

全国高职高专商务英语精品系列教材

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外贸英语听力 II

Foreign Trade English Listening II

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“全国高职高专商务英语精品系列教材”

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出版说明

目前,以就业为导向、以企业需求为培养目标是高职教育的发展方向 and 趋势,提高学生的职业能力和竞争力是高职教育的根本。对外经济贸易大学出版社特组织了具有丰富教学经验的高校骨干教师和企业用人单位的专家共同组成编写队伍,通过对近几年高职英语专业学生的职业岗位群所需能力的调研,完成了行动领域归纳和典型工作任务分析,确定了学习领域和学习情景设计,以加强与行业联系与合作为基础,以真实工作任务为依据,进一步选择和整合教学内容,为高职学生量体裁衣地编写了这套系列教材。本套教材包括《商务英语精读》《商务英语听力》《商务英语口语》《英美国家概况(英文版)》《商务英语翻译》《国际商务秘书》《商务英语谈判》《跨文化商务交际》和《实用英语语音语法》等。

本系列教材在编写理念、编写形式和教学内容上都对传统英语教材进行了颠覆性的改革,突出了以下特色:

1. 编写理念先进,具有实用性和前瞻性。

以先进的教学理念为指导,教材设计以培养高等职业教育学生的职业能力为目标,紧紧围绕行业实际需求,突出实用性,职业性和开放性。

2. 以工作过程的实际需要为依据,确定实用的教学内容。

在教学内容的组织安排过程中,我们以学生职业能力培养、日常生活和真实工作需要为依据,选取整合教学内容,科学设计单元主题、教学任务和实训内容,力求达到教、学、练一体,课堂教学与实际应用相统一。

3. 重视语言教学规律,加强对学生听、说、读、写、译综合能力的培养。

在教学任务设计过程中,我们以整体语言教学理论为指导,将听、说、读、写融为一体,把培养学生一定的英语交际能力作为提高其职业素养的重要任务,并且明显加大了英语听说、写作,特别是商务英语实用交际能力的训练。

4. 以学生为中心,以培养学生自主学习能力和创新能力为目标。

本套教材设计和开发以学生为中心,明确学生的需求,能够深度了解学生感兴趣的活动和主题,设计一些模拟的商务工作情境,激发学生的学习兴趣,培养学生自主学习能力和创新能力。

5. 版式新颖,教学活动设计多样化。

教材设计符合认知规律,版式设计图文并茂,能够激发学生的学习兴趣。教学活动多样化,贴近生活和工作实际,如情境设计、角色扮演、案例分析和实战模拟等为学生提供—个仿真的应用商务英语的环境。

总之,本系列教材既覆盖英语基础知识又体现商务英语的专业性和职业性,从而达到知识的完整性。其宗旨是通过学习有关商务活动的真实的、新颖的语言材料,培养学生学习商务英语的兴趣和国际商务沟通能力,提高听、说、读、写、译方面的基本能力,

提高商务工作者的基本素质,掌握商务工作过程必要的商务知识,商务基本礼仪、经济、贸易等方面的基础理论和管理经营理念;能够胜任用英语进行对外经贸活动方面的工作,将语言知识、交际技能、文化背景知识和商务知识融为一体,为进行真实交际的商务活动而服务,为学生进一步学习其他商务英语专业知识打下坚实的基础,使之成为 21 世纪复合型、国际型和应用型商务人才。

本系列教材的适用面广泛,既可以作为国际经贸、国际金融等涉外专业的商务英语教材,也可以作为英语专业商务英语教材,还可以作为大学英语选修课教材和行业培训教材。

本系列教材是在职业教育发展的新形势、新要求下做出的一种尝试,书中疏漏之处在所难免,恳请各位专家和同行不吝赐教,以便在使用中日臻完善。

大连职业技术学院
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前 言

继我院商务英语专业组织开发的“全国高职高专商务英语精品系列教材”中的《商务英语听力》之后，我们又进行了广泛深入的外贸企业实践和调研，依据企业对外贸人才的需求，进一步明确和完善了商务英语专业和国际贸易专业的人才培养方案和相关课程标准。在教材建设方面，我们依然把握“学用结合，学以致用”的思路，坚持“以就业为导向，以职业能力为核心”的原则，确定了16个外贸主题并编写了这套《外贸英语听力》教材。本套教材一共两册，分为外贸流程篇和外贸方式篇，每册8个外贸主题单元及两套测试，每个单元由以下三部分组成：

第一部分（Starter）是针对短对话而设计的单项听力技能训练，旨在帮助学生奠定扎实的听力基础；

第二部分（Main Course）围绕着每单元特定的外贸主题设计了10项听力任务，在每项任务之前设立一个词汇库（Vocabulary Bank），列出了听力材料中的生词和短语，帮助学生排除听力中的词汇障碍。此部分使学生在提高语篇层面听力技能水平的同时获得一定的外贸知识和技能；

第三部分（Dessert）介绍全球知名的外贸B2B电子商务平台和贸易港口，便于学生了解更多的专业知识和外贸信息。

每套测试包括一项单项听力技能测试任务和8项围绕外贸主题展开的听力任务。

本套教材的听力内容精选了与16个外贸主题密切相关的对话和短文。听力任务的设计灵活多样，包括单项选择、判断正误、回答问题、补全信息、选项匹配、选项归类、听辨不同、排列顺序和填写表格。

本套教材附有听力答案（Answers）、录音原文（Scripts）和词汇总表（Word List），词汇总表按照字母顺序列出全书生词和短语并提供了音标、词性、汉语解释以及来源。录音原文和词汇总表请到<http://www.uibepresources.com/>下载使用。本套教材还配有听力音频和多媒体教学课件。

建议各校在制定教学计划时，将本套教材分两个学期教授，每学期18个教学周，每周2学时，每册36学时，全套为72学时。

本册教材为《外贸英语听力》第二册外贸方式篇，包括八个外贸主题：代理（Agency）、补偿贸易（Compensation Trade）、招标投标（Tender and Bid）、加工装配（Processing and Assembling）、易货贸易（Barter Trade）、寄售（Consignment）、技术转让（Technology Transfer）以及电子商务（E-business）。

通过本册教材的学习，使学生能够达到以下听力和外贸两个方面的目标：

一、听力技能

□ 单项听力技能：理解习语、听辨提议或请求、判断逻辑关系、选择会话惯用语句、

辨别暗含肯定或否定回答、概括主旨大意、捕捉事实细节、对所听内容进行合理推断能力。

- 语篇层面听力技能：辨认关键词、听取具体细节等获取主要信息的能力；做笔记、写简要和释义复述等归纳总结能力。

二、外贸知识技能

此部分旨在帮助学生掌握代理、补偿贸易、招标投标、加工装配、易货贸易、寄售、技术转让以及电子商务外贸方式中的专业术语和业务知识，并掌握外贸业务谈判的技巧。

本套教材在编写过程中参考了大量的国内外资料，凝聚了众人的智慧与努力。在此，我要衷心地感谢对外经济贸易大学出版社编辑同志为本套教材的审阅和修改所做的大量细致的工作；感谢英国埃克塞特大学(University of Exeter)教育学院 TESOL 导师 Sarah Rich 女士的专业指导和 St. Luke 学院校友会成员的鼓励与支持；特别感谢大连职业技术学院国际商务语言学院田南生院长和徐美荣副教授的关怀与支持；国际学院何伟莲教授和经济管理学院的张燕副教授提供的宝贵资料和建议；最后，感谢我的先生和学生们对本套教材的出版所给予的支持和协助。

本套教材虽然是商务英语和国际贸易专业的学生而设计编写的，但也可用作涉外商务人士提高英语听力水平的自学材料。

由于编写时间仓促、编写水平有限，书中难免出现疏漏和不足之处，恳请各位同仁和学生在使用本套教材的过程中不吝匡正并将您的改进意见及时通过以下联系方式反馈给我们，以便我们进一步完善本套教材，使之更好地服务于教学。

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Module 1

Agency

Learning Objectives

1. To understand the idioms correctly according to the contexts;
2. To acquire the listening skills of catching the key words and the specific details;
3. To learn the knowledge and the negotiation skills about agency;
4. To grasp the useful words and expressions related to the topic.

Starter



Sentence Structures: Understanding Idioms

Directions: You'll hear ten short conversations between two speakers. At the end of each conversation, you'll hear a question about what has been said. Listen carefully and decide which of the four choices is the best answer to the question you've heard.

1.
 - A) He speaks too fast.
 - B) He never comes to the point.
 - C) He always says what he wants to say.
 - D) He can hardly express himself clearly.
2.
 - A) He wants the woman not to worry.
 - B) He'll take the guests home in a minute.
 - C) He needs time to relax before the guests arrive.
 - D) He thinks it's easy to clean the house after the guests are gone.
3.
 - A) He suggests that they meet on Mother's Day.

- B) He suggests that they see each other next Monday.
C) He suggests that he meets the woman's mother next week.
D) He suggests that the woman meets his mother next Monday.
4.
A) He has some problems with his job.
B) He's not satisfied with his new job.
C) He's not familiar with the work yet.
D) He doesn't have time to learn to do his job well.
5.
A) He'll try to find it.
B) He'll get another one.
C) He'll become very angry.
D) He'll lend the man a disc.
6.
A) He feels sorry for those students.
B) He thinks the punishment is too severe.
C) He thinks it's right to punish those students.
D) He thinks those students should be expelled from college.
7.
A) They shouldn't do it now.
B) They should definitely do it.
C) They should have done it earlier.
D) They should try every means to do it.
8.
A) He doesn't like salad.
B) He will do anything to help.
C) He prefers to do another dish.
D) He doesn't want to do anything for the party.
9.
A) She failed the exam.
B) She has already taken the exam.
C) She managed to pass the exam.
D) She did very well on the exam.
10.
A) Play bridge.
B) Go across the bridge.
C) Make up her physics exam.
D) Wait and see what happens.

Main Course

 Task 1

Vocabulary Bank

1	turnover	['tɜ:nəʊvə(r)]	<i>n.</i>	营业额, 成交量
2	commission	[kə'mɪʃn]	<i>n.</i>	佣金
3	overhead	[,əʊvə'hed]	<i>n.</i>	经常开支, 普通用费

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

- () 1. Mrs. Wang's company has been established for 10 years.
 () 2. Mrs. Wang's company is looking for a Sales Agent in Europe.
 () 3. Mr. Johnson's company is very confident to become a Sales Agent.
 () 4. According to Mr. Johnson, the yearly turnover will be reconfirmed in three months.
 () 5. Mr. Johnson expects to be paid by L/C.

 Task 2

Vocabulary Bank

1	embroidered	[ɪm'brɔɪdəd]	<i>adj.</i>	绣花的
2	elegant	['elɪɡənt]	<i>adj.</i>	优雅的, 雅致的
3	elaborate	[ɪ'læbəreɪt]	<i>adj.</i>	精美的, 精心的, 复杂的
4	distributor	[dɪ'strɪbjətə(r)]	<i>n.</i>	经销商
5	standing	['stændɪŋ]	<i>n.</i>	地位, 名声
6	extensive	[ɪk'stensɪv]	<i>adj.</i>	广泛的, 大量的
7	complicate	['kɒmplɪkeɪt]	<i>v.</i>	使复杂化
8	appeal to			吸引
9	sole agent			独家代理
10	exclusive agent			独家代理
11	spare no effort			不遗余力, 不计代价

Directions: Listen to the dialogue and fill in the following ten blanks with the missing words. Write no more than four words in each blank.

(J-Mrs. Jones, L-Mr. Li)

- J: Mr. Li, I'm here to tell you that the last delivery of your embroidered silk blouses is very much to the taste of our market. The excellent quality and the _____ style appeal to our clients very much. We are sure there will be a bigger market for your products in our country.
- L: We are very glad to hear that, Mrs. Jones.
- J: Well, Mr. Li, as you can see, our firm is among the leading firms of _____ of many years' standing in this trade. We have an extensive sales organization and a _____ of the British market. Your products would sell very well here. We're prepared to do more business with you.
- L: We're really pleased to know that you find our products satisfactory and that you think there is room for _____ in Britain. We really appreciate your efforts in pushing the sales of our blouses.
- J: That's to our mutual benefit. And we are also interested in _____ for you. As you know, selling products to different importers tends to complicate the business. We are experienced in the business of silk and enjoy business relationship with all the _____ in this line. We have a mind to expand the business, and if we are appointed as your _____, we can assure you we'll _____ to push the sales of your products. What's your view on these proposals? Are you interested?
- L: To tell you the truth, we're _____. But we've not yet made any decision about it. Frankly speaking, you're not the only one who applies for an agent for us in your country. Perhaps you would like to give us some idea of the terms on which you would be willing to operate as our agent.
- J: No problem. We can send you the details _____ tomorrow.
- L: Very well then. We'll make our decision and let you know it as soon as possible. Thank you for your appreciation of our products.

Task 3

Vocabulary Bank

1	commence	[kə'mens]	v.	开始
2	authorize	['ɔ:θəraɪz]	v.	批准, 委托, 授权
3	transmit	[træns'mɪt]	v.	传送, 传达
4	principal	['prɪnsəp(ə)l]	n.	委托人
5	territory	['terətri]	n.	领土, 范围

6	reserve	[rɪ'zɜ:v]	v.	保留
7	terminate	['tɜ:mneɪt]	v.	结束, 终止
8	be engaged in			忙于……, 致力于……
9	be entitled to			有权

Directions: Listen to the dialogue and answer the following five questions.

1. How long will the agency be?
2. When will the agency start?
3. How much commission will be paid to Mr. Smith?
4. What's the minimum turnover required by Mrs. Wu?
5. What if the minimum turnover is not reached at the end of the year?

Task 4

Vocabulary Bank

1	leaflet	['li:flət]	n.	传单
2	devote to			把……用于……

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

- () 1. Mr. Andrew has no idea about how much they will spend on advertising.
- () 2. Mr. Andrew promises that the annual turnover will be \$2,000 for the first year.
- () 3. Mr. Andrew is very confident in increasing the turnover in the future.
- () 4. If Mr. Andrew charges a 15% commission, Ms. Wang will have to increase the price.
- () 5. Ms. Wang hasn't decided whether to appoint Mr. Andrew's company as their agent.

Task 5

Vocabulary Bank

1	guaranteed	['gærən'ti:d]	adj.	保证的, 担保的
2	resistance	[rɪ'zɪstəns]	n.	抵抗, 抵触, 反对
3	exception	[ɪk'sepʃn]	n.	例外
4	quota	['kwɒtə]	n.	配额, 定额, 限额
5	catalogue	['kætələʊg]	n.	目录
6	promotional	[prə'məʊʃənl]	adj.	推销的
7	in excess of			超过

Directions: Listen to the dialogue and complete the following six sentences with the missing words. Write no more than four words in each blank.

1. The guaranteed annual amount will be _____ for a start.
2. The agent will get _____ for a trial period of one year.
3. The territory to be covered is _____.
4. For _____ sold in excess of the quota, we will get 2% more in commission for your efforts.
5. The exporter will send the agent their catalogues and other promotional materials _____.
6. The advertising expenses will be shared between the two parties _____.



Task 6

Vocabulary Bank

1	justify	['dʒʌstɪfaɪ]	v.	证明……正确, 对……做出解释
2	entrust	[ɪn'trʌst]	v.	信赖, 信托, 交托
3	sales volume			销售量
4	be confined to			限制在, 局限于
5	call it a deal			一言为定

Directions: Listen to the dialogue and complete the following form with no more than five words for each blank.

Agency Agreement

1. Annual sales volume: an _____ of \$100,000, starting from _____ for the first year
2. Commission: _____
3. Duration: _____
4. Territory: the _____ only
5. Exporter: not allowed to supply their products to _____.
6. Agent: not allowed to _____ offered by other suppliers.

 **Task 7****Vocabulary Bank**

1	fulfill	[fʊl'fɪl]	v.	履行, 执行
2	distributorship	[dɪst'rɪbjʊ:təʃɪp]	n.	分销权
3	conservative	[kən'sɜ:vətɪv]	adj.	保守的
4	strive	[straɪv]	v.	努力
5	clause	[klaʊz]	n.	条款

Directions: Listen to the dialogue and choose the best answer to each of the following three questions.

1. Why does Mrs. King come to meet Mr. Ben?
 - A) Because it has been two years since they last saw each other.
 - B) Because she wants to apply for a sole distributorship in Canada.
 - C) Because she wants to renew their sole agency agreement.
 - D) Because she wants to get more commission from Mr. Ben.
2. What's the new annual turnover?
 - A) 300 pieces.
 - B) 400 pieces.
 - C) 450 pieces.
 - D) 500 pieces.
3. Which of the following statements is NOT true?
 - A) Mr. Ben thinks Mrs. King's company can sell more than they sold.
 - B) All the terms in the new sole agency agreement remain unchanged.
 - C) Mr. Ben is very grateful for Mrs. King's efforts in pushing the sales of their pianos.
 - D) For every additional 50 pianos sold, Mrs. King's company will get 1% higher commission.

 **Task 8****Vocabulary Bank**

1	dealer	['di:lə(r)]	n.	经销商
2	former	['fɔ:mə(r)]	n.	前者的, 前任的
3	specify	['spesɪfaɪ]	v.	详细说明, 阐述
4	length	[lenθ]	n.	长度
5	termination	['tɜ:mɪ'neɪʃn]	n.	终止, 结束
6	renewal	[rɪ'nju:əl]	n.	续期

7	flexible	['fleksəbl]	adj.	灵活的
8	obligation	[,ɒblɪ'geɪʃn]	n.	义务, 责任
9	principal	['prɪnsəp(ə)l]	n.	委托人
10	be obliged to			有义务……

Directions: Listen to the dialogue and complete the following passage by filling in each blank with three or four words that best fit the context.

Exclusive sales arrangements are basically the same the world around: the exporter authorizes the importer to be _____ of the former's products. If the exporter has several product lines, he can specify which product lines he wants included in the arrangement. Based on his judgment of importer's _____ of distribution, the exporter can also specify the area in which the importer can sell _____. It can be one city, several provinces or the whole country. The length of an arrangement in China is usually one year, but in the United States, they do not specify the length. Instead, they have a clause of _____ of the arrangement in the related agreement. The volume of the business is also specified in the arrangement, expressed in _____. Once agreed upon, the exporter is obliged to sell the specified products during the specified period to _____. The importer is also obliged to buy from the exporter only during the specified period, if his country's law permits. If the importer does not _____, he has nobody but himself to blame. This is because in an exclusive sales arrangement, the relationship between the exporter and the importer is "_____", which means each party is responsible for his own profits or losses.



Task 9

Vocabulary Bank

1	exploit	[ɪk'splɔɪt]	v.	开发, 开拓
2	facilities	[fə'sɪlɪtɪz]	n.	设施, 设备, 工具 (facility 的复数形式)
3	feasible	['fi:zəbl]	adj.	可行的, 可能的
4	solicit	[sə'lɪsɪt]	v.	恳求, 征求
5	execution	[,ɛksɪ'kju:ʃn]	n.	执行, 实施
6	proceeds	['prəʊsi:dz]	n.	收入, 收益, 进款

Directions: Listen to the passage and answer the following five questions.

1. What is a better way for medium-sized and small companies to exploit overseas markets?
2. What are agents employed to do?
3. What are the two kinds of agents mentioned in the passage?

4. What does the percentage of commission depend on?
5. When is the commission usually paid?

Task 10

Vocabulary Bank

- | | | | | |
|---|-----------------------|-----------|----|--------|
| 1 | submit | [səb'mit] | v. | 提交, 递交 |
| 2 | for one's own account | | | 由……来负担 |

Directions: Listen to the passage and fill in the blanks with the missing words. Write one word in each blank.

Negotiation Skills

In international trade, the most usual form of agency is that the seller (the principal) _____ some foreign companies (agents) to sell certain goods to the customers in a particular area during a particular period of time. The agent is obliged to market the goods _____ and for doing this, he may receive a percentage of the price of the goods—a commission. This is normally much cheaper for a firm than _____ a number of its own staff to a foreign country, and a _____ of any country will always know the market better than a _____ will.

In negotiation of agency, the prospect agent should _____ describe the source of information through which he got to know that they want an agent and state his past _____ of being any kind of agent and introduce himself or his company as well as the _____ plan. And he should also show his interest in acting as an agent and provide some _____ companies for them to refer to. Besides, some general terms should be listed as follows:

- the nature and _____ of the agency agreement;
- the _____ to be covered;
- the duties of agent and _____;
- the method of buying and selling—whether the agent is to buy for his own account or on _____;
- the percentage of _____ the agent shall take;
- the market report the agent _____ to the principal; and
- other terms and conditions.