

## Unit 1

序号 \_\_\_\_\_ 学号 \_\_\_\_\_ 姓名 \_\_\_\_\_ 班级 \_\_\_\_\_ 成绩 \_\_\_\_\_ 类型 U1-L

### Listening Comprehension

► **Task 1** In this section, you will hear five short dialogs. After each dialog, there is a recorded question. The dialogs and questions will be spoken only once. When you hear a question, you should choose the correct answer from the four choices marked A, B, C and D.

1. A. Textile. B. Book.  
C. Home electronic appliances. D. Magazine.
2. A. Because the man wants to buy the products.  
B. Because the man wants to buy the latest catalog.  
C. Because the man wants to learn more information about the products.  
D. Because the man wants to learn more information about the company.
3. A. From the Commercial Counselor's Office of the American Embassy in Beijing.  
B. From the Commercial Counselor's Office of the American Embassy in London.  
C. From the Commercial Counselor's Office of the Chinese Embassy in Beijing.  
D. From the Commercial Counselor's Office of the Chinese Embassy in London.
4. A. She's a manager. B. She's a secretary.  
C. She's an operator. D. She's a saleswoman.
5. A. The woman wants to establish business relationship with the man's company but he refused.  
B. The man wants to establish business relationship with the woman's company but she refused.  
C. The man wants to establish business relationship with the woman's company and she agrees.  
D. The woman wants to establish business relationship with the man's company and he agrees.

► **Task 2** In this section, you will hear two long conversations. After each conversation, there are some recorded questions. The conversations and questions will be spoken twice. When you hear a question, you should choose the correct answer from the four choices marked A, B, C and D.

#### Conversation 1

6. A. For 10 years. B. For 15 years.  
C. For 20 years. D. For 25 years.
7. A. Li Ming comes from Universal Company.  
B. This is Linda's first time to the company and second time to China.  
C. The catalog does not have any pictures of the products.  
D. They will have a further discussion tomorrow.

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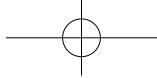
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### Conversation 2

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|---|--------------------------------------|
| 8. A. In Los Angeles.                       | B. In Chicago.                       |
| C. In Seattle.                              | D. In Berlin.                        |
| 9. A. Logo design.                          | B. Book design.                      |
| C. E-commerce shopping carts.               | D. Brochure design.                  |
| 10. A. It will give the clients a discount. | B. It will apologize to the clients. |
| C. It will give a refund to the clients.    | D. It will do nothing.               |

► **Task 3** In this section, you will hear a short passage. After that you should fill in the blanks 11-15 with the information you hear. The passage will be spoken three times.

We learned from the \_\_\_\_11\_\_\_\_ of your embassy in China that you are an exporter of foodstuff. As a retailer specializing in canned food, we are writing to you in the hope of \_\_\_\_12\_\_\_\_ with you on the basis of equality and mutual benefits.

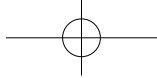
From your circular we note that you are able to supply various kinds of canned food. We shall appreciate it if you could supply us with your \_\_\_\_13\_\_\_\_ and illustrated \_\_\_\_14\_\_\_\_. We shall buy large quantities if your goods are favorable in price and superior in quality. To give you a general idea of the products we handle, we have enclosed a complete set of leaflets showing \_\_\_\_15\_\_\_\_.

We await your early reply.

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本人申明：以上作业为本人独立完成。

签名： \_\_\_\_\_  
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## Unit 1

序号 \_\_\_\_\_ 学号 \_\_\_\_\_ 姓名 \_\_\_\_\_ 班级 \_\_\_\_\_ 成绩 \_\_\_\_\_ 类型 U1-W&S

### Words and Structures

► **Task 1** Complete each statement by choosing the appropriate answer from the four choices marked A, B, C and D.

1. He tried hard to \_\_\_\_\_ himself to the new conditions.  
A. adopt                      B. adjust                      C. adapt                      D. accept
2. I have always thought very \_\_\_\_\_ of him.  
A. highly                      B. better                      C. plentifully                      D. enormously
3. We naturally \_\_\_\_\_ the name of Darwin with the theory of evolution.  
A. join                      B. unite                      C. combine                      D. associate
4. Big companies have an advantage \_\_\_\_\_ small ones in raising capital.  
A. on                      B. over                      C. of                      D. than
5. \_\_\_\_\_ a certain extent, his advice is very reasonable.  
A. For                      B. On                      C. To                      D. In
6. The invention of the computer is a great \_\_\_\_\_.  
A. fulfillment                      B. establishment  
C. achievement                      D. accomplishment
7. Only high quality and good services could ensure the leading position \_\_\_\_\_ the market.  
A. of                      B. in                      C. on                      D. over
8. He suggested that I \_\_\_\_\_ you regarding the reputation and products of my supplier.  
A. contact                      B. to contact                      C. contacted                      D. contacting
9. We may find ourselves in a situation \_\_\_\_\_ we can't pay our debts.  
A. when                      B. why                      C. where                      D. how
10. When he applied for a \_\_\_\_\_ in the office of the local newspaper, he was told to meet the manager.  
A. location                      B. career                      C. profession                      D. position
11. In international trade, it is essential to seek potential clients and \_\_\_\_\_ business relations with them.  
A. established                      B. to establish                      C. establishing                      D. establishes
12. They want to sell the house and already have a \_\_\_\_\_ buyer.  
A. voluntary                      B. preliminary                      C. preparatory                      D. prospective
13. Virtue and vice are before you; \_\_\_\_\_ leads you to happiness, \_\_\_\_\_ to misery.  
A. the former...latter                      B. a former...a latter  
C. the former...the latter                      D. former...latter

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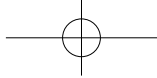
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经贸英语 形成性评估手册

14. He as well as I \_\_\_\_\_ you.  
 A. agree with      B. agree to      C. agrees with      D. am to agree
15. We've \_\_\_\_\_ the automobile service market.  
 A. extended to      B. intended to      C. stretched      D. expanded into

► **Task 2** Match the words in the left column with the words in the right column to form certain expressions.

- |                       |              |
|-----------------------|--------------|
| _____ 16. customer    | A. associate |
| _____ 17. business    | B. service   |
| _____ 18. marketing   | C. venture   |
| _____ 19. financial   | D. survey    |
| _____ 20. trade       | E. strategy  |
| _____ 21. sales       | F. fair      |
| _____ 22. regular     | G. standing  |
| _____ 23. corporation | H. customer  |
| _____ 24. market      | I. manager   |
| _____ 25. joint       | J. image     |

► **Task 3** Complete the following sentences with the words or expressions given below.

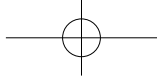
<b>prospective client</b>	<b>profitable</b>	<b>after-sales service</b>	<b>turnover</b>
<b>credit</b>	<b>headquarters</b>	<b>business relations</b>	<b>catalog</b>

26. The purpose of my visiting here is to enquire about possibilities of establishing \_\_\_\_\_ with your company.
27. The annual \_\_\_\_\_ of that company is 35.5 million *yuan*.
28. Enclosed in this letter is our latest \_\_\_\_\_, which will give you a general idea of our company and products.
29. The enormous geographic distance between the buyer and the seller makes it hard for them to meet, so writing to a \_\_\_\_\_ for the establishment of business relations is a common practice.
30. Besides the favorable conditions to the customers regarding payment and delivery, their \_\_\_\_\_ is also very attractive.

本人申明：以上作业为本人独立完成。

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### Reading Comprehension

► **Task 1** In this part, you will have 15 minutes to go over the passage quickly and answer the questions.

*For Questions 1-7, mark*

*Y (for YES) if the statement agrees with the information given in the passage;*

*N (for NO) if the statement contradicts the information given in the passage;*

*NG (for NOT GIVEN) if the information is not given in the passage.*

*For Questions 8-10, complete the sentences with the information given in the passage.*

To establish business relations with prospective dealers is important either for a newly established firm or an old one that wishes to enlarge its business scope and turnover.

If a new firm wishes to open up a market to sell something to or to buy something from firms in foreign countries, the person in charge must first of all find out whom he is going to deal with. Usually, such information is obtainable through the following channels:

- 1) *communication in writing;*
- 2) *attendance at the export commodities fairs;*
- 3) *contact at the exhibitions held at home or abroad;*
- 4) *mutual visits by trade delegations and groups.*

Of all the above channels, the first one is widely used in business activities. A writer of a business letter can secure all the necessary information about a new customer with the help of the banks, the periodicals, the advertisements in newspapers or on TV, the introduction from his business connections, the market investigations, enquiries received from the merchants abroad, self-introductions by merchants themselves and so on.

Having obtained the desired names and addresses of the firms from any of the above sources, he may start sending letters to the parties concerned. This type of letter is an outgoing letter and may be called a "First Enquiry". Generally speaking, the type of letter begins by telling the addressee how his name is known, then some general information should be given:

- 1) *the source of his information;*
- 2) *the intention;*
- 3) *the business scope of his firm and also its branches and liaison offices, if any;*
- 4) *the reference as to his firm's financial position.*

If the writer intends to buy for import, he may also ask for samples, price lists, etc. And the writer should state simply, clearly and concisely what he sells or what he expects to buy. To close the letter, the writer usually expresses his expectation of cooperation and an early reply.

Any letter of this nature received must be answered in full without delay and with courtesy so as to create goodwill and leave a good impression on the reader. This is one of the most important functions of commercial correspondence.

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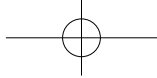
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Business connections are of great value to firms engaged in foreign trade. So traders must not only do what they can to consolidate their established relations with firms having previous business but also develop and revitalize their trade by searching for new connections from time to time.

1. For an old firm, establishing business relations doesn't seem so important anymore. \_\_\_\_\_
2. The mutual visits by trade delegations and groups is the widest useful channel to obtain the information that you are going to deal with. \_\_\_\_\_
3. The information of the prospective dealers obtained through the four channels mentioned in the passage is reliable. \_\_\_\_\_
4. After knowing the desired name and address of a firm, you may start a letter by telling the addressee how his name is known. \_\_\_\_\_
5. In the letter to the parties concerned, it is better to mention the business scope of your firm. \_\_\_\_\_
6. Upon receiving the first enquiry, the addressee should give the reply on time. \_\_\_\_\_
7. To consolidate your established relations with firms having previous business is more important than to search for new connections. \_\_\_\_\_
8. In a business letter, the writer should state what he sells or what he expects to buy in a \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ way.
9. It is good to provide the reference as to your firm's \_\_\_\_\_ in the first enquiry.
10. Usually, a first enquiry ends by expressing your expectation of \_\_\_\_\_ and \_\_\_\_\_.

► **Task 2** Read the following letters and choose the best answer from the three choices marked A, B and C.

**Letter A**

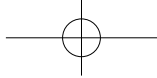
Dear Sirs,

On the recommendation of your Chamber of Commerce, we have learned with pleasure the name and address of your firm. We wish to inform you that we specialize in the export of Chinese textiles and shall be glad to enter into business relations with you on the basis of equality and mutual benefit. To give you a general idea of our products, we are sending you under separate cover a catalog together with a range of pamphlets for your reference. Please let us have your specific enquiry if you are interested in any of the items listed in the catalog. We shall make offers promptly.

We look forward to your early reply.

Yours faithfully,  
Sky Company

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## Unit 1

### Letter B

Dear Sirs,

Thank you for your cooperation with us. Now we are keen to enlarge our trade in various kinds of cotton goods, but unfortunately we have had no good connections with North American countries. Therefore we shall appreciate it very much if you will kindly introduce to us some of the most capable and reliable importers who are interested in these lines of goods.

Your favorable information will be greatly obliged.

Yours respectfully,  
DA Company

11. Which of the following is NOT right according to the two letters?  
 A. Letter A is trying to seek a new business relationship.  
 B. Letter B is asking for introduction of importers.  
 C. Letter A shows the expectation of entering into business relations with Chamber of Commerce.
12. Which of the following is right according to Letter A?  
 A. Sky Company intends to import goods from the Chamber of Commerce.  
 B. Sky Company ends the letter by expressing the expectation of an early reply.  
 C. Sky Company begins the letter by telling the addressee its business line.
13. According to Letter B, \_\_\_\_\_.  
 A. DA Company has already established business relations with the addressee  
 B. DA Company does not have close clients in South American countries  
 C. DA Company holds an expectation of importing cotton goods from the addressee
14. In Letter A, Sky Company is \_\_\_\_\_.  
 A. a buyer                      B. a seller                      C. an agency
15. What is the business line of Sky Company?  
 A. Toys.                          B. Textiles.                      C. Cotton goods.

► **Task 3** Read the following passage and complete the sentences below with the information given in the passage.

A meeting of prominent CEOs from the United States and Russia with Presidents Medvedev and Obama marked a major step forward in US-Russia business relations. The meeting was held as part of the economic summit (经济首脑会议) between the US and Russia.

Alcoa Chairman and CEO Klaus Kleinfeld, who also serves as Chairman of the US-Russia Business Council (USRBC), said, "This meeting was a unique moment in bilateral (双边的) relations and I thank Presidents Medvedev and Obama, as well as my fellow CEOs, for their time and commitment to improving business relations between the US and Russia. Strong economic ties breed strong political relationships and expanded trade and investment will be the foundation upon which security cooperation can be sustained."

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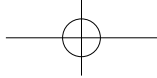
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“In our meetings today we built on the work we began this past year between my US and Russian colleagues on three priority areas: promoting growth through innovation, enhancing management culture, and creating a more friendly investment climate for everyone,” said Kleinfeld. “In less than a year, we have seen progress made on all fronts.”

“As a follow-up to today’s meeting, the USRBC and I will work to keep this CEO dialog going in conjunction with existing US-Russia business dialogs, and in parallel to the Bilateral Presidential Commission process,” added Kleinfeld.

The USRBC represents the interests of its 250 US and Russian member companies, providing business development and government relations support in both Moscow and Washington. The USRBC contributes to the stability and development of a free market in Russia and supports Russia’s integration into the global economy. It also serves as the Secretariat for the Coalition for US-Russia Trade. For more information, visit the USRBC online at: [www.usrbc.org](http://www.usrbc.org).

- 16. The meeting of CEOs from the US and Russia with Presidents Medvedev and Obama marked \_\_\_\_\_.
- 17. “Strong economic ties breed strong political relationships” means “\_\_\_\_\_”.
- 18. After the meeting, the USRBC will work to keep this CEO dialog going in conjunction with \_\_\_\_\_.
- 19. The number of the member companies of the USRBC is \_\_\_\_\_.
- 20. You can visit \_\_\_\_\_ to obtain the further information on the USRBC.

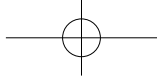
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## Unit 1

序号 \_\_\_\_\_ 学号 \_\_\_\_\_ 姓名 \_\_\_\_\_ 班级 \_\_\_\_\_ 成绩 \_\_\_\_\_ 类型 U1-T

### Translation

► **Task 1** Match the English expressions in the left column with their Chinese equivalents in the right column.

- |       |                |         |
|-------|----------------|---------|
| _____ | 1. turnover    | A. 合作   |
| _____ | 2. sponsor     | B. 经销商  |
| _____ | 3. franchise   | C. 营业额  |
| _____ | 4. competitor  | D. 拓展   |
| _____ | 5. enclose     | E. 赞助商  |
| _____ | 6. dealer      | F. 制造   |
| _____ | 7. manufacture | G. 特许经营 |
| _____ | 8. branch      | H. 附上   |
| _____ | 9. cooperation | I. 竞争者  |
| _____ | 10. expand     | J. 分公司  |

► **Task 2** Translate the following sentences into Chinese, paying attention to the italicized parts.

11. Finding that your company is *specialized in* light industrial goods, we are willing to establish business relationships with you.

\_\_\_\_\_

12. We are always interested in *expanding our business*.

\_\_\_\_\_

13. Please enclose *product catalog, pamphlet,* or photographs when sending your samples.

\_\_\_\_\_

14. He went there *for the purpose of* making business contacts.

\_\_\_\_\_

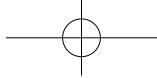
15. I look forward to *cooperating with you* closely in the future.

\_\_\_\_\_

本人申明：以上作业为本人独立完成。

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序号 \_\_\_\_\_ 学号 \_\_\_\_\_ 姓名 \_\_\_\_\_ 班级 \_\_\_\_\_ 成绩 \_\_\_\_\_ 类型 U1-W

## Writing

- ▶ **Task 1** Suppose you are Joe Wang of Blue Sky Import & Export Company. Write a letter to Ryan Smith of SUT, trying to establish business relations.

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- ▶ **Task 2** Write a reply to the following letter.

Dear Mr. Ranford,

We learned from Bank of China that you are interested in establishing business relations with a Chinese company for the purpose of exporting textiles and importing Chinese handicrafts.

As we have had no contact with your company, we invite you to send us details and prices of such goods as you would be able to sell.

On the other hand, please favor us with a list of those articles you are interested in obtaining from us, so that we might give you all the necessary information.

Your early reply will be greatly appreciated.

Yours truly,  
William Zhao

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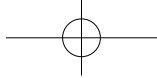
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# Unit 1

日期: \_\_\_\_\_

## 单元评估档案 (Unit 1)

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	用时		难度			成绩	收获	存在的问题	改进措施
听力	分	秒	难	中	易				
词汇与结构	分	秒	难	中	易				
阅读	分	秒	难	中	易				
翻译	分	秒	难	中	易				
写作	分	秒	难	中	易				
学生建议:									
教师评语:									