

外贸 中级英语



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出版说明

本教材是为有一定英语基础的学员而编写的，旨在帮助他们进一步练好基本功。本教材从抓好基础训练着眼，以经贸实践的需要为纲，将外语基础尽可能地和外经贸实践相结合，使教材既能为学员打下较扎实的语言基础，又为他们的学以致用提供了素材。

教材在具体安排上，删去了语音、语法的讲解部分，仅对较复杂的长句加以注解说明。若干重点语法、词汇、句型等结合课文中出现的有关句型进行重点操练，以起到复习、巩固和提高的作用。

在课文的选择上，力求选择内容较新、语言较地道的素材——多数选用了英美原文，还采用了日常业务往来的函电或经贸短文为课文。内容介绍主要业务环节或有关知识，以扩大学员视野，丰富知识，便于继续深造。

本教材分上、下两册，每学期一册。上册配有单词、中文注解及例句译文；下册注解中除对专业性较强的例句配有中文外，其他部分一概不附中文，以培养学生使用工具书的习惯和能力。每册后附有课文译文及练习答案，以供参考。

鉴于本书对象广泛，条件差异，使用者可按各自程度采取不同的学习进度。

最新修订版说明

《外贸中级英语》自 1993 年第 1 版出版发行以来，受到广大读者的厚爱。

随着国际经济贸易形势的发展、变化，国际经济贸易中出现了一些新的概念、规则和惯例。同时某些国际贸易组织退出了历史舞台。为使广大读者了解国际经济贸易的最新发展，我们对《外贸中级英语》在 1997 年修订版的基础上，再次进行了修订。

这次由对外经济贸易大学常玉田副教授负责修订，对上册做了一些修改，下册增补了第十二课至第十五课及其练习部分。

编 者

1999 年 7 月

前 言

《外贸中级英语》适用于有一定英语基础的学员，可供全日制院校使用，可作为岗位培训教材或为第二专科学员的教材，也可供自学之用。

本教材由上海外贸职工大学外语系组织编写，在编写过程中，得到中国对外经济贸易出版社、上海外贸职工大学校系领导的大力支持和鼓励；也蒙各有关专业公司给予我们不少方便并提供了很多素材；本书在编写中还蒙凌华倍、王垂芳、董以贤副教授和钱建初编辑的热心指导和帮助。本册初稿完成后由曹国煌、凌华倍两位副教授对全书进行了审阅。在此谨表谢意。

参加本书编写的有诸梅华、孟浩国、顾本祥、俞文玉、周文龙等同志。

限于编者的水平和经验，加之时间仓促，错误和不妥之处在所难免，欢迎批评指正。

编 者

1997年7月

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Lesson One

Marketing

Of all the business functions that exist, the one that you are probably most familiar with is marketing. Marketing is a very broad function that encompasses all the activities that are necessary to get a product (or service) from the producer to the consumer. First, this requires that the firm carefully consider the characteristics of the consumers to whom the product or service is to appeal in order to ensure that it really will meet the needs of the target market. Once the target market is established, the rest of the marketing process can get under way. The remainder of the marketing process requires that a business devise a plan whose ultimate goal is to lead to the exchange of money for the product or service. This plan is called the marketing mix.

To develop the marketing plan (mix), decisions must be made about how best to satisfy a particular market. These decisions divide into four categories: product, distribution, price and promotion. Briefly, decisions about product characteristics must be made to ensure that the product will satisfy consumer needs. Decisions about packaging, brand names, warranties, etc. are also necessary. Distribution strategy involves selecting

the appropriate channels for moving products from the production line into the hands of the ultimate consumers, while pricing strategy deals with setting product prices that will be attractive to target consumers and also profitable for the firm. Finally, promotional strategies must be devised whereby the firm communicates information about the existence of its products and their characteristics to the marketplace.

Together, all of these marketing decisions form the marketing mix. One could even go as far as to say that the success or failure of a firm could depend upon the marketing decisions that are made. Hence, marketing is a critical function in every business.

Notes

1. under way: going on; in progress
e.g. We have several plans under way.
He was still not present even after the business talk was well under way.
2. remainder, rest: The two words are commonly used interchangeably without loss. "Rest" is seldom distinguishable from "remainder". However, it is preferred to "remainder" by discriminating writers and speakers when it means simply the persons or things not previously referred to or mentioned, and carries no implication of subtraction, deduction, and the like.

e.g. Only two cases remained intact, the rest were more or less damaged.

I'll pay you a deposit of a hundred dollars and the emainder on delivery.

In arithmetic, "remainder" means the number left over after subtracting one number from another or the number left over after dividing one number by another.

e.g. If you take 2 from 9, the remainder is 7.

If you divide 14 by 3, the quotient is 4 with a remainder of 2.

3. ultimate goal; the final objective

ultimate consumers; the last consumers that can be reached

Ultimate, last, final may come into comparision in the sense of coming after all others. "Last" applies to sth that comes after all others in a series but that is not necessarily the end of the series; "final" emphasizes the definite end of the series; "ultimate" emphasizes the last that can ever be reached or found.

e.g. The last person to leave should turn off the light.

My last suggestion is that you should book the shipping space beforehand.

He didn't pass the final exam this term.

May 5 is the final day for our L/C to remain good.

Their ultimate destination was Paris.

They are not aware that the ultimate result of their careless action might be a serious accident.

4. marketing mix 销售组合

5. whereby: relative adverb, by what; by which

e.g. There was no other way whereby they could catch the ship.

He devised a plan whereby he might fulfil the task in time.

6. warranty: n. i) a promise or pledge that something is what it is claimed to be; guarantee

e.g. Can you give me a warranty of quality for these goods?

ii) a promise or pledge by the insured, breach of which invalidates the policy (被保险人的) 保证

Exercises

I. Answer the following questions:

1. Which business function is one probably most familiar with?
2. What activities does marketing encompass?
3. What shall we do to ensure that our product really will meet the needs of the target market?
4. What is the ultimate goal of the plan that the remainder of the marketing process requires a business to devise?
5. What are the four categories into which decisions of marketing mix may divide?
6. What is the product strategy?

7. What is the distribution strategy?
8. What could one say about the market mix?

II. Select the word better suited to the context from those in the brackets:

1. 1) When 50 is divided by 12, the quotient is 4 and the _____ 2.
2) This design of clothes is not popular in the _____ of the world.
3) Will you clear the warehouse of the _____ of the rice?
4) He has made up his mind never to travel by air since he happened to see the _____ of an aircraft last year.
(remnants, remainder, remains, rest)
2. 1) December is the _____ month of the year.
2) The inspection is to be carried out by the Shanghai Commodity Inspection Bureau, whose certificate shall be regarded as _____ and binding on both parties.
3) The business talk ended in their _____ acceptance of our quotation.
(ultimate, last, final)
3. 1) As a matter of fact, this _____ style of coats didn't appeal to our consumers.
2) We'll send these goods by _____ trains to ensure

prompt shipment.
(special, particular)

III. Fill in the blanks with the words or expressions given below. Change the forms if necessary.

first hence encompass communicate devise
be familiar with depend on be under way

1. This book _____ all the important events in the history of our foreign trade.
2. Most salesmen in our corporation _____ both English and business.
3. You can _____ the timetable to tell you when the airplanes leave.
4. They are trying to _____ a way of keeping the goods dry in rainy days.
5. They were in urgent need of this item; _____ they had to accept the offer.
6. Mr Smith asked me to _____ his wishes to my associates.
7. Our economic reform has already _____ for more than a decade.
8. In order to push the sale of your products in the market, you must, _____, carry out a market research.

IV. Translate the following into English:

1. 营销包括把产品从生产者送往消费者手中的一切

活动。

2. 目标市场一经确立，其他营销步骤就可进行。
3. 包装不善导致这批货短重 500 公斤。(lead)
4. 这种商品属鞋靴一类。
5. 我们不能按照去年的行情定价。
6. 他们认为进口面粉不能获得更多利润。
7. 外宾对该产品的生产工序感兴趣。
8. 他们对花瓶检查得很仔细，有些人甚至测了它们的重量。(go as far as)

V. Reading comprehension:

In order to standardize terminology in the field of marketing, an American Marketing Association committee developed a list of definitions for the major terms. First on the list was “marketing”, defined as “the performance of business activities that direct the flow of goods and services from producer to consumer or user.”

This definition is somewhat narrow because it emphasizes the flow of products that already have been produced. A broader and more descriptive view is that of the firm or other entity as an organized behavior system designed to generate outputs of value to consumers. Under this view, marketing is the development and efficient distribution of goods and services for chosen consumer segments. Profitability is achieved through creating customer satisfaction. Marketing activities begin with new product concepts and designs analyzed and developed to meet

specific unfilled consumer needs — not with finished goods ready for shipment. In this way, the marketing system reflects consumer and societal needs.

The expanded conception of marketing activities permeates all organizational activities. Marketing is applicable to both profit-oriented and nonprofit organizations. The definition assumes that marketing effort will be in accordance with ethical business practices and that it will be effective from the standpoint of both society and the individual firm. It also emphasizes the need for efficiency in distribution, although the nature and degree of efficiency depend on the kind of business environment within which the firm operates. Finally, it assumes that the consumer segments that will be satisfied through the organization's production and marketing activities have been selected and analyzed prior to production.

Questions on the material:

1. What is "marketing" according to an American marketing association?
2. Why is this definition somewhat narrow?
3. What is "marketing" under a broader and more descriptive view?
4. What decides the nature and degree of efficiency in distribution?
5. What will an organization do prior to production?

VI. Translate the following into Chinese:

Manufacturing and marketing complement and reinforce each other. What is made must be sold, but we must also know what to make that will sell. If it does not sell it is no longer produced. Not just goods but services and ideas are marketed. Marketing includes such activities as merchandising, promotion, pricing, selling, and distribution channels.

Marketing is a vast and key business function. The marketplace is the focal point of all business activities. This is where the business firm presents goods and services competing with other sellers. Here the firm is judged by how well it satisfies consumers, how well it meets consumer needs, and by the quality of its goods and services.

Lesson Two

Advertising

Advertising is a method providing consumers, businesses and governments with information about specific goods, services or opportunities with ultimate goal of increasing sales. Advertisements convey news about goods and services, including details to show what they are, what they are used for, where they are, and what they cost.

Advertising has become an important sales aid, especially for nationally and internationally distributed items. It may be considered one step in the process of automated selling, in which fewer salesmen are needed to inform potential purchasers about a product.

The dollar volume of advertising in all media in the U.S. in 1970 exceeded \$ 19.5 billion, or more than 2% of the dollar volume of all goods and services produced in the nation. And in 1989 it exceeded \$ 123.9 billion.

Most businessmen believe that advertising helps move billions of dollars' worth of goods and services off the shelves of manufacturers, wholesalers, retailers and service establishments to the consumers of the world.

On the other hand, economists believe that advertising re-