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- 全国商务英语研究会推荐教材

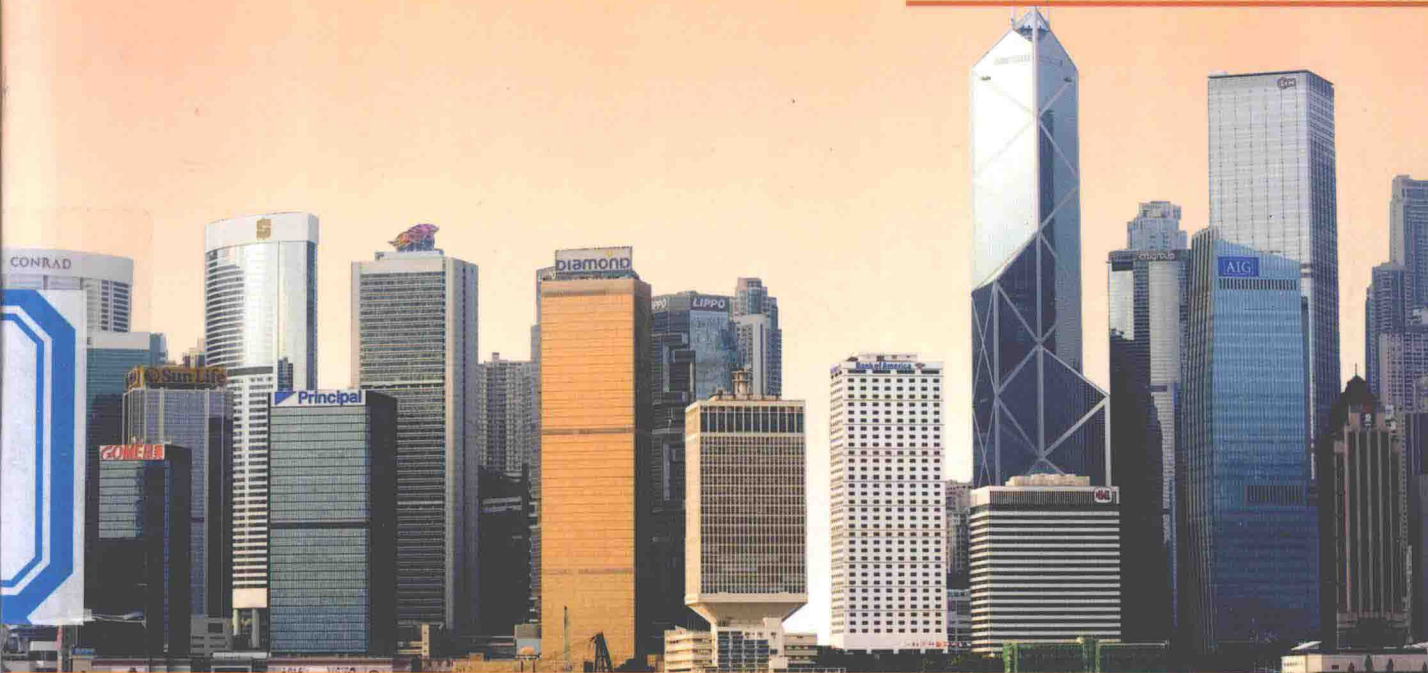
新编商务英语 (第二版)

听力教程 3

Business English
Successful Listening
(Second Edition)

总主编 虞苏美 张春柏
主 编 沈爱珍

Student's Book



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前言

要提高听力，必须培养准确感知英语语音、语调的能力，熟练掌握系统的英语基础知识，了解和熟悉相关的文化背景知识。提高听力绝无捷径可走，最根本的方法就是多听多练，只有多听多练才能变“听不懂”为“听得懂”，变“被动”为“主动”。但如何提高听力训练的效率，较快地提高听力水平，则是有科学讲究，有规律遵循。

《新编商务英语（第二版）听力教程》旨在通过由浅入深、由易至难渐进式的、科学的听力技能训练，逐步提高学生的“听”的能力。

《新编商务英语听力》在多年的实际教学使用中受到了广泛好评。借这次改版的机会，《新编商务英语（第二版）听力教程》在充分总结多年教学实践经验的基础上对原教材作了进一步完善，使之编排更科学，特点更鲜明，内容更精炼，梯度更合理，形式更生动活泼，以期达到更好的教学效果。

本教材虽然是为商务英语专业的学生而设计和编写的，但也可用作非商务英语专业学生的教材和英语爱好者的自学课本。本书共计4册，总教学课时为240学时，每册60学时。第一、二册以训练学生的基本听力技能为主，为提高其商务英语的听力水平奠定扎实的基础；第三、四册注重提高学生商务英语的实际应用能力。

本书为《新编商务英语（第二版）听力教程》第三册，共15个单元及期中、期末两篇测试题。每单元由4个部分组成：前3个部分的内容涉及贸易、投资、金融、股票、保险、物流、快递、谈判及网上交易等各类商务活动，其中第一、二部分拟用于课堂教学，第三部分可用作课外练习，教师和学生可根据教学实际灵活使用。第四部分为幽默故事，旨在活跃教学气氛、增强趣味性的同时，帮助学生增强语感，提高听力。

本书另配有教学参考书及磁带和MP3光盘。

编者

2012年6月

于华东师范大学

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Part I

New Words and Expressions

intensify	加强, 加剧
remittance	汇款; 汇款额
prompt	促使
promote	促进, 推销

capture	夺得, 赢得
absorb	吸收
transformation	变化, 改造, 改革
terms of delivery	发送条款; 交货条件

A

What Is Exporting?

Mark the following box before each statement with "T" for true or "F" for false.

- 1 Surprising as it may sound, no country except China can produce all the things it needs.
- 2 Exporting is a process of earning foreign currency by selling in foreign markets.
- 3 The exporter must provide the right product in the right place, at the right time and at the right price.
- 4 Generally speaking, selling goods in foreign markets is more complicated and difficult than selling in one's domestic markets.
- 5 The exporter must learn the whole set of special procedures and practices to overcome difficulties.
- 6 To quote an export price we need only take into account the ordinary cost of the products.

B The Importance of Export Trade

Make the right choice according to the information you hear.

- _____ is the key to developing foreign trade of a country.
A. Export B. Import C. Expansion of export
- By exporting, a country can obtain _____.
A. raw materials B. foreign exchange C. equipment
- _____ of China's foreign exchange income comes from export trade.
A. 80% B. 70% C. 60%
- Competition can prompt the enterprises to _____.
A. improve the quality of their products
B. increase the variety of their products
C. Both A and B.
- Exporting agricultural products can _____.
A. increase farmers' income and stimulate agricultural production
B. promote national economy
C. increase farmers' income and promote agricultural economy



Part II

New Words and Expressions

narrow down	使变狭窄; 使缩小范围	wholesaler	批发商
retailer	零售商	intermediary	中间人
journal	期刊; 杂志	directory	姓名地址录; 目录
China Council for the Promotion of International Trade	中国国际贸易促进会		
sanitation	卫生	levy	征收

profoundly	深深地	humidity	湿度
temperate zones	温带	timber	木材
absorption	吸收	embrace	包含
end-user	最终用户	influential	有影响的
clash	冲突	variable	变数; 可变物
marketing	营销	overhead	常用开支



Export Market Research

Fill in the blanks according to the information you hear.

To do market research, the exporter should:

- a. use _____ such as important information sources including: the number of _____, _____ and other kinds of marketing _____, _____ and _____ and _____ to narrow down the scope of the research and find out _____ and from what sources.
- b. bear in mind _____ of his target market, such as _____, _____, etc.
- c. know _____: What products are _____ or _____ in import activities? What goods are levied _____ against?
- d. bear in mind the influence of geography on _____ and _____ in a country. Temperature, _____ and _____ may affect functioning of some equipment.
- e. take into account the _____, _____ and _____.

B Variables in Marketing

Fill in the blanks according to the information you hear.

Some of the Variables in Export Marketing

1 Product

_____ will be made for export?

What are the _____?

2 Presentation

It is closely related to _____.

It is what the product _____.

The styling details of a product, such as _____, _____ or _____ have great influence on _____ of it.

_____ is another important aspect of product presentation.

3 Pricing

The price of the product depends on _____, _____ and _____.

The cost includes not only _____ but also _____.

4 Marketing Channels

The export goods have to be sold to _____ through which _____ are reached.



Part III

New Words and Expressions

sample 标本; 样品

inquiry 询价

in triplicate 一式三份

quote 报价

proforma invoice 形式发票

indispensable 不可缺少的; 绝对必要的

haulage

拖运

theft

偷,行窃

recoup

赔偿; 获得补偿

consignment

交付; 托销

A

Exporting Procedures (1)

Fill in the following table according to the information you hear.

Main Exporting Procedures (1)	
1. Sampling	See to it that the sample _____.
2. Quoting a Price	Take into account _____, _____, _____, _____, _____ and so on when quoting. Some customers may ask the exporters to quote in the form of _____.
3. Confirming a Sale	Use _____ or _____ to confirm a sale. Such details as _____, description of goods, _____, unit price, _____, terms of delivery, _____, ports of shipment and destination and so on are indispensable.
4. Preparing Goods for Shipment	Make arrangements _____ for _____ and then _____.

B

Exporting Procedures (2)

Fill in the following table according to the information you hear.

Main Exporting Procedures (2)	
5. Commodity Inspection	It is an accepted practice of the exporter to _____.

(Continued)

Main Exporting Procedures (2)	
6. Transportation	Ways of transportation in international trade are _____, _____, _____, _____ and TAT.
7. Insurance	Use insurance to _____ and _____ from the insurance company.
8. Getting Payment	The six methods of obtaining payment are _____, _____, _____, _____, _____ and two types of _____.



Part IV

The World of Humor

Answer the question according to what you hear.

How did the salesman finally get his interview?



2





Part I

New Words and Expressions

FOB	离岸价格	C & F	到岸价格(成本加运费)
CIF	到岸价格(成本、保险费加运费)		
clause	条款	incidental charge	杂费
Barcelona	巴塞罗那[西班牙东北部港市]		
charter	租赁(船只,飞机,车辆等)		
generate	产生,发生	revenue	收入,受益
maximize	把...增加到最大限度		

A

Some Special Terms in Export Trade

Make the right choice according to the information you hear.

- In order to _____, the exporter should make clear the meanings of some special trade terms.
 - call for the attention of his overseas buyer
 - avoid a misunderstanding with his overseas buyer
 - define the method of delivering the goods
- When quoting CIF, the seller will ask for a higher price because _____.
 - he would include only insurance
 - he would include only freight
 - he would include insurance and freight