

实用商务英语系列教材

孙宁 孙红英 主编

实用

商务

英语

听说

大连理工大学出版社

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前 言

针对从事商务活动的具有初中级英语水平的英语学习者的需要,《实用商务英语听说》一书将英语语法、功能语言、词汇和听说技能的培训置于真实的商务场景之中,通过社交、电话、传真、商务会议等学习掌握英语的实用技能。

教材强调发展语言能力和提高交际技巧,使学习者在真实的场景下学习商务知识,掌握商务活动的操作技能。全书共 20 个单元。每个单元有一个商务主题,内容包括听力、听力部分的语言重点、针对语言重点的练习、口语练习、单词检测和词汇练习。

本教材采用直接教学法,不需要再用其他教师参考书,配有录音磁带。商务场景呈多样化,内容安排脉络清晰,书后附有练习答案和听力部分的文字材料。同时为学习者提供了有英汉双解的商务词汇表,收进了一些课程中没有出现但实际运用中非常实用的用语,涉及到市场营销、财政金融、人事管理和生产运营,有商务英语词典

之功用。

作为一套完整的教材,本书适用于商务英语专业的学生、对商务英语感兴趣或需要了解商务英语的学生和商务英语的自学者等。同时,本书也可作为商务英语证书(BEC)考试考前训练的辅助教材。

本书在编写过程中,参考了《初级商务英语》、《中级商务英语》等剑桥商务英语培训用书中的有关内容,在此一并致谢。

由于作者水平所限,书中难免有不足之处,恳请读者批评指正。

编 者

1998年11月

CONTENTS

(目 录)

Unit 1	Company Organization (公司机构)	1
Unit 2	Company Strategy (公司策略)	8
Unit 3	Market Research (市场调查)	13
Unit 4	Budget Meeting (预算会议)	19
Unit 5	Sales Forecasts (销售预测)	25
Unit 6	Our Competitors (竞争对手)	31
Unit 7	Information Handling (信息处理)	37
Unit 8	Company Results (公司效益)	45
Unit 9	Making Professional Contact (业务接触)	51
Unit 10	Running a Job Interview (求职面试)	60
Unit 11	Recruiting Personnel (招聘员工)	70
Unit 12	Arranging a Conference (安排会议)	78
Unit 13	Reducing the Workforce (裁减员工)	84
Unit 14	Fair Pay (丰厚工薪)	91
Unit 15	Business Transaction (商业交易)	98

Unit 16	Company Policy (公司政策)	106
Unit 17	Pricing Decision (定价决策)	114
Unit 18	Small Talk (简短谈话)	120
Unit 19	Late Payment (滞期付款)	126
Unit 20	Meeting Objectives (会议宗旨)	136
Key to Units(1~20) and Tapescript		
	(单元(1~20)答案与听力文字材料)	143
Glossary	(词汇表)	234

Unit 1 Company Organization

(公司机构)

商务主题: 公司组织机构介绍

Word Check

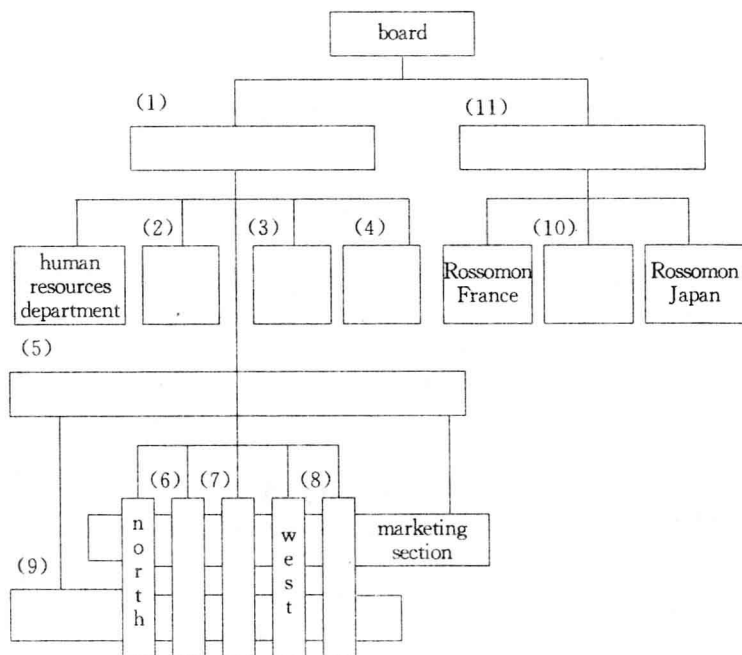
organizational	showing the way a company is organised 组织上的、编制中的
structure	organization 体制、结构
Managing Director	director who is in charge of a whole company 总经理
executives	people who put decisions into action 高级 管理人员
personnel	staff 全体员工
training	teaching employees how to do something 培训
rationalisation	making more efficient 合理化、提高效率
region	part of a country/an area 地区
to split	to divide 分割、分担
matrix (basis)	organised according to two sets of crite- ria, e. g. geographical and functional 矩 阵
section	part of a company 部门
subsidiary	company which is owned by a parent company 子公司
affiliate	company wholly or partly owned by another company 附属机构

1. Listening (听力)

1.1 Listen to the presentation about Rossomon Plc. And answer the questions.

- (1) Who is responsible for the Board?
- (2) What are the executive departments?
- (3) What does Peter Jenkins, the head of Management Service Department do?
- (4) What are the duties of Regional Managers?
- (5) On what matters do Marketing and Technical Services work closely with Regional Managers?
- (6) How many subsidiaries does Rossomon have all over the world? Who do they report to?

1.2 Listen again and complete the following chart.



2. Presentation (语言重点)

This section demonstrates some of the language used to describe an organization in terms of:

- ☐ hierarchy
- ☐ responsibilities/functions
- ☐ titles
- ☐ affiliates
- ☐ structure

2.1 Hierarchy (组织层次).

The company is headed by the MD.

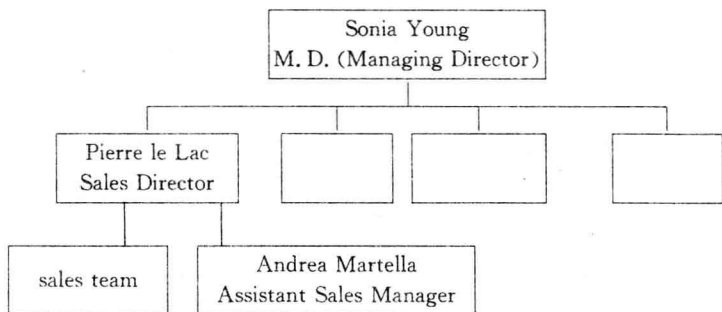
The Sales Director reports to the MD.

The Sales Director is under the MD.

The Sales Director is accountable to the MD.

The Sales Director is supported by a sales team.

The Sales Director is assisted by an Assistant Sales Manager.



2.2 Responsibilities/functions (责任/职能).

The Finance Department is responsible for accounting.

The R & D (Research and Development) Department takes care of new product development.

The Administration Manager is in charge of personnel.

2.3 Titles (职务).

Below are the main managerial titles with the US equivalents in brackets:

Chairman (President)

Managing Director (Chief Executive Officer/Senior Vice-President)

Finance Director (Vice-President—Finance)

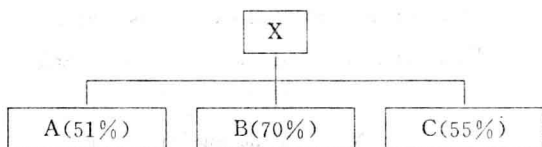
Sales Manager (Sales Director)

注:公司的董事,总裁一般为董事会成员

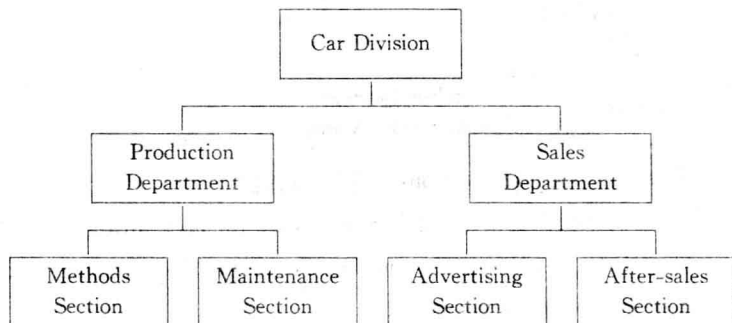
2.4 Affiliates (附属机构).

X is the parent company.

A, B and C are subsidiaries (more than 50% owned by the parent).



2.5 Structure (结构).



The Car Division consists of the Production Department and the Sales Department.

The Production Department comprises the Methods Section and the Maintenance Section.

The Sales Department is made up of the Advertising Section and the After-sales Section.

3. Controlled practice (强化练习)

3.1 Use the organization chart in the Listening section and the language in the Presentation section to complete these sentences.

(1) The Managing Director _____ to the Board.

(2) The Managing Director _____ for running the company.

(3) The Managing Director _____ by four executive departments.

(4) _____ the Managing Director, there are five regional divisions.

(5) Each Regional Manager _____ of a territory.

(6) The five regions _____ by two other sections — Marketing and Technical Services.

(7) The Section Leaders _____ to the Regional Managers.

(8) In addition to the _____ company, Rossomon has three _____.

(9) The subsidiaries _____ Rossomon France,

Rossomon Germany and Rossomon Japan.

(10) The subsidiaries _____ to the Export Sales Department.

3. 2 Decide the following statements whether they are true or false.

(1) Rossomon is a big international corporation with many affiliates over the world.

(2) All the management personnel sit in the Board of Directors.

(3) The regional managers must cooperate with the marketing services.

(4) The manager of Japan subsidiary company must report directly to Mr Bunce.

(5) Export Sales Department is accountable to the Board.

4. Words and expressions (词汇)

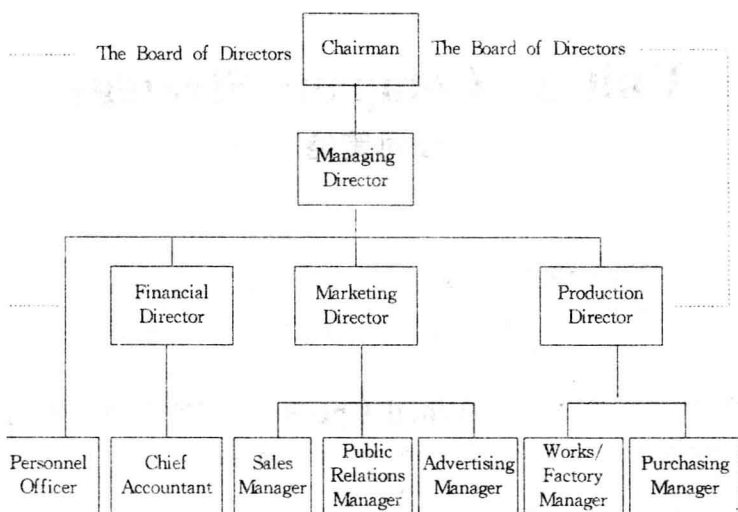
4. 1 Complete the sentences with the phrases given in the column.

Peter	is in charge of	transportation
Simon	is assisted by	three executive sections
R & D	takes care of	corporate finance
Mary	works on	new products
they	are supported by	Marketing and Technical Services

5. Pair work (对话练习)

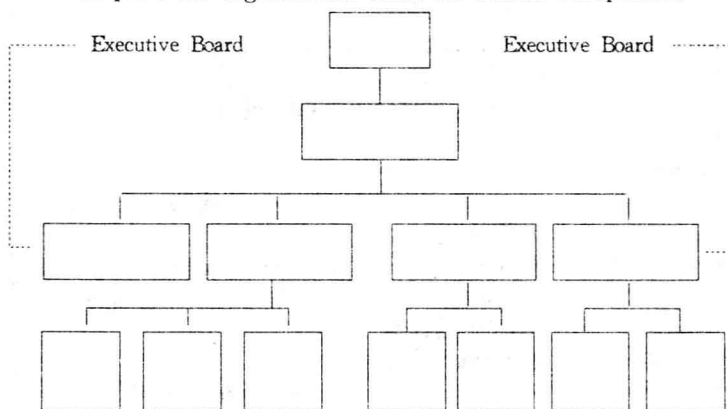
(1) Student B: Turn to the Key section.

Student A: Describe the typical management structure of a British company to Student B. Use the organization chart for Semling Photographics.



注: Organization chart: Senling Photographics Plc.

- 2) Listen to Student B's description of the typical management structure of an American company. Use the information to complete the organization chart for Felton Computers.



注: Organization chart: Felton Computers

Unit 2 Company Strategy

(公司策略)

商务主题: 某公司的一个业务会议上,
三个与会人员正在讨论公司策略

Word Check

strategy	plan of future action 策略、战略
to define	to find 寻求、规定
flexible	can be changed 可变通的
objective	something which you aim for 目标
market share	percentage of a total market which the sales of a company or product cover 市场份额
to reduce	to make less or smaller 减少
margins	difference between the buying and selling price 利润幅度
long-term	for a long period of time 长期的
prospect	possibility for the future 前景
to invest	to spend money usefully 投资
plant	factory 工厂
manufacturing	production 生产
to upgrade	to make better, to improve 改进, (产品的) 升级换代
competitive	difficult, as a result of the activities of other companies working in the same area 竞争的
rapidly	quickly 迅速地
to adapt	to change 适应
to sub-contract	to agree with another company that they will do part of the work 转包合同、分包合同

1. Listening (听力)

- 1.1 Listen to the discussion about company strategy. Match the conditions to the results. The first one is done for you.

Conditions

- (1) Reduce prices
- (2) Margins smaller
- (3) Increase production
- (4) Invest in new plant
- (5) Upgrade product
- (6) Higher prices
- (7) Reduce manufacturing costs
- (8) Sub-contract production

Results

- a. Cut unit costs
- b. Job losses
- c. Reduced sales
- d. Market share increases
- e. Cut profits
- f. Unit costs come down
- g. Higher profits
- h. Adapt to market

- 1.2 Listen again and fill in the blanks with what you hear from the tape.

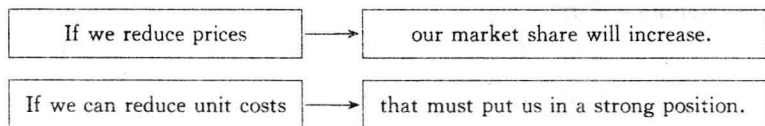
- (1) We need to define a new strategy but the strategy must be _____ to take account of changing market conditions.
- (2) Our main objective must be to gain _____.
- (3) That is probably true, but if we reduce prices, _____ will be lower.
- (4) In short term, that is right, but we can slowly _____, and with increased production. . . .
- (5) I don't agree. I think we should go for _____. If we can _____, we'll get better prices.
- (6) Look, the market is already _____ and getting worse so.

2. Presentation (语言重点)

本听力片段中使用了条件句来表达可能的结果。

Condition 条件

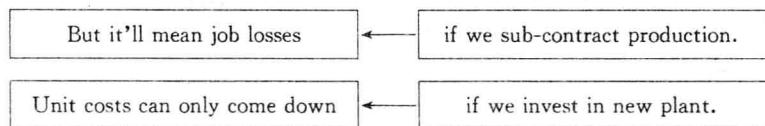
Result 结果



条件句用一般现在时,结果句中用 will 或情态助动词的一般现在时,有时句序可颠倒:

Result 结果

Condition 条件



3. Controlled practice (强化练习)

3. 1 Make conditional sentences from the prompts below. You must decide which is the condition and which is the result, and use an appropriate verb, where necessary.

e. g. Sales increase/good advertising campaign.

Sales will increase if we have a good advertising campaign.

Sales will increase if there is a good advertising campaign.

(1) More satisfied customers/improve the delivery service

(2) Rationalise production/unit costs reduced

(3) Job losses/rationalise production

(4) Install robots/lower labour costs

(5) Price war/competitors enter the market