



昂立(商务英语)教学系列丛书

总策划 林 涛 总主编 杨永平

(BEC2)

剑桥商务英语辅导教程

A GUIDE TO NEW INTERNATIONAL BUSINESS ENGLISH

何光明 主编

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上海交通大学出版社
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前 言

商务英语培训是近几年来兴起的英语培训项目,它反映了我国经济发展对国际型商务人才的迫切需要。经编者调查,目前仅在上海,有关商务英语的课程就有:剑桥商务英语(BEC)系列培训、上海市等级商务英语考试培训、外贸英语函电以及进出口实务英语课程等。但是,作为新兴的英语学习热潮,师资培训、配套教材、辅导书等方面都尚未满足日益激增的市场需求。由此引起了教师教学吃力,难以兼顾精通英语语言与熟谙商务知识的双重任务;学生考试通过率低,实际运用能力差等问题。尽管市场上商务英语书籍漫天飞,但真正做到同时关注商务英语教学与商务英语学习过程的却无数不多。为此,本系列书籍的编写正填补了这一空缺。

本系列丛书按 BEC 等级分为两册,它们浸渍着编者多年的教学经验与研究心得,可以说是理论与实际联系的成果。本书为 BEC2 级,是在 BEC1 级基础上的进一步提升,更具有可读性与实效性。

主要特点如下:

1. 内容实用

较之初级用书,本书这一特点更为突出。虽然沿用上本书中的部分结构版块(商务阅读,实用句型、商务对话、小组讨论、商务演讲),但内容上更为注重学习者实际语言能力和操作能力的训练,增添了商务礼仪和进出口业务词汇及实用信件两大版块,后者按实际进出口业务流程,向读者逐一展示了国际贸易的具体操作步骤。应试技巧部分则详细介绍了剑桥商务英语(BEC2)的考试情况,同时还提供样卷并作了具体的分析。

2. 编排新颖

本书编排承续上册逻辑缜密、形式新颖特点,前半部分主要讨论了商务沟通、职业介绍、工作环境等内容,起到介绍与导读的作用,而后半部分逐步涉及一些较为专业的商务主题,如:营销调研、产品、价格、银行等。同时,各单元结构版块安排更为灵活,从理论知识到实际操练,再通过实践巩固理论知识。此外,精美的插图与文字内容相映成趣,轻松诙谐。

3. 操作性强

各单元前后联系紧密,易于实际操作。通过配以词汇注释的商务阅读、经典句型的学习,然后是商务对话、小组讨论与商务演讲的进一步操练以及商务写作部分的详尽论述和相关练习,能让学习者在实践中做到熟能生巧、学以致用;教师可利用书中提供的新颖模式,充分调动学生的主动性,活跃课堂气氛,充实教学内容,从而切实提高教学水平和教学效果。

本书共分十五个单元,每单元围绕一个商务主题展开叙述,结构安排合理,内容选择严谨,凸显了学术性、实用性的特点。精选阅读一改往昔多数英语阅读材料的枯燥乏味,在介绍知识的同时,注重了趣味性。读者在轻松闲适的氛围中,借助词汇表内的注释能更好地认识与理解文章主题。教师可安排学生课前预习,思考文章前面的问题,以便课堂上学生积极参与讨论;口语练习由经典句型、商务对话、小组讨论、商务演讲组成,各部分环环相扣,逐步推进。学习者可以通过给定材料开展一些自说练习,或在教师的指导下积极参与课堂讨论,在“实际”情景中提高自己的口语水平;商务礼仪主要阐述了中外商务礼仪差异,以及国际商务交往中应注意的问题,学习者可借此身体力行,活学活用;业务信函与写作指导提供了一系列实用信件与相关词汇,内容涉及各种进出口业务流的经典信件及多种商务信函的写作,除了详尽的商务写作技巧及经典范例,还配有练习使学习者进一步巩固学到的知识;应试技巧主要针对剑桥商务英语(BEC2)考试,根据剑桥商务英语考试大纲,书中分别介绍了阅读、写作、听力、口语的应试技巧及其它注意事项,并配有最新全真题和模拟练习题。

在本书编写的过程中,外国专家 David、Richard、Stephen 提供了许多宝贵的意见,编者的好友陆骅,花费了许多时间为本书编排格式、挑选插图,在此,对他们表示衷心的感谢。由于编者水平有限,书中不尽如人意之处,敬请广大读者、专家、同行不吝指正。

“不积跬步,无以至千里。”任何知识的获得皆非朝夕之功,它是一个不断积累、不断实践的过程。本书只是读者学习途中的指路人,抑或说是其前进阶梯。读者能从中获得切实的收益和帮助,则是我们最大的快慰!

何光明

2003年9月

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Unit 1 Face-to-Face Interaction

1 Brief Introduction to the Unit(简介)

沟通交流是商业交往中双方达成默契的主要方式。本单元前半部分围绕商务沟通这一主题提供了阅读、口语练习以及相关商务礼仪。阅读部分详细阐述了言语沟通(verbal communication)与非言语沟通(nonverbal communication)的重要性。口语练习同样体现了这一主题,其形式包括实用句型、商务对话、小组讨论及商务演讲。



补充知识分两部分,分别介绍了商业书信的基本写作原则与格式,以及进出口业务第一环节——建立业务联系的相关词汇与范例信件。

2 Business Reading(商务阅读)

2.1 Business Reading One

Pre-reading questions:

What skills does verbal communication involve? According to the text, what will become of us without the means of communication? What is the sole purpose of the existence of a language? Why is your communication ability related to your qualification for the job you choose? Is it possible for one to be a "born writer"? How can one improve his/her communication skills?

Communication in the World of Work

1] "What you don't know won't hurt you."

"No news is good news."

"Silence is golden."

What would happen if your family, your friends, your teachers, your

local businessmen, and others upon whom you depend for a variety of necessities and **luxuries** of living suddenly were to decide to guide their lives according to these familiar old sayings? You and the rest of us soon would suffer the **consequences** of emotional, intellectual, and physical **starvation**. Why? Simply because we must communicate — exchange ideas and information with those around us — in order to satisfy ourselves as human beings. Languages were developed — and still exist — for the sole purpose of giving us a **means** to express ourselves and understand others.

Communication — the use of language to speak and write our thoughts and to read and listen to the thoughts of others — is not enough to satisfy us by itself. We also must occupy at least part of our time with activities that result in the production of goods and services that all of us require to satisfy a wide variety of needs. Therefore, with the exception of those persons of independent means, nearly all of us enter the world of work.

Today's world of work offers countless opportunities to choose from hundreds of interesting and **rewarding** careers in **retailing**, manufacturing, banking, **insurance**, advertising, **real estate**, automotive mechanics, and other types of business enterprises. The only "catch" to such opportunities is that you must be qualified to perform the duties of a secretary, a salesperson, an accountant, a **cashier**, a clerk-typist, a machine operator, a mechanic, or whatever other occupation you may choose.

Many of the qualifications you must have in order to enter and succeed in the world of work depend, of course, upon the kind of work you wish to do. Knowing how to operate a **lathe**, for example, isn't very likely to open many doors if you wish to be a secretary. On the other hand, being able to type or write **shorthand** won't be of much on-the-job help if you want to be a lathe operator. Obviously, all of us must decide sooner or later what we want to do and then take the steps necessary to prepare ourselves for the careers we choose before we enter the job market.

What does your ability to communicate have to do with your being qualified for the job you choose? No one in the world of work — regardless of his or her job title — works completely alone. Consequently, no one is

completely “communication **exempt**.” Every employee receives instruction from supervisors, reports his progress to his immediate **superiors**, and exchanges ideas and information with his co-workers. And the duties of a great many employees bring them into contact with some **segment** of the public: customers, suppliers, dealers and visitors. In brief, everyone in the world of work has a basic need to speak and listen, to read and write.

To qualify as a secretary, for example, you will need to be able to type, take dictation, **transcribe** dictation, answer the telephone, receive visitors, write letters on behalf of your employer, **requisition** office supplies, keep records of appointment... It takes a lot of listening, speaking, reading and writing every day of the week to earn and keep a **secretarial** position, doesn't it?

One of the first things you have to do as a **salesperson** is learn just about all there is to know about your company's products or services and also those of your **competitors**. Then you have to put this knowledge to work by going out and meeting people and convincing them that they need and should buy your company's products or services. Whether you **achieve** your goal of **writing up** orders or not, you would have to prepare and **submit** reports of your discussions with customers and **prospective** customers; plan and submit **itineraries**; keep and submit records of hotel, food, entertainment, and other necessary business expenses; and so on. Also, you have to keep your eyes and your ears turned to developments affecting the products or services you promote and the market to which you sell. To be a salesman, you don't have to have the ability to “charm the birds out of the trees”; but you do have the ability to communicate effectively with people.

Communication is vitally essential to achieving the varied goals of total living, not just to fulfilling those connected with the world of work. To participate meaningfully in social, cultural, political, and other types of human activity, we must be able to speak, listen, write, and read **effectively**. To do this, we must learn a language and develop skills in using it. In a linguistic sense, none of us is born with the ability to communicate:

expressions of the “born writer” type are as out of place in the world of work as are the **axioms** mentioned previously. An effective writer — like an effective speaker, listener, or reader — is simply a person who has mastered the art so well through thoughtful study and through continual practice that the rest of us think he has innate talent.

Our preparation for entering the work-force and for life in general is based to a large extent on the study of language and the development of language-arts skills. Beginning with the three R’s of formal education — reading, “**riting**, and ” **rithmetic** — all of us gain general communication competence through courses covering such subjects as spelling, **penmanship**, grammar, composition, and literature. However, those of us who **aspire** to enter and succeed in the world of work need special competence in business English and communication. They should work to study practical principles of communicating in person, by telephone, by writing documents (letter, report, memo, etc.)

Words and Expressions to Learn:

luxury *n.* 奢侈品
 consequence *n.* 结果
 starvation *n.* 饥饿
 means *n.* 方法; 工具
 rewarding *a.* 得益的
 retail *n. /v.* 零售
 insurance *n.* 保险
 real estate 不动产
 cashier *n.* 出纳员
 lathe *n.* 车床
 shorthand *n.* 速记
 exempt *a.* 被免除的
 supervisor *n.* 主管
 superior *n.* 上司
 segment *n.* 部分

transcribe *v.* 抄写; 誊写
 requisition *n. /v.* 征用; 申请领取
 secretarial *a.* 秘书的
 salesperson *n.* 推销员
 competitor *n.* 竞争者
 write up 详细写
 submit *v.* 提交
 prospective *a.* 预期的; 未来的
 itinerary *n.* 旅行计划
 achieve *v.* 达到, 实现
 axiom *n.* 公理; 自明之理
 ’riting (writing) 写作
 ’rithmetic (arithmetic) 算术
 penmanship *n.* 书写; 书法
 aspire *v.* 渴望; 追求

2.2 Business Reading Two

Pre-reading questions:

What is nonverbal communication? According to the text, what should be done before the first employment interview? What is the proper way to shake hands with the interviewer? What does the little drama demonstrate? What judgments do we make based on nonverbal messages?

Nonverbal Communication

“At last after four years of college we are about to **embark on** our first employment interview. We know the importance of making a good impression, so we pay particular attention to every detail of our physical appearance. After showering we look in the mirror and decide to trim our beard. However, as we reflect further we conclude that the beard must go. So, for the first time in three years, a **razor** touches our face. At the same instant we **mutter** something about the fact that people will do anything for a job. Now the after-shave **lotion** is **splashed** on so that we will smell as good as we look. Then we select a freshly ironed shirt, one that matches the new suit and tie. On with the shined shoes, **retrieve** the new thin **briefcase**, and we now are ready to present ourselves.”

“At precisely eight-fifteen we knock lightly, yet decisively, on the door marked Vice President of Personnel. From inside a voice responds, ‘Please come in.’ We enter. Behind a large oak desk sits the vice president — a middle-aged woman in **mod** clothes! She smiles, we return her smile, and she **motions** us into the room. After a few brief seconds, during which we look at one another, she walks over and offers her hand. We remember to **grip** it firmly as a sign of control and self-confidence. We hold on for just the right amount of time and then release her hand. With a nod of her head she invites us to sit down. The interview is about to begin.”

This **hypothetical** episode demonstrates some of the many and subtle ways in which **nonverbal** communication touches our lives. In our little drama the interviewer may well have read meanings in our punctuality, **grooming**, **apparel**, smile, handshake, briefcase, and after-shave lotion.

We, in turn, could have inferred meanings from the vice president's punctuality, grooming, and apparel. We often are unaware of information of this kind. Yet most communication researchers agree that in normal face-to-face interaction only about 35 percent of the social content of a message is **conveyed** by words. The rest is transmitted through nonverbal behavior.

Nonverbal communication clearly plays an important role in our lives. Consciously and **subconsciously**, **intentionally** and unintentionally, we send and receive nonverbal messages. In addition, we make important judgments and decisions based on these messages. We make judgments about the quality of relationships existing between people partly on the basis of their nonverbal behavior. In our Western culture, for example, the distance between communication partners leads us to draw inferences about the closeness of their relationship. If one partner moves away from the other, we may infer that the relationship has ended at least for the moment. Another clue to the quality of a relationship is afforded by the amount, type, intensity, and location of touching. Various zones of our bodies are reserved for certain people. A shifting or avoidance of these zones could be one way of communicating.

We also make judgments about the emotional state of people by observing their nonverbal behavior. If we see a man with **clenched** fists and a **grim** expression, we do not need words to tell us that he is not exactly happy. If we hear people's voices **quaver** and see their hands tremble, we probably infer that they are fearful or anxious, despite what they might say to the contrary. Most of us place heavy reliance on what we see as the outward signs of inward feelings.

We make judgments about the meaning of verbal messages in light of **accompanying** nonverbal cues. If the two kinds of communication contradict each other, we often become **dubious**. When people say they feel fine but look ill, we may ask them to explain the apparent contradiction. We really never know what is going on inside the other person, but taking into account both the verbal and the nonverbal data enables us to make realistic guesses.

Words and Expressions to Learn:

embark on 开始; 从事

razor *n.* 剃刀

mutter *v.* 嘀咕

lotion *n.* 洗剂

splash *v.* 溅湿

briefcase *n.* 公文包

retrieve *v.* 找回; 重新获得

mod *adj.* 考究的; 时髦的

motion *v.* (做手势或点头) 示意

hypothetical *adj.* 假设的

nonverbal *adj.* 非言语的

groom *v.* 打扮

apparel *n.* 服装

convey *v.* 表达

subconsciously *adv.* 潜意识地

intentionally *adv.* 故意地

clench *v.* 握紧; 捏紧

grim *adj.* 严厉的

quaver *v.* 颤抖

accompany *v.* 伴随

cue *n.* 暗示; 信号

dubious *adj.* 怀疑的; 犹豫不决的

3 Practical Sentence Patterns(实用句型)

3.1 Introductions and Greetings

I'd like to introduce myself.

Let me introduce myself.

May I introduce you to our manager, Mr. Li?

I'd like you to meet Jane Brown, our department manager.

I was introduced to her yesterday.

Formal ways of greeting at first meeting:

How do you do?

Pleased to meet you.

Glad to know you.

Nice to meet you.

Informal ways of greeting at first meeting:

Good Afternoon!

Hello!

Hi!

Ways of greeting between acquaintances:

Hello! /Hi!

Afternoon/Good afternoon!

How are you?

How is everything?

3.2 Small Talk

I've been looking forward to meeting you.
Did you have a good journey?
How is your family?
It must be a couple of years since we last met.
Can you tell me something about your hometown?
Do you like playing football?
Where do you come from in Argentina?
What do you think of Shanghai's weather?

4 Dialogues(商务对话)

4.1 Introductions and Greetings

Dialogue 1

- A: Hello, my name is Jack Johnson. Are you one of the staff here?
B: Yes, I am. Nice to meet you, Mr Johnson. I'm Bob Smith. Is it the first time for me to meet you in the company?
A: Yes, I've just come back from America. I've studied business management there for two years.
B: Great. Which department are you working in?
A: I have no idea. The manager hasn't talked to me about this yet. He just told me to look around.
B: I hope you will come and work in our department.
A: I hope so. See you later.
B: Bye.

Dialogue 2

- A: Hey, Jack. How is it going?
B: Oh, hi, Justine. Not bad. How are you doing? Long time no see.
A: Yeah, haven't seen you for ages. I've been swamped with the work in the company.
B: So am I. We must get together sometime in the near future.
A: Good idea. Can we make it sometime next week?

B: OK. Remember "All work and no play makes Jack a dull boy." So take it easy.

4.2 Small Talk

Dialogue 1

A: Ah, good morning, Ms Li, do come in.

B: Hello, Mr. Rossini, good to meet you.

A: Nice to meet you. Face to face instead of on the phone, right? How are you?

B: Fine, thanks.

A: Oh, please sit down. Would you like something to drink?

B: Yes, coffee, please.

A: Black or with cream?

B: Black, please.

A: OK. Here you are.

B: Thanks. Well, how's everything going?

A: Oh, not bad, we're now opening a branch office in Britain.

B: So will you be going there on your travels?

A: Not at the moment, I'm afraid. How's your little girl? Has she started school yet?

B: Oh, yes, she is in the second year now.

A: What, already? Time is flying! Is she enjoying it?

B: Very much, it's much more fun than staying at home.

A: Well, I think we'd better get started. Shall we get down to business?

Dialogue 2

A: What's your impression on our city, Mr. Jackson?

B: Very good. It's clean, modern and beautiful. People in this city are very warm-hearted and hospitable. I really admire your long history and wonderful traditions.

A: You know, every country has its own rich historical heritage.

B: Yes, it's true, but Chinese civilization is one of the oldest in the world.

A: Well, as far as communication systems are concerned, we are still rather backward. We have to learn advanced technology from your country.

B: You've been making rapid progress in the field.

A: But if we want to catch up with the world's most advanced, we still need to make great efforts.

5 Group Discussions (小组讨论)

1) What should you pay attention to in your first meeting with business partners?

Hints:

- physical appearance
- posture
- gesture
- eye contact
- facial expressions
- touch
- space and distance
- punctuality
- silence

...

The above ways of nonverbal communication are rather culturally bound. What are the specific ways within your culture? What do you know are the ways of English-speaking people?

2) How can you avoid misunderstandings in communicating with your business partners?

Hints:

- eye contact
 - summarizing
 - paraphrasing
 - echoing
 - speaking slowly
 - enunciating
 - avoiding idioms
 - body language
- 10 •

- double checking
- using visual aids
- listening attentively
- liquor won't help

...

3) How does your partner use the following forms of communication? What are the advantages and disadvantages of each form of communication? Please arrange them in order of formality and frequency.

Hints:

- faxes
- letters
- e-mails
- phone calls
- memos
- notes

...

6 Business Speeches(商务演讲)

6.1 Topics for Speech

Ask students to make a five-minute speech on one of the following topics. Before making the speech, they should take one or two minutes to write an outline of their speech.

- How can you improve business English?
- What are the advantages of an oral communication?
- What makes a successful business communicator?

6.2 A Sample Speech

How Can You Improve Your Business English?

As we all know, business English is used in business situations, which is one of the branches of English for special purposes (ESP). If people want to achieve an effective mastery of business English, they should know