

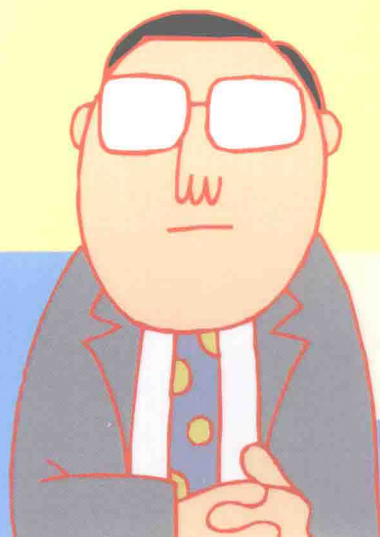
中等职业学校课程
改革试验成果教材

商务英语

下

基础

陆梦青 主编



高等教育出版社
Higher Education Press

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(下)

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内容简介

本书是中等职业学校商务英语专业课程改革试验成果教材。本书从涉外商务工作实际出发,以培养学生综合职业能力为目标,训练学生基本的商务英语听、说、读、写、译能力,使英语真正成为涉外商务工作中的一个有力工具。

本书以国际商务活动中的相关主题为主线介绍了涉外商务各个环节所涉及的英语基础知识和各项基本能力。本书分为上、下册,主要内容涉及一般商务活动,如介绍和问候、商务预约、就餐、饭店、银行、旅行等,进出口业务活动,如建立业务关系、贸易磋商、询盘、报盘、付款、包装、装运、保险等,以及国际商务活动相关的基础知识,如特殊贸易方式、电子商务、交易会、代理、世界贸易组织等。本书上册(ISBN 978-7-04-025126-5)已于2009年1月出版。

本书配有光盘,内含听说教学内容及练习的录音。
本书采用出版物短信防伪系统,用封底下方的防伪码,按照本书最后一页“郑重声明”下方的使用说明进行操作可查询图书真伪并有机会赢取大奖。

本书同时配套学习卡资源,按照本书最后一页“郑重声明”下方的学习卡使用说明,登录 <http://sve.hep.com.cn>,上网学习,下载资源。

本书可供中等职业学校商务英语专业和其他财经商贸类专业学生使用,也可供从事相关工作的人员参考使用。

图书在版编目(CIP)数据

商务英语基础. 下/陆梦青主编. —北京:高等教育出版社,2009. 7

ISBN 978-7-04-026105-9

I. 商… II. 陆… 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 (2009) 第 083638 号

策划编辑	黄 静	责任编辑	巨克坚	封面设计	张志奇	责任绘图	黄建英
版式设计	王艳红	责任校对	王效珍	责任印制	陈伟光		

出版发行	高等教育出版社	购书热线	010-58581118
社 址	北京市西城区德外大街 4 号	免费咨询	800-810-0598
邮政编码	100120	网 址	http://www.hep.edu.cn
总 机	010-58581000		http://www.hep.com.cn
经 销	蓝色畅想图书发行有限公司	网上订购	http://www.landracom.com
印 刷	中青印刷厂		http://www.landracom.cn
		畅想教育	http://www.widedu.com
开 本	787×1092 1/16	版 次	2009 年 7 月第 1 版
印 张	12	印 次	2009 年 7 月第 1 次印刷
字 数	290 000	定 价	25.50 元(含光盘)

本书如有缺页、倒页、脱页等质量问题,请到所购图书销售部门联系调换。

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前 言

随着我国加入 WTO,对外贸易发展十分迅速,对外商务活动急剧增加。这势必需要大量既会外语又懂国际商务知识并掌握一定技能的专业人才。中等职业学校商务英语专业的任务就是面对新形势,培养从事国际商务工作的一线中初级人才。商务英语基础为商务英语专业主干课程,本课程的教学目标是帮助学生衔接初中英语基础知识和语法知识以及灌输基本的商务英语知识,同时还要为学生学习商务英语函电等专业课程打下基础。

本教材是以就业为导向,以能力为本位,以岗位需要和职业标准为依据,以促进学生职业生涯发展为目标,以训练学生基本的商务英语听、说、读、写、译能力为目的来编写的。在编写过程中,参考了国内外一些相关层次、相关内容的教材,从中职学生的认知特点和实际情况出发,以由浅及深、分散难点和反复再现为编写原则,从而达到培养学生语言应用能力、提高学生实际操作能力以及使学生了解、掌握国际商务相关知识这一编写目的。本教材编写注重实践性和操作性,力求体现时代性、基础性、实用性和可读性,使各单元内容易学易用。对知识性、指导性的业务知识,通过注解或小贴士等形式加以解释、补充,以开阔学生视野,拓展学生专业知识。

本书有以下几个特点:

1. 内容编排上有所突破。本教材以商务活动过程中的相关主题为线索,以单元、模块形式编写,每个单元包含六个模块,模块围绕本单元主题以培养学生听、说、读、写、译的能力目标展开,层层递进。鉴于生源水平不同,教师可根据实际情况选用不同模块。

2. 语法编排上有所突破。为了帮助学生全面、系统地复习初中已学过的语法知识,并能进一步学习新的语法知识,语法部分的出现不受课文内容限制,这样避免了重复,系统性强。

3. 巩固练习题的编排上有所突破。练习的设计均依据本单元所出现的重点词汇、短语、课文、语法、专业拓展知识等。巩固练习题旨在为读者提供自测的机会,检验本单元的学习效果。除语法部分外,其他习题都与单元主题相关。教师可根据需要自行选择题型和题量。

本书分为上下册,上册 14 个单元,下册 14 个单元,共有 28 个单元,可供两个学期使用,教师也可以根据具体教学情况自行安排。每个单元包含六个模块:① Objectives;② Into the Unit;③ Listening & Speaking;④ Business Reading;⑤ Practice;⑥ Supplementary Knowledge。另外,本书上、下册各附有两个阶段测试卷和两个附录。

本书由陆梦青担任主编并负责全书的统稿工作。本书第 1、3、5、7、9、22、23 单元由青岛外事服务学校徐海娣编写,第 2、4、6、8、20、21 单元由青岛外事服务学校丁红梅编写,第 11、12、14、15、16、17、18、19 单元由宁波鄞州职业高级中学张锴编写,第 10、13、24、25、26、27、28 单元及附录由浙江慈溪职业高级中学陆梦青编写。

本书由中国职业技术教育学会教学工作委员会商贸专业教学研究会审定;由天津对外经济贸易职业学院经贸外语系主任房玉靖审稿,并为本书提出了许多宝贵的修改意见,在此深表感

谢。此外,本书在编写过程中参考了大量的文献,在此向有关作者表示感谢。

由于编者水平有限,不足之处在所难免,恳请专家、读者斧正。

编者

2008年10月

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Unit Fifteen

Prices



Objectives

通过本单元的学习,使学生了解对外贸易业务中商品价格的概念、影响商品定价的因素、价格磋商等相关知识。



Into the Unit

在国际贸易中,进出口商品价格和合同中的价格条款,是交易双方最为关心的一个重要问题。在交易磋商中,讨价还价往往成为焦点,价格条款便成为买卖合同中的核心条款,买卖双方在合同条款上的利害和得失,一般是在商品价格上体现出来的。

在国际贸易中,有些交易是通过中间代理商进行的。中间商要收取一定的佣金(commis-sion)。而折扣(discount)是指卖方按原价给予买方一定百分比的减让,即在价格上给予适当的优惠。

合同中的价格条款,一般包括商品的单价(unit price)和总值(total amount)两项内容,佣金和折扣也属于价格条款的内容。



Listening & Speaking

Situation: 汤姆打电话给约翰逊先生,希望对方能够降低价格,但约翰逊先生指出这已是他们的最低价,无法再降,并建议汤姆接受此价。(Tom makes a phone call to Mr Johnson asking for a price reduction. However, Mr Johnson says this is their best price and they can't reduce it any more. He advises Tom to ac-



cept their price.)

Task One: Listen to the dialogue first and repeat the following sentences.

1. Hello. This is Tom. May I speak to Mr Johnson?
2. However, it is too high to be acceptable.
3. We wish you could accept it as soon as possible.
4. It will leave us with no margin of profit.
5. We do hope you could reduce your price a little next time.



New words and expressions

acceptable [ək'septəbl] *a.* 可接受的

rise [raɪz] *v.* 增长

profit ['prɒfɪt] *n.* 利润

decline [dɪ'klaɪn] *v.* 下降

competitor [kəm'petɪtə] *n.* 竞争者

loss [lɒs] *n.* 损失

exception [ɪk'sepʃən] *n.* 除外, 例外

cooperation [kəʊ,əpə'reɪʃən] *n.* 合作

raw material 原材料

margin of profit 利润

result in 导致

Task Two: Listen to the dialogue again and fill in the missing words.

Tom: Hello. This is Tom. May I speak to Mr Johnson?

Mr Johnson: Hello, this is Johnson 1. What can I do for you?

Tom: Well, we have received your letter of November 15th, in which you have 2 us of the price. However, it is too high to be acceptable.

Mr Johnson: Er. I see. But it is the best price we can do, as the cost of raw materials has been 3 and our goods are of fine quality. We only have a little profit. We wish you could accept it as soon as possible.

Tom: It seems hard for us. As the market here is 4 and more competitors are in the same market, it will leave us with no margin of profit.

Mr Johnson: We do 5. We still wish you to accept this time because we have got the goods ready for 6, or it will result in our great 7.

Tom: Well, 8 our long and friendly relations, we set it as an 9 to accept the price this time, and we do hope you could reduce your price a little next time.

Mr Johnson: Thank you for your 10. Hope everything goes well.

Tom: We hope so, too.

Task Three: Listen to the dialogue for the last time and answer the following questions.

- When did Mr Johnson write to Tom?

- What does Tom think of the price?
- Why does Mr Johnson say it is their best price?
- What is Tom's reason for the price reduction?
- Does Tom accept the price at last?

Task Four: Pairwork.

Situation: Mr Ali from Iran is discussing with Mr Zhang about price of Green Tea. Mr Ali thinks the price keeps increasing very fast and asks for a reduction of 5% in price, but Mr Zhang doesn't agree. So they can't close a business deal.

The following may be useful:

Your price is on the high side/a bit high/much too dear.

Your price is rising fast.

Can you make a reduction of 5%?

If you stand firm, we can hardly come to terms.

...



Business Reading

Pre-reading Questions:

1. What is price?
2. What is price related to?
3. Who should be fully aware of all the factors concerning price?

Price

Price is an amount of money paid by the buyer to the seller of a product or service or, in other words, that price is the money value of a product or service as agreed upon in a market transaction. Both the buyer and the seller should be familiar with not only the money amount, but with the amount and quality of the product or service to be exchanged, the time and place at which the exchange will take place and payment will be made, the form of money to be used, the credit terms and discounts that apply to the transaction, guarantees on the product or service, delivery terms, and other factors. In other words, both the buyer and the seller should be fully aware of all the factors that contain the total "package" being exchanged for the asked-for amount of money in order that they may evaluate a given price.





New words and expressions

familiar [fə'miljə] *a.* 熟悉的

exchange [ɪks'tʃeɪndʒ] *v. & n.* 交换

form [fɔ:m] *n.* 形式, 表格

factor ['fæktə] *n.* 因素, 要素

evaluate [i'veəlju:et] *v.* 评估, 估计

in other words 换句话说

Tips

制定正确的价格策略主要包括这样几项工作: 确定定价目标、分析影响定价的因素、研究定价的策略、灵活掌握定价技巧等。影响定价的因素包括企业的营销目标、成本、需求、竞争、营销组合中的其他因素、通货膨胀、倾销、政府干预、国际协定和消费者心理等因素。



Notes

1. as agreed upon in a market transaction: 如在交易中商定的那样。

2. Both the buyer and the seller should be familiar with not only the money amount, but...

买方和卖方不仅要熟悉交易中的钱数, 也要……。此中 both... and... 意为“(两者)都”。

e. g. Both Tom and Mike are engineers.

汤姆和麦克都是工程师。

此中 be familiar with sth. 意为“对……熟悉”。

e. g. They are not familiar with our market.

他们对我们市场不太了解。

而 be familiar to sb. 意为“(某事)对某人来说是熟悉的”。

e. g. This line of business is quite familiar to us.

我们对这一类业务很熟悉。

此中 not only... but (also) 意为“不但, 而且”。

e. g. He is learning not only English but (also) French.

他不但在学英语, 而且还在学法语。

3. apply to: 应用于, 适用于。

e. g. This treatment applies only to regular customers.

这项待遇仅适用于老客户。

而 apply to sb. for sth. 意为“向某人申请某物”。

e. g. We have applied to the bank for the covering L/C.

我们已向银行申请了有关信用证。

4. be aware of: 知道; be fully aware of: 完全知道。

e. g. John has been aware of having done something wrong.

约翰已意识到自己做错了事情。

5. being exchanged for the asked-for amount of money in order that they may evaluate a given price.

被转换成所需费用以便他们可以估算给定的价格。此中 be exchanged for 意为“被转换成……或被交换成……”。

e. g. These could be exchanged for ready cash or useful goods.

这些可交换成现金或有用的东西。



Grammar: 动名词

I. 动名词

动名词(gerund)由动词 + ing 构成,否定形式为 not doing,具有动词和名词的性质,在句中相当于名词,可充当主语、表语、宾语和定语。

1. 作主语。

e. g. Seeing is believing.

眼见为实。

It is no use arguing with him.

跟他争论是没有用处的。

注意:动名词和不定式都可以作主语,动名词作主语表示一般或抽象的多次性行为,不定式作主语往往表示具体的或一次性的动作。

e. g. Sending an e-mail is convenient.

发送电子邮件是便利的。(泛指发电子邮件)

To send an e-mail is convenient.

去发送电子邮件是便利的。(指一具体动作——发送电子邮件)

2. 作表语。

e. g. Her job is receiving and sending letters.

她的工作是收发信件。

3. 作宾语。

e. g. He is fond of chatting on line.

他喜欢上网聊天。

I like reading magazines.

我喜欢看杂志。

(1) admit, avoid, consider, delay, dislike, enjoy, finish, give up, imagine, keep, mind, miss, practise, put off, risk, suggest, can't help 等动词或词组后须接动名词作宾语。

e. g. They enjoy working in China.

他们喜欢在中国工作。

(2) 动词 need, require, want 作“需要”解,其后必须用动名词的主动形式或不定式的被动形式作宾语表示事情需要做,这时,动名词的主动式表示被动意义。be worth 后必须用动名词的主动形式来表示被动意义。

e. g. The window needs/requires/wants cleaning/to be cleaned.

窗户需要清洁。

This problem is worth discussing.

这个问题值得讨论。

(3) 在短语 devote to, look forward to, stick to, be used to, object to, be busy, have difficulty/trouble/problem(in), no use/good/need, feel like, a waste of time 等后的动词也必须用动名词形式。

e. g. I look forward to hearing from you soon.

盼望不久收到你的来信。

4. 作定语。

e. g. There is a swimming pool in the hotel.

那家宾馆有一个游泳池。

II. 动名词的复合结构

动名词的复合结构由物主代词或人称代词宾格、名词所有格或普通格加动名词构成。在句子开头必须用名词所有格或物主代词。如果动名词的复合结构作宾语,其逻辑主语是无生命的名词时,用普通格。

e. g. His coming made us very happy.

他的到来使得我们很开心。

Mary's leaving annoyed him.

玛丽的离开令他苦恼。



Practice

Comprehension of the Text

I. Write "T" for true, "F" for false according to the text.

- () 1. Price is an amount of money paid by the seller to the buyer of a product or service.
- () 2. Price is the money value of a product or service as agreed upon in a market transaction.
- () 3. Only the buyer should be familiar with the money amount, the amount and quality of the product or service to be exchanged.
- () 4. Both the buyer and the seller should know the time and place at which the exchange will take place and payment will be made.
- () 5. The form of money to be used, the credit terms, discounts and delivery terms have something to do with price.

- () 6. The buyer and the seller should be fully aware of all the factors that contain the problem of packing.

II. Multiple choice.

- Your price is on the high _____.
A. part B. side C. step D. wall
- We very much regret that our clients find your prices too _____.
A. low B. workable C. high D. reasonable
- Our top quality goods _____ offered at low price for you.
A. are B. is C. / D. to be
- If you can _____ your price to the extent of US \$ 10 per piece, we can place a large order with you.
A. increase B. raise C. rise D. cut
- To support you in pushing sales, we _____ you a discount of 5%.
A. have B. allow C. make D. let
- Business is possible _____ you would reduce the price.
A. unless B. when C. if D. since
- We think the price you quoted is _____ higher than the market price.
A. a lot of B. much C. more D. most
- If you take the _____ into consideration, our price is reasonable.
A. quality B. quantity C. shipment D. packing

Word Study

III. There are two columns below. Pair off each word in the first column with its synonyms(同义词) or near-synonyms(近义词) in the second.

- | | |
|--------------|--------------------------|
| 1. hear from | a. increase |
| 2. rise | b. difficult |
| 3. a little | c. change |
| 4. hard | d. receive a letter from |
| 5. reduce | e. promise |
| 6. exchange | f. cut |
| 7. discount | g. a bit |
| 8. guarantee | h. allowance |

IV. Fill in the blanks with proper prepositions.

- They have got the goods ready _____ shipment.
- Any carelessness may result _____ great losses.
- _____ view of the long relations between us, we propose an easier payment term.
- We have done much business _____ this price.
- Insurance applies _____ losses at sea in the past.

6. Is it possible to reduce your price _____ 5%.
7. We are quite familiar _____ the market situation there.
8. We are well aware _____ the quality of the goods.

V. Fill in the blanks with the words or expressions given below.

raw material	in order that	take place	agreed upon
factor	as soon as possible	transactions	contains

1. They have to raise their price because the price of _____ has risen a lot lately.
2. We will make shipment _____.
3. As _____ in the contract, payment is to be made by L/C.
4. When does the Guangzhou Fair _____?
5. The catalogue _____ some interesting items.
6. Price is an important _____ in the contract.
7. He works hard _____ he can finish the task in time.
8. A number of _____ have been concluded.

Grammar Exercises

VI. Complete the following sentences with the Chinese given in the brackets, using gerund.

1. It's no good _____ (再问他一次).
2. His job is _____ (为公司推销新产品).
3. I enjoy _____ (做这份工作).
4. I'm _____ (习惯于看电视) in the evening.
5. I remember _____ (在街上见过他).
6. I am fond of _____ (集邮).
7. The machine _____ (需要修理了).
8. The salesman is busy _____ (在办公室里工作) these days.

VII. Choose the best answer.

1. The book is worth _____ a second time.
A. to read B. to be read C. reading D. being read
2. I can't imagine _____ that with them.
A. do B. to do C. being done D. doing
3. It's no use _____ to get a bargain these days.
A. to expect B. expecting C. wanting D. you expect
4. —Let me tell you something about the price.
—Don't you remember _____ me that yesterday?
A. told B. telling C. to tell D. to have told
5. No one enjoys _____.
A. laughing at B. laughed at C. to laugh at D. being laughed at

6. Did you have difficulty ____ the factory in the dark?
A. to find B. finding C. by finding D. to have found
7. We are looking forward to ____ from you soon.
A. hear B. heard C. hearing D. be heard
8. On hearing the goods news, he couldn't help ____ .
A. laughing B. laugh C. to laugh D. laughed
9. She devoted herself ____ the problem of price.
A. to study B. studying C. to studying D. study
10. I'd like to suggest ____ the meeting till next week.
A. to put off B. putting off C. put off D. to be put off

Business Knowledge Extensions

VIII. Translate the following sentences into Chinese.

1. May I know your price term?
我们想知道您的价格条件。
2. Please let us know your lowest possible prices for the goods.
请让我们知道您的最低可能价格。
3. Please make us an offer for 5 metric tons of walnut.
请给我们提供5公吨核桃的报价。
4. The best we can do is to give you a 2% commission.
我们能做的最好的是给您2%的佣金。
5. Is it possible for you to reduce the price by 5%?
你们可能把价格降低5%吗?

IX. Cloze.

In modern companies pricing is handled ____ 1 ____ various ways. In small companies, prices are often ____ 2 ____ by top management rather than by the marketing ____ 3 ____ sales department. In large companies, prices are typically set by production ____ 4 ____ or by certain divisions. More often top management sets the general pricing objectives and policies and ____ 5 ____ approves the prices proposed by lower levels of management. In industries ____ 6 ____ as airlines,

railroads, oil companies, etc. where pricing is a key factor, companies will often 7 a pricing department to set prices. This department reports either to the marketing department or top management. 8 people who exert(施以影响)an influence on pricing include sales managers, production managers, finance managers, and accountants.

- | | | | |
|-----------------|-------------|--------------|---------------|
| 1. A. in | B. on | C. with | D. at |
| 2. A. made | B. taken | C. set | D. gone |
| 3. A. and | B. nor | C. either | D. or |
| 4. A. cost | B. managers | C. rate | D. line |
| 5. A. now | B. late | C. then | D. in advance |
| 6. A. so | B. same | C. not | D. such |
| 7. A. establish | B. find | C. look | D. see |
| 8. A. Another | B. Other | C. The other | D. Others |

X. Writing.

Scene: 你公司收到纽约 ABC 公司的询盘,要求报 2 000 打男士衬衫成本、保险费加运费纽约价,你公司经考虑后作出相应报盘。

Hints: 收到你方三月九日来信。很高兴获悉你方愿与我们建立业务关系。应你方要求,现报 2 000 打男士衬衫成本、保险费加运费纽约价,每打 68 美元。该价格合理。因为现在是销售旺季,我们已收到其他地区很多客户的询盘。盼早复。

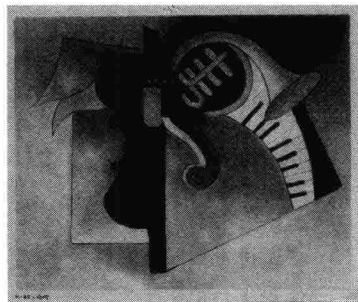
Key Words: be pleased to do, note, desire, enter into business relations with, at sb. 's request, offer sb. sth. , men's shirts, at... per dozen, reasonable, selling season, approach, clients in other districts, look forward to



Supplementary Knowledge

Profit Maximization

From a management point of view, making the largest profit is what business is all about. However, in doing so, the exporter should guard against some misconceptions about the ways of maximizing profit. Getting the highest price for a product, or selling the maximum number of units is not necessarily the realistic way to earn the highest profits. The trouble with trying to increase profits by raising the price is that higher price usually results in fewer sales. On the other hand, selling more units by lowering the price could simply reduce revenue from sales. In neither case can profit be maximized.



The successful international marketer is the one who sets his price at the level where revenue from sales exceeds total costs by the largest margin. Identifying this point is what the exporter should strive to do in order to earn more foreign exchange for the state. It is undoubtedly a vital step which no exporter should ignore.



New words and expressions

maximization [ˌmæksəmaɪˈzeɪʃən] *n.* 最大化

misconception [ˌmɪskənˈsepʃən] *n.* 误解

realistic [rɪəˈlɪstɪk] *a.* 现实主义的

lower [ˈləʊə] *v.* 降低

revenue [ˈrevɪnjuː] *n.* 收入, 税收

exceed [ɪkˈsiːd] *v.* 超越, 超出

identify [aɪˈdentɪfaɪ] *v.* 识别, 鉴别

strive [straɪv] *v.* 努力, 奋斗

vital [ˈvaɪtəl] *a.* 重大的, 至关重要的

ignore [ɪɡnəː] *v.* 不理睬