



浙江省普通高校“十三五”新形态教材

A COURSE OF
ENGLISH PRACTICE

英语实训教程

商务英语听说 · 第2册

—— (第2版) ——

盛湘君 / 总 主 编

何少庆 / 本 册 主 编

张连娇 / 本册副主编



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第2版前言

进入21世纪以来,全球经济一体化进程不断加快,人们随时随地可能需要使用英语与来自不同国家和民族的人进行交流。因此,高职英语课程必须面对社会经济发展的机遇与挑战,提升高职学生运用英语的基本能力,特别是听说能力,推进职业教育的教育教学改革,培养能够胜任英语沟通与交流的职业人才。

本教材编写组以大学英语课程教学要求为基础,充分利用浙江省发达的经贸优势,开展广泛调研,深入了解社会、学校和毕业生的需求,编写了《英语实训教程:商务英语听说》教材。本教材以各种常用商务活动场景为主线,以“经典句型和经典对话”为主题,旨在培养学习者基本的商务交流沟通能力。该教材经过多年教学实践的检验,以培养学习者在日常生活及商务活动中的英语交际能力为目标,以纸质资源与数字化资源一体化建设为手段,以促进学习者自主学习和翻转课堂教学改革为特色,为提升学习者的职场能力和未来可持续发展打下了必要的基础。

本教材自首次出版以来,以实用的教学内容和丰富的教学资源受到高职院校师生的好评,编者所在的学校也一直把本套教材作为英语基础课的教材之一。在使用过程中,收到了很多师生的建议与意见。我们自己在使用过程中,也发现教材需要适当地改进,有些材料需要补充。因此,我们对教材做了较大程度的修订,浙江大学出版社也积极帮助我们再版。

通过本次修订,本教材成为具有如下特点的新形态教材:

1. 教材编写以社会需求为依据,根据对商务场景进行的调研,选取了内容最佳的场景样本。
2. 教学内容符合“实用为主,够用为度”的原则,难易适中,注重学生英语应用能力的培养。
3. 单元主题均围绕商务交流场景,内容实用性强,体现高职英语的职业性。
4. 活动设计便于操练与模仿并进,使技能训练与真实的商务交际能力相结合,教学组织实训性强。
5. 教材开发注重数字化资源建设,在网络平台上建设了在线学习课程,实现开放课程与新形态一体化教材互动,促进线上线下混合式学习、自主学习。

《英语实训教程:商务英语听说》(第2版)共有10个单元,分为两册。单元话题涉及客户接待、餐饮、宾馆住宿、观光旅游、健康医疗、参加商展、市场调研、产品介绍、商务洽谈、包装运输等常用商务活动场景。每个单元包含3个主要的场景。每个场景的内容相对独立,分

别由 Preparation, Listening 和 Speaking Out 三部分构成,围绕场景交际的常用句型开展听说训练。

《英语实训教程:商务英语听说》(第2版)总主编为盛湘君教授。本册教材的主编为何少庆,副主编为张连娇,参与编写的有旷燕、孔珊、赵晓丽、蒋琳珍等。

因编写人员水平有限,教材中难免还有不足之处,希望广大读者批评指正。

编者
2019年5月

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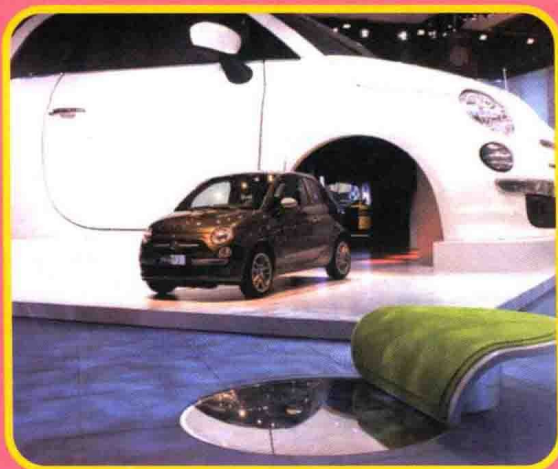
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UNIT

1

Attending Trade Fairs 参加商展篇



Action is the foundational key to all success.

—Pablo Picasso

行动是一切的基石。

——巴勃罗·毕加索

Lesson 1 Visiting a Trade Fair

Part One

Preparation

1. Work with your partners to brainstorm why people visit the trade fair.



(1) They look for new business partners.

(2) _____



(3) _____



(4) _____



2. Here are the useful sentences which are frequently used in a trade fair. Translate the sentences into Chinese and learn them by heart.



(1) I'm glad to meet you here at the fair.

(2) Welcome to our display. Please take your time.

(3) There are many models for you to choose from.

(4) They are all well designed and the quality is excellent.

(5) "Opplo" has a good brand name both at home and abroad.



- (6) Our corporation has engaged in sanitary ware production for many years.
-
- (7) We are considering choosing an agent abroad to promote our sales.
-
- (8) Our company has a long history in this field and leads the country in production.
-
- (9) Exhibitions are one of the most effective methods for establishing and maintaining customer relations.
-

3. The words and expressions are from the conversations for listening and speaking practice in the lesson. Translate them into Chinese and learn them by heart.

Words

fair <i>n.</i> /feə(r)/ _____	design <i>v.</i> /dɪ'zaɪn/ _____
exhibition <i>n.</i> /eksɪ'biʃn/ _____	quality <i>n.</i> /'kwɒləti/ _____
exhibit <i>v.</i> /ɪgzɪbɪt/ _____	excellent <i>adj.</i> /'eksələnt/ _____
display <i>n.</i> /dɪ'spleɪ/ _____	brand <i>n.</i> /brænd/ _____
stand <i>n.</i> /stænd/ _____	corporation <i>n.</i> /kɔ:pə'reɪʃn/ _____
booth <i>n.</i> /bu:ð/ _____	promote <i>v.</i> /prə'məʊt/ _____
location <i>n.</i> /ləʊ'keɪʃn/ _____	field <i>n.</i> /fi:ld/ _____
model <i>n.</i> /'mɒdl/ _____	effective <i>adj.</i> /ɪ'fektɪv/ _____
choose <i>v.</i> /tʃu:z/ _____	item <i>n.</i> /'aɪtəm/ _____
inquire <i>v.</i> /ɪn'kwaɪə(r)/ _____	policy <i>n.</i> /'pɒləsi/ _____
registration <i>n.</i> /,rɛdʒɪ'streɪʃn/ _____	notify <i>v.</i> /'nəʊtɪfaɪ/ _____

Expressions

home and abroad _____	entry badge _____
organizing committee _____	sanitary ware _____
shower enclosure _____	

Part Two Listening

Listening 1



音频

Listen to the sentences twice and match the beginnings (1)–(8) to the endings A–H according to what you hear.

(1) All the exhibits should be ready by _____.	A. our fair entry badges
(2) Will you go to _____?	B. the Hong Kong Toys & Games Fair
(3) Should we wear _____ at all times?	C. the opening hour of the exhibition
(4) The display is in _____.	D. the car show this weekend
(5) How long is _____ going to last?	E. the exhibition conference
(6) All the general managers are invited to give a speech at _____.	F. the exposition center
(7) Have you ever attended _____?	G. the exhibition stand
(8) When can we set up _____?	H. the International Machine Tool Fair

Listening 2



微课

Listen to the dialogue between Main and Brown twice and fill in the blanks according to what you hear.

A Conversation at the Booth

Main: I'm glad you are back to our fair (1) _____ sir.

Brown: It's very kind of you to (2) _____ me.

Main: Have you looked around the exhibition halls?

Brown: Yes. I (3) _____ around the whole morning going through every hall on the first floor.

Main: Did you find (4) _____?

Brown: Oh, yes. So many items interested me. OK, I especially like many of the items for house decoration. I feel they will sell well (5) _____.



Part Three Speaking Out

◎ Core Conversation



微课

Ben, the sales manager of a diamond company, is inquiring about a fair. Read the dialogue and role-play it with your partner.

Carl: Hello, (1) _____ What can I do for you?

Ben: Yes, I'm the sales manager of a diamond company. And I would like to inquire about your fair in October.

Carl: (2) _____

Ben: Can you give me a little idea about the price for exhibiting here?

Carl: We are pleased to make you an offer for our exhibition. The average of a standard booth is \$2,000. And the price varies according to its location and which floor it is on.

Ben: It's still a little bit higher than we want to pay.

(3) _____

Carl: If you want to join our exhibition and sign up now, we will reduce the price by 5%.

Ben: That sounds agreeable. Tell me what's your policy if I have to cancel.

Carl: (4) _____

Ben: Well, that sounds good, so I'll sign up.

- Read the conversation and choose the best answer for each of the blanks.
 - You may cancel the registration and notify us either by letter, fax, telephone call or email.
 - I'm with the Organizing Committee of Yiwu International Commodities Fair.
 - Is there any chance of getting a better deal?
 - Well, our exhibition is about to open on October 22nd.
- Watch the video and check your answers.
- Suppose you are Ben and make an offer for the exhibition to a customer according to the conversation.



◎ Speaking Practice

Carl, a purchaser, is visiting Jenny's display booth at the fair. Read the dialogue and role-play it with your partner.

Jenny: Hello, sir, good morning. Welcome to our booth. My name's Jenny and here's my name card.

Carl: Thank you. I'm Carl from Russia. Here is my card.

Jenny: Our corporation has engaged in sanitary ware production for many years. And "Opplo" has a good brand name at home and abroad. We have exhibited at each fair since 2000.

Carl: Your exhibition booth is eye-catching and the wares look nice.

Jenny: I'm very glad you like our products. Are there any pieces you are really interested in?

Carl: Yes, I like your shower enclosures very much, since there are many models to choose from and they are well designed and the workmanship is of excellent quality.



Jenny: Oh, yes. These styles are really popular in European countries.

1. Role-play the conversation between the salesperson and the customer.
2. Change the company's main product and the brand as well as the thing that the customer wants to buy, such as baby toys, jewelry. Make more new conversations similar to the one above, and exchange roles to act them out.

◎ Making a Video

Work in pairs to make a conversation, act it out and make an English video based on the situation below.

Situation: Suppose you are the manager, and are interested in marketing your products at the fairs. You're talking with the manager assistant about the fair date and you hope to attend.

Exhibition Information

Name of the Fair	Period	Place
Hong Kong Toys & Games Fair	Jan. 6-9	Hong Kong
East China Fair	Mar. 1-5	Shanghai
Canton Fair, Phase I	Oct. 15-19	Guangzhou
China Yiwu International Commodities Fair	Oct. 21-25	Yiwu



Lesson 2 Interactions at the Booth

Part One Preparation

1. To get ready for the fair, buyers and sellers should make good preparation. Divide your class into two groups and discuss about what should be taken along for the fair and give reasons. You may refer to the following expressions for help.

Group 1: Buyer

pen
sample
gift
camera
trolley case (拉杆箱)
notepaper
notebook
name card

Group 2: Seller

lead card
name card
catalog
laptop
stapler (订书机)
gift
pen
price list
calculator

- (1) You should take the catalog to the fair, which will let the potential customers know your products.
- (2) _____
- (3) _____
- (4) _____
- (5) _____
- (6) _____



2. Here are the useful sentences in interactions at the booth. Translate the sentences into Chinese and learn them by heart.

(1) I'm looking for something made in the latest style.

(2) What line of business are you in?

(3) I'm in charge of imports for the Good Home Company.

(4) I'll send you all the information you need.

(5) Please have a look at the catalog.

(6) This is the price list, but it only serves as a guideline.



微课



(7) Our products enjoy an excellent reputation in the European market.

(8) I think some of the items will find a ready market in Holland.

(9) Do you have a souvenir collection for special occasions?

(10) All these lines are best sellers in Europe.

3. The words and expressions are from the conversations for speaking and listening practice in the lesson. Translate them into Chinese and learn them by heart.

Words

client *n.* /'klaɪənt/ _____

budget *n.* /'bʌdʒɪt/ _____

stapler *n.* /'steɪplə(r)/ _____

comment *n.* /'kɒment/ _____

charges *n.* /tʃɑːdʒɪz/ _____

recognize *v.* /'rekəɡnaɪz/ _____

guideline *n.* /'ɡaɪdlaɪn/ _____

household *adj.* /'haʊshəʊld/ _____

reputation *n.* /ˌrɛpju'teɪʃn/ _____

appearance *n.* /ə'pɪərəns/ _____

occasion *n.* /ə'keɪʒn/ _____

article *n.* /'ɑːtɪkl/ _____

accessory *n.* /ək'sesəri/ _____

jewelry *n.* /'dʒuːəlri/ _____

integrate *v.* /'ɪntɪɡreɪt/ _____

crystal *adj.* /'krɪstl/ _____

Expressions

trolley case _____

ready market _____

souvenir collection _____

lead card _____

Part Two Listening

Listening 1



音频

Listen to five short dialogues twice and choose the best answer for each of the following questions.

- (1) A. All the products on the counter.
B. Some of the traditional products.
C. The latest products.
D. No products.
- (2) A. Next Sunday. B. This Sunday.
C. Next Saturday. D. Next Thursday.
- (3) A. Mobiles.
B. Accessories for clothes.
C. Accessories for cellphones.
D. Accessories for house-decoration.
- (4) A. Because he had run out of his name cards.
B. Because his name cards were not here.
C. Because he didn't have any name cards.
D. Because he always wrote his information on the supplier's notebook.
- (5) A. He wanted to have a rest.
B. The products in this display were very interesting.
C. He just happened to walk by.
D. He walked around and found nothing interesting.



Listening 2

1. Do you know what is a lead card? Listen to the following passage twice and then fill in the blanks.



微课