



昂立(商务英语)教学系列丛书

总策划 林 涛 总主编 杨永平

(BEC1)

剑桥商务英语辅导教程

A GUIDE TO COMMUNICATION SKILL COURSE FOR BUSINESS ENGLISH

何光明 主编

叶兴国 主审



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,它们浸透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 BEC1 级,适用于具备一定英语基础,且粗通商务知识的读者。

本书特色主要体现在以下几点:

1. 内容实用

各单元内容选材均来自实际的商务情境,通过商务阅读、实用句型、商务对话、小组讨论、商务演讲、智力冲浪等形式,使读者对某一具体的商务主题能有一个翔实的了解。同时,本书针对英语学习的特点,注重引导和培养学习者的语言技能,在各单元中有机地安排了阅读、会话、写作的内容。此外,由于主要编者从事 BEC 课程教学多年,深谙该考试的模式及题型特点,因此书中所讨论的应试技巧会让广大应试者受益匪浅。

2. 编排新颖

本书内容编排逻辑缜密、形式新颖,由浅入深地层层推进。前一部分主要讨论一般性商务话题,如打招呼、求职、电话礼仪等,目的是起到介绍与导读的作用;后半部分逐步上升到一些较为专业性的商务主题,如:公司、展销会、电子商务等,以期读者对商务活动有个全景式的了解。而且,各单元结构板块安排灵活,从理论知识介绍过渡到实际情景操练,再通过实践巩固掌握的理论,这一编排有助于读者循序渐进地学习。此外,精美

的插图与文字内容相映成趣,使得页面图文并茂,轻松诙谐。

3. 操作性强

各单元前后联系紧密,易于在实际操作中运用。通过配以词汇注释的商务阅读、经典句型的学习,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、活学活用;教师可利用书中提供的新颖模式,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的主题。教师可安排学生课前预习,思考文章前面的问题,以便上课时学生积极参与讨论。**口语练习**由经典句型、商务对话、小组讨论、商务演讲以及智力冲浪等组成,各部分环环相扣,逐步推进。从学习者的认知心理和语言习得习惯出发,难度递增。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。口语部分录音从 Unit 3 开始。写作指导不仅提供了较详尽的商务写作技巧,还精选了一系列经典信件为范例,内容广泛,涉及各种常见商务话题,有助于提高学习者的商务写作水平与业务水平。**应试技巧**主要针对剑桥商务英语(BEC1)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 Greetings and Introductions

1 Into the Unit (单元入门)

相互介绍、打招呼是商务交往中不可缺少的一部分。由于各国习俗的不同,在此方面的礼仪也大相径庭。因此,熟悉对方的风俗习惯,对商业人士来说是很重要的。我们中国人见面之后,喜欢问“吃过了吗?”(Have you had your meal?),英美人士听后,会误解为想请他们吃饭,因为这是他们请人吃饭时用的开场白。再如:中国人邂逅时常会问“去哪儿?”(Where are you going?)他们听后可能会恼怒,因为这涉及个人私事。很明显,这种打招呼的方式不符合英美人的习惯,他们见面时,喜欢用“Hi”,“Good Morning”等简单的方式打招呼。所以,在与英美公司开展业务时,了解这些差异,尤为必要。但同时有些方面,东西方也有许多相通之处,如:一般都是先介绍年长者及职位高者,以示敬意。



本单元就打招呼、介绍这一主题提供了相关的技能练习。在阅读部分提供了首次见面后如何记住对方名字以及如何寒暄闲聊等详细内容。经典句型、商务对话、小组讨论皆围绕该主题做了进一步讲解与介绍。补充部分为读者介绍了商务写作的步骤及原则。

2 Business Reading(商务阅读)

2.1 Business Reading One

Pre-reading questions:

Do you think it is important to greet someone you meet by name? How can you remember the name of someone you have just met? What can you do if you have forgotten the name of a person who greets you by name? Have you ever had this kind of problem before? How did you solve it?

Names and Greetings

Remembering names is a good way to get ahead at work. There is nothing as pleasant as when someone you have met just once before somehow remembers your name.

Do you have trouble remembering names? One helpful tip is to get the business card of any new person you meet and make notes, right on the card, or attach the card to a large **index** or address **file** card and make **symbols** on the card. Include the date you met, any **distinguishing** physical features that will help you to remember that person, such as **height**, hair color, **build**, and any other **notable** things, such as town of birth, college attended, or **hobbies**. But **keep in mind** that others may **have access** to your card or address files, so be careful in your descriptions and symbols about **clients** or **business associates**.

Another way to remember names is to make a clear **association** between the name or face of a new person and to write that association down, or **memorize** it. For example, someone by the name of Jim Peters may be tall and thin. The association that comes to mind might be the tall and thin Peter of Peter, Paul and Mary, the singing group from the 1960s, so you remember the name Jim Peters for ever more. Or for Lila Dempsey, who is quite active and **energetic**, you might remember her last name because she brings to mind the energetic fighter Jack Dempsey.

What will you do if you see someone you are supposed to know whose name you have forgotten? Try to avoid saying, "Forgive me, but I don't remember your name" and instead take a moment or two to ask questions that might help you remember the name by associations. For example, you might say, "So nice to see you. What are you up to these days?" That question might lead to an answer that helps you put the person in the **context** in which you know each other and helps **trigger your memory** about how you know each other and what the name is. For example, you **run into** someone at a store near your company. She says hello to you by name, and you **are at a loss** what her name is, **let alone** how you know each other.

Your question about what is new results in this answer, "They are **transferring** me to a new library." Obvious follow-up question on your part: "Which one?" "The reference library in the second building," she answers. Then you know she is the company **librarian** you have seen from time to time; her name begins to come back to you as well. "It is so nice to see you again, Jane. Good luck at the new place."

Words and Expressions to Learn:

index *n.* 索引

file *n.* 文档

symbol *n.* 记号

distinguishing *a.* 显著的

height *n.* 身高; 高度

build *n.* 身材; 体形

notable *a.* 值得注意的

hobby *n.* 爱好

keep in mind 牢记

have access to 获得; 进入

client *n.* 客户

business associate 商业合伙人

association *n.* 联想

memorize *v.* 记住

energetic *a.* 精力充沛的

context *n.* 背景; 上下文

trigger your memory 唤起记忆

run into 遇见

be at a loss 不知所措

let alone 更不用说

transfer *v.* 调动

librarian *n.* 图书馆管理员

2.2 Business Reading Two

Pre-reading questions:

Why do people make small talk? What if people fail to make proper small talk? What should people pay attention to in making small talk? What are the suitable and unsuitable topics?

How to Make Small Talk?

Small talk can help **establish a relationship** upon which you can build. As a matter of fact, the **significance** of small talk goes far beyond the relationship to one's boss.

People who fail in the art of speaking a lot without actually saying anything find it harder to **cultivate** relationships in the **workplace**. They need to cultivate their ability to make small talk **frequently**, which is an **essential** part of networking.

However, not everyone is good at small talk. It takes skills to pick the right moment and the right topic with which to start a conversation. There are plenty of topics, although some are not suitable for informal **chat**.

Talk about topics that are of **mutual interest** and **appropriate** in a work **setting** — business small talk — everything from general business trends to art, opera, music, movies, theater, sports, or **best-selling** books, especially if you are talking with someone outside your company with whom you hope to do business. Stay away from **controversial** or **emotion-charged** topics, such as politics, religion, women's rights, as well as **specific** questions about someone's income or the cost of their house or **rental**. You do not want to seem **nosey** or to get into **heated arguments** that may turn your **potential** client or customer away from working with you because of some of your ideas that really **have little to do with** the business at hand. For example, you might get into a heated argument over **vegetarianism** only to discover the seemingly conservative businessman you are talking with, and hoping to do business with, had given up meat, fish, and chicken two years before. You are really not all that much against vegetarianism, but the damage has already been done.

Words and Expressions to Learn:

small talk 闲聊

establish a relationship 建立业务联系

significance *n.* 意义

cultivate *v.* 培养

workplace *n.* 工作场所

frequently *ad.* 频繁地; 时常地

essential *n.* 必要的

chat *n./v.* 聊天

mutual interest 共同的兴趣

appropriate *a.* 恰当的

setting *n.* 背景; 情景

best-selling *a.* 畅销的

controversial *a.* 有争议的

emotion-charged *a.* 感情冲动的

specific *a.* 具体的

rental *n.* 租金

nosey *a.* 好打听的

heated arguments 激烈的争论

potential *a.* 潜在的

have little to do with 与...无关

vegetarianism *n.* 素食主义

3 Practical Sentence Patterns(实用句型)

3.1 Introductions and Greetings

Would you please introduce yourself?
May I introduce myself?
I'd like to introduce myself.
Let me introduce myself.
May I introduce you to our manager, Mr. Li?
Jane, I'd like you to meet our managing director, Mr. Bruce.

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 Morning!
Hello!
Hi!

Ways of greeting between friends:

Hello! /Hi!
Morning/Good Morning!
How are you doing?
How's it going?
What's up?

3.2 Small Talk

- It's nice to see you again.
- I haven't seen you for a long time.
- How was your flight?
- Did you have any trouble getting here this morning?
- The weather is beautiful, isn't it?
- It's a lovely day.
- How is your work in the new branch?
- What do you enjoy doing in your spare time?
- What is your hobby?

- I enjoy studying English.
- Did you see the film last night?
- I wonder if you'd like to join our football team.

4 Business Dialogues (商务对话)

4.1 Introductions and Greetings

Dialogue One

A: Excuse me, may I introduce myself?

B: Certainly.

A: I am a salesperson from the Shanghai Olong Corporation. Could you take a look at this? It's our latest product.

B: Sorry, I'm busy. I have to hurry to a meeting.

A: May we set up an appointment?

B: OK. Please speak to my secretary.

Dialogue Two

A: Have we met before?

B: Yes, I think so. It was in New York. That was a couple of years ago.

A: My name is He Ming. It's nice to see you again.

B: Nice to see you too. Please call me Jack. I work in the sales department.

Dialogue Three

A: Good morning, Mr. Braham.

B: Good morning, Miss Roberts.

A: How are you doing?

B: I'm very well, thank you. And you?

A: I'm fine too. It's nice to see you again.

B: Nice to see you, too.

4.2 Small Talk

Dialogue One

A: It's a lovely day, isn't it?

B: Yes, it's wonderful.

A: I hope it'll stay like this.

B: I hope so, too.

A: I hate rain. There is a lot of rain here in summer.

B: Yes. But today it's terrific. Don't you think so?

A: Yes. Let's enjoy it while we can.

Dialogue Two

A: What do you enjoy doing in your spare time?

B: I take a lot of photos.

A: Oh, that's wonderful.

B: But it's difficult to take a really good picture.

A: I see. Anyway, it's fun.

B: What's your hobby?

B: Well, I've been collecting stamps since my childhood. I'm crazy about stamps.

A: Really? If I have some nice ones, I will give them to you.

B: Thank you.

Dialogue Three

A: I'm going to study in Britain.

B: Really? When will you leave?

A: I plan to leave next Friday. And I've already booked the ticket.

B: How long will you study there?

A: About three years.

B: That's a long time. I wish I could go as well.

A: I hope you can. You can visit me there.

B: Thank you! Have a nice trip and enjoy your study there.

A: Thank you!

5 Group Discussions (小组讨论)

- 1) How should you greet English-speaking people? What are the common **greeting ways** within your culture?
- 2) **What are the right topics** for small talk with an English-speaking **person**? **What are they** in your culture?
- 3) What should you pay attention to when making introductions?

Hints:

- Introduce the younger to the older or vice versa?
- Introduce ladies to gentlemen or vice versa?
- Introduce the junior to the senior or vice versa?
- Introduce a less important person to a more important person or vice versa?

- 4) What names should you use when making introductions? What are the common sentences used in making introductions?

Hints:

- First name/given name
- Last name/family name/surname
- Nickname
- Full name

6 Business Speeches (商务演讲)

6.1 Topics for English speech

Ask students to make a three-minute speech on one of the following topics. Before making the speech, they should write an outline within one minute.

- 1) First impressions count.
- 2) How to greet English-speaking people
- 3) How to make small talk

6.2 A Sample Speech

First Impressions Count

What are you really selling to your customer, wherever he or she is from? Is it your goods, your company, your service? Not really. The most important thing you are selling is yourself. Think about it. You are the face of your company. You are the person your customer meets face to face. You give the



impression of how good or trustworthy your company is. So that first meeting is very important.

What can you do to sell yourself better? Firstly, your appearance is important. First impressions are lasting impressions. Your style of dress — smart, organized, ready to work, business like. Your body language — open, welcoming, friendly, trustworthy. The words you use and how you say them — welcoming, confident, assuring. All of these things together say, “I am a person you can do business with.”

If you think that is all you need to do, you will soon lose your customer, as he or she will see your impression as an act. You need to follow up with results, and produce the goods for your customer. You need energy and enthusiasm to show a sense of responsibility and be ready to meet the customers' needs. This will ensure that you not only win the customer, and give him or her a feeling of confidence in your company, but also keep him or her with your company. This is what good service is all about, but it all starts with that first meeting, and how well you present yourself. Make a good impression.

7 Work out Solutions (智力冲浪)

- 1) You meet someone very important to you for the first time, and you are told his name. However, the next time you meet him, you unfortunately forget his name. How will you deal with the situation?
- 2) You are an American working in China. When you make friends with Chinese people, they always ask you these three questions. “Where are you from?” “Where do you work?” “How much money do you make?” The first two you may be happy to answer but the last one really annoys you. How can you explain this to your Chinese friends?
- 3) You are a Chinese student and have been studying English for ten years. However, your spoken English is not good, and you really want to improve it by talking to native English speakers. Unfortunately, you do not have any friends of that kind. How can you approach native English speakers and make friends with them?

8 Supplementary Knowledge (补充知识)

商务写作包括商务书信(Business Letters)、备忘录(Memo)、报告书(Report)、会议记录(Minutes)、传真(Fax)、电子信件(E-Mail)等。若想写出一封措辞得体、自然流畅的商务信函或一份条理清晰、层次分明的报告书,不仅需要具备扎实的商务英语基础,而且还要熟悉商务写作的一般原则、特征和风格。

8.1 商务写作的步骤(Steps for Business Writing)

1. 清楚写作的目的(Know Your Purpose)

每一封商务交流信函都有其明确的目的:或提供/获取信息(we inform or request),或劝说对方接受自己的产品(we persuade),或鼓励他人采取行动(we motivate)。它可以归纳为几个问题:

- What do you want to say?
- What point will you cover?
- In how much detail will you write?

2. 了解读者(Understand Readers)

- Who needs to know this information?
- What do they already know about this topic?
- What response do I need from recipients?

3. 收集信息(Gather Data)

信息的收集应围绕信函的主题。常见的收集信息的方法有:

- Reading files, records and reference materials
- Reviewing computer data banks
- Consulting with experts

4. 整理信息(Process the Information)

5. 选择传递信息的形式(Choose the Method of Communicating)

简单的问题可以通过电话联系,较复杂或需要正式形式的交流就需要以信函的方式来完成。

6. 拟定草稿(Draft the Writing)

7. 修订与校对(Revise and Proofread the Writing)

8.2 商务写作的原则(Rules for Business Writing)

1. 完整(Completeness)

内容完整是商务信函写作的基本原则之一。可以用5个“W”来检验一封商务信函的完整。如在订购函中：

- What — what you want.
- When — when you need the goods.
- Who & Where — to whom and where the goods are to be sent.
- How — how the payment will be made.

2. 具体 (Concreteness)

商务信函应写得生动、具体、明确，而不宜含糊其辞、抽象。如 We wish to confirm our order dispatched yesterday. 像句中的 yesterday 这类词应尽量避免，最好用确定的时间，可改为 We wish to confirm our order dispatched on 8th April.

3. 清楚 (Clearness)

业务信函应使用直接、简明、正确的语言，确保信函的内容清楚、明白，不会令人误解，避免使用模棱两可或不恰当的表达。如 As to the steamers sailing from Hong Kong to San Francisco, we have bi-monthly direct service. bi-monthly 在句中可以理解为“一月两次”或“两月一次”，容易引起歧义，所以，此句最好改为 We have two direct sailings every month from H. K. to San Francisco. (我们从香港到旧金山的直达班轮每月有两班。) 或为 We have a direct sailing from H. K. to San Francisco every two months. (我们从香港到旧金山的直达班轮每两个月有一次。)

为了避免含糊，还应把句子中相关联的部分尽可能彼此靠近，某些词的位置不同会导致句子含义的大相径庭。如：

Only we can supply this kind of product. (只有我们能提供此产品。)

We only can supply this kind of product. (我们仅提供此类产品。)

4. 简洁 (Conciseness)

清楚和简洁常相辅相成，摒弃信中的陈词滥调并且注意句式的变化可使信息一目了然。如：We intend to purchase new office furniture and shall buy it before the end of the financial year. 此句话中 purchase new office furniture 和 shall buy it 的意思是一样的，重复使用给人累赘感，可改为 We intend to buy some new office furniture before the end of the financial year.

5. 礼貌 (Courtesy)