

人社部教育培训中心商务英语岗位能力培训指定教材



商务英语 (CBET3) 读写教程

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人力资源和社会保障部教育培训中心商务英语岗位能力考试培训指定教材

商务英语读写教程

上海交通大学出版社

内容提要

本教材分12个单元,每单元包括三大板块:阅读板块、写作板块和应考练习板块。教材紧扣考试大纲和考试样题难度,围绕1500左右的核心商务词汇展开,按照本级别所要求的商务功能模块知识要求,在选材上力图做到内容素材新,有时代感,突出职业相关性。阅读和写作训练贯穿全书。每单元设置“应考训练”板块,突出培训内容与考试相关性的特点。

本书是“商务英语岗位”能力培训指定教材,主要阅读对象是有意从事涉外商务工作的高等院校学生、涉外商务从业人员和其他社会相关人员。

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编者说明

随着我国加入世贸组织,涉外商务活动日益频繁,各地对熟练掌握商务英语的国际商务人才的需求显得极为迫切。为了满足企事业单位对涉外岗位人员英语能力测评的需要,促进涉外人员岗位能力的提高,人力资源和社会保障部教育培训中心推出面向全国的商务英语岗位能力培训项目(英文简称 CBET)。

《商务英语读写教程》(三级)的编写是以商务英语岗位能力(三级)(CBET3)考试大纲为基础,以现代商务活动为素材而编写的培训考试用书,主要针对有意从事涉外商务工作的高等院校学生(尤其是高职院校学生)、涉外商务从业人员和其他社会人员。

本教材分 12 个单元,每单元包括三大板块:阅读板块、写作板块和应考练习板块。该教材紧扣考试大纲和考试样题难度,围绕 1,500 左右的核心商务词汇展开,按照本级别所要求的商务功能模块知识要求,在选材上力图做到内容素材新,有时代感,突出职业相关性的特点;该教材的阅读和写作训练贯穿全书,每单元设置“应考训练”板块,突出培训内容与考试相关性的特点。

在学习了阅读板块和写作板块后,在应考练习板块中要求考生能读懂商务信函、广告、备忘录、便条、通知等商务材料,能运用有效的阅读技巧,掌握中心意思,理解主要事实和相关细节,并能够进行归纳推理;能够运用基本的写作技巧,在规定的时间内完成撰写一篇内部通信(包括便条、留言、备忘录或电子邮件),撰写一篇常见商务信函。要求做到内容完整,格式正确,语言准确,语意连贯。

《商务英语读写教程》(三级)由上海工商外国语职业学院祝慧敏老师、上海第二工业大学吴黄知老师任主编。无锡商业职业技术学院徐福文、申厚坤、季正红老师,上海工商外国语职业学院孙金丹、尤佳老师,山东科技职业学院姬凤仙老师,浙江商业职业技术学院吴丽云老师,苏州经贸职业技术学院张欢、刘晓燕老师参加了本书的编写。

由于编写时间紧迫,书中错误难免,希望大家在使用过程中多提宝贵意见,以便我们进一步改进与完善。

编 者

2010 年 5 月

目 录

Unit 1	Application and Interview	1
Unit 2	Job Contract	15
Unit 3	Company Profile	27
Unit 4	Receiving Visitors	41
Unit 5	Meeting Arrangement	53
Unit 6	Purchasing Equipment	65
Unit 7	Marketing Research	78
Unit 8	Product Promotion	92
Unit 9	Expense Claims	105
Unit 10	Financial Services	119
Unit 11	Trade Contracts	134
Unit 12	Dispute Settlement	151
Key		165

Unit 1 Application and Interview



Reading 1

① Match the words and phrases with their definitions.

- | | |
|---|-----------------|
| 1 | consultant |
| 2 | job-hunter |
| 3 | careers adviser |
| 4 | applicant |
| 5 | receptionist |

- | |
|---|
| A. someone who advises people about a particular subject |
| B. someone who asks for something officially, often by writing |
| C. someone who works in a hotel or office building, answering the telephone and dealing with guests |
| D. someone who looks for jobs |
| E. someone who gives suggestion for employment |

② Read the article below quickly and answer the following questions.

1. In what way are Careers Advisers helpful to you?
2. Why do Careers Advisers prefer to meet people face to face for applications advice?
3. To whom can Careers Advisers be flexible in providing their service?

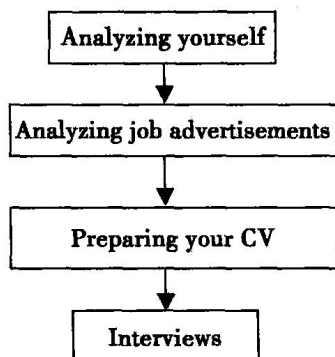
Talk to a Careers Adviser

Whether you have no idea about a career, or need help getting into your chosen area of work, Careers Advisers are here to support you. We are available for one-to-one discussions about your career aspirations or decisions, and about making effective job applications once you have decided on your career path. The guidance process is tailored to suit your needs and consider your personal situation. We provide Application Advice service. What is Application Advice? It's a 15 minutes' appointment with an Application Adviser, who can help you to make an effective job application.

For applications advice we prefer to meet you in person so that we can discuss your situation. However, if it is not possible for you to come onto campus to see an adviser in person (e.g. you are on your year abroad or at home in the vacation) you can email your application to us instead. If you need more time with an adviser after an initial advice session, we can arrange for a longer Guidance Consultation. If you have family or work commitments or if you have a disability, for example, we will be flexible and aim to accommodate your needs.

If you are a job-hunter, we hope the following can let you know more about the typical process of job-hunting and help you to be a successful job interviewee.

Typical Process of Job-hunting



- **Analyzing yourself** It may include identifying what you want, like your interest, values and career goals as well as what you have, like your skills, accomplishment, experience, personality and educational background.
- **Analyzing job advertisements** It mainly consists of five parts: brief introduction of the company, job titles being offered, job responsibilities, qualifications for application, methods of application, etc.
- **Preparing your CV** The best advice is to find out what is appropriate regarding the corporate culture, the country culture, and the culture of the person making the hiring decision.
- **Handling job interviews** What the interviewers really want to see at the interview is who you are. Your attitude and personality turn to be the most important factors in the decision-making process.

So just explain the situation to the staff at the Student Development and Support Reception, and we will arrange an appointment for you. We can also arrange telephone appointment if necessary.

③ Words and Expressions.

careers adviser 职业咨询师

aspiration *n.* 渴望, 热望

guidance *n.* 指导, 指引

tailored *adj.* 量身订制的

analyze *vt.* 分析

come onto 进入, 来到

staff *n.* 员工, 职工

session *n.* 一段时间

consultation *n.* 咨询, 磋商

personality *n.* 个性, 性格

advertisement *n.* 广告

qualification *n.* 资历, 资格

application *n.* 申请

CV *n.* 履历

turn to be 证明是

initial *adj.* 最初的, 初始的

reception *n.* 接待, 招待

accomplishment *n.* 成就, 成绩

4

5

- 1



Reading 2

- ① Read the job vacancy advertisement below and complete the outline to it.

Wanted Market Analyst: Capable and reliable individual to work in New York City headquarters of an international firm. We are a fast-growing company dealing in consumer electronics. With established offices in North America and Western Europe, we have just opened offices in Eastern Europe, South America, and Japan. Bilingual skills are not necessary for this position, but the successful candidate must be able to communicate effectively with people of diverse ethnic/ language backgrounds, with patience and respect. Management skills are a must. This job is career track and carries a heavy workload with tight deadlines. For the hardworking, organized, ambitious young manager with good verbal skills, it presents a tremendous opportunity. Competitive salary and benefits. Phone Mr. Collins at (811) 555-7155.

The market analyst will be stationed(驻扎) in

1 _____.

The company that placed this advertisement deals in

2 _____.

The international firm has established offices in

3 _____

continents.

4 _____

are not required for the position but

5 _____

a must.

- ② Words & Expressions.

wanted *adj.* 招聘的

analyst *n.* 分析师

individual *adj.* 个人的

headquarters *n.* 总部

deal in 经营

bilingual *adj.* 双语的, 两种语言的

candidate *n.* 备选人, 候选人

communicate *v.* 沟通, 交流

management skills 管理技能

career track 职业生涯

workload *n.* 工作量

deadlines *n.* 期限, 截止期

verbal *adj.* 语言的, 口头的

competitive *adj.* 有竞争力的

benefits *n.* 福利, 待遇

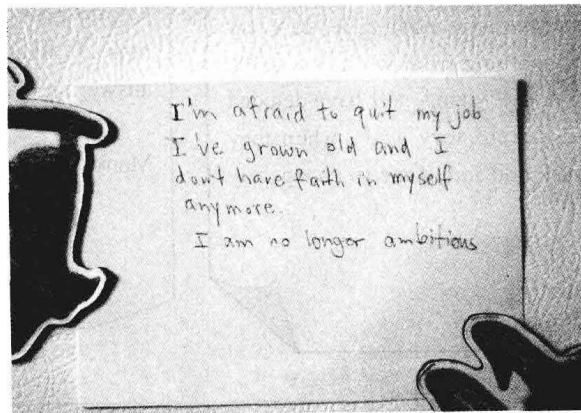
diverse ethnic 不同种族的

③ Note

招聘广告通常有五大部分组成: brief introduction of the company(公司介绍), job titles being offered(招聘职位), job responsibilities(岗位职责描述), qualifications for application(应聘要求), methods of application(应聘方法)等。

Writing

- ① Suppose you are an administrative assistant of Human Resources Department of DT Corporation. The other day you received a phone call from a man in depression and wrote down the telephone message. What is the problem?



- ② One day you came across Mr. Randy Ohlway, one of your old friends, who was hunting a job in the street. You decide to help him. But you still have to check your job description first to see if helping him is mentioned. List your reasons for the job recommended.



(adapted from <http://images.google.com.hk/imglanding>)

- 3** JUST ASK is a career Q & A Internet service of DT Cooperation. It works to provide readers with reliable information and a range of thoughtful perspectives from John Smith, a Careers Adviser, so that they can make responsible decisions concerning their career planning and job-hunting. One day Mr. Smith left a printed letter from a reader in dilemma and a note for you. Read the letter and the note carefully and try to give your reply to the reader.

JUST ASK

Dear Sir or Madam,

I'm an office clerk. Frankly, the pay of my job is good. And it's relaxing. But I really don't like it because I feel it's too boring to bear. And the people around me have nothing to do every day but chat. So I can't learn anything from work. I want to learn some real things while I'm still young, so I have decided to change jobs. But my parents were very angry when they heard this. They think I'm crazy and forbid me to change my job. What should I do?

Sincerely yours,

Mary

Hi, Alice,

I will be away from work for two days. I leave a reader's letter for you. Please help to give him a reply on net. On the note I wrote some key points for answering.

Many thanks.

To...	Mary Reeter
Cc...	
Subject:	Problem at Work
<p>Dear...,</p> <p>Sincerely yours,</p> <p>John Smith</p>	

- ④ You suggested Randy Ohlway to see Mr. John Smith, the Careers Adviser, for the application advice. Mr. Smith talked to Randy and asked him to write an email to Mr. Henry Smith, the manager of HR Department. The email will be more focused on the qualifications and experience he has for the relevant position offered.

Dear...,

I am writing the mail for the position of IT Support in your company.

I look forward to hearing from you.

Sincerely yours,

Randy Ohlway

⑤ Useful Sentences in Writing.

Common Sentences Used in Application Letters:

Paragraph 1

1. I would like to apply for the post of ... as advertised in today's issue of ...
2. With reference to your advertisement in ... on ..., I am writing to apply for the position of ...
3. I would like to apply for the above post (of Trainee Manager) as advertised ...

Paragraph 2

4. As you can see from my enclosed CV, I have worked in my present position for six years. During this time I have gained invaluable experience in ...
5. I am currently a student at ... studying ... I am due to graduate in... Although I have been studying full time, I have had a number of summer jobs which have helped me to gain experience in ...
6. My experience over the past two years has been at the managerial level, where I have had responsibility for ...

Paragraph 3

7. I am currently working as a receptionist in ... The reason for my seeking a new position is that I wish to pursue ... Unfortunately, there are no openings for advancement in my present employment.
8. For the last two years I have been working as a ... in ... Unfortunately the company is moving its main offices overseas and I have therefore decided to look



for a new position. I believe that the experience I have gained in ... has given me the qualities you are looking for ...

9. I believe I would be an asset to your company. I will be able to bring with me my experience of ... which I believe would be useful in this position ...

Paragraph 4

10. I would like to have the opportunity to talk to you further about my application.
I am available for interview at any time and I can be contacted at/on ...
11. As requested in the advertisement, I enclose a copy of my resume together with a recent photograph.
12. I look forward to meeting with you to discuss my application further. I am available ... and can be contacted on/at ...



Expanded Vocabulary

Match the following Chinese with their English equivalences.

- | | |
|---------------|------------------------------|
| 1. 行政管理部 | A. Sales Department |
| 2. 出口/进口业务部 | B. Production Department |
| 3. 财务部 | C. Administration Department |
| 4. 会计部 | D. Personnel Department |
| 5. 人事部 | E. Purchasing Department |
| 6. 生产部 | F. Export/ Import Department |
| 7. 采购部 | G. Accounting Department |
| 8. 分公司 | H. Financial Department |
| 9. 合资企业 | I. Branch Office |
| 10. 业务部 | J. pull one's weight |
| 11. 职业发展 | K. Joint Venture |
| 12. 期望薪金 | L. work overtime |
| 13. 加班 | M. qualification |
| 14. 团队合作精神 | N. career development |
| 15. 资格, 条件 | O. expected salary |
| 16. 薪资福利 | P. teamwork spirit |
| 17. 按时完成任务 | Q. meet deadline |
| 18. 努力做好份内的工作 | R. compensation and benefit |



Exam Practice

① Choose the best answer for each statement from the four choices.

1. I'd like to recommend Martin Chang _____ the position that is open in your territory, Midwestern Regional Sales Manager.
A. on B. for C. at D. with
2. Tell us something about your _____ in the engineering industry.
A. foreground B. background C. knowledge D. history
3. One thing I really like about this company is that it _____ good health insurance benefits.
A. earns B. does C. provides D. gives
4. Although there were few job openings available during the first part of the year, things are _____, and more companies appear to be hiring.
A. looking up B. coming out C. turning out D. going up
5. Give us some idea of what you believe are your _____ and weaknesses.
A. strength B. strengths C. force D. forces
6. The position of International Field Engineer advertised on your website is the _____ I have been looking for since I graduated.
A. luck B. staff C. opportunity D. management
7. What would you say to a member of your staff who always _____ his work in late?
A. delivered B. handed C. produced D. completed
8. My education background gives me all of the _____ you are looking for.
A. needs B. requirements C. satisfaction D. qualifications
9. I want to work for an international company like Vortex in order to _____ the skills I learned in school and to further my career.
A. apply B. market C. impart D. create
10. I see from your _____ form that you have had three different jobs in the last 5 years.
A. apply B. applying C. applied D. application
11. I have met many of your employees at exhibitions and have been _____ by your mission and achievements.
A. wanted B. embarrassed C. impressed D. reserved
12. Please _____ me either by phone at (692)340-6667 or e-mail at mchang@yipee.com.
A. hire B. tell C. inquire D. contact

② Fill each gap with the best answer from the four choices.

Catching the Dishonest Candidate

Most personnel managers agree that job interviews are one of the least objective recruitment methods. But most people still trust their instinctive feelings. We might use some kind of test to aid the 1 process, but usually we pick a candidate who interviews well, has good 2 and an impressive work record.

An expert named Alan Conrad explains that the most difficult liars to find are those who 3 half-truths rather than complete lies. Research 4 that up to 75% of resumes are deliberately inaccurate. The most common practice is 5.

Interviewers should therefore concentrate on gaps between periods of employment and job descriptions that seem 6. "Focusing on these areas will force candidates to tell the truth or become increasingly 7. This is usually true when people signal their 8 by their body language. Sweat on the upper lips, false smiles and nervous hand movements all show 9."

Conrad does not suggest an aggressive police-style interview technique, but insists that a 10 inspection of a resume is absolutely essential.

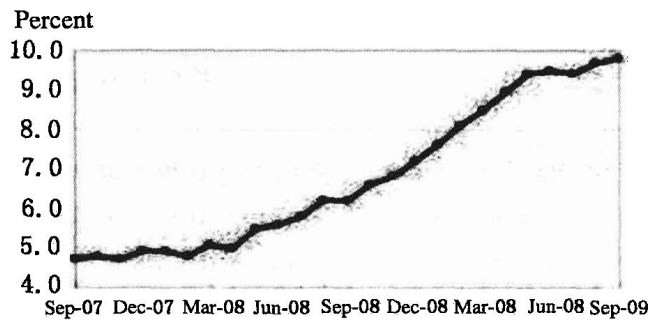
- | | | | |
|--------------------|------------------|----------------|-------------------|
| 1. A. choice | B. selection | C. recognition | D. discovery |
| 2. A. examinations | B. papers | C. notes | D. qualifications |
| 3. A. say | B. tell | C. inform | D. talk |
| 4. A. shows | B. predicts | C. calculates | D. considers |
| 5. A. ignorance | B. forgetfulness | C. omission | D. carelessness |
| 6. A. strange | B. blank | C. usual | D. impossible |
| 7. A. untrue | B. illegal | C. dishonest | D. criminal |
| 8. A. annoyance | B. anger | C. anxiety | D. disappointment |
| 9. A. discomfort | B. comfort | C. confidence | D. pride |
| 10. A. immediate | B. tight | C. near | D. close |

③ Choose the best statement from the four choices to match the table or chart.

1. **Unemployment rate of September 2007-September 2009 (Decide whether the statements are True or False)**

- A. There is a sharp increase of unemployment rate from September 2008 to March 2009.
- B. June of 2009 sees the lowest employment rate in the above chart.
- C. Almost 1 out of 10 people lost their jobs in September 2009.
- D. Job hunters have more opportunities in 2009 than that in 2008.

Chart 1. Unemployment rate, seasonally adjusted,
September 2007-September 2009

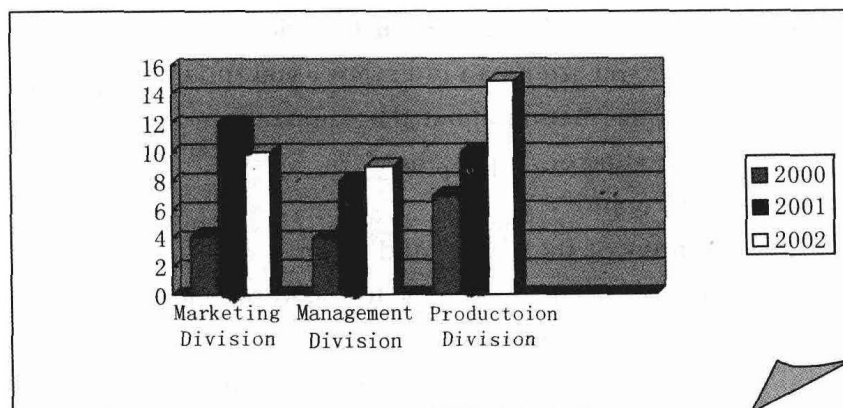


2. Job Survey in Some European Countries (Decide whether the statements are True or False)

Country	Unemployment Rate	Internet Users	Online Job Hunters	% of IU using job websites
Germany	11.6%	48,722,055	11,400,000	35%
United Kingdom	4.7%	37,800,000	10,600,000	28%
France	10%	26,214,174	9,900,000	37%
Spain	10.1%	17,142,198	4,200,000	24%
Italy	7.8%	28,870,000	3,300,000	11%

- A. As shown in the table, there is a steadily decrease of online job hunters.
- B. Germany has the highest employment rate.
- C. The table shows the highest employment in United Kingdom.
- D. The percentage of IU using job websites in Italy is the lowest.

3. New Employee Hires



- (1) Which year were the fewest new employees hired?
- A. 2000
 - B. 2001
 - C. 2002

- (2) Which division hired the most new employees in 2001?
A. Marketing B. Management C. Production
- (3) Which division hired the fewest new employees every year?
A. Marketing B. Management C. Production

④ Complete the outline for the passage and the advertisement below.

The key to a good interview is thorough preparation. If you have prepared yourself well, the interview will most likely run smoothly and you will present yourself confidently.

As soon as you are invited to attend an interview—or, better still, before you are called—start researching facts about the company. Probably, you will have done some research before sending in your letter of application. Now you need to identify additional information, such as the number of persons the company employs, specific fields in which it is involved, work for which it is particularly well known, its major products and services, places of branch offices, and the company's involvement in community activities.

You also need to prepare for different questions an interviewer may ask to test your readiness for the interview and the sincerity of your application. You may be asked:

- Why do you want to join our organization?
- How do you think you can contribute to our company?
- Why do you want to leave your present employer?
- What salary do you expect?

If you have not prepared for such questions, and so hesitate before answering, an interviewer may interpret your hesitation to mean you find a question difficult to answer or there are things you would rather hide. In either case, you may provide an entirely misleading impression of yourself.

Preparation for an Interview

Before you attend an interview, you should get the following information about the company:

1. the number of persons 1
2. it's main 2
locations of its 3 and so on

You also need to prepare to answer some 4
given by the interviewer.

The purpose of preparing for an interview is to
provide 5 of yourself.