

21世纪国际商务教材教辅系列

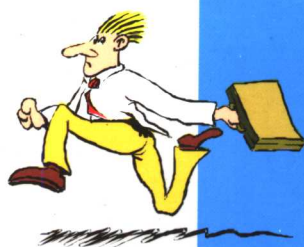
ENGLISH
CORRESPONDENCE
FOR INTERNATIONAL BUSINESS

国际商务英语函电
练习册及参考答案

主编 冼燕华 副主编 曾馥 陈梅



暨南大学出版社
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中国·广州

图书在版编目 (CIP) 数据

国际商务英语函电练习册及参考答案/冼燕华主编. —广州: 暨南大学出版社, 2005.10
(21 世纪国际商务教材教辅系列)

ISBN 7 - 81079 - 625 - 9

I. 国… II. 冼… III. 国际贸易—英语—电报信函—写作—高等学校—习题
IV. H315 - 44

中国版本图书馆 CIP 数据核字 (2005) 第 111557 号

出版发行: 暨南大学出版社

地 址: 中国广州暨南大学

邮 编: 510632

电 话: 总编室 (8620) 85221601/85226581

营销部 (8620) 85227972/85220602 (邮购)

传 真: (8620) 85221583 (办公室) /85223774 (营销部)

网 址: <http://www.jnupress.com> <http://press.jnu.edu.cn>

印 刷: 佛山市浩文彩色印刷有限公司

开 本: 787mm × 1092mm 1/16

印 张: 11

字 数: 275 千

版 次: 2005 年 10 月第 1 版

印 次: 2005 年 10 月第 1 次

印 数: 1—6000 册

定 价: 16.50 元

(暨大版图书如有印装质量问题, 请与出版社总编室联系调换)

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编写说明

我国实行对外开放政策以来,对外经济与贸易发展迅猛,特别是允许民营企业、三资企业自营进出口业务,大大促进了对外经济与贸易的发展,而国际商务函电也已经成为联系业务、促进国际贸易发展的重要手段。

目前,市面上国际商务英语函电的教材很多,但大多是在教材中附上少量的练习,练习形式较少,练习量不够。专门供学生操练的练习册较少,为了使更快更好地掌握国际商务英语函电的基本内容,提高他们在国际商务活动中的英语运用能力,我们编写了这本国际商务英语函电练习册。

本书共十章,按业务环节的先后顺序编写,每个章节包括术语、写信要点、常用句型、阅读、练习和练习参考答案六个部分。本练习册的练习形式多样,内容有浅有深,可供不同层次的学生选择使用,让他们能够学以致用;我们还编写了综合练习,方便学生在学习完教材所有章节后进行巩固与复习,同时收录了2000年和2001年全国外销员资格考试的外经贸英语部分的试题,供有志于参加全国外销员资格考试的学生了解和参考。

随着国际经济贸易的发展和科学技术尤其是通讯工具的进步,国际商务英语函电的内容和方式也发生了很大的变化,我们在编写的过程中增加了一些新颖的信函书写练习。本练习册既有每个章节的主要术语和常用句型,帮助学生复习相应章节的主要内容,也编写了紧扣每个章节语言点的练习和信函书写练习,帮助学生提高商务英语函电的实际运用能力。本书可作为与国际商务英语函电教材配套使用的练习册,也可作为有志于从事国际商务的人员自学或参加全国外销员资格考试的参考书。

本书各章节的编写人员为冼燕华(第一章、第二章、第三章、第四章和附录一),曾馥(第六章、第七章、第八章、第九章),陈梅(第五章、综合练习及参考答案),李涛(第十章和附录二),全书由冼燕华负责总纂和修审。

本书在编写过程中参考了各种英语函电书籍,在此谨对前辈们和同行们所付出的辛勤劳动表示感谢。由于时间仓促,编者水平有限,错误和疏漏在所难免,希望使用本书的师生和读者多多批评指正。

编 者

2005年8月

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CHAPTER ONE ESTABLISHING BUSINESS RELATIONS

第一章 建立业务关系

一、术语 (Terms)

1. 商务参赞处	The Commercial Counsellor's Office
2. 出口商品交易会	Export Commodities Fair
3. 商会	The Chambers of Commerce
4. 展览	Exhibition
5. 商品目录	Catalogue
6. 样品	Sample
7. 剪样	Sample Cutting
8. 样本	Sample Book
9. 宣传小册子	Brochure, Pamphlet
10. 报价	Quotation
11. 贸易关系	Business Relations, Trade Relations
12. 业务范围	Business Lines, Business Scope, Business Activities
13. 国有公司	State-operated/owned Corporation
14. 私营企业	Private-operated/owned Enterprise
15. 价目单	Price List, Quotation Sheet
16. 出口清单	Export List
17. 平等互利	Equality and Mutual Benefit
18. 财务情况	Financial Standing, Financial Status
19. 出口商	Exporter
20. 进口商	Importer
21. 进口商品	Imports
22. 出口商品	Exports
23. 博览会	Exposition
24. 商品	Commodities, Articles

二、写信要点 (Writing Skills)

- (1) 信息来源和写信目的。
- (2) 自我介绍。
- (3) 要求寄送有关资料和表达愿望。

三、常用句型 (Sentence Patterns)

句型 1: 信息来源: 我们从……处得知……

通过……我们了解到……

(1) We learn your company from the Internet that you are one of the leading manufacturers in this line.

我们从网上了解到贵公司是这一行业的主要生产商之一。

(2) We owe your name and address to *The Journal of Commerce*.

我们从《商业日报》得知贵公司的名称和地址。

(3) Having had/obtained the name and address of your company from ABC Trading Company, we know that you deal in textiles.

通过 ABC 贸易公司的介绍, 我们得知贵公司的名称和地址, 并获悉你方经营纺织品。

句型 2: 写信目的: 建立业务关系

(1) We are writing you and hope to enter into business relations with you.

我们写信给你方希望建立业务关系。

(2) We are writing you and willing to open up business relations with you.

我们写信与你联系, 以期与贵公司建立业务关系。

(3) We would like to take this opportunity to establish business relations with you.

我们愿借此机会与贵公司建立业务关系。

句型 3: 自我介绍 (公司经营范围等)

(1) We are an importer/exporter handling toys for many years. Our products have enjoyed a high reputation in the world for their good quality and reasonable price.

我公司作为玩具进口商/出口商已有多年。我们的产品质量好、价格合理, 在世界上享有极高的声誉。

(2) We are writing to introduce ourselves as large dealers in foodstuffs with good connections in the country.

现函告, 我公司为食品大经销商, 在国内拥有大批客户。

(3) We take this opportunity to introduce ourselves as exporters dealing exclusively in garments.

我们利用此机会介绍, 我公司为专门经营服装的出口商。

句型 4: 要求寄送有关资料

(1) Please send us your catalogues and quotations.

请给我们寄你公司的商品目录和价目单。

(2) We shall appreciate your catalogues and quotations.

如能寄你公司的商品目录和价目单当十分感谢。

(3) We'll be pleased to have your catalogues and quotations.

我们将非常乐意收到你公司的商品目录和价目单。

四、阅读 (Reading)

Passage 1

International Trade

International trade is the trade which crosses national frontiers. It is not strictly trade between nations, but between households and firms resident in different countries.

There is one very important difference between domestic and foreign trade. The buying and selling of a commodity in international trade gives rise to two transactions, not one. A UK firm buying a machine from Germany must convert Pounds into Marks and then exchange the Marks for the machine. It is essential to keep this fact in mind because all the statistics relating to international trade will be recorded in the currency of the home country. For example, the value of the UK's exports and imports are given in Pounds Sterling, but these are simply the pound values of the foreign currency which has been earned and spent by UK residents.

Trade between nations has led to a great extension of the principle of specialization. The fact that human beings have different abilities, aptitudes, interests and personalities helps to explain why so much labor is specialized; people tend to do those jobs for which they are best suited. Similarly, the fact that economic resources are distributed unevenly throughout the world helps to explain why countries tend to specialize. Differences between countries in climatic conditions, in the nature of mineral deposits and in the ratios of labor to land are obvious reasons why some countries are more suited to some economic activities than others. International trade gives countries the opportunities to specialize in the things they do best.

The earliest trade between countries occurred when they were able to supply one another with goods which they were unable to produce for themselves. International trade would not have reached its present volume if trade between countries had been limited in this way. Countries nowadays import many things which they could produce themselves, in the same way that individuals purchase many things they could make for themselves. Division of labor and specialization, followed by exchange, results in a greater output of everything, and the same applies to international trade also. The principle underlying international trade is that a country should specialize in the production of those things for which it has the greatest advantage over others. The result of such specialization will be a larger total

world output of these things than if every country tries to be as nearly self-sufficient as possible. The theory of international trade is, therefore, based on the Principle of Comparative Cost. In the same way that division of labor and specialization within a country make necessary a greater amount of distribution, so greater division of labor in the international field necessitates an expansion of international trade. Nevertheless, in spite of the advantages accruing to international specialization as shown by the theory of international trade, and in spite of the great efforts made by GATT to reduce tariffs and other hindrances to international trade, restrictions on international trade are still widespread. However, a number of attempts have been made to develop wider regional areas of free trade, such as the European Common Market, and the European Free Trade Area.

Passage 2

Story of Ericsson



The first Swedish manufacturing company to focus on electrical equipment—Oller & Co. served as a training ground of skillful telecommunications specialists, several of whom left the company a few years to start up their own workshops. The most successful of them was Lars Magnus Ericsson, who joined the company as a student in 1867.

After successfully learning the craft of instrument maker, he left Oller & Co. in 1872 to embark on studies abroad on a travel scholarship he obtained through the recommendation of company founder Henric Oller. Ericsson spent a few years working at Siemens & Halske in Germany, returning to Oller & Co. in 1875. That year, the company was at its peak, with 58 employees, 36 operative machines and production amounting to nearly SEK 100,000. Lars Magnus Ericsson declined an offer of the position of operations manager for the company and resigned from Oller in 1876 to form his own company, L. M. Ericsson & Co..

From the opening of his repair shop for telegraph equipment in 1876, Lars Magnus Ericsson envisioned the great potential of phones, and also saw the need of improving the technical quality. In 1883, Cedergrén and Ericsson established a new, independent Swedish telephone company, Stockholm's Allmänna Telefonaktiebolag (SAT). The goal of the company was "telephone lines to every home and every tenant in every apartment building".

Ericsson contributed to making Stockholm the world's most telephone dense city by the late 1800s. Ever since, it has been Ericsson's firm conviction that communication is a basic human need. Ericsson is the only company in the world offering systems for all major mobile communication standards, actively promoting standardization and open systems. The world's 10 largest mobile operators are among their customers and some 40% of all mobile calls are made through their system.

五、练习 (Exercises)

I. *Translate the following terms:*

A. *From English to Chinese:*

1. The Chambers of Commerce
2. Sample Cutting
3. Price List
4. Trade Relations
5. Export Commodities Fair
6. Brochure
7. Equality and Mutual Benefits
8. Importer
9. Trade Relations
10. Exports

B. *From Chinese to English:*

1. 商务参赞处
2. 商品目录
3. 样品
4. 报价
5. 国有公司
6. 业务范围
7. 财务状况
8. 出口清单
9. 进口商品
10. 展览

II. *Choose the correct answer from Column B to well explain the meaning of the phrases in Column A:*

A	B
1. be in the market for sth	A. 通知某人某事
2. approach sb for sth	B. 大量的交易
3. under separate cover	C. 收到……后
4. look forward to	D. 求购
5. lie within the scope of	E. 各种各样的
6. important business	F. 在……范围之内
7. be interested in	G. 与市场水平一致

8. inform sb of sth	H. 建立贸易关系
9. be suppliable at present	I. 希望
10. upon receipt of	J. 盼望
11. various kinds of	K. 另邮
12. be in line with the market	L. 国有企业
13. in the hope of	M. 对……感兴趣
14. establish business relations	N. 为……与某人接洽
15. state-operated corporation	O. 目前可供的

1. We are a state-operated corporation _____ both the import and export of Textiles.

- A. handling B. trading
 - C. dealing D. making
2. Your woolen goods are _____ interest to us.
A. in B. of
C. at D. for
 3. We have pleasure in enclosing the samples _____ for in your letter dated December 11.
A. asking B. asked
C. ask D. asks
 4. _____ please find a copy of our latest catalogue for your reference.
A. Enclose B. Enclosing
C. Enclosed D. Exclude
 5. Our products are of better quality than _____ from other countries.
A. this B. that
C. those D. it
 6. We owe your name and address _____ the Commercial Counsellor's Office of the American Embassy in Beijing.
A. to B. from
C. with D. by
 7. We are very pleased _____ business relations with your firm.
A. to enter B. to enter into
C. entering into D. entering
 8. We shall appreciate _____ if you can give us an early reply.
A. this B. that
C. it D. /
 9. Your letter _____ June 2 has been duly received by us.
A. in B. at
C. from D. of

- IV. *Identify the error in each sentence :*

1. We look forward to receive your favorable reply at an early date.

2. We would appreciate it whether you could give us your best quotation.
A B C D
3. Some copies of our latest catalogues are being airmailed to you on a separate cover.
A B C D
4. Enclose please find a catalogue which may be of some help to you in selecting items.
A B C D
5. We will send you a full range of samples upon receive of your reply.
A B C D
6. We informed that you are in the market for Men's Shirts.
A B C D
7. Should your price and the quality are satisfactory, we trust important business can be closed.
A B C D
8. Should the products be of interesting to you, please let us know without any delay.
A B C D
9. We approach you of the delivery of the goods.
A B C D
10. We are writing you at the hope of entering into business relations with you.
A B C D

V. Fill in the blanks with the suitable prepositions:

1. We learn from your letter of May 12 that you are _____ the market for Chinese Black Tea.
2. They have been _____ the wool trade for quite a number of years.
3. _____ receipt of your detailed requirements, we shall be glad to give you our latest quotations.
4. Should your price be _____ line, we trust large business can be concluded.
5. If the price is reasonable, we will place large orders _____ you.
6. We look forward _____ receiving your favorable reply.
7. Having obtained your name and address _____ the newspaper, we are writing you in the hope of establishing business relations with you.
8. We take this opportunity to approach you _____ the establishment of the trade relations with you.
9. We can meet your requirement _____ Walnutmeat.
10. We are sending you our latest catalogues _____ separate cover.

VI. Translate the following sentences into English:

1. 我公司经营轻工产品已有 20 年。
2. 我们从商会得知你公司有意购买大量红茶。
3. 如果你认为我方的价格合理, 请与我方联系。
4. 我们将非常乐意收到你方寄来的最新商品目录。
5. 我们从互联网上得知贵公司的名称和地址。

VII. Fill in the blanks with a suitable word or phrase:

Dear Sirs,

We (1) from the Internet that you are a large buyer of table-cloths. As this article (2) within the scope of our business activities, we (3) this opportunity to express our wish to (4) business relations with you.

Chinese table-cloths are famous for their good (5) and fine workmanship. They have enjoyed great (6) in the American market. We are sure that (7) our joint efforts they will also meet with a favorable reception in your country.

In order to give you a general idea of our various table-cloths, we are airmailing to you (8) separate cover a copy of (9). We shall be glad to send you offers upon (10) of your specific enquiries.

We hope to hear from you soon.

Yours faithfully,

VIII. Translate the following letter into English:

敬启者:

从网上得知贵公司名称和地址,并了解到你公司经营玩具的进出口。今特致函与你,望能与你建立业务关系。

若能提供贵公司的有关产品的目录和价目单,将不胜感激。

如果价格合理而且交货期可接受,相信能成交大笔交易。

谨上

IX. Write a reply according to the incoming e-mail:

To: yihua@21cn.com

Date: October 3, 2003 10:15am

Subject: Hello

Dear Sirs,

Having obtained your name and address from the Internet. We are writing you in the hope of entering into trade relations with you.

We have been one of the leading importers of Children's Wears in our country and enjoyed high reputation in European markets. At present, we are interested in your products and will appreciate it if you could send us your latest catalogues.

We are looking forward to your early reply.

Best regards,

Tom Brown

六、练习参考答案 (Keys to Exercises)

I. Translate the following terms:

A. From English to Chinese:

- | | | | |
|------------|----------|---------|---------|
| 1. 商会 | 2. 剪样 | 3. 价目单 | 4. 贸易关系 |
| 5. 出口商品交易会 | 6. 宣传小册子 | 7. 平等互利 | 8. 进口商 |
| 9. 贸易关系 | 10. 出口 | | |

B. From Chinese to English:

- | | | | |
|---------------------------------------|-------------------|---------------------|----------------|
| 1. The Commercial Counsellor's Office | 2. Catalogue | 3. Sample | 4. Quotation |
| 5. State-operated Corporation | 6. Business Lines | 7. Financial Status | 8. Export List |
| 9. Imports | 10. Exhibition | | |

II. Choose the correct answer from Column B to well explain the meaning of the phrases in Column A:

- | | | | | |
|-------|-------|-------|-------|-------|
| 1. D | 2. N | 3. K | 4. I | 5. F |
| 6. B | 7. M | 8. A | 9. O | 10. C |
| 11. E | 12. G | 13. J | 14. H | 15. L |

III. Choose the best answer:

- | | | | | |
|-------|-------|-------|-------|-------|
| 1. A | 2. B | 3. B | 4. C | 5. C |
| 6. A | 7. B | 8. C | 9. D | 10. B |
| 11. B | 12. B | 13. A | 14. B | 15. D |
| 16. A | 17. B | 18. A | 19. C | 20. D |

IV. Identify the error in each sentence:

- | | | | | |
|------|------|------|------|-------|
| 1. B | 2. B | 3. D | 4. A | 5. C |
| 6. A | 7. A | 8. C | 9. B | 10. B |

V. Fill in the blanks with the suitable prepositions:

- | | | | | |
|-------|---------|---------|--------|-----------|
| 1. in | 2. in | 3. Upon | 4. in | 5. with |
| 6. to | 7. from | 8. for | 9. for | 10. under |

VI. Translate the following sentences into English:

- We have been handling light industrial products for 20 years.
- We have learnt from the Chamber of Commerce that you are in the market for a large quantity of Black Tea.
- If you find our price reasonable, please contact us.
- We shall be glad to receive your latest catalogue.

5. We obtain your name and address from the Internet.

VII. Fill in the blanks with a suitable word or phrase:

- | | | | | |
|------------|----------------|-----------|---------------|--------------|
| (1) learnt | (2) lies | (3) take | (4) establish | (5) quality |
| (6) sales | (7) through/by | (8) under | (9) catalogue | (10) receipt |

VIII. Translate the following letter into English:

Dear Sirs,

Having obtained your name and address from the Internet, we learn that you are handling the import and Export of Toys. We are writing you in the hope of establishing business relations with you.

It will be highly appreciated if you will send us your catalogues and quotations.

If prices are in line and time of shipment is acceptable, we trust important business will be closed.

Yours truly,

IX. Write a reply according to the incoming e-mail:

Dear Mr. Brown,

We thank you for your e-mail of October 3 and shall be glad to establish business relations with your company.

Complying with your request, we are sending you our latest catalogues covering our best sellers of this year.

If you find any items are of interest to you, please let us know immediately.

Yours faithfully,