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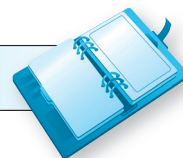
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Unit 1

Essentials of Business

Lead-in



>>>>>> Listening Comprehension Tasks

- ❶ Listen to the passage for the first time and then write out questions, if there are any, about the part(s) you fail to understand. If you have no questions, just move on to Exercise II.

.....

.....

- ❷ Listen to the passage for the second time with your focus on the questions you have raised (if there are any) and then complete the following multiple choice exercises. You can take notes while listening.

1. The passage describes .
 - a. business as part of our daily life
 - b. buying and selling
 - c. the meaning of business
 - d. how to do business
2. The word business means the following EXCEPT .
 - a. a social welfare
 - b. an occupation
 - c. a firm's activity
 - d. a trade
3. Which of the following defines the meaning of business? .
 - a. Offering and taking.
 - b. Doing things.
 - c. Paying and receiving money.
 - d. Buying and selling.

4. Businesses provide for the community.
 - a. goods and services
 - b. household items and happiness
 - c. Both a and b.
 - d. Neither a nor b.
5. Which of the following is true?
 - a. Big businesses play a more important role in society.
 - b. Small businesses have a less important role to play in society.
 - c. All businesses play an equal role in society.
 - d. Big and small businesses have a different role to play in society.
6. Businesses play a(n) role in our society.
 - a. buying and selling
 - b. assisting and charitable
 - c. leading and active
 - d. None of the above.
7. Businesses play a social role in order to .
 - a. satisfy people's need
 - b. provide people with a successful life
 - c. help people make more money
 - d. contribute to people's quality of life and happiness
8. Businesses play an economic role by means of creating .
 - a. opportunities
 - b. employment
 - c. wealth
 - d. All of the above.

III Listen to the passage for the third time to check your answers and then complete the cloze test within 3 minutes.

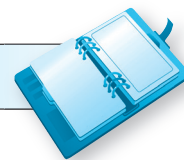
If one asks for the meaning of *business*, the answers may be varied. Generally speaking, it refers to people buy and sell goods and services. In, business is about buying and selling. Business is closely associated with people's life because it satisfies people's needs. Businesses, or small, have important roles to in society. If the actions of businesses contribute to the quality of life and happiness of people, they are playing a role. If businesses are wealth, employment, investment, and new ideas, they are performing an task. business, people cannot enjoy a high standard of living.



>>>>> Spot Dictation

Business includes the of all commercial of goods and services. These producers from small shops by one person to huge owned by thousands of who have in the companies. The word *business* may to producers of the same product or, such as the clothing business or the business. An individual may also be called a business.

Reading I



>>>>> Pre-reading

- ❶ Brainstorming: Work with your group and think out as many words, phrases or expressions as possible about business.

People or Organizations Engaged in Business	Places to Conduct Business Activities	Other Terms Frequently Used in Business Operation
company		
	department store	
		buy

- ❷ Pairwork: Discuss the following questions with your partner.

1. Are you interested in business? Why or why not?
2. What activities do you think can be labeled as business activities?

3. Have you ever been involved in any business activities before? Describe it.
4. What do you think is important for success in today's business world?

>>>>>>> Text

The Nature of Business

- 1 Business is the human activity related to material things. It is necessary for civilization. It is found in all societies, even the simplest ones. Business may include the production of goods: Making airplanes, building buildings, and constructing paper boxes are examples of production. It can also provide the financing for these activities. Lending money, trading stocks and bonds, and selling insurance policies relate to the securing of capital for business activities. Other forms of business include merchandising, which is the selling of products, and providing various services, such as accounting, distributing, and repairs. Business, then, is the activity of producing and distributing goods and services.
- 2 In our study of business, it is necessary to understand the four basic factors of production. These four factors are land, labor, capital, and entrepreneurship. What is meant by these four terms?
- 3 In order to produce things, it is necessary to use land. Here, the term land is used in the most general way. It refers not only to a piece of real estate where we might build a factory, but it also means all the raw materials used for production. Some of these raw materials are found on the earth's surface, such as trees, which yield wood for lumber. Other raw materials are found under the earth's surface in mines and oil wells, and still other raw materials may be extracted from the air. All the raw materials for production come from the land, the air, and the oceans.
- 4 Labor refers to the use of mental or physical work to produce goods. Most labor changes raw materials into finished products and then distributes these to buyers. In industrialized countries, labor is generally more mental than physical. For example, in both manufacturing and agriculture, machines accomplish the very tiring physical work that unskilled laborers used to do.
- 5 In other countries, computers programmed robots and other forms of data processing equipment

perform many of the jobs which used to require a lot of mental labor. Therefore, to a certain extent the next factor, capital, can be used to replace labor or reduce the amount of physical and mental labor that humans have to use in order to conduct business.

- 6 In everyday language, capital means several things. The most general meaning is wealth or money. But it also refers to the equipment that money purchases. As one of the basic factors of production, capital is all of the things that workers use in production and distribution. It includes their tools, machines, and buildings such as factories and warehouses where goods are produced and stored. Capital, therefore, refers to anything that helps to produce and distribute goods.
- 7 Putting together land, labor, and capital to make something of value, is called entrepreneurship. The entrepreneur is the person responsible for controlling and directing the other three factors. The entrepreneur does not make things with his own hands unless he is also a worker. In a business the workers take orders from the entrepreneur. He is the leader, and the employees follow his direction.
- 8 Entrepreneurship includes some other important activities. The entrepreneur is responsible for initiating business activity. He must begin his business by bringing together the land, labor, and capital. Next, he must manage the business by deciding the general policies for business operation. In order to be successful, an entrepreneur must also be innovative. He must look for new products or new ways of making things, and new methods of distribution, or he must offer new services. He must be able to decide on the value of things that other people invent, whether it is a new toy, a new method of filing, or a new way of advertising. Finally, he bears all the risks of the business.
- 9 Everyone connected with a business shares in the risks of the business. When a company goes bankrupt, that is, becomes unable to pay its debts, it causes problems for many people. It is hard for the employees who may have to seek work elsewhere; the customers must look for another place to buy the products; creditors usually lose some of the money to the company. But the entrepreneur takes the biggest risk if the business succeeds or fails. He must pay them up to the limit of his ability to pay. If he is skillful — and lucky — the money he receives from his business venture will pay for the land, labor, and capital, and there will still be some extra money remaining for him. This extra money is the profit. If the money he receives from the business venture is not enough to pay all of the costs, the difference is the loss.

New Words and Expressions

1. **civilization** /ˌsɪvɪlaɪ'zeɪʃən/
 - n.* an advanced state of intellectual, cultural, and material development in human society, which has its own highly developed social organization, culture, and way of life 文明; 文明社会
2. **relate** /rɪ'leɪt/
 - v.* to connect 联系; 涉及
3. **construct** /kən'strʌkt/
 - v.* to put or fit together; form 构成
4. **finance** /faɪ'næns/
 - v.* to work in the business of providing money 理财; 融资
5. **stock** /stɒk/
 - n.* (*usu. pl.*) a portion of capital of a business company held by an investor 股份
6. **bond** /bɒnd/
 - n.* a certificate issued by a government or a company acknowledging that money has been lent to it and will be paid back with interest 有息债券; 公债
7. **insurance** /ɪn'ʃʊərəns/
 - n.* guarantee of compensation for loss, damage, sickness, etc. in return for regular payment 保险
8. **secure** /sɪ'kjʊə(r)/
 - v.* to make sure of getting (sth.) 获得
9. **capital** /'kæpɪtəl/
 - n.* money used in business 资本
10. **merchandise** /'mɜːtɪʃəndaɪz/
 - v.* to buy and sell (goods) 买卖
11. **accounting** /ə'kaʊntɪŋ/
 - n.* the system of recording and summarizing business and financial transactions 会计学
12. **distribute** /dɪ'strɪbjʊːt/
 - v.* to separate (sth.) into parts and give a share to each person 分发
13. **factor** /'fæktə(r)/
 - n.* any of the forces, conditions or influences that helps to produce a result 因素
14. **entrepreneur** /ˌɒntrəprə'nɜː(r)/
 - n.* a person who starts or organizes a commercial enterprise 企业家
15. **refer** /rɪ'fɜː(r)/
 - v.* to mention or speak of (sb. or sth.) 提及

- 16. estate** /ɪ'steɪt/
n. a large area of land developed for a specific purpose, e.g. for houses or factories 作某种用途的地区
 [real estate 房地产]
- 17. yield** /ji:ld/
v. to produce 出产
- 18. extract** /ɪk'strækt/
v. to take or get (sth.) out 取出
- 19. manufacture** /ˌmænjʊ'fæktʃə(r)/
v. to make goods on a large scale 大量制造
- 20. accomplish** /ə'kʌmplɪʃ/
v. to succeed in doing 完成
- 21. data** /'deɪtə/
n. information collected for examination and consideration 数据
- 22. process** /'prəʊses/
v. to perform operation on (sth.) in computer (用计算机)处理
- 23. conduct** /kən'dʌkt/
v. to do; to carry on (business) 经营
- 24. purchase** /'pɜ:tʃəs/
v. to buy (sth.) 购买某物
- 25. warehouse** /'weəhaʊs/
n. a building where goods are stored 货仓
- 26. initiate** /ɪ'nɪʃɪeɪt/
v. to put into operation 开始; 实施
- 27. innovative** /ɪ'nəveɪtɪv/
a. introducing or using new ideas, techniques 革新的
- 28. share** /ʃeə/
n. the part belonging to or owed by a particular person 股份
- 29. bankrupt** /'bæŋkrʌpt/
a. not having enough money to pay debts 破产的
- 30. creditor** /'kredɪtə(r)/
n. a person or organization to whom money is owed 债权人
- 31. limit** /'lɪmɪt/
n. a point or line beyond which sth. does not extend; boundary 限度
- 32. venture** /'ventʃə(r)/
n. a project, esp. a commercial one where there is a risk of failure (尤指有风险的)工作项目
- 33. profit** /'prɒfɪt/
n. financial gain 利润

* * * * *

- 1. relate ... to/with ...** to connect (two things) in thought or meaning 将……联系起来

2. refer to	to mention or speak of (sb./sth.) 提到; 涉及
3. to a certain extent	parthy 在某种程度上
4. be extracted from	to take (sth.) from (sth.) 从……中提取
5. be responsible for	to have the duty of looking after sth. 对……负责; 负责(某事)
6. make ... of value	to make (sth.) worthwhile or valuable 使某物更有价值
7. look for	to search for 寻找
8. decide on	to choose (sth. or sb.) after thinking carefully 作出决定
9. distribute ... to/among ...	to separate (sth.) into parts and give a share to each person or thing 在……中分发; 分配
10. pay for	to give money for 为……而付钱

Notes

1. provide the financing for to conduct the business of providing money for
2. insurance policies documents which show the condition of an insurance contract 保险单
3. the securing of capital Here it means “getting money for some business”.
4. to a certain extent to a certain degree
5. up to as far as; to and including
e.g. Please count from 1 *up to* 10.
Everyone works, from the boy who sweeps the floor *up to* the President.

Exercises

① Read the text carefully again and discuss the following questions.

1. What does “business” mean in the text?
2. What are the four basic factors of production?
3. What does the term “land” in this text refer to?
4. What does the term “labor” refer to in this passage?
5. What is the general meaning of “capital” in everyday language?
6. What does the term “capital” refer to according to this passage?
7. What is called entrepreneurship?

8. What responsibilities should an entrepreneur take?
9. What kind of problems will a company cause to people when it goes bankrupt?
10. When will the entrepreneur make a profit and when will he suffer a loss?

II Choose the best answer to each of the following questions.

1. What may business include?
 - a. Selling products.
 - b. Delivering products.
 - c. Manufacturing products.
 - d. All of the above.
2. Which of the following is NOT categorized as "Land"?
 - a. Oil.
 - b. Trees.
 - c. Factories and warehouses.
 - d. A piece of real estate.
3. Which statement is NOT true according to the passage?
 - a. Capital not only means money or wealth but also refers to the equipment that money purchases.
 - b. The entrepreneur only needs to give orders and never makes things with his own hands.
 - c. In a highly industrialized country, labor is generally more mental than physical.
 - d. Customers also share in the risks of business.
4. Which of the following business activities occur first?
 - a. Deciding the general policies for business operations.
 - b. Bearing all risks of the business.
 - c. Looking for new products or new ways of making things.
 - d. Bringing together the land, labor, and capital.
5. Who takes the biggest risk when a business goes bankrupt?
 - a. The creditor.
 - b. The customer.
 - c. The employee.
 - d. The entrepreneur.

III Complete the following statements with the words or expressions you have learned in this text.

1. _____ is the activity of making and distributing goods and _____.
2. _____ refers to the sources of raw materials needed for production.
3. _____ is the use of mental or physical work to produce _____.
4. _____ means not only wealth, but all the things that workers use in production and distribution which are purchased with money.
5. _____ is the activity of controlling and directing the other factors.

6. If the money a company receives is not enough to pay for all of the costs, the difference is the
7. When a company goes, it is unable to pay its
8. An company is one which continues to provide new goods and services.
9. The entrepreneur business activities by bringing together land, labor, and capital to begin a new venture.

IV Give the English words or phrases according to the meanings provided.

1. to separate (sth.) into parts and give a share to each person
2. to succeed in doing
3. to make goods on a large scale
4. to do; to carry on (business)
5. not having enough money to pay debts
6. to make sure of getting (sth.)
7. to buy and sell (goods)
8. money used in business
9. to work in the business of providing money
10. financial gain
11. to put into operation
12. the part belonging to or owed to a particular person
13. information collected for examination and consideration
14. to take or get (sth.) out
15. to perform operation on (sth.) in computer

V Put the following expressions from the text in the blanks to complete the sentences. Make changes where necessary.

decide on

refer to

look for

extracted from

responsible for

pay for

to a certain extent

related to/with

up to

go bankrupt

1. With the help of the Internet, you can specific research information in every country from Australia to the United States of America.

2. A company employee is subject to imprisonment for 5 years and a \$10, 000 fine if he is involved in a bribe (贿赂).
3. A survey of medical costs reveals that 16 percent of US families go into debt each year to their medical treatment.
4. The oil which is sunflower seeds is used for cooking.
5. The real sin against life is to destroy beauty, even one's own, for that has been put in our care and we are its well-being.
6. The terrorists' blast in the market has led to many small businesses
7. In this report the rise of crime is the increase in unemployment.
8. Straightening the road has reduced the risk of accidents and has made it safer.
9. The speaker the young man sitting at the back as an up-and-coming business tycoon (正在崛起的商业巨头).
10. While still not able to overcome these problems, he has failed some much-needed measures on his own.

❶ Rewrite the following sentences and replace the underlined words with appropriate words or phrases from the text.

1. Some raw materials may be taken from the air.
.....
2. To do business successfully involves a lot of factors.
.....
3. The entrepreneur should stand all the possible losses of the business.
.....
4. This letter is about the sale of the house.
.....
5. If the company cannot pay its debts, many people will lose their jobs.
.....
6. He failed to obtain the top job with the bank.
.....

>>>>>> Post-reading

Role Play: An Interview with a Business Tycoon

Task 1: Work in pairs.

Student A:

Suppose you emcee(主持) a TV program — “People in Business” and now you are interviewing a successful self-made business owner. Study the question list carefully and put questions that interest you most to the interviewee. You may add some questions of your own to the list.

Student B:

Suppose you are a self-made business tycoon and now you are taking a TV interview in the “People in Business” program. Think about the questions raised by the presenter carefully and provide your answers.

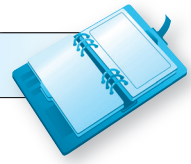
Question List for Interviewer

- ☐ What preparatory work would you do before starting your own business?
- ☐ How would you finance your business activities if you don't have enough capital?
- ☐ Which do you think is more productive nowadays, physical or mental labor? And why?
- ☐ What factors will you take into consideration when you are choosing where to locate your business?
- ☐ How could you guarantee that your products are more competitive than your rivals'?
- ☐ Why do you think an entrepreneur should always be innovative?
- ☐ What measures do you take to guard against business risks?

Task 2: Work in pairs.

Change roles with your partner and do the interview again. Compare your answers and find out who is better prepared as a business starter.

Reading II



>>>>>> Text

Trading

- 1 A company is also a firm or a business. While it is producing goods or trading, it is said to be in business. A firm which is just starting up is going into business and a company which stops operating goes out of business. If a company gets bigger, it expands. The expansion of a firm means it can produce more goods or sell more of its products.
- 2 A manufacturer or a manufacturing company produces goods. The goods it makes are its products. When a manufacturing company expands, it usually increases production. If one year it produces 100 tonnes and the next year it produces 110 tonnes, it has increased production by 10%.
- 3 A company which sells goods in bulk is called a wholesale distributor or wholesaler. A company or person buying goods in bulk and selling them in small quantities is a retailer. Most local shops are retailers and sell goods retail.
- 4 Two or more companies which sell or manufacture the same product are competitors or rivals. They are in competition and they compete for customers. In order to sell more goods than its rivals, a company must be competitive. It is important to keep ahead of the competitors by selling at competitive prices. If one company has an advantage over its competitors, for example, a cheaper or better product, it gives them an edge on the market.

Notes

1. be said to do 据说
2. go into business to begin business
3. manufacturer one who owns a business that makes goods in large quantities
4. tonne (British English) a measurement of weight, = metric ton, = 1,000 kg
5. in bulk in large quantities
6. distributor a wholesaler who has exclusive rights to market, within a given territory, the goods of a manufacturer or company
7. competitor a person, team, company, etc., that competes; a rival

- 8. ahead of in front of; superior to
- 9. have an advantage over sb. to have a better position than sb.
- 10. edge advantage

Exercises

I Comprehension: True / False / Not Mentioned.

1. A company is also called a firm, a business or a plant. ☐
2. A company which stops operating is going out of business and a firm which is just starting up goes into business. ☐
3. A manufacturer or a manufacturing company only produces goods instead of buying or selling goods. ☐
4. If one year a manufacturer produces 280 tonnes and the next year it produces 350 tonnes, it has increased its production by 20%. ☐
5. A company which sells goods in bulk is called a wholesaler. ☐
6. Most local shops tend to sell goods in bulk because it is more profitable. ☐
7. Cooperators are two or more companies which sell or manufacture the same products. ☐
8. Two or more firms which sell or manufacture different products are cooperators. ☐
9. Rivals or competitors are in competition and they compete for customers and markets. ☐
10. Keeping ahead of time is very important because only in this way can a company survive. ☐

II Discussion Questions.

1. State briefly the principal functions of a company.
2. What are the advantages and disadvantages of a company on the market?

III Vocabulary: Guess the meaning of the underlined words from the text.

1. A firm which is just starting up is going into business and a company which stops operating goes out of business. ☐
a. in action b. in time
c. in place d. in order
2. If a company gets bigger, it expands. ☐
a. rises b. broadens
c. grows d. extends
3. The expansion of a firm means it can produce more goods or sell more of its products. ☐
a. manufacture b. increase

- c. reduce d. manage
4. A company which sells goods in large quantities is called a wholesale distributor.
 a. wholesaler b. producer
 c. retailer d. shopkeeper
5. It is important to keep ahead of the competitors by selling at competitive prices.
 a. more expensive b. poorer
 c. cheaper d. higher
6. They are in competition and they compete for customers.
 a. distributors b. buyers
 c. customs d. sellers
7. Two or more companies which sell or manufacture the same product are competitors.
 a. rivals b. fighters
 c. strugglers d. objections
8. If one company has an advantage over its competitors, it gives them an edge on the market.
 a. courage b. energy
 c. privilege d. advantage

IV Translate the following sentences into English, using the expressions highlighted.

- 飞机乘务员应对所有旅客的安全负责。 be responsible for
- 请尽快把这些英文报纸和杂志分送给每位订阅者。 distribute to
- 学院决定举办系列讲座,商务英语专业的学生必须出席。 decide on
- 若需进一步的补充解释,请参阅教师参考书第58页。 refer to
- 大多数人都会关注与自己有关的事。 relate to
- 最近,下海经商的人越来越多。 go into business
- 一个大批量出售货物的商人被称作批发商。 in bulk
- 据报道,目前工资水平在某种程度上仍稍稍领先于物价水平。 to a certain extent, ahead of

V Cloze.

Wholesaling is part1..... the marketing system2..... provides channels of distribution that are used to3..... goods to market. Most manufactured consumer goods are marketed through4..... indirect channel. This might be from the manufacturer to the wholesaler to the retailer to the consumer, or through more complicated5..... However, in general, wholesalers deal in products that are to be resold6..... retailers to consumers. A direct channel moves goods from the manufacturer or producer7..... the consumer.

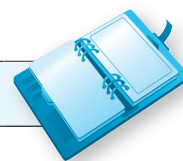
Wholesaling is mostly a field of small business,8..... there is a growing chain movement in

the United States. About a quarter of wholesaling units account9..... one-third of total sales.

.....10..... of the wholesaling middlemen are merchant wholesalers who take title to the goods they deal in. There are11..... agent middlemen who negotiate purchases or sales or12....., but they don't take title to the goods they deal in. They sometimes take possession, though. These agents don't13..... salaries. They receive commissions; this is a percentage of the14..... of the goods they15......

- | | | | |
|---|----------------|---------------|----------------|
| <input type="radio"/> 1. a. of | b. on | c. in | d. at |
| <input type="radio"/> 2. a. what | b. when | c. which | d. where |
| <input type="radio"/> 3. a. bring | b. bringing | c. take | d. taking |
| <input type="radio"/> 4. a. a | b. the | c. / | d. an |
| <input type="radio"/> 5. a. markets | b. channels | c. shops | d. stores |
| <input type="radio"/> 6. a. as | b. in | c. from | d. by |
| <input type="radio"/> 7. a. at | b. to | c. between | d. on |
| <input type="radio"/> 8. a. so | b. such | c. although | d. in spite of |
| <input type="radio"/> 9. a. on | b. onto | c. for | d. to |
| <input type="radio"/> 10. a. Twos-third | b. Twos-thirds | c. Two-thirds | d. Two-third |
| <input type="radio"/> 11. a. too | b. also | c. again | d. still |
| <input type="radio"/> 12. a. two | b. all | c. both | d. each |
| <input type="radio"/> 13. a. require | b. regain | c. demand | d. earn |
| <input type="radio"/> 14. a. price | b. value | c. prize | d. award |
| <input type="radio"/> 15. a. buy | b. bought | c. sold | d. sell |

Extended Activities



Function and Structure: Meeting People

I Greeting People.

Practise the following sentences with your partner, and then complete the dialogues.

Type	Sample Sentences	Sample Responses	Notes
Informal	Hi, <i>Jane</i> . How are you? How are you doing? How's it going? How have you been? What's new? What's happening? What's up?	Hi. Fine. OK. Not bad. All right. Not much. Nothing much. Nothing special.	A truthful response is more likely in informal situations. In this case, a brief explanation is usually offered. (For example, "Terrible. I've had a headache all morning.")
Formal	Hello, Mr. <i>Johnson</i> . Hello. Hello, Mrs. <i>Smith</i> / Miss <i>Smith</i> . Hello, Dr. <i>Richards</i> . Hello, Doctor. Good morning, Mr. <i>Johnson</i> . Good afternoon, Mrs. <i>Smith</i> . Good evening, Dr. <i>Richards</i> . How are you?	Hello. Good morning/afternoon/evening. Fine, thank you. (And you?) Very well, thank you.	"Hello" is used at any time of the day or night. A truthful response is usually avoided. Handshakes are acceptable, but not necessary.

1. Tim: Hi!

Dan:

Tim: How are you?

Dan:

2. (*John sees a friend on the bus.*)

John:

Jane: Hi, John.

John:

Jane: Nothing much.

3. (*Two classmates greet each other on the school campus.*)

Rita:

Mark: Not so good. I've got a bad cold.

Rita:

4. (*in an office*)

Secretary:

Mr. Edwards: Good morning, Mary.

Secretary: Fine, thank you.

II Saying Good-bye.

Practise the following expressions with your partner and then complete the dialogues.

Type	Sample Sentences	Sample Responses	Notes
Informal (acquaintances)	I've got to go/leave/hurry. Have a nice day/time. Bye/So long/See you later/around. Cheerio. Take it easy. Take care.	You, too.	
Formal (acquaintances)	I have to leave/go. I must leave/go. Have a good day/time. Good-bye.(Good night.)	It was a pleasure to meet you. It was nice to meet/see you. The same to you.	Remember that "good night" is used for saying good-bye at night.

1. (Two classmates have just met for the first time and are ending their conversation.)

Bob: Well, I've got to go. I have a class at nine. Nice to meet you.

Ted:

Bob: Yeah. See you around.

2. (Two roommates are getting ready to leave the house in the morning.)

Jeff: It's already nine. I've got to hurry.

Brad:

Jeff: So long.

3. (A student is talking to his academic advisor.)

David: I really should leave for class now. Thank you very much for your help.

Ms. Williams:

David: The same to you. Good-bye.

4. (A student meets one of her former teachers in a bookstore. After they chat a while, they say good-bye.)

Rebecca: It was so good to see you again, Mrs. White.

Mrs. White:

Rebecca: The same to you. Good-bye.

Mrs. White:

III Make dialogues with your partner according to the situations given. Pay special attention to the expressions of greeting and saying good-bye.

1. Two business associates meet at an international trade fair.
2. You pass a man on the street whom you have met only once at a party.
3. You run into a former classmate on the street.
4. You are a shop assistant in a bookstore and start a conversation with a customer.

Special Use: Countable and Uncountable Nouns

Fill in the blanks with the proper forms of the nouns highlighted, adding an article if necessary. Pay special attention to the use of countable or uncountable nouns.

1. The company has imported a great deal of from Europe since 1990. **equipment**
2. Having got his MBA degree, he planned to apply for a job as **assistant manager**
3. Given proper care, may not be ruined so seriously. **land**
4. The that he has collected can help him defeat his competitor. **datum**
5. What the vice-president did was to gain political **capital**
6. He is majoring in international in Shanghai International Studies University. **trade**
7. A man of and standing is not necessarily happy. **wealth**
8. Nowadays, in the business world is (are) very intense. **competition**
9. Air China offers all kinds of satisfactory to passengers from home and abroad. **service**
10. Students should set aside adequate time for both work and recreational **activity**
11. Everyone should keep in mind that is (are) more important than
quality ... quantity
12. They have provided us with a large quantity of for building the house. **material**
13. It's well-known that automobile is (are) a major industry in Japan. **production**

14. Not a single country can afford to neglect education
15. play (plays) a very important part in business. memo
16. In writing English, we should leave after each word. space
17. I think Mary will be qualified for the job because she has a lot of teaching experience
18. You'd better ask your lawyer for before making a decision. advice
19. The matter is not worth risking our life
20. Developing is (are) the key to getting our goods into the international market.
variety

Practical Reading: Timetable

Read the passage and complete the table with departure or arrival time.

Trains leave Stone at 15 and 50 minutes past every hour. The first is a stopping train and the second a through train (it does not stop at Mount or Trent). In the morning, there is also a slow train at 8:25 and 9:25. The through train is a fast train which takes 4 hours 20 minutes to reach Keel. The slow train takes 1 hour from Stone to Mount and 2 hours 15 minutes from Mount to Trent. The whole journey from Stone to Keel on the slow train takes 4 hours 40 minutes.

Stone Dep.	Mount Dep.	Trent Dep.	Keel Arr.
06:15			
	09:15		
		11:40	
			14:10

II Answer the following questions.

1. Paul went to attend a lecture at Keel and caught the 8:15 from Stone. What time did Mary meet him at the station?
2. Professor White who lives in Trent goes to work at a community college at Keel every day. How long is the train journey from Trent to Keel?
3. You are in Trent and you are going to attend a graduation ceremony in Keel at 2:05 pm. The ceremony place is 5 minutes from the station. Which train will you catch?
4. Mary, a postgraduate at the University of Stone, has a busy schedule on Friday. She has to attend a conference at Mount at 8:30 first, and then do a survey at Keel at 14:00 on marketing for a supermarket. What trains can she take?

Additional Vocabulary

Match the English proper names of the following world-famous companies with the Chinese equivalents.

- | | |
|--|-------------------|
| <input type="radio"/> 1. GENERAL MOTORS | 1. 通用汽车公司(美国) |
| <input type="radio"/> 2. DAIMLERCHRYSLER | 2. 福特汽车公司(美国) |
| <input type="radio"/> 3. FORD MOTOR | 3. 埃克森公司(美国) |
| <input type="radio"/> 4. WAL-MART STORES | 4. 通用电气公司(美国) |
| <input type="radio"/> 5. MITSUI | 5. 丰田汽车公司(日本) |
| <input type="radio"/> 6. ITOCHU | 6. 伊藤忠商社(日本) |
| <input type="radio"/> 7. MITSUBISHI | 7. 戴姆勒-克莱斯勒公司(德国) |
| <input type="radio"/> 8. EXXON | 8. 住友公司(日本) |
| <input type="radio"/> 9. GENERAL ELECTRIC | 9. 大众汽车公司(德国) |
| <input type="radio"/> 10. TOYOTA MOTOR | 10. BP阿莫科公司(英国) |
| <input type="radio"/> 11. ROYAL DUTCH/SHELL GROUP | 11. 三井公司(日本) |
| <input type="radio"/> 12. MARUBENI | 12. 沃尔玛百货公司(美国) |
| <input type="radio"/> 13. SUMIOMO | 13. 花旗集团(美国) |
| <input type="radio"/> 14. INTL.BUSINESS MACHINES (IBM) | 14. 皇家荷兰壳牌集团(英/荷) |

- | | |
|----------------------------------|------------------|
| 15. AXA | 15. AXA公司(法国) |
| 16. CITIGROUP | 16. 日本电报电话公司(日本) |
| 17. VOLKSWAGEN | 17. 丸红公司(日本) |
| 18. NIPPON TELEGRAPH & TELEPHONE | 18. 三菱公司(日本) |
| 19. BP AMOCO | 19. 日胜公司(日本) |
| 20. NISSHO IWAI | 20. 国际商用机器公司(美国) |



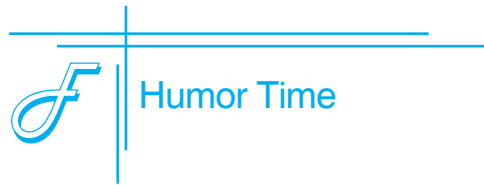
Fortune Global Forum

The Fortune Global Forum is an annual forum for world economic magnates to discuss the issues that global businesses face. It is held by the *Fortune* magazine under the Time-Warner Group of the US.

Coming into being in 1930, the *Fortune* magazine began to appraise and select the top 500 U.S. enterprises that have the largest operational revenue in the United States in 1955. In 1990, it began to publish a ranking of the top 500 industrial enterprises in the world. And in 1994, it expanded the scope of the top 500 ranking to include service industry.

The ranking is based mainly on operational revenues. But it also compares assets, net income, sales volume, the number of employees, investment and dividend. The Fortune top 500 ranking has been considered as an authoritative measurement of the economic power of an enterprise and a weatherglass of a country's economic strength.

The Fortune Global Forum has been held consequently in Singapore, Barcelona of Spain, Bangkok of Thailand and Budapest of Hungary since 1995. The '99 Fortune Global Forum was held in Shanghai from September 27 to 29, with a theme of "China: the Next 50 Years". More than 800 delegates from both at home and abroad attended the meeting.



Mrs. Green was the manager of a large company, and she frequently had to have meetings with other business people in a room in her building. She did not smoke at all, but many of the other people at the meetings did, so she often found the air during the meetings terrible. One day, after an hour, her throat and eyes were sore and she was coughing a lot, so she called a big air-conditioning company and asked them to work out how much it would cost to keep the air of the meeting room in her building really clean.

After a few days the air-conditioning company sent in two estimates for Mrs. Green to choose from. One estimate was for \$ 5,000 to put in new air-conditioning, and the other was for \$ 5.00 for a sign which said, "NO SMOKING."