



高职高专经管类核心课教改项目成果系列规划教材

商务英语听说教程

赵红 主编

王文君 高辉 副主编



科学出版社
www.sciencep.com

◎ 高职高专经管类核心课教改项目成果系列规划教材

◎ 全国财经类高职高专院校联协会推荐教材

商务英语听说教程

Business English Listening and Speaking

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http://www.sciencep.com

印刷：北京科印印刷有限公司

各省市新华书店均有代售

2009年1月第1版 1/16

2009年1月第1次印刷

印数：1—4000

字数：186 000

定价：29.00元（含光盘）

科学出版社

北京 010-64013998

举报电话：010-64013998 1320121303

内 容 简 介

本书由具有多年英语教学实践经验的骨干教师共同编写,是一本为高等学校商务英语专业及其他相关专业编写的商务方向的语言教程。本书各单元由热身活动、听力训练、说的能力训练、听说互动、练习和商务礼仪6部分内容组成,将听和说紧密结合在一起,以培养学生的学习兴趣。

本书既适用于全日制专科商务英语的听说教学,也可以作为其他相关专业的专业英语教材,还可以用作夜大、函大的英语听说教材。

图书在版编目(CIP)数据

商务英语听说教程/赵红主编. —北京:科学出版社, 2008

(高职高专经管类核心课教改项目成果系列规划教材)

ISBN 978-7-03-022760-7

I. 商… II. 赵… III. 商务-英语-听说教学-高等学校:技术学校-教材 IV. H319.9

中国版本图书馆 CIP 数据核字 (2008) 第 123424 号

责任编辑:田悦红 / 责任校对:刘彦妮

责任印制:吕春珉 / 封面设计:天女来

科 学 出 版 社 出 版

北京东黄城根北街16号

邮政编码:100717

<http://www.sciencep.com>

铭浩彩色印装有限公司印刷

科学出版社发行 各地新华书店经销

*

2009年1月第一版 开本:787×1092 1/16

2009年1月第一次印刷 印张:17

印数:1—4 000 字数:386 000

定价:29.00元(含光盘)

(如有印装质量问题,我社负责调换<环伟>)

销售部电话 010-62134988 编辑部电话 010-62135763-8007 (VF02)

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举报电话:010-64030229; 010-64034315; 13501151303

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序

改革开放以来,我国经济快速发展,经济总量不断增加,对从事经济活动的相关人才的需求空前高涨。社会对经济管理类人才的需求大体上可以划分为两大类。一类是从事理论研究,从宏观和微观角度研究社会经济发展和运行的总体规律,研究社会资源的最优配置及个人满足最大化等问题的学者。另一类是在各种经济领域中从事具体经济活动的职业人,是整个经济活动得以有效运行的基本元素,是在各自不同的领域发挥着使经济和各项业务活动稳定有序运行、规避风险、实现价值最大化的社会群体。从社会经济发展的实际情况来看,后一类人群应该是社会发展中需求数量最大的经济管理类人才。在上述两类人才的培养上,前者主要由普通本科以上的高等院校进行培养,后一类人才的培养工作从我国高等教育的现状来看,培养的主体主要为高等职业教育。

高等职业教育经过近年来的迅猛发展,已经占据了我国高等教育的半壁江山。特别是自2006年教育部、财政部启动的国家示范性高等职业院校建设工作和教育部《关于全面提高高等职业教育教学质量的若干意见》(教高[2006]16号)文件的颁布以来,我国的高等职业教育迸发出前所未有的激情和能量,开放式办学、校企合作、工学结合、生产性实训、顶岗实习等各项改革措施深入开展,人才培养模式改革、课程改革、教材改革、双师结构教学团队的组建、模拟仿真的实验实训环境的进入课堂等项教育教学不断改革推进,使我国高等职业教育得到了长足的发展,取得了令人瞩目的成绩,充分显示出高等职业教育在我们经济发展中的举足轻重的作用和不可替代的地位。

我们依托上述大背景,同时根据技术领域和职业岗位的任职要求,以学生的职业能力培养为核心,组织了全国在相关领域资深的专家和一线的教育工作者,并与行业企业联手,共同开发了这套《高职高专经管类核心课教改项目成果系列规划教材》。这套丛书覆盖了经管类的核心课程,以职业能力为根本,以工作过程为主线,以工作项目为载体进行了教材整体设计,突出学生学习的主体地位是本系列教材的突出特点。

当然,我们也应该看到,高等职业教育的改革有一个过程,今天我们所组织出版的这套教材,仅仅是这一过程中阶段性成果的总结和推广。我们坚信,随着课程改革的不断深入,我们的这套教材也将以此为台阶,不断提升和改进。我们衷心地希望通过高质量教材的及时出版来推动教学,同时使本套教材在实际教学使用过程中不断完善和超越。

本套教材为全国财经类高职高专院校联协会和科学出版社的首次合作成果,是全国财经类高职高专院校联协会的推荐教材,适用全国各高职高专经济管理类专业使用。

周建松

2008年6月9日

前 言

本书为高职高专经管类核心课教改项目成果系列规划教材之一,是一本为高等学校商务英语专业及其他相关专业编写的商务方向的英语语言教程。

本书以教育部关于高等院校英语专业教学大纲所规定的复合型涉外人才的培养为依据,目标是让学生在商务环境中学习语言,并通过语言运用来提高商务知识与技能,使学生掌握商务基础知识,具有较强的运用商务英语的能力。本书的编写遵循以学生为中心的交际法语言教学理论这一指导思想,设计了形式多样的听说活动,旨在充分调动学生学习语言时的主观能动性和创造性,做到寓学于乐。

全书共计 16 个单元,每个单元由 6 部分组成。每个单元可按 4 个学时教学。其中,第一部分至第三部分共 2 学时,第四部分至第六部分共 2 学时。当然,教师也可以自主决定每个单元的分配时间,或有选择地使用各单元中的有关部分。

本书力求从编写思想、素材选编、练习设计和版面设计上反映当代外语教育的较为先进的研究成果和学术流派,在编写过程中着重体现以下特点:

1. 针对性、实用性强

各单元的主题选择上力求将英语语言与商务知识相结合,在训练学生英语应用能力的同时促使学生掌握相关的商务知识,使英语语言知识的应用和商务知识融为一体,极大地提高学生的英语学习效率和职业竞争能力。

2. 融听、说、练为一体,提高学习效率

在处理听与说的关系时,以听为导入,以说为目标。听说练习的设计是以“听说相连,层层深入”为基本原则,以听读、听写、听说、说为主线,把听说训练有机地结合在一起,通过“输入-转换-输出”的原则,突破原来把听力和口语训练分开实施的局面,以收到事半功倍的效果。

3. 任务性教学,目的明确,内容丰富

每个单元围绕一个主题展开,在内容方面设计与这一主题相关的场景、情景以及在交际时可能遇到的有关商务知识。每个单元由 6 部分组成:第一部分为热身活动(warming-up activities),采用图片、漫画等形式切入主题,通过视图和词库为后续听力和口语训练做铺垫,以扫清或者降低语言障碍,并设计了一些简单的问题让学生轻松开口。第二部分为听力训练(listening tasks),是以商务场景中的对话为主的实战听力练习,设计有单句练习(understanding statements)、短文练习(understanding conversation)和段落练习(understanding passages)等任务。第三部分为说的能力训练(speaking tasks),以口语操练为主,并给出了与本单元商务内容相关的常用表达方式,设计有两人练习、小组练习、全班练习及角色扮演(work in pairs, in groups or in whole class and role play)



等内容,进行由浅入深、由简单到复杂的练习,并加入了商务英语证书的考试题型。第四部分为听说互动(listening and speaking),听说相结合,先听后说,让学生听后就练习使用所学的表达方式。第五部分为练习(practices),听、说并重,力求达到对前一部分所讲内容进行复习巩固的目的。第六部分为商务礼仪(business manner),为学生提供一些必要的商务礼仪知识。

全书的听力任务部分均配有听力光盘,以便协助完成听力任务。

4. 学以致用

加入了商务英语证书的口试考试题型和四级听力中的听写填空题型,以在学习专业知识的同时提高学生的综合应用能力。

参与本书编写的全体人员均具备多年的高校英语专业教学实践经验,熟悉语言教学理论和方法,了解学生的实际情况。其中,赵红负责全书的框架设计、整体思路和文字审校,并编写了第一、五单元;高辉、王文君协助全书材料的编排与统筹工作,并分别编写了第九、十三单元和第十二、十四单元;王秋菊编写了第二、十单元;杨滢玲编写了第八、十六单元;陈乃源编写了第七、十五单元;任虹编写了第三、十一单元;潘俊岭编写了第四、六单元。

由于编者的水平有限,书中难免有不足之处,敬请广大读者批评指正。

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Unit One

Establishing Business Relations

Background Information

There are several prerequisites(先决条件) that exporters have to satisfy before they actually sell their products abroad, among which the establishment of business relations with potential customers deserves special attention. Generally, exporters can obtain information about prospect customers overseas through these channels: banks in the buyer's country; consulates(领事馆) stationed abroad; various trade associations; trade directory; newspaper and advertisement.

Having obtained the name and address of the prospect customers, the exporter may set out to send letters, catalogues, and price lists to the parties concerned. Such letters should tell the reader how his name is obtained and give him some details about the exporter's business, for example, the range of the goods handled and in what quantities.

Very often, it is the importer who initiates such an inquiry letter to the exporter to seek for information about the products he is interested in. In such a case, the letter should be answered immediately and explicitly to create goodwill and leave a good impression on the reader.

Word Bank

prerequisite /pri:'rekwizit/

n. 先决条件

potential /pə'tenʃ(ə)l/

a. 潜在的, 可能的

deserve /di'zə:v/

v. 应受, 值得

prospect /'prɒspekt/

n. 前景, 前途

channel /'tʃæn(ə)l/

n. 路线, 海峡

consulate /'kɒnsjʊlit/

n. 领事, 领事馆

catalogue /'kætələg/

n. 目录

initiate /i'niʃieit/

v. 开始, 发动

explicitly /iks'plisitli/

ad. 明白地, 明确地

partnership /'pɑ:tneʃip/

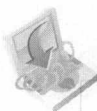
n. 合伙, 合股, 合伙企业

courtesy /'kə:tisi/

n. 允许, 礼貌



mutual / 'mju:tʃuəl/	a. 相互的, 共有的
avail / ə'veil/	v. 有益于, 有用, 有利
handicraft / 'hændikrɑ:ft/	n. 手工艺, 手工艺品
embroider /im'brɔɪdə(r)/	v. 刺绣, 镶边
maintain /men'tein/	v. 维持, 维修, 继续
substantial /səb'stænʃəl/	a. 坚固的, 实质的
frequently / 'fri:kwəntli/	ad. 常常, 频繁地
psychologically /,saɪə'lɒdʒikəli/	ad. 心理上的, 心理学的
lead-time /li:d taim/	n. 订货至交货的时间
survey /sə:'vei/	v. 调查(收入、民意等)
involve /in'vɒlv/	v. 包括, 使陷于
similarly / 'similəli/	ad. 同样地, 类似于
joint venture /dʒɔɪnt 'ventʃə/	n. 合资
appreciate /ə'pri:ʃieɪt/	v. 感激, 赏识
exclusively /ik'sklu:sɪvli/	ad. 专有地, 排外地
negotiate /ni'gəʊʃieɪt/	v. (与某人)商议, 谈判, 磋商
demonstration /,deməns'treɪʃən/	n. 示范, 实证
arts and crafts /ɑ:ts ænd krɑ:fts/	n. 工艺
assumption /ə'sʌmpʃ(ə)n/	n. 假定, 设想
convention /kən'venʃən/	n. 习俗, 惯例
fancy / 'fænsi/	a. 奇特的, 异样的



Part I: Warming-up Activities





1. What's your understanding to establish business relationships?
2. What are the difficulties in establishing a good business relationship?
3. How to avoid a bad business partnership? Give examples.



Part II: Listening Tasks

Task One: Understanding Statements

Listen and decide whether the following 10 statements are true (T) or false (F).

1. We'll be very pleased to enter into business relations with your company.
2. We get to know your company's name and address from Mr. Johnson.
3. Our mutual understanding and cooperation will lead to important business in the future.
4. Your desire to establish business relations meets with ours.
5. Having good relationships with other people is not so important for business owners.
6. Whether people care about you and your business has influence on your company's success.
7. It doesn't matter whether you send us the related information of your company or not.
8. We now avail ourselves of this opportunity to write you with a view to entering into business relations with you.
9. We have been in line of lights for more than twenty years and would like to trade with you in this line.
10. I'd be very pleased if you could show me around your company.

Task Two: Understanding Conversation

Listen to the following conversation carefully. It is followed by five questions. After you hear a question, there'll be a break of 10 seconds. During the break, you'll read the four choices marked A, B, C and D, and decide which is the best answer.

Two people are talking about establishing business relationship on a trade fair.

Questions 1 to 5 are based on the conversation you've just heard.

1. A. To buy some embroidered shoes.
B. To have sightseeing in China.
C. To have a meeting about the trade fair.
D. To establish business relations with China.
2. A. Handicraft. B. Textile. C. Knitwear. D. Silk.
3. A. Over two years. B. Over ten years.
C. Over twenty years. D. Over thirty years.
4. A. Because of their good quality.
B. Because of the flowers on the shoes.
C. Because of the bright color and the fashionable design.
D. Because of the beautiful color and the traditional design.
5. A. Some information of the company. B. Latest catalogues.
C. A brochure about the products. D. Some samples.

Task Three: Understanding Passages

In this task, you'll hear two passages. At the end of each passage, you will hear 5 questions. After you hear a question, there'll be a break of 10 seconds during which you can choose the best answer from the four choices marked A, B, C and D.

Passage One

Questions 1 to 5 are based on the passage you have just heard.

1. A. Those sell their products all over the world.
B. Those produce goods with high quality.
C. Those establish relationships with many other businesses.
D. Those work to develop a relationship with their customers.
2. A. To hand you a shopping cart.
B. To pilot the customers to get what they want.
C. To build a relationship with the customers.
D. To help the customers take their shopping bags.
3. A. The store has many employees and we do not see the same person with each visit.
B. The employees in the store do not want to build relationship with us.
C. We do not think that building relationship is our customer's business.

- D. We are not always satisfied with their service.
4. A. The good service. B. The kind of familiarity.
C. The cheap price of the goods. D. The good quality of the goods.
5. A. To tell us how to show the way for customers.
B. To tell us where to hand a shopping cart on customers' way in the store.
C. To tell us where to smile and say hello to customers as they walk in.
D. To tell us how to develop substantial relationships with customers.

Passage Two

Questions 6 to 10 are based on the passage you've just heard.

6. A. Your skills and experiences. B. Your products or services.
C. Your kindness to the people. D. Your ability to connect with other people.
7. A. Whom they know before. B. Whom they like and trust.
C. Who can decide for them. D. Who will give them a discount of 15%.
8. A. The product's cost and quality.
B. The company's lead-time and function of the product.
C. The salesperson's ability to understand your needs and connect with you.
D. The salesperson's attitude towards you when you are served.
9. A. Because someone upset them. B. Because nobody understand their needs.
C. Because the quality of the goods is inferior. D. Because the price is higher.
10. A. The quality of the goods and your attitudes.
B. The price of the goods and your service.
C. Your experience in life.
D. Your relationships with others.



Part III: Speaking Tasks



Patterns and Expressions for You to Recite and Use

Information on Each Other

1. Could you please tell me what line of business is your firm in?
2. We have been specializing in this line for about twenty years, how about your company?
3. We are mainly engaged in...
4. Our company specializes in/ trading of...
5. We carry out business operations in the following areas...
6. Our business activities range from...to...
7. We deal exclusively in...
8. We are in the line of...
9. Our company makes/ manufactures/ turns out...
10. We are working in a joint venture/ partnership with...
11. I'd appreciate it if you could arrange for me a visit to your company.
12. I'd like to negotiate with you about...
13. I'd like to direct you to see our products, please come with me.
14. Would you like to see my demonstration to know how it works?

Let's Establish Business Relationship

1. We shall be glad to establish business relations with your company.
2. Our mutual understanding and cooperation will certainly result in important business.
3. We are now writing you for the purpose of establishing business relations with you.
4. We have been in line of arts and crafts for more than twenty years and would like to trade with you in this line.
5. The purpose of our coming is to discuss the possibility of establishing business relationships with you.
6. I am sure our business dealings will develop quickly and productively.
7. I am interested in your... can we have a talk on it?
8. We very much appreciate your interest in our company, and we express our desire to ...

Task One

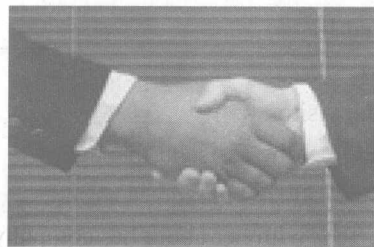
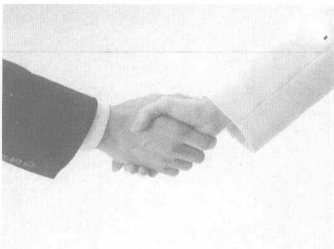
According to the contents of Passage Two in Listening Task Three, work in pairs, and comment on the following statements.

1. No matter how good your skills or your products/services are, the key to your long-term success is your ability to connect with other people.
2. We tend to buy from people we like and trust.

3. 85% of the joy we have in life involves another person and 85% of the bad times we experience in life similarly involve another person.

Task Two

Discuss the following questions in class, using as many of the given words and expressions as possible.



- What is the process of establishing business relationship when a company decides on exporting to new market?
communicating in writing, attending the export commodities fairs, holding exhibitions both at home and abroad, mutual calling and visiting
- What do you think are the most important elements for successful relationship with customers?
best quality of product, good reputation of the company, excellent after-service, reasonable price
- Suppose you are the manager of sales department and you want to establish business relationship with other company, what would you do?
collecting information on Internet, make a call, asking for latest catalogues of the products, arranging a visiting

Task Three

Role play: make up a business conversation with your partner according to the situation given in the cue card.

Situations

Imagine you are an assistant manager in a company. You are going to meet some visitors from another company from abroad.



Cue Card A

You are:

The assistant manager.

1. Greet the visitors.
2. Introduce yourself to the visitors.
3. Give a brief introduction of your company to the visitors.
4. Show them around your company.

Cue Card B

You are:

The visitor.

1. Greet the assistant manager.
2. Introduce yourselves to her.
3. Talk with her about her company.
4. Introduce something about your own company.



Part IV: Listening and Speaking

Task One

Listen to the passage and fill in the blanks with what you have heard from the tape. The passage will be read three times.

Traditional business relationships rely on a 1 set of assumptions and conventions, and a simple set of familiar choices, often supported by law or 2. For example, if you eat in a self-service restaurant, you pay before you eat. If you eat in a fancy restaurant, you pay after you eat. If the food is bad, you can demand a 3, or refuse to pay. Otherwise, if you refuse to pay, the restaurant can take your address or call the police. These conventions are pretty well understood by most people.

Similarly, if you open a 4, you know pretty well what the deal is. You probably have to 5 something with a lot of small print. Many people don't bother to read the small print this is because they know (or think they know) 6 what the small print says.

Once you 7 from this basis of tradition, convention and assumption, there can be no "small print" at all. 8.



Task Two

Listen to the passage again and retell the story in your own words with your partner.



Part V: Practices

Task One

Listen carefully to the following 10 sentences and write them down. Each sentence will be read two times.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Task Two

Listen to the following invitation letter and give brief answers to the following questions. The letter and the questions will be read three times.

Questions 1 to 5 are based on the passage you've just heard.

1. When will be this exhibition held?

2. What will be displayed on this exhibition?

3. Who will come to answer the customers' questions on the spot?
