

# 全国国际商务英语培训认证考试（一级）

## 听力原文

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### Listening

#### Section A

**Directions:** *In this section, you will hear five short sentences. Each sentence will be spoken twice. At the end of each sentence there will be a pause. During the pause, you are required to fill in the corresponding blank according to what you've heard. Then write your answer on the Answer Sheet.*

**Example:** *You'll hear: Mr. White is leaving at 1:30 and won't be back until 5:00, so you can call him after that.*

*You'll read: Mr. White will be back before \_\_\_\_\_.*

*From the sentence we learn that Mr. White will be back before 5:00. Therefore you should write 5:00 in the corresponding blank on your Answer Sheet. Now the test will begin.*

1. Mr. Malay will leave the hotel at 2:00 p.m., and arrive at the airport at 3:30 p.m.
2. Please phone Mr. North at 2839475, and his extension number is 776.
3. The price for PT500 motorcycle as in our catalogue is 14,322 US Dollars CIF, Puerto Limon.
4. I heard that Peter has been promoted as the HR manager to take the place of Betty.
5. The parcel will be sent to Berstorffsgade 19, that is B-e-r-s-t-o-r-f-f-s-g-a-d-e, Copenhagen, Denmark.

#### Section B

**Directions:** *In this section, you will hear ten short conversations. At the end of each conversation, a question will be asked about what was said. Both the conversation and question will be spoken only once. After each question, there will be a pause. During the pause, you must read the four choices marked A, B, C and D, and decide which is the best answer. Then mark the corresponding letter on the Answer Sheet with a single line through the center.*

**Example:** *You will hear: M: Helen, could you email the new catalogue to all our contacts in France?*

*W: Sorry, my computer broke down yesterday. I will as soon as I have it fixed.*

*Q: What does the woman imply?*

*You will read: A. She will post it later.*

*B. She could not contact the man.*

*C. She's not sure if the computer is fixed.*

*D. She can't send it right now.*

*From the conversation we learn that the woman cannot send the new catalogue immediately. Therefore, the correct answer is D. Now the test will begin.*

6. W: Hello, may I have a look at that stereo, please?  
M: Certainly, madam. But I would recommend the Shannon X-15 made in Denmark, with 6 speakers...  
Q: Who is the man?
7. W: Why did you increase the proportion of commercials for this advertising campaign?  
M: Well, it's needed to create product awareness at this stage of the product life cycle. I know that word-of-mouth advertising is probably the most effective though.  
Q: What does the man mean?
8. M: The price you quoted is \$100. It's too high for us. Could you give any discount?  
W: We offer a 2% discount if you place an order of more than 2,000 sets.  
Q: What's the woman's offer for an order over 2,000 sets?
9. M: Shall we go over the terms and conditions of the transaction to see if we agree on all the particulars?  
W: All right. Since business is closed at this price, we'll look at the stipulations about the packing and shipping marks.  
Q: What can we learn from this conversation?
10. W: Can I apply for a card, so I can overdraw and pay back at a later date?  
M: We need to check whether you're qualified. Could you please fill in this form?  
Q: What is the woman applying for?
11. M: Do you have anything to declare? Jewelry or cash?  
W: No, I haven't. The only things I have with me are my own clothes and my notebook computer.  
Q: Where does this conversation most probably take place?
12. W: Is my visa valid for one month? I plan to have a side-trip to Boston after the trade negotiation in New York.  
M: Your visa is good for New York, Philadelphia and Boston. If you'll go to other places, you need to apply for another visa.  
Q: What is true about the woman?
13. M: I heard that you went for an interview last week. How was it going?  
W: I've been short-listed.  
Q: What does the woman mean?
14. W: Mark, the fire alarm in the warehouse is ringing! Get it checked immediately!  
M: OK. I'll do it right now.  
Q: What department does the man most probably work in?
15. M: The woolen sweaters you delivered do not match the sample we provided. The background color

is a shade too dark.

W: It's usually not always possible to have exactly the same shade of color.

Q: What's the attitude of the man towards the goods?

### Section C

**Directions:** *In this section, you will hear two recordings. At the end of each recording, some questions will be asked about what was said. You will hear the recordings and questions only once. After each question, there will be a pause. During the pause, you must read the four choices marked A, B, C and D, and decide which is the best answer. Then mark the corresponding letter on the Answer Sheet with a single line through the center.*

#### Task 1

*Questions 16 and 17 are based on the following conversation.*

M: Good morning, Sarah. How are you today?

W: I'm doing fine. How about you?

M: Very well. Thanks. So, what's the plan for our advertising campaign?

W: As I mentioned before, it'll be a national campaign starting next month. We've decided to use a variety of media for full coverage, such as television, radio and some outdoor billboards.

M: That sounds wonderful.

W: Thank you. We'll have twenty-second spots on television once a day for two months. At the same time, fifteen-second radio commercials twice a day... and use billboards in big cities with large populations.

M: What about the ads' theme or style?

W: We'd like to emphasize the sun-protection function of our cosmetics.

M: Sounds good! Will we have a new slogan?

W: Definitely. The advertising agency is working on it right now. They'll present us some proposals the day after tomorrow, oh, no... today is Friday... then... that should be on Monday.

M: Well done! Sounds like we'll have a winner on our hands!

W: Yeah...

M: By the way, let me have the proposals as soon as the agency finishes with them.

W: No problem.

Q16. What are the two speakers mainly discussing about?

Q17. How often will the radio commercials be broadcast?

#### Task 2

*Questions 18 to 20 are based on the following speech.*

Ladies and gentlemen, let's start our meeting. Please feel free to interrupt if you have any questions.

Over the past 3 years, our business in Asia has grown by leaps and bounds. 22% of our revenue now comes from there, compared to 9% just 3 years ago.

You'll notice that the volume of business in this market is expected to increase by 60% over the next 5 years. Based on past performance, we would normally pick up 40% of this market. However, some of our Asian clients are already complaining about delivery times, but because of our reliance on foreign

distribution firms, it is difficult to change the situation.

Therefore, I propose that we immediately set up 3 Asian distribution centers, in Beijing, Tokyo, and Seoul. We could have them operating within 6 months, and put us in a much better position to deal directly with our customers.

Ladies and gentlemen, if we don't act on this right away, I'm afraid we're going to lose some market share. Our main competitors already have their own Asian distribution centers, and some of our customers may turn to them if we don't act quickly. Thank you.

Q18. What percentage of the company's revenue comes from Asia this year?

Q19. What do Asian clients complain about?

Q20. What is this speech mainly about?