

财经

英语

听力

教师用书

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上海外语教育出版社



财经英语听力

(财经专业用)

Business English Listening

第二册

(教师用书)

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前 言

《财经英语听力》(Business English Listening)(第二册)旨在提高学生在国际经济、贸易、金融、管理等领域的实际情景中的英语听力水平。这套听力教程可作为财经和外贸院校,以及综合性大学外语和经济类专业的学生使用,也可供从事国际商务、金融、企业管理等业务的实际工作者提高英语听力时使用。

英语听力是人们英语交际能力的重要方面,是英语教学中五项基本技能之一,一直是中国学生学习英语的一个难点。提高英语听力水平能促进其他基本技能的发展,从而为培养学生综合的英语交际能力打下坚实的基础。

本教程编写过程中,在注意语言材料的真实度以及题材和体裁广泛多样性的基础上,尽量选用较新的资料。编者曾大量参阅比较了国外最新出版的各种原文资料和教材,从中筛选出适合中国学生使用的材料。

《财经英语听力》(第二册)由上海交通大学外语学院英语系俞理明副教授和周国强教授主编,上海财经大学外语系蒋永萍和崔海萍参加了编写工作。本书的编写得到了上海外语教育出版社社长庄智象教授、总编辑王彤福教授的支持和关心,并承英国文化协会英语资料中心的协助,在此一并致谢。此外,在本册教材编写过程中,还得到李理在文字处理等各方面的帮助。

本教程是编者在学校教学工作之余编就,虽经努力,但因编者学力及资料所限,倘有疏漏,望使用本教程的教师、学生以及专家

学者不吝指正,以便日后修订。

上海交通大学 俞理明
周国强
1999.4

使用说明

《财经英语听力》(第二册)设 20 课,以每周(2 课时)使用一课时,可用 20 周。本册可供第一学年第二学期使用。具体使用应根据各校课时安排以及学生程度灵活掌握。

为有利于课堂教学,本册教程分“学生用书”和“教师用书”。

“学生用书”中每课均围绕一个题材如 (commercial decisions, dealing with problems 等),分 Part A, Part B 和 Part C 三个部分,每部分分别由词汇(Vocabulary)(包括单词、短语和专有名词)、基本结构(Basic Structures)和练习(Exercises)组成。每部分列出的词汇可由学生在课前预习或由教师上课时略作讲解。列出的基本结构是为了让学生更好地理解录音材料,也为了向学生提供与课文题材相关的常见句型,以便学生掌握,在日常口语和写作中使用。练习部分根据提供的录音资料设计了多项选择、听写、是非题和填空等各种练习。课文中出现的所有词汇的英语和汉语释义作为附录放在全书最后,供学生预习和复习时参阅。

“教师用书”参照“学生用书体例”,也分 Part A, Part B 和 Part C 三部分。每部分由词汇注释(Vocabulary Notes)、基本结构(Basic Structures)、录音书面资料(Tapescript)和练习答案(Answer Key)组成。其中的词汇注释和基本结构均加了汉语译文,以方便教师备课和课堂教学时使用。

每册教程所附的录音磁带按课文顺序录制,其中练习所需的间隙可由教师在课堂教学时根据具体需要灵活掌握。

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Unit One

Commercial Decisions

PART A

I. *Vocabulary Notes*

demand — the desire of people for particular goods or service
需求

efficiency — the state or quality of being efficient 效率

electro-string — the electronic stringed instrument 电子弦乐

guitar — a musical instrument with six or more strings 吉他

to improve — to make better or become better (使某事物)改进,改善

to modernize — to make suitable for modern needs 使适应现代需要,使现代化

taste — a person's liking for something 趣味

to win — to gain by effort or ability 赢得

as a result — therefore 因此

to level off — to become level after rising or falling (升或跌之后)呈平稳状态

the Beatles — A British popular music group who made their first record in 1962 and become probably the most famous and successful group ever. When they separated in 1970, each member continued to work at popular music.
“甲壳虫”乐队,英国的流行音乐组合,1962年他们出版了

第一张唱片并且几乎成为最著名、最成功的音乐组合。当他们在 1970 年解散的时候,每个成员继续从事流行音乐工作。

II. *Basic Structures*

Hall modernized operations, and as a result, sales increased.

豪使经营方式现代化,结果销售增加了。

Tastes changed, and sales leveled off. 人们的趣味改变了,销售量趋于平缓。

Sales increased by 42%. 销售量增加了 42%。

III. *Tapescript*

In 1953, F. C. Hall bought the Electro String Co., maker of Rickenbacker Guitars. Hall modernized operations, and as a result, sales increased. In 1963, The Beatles began to play Rickenbackers. There was a great demand for Rickenbacker Guitars, known as 'Ricks', so a larger factory was built in 1964. However, during the seventies, tastes changed, and sales leveled off. In 1984, F. C. Hall's son, John, took control of the company. Because John Hall improved efficiency, sales increased by 42%. In 1996, exports rose 85%, and as a result, Rickenbacker won the President's Export Award.

(1) Which company did F. C. Hall buy in 1953?

(2) Who modernized operations to increase sales?

(3) Who took control of the company in 1984?

(4) When did sales level off?

(5) When did Rickenbacker win the President's Export Award?

IV. Answer Key

1. (1) d (2) c (3) c (4) c (5) c

2. Order Events

(2) A larger factory was built.

(3) Tastes changed and sales leveled off.

(5) Rickenbacker won the President's Export Award.

(1) The Beatles began to play Rickenbacker.

(4) John took control of the company.

PART B

I. Vocabulary Notes

conscious — knowing, understanding 有意识的

consumer — a person who buys and uses goods and services
消费者

diet — the sort of food and drink usually taken 饮食

especially — in particular 特别, 尤其

expensive — costing a lot of money 昂贵的

image — the general opinion about an organization 企业形象

to install — to fix equipment, furniture, etc in position for
use 安装, 设置

saturated — (of fats and oils) containing chemicals bonded in
such a way that eating them is bad for the health (指油
脂)含饱和脂肪酸的(不利健康)

seriously — in a serious way 认真地

vegetable — plant that is grown for food to be eaten with the
main part of a meal 蔬菜

to set one's heart on — to have as the aim 一心想要,以……
为目的

to aim at — to direct one's efforts towards obtaining something 力争,(向某方向)努力

to be careful about — to do with care; to show care 仔细,小心,谨慎

II. *Basic Structures*

We decided to install a sports club. 我们决定安装一个运动俱乐部。

We wanted to attract more people. 我们想吸引更多的人。

We use only top-quality vegetable oil. 我们只用优质素油。

We believe a better product will mean higher sales. 我们相信更好的产品意味着更高的销量。

III. *Tapescript*

Passage One

Well, we found that outside the normal vacation season we had too many empty rooms. So, we simply wanted to attract more people, especially young people. In the end, we decided to install a sports club with its own swimming pool. We've also opened a new restaurant aimed at the younger market. I'm pleased to say that both these decisions have been a great success.

Passage Two

These days most people exercise regularly and are careful about their diet. Consumers are much more health-conscious

now than in the past. We take this very seriously and we want to show people that the food we serve is healthier than ever. Last month we decided to stop using saturated animal fat to cook our french fries. As a result, we now use only top-quality vegetable oil. Of course it's more expensive, but we believe a better product will mean higher sales. It's also good for our image.

IV. Answer Key

1. (1) b (2) b (3) a (4) c
2. (1) health-conscious (2) is healthier
(3) saturated animal fat (4) french fries
(5) top-quality vegetable oil (6) mean higher sales

PART C

I. Vocabulary Notes

absolutely — completely 绝对地

advantage — something that may help one to be successful 优势

to analyze — to examine carefully in order to find out about 分析

camcorder — a video camera and recorder in one machine, which can be carried around 摄像机

obviously — as can be easily seen; plainly 明显地, 显然

potentially — existing in possibility 有潜力地

prediction — action of predicting, action of saying that something will certainly happen 预言, 预示, 预告, 预测

region — a large area as a part of a country 地区

triple — three times as much 三倍

Malaysia — a country in South East Asia 马来西亚

Hungary — a country in East Europe 匈牙利

II. *Basic Structures*

We think there will be a huge market for automobiles. 我们认为那儿将有一个巨大的汽车市场。

We can't be sure about what will happen. 我们不能确信将会发生什么。

III. *Tapescript*

Passage One

We made a big decision, a few years back, to start making camcorders in Malaysia. There has been a rapid growing demand for our product in South East Asia over the past five years or so, and naturally we wanted to take advantage of it. Production started just over three years ago, and during the first two years we produced more than 20,000 camcorders a month.

Passage Two

We think there will be a huge market for automobiles in East Europe; car sales might double in the next ten years according to our predictions, possibly even triple. Obviously we can't be absolutely sure about what will happen. However, we have analyzed this region in some depth and because of the potentially huge market, we have decided to open a car engine factory in Hungary.

IV. Answer Key

1. (1) Malaysia (2) a rapid growing demand
(3) South East Asia (4) car engine factory
(5) Hungary (6) a huge market
(7) East Europe (8) double
(9) triple
2. (1) T (2) F (3) T (4) F (5) T

Unit Two

Dealing with Problems

PART A

I. *Vocabulary Notes*

crate — large wooden container for transporting goods (运货用的)大木箱,木板箱

to damage — to cause loss or harm 损坏

extra — additional 额外的

to inconvenience — to make things difficult for someone 使不方便

policy — a plan or course of action in directing affairs 政策

to replace — to take the place of 替换

shipment — a load of goods sent together 货运

right away — at once 马上

II. *Basic Structures*

I have a complaint about our last shipment. 我要对我们上次的货物进行投诉。

What's the problem? 出了什么问题?

I hope it didn't inconvenience you too seriously. 我希望那没有给你们带来太大的不便。

There's a problem with last week's order. 上周的订单有问题。

We'll take care of it right away. 我们马上处理这事。

III. *Tapescript*

Dialogue One

F: How can I help you?

M: I have a complaint about our last shipment.

F: What's the problem?

M: Well, the items in two of the crates were damaged.

F: I'm sorry to hear that. As you know our policy is to replace any damaged items free of charge, and we'll pay the extra shipping charges. I hope it didn't inconvenience you too seriously. Could you give me a few details? First of all, what exactly ...

Dialogue Two

M: I understand there's a problem with last week's order, Ms. Butler.

F: Yes, you sent the wrong items. We ordered the X-200 model, but you sent us X-250s.

M: One moment, please ... Ah, yes, it's our mistake. I'm very sorry about that. We'll take care of it right away.

F: Thank you. Oh, and there's one more thing ...

IV. *Answer Key*

1.

Dialogue 1 Dialogue 2

(1) The order hasn't arrived. () ()

- (2) You sent too many () ()
models.
- (3) Some items are damaged (✓) ()
- (4) You did not send enough goods () ()
- (5) You sent the wrong items () (✓)

2.

Dialogue 1 Dialogue 2

- (1) I'm very sorry about that () (✓)
- (2) What's the problem? (✓) ()
- (3) You sent the wrong items () (✓)
- (4) The items in two of the crates were damaged (✓) ()
- (5) I have a complaint about our last shipment (✓) ()
- (6) Could you give me a few details? (✓) ()

PART B

I. Vocabulary Notes

design — the art of making drawings or patterns 设计

mix-up — a state of disorder or confused situation 混乱; 杂乱