



广州城建职业学院

实训（实习）指导书

院（系）部： 外语外贸学院

课程名称： 外贸英语口语

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《外贸英语口语》实训指导书

一、课程实验的目的和要求

《外贸英语口语》是一门实践性很强的课程，上好实验课是保证教学质量的关键环节。通过模拟操作和熟悉国际商务交流环境，使学生对经贸英语听说的实务有深刻的感性认识。通过训练使学生达到实际操作人员的基本技能。从外贸英语听说的应用功能出发，以商务活动各参与主体的运作为表现，使学生全面掌握外贸英语的用途与实践操作技能。

二、课程实训总学时数：20 学时

三、实训项目总数：7 个

四、实训开设对象：国际经济与贸易专业 2015 级

五、考核与报告

- 1、实验后，学生将实验结果等内容写出实验报告，应符合实验教学的要求，并得到指导教师认可。
- 2、指导教师对每份实验报告进行审阅、评分。
- 3、该实验课程内容是对理论教学内容的应用与验证，实验课的成绩记入课程平时成绩，占总成绩的 20%。

撰写人：柳韬略

实验1 At the Airport (2学时)

1、实验目的

使学生能够并运用所学知识完成机场接机、送客人去宾馆等项目

二、实验任务及要求

1. 模拟咨询台询问信息
2. 模拟登记检查
3. 模拟安检

三、实验场所

语音室

4、实验准备

收集资料，与小组同学充分沟通，了解实验要求，进行情景模拟

五、实验方式

机场接机情景模拟

六、实验详细步骤及方法

情景1：一乘客在咨询台询问班机到达时间及延误原因。

情景2：某乘客检票登机，但行李超重，机场服务人员要求他减少行李重量或为超重行李付款。

情景3：某乘客过安检时身上有戒指导致金属检测仪发出警告，安检人员要求其拿出金属物品并重新安检。

七、本实验项目成绩考核方式、方法及成绩要求

口试，两人一组，成绩分优、良、中、及格、不及格五级

实验2 Hotel Check in (3课时)

1、实验目的

使学生能够掌握接受酒店食宿、房间预订与确认工作的有关知识，学习预订咨询、推销酒店客房等工作所需要的知识和技能。

二、实验任务及要求

1. 模拟接待员和宾客，面对面练习
2. 模拟酒店食宿、房间预订与确认工作

三、实验场所

语音室

四、实验方式

酒店入住登记情景模拟

5、实验详细步骤及方法

1. 模拟接待员，主动与前来预订的宾客打招呼、问候。
2. 明确客人订房要求。根据客人预期抵达日期、所需客房种类、所需客房数量、所住天数等因素，受理预订。
3. 重复宾客预订信息，确认预订。内容：预订房间、预住期限、房价、付款方式、有关政策（如订房截止日期等）。
4. 学生2人一组。模拟接待员和宾客，面对面练习。
5. 抽2组学生演示。一位扮演接待员，一位扮演宾客。

场景一：接受预订：复述客人订房要求，填写客房预订单，致谢。

场景二：婉拒预订：主动提出若干可供客人参考或选择的建议。

六、本实验项目成绩考核方式、方法及成绩要求

口试，成绩分优、良、中、及格、不及格五级

实验 3 company presentation 3 学时

1、实验目的

使学生能了解并掌握做陈述演讲的基本步骤以及一些关键的要点，并运用学到的知识模拟一个 mini-presentation.

二、实验任务及要求

1. 模拟接待
2. 模拟演讲

三、实验场所及仪器设备

语音室

4、实验准备

复习本节内容，与小组同学充分沟通，了解实验要求

五、实验详细步骤及方法

1. 以个人为单位，搜集与演讲相关的资料
2. 2 人一组。模拟 mini-presentation.

案例模拟 1:

你是联想公司的代表，公司派你前往广州参加广交会，需要你在一个 50-60 个人的小厅里做一个 company presentation.

案例模拟 2:

小李是一公司秘书，现在他正陪同 smith 参观他们的工厂。他先把 smith 带到了车上，然后带着 smith 从车间开始参观。

六、本实验项目成绩考核方式、方法及成绩要求

口试，成绩分优、良、中、及格、不及格五级

实验4 Meeting (3课时)

1、 实验目的

使学生掌握商务会议的准备、安排和组织工作，了解商务谈判的用语、技巧、礼仪，能够参与或完成商务谈判

二、实验任务及要求

1. 模拟商务会议准备工作
2. 模拟正式召开商务会议
3. 模拟商务谈判议价

三、实验场所

语音室

4、 实验准备

搜集实用语句，与小组同学充分沟通，了解实验要求

五、实验详细步骤及方法

1. 全班分组。4人一组。每组选出一名学生做董事长，一名学生做秘书。董事长请秘书做好会议准备工作，安排会议议程，组织召开会议。会议期间，秘书做好会议记录。

2. 2名同学分别扮演买卖双方，进行商务谈判，主要就产品的价格、支付手段、运输方式等展开讨论，要求形成最终谈判结果。

六、本实验项目成绩考核方式、方法及成绩要求

口试，两人一组，成绩分优、良、中、及格、不及格五级

实验5 Product Introduction 3学时

1、实验目的

使学生能够运用所学的知识在老师的指导下模拟新产品介绍工作。

二、实验任务及要求

1. 模拟新产品功能讲解
2. 模拟产品广告发布会
3. 模拟推销产品

三、实验场所及仪器设备

语音室

4、实验准备

与小组同学充分沟通，了解实验要求

五、实验方式

产品介绍模拟

六、实验详细步骤及方法

1. 介绍你最近买的一款产品。小组活动模拟解说的全过程，向大家介绍：
(1) .产品的功能及卖点； (2) 你购买的原因； (3) 这块产品如何操作及应用。

2. 角色扮演 1

假设你所在的富士康公司生产出了一款新式的电脑，老板需要你去策划一个英文的新闻发布会，与你的搭档根据情境设计一个新闻发布会的场景。

七、本实验项目成绩考核方式、方法及成绩要求

口试，成绩分优、良、中、及格、不及格五级

实验6 Business Dinner 3 学时

一、实验目的

能够组织宴请客人，并了解商务餐宴会中餐位预定、点餐、推荐特色菜、祝酒买单等基本步骤，能够利用相关句型和表达进行场景对话，并熟悉商务餐桌礼仪。

二、实验任务及要求

1. 模拟餐位预定
2. 模拟点餐、推荐特色菜
3. 模拟祝酒
4. 模拟买单
5. 了解并熟悉餐文化、酒文化

三、实验场所及仪器设备

语音室

四、实验方式

商务宴会情景模拟

5、实验详细步骤及方法

1. 4人一组，上网分别查找中西方餐桌礼仪、粤菜、粤酒、中餐菜名的翻译、中餐的烹饪方法，并制作成PPT，课堂进行展示。
2. 交代餐厅用餐步骤：预定、点餐、推荐特色菜、祝酒、买单
3. 用两个对话讲解相关场景的基本句型和表达
4. 4-6人一组。本别扮演外国客商和中方接待者。场景：外国客商第一次来荆州，中方陪同介绍本地的餐饮，并带领客商到当地的特色餐馆就餐，并主动付款。

六、本实验项目成绩考核方式、方法及成绩要求

口试，成绩分优、良、中、及格、不及格五级

实验7 Inquiry 询盘 3学时

一、实训目的:

通过录音熟悉口头询盘的常用专业术语和句型;重点掌握口头询盘句型和发盘句型。

Brief Introduction

在对外贸易中,交易的一方欲出售或购买某种商品,向另一方询问买卖该商品的各项交易条件,这种口头的或书面的表示,在进出口业务中称之为询盘或询价。

询盘一般分为两种:

1) 一般询价:这种询价并不一定涉及到具体的交易,一般属于大致的了解。

2) 具体询价:所谓具体询价实际上就是请求对方报盘(request for an offer)。也就是说,买方已准备购买某种商品,或已有现成买主,请卖方就这一商品报价。

二、实验任务:(录音) Basic Expressions

1. Our buyers asked for your price list or catalogue. 我们的买主想索求你方价格单或目录。

2. Prices quoted should include insurance and freight to Vancouver.

所报价格需包括到温哥华的保险和运费。

3. I would like to have your lowest quotations C.I.F. Vancouver.

希望您报成本加运费、保险费到温哥华的最低价格。

4. Will you please send us your catalogue together with a detailed offer? 请寄样品目录和详细报价。

5. We would appreciate your sending us the latest samples with their best prices.

请把贵公司的最新样品及最优惠的价格寄给我们,不胜感激。

6. Your ad in today's China Daily interests us and we will be glad to receive samples with your prices. 对你们刊登在今天《中国日报》上的广告,我们很感兴趣。如能寄来样品并附上价格,不胜欣慰。

7. Will you please inform us of the prices at which you can supply? 请告知我们贵方能供货的价格。

8. If your prices are reasonable, we may place a large order with you.

若贵方价格合理,我们可能向你们大量订货。

9. If your quality is good and the price is suitable for our market, we would consider signing a long-term contract with you. 若质量好且价格适合我方市场的话,我们愿考虑与你方签署一项长期合同。

10. As there is a growing demand for this article, we have to ask you for a special discount.

鉴于我方市场对此货的需求日增,务请你们考虑给予特别折扣。

11. We would appreciate your letting us know what discount you can grant if we give you a long-term regular order. 若我方向你们长期订货,请告知能给予多少折扣,不甚感激。

12. Please quote your lowest price CIF Seattle for each of the following items, including our 5% commission. 请就下列每项货物向我方报成本加运费、保险费到西雅图的最低价格,其中包括我们百分之五的佣金。

13. Please keep us informed of the latest quotation for the following items.

请告知我方下列货物的最低价格。

14. Mr. Smith is making an inquiry for green tea. 史密斯先生正在对绿茶进行询价。

15. Now that we have already made an inquiry on your articles, will you please make an offer before the end of this month? 既然我们已经对你们的产品进行了询价,请在月底前报价。

16. As a rule, we deliver all our orders within 3 months after receipt of the covering letters of credit. 一般来说, 在收到相关信用证后三个月内我们就全部交货。

17. Please quote us your price for 100 units of Item 6 in your catalog.

请给我们提供你们产品目录册上 100 组 6 号产品的报价。

18. Those items are in the greatest demand in foreign markets. 那些产品在国外市场上的需求量很大。

19. Would you please quote me your prices for the goods? 你能报给我这些商品的价格吗?

20. We have quoted this price based on careful calculations.

这个报价是我们在精打细算的基础上得出来的。

(录音) Conversations

Dialogue 1

A: Good afternoon. I am Mr. Brown, the Import manager of Atlantic Industries Ltd, Sidney, Australia. This is my card.

B: Good afternoon, Mr. Brown. My name is Mrs. Anderson, manager of the sales department.

A: Nice to see you, Mrs. Anderson.

B: Nice to see you too, Mr. Brown. Won't you sit down?

A: Thank you.

B: What would you like, tea or coffee?

A: I'd prefer coffee if you don't mind.

B: Is it your first trip to the Fair, Mr. Brown?

A: No, it's the fourth time.

B: Good. Is there anything you find changed about the Fair?

A: Yes, a great deal. The business scope has been broadened, and there are more visitors than ever before.

B: Really, Mr. Brown? Did you find anything interesting?

A: Oh, yes. Quite a bit. But we are especially interested in your products.

B: We are glad to hear that. What items are you particularly interested in?

A: Women's dresses. They are fashionable and suit Australian women well, too. If they are of high quality and the prices are reasonable, we'll purchase large quantities of them. Will you please quote us a price?

B: All right.

Dialogue 2

A: I'm glad to have the opportunity of visiting your corporation. I hope to conclude some substantial business with you.

B: It's a great pleasure to meet you, Mr. Brown. I believe you have seen our exhibits in the showroom. May I know what particular items you're interested in?

A: I'm interested in your hardware. I've seen the exhibits and studied your catalogues. I think some of the items will find a ready market in Canada. Here is a list of my requirements, for which I'd like to have your lowest quotations, C.I.F. Vancouver.

B: Thank you for your inquiry. Would you tell us the quantity you require so that we can work out the offers?

A: I'll do that. Meanwhile, could you give me an indication of price?

B: Here are our F.O.B. price lists. All the prices in the lists are subject to our confirmation.
A: What about the commission? From European suppliers I usually get a 3 to 5 percent commission for my imports. It's the general practice.
B: As a rule we don't allow any commission. But if the order is a substantial one, we'll consider it.
A: You see, but I do business on a commission basis. A commission on your prices would make it easier for me to promote sales. Even two or three percent would help.
B: That's something we can discuss later.

Dialogue 3

A: When can I have your firm C.I.F. prices, that is to say, the final offer, Mr. London?
B: We'll have them worked out by this evening and let you have them tomorrow morning. Would you be free to come by then?
A: Yes. I'll be here tomorrow morning at 10.
B: Perfect. Our offer remains open for 3 days.
A: I don't need that long to make up my mind. If your prices are agreeable and if I can get the commission I want, I can place the order right away.
B: I'm sure you'll find our price most favorable. Elsewhere prices for hardware have gone up tremendously in recent years. Our prices haven't changed much.
A: I'm glad to hear that. As I've just said, I hope to conclude some substantial business with you.
B: We shall be very pleased. Is there anything else I can do for you, Mrs. Anderson?
A: I'm buying for chain department stores in Canada. They are also interested in Egyptian carpets. Could you introduce me to the person in charge of this line?
B: Certainly, I'll make an appointment for you with Mr. Jordan of the Egypt National Native Produce and Animal By-products Import and Export Corporation.
A: Thank you very much.

Words and Expressions

promising 有希望的, 有前途的 initial 最初的 a long-term contract 长期合同 grant 批准, 给予 substantial 数量大的, 大量的 subject to our confirmation 以我方确认为准 covering 有关的 chain department store 连锁百货店 receipt 收到; 收据 a ready market 市场畅销 do business on a commission basis 做有佣金的买卖 price sheet / price list 价格单 as a rule 通常, 一般来说 C.I.F Vancouver 温哥华到岸价 quotation 报价, 标价 enquiry 询价 showroom 展示厅, 陈列室 hardware 五金制品 There's no indication of price. 没有标明价格 commission 佣金 sales literature 销售说明书 specification 规格 F.O.B. prices 离岸价, 船上交货价 firm offer/ tentative offer 实盘/议盘

Notes

1. We would be obliged if you would?
obliged 感激 这是商业信函中的客套话, 在请求对方做某事时, 常用这个句型。另外, 表示“感激”的句型还有:
 - a. We would be thankful (grateful) if you would?
 - b. We would appreciate if you would?

- c. It would be appreciated if you would?
- 2. C.I.F. 是 Cost Insurance Freight 的缩写, 其意思是 “成本、保险费加运费”。
- 3. have confidence in 对……有信心
- 4. hear from 收到……的来信
- 5. place an order 订货
- 6. make a delivery 交货

Substitution Drills

1 A: We're quite interested in your down coats. How about the supply position? 我们对你们的羽绒服很感兴趣。请问供应情况如何?

B: For most of the articles in the catalog, we have an ample supply. 对于目录中的大多数产品, 我们都有充足的货源。

All the articles displayed here are available. 这里所有展出的商品都有供货。

Generally speaking, we can supply from stock. 总体来说, 我们有存货供应。

2 A: I don't need to remind you that the market has become very competitive, the competition has become pretty keen, you must be able to compete with rival firms. 不用说市场竞争很激烈。市场竞争变得相当尖锐。你必须能够与你的对手公司相竞争。

B: You'll find our prices are very favorable, very competitive, and most acceptable. 你会发现我们的价格很优惠。很有竞争力。是最容易接受的。

3 A: Do you quote F.O.B. or C.I.F.? 你们报船上交货价还是最后到岸价?

B: We usually quote on an F.O.B. basis. a C. I.F. basis the basis of C. I. F. terms landed 我们一般报船上交货价。成本加运费、保险费在内的到岸价最后到岸价加卸货价

4 A: Could you make offers for the items listed in your catalogue? Would you give me an offer for Item No.7? May I have your offer of Model ZX 102? 你能给出目录中所列产品的报价吗? 给出七号物品的报价吗? 给我 ZX 102 型的价格吗?

B: Here's the price list, but the prices are subject to our final confirmation. Here it is, but the price is subject to your confirmation before Friday. Here you are, but the offer is based on immediate acceptance. 这是价格单, 但最终价格取决于我们的最终确认。给您, 但是价格取决于您周五前的确认。给您, 但是价格必须马上接受才行。

5 A: How long will you leave your offer open? valid on the table 你的报价多长时间有效?

B: It's valid for three years. 三年有效。

It's good for twenty-four hours only. 只有二十四小时的有效期。

It'll remain firm until Friday. 周五前不变。

6 A: We want to find out if you can supply walnut meat. article No.16 is available. 我们想知道你们能否提供胡桃肉。第 16 号产品是否还有现货

B: Walnut meat is in high demand these days. As far as this item is concerned, the supply cannot meet the demand. 最近胡桃肉需求很大。就这种产品而言, 供不应求。

7 A: Any chance of scraping up a small quantity? 可以积攒起一些吗?

B: To be honest, we've sold out. 坦率地说, 我们卖光了。

tell the truth, the supply has run out. 说实话，供货卖完了。
put it simply, we have nothing on hand. 简单地说，我们手边没有货。

8 We'll keep your order on file. When the next supply comes in, we'll get in touch with you. We'll keep your requirement in mind. When new crops come in, we'll let you know. We'll inform you as soon as we have new supplies in the near future.

我们会对你的订单做好记录。当下批货来的时，我们会和你联系。
我们会记下您的要求。下批农作物到来时，我们会告诉您的。
不久我们一旦有了新货就会通知您。

9 There is just a limited quantity for the time being. 现在只是货物数量有限。
in the long run 长远看来
at present 目前
today 今天

10 Would you quote me your lowest prices for the goods at present? 请问您能给我提供这些商品目前的最低价格吗？

May I ask 我能问一下

May I know 我可以知道

11 May I ask the price of the product? 我能问一下这商品的价格吗？

cost 成本

expense 费用

charge 费用

三、实训要求：

按照上述所给材料，每组同学根据自己选择的行业、产品，进行询盘、发盘对话，并记录下来。注意语音语调，流利度，清晰度，情感。

录制好后，以 MP3 的形式发给学习委员，学习委员打包发至我邮箱。

四、本实验项目成绩考核方式、方法及成绩要求

口试，成绩分优、良、中、及格、不及格五级