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新剑桥职业英语 (3)

Business Explorer 3

Cambridge
Professional
English

学生用书

Student's Book

Gareth Knight
Mark O'Neil

人民邮电出版社
POSTS & TELECOM PRESS

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新剑桥职业英语 (3) 学生用书

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前言

博思职业英语考试 (BULATS-Business Language Testing Service) 已被全球 30 多个国家和地区的知名跨国企业和政府部门作为单位内部职业外语测评工具或作为政府项目的语言测评工具。越来越多的人开始认识到职业外语技能对个人事业发展的重要性;越来越多的企业认识到,在全球经济一体化的形式下采用先进的职业英语标准对于提高企业的竞争能力是至关重要的。

博思考试主要面对的是职场各类从业人员,也适合于正在学习语言课程或是商务课程的学生和雇员。

鉴于博思刚刚进入中国市场,针对博思考试的专门用书还正在编写过程中,为迎合考生备考的需要,英国文化协会推荐本书作为博思考试用书的一部分。

本书根据剑桥大学出版社的原版书 *Business Explorer* 出版,全书共分三册,并配有教师用书、学生用书听力 CD、学生用书听力录音带。每册均有 15 个单元,涵盖了从初次见面到商务谈判的各个环节,内容丰富,紧跟时代。为配合本书,还发行了《博思考试指南》(含博思考试的考生手册、演示光盘、样卷及样卷答案等)。使用该书仍需补充其他材料,特别是相关文化背景知识和阅读、写作等提示。令人高兴的是,人民邮电出版社配合该书出版了相应的《学习辅导手册》,为考生增加了该方面的内容。

另外,如果该书在课堂上使用,建议:

- 基础水平者使用第一本教材,并补充阅读和课堂活动;
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2004 年 10 月

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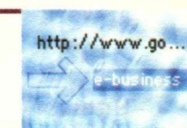
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UNIT 1

Getting in touch

UNIT GOALS

- using the telephone to call new contacts
- skills for following up on the telephone



TALKING POINT

- How often do you have to call someone you don't know? How do you feel?
- Do you like receiving calls from people you don't know?
- Do you like speaking on the telephone with people you do know?

Part A

Getting through to the right person

1 Culture focus

What do you like to be called by people you don't know? By people you do know?
Discuss your preferences with a partner. Then read the text below.

- Suppose you're unsure of the gender of the person you're calling (say the first name is Jo), or you don't know if you should use the first or last name. Play it safe and use both: "Can I speak to Jo May please?"

- When speaking to people, you have to use your judgment. People have different views on what they would like to be called and they don't wear signs announcing their preferences, such as "Call me Jane" or "Call me Ms. Jones." You'll even find that someone you might refer to by his or her last name in company can be addressed by his or her first name in private.

- In formal situations and on official occasions – when you are doing something where you represent not only yourself but also your company – stay away from nicknames. Not "Chaz" but "Charles."



- On an envelope, you should use a title if possible. When in doubt, "Ms." is fine. If someone asks for "Mrs." or even "Miss" you can change it in your database, but let "Ms." be your default for women. If you're unsure whether to use "Ms." or "Mr." in the case of one of those names used by both men and women, leave out the title.
- Finally, remember that when you travel internationally, you should expect to find most cultures use more formal titles and surnames than those used in American culture.

Compare your preferences with another pair.

2 Language focus

Ravi Singh sells health insurance. He is calling two different companies to talk to the human resources director. Look at the extracts from two conversations. Match the administrative assistants' questions on the left with Ravi's answers on the right. Compare your answers with a partner.

ASSISTANT 1

- 1 Who's calling please?
- 2 And your company?
- 3 I see. Is Mr. Yu expecting your call?
- 4 Well, I'm afraid Mr. Yu isn't available at the moment. Could you please send your company catalog, and Mr. Yu will call you if he is interested?

RAVI SINGH

- a No. I'm calling to introduce Mr. Yu to our company's products.
- b OK. I'll put one in the mail.
- c Ravi Singh.
- d Health Consultants Ltd.

ASSISTANT 2

- 5 Who's calling please?
- 6 Thank you. Are you a client?
- 7 Can I ask you what it's about?
- 8 I'm sorry but Mr. Platt is busy today. Could I take a message?

RAVI SINGH

- e No, I'm not.
- f Ravi Singh of Health Consultants Ltd.
- g No, it's OK. I'll call again.
- h My company supplies health insurance. I'm sure Mr. Platt will be interested.



3 Listening



Listen to Ravi call another company. Answer the questions below.

- 1 Who does Ravi want to speak to?
- 2 Is he successful?
- 3 Why is he successful/unsuccessful?

4 Communication activity

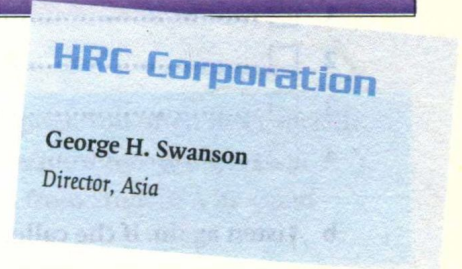
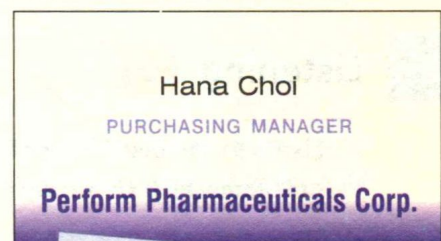
STUDENT A: Look at the information on page 76.

STUDENT B: Look at the information below.

You work for a company selling office automation, for example, PCs, fax machines, photocopiers, etc. Look at Hana Choi's business card. Call her and try to make an appointment.

Now reverse roles. Look at George H. Swanson's business card. You are his assistant. Student A will call you to speak to your boss. Find out who is calling and why. Explain that your boss is busy and doesn't want to be disturbed.

Discuss the problems you had getting through to the right person with another pair.



Part B

Staying in touch

1 Language focus

Each of the telephone dialogs below has communication problems. Match the problem to the dialog.

- The caller doesn't give a reason for calling.
- The caller doesn't identify himself/herself.
- There's too much small talk.

1

A: Hello. James Oakes speaking.

B: Hi James. How are you?

A: Er ... Fine thanks.

B: Great. Hope I haven't called at a bad time.

A: No. It's OK.

B: Good.

A: Sorry, who is this?

2

A: Hello. This is Huan.

B: Hi Mr. Huan. It's Teng.

A: Hi Teng. How are things?

B: Pretty good thanks. And you?

A: Not bad.

B: How was your weekend?

A: Relaxing. I just stayed at home.

B: Great. How's your family?

A: Fine thanks. How can I help you Teng?



"It's me, the guy on the phone."

3

A: Hello.

B: Hi, is this Joean?

A: Yes it is. Hi Lucy.

B: Hi. Busy?

A: Yeah. A little.

B: Yeah, me too. I've been rushing around all morning ...

A: ... Er, Lucy, what can I do for you?

2 Listening



a Listen to the beginning of four telephone conversations. Decide if the conversations are fine (F) or have problems (P). If they have a problem, what is it?

- ☐
- ☐
- ☐
- ☐

b Listen again. If the callers give a reason for calling, what is the reason? Check the reasons you hear.

Called to check that you have received the catalogs I sent. ☐

Called to see if your order was received. ☐

Called to cancel a meeting. ☐

Called to see if we can meet next week. ☐

3

Culture focus

Work in pairs. Look at the dialogs in 1 Language focus and the transcripts for 2 Listening on page 112. The telephone conversations involve small talk, for example, *How was your weekend?* Is small talk a part of business telephone conversations in your country?

Make a list of questions that can be asked to create small talk at the beginning of a telephone conversation.

4

Communication activity

STUDENT A: Look at the information on page 76.

STUDENT B: Look at the information below.

Make two phone calls to Student A using the information below. Prepare what you will say. Don't forget to make small talk.

Situation 1

Call Mr. Ken Suzuki. Mr. Suzuki has been your customer for three years. You meet several times a year. Mr. Suzuki likes to play golf. His handicap was twelve the last time you asked, although he has been sick recently. You want to check that he will place a new order shortly.

Situation 2

Call Ms. Betty Wang. Ms. Wang has been a customer for one year. You have never met, but you talk on the phone regularly. Ms. Wang is studying part-time for her MBA. She likes watching football on TV on weekends. She is an Arsenal fan. You are visiting her town next week and would like to make an appointment.

Now Student A will call you.

Situation 3

You are Geoff Graham. You are the purchasing manager for your company. Student A is a regular supplier. You like Student A and find him/her friendly. However, you are very busy with urgent orders. You will place an order with Student A next week when you have more time. You had a great weekend with your family. The family is fine.

Situation 4

You are Mee-Sung Park. You are the sales director. Student A is a major supplier. You often meet socially. Last week you had dinner together. Student A took you to a seafood restaurant, where you got food poisoning. You're better now. You will send a list of samples that you need from Student A by email this week.

UNIT 2

Email

UNIT GOALS

- politeness in written English
- topic sentences and paragraphs

TALKING POINT

- How often do you use email at work? At home?
- Do you email friends? Customers? Colleagues? Others?

Part A

Writing politely

1

Reading

Two email messages have been mixed up. Look at the two blank emails and the parts of the messages. With a partner, put the emails back together by filling in the boxes with the numbers 1-4 and the letters a-d.

A

To: mwhite@whiteweddings.com
 From: janet@forest.com
 Subject: Forest of ideas

Dear Ms. White

☐ 1
☐ 2
☐ 3
☐ 4

Best regards
 Janet Chen
 Director of Marketing
 Forest Advertising

B

To: ianwilson@bubble.com
 From: tony_ireland@radicalthinking.com
 Subject: Thanks

Hi Ian

☐ a
☐ b
☐ c
☐ d

Tony

- ☐ Give me a call if you can make it.
- ☐ How about dinner tomorrow night? I can thank you personally and catch up on what's happened to you since your promotion.
- ☒ 1 I am writing to confirm your attendance at the "Forest of ideas" fair next week.
- ☐ I hope we will see you on May 16 and I look forward to talking to you again.
- ☐ Thanks for setting up yesterday's meeting for Jane with your boss. I think it was successful :)
- ☐ We hope you can arrive on May 16 to attend a special dinner that evening for our most valued customers.
- ☐ Hope to see you tomorrow.
- ☐ As I mentioned in our telephone conversation, the fair will be held at the Marlon Hotel on May 17 and 18. The founder of our company, Koji Ono, will be talking about his forthcoming book "Reaching the people" during the main session on May 17.

2 Language focus

Put sentences with similar meanings into pairs. Which sentence in each pair is more polite (P)?

- 1 It's on Thursday, as I said on the phone. ☐
 - 2 We are pleased to inform you that Ben Wood, president of Woods, will attend. ☐
 - 3 Could I invite you to dinner to discuss business? ☐
 - 4 Give me a call if you can make it. ☐
 - 5 We would be grateful if you could let us know if you will attend. ☐
 - 6 How about going out for a meal to talk it over? ☐
 - 7 As I mentioned in our telephone conversation, the event will be held in two days' time. ☐
 - 8 Ben Wood is coming. ☐
-

3 Listening

Look at the end of a business email.

John Baxter
Design and development engineer
Microsystems International
Tel +81 3 7533 3989 Fax: +81 3 7533 3991
www.microsystems.co.jp

Listen to John talking about politeness in email messages. Are these statements true (T) or false (F)?

- 1 Email has made business communication less formal. ☐
- 2 You should use formal language with important customers. ☐
- 3 You don't need to use a greeting. ☐
- 4 Always use a "signature" for business email. ☐

Do you agree? Tell a partner how you use email.

4 Writing

Work with a partner. Write two emails.

- 1 Invite a business associate you have known for many years to lunch to discuss the new business magazine your publishing company is launching.
- 2 Send an email message to the director of marketing at Richmond Finance. Ask if you can arrange to meet her to talk about advertising space in your new magazine.

Compare your writing with another pair.
