跨△商界 商务英语系列丛书



Practice Your Business English

MARKETING MANAGEMENT

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《跨入商界——商务英语系列丛书》是为英语非母语的商界人士度身定制的商务英语入门丛书。首批推出四本:《办公通》、《清晰表达》、《企业运作》、《企业管理与营销》。

这套丛书从TEA出版有限公司引进。TEA是一家以ELT (English Language Teaching)出版物为特色的专业出版公司,主要出版工具书、外语教材、语法、口语等方面的图书和音像制品。《跨入商界——商务英语系列丛书》原名 Practice Your Business English,短小精悍,实用性强。丛书浓缩了与商务有关的办公、金融、进出口贸易、营销及公关等各领域必须掌握的基本技能。在选材上,丛书注重内容的"真实性"和材料的"新颖度",力求奉献给读者原汁原味的商务英语精粹;在编写体例上,丛书将主题细分,每个单元 2~3 面,根据实际需要安排讲解、实例或练习,便于读者利用零星时间学习,时时有所收获;丛书还采用了"人性化设计",对读者在商务活动中有可能遇到的疑难问题及时地提出参考建议。例如在《办公通》第五章"面试"(Interview)中,编者详细地介绍了取得成功的经验和技巧,如怎样在电话中打动对方获得面试机会,面试过程中怎样展现自我,面试结束后怎样再努力等等,十分周到与细致,颇有实用价值。

因此,本丛书特别适合有意从事涉外商贸的读者在短时间内速成商务英语,适合业务繁忙的商界人士业余"充电",也可供大学生、教师以及广大英语爱好者了解商务英语基础知识。

考虑到中国读者的阅读习惯,我社作了一些必要的翻译和注解,希望读者能更 方便地使用本书,从而以更高的效率掌握商务英语。

《企业管理与营销》是丛书之一,它包括价格、进出口、营销、企业管理以及公共关系等方面的知识。本书通过丰富多样的练习让读者掌握上述各领域的英语表达法。本书中有一些很新的管理和营销方面的专业术语,目前国内现有的工具书中尚未收录,注译者根据英文释义都给出相应的中文翻译。

INTRODUCTION

This series consists of four practice books designed for upper-intermediate learners of English working in the business world, where a command of written and spoken English is essential. The series provides instruction on writing résumés and business letters, as well as how to give presentations. It also discusses and explains terms and expressions encountered in banking, finance, marketing, management and public relations. The techniques employed in the series are varied. The student is expected to actively consult dictionaries for most of the exercises. A key is also included in each book, allowing the student to do the exercises independently.

The authors proceed from the principles of "novelty and authenticity", universally recognized in teaching methods. The majority of examples and exercises are based on a wide variety of authentic sources, providing the student with the most accurate material possible. The following are the main sources of reference used in the compilation of the series:

- 1. Business Listening Tasks by Patrick Hanks and Jim Corbett. Cambridge University Press, 1986.
- 2. Business Reports in English by Jeremy Comfort, Rod Revell and Chris Stott. Cambridge University Press, 1984.
- 3. Case Studies in International Business by Christine Über Grosse and Robert E. Grosse. Prentice Hall Regents, 1998.
- 4. A Complete Book of Business Letters. Gaurav Publishing House, New Dehli, 1995.
- 5. Effective Business Writing, Strategies and Suggestions. Harper & Row Publishers Inc., NY, 1989.
- 6. Key Words in Business by Bill Mascull. Collins Cobuild, 1996.

Practice Book 4: Marketing and Management is the fourth book in the series. It focuses on the concepts, vocabulary and phrases encountered in international trade, marketing, management, and public relations.

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I. Price

1. Key Words (关键词语)

Find 8 common words connected with price in the word square. You can read the words vertically (4 words) or horizontally (4 words), forwards or backwards, upwards or downwards.

A	P	R	I	С	Е	L	Т
D	I	S	С	О	U	N	Т
E	С	R	G	S	N	О	I
M	P	О	R	Т	Е	V	F
Α	W	R	M	S	V	I	О
N	I	P	F	E	Е	О	R
D	R	L	M	Н	R	G	P
Α	M	A	R	G	I	N	E

2. Pricing Strategy [1] (定价策略[1])

Fill in the missing phrases in the sentences. Choose from the following:

budget priced demand curve [©]	going rate ^① price war	retail margin selling costs	unit cost
1. The amount of product is the	money necessary	to produce one indi	vidual example of
2. The difference	in price between w	hat retailers pay for	r a product and wh

they sell the product at is called the _____.

3. The total amount of money spent on all aspects of selling, including ad-

① going rate: 现行汇率,现行利率,时价

② demand curve: 需求曲线

vertising, commission	vertising, commissions and promotion, is known as the							
4. A period during which	h severa	al comp	etitors	aggres	sively l	lower their prices		
in an effort to build	in an effort to build up market share is called a							
5. Products at the lowes	Products at the lowest end of the price scale are sometimes referred to as							
good	goods.							
6. The price for a produ	ct or fo	r servic	es which	ch the	market	will accept is the		
•					•			
7. The line on a graph w	hich sh	ows the	e relatio	onship	betwee	n prices and con-		
sumer demand is calle	sumer demand is called the							
3. Pricing Strategy [2] (ই	2份祭服	タ「つ])						
7. Tricing Strategy [2] (X		A [2] /						
Match the words (1-7)	Match the words (1-7) with the definitions (a-g).							
1. break-even point	a) th	e price	whole	salers a	and dis	tributors pay for		
	go	oods						
2. discounting	b) a	pricing	g strate	egy bas	sed on	low pricing and		
	lo	w unit	profits					
3. factory gate price	c) th	e poin	t in tl	ne dev	elopme	nt of a product		
	w	hen sal	es begi	n to ex	ceed th	ne investment		
4. inelastic demand $^{ ext{1}}$	d) co	nsume	rs who	are v	ery at	tentive to price		
	changes and look for lower-priced items							
5. overheads ₉	les of	a prod	uct do	not ch	ange much with			
	variations in price							
6. penetration strategy		_	-			el at which the		
	•		•	•		ed for sale		
7. price sensitive buyers	g) th	e day-t	o-day	costs of	runnii	ng a business		
1 2	3	4	5	6	7			
	+		ļ	ļ	ļ			

4. Pricing Strategy [3] (定价策略[3])

Match up the remarks below with the names of different pricing strategies in the box.

① inelastic demand: 不受价格影响的商品需求

- 1. market penetration pricing
- 2. market skimming
- 3. current-revenue pricing
- 4. loss-leader pricing
- 5. mark-up or cost-plus pricing
- 6. going-rate pricing
- 7. demand-differential pricing (or price discrimination)
- 8. perceived-value pricing
- a. Firstly, we need cash, and secondly, we don't think the product will last very long; it's really just a $gimmick^{\textcircled{1}}$, so we're trying to maximize our sales income now.
- b. Like all supermarkets, we offer half a dozen or more different items at a really low price each week. We lose on those, but customers come in and buy lots of other stuff as well.
- c. Since our product is indistinguishable from those of all our competitors, and we've only got a tiny part of the market, we charge the same as the rest of them.
- d. They just worked out the unit cost and added a percentage, without even considering demand elasticity or anything like that.
- e. We charge an extremely high price because we know people will pay it. Our brand name is so famous for quality that we can make huge profits.
- f. We charge lots of different prices for what is really almost the same thing. Of course, in first class you get better food, and in economy class there's hardly any legroom but it's still a flight from A to B.
- g. We decided to launch the product at a very low price, almost at direct cost, hoping to get a big market share. Then we can make profits later because of economies of scale.
- h. We're going to charge a really high price to start with. We can always lower it later to reach price-elastic market segments.

1	2	3	4	5	6	7	8

① gimmick: n. 噱头,花招

5. Word Partnerships — Price (和 price 相关的搭配)

3 cut	ince	6	discrimination exercise ① freeze ② historical list market minimum			
7 fixing 9 going 11 index 13 maintenance 15 mechanisn 17 range ③ 19 reduction 21 risk 23 sensitivity 25 war	ince	8 10 12 14 16 18	freeze ② historical list market			
9 going 11 index 13 maintenance 15 mechanism 17 range ③ 19 reduction 21 risk 23 sensitivity 25 war	ince	10 12 14 16 18	historical list market			
11. index 13. maintenant 15. mechanish 17. range ³ 19. reduction 21. risk 23. sensitivity 25. war	m	12 14 16 18	list market			
13. maintenant 15. mechanism 17. range 3 19. reduction 21. risk 23. sensitivity 25. war	em	14 16 18	market			
15 mechanism 17 range ③ 19 reduction 21 risk 23 sensitivity 25 war	sm	16 18				
17. range ③ 19. reduction 21. risk 23. sensitivity 25. war	ı	18	minimum			
19 reduction 21 risk 23 sensitivity 25 war	l					
21 risk 23 sensitivity 25 war			recommended			
23 sensitivity 25 war		20	retail			
25 war		22	selling			
	y	24	striking			
Which of these two-wo		26	wholesale			
1. a basic price before are made?	ore discounts ar	nd special				
2. aggressive compe						
3. a price at which						
4. a price recorded			· 			
5. the government's measure of inflation?						

① exercise price: 购买期权价格,预购股票价格,与 striking price 是同义词。

② price freeze: 物价冻结,指政府在通货膨胀时期控制物价的行动。

③ price range: 价格幅度,指一定时间内市场上某种商品最高价与最低价之间的幅度。

9.	arrangements between competitors not to lower prices?	
10.	the price of antions $\mathbb{D}^{?}$	

6. Pricing Policy (定价政策)

Read the summary of a report on a meeting about pricing policy in Callan Ltd., a manufacturing company. Think what the words in bold type mean.

Report

Subject: Marketing Focus Group Meeting

Date: 4 December 19 Present: DF, HT, PT, JF

The following decisions were taken regarding pricing strategy for the new year.

- i . Budget priced goods shall only be sold in Category "C" stores. Goods can only be sold at a budget price where they have already been offered at the recommended retail price for a period of not less than three months.
- ii . Agents shall be instructed that from January 1, we do not allow discounts on any goods not sold at a previously higher price for a period of three months.
- iii. Decisions on pricing must realize margins for the retailer of up to 25%. Prices below 15% are unlikely to be economic for any of our retailers.
- iv. Similarly, our own factory gate price must allow the company to cover all production costs and also to realize a profit of between 25% and 35%. Our marketing team should watch the market prices to ensure that we do not price ourselves above the going rate.
- v. Wherever possible, we should sell our products to retailers. This will cut out intermediaries and avoid retail prices being forced higher by high wholesale prices.

① options: 期权,购买选择权,指一种合同,据此合同,一方向另一方支付一小笔称为保证金 或期权费的款项,以换取在规定时间内,通常是3,6或9个月内按规定价格,即协定价格 (striking price 或 exercise price),向对方购买或出售一定数量的指定证券或商品的权利。

7. Fixing a Price (确定价格)

Α.	Match each	word on	the left	with a	word or	the right.
, . .	muich cach	WOIG OIL	inc ici	rreere u	woru or	e elect legice.

- 1. penetration
- a) demand
- 2. down
- b) priced
- 3. fixèd
- c) market
- 4. budget
- d) costs
- 5. elastic
- e) strategy

1	2	3	4	5

B. Now make up another five phrases opposite in meaning to those in part A.

- 1. inelastic
- a) demand
- 2. variable
- b) priced
- 3. premium
- c) market
- 4. skimming
- d) costs

5. up

e) strategy

1	2	3	4	5
	!	_	-	

8. Aggressive Pricing (挑衅的定价)

Read the newspaper report about SAWA, a computer game company which is introducing a new low-priced product to help win a bigger market share. Then fill in the missing phrases in the sentences. Choose from the following:

advanced orders	high penetration	production costs
break even	premium price	recommended retail
factory gate	price war	

SAWA in low price game					
The Japanese computer game company SAWA is planning an October launch					
for a new game called Zappo. The development of the game has taken two					
years, but (1) are impressive. The company expects the					
product to (2) within one year. (3) are low					
as the labour input in the sector is relatively small.					
Margins in computer games are usually high, but SAWA has promised a (4)					
strategy, with a competitive pricing policy.					

(续表)

This is a change of poli	cy for SAWA, whose products have always carried
(5), S.	AWA being a relatively exclusive brand.
The (6)	price is expected to be around \$45, with the (7
price b	eing around 33% of that. Such a low price may have
the effect of creating a	(8) in the computer games market.
	est is that SAWA predicts a long shelf-life of for Zap
po, perhaps five years,	which is longer than normal in this sector.
	
J. Word Portnershins	— <i>Cost</i> (和 cost 相关的搭配)
7. Word Lartiferships	A TO SOUTH THE PROPERTY OF THE
•	
A. All the words below the	can be combined with cost in a two-word partnersh
A. All the words below e.g. cost accounting	can be combined with cost in a two-word partnersh variable cost. Add the word cost either before or a
A. All the words below e.g. cost accounting each of the words belo	can be combined with cost in a two-word partnersh variable cost. Add the word cost either before or agw.
A. All the words below e.g. cost accounting each of the words belo	can be combined with cost in a two-word partnersh variable cost. Add the word cost either before or a w. 2 advantage
A. All the words below e.g. cost accounting each of the words belo 1 accounting accounting accounting accounting accounting average	can be combined with cost in a two-word partnersh variable cost. Add the word cost either before or a sw. 2 advantage 4 carrying ②
A. All the words below e.g. cost accounting each of the words belo	can be combined with cost in a two-word partnersh variable cost. Add the word cost either before or a w. 2 advantage 4 carrying 6 direct
A. All the words below e.g. cost accounting each of the words belo 1 accounting accounting accounting each of the words belo accounting accounting average	can be combined with cost in a two-word partnersh variable cost. Add the word cost either before or a w. 2. advantage
A. All the words below e.g. cost accounting each of the words belo 1 accounting average	can be combined with cost in a two-word partnersh variable cost. Add the word cost either before or a sw. 2 advantage 4 carrying 6 direct 8 fixed
A. All the words below e.g. cost accounting each of the words belo 1 accounting average	can be combined with cost in a two-word partnersh variable cost. Add the word cost either before or a w. 2. advantage 4. carrying 6. direct 8. fixed 10. indirect
A. All the words below e.g. cost accounting each of the words belo 1 accounting 3 average _ 5 current _ 7 factory _ 9 historical	can be combined with cost in a two-word partnersh variable cost. Add the word cost either before or a sw. 2. advantage 4. carrying 6. direct 8. fixed 10. indirect 12. leadership

① shelf-life: n. 货架寿命,指商品从制成之日起在商店货架上可望保持质地良好和适销状态的时间。

② carrying cost: 置存成本,指拥有机器、设备、建筑物、原料存货、制成品存货等资产的费用, 一般通过计算这笔钱如果出借可能赚取的利息来作衡量。

③ historical cost: 历史成本,指传统的按成本价值或市场价值估计的资产。

④ cost leadership: 成本领导,指以公司竞争优势为基础的一种公司计划,即该公司能比其竞争对手按较低的成本生产商品。因此它可以按较低廉的价格出售商品,从而占有较多的市场份额;或者按市场价销售而获得较多的利润。

⑤ opportunity cost: 机会成本,在经济理论中指人们已决定放弃机会去购买的某物的成本。因为经济货物的供应是有限的,一个人必须不断作出选择,满足一种需要就不能满足另一种需要。同样,制造商必须决定生产一种商品而非另一种。他生产的那种商品的机会成本,就是如果他不牺牲利用生产要素的机会去生产另一种商品的成本。

17	replacement \u	18	total
19	unit	20.	variable
B. Con abov	-	es by using two-wo	rd partnerships from the list
1.	Companies' balance sheets	usually record ass	ets at .
2.			use they usually don't know
3.	Prime cost andterials and labour.	mean the san	ne thing: the cost of raw ma-
4.			do not vary according to the
	of output produced.	ontrary, are those	which depend on the volume
6.	Dumping means selling goo	ods at below	<u> </u>
	Some companies employ a goods at a lower cost than		trategy, aimed at producing
	=		factor of production (land,
	labour, or capital) could h		
9.	-		which can be compared with
	the amount of interest that	could be earned if	the money was lent instead.
lO. Co	sts (价格、费用)		
Ch	noose the best definition for	each of the words	or phrases.
1.	cost of labour		
	a. cost of all work involved	d in making a prod	duct or service ready for sale
	b. cost of manual workers	employed by a con	mpany
	c. cost of industrial action	by employees	
2.	cost of production		
	a. selling price for a finish	ed product	
	b. all expenses for raw ma	terials, heating, l	ighting, electricity, etc.
① re	eplacement cost: 重置成本,指用	同样的部分已使用资	产替代旧的不能再用的资产时的

市场价格。

c. all costs involved in making a product ready for distribution and sale

B. cost of sales

- a/ total costs involved in making a product or service, distributing it and selling it
- b. cost of selling a product in salaries, commissions, etc.
- c. the price of a product when it is sold

4. commission

- a. a royalty paid to an inventor of a product
- b. a percentage of the selling price which is paid to the seller, usually an agent or distributor
- c. instruction given to a sales representative or to the shop which is asked to sell a product

5. selling costs

- a. the total money raised by selling a product or service
- b. the costs involved in distributing, promoting and selling a product
- c. the salaries and other expenses paid to the sales representatives

6. direct costs 42

- a. all costs relating to production of a product, including development costs and raw materials, electricity and labour
- b. all taxes paid to the government
- c. the cost of labour involved in making a product

11. Identifying Costs (识别各种费用)

Read the definitions below, then complete the following phrases by combining an appropriate word from the box with cost(s).

price	fixed	variable	center	analysis
manufacturing	operating	labour	selling	sales

1. usual expenses such as rent, heating, lighting, which are not changed by the volume of production _____ costs

2.	expenses which increase with increased production,		
	e.g. labour, raw materials		_ costs
3.	all costs directly related to production		_ costs
4.	all costs directly related to getting someone to buy a		
	product		_ costs
5.	the costs of employing workers and staff		_ costs
6.	the costs for the day-to-day running of a company		
	or business		_ costs
7.	selling at a price which is exactly what the product		
	has cost to make	cost	
8.	the study of all likely costs associated with a product	cost	
9.	a business in a chain, or a subsidiary, but treated as		
	independent for accounting	cost	
10.	the total costs for all products sold	cost of	

12. Marketing Price Idioms (营销价格惯用语)

Classify the following expressions according to whether you think they mean that (a) the price rose a little,

- (b) the price rose a lot,
- (c) the price fell a little,
- (d) the price fell a lot, or
- (e) the price was almost unchanged.
- 1. After early losses, the Dow Jones rallied to finish up ten points.
- 2. Boeing shares plummeted after a door fell off a 747 which took off from Dulles International Airport and landed in the White House garden.
- 3. Chrysler continued to drift, finishing 75 cents down at 45 and a half. /
- 4. CIBA-Geigy shares rocketed after the company announced the discovery of a drug that would cure people of wanting to make a fortune on the stock market.
- 5. Compaq stock suffered a small setback, losing \$2.25.
- 6. EuroDisney shares sank again to FF2. 35 after Mickey got caught in a mousetrap.
- 7. Eurotunnel shares went through the floor, finishing at 0.14.
- 8. Gold slipped back a little to \$385.40.
- 9. Hill-Lewis shares took a knock, after the news that the chairman of the

- company Stuart Tipping had resigned.
- 10. IBM stocks suffered a drop after disappointing quarterly results were released.
- 11. In Frankfurt, the DAX index failed to halt its slide, finishing down 6 points.
- 12. In Lisbon, shares were slightly weaker in light trading.
- 13. In Milan, shares eased slightly in subdued trading.
- 14. In New York, the Japanese yen slumped to 123 to the dollar.
- 15. In Paris, the CAC-40 recovered slightly, finishing up by 0.32%.
- 16. In the Philippines, shares took a tumble in heavy late trading, with the Manila Composite Index closing at 2507.33.
- 17. In Tokyo, shares rebounded, the Nikkei © closing at 20677.83.
- 18. In Hong Kong, the Hang Seng Index plunged to 8269.44.
- 19. On Wall Street, most of the leading stocks were firmer.
- 20. Philip Morris also dipped, down 75 cents to \$52.75.
- 21. Shares fell sharply across the board in Jakarta this morning.
- 22. Shares of Tottenham Hotspur Football Club crashed to a record low of 16p after the team lost their fourteenth successive *home game* ^② on Saturday.
- 23. Silver was steady at six hundred and thirty-five cents an ounce.
- 24. The Deutschmark jumped after the weekend's election results, finishing at 0.598 against the dollar.
- 25. The dollar was slightly stronger in active trading yesterday.
- 26. The Dutch guilder (3) leapt to an all-time high after gold was discovered in the mountains outside Amsterdam.
- 27. The pound revived a little, finishing up 2 pfennigs.
- 28. The Swiss franc advanced a little to 2.14.
- 29. Thirty-five points were wiped off the *Footsie* (a) as shares took a beating in London.
- ¹ 30. Volkswagen staged a comeback finishing up 14.

① Nikkei: 日经指数,是综合反映日本股票价格升降趋势的指数。

② home game: 主场比赛

③ guilder: n. 即 gulden 盾,是荷兰的货币单位。

④ Footsie: Financial Times-Stock Exchange 100 share index, (金融时报)股票交易所 100 种股票指数的俗称,译作"福脱西"。