

剑桥商务英语BEC中级口语讲义(下载) PDF转换可能丢失图片或格式，建议阅读原文

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第一课时 Introduction、 Why take BEC exams? strong growth rigorous quality control wide suitability wide business context value for study and business career international recognition for work and study、 What is International Business English? 什么是国际商务英语？国际商务英语，指的是人们从事国际商务活动中所使用的具有行业特征的英语，这些行业包括：国际贸易、国际金融、国际会计、国际运输、国际商法、保险、银行、经济、营销、物流、企业管理、商业服务等。由此看来，商务英语不是一种独立的语言，它仍然是英语，是在国际商务背景下使用的英语。、 How to learn International Business English? 怎样学习国际商务英语？掌握一定的商务英语词汇、短语和句型。

(1) 词汇方面 commercial e.g. The TV show was interrupted by too many commercials. prospect e.g. He called on some prospects but failed to make a sale. make e.g. These products are of Chinese make. The factory manufactured five makes of tractors. (2) 短语方面 soft selling hard selling Some sales people adopt a direct ‘hard sell’ approach, while others use a more indirect ‘soft sell’ approach. have a bad year The corporation is having a bad year and it will probably be necessary to dismiss a few office staff. break into/penetrate the market There is chance that we ‘ll manage to break into the UK market (3) 句型方面 I am writing to you concerning... You can’t miss it. I can’t agree more. It may have

slipped your mind, but... You can always reach me at the number... We would very much appreciate it if you could... I noted with interest your advertisement for... Yes, that 's true, but on the other hand... That 's exactly what I think. Maybe, but don 't you think ...? You are wanted on the phone. As requested, we enclose for your attention...

(4) 旧词 “ 新义 “ honour e.g, All credit cards honoured here. The bank honoured this cheque.cover e.g. I have got myself covered against fire. royalty e.g. Besides copyright, the writer got a 10 percent royalty on sales. The technology transfer fee shall be paid in royalties. (5) 同义词、近义词、相似词的辨析。 1)

chairman, president, CEO, Managing Director, General Manager. 2) dealer, merchant, trader, businessman, distributor. 3) deputy, vice-, associate, assistant. 4) discharge, unload, land 5) discount, reduction, rebate, allowance.

* 熟悉世界贸易组织。 * 熟悉国际商务英语有关行业的基本术语及其内涵意义。 * 学习国际商务常识，略知相关专业知识。 * 密切了解国际商务最新动态。、 BEC2

Content BEC2考试主要是考学生的语言能力，包括听、说、读、写四个方面。试卷所设计的语言文字基本山都与商务有关。另外，还考学生的英语语法、结构等内容。 BEC2考试分

笔试和口试两大部分。笔试包括阅读、写作和听力。

Preliminary Vantage Advanced Reading 1 hr 30 mins 1 hr 1 hr Writing 45 mins 1 hr 10 mins Listening 40 mins 40 mins 40 mins Speaking(2 candidates) 12 mins 14 mins 16 mins 、 BEC2 Grades

* one overall grade * each skill counts for 25% * candidates also receive profile of performance * Preliminary: two pass grades * Vantage and Advance: three pass grades、 Introduction to BP

Preparation Resource * vocabulary * textbook 《Pass Cambridge Vantage》 Teamwork, Entertaining a client, Brand power, New premises, Health and safety, Business travel, Marketing disasters, Going global是BV常考的商务专题。下面以Brand power举例说明：1 . 掌握商务词汇短语E.g. to buy/develop/launch/sell/test/own/stretch/damage a brandE.g. brand image/leader/loyalty/name/power/stretching2 . 掌握相关商务知识E.g. Explain why you brought one of the products. strong sense of brand loyalty reasonable price good after-sales service reliability of the product good and consistent quality user-friendly design good value for money in style 3 . 掌握相关背景知识Tesco, J Sainsbury, Asda 《Working in English》 * mock exam papers: 9 sets、 Register for BV www.neea.edu.cn、 Business Research

Answering business studies question Business Studies is a skills based subject which tests students ' ability to use their knowledge. There are four basic skills: Level One Description/IdentificationLevel Two ExplanationLevel Three AnalysisLevel Four EvaluationTo gain the highest grades, candidates must show evidence of the higher skills Key types of questions Responses should:Identify/state/describe.. make a pointExplain/outline... make a point and develop itDiscuss... present two sides of the debateExamine/assess/analyse.. make a point and develop fully with some question of itCritically assess/to what extent... explain both sides and evaluate How to answer questionsExample question: What determines the price of a product? Example answer: The price of a product is influenced by the costs. 1 This is because firms have to charge a price which is greater than

costs to make a profit. 2 However in the short run a firm may sell a product at a loss. This may be to gain market share or because the product is still at the introduction phase and has high research and launch costs. 3 Overall it depends on whether we are considering a short or long term pricing policy. Firms may be willing to make a loss in the short run. It will also depend on the objectives of the firm.

Some public sector organisations, e.g. may simply try to cover costs. Example Question: Should firms train their employees? Answer: By training their employees firms may be able to increase their profits BECAUSE trained staff are likely to be more productive and make less mistakes. Employees might also be more motivated BECAUSE they might be able to undertake more interesting work and BECAUSE managers are showing that they value their staff (which can satisfy their esteem needs). HOWEVER training costs money and is not always successful. It can also lead to a loss of production while staff are being trained. OVERALL, management will have to weigh up the potential benefits against the costs. If, for example, the firm has the necessary resources, the training is relatively cheap and is likely to lead to significant increases in productivity and profitability the firm likely to invest in it. If, ON THE OTHER HAND, the firm lacks the necessary finance and staff already have the skills required then training is LESS LIKELY.[1] [2] [3] [4] [5] [6] [7] [8] [9] [10]

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