

全国高职高专国际贸易、商务英语规划系列教材

# 商务英语视听说



孔娟 李小敬 主编

 电子工业出版社  
PUBLISHING HOUSE OF ELECTRONICS INDUSTRY

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孔娟 李小敬 主编

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**Publishing House of Electronics Industry**

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## 内 容 简 介

本书以国际贸易流程为主线,涵盖了建立业务关系、贸易会、询盘、订货、支付、包装、装运、保险、售后服务等主要磋商环节。本书采用项目/任务驱动的模式,从语言知识、交际技巧、商务实践三个层面,帮助读者掌握语言技能,了解商务知识,操练商务交际能力。本书单元结构合理,脉络清晰,素材丰富,真实生动,形式多样,再现商务活动场景,帮助读者领会商务交际技巧。内容全面,融会贯通。各环节紧密关联,层层递进,注重商务综合交际能力的培养。

本书可以作为高职高专国际贸易专业及相关专业的教材,也可以作为从事国际贸易工作人员阅读的参考书。

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# 前 言

近年来，随着信息技术的快速发展，“视听说”教学以其特有的优势在英语教学中越来越受到广大师生的欢迎和重视，然而系统化、规范化的高职高专商务英语视听说教材至今为数不多。为促进“以就业为导向，基于工作过程的”高职高专英语类专业建设和课程建设的改革，我们编写了这本《商务英语视听说》，供高职高专国际贸易专业及相关专业学生使用。

《商务英语视听说》课程教学内容以国际贸易流程为主线构建，涵盖建立业务关系、贸易会、询盘、订货、支付、包装、装运、保险、售后服务等磋商环节。

1. 实用为主，够用为度。该教材在内容的取材和难度的把握上突出体现了高职教育“实用为主，够用为度”的教学理念；教学内容主要以国际贸易流程为主线构建，涵盖了建立业务关系、谈判、订货、支付、包装、运输、保险、索赔等磋商环节。

2. 应用为纲，好用为本。该教材在学习任务的设计上便于教师组织教学和学生自主学习，能引导学生从简到繁、由易到难、循序渐进地完成一系列“任务”，从而得到清晰的思路、方法和掌握知识的脉络，在完成任务的过程中，培养学生分析问题、解决问题的能力。

3. 内容体系安排科学，体现时代性和开放性。该教材提供了正确的语言使用范例，单元结构合理，脉络清晰，符合语言学习规律，素材新颖，注重培养学生搜寻、接收和处理英语信息的能力。

4. 注重选材的真实性，兼顾趣味性和多样性。该教程在教学目标上迎合真实的交际需要，在选材方面具有真实的交际内容，在练习方面提供真实的交际环境和真实的交际任务。材料丰富多样，形式活泼，寓教于乐。

本书由孔娟和李小敬担任主编，孙祥来、钱苏珍、朱青、靳桂龙担任副主编，参与编写的还有李晓冉、徐姗姗、张光慧。

本书在编写过程中参考了近年出版的部分书籍和网上资料，限于篇幅不一列出，谨向各位著者表示感谢。

本书的编写得到了电子工业出版社的大力支持，在此一并致谢！

在某种意义上讲，本书的编写既是教学理念改革的尝试也是学习理念上的探索。因水平所限，加之时间仓促，不足之处在所难免，敬请读者朋友指正。

# 使用说明

《商务英语视听说》为高职高专国际贸易专业系列教材之一，包括学生用书及配套的光盘、教学资料包（包括教学参考答案、电子教案等），为取得“教学资料包”请登录华信教育资源网下载，网址：[www.hxedu.com.cn](http://www.hxedu.com.cn)。

本书共 12 个单元，每个单元由 Lead-in、Listening、Viewing、Speaking、Useful Phrases 和 Useful Sentence Patterns 共 5 个部分组成，均包含 9 个任务或活动。主要结构如下：

## Section One Intensive Listening

Task 1 Listening Focus

Task 2 Listening Practice

Task 3 Listen & Discuss

## Section Two Viewing

Task 4 Watch & Think

Task 5 Watch & Discuss

## Section Three Speaking

Task 6 Listen & Act

Task 7 Short Talk

Task 8 Situational Dialogue

## Section Four Time for Fun

Task 9 Listen & Relax

Useful Phrases

Useful Sentence Patterns

**Lead-in:** 主要提供与主题相关的背景知识，为进一步训练做准备。

**Listening Focus:** 该部分提供与主题相关的短句，主要训练学生对简单句的理解和判断能力以及听音抓重点的习惯。

**Listening Practice:** 提供与主题相关的对话（Mini-dialogues, Conversations）和短篇听力材料（Passage），练习形式多样，包括全国国际商务英语考试（一级）听力试题形式，有助于学生熟悉考试题型。

**Listen & Discuss:** 提供与主题相关的商务情景对话，主要训练学生的分析能力和探讨交流能力。

**Watch & Think:** 选择了 12 部电影、动画片等的片段, 进一步提高学生的学习兴趣、语言鉴赏力和文化意识。观看电影、动画片等后判断句意的正误, 训练学生的观察能力和理解能力。

**Watch & Discuss:** 根据电影设计了两个能反映主题或大意的综合性题目供学生讨论, 培养学生的观察能力、归纳能力和思辨能力。

**Listen & Act:** 精心挑选了 12 篇对话, 内容与主题密切相关, 主要训练学生的模仿能力。

**Short Talk:** 精心挑选了 12 个与主题密切相关的商务话题, 主要训练学生的归纳能力和口头表达能力。

**Situational Dialogue:** 设计内容一般与情景相关, 旨在训练学生的反应能力和说的能力。

**Listen & Relax:** 内含英语歌曲、诗歌、绕口令、散文等, 旨在提高学生的兴趣和语言鉴赏力。

**Useful Phrases** 和 **Useful Sentence Patterns** 提供了一些与主题相关的短语或句子, 作为单元核心内容的有效补充, 意在巩固学习成果。

### 教学建议

一个单元一般按 4 个学时 (200 分钟) 设计。由于各个学校情况不同, 教师可进行适当调整, 有选择地使用本教材的内容。

虽然“教无定法”, 但“贵在得法”。我们建议教材使用者在实施教学前, 对每项任务的目的和目标有一个比较准确的把握, 对自己的角色有一个恰当的定位, 真正还学生以主体地位, 让学生演好“主角”, 让教师当好“主导”, 切实培养学生运用英语进行商务交流和跨文化交际的能力。

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# Unit 1

## Establishing Business Relations

### Lead-in

Establishing business relations is the first step in a transaction in international trade. To establish business relations is actually to confirm the trade partner. Whether the partners are suitably chosen or not decides the success of trade. Generally speaking, both sides, through their own introductions or the third party's, will find out important conditions such as the other side's fund credit, management ability and business scope, etc., before they discuss business substantively. Only by understanding and trusting each other will both sides be able to cooperate actively and carry out trade activities smoothly.

### Section One Intensive Listening

#### Task 1 Listening Focus

*Listen carefully and then fill in the corresponding blanks according to the five short sentences you'll hear. Each sentence will be read twice.*

1. Mr. Li is \_\_\_\_\_.
2. The visit will \_\_\_\_\_ the development of their relationship.
3. The time Mr. Brown will arrive at the airport is \_\_\_\_\_.
4. Your address and phone number were found from \_\_\_\_\_.
5. \_\_\_\_\_ can be sent to you for your reference.

#### Task 2 Listening Practice

##### A. Mini-dialogues

*Listen to the following five mini-dialogues and then choose the best answer to each of the*





questions you'll hear. Each dialogue and question will be read twice.

### Words and Expressions

import	[im'pɔ:t]	v. 进口, 输入
	['impɔ:t]	n. 进口, 输入
textile	['tekstail]	n. 纺织品: [-s]纺织业
export	[ik'spɔ:t]	n. 出口(物), 输出(品) v. 出口, 输出
knitwear	['nit'wɛə]	n. 编织的衣物, 毛织类
garment	['gɑ:mənt]	n. (一件)衣服

#### Dialogue 1

- a. To establish business relations.
- b. To buy something.
- c. To see the general manager.
- d. To go travelling.

#### Dialogue 2

- a. In the Personnel Department.
- b. In the Human Resources Department.
- c. In the Marketing Department.
- d. In the Advertising Department.

#### Dialogue 3

- a. An hour.
- b. One and a half hours.
- c. Half an hour.
- d. Two hours.

#### Dialogue 4

- a. Silk.
- b. Woolen knitwear.
- c. Cotton piece goods.
- d. Nylon.

#### Dialogue 5

- a. The chairman.
- b. The general manager.
- c. The department manager.
- d. The public relations manager.

### B. Conversations

Listen to the following conversations twice and then for each question below, choose the best answer from the four choices given.



Question 1 and 2 are based on Conversation 1.

*Conversation 1*

Words and Expressions

Mini-Mons

迷你小怪物

1. Why does John Carter telephone Li Ming?
  - a. Because they met at Guangzhou Trade Fair.
  - b. Because he thinks the products "Mini-Mons" are very interesting.
  - c. Because he wants to buy the products "Mini-Mons".
  - d. Because he wants to have a chat with Li Ming.
2. Which of the following statements about Yonghe Trading Company is NOT true?
  - a. It is in North America market.
  - b. Mr. Wang Yahui is its Sales Manager.
  - c. Its address is 1259 8<sup>th</sup> Street, Manhattan, New York.
  - d. It belongs to Toys International Company Limited.

Questions 3 to 5 are based on Conversation 2.

*Conversation 2*

Words and Expressions

chamber	['tʃeɪmbə]	n. 会所
commerce	['kɒmə:s]	n. 商业, 贸易
carpet	['kɑ:pɪt]	n. 地毯
durability	['dʒʊərə'bɪlɪtɪ]	n. 经久耐用
floral	['flɔ:rəl]	n. 花的, 饰以花的
pamphlet	['pæmfɪt]	n. 小册子

3. What does Liang Dong do?
  - a. He is a secretary.
  - b. He is a Sales Manager.
  - c. He is an Export Manager.
  - d. He is a General Manager.

**4. Which of the following statements about their carpets is true?**

- a. They are woolen.
- b. They can last long.
- c. They have different kinds of designs.
- d. All of the above.

**5. What will be sent to David Miller?**

- a. The samples.
- b. The catalogues and price lists.
- c. The catalogues and pamphlets.
- d. A price list.

**C. Passage**

*Listen to the following passage three times and then complete it by filling in the missing words.*

**Words and Expressions**

counterpart	['kauntəpa:t]	n. 与对方地位作用相当的人(或物)
counselor	['kaunsələ]	n. 顾问; 参赞
circular	['sə:kjulə]	n. 通知, 通告

In the business world there is a saying "no 1 \_\_\_\_\_, no business". A firm needs extensive business connections to maintain and expand business activities. This is especially true of an international business firm. International business begins with the establishment of business relations, which is the most important step to conclude a deal with a new connection abroad and also the fundamental step toward opening up a new overseas 2 \_\_\_\_\_.

To establish business relations, a firm must, first of all, find out whom it's going to deal with. Detailed information of its counterparts abroad must be obtained. Generally, such information can be obtained through the following channels: banks, chambers of commerce in foreign countries, 3 \_\_\_\_\_, Commercial Counselor's Office in foreign countries, business houses of the same trade, trade 4 \_\_\_\_\_, trade shows, or even old customers.

Having obtained such information as the desired names and addresses of the customers from any of the above sources, the firm may start sending letters or circulars telling him how his name is known, the wish to establish business relations, lines of business and the firm's 5 \_\_\_\_\_.



### Task 3 Listen & Discuss

*Listen to the conversation three times and try to answer the following questions after discussing with your partner.*

#### Words and Expressions

negotiation	[niˌgəʊʃi'eɪʃən]	n. 谈判, 协商
showroom	[ˌʃəʊrʊm]	n. (商品样品的) 陈列室
cooperation	[kəʊˌɒpə'reɪʃən]	n. 合作; 协作
coincide	[ˌkəʊɪn'saɪd]	v. 相符, 相一致

1. Where does Mr. Zhang hear much about Mr. Margie's company?
2. What does Mr. Margie want to have a closer look at?
3. What does Mr. Margie think of the showroom?
4. How are some of the textiles?
5. Do you think they can establish business relations? Why?

### Section Two Viewing

#### Task 4 Watch & Think

*Watch a movie clip from **Kong Fu Panda** twice and try to decide whether each of the following statements is true (T) or false (F).*

1. Po was eager to see the Furious Five.
2. Po was the only candidate for the dragon warrior.
3. Shifu thought that Po was the legendary dragon warrior.
4. Po's dad hoped that Po could make noodles like him.
5. Wugui had known who would be the dragon warrior before the tournament.

#### Task 5 Watch & Discuss

*Watch again and try to answer the following questions after discussing with your partner.*

1. What does Po's father want him to be when he grows up?
2. What do you think of Po?

#### Words and Expressions

souvenir	['su:venɪə]	n. 纪念品
----------	-------------	--------



tournament	['tuənəmənt]	n. 比赛, 联赛, 锦标赛
viper	['vaɪpə]	n. 毒蛇
crane	[kreɪn]	n. 鹤
mantis	['mæntɪs]	n. 螳螂
warrior	['wɔːriə]	n. 战士; 勇士
furious	['fjuəriəs]	adj. 狂怒的, 暴怒的, 猛烈的



### Kong Fu Panda

- Po: Almost there! What? No, no, no...
- Shifu: Sorry, Po, we'll bring you back souvenir.
- Po: No, I'll bring me back souvenir.
- Shifu: It is a historic day, isn't it, Master Wugui?
- Wugui: Yes, and I even felt I will not live to see...Are your students ready?
- Shifu: Yes, Master Wugui.
- Wugui: You know this, old friend; whoever I choose will not only bring peace to the valley, but also to you.
- Host: Let's our tournament begins.
- Po: No, no, no. Wait... come... Hey, open the door. Let me in!
- Shifu: Citizens of the valley, please. It is my quite honor to present you tigress, viper, crane, monkey, mantis—the Furious Five!
- Po: The Furious Five?
- Shifu: Warriors, prepare...
- Po: No, no, peek in a hole. The thousands tons of fire! Wow, look at there. Hey, get away.
- Shifu: And finally! Master tigress, believe me, citizens, you've not seen anything yet.
- Po: I know!
- Shifu: Master tigress plays iron arms and the plates of death.
- Wugui: I sense the dragon warrior is among us.



Shifu: Citizens of the valley of the peace. Master Wugui will choose the dragon Warrior.

Po: Oh... no, no, no, wait.

Dad: Po, what are you doing?

Po: What's it like we are doing? Stop, stop, I will go to see the dragon warrior.

Dad: Po, don't you understand? You finally had a noodle dream.

Po: I lied, I don't dream about noodles, dad, I love kung fu!!!

Dad: Oh, come on, son; let's get back to work.

Po: Ok.

Po: Oh, what's going on, where are? What are you pointing? Oh, ok, sorry. I just want to see who the dragon warrior was.

Wugui: How interesting it is!

Tigress: Master, are you pointing at me?

Po: Who?

Wugui: You.

Po: Me?

Wugui: The universe has brought us the dragon warrior!

Po: What?

The Furious Five: What?

Shigu: What?

Dad: What?

Shifu: Stop, wait, who called you to... Master Wugui, wait, that clumsy panda cannot possibly be the answer to our problem. You are about to point out tigress. That thing threw in front of her. That was just an accident.

Wugui: There are no accidents.

Tigress: Forgive us, master. We have failed you.

Shifu: No, if the panda has not quit by morning, then I will fail you.

### Notes:

剧情简介：故事发生在古代中国的和平谷，熊猫阿波从小就对虎、蛇、鹤、猴、螳螂这“盛怒五杰”崇拜得五体投地，他天天都梦想成为功夫高手。可阿波只是一间小面馆老板的儿子，他体重超重，而且是一点武功都不会的大懒虫，除了满怀功夫热情做白日梦，他最多也就能在面馆里混混日子。不料，时逢强敌入侵，谷中高人乌龟仙师掐指一算，预感到江湖告急。谷中动物会议，决定召开武林大会比武招贤，推举出一位武林高手带领大家抵抗外敌。“功夫师傅”的五大护法高徒自然是当仁不让的候选人。熊猫阿波却在这当口无意间



入比武大会的场地，更让和平谷动物们吃惊的是，不过是去凑热闹一睹偶像风采的阿波，竟误打误撞成为了乌龟仙师眼中的“龙战士”！在功夫师傅的训练下，熊猫阿波将肩负起拯救整个和平谷的使命，与邪恶势力的代表“太郎”决一死战。

## Section Three Speaking

### Task 6 Listen & Act

*The following conversation is about how to establish business relations. Listen to it twice and try to act it out with your partner.*

Li Ming: Good morning. This is Li Ming's office. Can I help you?

David Miller: Good morning. Could I speak to the Export Manager, please?

Li Ming: Speaking. Who's calling, please?

David Miller: This is David Miller from Walters Trading Company, calling from New York. I got your phone number from the Commercial Counselor's Office of the Chinese Embassy here. I learn that you are the leading exporter of Chinese arts and crafts.

Li Ming: That's right. What can I do for you?

David Miller: We are interested in stuffed animals made in China. These toys are sold very well here. We are a big supplier for the Northeast market here. I'm thinking that we'll have some business opportunities.

Li Ming: Yeah, I'm sure. How much do you know about your toys? Do you have anything you are particularly interested in?

David Miller: Oh, actually I have little information about your toys. I will really appreciate it if you can send me your catalogues and brochures.

Li Ming: Sure. We even have illustrated brochures.

David Miller: That's even better.

Li Ming: May I have your E-mail address so that I can mail them to you?

David Miller: Yes. Thank you. The address is ...

### Task 7 Short Talk

*Try to give a short talk on the topic of the introduction of a company according to the information given in the cue card.*



### How can you introduce your company?

- its name;
- its location;
- its products and quality;
- its reputation;
- ...

### Task 8 Situational Dialogue

*Try to make up a dialogue with your partner according to the information given in the cue card.*

#### Cue Card A

**Situation:** Mr. Wilson, from Walters Trading Company, is going to establish business relations with China National Arts and Crafts Import and Export Corporation. The Export Manager Mr. Li comes to the hotel to pick him up at 8:30 in the morning. Now they are talking about the arrangements.

- **You are:**  
Mr. Wilson
- **For the arrangements:**  
Ask: If he is going to visit the company;  
If he is going to visit a factory;  
If he can visit a warehouse...

#### Cue Card B

**Situation:** Mr. Wilson, from Walters Trading Company, is going to establish business relations with China National Arts and Crafts Import and Export Corporation. The Export Manager Mr. Li comes to the hotel to pick him up at 8:30 in the morning. Now they are talking about the arrangements.

- **You are:**  
Mr. Li
- **For the arrangements:**  
Answer: Today's plan — firstly, go to the company and meet colleagues;





Tomorrow's plan —	secondly, have a meeting; finally, visit the factory in the suburbs of Beijing. firstly, go to Tianjin to visit another factory; secondly, visit a warehouse.
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## Section Four Time for Fun

### Task 9 Listen & Relax

*Listen to the English song Say You Say Me by following the lyrics below, and then sing it along.*

### Say You Say Me

Say you, say me  
Say it for always  
That's the way it should be  
Say you, say me  
Say it together, naturally  
I had a dream, I had an awesome dream  
People in the park  
Playing game in the dark  
And what they played  
Was a masquerade  
But from behind the walls of doubt  
A voice was crying out  
Say you, say me  
Say it for always  
That's the way it should be  
Say you, say me  
Say it together, naturally  
As we go down life's lonesome highway  
Seems the hardest thing to do  
Is to find a friend or two  
That helping hand  
Someone who understands