**新编商务英语（2）考试指导**

**— By Prof. BE**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **部分** | **内容** | **题型** | | **长度** | **选材** | **题量** | **分数** | **总分/权重** | **备注** | |
| **I** | **听力** | 2个短录音： 1)电话对话或留言; 2)面对面会议或对话 | 填表：录音内容总结关键词填空（可能是电话留言，会议记录，日程安排，工作笔记等的形式） | 每个对话1-1.5分钟左右 | 选自或摘自课内，进行适当改写。 | 5空/表（录音），共10空 | 15分  （1.5分/空） | 25分 | 每段录音前有20秒读题，两段录音都听完后有20秒检查。**各段录音各听两遍。** | 两个部分做完后，专门给出了5分钟的transfer time,再将答案写到答题纸上 |
| 对话(或独白） | 单项选择(3个选项） | 3-4分钟左右） | 选自或摘自课内，进行适当改写。 | 5个单项选择题 | 10分  （2分/题） | 听录音前有30秒读题。**听两遍** |
| **II** | **商务知识及词汇** | 商务概念 | 配对（商务概念与其相对应的定义匹配） | 5 对（7个选项，包括2个多余选择） | 选自课本每个单元每个activity后的Key concepts | 5对 | 10分  （2分/对） | 25分 |  | |
| 商务词汇 | 一篇短文：单项选择（选最恰当词/best word填空，4个选项） | 150-250词 | 选自课本，进行了适当改写 | 10个单项选择题 | 15分  （1.5分/题） |  | |
| **III** | **阅读理解** | 短文一 | 对错题：T/F/NM | 250-350词 | 选自课本，进行了适当改写 | 5个判断对错题 | 10分  （2分/题） | 20分 |  | |
| 短文二 | 单项选择（共4个选择） | 350-450词 | 选自课内或补充阅读材料，进行了适当改写 | 5个单项选择题 | 10分  （2分/题） |
| **IV** | **写作** | Part 1 | email/memo（公司内部交流） | 写作长度：40-50词 | 写作内容是教材中涉及的相关商务知识。 | 1篇 | 10 | 30分 | * 需包括题目中指明的**3点主要内容** * Answer Sheet 中给出了基本格式 | |
| Part 2 | 商业信函（公司外部交流） | 写作长度：120－140词 | 1篇 | 20 | * 需包括题目中指明的**5点主要内容** * Answer Sheet 中给出了公司信纸（有公司名称和地址的抬头） | |
| **总计** |  |  |  |  |  | **42题** | **100分** | **100分** |  | |

1. **重点复习单元**

|  |  |
| --- | --- |
| **考题部分** | **新编商英(2)** |
| I.听力 | U10, U11, U14（旧平台&PDF教材编号）/新编(2)U3U4U5U6U11U12(新平台课件编号) |
| II.商务词汇短文 | U9（旧平台&PDF教材编号）/新编(2)U1U2(新平台课件编号) |
| III.阅读理解 | U12, U15(旧平台&PDF教材编号)/新编(2)U7U8U13U14(新平台课件编号) |
| IV.写作 | 请仔细阅读U4，Topic 1 Written Correspondence（包括此部分的ppt）（旧平台&PDF教材编号）/新编(1)U7(新平台课件编号)，了解相关的style (level of formality), format, structure及一些常用句型。 |

1. **写作解析(以模拟考题中的写作题为例)**

**Writing Part 1 (撰写40-50词的email/memo – 公司内部交流)**

* **首先，需要了解这个部分的评分标准：**

|  |  |  |
| --- | --- | --- |
| **内容** | **语域（Level of formality）** | **语法和拼写** |
| **3 key points** | **公司内部交流 – neutral or informal** |  |

* **撰写email**

**新编商英（2）模拟考题Writing Part 1题目**

|  |
| --- |
| **You are the Production Manager of a company. The number of defective products at the factory has risen dramatically over the past year. You are writing an email to the General Manager:**   * stating the problem; * suggesting setting up an independent quality inspection team; * telling him other benefits such a measure could bring.   *(3 key points)*  Your email should be 40-50 words long. Write it on the Answer Sheet. |

**Answer sheet中给出了格式**

|  |
| --- |
| **From: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **To: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Subject: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

**范文解析：**

|  |
| --- |
| **From: Production Manager**  **To: General Manager**  **Subject: Defective products**  **Dear Sir, *(也可以是Mr.+last name)***  ***<C1>* You probably have been informed that the number of defective products at the factory has risen dramatically over the past year. We must do something about it. *<C2>* I suggest we set up an independent inspection team to analyze the problem and find out the root causes. *<C3>* Not only will this help us lower defect rate, but also improve overall production methods. Look forward to hearing from you soon**  ***<C1-C3 are the key points>***  **Best regards,**  **Tom**  ***Note: 需根据具体情况决定是否包括 salutation, complimentary close 和 signature。***  ***此例中，因为你写信的对象是你的上级同时又是整个公司的一个高级管理人员， 需要使用比较正式的salutation来表达尊敬。但是这依然是一个公司内部的交流， 所以使用非常正式的complimentary close和签名欠妥，你可以省略complimentary close或者使用一个不太正式的 (e.g. Best regards)，并且使用first name 即可。*** |

**Writing Part 2(撰写120-140词的business letter – 和公司外部交流)**

**首先，需要了解这个部分的评分标准：**

|  |  |  |  |
| --- | --- | --- | --- |
| **内容** | **格式** | **语域**  **Level of formality** | **语法和拼写** |
| **5(C1-C5) key points （包含在信的正文中）** | **需要包括信的所有基本组成部分(F1-F5:date, inside address, salutation, complimentary close, signature & title - 如果某些信息在instructions中未明确给出，你需要根据具体情况进行合理杜撰) ， 以及注意正文的分段空行等。** | **公司外部交流 – formal** |  |

**新编商英（2）模拟考题Writing Part 2题目**

|  |
| --- |
| **You are the manager of Customer Service Department of LLG, Ltd. One of your preferred customers has recently stopped ordering from you. Write a letter to their Purchasing Director, Mr. John Keith:**   * asking about the reasons why they have stopped ordering from you; * requesting for a face-to-face discussion about the situation; * informing him of the newly expanded product range; * telling him a latest catalogue is enclosed; * expressing the willingness to re-establish communication.   *(5 key points)*  Please include a dateline and inside address *(Please make them up yourself)* in your letter. The body of your letter should be 120-140 words long. Write your letter on the Answer Sheet. |

**Answer sheet中给出了letterhead**

|  |
| --- |
| ***LLG, Ltd.***  ***World Trade Building, 523 Stone Street***  ***Beijing, P. R. China***  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

**范文解析：**

|  |
| --- |
| ***<F1> - Date***  **June 23, 2008**  ***<F2> - Inside address***  **Mr. John Keith**  **Purchasing Director**  **TopWorld, Inc.**  **234 London Street**  **New York 2213**  **USA**  ***<F3> - Salutation***  **Dear Mr. Keith**  ***Body: (C1-C5: 5 key points)***  **It has been quite a while since we last talked to each other. <C1>** **And we have started to wonder if there was anything in our previous service you are not satisfied with.**  ***<C1>* If that is the case, I would truly appreciate knowing what happened.*****<C2>* As a matter of fact, I would be grateful if we could arrange a meeting and discuss this together.**  **In addition,*****<C3>* I would like to tell you that we have recently expanded our product range. Now we are able to provide more choices and better meet your needs. *<C4>* Enclosed please find our latest catalogue.**  ***<C5>*****We are willing to improve ourselves and work with you again. You are one of our most valued customers, we cherish our long-established relationship. We look forward to hearing from you again.**  ***<F4> - Complimentary close***  **Sincerely yours,**  ***<F5> - Signature & title***  **Anita Wang**  **Customer Service Manager** |

**注：两个writing tasks都有字数的限制，超过或少于规定字数太多都会扣分，所以请大家尽量在规定的字数范围内完成你的写作。**

1. **复习资源**
   * + - 1. **单元讲解ppt （新编商务英语论坛置顶帖子中下载）**
         2. **复习单元 （课程课件中的复习单元课件）**

* **模拟考题**
* **解题技巧**
  + - * 1. **本考试指导**

**注：课程论坛是大家在学习和复习中遇到寻求帮助最重要的途径，请积极有效地把它利用起来。**

**写作练习**

**Writing a(n) email/memo**

(1)

You are the HR manager of a company. You are writing a memo to all staff of the company regarding a company policy change:

* stating what the change is;
* explaining why the change was made;
* telling them when the new policy will go into effect.

Your memo should be 40-50 words long. Write it on the Answer Sheet.

(2)

You are the accounting manager of a company. You are writing to the CEO of the company about an online expenses claim system:

* suggesting implementing it in the company;
* explaining why the system is needed;
* introducing the benefits of the system.

Your email should be 40-50 words long. Write it on the Answer Sheet.

**(3)**

You work in the marketing department. The marketing manager has asked all of his staff to contribute ideas on how to promote a new product. You are writing an email to him:

* suggesting promotional tools you think are the most effective for this product;
* stating the reasons;
* predicting the results of promotion.

Your email should be 40-50 words long. Write it on the Answer Sheet.

**(4)**

You are the production manager of a company. You are writing an email to the general manager:

* explaining the effect of the rising price of raw material on production;
* suggesting relocating the plant to China
* stating one additional advantage of relocation.

The body of your email should be 40-50 words long. Write it on the Answer Sheet.

**(5)**

You are the Production Manager of a company. The quarterly output has dropped recently. You are writing an email to the General Manager:

* informing him of the problem;
* stating the main cause;
* suggesting actions to be taken.

Your email should be 40-50 words long. Write it on the Answer Sheet.

**Writing a letter**

(1)

Your are the training officer of a company. Your company wants to improve staff’s presentation skills. You are writing to a training organization you have used before enquiring about their service in this area and saying what your requirements are. In your letter, please include the following information:

* reminding him/her of your previous cooperation and stating the purpose of this letter;
* telling them which staff need training and explaining why;
* stressing the importance of teaching staff how to use the latest technology;
* explaining why you prefer a short-term course
* asking for information about their prices

Please include a dateline and inside address in your letter. Make up information as needed. The body of your letter should be 120-140 words long. Write your letter on the Answer Sheet.

(2)

You are the manager of a traditional retail store. Due to the increasing popularity of online shopping, the number of your regular customers has dropped considerably. You are writing a letter to a website design company advertised in the newspaper:

* introducing your store briefly;
* explaining why you want to set up a website and what it is expected to achieve;
* asking for more information about their company;
* enquiring about the prices of setting up and maintaining a website;
* proposing a face-to-face meeting with them.

Please include a dateline and inside address in your letter. Make up information as needed. The body of your letter should be 120-140 words long. Write your letter on the Answer Sheet.

**(3)**

Read the letter below and write a reply to it:

* acknowledging receipt of the letter from Kevin Smith and confirming the position applied for;
* confirming a time, place and date for the interview;
* indicating a form required to be completed and returned before the interview;
* advising the need to be informed of two referees, including addresses and telephone numbers
* ensuring that the applicant knows to bring copies of qualifications and previous employment references.

Please include a dateline and inside address in your letter. Make up information as needed. The body of your letter should be 120-140 words long. Write your letter on the Answer Sheet.

|  |
| --- |
| Kevin Smith  22 West Rd.  Manhattan  New York 1234  Oct. 2, 2002  Mr. John Green  Managing Director  Rockingham Art Gallery  229 Degas Drive  San Antonio, Texas 73568  Dear Mr. Green:  I am writing in response to your advertisement in the San Antonio Tribune (Sept 30, 2002) requesting persons interested in the position of Director of art gallery operations to contact you.  You will see from my CV that I have considerable experience in the world of art, having previously been a director of gallery operations in places as diverse as Paris and Tahiti.  It may be of interest to you to know that I paint occasionally myself and therefore am well aware of artistic techniques. I pride myself on being able to tell good art from bad art. I believe this is an important quality for any art gallery Director.  I would be grateful if you could arrange an interview before Oct. 16, as I must attend an important art exhibition and conference being held in Paris between Oct. 18 and 21. I can be reached, prior to Oct. 16, at the above address. I am available to begin work on Nov. 1 , 2002.  If you require further information please do not hesitate to contact me. Should you require any forms to be completed you may forward them to me by post or email them to me at: [kevinsmith@yahoo.com](mailto:kevinsmith@yahoo.com).  Look forward to hearing from you soon.  Sincerely yours,  Kevin Smith |

**(4)**

You work for a retail company and your company is considering installing a TV system in its store to give customers information on products and services while they shop. You have seen an advertisement for a company which provides this type of system and you are writing a letter to them:

* introducing your store briefly;
* stating what information you want customers to see;
* telling them your store will need about 30 TV screens;
* explaining why the system will have to be ready in one month;
* asking for more information about training service they provide.

Please include a dateline and inside address in your letter. Make up information as needed. The body of your letter should be 120-140 words long. Write your letter on the Answer Sheet.

**(5)**

Read the invitation below and write a reply to it:

* thanking the writer for the invitation and expressing regret for not being able to do the presentation on the proposed date due to prior commitments;
* saying you are also a specialist in niche market positioning;
* asking them to suggest some other date for the presentation;
* saying both the fee and the payment arrangement are acceptable;
* enclosing an outline of the presentation.

Please include a dateline and inside address in your letter. Make up information as needed. The body of your letter should be 120-140 words long. Write your letter on the Answer Sheet.

|  |
| --- |
| ***R&T Furniture Ltd.***  ***123 Good Fortune Plaza, 1st Avenue, Beijing, P.R.China***  ***Email: HR@R&T Furniture.com***  August 1  Mr. Kyle Taylor  Senior Consultant  P&G Consultancy  34 Changan Street, Beijing, P.R.China  Dear Mr. Taylor:  You have been recommended to us by one of our business partners. He told us that you have many years experience of positioning products in competitive markets and developing positioning strategies for large multinational corporations, and you are an excellent public speaker.  Right now we are organizing a training program for the 30 some marketing managers from our domestic offices. We would like to invite you to deliver a 2-hour multimedia presentation on positioning new products in competitive markets, focusing on positioning strategies and real life examples.  The training will be held on August 14th , and at present we have 2 slots available, the first at 10 a.m. and the second at 2 p.m.  We are able to offer a RMB￥1000 fee for the presentation and cover all your travel expenses to and from our company. 30% of the fee will be transferred before the presentation, while the remaining amount will be given upon the completion of the presentation.  If you are able to accept our invitation, please reply in writing or email to the address above, please include any questions you may have regarding the presentation. Please also include details of your proposed outline.  I look forward to your reply.  Yours sincerely  Sara Johnson  HR Manager |

**(6)**

You're a customer service representative at Orange Garden Hotel. You have just received a letter from a customer enquiring about the availability of 2 rooms for this coming weekend. You are writing a reply:

* thanking the customer for the enquiry;
* restating the main idea of his/her enquiry;
* apologizing for not being able to fulfill his/her request and stating the reasons;
* recommending another hotel nearby and providing contact info;
* hoping to have the opportunity to serve him/her in the near future.

Please include a dateline and inside address in your letter. Make up information as needed. The body of your letter should be 120-140 words long. Write your letter on the Answer Sheet.