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# Skills for Business English 新编剑桥商务英语 考试教程

(英) Bill Mascull 编

Vantage

## 中高级

学生用书

Student Book 2

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Skills for Business English Student Book 2

Bill Mascull

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# 出版说明

剑桥商务英语证书 (Business English Certificate) 考试, 简称 BEC 考试, 是一项国际热门的商务英语资格考试, 从听、说、读、写四个方面考查考生在真实工作环境中的英语交流能力, 于 1993 年由原国家教委考试中心 (今教育部考试中心) 引入中国。由于其权威性和规范性, BEC 考试受到全世界众多高等院校和两千多家企业的广泛认可, 被作为入学考试或衡量员工及应聘人员英语水平的可靠标准; 在中国备受各涉外经济部门以及在华投资的跨国公司的青睐。

英国剑桥大学考试委员会负责命题、阅卷和颁发证书; 成绩证书终生有效。中国教育部考试中心负责报名、印制试卷和组织考试。

BEC 考试共分三个级别: 标准级 / 初级 (BEC Preliminary, 缩略为 BEC P), 中高级 / 中级 (BEC Vantage, 缩略为 BEC V) 和高级 (BEC Higher, 缩略为 BEC H)。为了满足读者自学和教师教学的个性化需求, 我们推出了“新编剑桥商务英语考试教程”系列。该系列包括 BEC 考试三个级别的学生用书 (共 3 册, 均含配套 MP3) 以及教师用书合辑 (1 册), 旨在为 BEC 考生或希望提高自己商务英语水平的读者提供全面、实用、科学和有效的学习指导。本书是中高级的学生用书。

本书旨在帮助考生顺利通过 BEC 中高级考试, 取得理想的分数。为此目的, 编者充分考虑到了针对性、实战性。全书分 12 个单元, 每个单元包括三个对开页, 以当代典型的商务活动为素材, 围绕听、说、读、写四项技能的培养, 囊括迎战 BEC 中高级考试所必备的商务知识、商务术语和商务沟通技巧, 循序渐进地提高考生的实战能力和综合商务英语知识水平。为了帮助考生更加直观地了解 BEC 中高级考试, 进行有效的自测, 全书最后特别另附了一套完整的 BEC 中高级模拟题, 题型和难易度与真题吻合, 供考生实战演练之用。

附: BEC 中高级考试的形式与时间如下:

BEC 中高级考试形式与时间		
阅读	五部分 / 45 题	1 小时
写作	两部分	45 分钟
听力	三部分 / 30 题	约 40 分钟 (包含将答案誊写到答题卡上的时间)
口语	三部分	14 分钟 (两名考生, 两名考官*)

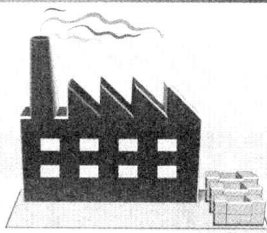
\* 一般情况下是两名考生对两名考官, 偶尔会出现三名考生对两名考官的情况。



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Describing companies

Describing products

Complaining about poor performance

## UNIT 1

# Companies and products

## 公司和产品

### KEY VOCABULARY


#### Describing companies

When someone describes a company, they may talk about:

- 1 when it was started or **founded** and who its **founder** was
- 2 who runs the company: who its **chief executive** is
- 3 what **products** it makes or what **services** it provides
- 4 its **sales figures**
- 5 how many people work for it: how many **employees** it has
- 6 where its **headquarters** are: where it is **based**
- 7 where its **factories** or **plants** are located (if it's a manufacturing company)
- 8 how many **branches** or **retail outlets** (shops) it has (if it's a retail organisation)
- 9 whether it sells **business-to-business**, or whether it's a retail organisation selling to **consumers**
- 10 whether it uses a **franchising system**, where retail outlets are managed by individual owners called **franchisees** who have a share in the profits made by their **franchise**


## A

### Listening

- 1 Talk briefly about the company you work for (or one you would like to work for), using the points above. Then make notes while other members of the group do the same.
- 2  You are going to hear short extracts about four companies, mentioning some of the points above. Write the numbers of the points mentioned next to the extract letter. The first one has been done for you.


A 3, 4, 6                      C \_\_\_\_\_  
 B \_\_\_\_\_                      D \_\_\_\_\_



3  Smart Kitchens is a company that has just won the Australian Business of the Year Award. Jane Smart, founder and Chief Executive, talks about the company in a business programme on the radio. Listen to the recording once, and say which of the points 1–10 on page 4 are mentioned.

4 Listen to the recording again and choose the correct alternative to answer the questions.

- 1 Jane Smart started the company in \_\_\_\_\_.  
a) 1973    b) 1975    c) 1979
- 2 She started the company in \_\_\_\_\_.  
a) Sydney    b) Melbourne    c) Perth
- 3 Getting finance to start the company was \_\_\_\_\_.  
a) easy    b) difficult    c) impossible
- 4 Her colleagues Rebecca and Jim \_\_\_\_\_.  
a) are still with the company  
b) have left the company  
c) have started another company
- 5 Smart Kitchens and its franchisees now have \_\_\_\_\_.  
a) 7 showrooms and 300 employees  
b) 20 showrooms and 500 employees  
c) 30 showrooms and 600 employees
- 6 About how much of the company's business is with people who have just moved?  
a) 25%    b) 50%    c) 75%
- 7 In the early 1990s, Smart Kitchens had to \_\_\_\_\_.  
a) employ more staff  
b) keep the same number of staff  
c) get rid of staff
- 8 How many of its branches does Smart Kitchens own and run directly?  
a) five    b) seven    c) ten
- 9 What is the most important way in which the company can help its franchisees?  
a) through supplying materials  
b) through its computer system  
c) through advice on employing and training employees
- 10 In talking about how to succeed in setting up a business, what subject does Jane Smart *not* talk about?  
a) market research  
b) employing the right people  
c) having a good relationship with a bank

5  Listen to six people talking about their work in the Smart Kitchens headquarters in Melbourne. Mark the statements T (for True) or F (for False).

- |  |   |   |
|--|---|---|
| 1 Rebecca deals mainly with new franchises.                                    | T | F |
| 2 Jim is an engineer by training.  | T | F |
| 3 Sandra deals mainly with the showrooms that Smart Kitchens manages directly. | T | F |
| 4 Don works on designing kitchens.   | T | F |
| 5 Anna has a lot of contact with franchisees.                                  | T | F |
| 6 Douglas has been with the company for a long time.                           | T | F |



**B**

**Reading and writing**

**KEY VOCABULARY**

**Describing products**

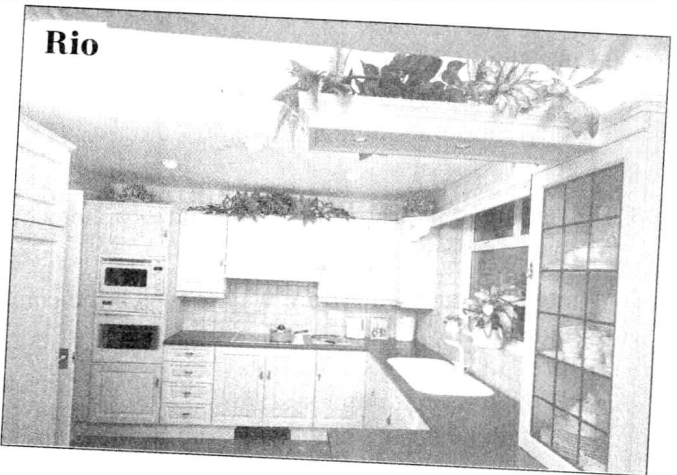
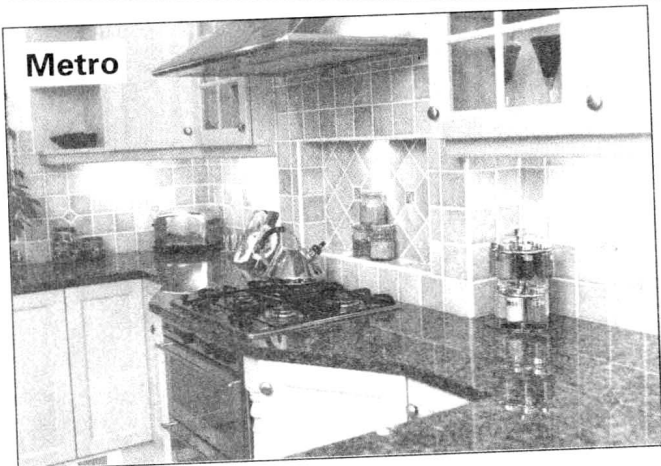
Among the words in the box describing products, find:

- a) two words relating to appearance
- b) two words meaning that something is new and unlike existing products
- c) two words meaning that a product does something without wasting time and energy
- d) one word meaning that something does not break easily
- e) one word meaning that something does not break down easily
- f) one word meaning that something is small and easy to carry
- g) one word meaning that something is strong and works with a lot of force

beautiful	compact	economical	efficient	good-looking
innovative	powerful	reliable	revolutionary	robust

- 1** Look at the advertisement from *Modern Kitchens* magazine and choose the correct word from 1–11 on page 7 to complete each gap. Only one of the words is possible in each case.

**DO YOU SPEND A LOT OF TIME IN THE KITCHEN?**



It's where most Australian families eat these days, and you want it to be just the way you like it, with everything you need to make your kitchen somewhere inviting and (1) \_\_\_\_\_. And when you're cooking, you want things to be as (2) \_\_\_\_\_ as possible, and easy to clean and (3) \_\_\_\_\_ as well, of course. With all those new exotic dishes you see on those cooking programmes on TV, cooking can be quite (4) \_\_\_\_\_ these days, and you want all the help you can get, and the best advice that there is!

Smart Kitchens has been (5) \_\_\_\_\_ and (6) \_\_\_\_\_ kitchens for 30 years.

Whether you live in a house or a flat, whatever the (7) \_\_\_\_\_ of your kitchen, we have the answer.

Our kitchens are made from the finest (8) \_\_\_\_\_. We look all over the world for the (9) \_\_\_\_\_, state-of-the-art equipment.

Contact us and one of our highly (10) \_\_\_\_\_ team of (11) \_\_\_\_\_ will come round to discuss the possibilities. Just contact one of our showrooms below. There's at least one in every major Australian city.

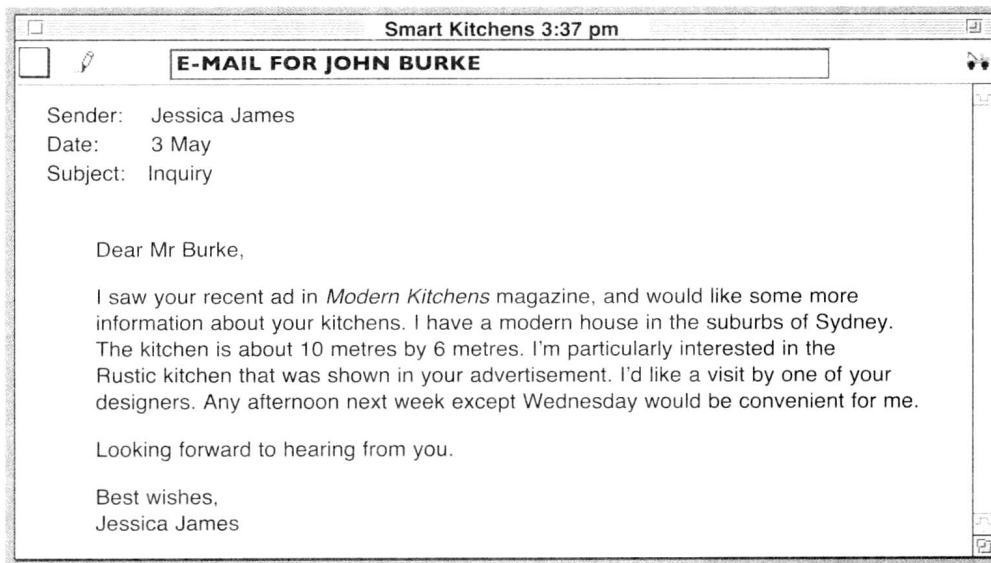
- |                  |                 |                  |                  |
|------------------|-----------------|------------------|------------------|
| 1 a) counterfeit | b) comfortable  | c) considerate   | d) complimentary |
| 2 a) available   | b) commodious   | c) contemplative | d) convenient    |
| 3 a) mainstay    | b) maintain     | c) mainline      | d) mainspring    |
| 4 a) competed    | b) completed    | c) complicated   | d) compliant     |
| 5 a) designating | b) designing    | c) desiring      | d) dissecting    |
| 6 a) installing  | b) instigating  | c) instilling    | d) insisting     |
| 7 a) sigh        | b) sight        | c) sign          | d) size          |
| 8 a) matters     | b) materials    | c) masters       | d) materiel      |
| 9 a) latest      | b) last         | c) lasting       | d) lasted        |
| 10 a) professor  | b) professional | c) professing    | d) professed     |
| 11 a) drawers    | b) designators  | c) designating   | d) designers     |

- 2 Look at this advertisement for Smart Kitchens. In each numbered line (1–6) there is one extra word that does not fit. Cross out the extra word. The first line has been done as an example.

- 1 ~~The~~ one of our most popular models is the Rustic.  
 2 The Rustic is like the kitchen your grandmother knew. This kitchen it has  
 3 beautiful working surfaces, but they are easy to clean. There are of flower designs  
 4 on the cupboards. Modern equipment is hidden behind old-style doors. Lighting is a  
 5 soft and subtle. On the floor, there are old-fashioned tiles, but made with off modern  
 6 materials and easy to on maintain.

Just phone us on (03) 9325 7300, fax us on (03) 9325 7350, or  
 e-mail John Burke at info@smartkitchens.com for a no-obligation visit.  
 Nationwide service.

- 3 Look at this e-mail to Smart Kitchens asking for a visit by one of their designers.



Now write a similar e-mail with your own details, including:

- the type of property you have (house or flat)
- approximate dimensions of your kitchen (in metres)
- the name of the kitchen you are interested in (among the three styles featured in the ads)
- which days and times next week would be suitable for a designer to visit
- which days and times next week would not be possible for a visit

Close appropriately.

## KEY EXPRESSIONS AND QUESTIONS

**Complaining about poor performance**

I'm calling/phoning/writing to complain about ...

There's some sort of delay/hold-up/problem.

There seems to be a problem with ...

Things are in a mess.

Something has gone wrong somewhere.

There seems to be a problem in the system.

I'd like to make a formal complaint.

What's going on?

Can you tell me what's happening?

Who's in charge of this?

Could you look into this?

**Responding to complaints**

I'll look into this and get back to you.

My colleague Mr/Ms X deals with this. I'll get him/her to call you back.

I'm afraid there's been a problem with ...

I'm sorry about this. We've changed our procedures so it won't happen again.

We apologise for the mistake. It won't happen again.

Our apologies for the mix-up. We've sorted things out now.

We've looked into your complaint and it seems to be justified. Can we offer you some sort of compensation?



- 1** Look at these typical complaints. For each one, add two more things that can go wrong.

*Delivery of goods*

1 the wrong goods are delivered

2 the goods are delivered to the wrong place

3 \_\_\_\_\_

4 \_\_\_\_\_

*Product performance: computers*

1 the computer doesn't work at all

2 the computer works, but very slowly

3 \_\_\_\_\_

4 \_\_\_\_\_

*Service performance: car mechanics*

1 the mechanic doesn't fix the fault

2 they fix the fault but another fault appears

3 \_\_\_\_\_

4 \_\_\_\_\_

*Service performance: banks*

- 1 you order a cheque book, but it never arrives
- 2 the bank takes money from your account as "service charges" without explaining what they are
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

*Product and service performance: clothes*

- 1 you buy a pair of trousers; you try them on at home and they're too tight, but the shop refuses to exchange them
- 2 you notice a small defect (manufacturing mistake) in a jacket, which otherwise you really like, and you ask if you can have a discount, but the shop assistant doesn't offer one
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_

- 2** Describe to a partner a situation where you have made a complaint, perhaps like one of the ones in Exercise 1. Make notes below about the people involved and the steps you took.

What went wrong exactly? \_\_\_\_\_

Who did you complain to? \_\_\_\_\_

How did they react? \_\_\_\_\_

Was the complaint dealt with satisfactorily by this person? \_\_\_\_\_

What was the final outcome? \_\_\_\_\_

Now role play the situation in pairs. B makes the complaint and A responds.

- 3** This role play is for two speakers.

A is the head of a small firm (three employees) that does a lot of its business with a big multinational. In fact, sales to the multinational are half of the firm's total sales. The multinational usually pays suppliers 60 days after receiving the invoice.

A has been waiting for the payment of an invoice for a very large amount of money (\$50,000) for nearly three months.

B works in the accounts payable department of the multinational.

A makes a series of phone calls to B to enquire about the payment.

A looks at this page. B turns to page 76. Read and prepare your part, then talk to your partner.

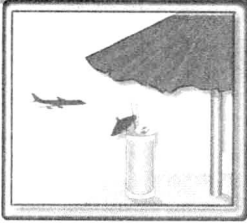
**SPEAKER A**

June 1: Phone to ask about the invoice. Say that payment is two weeks overdue.

June 8: Still no call from B. Phone them to ask what's happening.

June 20: You still haven't received the cheque. Cashflow is getting to be a real problem. You will not be able to pay the June salaries of your three employees unless you receive payment. Complain again, more strongly.

July 6: Still no payment. You lose your temper. You now risk going out of business. Ask to speak to the head of the accounts payable department.



Telephoning

Making arrangements

Making reservations

## UNIT 2

# Travel and tourism

## 旅行和旅游业

### KEY VOCABULARY

#### Tourism

Choose the correct alternative to complete the sentences.

- The period of the year when most visitors normally go to a particular place is the tourist \_\_\_\_\_.  
a) season    b) phase    c) duration
- An organisation that offers holidays for people is a tour \_\_\_\_\_.  
a) supplier    b) provider    c) operator
- A flight specially for people going on holiday in a particular place, where all the seats have been paid for in advance by travel companies, is a/an \_\_\_\_\_.  
a) group flight    b) charter flight    c) unscheduled flight
- Another name for a hotel owner is a \_\_\_\_\_.  
a) hotelier    b) hoteller    c) hotellist
- Buildings, equipment, services, etc designed for use by tourists are tourist \_\_\_\_\_.  
a) premises    b) facilities    c) penitentiaries
- The money that foreign tourists spend in a country is a source of foreign \_\_\_\_\_.  
a) excess    b) expenditure    c) exchange

### A

## Reading and writing

- 1** Read the article on page 11.  
Choose the best title for each numbered paragraph from a–g below. Do not use any letter more than once.

Paragraph 1 \_\_\_\_\_ Paragraph 3 \_\_\_\_\_

Paragraph 2 \_\_\_\_\_ Paragraph 4 \_\_\_\_\_

- A new golf course near Khania
- Crete's tourist season
- Developing a wider choice of activities in Crete
- Golf construction techniques
- Greece's efforts to compete with rival tourist destinations
- Greek golfing traditions
- The development of Turkish tourism



About 11 million visitors went to Greece last year, 10 per cent more than the previous year. Most tourists take charter flights to the islands of Crete, Corfu and Rhodes, or to Halkidiki on the northern Greek mainland. Tourism is Greece's biggest industry, earning the country about \$8 billion annually in foreign exchange.

- 1 Crete is one of the most southerly islands and a popular holiday destination in spring and summer, but the tourist season is short, despite the fact that the winters are as warm as in countries like Tunisia and Morocco, which have large numbers of visitors in winter.
- 2 The Greek tourist industry is facing increasing competition from these countries and from neighbouring Turkey. The Greek National Tourist Organisation (GNTO) is trying to respond to this by developing activities that are not normally associated with Greece. Golf is one of them, and the GNTO is developing golf courses on state-owned land near the big tourist centres.
- 3 The Director of the Crete Hoteliers' Association, Mr Stavros Milatos, says, "At the moment the tourist season ends in November and we have to offer tourists a wider choice of activities. We want to invest in facilities that can be used all year round."
- 4 Tour operators and hotel owners in the port town of Khania are investing heavily. A group of 40 hoteliers have put up a considerable investment to build an 18-hole golf course near the town, one of the first golf courses on Crete. The course, to be designed and laid out by an American company, will be used mostly in the winter months as summer temperatures can reach 35°C and it's too hot to play golf during most of the day.

2 Using the information in the text, complete each sentence with a phrase (a–g) from the list below.

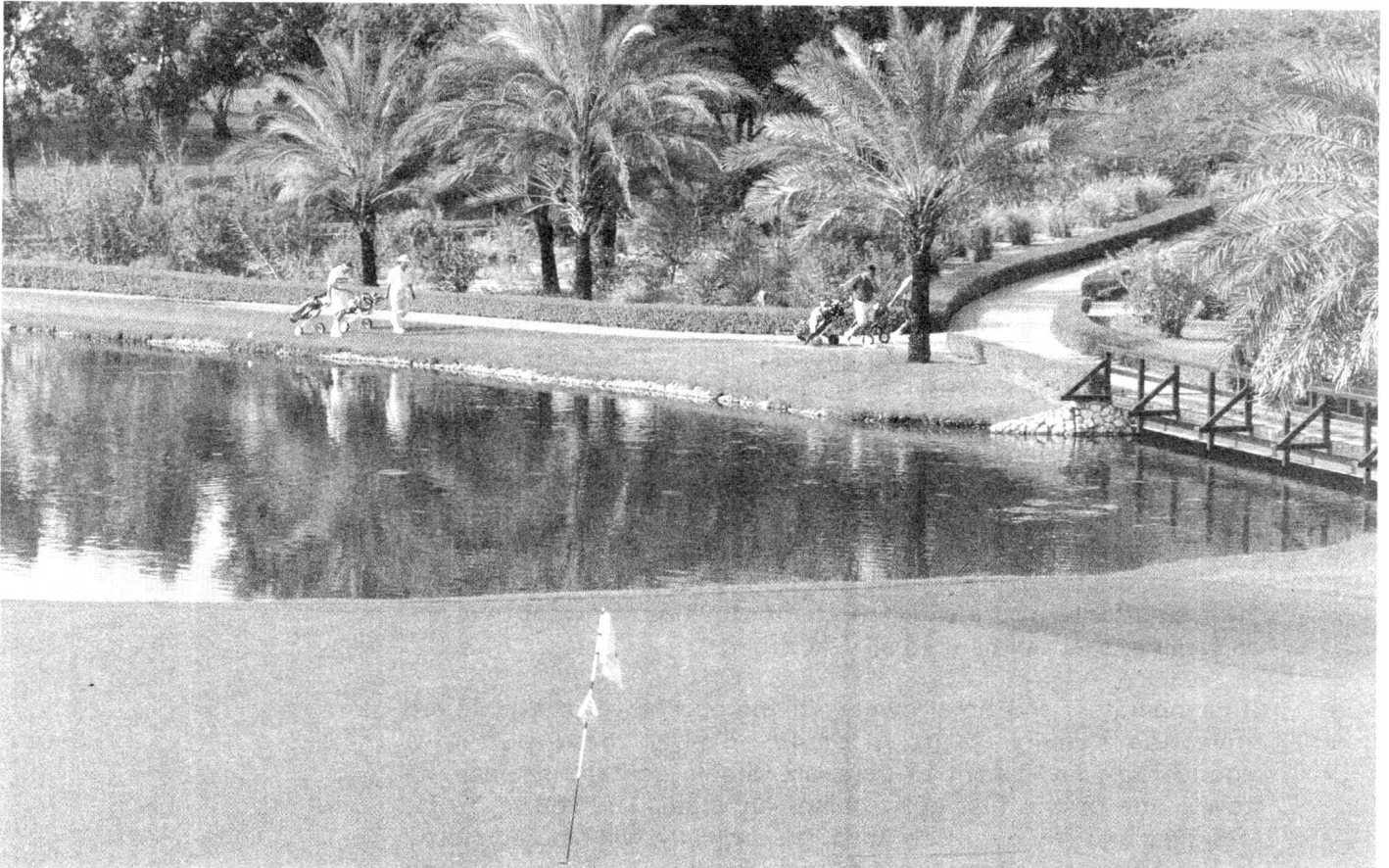
- 1 The Greek National Tourist Organisation wants to \_\_\_\_\_.
- 2 Greek hotel owners don't want to \_\_\_\_\_.
- 3 The Greek tourist industry \_\_\_\_\_.
- 4 Eleven million tourists \_\_\_\_\_.

- a) is facing increased competition from other countries
- b) develop Athens as a tourist destination
- c) make the tourist season longer by encouraging people to visit in winter
- d) came on charter flights last year
- e) spend their time playing golf
- f) invest in facilities that are not used all year round
- g) went to Greece last year

3 Write about a tourist destination that you know. Using vocabulary from above, mention:

- where it is
- how to get there
- the climate
- when the main tourist season is
- the hotels
- the other facilities: restaurants, entertainment, sport, etc
- what developments there have been over the last ten or twenty years

## B Listening




### KEY VOCABULARY

#### Telephoning


Look at these stages of making a **phone call**.

- 1 You **pick up the phone** and **dial the number**.
- 2 The number **rings** and someone **answers the phone**.
- 3 The number's **busy**, or (in British English) **engaged**.
- 4 If it's a **direct line**, the person who answers is normally the person you want to speak to. If they're not there, and they have **voicemail**, you can **leave a message** for them.
- 5 You dial someone's direct line, but a colleague of theirs answers. They say that the person you want to speak to is **on another line** and ask if you want to leave a message.
- 6 If it's not a direct line, you ask the **switchboard** to **put you through to** the extension you want.
- 7 Sometimes there's a **recorded message** telling you to dial the extension yourself if you know it.
- 8 You talk to the person you want, but suddenly you're **cut off**: you can't hear them and they can't hear you. You **redial** the number and try to **reach** them again.
- 9 You end the conversation and **hang up**.

**1**  Listen to six extracts from telephone calls. Match each extract (A–F) with one of the situations (1–9) above.

A \_\_\_\_\_ C \_\_\_\_\_ E \_\_\_\_\_

B \_\_\_\_\_ D \_\_\_\_\_ F \_\_\_\_\_


- 2  Golf Course Design and Construction Inc (GCDC) is a US company based in Raleigh, North Carolina. Its CEO (Chief Executive Officer) is Alvin Palmer and he has already been in contact by phone and e-mail with Stavros Milatos of the Crete Hoteliers' Association about the construction of a golf course near Khania in Crete.

Listen to the recording and mark the statements T (for true), F (for false), or DK (we don't know).

- |  |   |   |    |
|--|---|---|----|
| 1 When Palmer calls Milatos, he gets put through immediately.            | T | F | DK |
| 2 The weather in Crete is good.  | T | F | DK |
| 3 The weather in Raleigh is good.  | T | F | DK |
| 4 Palmer has sent Milatos a very detailed proposal.                      | T | F | DK |
| 5 Milatos has been in touch with four other companies about the project. | T | F | DK |
| 6 Palmer and Milatos discuss the costs of the project.                   | T | F | DK |
| 7 Palmer suggests that Milatos visit Raleigh.                            | T | F | DK |
| 8 Palmer has been to Greece before on holiday.                           | T | F | DK |
| 9 Palmer may be coming with someone else when he visits Crete.           | T | F | DK |
| 10 Milatos suggests that Palmer should fly to Khania.                    | T | F | DK |

- 3 Listen to the recording again and underline the words you actually hear on the recording. The first one has been done for you.

- 1 May I speak to Mr Milatos, please? / Can I speak to Mr Milatos, please?
- 2 I'll put you through. / I'm putting you through.
- 3 Hi, Stavros, it's Al Palmer. How are you? / Hi, Stavros, this is Al Palmer. How are you?
- 4 How's the weather over there? / How's the weather with you?
- 5 Of course, there are some things we must talk about in more detail. / Of course, there are some points we must talk about in more detail.
- 6 That's inevitable. But you like the general idea? / That's inevitable. But you like the overall idea?
- 7 How about coming over here to discuss things in the next couple of weeks? / What about coming over here to discuss things in the next couple of weeks?
- 8 It'll be great to see you over here. / It'll be good to see you over here.
- 9 We'll arrange for someone to meet you. / We'll arrange for someone to pick you up.
- 10 OK, my personal assistant will contact you soon with our arrangements. / OK, my personal assistant will be in touch soon with our arrangements.

- 4  Listen to Alvin Palmer's personal assistant making the hotel reservation for his trip, and complete the information below.

Name of hotel: \_\_\_\_\_

Names of guests: \_\_\_\_\_

Date of arrival: \_\_\_\_\_

Date of departure: \_\_\_\_\_

Room rate: \_\_\_\_\_

Breakfast included? \_\_\_\_\_

Special requests: \_\_\_\_\_

Hotel's e-mail address: \_\_\_\_\_

# Speaking

## KEY VOCABULARY

### Flying and flight reservations

Combine the words on the left with the words on the right to form compounds that match definitions a–f below.

- |              |            |
|--------------|------------|
| 1 arrivals   | number     |
| 2 check-in   | flight     |
| 3 connecting | desk       |
| 4 departure  | hall       |
| 5 flight     | passengers |
| 6 transfer   | lounge     |

- people at an airport who have just arrived there on a flight and are flying on to somewhere else
- a very large room at an airport for passengers who have just arrived, people meeting them, etc
- the number identifying the aeroplane and route
- the place where you tell the airline that you have arrived for your flight
- the room where passengers wait just before they get on the plane
- the second or third flight that you take as part of one journey

- 1 Talk about these three ways of getting from London to Istanbul, being especially careful with numbers, times and prices.

### London Heathrow to Istanbul direct (all times are local)

	British Airways flight BA310	Turkish Airlines flight TL509
London dep	09:00	15:15
Istanbul arr	14:35	20:05

### London Heathrow to Istanbul via Paris (all times are local)

	Air France
London dep	11:25 AF430
Paris arr	13:10
Paris dep	14:30 AF573
Istanbul arr	18:30

### Fares (in euros)

	British Airways	Turkish Airlines	Air France
Business class return	1050	1050	1050
Economy return	695	665	620
APEX* return	350	320	310

\* Advance Purchase Excursion (no changes possible once booked)