

新版

剑桥大学考试委员会推荐BEC2考试用书

剑桥国际商务英语

New International Business English



学生用书 Student's Book

第四版

Leo Jones
Richard Alexander



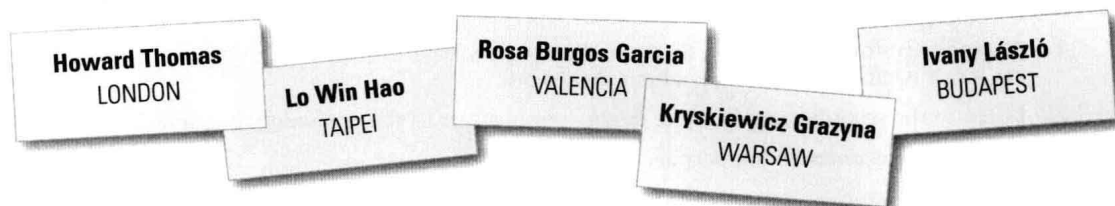
华夏出版社
HUAXIA PUBLISHING HOUSE

CAMBRIDGE

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1.4 It's not just what you say ...

- A 1** *Work in pairs* Imagine that you're at a conference. Look at these name badges. If you're introduced to the man from London you'd say, 'Pleased to meet you, Mr Thomas', not 'Hello, Mr Howard'. But what would you say to the other delegates?



- 2** Try this quiz with your partner.

- 1** A good conversationalist is someone who ...
 - ☐ a always has plenty to say
 - ☐ b has plenty of amusing stories to tell
 - ☐ c will listen carefully to what you have to say
 - ☐ d asks a lot of questions
- 2** If someone looks you straight in the eye without blinking, they are probably ...
 - ☐ a honest
 - ☐ b being rude
 - ☐ c trying to frighten you
 - ☐ d being friendly
- 3** If someone keeps looking out of the window while you're talking, they ...
 - ☐ a want to be outdoors
 - ☐ b don't understand you
 - ☐ c are not concentrating
 - ☐ d are thinking
- 4** If someone sighs while you're explaining something they are probably ...
 - ☐ a bored
 - ☐ b impatient
 - ☐ c unhappy
 - ☐ d suffering from indigestion
- 5** If a man wearing jeans and a T-shirt comes into your office, he ...
 - ☐ a isn't correctly dressed
 - ☐ b can't be important
 - ☐ c is quite normal
 - ☐ d must be someone who has come to fix the phone or something
- 6** If someone shakes your hand very hard and long, they are ...
 - ☐ a pleased to see you
 - ☐ b trying to show you that they are sincere
 - ☐ c waiting for you to say something
 - ☐ d reliable and friendly
- 7** If a Canadian businessman keeps stepping backwards while he's talking to a Mexican businessman, this means that ...
 - ☐ a he doesn't like Mexicans
 - ☐ b the Mexican is trying to be too friendly
 - ☐ c Northern people don't feel comfortable standing as close to another person as Southern people do
 - ☐ d Canadians are less friendly than Mexicans
- 8** If a Japanese person gives you their business card, you should hold it ...
 - ☐ a in your left hand
 - ☐ b in your right hand
 - ☐ c in both hands
 - ☐ d without reading it



"And, while we have no formal dress code, we expect our employees to show some common sense, Steve."

B *Work in groups* Discuss how the **IMPRESSION** you may give, especially to a stranger or to someone from another country, can be affected by:


- The noises you make: yawning clicking a pen sniffing tapping your fingers
- Talking in a loud voice talking in a soft voice
- Your body language and appearance, as shown in these pictures:



C *Work in groups* Ask your partners these questions:

- In your own workplace or place of study, who do you call by their first names, and who by their surnames?
- Are there people who use your first name but who *you* are expected to call by their surnames?
- Would this be any different with British, American or other foreign people you work with?
- Who do you talk to at work or college about your family and leisure activities? Which of your co-workers or fellow students do you meet socially?

1.5 Developing relationships

A  *Work in pairs* You'll hear five short conversations between people who work in the same company. After hearing each conversation, discuss these questions with your partner:

- What is the relationship between the speakers?
- What are their jobs?
- What are they talking about?
- How does a relationship change as you get to know someone better?

B As you get to know someone, it's useful to find out what your common interests are. Then you can have a social conversation as well as 'talking shop' (talking about business).


Work in pairs Which of these topics do you talk about – and which do you not talk about – during a first meeting with a business associate?

sport ☐ politics ☐ your family ☐ business ☐ travel ☐ hobbies ☐
 films ☐ the weather ☐ music ☐ your education ☐ religion ☐ TV ☐
other topics

And what difference does it make if the other person is:

a foreigner a man a woman older than you
younger than you senior to you junior to you?

➔ Join another pair and compare your ideas.

C  *Work in pairs* You're going to role-play a meeting between two business associates. Imagine that one of you has travelled a long way to see the other. You only meet twice a year, but you've established a good relationship.

Before you start, decide what topics you're going to talk about in step 3.

- 1 One of you arrives in the other's office.
- 2 Greet each other:

Hello again! How are you getting on?
Lovely to see you again! How are things?

I'm fine, thanks. How are you?
Very well, thanks. And how about you?

- 3** Small talk until you decide it's time to get down to business ...

Right, let's get down to business, shall we?

Yes, all right.

★★ DON'T ROLE-PLAY THE BUSINESS PHASE OF THE MEETING. ★★

- 4 Imagine that time has passed before saying ...

Right, I think that's agreed then.

Yes, sure.

- 5 More small talk before you say goodbye and one of you leaves the office:

*See you again soon, I hope!
Goodbye and thanks for everything!
Give my regards to ...*

*I'm glad we were able to meet.
Have a good journey!
Have a pleasant evening!*

➡ Role-play the next meeting between the same people six months later – this time the other person is the visitor. Follow the same five steps.



"I'll be at lunch. If anyone calls say I'm at the health club."

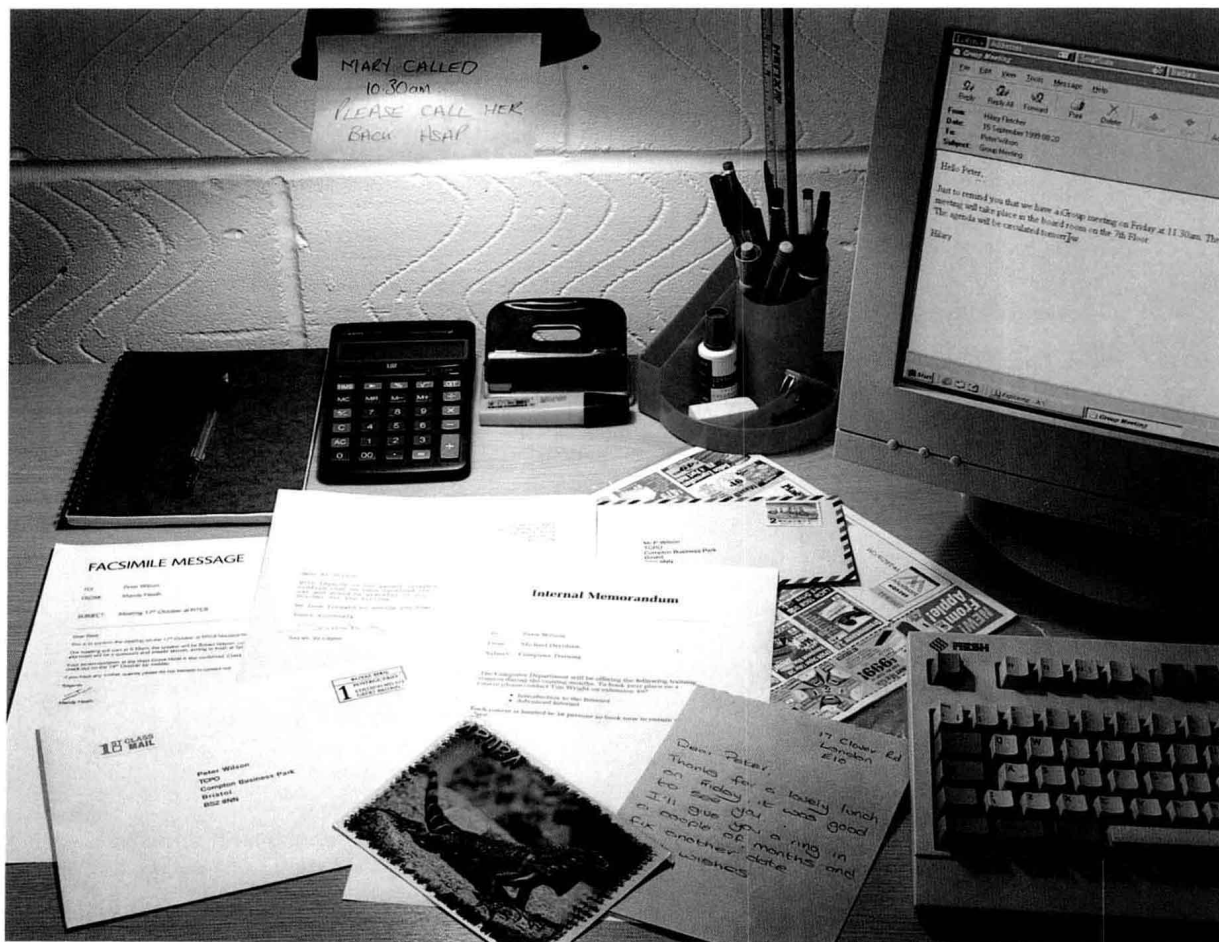
Geo
Culm

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2

Letters, faxes and memos

2.1 Communicating in writing



A *Work in groups* Imagine the picture shows YOUR desk. Identify the different kinds of correspondence. Then discuss these questions:

- Which of the items would you attend to first? Put them in order of priority.
- What correspondence did you receive last week? What action did you have to take? Was any of the correspondence in English?
- What proportions of business correspondence do you RECEIVE and SEND by ...
letter% fax% memo% e-mail% ?

- B 1** *Work in pairs* Read this memo. Decide who 'HGW' is and what his or her job is.


MEMORANDUM

From: HGW
Date: 21/4/—

To: Department managers
Subject: In-service English classes

- 1 From Monday 8 May English classes will be held in the Training Centre (room 3.17). There will be two groups: intermediate level (8.30–10.00) and advanced level (10.30–12.00). Please encourage your staff to attend one of the sessions. All teaching materials will be provided but students will be expected to do homework and preparation outside working hours.
- 2 Please send me the names of all interested staff by noon on Wednesday 26 April. They will be given an informal oral test during the first week in May so that we can decide which of the classes is best for them.
- 3 The size of each class will be limited to 12 participants.

HGW

- 2**  Listen to a conversation on the same subject as the memo. Note down the differences between the two ways of communicating the information.



- C 1** *Work in pairs* What are the relative advantages of talking to someone face-to-face and writing to them? Add more points to this chart:

Communicating with someone face-to-face

Advantages & pleasures

You can see their reactions

Disadvantages & difficulties

You have to think and react quickly

Communicating with someone in writing

Advantages & pleasures

You can take your time

Disadvantages & difficulties

- 2** *Join another pair* Compare your notes. Then make a list of the relative merits of communicating in writing ...
... internally by memo or by e-mail
... externally by letter or by fax

2.2 Names and addresses

- A** *Work in pairs* Look at these envelopes. Discuss these questions:


- How are the addresses laid out differently from the way an address is written in your country?
- How do you feel if you receive a letter with your name spelt wrong?
- What impression is given if the addressee's job title or address are incorrect on the envelope?

Ms Gillian Jones
Personnel Manager
James Brown & Sons
44-50 London Road
Brighton
BN5 9KL
GREAT BRITAIN

Mr James Green
Marketing Director
Green Industries Inc.
999 Park Avenue
Rockford
IL 61125
USA

Mme Jeanne Thibault
Export Department
Rhône-Moteurs SA
130 rue du professeur Nicolas
69008 Lyon
FRANCE

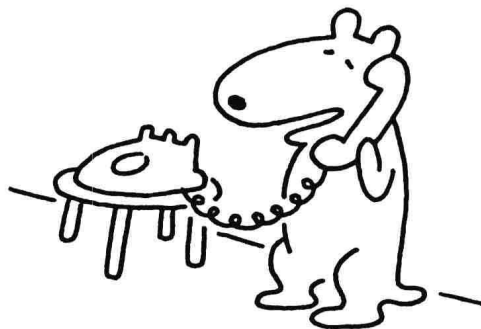
Mr Masako Saito
Publicity Controller
United Products Ltd.
13 Kanda Surugadai 2-chome
Chiyoda-ku
Tokyo 101
JAPAN

- B**  You'll hear four addresses being dictated to you. Write down each address as if you're writing it on an envelope. (Later, you can check your answers in File 57.)

- C** *Work in pairs* One of you should look at File 2, the other at 33. Dictate the addresses there to one another. You should S-P-E-L-L O-U-T any difficult words.

➡ Dictate YOUR OWN home and/or business address to your partner too.

*"Well, please look again, Operator. It's Fluffy—
F-L-U-F-F-Y—and she lives in Larchmont."*



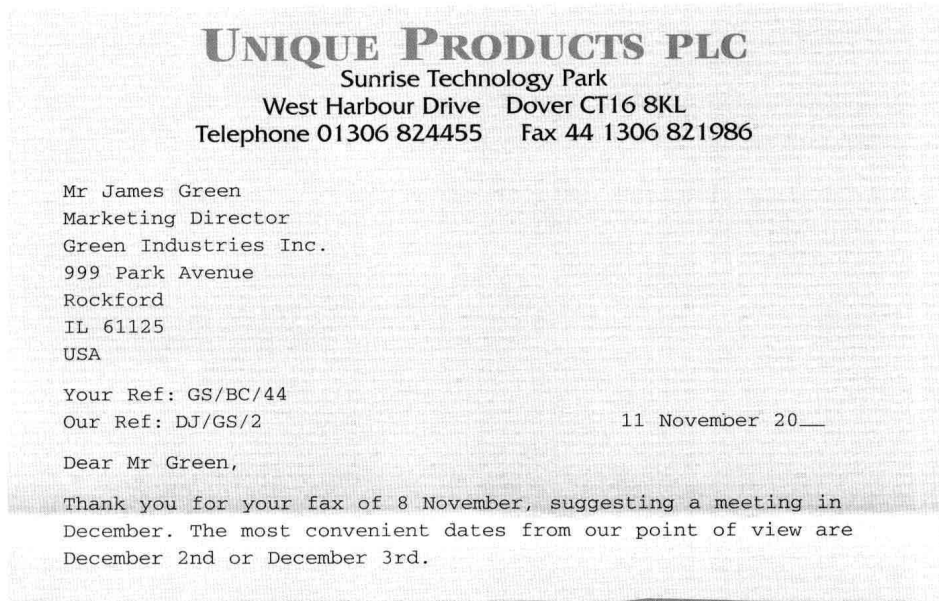
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Barsotti

2.3 Layout and style

- A** *Work in pairs* This is the top part of a business letter. Decide when you would use these openings, instead of 'Dear Mr Green':

Dear Jim, Dear Sir, Dear Madam, Dear Sir or Madam,



- ➡ What are the differences between the layout above and the layout that is commonly used in your country (or in your company's 'house style')?

- B** Look at the endings of business letters below:

- When would you use the different styles and phrases?
- What do the abbreviations mean?
- Which of the styles and phrases would you find in American correspondence?
- If you begin your letter 'Dear Jim' how do you end it? If you begin 'Dear Sir' how do you end it?

Please let me know if this is convenient.
Looking forward to hearing from you.

Best wishes,
Yours sincerely,

Gillian Jones

Ms Gillian Jones
Publicity Co-ordinator

Best regards,

Harry S. Bulstorne

Export Sales Manager

enc. Catalog and price list

Please phone us to confirm the details.
We look forward to receiving your comments.

Yours faithfully,

Marnice Bulbright

p.p. Ms Gillian Jones
Publicity Co-ordinator

Sincerely,

H.S. Bulstorne

Export Sales Manager

c.c. Jane Sanchez

"GOLDEN RULES"

for writing letters (including faxes and memos)

- 1** Give your letter a heading (↗) if it will make it easier for the reader to understand your purpose in writing.
- 2** Decide what you are going to say before you start to write or dictate a letter, because if you don't do this the sentences are likely to go on and on and on until you can think of a good way to finish. In other words you should always plan ahead.
- 3** Use short sentences.
- 4** Put each separate idea in a separate paragraph. Number each of the paragraphs if it will help the reader to understand better.
- 5** Use short words that everyone can understand.
- 6** Think about your reader. Your reader ...
 - ... must be able to see exactly what you mean: your letters should be **CLEAR**
 - ... must be given all the necessary information: your letters should be **COMPLETE**
 - ... is probably a busy person with no time to waste: your letters should be **CONCISE**
 - ... must be written in a sincere, polite tone: your letters should be **COURTEOUS**
 - ... should not be distracted by mistakes in grammar, punctuation or spelling: your letters should be **CORRECT**

A dull or confusing layout makes a letter difficult to read.

- 2** *Work in groups* Compare the points you've highlighted. Then discuss these questions:
- Which of the ideas do you disagree with? Why?
 - Which of the 'rules' (if any) don't apply to faxes and memos?
 - Which of the 'rules' do apply to e-mails?
 - If you receive a business letter, what impression do you get from these features:

A letter which is handwritten

A letter which has been printed on a dot matrix printer

A letter in large print

A letter printed in a decorative or unusual print

A letter printed on recycled paper

A letter with lots of very short paragraphs

A letter with very long paragraphs without any white space between them

8. A letter with numbered paragraphs

The design of the company's letterhead and the logo

D *Work in pairs* Now look at this report, which was written *after* receiving the memo from the Managing Director and discuss these questions:

- Do you think the report is what the MD asked for?
- How effective do you think the report is?

Highlight the things you find good in it and underline the things you think are bad.

6/5/___

REPORT ON CLOCKING-IN MACHINES AND TIME-KEEPING

It is very interesting that the time-keeping habits of our employees have been noticed by other people in the company. It appears as if the time lost by extended use of lunch breaks could be avoided. We have also known for some time that there have been a number of problems connected with the motivation of our workforce, but the role played by the apparently informal extension of lunch breaks has so far not been clarified.

In one or two departments, reports of staff taking extended breaks and long lunch hours without a colleague to cover them are well known. This unfortunate development has been discussed with the heads of department in my division on several occasions. They believe the subject of clocking-in machines, one for each department for example, is not very popular with a large number of staff. The staff think that the company does not respect the majority of the staff's honesty and that the company is thinking in narrow money terms, which are not worthy of salaried employees. So I think that there is a grave danger that the actions of the management could be misunderstood.

Nonetheless, I feel that we should try and limit the advantages that certain individuals are taking with time-keeping. We should undertake a review of selected staff. I wonder if you have heard of the experience of our American sister company? They have a central clocking-in system for all the divisional offices. As soon as employees switch on their terminals at the start of the day this is easily checked on the main computer. In this way there is always a clear record of how many extra hours of overtime have been worked. This is a great help for some members of staff in planning their holiday requests. In theory this is surely one way of making working time more efficient.

E *Work in pairs* You probably agree that the Managing Director didn't make his or her intentions clear enough in the memo. To write a clear report you need a clear aim to start with. The kind of report you write depends on how you interpret the memo.

- 1 Look at File **69** for a clearer specification of what the MD really wanted.
- 2 Draft a report with your partner.
- 3 *Join another pair* Compare your report with the one above *and* the other pair's report.




"No, not there, please. That's where I'm going to put my head."

5

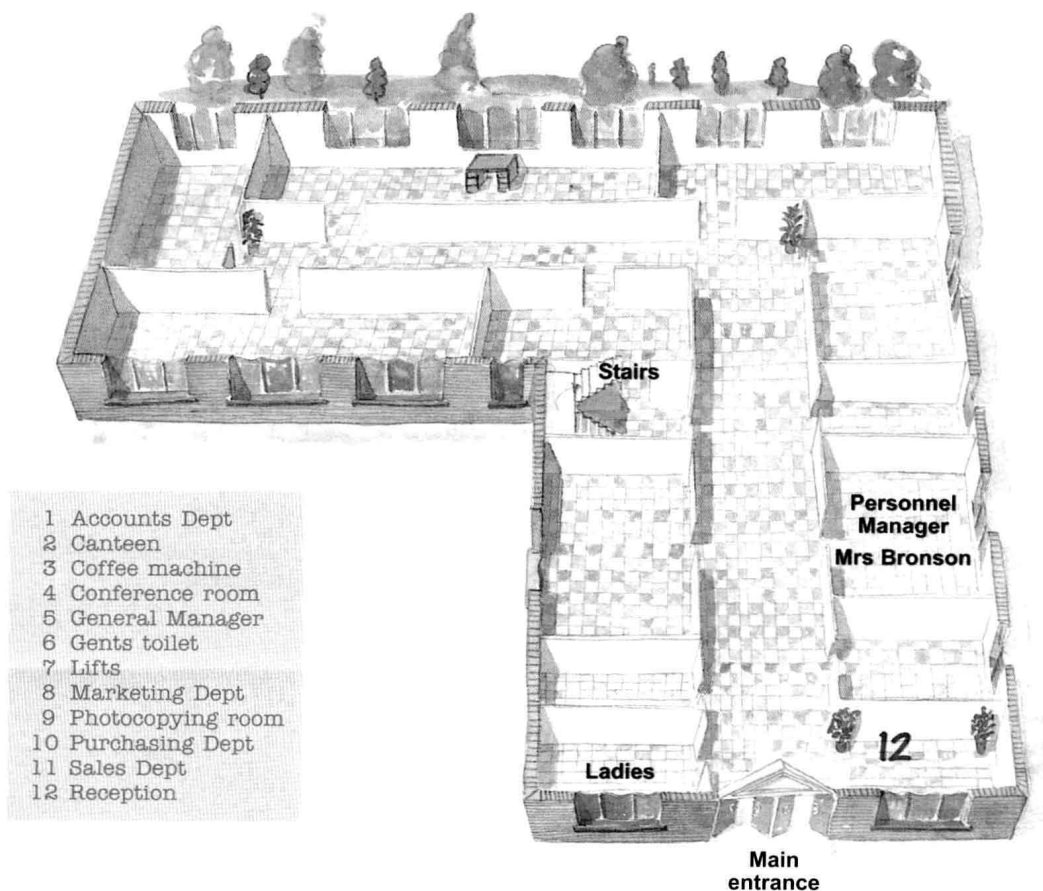
Working together

5.1 Getting to know the workplace ...

- A**  *Work in pairs* You'll hear a new employee being told where the different offices are in the firm he has just joined.



Listen to the conversation and number the rooms that Michael is shown. The 'tour' starts at Mrs Bronson's office.



B *Work in pairs* Imagine that a friend is about to start a new job. Decide which are the six most important pieces of advice that you'd give to your friend for their first day at work. Which of these tips do you disagree with?

- | | |
|---|---|
| <input type="checkbox"/> Arrive twenty minutes early. | <input type="checkbox"/> If you're a smoker, don't smoke in an office you share with someone. |
| <input type="checkbox"/> Wear your smartest clothes (not trousers if you're a woman). | <input type="checkbox"/> If you're a non-smoker and the person you share the office with is a smoker, say you don't mind if they smoke. |
| <input type="checkbox"/> Go to the hairdresser's the day before. | <input type="checkbox"/> Enquire about the company pension scheme. |
| <input type="checkbox"/> Smile at everybody you meet. | <input type="checkbox"/> Ask who the trade union representative is. |
| <input type="checkbox"/> Make a note of everything anyone tells you. | |
| <input type="checkbox"/> Show your new colleagues pictures of your family. | |

➔ If you think any of them are 'silly' pieces of advice, how would you change them?
Add two more pieces of advice you'd give to someone starting a new job.

C *Work in pairs* Office life is different from country to country. What would you tell a foreign visitor about office routines in your country?

*working hours
union recognition
recreational and sports facilities for staff*

*child-care facilities
relationships between boss and employees
holidays*

D *Work in pairs* Imagine that an important visitor is coming to your firm. She has sent you this fax. Before you reply to it in 4, go through steps 1 to 3.

(45) 56 39 42 38

TIVOLI DESIGN CONSORTIUM

BERSTORFFSGADE 19, DK-1577 COPENHAGEN, DENMARK
TELEPHONE: +(45) 72 14 33 21 FAX: +(45) 56 39 42 38

T0: Publicity Office / Manager

Dear Sir or Madam,

We have heard from one of our mutual customers that your company is involved in a number of interesting design projects.

As I am shortly staying in your city on business, I am writing to enquire whether it would be convenient to visit your office.

I shall be in town from 14th to 18th November. I would be free any morning from 11.30 onwards and in the afternoon of 15th November.

I would be extremely grateful if you could confirm whether a brief visit could be arranged on one of the days and at the times suggested.

I look forward to hearing from you.

Yours faithfully,


Anita Trosborg

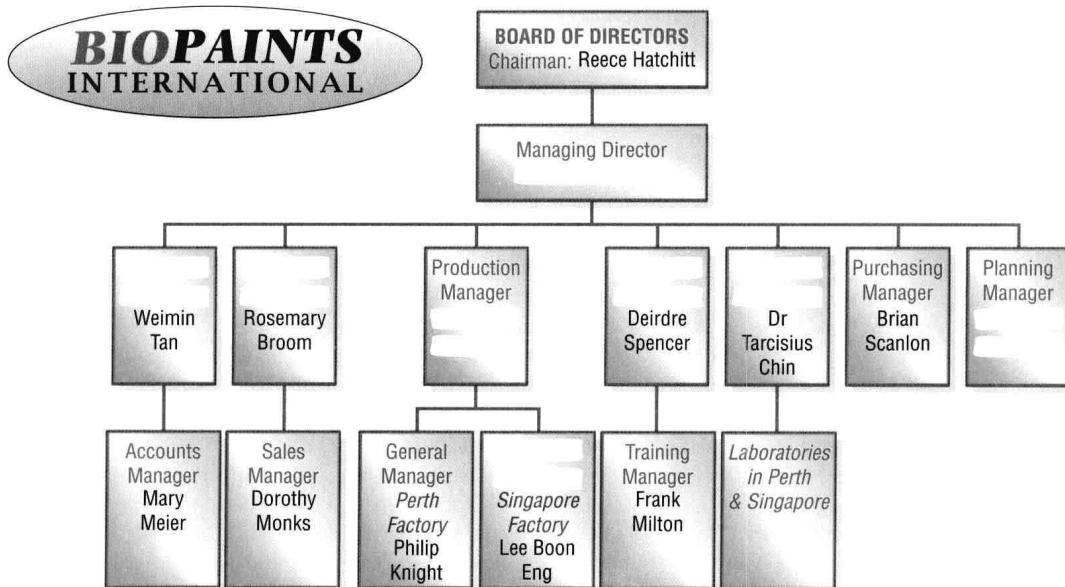
Anita Trosborg

Design Director

<http://www.tivolidesign.dk>

5.3 Company organization

- A** 1 *Work in pairs* Look at the structure of the company in the diagram. Guess what some of the missing job titles might be.
- 2  Listen to the recording and fill in the names and titles or job descriptions that are missing.



➡ Which of the people mentioned are also members of the board?

- B** *Work in pairs* Discuss with your partner what other parts of the company have perhaps not been mentioned.

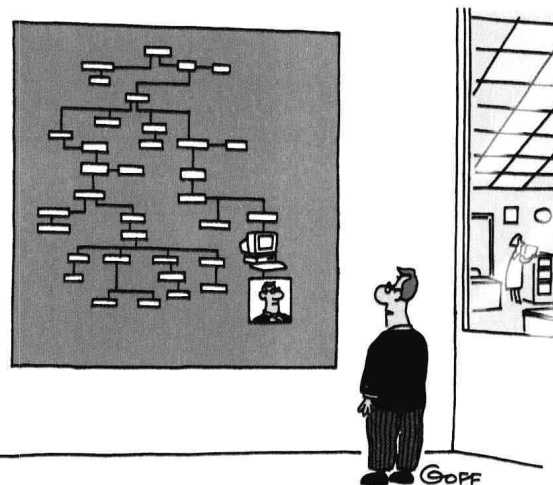
To whom would the following people report?

*the Public Relations Manager the Works Manager the Advertising Manager
the Export Manager the Project Manager*

➡ What companies do you know which are organized like Biopaints International?

- C** *Work in pairs* One of you should look at File 11 and the other at 43. You'll each have different information about a company.

Ask questions to find out what your partner knows about the company.




"Say! When did I start reporting to my computer terminal?"

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3 Answer these questions:

- 1 What products does the company make?
- 2 How have the profits of Semco developed recently?
- 3 What is the sales situation?
- 4 What happens to its output?
- 5 How would you describe Semco's financial situation?

B  You'll hear a radio discussion in which a business consultant, Robert, and an industrial correspondent, Jane, are asked by the radio programme host what they think about the company.

1 Listen to the recording for the first time and tick which of the following general topics are mentioned:

<u>bureaucracy at work</u>
<u>staff promotion systems</u>
<u>management elections by the workers</u>
<u>the design of Semco's factory buildings</u>
<u>the success of large corporations</u>

2 Listen carefully for a second time and mark whether the statements below are true ☒ or false ☒:

- | | |
|--|--------------------------|
| 1 The industrial assembly line system has a further 100 years' life in it. | <input type="checkbox"/> |
| 2 Democratic values of public life are limited in some countries. | <input type="checkbox"/> |
| 3 Managers are evaluated by their employees. | <input type="checkbox"/> |
| 4 Managers from outside the company are always welcome. | <input type="checkbox"/> |
| 5 Employees have developed a sense of responsibility. | <input type="checkbox"/> |
| 6 The associates just walk around the factory doing what they like. | <input type="checkbox"/> |
| 7 Many companies have not survived the high inflationary period. | <input type="checkbox"/> |
| 8 IBM has not been able to control the information flow in the company. | <input type="checkbox"/> |
| 9 Hundreds of companies have been following Semco's example. | <input type="checkbox"/> |
| 10 Corporate executives are eager to try out new ideas. | <input type="checkbox"/> |

"We're just like one big happy family here."



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- C 1** *Work in small groups*
Ask the other members of your group what they think of these opinions about how work is organized. Decide which of the points you can agree on.

- 1 People working in business should be told what to do and should do it without asking questions.
- 2 Employees want to be recognized as people with their own (personal) needs.
- 3 Employees have to be forced to work: otherwise they are just lazy.
- 4 Managers need to closely control what employees do.
- 5 Nobody wants responsibility at work.
- 6 If there are problems to be solved, everybody should be asked their opinion before anything is done.

➡ You may find some of these expressions useful.

Agreeing and disagreeing

If you want to agree with someone you can say:

That's exactly what I think.

That's a good point.

Quite right, I couldn't agree more.

That's just what I was thinking.

I agree entirely.

Yes, I'm all in favour of that.

It's often considered rude or aggressive to say 'You're wrong' or 'I don't agree with you'. It's more polite to disagree with someone by saying:

I see what you mean, but ...

I don't think it's such a good idea ...

That's true, but on the other hand ...

I don't quite agree because ...

Maybe, but don't you think ...?

- 2** *Join another group* Ask the other group what they have agreed on. Then discuss these questions:

- How authoritarian or co-operative should managers be?
- How democratic should the workplace be?

5.6 Women's work

- A** *Work in pairs* Think about the types of jobs people have in your country.

Make two lists:

PRESENT JOBS: jobs which many women now do, but which their mothers did not do in the past

PAST JOBS: jobs which their mothers' generation used to do, but which few women do now

And note down three **REASONS** why you think the changes have taken place.

Present jobs

Past jobs

Reasons for changes

1

2

3

5 QUOTE:

- exactly what you are selling: confirm the specification of your product;
- prices in buyer's or another hard currency, including terms of delivery (CIF, DDP, FOB, etc.) and validity:
Total: 3,450 US dollars CIF.
The prices shown in this offer are valid for a period of 60 days from the date hereof.
- discounts: for cash/bulk, etc.;
- terms of payment: cash with order / open account / letter of credit, etc.*:
Payment by irrevocable letter of credit in US dollars on a United States bank, allowing part-shipment, trans-shipment and house bills, and valid for 90 days from order date.
Payment with order by banker's draft or cheque on a US bank.
- shipping date:
The goods will be ready for shipment 3 to 4 weeks from receipt of your written order and confirmation of your letter of credit.

6 End on an optimistic note and encourage the customer to phone, e-mail or fax you personally for more information.

* Terms of payment are covered in more detail in Unit 7.

3 Here is a printout of your current stock position and prices. You'll need to refer to this again during the activity.

AntiSpy Products Inc.

Inventory position and prices

April 7, 20__

CJ 4000P BUG DETECTOR

Stock now: 45

Next delivery to warehouse: Jun 15 Quantity: 100

List price: \$359 CIF Discounts: 5+ 20% 10+ 25%

LR 44 "OCTOPUS" TELEPHONE SCRAMBLER

Stock now: 9

Next delivery to warehouse: Aug 15 Quantity: 300

List price: \$299 CIF Discounts: 5+ 20% 10+ 25%

Note: Customer must acquire import license for this product (CCCN 0303 8100)

SP 700 SCREEN PROTECTOR

Stock now: 75

Next delivery to warehouse: May 30 Quantity: 500

List price: \$299 CIF

Offer price to May 1st: \$199

\$499 for six

Notes: Customer must specify size and make of screens to be fitted

Normal discounts do not apply before May 1st

GR 440 SCREEN SPY

List price: \$2950 FOB airport

Available to special order only, cash with order. Customer must provide import license (CCCN 4102 2000).

Ready for shipment date: 12 months from date of order

B *Work in pairs* Using the information given in the advertisement and the printout in A, draft replies to Enquiries #1 and #2.

➡ After you have written each draft, show it to another pair and discuss these questions:

- Does it cover all the essential points?
- Is it clear, concise and courteous?
- Will it create the right impression?
- Is it the kind of letter, e-mail or fax you would like to receive yourself?
- Is the information correct?
- Does it sound natural and sincere?

Enquiry #1

Please send your catalog and charge my American Express Card #667589980 - Expiration date August 15, 20__.

Regards Hanson,
Johnson Oil, Brisbane, Australia

*Thank you sending you our catalogue
Debited your American Express card \$50 US
\$50 will be discountd from your purchase
Get in touch with me if you have any queries*

Enquiry #2


Do you supply a portable listening device detector? ^{Yes} Is this available from stock? Please quote your best DDP air freight price for five.

Sincerely,

José Perez, Andes Mining Co, Bogotá, Colombia

Quote price— all our prices include shipping

\$50 secures our complete 120pp catalogue

C  *Work in pairs* You'll hear a phone call: one of your colleagues is on the phone to

Japan. Listen to what he says and alter the inventory position on your printout in A 3. Then draft replies to Enquiries #3 and #4. Again, get another pair to evaluate each of your drafts.

I would like to know about the availability of a telephone scrambler. If you have one, please let me know the price. Is this product suitable for both tone dial and pulse dial? Also is it suitable for different voltages?

Best, Mary Graham

*Quote prices Available now / from Aug 15
Yes to both suitability queries
Catalogue \$50*

Enquiry #3

Mr Orambo from Lagos, Nigera wants to know about the Screen Protector. He needs 10 for customers of his.

*Sorry we can't supply -- import restrictions into Nigeria introduced last year.
Our former distributor (Kano Security, Independence Square, Kano) may still have stocks.*