

国内贸易部部编  
中等专业学校商贸教材

# SHANGMAO YINGYU

主 编 钱建文 副主编 戴志新

## 商贸英语

(修订本)



中国商业出版社

ZHONG GUO SHANG YE CHU BAN SHI

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## 图书在版编目 (CIP) 数据

商贸英语/钱建文主编. —2 版 (修订本). —北京:  
中国商业出版社, 2000. 5

国内贸易部部编中等专业学校商贸系列教材

ISBN 7-5044-1481-6

I. 商… II. 钱… III. 商务—英语—专业学校—教材  
IV. H31

中国版本图书馆 CIP 数据核字 (2000) 第 24662 号

责任编辑: 陈学勤

\*

中国商业出版社出版发行  
(100053 北京广安门内报国寺 1 号)  
新华书店总店北京发行所经销  
中国石油报社印刷厂印刷

\*

2000 年 5 月第 2 版 2000 年 5 月第 1 次印刷  
850×1168 毫米 32 开 10.5 印张 260 千字  
定价: 13.50 元

\* \* \* \* \*

(如有印装质量问题可更换)

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# Unit 1

## Dialogue

A: Today we begin to talk about commerce. Well, what is commerce?

B: Commerce is the buying and selling of goods to make a profit.

A: No, that is trade! what about transport, warehousing, banking, insurance? Are they goods?

B: No, Sir.

A: And yet they are branches of commerce, they are services. so take your pens and write: "Commerce is the getting of goods from the seller to the buyer."

Trade: The general exchange of goods.

Transport: The moving of goods.

Warehousing: The storing of goods.

Banking: Methods of payment for these goods.

Insurance: The covering of risks for these goods.

## Text A Commerce

Commerce is concerned with the sale, purchase and distribution of commodities. Those who sell, buy or distribute them are engaged in commerce, e. g. traders (this term embraces importers, exporters, wholesalers and retailers), warehousemen and carriers. Those who facilitate the sale, purchase and distribution of goods are also regarded as being engaged in commerce, e. g. bankers, insurance brokers and advertising agents.

The function of those in commercial occupations is to ensure



that raw materials are delivered to manufacturers from the place where they are grown or produced, and that the finished goods made by the manufacturers out of raw materials are delivered to consumers via warehousemen, wholesalers and retailers.

This function is shared by those who buy or sell raw materials, partly manufactured goods or finished goods, e. g. importers, exporters, wholesalers and retailers; by those who transport them, e. g. ships' crews, railwaymen and road hauliers; by those who facilitate their purchase, sale or distribution, e. g. bankers, insurance brokers and advertising agents.

The main branches of commerce are as follows:

1. Trade, which covers all those occupations engaged in the exchange of goods both at home and abroad.
2. Transport, which includes occupations engaged in moving goods from place to place.
3. Warehousing, Which includes all those engaged in storing commodities until they are required.
4. Banking, which makes arrangements for payment between buyers and sellers.
5. Insurance, which enables the risks associated with all forms of production to be pooled.
6. Advertising, which makes the goods known to the consumers.

### **New Words and Expressions**

commerce/'kɒmə (: ) s/ n. 商业, 贸易、

concern/'kən'sə: n/ vt. 涉及, 对……有关

be concerned with 与……有关

purchase/'pə: tʃəs/ n. 购买, 购置

distribution/ˌdistri'bju: ʃən/ n. 分配, 分发

distribute/dis'tribju: t/ vt. 分配, 分发  
engage/in'geidʒ/ vt. 使从事于  
    be engaged in 从事于, 忙于  
trader/'treidə/ n. 商人  
embrace/im'breis/ vt. 从事; 包括  
importer/im'pɔ: tə/ n. 进口商, 进口者  
exporter/eks'pɔ: tə/ n. 出口商, 输出者  
wholesaler/'həulseilə/ n. 批发商  
retailer/ri: 'teilə/ n. 零售商  
warehouseman/'wɛəhausmən/ n. 仓库保管员  
carrier/'kæriə/ n. 搬运人(工); 从事运输业的人(或公司)  
facilitate/fə'siliteit/ vt. 推进, 促进  
regard/ri'gɑ: d/ vt. 把……看作  
    be regarded as 被认为, 被当作  
banker/'bæŋkə/ n. 银行家  
insurance/in'ʃuərəns/ n. 保险; 保险业  
broker/'brəukə/ n. 经纪人, 代理人  
advertising/'ædvətaiziŋ/ n. 广告  
agent/'eidʒənt/ n. 代理商, 代理人  
function/'fʌŋkʃən/ n. 功能, 职责  
raw materials 原材料  
occupation/ˌɒkjʊ'peɪʃən/ n. 职业; 占有  
commercial/kə'mə: ʃəl/ n. 商业的; 商务的  
manufacturer/ˌmænju'fæktʃərə/ n. 制造商, 制造厂  
manufactured goods 加工品, 产成品  
finished goods 成品, 制成品  
partly manufactured goods 半成品  
via/'vaɪə/ prep. 经由  
crew/kru: / n. 全体船员(乘务员, 队员)

railwayman/'reilweimən/ n. 铁路人员

haulier/'hə: lɪə/ n. 运输工; 承运人

consumer/kən'sju: mə/ n. 消费者, 用户

be associated/ə'səʊfieitɪd/ with 涉及, 与……有联系

pool/pu: l/ vt. 分享; 分担

### Notes

1. those who facilitate the sale, purchase and distribution of goods are also regarded as being engaged in commerce, e. g. bankers, insurance brokers and advertising agents.

那些促进商品销售、购买和分配的人也被看作是从事商业的人, 例如银行家、保险业经纪人和广告代理人。

being engaged in 为动名词短语, 作介词 as 的宾语。

2. The function of those in commercial occupations is to ensure that raw materials are delivered to manufacturers from the place where they are grown or produced, and that the finished goods made by the manufacturers out of the raw materials are delivered to consumers via warehousemen, wholesalers and retailers.

那些经商人员的职能就是保证将一切原材料从产地运送给制造商, 并且把制造用原料做成的制成品, 经由仓库保管人员、批发商、零售商而送到消费者手中。

Where they are grown or produced 为定语从句, 修饰先行词 place.

3. This function is shared by those who buy or sell raw materials, partly manufactured goods or finished goods, e. g. importers, exporters, wholesalers and retailers;  
这一职能是由那些买卖原材料、半成品或制成品的人, 例如进口商、出口商、批发商和零售商分担的。
4. Insurance, which enables the risks associated with all forms of

production to be pooled.

保险(业)是使与各种生产形式相联系的风险能得以共同分担。

### Exercises

#### I. Answer the following questions briefly:

1. What is commerce?
2. What is commerce concerned with?
3. Is the purpose of commerce only to make a profit?
4. What does the term "trader" include?
5. What does "transport" include?
6. What is the function of those in commercial occupations?
7. How is the function shared?
8. How many main branches are there in commerce? And what are they?

#### II. Match each word or phrase in Column A with the word or phrase in Column B that is similar in meaning:

##### A

##### B

- |               |  |
|---------------|--|
| 1. commerce   | a. a job; employment                             |
| 2. embrace    | b. to divide among several or many               |
| 3. facilitate | c. to share                                      |
| 4. occupation | d. the buying and selling of goods               |
| 5. crew       | e. a person who buys and sells goods             |
| 6. pool       | f. to contain or include                         |
| 7. trader     | g. all the people working on a ship, plane, etc. |
| 8. distribute | h. to make easy or easier                        |

#### III. Read the following dialogue then put it into Chinese:

## Shopping

Tom wants to buy a pair of shoes. He comes into the Department Store and stands by the Shoes' Counter.

Salesman: Can I help you, sir?

Tom: I need a pair of black leather shoes.

Salesman: What size do you take?

Tom: Size 25.

Salesman: Here you are.

Tom: May I try it on?

Saleman: Of course, please.

Tom: They are just a little too big.

Salesman: There must be a little space in the shoes. Otherwise you'll feel it too tight.

Tom: Can I try that pair on?

Salesman: Of course, you can.

Tom: All right, it fits me very well. I'll take it. How much is it?

saleman: 100 dollars.

### IV. Put the following into English:

- |         |           |
|---------|-----------|
| 1. 商业学校 | 2. 产成品    |
| 3. 全体船员 | 4. 半成品    |
| 5. 铁路员工 | 6. 原材料    |
| 7. 推销人员 | 8. 保险经纪人  |
| 9. 保管人员 | 10. 广告代理商 |

### V. True or false:

1. Commerce is the buying and selling of goods to make a profit. ( )
2. Commerce is concerned with the sale, purchase and distribution of goods. ( )

3. Commerce and trade are the same thing. ( )
4. Our commerce is not only the buying and selling of goods to make profit, but also serving the people. ( )
5. A retailer is a person who sells goods by retail. ( )
6. The function of those in commercial occupations is shared by all the people of a country. ( )
7. Crew refers to all the people working on a ship, plane, etc. ( )
8. Warehousing includes all those occupations engaged in storing goods until they are required. ( )

VI. Read the passage and choose the right answer to complete the sentences:

Shopping for clothes is not the same experience for a man as it is for a woman. A man goes shopping because he needs something. His purpose is settled and decided in advance. He knows what he wants, and his objective is to find it and buy it; the price is a secondary consideration. All men simply walk into a shop and ask the assistant for what they want. If the shop has it in stock, the salesman promptly produces it, and the business of trying it on proceeds at once. All being well, the deal can be and often is completed in less than five minutes, with hardly a chat and to everyone's satisfaction.

For a man, slight problems may begin when the shop does not have what he wants, or does not have exactly what he wants. In that case the salesman, as the name implies, tries to sell the customer something else—he offers the nearest he can to the article required. No good salesman brings out such a substitute bluntly; he does so with skill and polish: "I know this jacket is not the style you want, sir, but would you like to try it for size?"

It happens to be the colour you mentioned." Few men have patience with this treatment, and the usual response is: "This is the right colour and may be the right size, but I should be wasting my time and yours by trying it on."

1. A woman shops clothes in the \_\_\_\_\_ way as the man does.  
A. same      B. other      C. common      D. only
2. A man's purpose of shopping is settled and decided \_\_\_\_\_.  
A. at the same time      B. two years ago  
C. after doing it      D. before doing it
3. All men \_\_\_\_\_ into the shop and ask the assistant for what they want.  
A. straight walk      B. completely  
C. direct walk      D. immediate walk.

## **Text B    Retailing**

Retailing business is an important ring in the flow of goods from producers to customers.

Retailers are people or companies who run stores which sell products to customers who come in to buy them. One important thing about the way retailers sell is that customers come to the store to buy what they need. In wholesaling and in other channels of distribution, salespeople go to customers. Retailers sell in stores. A store is a place of business where goods are displayed or shown for customers to look at and to buy. Because retailers sell to people who come to their stores, it is important for a store to be in a location where customers come to regularly for a where customers come to regularly and easily.

Retail stores vary, from department stores, discount houses, and cooperatives to single line stores. They are at convenient lo-

cations, which saves the customers much time in shopping. A great variety of goods are available, which enable the consumers to have wider range of choice. In retail stores goods are sold by retail to meet individual demands, which are small and irregular. Sometimes retailers give credit to consumers. This encourages more purchase and promotes sales.

Sometimes retail companies have more than one store. there are many stores that have the same name and sell the same type of merchandise. They are usually called chain stores. They usually have their own warehouses to distribute inventories to their stores. they buy large amounts of products from manufacturers, and take care of their own distribution to the individual stores.

Retailers always maintain a constant stock of goods in order to meet the demands of consumers from time to time. They are in close contact with consumers. They are in a better position to know what the consumers want, and can therefore provide the producers with valuable information about the market.

### **New Words and Expressions**

ring/riŋ/ n. 圆环

flow/fləu/ n. 流, 流动

producer/prə'dju: sə/ n. 生产者, 制造者

channel/'tʃænl/ n. 渠, 渠道

salespeople/'seils'pi: p/ n. 营业员, 推销员

display/dis'plei/ v. & n. 陈列, 展示

location/ləu'keɪʃən/ n. 场所, 位置

regularly/'regjuləli/ ad. 有规则地, 习惯地, 固定地

vary/'vəri/ v. 变化, 使多样化

range/reɪndʒ/ n. 范围, 区域 v. 把……分类

discount/'diskaunt/ n. 折扣, 贴现



discount house 折扣商店, 廉价商店  
 cooperative/kəu'ɒpərətɪv/ a. 合作的, 协作的  
 single line store 专业商店, 专门商店  
 convenient/kən'vi: njənt/ a. 便利的, 方便的  
     be convenient to sb. 对某人方便  
 variety/və'raɪəti/ n. 变化, 种类  
 available/ə'veɪləbl/ a. 可以得到的, 可买到的, 有用的  
 enable/i'neɪbl/ vt. 使能够  
 choice/tʃɔɪs/ n. 选择  
 individual/ˌɪndɪ'vɪdʒuəl/ a. 单一的, 个人的 n. 个人  
 irregular/i'regjulə/ a. 不规则的, 无规律的  
 credit/'kredit/ n. 赊销, 贷款, 信用  
     give credit to 给……赊账  
 encourage/in'kʌrɪdʒ/ vt. 鼓励, 促进  
 promote/prə'məʊt/ vt. 促进, 推广  
 chain/tʃeɪn/ n. 链子, 连续  
     chain stores 连锁(号)商店  
 merchandise/'mɜ: tʃəndaɪz/ n. 商品, 货物  
 inventory/'ɪnvəntri/ n. 存货, 库存  
 constant/'kɒnstənt/ a. 恒定不变的, 固定的  
 stock/stɒk/ n. 股票; 存货, 库存品  
 position/pə'zɪʃən/ n. 位置, 处境  
 provide/prə'vaɪd/ vt. 提供  
 valuable/'væljuəbl/ a. 有价值的, 宝贵的  
 information/ˌɪnfə'meɪʃən/ n. 信息, 情报

### Notes

1. Retailers are people or companies who run stores which sell products to customers who come in to buy them.

零售商是开办商店的个人或公司, 他们向前来购买的顾客出售