



前言

要提高听力,必须培养准确感知英语语音、语调的能力,熟练掌握系统的英语基础知识,了解和熟悉相关的文化背景知识。提高听力绝无捷径可走,最根本的方法是多听多练,只有多听多练才能变"听不懂"为"听得懂",变"被动"为"主动"。但如何提高听力训练的效率,较快地提高听力水平,则是有科学需讲究,有规律可遵循的。

《新编商务英语(第二版)听力教程》旨在通过由浅入深、由易至难渐进式的、科学的听力技能训练,逐步提高学生的"听"的能力。

《新编商务英语听力》在多年的实际教学使用中受到了广泛好评。借这次改版的机会,《新编商务英语(第二版)听力教程》在充分总结多年教学实践经验的基础上对原教材作了进一步完善,使之编排更科学,特点更鲜明,内容更精练,梯度更合理,形式更生动活泼,以期达到更好的教学效果。

本教材虽然是为商务英语专业的学生而设计和编写的,但也可用作非商务英语专业学生的教材和英语爱好者的自学课本。本书共计4册,总教学课时为240学时,每册60学时。第一、二册以训练学生的基础听力技能为主,为提高其商务英语的听力水平奠定扎实的基础;第三、四册注重提高学生商务英语的实际应用能力。

本书为《新编商务英语(第二版)听力教程》第二册的教学参考书,与 学生用书配套使用,内容为各课的录音全文及练习答案。

> 编 者 2011年11月 于华东师范大学



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Part I



Warming-up Exercises

Meanings of Words

Objective: interpreting the meanings of multiple-definition words

Some words always have the same meaning and function, while others have several possible meanings and functions. We call these words multiple-definition words.



For each group of words or phrases, you will hear a sentence containing the headword. Listen to each sentence twice and decide which of the 4 choices has the same meaning as the headword used in the sentence.

- 1 They pass notes in class. (C)
- 2 The boss will never fire his private secretary. (B)
- 3 It would take more than one day to finish the work. (D)
- 4 When I last saw him, he was the picture of health. (C)
- 5 It would not be easy for Peter to get out of the jam. (A)
- 6 It soon became clear that he was more than just a business associate. (A)
- 7 James taught her how to deal with these difficult problems. (B)
- 8 Though president in name, he's unable to exercise any real power. (D)
- 9 The case was under investigation. (B)
- 10 The bedside light is not bright enough. (D)



For each group of the 3 sentences with an underlined word, you will hear a sentence. Listen to each sentence twice and decide which is the sentence with the underlined word used in the same sense as in the sentence you hear.

- 1 Who's calling please? (B)
- 2 The whistle blows at midnight. (C)

- 3 The furniture needs a second coat. (C)
- 4 She never passes without stopping to say hello. (A)
- 5 Dogs may not be taken into public buses. (A)
- 6 He plans to major in business management. (B)
- 7 He was given an important place in the government. (A)
- 8 Almost all our shoes are machine made now. (A)
- 9 Except for his grey hair, he hasn't changed much. (B)
- 10 He was drawing a picture on the office note-paper. (C)





Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

1 Man: Where are your previous places of employment?

Woman: I have never had other jobs. This is my first time to look for a job.

2 Man: What is your reason for leaving?

Woman: Although my present job is good for me, the salary is too low to support my family.

3 Man: Betty, the IBM Company just called and asked me to go for an <u>interview</u> tomorrow, but I'm afraid to go. I don't have much work experience. I only have a diploma.

Woman: Don't worry. You'll make it, I think.

4 Woman: What kind of job do you want to get?

Man: I don't really <u>care</u>. I've done lots of different things. I've been a <u>waiter</u>, a <u>taxi</u> driver, a house painter. And I've even worked in a potato chip factory!

5 Woman: We've been hearing some very fine things about you, Mr. Johnson. You've been doing some fine work in Wisconsin. I've read your records, and you certainly have had excellent experience. If you don't mind, I'd like to know a little more about

why you want to change your position.

Man: Well, there are several reasons.



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Woman: You still have an hour to wait, so relax.

Man: Relax? How can I when I'm so anxious about the interview?

Question: What does the man mean?

Woman: How did your interview go?

Man: I couldn't feel better about it! The questions were very fair, and I seemed to find

an answer for all of them.

Question: How did the man feel about the interview?

3 Woman: I see from your application form you have worked as a salesman for two years.

Why do you wish to change your job now?

Man: I found the job too dull.

Question: What is the woman doing now?

4 Man: Did you get the job you interviewed for?

Woman: Yes, and I'm very excited about it. It pays much better than my old job, and I

think I'll like the people better, too.

Question: How does she feel about the new job?

5 Woman: When will you be able to tell me if I have got the job?

Man: I can tell you now. If you want the job, you can start next Monday.

Question: When will the woman start her work?

Keys

1 D 2 C 3 C 4 B 5 D



Listen to the following longer conversations twice and fill in the blanks with the missing words.

Interviewer: Excuse me, I wonder if you'd mind me asking you a few questions. I'm carrying

out a survey about how people feel about their jobs, what they like, what they

don't like — that sort of thing.

Mary: Oh, all right.

Interviewer: First of all, can I have your name?

Mary: Yes, it's Mary Tomson.

Interviewer: And what is your job, Miss Tomson?

Mary: I'm a waitress at a restaurant.

Interviewer: I see. And how many years have you been in it?

Mary: Um ... let me think now. I started about a year ago, yes, this time last year.

Interviewer: And do you think you are well paid or badly paid for your job?

Mary: Oh, the money's terrible, when you think how tiring the work is. It's only with

tips and free meals that I manage to get by.

Interviewer: How many hours do you work a week?

Mary: Well, on average, I'd say I worked about 50 hours a week.

Interviewer: Do you do overtime?

Mary: Sometimes.

Interviewer: Do you enjoy your work most of the time?

Mary: I did at first. But after a few weeks I soon got bored and now I hardly ever enjoy

myself at work. By the time I get home after work, I'm usually too tired to do

anything except sleep.



Listen to the following longer conversation twice and choose the right answer to each question you hear.

- A: Good afternoon. I'm Mr. Jones, the President of Special Electronics.
- B: Pleased to meet you, sir. My name is Charles Goodman.
- **A:** Have a seat. Why don't you begin by telling me a little about yourself? And please don't be nervous.
- **B:** What do you want to know?
- **A:** The usual things, such as something about your background and experience and anything else you feel is pertinent.
- **B:** Well, I was born and raised in New York. I graduated from Bronx Science High School in 2007. This coming May, I will be getting my Bachelor of Science degree in mechanical engineering from Columbia University.
- A: Do you have any working experience?
- **B:** Yes, I worked for three years at a small firm.
- A: I see. Why don't you have your credentials sent to me as soon as you can? You'll probably hear from us in about a week.

Questions

- 1 Who are the speakers?
- 2 When will the student graduate from the university?
- **3** Where did the student have his working experience?

- 4 How long did he work there?
- 5 When will the student know whether he gets the job or not?

Keys

1 C

2 A

3 B

4 D

5 D



Listen to the following longer conversation twice and answer the questions you hear.

- A: Please sit down. You're Mr. Brown, is that right?
- B: Right.
- **A:** You're looking for a job?
- B: Yes, I am. I'll graduate from college next June. I'm majoring in accounting.
- A: Have you ever done any work in this field?
- **B:** No. I did some practice work in class though.
- A: Do you have copies of your letters of recommendation with you?
- **B:** Yes. One is from Dr. Smith and one from Mr. Taylor.
- A: What kind of salary are you hoping to get? Here you would start at \$10,000 for the first year a kind of training period. After that your raises would depend on how well you worked.
- B: That sounds fair enough. What about other benefits, things like vacation?
- **A:** Those are all explained in this pamphlet.
- **B:** What do you think the chances are that I'll get a job?
- A: We'll be hiring two people. After Mr. Williams looks over the application he'll make the final decision.
- B: I sure hope that I can work here.
- A: You'll hear from us sometime next month. Good luck and thanks for coming in today.

Questions

- 1 What does Mr. Brown do?
- 2 When will he graduate?
- 3 What is his major?
- 4 What is the starting salary for the job?
- 5 How many people does the company want?
- 6 When will Mr. Brown know whether he gets the job or not?

Keys

1 He is a student.

- 2 Next June.
- 3 Accounting.
- \$10,000.
- Two. 5
- Next month.







Passages



Listen to the passage twice and fill in the blanks with the words you hear.

The interviewer asks a rather simple question: "Why do you want to work for this company?" The obvious answer that comes to mind is, "Because you have an opening, and I need a job." While this may be true, it won't get you points in a job interview.

The interviewer is looking for an answer that indicates you've thought about where you want to work — that you're not just sending your résumé to any company with a job opening. Research the company before your interview, and it will make you stand out as a more informed and able applicant.

For instance, Ametre is the first candidate interviewed for an HR manager position. When she is asked why she wants to work there, she replies, "I have always wanted to work for this company. Hove your product, and I have used it for many years. This job would be perfect for me, a real opportunity for me to grow and develop."

Annette's answer begins well, but then shifts to what she can get out of the experience instead of what she has to offer. Her answer would be stronger if she proved she had researched the company, and therefore could discuss more than her own experience with the product.

There are no right or wrong answers to this question. Your answer should indicate that you have thought about what you want and have researched the company. Let the interviewer know you are being selective about where you want to work and you're not just going to take any job offered to you. Demonstrate that this is the company you want to work for.



Listen to the passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

When people go to employment agencies, they will tell the interviewer what skills they have, what kind of job they are looking for, what kind of salary they would like, and, frequently, what kind of company or institute they want to work for. The purpose of the agency is to find the right job for the right person.

Employment counselors are different from employment agencies. A person who goes to a job counselor is usually unhappy with what he is doing, but does not really know what else to do. A counselor tries to find out what he would like and what his talents are, and then tries to find a field he would be successful in. To do this, some counselors give a number of psychological tests to find out what he can do well and what he likes to do. After this, the counselor may refer him to people in the new field. He will have appointments with those people who can talk to him about their jobs. Then he can decide if he wants to try to find employment in this new field. Very often the contacts he has made with the people he meets in the appointment will lead to a job offer.



2 T

3 I

4 1

5 T

6 F



Listen to the passage twice and answer the following questions according to the information you get.

Congratulations! The company you want to work for wants to interview you. That means they are interested in hiring you! But the job isn't yours, yet. The company will be interviewing several people. You'll need to convince them that you are the right person for the job. And the first step toward convincing them is being prepared. Getting ready for the interview starts before you walk in the door. Don't get nervous. Get busy! Here's how to prepare:

To learn as much as you can about the company. Go online and read up on the company. When you answer questions, try to work in some of the information you've learned. Then the interviewer will notice that you are well prepared.

To plan answers to common questions. Prepare answers for questions like "What can you offer our company?" or "What are your strengths and weaknesses?" Then you can answer your interviewer's questions with more confidence.

To practise. Sit down and practise with a friend who has interview experience. Act as if you're in a real interview. Dress up. Take notes. Try videotaping yourself. Remember, experience is the best teacher.

Keys

- 1 It means that they are interested in hiring you.
- 2 You'll need to convince them that you are the right person for the job.
- **3** Getting prepared.
- 4 Go online and read up on the company.
- 5 The reason is that you can answer your interviewer's questions with more confidence.
- 6 A friend who has interview experience.



Listen to the passage twice and choose the right answer to each question you hear.

With your objective clearly in mind and the proper written record of your background, you are now ready for the interview.

Appearance gives the first impression, so be on time and look clean and neat and wear business-like clothes. Men should wear suits and women should wear a nice skirt or dress — one that's not too short. Remember that the minute you walk in the door and before you say a word, you start creating an impression. Smile at your interviewer to show you are glad to be talking with him or her. When you first meet, look your interviewer in the eye. Give him or her a firm handshake. And speak clearly so your interviewer can hear you.

If your interview is delayed, don't show your irritation. It is best to pick up a magazine — or still better, some literature that will add to your knowledge of the company — and read quietly until your interviewer can see you. Be gracious when he apologizes for the time you waited.

Don't take more of the interviewer's time than he is apparently willing to give. Close the interview, or rather allow him to do it, while he is still interested in you and your problems. Don't bore or annoy him by keeping him from his other work.

Many job seekers are polite enough to drop their interviewer a note a day or two after they have been seen. I would suggest going one step further, where possible, and making a second call on the interviewer about a week later. This procedure ties your name and face together in the interviewer's mind. Limit the call to five minutes, and don't make the call on Monday morning, Friday afternoon, or late in the day. Think of the other fellow.

Questions

- 1 What gives the first impression in interviewing?
- 2 What should be avoided when you go for an interview?
- 3 In what way should you speak to your interviewer?
- 4 What should you do if your interview is delayed?
- 5 When is it better for the job seeker to make a second call on the interviewer?

6 How long does the second call usually take?

Keys

1 B 2 A 3 A 4 C 5 D 6 B



Part IV



Supplementary Exercises



Listen to the following longer conversation twice and answer the questions.

Man: Why do you want to work for this company?

Woman: Well, I think the shops sell good products and that the atmosphere is good. I sometimes come to them myself as a customer, and I have always received a good service. Also, my

school classmate worked in one of your branches and recommended the company to me.

Man: Have you had any previous experience of working in a coffee shop?

Woman: Yes, I worked part-time in a coffee shop while I was a university student. I was at

Costa Coffee for about 9 months.

Man: Really? What sort of work were you doing there?

Woman: My main job was to serve the customers, but I also helped to wash up, to clean the shop.

Man: Did you ever have to deal with customer problems?

Woman: I'm sorry, would you mind explaining exactly what you mean by "customer problems?"

Man: Of course. Sometimes a customer is unhappy because something is wrong. Can you

give me an example of how you managed a difficult situation?

Woman: Yes, sometimes there were small problems. For example, one day a customer

complained that his cup was dirty. He sounded upset. I apologized to him and offered to get him a replacement. The cup did look dirty, so later I had a quiet word with the

person who had cleaned it.

Man: Do you think you provide a good service to customers?

Woman: Yes — I always try to provide a friendly and efficient service to customers. For

example, when customers wanted a product that was not available, I recommended

another product instead. They usually accepted my suggestion and were glad that I helped them to choose something else.

Man: Do you think you are good at working as a member of a team?

Woman: Yes — I like to work with other people. When I was at Costa Coffee we used to share the tasks — we would always help each other, and show new members of staff how to do things.

Man: How do you think the people that you worked with in the past would describe you?Woman: I think they would say that I worked hard, I was well-organized and that I was friendly to customers.

Keys

- 1 1) The shop sells good products.
 - 2) The atmosphere is good.
 - 3) Customers always receive a good service.
 - 4) Her classmate recommended it to her.
- 2 She worked part-time in a coffee shop for about 9 months.
- 3 She apologized to him and offered to get him a replacement.
- 4 She always tried to provide a friendly and efficient service.
- 5 They said she worked hard. She was well-organized and was friendly to customers.



Listen to the following passage twice and fill in the blanks with the information you get.

The job interview is the most important part of getting a job. It's your chance to show your future bosses your skills, your abilities and your value. Job interviews are always stressful. The best way to reduce the stress is to be prepared.

Here are some job interview tips to help alleviate some of the stress involved in your job interviews.

1 Get Ready

Make sure your interview attire is <u>neat</u>, <u>tidy</u> and <u>appropriate</u> for the type of firm you are interviewing with. Bring a nice portfolio with copies of <u>your résumé</u>, include a pen and paper for notetaking.

2 Be on Time

Be on time for the interview. On time means five to ten minutes early.

3 Stay Calm

During the job interview try to <u>relax and stay as calm as possible</u>. Take a moment to regroup. Maintain eye contact with the interviewer. Listen to the entire question before you answer.

4 Be Positive

If you are asked about a low grade, <u>a sudden job change</u> or a weakness in your background, <u>don't be defensive</u>. Focus instead on the facts (briefly) and what you learned from the experience. In particular, avoid <u>negative comments</u> about past employers.

5 Show What You Know

Before the interview, <u>research information</u> about the company. Some important information to look for includes <u>what activities are carried out</u> by the employer, <u>how financially stable</u> the employer is, and what types of jobs exist with the employer. Know <u>how you can help the company</u> and prepare questions to ask the interviewer about the company. Show what you know.

6 Know Your Value

Make a list of your skills and traits that would make you a valued employee, try to <u>match</u> these to the employer's requirements.



Listen to the dialogue twice and decide whether the following statements are true or false. Write "T" for true or "F" for false.

Applicant: I received your letter yesterday. You told me to come this morning for an interview ...

Manager: Oh, so you are Mr. Smith, one of the applicants in answer to our advertisement for

an assistant accountant. Yes, we do have a vacancy. Sit down, please. In fact I was

expecting you.

Applicant: Thank you. Nice office here. I suppose the business of your company is good.

Manager: Well, not bad May I see your references?... (Two minutes later.) Frankly speaking,

I'm quite satisfied with your qualifications. You have had five years' experience in office work. I consider you the right man for this post. What company are you with

now?

Applicant: I'm out of job for the time being. I used to work in a Swiss firm whose boss was the

sole proprietor. Two months ago the boss went back to Switzerland with his family,

so the firm was closed down.

Manager: That means you can come to work any time if I hire you.

Applicant: Yes, any time.

Manager: Of course I'll have to take you on three months' probation first.

Applicant: I'll do my best. And I am sure I can do a good job. By the way, what is the salary?

Manager: I can give you two thousand dollars a month as a start. In three months' time your

salary would be adjusted. And a year from now, you'll get two weeks' annual leave.

Applicant: That sounds great. When do you expect me to start my work?

Manager: Let's see. Today is Friday. You could start working on Monday. What do you say?

Applicant: No problem. I'll be ready. Thanks very much.

Manager: Best of luck to you.

Keys

1 T 2 F 3 F 4 T 5 T



Listen to the dialogue twice and answer the questions you hear.

Man: Have you ever done this kind of work before?

Woman: No, I haven't, but it's the kind of job I've always wanted to do

Man: Really? Why are you interested in it?

Woman: Because I think it would give me a chance to use and develop some of the things I've

learned in my last job.

Man: What was your last job, by the way?

Woman: I worked in a travel agency, arranging holidays and that sort of thing.

Man: Why did you leave?

Woman: Well, it was an interesting job in many ways, and I felt I learned a great deal, but, to

be honest with you, I had several arguments with the boss, and decided it would be

better to find another job.

Man: What were these arguments about?

Woman: He said he had told me to do things and that I hadn't done them. But the fact was

he forgot to tell me to do them. And when I told him he'd never told me, he became

very angry and said I was lying. This simply wasn't true.

Man: Oh, I see.

Woman: Please don't misunderstand me. I'm not criticizing my boss. In many ways I liked

him very much. But he was overworked and tended to forget things easily. I think I

learned even from that ... from our arguments, I mean.

Man: What do you think you learned from them?

Woman: I think I learned that it's important to ask more questions about what you are

supposed to do.

Man: I see. Very interesting.

Questions

- 1 Why did the woman come to the interview?
- 2 Where did she work formerly?
- 3 Why did she quit her last job?

- 4 What was the problem with her boss?
- 5 What did she learn from the arguments with her boss?

Keys

- 1 Because she was interested in this job.
- 2 In a travel agency.
- 3 Because she had several arguments with her boss.
- 4 Her boss was overworked and tended to forget things easily.
- 5 She learned that it's important to ask more questions about what one is supposed to do:



Part V



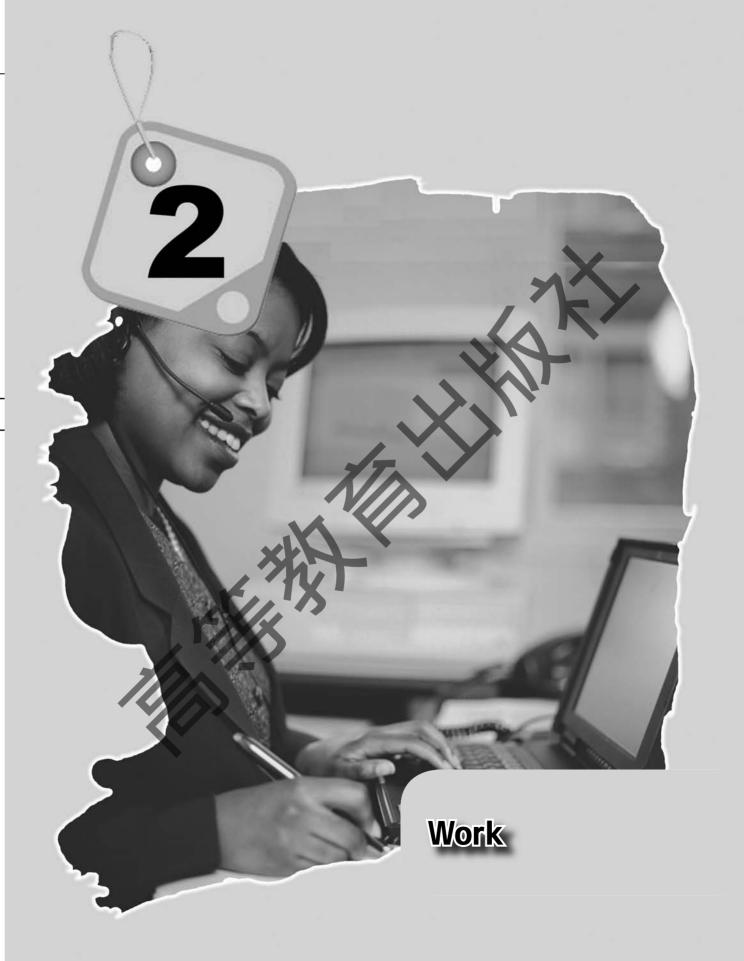
The World of Humor

Answer the question according to what you hear.

Once there was a man who could run very fast indeed. He was very proud of this and was always ready to show people how fast he could run.

One day a thief broke into his house, took some of his things and ran off as fast as he could. The man ran after him shouting: "Hey, stop! Don't you know you can't get away from me?"

But the thief only ran faster. The man got so angry that he ran at his top speed. He was soon several miles away from his house. He was still rushing along when he ran into a friend. "Why are you in such a hurry?" asked the friend. "I am trying to catch a thief," said the man, who was very much out of breath. "But where is the thief?" asked the friend. "Miles and miles behind!" said the runner, smiling with pride, "He thought he could run faster than I can, but you see, he is quite wrong."





Part I



Warming-up Exercises

Diagram

Objective: getting familiar with bar graphs

A graph is a chart which shows changes in the value of a quantity or quality. The graph in this lesson is a bar graph. It consists of a horizontal axis and a vertical axis.



Listen to the passage twice and fill in the information on the graph.

Please look at the graph. This is a bar graph showing the total value of export and import commodities of the capital of the country between 2006 and 2010. The figures are in billions of dollars. Abbreviate billion — bil.

Look at the lines on the left.

On the top line under billions of dollars write 400 billion.

On the second line from the top write 350 billion.

On the third from the top line write 300 billion.

Continue this column with a decreasing rate of 50 billion per line.

The figure on the bottom line should be zero.

Now, notice that the white part of each bar is for export commodities and the gray part of each bar is for import commodities.

Listen very carefully to the directions and write down the figures.

Look at the bar on the far left. Export commodities appear to be 115.77 billion. Write 115.77 billion on the white part of the bar. Import commodities appear to be 74.49 billion. Write 74.49 billion on the gray part of the bar.

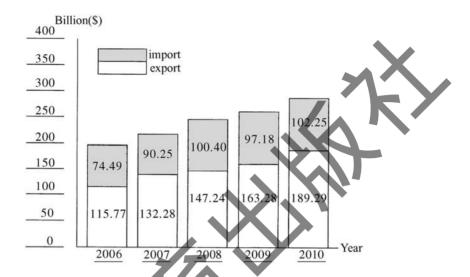
Next, look at the bar on the far right. Export is 189.29 billion and import is 102.25 billion.

Reading from top to bottom on the middle bar, we have the figures 100.40 billion and 147.24 billion.

Also reading from top to bottom in the 2nd column from the left, we have 90.25 billion and 132.28 billion.

And in the 2nd column from the right, top to bottom, 97.18 billion and 163.28 billion. Last, the years reading from left to right, are 2006, 2007, 2008, 2009 and 2010.

Keys



В

In reference to the above bar graph, you are going to listen to 4 questions. Listen to the questions once and write the answers in the blanks.

- 1 What's the total value of import commodities in 2007?
- 2 What's the total value of export commodities in 2008?
- 3 What's the total value of import commodities from 2006 through 2010?
- 4 What's the total value of export commodities from 2006 through 2010?
- Keys
- 1 USD 90.25 billion.
- 2 USD 147.24 billion.
- 3 USD 464.57 billion.
- 4 USD 747.86 billion.



Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

1 Woman: Are you going to take that job the insurance company offered you?

Man: Oh, I'm not sure. There are so many advantages to my present job, but the

insurance company is offering me a lot of money.

2 Woman: Robert worked as a secretary for three years. Then he became a newspaperman.

After that he started writing novels.

Man: I know. And he has been doing nothing else ever since.

3 Man: Well, I thought you were working for a large business-machine company.

Woman: I did for a few months, but I decided that accountancy wasn't what I wanted to do.

4 Man: She wants to apply for the job, but she is really not qualified, I'm afraid.

Woman: That's a pity. She seems so bright. Don't you think we could train her?

5 Woman: Will you need an experienced desk clerk for your hotel next summer?

Man: Do you have experience in secretarial work?



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Man: Good morning. I'm Jack, Jack Brown. My father asked me to come over and see

you about a vacation job.

Woman: Oh, come in, Jack. I haven't seen you for ages.

Question: What does the man want?

2 Woman: Wasn't Ben hired for the job he wanted?

Man: No. And he just can't seem to get over the disappointment.

Question: What is the man saying about Ben?

3 Woman: If you give me a hand, I could finish this job before five o'clock.

Man: I would like to, but I can't. Mr. Smith told me to type some letters before I go

home.

Question: What did Mr. Smith ask the man to do?

4 Woman: Have you found a summer job yet?

Man: No. I'm going to have to step up my efforts.

Question: What is the man planning to do?

5 Woman: You seem to have a lot of work at your office. You're always staying late and

working overtime.

Man: That's true, but it's no bother to me. The work is interesting and fun. I don't

mind the extra hours at all.

Question: How does the man feel about his job?

Keys

1 A 2 B 3 B 4 A 5 C



Listen to the following longer conversation twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

Man: So did you decide to take that new job, Pamela?

Woman: Well, I thought about it, then I decided it was better to stay where I am. The

manager's just offered me a raise, so I think I decided to stay in the post office a little

longer.

Man: How long have you been working there?

Woman: Three years. I am really bored. How's your job going, Tom?

Man: Well, you know what? I am a tourist guide now.

Woman: You were a primary school teacher.

Man: Yes. I did the training. And I do speak some languages, which they like very much.

Woman: Do you enjoy the work?

Man: I enjoy it very much. I have been to almost all the beautiful places of this country, but

I do find it exhausting.

Keys

1 T 2 T 3 F 4 F 5 T 6 F



Listen to the following longer conversation twice and answer the questions you hear.

Woman: Could I talk to the manager, please?

Man: Yes, I am the manager here.

Woman: I understand you have an opening for a secretarial position.

Man: Yes. Who referred you to this company? Woman: I saw your newspaper ad in the *L.A. Times*.

Man: Have you worked anywhere else?

Woman: Yes, I worked for two years at an engineering consulting firm. I can operate a personal

computer, too.

Man: Can you furnish a letter of recommendation from them?

Woman: Sure, I can.

Man: Do you have a résumé with you?

Woman: Yes, here it is.

Questions

- 1 Who is the man speaker?
- 2 What kind of job is available in this company.
- 3 How did the woman know about it?
- 4 Do you think the woman has any working experience? How do you know?

Keys

- 1 He is the manager.
- 2 A secretarial position.
- 3 She read the company's ad on a newspaper.
- 4 Yes. She said she had worked for two years at an engineering consulting firm.



Listen to the following longer conversation twice and choose the right answer to the question you hear.

Man: Miss Barnes, I understand that you are quitting.

Woman: That's right. I gave my supervisor two weeks advance notice yesterday.

Man: If you don't mind my asking, why are you leaving us?
Woman: I'm going to work for another law firm, William and Pitts.

Man: Why are you going to work for them?

Woman: They offered me a better salary.

Man: Well, Miss Barnes, good legal secretaries are hard to find and we've been quite

satisfied with your work here. I'll be glad to match whatever William and Pitts offered

you.

Woman: You should have said that a month ago when I asked you for a raise. I started looking

for a new job the next day.

Man: I'll even give you ten dollars a week more than their offer.

Woman: It's not the money. I wouldn't work for you, if you offered to double my salary. I want

to work for someone who appreciates the work I do and gives me raises before I have

to ask for them.

Man: I'm sorry you feel that way Miss Barnes.

Woman: And I'm sorry I spent the past year working for you instead of William and Pitts.

Questions

- 1 What is Miss Barnes?
- 2 How long has Miss Barnes been looking for a new job?
- 3 What is the final offer of a raise the man makes?
- 4 Why does Miss Barnes refuse the man's final offer?

Keys

1 B

В

4

D

Part III



Passages



Listen to the passage twice and fill in the blanks with the words you hear.

Changing careers is exciting and fulfilling. It usually involves some <u>personal</u> and financial risk, but that's a small price to pay for a <u>chance</u> to find rewarding work. Reduce the risk and <u>increase</u> the rewards by thoroughly investigating your <u>options</u> and carefully plotting your strategy before

you quit.

Evaluate what's most important to you. Is it a good <u>income</u>, challenging work or independence? What do you do well and what do you <u>enjoy</u>? If your career fits in with your basic values, you'll like it more and stick with it longer.

Ask yourself what you don't like about your <u>current</u> job so you don't end up facing the same issues the next time around.

Consider what new skills you need to meet your <u>interests</u>, and whether you can realistically <u>obtain</u> those skills. Do you need to go back to school? Can you <u>learn</u> on the job? How much time would it take? Is there <u>something</u> in your current job that you can use as a <u>bridge</u> to help you acquire the skills for your target job?

Learn everything you can about the <u>careers</u> that appeal to you — what training they <u>require</u>, what they pay and whether jobs are easy to find. You can get this <u>information</u> at job fairs and career centers. Contact professional <u>organizations</u> for a particular field. They usually have helpful newsletters, Web sites, member directories and conferences.



Listen to the passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

Working in a pleasant atmosphere, occupying the right post — in short, finding the right job — is an important part, perhaps the most important, of every man's life. Job hunting is the hardest of all types of work, and it can be the most interesting. An orderly, planned approach is essential.

The first thing to do in seeking a position is to determine exactly what you want to do—not in terms of some vague objective, such as "I want to become a member of the management group," but with a definite and immediate goal. Though you have done quite a few jobs, there must be one that you have enjoyed and have done well. So you should be able to pick out the type of work you can do best. Then take out a piece of paper and list your strengths and weaknesses while evaluating past performance honestly. A judgment of this sort might be profitable if you could discuss with a friend to obtain a fresh, objective viewpoint on what you should try to do.

The second is to find the target. Draw a circle around the locality desired, or pick all the companies in the type of industry you wish to join — in fact, use every means at your disposal to find the target at which you are going to shoot. Once those companies are selected, let them know of your availability. This should be done, where possible, through a personal contact or by letter to the head of the firm or department where you think you are most likely to fit. You can enclose a résumé, but at this stage of the game a provocative letter alone may be better, since

résumés can be tailored for the particular opening.

Keys

T

2 F

3 F

4 T

5 T

6 F



Listen to the passage twice and answer the following questions according to the information you get.

The résumé is extremely important for a job seeker. It is nearly always an essential in securing a position. Interviews, however long, are necessarily limited by the interviewer's time. Management likes to have the facts on paper to read at leisure. Résumés are generally either functional or chronological. Functional résumés, after giving personal data (age, education, marital status), relate what duties have been performed in what fields and do not usually dwell on employers' names and dates. Such résumés can be helpful in adding to a chronological résumé. The chronological résumé is more common. It should be concise, again giving personal data, and should list in reverse chronological order the names of past employers and dates of employment, together with a short summary of the responsibilities involved. It is often worthwhile to prepare several different résumés stressing different aspects of your background or aptitudes. Be honest. Confine your résumé to two typewritten pages or less. Be assured. Don't dress up your résumé to look as if it belonged in a rare-book collection, nor make it so "different" that it automatically labels you an odd person. List references, but ask that they not be contacted without your permission.

Keys

- 1 An essential part in securing a position.
- 2 Functional and chronological.
- 3 The chronological résumé.
- 4 Personal data, the names of past employers and dates of employment, together with a short summary of the responsibilities involved.
- 5 Two typewritten pages or less.



Listen to the passage twice and choose A, B, C or D to complete the following statements.

In a modern society work is very important. It is regarded as the primary human activity. For most of us work is the most important means of survival. As the Chinese saying goes, he who does not work, neither shall he eat. A person's standard of living and his or her place in society mainly depends on what kind of job he or she does. However, that does not mean we should do any job that is given to us so long as we are paid for what we do. The ideal situation is that we do the kind of job that we know is worth doing and that also gives us lots of satisfaction.

We used to do the job we were assigned. We were asked to put the needs of society first and individual needs second. Now we are trying to combine both so that most people will get the job they want. Nowadays if you are not happy in your work, you are allowed to change jobs. There are regular job fairs or labor markets where people usually go to look for jobs.

It used to be quite an embarrassing thing in China for a person to be dismissed by his or her employer. But things are different now. Many people leave their work place by resigning or having their employers dismiss them.

Enterprise leaders hold that many things account for the changing of jobs. Some people are not satisfied with the situation in their work units; some are attracted by the higher income of self-employed workers and those who work for foreign interest-involved businesses.

The frequent change of jobs among employees represents a challenge to the years-old job allocation system in China, revealing the fact that people have begun to pay attention to their personal values and have a sense of competition. The flow of personnel in the form of quitting old jobs to find new ones cannot be stopped by mere administrative means. Such a flow is inevitable in the development of a commodity economy.



Part IV



Supplementary Exercises



Listen to the following telephone conversations twice and fill in the table below with the information you hear.

- 1 A: Power Record Store. Can I help you?
 - **B:** Yes, are you still looking for salespeople?

- **A:** Yes, we are. It's a weekend job. Eight hours a day, Saturday and Sunday. Do you want to leave your name? The store manager will call you back later.
- **B:** Sure. My name's Kevin Washington, that's K-E-V-I-N W-A-S-H-I-N-G-T-O-N. My telephone number's 642-5623.
- 2 A: Ross Hotel.
 - **B:** Oh, I'm calling about the ad for a bartender. Is that still available?
 - **A:** Yes, it is. What kind of experience do you have?
 - **B:** Well, I've worked in a number of hotels and bars around town.
 - **A:** Fine. OK, well, you'd be working nights, starting on Thursday, five or six days a week. Why don't you come in for an interview?
 - **B:** OK. My name's Philip Peterson, that's P-H-I-L-I-P P-E-T-E-R-S-O-N. My number is 625-4335.
- 3 A: Queen's Hotel.
 - **B:** Hello. I'm calling about the receptionist's job.
 - A: OK.
 - **B:** Is that a full-time job?
 - A: No, it's just a weekend job, three evenings a week. I think the hours are five to midnight. Why don't you leave your name, and I'll ask the manager to call you back?
 - **B:** All right. My name's Dee Hilton, that's D-E-E H-I-L-T-O-N, and my number's 879-0257.
- 4 A: White Swan Restaurant. Can I help you?
 - **B:** Yes. I'm calling about your advertisement. Are you still looking for a waitress?
 - A: Yes, we are
 - B: Oh, good. Is it full-time work?
 - A: Yes, it is. It's Tuesday through Sunday, from five until about twelve. And we need someone as soon as possible.
 - B: Oh, OK. And how much do you pay?
 - A: It's \$3,35 an hour, plus tips of course. Do you have any experience?
 - **B:** Oh, sure. I worked as a waitress at Ruby Restaurant and Nancy House.

Keys

	Power Record Store	Ross Hotel	Queen's Hotel	White Swan Restaurant
Work available	salespeople	bartender	receptionist	waitress
Working time	Saturday, Sunday	5 \sim 6 nights/week	3 evenings/week	Tuesday \sim Sunday

(Continued)

	Power Record Store	Ross Hotel	Queen's Hotel	White Swan Restaurant
Working hours	8 hours		$5\sim$ midnight	5 ∼ 12
Salary				\$3.35/hour+tips
Caller's name	Kevin Washington	Philip Peterson	Dee Hilton	
Caller's number	642-5623	625-4335	879-0257	MX



Listen to the dialogue twice and answer the questions you hear.

Woman: Look. Here's a job that might interest you.

Man: What is it? Are you sure? The last job interview you sent me off to was a disaster.

Woman: Well, look. It says they want a sales manager, and it looks like it's a big international

company. That'd be good. You might get to travel.

Man: What kind of company is it, though?

Woman: Um, let's see. Yes, it's a textile company that seems to import from abroad. That's odd, isn't

it? What else? ... They say the salary is really good. They operate a system of paying you a basic salary and then offering sales commission on top of that. They say it is high. And oh

look! They give you a car to travel round in. Gosh! That's not bad, is it?

Man: Um, do they say anything about experience?

Woman: Um, let's see. No, they want someone young with ambition and enthusiasm. Oh yes,

they want graduates, so that's OK, you've been to university. Now what else? Let's see.

Man: There must be some catch.

Woman: No, the only thing is you have to travel, but then that's what the company car's for.

Oh, and you have to be able to get on well with other people because it says you have

to be good on a team.

Man: Um, perhaps I'll have a closer look at that one.

Questions

- 1 How is the man's last job interview?
- 2 What job is advertised in the ad?
- 3 What kind of company is it?
- 4 What is the requirement for an applicant?

- Keys
- 1 A disaster.
- 2 A sales manager in a big international company.
- 3 A textile company.
- 4 Young graduates with ambition and enthusiasm and good at teamwork.



Listen to the dialogue twice and complete it with the words you hear

Dad: What's the matter? Do you have a problem?

Jane: Yes. I have a chance to get another job and I don't know what to do.

Dad: If it's a better job than the one you have now, take it. That's my advice.

Jane: It isn't as easy as that. I like the job I have now very much. The people in my office <u>are</u> very nice and my work is interesting.

Dad: What about the salary? Would you get more money? That would influence me <u>if I had to</u> make a choice.

Jane: Yes, the salary is better. If I accept the job, I'll get more money right away. What should I do? I have to let them know my decision today.

Dad: You'll just have to decide for yourself. I'll be anxious to know what you do. But if I were you, I would take it.



Listen to the passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

It is common knowledge that ability to do a particular job and performance on the job do not always go hand in hand. Persons with great potential abilities sometimes fall down on the job because of laziness or lack of interest in the job, while persons with mediocre talents have often achieved excellent results through their industry and their loyalty to the interests of their employers. It is clear, therefore, that the final test of any employee is his performance on the job.



1 F 2 F 3 T 4 F 5 F



Part V



The World of Humor

Answer the question according to what you hear

A man heard that a certain government department wanted a clerk, so he wrote and asked for the position. But while he was waiting for an answer, a friend of his introduced him to the head of the department, who at once gave him the job.

Several months later, while the man was working in the department, he got a letter which had been sent on to him from his old address. This letter said:

"Dear Sir,

We are sorry to have to tell you that we cannot offer you work in this department because we do not think that you would be able to do the job successfully.

Yours faithfully,"

The man laughed, but when he looked at the letter more carefully, he saw that he had signed it himself!

Occupation



Part I



Warming-up Exercises

Diagram

Objective: getting familiar with pie graphs

The graphs in this lesson are pie graphs. The parts of a pie graph are called sections, parts or sectors.



Listen to the passage twice and fill in the blanks with the information you get.

By the end of the year 2011, 84 countries and regions had invested in the city, and overseas capital had been spreading into commercial, financial, tourism, real estate and many other sectors of the service industry.

Now, please look at the pie graph. It shows the composition of countries and regions investing in the city. The largest section of this pie graph is 35.3%. 35.3% of the capital was from Hong Kong.

Next, in the top section of this pie graph is 13.1%. 13.1% was from the U.S.A.

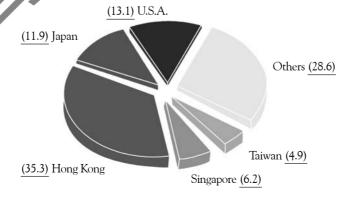
Next, in the section below, 6.2% from Singapore.

Then, 11.9% from Japan and 28.6% from other countries and regions.

And last, 4.9% from Taiwan.

Keys

Composition of Countries and Regions Investing in the City (%)





Listen to the passage twice and fill in the blanks with the information you get.

This is a pie graph that indicates foreign investment in different industrial sectors by the end of 2011.

Find the largest section. This is 51.8%. 51.8% was invested on industry.

Now, moving to the right in clockwise order, we find 3.25% invested on commercial and catering.

Then 26.1% for real estate and 6.9% for service.

And last, others, 12%. 12% was invested on other industrial sectors.

Keys

Foreign Investment in Different Industrial Sectors (%)



Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

1 Woman: How's your new job with the book company?

Man: It seemed promising at first, but I guess I'm no salesman. And to add fuel to the

fire, the boss and I have our differences.

2 Woman: Are you still working in the hospital?

Man: Not since July. My brother and I went into business together as soon as he

graduated from college.

3 Woman: How do you like your new job, Bill?

Man: Fine. This week I've been reading the financial reports and studying the books.

Next week I'll probably start to handle some of the accounts.

4 Woman: I'm sure glad I don't have your job. Working all night and sleeping in the daytime.

Man: Oh, I stopped that when I got my promotion. Now I'm on three days and off two.

5 Man: Mary, why isn't Jane teaching here this term?

Woman: She can't. She was fired.



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Man: What does your friend do for a living?

Woman: He's a lawyer.

Question: What does the woman's friend do?

2 Man: Mrs. Carson, I also want to know if you have any experience of teaching?

Woman: Actually, I've been teaching history for five years.

Question: What's the woman's job?

3 Woman: What kind of work did you do?

Man: I used to be a warehouse clerk.

Question: What kind of work did the man do?

4 Man: How much experience do you have as a typist?

Woman: Typing is my profession. I have also learned shorthand but have no experience.

Question: What does the woman mean?

5 Woman: Thear that your son's working part-time at the department store.

Man: Yes. He works Monday, Wednesday, and Friday from 3 to 7 and all day Saturday.

Question: Which days doesn't the man's son work?

Keys

1 B 2 C 3 C 4 A 5 C



Listen to the following longer conversation twice and choose the right answer to the question you hear.

Man: What's your job?

Woman: Oh, I'm a secretary to the sales manager of a food processing factory.

Man: Do you get good pay?

Woman: Pretty good, though I have to work hard for what I get. And there's quite a lot of

overtime.

Man: What qualifications have you got?

Woman: I got a degree in Economics and then took an intensive course in short hand.

Typewriting and various forms of office training. There aren't many opportunities for

women in Management. Secretarial work seems to be the only thing available.

Man: How about holidays?

Woman: Only a fortnight a year. But I can travel sometimes with my boss and I enjoy that.

Man: Do you think I'd make a good secretary?

Woman: No, I'm sure you wouldn't. You're not methodical enough and you're far too forgetful

and untidy.

Man: Thank you. Well, you wouldn't make a good artist and that's what I'm going to be.

You've got no imagination.

Questions

- 1 What is the woman?
- 2 How many days does the woman have for holidays in a year?
- 3 What does the woman think about the job opportunities for women in management?
- 4 How does the woman like her job?
- 5 Why doesn't the woman think that the man would make a good secretary?



1 B 2 D 3 B 4 A 5 D



Listen to the following longer conversation twice and choose the right answer to each question you hear.

John: And how are things going at the bank these days, Liza?

Liza: Oh, didn't I tell you I'm working for Sayer's now?

John: I guess they found out about all that money you lost.

Liza: It was a pretty awful job actually. Boring! But it's great at Sayer's. I'm in the Personnel

Department. What about you, John?

John: I've just started work for Manders. I'm in the Sales Department.

Liza: What do you do there?

John: Oh, I'm on the market research side. And you?

Liza: Well, I'm Mr. Field's personal assistant. He's the director.

John: That's interesting.

Questions

1 Where is Liza now working?

- 2 Why did she quit her previous job?
- **3** Where is the man working now?
- 4 What is Liza now?

Keys

B 2 C

В

Listen to the following longer conversation twice and choose the right answer to each question you hear.

Man: Hi, Mary, haven't seen you for a while. Where do you work now?

3

Woman: I work at McDonald's. I'm the assistant manager. But I want to get a different job. My

major is accounting so I want a job where I have more responsibility for money.

Man: My father's company will need some people to work for the summer. Some of them

might be able to keep their job permanently.

Woman: What kind of company does he work for?

Man: He's the personnel manager of Jackson and Sons. It's a construction company.

Woman: That sounds interesting. Do you know what kind of jobs they have?

Man: Well, I don't know for sure. But he said they need twenty-five or thirty new people.

They plan to hire them in June. They'll work until the end of August or the beginning

of September.

Woman: I'd better check pretty soon. If I get a job there I'll have to stop working at McDonald's

in May.

Man: I'll tell my father that you're interested in working for his company. Then you can call

him and make an appointment to talk with him about it. I'll tell him tomorrow.

Woman: Good, then I'll call him the day after tomorrow. Thanks a lot, Vince.

- Questions
- 1 Where does Mary work?
- 2 How many people will the construction company need?
- 3 When will Jackson and Sons hire new workers?
- 4 When will Vince tell his father about Mary?
- Keys
- 1 B
- 2 D
- 3 C
- 1 C



Part III



Passages



Listen to the two speakers twice and fill in the blanks with the words you hear.

(Tony, a manager in a computer company.)

Well, I manage a group of people called systems <u>engineers</u>. I work in the New York City, for IBM, the computer <u>company</u>, and my people are consultants to IBM customers who have, or <u>want</u> to have, computer systems to solve their business <u>problems</u>. I have about ten people who are <u>experts</u> in the use of computers in <u>financial</u> applications, those sorts of applications <u>that</u> you find in the city, things like, building societies, <u>banking</u>, insurance, and all aspects of the use of computers to do <u>with</u> solving problems in those industrial areas. And from day to day I make <u>sure</u> that the customer gets the right support or the right level of <u>support</u> that he needs.

(Andy, an accountant.)

Most of our work <u>consists</u> of looking after the taxation, financial affairs of individual people, but we have a <u>range</u> of small companies on our books. Generally we're dealing with a <u>fairly</u> wide range of smaller accounts. An interesting area particularly <u>tends</u> to be some of the service activities, the creative fields seem to be an area where we've developed

specialization. We seem to have a fairly <u>large</u> proportion of people now in the <u>writing</u>, design, artistic fields generally, and <u>because</u> the work that they do is interesting, then generally they are interesting <u>accounts</u> to handle. One characteristic is that, <u>generally</u> they don't seem to have very organized minds.



Listen to the passage twice and choose the right answer to each question you hear.

What would every man consciously or unconsciously like to find in his secretary?

Loyalty is the first requirement. If a man can't trust his secretary, whom can he trust? No relationship in business involves a higher degree of trust and responsibility between two persons than the secretary-boss team.

Next, conscience. Secretaries are seldom paid what they deserve or what they are worth, though conditions are improving. Consequently, there is little except her conscience to insure that long hours are kept when necessary, things are done properly, and no loose ends are left untied.

Next we come to initiative. A secretary should be able to act for her boss in his absence in many of the fields in which he operates. Again, most executives at some time or other become overworked or non-objective and may miss obvious courses of action. A secretary should not permit her boss to make obvious mistakes. On the other hand, he should be consulted before a major action is taken. In fact, true initiative is the ability to know when to act on your own and when to consult.

Ability to write. Every secretary should at least be capable of handling routine correspondence for her boss and avoiding mistakes in English and in spelling. It is preferable, of course, if she has a real ability to write—to do reports and summaries and take good minutes of involved meetings. Well-educated women often have considerable talent in this direction, and whatever talent there is, it should be used to the full.

Of course, there are some other traits to be preferred, such as tact and charm, good dress sense and presentation, psychological insights, and a good educational background.

Questions

- 1 What is the first requirement of a secretary?
- 2 What does a conscientious secretary do?
- **3** What is true initiative for a secretary?
- 4 What ability is preferable for an ideal secretary?
- 5 Which is NOT the quality for a secretary?

KeysBABBBC



Listen to the passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

The men and women who do all the office work are called white-collar workers. Secretaries and receptionists, typists and bank tellers, bookkeepers and computer operators work for many different kinds of companies. There are big banks that do business all over the world and little banks that serve a single neighborhood or small town. The big insurance and industrial companies employ thousands of people who work in huge skyscrapers, while around the corner an employment agency or a manufacturer's representative may have a staff of only half a dozen typists and bookkeepers.

Many office workers dream of working their way up to the top from messenger to president of the corporation. The way lies through middle management positions. Middle management includes junior executives, who may fill specialized jobs, supervise other workers, recommend action to top management, or see that the company's policies are being carried out. At the very top are the senior executives. They establish the policies for their companies, especially those that involve financial matters. The top managers of the large corporations have a great deal of power and influence.

It is still possible to start out at the bottom and go all the way to the top. Because the financial operation of business is so important, some accountants become top executives. In companies where technology is important, people with an engineering background can also rise to the top.

Nowadays, however, education plays a central part in the selection of men and women for management jobs. Many US universities offer courses in business administration. The graduates of these courses often start out in middle management jobs. From there, they can easily get promoted if they show the necessary personality and ability.

Keys
1 T 2 F 3 T 4 F 5 T 6 T



Listen to the passage twice and complete the following statements according to the information you get.

Secretaries who receive visitors are called receptionists. There are various kinds of receptionists, however. In a small firm, the receptionist may have to receive visitors, do some typewriting and clerical work, and operate the switch-board as well. A doctor's receptionist may

have additional duties. In a large firm, on the other hand, a receptionist normally does nothing apart from receiving visitors and making appointments and travel arrangements.

There are different tasks and procedures involved in receiving visitors with an appointment and without an appointment. Receptionists should be notified by executives or their secretaries of all the appointments which have been made each day. This should be done in advance or at the beginning of each day. Executives should report their movements (for example, going to see an important client, going to lunch) to a receptionist throughout the day. If the receptionist has this information, she can receive and talk to visitors without any hesitancy when they arrive, and there will be no appearance of inefficiency.

Conversations between receptionists and visitors can take many forms, but there are some greetings, requests, explanations, suggestions, and apologies which are very widely used.

Keys

- 1 Secretaries who receive visitors are called receptionists.
- 2 In a large firm, a receptionist normally does <u>nothing except receiving visitors and making</u> appointments and travel arrangements.
- 3 Executives or their secretaries should inform receptionists of <u>all the appointments which</u> have been made in advance or at the beginning of each day.
- 4 Executives should report their movements to a receptionist throughout the day so that the reception work could be done more efficiently.
- 5 There are some greetings, requests, explanations, suggestions, and apologies widely used between receptionists and visitors.

Part IV



Supplementary Exercises



Listen to the following conversations twice and draw a line to connect each person's name with his or her job.

1 A: What's your new job, Tracy?

- **B:** I'm a typist. But I don't think I'll be staying long.
- **A:** Why not?
- **B:** Well, the typing's fine I really enjoy it. But the boss ... he's awful! He's always asking me out. He thinks every woman in the office just can't wait to go out with him!
- 2 A: How's your job going, Diane?
 - **B:** Great! I'm enjoying it a lot. The restaurant's really busy, so the tips are pretty good. I get free meals, too, which is nice. We have a great cook.
 - A: I should come down and have dinner some time.
 - **B:** Yes, why don't you? Really, the only problem I have here is that the food is so good, I eat too much! I'm getting really fat!
- **3 A:** How's everything at McDonald's?
 - B: Well, you know what? I was really bored, so I quit!
 - A: Really? So, Kay, what are you doing now?
 - **B:** I got a really good job with the bus company.
 - A: You don't look like a bus driver!
 - B: Well, maybe not, but that's what I'm doing now!
- 4 A: So you finally decided to stop teaching, Brian?
 - **B:** Yes. It was driving me crazy!
 - A: So, how's everything in the real estate business? Have you sold any houses yet?
 - B: Mmm. That's the problem.





B

Listen to the following passage twice and fill in the blanks with the missing words.

"Why do you work?" you asked me. What a <u>complex</u> question! Do we work to serve <u>society</u> or to gain <u>personal satisfaction</u>? Do we work to earn money or because there's <u>nothing</u> better to do? Perhaps no one can answer it very well. I'll just try to comment on why I work.

When I was a child, my mother urged me to <u>further my education</u>. She said, "Son, you must study hard. You have to become <u>a famous scientist</u> someday. That'll be <u>my reward</u>." My mother spent her whole life supporting her children.

With three sons and three daughters, she had to work very hard. I'll never forget her constant concern and encouragement.

A person lives only once. I think if I haven't done something important before I die, I'll certainly be sorry! So I want to accomplish as much as possible.

If I can make a small mark, I'll feel very happy. It'll mean that my life has purpose. I've already reached a little success in my work and published some articles on my research. But I still want to do much more. As a father, I want to provide a good model for my daughter.



Listen to the following passage twice and complete the sentences according to the notes you have taken down.

A salesman must be good at expressing himself; a carpenter must be capable of using his hands; a journalist must be skilled at writing quickly and well ... We all have abilities which we use to earn our living. Even the simplest job needs skill: it can be done well or badly. Some people are sure about the work they want to do even when they are children. They don't choose their jobs; their jobs choose them. This is unusual. Most of us can't be so certain about our careers. If we are good at figures, it doesn't always mean that we will become accountants! Some people have the same job all their lives; others have several jobs; some love their work; others hate it. We all have different views — but very few of us go through life without working at all

Keys

A salesman must be good at expressing himself.

A carpenter must be capable of using his hands.

A journalist must be skilled at writing quickly and well.

If you are good at figures, it doesn't always mean that you will become accountants.

Some people have the same job all their lives.

Some people have several jobs.

Some people love their work.

Some people hate their work.



Listen to the four short passages twice and fill in the chart with the information you get.

Americans expect their secretaries to be efficient, polite, and to have good memories. Often, the secretary knows as much about running the business as her employer. In some cases, she

- will even have to make decisions and answer correspondence herself when her employer is away.
- Working as a guide requires a pleasant personality and a rather detailed knowledge about spots of interest, history, places of amusement, and the like. Tourists will expect you to be friendly but not fresh, helpful but not in the way, courteous but not stiff. All in all, being a good guide is a very difficult accomplishment.
- When interpreting, don't use expressions such as "he said", or "he thinks", and the like. Interpret remarks directly, as though you yourself were the person originally speaking. A good interpreter is fast and accurate. If you don't understand the meaning of a remark, don't hesitate to ask and get it clarified. Misinterpretation can result in serious loss of time, money, good will, and a host of other undesirable things.
- 4 Americans expect their chauffeurs to know the roads and streets thoroughly and to be extremely cautious while driving. The chauffeur should get out of the car to open and close the door for his employer and his guests. Unless the employer speaks to the chauffeur while driving, the chauffeur should remain silent. Driving an American around is not a time to practise English conversations. The same applies to taxi drivers.

Keys

	Occupation		Details
1st speaker	Secretary	1 2	You should be <u>efficient</u> , <u>polite</u> and have a good memory. You have to <u>make decisions and answer correspondence</u> <u>yourself</u> when your employer is away.
2nd speaker	Guide	1 2	You should have <u>a pleasant personality and a rather detailed</u> <u>knowledge</u> about sports of interest, history and the like. You should be <u>friendly</u> , <u>helpful</u> , and <u>courteous</u> .
3rd speaker	Interpreter	1 2 3	You should interpret remarks directly, as though you yourself were the person originally speaking. You should be fast and accurate. Don't hesitate to ask and get it clarified if you don't understand the meaning of a remark.
4th speaker	Chauffeur	1 2 3	You should know the roads and streets thoroughly and drive cautiously. You should get out of the car and open and close the door for your employer and his or her guest. You should remain silent unless you are spoken to.



Part V



The World of Humor

Answer the question according to what you hear

John was ten years old, and he was a very lazy boy. He had to go to school of course, but he was bored there and tried to do as little work as possible. His father and mother were both doctors and they hoped that he would become a doctor, too, when he grew up. But one day John said to his mother, "When I finish school, I want to become a garbage collector."

"A garbage collector?" his mother asked. She was very surprised. "That's not a very pleasant job. Why do you want to become a garbage collector?"

"Because then I'd only have to work one day a week," John answered.

"Only one day a week?" his mother said. "What do you mean?"

"Well," John answered, "I know that the ones who come to our house only work on Wednesday, because I only see them on that day."





Part I



Warming-up Exercises

Sentence Structure

Objective: understanding sentences with negation



Listen to the sentences twice and decide which of the four choices is closest in meaning to the sentence you hear.

- 1 No one ever listens to a word the boss says. (C)
- 2 I didn't discourage Helen from doing her computer program. (A)
- 3 Mary never wakes up before her alarm goes off. (D)
- 4 I didn't mean to cause you so much trouble. (A)
- 5 He didn't remember to lock his door when he left. (B)
- 6 It's impossible to find Charlie after 6 p.m. (B)
- 7 No one could keep him from speaking. (C)
- 8 Diana was too excited to sit quietly. (D)
- 9 That kind of problem isn't completely unknown. (A)
- 10 Never have I heard such an unconvincing explanation! (B)
- 11 In no way do I blame you for what happened! (C)
- 12 She has hardly any friends. (A)
- 13 The tour was worth neither the time nor the money. (B)
- 14 Not many bosses are as nice to their secretaries as Mr. Martin is. (B)
- 15 Betty didn't have to work overtime. (C)
- 16 This is the first and last time I go camping with Clark. (C)
- 17 They ran out of gas on the bridge. (D)
- 18 Students rarely miss one of Professor Blake's lectures. (A)
- 19 What I don't understand is how she got all that information. (B)
- 20 Never before have I heard the professor give such an interesting English lecture. (B)



Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

1 Man: I hope I can find my passport somewhere in the hotel.

Woman: Look in your suitcase again, you couldn't have forgotten that.

2 Man: Do you have experience in this field?

Woman: I have received secretarial training for six months.

3 Woman: Where have you been?

Man: I went to Japan. I've had the unusual experience of a tea ceremony.

4 Man: Whenever I go for an interview I seem to make a bad impression. I don't know if

it's my clothes?

Woman: Hmm, that's quite a problem. Have you ever thought of trying to dress more

smartly?

5 Woman: Where is Anne this afternoon?

Man: She is working at the cafeteria, keeping an eye on the new student helpers.

B Listen to the following short conversations once and choose the right answer to each question you hear.

1 Man: Have you picked up your ID card from the office yet?

Woman: No, the camera for taking photos was broken.

Question: Why hasn't the woman got her ID card?
Woman: How could anyone survive this accident?

Man: It was a miracle. There were 2 men in the truck and 3 women with a child in

the car, but no one was badly hurt.

Question: How many people died as the result of the accident?

3 Man: After his accident, doctors gave Ben little chance of surviving, much less of

playing golf professionally again.

Woman: It's incredible that Ben was back on the golf course again within eighteen

months.

Question: What is known about Ben eighteen months after the accident?

4 Man: Are you sure that you brought your purse with you in the first place?

Woman: Yes. I had it when I got in the car. I thought that I might have left it on the car

seat, but when I went back it wasn't there. Maybe I put it down on the counter

when I checked my coat outside the auditorium.

Question: Where does the woman believe that she has left her purse?

5 Man: That month has been quite an experience.

Woman: You're right! It's lucky my daughter was still awake, studying. Her screaming

woke us all up. The house was already in flames by then.

Question: What is the woman talking about?



1 A 2 D 3 B 4 C 5 D



Listen to the following longer conversation twice and fill in the blanks with the missing words.

- A: Looks like we had some uninvited guests last night.
- **B:** Is anything missing?
- **A:** Yes, they cleaned out the safe. Unfortunately, we had a <u>rather large amount of cash</u> and checks ready for payday.
- B: How did they open the safe anyway? Only you and I have the combination.
- **A:** I don't understand how they got into the office in the first place. The new deadlock was supposed to be impossible to pick.
- **B:** It must be the work of real professionals. Did you call the police?
- **A:** Yes, they are on their way.



Listen to the following longer conversation twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

(The housekeeper has just come to the information desk. She shows the clerk a little locket.)

Housekeeper: John, the maid just gave me this little locket. She found it under the bed in suite

502. The occupants have checked out.

Clerk: That's a pity. Let's see who occupied that suite. Oh yes, the Browns and their

three children. They left about an hour ago, I believe. (He opens the locket.)

Here is a picture of a little girl. Yes, that is the Browns' daughter.

(The telephone rings.)

Mr. Brown: Hello, is that the information desk?
Clerk: Yes, it is, sir. What can I do for you?

Mr. Brown: This is Mr. J.R. Brown. I just checked out of suite 502.

Clerk: Yes, Mr. Brown. Good morning. How are you this morning?

Mr. Brown: I don't feel very well myself. I've caught a cold. But my little girl feels worse than

I do. She has lost her locket. I wonder if she left it in her room. Perhaps she

dropped it some place in the hotel.

Clerk: Mr. Brown, your little girl is lucky. A locket was found by the maid and was given

to me just now. I'm sure it is the one your daughter lost. It has her picture inside.

Mr. Brown: Oh good! Mary will be very happy. It was given to her on her last birthday. How

can we get it? They are announcing our flight now.

Clerk: We have your home address, Mr. Brown. We'll send it to you today.

Mr. Brown: That's very kind of you. I'll tell my friends about your hotel. We have had very

good service. We will always remember what you have done. Let me know the

postal charges, and I'll send you a check.

Clerk: Don't worry about that, Mr. Brown. We're glad to do that for you. The locket

will be taken to the post office today and sent registered mail to you. Have a

nice trip home.

Mr. Brown: Thanks a lot. We won't forget your courtesy. Good-bye.

Keys

1 F 2 F 3 T 4 F 5 T 6 F 7 T 8 F

E Listen to the following longer conversation twice and choose the right answer to the question you hear.

(At the police station.)

Mr. Wilson: Good morning. My name is John Wilson. I was told at my hotel that my briefcase

has been found and handed in here.

Officer: Yes. May I have your I.D., please?

Mr. Wilson: I have my passport. Is that all right?

Officer: (taking the passport) That's all right.

Mr. Wilson: Thank you.

Officer: (looking at the passport) Yes, you are Mr. Wilson.

Mr. Wilson: Thank you.

Officer: I think your briefcase was left in a taxi.

Mr. Wilson: I left it in a taxi?

Officer: Yes.

Mr. Wilson: Tut! Oh!

(A policewoman brings Wilson's briefcase.)

Officer: Could you tell me the contents of the briefcase?

Mr. Wilson: Let's see. Some leather samples, some paper with the Pacific Leather Company

letter-heading, and a check book.

Officer: Yes. I think the briefcase belongs to you.

Mr. Wilson: Thank you. (taking the briefcase) Can I just check the contents?

Officer: Yes, of course.

Mr. Wilson: Thank you.

(He opens it and checks.)

Officer: Are you happy with the contents?

Mr. Wilson: I think so. (He finishes checking.) Yes. Fine. Everything's here. Is there any way I

could reward the taxi driver?

Officer: Yes. I can give you the name and address of the taxi driver. (He writes it down.)

Here it is.

Mr. Wilson: Thank you very much. That's fine.

Officer: Before you leave, may I have your signature here?

(He gives Mr. Wilson a book to sign.)

Mr. Wilson: Certainly.

Questions

- 1 Why did Mr. Wilson go to the police station?
- 2 Where did he leave his briefcase?
- **3** What were the contents of the briefcase?
- 4 Who found the briefcase?
- 5 Why did Mr. Wilson want to know the driver's address?

Keys

1 A 2 C 3 B 4 D 5 B



Part III



Passages



Listen to the passage twice and choose the right answer to each question you hear.

George worked as a clerk in a business company and had a good salary, but his biggest wish was to start a business on his own. Quitting his job, he and his friend decided to open a restaurant. They made all kinds of plans but things turned out to be very complicated! First, they had to negotiate with several banks to get a loan. The bank executive at National Bank refused to give them any money no matter how much they argued that they could pay it back. However, they got enough money at last, and then they had to find a small building to buy or rent.

Having got the loans and the building, they hired a company to modernize the inside of the building. They described how they wanted the restaurant to look, and after all the contracts were signed, the men began the laborious job of putting in new walls, floors, and windows. Before the men finished, however, the executive of the company wanted to increase the cost. George told him that they could not argue because they had already negotiated a contract. The men completed the job as planned. After the building was finished, furniture, plates, and other restaurant items should be bought. To save money, they bought tables and chairs from the manufacturer instead of from a store. Then a staff of experienced waiters and waitresses and several expert cooks were to be employed. Because they offered good salaries, it was not difficult to find the kind of staff they wanted. Before starting business, they carefully described to the staff how the restaurant was going to work. Each member of the staff was going to have certain responsibilities. George would be the executive responsible for business, that is, taking care of bank account, paying bills and salaries, etc. His friend would manage the preparation of food and the staff. When the restaurant finally opened, business was slow, and a lack of money put stress on both of them. They put some advertisements in the newspapers and on the radio. These helped to increase their business, and now everything is fine; in fact, their restaurant has become

one of the most popular in the city. George and his friend see this restaurant as their biggest accomplishment.

Questions

- 1 Why did George want to open a restaurant?
- 2 Which of the following statements can be inferred from the passage?
- 3 What did they do after they had the building decorated?
- 4 Which of the following statements is true?
- 5 How did they improve their business?

Keys

1 B

2 A

3 D

4 (

5 B



Listen to the passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

One day in 1965, when I was a librarian at View Ridge School in Seattle, a fourth-grade teacher approached me. She had a student who finished his work before all the others and needed a challenge. "Could he help in the library!" she asked. I said, "Send him along."

Soon a sandy-haired boy in jeans and a T-shirt appeared. "Do you have a job for me?" he asked.

I told him about the Dewey Decimal System for shelving books. He picked up the idea immediately. Then I showed him a stack of cards for long-overdue books that I was beginning to think had actually been returned but were misshelved with the wrong cards in them. He said, "Is it kind of a detective job!" Lanswered yes, and he became an unrelenting detective.

He had found three books with wrong cards by the time his teacher opened the door and announced, "Time for a break!" He argued for finishing the finding job; she insisted on going out for fresh air. She won.

The next morning, he arrived early. "I want to finish these books," he said. At the end of the day, when he asked to be a librarian on a regular basis, it was easy to say yes. He worked untiringly.

After a few weeks I found a note on my desk, inviting me to dinner at the boy's home. At the end of a pleasant evening, his mother announced that the family would be moving to adjoining school district. Her son's first concern, she said, was leaving the View Ridge library. "Who will find the lost books?" he asked.

When the time came, I said a reluctant good-bye. Though initially he had seemed an ordinary

kid, his zeal had made him different from others.

I missed him, but not for long. A few days later he popped in the door and joyfully announced: "The librarian over there doesn't let boys work in the library. My mother got me transferred back to View Ridge. My dad will drop me off on his way to work. And if he can't, I'll walk!"

I should have gotten a hint that such focused determination would take that young man wherever he wanted to go. What I could not have guessed, however, was that he would become a wizard of the Information Age: Bill Gates, tycoon of Microsoft and America's richest man.





Listen to the passage twice and answer the following questions according to the information you get.

Vicky is a beautiful, talented and very bright young woman. All through school she made high grades, did well at sports and was much admired by boys. At college she was voted "Most Likely to Succeed." After graduation she got a job as fashion consultant for a large specialty store. Within months she was chosen for a management training program and made assistant buyer. Vicky's future looked bright. But after two years — during which other assistant buyers moved up the ladder — she still hadn't been promoted.

Vicky was puzzled but not discouraged. "The store must have something else in mind for me," she decided. She was right. "I'm sorry," the merchandising manager finally told her, "but you just aren't working out the way we hoped. We're going to have to let you go." Vicky left the office, went straight home to bed and stayed there for three weeks. She cried a lot, ate little and hardly slept. The girl most-likely-to-succeed had suffered a complete nervous breakdown.

"It was panic," Vicky told me later. "Everything had always gone so well for me that I had no experience in coping with rejection. I didn't ask whether maybe I'd chosen the wrong field; I just felt my life was over. I was a failure."

Vicky's experience is an extreme example of a common phenomenon. In a society that places so much emphasis on "making it," we come to believe the words of a famous football coach: "Winning is not the most important thing, it is the only thing." We assume success is always good, failure always bad. We don't ask, "What kind of success? Achieved at what price?" And we fail to recognize that what looks like failure may, in the long run, prove beneficial. When Vicky was able to think coolly about why she was fired, for example, she realized she was simply not suited for a job that involved dealing with people all the time. In her new position as copy editor for a

publishing firm, she works independently, is happy and once again "successful."

Keys

- 1 A most-likely-to-succeed girl.
- 2 A fashion consultant for a large specialty store.
- 3 She was fired because she did not work out the way the manager of the store had hoped.
- 4 She felt her life was over and she was a failure.
- 5 A copy editor for a publishing firm.
- 6 She is happy and feels that she is once again successful.
- 7 Success is not always good while failure is not always bad. What looks like failure may in the long run prove beneficial.



Listen to the passage twice and fill in the blanks with the words you hear.

She was shrewd, elegant and stylish. The clothes she created changed the way women looked and <u>how</u> they looked at themselves. 75 years ago, Coco Chanel mixed up the <u>vocabulary</u> of male and female clothes. She created <u>fashion</u> that offered the wearer a feeling of hidden <u>luxury</u> rather than ostentation. Her taste and sense of style overlap with today's fashion.

Chanel was born in 1883 in a French village. She spent time in an orphanage when her mother died and her father ran off. As she grew up, she worked as a seamstress, and then a singer. However, she was not satisfied and tried for a career in a hat business. Later on she expanded from hats to clothes. One of her first successes was the loose-fitting sweater, which she belted and teamed with a skirt. Throughout the 1920s, Chanel's social and professional progress continued and her fame grew to the status of legend. She had almost married one of the richest men in Europe, the Duke of Westminster, when she didn't, her explanation was, "There have been several Duchesses of Westminster. There is only one Chanel." In 1923, Chanel launched Chanel No. 5 which was the first perfume to bear a designer's name. This was probably the single element that most ensured Chanel's being remembered.

During World War II, Chanel <u>closed</u> her fashion house when France declared war on Germany and in 1945 she <u>left</u> for Switzerland. Years later, she <u>decided</u> to make a comeback. In Europe, her return to fashion was considered a <u>failure</u> at first, but Americans couldn't buy her suits fast enough. By the time Katharine Hepburn <u>played</u> her on Broadway in 1969, Chanel had <u>achieved</u> first name recognition. She died at the age of 87. She was <u>always</u> quotable: "Fashion is not simply a matter of clothes. <u>Fashion</u> is in the air born upon the wind. One intuits it. It is in the sky and on the road."



Part IV



Supplementary Exercises



Listen to the following passage twice and answer the questions you hear.

(Mrs. White had recently bought a washing machine. Now she is talking with her friend about the horrible experience she had after she bought it.)

I recently bought a Super Pure Washing-machine and I have had nothing but trouble.

As soon as it was delivered, the front fell off and two pipes burst. Last week all our clothes shrank in the wash and my husband lost two shirts. I put them into the machine and they disappeared. My husband said the machine are them. We call it "The Monster." It breaks buttons, destroys clothes and frightens the baby. Yesterday it chased the cat out of the laundry room. Lastly we've noticed little pools of water on the floor.

Questions

- 1 What did the speaker complain about?
- 2 Did it make her life easier?
- 3 What happened as soon as it was delivered?
- 4 What happened to their clothes last week?
- 5 What happened to her husband's shirts?
- 6 What does it do to buttons?
- 7 What does it do to clothes?
- 8 What did it do to the cat?

Keys

- 1 Her new washing-machine.
- 2 No. On the contrary, it caused her a lot of trouble.
- 3 The front fell off and two pipes burst.
- 4 Their clothes shrank in the wash.

- 5 Two of his shirts disappeared.
- 6 It breaks them.
- 7 It destroys them.
- 8 It chased the cat out of the laundry room.



Listen to the following longer conversation twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

Joe, the night watchman at Harris's factory, was making himself some tea about half-past eleven one night when he thought he heard footsteps going upstairs. He was immediately suspicious, because no one except himself and Charlie, who patrolled the grounds with his dog, had any right to be on the premises at that hour of night.

He came out of the little office where he usually sat, and went to the bottom of the stairs which led directly to the directors' offices. He listened intently. He could hear the footsteps quite distinctly now. Then they stopped and there was the sound of a door opening and closing. Very cautiously Joe crept upstairs. There was a light on. He could see it shining faintly under the door of the Managing Director's office.

Joe ran downstairs and out into the grounds. Charlie was just passing the gate with his dog. "Charlie," called Joe, "I need help. Someone's broken into the Managing Director's office. Bring the dog."

The two men and the dog lost no time in getting back to the factory. They raced up the stairs, the dog pulling at his lead. They tried the door, but it seemed to be locked. Charlie, who was a big man, put his shoulder against it and, using all his strength, broke it open. The dog bounded into the room, followed by Charlie and Joe.

"Get him!" Charlie ordered the dog.

The man, standing by the desk with some papers in his hand, turned in alarm as the dog rushed at him. It gripped him by the sleeve with its sharp teeth and the man fell against the desk, cursing. "Call that dog off!" he roared. "What on earth do you think you're playing at? I'm the Managing Director! Am I to be attacked every time I come back to get some urgent documents?



T 2 F

3 F

4 T

5 F



Listen to the passage twice and answer the questions you hear.

The summer I was ten, in the Depression year of 1935, I worked on a big panel truck

delivering foods to as many as 100 stores a day. For 12 hours' work I received a sandwich, a soft drink and 50 cents. Since I had no previous work experience, I thought working this hard was normal.

On days that I wasn't delivering food, I worked at the candy store. Once while sweeping the floor, I found 15 cents under a table and gave it to the owner. He put his arm around me, admitting he had put the money there to see if he could trust me. I ended up working for him and his wife all through high school. I've never forgotten that honesty is what kept me in that job.

I saved every penny from those two jobs and opened my first bank account. There were many other jobs over the years — waiter, parking-lot attendant, housecleaner. With each job, I couldn't help remembering the lesson I learned that day in the candy store about trust. That's the key in working with others and building a business — and, that's what made my own business successful.

Questions

- 1 What did the speaker do in the summer of 1935?
- 2 What did the speaker think of that hard work?
- 3 Where did the speaker work when he wasn't delivering food?
- 4 Who put the 15 cents under the table? Why?
- 5 What other jobs did the speaker do later?
- 6 What is the key in making his own business successful?

Keys

- 1 To deliver food.
- 2 Normal.
- 3 At a candy store
- 4 The owner. To see if the speaker was honest.
- 5 Waiter, parking-lot attendant and housecleaner.
- 6 Honesty wins trust.



Listen to the passage twice and fill in the blanks with the words you hear.

This morning I reported in at 9 a.m. to the office training department. From there we proceeded to the graphic arts department. This department <u>uses</u> all kinds of interesting audiovisual <u>equipment</u>. They design logos, display signs, and office stationery. Next we went to the <u>advertising</u> department, which works very closely with the <u>art</u> department. People in this department write ads for our <u>products</u> for newspapers, magazines, and televisions.

After <u>lunch</u> in the company cafeteria, we visited the <u>filing</u> department where current files

are kept. Then we <u>made</u> a brief stop at the typing pool. <u>Whenever</u> I have extensive typing to be done, I can <u>send</u> it to the typing pool.

The next two stops we <u>made</u> were at the stockroom and the duplicating department. All the <u>office</u> supplies are kept in the stockroom. When I need <u>supplies</u> from the stockroom, I have to fill out a requisition stating what is <u>needed</u>, how much or how many, and for what <u>department</u>. The duplicating department has a variety of machines that do all the <u>copy</u> work for the company. I will also have to fill <u>out</u> a special requisition form for any copy I need. Our <u>final</u> visit of the day was to the public <u>relations</u> department. This department is concerned with providing a good <u>image</u> of our company to the public <u>through</u> press releases and general publicity.

It has certainly been a <u>full</u> day! I'm beginning to see how each department <u>works</u> with the other departments to create an efficient operation.





The World of Humor

Answer the question according to what you hear.

When George Jones finished college, he became a clerk in a big company, hoping to advance to higher positions as time went on. He did his work reasonably well, but he wasn't very smart, so when the older employees retired from higher positions, it was never Jones who was promoted.

After he had been with the company for fifteen years without ever being promoted, a smart young man, straight from college, came to work in the same department, and after a year, he was promoted above Jones.

Jones was angry that he hadn't been promoted instead of this young man, so he went to his manager and said, "I've had sixteen years' experience on this job, yet a new man has been promoted over my head after having been here only one year."

"I'm sorry, Jones," answered the manager patiently, "but you haven't had sixteen years' experience: you've had one year's experience sixteen times."





Part I



Warming-up Exercises

Sentence Structure

Objective: understanding sentences with comparison



Listen to the sentences once and fill in the blanks with what you hear.

- 1 Mary likes nothing better than to go traveling all over the world.
- 2 Actually, the busier he is, the happier he feels.
- 3 China exports no less than 1,000 kinds of traditional handicrafts.
- 4 Please send us the manual at your <u>earliest</u> convenience.
- 5 The carpet is superior to that one in quality.
- 6 My business English was no better than his.
- 7 I have not more than ten yuan in my pocket.
- 8 Ruth works harder than John but not as hard as Jane.
- 9 Did you eat more than usual yesterday evening?
- 10 Everyone appeared to be in the best of health.



Listen to the sentences once and decide which of the four choices is true according to the sentence you hear.

- 1 We had more than enough time to get there. (A)
- 2 The factory is farther away than I thought. (D)
- 3 Ann prefers cold weather to hot weather. (D)
- 4 Aspirin is as good as anything for colds and flu. (D)
- 5 John studies harder than Bill but for some reason Bill gets better grades on the exams. (C)
- 6 Larry's son doesn't look like him at all. (B)
- 7 Mrs. Smith hasn't traveled nearly as much as her husband has. (A)

- 8 Sam likes nothing better than to go fishing with the boys. (D)
- 9 Steve is older, but his brother is already taller than he is. (C)
- 10 I have never felt better than I do now. (A)
- 11 There is no difference between the twin girls except their height. (C)
- 12 Most people get fewer colds in the summer than in the winter. (A)
- 13 I'd rather do nothing than watch old movies on television. (C)
- 14 Mr. Black is a very successful salesman and often has more customers than he can handle. (D)
- 15 Fewer people came to the meeting than we had expected. (D)
- 16 This biography isn't half as well written as the last one I read. (A)
- 17 No one knows more about the business than Polly. (C)
- 18 You got to do what's the best for you. (A)
- 19 Nowhere could you expect to find a harder worker than Lucy. (C)
- 20 It took Mary twice as long as usual to drive to work today. (D)





Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

- 1 A: Has Jennie finished typing those reports?
 - B: No, and they should have been finished an hour ago.
- 2 A: I'm following all the steps, but my computer doesn't work. I can't figure it out.
 - **B:** Let me show you. That one gave me a lot of trouble too.
- 3 A: What time will you be through with work?
 - **B:** Who knows? My boss usually <u>finds</u> something for me to do at the last minute.
- 4 A: I'm having some trouble with this sales-volume report.
 - **B:** I'm sorry, but I don't have any <u>suggestions</u>.
- 5 A: There's not enough <u>chance</u> to get ahead here.

B: But don't forget you're getting a pretty good salary.



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Man: Should I bring you a copy of this report next time we meet?

Woman: By all means.

Question: What does the woman mean?

Woman: Did you see Susan in the business office?Man: Yes, she was applying for a student loan.

Question: What was Susan doing?

3 Man: My printer isn't dark enough and the paper doesn't look good.

Woman: Why not change the printer ribbon and see if that helps

Question: What does the woman advise the man to do?

4 Woman: Oh, no. It's six o'clock already and I still haven't finished my work.

Man: Don't worry. The clock is half an hour fast. You still have plenty of time to do it.

Question: When does this conversation take place?

5 Man: Have you ever tried downloading programs from the Internet before?

Woman: No, never. But I think if we carry out these instructions exactly, we won't have

any trouble.

Question: What does the woman mean?



1 D 2 B

A 4

5 D



Listen to the following longer conversation twice and fill in the blanks with the missing words.

- **A:** I was wondering if you could tell me at what time the manager will be free? You see, I need to talk to him personally.
- **B:** Mr. Peterson? I'm afraid he's <u>rather busy</u> today, and he won't be able to see you till <u>tomorrow</u>.
- A: Oh dear. I hope you don't mind my asking, but is there really no hope of seeing him some time today? You see, it's really rather urgent.
- B: Well, I can't disturb him now. Perhaps if you ring this afternoon. I'll try to find out by then.
- A: That's very kind of you. Thank you very much.
- **B:** Not at all. It is the least I can do.



Listen to the following longer conversation twice and answer the questions.

Walt: You wanted me, Mr. Smith?

Smith: Yes, I did. Sit down. How long have you been here, Walt?

Walt: How long?

Smith: That's what I asked you.

Walt: Three months. I came on the 1st of June.

Smith: And I've watched your work very carefully since that day. Do you think you deserve a

rise in salary?

Walt: No. I'm afraid it's not the time yet.

Smith: Well, I do. Walt: You do?

Smith: Certainly. You've worked very hard since the 1st of June.

Walt: Oh, thank you.

Smith: You'll get some more money at the end of the week. Now, why not go home and tell

your wife about it? I shan't want you here for the rest of today.

Walt: Yes, I will. I ... Mr. Smith, thank you

Questions

- 1 How long has Mr. Walt worked in the company?
- 2 When did Mr. Walt come to the company?
- 3 Why did the manager ask Mr. Walt to come to the office?
- 4 When would Mr. Walt get that salary?
- 5 Why did the manager ask Mr. Walt to go home after the talk?

● Keys

- 1 For 3 months.
- 2 On the 1st of June.
- 3 To tell him that he would get a raise in salary.
- 4 At the end of the week.
- 5 To tell his wife about the good news.



Listen to the following longer conversation twice and choose the right answer to the question you hear.

Woman: When do people start work in American offices?

Man: Well, the official work day starts at 9:00 a.m. This should really mean 9 o'clock —

not ten past or half past nine.

Woman: Would you say that people work very hard in offices in America?

Man: Well, I don't know about employees in your country. But some nations have a

philosophy that you work when the "boss" is around. And any time he's not there, one

can relax by reading the newspaper or whatever one likes doing in a personal way.

Woman: And things are different in the States, you're saying?

Man: Well, in America one is being paid for your time. So employees are expected to find

other work if their own desks are clear, or to help someone else with his or her work.

But you never sit idle, or do nothing.

Woman: Yes, as the saying goes "time is money."

Man: Exactly. Your employer "owns" your time while he is paying you for it. That is

precisely what "time is money" means. And anyway the boss doesn't ask more of you than he is doing himself; he ... he will probably work through the lunch hour himself

D

and even take work home at night.

Questions

1 When do people start work in American offices?

- 2 What is American employee's philosophy?
- 3 What do the American employees usually do?
- 4 What does the boss usually do in American offices?

Keys

1 A 2 D 3 D 4

Part III



Passages



Listen to the passage twice and fill in the blanks with the words you hear.

Telecommuting — substituting the commuter for the trip to the job — has been recognized

as a solution to all kinds of problems related to <u>office</u> work. For workers it promises freedom from the office, less time <u>wasted</u> in traffic, and help with child-care conflicts. For <u>management</u>, telecommuting allows periods of solitude for high-concentration tasks, and <u>provides</u> scheduling flexibility. In some areas, such as Southern California and Seattle, local <u>governments</u> are encouraging companies to start telecommuting programs in order to <u>reduce</u> rush-hour congestion and improve air quality.

People <u>are</u> seduced by rosy illusions of life as a <u>telecommuter</u>. A manager comes into his office <u>three</u> days a week and works at home the <u>other</u> two. An accountant stays home to <u>care</u> for her sick child; she looks up her telephone modem <u>connections</u> and does office work between calls to the doctor.

These are powerful <u>images</u>, but they are limited reflection of reality. Telecommuting workers soon <u>learn</u> that it is almost impossible to concentrate on work and care for a <u>young</u> child at the same time. Management, too, must <u>separate</u> the myth from the reality. In most cases, it is the employee's <u>situation</u>, not the availability of technology, that <u>brings</u> about a telecommuting arrangement suddenly.

That is partly why the number of <u>companies</u> with work-at-home programs or policy guidelines remains small.



Listen to the passage twice and choose the right answer to each question you hear.

The office in 30 years sounds like a perfectly ordinary office except that there is no human secretarial workers, receptionists, personal secretaries, and security guards in it. Routine work that used to be done by human beings is now in the far more capable hands of computers.

Computers have had each of the abilities that office chores require. Computer security system analyzes image and voice print to control the locks. The receptionist is a computer with a built-in answering machine, with artificial intelligence, voice recognition input and output. What will surprise people today is the computer personal secretary, which is a very advanced type of computer equipped with neurosystem. It can recognize the meaning of neural impulse coming from our brain and read our minds. What is more surprising, the computer personal secretary can also talk to us and send pure data into our brains.

Because face-to-face communication remains important, most offices have at least one conference room with multimedia facilities. Where it is difficult to meet people or to get together, teleconference will be conducted. Your image will be picked up and sent to your partner's office and vice versa. You sit before each other in three full color dimensions. The technology makes it as realistic as a face-to-face meeting. The office of the future lets you create your own little world to your own specifications.

Questions

- 1 Who will do the routine work in the future office?
- 2 How will the future security system control the locks?
- **3** What will the future computer personal secretary do?
- 4 What is the best means to keep in contact with a business partner when he is away?

Keys

1 C 2 B 3 D 4 A



Listen to the passage twice and fill in the chart with the information you get.

A small company, or one which is trying to break into export markets for the first time, may not have a separate export office. But once a reasonable export trade is established it may be necessary to set up an export office.

In order to function efficiently an export office must be properly organized. There are a variety of ways this can be done, and much depends on the particular company, its products and perhaps on the target export markets. A simple, but typical export office may be staffed by an export manager, a dispatch clerk and a secretary. The three main functions of an export office can then be divided between them, with the manager also taking responsibility for seeing that the other functions of an export office are covered. This type of small firm accounts for a big proportion of the foreign trade companies in foreign countries.

The export manager deals with inquiries, pricing, quotations, orders and terms of delivery. He is responsible for dealing with customers, salesmen, agents and distributors. He is also concerned with the production of goods for export, maintaining contact with the factory or the supplies. He represents the export department of a firm, so to speak.

The dispatch clerk deals with the other two main functions, transportation and payment for exports. This includes the documentation required, though the accounts department or company secretary may also help with this. More often than not, he entrusts a shipping and forwarding agent with the actual handling of goods for transportation and insurance arrangements.

The export office secretary will keep sales records in addition to her secretarial work. She does whatever the other two have not taken up upon themselves.

It is possible in a tiny office for one man to do both the export manager's work and the dispatch clerk's work, but normally two people are employed. The staffing of an export office can be increased as the export trade grows. Maybe, a book-keeper is needed to take care of accounts and payments.

Keys

	Functions	
Export manager	1 To deal with <u>inquiries</u> , pricing, <u>quotations</u> , <u>orders</u> and terms of <u>delivery</u>	
	2 To be responsible for coping with <u>customers</u> , <u>salesmen</u> , <u>agents</u> and distributors	
	3 To be concerned with the production of goods for export and contact with the suppliers	
Dispatch clerk	To deal with two main functions, transportation and payment	
Secretary	To keep sales records, and to do other secretarial work	



Listen to the passage twice and answer the questions.

With most office workers spending up to 90% of their days indoors, it is not surprising that the quality of the indoor environment can affect your employees' health, wellbeing and ultimately, your organization's productivity and performance.

Indoor Environment Quality, or IEQ, refers to the quality of the air and environment inside buildings. It is based on pollutant concentrations and conditions that can affect the health, comfort and performance of the people who live and work in them, including temperature, humidity, lighting and acoustics.

According to the Green Building Council of Australia, poor IEQ results in higher rates of absenteeism, staff turnover, and sick leave, which most employers want to avoid.

If you are concerned about the health, wellness, safety and productivity of your staff, the following strategy will help improve the quality of your office environment, decrease absenteeism and staff turnover, and more importantly increase your employee's productivity.

Use common indoor plants to grow fresh air. Recent research done in Delhi, India, found that by using three common green plants in the office we can grow fresh air, maintain industry indoor air quality standards, and improve staff wellbeing and productivity. These green plants help remove CO₂ and convert it into oxygen, or remove volatile chemicals from the air.

As explained by the Indian researcher, these three plants have been used and tested for 15 years in one of the biggest buildings in Delhi. The results produced are significant. By using these three plants, not only has the productivity of the employees increased by over 20%, but various physical impairments have been improved: eye irritation decreased by 52%, respiratory issues decreased by 34%, incidence of headache decreased by 24% and lung impairment and asthma decrease by 12%.

Keys

- 1 Employees' health, wellbeing and organization's productivity and performance.
- 2 Higher rates of absenteeism, staff turnover, and sick leave.
- 3 Use common indoor plants to grow fresh air.
- 4 By removing CO₂ and converting it into oxygen, or removing volatile chemicals from the air.
- **5** 15 years.
- 6 Eye irritation decreased by 52%, respiratory issues decreased by 34%, incidence of headache decreased by 24% and lung impairment and asthma decrease by 12%.





Supplementary Exercises



Listen to the dialogue twice and complete it with the words you hear.

Man: Where's the computer printout on the most recent sales figures?

Woman: I'm sorry I haven't seen it.

Man: It should be here by now.

Woman: Do you need it this morning? I'll send one up to the finance office for it now.

Man: Yes, please do that. Since I have to put forward the budget today, I must check those

figures.

Woman: It will only take a few minutes for you to get it. I want to check the mailroom first.

There is a new clerk here. He may have the printout.

Man: He should deliver it the first thing in the morning.

Woman: Yes, I'll tell him. Do you need anything else?

Man: Nothing at the moment, but <u>I might need something later</u>.

Woman: Well, I'll be at my desk all morning. You can call me any time.

Man: Yes, thank you. Oh, there is one more thing.

Woman: What is it?

Man: I must concentrate my mind on those figures, so please hold my phone calls and just

take a message. I'll call back later.

Woman: OK. I'll be back soon with the printout.

Man: Thank you. Then after that, I want no interruptions.

Woman: Yes, I understand.



Listen to the following conversation twice and write down the message given by Mr. Kola.

Jane: Good morning. Mr. Balkan's office.

Kola: Is Mr. Balkan there?

Jane: May I ask who's calling please?

Kola: This is Mr. Kola from the National Bank.

Jane: Oh, good morning, Mr. Kola. I'm afraid Mr. Balkan isn't in the office at the moment. Can

I help you?

Kola: Is that Jane speaking?

Jane: Yes, it is.

Kola: Oh, Mr. Balkan said you would take a message if he wasn't in the office.

Jane: Yes, certainly, Mr. Kola.

Kola: Well, Mr. Balkan phoned me about an hour ago and asked for a reference for one of my employees, Melita Morgan. I've looked up her personal file and I have the information you want. Shall I dictate it to you now?

Jane: Oh, yes please. Then I can type it out ready for Mr. Balkan when he comes back.

Kola: That'll be fine. Are you ready now?

Jane: Yes, I'm ready.

Kola: Good. Well, Miss Melita Morgan, age 19 ... has worked here for the past two years as an employee. Her attendance has been very good ... You know, she's been absent only once. She was away for three days ... I think she had a cold ... it wasn't anything serious. Oh, er ... have you got that?

Jane: Yes, go on please.

Kola: Right. She is honest and you can rely on her. She has good computer skills and can use a fax machine ... She wants to learn as much as possible so that she can get a secretarial job ... Have you got all that?

Jane: Yes. She's always been punctual, she's honest and reliable. She has good computer skills and can use a fax machine. And she's ambitious.

Kola: Yes, that is the right word for Melita — she is "ambitious." Well, is there anything else you want to know?

Jane: No, I don't think so. Thank you, Mr. Kola. Goodbye.

Kola: Goodbye.

Keys

Miss Melita Morgan, age 19, has worked at the National Bank for the past two years. Her attendance has been very good. She's been absent only once. She was away for three days, for she had a cold. She is honest and reliable. She has good computer skills and can use a fax machine. She's always been punctual and she's ambitious.



Listen to the following passage twice and fill in the blanks with the missing information.

We all work very hard in our offices. So to relax from terrible work pressure we should have a comfortable environment. It can be monotonous if we work the whole day. Office joke brings fun and joy to work. It helps to break the monotonous atmosphere. Long work hours and tiring meeting can be hectic. A bit of office humor can add fun to our work and break the boredom in our work.

Remember: You should not hurt any person by stupid office jokes. Office joke should be something which can be enjoyed by other people working in the office. You should not pass your office joke as comment on others or to take revenge. It should not cause fight within the office members. It should have some level of decency. Sometimes you can plan to bring out office humor in days of occasions. But you should avoid office humor in front of people who are serious and don't like your joke. Keep on a good atmosphere in the office by office joke. Don't spoil the working environment when everyone is engaged with some serious work.

Keys

Office jokes can relax us from terrible work pressure because:

- 1) They bring fun and joy to work.
- 2) They break the monotonous atmosphere.
- 3) They break the boredom in our work.

Remember:

- 1) You should not hurt any person by stupid office jokes.
- 2) You should not pass your office joke as comment on others or to take revenge.
- 3) It should not cause <u>fight within the office members</u>.
- 4) It should have some level of decency.
- 5) You should avoid office humor in front of people who are serious and don't like your joke.
- 6) Don't spoil the working environment when everyone is engaged with some serious work.



Listen to the dialogue twice and give answers to the questions you hear.

Man: Good morning, Judy. Did you think I wasn't coming this morning?

Woman: Oh, no, boss. I knew you'd let me know if you couldn't get here.

Man: Anything important come up yet? I suppose you've checked the e-mail?

Woman: Yes. Nothing unusual but there's a letter from our client, Mr. Peterson. I've printed it

out for you. It's on your desk. A Mr. Hope called about fifteen minutes ago. He asked me to have you call him between ten-thirty and twelve if it's convenient for you, otherwise he'll call back this afternoon. He said our price is still too high. So it's difficult for him to accept it. What is your opinion? I wrote this phone number on your memo pad.

Man: Thanks. I'd like to hear their ideas about the problem. Would you mind having him

call me sometime later? The best compromise we can make is that we adjust the price

for them if they buy in bulk.

Woman: Mr. Adams, I have that memorandum you ask me to prepare last night. Do you want

to read it over now and initial it?

Man: Yes. Give it to me.

Woman: Mr. Adams, I've brought a series of catalogs on our latest models with me. All of them

meet the requirements. Would you like to look them over?

Man: I certainly would. Will you please connect me with Mr. Daniels' office? ... Hello,

Adams speaking. Have I the pleasure of addressing Mr. Daniels? Good morning, Mr. Daniels. How are you? What are you up to? When you get a chance will you stop in at my office? I'd like to check with you on that last shipment of goods to Harold

Watson in Philadelphia. ... All right, I'll wait for you.

Questions

- 1 When did a Mr. Hope call Mr. Adams?
- 2 What did Mr. Hope think of the price?
- 3 What would Mr. Adams do if Mr. Hope's company bought in bulk?
- 4 What did the woman bring to Mr. Adams?
- 5 What would Mr. Adams and Mr. Daniels talk about when they met?

Keys

- 1 About fifteen minutes ago.
- 2 Too high.
- **3** To adjust the price.

- 4 A series of catalogs on latest models.
- 5 The shipment of goods.



Part V



The World of Humor

Answer the question according to what you hear.

Mr. Robinson worked in an office. Every morning he had breakfast with his wife at half-past seven, read his newspaper, drank a cup of coffee and then left his house at 8 o'clock to go to catch his train to town.

One morning he was still sitting comfortably at the breakfast table and reading his newspaper at five minutes past eight. He did not seem to be in a hurry and asked his wife for another cup of coffee.

"Another cup?" she asked. "But aren't you going to the office today? Have you got a holiday?"

"The office?" he said and looked up from his newspaper very surprised. "I thought that I was at the office!"





Part I



Warming-up Exercises

Sentence Structure

Objective: understanding sentences with concession

Listen to the sentences once and decide which of the four statements is closest in meaning to the sentence you hear.

- 1 Although they were twins, the boy and the girl didn't look alike. (C)
- 2 In spite of their difference, John and Jane plan to cooperate with each other. (B)
- 3 Mary usually meets her husband for lunch, but today he's out of town on business. (B)
- 4 He hadn't planned to call her, but he changed his mind at the last minute. (B)
- 5 Although he has only studied English for two years, he speaks it very well. (A)
- 6 I remembered his face when I ran into him, but his name escaped me. (C)
- 7 The student kept talking even though the teacher had asked him to stop. (A)
- 8 He likes sugar in his coffee, but nothing else. (B)
- 9 I can't find my keys, but I'm sure that they will turn up soon. (B)
- 10 I thought I was late, but my watch was ten minutes fast. (A)
- 11 Carol works as a nurse, but she would rather do business. (B)
- 12 I was going to write her a letter but I decided to call her instead. (B)
- 13 The office is usually closed on Saturdays, but this week the secretary will be there until noon. (D)
- 14 His visa expires in November, but he will get a three-month extension. (B)
- 15 Anne said that she could work overtime any day but Friday. (C)
- 16 Even though she insists that she was not offended, I am afraid she was. (A)
- 17 Ellen can't go to the University unless she gets a scholarship. (B)
- 18 Anna already speaks English very well. Even so, she wants to continue studying at the Institute. (C)

- 19 Since there aren't any tickets left for the concert, let's go to the movies instead of going back home. (A)
- 20 Mr. Smith would not stop drinking even though the doctor told him that he must. (D)



Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

- 1 A: Did you get the recent flyer from Cosmos?
 - B: Yes, they have kitchen utensil on sale this week.
- 2 A: Advertisements are simply misleading and cheating.
 - **B:** Well, in a way, I suppose, but we don't have to believe them, do we?
- **3 A:** Do you think a bulletin about activities of our hotel is a good idea?
 - B: That's great!
- 4 A: Why do you want to leave your company?
 - **B:** My reason for leaving the company is that I wish to get into the advertising business.
- 5 A: You know, it's just amazing how many of our ideas come from advertising, advertising in TV, advertising in magazines, on the radio.
 - **B:** Yes. Our ideas about how we're supposed to <u>live</u> and the kind of clothing that we're supposed to <u>wear</u> and the way that we're supposed to <u>look</u>, all of these things come from advertising.



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Man: Do you think we should put an ad in the newspaper for the lost bicycle?

Woman: By all means.

Question: What does the woman say about placing an ad in the newspaper?

2 Woman: What is most important for advertising?

Man: The most important decision that a company has to make regarding advertising

is where to advertise.

Question: What does the man mean?

3 Woman: Millions of dollars are spent each year on radio ads, but millions more are spent

on television advertising. Do you know why?

Man: Yes. TV with sound, movement, and color, is the most dramatic, so the ads are

easy to remember.

Question: Why do people prefer TV advertising?

4 Woman: In what newspapers or magazines does your company advertise?

Man: We send mails to potential customers. That's more direct

Question: How does the man's company advertise?5 Man: Do you think the poster looks good here?

Woman: Well, it's better than a blank wall.

Question: What does the woman say about the poster?



1 A 2 A 3 D 4 B 5 D



Listen to the following longer conversation twice and take down the message.

- A: Fame and Fortune Talent Agency
- B: Yes, Mr. Carter, please.
- A: He's not here right now. Would you like to leave a message?
- **B:** Yes. This is Mr. Jackson from Western Advertising.
- A: Mr. Jackson from Western Advertising, and the message?
- **B:** That's right. I want Mr. Carter to find me two sets of twins: A set of boys and a set of girls.
- A: Two sets of twins boys and girls. Do they have to be identical twins?
- **B:** Yes, I should have mentioned that. Identical twins we need two boys and two girls who really look alike.
- **A:** And what age should they be?
- **B:** Oh, yes, that's very important. They should be around seventeen or eighteen.
- **A:** Anything else Mr. Carter should know?
- B: Let's see. Well, nice looking, clean-cut kids. You know, good teeth, nice smiles.
- A: All right. I'll pass this on to Mr. Carter and ask him to call you back.
- **B:** Actually I'm going to be out for the rest of the day, so I'll call him back.

A: Fine. I'll let Mr. Carter know you'll call back later. Does he have your telephone number just in case?

B: No. It's 628-2423.

A: That's 628-2423.

B: That's right.

Keys

To Mr. Carter
From Mr. Jackson

Company Western Advertising

Phone Number 628-2423

Message need two sets of identical twins — one set of boys, one set of girls, age

17 or 18. nice looking, clean-cut, good teeth, nice smiles.

D

Listen to the following conversation twice and answer the questions you hear.

Operator: Hello, Simmons.

Alice: Ah hello. I wonder if I could speak to the Personnel Manager, please.

Operator: Yes, certainly. Hold on a minute and I'll put you through.

Alice: Thank you.

Johnson: Hello, Johnson Adams speaking.

Alice: Ah good morning, Mr. Adams, er I saw your advertisement in the *Time* for a hostess

and I wondered if you could give me a few more details about the job.

Johnson: Yes, certainly. Er perhaps I should make it clear from the start. It is a part-time

job. Er yes we would need you from ten in the morning until two in the afternoon,

roughly.

Alice: Yes, yes, I didn't realize that, actually. It wasn't clear in the advertisement.

Johnson: Aha. Are you, are you still interested?

Alice: Well, I am interested, but it would depend to some extent on what the salary is.

Johnson: Yes, well we're offering about 75 dollars a week. Erm obviously this may be a little

bit more if you have the right qualification and experience. Mmm, have you in fact

had any experience in catering?

Alice: Well, yes, I have. Er, I'm at present working for and have been working for the same

firm for about five years, for a small firm.

Johnson: Er perhaps you could come down for an interview some time?

Alice: Yes, yes, when would be suitable for you?

Johnson: Er, what about next Wednesday at about 2:30 in the afternoon? Would that be all

right for you?

Alice: Wednesday, er 2:30. Yes, that, I think that would be fine.

Johnson: Well, see you then next Wednesday at 2:30. Bye.

Alice: Bye.

Questions

1 Who is Johnson Adams?

- 2 What position is available?
- 3 Is it a full-time job?
- 4 What are the working hours?
- **5** What is the salary?
- 6 Does the woman have any work experience?
- 7 How long has she worked in this field?
- 8 Is the woman interested in this work? How do you know!

Keys

- 1 The Personnel Manager.
- 2 A hostess.
- 3 No, it's a part-time job.
- 4 From ten in the morning until two in the afternoon.
- 5 75 dollars a week.
- 6 Yes, she does.
- 7 For about five years
- 8 Yes. She is going to have an interview with the manager next Wednesday.

E

Listen to the following longer conversation twice and answer the questions you hear.

Mr. Smith: Susan. I want to advertise for a new junior.

Susan: A new junior?

Mr. Smith: Yes, a new junior secretary. You have to spend so much time on the telephone that

you need someone to help you in the office.

Susan: That's a good idea. Then I can spend more time dealing with correspondence.

Mr. Smith: Yes, and if you spend more time on correspondence, I'll have more time to visit

customers.

Susan: And the firm will do more business.

Mr. Smith: Yes, and if the firm does more business, it'll make more money.

Susan: (laughing) And we'll all get more pay.

Mr. Smith: Yes, perhaps. Anyway let's start by getting a new junior secretary. We can put an

advertisement in the daily newspaper.

Susan: Right, what shall we say in it?

Mr. Smith: Erm ... Junior secretary wanted. Then, em ... A vacancy exists for a junior secretary

in a medium-sized firm. Applicants should be familiar with modern office practice.

Secretarial training provided. What about that?

Susan: If she wants to know anything special, I'll explain it to her.

Questions

1 What does Mr. Smith want to advertise for?

2 Why does he want to make this advertisement?

3 Where will they put the advertisement?

4 Write down the advertisement, please.

Keys

- 1 A junior secretary is wanted.
- 2 Because Susan is too busy. And the junior secretary will help Susan in the office so that the firm will do more business.
- 3 In the daily newspaper.
- 4 A vacancy exists for a junior secretary in a medium-sized firm. Applicants should be familiar with modern office practice. Secretarial training provided.

Part III



Passages



Listen to the passage twice and fill in the blanks with the words you hear.

Read a newspaper or magazine, switch on the television, open your mail or simply answer

your telephone, and you are bombarded by advertisements.

Why is advertising so <u>pervasive</u>? Why does the business world spend so much, almost 100 billion dollars a year, to promote its products and services?

For one thing, ads inform the public about a product. <u>If</u> you don't know a new tire exists, you won't buy it. But the <u>informative</u> side of advertising goes beyond that. By <u>giving</u> facts about a product — say, a new tire's price, durability, and <u>performance</u> in road tests — the manufacturer tries to convince consumers of the product's superiority over competitors' goods.

Advertisers also entice people by appealing to their <u>desires</u> for greater status and more variety. <u>Obviously</u>, advertisers think the expense is worth it, or they would have stopped <u>long</u> ago. Through marketing tests, opinion polls and in other ways, they <u>check</u> to see whether buyers are responding to their messages. The upshot is that few big firms believe they can succeed without ads.



Listen to the passage twice and choose A, B, C, or D to complete the following statements.

Advertising is a form of communication used to persuade an audience, including viewers, readers or listeners, to take some action with respect to products, ideas, or services. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid for by sponsors and viewed via various media; including traditional media such as newspapers, magazines, television, radio, outdoor or direct mail; or new media such as websites and text messages.

Commercial advertisers often seek to increase consumption of their products or services through "branding." It involves the repetition of an image or product name in an effort to associate certain qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement.

Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. In 2010, spending on advertising was estimated at more than \$300 billion in the United States and \$500 billion worldwide.

Keys

1 B

2 D

3 A

4 (

5 C



Listen to the passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

A written advertisement or copy normally includes the headline, the body and the signature or the logo, and usually an illustration.

The headline is the most important statement in an advertisement. As the very first thing to attract the eye of the reader, it must arouse the interest or curiosity of the reader targeted. Otherwise, the rest of the copy has little chance of being read.

The body copy should be an extension of the headline, presenting explanation and evidence in support of the headline. The body copy is expected to give, in brief and explicit terms, the basic facts and figures about the product or service that the reader as a potential customer is likely to be interested in knowing. The body copy convinces, persuades and tells the reader how to respond or proceed. In the closing of the body, an ad usually prompts the sale. Such phrases may be used:

Come and join us!

Call us now!

Your patronage is always welcome!

The signature should remain constant and recognizable. You must also express your style of business. A signature block may be designed that tells who you are, where you are, how you can be reached and your business hours. Very often the logo of the business operation is used together with the signature or in place of the signature.



F

4 T

5 T

6 F



Listen to the passage twice and answer the following questions according to the information you get.

Advertising is a nonpersonal sales presentation usually directed at a large number of potential customers. It involves mass media such as newspapers, television, radio, magazines, and billboards. The tourism industry has come to realize the tremendous potential of this form of promotion, and during recent decades, advertising has become increasingly important in marketing.

Advertising is part of the overall endeavor of tourist promotion, and is aimed at the following objectives — to provide information, to increase demand, to differentiate products, to increase product worth, and to maintain current sales level.

Regardless of the exact appeal chosen, an advertisement should gain attention, arouse interest, inform and/or persuade, and eventually lead to buying action. An advertisement that

fails to gain the receiver's attention and then hold the person's interest is ineffective. Information and persuasion is the second factor to consider when creating an advertisement.

A good advertisement may take any form, but it must accomplish the following goals:

First, to appeal to the potential customer. The appeal of an ad is the special significant benefit the product will provide. There are different appeals to different groups of people. Therefore, it is imperative to select the right appeal.

Second, to inform and motivate. An effective ad should contain all the basic content the customer may want to know about the product or service. The copy should be able to induce interest, and an impulse toward the final buying action.

Third, to be capable of instant understanding by the audience or receivers addressed. The advertisement should be clear and apparent to enable the reader to understand at a glance.

Fourth, to be believable and impressive. No over-statements or excessive exaggeration should take place. Such practice will only be counter-effective.

Keys

- 1 A large number of potential customers.
- 2 Yes, it does.
- 3 To provide information, to increase demand, to differentiate products, to increase product worth, and to maintain current sales level.
- 4 It is effective when it can gain attention, arouse interest, inform and/or persuade, and eventually lead to buying action.
- 5 To enable the reader to understand it at a glance.
- 6 Overstatements or excessive exaggeration.

Part IV



Supplementary Exercises



Listen to the passage twice and fill in the blanks with the words you hear.

Critics contend that a good bit of advertising confuses and misleads the public more than it

gives <u>solid</u> information about products. Instead of helping buyers to <u>make</u> the best choice among similar items, many ads simply <u>appeal</u> to emotions and cause people to buy things they <u>don't</u> need. Also, firms with huge advertising budgets can <u>dominate</u> the public's attention, so that small producers don't <u>stand</u> much chance of attracting customers.

<u>Cut</u> out some of this advertising, or make it more <u>informative</u>, critics argue, and people would save money by buying fewer or better things.

Life might be more serene with <u>less</u> advertising. The catch is that the economy probably would grow more <u>slowly</u> as sales fell off and new products went <u>unnoticed</u>. There would be fewer jobs, and living standards would rise much less rapidly.

So love it or hate it, advertising shows every <u>sign</u> of continuing as a key part of the economic system.



Listen to the passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

The Waverley Hotel welcomes you to some of the most beautiful countryside in the South West, and the service it offers has to be seen to be believed. You stand at the elegant front door, and your first impression is of comfort and welcome. You glance into one of the two crowded restaurants, and see that the menu is excellent, and the tablecloths quite clean. The standard of waiting is remarkable, and waiters are everywhere.

Here you will come to sample the fish, freshly caught in the nearby stream, and only just cooked. You may even enjoy the home-made pie, which is produced by the cook to a secret recipe. Nobody knows what the ingredients are. There are other Waverley specialities which you will have to eat. There is, for example, a long table of freshly-made desserts, creating a beautiful sight, and usually pleasant smell, right back to the kitchens.

You make your way to your room. Perhaps you have one of the large, comfortable rooms at the front of the house, overlooking the gardens. Or perhaps you have chosen one of the smaller rooms, but you can also be comfortable in one of these. Remember, no bed is more comfortable than a Waverley bed. You will find the staff, who are there to answer your questions, polite and courteous, and should you require anything at any time, such as clean sheets or a hot cup of tea, you are very welcome to ask.

If you stay at the Waverley you will have a holiday which you will never forget, and at a price which will surprise you!

Keys

1 T 2 F 3 F 4 T 5 F 6 T



Listen to the following conversation twice and fill in the blanks with the missing words.

Interviewer: Isn't advertising really a kind of lying?

Advertising Man: I don't think so.

Interviewer: I mean in your work. I mean, don't ... don't you actually ... uh ... tell lies to

get people to buy things? I mean, ... Let me give you an example, you know, ... I — a ... a <u>movie star</u> says that she uses a certain kind of soap every night to <u>make her skin</u> look beautiful and, of course, she doesn't use it at ... at all

or hardly ever.

Advertising Man: I ... I think if you go back very recently, just within the last year, you'll

remember that one of our famous $\underline{\text{singers and actors and }}$ —was uh ... $\underline{\text{called}}$ $\underline{\text{down}}$ for just that very thing, where he endorsed a product which he didn't

use and had to recant what he said in his endorsements.

Interviewer: I see, so what you're saying is that uh ... you're forced to be honest ... kind

of ... in the profession?

Advertising Man: Well, in some cases that may be true. I won't try to deny that.

Interviewer: What kind of work do you find most interesting in the uh ... ad business?

Advertising Man: I would say, developing new markets, or not so much new markets, but

when you have a product which previously people didn't perceive that they needed, but it is an ... and you are able to educate people and inform them of a particular thing ... and they discover it will make their life better and it

is something that they could use.



Listen to the following passage twice and fill in the blanks with the information you get.

Why do the companies like to spend so much money on advertising? Here are some reasons that can give you explanations.

1. Advertise to Reach New Customers.

Your market changes constantly. <u>New families in the area</u> mean new customers to reach. People earn more money, which means <u>changes in lifestyles</u> and buying habits. The shopper who wouldn't consider your business a few years ago may be <u>a prime customer</u> now. Remember...20% of families will move this year, 5 million people will be married and 4 million babies will be born.

2. Advertise Because Your Competition Is Advertising.

There are only so many consumers in the market who are ready to buy at any one time. You'll need

to advertise to keep regular customers and to counterbalance the advertising of your competition. You must advertise to keep your share of customers or you will lose them to the more <u>aggressive</u> competitors.

3. Advertise to Make More Sales.

Advertising works! Businesses that succeed are usually <u>strong</u>, <u>steady</u> advertisers. Look around. You'll find the most aggressive and consistent advertisers are almost invariably the most successful.

4. Advertise to Keep a Healthy Positive Image.

In a competitive market, rumors and bad news <u>travel fast</u>. Advertising <u>corrects</u> misleading gossip, <u>punctures</u> "overstated" bad news. Advertising that is vigorous and positive <u>can bring</u> shoppers into the marketplace, regardless of the economy.

5. Advertise to Maintain Employee Morale.

When <u>advertising and promotion</u> are suddenly cut or canceled, salespeople may become alarmed and demoralized. They may start false rumors <u>in an honest belief</u> that your business is in trouble. Positive advertising boosts morale. It gives your staff strong additional support.





The World of Humor

Answer the question according to what you hear.

Tom saw an advertisement in a newspaper for a beautiful, modern bicycle which cost 54.99 pounds, so he went to the shop which had put the advertisement in the paper and asked to see one of their wonderful bicycles.

The shopkeeper was very happy to show one to Tom, who looked at it carefully and then turned to the shopkeeper and said, "There isn't a lamp on this bicycle, but there was one on the bicycle in your advertisement."

"Yes, sir," answered the shopkeeper, "but the lamp isn't included in the price of the bicycle. It's an extra."

"Not included in the price of the bicycle?" Tom said angrily, "But that's not honest. If the lamp's in the advertisement, it should have been included in the price you gave there."

"Well, sir," answered the shopkeeper calmly, "there's also a girl on the bicycle in the advertisement but we don't supply one of them with the bicycle, either."







Part I



Warming-up Exercises

Sentence Structure

Objective: understanding sentences with condition



For each of the statements, you will hear a sentence once. Listen carefully and decide whether the statement you read is true or false according to the sentence you hear. Write "T" or "F" for true or false in the blank.

- 1 If only she had the time she'd be a volunteer at the hospital. (F)
- 2 Unless I were well, I wouldn't be at school. (F)
- 3 Had we left earlier, we wouldn't have missed the train. (T)
- 4 If Mary weren't so hot-tempered, she'd have more friends. (T)
- 5 If I were rich, I'd buy a sailboat. (F)
- 6 For another seven hundred dollars, Carl could have bought a new car. (T)
- 7 Ann ought to have realized loe wouldn't do it. (F)
- 8 In other circumstances, they may not have won the game. (T)
- 9 Taking the job may have been the biggest mistake she ever made. (T)
- 10 They must have miscalculated the costs of this project. (T)



For each group of statements, you will hear a sentence. Listen carefully and decide which of the four choices is closest in meaning to the sentence you hear.

- 1 If John had his way he would spend all of his time playing tennis. (B)
- 2 Mary could have gotten better grades if she had studied more. (D)
- **3** Getting up early isn't difficult if you have an alarm clock. (**B**)
- 4 Living in another culture isn't difficult if you have the right attitude. (C)
- 5 Your order will arrive on Saturday if placed by Wednesday. (A)

- 6 They would have come to the meeting if they had known about it. (C)
- 7 If Henry hadn't had so much work to do, he would have gone to the movies. (B)
- 8 If Mary doesn't come soon, we will probably be late. (C)
- 9 Only if she gets a scholarship can Helen afford to go to college. (C)
- 10 If only you'd told me sooner. (B)



Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

1 Man: Hello Mary. I'm terribly sorry about the dinner we'd arranged for tomorrow night.

I have to attend an important meeting.

Woman: Oh well, that's a pity.

2 Man: I'm sorry, but there's no toilet paper in my room.

Woman: Oh, I'm sorry, I'll bring you some immediately.

3 Woman: Excuse me, sir Visiting hours are over now. You must leave, so your wife can get

some rest.

Man: Pardon me, nurse. I didn't hear the bell or I would have left earlier.

4 Woman: I'm afraid I seem to have backed my car into yours. I'm really sorry.

Man: Oh dear! I hope it's not too serious.

5 Man: I do apologize for spilling wine on the carpet.

Woman: These things happen. It can't be helped.



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Man: Hey, don't drop your ashes on the floor. I just swept it clear.

Woman: I'm sorry. I didn't see an ashtray and I didn't want to interrupt your reading to

ask for one.

Question: What is the woman doing?

2 Woman: I just made up a quart of orange juice this morning and now I can't find it

anywhere. Do you know what happened to it?

Man: Did you hear a crash earlier? That was it. I'm just as clumsy as ever!

Question: What is the problem?

3 Man: I can hardly breathe. Would you please put your cigarette out?

Woman: I'm sorry that I'm bothering you, but this is the smoking section. Why don't you

ask the stewardess to change your seat?

Question: What does the woman think the man should do?

4 Man: I'm really sorry I didn't make it to your dinner party last night, Iulie.

Woman: It's all very well to say that now; we wasted half the evening waiting for you to

turn up.

Question: How did Julie respond?

5 Woman: Did you remember to bring the book you promised me?

Man: I'm sorry. It completely slipped my mind. I'll bring it tomorrow.

Question: Why did the man apologize?

Keys

1 B 2 D 3 B 4 A 5 A



Listen to the following longer conversation twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

Woman: I need to apologize to you, Mr. Wang.

Man: May Lask why?

Woman: Well, please excuse me for not attending the company meeting yesterday. I'm afraid I

forgot to check my schedule.

Man: That's perfectly all right. We had to hold the meeting without you, though.

Woman: Yes, of course. I hope you're not upset with me.

Man: No, of course not.

Woman: It won't happen again.

Man: OK.

Keys

1 F 2 F 3 T 4 F 5 F



Listen to the following longer conversation twice and answer the questions you hear.

Woman: Morning, Bob! Late again!

Man: Oh, I'm ever so sorry. I can't tell you how sorry I am.

Woman: Mm ... what's the excuse this time?

Man: Ah ... I just don't know what to say. I must have turned the alarm clock off and gone

back to sleep again, I ...

Woman: Yeah, and last week one of the children wasn't well?

Man: Yes, I know ...

Woman: Mmm!

Man: ... I'm really sorry, I promise you it won't happen again.

Woman: Never mind! Look, I've got a bit ... bit of a problem here, you see Mr. Smith's

phoned while you were out.

Man: Yes.

Woman: And I just don't know anything about what's going on there, so I told them that you

were in a meeting and that you'd call them as soon as you got back.

Man: Oh, OK. Right, thanks very much.

Woman: And ... er ... oh ... er, um, er ... I'm not quite sure how to put this, but a meeting's

been called for this evening at 6 o'clock and I can't go.

Man: Oh, that's alright, don't worry. I'll ... Oh! This evening?

Woman: Yeah.

Man: Oh, I'd arranged to go out ... er ... yeah ... oh well, never mind, it doesn't really

matter. Yeah, OK, I'll cover the meeting. Don't worry, I'll make up for ...

Woman: Are you sure?

Man: ... being late a couple of times. Yes, yes.

Woman: Fine, thanks.

Questions

- 1 What was the man's excuse for being late this time?
- 2 What was the man's excuse for being late last time?
- **3** What did the woman ask the man to do?
- 4 Why did the man agree to attend a meeting in the evening?

Keys

1 He turned off the alarm clock and went back to sleep again.

- 2 One of his children wasn't well.
- **3** To attend a meeting in the evening for her.
- 4 Because he has been late a couple of times.



Listen to the dialogue twice and answer the following questions.

Man: Have you got a minute, Mary? I'd like to have a word with you.

Woman: Yes, of course, John.

Man: I thought we arranged to meet last night.

Woman: Er ... yes. I'm really sorry about it. I was just coming to see you to explain.

Man: Well, I hope you've got a good explanation, Mary, because I had another important

appointment last night and if I'd known you were not coming. I'd have gone out.

Woman: I'm ever so sorry, but it wasn't really all my fault.

Man: Not your fault?

Woman: No, but I couldn't help it.

Man: You could have phoned me and canceled the appointment.

Woman: I'm awfully sorry, but before I left the dormitory, my aunt phoned me to say that my

brother had been involved in an accident. I was so worried about that I forgot about

this matter.

Man: Oh, well, I didn't realize it was so serious. Is your brother all right?

Woman: He's still in hospital.

Man: I'm sorry for the way I shouted at you.

Woman: That's all right. Were I in your place, I would also be angry.

Keys

- 1 Meet last night.
- 2 No, he didn't.
- 3 Because her brother was involved in an accident and she was so worried that she forgot about it.
- 4 In hospital.
- 5 Yes, he did.



Part III



Passages



Listen to the passage twice and fill in the blanks with the words you hear.

In order to understand how to say I'm sorry and have it be an effective apology, we need to know what kind of <u>statements</u> to include when apologizing. How does one <u>person</u> make someone else understand that they truly are sorry?

Let's learn how to say I'm sorry in the most effective way.

By giving a detailed account of the offence, you are making <u>sure</u> that both you and the other person are talking about the same thing <u>Keep</u> in mind that you should be as <u>specific</u> as possible. Your apology should be focused on the <u>particular</u> event(s). For example, if you missed an important date, don't apologize for your <u>general</u> absent-mindedness but instead for missing that specific <u>date</u>.

Next, by acknowledging the hurt or <u>damage</u> done, you are justifying their feelings and the person who has been hurt begins to <u>sense</u> that you understand the situation. This is important to rebuilding your relationship.

Taking responsibility and recognizing your role in the situation without offering excuses is important to letting them know that you <u>understand</u> that the event and your actions did cause them harm.

Don't try to defend yourself or <u>justify</u> the situation or your actions. The <u>apology</u> is all about THEM and *how they feel*. It doesn't matter if the actions were <u>intentional</u> or not, the end result is the same and that is what needs to be focused on when learning how to say I'm sorry.



Listen to the letter twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

Dear Ms. Beal,

As one of the Chinese students of English, I feel sorry to know that some Chinese students

have caused you trouble by inappropriate cultural behavior. Though personally I did not ask you any of the questions you mentioned in your letter, I used to ask other foreigners similar questions, such as "How much money do you earn in America?" which upset them all more or less.

As you mentioned in the letter, Chinese students should respect foreigners' privacy. I think, however, foreigners might as well try to understand our enthusiasm for learning English and be generous to the students who have no evil intentions. Since there are few foreign teachers available in my institute, I seek every opportunity to talk with native speakers downtown. Besides, although I have learnt English for eight years, I am only good at doing grammar exercises, and I have got few ideas about cross-cultural communication. I agree with you that we should be aware of the cultural differences and take every effort to practise some polite conversation patterns and to communicate in English regularly in class before approaching foreigners. Meanwhile, I hope foreign friends can understand us, since we do not mean to offend them on purpose.

Therefore, in my opinion, instead of answering us abruptly "I have no time to talk now," foreigners may point out to Chinese students frankly some incorrect cultural behaviors and resume the conversation. If the Chinese student is deserted, humiliated and puzzled, he will surely be greatly discouraged to learn to use the language well.

Yours sincerely, Lin Min

Keys

2 7

3 F

4 T



Listen to the letters twice and fill in the chart with the information you get.

(A)

Dear Amy

I'm very sorry for failing to keep the appointment that we made last Friday. I hate to have done so, but I had no way out because my mother fell ill at that time and I had to send her to hospital and look after her. I hope you will understand and excuse my absence.

Love,

Bob

(B)

Dear Mrs. Henderson,

I was terribly sorry to hear that my son Tom had broken a window at your house yesterday.

He has told me the whole story and asked me to write you a letter to show his deep regret. I hope you will excuse him for his carelessness.

Naturally, I want to replace it or pay you its value. Will you please tell me which you prefer?

Cordially,

Sally

(C)

Dear Allen,

I'm afraid that you might think I was unhappy with you. You were absolutely wrong if you thought so. You see, before you came in I had just finished quarreling with my wife. Naturally, my face at that time was unavoidably long. I hope my wife would improve herself when you pay me a visit next time, so that I can welcome you with all smiles.

Yours sincerely, Bill

(D)

Dear Henry,

It is with sentiments of profound regret that I am writing this letter of apology to you.

I now fully realize that I was entirely unjustified in the office in leveling against you a charge that you were often careless and perfunctory in performing your daily duties. This was solely based on misinformation and misjudgment. Upon careful investigation made later I found that you have always been very much devoted to your work and helpful to others. It is my sincere hope that my unthoughtful remarks will not be allowed to spoil our friendship. I now beg to withdraw my rash statement and promise to make open self-criticism at our next meeting. Please accept my sincere apology with gratitude.

Yours sincerely, Tony

Keys

	Apology	Reason or excuse	Offer or promise
Bob	Apology for <u>failing</u> <u>to keep an/the</u> <u>appointment</u>	My mother fell ill and <u>I had to</u> send her to hospital and look after <u>her.</u>	
Sally	Apology for damage	My son <u>had broken a window at</u> your house.	I want to replace it or pay its value.

(Continued)

	Apology	Reason or excuse	Offer or promise
Bill	Apology for misunderstanding	My face was long when you came to visit me.	I will welcome you with all smiles when you pay me a visit next time.
Tony	Apology for an unfair charge	My charge against you was solely based on misinformation and misjudgment in performing you daily duties.	I beg to withdraw my rash statement and promise to make open self-criticism at our next meeting.



Listen to the passage twice and answer the questions according to the information you get.

What would you say to him if you were a few minutes late for a date with a friend, or if you handed in your homework a day late to your English teacher?

In such situations we should apologize. We make an apology to show that we have made a mistake and we are sorry for it. We apologize to express our regret or sorrow for something. When we make an apology, we usually add to it a reason or excuse that might fit the situation. For example, when you apologize for being late, you might say "I'm sorry I'm late. I'm afraid I was called to the phone just as I was going to leave." After the excuse there sometimes (not always) comes an offer or a promise to make up for the mistake or not to let the action happen again.

There are different types of apologies, but the type of apology we use depends on how well we know the person. If you stand on someone's toe, you might say "Oh, sorry" to a friend; but if it is a stranger, you have to say more. Like this: "I'm terribly sorry." It also depends on how serious the matter is for which you have to apologize. For example, if you break a cup, you can say "Oh dear, I'm very sorry, it was an accident." But if you break a crystal glass, you have to say a lot more and you would probably offer to pay for it.

When we apologize in formal situations, we tend to use longer phrases than in everyday situations. We also frequently use constructions containing the word "apologize" instead of those containing "sorry." Formal apologies, however, are still frequently followed by "I'm afraid" and "seem," just as in everyday situations.

Keys

- To express our regret or sorrow for something.
- A reason or excuse that might fit the situation. And sometimes an offer or promise comes after it.

- 3 You might say "Oh, sorry" to a friend; but if it is a stranger, you might say "I'm terribly sorry."
- 4 Longer phrases and constructions containing the word "apologize" instead of those containing "sorry."



Part IV



Supplementary Exercises



Listen to the following conversation twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

Woman: Good morning. I've got a bit of a problem here. I bought this video recorder here two

days ago and there seems to be something wrong with the remote control unit.

Man: Oh, really?

Woman: Yes, it doesn't seem to make it record properly — although the red light does go on ...

Man: Oh, I see ...

Woman: ... Yes ... so I'd be grateful if you could give me another machine ... or ... er ... fix this

one if that's possible to do quickly.

Man: Let's have a look at it.

(pause)

Man: I'm sorry I can't find out what's wrong with the machine itself right now. Could you possibly leave it with us? You see, we'd like to give it a good examination.

Woman: I'm sorry, but I'm afraid that's not possible. The thing is there is going to be the World

Cup finals tonight. I'd like to use my new video recorder to tape it when it's on live,

you know.

Man: Well, in that case, we'll give you another one.

Woman: Oh, can you? That's very kind of you. Thanks very much.

Keys

1 F 2 F 3 T 4 T 5 F



Listen to the dialogue twice and complete it with the information you get.

Woman: Excuse me for interrupting.

Man: Oh, come in.

Woman: I'm terribly sorry about not getting all the things you needed this morning. It must

have been very embarrassing. I hope you will forgive me.

Man: Well, I was a bit upset at first, but as it turned out it didn't really matter.

Woman: When you told me what you needed, I thought I'd be able to remember. I should have

called you up before the meeting to make sure. I do feel bad about it.

Man: Actually, it was partly my fault. I should have given you a written list instead of just

telling you, especially as you were so busy at the time. Anyway, don't worry about it.



Listen to the following passage twice and fill in the blanks with the missing words.

Some people find it very hard to apologize, and some people find it even harder to say that they were wrong or to admit "guilt." Some people just don't know HOW to apologize. They start out with good intentions and things go downhill from there.

I believe a short and simple apology is often the most effective. Here's my recommendation:

<Person's name>, I'm sorry that I <state very specifically what you are apologizing for>.Will
you forgive me? <stop talking>

- 1. Leading off with the person's name This gets his attention. Nothing attracts someone's attention like hearing his name. It also lets him know that this apology is specifically and especially for him.
- 2. I'm sorry that I Every word of this phrase has a purpose. Right after getting the person's attention, you say I'm sorry to let him know from the beginning that you are apologizing. This will help him feel <u>safe enough to listen</u>. The next two words, <that I>, communicates that you are taking responsibility for your actions. Very important!
- 3. State very specifically what you are sorry for This is the meat, but it does not need to be lengthy. In fact, I would encourage brevity. If you want your apology to be accepted, then you must come 100% clear. Do not beat around the bush or try to dodge any blame. State as clearly as you can the exact and specific thing you said or did that upset the person.
- 4. Will you forgive me? Ask for what you want. In the case of an apology, we want <u>forgiveness</u>. In most cases, if we admit our crime and seem <u>genuinely sorry</u>, then most reasonable people are going to forgive us at this point. By asking, we simply help them get

there.

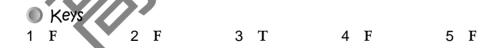
5. Stop talking — This is very important. There is really nothing more that needs to be said in an apology. However, it seems that shutting up is one of the hardest things for us to do. So let me emphasize that continuing to talk is like <u>walking blindfolded</u> along the edge of a treacherous cliff! Don't do it!



Listen to the following passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

Have you had a recent argument with a friend? I believe a sincere apology can work wonders at healing the wounds of an argument and getting you back into the good graces of your friend. Here I'd share a few thoughts about making an effective apology.

- 1. Apologize to your friend in person. You want to deliver your apology in the most personal way possible so your friend can see your facial expression and understand your level of sincerity. Avoid apologizing by phone or e-mail if at all possible.
- 2. The purpose of apologizing is not to win the argument, but to reestablish your friendship. Resist the urge to make any final justifications to support your side of the argument.
- 3. Take the time to listen to your friend after you deliver your apology. If your friend wants to discuss the issue further, listen without forming a judgment or escalating the argument further.
- 4. Be willing to accept the blame. Don't deliver a partial apology which will only come off as insincere. Acknowledge your role in the misunderstanding.
- 5. After you've delivered your apology, take your friend out for a cup of coffee so you can relax and renew your friendship.
- 6. If your friend doesn't accept your apology right away, give him some time. Don't rush him. Allow him time to come to terms with what you've said.





Part V



The World of Humor

Answer the question according to what you hear

Jack had gone to the university to study history, but at the end of his first year, his history professor failed him in his examination, and he was told that he would have to leave the university. However, his father decided that he would go to see the professor to urge him to let Jack continue his studies the following year.

"He's a good boy," said Jack's father, "and if you let him pass this time, I'm sure he'll improve a lot next year and pass the examinations at the end of it really well."

"No, no, that's quite impossible." replied the professor immediately. "Do you know, last month I asked him when Napoleon had died, and he didn't know!"

"Please, sir, give him another chance," said Jack's father. "You see, I'm afraid we don't take any newspapers in our house, so none of us even knew that Napoleon was ill."





Part I



Warming-up Exercises

Sentence Structure

Objective: understanding sentences with cause and result



For each group of phrases or sentences, you will hear a sentence expressing cause and result. Listen to the sentences twice and decide whether A or B indicates result according to what you hear.

- 1 The lack of raw oil caused a decrease in production. (A)
- 2 She stopped doing business with him because he's not a man of his word. (A)
- 3 It was not until he became a good friend with John that he was fully trusted. (B)
- 4 The whole problem was caused by his unfriendly attitude. (B)
- ${\bf 5}$ He lost his job because of inefficiency in work. (B)
- 6 The last time I was there the waiter was very rude, so I haven't gone there ever since. (B)
- 7 We stopped running because we were completely out of breath. (B)
- 8 Nervous breakdown often results from a combination of overwork and poor health. (B)
- 9 The sharply increased sales were produced by a vigorous advertising campaign. (B)
- 10 Everybody rushed out of their houses when the earthquake started. (B)



For each group of statements, you will hear a sentence. Listen to the sentences once and decide which of the four choices is closest in meaning to the sentence you hear.

- 1 We had a flat tire, so it took us three hours longer than usual to get there. (A)
- 2 The price of the car was so low that it made Brad suspicious of its value. (A)
- 3 $\,$ Thinking that he'd made a wrong turn, he pulled into a gas station. (B)
- 4 Harvey's face turned bright red when the teacher asked him a question. (C)

- 5 James was late for school this morning because he overslept. (D)
- 6 So many people showed up on the opening day to buy tickets that they were sold out by noon. (C)
- 7 Houses are so expensive now that we simply can't afford to buy one. (C)
- 8 Since we do not accept checks or cash, you'll have to get a money order to pay for your goods. (C)
- 9 Because she wanted to take a walk, Mrs. Jones asked Linda to keep an eye on the baby. (D)
- 10 The medicine made him drowsy, so he wasn't able to drive while taking it.



Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

- 1 Woman: This is the third time you've been late this week. Robert. You'll have to do better
 - than that, or I might find it necessary to let you go.
 - Man: It won't happen again. I assure you.
- 2 Woman: Where's the cashier who used to work here?
 - Man: He was so inefficient we had to get rid of him.
- 3 Woman: The attitude of the hotel staff here is incredible.
 - Man: Right. It's high time they got rid of half of them if you ask me.
- 4 Woman: At work I sometimes feel as if I don't really understand anything about business.
 - Man: I haven't heard anyone complaining about the way you do your job.
- 5 Man: This is Mr. Jones. My <u>heater</u> is not getting any power and the temperature is
 - going to get down below freezing. Could you come over and fix it?
 - Woman: This is our busiest time of the year, but I'll speak to one of our men about getting
 - over to your place sometime today.



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Man: Registration always takes so long.

Woman: What bothers me is all the people who cut in line.

Question: What bothers the woman?

2 Woman: I'm going to ask the neighbors to turn the music down. I can't hear myself think.

Man: Do you really think it makes any difference to them?

Question: What does the man imply?

3 Woman: Is this the complaint department? I'd like to speak to a supervisor?

Man: If you will hold the phone, Madam, I'll get Mr. Slopes.

Question: What is Mr. Slopes' position?

4 Man: They may be proud of their new facility, but frankly I'm disappointed. The

nurses are friendly, but everything seems to be running behind schedule.

Woman: Not to mention the fact that it's noisy because no one observes visiting hours.

Question: What are the people in the dialogue discussing?

5 Man: I'm disgusted with the way the subway is running. I've been waiting for an hour.

Woman: Well, so have I, but we should be boarding soon.

Question: What is the man unhappy about?



1 D 2 A 3 D 4 C 5 B



Listen to the following longer conversation twice and fill in the blanks with the missing words.

Man: (Very upset, raised voice.) I just got my bill for this month and it's absolutely ridiculous...

Woman: Calm down, sir, and tell me what the problem is.

Man: How can I calm down when you're asking me to pay \$350? I don't even know

anybody in Nicaragua or Washington. D.C or ...

Woman: Are you saying you didn't make those calls?

Man: That's right. I want you to take these charges off my bill.

Woman: Tell me exactly which ones.

Man: The ones on March 15th, 21st, and 22nd. Oh, and this one to London on the 3rd.

Woman: Well, sir, I'm going to fill out a form about your complaint and we will investigate

these calls. A representative will call you about the results. Until then you're

responsible for the rest of the charges, which come to, uh...\$79.



Listen to the following longer conversation twice and write down the complaints Mr. Morris made.

Manager: I hope you're enjoying your stay with us, Mr. Morris.

Morris: Yes, very much, but there are one or two little things I'd like to mention to you.

Manager: Oh yes, sir. What sort of things?

Morris: Well, the TV in my room doesn't work very well. Could you ask someone to have a

look at it, please?

Manager: Certainly, sir. Is there anything else?

Morris: Well, I don't want to make trouble, but I really think you ought to have a word with

that fellow behind the bar.

Manager: Why, sir?

Morris: Well, he was smoking while he was washing the glasses, and his cigarette ash fell into

one of them. My glass was a little dirty, as a matter of fact.

Manager: I'll speak to him about it now. Is that all, sir?

Morris: Well, no. There seems to be a rather strange couple next door to me. They must be

dancers or something. They make a terrible noise at about two in the morning. Do

you think you could have a word with them about it?

Manager: Yes, sir. I'll see what I can do.

Morris: I'm afraid there is just one more thing. Your new receptionist is very polite, but he

seems a little absent-minded. He never remembers to call me in the morning, and he must have made a mistake in my bill. I'm sure he has charged me too much for

phone calls.

Manager: Right, Mr. Morris, I'll see what I can do. Is there anything else?

Morris: Well, I know it may not be your personal responsibility, but you have increased your

prices considerably since last year, haven't you?

Manager: Yes, Mr. Morris, that's true, but we have to follow instructions from head office. I'm

afraid I can't do anything about that.

Keys

TV in his room doesn't work well.

The fellow behind the bar was smoking while he was washing the glasses.

His glass was dirty.

The couple next door to him made a terrible noise at about two in the morning.

The new receptionist never remembered to call him in the morning and made a mistake in his bill.

The hotel has increased the prices considerably since last year.



Listen to the following longer conversation twice and answer the questions.

Smith: Excuse me, Boss. Could I talk to you a minute?

Boss: Sure, Smith. I'd ... Hey, you look pretty upset. What's the matter?

Smith: I don't know how to tell you this, but ... I think I've been underpaid all these years. I

believe I deserve a higher salary.

Boss: Oh? How much do you think you are worth?

Smith: About fifty dollars a week more than I'm making now.

Boss: What? Fifty dollars? Are you serious?

Smith: I'm afraid I am. In fact, if you don't give it to me, I'm going to quit.

Boss: Well, I'm sorry but ... I'll tell you what. I'll give you a twenty-dollar raise starting next

month. Will that satisfy you?

Smith: It comes closer to insulting me. I said I want fifty.

Boss: It's twenty dollars or nothing. Take it or leave it.

Smith: Well, it's been nice working for you.

Boss: Remember if you ever change your mind, we'll be happy to have you back.

Questions

- 1 What did Mr. Smith complain about to the boss?
- 2 How much did Mr. Smith want to have for his salary?
- 3 How much would the boss like to raise?
- 4 What did Mr. Smith think about the boss's offer?
- 5 What would Mr. Smith do if the boss wouldn't change his mind?

Keys

- 1 He had been underpaid all those years.
- 2 Fifty dollars a week more than he was making now.
- 3 Twenty dollars.
- 4 It was closer to insulting him.
- 5 He would quit.



Part III



Passages



Listen to the passage twice and choose A, B, C or D to complete the following statements.

No matter how hard you try, things are bound to go wrong once in a while in your restaurant. Food gets burned, orders get forgotten in the middle of a dinner rush, or new servers simply forget all their training. No matter the reason for the complaint, the important thing is to try and please the customers and send them home knowing that there was a problem, but it is not typical of your establishment. Let them know that you, the owner, value their comments.

How you handle customer complaints will determine if the customer comes back to your restaurant. Here are some tips to help you receive and deal with your next complaint and send your customer home with a smile.

Listen to what the customer has to say. Even if you can't solve the problem, you still need to listen. For example, perhaps a customer is displeased because there is waiting line. Well, there isn't much you can do about it, except let him express his anger.

The way you stand and look at a customer can speak more than words. Maintain eye contact and don't cross your arms over your chest, if you are feeling defensive. Avoid the urge to roll your eyes, if you are feeling annoyed. Instead, nod and smile, no matter how angry you may feel. This shows you value their opinion and their business.

To that customer who was so upset over the long waiting line, just offer an apology. "I understand that you are not happy about the wait, sir, but we are working as fast as we can to get you a table. We really appreciate your patience and willingness to wait. Perhaps you would like to have a drink at the bar until your table is ready." You demonstrate that you completely understand their frustration and are working diligently on a solution.



1 B

2 A

3 A

4 C

5 D



Listen to the four complaints and fill in the chart with the information you get.

1 Gentleman.

On July 20 we sent you an order for woolen carpets to the value of \$200,000, stressing the importance of delivery by August 10 at the latest. In spite of this, the goods have not been delivered till now.

We must point out to you that failure to receive the goods on time is causing serious inconvenience to us; our present stock of these goods is exhausted, and we are unable to meet our customers' demands.

We shall be glad if you look into the matter as one of urgency and let us know the reason of this delay. In case you are unable to supply us we shall be compelled to cancel the order and obtain these goods elsewhere.

Yours truly, James Smith

2 Dear sir,

I must complain in writing about the service at the Hotel International last month. I stayed at the hotel for a fortnight, and this was my fifth visit.

There were a number of things wrong. First, the new self-service arrangement at lunch was not what I expected. Secondly, the service at dinner was very slow. Thirdly, the general standard of service in the hotel was very poor. The receptionists always seemed extremely busy; the hotel porter was never available; and I thought that the floor waiter was rather rude. I do not usually complain but, as an old customer, I'm sure you will be interested in my comments.

Yours faithfully, Iohn Crewe

- 3 I have to complain about our order under Contract 2309. The goods arrived last month as scheduled. But five cases were found broken and units inside seriously damaged. Here's the survey report issued by the Commodity Inspection Bureau. According to the report, the damage was caused by poor packing. Our surveyors also discovered some cracks in a number of the other cases. Please look into the matter and have the case settled immediately.
- 4 I have a complaint to make today. The October shipment of canned fruits arrived in a worthless state. 20% of the goods have become deteriorated. It's obvious that the fruits are no longer suitable for consumption. Our surveyors stated that it was the inferior material used that caused the quality deterioration. Our clients are asking for a compensation of \$10,000. We have no alternative but to lodge a claim with you.

Keys

	The things that displease them
1st speaker	an order for woolen carpets
2nd speaker	the service at the Hotel International
3rd speaker	order under Contract 2309
4th speaker	canned fruits



Listen to the four complaints again and fill in the chart with the information you get.

Keys

	The reason why they complain
1st speaker	a. The goods ordered have not been delivered till now.
	b. Failure to receive the goods on time is causing serious inconvenience.
	c. We are unable to meet the customers' demands since our stock is
	exhausted.
2nd speaker	a. The new self service arrangement at lunch was not what I expected.
	b. The service at dinner <u>was very slow</u> .
	c. The general standard of service in the hotel was very poor.
	d. The receptionists seemed busy, the hotel porter was never available,
	and the floor waiter was <u>rude</u> .
	a. Five cases were found broken and units inside seriously damaged.
3rd speaker	b. The damage was caused by poor packing.
	c. Some cracks in a number of the other cases are also discovered.
	a. The October shipment of canned fruits arrived <u>in a worthless state</u> .
4th speaker	b. <u>20% of the goods</u> have become deteriorated.
	c. It was the inferior material used that caused the quality deterioration.



Listen to the passage twice and answer the questions according to the information you get.

How can you turn customer complaints into an opportunity for your company to shine? Here are a few tips:

The first, fix the problem quickly. Often it doesn't really matter that you get to the root of

what happened, especially if it delays solving the problem for the customer. Find out what's wrong, put it right, then figure out what happened. Your customer will appreciate the customer-first approach.

The second, give power to your employees to fix problems. Few things are more annoying than being put on hold while someone finds a supervisor, the only one who is given power to handle customer complaints. Great companies give power to everyone who deals with customers to solve problems.

The third, returned products are a silent form of complaint. If a customer returns a product, something is wrong. Your company needs to find out what happened. Were they confused about what to order? Was the product defective? Did their needs change? Was the product more expensive than they realized? Whatever the problem, you can only help them solve it if you find out what it is!

The fourth, encourage complaints. Many times, an unhappy customer doesn't let you know. They may not want to hurt your feelings. They may feel that nothing good will come from complaining. Your company needs to make it clear that you want to hear when your customers aren't happy. Make sure that all of your people understand even the slightest bit of dissatisfaction from your customers.

To summarize, taking care of an angry customer is not a lot of fun. But, it can be very profitable. Any company that puts into effect these four tips will find that many of their biggest complainers turn into their most vocal fans!

Keys

- 1 Because customers appreciate the customer-first approach.
- 2 Every employee.
- 3 A silent form of complaint.
- 4 Encourage him to complain / complaints.
- **5** Profits.
- 6 Tips on how to turn customer complaints into an opportunity for a company to shine.



Part IV



Supplementary Exercises



Listen to the following passage twice and fill in the blanks with the missing words.

(Mr. Smith is talking with the manager of a supermarket. He is complaining about the camera he bought there.)

Not one of the photos which I have taken with your KX21 camera is <u>satisfactory</u>. Some are faint, many are <u>blurred</u>, and the subjects in most of them are <u>distorted</u>. I have carefully followed the instructions. I always <u>set</u> the weather pointer correctly. I am sure I do not <u>jerk the camera</u> when taking a photo. And I have been careful not to <u>stand too close</u> to the subject. When the first film was developed, I thought the <u>fault was mine</u>, or with the film, but I have since tried out other films, and <u>friends</u> have also tried to use the camera. Their photos have <u>turned out</u> the same. I can only assume, therefore, that the fault lies in the camera itself.



Listen to the following conversation twice and fill in the blanks Mr. Parker's complaints.

(Mr. Parker, an unhappy guest of the hotel, calls the manager, Mrs. Morton.)

Parker: Listen, Mrs. Morton, I have a complaint.

Morton: Who is speaking, please?

Parker: Parker is my name. And I haven't slept all night. **Morton:** I'm very sorry, Mr. Barker. Aren't you feeling well?

Parker: My name isn't BARKER. It's PARKER, like the city park, and I'm not feeling well,

either. I put a "Do Not Disturb" sign on my door last night, and it didn't do any good. I've

been disturbed all night.

Morton: Please tell me what happened, Mr. Park.

Parker: My name is Parker, P-A-R-K-E-R. Put E-R on park, please. The people in the next

room, 604, have been making so much noise that I haven't been able to sleep.

Morton: That's too bad. Nobody else reported a disturbance. Tell me what they did.

Parker: There was a lot of singing and shouting.

Morton: Why haven't you reported the disturbance before, Mr. Parker?

Parker: Well, you weren't here.

Morton: I'm sorry, but the clerk and detective have been on duty all night. They received no

> complaints. One moment, please. I'll find out who is occupying that room. (The manager checks with the room clerk.) Mr. Parker, the desk clerk has informed me that the people in room 604 checked out an hour ago. Why don't you take a sleeping pill and try to rest?

That won't do any good. I've counted a thousand sheep, but I couldn't put myself to Parker:

sleep. Now I'm so nervous that I can't sleep.

Morton: How long are you staying?

Since I can't rest, I'm going to leave soon. I'll pack up my clothes when I feel better. Parker:

But I'm feeling worse. While I am lying in bed here trying to sleep, the lady across the

way is annoying me.

What lady? Across what way? In what room? I would like to know how she is Morton:

annoving you.

In front of my window is a young lady in a bikini, taking a sun bath on the terrace. I Parker:

can't sleep.

I have a remedy, Mr. Parker. Close your blinds. Morton:



Keys

Mr. Parker's complaints:

I haven't slept all night. And I'm not feeling well, either. I put a "Do Not Disturb" sign on my door last night, and it didn't do any good. I've been disturbed all night. The people in the next room, 604, have been making so much noise that I haven't been able to sleep. There was a lot of singing and shouting. I had tried to report to you, but you weren't here. I've counted a thousand sheep, but I couldn't put myself to sleep. Now I'm so nervous that I can't sleep. Since I can't rest, I'm going to leave soon. I'll pack up my clothes when I feel better. But I'm feeling worse. While I am lying in bed here trying to sleep, the lady across the way is annoying me. The young lady in front of my window is in a bikini, taking a sun bath on the terrace. I can't sleep.



Listen to the dialogue twice and answer the following questions according to the information you get.

C.A.: Good afternoon. Consumer's Association. Susan: Oh, hello. I wonder if you can help me. Er ... I've just come back from a holiday in Greece.

Umn ... basically, I want to complain, because the whole thing was just a failure.

C.A.: Uh, huh. Have you spoken to the tour operators themselves?

Susan: Yes, I have. I rang them this morning, and they don't want to know. I mean ... they don't want to have any responsibility at all.

C.A.: Ah, I see. Can you give me some precise details about what went wrong?

Susan: Well, I mean ... It was everything, really. I mean, the whole trip was bad. I mean, what they promised on the brochure they didn't fulfill: the food was bad, the service was slow, the air-conditioning didn't work ... I mean, you know, really, it was just terrible.

C.A.: Mm. Well, I suppose you therefore would have other people who could corroborate your story?

Susan: Oh, yes sure, sure. I mean, I made some quite nice friends on the boat, and I've got their names and addresses and I'm sure, you know, they would back up my story.

C.A.: Mm ... It sounds a rather horrible holiday!

Susan: Well, I mean, no ... I mean, Greece is great, but ... I mean ... the service was very bad and I think that in some way ... umm ... we should be compensated.

Keys

- 1 Consumer's Association.
- 2 Because the whole thing about her holiday in Greece was a failure.
- 3 She means the tour operators didn't fulfill what they promised on the brochure.
- 4 Some nice friends she made on the boat.



Listen to the dialogue twice and answer the questions you hear.

Woman: The woolen sweaters you delivered do not match the sample we provided. They're different in design and color.

Man: You agreed that we could make a little change in design if necessary.

Woman: Anyhow, the background color is a shade too dark. Our clients are very critical on quality.

Man: It's usually not always possible to have exactly the same shade of color. Well, what do you suggest?

Woman: Our clients want a replacement.

Man: That's a bit too hard. After all our sweaters are very similar to the sample. It's only the background color that's not identical.

Woman: If you agree to give us an allowance of 5% off the invoice value, I'll try to talk our clients into accepting the goods.

Man: It sounds like a reasonable solution.

Questions

- 1 What does the woman complain about?
- 2 What's wrong with those sweaters?
- **3** Who is very critical on quality?
- 4 Is it possible to have exactly the same shade of color, according to the man?
- 5 What is a reasonable solution to the problem?

Keys

- 1 The woolen sweaters.
- 2 They are different from the sample in design and color.
- 3 The clients.
- 4 No, it isn't.
- 5 The man agrees to give an allowance of 5% off the invoice value

Part V



The World of Humor

Answer the question according to what you hear.

Eddie liked music very much when he was at school, but when he went to the university he decided to study medicine, instead of music. When he passed his examinations and became a doctor he had to work in a hospital for some time. There he discovered that a lot of the patients were happier and caused less trouble if pleasant music was played to them. When Eddie got an office and began to work for himself, he decided to keep his patients happy by having a tape recorder in his waiting room play beautiful music for them.

But soon after the tape recorder had been put in, Eddie's nurse heard a woman, who was sitting in the crowded waiting room one morning, complain, "Here we're all waiting to see the doctor, and he's just playing the violin in his office instead of doing his work!"





Part I

Listen to the following telephone tips twice and fill in the blanks with the words you hear. (20%)

Making a phone call to someone in another country <u>isn't</u> always easy — especially if you don't know the person on the other <u>end</u> of the line very well.

The following are twelve important telephone tips that you may find useful:

- 1 Fax or e-mail ahead if you want to make sure the other person has time to prepare for the call.
- 2 Make sure you have with you all the documents you'll need before you dial the number.
- 3 The other person may not understand you easily, so try to speak slowly and clearly.
- 4 The other person can't see your reactions, so always <u>confirm</u> that you have (or have not) understood each point that's been made. Don't <u>pretend</u> you have understood when you haven't.
- 5 The other person can't see what a <u>nice</u> person you are, so make sure you <u>sound</u> polite and agreeable.
- 6 The other person hasn't got all day, so make sure your call is brief.
- 7 The other person is getting an impression of your <u>firm</u> while talking with you, so make sure that you sound efficient your firm's <u>image</u> may be at stake, even if you're just taking a message.
- 8 Don't rely on your memory: make notes during a call and <u>rewrite</u> these notes immediately afterwards as a record of the call.
- 9 Smile while you're talking. Your listener can "hear" your smile.
- 10 Don't try to be funny you may be misunderstood.
- 11 Don't interrupt the other person: let them finish what they want to say.
- 12 Send a follow-up e-mail, fax or letter to confirm any important <u>details</u> (especially prices and numbers), so that you both have a written record.



Part II



Listen to the following short conversations twice and fill in the blanks with the missing words. (11%)

- 1 A: We need to work overtime tonight. These have to go out first thing in the morning.
 - **B:** Well, I was planning to take my wife out to a movie tonight.
- 2 A: Would you tell me the general description of your present job?
 - **B:** I am responsible for the company's correspondence.
- 3 A: My typing isn't dark enough and the paper doesn't look good.
 - **B:** Why not change the printer ribbon and see if that helps?
- 4 A: How much do you think you are worth?
 - **B:** About fifty dollars a week more than I'm making now.
- 5 A: Would you mind doing something for me? It is rather urgent.
 - **B:** Not at all, sir. What would you like me to do?



Listen to the following short conversations once and choose the right answer to each question you hear. (10%)

1 Man: We've worked long enough for a Saturday afternoon.

Woman: OK. Let's call it a day.

Question: What did the woman mean?

2 Woman: It's so hot today I can't work. I wish there were a fan in the library.

Man: So do I. I'll fall asleep if I don't get out of this stuffy room soon.

Question: What are these people complaining about?

3 Man: Pat, aren't you moving to a smaller apartment?

Woman: Someday yes. I've already spent months searching for a good one.

Question: Why hasn't Pat changed apartments yet?

4 Woman: How Tom got the job when so many others applying is something I just don't

understand.

Man: It must have been beginner's luck.

Question: Why is the woman puzzled?

5 Man: I'm living on a farm in the country this year.

Woman: But it's so cold. Doesn't the driving bother you?

Man: No, it only takes about fifteen minutes.

Question: What is the man doing this year?

Keys

B 2 B

3 D

4 B

5 A



Listen to the following longer conversation twice and fill in the blanks with the missing words. (9%)

A: I'm phoning about the job advertised in *The Times* for the post of Office Manager.

B: Yes, have you put your application in writing?

A: Yes, I sent in my application two weeks ago.

B: Fine, then you'll be hearing from us in the near future.

A: I realize that. I just wanted to let you know my availability.

B: Right, go ahead.

A: Well, I can start the job from the beginning of April.

B: Right, I'll make a note of that but can you put it in writing?

A: Yes, of course. I'll get a letter in the post today.



Listen to the following longer conversation twice and answer the questions. (10%)

(Martin Winston is interviewing for a job with a joint-venture company. He is talking with the manager.)

Manager: Please sit down.

Martin: Thank you.

Manager: Now, I'd just like to check a few details from your application form. You've just left

university, I think.

Martin: Yes, I've been studying at the Foreign Languages University.

Manager: And you studied there for four years.

Martin: That's right.

Manager: Good. Could you tell me a little more about your degree course?

Martin: Yes. It's a four-year program covering many different aspects of English. We have

reading, listening, and spoken skills, writing course, and also a written translation

course and an oral interpretation course in English to Chinese as well as Chinese to

English.

Manager: Good. And now what attracted you to marketing?

Martin: Um ... I love meeting people. Being a market researcher would be a marvelous

opportunity to meet people from all walks of life. And I like travel, too.

Manager: I see. Well, I don't think there's anything else. Do you have any questions?

Martin: Yes, could you tell me something about the training?

Manager: Yes. It lasts for 6 weeks and aims to give an overall picture of the company, including

everything you'll ever need to know about our products, and a thorough grounding

in market research, mostly through role-play situations. Anything else?

Martin: No, I don't think so.

Manager: Fine, we'll be getting in touch with you in the next couple of days.

Martin: Thank you very much.

Keys

- 1 To check a few details from his application form.
- 2 A university student.
- 3 Reading, listening, spoken skills, writing, a written translation course and an oral interpretation course in English to Chinese as well as Chinese to English.
- 4 Because he loved meeting people, and he liked travel.
- 5 To give an overall picture of the company, the products and a thorough grounding in market research.

Part III



Listen to the passage twice and fill in the blanks with the words you hear. (10%)

To be successful in a job <u>interview</u>, you should demonstrate certain personal and professional <u>qualities</u>. Since the first impression of a person is <u>determined</u> by the clothes he wears, you, as a job applicant, should <u>take</u> care to look your best before an interviewer. Your clothes <u>need</u> not be expensive, but they must be neat and <u>tidy</u>. You should dress for the interview <u>as</u> you might dress for the actual job. Besides care for personal <u>appearance</u>, you should pay close attention to your

<u>manner</u> of speaking, which should be neither pretentious nor <u>familiar</u>, but rather straightforward, pleasant and friendly. In <u>addition</u> you should be prepared to talk knowledgeably about the <u>requirements</u> of the position you are applying for. Although you should not <u>claim</u> to have more professional knowledge or experience than you <u>actually</u> have, a realistic account of your <u>abilities</u> and aptitudes will help convince the interviewer <u>of</u> your qualifications for the job. And <u>finally</u>, you must convey a sense of self-confidence and <u>enthusiasm</u> for work, which all interviewers value very highly. If you display these characteristics, you will certainly succeed in a job interview.



Listen to the passage twice and choose the right answer to each question you hear. (5%)

Many parents in the United States are concerned about the effect of TV advertising on their children. Children may watch TV and may see candy advertised. The children may ask their parents to buy the candy they have seen on TV. The candy may not be good for the child's health. Also, children see many kinds of toys and games advertised on TV. If their parents cannot afford to buy these things, the children get upset. Many parents would like to have no advertising during the times when children watch TV — early evenings and weekends. Maybe someday all TV stations will stop advertisements. No one really likes them much, but they help to pay for the programs.

There are some TV stations that never have advertising. These are called non-commercial stations. There are two kinds of non-commercial stations: government-sponsored stations and educational stations. When the government sponsors a station, the government pays for all of the station's expenses. In some countries this is the only kind of television there is. In England, for example, the British Broadcasting Company (BBC) is sponsored by the British government. This station has no advertising. An educational station is usually supported by some kind of educational institution such as a college or university. In the United States, most non-commercial TV stations are educational stations.

Questions

- 1 What are non-commercial TV stations?
- 2 Which of the following is NOT mentioned as an effect of TV advertising?
- **3** Which of the following is NOT true?
- 4 What would many parents like TV stations to do?
- 5 Which of the following is true?

Keys

1 C 2 D 3 B 4 C 5 A



Listen to the passage twice and answer the following questions according to the information you get. (10%)

A person's social prestige seems to be determined mainly by his or her job. Occupations are valued in terms of the incomes associated with them, although other factors can also be relevant — particularly the amount of education a given occupation requires and the degree of control over others it provides. The holders of political power also tend to have high prestige.

Unlike power and wealth, which do not seem to be becoming more equally shared, the symbols of prestige have become available to an increasing number of Americans. The main reason is the radical change in the nature of jobs over the course of this century. In 1900 nearly 40 percent of the labor force were farm workers and less than 20 percent held white-collar jobs. At the beginning of the 1980s, however, less than 5 percent of the labor force worked on farms and white-collar workers were the largest single occupational category. Blue-collar workers, the largest category in the mid-fifties, now constitute less than a third of all workers. The increase in the proportion of high-prestige jobs has allowed a much greater number of Americans to enjoy these statuses and the lifestyles that go with them.

Keys

- 1 Income, education or political power.
- 2 The radical change in the nature of jobs.
- 3 Blue-collar workers.
- 4 In 1900 nearly 40 percent of the labor force were farm workers and less than 20 percent held white-collar jobs. At the beginning of the 1980s, however, less than 5 percent of the labor force worked on farms and white-collar workers were the largest single occupational category.

Part IV



Listen to the dialogue twice and supply the missing information. (5%)

(Helen is going to show a visitor, Mr. Duncan, around the company today. She comes down to meet him at the reception desk.)

Helen: Good afternoon, Mr. Duncan. I'm Helen Jones, Mr. Wile's secretary. Would you like

to see around the factory first?

Duncan: Yes.

Helen: Now this is our office block. We have all the administrative departments here: Sales,

Accounts, Personnel, Market Research and so on.

Duncan: What's that building opposite us?

Helen: That's the warehouse where the larger items of medical instruments are stored. We

keep a stock of the fast-moving items so that urgent orders can be met quickly.

Duncan: If I ordered an X-ray apparatus today, how long would I have to wait for the delivery

in Canada?

Helen: I think perhaps you'd better speak to our works manager, Mr. Peterson. You'll meet

him when we go over to the factory. We'll go there now. (in the workshop) This is one

of our three workshops. This is the delivery bay here.

Duncan: Oh, I see.

Helen: The steel sheets and bars come in, as you see, in different sizes and are unloaded onto

the delivery bank here. We buy them in from a steel works in Wales. This is the new conveyer belt we had installed last year. We doubled our output in this department as

a result.

Duncan: Oh, really.

Helen: I'll take you to the assembly shop...

B

Listen to the dialogue twice and answer the questions you hear. (10%)

Woman: Your company is ranked second in the business. Could you tell me what is your key to

success?

Man: Choose the right product for the right market. And enter the market at the right

moment.

Woman: I suppose timing is of great importance.

Man: Absolutely so.

Woman: What did you do to stimulate sales? Advertising?

Man: Advertising is of course one of the ways to make products known to the customers.

What's more important is to offer the buyers a good product at a good price.

Woman: Do you have any plans to sell in Europe?

Man: Not at the moment. We are now more concerned with the Asian market.

Woman: Is Southeast Asia your largest market?

Man: Not the largest, but our business with that area is growing steadily.

Woman: Sorry to keep after you, but could you tell me what are your long-range plans?

Man: I'm sorry that's not the sort of thing I can pass on at the moment.

Questions

- 1 What is the possible relationship between the two speakers?
- 2 What is the key to the success of the man's company?
- 3 What is very important for success in business in the woman's opinion?
- 4 How does the man's company stimulate sales?
- 5 Where is the man's company developing their business at the moment

Keys

- 1 Interviewer and interviewee.
- 2 Choose the right product for the right market. And enter the market at the right moment.
- 3 Timing.
- 4 To offer the buyers a good product at a good price.
- 5 In Asia.









Part I



Warming-up Exercises

Listening Skills

Objective: learning to predict while listening (I)



Listen to a lecture once and fill in the blanks with what you hear.

When you listen to a person speaking your own language, in many situations you can be <u>one step ahead</u> of the speaker. You can very often predict what that person is going to <u>say next</u> — perhaps not always the exact words, but at least the <u>main ideas</u>. Have you ever found yourself finishing other people's sentences for them? This is often something <u>we do without</u> even thinking about it.

The more you can predict, the easier it becomes to understand — in a foreign language too. In fact, you will probably be surprised at <u>how much</u> you can predict in English. Train yourself to predict as much as possible. Do this consciously.

There are many things which can help you to predict while you are listening, for example:

- 1 How much you know about:
 - the topic the situation
- 2 Intonation, for example:

When presenting a list, rising intonation signals that <u>more items will follow</u> and a falling intonation signals the end of the list.

- 3 Signals such as:
 - "I'm afraid that ..." (signals something negative will follow)
 - "There's one point I'd like to make ..." (signals an opinion will follow)
 - The phrases in group 3 are called semantic markers. They serve as signals for the <u>meaning</u> and structure of the lecture or text. They tell us how the ideas are organized. There are many other semantic markers in English, which are classified here according to their

functions.

- 1) The markers used for listing, such as:
 - firstly in the first place my next point is thirdly/last/finally
- 2) Markers that show us the <u>cause and effect</u> relationship between one idea and another:
 - so therefore because since
- 3) Markers which indicate that the speaker or writer is going to <u>illustrate his ideas</u> by giving examples:
 - for instance an example of this was ...
- 4) Markers that introduce an idea which <u>runs against</u> what has been said, or is going to be said:
 - but nevertheless although on the other hand
- 5) Markers which indicate that the speaker or writer is about to sum up his message, or part of it:
 - to summarize in other words what I have been saying is this

These are only a few examples of semantic markers. <u>Train yourself</u> to listen for these key words and phrases.



Listen to the following sentences twice. When you hear "pause," stop your recorder and guess what the speaker is going to say next. Discuss your answer with your classmates and then let the speaker finish his or her sentence.

- 1 Woman: Bob, do you think you could possibly turn off that radio? I'm (pause) trying to write a fax.
- 2 Man: Just look what I've got.
 - Woman: Let me see. A buying contract! (pause) How on earth did you manage to get it?
- 3 Woman: I'm glad I'm not a princess. It must be a dreadful life.
 - Man: Dreadful? (pause) I wouldn't mind being a prince.
- 4 Woman: Has your secretary been nervous about it herself?
 - Man: Well, she didn't say, but possibly (pause) she had been.
- 5 Woman: Now, can you deliver all this to my house?
 - **Man:** Certainly. Just (*pause*) write down your address and I'll get the boy to bring them round.
- Keys
- 1 Answer: trying to write a fax
 - Reason: The speaker's question suggests she needs a quiet surrounding to do something.

2 Answer: How on earth did you manage to get it?

Reason: The second speaker's surprised tone shows that the contract is out of her

expectation and she must be curious about how it is gained.

3 Answer: I wouldn't mind being a prince.

Reason: The man's questioning tone shows he doesn't agree with the woman.

4 Answer: She had been.

Reason: "But" and "possibly" both give some hint that the secretary had been nervous

about it.

5 Answer: Write down your address and I'll get the boy to bring them round.

Reason: The conversation takes place in a store. If the store owner agrees to deliver the

goods, the only thing he wants to know will be the address of the customer.



Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

1 Woman: The President made a brilliant decision, didn't he?

Man: Yes, he did. I don't know what I'd have done if I had had to make that decision.

2 Woman: I suggest you <u>apply</u> for the job as an Electrical Sales Engineer in Malawi. The conditions are <u>excellent</u>.

Man: You may be right, but job-<u>satisfaction</u> is more important than money.

3 Woman: I wasn't sure what she really thought of my <u>suggestions</u> just from our phone conversation.

Man: Yes, it would be better to talk it out face to face.

4 Woman: I was sorry to hear about Bill's being <u>fired</u>. I know he was sick a lot and that he usually got to work late.

Man: Oh, it wasn't that. Bill made a big <u>error</u> in last month's accounting. Even though it wasn't his fault, his boss was very angry.

5 Man: Jeff has lots of good ideas. Do you think he'd be willing to come to the meeting?

Woman: Oh, I think he'll be glad to come! But it'll be difficult to get him to speak before a

large crowd.



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Woman: Why did Shelley go to Iowa?

Man: Who knows?

Question: What does the man mean?

2 Man: Have you heard what George has been saying about your work?

Woman: Yes, I have, but I couldn't care less.

Question: What does the woman mean by her remark?

3 Woman: Alice must be happy with her raise.

Man: Happy? She could hardly contain herself!

Question: What does the man say about Alice?

4 Man: I'm tired of Bill's remarks. I don't know why he wants to look at everything in

such a negative way.

Woman: Why don't you do what I do, John, and take his comments with a grain of salt?

Question: According to the woman, what should John do about Bill?

5 Woman: What do you think of my idea?

Man: I can't come up with a better one, Julie.

Question: What does the man think?

Keys

1 B 2 D 3 D 4 A 5 C



Listen to the following longer conversation twice and answer the questions you hear.

(Mr. Pollard is the sales manager, and Ms. Brown is his assistant. They are now at the office.)

Mr. Pollard: Ah, come in, I've a letter from head office that I want you to look at.

Ms. Brown: It seems as if we really are going to have to cut down on our sales force this time.

Mr. Pollard: The question is ... can we get away with making just one of the salesmen

redundant?

Ms. Brown: I hope so, but I don't think we can put off making a decision any longer.

Mr. Pollard: Do you want to put forward any suggestions?

Ms. Brown: You know my views. There's only one of our salesmen that I'd like to get rid of.

Mr. Pollard: Mr. Welson?

Ms. Brown: Of course. I ran out of patience with him a long time ago.

Mr. Pollard: Have you looked through his sales record recently?

Ms. Brown: Yes, his orders have been falling off steadily over the last four years, and he's not

prepared to put in any extra effort at all. If I suggest it, he always tries to get out

of it.

Mr. Pollard: Right. I suppose I'd better break the news to him.

Questions

1 What did Mr. Pollard want Ms. Brown to do?

- 2 What action does Ms. Brown think they will have to take, as a result of the letter from the head office?
- 3 Why didn't Ms. Brown like Mr. Welson?
- 4 What is Mr. Pollard going to do?

Keys

- 1 To read a letter from the head office.
- 2 They will have to cut down on their sales force this time.
- 3 Because his orders had been failing off steadily and he didn't prepare to put in any extra effort at all. And he didn't listen to Ms. Brown's suggestions.
- 4 To get rid of Mr. Welson.



Listen to the following longer conversation twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

Sally: I think we'd all agree that Terry shouldn't have been dismissed just for something like eating in the office.

David: Yes, I think I can tell you why he was dismissed. I think the reason he was dismissed is simply because he is a nuisance to the management.

Sally: Oh, David. I think you're going a bit too far there, really.

David: No, no. You know as well as I do that every time there's any complaint from us, it's Terry who goes and puts our case to the management. He's very effective. The management doesn't like him. They caught him eating and they used it as a pretext to get rid of him.

Sally: Oh, but surely, you'd agree that the management has the right to sack somebody who's broken a rule that's been agreed upon by everybody.

David: We accepted the rule that we shouldn't eat in the office, but we didn't accept that the person breaking the rule should be dismissed and that's what's happened.

Sally: Alright. What action do you think we should take then?

David: Well, I really think, you know, that it is our duty to fight for Terry. We owe it to him because he's done a lot for us in the past.

Keys

1 F 2 F 3 T 4 T 5 F 6 T 7 F 8 F



Listen to the following longer conversation twice and fill in the blanks with the missing words.

Man: What do you think of my new pullover, Mary?

Woman: Well, it's very nice as far as I can see, but put it on first, then I'll tell you if it suits you.

Man: I tried on about twenty. This one isn't what I wanted really.

Woman: Why did you buy it then?

Man: The salesman sold it to me before I realized what had happened. He just never

stopped talking and he told me some story about the latest fashion and $\underline{special}$

reductions. Before I could say anything he'd wrapped it up and taken my money.

Woman: Well, it doesn't look too bad, but haven't you put it on inside out and back to front?

Man: Really? Well, I can't tell the back from the front with these high-neck pullovers. I

really wanted one with a V-neck.

Woman: It's a good thing it's got sleeves at the top or you'd put it on upside down as well. Still,

I think it suits you quite well.

Man: I went out to get a blue pullover with a V-neck, short sleeves and a pattern, and I

came home with a brown one with a high neck, long sleeves and no pattern.

Woman: You must be too easy to take in. You've got to learn to stand up to these high-pressure

salesmen. They'll sell you all sorts of things you don't want if you don't watch out.

Man: Next time I'll send my wife. She'll probably sell something to the salesman.



Part III



Passages



Listen to the passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

When expressing views and opinions, we would normally drop the phrase *point of* and simply say *in one's view* or *in one's opinion*. For example, In my view, birds should not be kept in cages.

If we want to use point of view, I think we would more often say from my point of view rather than according to my point of view. Both these expressions emphasize the position or angle you are judging the situation from. For instance, From my point of view it makes no difference whether you return on Saturday night or Sunday morning. From the point of view of safety, always wear a helmet when you are on the building site.

In my view, from my point of view, in my opinion are all fairly formal ways of expressing your opinion. They are characteristic of written English. Less formal ways include the following: to my mind, I feel, if you ask me, to be honest (with you), as far as I'm concerned, etc. For example,

To my mind the quality of their football is just not good enough.

If you ask me, it's unreasonable to pay for something which should be free.

To be honest (with you), I'm surprised you got into university with such low grades.

If you are required to write an academic essay in which you are asked to express an opinion, useful alternatives include: I think that ..., It seems to me that ..., I would argue that ..., I do not believe that ..., I am unconvinced that ..., I do not agree that ..., etc.

To clarify an opinion, it may sometimes be necessary to explain a thought in greater detail. Useful linking expressions for doing this include: By this I mean ..., Here I'm referring to ..., To be more precise ..., That is to say ..., etc. For instance, By spending money on confining wild animals to zoos, we are wasting resources. By this I mean there are more urgent economic problems to deal with: hospitals and schools should be our first priority.

KeysF

2 F

3 T

4 T

5 T



Listen to the passage twice and fill in the blanks with the words you hear.

How often have you been in a situation where someone asks, "What do you think of ...?" The person expects you to express an opinion on something. In the case of our personal and professional lives in discussion with our friends, colleagues or classmates, we need to find out what another person thinks about a variety of topics of everyday interest, for example, the weather, world events, a recent film or a TV program, a new fashion in clothes or hairstyles, a new product and so on. The most common expression we use is "What do you think of ...?" or "How do you feel about ...?"

When it comes to giving <u>opinions</u>, we often say, "I think ..." or "I don't think ..." <u>But</u> the British like to use "It seems to me ..." as an <u>indirect</u> way of offering an opinion. This is personal and can be <u>modified</u> as the conversation or discussion progresses. If the British feel <u>strongly</u> about a subject, they will often <u>begin</u> to give their opinion by <u>apologizing</u> for the strength of their feeling. For example,

A: Don't you think that the one-pound coin is an improvement on the old one-pound note?

B: Well, I'm sorry, but I feel that it's absolutely terrible in every way.

The British tend not to disagree very abruptly with other's opinion as it can cause offence. For this <u>reason</u>, if you don't agree, you should say, "Well, it's not too bad" or "Well, I'm afraid I don't really."



Listen to the passage twice and choose the right answer to each question you hear.

In my opinion, who should be blamed for obesity is not easy to declare. This is because of human rights consideration.

On the one hand, fast food companies have the right to grow and produce their products and make a profit from this process. On the other hand, these companies also contribute to tax or national revenue. I believe that one of the aims is probably to ease people in obtaining quickly served food in the middle of rush hours people have.

However, consumers also have the rights to be told what is in foods, especially fast food. By this, I mean, the companies have to declare what the food contains, including the portion of calorie, fat, sugar, etc. As a result, people can make a choice about what they have to eat.

In conclusion, obesity cannot be related only to fast food, because there are many possible reasons why people gain weight. Maybe they never exercise or eat fatty foods besides fast food. This is still about people's choices, whether they eat healthy food. I think it might be better if fast food companies take responsibility in letting their customers know about what their products contain. Therefore, it is individual choice to consume the products even though they are not healthy.

Questions

- 1 What is this passage about?
- 2 Which of the following is NOT the reason why fast food companies are not to blame?
- **3** What do consumers have the right to know?
- 4 What is the key factor in the problem of obesity, according to the author

Keys

1 D

2 A

3 C

4 B



Listen to the passages twice and give answers to the questions you hear.

My most important contribution to IBM was my ability to pick strong and intelligent men and then hold them together by persuasion, by apologies, by financial incentives, by speeches, by chatting with their wives, by thoughtfulness when they were sick or involved in accidents, and using every tool at my command to make that team think that I was a decent guy. I knew I couldn't match all of them intellectually, but I thought that, if I used fully every capability I had, I could stay even with them.

I never hesitated to promote someone I didn't like. The comfortable assistant, the nice guy you like to go on fishing trips with, is a great pitfall. Instead I looked for those sharp, scratchy, harsh, almost unpleasant guys who see and tell you about things as they really are. If you can get enough of them around you and have patience enough to hear them out, there is no limit to where you can go.

Questions

- 1 What is his most important contribution to IBM?
- 2 What will he do when his employees are ill or involved in an accident?
- 3 Does he think that he is much more intelligent than all the staff?
- 4 What kind of person does he like to promote? Why?

- Keys
- 1 His ability to pick strong and intelligent men and hold them together.
- 2 To show thoughtfulness.
- 3 No, he doesn't.
- 4 Someone he doesn't like. Because they will usually tell him the truth/tell him about things as they really are.



Part IV



Supplementary Exercises



Listen to the conversation twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

Woman: What sort of jobs are open to women in your country?

Man: Practically all jobs are open to women nowadays. They can go in for any career but

some jobs are of special interest to them.

Woman: Such as what?

Man: Well, a job as a nurse or as a teacher, for instance. Librarianship is popular, so is

hairdressing and journalism. But of course there are so many others: acting, dancing,

child care, social work, medicine and so on.

Woman: Do women get paid the same as men? Is there equal pay for equal work?

Man: Not in every case, yet. But it's going to happen in the future.

Woman: In our country we find women in nearly all walks of life, including the army, the civil

service, politics and sport. We have thousands of career girls. We also have women

Generals or a woman Prime Minister!

Man: We'll have one. The time will come, I'm sure.

Keys

1 T 2 F 3 F 4 F



Listen to the following passage twice and take down the notes you hear.

What's she like as a secretary? Oh, she's a very nice person. She is good at computers, and is very intelligent. She's about 24 years old, good-looking with long black hair and blue eyes. She comes from the north, I think. Oh, by the way, she can understand French very well and can speak it a little too. She likes people and she likes her job. She's leaving my company because she prefers to work in a big city. I can really recommend her.

Keys

She is <u>24</u> years old, good-looking with <u>long black hair and blue eyes</u>. She comes from <u>the north</u>. She is very <u>nice and intelligent</u>. She is good at computers. She can understand <u>French</u> very well and can speak it a little. She likes people and her job.



Listen to the dialogues and fill in the blanks with the words you hear.

(A)

Man: How do you find your hotel, Life

Woman: Not very good, I'm afraid.

Man: Really? What's wrong with it?

Woman: Well, the service is terrible, and the staff is not very friendly.

Man: Really? Why don't you move to another hotel then?

Woman: Yes, I should really. But the hotel is in a very convenient location.

Man: Is it?

Woman: Yes, I can walk to almost every place I need to go to and it's very cheap. So I think I'll

just stay where I am.

(B)

Man: In my opinion, I think that we need to look at the question more from the customer's

perspective. I really feel we need to do more market research.

Woman: I tend to think that we have enough information already and it's time to make some

decisions.

Man: Well, the way I see it, we've only scratched the surface in getting to know our

customers. We need to get inside their heads if we want to offer what they want and

aren't getting right now.

Woman: You may be right, but if you ask me, I just don't think it's worth it to sink more time

<u>and money</u> into the type of market research you're proposing. It's far more than what other companies are doing.

Man: That's precisely my point. I'm sure that if we can get information that other companies don't have, we'll be one step ahead.



Listen to the dialogue twice and fill in the chart with the information you get.

(Jane and Jack have different opinions about television. Jane focuses on the advantages of television in the home while Jack emphasizes the disadvantages.)

Jane: Did you watch that horror film on TV last night, Jack?

Jack: No, we don't watch TV any more. As a matter of fact I'm thinking of getting rid of our set.

Jane: Whatever for? Doesn't your family like TV?

Jack: That's not the point. I've come to the conclusion that TV has a thoroughly bad effect on family life. We don't have any proper conversation any more. The children make mistakes in their homework because they've got one eye on the clock in case they miss their favorite program.

Jane: But don't you think some of the programs are very interesting?

Jack: Occasionally, yes, but most of the time they're rubbish. They're either idiotic comedies that are an insult to the intelligence, or the sort of films — sex and violence and that kind of thing — that I don't want my children to watch. The children would be far better off reading a good book or playing a decent game that taught them how to use their brains.

Jane: I'm afraid I don't altogether agree with you. Too much television is bad, I grant you, but I think it teaches children a great many things they'd never have the chance to learn any other way — what's going on in the world and how people live in other countries, and some of the popular science programs are fascinating. Then, too, they see things happening as they happen — the moon landings, for instance.

Jack: Hmm — well, that was exceptional.

Jane: True, but it was TV that made it possible for the world to see it happening. And then, some of the serials are very good, especially those based on the classics.

Jack: They'd do far better to read them in the original.

Jane: Well, they very often do. And then, the news and documentaries are first-class. It's all very well reading about an earthquake in the newspaper, but when you actually see the destruction on TV, well — it makes you think. It makes you more concerned about other people and their problems.

Jack: That's true, I suppose, but you can't say that about the variety of programs and all

those old films, to say nothing of the endless ration of crime series, all featuring some superhuman detective.

Jane: Well, TV is also a good companion to lonely people, especially the old.

Jack: My family aren't old, and I don't want them growing up with a lot of silly ideas in their heads.

Jane: But you can be selective, after all. You can always turn the program off, if you think it's unsuitable.

Keys

Jane	Advantage	1. TV teaches children a great many things they'd never have the chance to learn any other way — what's going on in the world and how people live in other countries.
		2. TV made it possible for the world to see it happening.
		3. Some of the serials are very good. The news and documentaries are <u>first-class</u> .
		4. It makes people more concerned about other people and their problems.
		5. TV is also a good <u>companion</u> to lonely people, especially the old.
Jack	Disadvantage	1. TV has a thoroughly bad effect on family life. We don't have any proper
		conversation any more. The children make mistakes in their homework because
		they've got one eye on the clock in case they miss their favorite program.
		2. Most of the time the programs are rubbish. They're either idiotic comedies, or the
		sort of films — sex and violence and that kind of thing.

Part V



The World of Humor

Answer the question according to what you hear.

Mr. Johnson had never been up in an airplane before and he had read a lot about air accidents, so one day when a friend offered to take him for a ride in his own small plane, Mr. Johnson was very worried about accepting. Finally, however, his friend persuaded him that it was very safe, and Mr. Johnson boarded the plane.

His friend started the engine and began to taxi onto the runway of the airport. Mr. Johnson

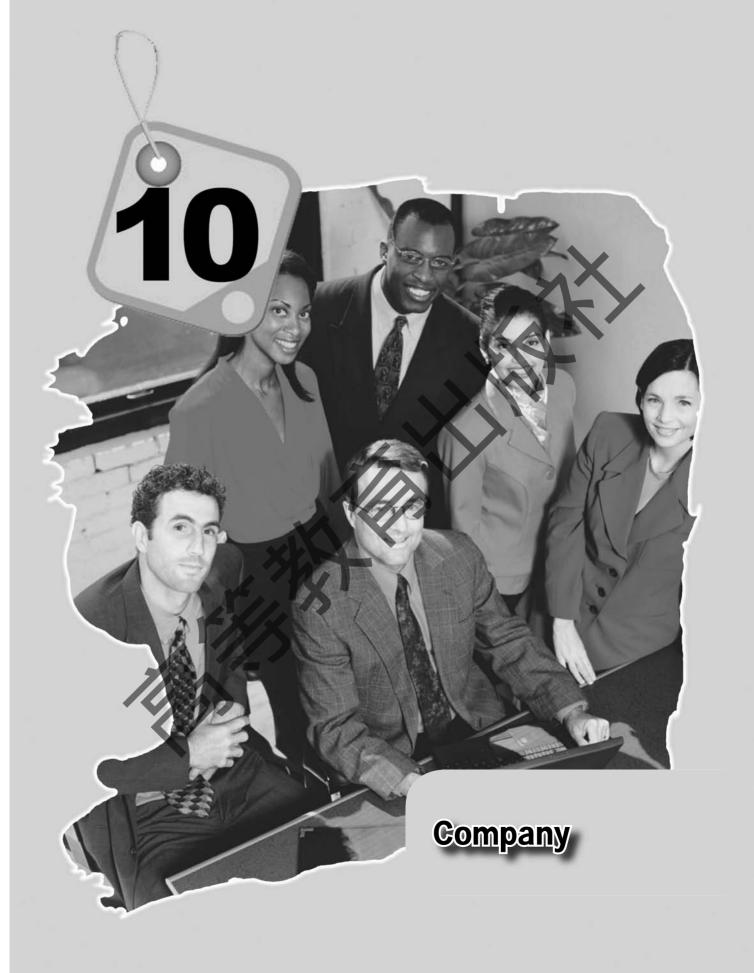
had heard that the most dangerous parts of a flight were the take-off and the landing, so he was extremely frightened and closed his eyes.

After a minute or two he opened them again, looked out of the window of the plane, and said to his friend, "Look at those people down there. They look as small as ants, don't they?"

"Those are ants," answered his friend. "We're still on the ground."









Part I



Warming-up Exercises

Listening Skills

Objective: learning to predict while listening (II)



Before you listen to the conversation, first read through the following and then answer the questions in the prediction form.

Keys

Prediction		
Questions	Answers	
1. Who were the speakers?	Members of a firm	
2. What were they discussing?	Something they are going to sponsor	
3. What final decision were they trying to reach?	The sum of money they would pay	



Listen to the conversation and choose the best answers to complete the statements in A.

Andrew: So, what's the next thing on the agenda, Paul?

Paul: Well, it's the Northern Theatre Company. They want to know if we'd be interested in

sponsoring a tour they want to make to the Far East.

Andrew: The Far East, eh? And how much are they hoping to get from us?

Paul: Well, the letter mentions \$20,000, but I don't know if they might settle for less.

Brenda: Do they say what that would cover? Have they anything specific in mind?

Paul: No, I think they're just asking all the firms in town for as much money as they think

they'll give.

Andrew: And we're worth \$20,000, eh?

Paul: It seems so.

Andrew: Very flattering, but I'm not awfully happy with the idea. What do we get out of it?

Brenda: Oh, good publicity, I suppose.

Andrew: But in the Far East! We've never had any contracts in the Far East!

Brenda: Yes, but we might make some, if our name became better known. After all, electronics

is a big thing out there.

Andrew: Yes, but they tend to export to here, not the other way round. They're out

competitors, dammit.

Paul: Don't be so negative, Andrew. Let's think about it a bit more carefully. What I

suggest is not that we just give them a sum of money, but that we offer to pay for something specific, like travel or something. And in return we ask for our name to be printed prominently in the programs and that they give us free advertising space in it.

Andrew: But the travel bill would be enormous, we could never manage that!

Brenda: I know, but why don't we offer to pay for the printing of the programs ourselves, on

condition that on the front cover there's something like "This program is presented with the compliments of Norland Electronics?" ... and free advertising, of course.

C

Paul: Good idea. Well, let's get back to them and ask for a costing of the sort of program

they want. Then we can see if we're interested or not.

Andrew: OK. I agree.

Brenda: OK.

Keys

1 B

Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

1 A: Is that a <u>reliable</u> company?

- **B:** Yes, I like to do business with them.
- 2 A: I'm offered a job in Mr. Collins' pharmaceutical company. Do you think I should take it?
 - **B:** I am not familiar with the <u>nature</u> of your job, nor with the company policy, so I don't dare make any comments.
- 3 A: You are working at a trading company, aren't you?
 - **B:** Yes. The working conditions and <u>surroundings</u> are excellent all conducive to the further development of my abilities.
- **4 A:** Where is your company based?
 - B: In Atlanta. We have offices in Paris and London already.
- 5 **A:** The job <u>opening</u> is not in this city. Are you willing to work in our <u>branch</u> office in Hong Kong?
 - **B:** That's fine with me.



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Man: Mrs. Young, I represent Global Engineering. We are, I think, an organization

very similar to your own.

Woman: I'm very pleased to meet you, Mr. Li. Please take a seat.

Question: What is the relationship between the man and the woman?

Woman: I'd appreciate your professional opinion. Do you think that I should sue the

company?

Man: Not really. I think that we can settle this out of court.

Question: What is the probable relationship between the two speakers?

3 Woman: Which company was most successful this year?

Man: I really think Apple had a great year as well as Microsoft and Sony, however I

want some sources to see which is the best.

Question: What does the man mean?

4 Man: To whom did you send the invoice?

Woman: I sent it to the General Sales Company.

Question: What are they talking about?

5 Man: I'd like to take a look around your company.

Woman: OK. I'll show you around. Look at that new building. The recreation center is

on the second floor, the restaurant is on the ground floor. And the showroom is

on the fifth floor.

Question: On which floor is the showroom?

Keys

1 B 2 B 3 A 4 C 5 D



Listen to the following longer conversation twice and fill in the blanks with the missing words.

- **A:** Where is your company?
- **B:** It's located near the railway station on Park Road.
- **A:** What type of company is it?
- **B:** It's a trading company.
- A: Does most of your business deal in exports?
- **B:** Yes, most of our business is in trade with America.
- **A:** How about Japan and Europe?
- **B:** Well, at the moment, not much. But <u>with a view to future trade</u>, we're going to open branch offices in London and Tokyo soon.
- **A:** Is your main office in Shanghai?
- **B:** Yes, it was <u>founded in 1978</u>. I work in the Export Department and I meet foreign customers; I show them <u>our new products</u> and <u>discuss trade terms</u> with them. I sometimes <u>entertain</u> our customers.



Listen to the following longer conversation twice and decide whether the following statements are true or false. Write "T" for true or "F" for false.

Woman: What made you decide to join our company? You know we are rather small and young.

Man: I realize that. In fact, I have received attractive job offers from a few larger corporations. But I believe I would have better opportunities with a small but rapidly expanding company like yours.

Woman: I see. But you'll have to work on many difficult projects, I'm afraid.

Man: I'm not afraid of challenges.

Woman: Do you mind working on weekends?

Man: No, I don't.

Woman: When can you start work?

Man: Anytime.

Woman: Then report for work tomorrow morning at 9.

Man: I will. Thank you very much.

Keys

1 F 2 T 3 T 4 F 5 T



Listen to the following longer conversation twice and fill in the chart with the information you get.

(Mary, John, Jack and Sally are talking in the office)

Mary: What are the most important things in making a company successful? John, what's your opinion?

John: There are several important things that are required to create the most successful company. First of all, a successful company exactly knows what it wants. Your goals should seem to be real but at the same time to be ambitious enough. What do you think, Mary?

Mary: In my opinion, the most successful company can find and keep talented people, and give them a fair chance to grow. Automatically company grows. Jack, what do you think about it?

Jack: I think the base of a successful company is a strong leader with the strong management skill. Nowadays the role of the top managers grows. The employees are expecting the decision-makers to do even more than earlier. Sally, what's your opinion?

Sally: Not one of your answers mentions customers. The most important thing to a company is its customers. Retaining and getting new customers keeps the company running.

Keys

	The most important thing in making a successful company
John	A successful company exactly knows what it wants. Its goals should seem to be real but at the same time to be ambitious enough.
Mary	The company can find and keep <u>talented people</u> , and give them <u>a fair chance to grow</u> .
Jack	The base of a successful company is a strong leader with the strong management skill.
Sally	The most important thing to a company is <u>its customers</u> . Retaining and getting <u>new customers</u> keep the company running.



Part III



Passages



Listen to the passage twice and fill in the blanks with the words you hear.

QSC & V has been the <u>foundation</u> that built McDonald's success. QSC & V stands for the McDonald's principles of <u>Quality</u>, Service, Cleanliness, and Value. It's McDonald's <u>business</u> philosophy ever since it came into being. Quality to McDonald's <u>means</u> that they ensure their customers <u>receive</u> food products that are the result of the best ingredients, <u>strict</u> standards, and proven preparation procedures so that they will be safe, healthy, and great-tasting.

Service that's fast and <u>friendly</u> has always been a foundation for success of McDonald's. They use <u>service</u> enhancement techniques to help to provide service that meets and <u>exceeds</u> their customer's expectation. Cleanliness has always been McDonald's <u>principle</u>. This means having the cleanest and freshest <u>facilities</u> — from the kitchen and dining room to the rest rooms and parking lots. <u>Value</u> means low prices at McDonald's. Today value is defined as the total <u>experience</u> you receive for what you pay, and at McDonald's, the total experience <u>includes</u> nice food, friendly folks, a clean environment, quick and accurate service and fun.

B

Listen to the passage twice and choose the right answer to each question you hear.

IBM was incorporated in the state of New York on June 15, 1911 as the Computing-Tabulating-Recording Company. The war years (World War II) marked IBM's first steps toward computing. The Automatic Sequence Controlled Calculator, also called the Mark I, was completed in 1944 after six years of development with Harvard University. It was the first machine that could execute long computations automatically.

IBM led data processing in a new direction with the 1957 delivery of the IBM 305 Random Access Method of Accounting and Control (RAMAC), the first computer disk storage system. On April 7, 1964, IBM introduced the System 360, the first large "family" of computers to use

interchangeable software and peripheral equipment. Rather than purchase a new system when the need and budget grew, customers could now simply upgrade parts of their hardware.

John R. Opel's appointment as CEO in 1981 coincided with the beginning of a new era of computing. Thanks to the birth of the IBM Personal Computer, or PC, the IBM brand began to enter homes, small businesses and schools. Later, IBM's significant investment in research produced four Nobel Prize winners in physics, achieved breakthroughs in mathematics, memory storage and telecommunications, and made great strides in expanding computing capabilities.

Questions

- 1 When and where was IBM incorporated?
- 2 How long did it take IBM to develop the Mark I with Harvard University?
- 3 When did IBM deliver the first computer disk storage system?
- 4 What could customers do when the need and budget grew?
- 5 What made the IBM brand enter homes and small businesses?
- 6 In what fields did IBM's investment in research produce some Nøbel Prize winners?

Keys

1 A 2 D 3 C 4 B 5 A 6 B



Listen to the passage twice and answer the questions according to the information you get.

The pioneers who built this company scarcely could have imagined it. Coca-Cola has achieved a milestone—sales of Coca-Cola and other company products have exceeded 1 billion servings per day. It took 22 years for them to sell the first billion servings of Coca-Cola. And now, they are selling a billion drinks a day. The Coca-Cola Company people are now continuing building this business, finding more ways to bring Coca-Cola and their other products to more people, recognizing their vast potential, and going after that next billion.

First, there came the creator of Coca-Cola, John Pemberton. Later came Asa Candler, the originator of the 20th century Coca-Cola marketing; Robert Woodruff, for 60 years the architect of the company's success and father of the company's international expansion. Among those pioneers, none stood taller in creating value for share owners than Roberto C. Goizueta, who led the company for 16 years as Chairman of Board of Directors and Chief Executive Officer. He regarded the company's mission — creating value for the company over time — as paramount. The Coca-Cola Company's mission is to create value for their share owners on a long-term basis by building a business that enhances the Coca-Cola Company's trademarks. This is also their

ultimate commitment.

Keys

- 1 They have exceeded 1 billion servings per day.
- 2 It took 22 years.
- 3 John Pemberton.
- 4 The originator of the 20th century Coca-Cola marketing.
- 5 For 16 years.
- 6 To create value for their share owners on a long-term basis by building a business that enhances the Coca-Cola Company's trademarks.



Listen to the passage twice and give answers to the questions you hear.

General Motors Company, one of the world's largest automakers, traces its roots back to 1908. With its global headquarters in Detroit, GM employs 209,000 people in every major region of the world and does business in more than 120 countries. GM and its strategic partners produce cars and trucks in 31 countries, and sell and service these vehicles through such brands as Buick, Cadillac, Chevrolet, GMC, etc. GM's largest national market is China, followed by the United States, Brazil, the United Kingdom, Germany, Canada and Russia.

General Motors is a great car and truck manufacturer with a long history of outstanding corporate citizenship. At GM; corporate responsibility is more than words. It is an acknowledgement that our actions shape our reputation.

Doing the right thing remains at the core of ethical business conduct, but it is no longer enough. Global social expectations are changing; trust in all institutions is declining; the benefits of globalization are not evenly distributed. These trends, as well as the activities of media, government and nongovernmental organizations, shape society's view of business. To ensure a balanced view, business needs to do more than make great products; it needs to engage in a dialogue with its stockholders on its values and how it lives these values. This dialogue is key to meeting increased calls for transparency and key to building trust. And trust is fundamental to business success.

Questions

- 1 What is the full name for GM?
- 2 Where is GM's global headquarters?
- 3 Which country is GM's largest national market?
- 4 What is GM's belief?

- 5 How does GM manage to meet increased calls for transparency?
- **6** What is essential to business success?

Keys

- 1 General Motors Company.
- 2 In Detroit.
- 3 China.
- 4 Corporate responsibility is more than words. /Our actions shape our reputation
- 5 By engaging in a dialogue with its stakeholders.
- 6 Trust.

Part IV



Supplementary Exercises



Listen to the following passage twice and fill in the blanks with the missing words.

Firms are a very important part of the economy. They are responsible for <u>producing goods</u> and services. While the vast majority of the world's businesses are small, large firms often <u>dominate</u> the economy in some countries.

Large businesses <u>differ</u> very much from small ones <u>in a wide variety</u> of ways. In many countries there are both <u>private firms</u> and nationalized firms belonging to the government. A small private firm may have just one <u>owner</u> but a very large firm has thousands of <u>shareholders</u>.

In very large firms the owners have <u>very little to do</u> with the day-to-day running of the company. This is left to the <u>management</u>. Very large companies may be organized into several large departments, or sometimes even divisions.

Some firms may only produce one product or <u>service</u>. Others may produce many different products. Many large firms have <u>manufacturing plants</u> and trading locations in several different countries <u>spread</u> around the world.

Although there may be <u>differences</u> from country to country, offices do not <u>vary</u> very widely. Office furniture <u>tends</u> to <u>be</u> similar — desks, chairs, filing cabinets, <u>office equipment</u> such as

personal computers or computer terminals on many desks.



Listen to the conversation twice and answer the following questions according to the information you get.

- A: Our company is one of the most successful of its kind in Japan. We are sure to be successful here as well.
- **B:** That will be good for your company, but exactly how will it help our town?
- A: Well, first of all, we will hire only local people to work in the factory.
- **B:** Does that include all the employees? Even those in management positions
- A: Yes, for the most part. We will, of course, have some of our personnel from Japan in management positions to get things started and to teach our management system.
- **B:** That sounds good. Now what about your waste products? What will you do about them? We don't want any industrial waste problems here!
- A: There really isn't any waste to speak of. Not only that, the industry is very quiet as well. So you will have no noise pollution from us.
- **B:** It sounds like an ideal situation. But I'm not so sure the people in our town will be happy with that system, not to mention the fact that I have my doubts about how well your product will sell over here.
- A: You may have a point there. But our company is willing to take that chance. What's more, if the management system does prove to be unsatisfactory, we're willing to modify it as necessary to keep the employees satisfied and to keep our production rate up. And I might add that our company is willing to pay top dollar to the city for the use of that land by the railroad tracks where we want to build our factory.
- B: I see. In that case, you've talked me into it!

Keys

- 1 Only local people.
- 2 They will get things started and teach their management system to the local employees.
- 3 No. Because there is no waste and the industry is very quiet.
- 4 Top dollar for the use of the land by the railroad tracks where the company will build its factory.



Listen to the dialogue twice and fill in the blanks with the information you get.

- **A:** We're thinking of setting up a representative office here. Could you give me some advice?
- B: I'd be glad to. The first thing to do is to entrust a firm here to make an application for

independent foreign trading rights.

- A: I think that firm should be in the same line of business as ours.
- **B:** That's right.
- **A:** Who should that firm apply to for approval?
- **B:** The Foreign Economic Relations and Trade Commission.
- A: What documents and materials should be provided when making an application?
- **B:** There are quite a few: an application, a business license, a credit certificate, an attorney's letter, the résumé and identification of the representative.
- **A:** I see. That's the usual procedure. Anything else?
- **B:** Oh, I almost forgot. The office leasing contract.
- A: Certainly. The representative must have an office to work in

Keys

What you should do to set up a representative office:

- 1 entrust a firm to make an application for independent foreign trading rights
- 2 apply to the Foreign Economic Relations and Trade Commission for approval
- provide documents and materials: <u>an application</u>, a business license, a credit certificate, <u>an attorney's letter, the resume, identification of the representative, and the office leasing contract</u>



Listen to the dialogue twice and give answers to questions you hear.

Woman: Do you know anything about our corporation?

Man: I know very little except that people are interested in your newly issued stocks. I want

to buy some of your stocks, too. Could you give me a brief introduction?

Woman: OK Our corporation is a joint venture. The foreign partner is an American company.

They have invested in equipment and technology which take 35% of the total assets.

Man: How much is your registered capital?

Woman: RMB 60 million. In order to gather more funds for the new project, we have issued

30,000 shares of common stocks through the Bank of Construction and 20,000 shares of common stocks through the Bank of China. The former, called A stocks, have been issued to Chinese, RMB 40 for one share. The latter, called B stocks, have been

issued to foreigners, US \$15 for one share.

Man: What's your new project?

Woman: We would build a new plant with two production lines, producing various children's

bikes. They are marketable in foreign markets.

Man: Are you confident in your corporation's management?

Woman: Yes, our corporation is very well managed. It's a profitable enterprise. Last year we

had RMB 25 million profit before tax. When our new products are turned out and

put on markets, we will be able to gain another RMB 15 million of profit.

Man: So you think the stocks are worth buying?

Woman: Of course. You will be lucky if you could become one of our shareholders.

Man: All right. I've made up my mind to buy your stocks.

Woman: That will be a good investment!

Questions

1 What is the man interested in?

- 2 Who is the corporation's foreign partner?
- 3 What percentage of the total assets does the foreign partner take.
- 4 How many shares of B stocks has the corporation issued?
- 5 What was the profit before tax the corporation gained last year?
- 6 Does the man decide to buy the stocks?

Keys

- 1 The corporation's newly issued stocks.
- 2 An American company.
- 3 35%.
- 4 20,000 shares.
- 5 RMB 25 million
- 6 Yes.

Part V



The World of Humor

Answer the question according to what you hear.

A clerk who worked in a small office in a factory discovered that there were so many files in

his room that there was not room for any more. Also, each file was so full that it was impossible to add any more papers to it.

"Well," he thought, "every week I have to find room for several hundred letters, so something will have to be done about this."

He thought and thought, and then decided to send a note to his manager explaining what had happened and asking him for his permission to go through the old files and to take out and destroy all letters which were no longer of any use.

The next day he received a note from the manager in answer to his. It said, "All right, you have permission to do as you suggest, but you must make copies of all letters before destroying them."







Part I



Warming-up Exercises

Listening Skills

Objective: solving problems in listening (I)

Listen to the passage twice and complete the following outline according to what you hear.

A student learning English often finds the following problems when he listens to talks or lectures.

Firstly, he doesn't always identify all the words correctly. I refer here to known words, i.e. words which the student would certainly recognize in print. Let's examine some of the reasons for this particular difficulty. In writing, there are clear spaces between each word; in speech, one word runs into the next. It's very difficult to decide, therefore, where one word finishes and the next one begins.

In writing, the words consist of letters of the alphabet. These letters have a fixed shape; they're easy to identify. In speech, however, vowel and consonant sounds are often very difficult to identify. Some of these sounds may not exist in the student's native language. Many of them, particularly the vowel sounds, are given different pronunciations by different English speakers.

Finally, some words in English, words like "and" or "there" or "are" or "will" are frequently pronounced with their weak or reduced forms in speech. This is sometimes so short that non-native speakers, perhaps not accustomed to them, fail to recognize them at all. Many students, for example, don't recognize the normal pronunciation /ðərə/ for the words "there are" which occur at the beginning of so many English sentences. Furthermore, they encounter a similar problem with unstressed syllables which are part of a longer word. For instance, think of the word "cotton", which is spelt "c-o-t-t-o-n". I'll repeat that: "c-o-t-t-o-n". Each letter is the same size; no difference is made between the first syllable "cot-" and the second syllable "-ton". In

speech, however, the first syllable is stressed and the second is unstressed. The word is not pronounced "cot-ton" but "COTn". The same is true for the word "carbon", spelt "c-a-r-b-o-n", it's not pronounced "car-bon" but "CARbn".

But I want now to come on to the second main problem; the difficulty of remembering what's been said. Again, the problem here is much less difficult in the written than the spoken form. Words on a page are permanently fixed in space. They don't disappear like words that are spoken. They remain in front of you. You can choose your own speed to read them whereas in listening you've got to follow the speed of the speaker. A difficult word, or sentence, on the printed page can be read again, whereas a word not clearly heard is rarely repeated. The listener, therefore, finds that he has to concentrate so hard on identifying the words correctly and on understanding them that he has little time left to remember.

In a foreign language his brain simply has too much to do. In his own language, of course, he's able not only to identify and understand the words automatically but also he can often even predict the words which are going to come. His brain, therefore, has much more time to remember.

Keys

Problems in listening (I)

I . Difficult to identify all the words correctly

Reasons:

- 1 In writing, there are spaces between each word. In speech, one word runs into the next.
- 2 In writing, the letters of the words have a fixed shape and easy to identify. In speech, vowels and consonants are difficult to identify.
- In writing, each letter is the same size.In speech, some words are pronounced with weak or reduced forms or unstressed syllables.
- II. Difficult to remember what's been said.

Reasons:

- 1 Have got to follow the speed of the speaker.
- 2 Have to concentrate on identifying the words correctly and understanding them.
- 3 In a foreign language, your brain has <u>too much to do</u>.
- 4 In your own language, your brain has much more time to remember.



Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

- 1 A: We thought you might like to see the sights of our city between talks.
 - **B:** Thanks, maybe later. Let's get business over first.
- 2 A: A telex message from Tokyo has just come in. Shall I get it for you?
 - **B:** Please bring it to me now. I've been waiting for some important information.
- 3 A: Should I use Mr. Smith's home or work address?
 - **B:** I think using his home address would be better. He might be on vacation when it arrives.
- 4 A: I'm calling to <u>inform</u> you that we have decided to make the purchase. How <u>soon</u> could it be delivered?
 - **B:** We could make the delivery as soon as Thursday morning.
- 5 A: Mr. Wang would like to let you know that he was very pleased with your prompt service.
 - **B:** Thank you very much, Mrs. Jones. If there is anything else you need, do not <u>hesitate</u> to contact us.



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Woman: Have you received the check from the company to cover the damage to your car?

Man: No, not yet, but I expect to within the next few days.
Question: What is the most likely subject of this conversation?
Woman: What minimum sets do you want for new shapes?

Man: We're aiming at 50,000 set minimums per new pattern.

Question: How many set minimums does the man want?

3 Woman: But everything is in our favor. We have financial and political backing as well as

an excellent staff. We ought to go ahead with the plan.

Man: Well, I guess if you put it that way, you're probably right.

Question: What favorable conditions does the woman think they have?

4 Man: Did you buy your car from that dealer in the city?

Woman: He went out of business last month.

Question: What does the woman say about the car dealer?

5 Woman: That report I did came to over fifty pages.

Man: My goodness!

Question: What does the man think about the report?

Keys

1 B 2 B 3 D 4 D 5 C



Listen to the following longer conversation twice and answer the questions.

Park: Good morning.

Rose: Good morning, sir. Can I help you?

Park: Yes, I'd like to buy some new computers for my company.

Rose: Well, you've certainly come to the right place. What's the name of your company?

Park: The Douglas Insurance Company.

Rose: And your name?

Park: My name's Park. I'm the Office Manager.

Rose: Well, Mr. Park, we have a very good selection of computers in our showroom. Our

salesman, Mr. Philip will be pleased to help you.

Park: Fine. Where is the showroom?

Rose: Just over there. The door's at the side of the lift.

Park: Thank you very much. Er ... good morning. Is this the showroom?

Philip: Yes, sir, can I help you?

Park: My name's Park. I'm from the Douglas Insurance Company and I'd like to see some

computers.

Philip: Have you any particular make in mind?

Park: Well, there isn't much difference between the various makes, is there?

Philip: No, not really. How soon do you want them?

Park: Well, as soon as possible.

Philip: In that case if you tell me how many you want, I can see what we've got in stock.

Park: Well, I really need a dozen machines.

Philip: One minute, Mr. Park, I'll just check the stock. Now, this machine is made in Germany.

Park: German machines are very reliable.

Philip: Yes. I can supply you a dozen of this make.

Park: Good. The next question is, how much are they?

Philip: You'll find all the prices and discounts listed in our brochure. Perhaps you'd like to look

through this copy before placing a firm order.

Park: Thank you, I'll do that. I'll be in touch with you again. Goodbye.

Philip: Goodbye, sir.

Questions

1 Who is Mr. Park?

- 2 What does he want to buy?
- 3 How many computers does he want?
- 4 When will he need the machines?
- 5 What kind of computers will Mr. Park probably buy?

Keys

- 1 He is the Office Manager of the Douglas Insurance Company.
- 2 Computers.
- 3 About 12.
- 4 As soon as possible.
- 5 German machines



Listen to the following longer conversation twice and choose the right answer to each question you hear.

Taylor: Good morning, Shelly.

Shelly: Good morning, Mr. Taylor.

Taylor: Tell me, Shelly, have you heard anything about the new filing cabinets we ordered?

Shelly: They're on their way, Mr. Taylor. I've just telephoned the manufacturers.

Taylor: Oh, fine. And what's happened to the order for the new office copiers?

Shelly: Oh, it was confirmed last week.

Taylor: Good — did they suggest a delivery date?

Shelly: Yes, they should be here by the end of next month.

Taylor: Fine — and have you had any enquiries yet?

Shelly: Yes, we've had several enquiries already.

Taylor: Excellent.

Shelly: But ...

Taylor: But what? You don't seem very happy about it.

Shelly: Well, it's a question of space. The showrooms just aren't big enough.

Taylor: How many machines did you order?

Shelly: Half a dozen.

Taylor: Hmmm, and how much space will they take up?

Shelly: At least half the showroom.

Taylor: So we'll have to build an extension, almost double the size of the present showroom.

Shelly: Yes — especially if we want to expand our computer section

Questions

- 1 What is the delivery date for the new office copiers?
- 2 What is the problem according to Shelly?
- 3 How many machines did Shelly order?
- 4 What will they do if they want to expand the computer section?

Keys

1 B 2 A 3 B 4



Listen to the following longer conversation twice and answer the questions.

Li: Well, Mr. White. It seems to me that we had a good start yesterday. Let's go on with our business talk.

White: Yes, I've reconsidered your price, Mr. Li. Frankly speaking, I think the price is working against us.

Li: Why, Mr. White? This is a fair market price.

White: But both Simpson's and Martin's prices are lower than yours.

Li: You know the kind of quality Simpson's and Martin's low prices give you. I assure you that quality will never be a problem with us.

White: All right. Then what about the method of delivery?

Li: What's your proposal?

White: I'd like to have the goods sent by air. It's quick, and what is more, delivery by air will make the goods less liable to damage than by sea.

Li: There is only one thing there. Freight costs are higher by air. This will mean a

substantial increase in our expenses.

White: But I really believe it would be worthwhile.

Li: On our side we'll do as you desire, if the extra freight is for your account.

White: That's all right. So it would also be written into our contract.

Questions

1 What does Mr. White think about the price?

2 What does Mr. Li say about Simpson's and Martin's low prices?

3 Why does Mr. White like to have the goods sent by air?

4 Does Mr. Li like Mr. White's proposal? Why or Why not?

5 Why does Mr. Li finally accept Mr. White's proposal?

Keys

- 1 The price is working against them.
- 2 The quality may be a problem.
- 3 Because it's quick and it will make the goods less liable to damage than by sea.
- 4 No, because freight costs are higher by air and this will mean a substantial increase in their expenses.
- 5 Because Mr. White will pay the extra freight.





Passages



Listen to the passage twice and fill in the blanks with the words you hear.

One of the biggest mistakes a young entrepreneur can make is simply failing to write a business plan. There is no other single <u>process</u> that can be more useful in beginning business problem-solving than addressing the <u>risks</u> and thoughtfully forecasting by writing the plan. Don't fall into the <u>excuse</u> that you have the business plan in your head. It only becomes a <u>reality</u> when you put it into writing because when it's in your head, no one else can see it.

A business plan will showcase your product or <u>service</u>, how you plan to make a profit and the <u>exceptional</u> team who can bring the business to success. It should include <u>market</u> data and tests to show the service or product will sell, the essential <u>skills</u> that will drive profits, estimates for startup <u>costs</u>, projections for sales and profits, a break-even analysis and long-term <u>goals</u> for the company.

If, while writing the business plan, you decide from your <u>research</u> that the business isn't as sensible or <u>profitable</u> as you originally thought, the plan has served its <u>purpose</u>. Rather than cost you money and <u>effort</u>, you've spared yourself any loss. Once you've <u>crafted</u> a plan that satisfies you, show it to your entrepreneur friends and ask for their input on how to improve it.

Be sure your plan shows your original <u>thinking</u> for the unique situation so that readers can see how the team problem-solves and <u>relates</u> to the business, says Stever Robbins, business consultant and startup veteran of nine companies.



Listen to the passage twice and choose the right answers to the questions you hear.

The business letter is the principal means used by a business firm to keep in touch with its customers. It deals with matters of impersonal, official, or public nature, as contrasted with personal letters, which deal with private matters. The whole secret of good business letter writing is to write simply, in an easy and natural way—like one friendly human being talking to another. Make your letters sound as much as possible like good conversation.

The modern business letter is nearly always typed. It has long been customary to set it out in the indented style, but now the block style has come to be much more widely used than before because, it is claimed, it saves typing time.

The business letter mainly consists of seven principal parts: the heading, the inside address, the salutation, the body, the complimentary closing, the signature and special notations.

The heading is a very important part of any commercial correspondence. It is so important that most business firms have had their letterheads professionally designed and printed on good quality stationery. The printed letterhead includes most of the required information — the name, full address, and telephone number of the company. It often also includes additional information, such as the names of the major officials of the firm, the cable address, an advertising slogan, or a listing of branch offices. When the date line is added to the letterhead, the heading of the letter is complete.

The most important of any business letter is the body of the letter, which contains the message from the writer to the addressee. The message is, of course, the reason why the letter is written in the first place. If that message is so poorly written or so poorly organized that it does not accomplish its purpose, the letter is a failure.

Every business letter must be signed. Because many signatures are illegible, it is good modern practice to type the name of the signer and to place his or her signature immediately above it. This avoids the annoyance sometimes caused when a signature is misread.

Questions

- 1 What is the principal means used by a business firm to keep in touch with its customers?
- 2 What matters does the business letter deal with?
- **3** Which is NOT the way to write a good business letter?
- 4 What is the preferred style in typing a business letter now?
- 5 What is the last part of the letterhead?
- 6 What is the most important part of a business letter?



1 B

2 A

3 C

4 B

5 D

6 B



Listen to the passage twice and answer the questions according to the information you get.

A business letter is a formal means of communication between two people, a person and a corporation, or two corporations. Business letters differ from personal letters because they follow very strictly set rules for composition.

A business letter serves the main purpose of communication between two companies, or it is a method to talk to different people within a business. The purpose for business writings is to inform readers of information you want to get across or possibly persuade the readers to do something. Most problems with business letters are they are either hard to understand or very long. One solution that many writers use to correct this problem is to double check the writing to make sure it follows the seven C's of business writing. The seven C's are: clear, concise, correct, courteous, conversational, convincing, and complete. If you as a writer are able to effectively do all or part of these seven guidelines, then your paper will be on its way to being a good business letter.

There are many different types of business letters that a person can write to achieve different things. The key to writing a letter that will achieve what you want is to know what type of letter you are writing. The different types of letters are: acknowledgement, adjustment, complaint, inquiry, order, and response letter.

Once you have completed your business letter, there is a checklist that you can go through in order to make sure you letter is up to par. The basic idea of the checklist is to make sure the letter is: short, simple, strong, and sincere. If you go back and find that your letter has all of these qualities, then there is a good chance you have written an effective business letter.

Keys

- 1 Business letters follow very strictly set rules for composition while personal letters don't.
- 2 To inform readers of information you want to get across or possibly persuade the readers to do something.
- 3 Clear, concise, correct, courteous, conversational, convincing, and complete.
- 4 What type of letter you are writing.
- 5 Check whether your letter is short, simple, strong and sincere.



Listen to the passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

A business enterprise can be as simple as a single person producing one item or as complicated as a giant corporation with many subdivisions manufacturing a multitude of products. Most businesses depend mainly on consumers. To succeed, they must offer goods or services that consumers want, at prices they will pay, and must produce efficiently enough to make a profit.

Business begins with the entrepreneur—a person who sees a need, figures out how to meet it and is willing to take risks to advance his own fortunes.

Edvin H. Land, a physicist recognized that many people would want to use a camera that would produce a finished photograph in seconds, and put his skills to work developing such equipment. The result: Polaroid Corporation, with assets of about a billion dollars, and more than 14,000 workers.

Sometimes starting a business is merely a matter of seeing new ways to combine existing products and methods. Henry Ford did not invent the automobile, but he initiated the assembly-line method of production in order to manufacture cars more economically. The founder of McDonald's, did not invent the hamburger or the drive-thru restaurant, but he conceived a way to sell a meal that combined a product of standardized quality with quick service at a low price.



T 2 F

3 T

4 F

5 F



Part IV



Supplementary Exercises



Listen to the passage twice and fill in the blanks with the words you hear.

Businesses are generally of <u>three</u> types. Manufacturing businesses are organized to process <u>various</u> materials into tangible goods, <u>such</u> as delivery trucks or towels. <u>Service</u> businesses produce services, such as haircuts or legal <u>advice</u>. And some firms — called middlemen — are <u>organized</u> to buy the goods produced by manufacturers and then resell them. <u>All</u> three types of businesses may <u>sell</u> either to other firms or to consumers. In both <u>cases</u>, the ultimate objective of every firm must be to satisfy the needs of its customers.

In the course of normal <u>operations</u>, a business receives money from its customers in <u>exchange</u> for goods or services. It must also pay out money to cover the various <u>expenses</u> involved in doing business. If the firm's sales revenue is <u>greater</u> than its expenses, it has earned a <u>profit</u>. Profit is what remains after all business expenses have been deducted from <u>sales</u> revenue. A negative profit, which results <u>when</u> a firm's expenses are <u>greater</u> than its sales revenue, is called a loss.



Listen to the following conversation twice and decide whether the following statements are true or false. Write "T" for true or "F" for false.

Woman: Good morning, Mr. Jones. Have you just arrived from Sydney?

Man: Yes. I'm here for a week to call on business friends.

Woman: I see. And how's business?

Man: Fairly good. How do you find things?

Woman: Well, this is the offseason, so business is not particularly brisk just now. We've noticed

that your orders have been falling off lately, haven't they?

Man: That's because we've made some changes in our business.

Woman: But you're still handling made-up goods, aren't you?

Man: We are, but on a smaller scale.

Woman: Is there anything that I can book for you now?

Man: Well, if your prices are right, you can.

Woman: You'll get right prices. You can rely on that. What kinds of goods do you want,

sportswear, T-shirts, or underwear?

Man: What we can order from you right now are cotton goods.

Woman: I see. Can you let me have the name and quantities?



1 T

2 F

3 F

4 T

5 T



Listen to the following conversation twice and supply the missing part.

Woman: Good afternoon, can I help you?

Man: Yes, I would like to see someone about a new product our firm has developed.

Woman: Do you have an appointment?

Man: No, I'm afraid not, but I'm sure someone in your accounting section would be

interested in seeing what I have to offer.

Woman: I'm sorry, but all equipment purchase is handled by Mrs. White in the ordering

section. Let me refer you to her office.

Man: Thank you.



Listen to the passage twice and fill in the blanks with the information you get.

Different business letters have different objectives.

Acknowledgement letter is meant to thank the reader for something they did for you in the office. It could simply be saying thanks for receiving something the reader sent or maybe thanking them for their help with something. This type of letter is not required in a business environment, but it is appreciated.

Adjustment letter should be used in response to a written complaint against someone or something. The purpose of it is to inform the reader that actions are being taken against the wrongdoing as well as it serves as a legal document acknowledging the complaint.

Complaint letter is much like the adjustment letter except that no wrongdoing has taken place. Instead, this letter is just to let the reader know that an error has been found and needs to be corrected as soon as possible. Once again, this letter is a legal document letting the reader know that something should be done to correct the problem.

Inquiry letter is written as a request for a certain something or in response to a request made by someone. The object of the inquiry letter is to get the object or material requested in the letter.

Order letters are exactly as they sound, they are used to order material that is running low and will be needed soon. This type of letter is commonly known as a PO (purchase order). This letter is also a legal document showing a transaction between a business and a vendor.

Response letter is also exactly how it sounds. It is a letter written in response to another letter received by someone. The objective of this type of letter is to fulfill the request made by the person you are writing this letter to.

Keys

Acknowledgement letter	thank the reader for something they did for you in the office	appreciated but not required in a business environment
Adjustment letter	in response to a written complaint against someone or something	to inform the reader that <u>actions are being</u> taken against the wrong doing a <u>legal</u> document acknowledging the complaint
Complaint letter	much like the adjustment letter	to let the reader know that an error has been found and needs to be corrected as soon as possible 2 a legal document
Inquiry letter	a request for a certain something or in response to a request made by someone	to get <u>the object or material</u> requested in the letter
Order letter	order material that is running low and will be needed soon	commonly known as a PO (<u>purchase order</u>) a legal document showing <u>a transaction</u> between a business and a vendor
Response letter	in response to another letter received by someone	to <u>fulfill the request</u> made by the person you are writing this letter to



Part V



The World of Humor

Answer the question according to what you hear

A traveling salesman had to walk so much that his feet often hurt. His doctor told him that salt water was the best thing for them, so the salesman decided to go to the sea for his vacation that year. Since all of the hotels near the sea were expensive, he went to a small hotel far away from the beach.

In the morning he went down to the calm sea with a bucket, went over to the lifeguard and asked whether he would be allowed to take a bucket of salt water. The lifeguard seemed very surprised but said, "Yes, although you'll have to pay twenty-five cents for it."

The salesman gave the lifeguard twenty-five cents, filled his bucket, took it to his hotel and put his feet in the water.

After lunch, he came down to the beach again. The tide had gone out now, so the sea was much lower. The salesman thought, "That man has a very good business. He must have sold thousands of buckets since this morning."







Part I



Warming-up Exercises

Listening Skills

Objective: solving problems in listening (II)

Listen to the passage twice and complete the following outline according to what you hear.

Thirdly, I want to deal with a problem that worries most students in a lecture. The problem is this — they can't always follow the argument. This is, of course, partly due to the first two difficulties I've discussed. When you have difficulty in identifying or remembering words and sentences, you obviously won't be able to follow the argument. But even those students who can do these two things perfectly well have problems in following a quite straightforward argument. Why is this? I'll suggest three reasons here. Firstly, students don't always recognize the signals which tell the listener that certain points are important. Some of these signals will be quite different from those employed in writing. Secondly, some students try too hard to understand everything. When they come to a small but difficult point, they waste time trying to work it out, and so they may miss a more important point. Thirdly, some students concentrate very hard on taking notes and therefore may miss developments in the argument. But notetaking is a separate subject which will be dealt with in a later talk.

There are, however, other problems the student is faced with, which I'd like to mention briefly.

It's always a surprise to students to discover how much the pronunciation of English changes from one English-speaking country to another, and from region to region. Many lecturers from Britain have a B.B.C.-type accent, the type of English associated mainly with the South of England and most commonly taught to non-native speakers. However, other lecturers will speak differently. To give an example /bas/, /lav/, /mam/, etc., as spoken in the south, are pronounced in Manchester and many other parts as /bps/, /lpv/ and /mpm/. In Southern

English we say /gra:s/, /fa:st/, /pa: θ / but in Yorkshire and elsewhere they are pronounced /græs/, /fæst/ and /pæ θ /. It's worth noticing that it's usually the vowels which have variants, though sometimes it may be the consonants. For instance, a Scotsman will roll his "r"s, whereas a Londoner won't. So a lecturer with a particularly strong regional accent will cause non-native speakers considerable difficulty.

Whether a student follow a lecture easily or not depends also on the style of English the lecturer uses. By "style" I mean the *type* of English chosen to express an idea: at one extreme it may be very formal, and at the other colloquial or even slang. Generally speaking, the more formal the style, the easier it is for the student to understand. For example, a lecturer who says, formally, "This is undoubtedly the writer's central point" will be readily understood. On the other hand if he says, "That's really what the writer's on about", many students will have difficulty in understanding.

Other factors, which I haven't the time to discuss in detail, may also be involved. These include the speed at which the lecture is delivered, the rather common use of irony, the peculiarly English sense of humor, references which presuppose a knowledge of British culture, etc.

All these factors combine to make it a difficult task for students to follow lectures comfortably. It's clearly helpful to be aware of the problems and to get as much practice as possible in listening to and trying to understand spoken English.

Keys

III. A common problem

Difficult to follow the argument of a lecture.

Reasons: 1 Don't recognize signals which tell the important points.

- 2 Try too hard to understand everything.
- 3 Concentrate on taking notes and miss developments in the argument.

IV. Other problems

- 1 Pronunciation of English changes from one country to another and from region to region.
- 2 Style of English
 - a. very formal.
 - b. colloquial or slang.
- 3 Also
 - a. speed of the delivery.
 - b. common use of irony.
 - c. English sense of humor.
 - d. British culture.



Part II



Conversations



Listen to the following short conversation twice and fill in the blanks with the missing words.

- 1 A: Are you interested in doing business with our company?
 - **B:** We're thinking about handling your products. I heard your brand is of high quality.
- 2 A: How often does your company get complaints on quality, Susan?
 - B: Seldom. That's why many shops like to stock our products.
- 3 A: Do you receive many inquiries about your product?
 - **B:** Yes. There are a good number of them every day.
- 4 A: Here's a model of our latest design. What do you think of it?
 - B: Well, I'm not too happy about it.
- 5 A: Are these tables made according to our requirements and dimensions?
 - **B:** Let's see your specifications and quantity first.



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Woman: Mr. Bush, have you brought here any samples of your products today?

Man: Yes, my case is full of them.

Question: What are in the man's case?

2 Man: I've brought along the catalogs of our products for you to look over.

Man: Can you leave them with us for four days, until next Tuesday?

Question: What day is today?

3 Man: In old days, people took pride in their work and built things to last.

Woman: Nowadays you're lucky if they don't fall apart before you get them home.

Question: How do the man and woman feel about products manufactured nowadays?

4 Woman: Is this the latest model of your mini-size ones?

Man: Yes. It has a built-in flash. Also, a self-timer is included.

Question: What are they talking about?

5 Man: What's the advantage of this coffee mug with a strange looking handle?

Woman: The price, I suppose.

Question: What are they talking about?

Keys

B 2 D

3 B

4 C

5 B



Listen to the following longer conversation twice and choose the right answer to the question you hear.

Carter: Nice to meet you, Mr. Yang. I'm sorry to have kept you waiting.

Yang: It's nice to meet you, Miss Carter. Here's my card.

Carter: Thank you. Well, let's get down to business.

Yang: I have our latest catalog with me. Look, this is the model you asked me about. It is the

best one available.

Carter: This looks very interesting.

Yang: We can offer you the same price for this one as last year's model.

Carter: Well, we'll have to do some comparing on our side.

Yang: I'm sure you'll be pleased with our products.

Questions

- 1 What is the relationship between the two speakers?
- 2 How many times have they met?
- 3 How many times has Mr. Yang had business with Miss Carter?
- 4 What price did Mr. Yang offer?

Keys

1 C 2 A 3 B 4 D



Listen to the following longer conversation twice and decide whether the following statements are true or false. Write "T" for true or "F" for false.

Man: Do you think the customers are satisfied with the products of your company?

Woman: Sure. They like our products.

Man: How do you know?

Woman: I measure my customers' loyalty — or just satisfaction. If a customer is satisfied with

our products or service, they will come back. Did you know that a happy customer will tell 2 or 3 friends about a positive experience — but an unhappy customer who

has deserted your company will tell 10 to 13?

Man: Do you think price is the most important factor?

Woman: Here's a little secret you should know: contrary to common perception, customers

will not go almost anywhere just to save a buck.

Man: How do you retain the customers then?

Woman: It may be your service — not your price — that dictates whether or not you secure

customers for the long term. If you give people what they want, the way they want it, you are much more likely to turn them into satisfied customers. According to a four-year study conducted by the Ohio-based market survey, most customers will put

service ahead of price — if you give them the chance

Man: But many people believe "better price, better quality."

Woman: The quality of a product does not depend on its price tag, or on its fame gained

through advertisement.

Man: Where can we buy our satisfied products?

Woman: Some good quality products can be bought with much lower prices. You just need

to look at the right places. If you need to be satisfied by the products you use, you must know certain details and gain the needed knowledge to be able to find the right

product for you.



1 F 2 F 3 T 4 T 5 T



Listen to the following longer conversation twice and fill in the chart with the information you get.

(A salesman is helping Angela to buy a mobile phone.)

Salesman: Can I help you?

Angela: Yes, I'm looking for a mobile phone. Do you have anything on sale?

Salesman: Mmm ... well, let me see. How about this Samsung X199? It can take pictures. It's

on sale for only 3,500 yuan.

Angela: 3,500 yuan? No, that's a little too expensive. I didn't want to spend more than

about 2,000 yuan. I can get something for 2,000 yuan, can't I?

Salesman: Two thousand. Hmmm, yes, I think so. Well, we have this Nokia 3100. We have a

special on it this week. It has digital TV.

Angela: Well, it looks very heavy. I want something smaller than that.

Salesman: Mmm. Too big, huh? Are you interested in a really small one? Take a look at this

Moto V70. It can store 500 telephone numbers. It's 2,180 yuan.

Angela: No, I don't want this kind. I don't like the shape.

Salesman: Mmm, I see. And you only want to spend about 2,000 yuan, hmm? Well this Sony

Ericsson is only 1,880 yuan. That's a good price.

Angela: 1,880 yuan? Salesman: That's right.

Angela: All right. And does it have a color screen?

Salesman: Yes, And it has FM radio. And you can also download games from the Web to your

phone.

Angela: Perfect. I'll take this then. Salesman: Great. Will this be cash?

Angela: Can I give you a check? Oh! Oh, gosh! ... I don't seem to have brought my

checkbook with me! I wonder ...

Salesman: You don't have your checkbook, huh.

Angela: Well, no, I, I don't think so. No, it seems I don't. Umm, do you think you could

just, uh, hold it for me, just until tomorrow ...

Keys

Product	Function	Price	Buy or not	Reason
Samsung X199	take pictures	3,500	no	too expensive
Nokia 3100	has digital TV	2,000	no	too heavy and big
Moto V70	store 500 telephone numbers	2,180	no	the shape
Sony Ericsson	color screen, FM radio, download games from Web	1,880	no	fail to bring the checkbook



Part III



Passages



Listen to the passage twice and fill in the blanks with the words you hear.

Packing is part of the product. It helps buyers identify the product <u>inside</u> and protect the product outside. According to its <u>function</u>, packing should be divided into outer packing which is for shipment and inner packing which is for marketing.

Packing has several <u>purposes</u>. One of its basic purposes is to protect the product. This is <u>important</u> because the product may have to withstand a lot of handling during <u>transportation</u> from the producer to the consumer. So it must be <u>strong</u> enough to stand rough loading or unloading, <u>crushing</u>, etc. The second is to make the product look more <u>attractive</u> to the buyers in order to <u>push</u> sales. Besides, the other common <u>purposes</u> of packing are to provide information about the <u>product</u> inside, make it easy to carry the product, and provide <u>convenience</u> in using the product.



Listen to the passage twice and choose A, B, C or D to complete the statements.

New product marketing has to involve a full assessment of the product you are about to offer and the product market it is about to enter into. The following marketing strategies and steps are essential in presenting new market products:

For your product introduction, make an investment in new product design and packaging. Appearance is everything. It is 90% of any sale. The look of your new product has to catch the eye and inspire the mind. Inspect the general market trends in design, and look at any competing products in particular. How can you make your product *appear* better than its competitors or otherwise essential to the consumer's lifestyle? Likewise, you should invest in a graphic designer to design your product packaging. For a relatively small investment, a good package can offer self-promotion that can last the product's lifetime.

When the new product design process is complete, you are ready to bring your new product to the attention of the industry and the distributors with which it best fits. Seek out commercial and consumer trade shows to get your new product into the eyes and hands of the people most enthusiastic about that industry. Trade shows are inexpensive product marketing opportunities — particularly essential if your marketing and distribution networks are weak.

Once you have worked out the hard problems in your product management and presentation, you can prepare your new product launch for the broader consumer market. Regardless of whether you're aiming for local or global distribution, you have four basic product marketing categories, that is, internet, video, radio and print media.

Communicate your excitement over your new product to the consumer marketplace with every available practical asset you can command. You can't change the marketplace, but you can study it and use these new product development and new product launch techniques to shape your product for the empty niche already in the market, the one eagerly awaiting your new product.





Listen to the passage twice and decide whether the statements are true of false. Write "T" for true or "F" for false.

Even in highly demanding markets there is always a range of quality and price levels for any group of products. Even for those cheap products, there are minimum quality requirements which must be met. An exporter should find out what these requirements are for different price levels and decide at which price level he is going to sell. If necessary, he should adapt his products to the appropriate qualities and price levels before trying to introduce them to the market. After the exporter has found a buyer, it is very important for him to maintain the agreed specification—or he will lose the business he has won. This means there must be procedures for carefully checking the quality and specifications of the products before dispatching them.

If an exporter is selling raw materials, it is essential for his customer to know that, after processing, he can sell the product to his own customers and they will be well satisfied with it. This is specially true whether the commodity is agricultural products like corn or raw coffee, or industrial raw materials like metal ores.

If an exporter is selling consumer goods, it gives the product extra appeal if the customer knows that it is well made and gives reliable performance to the end-user, the consumer. He can buy with confidence, and is more likely to be prepared to pay good price. Quality and reliability are just as important if industrial goods are being sold — perhaps even more important. For

example, if industrial goods are components for industrial equipment, it is important that their materials and craftsmanship are reliable enough to stand up to the use intended for them. Breakdown in a particular component could cause a complete equipment failure.

Keys

1 T

2 F

3 T

4 T

5]

6 T



Listen to the passage twice and give answers to the questions you hear

Product design is a key factor which determines the success of the exporter's marketing effort. What products should be sold? He may want to sell whatever he is selling in the home market. For some exporters, this policy proves to be a successful and profitable approach. But more often than not, selling poorly designed products to incorrectly defined markets has resulted in costly and sometimes ruinous returns. It is because consumers do not simply buy what you want to sell them. The exporter must find out what consumers need and make sure that the product can satisfy their needs.

Product development is the exporter's continuous job of designing products and product lines to satisfy the constantly changing desires and needs of customers. The exporter should make sure that the product is fit for its purpose, reliable and efficient. It must also conform to certain regulations, like safety standard, in the target market. To do this requires a lot of knowledge and careful thought and planning on the exporter's part.

The exporter should modify his export products to suit the needs and wants of the foreign customers if he wants to operate successfully in foreign markets. In other words, he should adapt his products to take into account the differences in buyers' preferences and other environmental factors.

Questions

- 1 What is a key factor determining the success of the exporter's marketing effort?
- 2 What might be the result of selling poorly designed products to incorrectly defined markets?
- 3 Why should an exporter keep on developing products?
- 4 How can an exporter operate successfully in foreign markets?
- 5 What should an exporter take into account in product adaptation?

Keys

- 1 Product design.
- 2 Costly and sometimes ruinous economic returns.
- **3** To satisfy the constantly changing desires and needs of customers.

- 4 By modifying his export products.
- 5 The differences in buyers' preferences and other environmental factors.



Part IV



Supplementary Exercises



Listen to the following conversation twice and fill in the blanks with the missing words.

- A: Jack, can I talk with you for a moment?
- **B:** What can I do for you Jane?
- A: I'm concerned about the delays we're experiencing with some of our suppliers.
- B: We're doing everything to get back on schedule.
- A: Could you give me an approximate timeline?
- **B:** A number of deliveries are arriving tomorrow. Unfortunately, this time of year is often troublesome.
- A: That's not good. We can't make excuses to our clients. Are all shipments affected?
- **B:** No, but it is summer and some companies are <u>cutting back</u> until September.
- A: Where are most of our suppliers located?
- **B:** Well, most of them are in China, but there are a few in California.
- A: How does that affect deliveries?
- **B:** Well, there are <u>weather delays</u> and shipment delays due to <u>reduced production</u>. Sometimes, larger packages are delayed because of a bottleneck at the <u>distribution point</u>.
- A: Is there any way around these delays?
- **B:** Well, we often work with <u>delivery services</u> such as UPS, FedEx or DHL for our most urgent shipping. They guarantee door-to-door deliveries <u>within 48 hours</u>.



Listen to the following passage twice and decide whether the following statements are true or false. Write "T" for true or "F" for false.

If you bought something in the old days you expected it to last forever. You didn't expect to

change it in a year's time for a new model. Today, no one wants things to last forever. The makers certainly don't want things to last forever. They want us to change our washing machines, cars, etc. as often as possible. They make things which will not last forever. And the customer doesn't want things which will last forever, either. "Why are you changing your car?" you ask a friend, and he may easily answer, "Because I'm getting tired of it. There's nothing wrong with my old car. I don't really need a new one, but I'm just getting tired of it. I want a change."

This means that things get worse and worse. Take the case of Mrs. Watson. Recently she bought a new pullover for her husband because he needed one. When it got dirty she put it into the washing machine and it shrank immediately. She took it back to the shop, but they wouldn't change it. She bought a pair of new shoes for her young son and they wore out immediately. Mrs. Watson was very angry about this. But she noticed there was a guarantee with the shoes so she took them back to the shop. The shop assistant looked at the shoes, then at Mrs. Watson and then at the guarantee. "Have you read this guarantee, madam?" he asked. "No, I haven't," Mrs. Watson said. The assistant didn't answer, but read the guarantee aloud. "These shoes," he read, "are guaranteed for six months, when the shoes are in normal use. This does not include: playing football, kicking things, climbing walls, hitting nails, etc."





Listen to the dialogue twice and supply the missing information.

- A: It was very kind of you to give me a tour of the place. It gave me a good idea of your product range.
- **B:** It's a pleasure to show our factory to our friends. What's your general impression, may I ask?
- A: Very impressive, indeed, especially the speed of your NW Model.
- **B:** That's our latest development. A product with high performance. We put it on the market just two months ago.
- A: The machine gives you an edge over your competitors, I guess.
- **B:** Certainly. No one can match us as far as speed is concerned.
- **A:** Could you give me some brochures for that machine? And the price if possible.
- **B:** Right. Here are our sales catalog and literature.
- **A:** Thank you. I think we may be able to work together in the future.



Listen to the dialogue twice and give answers to the questions you hear.

Man: I'd like to take this opportunity to discuss with you our yearly requirements of your

woolen sweaters.

Woman: Yes, our woolen sweater are in high demand in both domestic and international

markets at this time of the year. May I know your requirements this time?

Man: If you don't mind, I'd like to say a few words on the quality of your products.

Woman: Well, was there anything wrong with the quality of the woolen sweaters you bought

last year?

Man: There was no specific quality problem, but some customers complained that the

sweaters were not as good as the ones they had bought before.

Woman: I'm shocked to hear that. Generally speaking, our products go through strict

inspection procedures before warehousing and shipment.

Man: I don't know how. Anyway the complaints do exist.

Woman: Oh. I feel terribly sorry. But I can assure you that our woolen sweaters are really up to the

standard this time because they are all produced by a new advanced production line.

Man: I'm glad to hear that. In this case, my requirements will still be the same as those of

the last year.

Questions

- 1 What does the man want to discuss with the woman?
- 2 How are the sales of woolen sweaters?
- 3 What did the consumers complain about the woolen sweaters?
- 4 Why does the woman think that their products are of good quality?
- 5 Does the man want to modify his requirements?

Keys

- 1 Their yearly requirements of the woolen sweaters produced by the woman's company.
- 2 In high demand.
- 3 The sweaters were not as good as the ones they had bought before.
- 4 Because their products go through strict inspection procedures before warehousing and shipment.
- 5 No.



Part V



The World of Humor

Answer the question according to what you hear

For a long time Dr. Jackson had wanted to get a permanent job in a certain big modern hospital, and at last he was successful. He was appointed to the particular position which he wanted, and he and his wife moved to the house which they were now to live in. The next day some beautiful flowers were delivered to them, with a note which said, "Deepest sympathy."

Naturally, Dr. Jackson was annoyed to receive such an extraordinary note, and telephoned the shop which had sent the flowers to find out what the note meant.

When the owner of the shop heard what had happened, he apologized to Dr. Jackson for having made the mistake.

"But what really worries me much more," he added, "is that the flowers which ought to have gone to you were sent to a funeral, with a card which said, 'Congratulations on your new position."

CONTRACTOR Contract



Part I



Warming-up Exercises

Listening Skills

Objective: taking notes while listening (I)



Listen to the passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

Notetaking is a complex activity which requires a high level of ability in many separate skills. Today I'm going to analyze the four most important of these skills.

Firstly, the student has to understand what the lecturer says as he says it. The student cannot stop the lecture in order to look up a new word or check an unfamiliar sentence pattern. He may not be able to recognize words in speech which he understands straight away in print. He'll also meet words in a lecture which are completely new to him. It's often possible to understand much by concentrating only on those points which are most important. But how does the student decide what's important? This is in itself another skill he must try to develop. It is, in fact, the second of the four skills I want to talk about today.

Probably the most important piece of information in a lecture is the title itself. If this is printed beforehand the student should study it carefully and make sure he's in no doubt about its meaning. He should make sure that he writes it down accurately and completely. It should help the student to decide what the main point of the lecture will be.

A good lecturer, of course, often signals what's important or unimportant. He may give direct signals or indirect signals. Many lecturers clearly tell their audience that a point is important and that the student should write it down. But unfortunately some lecturers do not always do so.

It's worth remembering that most lecturers also give indirect signals to indicate what's important. They either pause or speak slowly or speak loudly or use a greater range of intonation, or they employ a combination of these devices, when they say something important.

Having sorted out the main points, however, the student still has to write them down. And he

has to do this quickly and clearly. This is, in fact, the third basic skill he must learn to develop. In order to write quickly most students find it helps to abbreviate. They also try to select only those words which give maximum information. These are usually nouns, but sometimes verbs or adjectives. Writing only one point on each line also helps the student to understand his notes when he comes to read them later. An important difficulty is, of course, finding time to write the notes. If the student chooses the wrong moment to write he may miss a point of greater importance.

The fourth skill that the student must develop is one that is frequently neglected. He must learn to show the connections between the various points he's noted. This can often be done more effectively by a visual presentation than by a long statement in words. Thus the use of spacing, of underlining, and of conventional symbols plays an important part in efficient notetaking. Points should be numbered, too, wherever possible. In this way the student can see at a glance the framework of the lecture.

Keys

1 T 2 F 3 T 4 F 5 T 6 F 7 T 8 T



Listen to the above passage again and write down the 4 most important skills in notetaking.

- Keys
- 1 Understand what the lecture says
- 2 Decide what's important.
- 3 Write down the main points (quickly and clearly).
- 4 Show the connections between the points he's noted.

Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

1 A: Here's a copy of the <u>current</u> contract.

- **B:** How much of a discount have we given?
- 2 A: How much business are they doing with us?
 - **B:** No contract has yet been concluded.
- **3 A:** When shall we sign the contract?
 - **B:** The contract must be finalized by the end of this month, at the latest.
- 4 A: Before we make a commitment, I'd like some more information.
 - **B:** What do you need to know?
- **5** A: Have you finished taking care of those contract agreements?
 - **B:** The documents you requested have already been collected and sent over to the director.



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Woman: Mr. Adams, I brought the contract you've been looking for.

Man: Good. We can sign them right away.

Question: What will they do right away?

2 Woman: I'm sorry, Mr. Su. I can't sign this contract the way it reads now. The price

indicated on page 4, for item 7, is not what we agreed on.

Man: Let's see it. Oh, yes. I see. The price should be \$27 each, not \$37 as it says here.

Question: What is the problem with the contract?

3 Man: Mrs. James? This is Derek Street. You asked my secretary ...

Woman: Ah, Mr. Street. I'm glad you've called. There are some points I want to discuss

with you about the contract.

Question: What are the relationships between these two speakers?

4 Man: Isn't it difficult to ship the exact number of units stated in the contract?

Woman: Yes, but sometimes there is an allowable tolerance and the percentage usually

varies from three to five percent.

Question: What is the percentage for the allowable tolerance?

5 Man: Do you have orders from Europe these days?

Woman: Quite a bit from Holland and Denmark. We also have orders from Egypt and

South Africa.

Question: Where do the orders come from?

Keys

1 B 2 A 3 C 4 B 5 D



Listen to the following longer conversation twice and decide whether the following statements are true or false. Write "T" for true or "F" for false.

West: Excuse me. Is this Modern Office Ltd.?

Susana: Yes, that's right. Can I help you?

West: Well, I'd like to see the Director about contracts for office furniture. Here's my card.

Susana: Thank you, (reading card) Mr. West. Have you an appointment, Mr. West?

West: Er ... No, I'm afraid I haven't.

Susana: Well, the Sales Manager usually deals with contracts. That's Mr. Black.

West: Oh, is it possible to see him now?

Susana: Just a moment please. I'll phone his secretary to see if he's free. Please take a seat.

West: Thank you.

(She dials.)

Maria: Mr. Black's office.

Susana: Hello Maria. Susana here, Reception. I have a Mr. West here. He wants to know about

office furniture contracts. Is Mr. Black free to see him?

Maria: Yes, he is. In fact, he's in his office now. His 10.30 appointment was cancelled. Send

Mr. West up.

Susana: Right. Mr. Black is free, Mr. West. Please go up to his office. It's Room 103 on the

second floor.

West: Room 103 on the second floor. Thank you.



1 F

2 T

3 TF

4 F

5 F



Listen to the following longer conversation twice and fill in the blanks with the missing words.

A: I'm phoning <u>about the timing</u> for the contract.

B: Well, we've got a meeting with the contractor scheduled for September 25th.

A: Do you think they will agree to our terms of documents against payment?

B: I think so. If everything goes according to the plan, we'll sign the contract then.

A: That means work can commerce at the beginning of December.

B: That's right.

A: Well, we're on a pretty tight schedule. All the work has to be done within 3 months.

B: Yes. I see the problem. I'll discuss with you later this afternoon. Bye.

A: Goodbye!



Listen to the following longer conversation twice and answer the questions you hear.

Woman: Many a business owner has stressed over creating a business contract.

Man: Because a contract is a legal matter, you can use it as a ground when filing for a case

when your partner has made something that is out of the agreement.

Woman: What should we do before making a contract?

Man: When making your own contract, you are protecting your rights to make sure that you

know them by researching. You can do research by reading books and going online. If lawyers are not involved, you should research and find out more to prevent being fooled.

Woman: Can we use a pre-made contract as a format?

Man: This will help you in doing the rough draft of your contract. You will also know the

issues that you have to address and include in the contract. But remember, the premade contract is only a guide. Make sure that the contract you made is tailored to your case and based on the agreements you have already made with your partner. Also, make sure that all the points you have discussed and agreed on are covered on the contract.

Woman: I think for first timers, making a contract must be a hard work.

Man: Yes, it is. Since a contract is a legal paper work, you need to make sure that the

contract is made properly and correctly. If you are not sure of the contract you have

made, then perhaps it is easier if you just consult legal help from a lawyer.

Woman: It may add some expense then.

Man: This may add some expense on your part but it will be better than to get sued because

of a faulty contract. So, better be sure than sorry. A legal help is still better because

they are experts on this field.

Questions

1 Why do we say a contract is a legal matter?

2 How can we do research to know our contract?

3 Can we use a pre-made contract as a format?

4 What should we do if we're not sure of the contract we have made?

5 Why is a legal help still better is spite of the expense?

Keys

1 Because you can use it as a ground when filing a case.

2 Research by reading books and going online.

- 3 Yes. This will help you in doing the right draft of your contract.
- 4 Consult legal help from a lawyer.
- 5 Because the lawyers are experts.



Part III



Passages



Listen to the passage twice and fill in the blanks with the words you hear.

Often in business, you are faced with writing a <u>contract</u> agreement. While it is a little more in depth than a regular contract, the form is the same.

Gather the <u>information</u> of the people or business involved in the contract. This will <u>include</u> all legal addresses, names, and tax identification numbers.

Start the contract by stating the parties involved and listing all business information <u>available</u>. It should include business names and addresses.

Type out the <u>terms</u> of the contract. This is considered the <u>body</u> of the contract. For a business contract agreement, it can be quite long, therefore <u>legal</u> paper is suggested. This will be dependent on what type of business and agreement you need. Every contract will be different.

Place a signature and date line at the <u>bottom</u> of your contract. There should be a place for each person plus a <u>witness</u> to sign.

Have the contract signed or <u>executed</u> in front of an attorney. Having a lawyer look over the <u>contents</u> of the contract is a great idea. Also, <u>before</u> you start you may need to <u>contact</u> your attorney since they may have a template for the type of contract you are to write.



Listen to the passage twice and complete the following statements according to the information you get.

A contract is an agreement, enforceable by law, by which two parties mutually promise to buy or sell a particular thing, or to do a certain work. A contract may be formal or informal; it may be oral or written, sealed or unsealed. An executed contract is one that has been fully carried out by both parties; an executory contract is one that is yet to be performed. In an express contract, all the terms are definitely stated whether by oral or written agreement. There is the implied contract, the terms of which are not fully expressed, but are according to the law and fully understood by both parties. The contract which is generally adopted in import and export business is the formal written contract, i.e. a sales contract or a purchase contract, sometimes it is in the form of a purchase order when countersigned by the seller, or a sales confirmation when countersigned by the buyer. The contract can be a business letter after agreement has been reached following an exchange of correspondence. This kind of contract or rather a business letter is, however, seldom resorted to as a formal contract.

Keys

- 1 A contract is <u>an agreement</u>, enforceable by law, by which <u>two parties mutually promise to</u> buy or sell a particular thing, or to do a certain work.
- 2 An executed contract is one that has been fully carried out by both parties.
- 3 All the terms of an express contract are definitely stated whether by oral or written agreement while those of an implied contract are not fully expressed, but are according to the law and fully understood by both parties.
- 4 The formal written contract is generally adopted in import and export business.



Listen to the passage twice and answer the following questions according to the information you get:

It is common practice that the national import and export corporations mostly have their preprinted contract forms. This is to simplify buying and selling procedures because details are almost the same for most contracts of a particular corporation and they need not be specifically typed each time. The printed short forms are commonly used only when there is a high degree of trust between buyer and seller, when the amounts involved are relatively small, or when enough previous business has gone on between them to make repeat orders fairly routine. In the West, it has become traditional to have printed forms, which may be drawn up by a trade association of firms in the specialized industry.

There are times when long forms or detailed contracts are needed. For instance, a Chinese trading corporation bought a complete telecommunication plant from Motorola Company, U.S.A., which involved a large amount of money. The completion of a sales contract of this kind was much more complicated than an ordinary short form contract. At least there would be a great deal of correspondence between buyer and seller before both parties could agree upon the contract provisions. For an initial order of this sort, correspondence would not do the job either;

most likely, buyer and seller together with their respective lawyers and technical experts sit down for several days or weeks of bargaining and negotiations; then all desired terms and conditions can be incorporated into the mutually agreed upon document, which will run up to some 60 pages. Of course when a repeat order is placed, negotiation between the two parties can be simplified, but the contract provisions will remain as complicated as it should be.

Keys

- 1 They are printed short forms and detailed contracts.
- 2 To simplify buying and selling procedures.
- 3 They are commonly used only when there is a high degree of trust between buyer and seller, when the amounts involved are relatively small, or when enough previous business has gone on between them to make repeat orders fairly routine.
- 4 They should exchange a great deal of correspondence.
- 5 For several days.
- 6 Negotiation can be simplified.



Listen to passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

Negotiating a contract with a company is a part of any new employment situation. Negotiate well and you may end up with the position of your dreams. Negotiate badly and you could end up in a job you don't enjoy and that doesn't pay you according to your skills. Effective negotiating strategy can ensure that you end up with a rewarding job.

Do not leave your old job until you have entered into your new contract. Not only does this put you in a stronger negotiating position, but it ensures that if you cannot reach an agreement, you will still be employed.

Consider hiring a lawyer, if the contract is large enough to warrant it, to examine any contract before you sign it. Not only can he advise you, he can also negotiate for you.

Consider how much you are worth to a prospective employer. Do you offer unique strengths or skills? Or could other people fill the role equally well? You have a much stronger negotiating position if you are one of only a few people who are suitable for a particular position.

Give as well as take. Contract negotiations usually involve trade-offs, meaning you must be willing to make concessions. For example, you may have to accept lesser bonuses to obtain a higher salary.

Make your expectations clear. If an issue is important to you, raise it during the interview process rather than assume it to be part of the position. This might, for example, include

opportunity for travel or training in your new position.

Clarify any offer carefully. Was the end-of-year bonus a certainty or based on performance? Do all employees enjoy business-class travel or just executives? Define your contract exactly to avoid later disappointment.



1 T 2 T

F 4

5 F

6 F

7



Part IV



Supplementary Exercises



Listen to the following conversation twice and fill in the blanks with the missing words.

- **A:** I'm ready to place an order with you, but only on condition that the goods are confined to our company. Can you do that?
- **B:** Well, it's quite a new proposition that you're <u>putting before me</u>. Frankly, I haven't made <u>such arrangements</u> with the factory yet. So I'd like to make sure if <u>it is acceptable</u> to the factory before making a commitment to you.
- A: All right, but I'm busy. How long will it be before you can finish the talk?
- B: It won't be too long, I suppose. Just let me ring them, will you?
- A: Go ahead.
- B: Thank you.

...

- **B:** It's settled.
- A: Good.
- **B:** Is there <u>anything else</u> I can do for you?
- **A:** No, everything seems all right.
- **B:** So I think we can <u>make a contract</u> now.
- A: Yes, certainly. I'll put all the conditions clearly in the contract. You can just sign it and send

back a duplicate to me.

B: All right, thank you. Well, Mr. Li, I must be going now.

A: It is nice to have met you again, Mr. Baker.

B: Goodbye.



Listen to the following conversation twice and give answers to the questions you hear.

Woman: Let's discuss the delivery date first. You should offer to deliver within six months after

signing the contract.

Man: Yes.

Woman: The interval is too long. I'm afraid. Could you deliver the drillers sooner?

Man: I must say we can do very little in this matter. But we'd like to hear more from you on

this. Then we shall see what can be done.

Woman: Our idea is that you deliver within three months after signing the contract.

Man: Impossible! As you know, we make most of the drillers' parts, but a few of them come

from another American manufacture. We have to order from them first.

Woman: I see.

Man: To make the parts, they must first get specification and detail from us.

Woman: Right.

Man: It'll therefore take quite a long time. I'll e-mail your company for the earliest possible

delivery date.

Woman: Please let us know as soon as you hear from your home office.

Man: I'll certainly do that.

Questions

- 1 What are the two speakers negotiating?
- 2 What does the woman order from the man?
- **3** When does the woman want the order delivered?
- 4 Why does the man think it impossible to meet the woman's requirements?
- 5 What does the man promise to do at last?

Keys

- 1 The delivery date.
- 2 Drillers.
- **3** Within three months after signing the contract.

- 4 The man's company makes most of the drillers' parts and has to order the rest from another American manufacture. That will take a long time.
- 5 E-mail the woman's company for the earliest possible delivery date.



Listen to the dialogue twice and fill in the blanks with the words you hear.

Woman: Good morning, Mr. Simpson. Here is our <u>contract</u>. Please go through it and see if everything is in order.

Man: Let me read it over and <u>consider</u> it. (*reading the contract*) Don't you think we should add a sentence here like this "If one side fails to <u>observe</u> the contract, the other side is entitled to cancel it, and the <u>loss</u> for this reason should be charged by the side breaking the contract."

Woman: That's good. I think all the terms should <u>meet</u> with unanimous agreement. Do you have any comment on this clause?

Man: I think this clause suits us well, but the time of payment should be prolonged, three to four months.

Woman: We are <u>accustomed</u> to payment within two months, but for the sake of friendship, we'll fix it at three months.

Man: No wonder everyone speaks highly of your commercial integrity.

Woman: Thank you for your compliment. You know, it is our <u>principle</u> that contracts are honored and commercial integrity is <u>maintained</u>. Anything else you want to bring up for discussion?

Man: Yes, there is still a minor point to be <u>cleared</u> up. Who will conduct commodity inspection?

Woman: The inspection should be carried out by Shanghai Commodity Inspection Bureau.

Man: It contains basically all we have <u>agreed</u> upon during our negotiations. I hope there are no questions about the terms. So, Miss Liu, please have the contract amended. And we are to <u>sign</u> it tomorrow morning. Now, let's congratulate ourselves that this transaction has been brought to a successful <u>conclusion</u>.

Woman: OK. We'll have a big party tonight.



Listen to the dialogue twice and answer the following questions.

- **A:** For the convenience of both our parties, we have checked the contract once more. There seems to be nothing wrong. Shall we sign the contract now?
- B: Just a minute, please. We have checked the clauses, too. Everything turned out satisfactory

- except that one thing is missing.
- **A:** What is it?
- **B:** We don't have a "force majeure" clause included. As you know, there is no peace in the Middle East nowadays. Yet, the Suez Canal is the only route for our liners. We'd better have it included in case the execution of the contract be frustrated.
- **A:** No problem. At the same time, the following words should also be added: "If one party fails to execute the contract, the other party is entitled to cancel it."
- B: It's fair. Can I write them right here? There is just enough room for the new clause
- A: In order to save the trouble of typing, please write them there.
- **B:** Now, it's ready for our signatures.
- A: All right. Let's sign.

Keys

- 1 They are going to sign the contract.
- 2 A "force majeure" clause.
- 3 The Suez Canal.
- 4 The words "If one party fails to execute the contract, the other party is entitled to cancel it." are to be added.
- 5 Both signatures are to be given at last.

Part V

The World of Humor

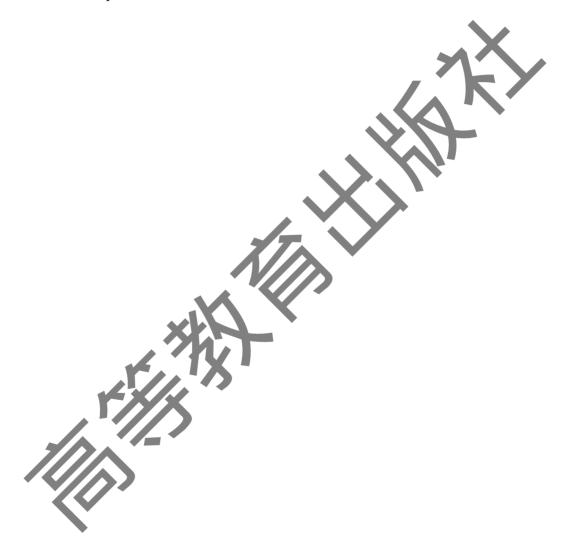
Answer the question according to what you hear.

At the entrance to a big office in London there was a book which all employees had to sign when they arrived each morning. At nine o'clock, the manager's secretary, who lived in a small flat above the office, had to draw a red line under the last name in the book, and anyone who came after that had to explain why he was late.

Whenever there was a thick fog in the city, the first person to arrive late usually wrote "Delayed

by fog" under the red line in the book, and then everybody else who came after that just put "ditto" underneath.

But one foggy morning, the first man to arrive late wrote, "My wife had a baby early this morning" instead of "Delayed by fog" under the red line in the book. Twenty or thirty people who came after him put "ditto" underneath this as usual.







Part I



Warming-up Exercises

Listening Skills

Objective: taking notes while listening (II)



Listen to the passage twice and take notes of all the important facts.

Now we must all know what the names of the different parts of a home computer are and what they do. So first I'm going to tell you the parts and what they are used for in a home computer system.

First, and most important of all, is our instruction manual. Can you all see that? The instruction manual is the book of instructions — it tells you how to set up your system and then how to use it. OK?

Next, the monitor. The monitor is the part that everyone can recognize immediately because it looks just like a television. The monitor shows you the information you have typed in on the screen. You can change the information, move it around or take it away, while it is on the screen. Right?

Now, when you have finished working with your information and you want a copy of this on paper, then you have to use the printer. The printer prints out on paper what you have on the monitor screen. Then you have a copy of your work on paper.

Now the keyboard. The keyboard contains the actual computer and it looks just like a typewriter. Each piece on the keyboard is called a key. You have keys for letters (a, b, c, etc.) and keys for instructions to the computer. You have to be able to type if you want to use a computer properly.

Now what have we got left? Ah yes, the 2 floppy discs and the disc drive. The disc drive is quite simple — it's the part of the system that operates the floppy discs, we say it powers the floppy discs. You put the floppy discs into the disc drive and the disc drive makes them work.

So finally, the two floppy discs. You need two because the first one contains the program — that is, the instruction — and the second is where you type in your information and where the

program works on the information. So you really work on the second floppy disc; then, when you are ready to print, the printer takes everything from the second floppy disc and prints out what you have done.

Now, is that clear? Are there any questions?



Look at your notes and answer the question you hear.

Question:

What parts are there in a home computer system and what are their functions?

Keys

1 Instruction manual

It tells how to set up the system and how to use it.

2 Monitor

It looks like a TV and shows the information you have typed in on the screen.

3 Printer

It prints out on paper what you have on the monitor screen.

4 Keyboard

It looks like a typewriter and contains the actual computer.

5 Disc drive

It powers the floppy discs.

6 2 floppy discs

One contains the program and the other is where you type in your information.

Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

1 Man: Are you going to the meeting place?

Woman: What's the address?

2 Man: Would you conduct the meeting for me this afternoon?

Woman: I would if I could, but I can't. I have to leave for Chicago on business this

afternoon.

3 Woman: Didn't you tell Tom about the meeting?

Man: Whatever I say to him goes in one ear and out the other.

4 Woman: What's your <u>schedule</u>?

Man: I'm attending a conference in the morning and in the afternoon I'm meeting Mr.

Carter.

5 Woman: What is the first item on the agenda?

Man: The first item is about the model of our latest design.



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Woman: Did you want to see me, sir?

Man: Yes, I'd like you to do some preparation for tomorrow's meeting.

Question: What is probably the woman's job?

2 Woman: Now I declare the meeting open. Let's begin with item one, the new product,

first. Dr. Wilson, please give us your view.

Man: I'd like to present data to show the quality of the new product.

Question: What is discussed first at the meeting?

3 Man: Today is Tuesday. Am I supposed to meet Linda tomorrow?

Woman: No, the day after tomorrow.

Question: What day is the man supposed to meet Linda?

4 Man: I thought that you were going to the convention in Atlanta last Saturday.

Woman: I was planning to, but I haven't been feeling well, so I stayed home.

Question: Where did the woman go last Saturday?

5 Woman: Didn't you go to the meeting last night either?

Man: No. I had a slight headache.

Question: What can we infer from this conversation?

Keys

1 B 2 C 3 A 4 D 5 A



Listen to the following longer conversation twice and choose the right answer to the question you hear.

Mary: Well, Mr. Brown, first of all can I confirm the time and date of the meeting? It's Friday

October 25, in the morning. What time exactly?

Brown: We'll start at 10:00 and go on till 12:30.

Mary: So the meeting will last for about 3 hours. Would you like to hold the meeting here or

in the conference room?

Brown: Let's use the conference room. All the branch managers should attend the meeting.

Mary: OK, all of them. Would you like us to serve coffee beforehand?

Brown: Yes, yes, and drinks and snacks at the end.

Mary: All right, the normal pre-lunch snack buffet. I'll make the arrangements.

Brown: And do not forget the agenda.

Mary: Yes, I'll put the copies of the agenda on the table. And paper and pencils.

Brown: Thank you very much.

Questions

- 1 What is the probable relationship between the two speakers?
- **2** When will the meeting begin?
- 3 How long will the meeting last?
- 4 Who will attend the meeting?

Keys

1 B

2 4

3 B

4 C



Listen to the following longer conversation twice and answer the questions you hear.

(Mr. Brown is holding a company meeting. He is the chairman.)

Brown: Er ... OK, it's 10 o'clock, everybody, so I think we'll ... er make a start. Now, first let's

have a look very briefly at the Marketing. What are you working on at the moment?

Frank: At the moment, the market is expanding. This is a good opportunity we must take. So

we are planning an advertising campaign for our new product next month.

Brown: Interesting. I look forward to seeing it. What about Production?

Jane: Well, as you know, we are currently installing the new automated assembly line.

Brown: Of course. You must be pretty busy. Personnel, what are you doing?

Martha: We're trying to recruit new technicians.

Brown: How's that going?

Martha: There seems to be a shortage on the job market. So we are trying to recruit new young

graduates at the moment.

Brown: Fine. On looking back over the month, the company as a whole has performed well.

Some business areas have done better than others. But as we all know the market is already very competitive and getting more so. So the next item we are going to discuss

is what strategy should our company take to adapt to the market.

Questions

1 What is the Marketing Section planning to do?

- 2 What is Production Section doing?
- **3** What is Personnel Section doing?
- 4 What is the next item they are going to discuss about the market?

Keys

1 It is planning on advertising campaign for the new product next month.

- 2 It is installing the new automated assembly line.
- 3 It is trying to recruit new technicians.
- 4 What strategy they should take to adapt to the market.



Listen to the following longer conversations twice and fill in the blanks with the information you get.

Woman: I've attended several meetings that simply felt like a waste of time. Do you have any

secrets to hold an effective meeting?

Man: In order to have an effective meeting you should first issue an agenda so attendees

can come prepared.

Woman: But many people are always late for the meetings.

Man: It's very obvious that the meetings should start on time, and end on time. Once

people see that meetings are starting late, the bad habit builds, because people see there's no point in showing up promptly. Here's one solution: a friend worked at a law firm that fined partners \$100 if they were late to a meeting, which turned out to be

very effective.

Woman: Are there any rules for the meetings?

Man: You should establish ground rules for more effective meetings, including having only

one person talk at a time — no side conversations.

Woman: Sometimes you'll find some people are nodding at the meetings.

Man: The key to successful meetings is to get attendees to agree that you will operate by

these guidelines. No one wants to participate in meeting that they feel are a waste of their time, so get their support in making sure that everyone is engaged, attentive,

and, at the very least, awake.

Woman: Sometimes the meetings are too long.

Man: If a meeting is long, schedule breaks when people can check their e-mail and phones.

Otherwise, they get very distracted by feeling they've been out of touch for too long (for some people, this takes about ten minutes). And they start sneakily e-mailing

under the table, as if no one will notice.

Woman: But some people do like long talks at the meetings,

Man: Here's a radical solution: no chairs. In Bob Sutton's terrific book, he points to a study

that showed that people in meetings where everyone stood took 34% less time to make an assigned decision. These decisions were just as good as those made by people

who were sitting down.

Keys

- 1 In order to have an effective meeting you should first <u>issue an agenda</u> so attendees <u>can come</u> prepared.
- 2 The meetings should start on time, and end on time. Once people see that meetings are starting late, the bad habit builds, because people see there's no point in showing up promptly.
- 3 You should <u>establish ground rules</u> for more effective meetings, including having <u>only one</u> person talk at a time ... no side conversations.
- 4 The key to successful meetings is to get attendees to agree that you will operate by these guidelines, and get their support in making sure that everyone is engaged, attentive, and, at the very least, awake.
- 5 If a meeting is long, schedule breaks when people can <u>check their e-mail and phones</u>. Otherwise, they get very distracted by feeling they've been out of touch for too long.
- 6 Some study showed that people in meetings where everyone stood took 34% less time to make an assigned decision. These decisions were just as good as those made by people who were sitting down.



Part III



Passages



Listen to the passage twice and fill in the blanks with the words you hear.

The meeting, the report or the presentation are the <u>typical</u> work situations of the executive. They are his specific, everyday tools. They also make great demands on his time.

Effective executives ask <u>themselves</u>: "Why are we having this meeting, do we want a decision, do we want to <u>inform</u>, or do we want to make clear to ourselves what we <u>should</u> be doing?" They will insist that the purpose <u>be</u> thought through and spelled out before a meeting is <u>called</u>, a report asked for, or a presentation <u>organized</u>. They insist that the meeting serve the contributions to which they have committed themselves.

The effective man always <u>states</u> at the beginning of the meeting the specific purpose and <u>contribution</u> it is to achieve. He does not allow a <u>meeting</u> called to inform to degenerate into a <u>discussion</u> in which everyone has bright ideas. But a meeting called by him to <u>stimulate</u> thinking and ideas does not simply <u>become</u> a presentation on the part of one of the <u>members</u>, but is run to challenge and stimulate <u>everybody</u> in the room. He always, at the end of his meetings, goes <u>back</u> to the opening statement and relates the final <u>conclusions</u> to the original intent.



Listen to the passage twice and choose the right answers to the questions you hear.

Martin and Bill were getting ready for an advertising campaign conference. The idea of the meeting was to plan future advertising campaigns for the company's products. An advertising campaign is a planned course of action to advertise a company and its products. In addition to Martin and Bill, Ben was also at this meeting. When Ben came to the meeting, he brought a number of things with him. Ben had copies of the marketing budgets and plans for the company's products. Ben also had reports that showed how many of each product would be made in the company's

factory for the next six months.

When he planned to have a working meeting in his conference room, Martin always had his staff bring in a large pot of coffee. Pads of paper to write on were on the conference table. There was also a large screen to use for showing things large so everyone could see the same notes.

Bill also had a lot of papers with him. These were records about the company's advertising and the results that came from the advertising the company had done during the past year. Bill worked for the company's advertising agency. He was in charge of preparing all ads for the company, placing them in media, and checking to see that everything was done on time. Bill also helped to plan campaigns for advertising the company and its products.

At the campaign conference, the three men first figured out their markets. Then they grouped their products according to the markets they wanted to sell to. They figured out what their potential customers wanted and planned to show them how their products could give it to them. At last, they figured out how much money they could spend on each audience and product and made their advertising budgets.

After all these things were done, the group made a working plan for its advertising campaigns. They prepared schedules for what work had to be done and when it had to be finished.

Once the plan for all the advertising campaigns was finished, it became part of the job of Martin's department and Bill's agency. The agency would use this information to schedule ads in the media. Martin's department would begin to work on the pictures and the words for the ads. Ben would make sure that the Manufacturing Division would have the products ready to sell when the company advertised them.

Questions

- 1 What were Martin and Bill getting ready for?
- 2 Who brought copies of the marketing budgets?
- 3 What did Bill bring to the meeting?
- 4 What did the three men do first at the conference?
- 5 Who would work on the pictures and the words for the ads when the plan is finished?

Keys

1 D 2 B 3 C 4 A 5 B



Listen to the passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false.

Large meetings are usually called conferences. Such meetings are often held at regular

intervals, though they may also be called for a special purpose. The delegates at conferences are often required to serve on committees, which are set up while the conference is in session. Delegates may also be asked to serve in an advisory capacity.

A firm which acts as host for a conference will send out letters of invitation to delegates. If those invited cannot accept the invitation they will write to say that they are unable to attend the meeting. The invitation will state the date when, and the place where, the meeting will be held. Often forms are sent out for delegates to fill in, or questionnaires.

Officers must be named for the conference, a program of work drawn up and staff recruited. Before the conference it is important that rules of procedure are decided upon. A provisional agenda will be fixed, and a timetable drawn up. Documents should be in order. Official documents — such as contracts — are divided into chapters, sections, subsections or paragraphs. They may be provided with footnotes and appendices. Documents are first drawn up, then reproduced for distribution.

The officers of a conference include a Chairman, probably a Vice-chairman, and a Secretary who among other tasks keeps the minutes at meetings. The host firm of the conference may provide a computer service, photocopying facilities, and an information desk near the conference hall.

When the conference is in session, the Chairman will open the meeting. He may declare the discussion open, or he may call upon a certain speaker who has been asked to make a speech. While others are speaking it is the Chairman's duty to keep the meeting in order, he may for instance need to request delegates to keep to the point under discussion, or invite speakers to be brief. The Chairman's ruling on a point of order is normally accepted as final.





Listen to the passage twice and give answers to the questions you hear.

Having regular business meetings is essential in operating a successful business. If the meetings are not productive, everyone can end up feeling their time was wasted. If a business operates smoothly and has few miscommunication problems, it shows that the meetings are being successfully utilized as a key element of running the business.

The following are the tips for business meetings:

Notify everyone with plenty of advanced warning of an upcoming meeting. About a week in advance is usually ideal.

Plan an agenda covering three to five main topics. Try to set a time frame of 30 minutes or less, and stick to it. If meetings are running longer, that's a signal that you aren't meeting often enough.

Involve your key leaders in planning for the meeting. Find out if they have any issues that need

to be discussed and integrate them into your meeting plan. Print out an outline of what is going to be discussed in the meeting and make enough copies to hand out to everyone attending the meeting.

Start the meeting promptly at the time appointed. Give a summary of what is going to be talked about and briefly go over the points of the meeting. It might be helpful to have a designated person take notes.

Deliver a summary through email or an office memo shortly after the meeting. Review the most important points of the meeting and any decisions that were made.

Questions

- 1 How do people feel if the business meetings are not productive?
- 2 What is a proper time to inform people of an upcoming meeting?
- 3 How long should a meeting last according to the speaker?
- 4 What should be handed out to everyone attending the meeting.
- 5 When should the meeting be started?
- 6 What should be done shortly after the meeting?

Keys

- 1 Time was wasted.
- 2 About a week in advance.
- 3 30 minutes or less.
- 4 A copy of an outline of what to be discussed.
- 5 At the time appointed.
- 6 Deliver a summary through email or an office memo.

Part IV



Supplementary Exercises



Listen to the following conversation twice and fill in the blanks with the missing words.

Baker: Well, today's topic is the management's proposal on flexitime. What are your views

on this?

Tim: I think it's a very practical idea. Our staff members would be happy. It's been

complained that the present working time is too restricted. They say there should be

flexible days.

Baker: In what ways?

Tim: The staff should be allowed to build up a credit of hours to entitle them to take a few

hours or a day off.

Henry: But don't you think there would be chaos?

Tim: What do you mean by "chaos"?

Henry: No one in any department would know who was in at what time. And people

phoning the company or visiting would get terribly confused.

Barbara: Well, I'm sorry to interrupt. In my opinion, cover arrangements could be made.

When people take holidays or when people are sick the same kind of arrangements

are made.

Baker: Er ... Mr. Brown, what are your opinions?

Brown: Frankly, I think it's hard for our section to have flexitime. There are three of us in

our section and we work as a team. So if we had anyone off then we wouldn't be able

to manage.



Listen to the dialogue twice and answer the questions you hear.

Alice: We're having a meeting tomorrow. Can you make it, Kevin?

Kevin: When is it taking place, Alice?

Alice: We're planning on 10 o'clock. Is that OK?

Kevin: Yes, that'll be fine.

Alice: We're going to go over last quarter's sales figures.

Kevin: Good. I have some input I'd like to make.

Alice: Frank is also going to make some suggestions on improving the bottom line.

Kevin: That'll be interesting. He's got keen insights.

Alice: Yes, he's going to outline some new sales strategies.

Kevin: Is Alan attending?

Alice: No, he's flying to San Francisco and won't be able to make it.

Kevin: Oh well, maybe he'll phone in.

Questions

1 When will the meeting begin?

- 2 What is going to be discussed at the meeting?
- **3** Who is going to attend the meeting besides Kevin and Alice?
- 4 What will Frank do at the meeting?
- 5 What will Alan probably do about the meeting?

Keys

- 1 10 o'clock, tomorrow.
- 2 Last quarter's sales figures.
- 3 Frank.
- 4 Outline some new strategies.
- 5 Maybe he'll phone in.



Listen to the dialogue twice and complete the statements with the information you get.

(The company is expanding, and the present factory is rapidly becoming too small to cope with the increase in production. Some months ago it was decided that the company would have to build an extension to the present factory. Mr. Smith has called a meeting of a committee who are dealing with the new extension, with the architect, David Wright, present, to discuss the progress. Mr. Smith is the Chairman in charge of the meeting. Also attending are Jane Hart, Production Manager; and Martin Hunt, the Personnel Manager. Also present is the secretary.)

Mr. Smith: Well, ladies and gentlemen, I don't think we need to read the minutes of the

last meeting, as copies of them have already been circulated to you. (murmurs of agreement) Now let's go on. Ms. Hart, will you please report on the result of

your interview with the Building Inspector?

Jane Hart: Yes. The delay was largely owing to the fact that the architect had not sent

detailed plans of the foundations of the new building.

David Wright: I've now given the Building Inspector the detailed plans.

Jane Hart: May I go on, Mr. Smith?

Mr. Smith: Yes, Jane.

Jane Hart: As you know, at the speed we're growing, I have felt right from the beginning

that we ought to have planned a much larger extension.

Mr. Smith: No. We mustn't grow too quickly. Slow but sure is the way this business will

grow. But we went over all this in our original discussion, so there's no point in going over it all again. Now, time is getting on. Let's go to the next item on the agenda, that is, the report from the Personnel Manager about the additional

labor that's going to be required. So far, Martin, we have no difficulty in

obtaining skilled workers, but is this situation likely to continue or not?

Martin Hunt: Well, the situation is like this: skilled labor is getting harder to find. There's a

lot of unskilled labor, and I think we should start a training program now. Then by the time the new extension is ready we should have the right number of

trained men.

Mr. Smith: Let's see. David, how long will the factory take to build once we've got our

permission?

David Wright: If the contractors are very efficient I'd say five months, possibly less.

Mr. Smith: Well, Martin, can you produce enough skilled workers in six months from now?

Martin Hunt: Yes, I think so.

Mr. Smith: Very well, I think we all agree that a training program should be started

immediately. (*murmurs of agreement*.) Good. Also that Mr. Hunt will make an estimate of the cost. Now we turn to item number three on the agenda. Jane?

Jane Hart: Our project was granted, provided the Fuel and Paint Stores were placed in a

different position to avoid the danger of fire. Mr. Wright has proposed that we rebuild the present Managers' garage as a Paint Store. This would be a great

saving in time.

Mr. Smith: What is all this going to cost?

David Wright: I propose to extend the present garage to meet the west wall of the delivery bay

and knock in a door here. The present Paint Store can then be used for other

storage.

Jane Hart: Splendid. Just what we need.

Mr. Smith: Very well—yes, this does seem a sensible solution. If we all agreed ...? (murmurs

of "yes") Right. I presume there is no other business? Very well, the meeting is

over. Thank you.



Minutes of a Meeting

- 1 Minutes of last meeting were approved.
- 2 a The Production Manager reported on the result of her interviews with the local Building Inspector, and said that the detailed plans of the foundations were required.
 - b The architect reported that the plans had been given to the Building Inspector.
- a The Personnel Manager reported on the additional labor that's going to be required for the new extension, and suggested a program should be put in hand to train workers.
 - b It was agreed that a training program should be started immediately, and that an estimate

- of the cost should be provided by the Personnel Manager.
- 4 a The Production Manager reported that the project was granted, provided that the Fuel and Paint Stores were placed in a different position to avoid the danger of fire.
 - b The architect's proposal to <u>rebuild the present Managers' garage as Fuel and Paint Stores</u> was accepted by all.



Listen to the dialogue twice and give answers to the questions you hear.

(The following is a conversation between two participants at a business meeting. They are discussing company strategy.)

Man: We need to define a new strategy which must be flexible enough to take account of

the changing market conditions.

Woman: I agree. Our main objective must be to gain market share, and to do this we must

reduce prices.

Man: So are you sure that if we reduce prices, our market share will increase?

Woman: Yes, I'm sure.

Man: That might be true. But if we reduce our prices, our margins will be lower and that

will cut our profits.

Woman: In the short term it is right. But we can slowly increase our production and as the

production is increased, we may cut unit cost.

Man: That's really a long-term prospect. But I believe higher profitability is our objective.

The better the products, the higher the prices, and the higher prices will enhance

higher profits.

Woman: The market is already very competitive. And if we raise our prices, whatever the

quality, sales will drop rapidly.

Man: Then shall we look at it from the other viewpoint — manufacturing. Well, if we can

reduce costs in manufacturing, that must put us in a strong position to adapt to the

market. The only way we can do this is to sub-contract more of the production.

Woman: That will mean job losses if we do that.

Man: It's true, but the jobs that remain will be more secure.

Woman: It sounds reasonable. Maybe we can try this way.

Questions

- 1 What are they talking about?
- 2 What's the woman's opinion on the company's main objective?
- 3 What's the result of reducing prices?

- 4 What is the man's viewpoint on objective?
- 5 How can they get higher profits according to the man?
- 6 What do both of them agree to do?

Keys

- 1 Company strategy.
- 2 To gain market share.
- 3 The margins will be lower and the profits will be cut.
- 4 Higher profitability.
- 5 Better quality of products and higher prices.
- 6 To reduce costs in manufacturing.







The World of Humor

Answer the question according to what you hear.

A young man was called up for army service, but he didn't want to become a soldier. When he went for his medical exam, he pretended that his eyesight was very bad.

The doctor pointed to the eye chart on the wall and said, "Please read the top line."

- "The top line of what?" the young man asked.
- "The top line of the chart," the doctor replied.
- "What chart?" the man asked.
- "The one on the wall," the doctor said.
- "What wall?" the man asked.

Finally, the doctor decided that the man's eyes were not good enough for army service.

That evening the same young man was at a movie when another man came in and sat next to him in the dark. When the lights went on, the young man saw that his neighbor was the doctor who had examined him earlier. Immediately he said, "Excuse me, ma'am, but does this bus go to Main Street?"





Part I



Warming-up Exercises

Listening Skills

Objective: taking notes while listening (III)



Listen to the passage twice carefully and then answer the questions you hear.

The word "audio" is Latin for "I hear". The sense of hearing is called the auditory sense. Two measurements of hearing are important. The first is frequency. This is the tone or pitch of a sound. It is measured in cycles per second, abbreviated cps. The lowest frequency on a piano is 28 cps and the highest is 4,096 cps. The human ear can hear sounds as low as 20 cps and as high as 20,000 cps. Many animals can hear sounds at frequencies even higher than 20,000.

Loudness of sound is the second important measurement. Loudness is measured in decibels, abbreviated db. The point where the normal ear can just begin to hear a soft sound is above zero db. Here are some comparative loudness levels. A whisper is at a loudness level of around 12 db. Ordinary conversation is around 55 db. The sound of an average truck is around 70 db. An airplane engine is about 110 db and thunder is around 115 db. If a person has a hearing loss over 35 db he should seek medical advice.

Questions

- 1 What does "audio" mean in Latin?
- 2 What is the frequency range of the piano?
- 3 What is the frequency range the human ear can hear?
- 4 How louder is a whisper?
- 5 How louder is a thunder?

Keys

1 I hear.

- 2 Between 28 cps and 4,096 cps.
- **3** Between 20 cps and 20,000 cps.
- 4 12 db.
- 5 115 db.



Listen to the passage twice carefully and then answer the questions you hear.

The word "video" is Latin for "I see." The sense of seeing or sight is called the visual sense. Our eyes are sensitive to two different visual phenomena, both can be measured scientifically. First, we see light and dark and second, we see color.

Our light and dark visual ability is measured in millimicrons. This is the unit of measurement for light waves. Human eyes are sensitive to only part of the range of light-wave spectrum. We see light between 400 and 700 millimicrons. Our best visibility is for the light-wave lengths in the middle of the light-wave spectrum.

We also see color. Of course our eyes are sensitive to the large areas of the color spectrum red, orange, yellow, green, blue, and purple. However, it has been estimated that the normal eye can easily detect 1,000 different shades of color. Some psychologists actually believe the human eye can detect as many as two million different shades of color.

Questions

- 1 What does "video" mean?
- 2 What are the two different phenomena our eyes are sensitive to?
- 3 What is the range of light-wave lengths the human eye can see?
- 4 What is the low estimate of the shades of color the human eye can detect?
- 5 What is the high estimate of the shades of color the human eye can detect?

● Keys

- 1 I see
- 2 Light and dark, color.
- 3 400 to 700 millimicrons.
- 4 1,000.
- 5 2 million.



Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words.

1 Woman: You ought to write to Eleanor. She's been sick and she does so like to get letters.

Man: All right. I've been busy, but I shouldn't have neglected her.

2 Man: Competition for jobs in public relations is fierce.

Woman: Because the pay is good and the perks may be even better.

3 Woman: Where are your previous places of employment?

Man: I have been a salesman, but now I can do public relations.

4 Woman: My main responsibility is trouble-shooting between top management and the

general employees.

Man: Is there a lot of paper work connected with your job?

5 Woman: Our next door neighbors quarrel constantly and I can hardly stand it. Do you

think there is anything we could do to help?

Man: I suppose if they wanted to talk to friends or neighbors about their problems it

might help. But they don't. Their difficulties are so deeply seated that they should

probably secure some sort of professional advice.



Listen to the following short conversations once and choose the right answer to each question you hear.

1 Man: Mrs. Young, I represent Global Engineering. We are, I think, an organization

very similar to your own.

Woman: I'm very pleased to meet you, Mr. Luter. Please take a seat.

Question: What is the relationship between the man and the woman?

2 Man: If we go there and tell them what happened, do you think that they'll let us in

or turn us back?

Woman: Last year I was refused admittance because I didn't have a ticket. But perhaps

this year we can convince them of the truth.

Question: What does the woman want to do?

3 Man: Luckily there weren't many people round at the time. Otherwise, he would have

really been embarrassed.

Woman: You're right. He still turns red when anyone mentions what happened. The best

thing to do is not to talk about it in his presence.

Question: What does the woman think the man should do?

4 Woman: If you hadn't been so belligerent, they might have listened to your proposal with

more open minds.

Man: Well, I think what I said was diplomatic and polite, considering the

circumstances.

Question: How does the man perceive his response to the situation?

5 Woman: I think in the end your best chance of being accepted to that company will

depend on your personal interview with the manager. It will be of the utmost

importance to conduct yourself well during that interview.

Man: Yes, I know this all along, but you seem to place a lot of emphasis on conducting

myself in just the right way. You mentioned it at our last meeting too.

Question: What is the woman doing?

Keys

1 B

20

3 B

4 A

5 A



Listen to the following longer conversation twice and answer the questions.

Man: Hello, Mrs. Brown.

Woman: Hello, Mr. Li. Congratulations on your new job in Simmons. I'm delighted to hear

about it.

Man: Thank you very much.

Woman: Well, we hate to see you leave, Mr. Li. You've done excellent work here.

Man: That's very nice of you to say so, Mrs. Brown. It's been a pleasure working with you.

Woman: And what exactly do you do in Simmons?

Man: Well, I will be responsible for the financial services consultancy.

Woman: I see. Isn't Maria Douglas there?

Man: Yes, she's in the same division, but in a different team.

Woman: I suppose you'll be leaving soon, then?

Man: In a couple of days or so.

Woman: Let me wish you every success in your new job.

Man: Thank you very much.

Questions

1 Where will Mr. Li work?

- 2 What will he be responsible for?
- 3 What does Mrs. Brown hate?
- 4 When will Mr. Li leave?
- 5 Will Maria Douglas work in the same team with Mr. Li?

Keys

- 1 In Simmons.
- 2 Financial services consultancy.
- 3 She hates to see Mr. Li leave.
- 4 In a couple of days.
- 5 In the same division, but in a different team.



Listen to the following conversation twice and decide whether the following statements are true or false. Write "T" for true or "F" for false.

Jones: Good afternoon, Miss Smith. I'm Tomas Jones. Here is my card. I was sent by Tourist

Magazine to write a story about your hotel.

Smith: How do you do, Mr. Jones? Of course we always like favorable publicity. Why did you

choose our hotel?

Jones: Your hotel has a very good reputation, you know.

Smith: That's true. What ideas do you have in mind?

Jones: I want to tell things as they are and show why your hotel attracts more tourists.

Smith: With pleasure.

Jones: Will you take me around? Are you going to be busy later this afternoon?

Smith: Let me have a look at my schedule. In fifteen minutes I have to listen to a new group

of entertainers from England. They perform in our super club. Then at 2:30 there is a luncheon for advertising executives. Pictures must be taken. After that at 4:00 there

is a tea and fashion show given for charity. I must arrange photographs of the society

ladies and of the models.

Jones: Could I help you on that exciting assignment?

Smith: I'd certainly like some help. I'll be here until nine o'clock. We have a lot of conventions,

conferences, banquets, and meetings here.

Jones: That's what brings in the profits.

Smith: What about having a cocktail this evening when you have finished? We could begin

our work in the bar.

Keys

1 F 2 F

3 T

4 F

5 T



Listen to the following longer conversation twice and fill in the blanks with the missing words.

Woman: Jack, you are a public relations worker. Can you tell me the importance of public

relations?

Man: Sure. Public relation is a very important factor that can decide the success of any

business. The business world of today is extremely competitive. Companies need to have an edge that makes them stand out from the crowd, something that makes them

more appealing and interesting to both the public and the media.

Woman: Yes. The public are the buyers of the product and the media are responsible for selling it.

Man: The main goal of a public relations department is to enhance a company's reputation.

Woman: So we can say the role of a public relations department can be seen as a reputation

protector.

Man: That's right,

Woman: What skills are necessary if one wants to work in the world of PR?

Man: There are certain skills necessary to work in the world of PR. These include a very

high level of communication skills, written and verbal. The PR person must also be very adept at multitasking and time management. He or she may also have some form of media background or training in order to understand how the media and advertising work. Organizational and planning skills are also important in public relations. A public relations worker usually has some form of relevant college qualification.

Keys

The business world of today is extremely competitive. Companies need to have an edge

that makes them <u>stand out</u> from the crowd, something that makes them more <u>appealing and interesting</u> to both the public and the media. The public are <u>the buyers</u> of the product and the media are responsible for <u>selling it</u>. There are certain skills necessary to work in <u>the world of PR</u>. These include a very high level of communication skills, <u>written and verbal</u>. The PR person must also be very adept at <u>multitasking</u> and <u>time management</u>. He or she may also have some form of media background or training in order to understand how <u>the media and advertising</u> work. Organizational and <u>planning skills</u> are also important in public relations. A public relations worker usually has some form of relevant college qualification.

Part III



Passages



Listen to the passage twice and fill in the blanks with the words you hear.

Public relations is the receptionist who gives you a <u>warm</u> and friendly greeting when you <u>visit</u> the home office. It's the telephone operator who puts your <u>call</u> through promptly and efficiently. It's the cordial <u>letter</u> you receive from the company president. It's the dealers <u>who</u> think well and speak well of <u>your</u> company. Above all, it is satisfied <u>customers</u>. Any company connected with the <u>public</u> in any way has public relations man — from the <u>president</u> down to the newest office boy.

One thing is <u>clear</u>: public relations go far beyond publicity and <u>press</u> relations. In addition to expediting communications, it helps make <u>management</u> aware of public opinion and responsive to it. It helps <u>shape</u> business conduct. It assists management in coping with <u>problems</u> relating to all publics — customers, <u>employees</u>, shareholders and others. It <u>tries</u> to do the right thing at the right time, and make <u>certain</u> that what is done is both sincere and understood.

Public <u>relations</u>, in essence, is a point of <u>view</u> with an ultimate goal. It is not a <u>department</u>, not a person, not a publicity campaign — although it may <u>include</u> any or all of these. In effect, it is a state of mind and an attitude toward anyone who comes in contact with the enterprise.



Listen to the passage twice and answer the questions according to the information you get.

Public relations describes the various methods a company uses to spread messages about its products, services, or overall image to its customers, employees, stockholders, suppliers, or other interested members of the community. The point of public relations is to make the public think favorably about the company and its offerings. Commonly used tools of public relations include news releases, press conferences, speaking engagements, and community service programs.

Although advertising is closely related to public relations — as it too is concerned with promoting and gaining public acceptance for the company's products — the goal of advertising is increasing sales, while the goal of public relations is creating good will. The effect of good public relations is to lessen the gap between how an organization sees itself and how others outside the organization see it.

Public relations involves two-way communication between an organization and its public. Many small business owners elect to handle the public relations activities for their own companies, while others choose to hire a public relations specialist. Managers of somewhat larger firms, on the other hand, frequently contract with external public relations or advertising agencies to enhance their corporate image. But whatever option is chosen the head of the company is ultimately responsible for its public relations.

Keys

- 1 Spread messages about its products, services, or overall image to its customers, employees, stockholders, suppliers, or other interested members of the community.
- 2 To make the public think favorably about the company and its offerings.
- 3 The goal of advertising is increasing sales, while the goal of public relations is creating good will.
- 4 Handle the public relations activities by themselves or hire a public relations specialist.
- 5 The head of a company.



Listen to the passage twice and decide whether the following statements are true or false. Write "T" for true or "F" for false.

A difficult or abusive boss can poison the best of jobs. But you are not powerless; before you even consider quitting, try the strategies below.

Change your own ways. Few people are violent for no purpose. They blow up on particular occasions over particular issues. Try to find the reason or cause. For example, if he gets angry when you arrive just five minutes late to work or make one error in writing, avoid these mistakes

no matter how trivial they seem. If one of your coworkers manages your boss's moods skillfully, ask him what you could be doing more effectively, then borrow a few of his moves.

Stay cool under fire. Respond to the content of your boss's speech, not the curses. Whatever you do, don't cower, stammer or apologize. Passivity makes you a target. Respond confidently: Say "I'd like to put together a report that will satisfy you. Let's discuss how to make that happen."

Use constructive confrontation. Your boss may be more willing to change his behavior than you think. Some managers don't realize how much their words or actions upset staffers. Tell him how his outbursts make you feel. Say, for example, "When you call me names and criticize my work in meetings I feel demoralized. Please address me respectfully and take me aside to discuss such criticisms in private."

Appeal to a higher authority. If your boss becomes intolerably abusive, you may have to go above his head to your personnel department or senior manager. But before you take this course, discreetly ask coworkers if they've clashed with your boss in the past. Ideally, they will back you up and permit you to mention their names when you make your charges. That way, you can bring a pattern of behavior to management's attention. Begin by asking, "Can I have a discussion with you off the record?" Then cite examples that show how your boss's treatment negatively affects your performance. Make it clear that you want to improve the situation, not punish your boss. If discipline is what he needs, let the higher-ups make that call.





Listen to the passage twice and choose the right answers to the questions you hear.

Employees are one of the most important audiences a company has. An ongoing public relations program is necessary to maintain employee good will as well as to uphold the company's image and reputation among its employees. The essence of a good employee relations program is keeping employees informed and providing them with channels of communication to upper levels of management. For instance, ABC Company published an annual report for its employees to keep them informed about the company's operations. The company used surveys to determine what information employees considered useful. A range of other communication devices were used, including a monthly magazine, a quarterly video magazine, local newsletters, bulletin boards, and a call-in telephone service. Suggestion systems are another effective way to improve employee-management communications.

Public relations practitioners become heavily involved in crisis communications whenever there is a major accident or natural disaster affecting an organization and its community. Other types of crises involve bankruptcy, product failures, and management wrongdoing. In some cases, crises call for an organization to become involved in helping potential victims; in other cases, the crisis may require rebuilding an organization's image. In any case, experts recommend that business owners prepare a plan in advance to deal with potential crises in an honest manner. The main objective of such a plan is to provide accurate information quickly in order to reduce uncertainty. After the San Francisco earthquake of 1989, for example, the Bank of America utilized its public relations department to quickly establish communications with customers, the financial community, the media, and offices in 45 countries to assure them the bank was still operating

Questions

- 1 What is the essence of a good employee relations program?
- 2 How did ABC Company know what information employees considered useful?
- 3 Which of the following is NOT mentioned as one of the types of crises?
- 4 What is an organization required to do to deal with some type of crises?
- 5 What is the main objective of a plan prepared in advance?

Keys

1 C

2 D

3

4 4

5 B

Part IV



Supplementary Exercises



Listen to the following conversation twice and fill in the blanks with the missing words.

(The Sales Manager of a firm is talking with a candidate for a job.)

Manager: Do you enjoy meeting and being with people?Candidate: Yes, but I like working on my own sometimes.Manager: I see. But you find talking to strangers enjoyable?

Candidate: Yes, of course.

Manager: Good. That's what I like to hear. And in conversation, in business or with friends, you ...

Candidate: You're going to ask if I prefer to do most of the talking. Yes, I do. I'm not a

particularly good listener, I must say.

Manager: And I imagine you make decisions quickly of your own accord. I'd like to offer you

the job. How about it?



Listen to the following passage three times and fill in the blanks with the information you've just heard.

When do people decide whether or not they want to become friends? During their first four minutes together, according to a book by Dr. Leonard Zunin. In his book Contact: The First Four Minutes he offers this advice to anyone interested in starting new friendships: "Every time you meet someone in a social situation, give him your undivided attention for four minutes. A lot of people's whole lives would change if they did just that."

You may have noticed that the average person does not give his undivided attention to someone he has just met. He keeps looking over the other person's shoulder, as if hoping to find someone more interesting in another part of the room. If anyone has ever done this to you, you probably did not like him very much.

When we are introduced to new people, the author suggests, we should try to appear friendly and self-confident. In general, he says, "People like people who like themselves."

On the other hand, we should not make the other person think we are too sure of ourselves. It is important to appear interested and sympathetic, realizing that the other person has his own needs, fears, and hopes

Hearing such advice, one might say, "But I'm not a friendly, self-confident person. That's not my nature. It would be dishonest for me to act that way."

In reply, Dr. Zunin would claim that a little practice can help us feel comfortable about changing our social habits. We can become accustomed to any changes we choose to make in our personality.

Keys

During the first 4 minutes of meeting someone

You should: 1 give your undivided attention.

- try to appear friendly, self-confident.
- appear interested and sympathetic.

You should not: 1 keep looking over the other person's shoulder.

make the other person think you're too sure of yourself.



Listen to the passage twice and answer the questions you hear according to the information you get.

To have good public relations, an organization has to carry out public relations practice. Successful work in public relations practice will not only bring good economic and social benefits to an enterprise, an organization or an individual, but will also improve their material and spiritual environment.

Public relations practice aims at winning the understanding and support of the public through planned action. Its basic work is communication, mainly in the form of dialogue and exchange. It means not only explanation or publicity but also adapting one's action to the needs of the public. It is both a science and an art.

Public relations practice can establish and maintain a good reputation for an enterprise or organization. Its aim is long-term social and economic benefits. We cannot expect it to bring immediate profit.

Questions

- 1 What should an organization do to have good public relations?
- 2 What will successful public relation practice bring about to an enterprise?
- 3 What's the basic work of public relation practice?
- 4 What's the main form of communications?
- 5 What's the aim of public relation practice?

Keys

- 1 To carry out public relation practice.
- 2 Good economic and social benefits, improved material and spiritual environment.
- 3 Communication.
- 4 Dialogue and exchange.
- 5 Long-term social and economic benefits.



Listen to the passage twice and fill in the blanks with the words you hear.

Organizations have undertaken a variety of programs to educate consumers, building good will and helping avoid <u>misunderstandings</u> in the process. Opportunities for educating consumers might <u>include</u> sponsoring television and radio programs, producing manuals and other <u>printed</u> materials, producing materials for classroom use, and <u>releasing</u> the results of surveys. In addition to <u>focusing</u> on specific issues or industries, educational programs may <u>seek</u> to inform consumers

about economic matters and business in general.

Other types of programs that fall under the <u>umbrella</u> of public relations include corporate <u>identity</u> programs, ranging from name changes and new <u>trademarks</u> to changing a company's overall image. <u>Special</u> events may be held to call attention to an <u>organization</u> and focus the public's good will. These include anniversary <u>celebrations</u>, events related to trade shows, special exhibits, or <u>fairs</u> and festivals. Speakers bureaus and celebrity spokespersons are <u>effective</u> public relations tools for communicating an organization's point of <u>view</u>. Speakers bureaus may be organized by a trade association or an <u>individual</u> company. The face-to-face communication that speakers can <u>deliver</u> is often more effective than messages carried by printed materials, especially when the target audience is small and clearly defined.





The World of Humor

Answer the question according to what you hear.

A very strict officer was talking to some new soldiers whom he had to train. He had never seen them before, so he began. "My name is Stone, and I'm even harder than stone, so do what I tell you or there'll be trouble. Don't try any tricks with me, and then we'll get on well together."

Then he went to each soldier one after the other and asked him his name. "Speak loudly so that everyone can hear you clearly," he said, "and don't forget to call me 'sir'."

Each soldier told him his name, until he came to the last one. This man remained silent, and so Captain Stone shouted at him, "When I ask you a question, answer it! I'll ask you again: What's your name, soldier?"

The soldier was very unhappy, but at last he replied. "My name's Stonebreaker, sir," he said nervously.





Part I

Listen to the passage three times and complete the following outline. (15%)

Some of the Problems Facing Learners of English

Today I'd like to talk about some of the problems that students face when they study English. The propose is to show that we're aware of students' problems, and that by analyzing them perhaps it'll be possible to suggest how some of them may be overcome.

The problems can be divided into three broad categories: psychological, cultural and linguistic. The first two categories mainly concern those who come to study in Britain. I'll comment only briefly on these first two and then spend most of the time looking at linguistic difficulties which apply to everyone whetever they are leaning English. Some of the common psychological problems really involve fear of the unknown, for example, whether one's academic studies will be too difficult, where one will fail the examination, etc. The overseas student in Britain may also suffer from separation from his family and possible homesickness; enjoyment of his activities in Britain and the passage of time are the only real help here.

Looking now at the cultural problems, we can see that some of them are of a very practical nature, e.g. arranging satisfactory accommodation, getting used to British money, British food and weather. Some of the cultural difficulties are connected with foreign customs, habits and traditions—in other words, the British way of life. Being open-minded and adaptable is the best solution.

The largest category is probably linguistic. Let's look at this in some detail.

Most students will have learnt English at school, but if they've already been to college or university in their own countries they'll have studied mostly in their own language except, perhaps, for reading some textbooks and journals in English. In other words, they'll have had little everyday opportunity to practise using English.

What can a student do then to overcome these difficulties? Well, obviously, he can benefit from attending English classes. He should also listen to programs in English on the radio and TV. Perhaps most important of all, he should take every available opportunity to meet and speak with native English-speaking people.

Keys

Title: Some of the problems facing learners of English

- I . Purpose of the speech
 - A. aware of students' problems
 - B. suggest how to overcome
- II. Categories of problems
 - A. Psychological
 - 1 fear of unknown
 - 2 suffer from separation from family and homesickness
 - 3 solution: a. enjoy activities
 - b. passage of time

B. Cultural

- 1 practical ones: a. arranging accommodation
 - b. getting used to British money, food & weather
- 2 British way of life
- 3 solution: a. be open-minded
 - b. be adaptable

C. Linguistic

- 1 little practice of using English
- 2 solution: a. attend English classes
 - b. listen to programmes in English on the radio and TV
 - c. most important: meet and speak with English people

Part II



Conversations



Listen to the following short conversations twice and fill in the blanks with the missing words. (11%)

1 A: Mr. Powell, have you anything to report on the progress of the summit talks?



- **B:** I'm happy to report that there's nothing to report.
- 2 A: Mark, how do you feel about this latest tax increase?
 - B: Well, as far as I'm concerned it is of course regrettable. But it is necessary, I'm afraid.
- **3 A:** I thought you would have the repairman come fix the water heater.
 - **B:** I tried calling him all day but his phone apparently was out of order.
- 4 A: I have to have Mr. Sloan come over and adjust my TV again tonight.
 - **B:** If I were you, I'd have someone else check it out.
- **5 A:** My family and I will be leaving on <u>January 5</u>. Is there anything we need to do to the apartment before we leave?
 - **B:** If you want your fifty-dollar <u>deposit</u> back, you'll have to clean the stove and the refrigerator. Also, we ask that you vacuum carefully before leaving.



Listen to the following short conversations once and choose the right answer to each question you hear. (10%)

1 Man: I'd like to take a trip to Florida for my spring vacation. Can you give me any

ideas on where to go?

Woman: I could tell you about the places I've visited, but I think you'd better get a

professional to make your arrangements.

Question: What advice did the woman give the man?

2 Man: I'm going to revise my politics report.

Woman: I think you should leave well enough alone.

Question: What does the woman think the man should do?

3 Man: You know even I could do a better job of running the school's newspaper than

the editor,

Woman: Oh you could, could you Tom?

Question: What does the woman think about Tom?

4 Man: Thope I can find my passport somewhere in the hotel.

Woman: Look in your suitcase again, you couldn't have forgotten that.

Question: What has the man misplaced?

5 Man: If I were you I wouldn't interrupt the boss while he's in an important meeting.

Wait until he comes back to his office.

Woman: If I were you I'd mind my own business. He told me to bring him this

information as soon as it arrived, even if he was in the bathroom.

Question: Where is the boss?

Keys

1 C 2 D 3 B 4 A 5 C



Listen to the following longer conversation twice and fill in the blanks with the missing words. (15%)

Interviewer: Good morning, sir. I wonder if you'd have the time to answer a few questions.

Man: Hm, hm.

Interviewer: Could you give me your name, please?

Man: Well, you explain what this is for, please?

Interviewer: Ah, yes. I'm sorry. I'm working for a market research agency and at the moment

we're conducting a survey of the kind of people who shop in this particular area ...

Man: Hm yes.

Interviewer: So your name is ...?

Man: My name is David Copper.

Interviewer: And your age?

Man: 32.

Interviewer: 32, right. And employment?

Man: I work for a banking company

Interviewer: Does that involve quite a lot of travel then?

Man: Well mmm ... sometimes ... I'm in the international section. That means I have to

visit the bank's subsidiaries in other countries.

Interviewer: So you visit foreign branches of your bank.

Man: Yes ... from time to time.

Interviewer: So you're a frequent traveler?

Man: Oh yes ... yes, you could say that. I spend at least one or two months of the year

out of the country.

Interviewer: And how often do you come to this supermarket?

Man: Oh, this is the first time I've ever been here.

Interviewer: Oh, I see. Well. Goodbye. Thank you for your time.

Man: You are welcome.



Listen to the following longer conversation twice and answer the questions you hear. (9%)

Man: May I speak to the manager, please?

Woman: I'm sorry. Mr. Smith's just gone to Hong Kong. He'll be attending a conference this

week and will not be back until Sunday. Would you like to leave a message?

Man: No, thanks. I think I'll wait until next Monday. Will he be available then?

Woman: Hang on a moment please. I'll check his timetable for you ... Yes, here ... A trade

delegation from Germany will be arriving at 10:00 on Monday morning and Mr.

Smith is to meet them at the airport.

Man: So I shall have to call him up early in the morning.

Woman: Well, you may get him if you are lucky but Mr. Smith is a very busy man, you know.

Man: Thanks for telling me. If I don't get him the first time, I'll keep on ringing — if you

don't mind.

Woman: Certainly not. Bye.

Man: Bye.

Questions

1 Where is Mr. Smith now?

2 When will he be back?

3 What will Mr. Smith do Monday morning at 10:00?

Keys

- 1 In Hong Kong.
- 2 This Sunday.
- 3 Meeting a trade delegation from Germany.

Part III



Passages



Listen to the passage twice and fill in the blanks with the words you hear. (10%)

The goal of every company should be to exceed customer expectations when providing

customer service.

The first step is to <u>find</u> out exactly what the customer's <u>needs</u> are. This is done by simply asking <u>customers</u>, or in a more scientific way by studying customer <u>behavior</u>, conducting focus groups or by carrying out customer feedback surveys.

The company can then decide <u>exactly</u> what it can and cannot do in <u>terms</u> of service delivery. Once this is agreed a customer service strategy can be out in place to ensure service levels are met.

To succeed in customer <u>service</u> it is absolutely critical that companies recruit, <u>select</u> and employ the right kind of people to deal with customers.

Customer service excellence is the <u>consistent</u> exceeding of customer expectations. And to do that <u>requires</u> putting in place people, systems and <u>training</u> to ensure the customers' complete satisfaction at all times.

Finally, when defining customer service it's <u>important</u> to remember one more thing: customer <u>perception</u>. Customer service is really about what the customer perceives, <u>remembers</u> and tells others of the service they received.



Listen to the passage twice and decide whether the statements are true or false. Write "T" for true or "F" for false. (10%)

International trade is the exchange of goods and services produced in one country for goods and services produced in another. International trade is quite necessary for several reasons.

The distribution of natural resources in the world is uneven. Some nations have natural deposits in excess of their own requirement while other nations possess none. For instance, Britain has large reserves of coal but lacks many minerals such as nickel, copper, aluminum, etc. while the Arab states have vast oil deposits but little else.

Different countries have their own different land, climate and general conditions for agriculture, forestry, husbandry, etc. So, some nations can produce more relevant products than their own needs while other nations are unable to produce sufficient products to satisfy their large home demand.

With the development of manufacturing and technology, there arose another incentive in producing certain industrial products which are better received by the customers in other countries. For example, Japanese automobiles are more marketable than those made in China.

On top of all the above, trade between countries can be profitable for all, even if one of the countries can produce every commodity more cheaply. Everybody knows that Japan, Germany and the United States are the most advanced countries. But do you know the fact that their development of foreign trade has brought them billions and billions of dollars to build up their modernization?

Keys

1 F 2 F 3 T 4 T 5 F



Listen to the passage twice and give answers to the questions you hear. (5%)

Yesterday we discussed the problem of rising prices, or, in the economist's terms, inflation. We noted that, during periods of inflation, all prices and incomes do not rise at the same rate. Some incomes rise more slowly than the cost of living, and a few do not rise at all. Other incomes rise more rapidly than the cost of living.

We concluded that persons with fixed incomes as, for example, the elderly who depend upon pensions, and persons with slow-rising incomes as, for example, an employee with a salary agreed to in a long-term contract, will be most seriously affected by inflation. Please recall that while their dollar incomes stay the same, the cost of goods and services rises, and in effect, real income decreases; that is, they are able to purchase less with the same amount of money.

We also talked about the fact that stockholders and persons with business interests and investments would probably benefit most from inflation, since high prices would increase sales receipts, and profits would likely rise faster than the cost of living.

And now, before we begin today's lecture, are there any questions about the term inflation or any of the examples given in our discussion so far?

Questions

- 1 What is the problem of rising prices called in the economist's terms?
- 2 What happens during periods of inflation?
- 3 What happens when the cost of goods and services rises while dollar incomes stay the same?
- 4 Who would probably benefit most from inflation?
- 5 Why is this passage given?

Keys

- 1 Inflation.
- 2 All prices and incomes do not rise at the same rate.
- 3 Real income decrease.
- 4 Stockholders and persons with business interests and investments.
- 5 To review yesterday's talk on inflation.



Part IV



Supplementary Exercises



Listen to the passage twice and fill in the blanks with the words you hear. (10%)

In addition to visible trade, there is also invisible trade. Visible trade involves the import and export of goods and merchandise while invisible trade involves the exchange of services between countries. For instance, Norway has a large maritime fleet and provides better transportation service. If an exporter arranges shipment, he thinks of Norway immediately. Yet, a cargo transported by sea is vulnerable to many dangers. So, the exporter has to purchase insurance. Britain probably provides the best insurance. Some nations may not have a lot of exportable commodities or manufactured goods, but they have good climate and beautiful natural scenery to develop their tourism. Tourism is another form of invisible trade. Invisible trade is equally important.



Listen to the passage twice and answer the questions you hear. (5%)

World Trade Organization (WTO) is an international body that promotes and enforces the provisions of trade laws and regulations. The World Trade Organization has the authority to administer and police new and existing free trade agreements, to oversee world trade practices and to settle trade disputes among member states. The WTO was established in 1994 when the members of the General Agreement on Tariffs and Trade (GATT, a treaty and international trade organization) signed a new trade pact. In fact, the WTO was created to replace GATT. The WTO began operation on January 1, 1995. GATT and the WTO coexisted until December 1995, when the members of GATT met for the last time. Although the WTO replaced GATT, the trade agreements established by GATT in 1994 are part of the WTO agreement. However, the WTO has a significantly broader scope than GATT. By 1996 almost all of the 123 nations and areas that had signed the new GATT pact had transferred membership to the WTO. About

30 other nations had also applied for membership. The WTO is based in Geneva, Switzerland, and is controlled by a General Council made up of member states' ambassadors who also serve on various subsidiary and specialist committees. The ministerial conference, which meets every two years and appoints the WTO's director-general, oversees the General Council.

Questions

- 1 What is the complete form of WTO?
- 2 What is the purpose of creating this organization?
- 3 When did WTO begin operation?
- 4 How many nations had been members of the WTO by 1996?
- 5 How often does the ministerial conference meet?

Keys

- 1 World Trade Organization.
- 2 To promote and enforce the provisions of trade laws and regulations.
- 3 On January 1, 1995.
- 4 123 nations.
- 5 Every two years.



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