



# 商务英语

- 东方剑桥应用英语系列 -

主 编 阮 绩 智 张 彦



Business English

Oriental Cambridge Practical

ENGLISH



ZHEJIANG UNIVERSITY PRESS

浙江大学出版社



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*Business English*

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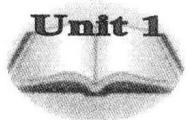


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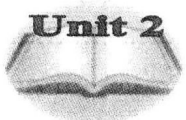
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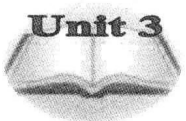
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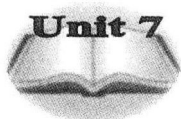
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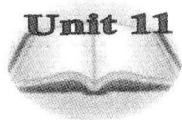
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# Unit 1 Applying for a Job



## Learning Objectives

After finishing this unit, you should be able to:

- Understand how to prepare for a job interview;
- Conduct yourself appropriately during a job interview;
- Compose a curriculum vitae and an application letter.

## I Starting Up



**1. Work in pairs or small groups to list as many jobs as you can. Put the jobs in order of your preference and give your reasons.**

**For example:**

- teacher    ● lawyer    ● accountant    ● doctor    ● businessman

**2. Which of the following would you like or not like in a job? Please state your reasons.**

- |                                 |  |
|---------------------------------|--|
| 1) a lot of telephone work      | 2) writing lots of reports               |
| 3) working with the same people | 4) working with lots of different people |
| 5) sharing an office            | 6) using English at work                 |
| 7) traveling a lot              | 8) working flexible hours                |
| 9) casual dress                 | 10) uniforms                             |
| 11) working on your own         | 12) working on the computer              |

**3. Discuss the following questions in pairs or small groups.**

- 1) What is your ideal job?
- 2) Have you ever been on a job interview? If so, tell me about one.
- 3) When looking for a job, what factors do you consider important? Please list a number of factors in order of importance, and compare it with your partner's. Try to state your reasons.
- 4) If you had the chance to interview with any company, which one would it be and why?
- 5) What should you do or not do during a job interview?

## II Listening Task



**1. Insert the following words in the gaps in the passage below and then check your answers after you have listened to it.**

advertise	apply for	application form	applicants	applications
candidates	covering letter	curriculum vitae	letter of application	recruit
interview	Internet	position	résumé	short list
Human Resources Department		Personnel Department		

When a company needs to 1) \_\_\_\_\_ or employ new people, it may decide to 2) \_\_\_\_\_ the job or 3) \_\_\_\_\_ in the appointments section of a newspaper or on the 4) \_\_\_\_\_. People who are interested can then 5) \_\_\_\_\_ the job by sending in a 6) \_\_\_\_\_ or 7) \_\_\_\_\_ and a 8) \_\_\_\_\_ or 9) \_\_\_\_\_ containing details of their education and experience. A company may also ask 10) \_\_\_\_\_ to complete a standard 11) \_\_\_\_\_. The company's 12) \_\_\_\_\_ or 13) \_\_\_\_\_ will then select the most suitable 14) \_\_\_\_\_ and prepare a 15) \_\_\_\_\_ of candidates or 16) \_\_\_\_\_, who are invited to attend an 17) \_\_\_\_\_.

## 2. Listen to the passage and answer the following questions.

1) What are job interviews all about?

\_\_\_\_\_

2) What are the two styles of interviewing used by the companies?

\_\_\_\_\_

3) Why do job-seekers need to spend time conducting research on the company before the interview?

\_\_\_\_\_

4) What advice is given for anticipating questions and preparing answers?

\_\_\_\_\_

5) What do you need to do in the follow-up stage of the interview?

\_\_\_\_\_

## 3. Listen to the passage and fill in the blanks with the missing information.

The \_\_\_\_\_ job interview uses \_\_\_\_\_ questions such as “why do you want to \_\_\_\_\_ this company”, and “tell me about your \_\_\_\_\_”. \_\_\_\_\_ is more often based on the \_\_\_\_\_ of the job-seeker to \_\_\_\_\_ than on the \_\_\_\_\_ of their answers. Employers are looking for the answer to three questions: does the job-seeker have the \_\_\_\_\_ to perform the job; does the job-seeker possess the \_\_\_\_\_ that the employer expects; and will the job-seeker be a \_\_\_\_\_ and fit into the organization.

The \_\_\_\_\_ job interview is based on the \_\_\_\_\_ that \_\_\_\_\_ is the best \_\_\_\_\_ of future behavior, and uses questions that probe \_\_\_\_\_, such as: “tell me about a time where you confronted \_\_\_\_\_”, “tell me about an experience when you failed to \_\_\_\_\_”, and “give me a specific example of a time when you managed \_\_\_\_\_ at once”. Job-seekers need to \_\_\_\_\_ these interviews by \_\_\_\_\_ that fit the various types of behavioral interviewing questions. Recent \_\_\_\_\_ with little work experience should focus on \_\_\_\_\_ and \_\_\_\_\_ that might lend themselves to these types of questions. \_\_\_\_\_ also might provide examples you could use. Job-seekers should frame their answers based on a four-part outline: 1) \_\_\_\_\_, 2) discuss the action you took, 3) \_\_\_\_\_, and 4) \_\_\_\_\_.



### III Speaking Task



#### 1. Conversation one.

*Edward Norton wants to work for a well-known company. He is calling the company on the telephone and talking with a secretary.*

Secretary: Good morning. May I help you?

Edward: Yes, my name is Edward Norton. I'd like to apply for a job in your company. Could you please tell me what procedure to follow?

Secretary: Certainly. You could send us your résumé in the mail with a cover letter, or you could bring it with yourself.

Edward: Thank you. Do you mind if I ask if you are interviewing now?

Secretary: As a matter of fact, yes, we are. We have two positions available now. But you'd better hurry. We're planning to fill them within the next two weeks, and we have a lot of applicants.

Edward: Thank you. Would it be all right if I come in this afternoon?

Secretary: Yes, but we'll have to arrange an interview for sometime later in the week.

Edward: That would be fine, thank you. Should I bring anything else with me?

Secretary: No, but I'd like to ask you a question, if you don't mind.

Edward: Sure. What do you want to know?

Secretary: How did you hear about our company? Did you see the ad in the newspaper?

Edward: No. Your company is well-known, and I just thought you might be interviewing now.

Secretary: Oh. Thank you. We'll see you this afternoon. You can ask for me when you come in. My name is Mary Jones.

Edward: Thank you. I'll be in at about 2:00.

Secretary: That will be fine, Mr. Norton. Goodbye.

#### 2. Conversation two.

*Mr. Tony Johnson, the manager of Export Department, is interviewing Ms. Linda White who is applying for the post of secretary.*

Tony: Please sit down, Ms. White.

Linda: Thanks.

Tony: Well. I think you probably have a fair idea about what sort of job you've applied for.

Linda: Yes, it was very clearly explained in the advertisement for applications.

- Tony: I see from your application that you've had quite a lot of experience as a secretary already.
- Linda: Yes, I've been a secretary for five years, in three different firms.
- Tony: You've changed firms quite often.
- Linda: Yes, I wanted to get more interesting work, that's why I'm applying for this post.
- Tony: Good. Now, perhaps you would tell me what sort of qualities you'd look for in your secretary if you were in my shoes.
- Linda: Well, to start off with, I'd say she needs to be pretty hard-working.
- Tony: Yes, as a matter of fact, I'm new to this post myself, but so far I certainly haven't had too much time on my hands. Anything else?
- Linda: I've learnt that the secretary of an export manager has to be able to do a lot of things on her own initiative.
- Tony: Quite right. By the way, do you like travelling?
- Linda: Oh, yes, especially abroad, and I speak French and German fairly fluently.
- Tony: Excellent. You'd probably have to come along with me to conferences and things on the Continent from time to time.
- Linda: I'd like that very much.
- Tony: Now I see from the report that Personnel Department sent me that you did reasonably well in the shorthand and typing test, and very well indeed in the intelligence test. I suppose you'd be able to handle report writing—summaries, keeping minutes at meetings and so on.
- Linda: Yes, I've had to do quite a lot of that kind of work, and I seem to have a better memory than average.
- Tony: Yes, I can see that from your test results, and you'd certainly need it as my secretary because my memory's like a sieve. And what about planning the manager's day?
- Linda: I'm used to doing that, and to seeing that he doesn't forget his appointments.
- Tony: That sounds fine. By the way, how do you feel about sharing an office room with your boss? We're a bit short of space here as you can see.
- Linda: From the secretary's point of view, I think it's much better—there's not much chance of her superior forgetting to let her know about important matters.
- Tony: Yes, I quite agree. Well, thank you very much, Ms. White, and you'll be hearing from us in the next few days.
- Linda: Thank you and I certainly hope the answer will be favorable.

### 3. Conversation three.

*Stella is applying for a job as an academic advisor at the University of Georgia. The university is interested in her résumé and has asked her to do a phone interview.*

(Phone rings)

Stella: Hello?

Peter: Hello. May I speak with Stella Lee, please?

Stella: Yes, hello, this is she.

Peter: Stella, hello. This is Peter Brown from the University of Georgia. How are you today?

Stella: Hello, Dr. Brown. I'm doing fine, thank you. How are you?

Peter: Just fine, thanks. Please call me Peter. So are you ready for your interview to begin?

Stella: Yes, I'm ready.

Peter: OK. First of all, I want to start out by telling you a little bit about our office and the available position.

Stella: OK.

Peter: Our department is called the Department of International Relations and we have 15 staff members, including 12 professors, and we help about 200 students who are enrolled in our programs. Currently, we offer a Bachelors and a Masters degree in International Relations. Right now, we're looking to fill the position of academic advisor, which is a very important part of our team. This person is responsible for advising all of our undergraduate students about courses, graduation requirements, and department policies.

Stella: I see. How many of your students are undergrads?

Peter: Approximately 120.

Stella: Wow! That's a lot.

Peter: Yes, it is. It's a very challenging, but interesting and rewarding position.

Stella: It seems like it would be.

Peter: So, with what said, I'd like to start asking you some questions.

Stella: Sure, OK.

Peter: What do you consider to be your greatest strengths?

Stella: Well, I'd say my strengths are my communication and organizational skills. My excellent communication skills allow me to successfully communicate with all kinds of people—from students to professors. I've always easily managed a heavy workload by using lists, prioritizing, and relying on my great organizational skills.

Peter: OK, good. How about your weaknesses? What are those?

Stella: Well, I don't really have any weaknesses that would affect my ability to perform in this position. But if I had to give one, I'd say it's my complex math skills.

Peter: OK. How do you handle stress?

Stella: If I feel stressed at work, I try to take a break for a few minutes. Do something like taking a little walk. This helps me clear my mind and then I can return to work.

Peter: Very good. What about multi-tasking? Are you comfortable with this?

Stella: Oh, yes. Multi-tasking was something I had to do every day in my previous positions. I

might know who works there. What kinds of products or services does the company make or sell? What types of people work there? What are the typical hours this position requires? What are some of the day-to-day tasks that the job involves?

Make notes of things you want more information about and ask the employer about them at the end of your interview. Researching a company and the position makes you stand out in an interview. It shows that you are really interested in working there.

## 2. Practice.

It sounds funny—and it looks even funnier—but practicing out loud for your interview will help you sound more polished and concise and less nervous in the actual interview. List a few key things you want the employer to know about you, and review common interview questions. Formulate answers to those questions and answer them out loud while looking at yourself in the mirror. This exercise prevents you from rambling in the interview and sounding unpolished and unsure. It also helps you discover what really does make you the best candidate for the job!

## 3. Dress to make a good first impression.

In an interview, first impressions do matter. The best way to ensure a good first impression is to dress smart. If you are interviewing for a job in an office, it is usually best to wear a dark-colored, conservative suit (for both men and women). If you are interviewing for a job where the dress code is more casual (at a factory or a construction site, for example), nice slacks and a collared button-down shirt with a tie for men and a nice dress or blouse and slacks or skirt for women are usually appropriate. You should avoid wearing excessive jewelry, perfume, and flamboyant clothes. Good personal hygiene is also important.

If you are unsure what to wear, you should always go with the most conservative, professional option. Most experts agree it is better to be overdressed than dressed too casually. What you are wearing tells employers a lot about how serious you are about getting the job.

## 4. Be conscious of good interview etiquette.

This list could go on forever—there is literally an endless array of “dos” and “don’ts” for an interview—and not everyone agrees on every aspect of that list. There are, however, some basic “interview etiquette” tips that are important to remember.

*Be on time for your interview.* This is, perhaps, the most important. Employers expect employees to arrive on time to work. They may see a person who is late to an interview, when he or she is supposed to be showing his or her best side, as someone who will have difficulty arriving on time to work or meeting deadlines if hired.

*Be aware of your body language.* When shaking hands, make sure your grip is firm and confident. Have good posture, but avoid appearing like you’re as stiff as a cardboard cutout. Even the most experienced professionals get nervous in an interview—it’s normal. However, if you appear too nervous, the interviewer might draw the wrong conclusions about your ability to do the job—especially if it involves interacting with people! Conversely, make sure you don’t slouch—this could give the impression that you are lazy or uninterested in the position. Maintain

eye-contact with your interviewer to convey confidence. When speaking, be polite and professional and avoid using slang and profanities. The more confident and polished you appear, the more likely you are to leave the interviewer with a positive impression of you.

*Keep the interview positive.* Avoid making negative remarks about any previous jobs or employers. Also, refrain from complaining about any job-related tasks or responsibilities you were given in a previous position. Employers want to hire someone who is positive, enthusiastic, and able to meet and deal with challenges.

#### **5. Be prepared to ask the interviewer questions.**

This is where your research comes in. Employers want to know if you're truly interested in the position. They also want to know that you have all the information you need to make a decision, if offered the job. It isn't a good idea to turn the tables and "interview" the interviewer, but it is a good idea to go into the interview with a few questions in mind. This is your chance to ask additional questions about the business, the position, the requirements, and the expectations of the person who will fill the position.

#### **6. Follow up with a thank-you note.**

Make sure you let the interviewer know how pleased you were to have the chance to interview with him or her. Immediately after the interview, send the interviewer a thank-you note, thanking him or her for taking time to interview you. This is not only proper etiquette and a common display of appreciation, but it also allows you to reaffirm one or two key points of the interview. It also lets the interviewer know how interested you are in working for the company. Being polite and professional always makes a good impression.

All of this advice comes down to three important things to remember when you're interviewing: being prepared, professional, and polite is the best way to make the right impression!



#### **Answer the following questions.**

- 1) Why do you need to do some research before an interview?
- 2) What sort of information do you need about the company you are applying for?
- 3) What is the proper way of dressing for a job interview?
- 4) According to the passage, what is meant by good interview etiquette? Can you add more?
- 5) Why is it necessary for a job candidate to prepare some questions?
- 6) What should you do after the interview?

## V Writing Task



### Employment-related Letters

#### — Curriculum Vitae and Application Letters

Employment-related letters include application letter and personal data (curriculum vitae). The research for a promising career position can be rather competitive. In applying for a job, an application package (a combination of curriculum vitae and application letter) will be requested. These letters have to convince the reader that you deserve to be granted the thing you asked for.

A curriculum vitae often shorten as CV or résumé ( in American English) is a summary of an applicant' personal data, educational background, work experience and job qualification, A CV is the equivalence of an advertisement in which the applicant himself or herself is promoted. In this sense, whether the applicant can obtain the expected position, to a great extent, depends on the success of his or her CV. So it is important for a CV to be complete and accurate. Many companies will use their employees' CVs as evaluating tools. Sometimes it is a good idea to have a master copy of your CV that includes everything. The proper way to design a CV is to present the best image of yourself in accordance with the job requirements. Generally speaking, a CV should have no more than two pages. There are several standard CV formats. The most popular format usually contains the following components:

- **Basic Personal Information** (name, gender, age or date of birth, marital status, state of health, address, phone and/or fax number, email address, etc.);
- **Job Objective** (a single phrase expressing the specific type of employment you are seeking and/or the principal skills you want to use on the job);
- **Education** (basic details about your education, degree, date of graduation (or expected graduation), major and related course work, etc.);
- **Work Experience** (brief summaries of principal employment to date. Start with your current position and work backward. Include all employment relevant to your career objective in any way);
- **Social Practice/Extracurricular Activities** (necessary for graduates without work experience only);
- **Activities/Honors/Special Skills** (additional areas that may be included if space allows. List all major activities and awards as well as any skills relevant to your career objective);
- **Hobbies and Interests** (optional)

The application letter (sometimes called a “cover letter”) can be as important as the CV in that it often provides the first direct contact between an applicant and an employer. Your application


letter may make the difference between obtaining a job interview and having your CV ignored. So it makes good sense to devote the necessary time and effort to writing effective application letters.

Effective application letters explain the reasons for your interest in the specific organization and identify your most relevant skills or experiences (remember, relevance is determined by the employer's self-interest). They should express a high level of interest and knowledge about the position. They normally contain four parts in which you should:

- confirm that you wish to apply and say where you learned about the job;
- say why you are interested in the position and relate your interests to those of the company;
- show that you can contribute to the job by highlighting your most relevant skills and experience;
- indicate your willingness to attend an interview.



### Sample Curriculum Vitae

<b>CURRICULUM VITAE</b>	
<p>Name: Christopher Phillips            Nationality: English            Address: 28 Royal Park, Muswell Hill            London N10 2JP            Phone: 020-8990 0655            Email: christopherphillips@londonmet.ac.uk</p>	
<b>Objective</b>	Entry-level staff accounting position with a public accounting firm
<b>Education</b>	<p><b>September, 2007—present</b></p> <p>Pursuing a 4-year bachelor of business administration degree (major in accounting) from London Metropolitan University</p> <ul style="list-style-type: none"> <li>• Will graduate June 2011</li> <li>• Have financed 100% of all college expenses through savings, work, and student loans</li> <li>• Plan to sit for the CPA exam in May 2011</li> </ul>
<b>Experience</b>	<p><b>Summer 2010</b></p> <p>Accounting Intern: Coopers &amp; Lybrand, London</p> <ul style="list-style-type: none"> <li>• Assisted in preparing corporate income tax returns</li> <li>• Attended meetings with clients</li> <li>• Conducted research in corporate tax library and wrote research reports</li> </ul>

**Key Skills**

- Proficient in Word, PageMaker, Excel, PowerPoint
- Skilled in ACCPAC Plus, MAS90, and Solomon IV accounting software
- Bilingual: English/French

**Hobbies and Interests**

- Travel, photographing, swimming

**Sample Letter of Application**

Hanover Street

Edinburgh

Eh2 5LM

20th October, 2011

The Personnel Manager

Brown & Co., Ltd.

156/165 Green Street

Sheffield, Yorkshire DNS 7HX

Dear Sir/Madam,

I read with interest your advertisement in *The Sunday Times*, 15 October 2011, for senior account managers. I would like to be considered for one of these positions and I have enclosed a brief CV for your review.

I believe that I have all of the attributes demanded for a position of this caliber, for example:

- the ability to take a complex and intangible “product” and communicate the benefits simply and concisely;
- the ability to maintain outstanding client relationships, and a belief in partnership selling;
- a track record of success in sales and marketing to major European and UK corporations, with primary contact at Finance Director or Treasury level;
- an entrepreneurial approach towards securing new business.

Although much of my sales and marketing experience comes from the financial services industry, I was highly successful in the IT sector with ABCDE Computer Systems, Plc.

Thank you very much. I look forward to hearing from you soon.

Sincerely yours,

(Signature)

Enc.: CV



### Writing Practice

Read the following job advertisement carefully and then prepare the CV and letter of application that you would send to the company. You may make up your qualifications and experiences you think relevant to the requirements.

#### European Electronic Consumer & Office Equipment Company

We, a multinational organization widely recognized in the world community engaged in a wide range of electrical and office equipment, are looking for high caliber, young and dynamic personnel to fill the following vacancies:

##### 1. Position: Material Purchasing Manager

- Experience in marketing would be an advantage.
- Good communication skills and excellent customer skills is a must.

##### 2. Position: Senior Sales Manager

- Higher Certificate/Diploma in International Trade or relevant discipline.
- Minimum 6 years experience in sales or marketing.
- At least two foreign languages are essential.

##### 3. Position: Secretary to Board of Directors

- Good command of Spoken English and French.
- Shorthand, operating PC and typing is required.
- At least 3 years experience related to the management field.

We offer excellent pay and prospects, with 5 weeks' holiday a year plus public holidays, a company car, and a company pension scheme.

If you are interested in one of the above positions and would like to join us, please send in your CV with a letter of application to the Personnel Manager, Box 43257, *Daily News*, Kemsforth Street, London.

## VI Glossary



### 1. Word check.

recruit	vt.	招聘; 聘用; 征募
position	n.	职位; 职务
covering letter		附函(附于文件或货物)。求职时, 不仅需要递交个人简历, 还要附有一封求职信, 亦称 letter of application.