究问题、最终解决问题。在这一过程中学生的表达能力同时得以锻炼。

此外，此教材的编写强调互动式、自主性的学习，提倡营造活跃的课堂气氛，使学生轻松学习而又有所收获。

由于此套教材为商务英语专业教材，内容涉及国际商务、经济等领域，建议在学生学习了国际贸易等相关专业课程的基础上使用，开设课时及个别对话或段落的听音次数可根据学生的实际情况灵活掌握。

本教材设有学生“自我评估”一栏，一方面为了加强学生的自我了解，提高他们的学习主动性，同时也协助教师掌握学生的学习动态，以不断调整教学进度和教学方法。

本书由房玉靖主编，姜丽任副主编，梁晶、陈丽萍、马素珍参加了编写。本书的编写得到了对外经济贸易大学出版社的大力支持和帮助，胡小平老师在整个编写过程中一直予以关心和指导，在此表示感谢。

编者

2007年6月

Contents

Unit 1	Welcome and Farewell	(1)
Unit 2	Companies and Occupations	(8)
Unit 3	Products and Sales	(14)
Unit 4	Business Fairs	(20)
Unit 5	Appointments and Arrangements	(27)
Unit 6	Business Visits	(34)
Unit 7	Sports and the Olympics	(41)
Unit 8	Sightseeing	(48)
Test I		(54)
Unit 9	Enquiries and Offers	(57)
Unit 10	Prices	(63)
Unit 11	Conclusion of Business	(69)
Unit 12	Payment	(76)
Unit 13	Packing and Labeling	(83)
Unit 14	Delivery and Shipment	(89)
Unit 15	Insurance	(96)
Unit 16	Complaints and Claims	(102)
Test II		(109)

Unit 1

Welcome and Farewell

Part A Intensive Listening

Phonetics

1. **Directions:** You'll hear one word read from each group. Repeat for the first time you hear. Then listen again and tick them out. (✓)

- | | | | |
|-------------|---------|---------|---------|
| (1) a. beat | b. bit | c. bet | d. bat |
| (2) a. keys | b. kiss | c. kits | d. kids |
| (3) a. file | b. fail | c. fell | d. fill |
| (4) a. pill | b. pal | c. poll | d. pale |
| (5) a. feat | b. feet | c. fit | d. feed |

2. **Directions:** You'll hear eight sentences. Repeat for the first time you hear. Pay attention to the stresses and tones. Then listen again and write them down. Check your answers when you listen for the third time.

- (1) _____.
- (2) _____.
- (3) _____.
- (4) _____.
- (5) _____.
- (6) _____.
- (7) _____.
- (8) _____.

Part B Extensive Listening

Dialogues

Directions: You'll hear 5 short dialogues in this section. At the end of each dialogue, one

Directions: Listen to the conversation and complete the following exercises.

Section A

Choose the best answer to each of the following questions.

- Where does Mr. Stone come from?
A. Great Britain. B. the U. S. C. Australia. D. Canada.
- When did Mr. Stone and Miss White arrive at the airport?
A. 1:00. B. 1:30. C. 2:30. D. 2:00.
- What is the purpose of Mr. Stone's visit to Tianjin?
A. For sightseeing. B. For business.
C. Meeting old friends. D. Staying at Sheraton Hotel.
- What line of business is Mr. Wang's company in?
A. Chemicals. B. Textiles. C. Tourism. D. Electronics.
- What caused the delay of the flight?
A. Bad weather. B. Busy traffic.
C. Accident. D. Mechanical failure.

Section B

Listen to the conversation again and provide the information about Mr. Stone.

Full Name	
Position	
Company	
Destination	
Accommodation	

Conversation 2

Bon Voyage

Words and Expressions	
preside <i>v.</i> 主持	pave the way for 为……铺好道路
enthusiasm <i>n.</i> 狂热;热情	in the long run 长远来看
dispute <i>n.</i> 争论;辩论	Bon Voyage 一路平安;旅途愉快
prosper <i>v.</i> 繁荣	

Useful Sentences

1. Let's drop this topic.
2. You are to blame for it.
3. Have a safe journey.
4. Enjoy your flight.
5. We are sorry that you have got to go so soon.
6. It's very considerate of you to make all the arrangements for me.
7. I hope we can see each other sometime.
8. I'm glad to have known you.

Directions: Listen to the conversation and complete the following exercises.

Section A

Choose the best answer to each of the following questions.

1. Where does the conversation most probably happen?

A. At Wang's office.	B. At the airport.
C. At Mr. Knox's room.	D. In a car.
2. Which one of the following is unimpressive to Mr. Knox?

A. His flight.	B. Beijing Roast Duck.
C. Wang's warm reception.	D. Wang's working enthusiasm.
3. Mr. Knox jokes that Wang is to blame for _____.

A. further cooperation between the two companies	B. products with advantages
C. products without advantages	D. Mr. Knox's professional comments on economy
4. What's the probable reason of Mr. Knox's leaving Beijing?

A. He did not enjoy his visit to Wang.	B. He did not like the city of Beijing.
C. He finished his visit and had to go back to hold a meeting	D. He missed his home.
5. What's Mr. Knox going to do at the end of the conversation?

A. To get onto the plane.	B. To go to the airport.
C. To contact Wang.	D. To announce a flight.

Section B

Listen to the conversation again and decide whether the following statements are true or false. Write "T" for true and "F" for false in the brackets.

- () 1. Mr. Knox is going to visit Beijing for a few days.
- () 2. They had a lot of disputes and therefore failed to sign the contract.

- () 3. Mr. Knox's visit to Beijing was productive.
- () 4. According to Mr. Knox, a nation should not produce the goods in which it does not have the advantages.
- () 5. This is Mr. Knox and Wang's first cooperation in business.

Part C Oral Practice

1. Role-play conversation 1 with the words and useful sentences given in the text.
2. Work with your partner to make dialogues with the situations given below.

Task 1: You are Assistant Manager of Good Luck Software Corp. Ltd. You are asked to go to the airport to meet an important client of your company, Mr. Peter Jackson from the Silicon Valley, California, the United States. You have never met Mr. Jackson before, and now you are at the airport waiting for him with a signboard. When you meet each other, you introduce yourself, greet him and start an informal talk about his flight. Then you offer to take him to the hotel. On the way, you give a brief introduction to the city you are in.

Task 2: Introduce yourself to a new colleague, Mary Wong, who is joining your company as the advertising manager. Then have a small talk with each other.

Task 3: You come to the hotel to say goodbye to your client from London, who is flying back home the next morning.

3. Discuss the following topics.

- (1) Please list some safe and unsafe topics for conversation for people from different cultures meeting for the first time.
- (2) What should be included in a welcome/farewell speech?
- (3) When receiving visitors from other countries, what factors should be taken into consideration?

Part D Related Information

1. Background Notes

Addressing

Both English and Chinese people have two kinds of personal names — a surname and given name (s). But the order of these names and their use in the two languages are somewhat different. In Chinese the surname comes first and is followed by the given name (s), but in English this order is reversed. So first of all, Chinese people need to be perfectly clear which name is the surname in English and which is (are) the given name (s).

It should be pointed out that in neutral situations and relationships, westerners themselves vary in their preference for being called by their surname or by given name.

British people tend to be more conservative than Americans in this respect, and also the older people than the younger. So it is often safer to use the surname unless the westerner asks to be called by his given name or unless he has only given his given name.

In a formal introduction, titles are often used before a person's surname, for example, Dr. , Mrs. , Miss, Ms. , and Mr.

Greetings

In western countries, when two people are introduced (or introduce themselves) in a social or business situation, they usually shake hands. It is unusual for close friends or relatives to shake hands when meeting each other, though.

Making introductions

When introducing people, a man, the younger person, the person of a lower rank or an arriving guest should be introduced first, to a woman, the older person, the person of a higher rank, or an old friend.

2. Useful Expressions

- (1) I don't think we've met each other before. My name is . . .
- (2) First, let me introduce myself. I am . . .
- (3) May I have the pleasure of introducing . . . to you?
- (4) Please allow me to introduce . . . to you.
- (5) . . . , I'm sure you'd like to meet . . .
- (6) It's with pleasure that I introduce . . . to all of you.
- (7) It's a great pleasure to have you here with us.
- (8) Thank you very much for coming all the way to visit our company.
- (9) On behalf of our delegation, I'd like to thank you for all that you have done for us.
- (10) Take care of yourself and don't forget to keep in touch.
- (11) I hope I can receive you in my country some day.
- (12) I really appreciate your spending so much time showing me the sights.
- (13) I do hope you'll visit me someday soon so that I may return your kindness and warm hospitality.
- (14) I'd really like to show you a bit of my country.
- (15) Please say hello to . . . for me when you see him/her.

Self-Evaluation

Listening	1	Level of Difficulty A. Easy B. Fair C. Difficult
	2	Major Problems A. Identifying Words B. Recognizing Structures C. Understanding Ideas D. Remembering Facts
	3	Comprehension A. Excellent B. Good C. Modest D. Poor
Speaking	4	Oral Ability A. Excellent B. Good C. Modest D. Poor

Unit 2



Companies and Occupations

Part A Intensive Listening

Phonetics

1. **Directions:** You'll hear one word read from each group. Repeat for the first time you hear. Then listen again and tick them out. (✓)

- (1) a. beg b. bag c. big d. bug
- (2) a. went b. want c. won't d. wit
- (3) a. meet b. meat c. mat d. met
- (4) a. and b. add c. end d. ad
- (5) a. flag b. fled c. flea d. fleet

2. **Directions:** You'll hear eight sentences. Repeat for the first time you hear. Pay attention to the stresses and tones. Then listen again and write them down. Check your answers when you listen for the third time.

- (1) _____.
- (2) _____.
- (3) _____.
- (4) _____.
- (5) _____.
- (6) _____.
- (7) _____.
- (8) _____.

Part B Extensive Listening

Dialogues

Directions: You'll hear 5 short dialogues in this section. At the end of each dialogue, one question will be asked. Each dialogue and question will be spoken only once. Mark the best answer for each question.

1.

A. Client and lawyer.	B. Manager and secretary.
C. Director and client.	D. Salesperson and customer.
2.

A. The Ground.	B. The First.
C. The Second.	D. The Third.
3.
 - A. She thinks it is a reliable company.
 - B. She thinks it is a well-known company.
 - C. She thinks it is not a good company to join.
 - D. She doesn't know much about the company.
4.
 - A. In two weeks.
 - B. Two weeks ago.
 - C. He doesn't need to come for any interview.
 - D. To be advised by the Personnel Department in two weeks.
5.

A. Sales.	B. Reception.
C. Purchasing.	D. After-sales.

Conversation 1

McDonald's

Words and Expressions	
incredible <i>adj.</i> 难以置信的 grab <i>v.</i> 急促行动	amount to 总计, 达到 come across 偶然碰到