

课后练习

第一章

I. Answer the following questions:

1. What is economics? What theories are involved in economics?
2. Who wrote the first full-scale treatise on economics? Can you tell some of his arguments in this treatise?
3. According to the text, what is the difference between microeconomics and macroeconomics?
4. Why is economics of practical value in business?
5. How could a rising standard of living be provided?
6. Judging from the text, how does economics help us to prevent inflation and deflation?
7. What are the main economic goals according to the text?
8. In which way can we minimize upswings and downswings in the business cycle?
9. According to the text, what can eliminate the extremes of wealth and poverty and provide a good living standard for everyone?
10. Do you think that economics is everybody's business? Can you find some examples in our daily life?

II. Fill in each blank in the following sentences with one of the words or phrases in the list given below and make changes when necessary:

well-informed	be concerned with
be curious about	in terms of
deal with	focus...on
meet one's desire	in contrast
relating to	lump together
available	project
overview	promote
important to	

1. The secretary was told to collect all the documents _____ the transaction.
2. Even if we _____ all our money _____, we still can not afford that expensive necklace.
3. Money and possessions aren't very _____ me.
4. If you want to have a good performance, you will have to try to _____ your attention _____ work and study.
5. Those children who live in the poor village _____ the outside world.
6. He is a greedy person, it's impossible to _____ for money.

- 7 _____ art treasures, Italy is one of the richest country in the world.
- 8 His new book _____ Africa.
- 9 Her sister is slim and pretty, _____, she is a homely girl.
- 10 The candidate is trying to _____ a good image of himself as resisting corruption.
- 11 At the beginning of the meeting, the president gave an _____ of the company's performance in the last year.
- 12 The Prime Minister's visit had _____ mutual understanding between the two countries.
- 13 If the manager is not _____, you can talk with his secretary about the matter.
- 14 According to one _____ source, the two sides are very near to reaching an agreement.
- 15 There are many problems to _____ when one is starting a new business.

III. Multiple choice:

1. Before trying to solve the puzzle, let us consider the best way to _____ it.
A. analyze
B. understand
C. approach
D. study
2. It's impossible for us to work out that kind of product _____ existing conditions.
A. at B. on C. among D. under
3. Our company just _____ computer but not other office appliances.
A. deal in B. deal with
C. deal out D. dealing
4. Maybe you are right only _____ this point.
A. on B. at C. in D. for
5. Is there still any seat _____ on that flight?
A. free B. exist C. unoccupied D. available
6. Both two parties think that this is the most _____ solution to the dispute.
A. equitable B. equity C. equivalent D. equivocal
7. The situation couldn't be modified, so the only thing that you can do is to _____ the loss.
A. minimal B. minimum C. minimize D. minima
8. _____ means a reduction in the amount of money in a country's economy, so that prices fall or stop rising.
A Inflation B. Inflationary C Deflation D. Deflationary
9. Through the further enquiry of the eyewitness, the police have _____ two suspects.
A. reduce B. minus C. eliminate D. decrease
10. However bitterly the girl cried, no one came to her _____.

A. assist

B. assistance

C. assisting

D. assistant

IV Reading Comprehension:

Economics is concerned with many of the most basic decisions we make as producers, consumers and members of the society. The decisions made by different segments of a society such as governments, corporations, and consumers are based on a given economic environment and have an impact on people's lives. The present pandemonium in the world is a result of the changing technological as well as social conditions which, in large part, are caused by changing economic conditions. Thus, if you want to make any sense as to what is happening and why, you have to understand



the underlying economic forces that are causing these changes. Because of the multiplicity of forces that effect economic decisions taken by different units of the economy, it is difficult to predict the outcome of these changes. Nevertheless, by taking courses in economics you may not be able to solve the puzzle of economics chaos but you would at least be able to understand these forces and their impact on people's lives. For example, you would gain an understanding as to why the Bank of Canada increases or decreases interest rates in response to the depreciating or appreciating value of the dollar on the international market or why governments are preoccupied with deficit reduction. As Elbert V. Bowden in *Economics Through the Looking Glass* puts it: It isn't that understanding the economic forces of change will let you see with any certainty where the world is going. It won't. But at least it will help you to understand that you are caught up in a world of explosive change. You will be able to understand a little better what's happening to all of us, and how, and why, and perhaps you will gain some insight into where it all might be going.

Questions:

1. The decisions made by different segments of a society such as governments, corporations, and consumers are based on _____.
 - A. your own conditions and desires
 - B. the political environment
 - C. the given economical environment
 - D. the social environment
2. The author attributed the present pandemonium in the world to _____.
 - A. the ups and downs of the business cycle

- B. the wrong decisions made by economists
C. the changing technical conditions
D. the changing economic conditions
3. Why is it difficult to predict the outcome of the changes?
A. Because they changed too quickly.
B. Because there are too many factors involved in the changes.
C. Because different units of economy have multiplicity of forces to effect economic decisions.
D. Because the economists are not sure in what condition these changes took place.
4. In the passage, why did the author cite that the Bank of Canada increases or decreases interest rates?
A. He wants to tell us that the increase or decrease of the interest rates will affect the value of dollar on the international market.
B. He wants to tell us why governments are preoccupied with deficit reduction.
C. He wants to tell us why we should take economics.
D. He wants to tell us how to solve the economic chaos.
5. From the passage, we can infer that economics can help us _____.
A. understand that you are caught up in a world of explosive change
B. understand a little better what's happening to all of us, and how, and why; and perhaps you will gain some insight into where it all might be going
C. see with any certainty where the world is going
D. A and B

V. Translate the following into English:

1. 通过学习一定的经济学知识，每个人都可以学会理智的消费和投资。
2. 这个国家由于发行了太多的纸币，结果引起了严重的通货膨胀。
3. 近年来经济发展得比较快，人民生活水平也有了较大的提高。
4. 政府应该制定政策以帮助那些没有工作能力的人。
5. 商品的生产、分配和消费都是经济学的研究内容。
6. 对更多更好的产品的追求，促使生产商不断地改进生产技术，提高生产效率。
7. 随着科学技术的进步，很多新的产品被开发出来了，极大地便利了人们的日常生活。
8. 本公司开发的新产品有着卓越的性能，目前在全世界同类商品中处于领先地位。
9. 随着信息技术的发展，计算机软件的总产值已经超过了计算机硬件。
10. 经济学是一门非常实用的科学，它可以指导人们做出正确的经济决策。

VI. Translate the following into Chinese:

Most people can probably say what economics is about. It deals with issues such as inflation, unemployment, the profitability of firms, privatization, exchange rates, international trade and so on. But lists of this kind do not really tell us what the

essence of the subject is. Economics is concerned with how societies organize the production and consumption of goods (physical commodities such as cars, books, food, and housing) and services (such as those provided by banks, barbers, teachers, or railway companies).

第二章

I. Answer the following questions:

1. Can all the wants be satisfied by cash payment? Can you give some exceptions?
2. What can restrict us to satisfy our wants?
3. How can one become a qualified exporter?
4. Why exporting products abroad is not as easy as selling something at home?
5. What is your self-image? How do you manage to keep it?
6. At present, what kind of wants do you have? In which way will you satisfy your wants?
7. What is product adaptation? Is it important or not?
8. Why do you have to change the product?
9. How much do you know about buying motives?
10. What can we do not let our customer feel guilty when they take our products?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

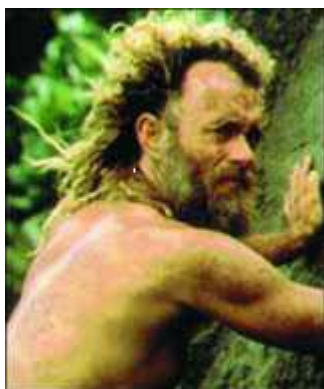
follow close upon the heels of	exception
inclination	rank with
result from	adaptation of
differ from	not only ... (but) also
a great variety of	do-it-yourself

1. _____ reasons exist for the reluctance to move outside the classroom in order to engage students in their learning.
2. She was responsible for the _____ the book "The Witches of Eastwick" into a stage play.
3. We must close _____ them because we speak the same language.
4. Most couples who break up seem to find it hard to remain friends. Kim and Gerry are _____ to that rule.
5. This has guaranteed _____ resources _____ access to national databases not always open to others.
6. We are still dealing with problems _____ the wrong investment policy of the ex-president.
7. Harris adds that many of his views _____ those of his partner's.
8. Neither of us showed the slightest _____ to follow my father into music.
9. But one major turning point came when she started going to carpentry evening classes and found she had real talent for _____.
10. For this young woman, one tragedy _____ another.

III. Multiple choice:

1. Workers fear that the company's reorganization will _____ layoffs.
A. result from B. will result in C. result in D. will result out
2. Marketing traditionally has been _____ for phone companies because of their monopoly mind-set.
A. a fault B. a heel
C. an Achilles' heel D. a misplay
3. Everyone was more interested in playing than reading - _____ of Steve Vai.
A. exception B. with exception C. except D. with the exception
4. Instead, another regrettable aspect of her personality _____ her to smile specially at this man.
A. impelling B. impelled C. impel D. ordered
5. Women are generally _____ lower than men, and wives lowest of all.
A. stood B. situated C. ranked D. located
6. She stared at the beautiful garden beyond the terrace, fighting the inclination _____ weep.
A. to B. for C. of D. to have
7. Professor Williams teaches English Literature and is a _____ in the novels of George Orwell.
A. specialist B. sophist C. professor D. scholar
8. There was a trial in early May this year, to determine whether Hughes was _____ of reckless driving.
A. guilt B. guilty C. gilt D. guiltily
9. These poems along with many others in a similar _____, show that working people were articulating aspects of their experience in verse.
A. occasion B. situation C. kind D. vein
10. For many people, ageing is _____ with a decline in emotional well-being.
A. contacted B. associating C. associated D. related

IV. Reading Comprehension:



The actual utility of goods at a specific time and place depends on the nature of the wants that can then and there be satisfied, as well as upon the inherent characteristics of the goods themselves. Food, for instance, has a high utility if it is available when and where it is needed. It does not follow, however, that an infinite amount of food at that time and place would have infinite utility. If Crusoe picks and eats a banana, the fruit contributes toward relieving his hunger, a very important want, and it also satisfies his desire for a tasty food, another want distinct from mere nutrition. A second banana is not quite the equal of the first, as the sharp edge has been taken off the hunger sensation, and the taste satisfaction probably lacks something of being the equal of that gained from the original unit. By the time he reaches the fifth or sixth banana, the ability of another one to satisfy either hunger or taste at this time has sunk to a low level, and if he keeps up the process he soon arrives at a point where bananas have no further utility to him at the moment.

This situation, we find, is not a peculiarity of bananas, but is characteristic of utilities in general. After the point of maximum utility (often the first unit) is passed, the utility of each successive additional unit becomes less and less until it finally reaches the vicinity of zero. This is called the principle of diminishing utility, and it is one manifestation of the general principle of diminishing returns, a mathematically based relation of very wide applicability.

For many economic processes the utility of the last unit of a kind, the marginal unit, has a particular significance. Of course, any one of the groups could be the marginal unit. In the case of the bananas, no specific one can be singled out, prior to being selected for eating, as having more utility than another, but this is simply because we cannot tell in advance which will be selected first. We can, however, say definitely that the first banana picked will have the maximum utility, and the last one will have the least utility. As soon as the selection is made, the utility is determined. The utility of the last, or marginal, unit is the marginal utility of the total supply of bananas.

Questions:

1. The actual utility of goods depends on _____.
 - A. the nature of the wants that can be satisfied at a specified time and place
 - B. the inherent characteristics of the goods themselves
 - C. the amount of the goods that is available at a specified time and place
 - D. A and B
2. Which of the following is not right?
 - A. In the case of the bananas, no specific one has more utility than another.
 - B. As soon as the selection is made, the utility is determined.
 - C. We don't know which banana has the maximum utility because we cannot tell in advance which will be selected first.
 - D. In the case of the bananas, any one of the group could be the marginal unit.
3. According to the passage, _____ banana Crusoe picked has the biggest utility.
 - A. the first
 - B. the second
 - C. the last
 - D. the fifth
4. According to the passage, _____ banana Crusoe picked has the marginal utility.
 - A. the first
 - B. the second
 - C. the last
 - D. the fifth
5. About the principle of diminishing utility, which of the following is wrong?
 - A. It is one manifestation of the general principle of diminishing returns, a mathematically based relation of very wide applicability.
 - B. It only applies to food.
 - C. After the point of maximum utility (often the first unit) is passed, the utility of each successive additional unit becomes less and less until it finally reaches the vicinity of zero.
 - D. It is characteristic of utilities in general.

V. Translate the following into English:

1. 虽然有一两个例外，但大多数学生都做得不错。

2. 双方都没有表现出妥协的倾向。
3. 有关这一主题的著书相对较少。
4. 甚至一根香烟头也能给调查人员提供有关所发生事情的线索。
5. 由于种种原因，我们队将不参加比赛。
6. 我们简单解释一下这种治疗方法的情况。
7. 我给旅馆打了个电话以确定他们已经给我们定下了房间。
8. 萨姆一直做些小事去取悦她，但她甚至没有察觉。
9. 我们最终找到了去咖啡馆的路。
10. 我想传达给孩子们的意思是：阅读乃人生最大的乐事之一。

VI. Translate the following into Chinese:

It is true that the advanced societies currently enjoy previously unparalleled standards of living, but that does not mean that there are no unmet needs or wants in these societies. In a country as rich as the United States some people still lack comprehensive medical care, not everyone who wants one has a car, and many people would like to live in houses better than those they currently occupy. These are more than glib points: they suggest that a society's wants are in fact limitless. All resources must be considered scarce because of the vast range of competing uses to which they could be put.

第三章

I. Answer the following questions:

1. In economic theory what do supply and demand mean?
2. Theoretically, how do supply and demand affect prices?
3. Are there any other factors affecting prices? Give some examples.
4. How do these factors affect prices?
5. In the view of many economists, are supply and demand precise, primary and causal factors affecting prices? Why?
6. In what kind of economic systems is the price-determining mechanism of supply and demand operative?
7. Why has the scope of the operation of the supply-and-demand mechanism tended to be restricted?
8. What kind of role does government play in our economy?
9. What is your definition of socialist market economy?
10. As the 1990s began, new non-Communist governments in several Eastern European countries had adopted free market principles. Can you give some reasons?

II. Fill in each blank of the following sentences with one of the words or phrases listed below and make changes when necessary:

according to	refer to
take sth. into consideration	regard sb./sth. as
rather than	tend to do

bid	conversely
artificial	restore

- 1 But _____, music may also distract or annoy some workers.
- 2 Dave _____ arrive late, so don't worry yet.
- 3 The earlier restrictions on currency exchange _____ now _____.
- 4 I think what Mary _____ earlier was her manager's inability to make the right decision.
- 5 It took Frank a while to learn to walk with the _____ leg.
- 6 Telephone charges vary _____ the time of day.
- 7 Baxley International said Friday that it _____ \$11 million in cash and stock to acquire the Los Angeles-based company.
- 8 Mr. O'Connor, however, stressed the need for more effective policing _____ police numbers.
- 9 A large part of my life has been spent _____ you _____.
- 10 Though 20 years old, the book _____ still _____ the authority on the subject.

III. Multiple Choice:

1. She made a complete recovery without _____ to surgery and is reported elsewhere.
A. recourse B. help C. appealing D. resort
2. Again, budget is a _____ factor in decision making.
A. determined B. determinate C. determining D. deciding
3. For example, people would rather walk further _____ have to carry water pots a shorter way uphill.
A. to B. then C. more than D. than
4. The _____ use of color can make a small room look much bigger.
A. efficient B. effective C. effectively D. efficiency
5. Because of damage to their homes, many people had to stay in _____ accommodation for a few months.
A. temperament B. temperamental C. temporary D. temperance
6. And the sea's greatest known depth of 36,200 feet exceeds _____ more than a mile the height of Mount Everest.
A. to B. by C. of D. than
7. Time after time, ministers have tried to _____ for rising unemployment to the down-turn in the world economy.
A. change the blame B. transfer the blame
C. shift the blame D. transform the responsibility
8. Often she went out to see the sky complete, unfettered _____ any window-frame.
A. by B. with C. of D. to
9. He has appointed a highly _____ three-star Marine general, James L. Jones, to be his military assistant.
A. honorable B. regarded C. respective D. regarding
10. In fact the powers did not become _____ during the lifetime of the commission.
A. operative B. operating C. operated D. operation

IV. Reading Comprehension:

One way in which economists characterize markets is according to the degree of influence that government has over them. A free market is one in which government has little or no influence. In a free market the key economic questions of what to produce, how and for whom will be decided mainly by interaction between individual consumers and private producers – usually business firms. Firms will respond to the demands or anticipated demands of consumers. However, where markets are not free, resource allocation usually becomes subject to some combination of influence by firms, consumers and government. State intervention in markets can take two broad forms:

- The state may elect to produce directly some goods and services itself in tandem with or instead of production by private firms.
- The state may choose not to produce goods and services directly in markets but to regulate markets in some way.

There can be a wide variety of practice here. In the European Union agricultural production is heavily conditioned by financial subsidies paid by European governments to farmers. In fact, governments can and do choose to subsidize production by private producers in many markets. Conversely, instead of encouraging more production, governments may either try to limit what it considers to be harmful or undesirable forms of output, or it may seek to influence the quality of what is produced.

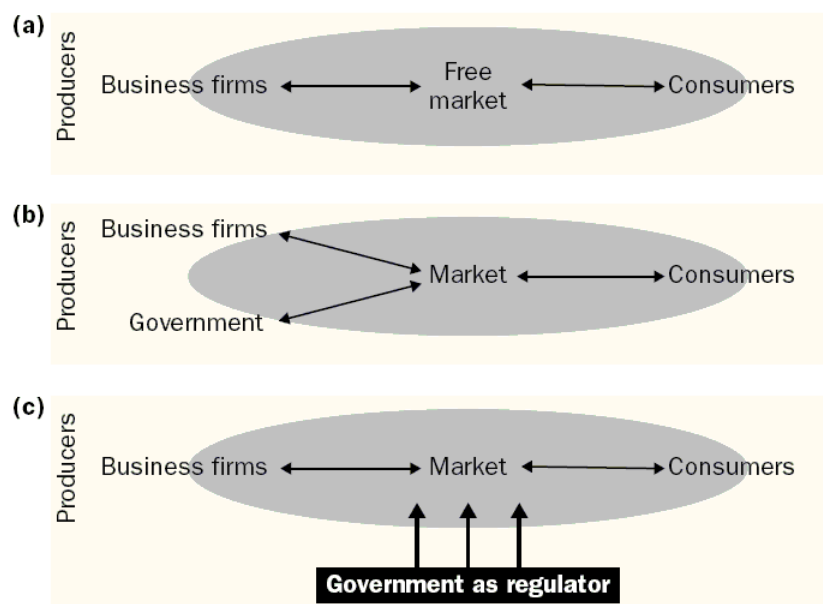


Fig 6-1 The free market and states intervention in markets

Fig. 6-1 broadly summarizes these categories of free markets and markets subject to forms of state intervention. In Fig. 6-1(a) the market is composed only of business firms and private consumers – it is a free market. In Fig. 6-1(b), the production side of the market is composed of both firms and government. Here then the state has involved itself in the production of goods and

services either alongside or, in some instances, perhaps instead of private firms. In Fig. 6-1(c) there is a layer of state regulation of the market as a whole.

Using the illustrative categories in Fig. 6-1, can we say what a ‘real’ economy looks like – what is its typical form? In fact, mixed economies will be typified by the presence of markets represented by all three of the panels (a)–(c) in Fig. 6-1. Mixed economies are defined by the existence in them of some combination of public and private resource allocation: both private firms and government are involved in determining what society produces, how and for whom. Now, in the new millennium, most of the world’s economies are like this but, prior to the late 1980s, economies in Eastern Europe and some in Africa and the Far East were centrally planned rather than mixed. This meant that there was relatively little room for private firms, and resource allocation was primarily determined by the state. Bureaucrats rather than business people decided what kinds of goods and services should be produced. They also decided how production would be organized, and controlled the way in which goods and services were distributed. Most of the old centrally planned economies are currently engaged in a process of transition to mixed status. This means that the influence of the state over resource allocation is being eroded in these economies and there are increasing opportunities for private firms to actively participate in economic decision-making. So, the mixed economy is an arena in which key economic decisions are taken by business firms, consumers and government. It is also important to note that these decisions are seldom taken in isolation. Under the general imperatives of consumer sovereignty, firms, consumers and government continually interact with one another across most markets in the mixed economy. In terms of Fig. 6-1, this means that (b) and (c) are most prevalent, with (a) – the free market – in reality quite rare.

Questions:

1. According to the degree of influence that government has over the market economists categorizes it into _____.
 - A. free market and not free market
 - B. free market and mixed economy
 - C. free market, mixed economy and economy in transition
 - D. mixed economy, centrally planned economy and Economy in transition.
2. State intervention in markets can be _____.
 - A. The state may elect to produce directly some goods and services itself in tandem with or instead of production by private firms
 - B. The state may choose not to produce goods and services directly in markets but to regulate markets in some way
 - C. A and B
 - D. Governments can subsidize production by private producers
3. A mixed economy is _____.
 - A. one in which resource allocation is almost wholly determined by government
 - B. one in which resource allocation by the state is being eroded in favor of allocation determined by private firms and consumers
 - C. one in which there is some role for government in resource allocation

- D. None of these
4. In _____, bureaucrats rather than business people decided what kinds of goods and services should be produced, how production would be organized, and controlled the way in which goods and services were distributed.
- A. government controlled market
B. not free market
C. mixed economy
D. centrally planned economy
5. What is the typical form of a real economy?
- A. Centrally planned economy
B. Mixed economy
C. Economy in transition
D. Free market

V. Translate the following into English:

1. 由于市场上电视机供大于求，生厂商必须通过降低价格来刺激销售。
2. 从理论上看来，如果商品供不应求，那么价格必然会上涨。
3. 诸如消费习惯的改变等其他非直接因素会改变商品的供求从而影响价格。
4. 政府对市场的干预会限制供求机制运作的范围。
5. 在自由市场中，生产什么，如何生产以及如何生产等重要经济问题将主要通过消费者和私营厂家——通常是商业公司间的相互作用来决定。
6. 竞争或许会改进商品或服务，降低价格甚至能够引进全新的产品从而使已有的产品被淘汰。
7. 实际上，最终是由消费者来决定市场的运作——他的发展，衰退以及他的变化速度。
8. 近年来，一些国家已经开始恢复市场在经济中的作用。

VI. Translate the following into Chinese:

The market 'clears' at the point where all the supply and demand at a given price balance. That is, the amount of a commodity available at a given price equals the amount that buyers are willing to purchase at that price. It is assumed that there is a process that will result in the market reaching this point, but exactly what the process is in a real situation is an ongoing subject of research. Markets which do not clear will react in some way, either by a change in price, or in the amount produced, or in the amount demanded.

第四章

I. Answer the following questions:

1. Why has the pace of change in China been most fascinating to the world?
2. What is the obvious change to the Chinese consumers?
3. Has the status of the consumer changed? Give some examples to prove it.
4. Why does the author think TV advertising is a substantial business?
5. Does the government take marketing seriously? Give some examples.

6. Do you think that the consumers will be given more attention? Why or why not?
7. In the author's view, why are the consumers becoming more conscious of their individual needs?
8. What are the changing priorities of the consumer household?
9. What does the Chinese government do to improve peoples living standard?
10. Do you think the lifestyle of Chinese has changed? What are the changes?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

take sb/sth seriously	to select
set a good example	to refresh
casual	set up
to revive	media
courtesy	orientation

1. A parent must _____ for the children.
2. The doctors _____ her with injections of glucose.
3. He didn't even have the _____ to call and say he couldn't come.
4. He had hopes of _____ for the national team.
5. They want to _____ their own import-export business.
6. Jean felt more comfortable in _____ clothes.
7. There will be another war somewhere else and the whole international _____ circle will move on.
8. I was joking, but he _____ me _____.
9. The meeting is open to everyone, whatever their political or religious _____.
10. I looked at the map to refresh my memory of the route.

III. Multiple choice:

1. The trains provided cheap travel for the _____.
A. human B. men C. women D. masses
2. The idea of traveling through time _____ me.
A. fascinate B. fascinating C. fascinates D. fascinated
3. A young person who has finished the course will be given priority _____ one who has not.
A. over B. up C. on D. before
4. Jen returned from vacation feeling relaxed and _____.
A. refreshes B. refreshing C. refreshed D. revive
5. Could I _____ a favor? I need someone to collect the children from school tonight. Are you free?
A. ask B. do C. pry D. demand
6. In a series of unprecedented government moves, the state defense council has _____ in helping the prosecution.
A. take an active role B. taken an active role

- C. play an active role D. took an active role
7. In my sister's birthday party, she will be very disappointed if I don't _____.
A. show off B. show at C. show in D. show up
8. He was _____ of feeling cold in the van and of the unpleasant smell of petrol.
A. clear B. clarity C. conscious D. consciousness
9. There's someone at the door _____ Dad.
A. asks for B. asking for C. ask after D. ask to see
10. In order not to think of what I had done, I _____ my attention to the television.
A. took B. changed C. attract D. turned

V. Reading comprehension:

The Role of Consumers in Markets

Consumers too are certainly a major constraint on firms. In fact, it is ultimately consumers who effectively determine the way in which markets behave - whether they grow or decline and how fast they change. Consumers will even condition how quickly products are developed and improved in markets. How do they do this? Later today if you buy a CD you are entering a market as a consumer but you would hardly perceive yourself as a major player in the music business. And this is true: on its own, your interest in John Lennon or Boyzone doesn't count for much. However, expressed *collectively*, purchasing power is the most powerful force at work in any market. If people decide that John Lennon's songs have begun to sound a little twee and Boyzone are a bit old, then the firms that produce and sell their CDs will focus their efforts upon other more popular or potentially more popular artists.

Economists have a name for this notion of consumer power: consumer sovereignty. Consumer sovereignty suggests that individual consumers have ultimate control over what markets produce. As each individual chooses to buy a good or service, he or she is affirming the existence and provision of that good or service. On the other hand, if consumers generally choose not to buy something that was formerly in demand then producers will begin to withdraw it from the market. There is no point in trying to sell goods or services that people no longer want. Box 1.1 illustrates a case in point: the threat posed by changes in fashion to Levi jeans, until recently an apparently rock-solid brand with a 120-year history. All that past popularity now counts for little: consumer preferences have changed, the market has evolved, and Levi Strauss finds it uneconomic to produce jeans in accustomed quantities. The same principle applies if consumers become avid purchasers of a good or service: producers then have a reason to increase the amount they produce. The simple presence of consumers or potential consumers also gives firms an incentive to continually refine and improve the quality of their products. A firm that innovates - produces something better or cheaper - will be rewarded with more customs and thus with more profit. It pays firms to do as much as they can to please those who might buy their goods and services. Thus economics also matters in a business context because it is able to identify and understand the nature of the consumer-led governance of markets.

Box 1.1

Jeans blues blamed for 700 job losses

By Terry Mcalister

Jeans manufacturer Levi Strauss's plans to cut nearly 700 jobs yesterday sent shockwaves through Scotland's industrial heartland. The company also admitted that other positions could be vulnerable.

The job losses [were] blamed on falling sales due to changes in fashion trends.

A recent survey found that UK sales of budget jeans, priced at £19.99 or less, had slumped by a quarter since 1995. Top brands such as Levi have also been hit hard as buyers have turned to brands such as Diesel and Dead or Red.

Popular with wearers from James Dean to Cindy Crawford, the Levi 501 has been an indispensable fashion item for 120 years. But

of late it has become associated with less 'hip' public figures, such as Des O'Connor and Tony Blair.

Frank Ross, a Levi director, insisted the decision had been forced on Levi because of a fall in jeans buying by a shrinking population of young Europeans and a shift away from denim as a fashion fabric.

'Discretionary spending on electronics, computer games and accessories, leisure activities and travel has affected all jeans manufacturers, along with increased competition from 'sports brands' and own label brands,' he explained.

Source: *Guardian* 22 September 1999

Questions:

1. According to the passage _____ have ultimate control over what markets produce.
 - A. individual firms
 - B. the government
 - C. consumers
 - D. demand and supply relationship
2. Which of the following is not right?
 - A. Consumers will even condition how quickly products are developed and improved in markets.
 - B. Consumer sovereignty suggests that individual consumers have ultimate control over what markets produce.
 - C. There is no point in trying to sell goods or services that people no longer want.
 - D. Consumers can decide the market prices.
3. Which of the following is not the reason why Levi Strauss decided to cut jobs?
 - A. New rivals entered into the market and took away major parts of the sales.
 - B. Because of the changes in fashion trends, the sales fell greatly.
 - C. Consumer preferences have changed and the market has evolved.
 - D. Because of a fall in Jean buys by shrinking population of young Europeans and a shift away from denim as a fashion fabric.
4. Producers can increase the amount they produce, if _____.
 - A. there is no other rivals in the market.
 - B. the government asks them to do so.
 - C. the market price of that good or service rises.
 - D. consumers become avid purchasers of that good or service
5. Want to be rewarded with more customs and thus with more profit, the firms should _____.
 - A. innovate or produce something better or cheaper
 - B. do as much as they can to please those who might buy their goods and services
 - C. identify and understand the nature of the consumer-led governance of markets
 - D. A, B and C.

V. Translate the following into English:

1. 与此同时，在去年公司利润增长 14% 的推动之下，个人投资将依然保持强劲的势头。
2. 任何与电脑有关的事情都让他着迷。
3. 父母应在做事积极，保持健康方面为孩子树立好的榜样。
4. 我希望丹能够更加认真地对待自己的工作。
5. 由于所有人的努力，那出戏才获得成功。
6. 安妮来的时候，哈里曼特意让她生活得舒舒服服的。
7. 我们应当更多地关心老年人的需要。
8. 我察觉到有人在跟踪我。
9. 就我们这个小店而言，今年生意总的说来还是很好的。
10. 现在已经不再需要无法移动的家具了。

VI. Translate the following into Chinese:

The same principle applies if consumers become avid purchasers of a good or service: producers then have a reason to increase the amount they produce. The simple presence of consumers or potential consumers also gives firms an incentive to continually refine and improve the quality of their products. A firm that innovates – produces something better or cheaper – will be rewarded with more customs and thus with more profit. It pays firms to do as much as they can to please those who might buy their goods and services. Thus economics also matters in a business context because it is able to identify and understand the nature of the consumer-led governance of markets.

第五章

I. Answer the following questions:

1. Is everyone likely to be involved in business dealings? Why?
2. Use one sentence to define international business.
3. What is the difference between exports and imports?
4. Is there any difference between absolute advantage and comparative advantage? Would you please explain the meaning of two terms?
5. What is specialization?
6. Why is it unnecessary for the people in Iowa to create an artificial environment for citrus trees?
7. Can you give a brief introduction to Saudi Arabia and South Africa?
8. Why is it improper for the present of a successful manufacturing firm to type all the letters and memos since he can type much faster than his assistant?
9. Can you say a few words about the two methods of engaging in international business?
10. What is a multinational or transnational corporation?

II. Fill in each blank of the following sentences with one of the words or phrases listed below and make changes when necessary:

dealing
involve in
obvious
play a key role
surplus

available
refer to
as well
in relation to
application

1. If a country's exporting is more than it's importing, we can say that this country's trade is in _____.
2. I haven't received from him for more than three years. It's _____ that he had forgotten me.
3. The manager is not _____ now, he is talking some investing plans with the president.
4. Since we didn't have any _____ with this company before, we'd better investigate its credibility at first.
5. The government loan will _____ in the course of economy recovery.
6. If you don't want to be _____ this trouble, you'd better go away, the farther the better.
7. After the _____ of the new technology, we have greatly improved our productivity.
8. Mary said that someone disappointed her. I think she _____ Tom, because he cheated her.
9. I like traveling very much as it can refresh me and open my mind _____.
10. Women's earnings are still low _____ men's.

III. Multiple choice:

1. We sell _____ or _____ to others and at the same time we buy what we want from others.
A. foods, services B. goods, services
C. services, necessities D. foods, tools
2. With the development of economy, people's _____ have improved greatly.
A. knowledge B. accommodation C. stand of living D. culture level
3. The price of computer is much lower than before, but most of the people still can't _____ it.
A. use B. afford C. play D. have
4. In relation to individual populations, we have a low rate of productivity, so China is a _____ country.
A. developing B. developed C. underdeveloped D. development
5. _____ is most impotent factor of production, the workers sell it through working and they get their reward _____.
A. labor, salaries B. technology, income
C. knowledge, bonus D. skill, salaries
6. The Student Union is _____ subscription for the girl who suffers from cancer.
A. obtaining B. getting C. raising D. collecting
7. Their lose is _____ because wrongly judged the situation.
A. inevitable B. changeable C. obvious D. definite
8. To begin a business, the most important thing is _____, narrowly speaking it's money, but

actually it also includes machinery, equipment, etc.

A. bonus B. capital C. investment D. stock

9. As the oil price surfing up in the past 3 months, the _____ for the car _____.

A. demand, declined B. need, raised

C. demand ,increased D. buy, decreased

10. The development of economy is closely related to the application of _____, which will greatly increase the _____.

A. skills, efficient B. technology, efficiency

C. technology, effective D. knowledge, effort

IV. Reading comprehension:

In the past twenty years, though its economy was developing rapidly, China remains as a developing country. Different from developed countries, which are well-known for their abundance of capital and high cost of labor resources, China has plenty of low cost labor resources and lack in capital. Difference in company resources has resulted in very different manufacturing process and corporation culture in China.

For a manufacturing enterprise, labor and equipment are two resources that can replace each other in a wide range. In developed countries, as a result of high labor cost and relevant abundant capital, enterprises often employ much more capital and equipment to replace the high cost labor resource when they design their enterprise projects. However in China, especially for middle and small private enterprises, capital often comes from private funding, capital is an insufficient resource. Also, China is a developing country with a massive population, and never lacks of labor force. When an enterprise designs the manufacturing process, it is very reasonable to use more labor and less equipment.



State Industry Plant, China

This textile plant in Hangzhou, China, typifies the condition of the country's state-owned industrial sector. Burdened with outdated equipment, many state industries are unprofitable and inefficient.

Microsoft ® Encarta

With the continuous growth of the Chinese international trade in China, especially after China joined WTO, Chinese enterprises gradually enter the world market. On the other hand, enterprises from developed countries are also more and more involved in Chinese market. Two markets are gradually merging and two kinds of enterprises begin to compete in the same market. A real global market is forming and global manufacturing resources are being reorganized. Manufacturing process will be optimized under such a background and two different

processes will be redirected to a new and uniform concept. This mutative process will have great influence over the world market. For Chinese enterprises, this change will bring more chance as well as more challenge.

Questions:

1. According to the author, _____ has resulted in very different manufacturing process and corporation culture in China.
 - A. Difference in social systems
 - B. Difference in economy systems
 - C. Difference in company resources
 - D. Difference in cultural backgrounds
2. How do the enterprises in developed countries design their enterprise projects?
 - A. Enterprises often employ much more capital and equipment to replace the high cost labor resource when they design their enterprise projects.
 - B. Enterprises often use more labor and less equipment when they design their enterprise projects..
 - C. Enterprises prefer to apply high technologies when they design their enterprise projects.
 - D. None of these.
3. When Chinese enterprises design the manufacturing process, they use more labor and less equipment. This is because _____.
 - A. labor and equipment are two resources that can replace each other in a wide range.
 - B. capital is not insufficient for them.
 - C. China doesn't lack of labor force.
 - D. both B and C.
4. Which of the following is not right?
 - A. For a manufacturing enterprise, labor and equipment are two resources that can replace each other in a wide range.
 - B. Private funding is the only way for Chinese enterprises to raise capital.
 - C. The labor cost in developed countries is very high.
 - D. Capital is abundant in developed countries.
5. The manufacturing process will be optimized because _____.
 - A. Chinese enterprises gradually enter the world market and enterprises from developed countries are also more and more involved in Chinese market.
 - B. Two markets are gradually merging and two kinds of enterprises begin to compete in the same market.
 - C. A real global market is forming and global manufacturing resources are being reorganized.
 - D. A, B and C.

V. Translate the following sentences into English:

1. 在商业社会中，我们每一个人既是买主也是卖主，我们都直接或间接的参与商业活动。
2. 无论是营利性的商业活动还是非营利性的商业活动都对提高人民生活水平至关重要。

3. 为了整个世界的和平与繁荣，发达国家应该更多的帮助发展中国家发展经济。
4. 通过发展商业，降低商品价格，增加商品供应量，可刺激消费。
5. 多亏了因特网，现在不出家门就可以购物了。
6. 将先进技术运用到生产中，虽会极大的提高生产效率，但同时也会降低对劳动力的需求。越来越多的人将会失业。
7. 新设备已经投入使用，今年我厂的产量将扩大一倍。
8. 由于设备落后，所以产量很低，厂长正在筹集资金以引进先进技术和设备。

VI. Translating the following into Chinese:

One can classify businesses in many different ways. Service businesses offer intangible products and typically have different, usually smaller, capital requirements than manufacturers. Distributors will have different inventory control needs than a retailer or manufacturer.

Most legal jurisdictions specify the forms that a business can take, and a body of commercial law has developed for each type. Some common types include partnerships, corporations (also called limited liability companies), and sole proprietorships.

第六章

I . Answer the following questions:

1. According to the text, which people have to work/earn money?
2. What were the main wants of people and what kind of life did they lead a few centuries ago?
3. According to the text why could the merchants in the old days make great profits?
4. Are there any things that we can obtain without money? What are they?
5. What mattered most in the primitive society?
6. Why was there the worry of hunger presented in the primitive society?
7. How did people ease the day-to-day worry of hunger as the civilization advanced?
8. How did the division of labor and the beginning of trade emerge?
9. What goods did the European exchange with others in the past?
10. Why was the business between Europe and Asia was limited throughout the Middle Ages?

II. Fill in each blank of the following sentences with one of the words or phrases listed below and make changes when necessary:

be concerned with	especially
be supported by	satisfy
exceptions	man
handsome	supply
cultivate	breakup

4. For Victorians what did the phrase “working in the rag trade” mean?
- A. It meant one worked as a cleaner.
 - B. It meant one worked in a factory making rags.
 - C. It meant one worked in the garment industry.
 - D. It meant one worked under bad conditions.
5. Which of the following is not right?
- A. All businesses have one main object: to receive or generate a financial return for their time, effort and capital.
 - B. The word “trade” may serve as an equivalent of both “business” and “industry”
 - C. People establish businesses in order to perform economic activities.
 - D. An industry can consist of a group of related businesses.

V. Translate the following into English:

1. 早在公元纪年以前，商人们就已经沿着丝绸之路把中国的丝绸、茶叶、瓷器带到了欧洲。
2. 随着经济的发展，生活水平的提高，人们的需求不可能只限于那些生活必需品。
3. 只有大力发展经济，才能满足人民日益增长的物质文化生活的需要。
4. 在现代社会，越来越多的人认为能否挣到钱才是最重要的。
5. 他高中毕业后就找了份工作，以供弟弟上大学。
6. 大多需要可以通过金钱来满足，但情感上的需要却是个例外。
7. 贷款利息的提高给公司带来了一个新的问题。
8. 婚姻破裂对她来说是一个巨大的打击，她的身体状况每况愈下。

VI. Translate the following into Chinese:

Historically, the term business referred to activities or interests. By extension the word became (as recently as the 18th century) synonymous with “an individual commercial enterprise.” It has also taken on the more general meaning of “a nexus of commercial activities”.

People establish businesses in order to perform economic activities. With some exceptions (such as cooperatives, corporate bodies, non-profit organizations and institutions of government), businesses exist to produce profit. In other words, the owners and operators of a business have as one of their main objectives to receive or generate a financial return for their time, effort and capital.

第七章

I. Answer the following questions:

1. What is exporting?
2. As an exporter, what is your concern about the foreign market?

3. What will you do to be aware of forthcoming export opportunities?
4. What is the purpose of the government to put a high tax on certain imported goods?
5. Why do some Moslem countries forbid the import of whisky?
6. What are the most common languages spoken in South America?
7. Why do the governments impose restrictions on imports of certain goods?
8. Why does the business environment vary greatly in different countries?
9. According to the text, how does the government trading policy affect your export?
10. What should one do in order to catch export opportunities according to the final paragraph of the text?

II. Fill in each blank of the following sentences with one of the words or phrases listed below and make changes when necessary:

target market	penetrate
overnight	locate
ignore	seek for
to some extent	short of
appreciate	fortunately

1. They are trying their best to _____ a cure to this diseases.
2. _____ this theory is reasonable.
3. The manager didn't expect that the president would change his mind _____.
4. _____ of miracle, we're certain to lose now.
5. Our company has _____ another branch on the west coast.
6. I _____ your trouble. I will give you more help.
7. Our eyes could not _____ the darkness.
8. After carefully studying the _____ market, they finally decided to produce this newly camera.
9. I was late, but _____ the meeting was postponed.
10. I said hello to her, but she _____ me completely.

III. Multiple Choice:

1. Most people think it's hard to _____ themselves _____ a new environment.
 A. adapt ... in B. adjust ... to C. adapt ... to D. adjust ... for
2. Many managers ignore the high _____ of researching and developing new product.
 A. means B. value C. use D. meaning
3. If this goods can not be sold at such a price and in a _____ volume, the company will make no money.
 A. top B. high C. satisfactory D. pleasing
4. One's _____ varies greatly for tribal, cultural, political and other reasons.
 A. ideal B. standpoint C. character D. outlook
5. This is the newly-produced machine _____ CBTV.
 A. name B. namely C. named D. naming

6. All the evidences _____ that you are going to be promoted.
A. suggest B. suggesting C. show D. suggested
7. Learning a foreign language is difficult because of the different ways of _____ between us and the foreigners.
A. think B. thinking C. understanding D. speaking
8. The government _____ a high tax on the import car, so that only rich people _____ to buy it.
A. put ... can B. put ... can afford C. collecting ... able D. collect ... able
9. A line of forts was built along the border to _____ the country _____ attack.
A. protect ... of B. protect ... from C. defend ... of D. defend ... from
10. His familiarity _____ the local tradition surprises all of us.
A. about B. toward C. on D. with

IV. Reading comprehension:

In today's world, trade barriers in international trade are still widespread. Trade barriers usually consist of tariff restrictions and non-tariff barriers. Tariffs are sometimes justified on the grounds that they protect domestic employment and wages, help create the competition of domestic products in the world market, and protect domestic industries.

A tariff is simply a tax or duty levied on a product when it crosses national boundaries. In general, tariffs can be divided into an import tariff and an export tariff. The most widespread tariff is the import tariff, which is a tax levied on an imported product. A less common tariff is an export tariff, which is a tax imposed on an exported product. For example, oil exports have been taxed by Organization of Petroleum Exporting Countries (OPEC) in order to raise revenue by controlling the supply and increasing the price of oil in the world market.

There are three types of tariffs, specific tariff, ad valorem tariff and compound tariff. A specific tariff is expressed in terms of a fixed amount of money per physical unit of the imported product. An ad valorem tariff is expressed as a fixed percentage of the value of the imported product. A compound tariff is a combination of a specific and an ad valorem tariff.

Specific tariff is relatively easy to apply and administer, particularly to standardized commodities and staple products. Ad valorem tariff can be applied to products with a wide range of grade variations. Compound tariff is compound duties are often applied to manufactured products embodying raw materials that are subject to tariffs.

Questions:

1. The main purpose of levying tariff is _____.
A. to protect domestic employment and wages
B. to help create the competition of domestic products in the world market
C. to protect domestic industries
D. A, B and C
2. Which of the following is not right?
A. Trade barriers in international trade are still widespread.
B. The most widespread tariff is the import tariff.

- C. Levying tariff is the only way to protect domestic industries.
D. Levying tariff can make domestic products more competitive
3. Oil exports have been taxed by Organization of Petroleum Exporting Countries (OPEC) in order to _____.
A. decrease the export of oil
B. raise revenue by controlling the supply and increasing the price of oil in the world market
C. control the use of oil and protect the oil resources
D. None of these.
4. Which of the following is right?
A. Non-tariff barriers can also be used to protect domestic industries.
B. Ad valorem tariff can be applied to staple products.
C. The purpose of Levying Export tariff is to increase revenue.
D. Tariff is never imposed on domestic products.
5. Specific tariff is _____.
A. often applied to manufactured products embodying raw materials that are subject to tariffs
B. relatively easy to apply and administer, particularly to standardized commodities and staple products
C. expressed as a fixed percentage of the value of the imported product
D. often apply to products with a wide range of grade variations

V. Translate the following into English:

1. 在国际上各种商务活动中，英语都是使用最广泛的语言。
2. 在我国有了充足的外汇，可以大量进口国内急需的先进设备。
3. 为了保护国内的汽车工业不受到国外产品的冲击，国家对进口的汽车征收高额的关税。
4. 经济学家总是试图预测世界经济的走向，但是世界经济总是被很多偶然的事情影响着。
5. 在一个国家成功的营销策略并不意味着就可以推广到别的国家，因为各个国家有着不同的情况。
6. 不同的语言代表着不同的文化和思维方式，所以各种语言都有被保护的价值。
7. 当你打算在一个新的地区推广你的产品时，必须对那里的人们的消费习惯进行仔细的研究以避免不必要的损失。
8. 这位经理根本认识不到市场调研的价值，肯定会使公司的进一步发展受到影响。

VI. Translate the following into Chinese:

A tariff is simply a tax or duty levied on a product when it crosses national boundaries. In general, tariffs can be divided an import tariff and an export tariff. The most widespread tariff is the import tariff, which is a tax levied on an imported product. A less common tariff is an export tariff, which is a tax imposed on an exported product. For example, oil exports have been taxed by Organization of Petroleum Exporting Countries (OPEC) in order to raise revenue by controlling the supply and increasing the price of oil in the world market.

第八章

I. Answer the following questions:

1. What is production?
2. In what way is the utility of the product increased, and does it become a commodity?
3. What is labor?
4. How can raw materials acquire market value?
5. Must the finished production at one stage be the final product?
6. Where do the things that we eat, drink and wear come from?
7. What does “production” always involve?
8. How much do you know about the chain of production?
9. Have you ever been of the factory before?
10. What is your viewpoint of the production?

II. Fill in each blank of the following sentences with one of the words or phrases listed below and make changes when necessary:

to process	necessarily
marketable	be concerned with
apply to	equally
to survive	to imagine
to acquire	to obtain

1. Do the same rules _____ part-time workers?
2. Expensive restaurants aren't _____ the best.
3. They _____ more _____ tourism than with preservation of the ruins.
4. The responsibility for _____ such information rests with the business units themselves and/or a central research and development department.
5. In 1998 the business _____ by a Dutch company.
6. The program is designed to provide students with real, _____ skills.
7. Goats' cheese may be _____ in many ways.
8. In that terrible traffic accident, only 2 of the 40 passengers _____.
9. We agreed to divide the money _____ between everyone.
10. _____ that you have just won a million pounds.

III. Multiple choice:

1. The “Zocalo” is the world’s biggest square and is _____ in the historic quarter of the city.
A. constructed B. stood C. located D. build
2. I don't know how you all manage to survive _____ Jeremy's salary.

- A. in B. on C. by D. at
3. Many politicians are more _____ with power and control than _____ the good of the people.
A. care, with B. care, about C. concerned, at D. concerned, with
 4. New technology is _____ to almost every industrial process.
A. be used B. being used C. applying D. being applied
 5. The share price has continued to fall _____ over the past week.
A. in value B. in worth C. on value D. in price
 6. Not only did he lose the business _____ he lost his house as well.
A. also B. and C. but D. even
 7. The company is _____ the process of moving to new offices.
A. in B. on C. at D. into
 8. Running your own business usually involves long hours.
A. work B. working C. to work D. of working
 9. Diamond is the hardest _____ known to man.
A. element B. material C. metal D. substance
 10. Fans waited for hours at the airport to _____ their idol.
A. catching a sight of B. catch a sight of
C. look at D. catch a glimpse of

IV. Reading comprehension:

Consider the society or economy in which you live. What are its production and consumption priorities? Table 5-1 lists a range of familiar goods and services. Are they all produced in your economy? If so, how are they produced – in a business setting by firms, or does the government assist or even take primary responsibility for the production of some of them? All of these goods and services are clearly available in the advanced ‘Western’ economies, but to whom are they available – everyone, or just those who are able to pay for them?

Table 5-1 Produced in the society in which you live

produced in some industrial countries	produced in most industrial countries but in uneven quantities	produced in industrial countries in declining quantities	produced in all industrial countries in large quantities
cars	tourist services	clothing	education services
professional football	books, magazines	sports goods	health care
wine	food	toys	housing
CDs	beer		fast food
	feature films		
	contemporary music		

Table 5-1 categorizes our selected goods and services in terms of whether and in what

relative quantities resources in the major economies are allocated to their production.

Some goods and services are produced only in certain of the advanced countries: the car, for example. Cars are manufactured in countries such as the United States, Japan, Germany and the UK but not in (say) Ireland or Iceland. Similarly, in France and Italy there is heavy investment in professional football but none in Canada or Australia.

For a second category of goods and services, the production question is a matter of degree. Over the last 20 or 30 years, as international travel has become easier, many industrial countries have become tourist destinations and now produce the kinds of services that foreign tourists want. However, for some countries, the commitment to tourism is particularly marked: France and Spain are obvious examples. Similarly, although many major film productions are American in origin, other countries have their own but mostly more modest film industries.

Clothing and footwear provide an instance of reduced production by most if not all the advanced countries. If you check your wardrobe, you will find that the labels on your clothes and shoes mostly indicate origins in the Far East and Eastern Europe. Thirty or forty years ago Western economies produced much more of their own clothing and footwear.

Finally, there is a fourth category of good or service that virtually all industrialized countries continue to produce in very large quantities: education and health services, for example.

Questions:

1. Football is not heavily invested in _____.
A. France and Italy B. Canada
C. Italy D. France
2. _____ were produced in western economies thirty or forty years ago, but now they are mainly produced in the Far East and eastern Europe.
A. Clothes and shoes B. Wine
C. Fast food D. Feature films
3. As for _____, the production question is a matter of degree.
A. housing B. cars
C. CDs D. tourist services
4. For _____, the commitment to tourism is particularly marked.
A. America B. Germany
C. Italy D. France and Spain
5. As for _____, all industrialized countries continue to produce in very large quantities.
A. feature films B. wine
C. education and health services D. books and magazines

V. Translate the following into English:

1. 去年的钢产量下降了 34%.
2. 当警察要求那名男子出示持有武器的许可证时，他却从车窗往外开枪射击。
3. 他父亲派了辆出租车去旅馆接她。
4. 商人们寻求的时有利可图的市场和廉价原材料的来源地，而军方所寻求的则是海外的军事基地。
5. 几乎所有的工业程序都在采用新技术。
6. 受理贷款申请可能需要四到六周时间。
7. 他们常常需要在做一些对自己来说很有意义的事情和做不大有意义但报酬却相对较高的事情之间做出选择。
8. 公司每月生产 200 多台缝纫机。

VI. Translate the following into Chinese:

Product Life Cycle means the stages through which a product passes from development to being withdrawn from the market. The first stage is the development stage, when a product is designed. Then comes the launch of the product, which is likely to be associated with informative advertising and promotion to make consumers aware that the product is now available on the market and what its purpose is. The next stage is the growth stage, which is when sales and revenue increase. Then comes a period of maturity for the product, when sales and revenue level off. Competitors may enter the market and take away sales of the product. Or the market may become saturated. Finally, the product goes into decline as sales fall.

Some products, such as pop records and fashion clothes, have very short product life cycles. Other products, such as salt and sugar, have life cycles that remain perpetually at the maturity stage. Business organizations attempt to prolong the maturity stage of the life cycle through persuasive advertising, promotion, and simple product development.

第九章

I. Answer the following questions:

1. What is the main feature of our present day materialistic world?
2. What is the definition of “land”?
3. What does the term “labor” mean?
4. What kind of labor is unproductive one?
5. How do you define the term “capital”?
6. What is “interest”?
7. What does entrepreneurship mean?
8. Why is entrepreneurship the pivotal factor of capitalist production?

9. Do you think these factors of production are important to the company?
10. How do you make better use of these factors if you are the manager of the company?

II. Fill in each blank of the following sentences with one of the words or phrases listed below and make changes when necessary:

make from	bring together
to embrace	pay for
engage in	refer to
fixed assets	commission
concerned with	belong to

1. This castle has _____ our family for a long time.
2. About 65 percent of paper bags are _____ wood, primarily wood waste such as sawdust and lumber scraps.
3. What does all this _____ in the third sentence?
4. He says that the two professors have become _____ an increasingly bad-tempered debate on the nature of light.
5. I've spent the last three years in jail. I tell you, I've _____ what I did.
6. Any attack by a foreign power will inevitably _____ the people of a country _____.
7. Businesses _____ the oil industry do not support solar energy research.
8. Certainly, there is no requirement in private hospitals to revalue their _____ every three years.
9. The word "culture" _____ both artistic and sociological aspects of a society.
10. Some salesmen in big shops receive a _____ of 10% on everything they sell, as well as a salary.

III. Multiple Choice:

1. Star Banc is a bank holding company with about \$ 9.7 billion _____ assets.
A. in B. on C. of D. at
2. While there are many notable exceptions, it is _____ to say that our system of public education is generally a mess.
A. important B. necessary C. fair D. equal
3. She's very good at making things _____ old scraps of material.
A. out B. of C. out D. from
4. Following their latest defeat, soccer fans are urging the club to bring _____ the former manager.
A. back B. together C. up D. out
5. Our _____ plan was to go camping, but it was pouring with rain.
A. origin B. original C. formerly D. originally
6. Both writing and speech require context to make _____ of what might formally be ambiguous.
A. sense B. clear C. meaning D. use

7. York Ham _____ a high price and is much sought after, especially at Christmas time.
A. asks for B. charge C. demand D. commands
8. The phone conversations were _____ and sent to the FBI.
A. subscribed B. transcribing C. transcribed D. copying
9. Nor could they understand a young, good-looking man who appeared to have no _____ in girls.
A. interests B. interest C. feeling D. affection
10. Under his influence courage was quickened and fear banished, _____ for the moment.
A. at a rate B. at any rate C. at this rate D. at whatever rate

IV. Reading comprehension:

How is production organized?

The form taken by production – the how question – can actually be discussed at two levels:

First, we might be interested in the particular technicalities of production in different economies: does the organization of (say) food production vary greatly between countries? For example, in some parts of the world agriculture is heavily mechanized; elsewhere it continues to use relatively large volumes of human labor instead of machinery.

Second, as noted, we might ask to what extent governments involve themselves in production decisions. Since the early 1980s, in countries such as the UK and New Zealand, concerted attempts have been made to reduce the influence of government over economic activity, through the privatization of state-owned firms, for example. Elsewhere, experience has been divided: in the United States, to take the most obvious case, the economic impact of government has always been comparatively limited, and there is consequently a greater role for the private sector in the allocation of resources. By contrast, in the Scandinavian countries the role of the state in the economy is traditionally more pervasive. As we shall see, the balance between what the business sector does in an economy and what the state does is one of the key issues in economics.

For whom is production organized?

The “for whom” question is often closely linked to the latter form of the how question. Where governments involve themselves in production decisions, they may, among other things, choose to provide quantities of goods and services to citizens that otherwise might not have been available – and, moreover, provide them without charge or at a subsidized rate. For example, in the Netherlands, the government sponsors a major “social housing” program. This means that a large proportion of the housing stock in the Netherlands is publicly owned; houses are built by the government according to perceived general need, and rents are relatively cheap. As a result, few Dutch citizens are unable to find somewhere to live or find rents unaffordable. Here then, “for whom” means for most people, if not everyone. In the UK, to take a contrasting case, although there is investment in public housing, much more of the housing stock tends to be privately produced. Firms build houses in the expectation that they will be able to sell them at a profit. This means that the ability of an individual to become a consumer – the “for whom” question – turns not on need but on the ability to pay.

Questions:

1. In some parts of the world agriculture is heavily mechanized; elsewhere it continues to use relatively large volumes of human labor instead of machinery. This means _____.
A. the form of production is different from country to country
B. to adopt which form of production is based on the tradition and custom of a country
C. to adopt which form of production is based on the situation of a country
D. None of these.
2. According to the passage, the _____ government(s) is (are) most involved in production decisions.
A. English B. Scandinavian C. American D. Zelanian
3. Through the privatization of state-owned firms, the UK and New Zealand _____.
A. reduced the influence of government over economic activity
B. increased their government revenue
C. attempted to improve the administration of these firms
D. wanted to change the ownership of these firms
4. Beside Netherlands, _____ might also provide people with houses at a low charge.
A. China B. the United States
C. New Zealand D. the Scandinavian countries
5. From the passage we can infer that _____.
A. the object of Scandinavian firms is not making profit
B. in the Scandinavian countries, the “for whom” question – turns not on need but on the ability to pay
C. in those countries, where the economic impact of government has always been comparatively limited, the “for whom” question – turns not on need but on the ability to pay
D. few Dutch citizens can afford houses because the supply of houses is not enough

V. Translate the following into English:

1. 联邦制 (Federalism) 依然是美国政体 (Politics) 最为重要的特征。
2. 杰克决定自己创办一家管理咨询公司。
3. 想一想在家准备这样一顿饭菜要花多少钱，你就知道饭店肯定赚了不少。
4. 取消价格管制之后，几乎所有商品和服务的成本都剧增了。
5. 每个家庭都分到了一小块可以自己种植的土地。
6. 资本就是用来创办公司或创造更多财富的货币或财产。
7. 劳动力的缺乏迫使日本大量使用工业机器人。
8. 他们如此缺乏自信，以至于避免和同龄的孩子们一起玩耍。(be lacking in)

VI. Translate the following into Chinese:

Labor: All human exertion in the production of wealth.

Mental toil is labor as well as muscular effort. All who participate in production by their mental and physical effort are laborers in the economic sense. Thus entrepreneurs as well as blue-collar workers are included. (In a larger sense, exertion expended in such services as acting, dentistry, teaching, etc., may be considered as labor, but for the sake of simplicity we are concentrating our

attention on the production of wealth. The conclusions we reach will also be applicable to services. A service has all the characteristics of wealth except one: it is not material.)

Capital: Wealth used to produce more wealth, or wealth in the course of exchange.

A machine is wealth. If used to produce shoes or other wealth, the machine is wealth that is capital. So also would a merchant's stock of goods in trade be capital. The same items in the hands of the ultimate consumer are wealth that is not capital; the exchange has been completed.

第十章

I. Answer the following questions:

11. What should a company do if it wants to build a long-term position in export markets?
12. What is product life cycle?
13. How many stages are there in the product life cycle? What are they?
14. Is there a distinction between products and product lines? What is it?
15. Why is it very important for an exporter to have a thorough understanding of product life cycle?
16. How does a product move through its life cycle? Give a specific example to illustrate your answer.
17. What is the broad marketing aim of a company when its product is in the stage of introduction?
18. What are the major characteristics of the product marketing when that product reaches its second stage of life cycle?
19. How will the sales volume change during the third stage of the product life cycle? And why?
20. Who plays a key role in deciding whether the product has to be abandoned?
21. Observe Figure 20.1, and describe the change of sales and profits in each stage of product life cycle in your own words.
22. According to Figure 20.1, at which stage of the product life cycle will the company make greatest profits? Why?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

- | | |
|------------------|------------|
| be familiar with | examine |
| launch | cease |
| progress | catch on |
| differ with | decide on |
| penetrate | imitate |
| modify | conversely |
| given | eventually |

3. China exports a huge amount of goods to foreign markets every year. _____, those foreign countries import a large quantity of goods from

- China every year.
4. My suitcases _____ carefully at the Customs when I entered the country last week.
 5. The equipment may _____ to produce VCD sets.
 6. Work on the new building _____ at a rapid rate since the new project manager took his office two months ago.
 7. The board of the directors hasn't _____ whether Mr. White is the best candidate for the job.
 8. The adults sat in the sofa and drank their tea in a ceremonious manner, and the children _____ them.
 9. They _____ each other as to the precise meaning of this article in the contract.
 10. That style of fashion dress was a popular one in Britain but it never really _____ in the United States.
 11. Our boss graduated from a prestigious university that is characterized by economics and international business, so he _____ International business very much.
 12. As soon as the dusk draws near, the insistent rhythm of piano practice _____ each room of the house.
 13. They decided that they would secretly meet each other again at a _____ time and location the next afternoon.
 14. When that dead whale was _____ brought to shore, it was found to be over thirteen feet long.
 15. China _____ its first manned spaceship "Shenzhou V" (Devine Vessel V) on October 15, 2003.
 16. Karl Marx, one of the most influential thinkers of all times, _____ to think on March 14, 1883.

III. Multiple choice:

11. Our Business English course normally attracts 100,000 students all over the country per year, _____ up to 40% will be adult students.
 - A. with which
 - B. for whom
 - C. of whom
 - D. in which
12. When we want to analyze and solve contradictions, we should realize that a _____ must be made between the primary and secondary contradictions.
 - A. variation
 - B. divergence
 - C. differentiation
 - D. distinction
13. According to Stephen Hawking, nothing is perpetual in the universe. Even stars

- are _____ and will die some day.
A. permanent B. immortal
C. deadly D. mortal
14. I have read Bill Clinton's biography, so his extramarital affair with Monica Lewinsky is very familiar _____ me.
A. with B. to C. at D. for
15. These goods are _____ for export, though a few of them may be sold on the domestic market.
A. essentially B. completely C. remarkably D. necessarily
16. It is our hope to have your enquiries for _____ articles after the samples are examined by you.
A. special B. specific C. clear D. exact
17. It is a _____ idea——building a Hilton Hotel on the moon.
A. novel B. strange C. odd D. abnormal
18. _____ good weather, our cargo ship will reach Los Angeles next Monday evening..
A. If B. Assumed C. Supposed D. Given
19. We are all for your proposal that the trade fair _____.
A. be put off
B. was put off
C. should put off
D. is to put off
20. The new city, Brasilia, _____ Rio de Janeiro as the capital of Brazil in 1960.
A. displaced B. supplanted C. replaced D. took place of

IV Reading comprehension:

Market Specific Product Life Cycles

The product life cycle concept can describe a product class (e.g. gasoline-powered automobiles), a product form (e.g. station wagons), or a brand (e.g. the Ford Taurus). The PLC concept applies differently in each case. Generally, however, the PLC is used to describe industry sales and profits for a product idea within a particular product market. Sales and profits of an individual product, model, or brand may not, and often do not, follow the life-cycle pattern. They may vary up and down throughout the life cycle -- sometimes moving in the opposite direction of industry sales and profits. Further, a product idea may be in a different life-cycle stage in different markets.

A given firm may introduce or withdraw a specific product during any stage of the industry product life cycle. A "me-too" brand introduced during the Market Growth stage may never get any sales at all and suffer quick death. Or, it may reach its peak and start to decline even before the industry reaches the Market Maturity

stage.

Market leaders may enjoy high profits during the market maturity stage, even though industry profits are declining. Sometimes the innovator brand loses so much in the Introduction stage that it has to drop out just as others are reaping big profits in the market growth stage.

Strategy planners who naively expect sales of one firm's individual brand to follow the general product life-cycle pattern are likely to be rudely surprised. In fact, it might be more sensible to think in terms of "*product-market*" life cycles rather than "*product*" life cycles, even though the latter term is more commonly accepted and more widely used.

How we see product life cycles depends on how broadly we define the market. About 80% of all U.S. households own microwave ovens, which would lead some to conclude that microwave ovens are at the market maturity stage. In many countries, however, they are still early in the growth stage -- in Switzerland, for example, microwave ovens had a household penetration level of less than 15% in 1994. U.S. microwave manufacturers can extend their product life cycles by expanding their distribution to off-shore markets.

If a market is defined broadly, there may be many competitors, and the market may appear to be in market maturity. On the other hand, if the focus is on a narrow sub-market, and a particular way of satisfying needs, then we may observe much shorter life cycles as improved product ideas come along to replace the old ones.

[<http://tolearn.net/marketing/plc.htm>]

Source: Perrault, William D. Jr. & E. Jerome McCarthy,

Essentials of Marketing, 7th Edition, 1997. Chicago: Richard D. Irwin Company.

Questions:

1. According to the passage, Volkswagen belongs to _____.
 - A. a product class
 - B. a product form
 - C. a product brand
 - D. all of above
2. It can be inferred from the passage that _____.
 - A. the sales of an individual product will abide by the principle strictly
 - B. profits of an individual model will follow the life cycle pattern completely
 - C. sales of an individual brand will observe the life cycle pattern without any deviation
 - D. sometimes profits of an individual product don't agree with the life cycle pattern.
3. A "me-too" brand in Passage Two probably means _____.
 - A. a brand which I also have

- B. a brand which is made by copying others
 - C. a brand which is made by improving the other brands in the same field
 - D. a brand others also own or manufacture.
4. Which of the following groups will make profits even though industry profits are declining during the market maturity stage?
- A. Companies which have the leading position in the market
 - B. Companies which has initiated such a brand
 - C. Companies which first innovated such a product
 - D. Companies which has the big investment in promotion
5. Paragraph 5 mainly tells us that_____.
- A. microwave ovens are at the market maturity stage in the United States
 - B. microwave ovens had a household penetration level of less than 15% in Switzerland in 1994
 - C. companies or manufacturers can extend their product life cycles by expanding their distribution to off-shore markets
 - D. our view on product life cycles is decided by how broadly we define the market
6. Which of the following statements is NOT TRUE according to the passage?
- A. The more broadly a market is defined, the shorter life cycle a product seems to have
 - B. The more narrowly a market is defined, the shorter life cycle a product seems to have
 - C. The more narrowly a market is defined, the longer life cycle a product seems to have
 - D. The more broadly we define a market, the more uncertain the product life cycle will be.

V. Translate the following into Chinese:

Although the life of different products varies, in general product life cycles are getting shorter. This is partly due to rapidly changing technology -- one new invention may make possible many new products that replace old ones. Tiny electronic microchips led to hundreds of new products, from calculators and digital watches in the early days, to today's microchip-controlled valves in artificial hearts.

Shorter life cycles mean that firms must constantly develop new products in order to stay in business. Further, they must offer marketing mixes that make the most of the Market Growth stage, when profits are highest.

VI. Translate the following into English:

1. 在产品战略方面做出明智的决策，对公司的长期发展至关重要。
2. 一般认为，产品的生命周期分为四个主要阶段。
3. 自然界的很多东西像人类一样，最终会走向死亡。

4. 总统发表声明的时机显示了他对事态发展的关注。
5. 富有冒险精神的开拓者们终于在加利福尼亚找到了他们梦寐以求的金矿。
6. 这家公司每半年就推出一款新产品。
7. 今年夏天这款时装很快就流行起来。
8. 只要贵方的报价合理，我们会向你们提交订单。
9. 鹦鹉（parrot）能够模仿主人的方式说话，但它只不过是模仿他而已。他的腿严重受伤，只好退出比赛。

第十一章

I. Answer the following questions:

1. What must an exporter ensure?
2. What should an exporter do with the products which are successful at home but have not won export sales?
3. How should we carry out product adaptation?
4. What is it essential for your customer to know if you are selling raw materials and consumer goods?
5. What are the purposes of product presentation?
6. Why is it important for a producer to promote the consumers' awareness of its products?
7. Why should the product be given a 'brand image'?
8. What will happen if the customer admires your product and then buys from another company by mistake?
9. When is it even more important that the packaging makes it clear that you are the producer?
10. Why is the good work done on the first product so important?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

admire	mention
suit	previous
package	adapt to
volume	pattern
adaptation	preference
commodity	regulation
confidence	ensure

1. We have done everything possible to _____ the prompt delivery of the goods.
2. We should like to _____ that the Japanese quotation for electric motors is far more attractive than yours.
3. You may have found that the design of this lot of toys well _____ itself to children's psychology.

4. I told you in my _____ letter that I am considering expanding my business.
5. As the income of a country rises, the distribution _____ change.
6. We have a _____ for tinned beer to/over bottled beer.
7. The operator will conduct its business in accordance with the company's supervisory _____.
8. We are glad to note that the plate glass plant equipment offered by us is well _____ to your needs.
9. Please tell us if there is any special way in which you would like us to _____ the goods you ordered.
10. As for this product, a great _____ of business has already been done in various markets at the same rate as offered to you.
11. Actually most of the new products that come into our market every year are not really new but _____.
12. After studying your list of _____, we shall inform you of our specific requirements.
13. We appreciate the _____ you have placed in us.
14. We all _____ her for the way she saved the children from the fire.

III. Multiple choice:

1. I put salt in her cup of milk _____.
A. by error B. in mistake C. by mistake D. for mistake
2. Labels stamped, sewn or printed on packages can help customers _____ the products.
A. identical B. identification C. identity D. identify
3. The child has a preference for a toy panda _____ candy.
A. of B. for C. to D. on
4. Don't _____ his silence for lack of interest, though he is a man of few words.
A. mislead B. misunderstand C. mistake D. mix
5. Demand for a consumer product depends on the incomes of buyers, their subjective preferences, and _____.
A. competing products are priced.
B. the prices of competing products
C. what are the competing products' prices
D. how high the prices of competing products
6. She was wearing _____ coat.
A. someone else's B. someone's else C. someone else D. someone's else's
7. This medicine will _____ you a good night's sleep.
A. assure B. assume C. ensure D. consume
8. The quality of their products _____; it is always excellent.
A. never varies B. varies C. never various D. various
9. We must work hard _____ the five – Year – Plan may be accomplished

ahead of time.

A. so far

B. so that

C. so much

D. or so

10. We'll have to finish it, _____ long it takes.

A. however

B. how

C. whatever

D. despite

IV. Reading comprehension:

The key building block for Audience Advocacy, and a way to focus on benefits rather than features, is to constantly ask the key question: What's in it for you? It's based on the more common axiom, "What's in it for me?" I've shifted the ultimate word to *you* deliberately, to shift the focus from you to your audience. This shift emphasizes the ultimate need for all communicators to be focused outward, on the needs of their audience (*you*), rather than on their own needs (*me*). This is the essence of Audience Advocacy in action.

In referring to this key question, I'll use the acronym WIIFY (pronounced *whiffy*). By constantly seeking the WIIFY in any persuasive situation, you can ensure that your presentation stays focused on what matters most: getting your audience to move from Point A to Point B because you've given them a very good reason to make that move.

The WIIFY is the benefit to the specific audience in your persuasive situation. There will usually be one overarching, grand WIIFY that unites the entire presentation and is at the heart of your persuasive case.

For example, when an entrepreneurial CEO and her management team launch an IPO roadshow for potential investors, the WIIFY is, "If you invest in our company, you'll enjoy an excellent return on your money!"

On the other hand, when a corporate headhunter makes a job offer to a sought-after young recruit, the WIIFY is, "If you join our firm, you'll be starting an incredible career with great pay, fascinating challenges, and the prospect of some day becoming the company president!"

When a partner in a marketing consulting firm makes a new-business proposal to the chief operating officer (COO) of a Fortune 500 company, the WIIFY might be, "If you hire us, the expertise we'll provide will improve your promotional plans, increase your market share, and boost your profits—and your personal stock options will double in value!"

There's an old adage: "You can never be too thin or too rich." I propose to amend that with: "...or offer too many WIIFYS."

Excerpted From *Creating Winning Presentations for You and Your Audience*

Questions:

1. According to the passage, the essence of Audience Advocacy in action is _____.
 - A. to find the key building block for Audience Advocacy
 - B. to discover a way to focus on benefits rather than features
 - C. to shift the focus from you to your audience
 - D. the ultimate need for all communicators to be focused on the needs of their audience rather than on their own
2. The acronym WIIFY probably means _____.
 - A. what benefits your audience can get from your presentation
 - B. what benefits you can get from your audience's presentation
 - C. what benefits you can get from my audience's presentation
 - D. what benefits your audience can get from my presentation
3. Why should you constantly seek the WIIFY in the persuasive situation?
 - A. Because you give your audience a good reason to move from Point A to Point B
 - B. Because you can make your presentation stay focused on what matters most
 - C. Because you can get your audience to move from Point A to Point B
 - D. All of above
4. If a company launches an IPO for potential investors, what is the WIIFY that will unite its entire presentation and be at the heart of its whole persuasive case?
 - A. Your investment in our company will get a quick repayment in future
 - B. Your investment in our company will bring you a big reward in future
 - C. Your investment in our company will help you to develop good business relations with our company in future
 - D. Your investment in our company will bring you a huge amount of interest in future
5. The last paragraph indicates that _____.
 - A. you can not be so thin as what you want to be
 - B. you can never be so rich as what you expect to be
 - C. the more WIIFY you offer, the better the result will be
 - D. you can not offer too many WIIFY as you hope to
6. The best title for this passage could be _____.
 - A. The Constantly Asked Question
 - B. A Good Way to Focus on Benefits
 - C. What's in it for You
 - D. The Key Building Block for Audience Advocacy

V. Translate the following into Chinese:

In any presentation, before you make any statement about yourself, your company, your story, or the products or services you offer, stop and ask yourself, "What's the WIIFY? What benefit does this offer my listener?" If there is none,

it's a detail that might be of interest to you and your colleagues (a feature), but one that has no significance to your audience. But if there is a benefit, be sure you explain it clearly, explicitly, and with emphasis.

VI. Translate the following into English:

1. 许多在国内市场上成功的产品却在出口销售上遭遇败绩。
2. 在研究您方货物明细单之后，我们再将具体需要告知您方。
3. 我们会努力满足您们对此商品的需要。
4. 市场上的激烈竞争常常迫使产品价格下降。
5. 公司一定要确保出口产品的优异质量。
6. 如果顾客知道您的产品制作精良并且性能可靠，那么，您的产品将更具魅力。
7. 我们很赞赏贵方的合作，但希望贵方能多买一点我们的产品。
8. 那些巧克力包装得很吸引人。
9. 产品展示的目的之一是赋予产品品牌形象，以便它不会被错误地当成其它厂家的产品。
10. 我们希望您方设法降低价格，以便产品经得起竞争。

第十二章

I. Answer the following questions:

1. What does packaging involve? What may the package include?
2. What are the traditional and recent functions of the package respectively?
3. What is the power of good packaging? Give one example.
4. What decisions does developing a good package for a new product require?
5. What is a label?
6. What is labeling considered as by many traders? Why?
7. What products are suitable for labeling?
8. What facts should a label reveal?
9. What kind of label is preferred? And what kind of label is helpful to the export sales?
10. What are the legal concerns about packaging and labels?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

attach	carry
origin	reveal
care for	recommend
allow	increasingly
caution	comply with
effect	registration
limitation	validity

1. _____ are some copies of our book catalogues for your study.
2. _____, people are realizing the serious result of environment pollution.
3. We admit there are some other lines much lower priced than ours, but we feel confident that a comparison will _____ to you a wide difference in quality.
4. Please _____ me to point out that the account submitted by you is not quite in order.
5. The L/C expires on October 15, and we hope you will extend the _____ date to November 1.
6. He knows his _____, that is, he knows well that in some respects his abilities are limited.
7. That argument does not _____ conviction.
8. I shouldn't _____ that man to be my doctor.
9. That firm has lost heavily on recent transactions, and therefore cannot be _____ for credit.
10. Your price quoted for Art. No. B 84 is a little higher as compared with that of the supplies from other _____.
11. A sign with "POISONOUS" on the box is a _____.
12. When a special zone enterprise applies for _____, it shall fill out three copies of forms both in Chinese and in a foreign language.
13. The import license will remain in _____ until next year.
14. The exporter must _____ any labeling requirements for its product in the exporting country.

III. Multiple choice:

1. Mary was _____ to her brother too much.
A. attachment B. attaching C. attach D. attached
2. As to your request for a 2% quantity discount on your proposed order, which will more than double the quantity of your last one, it gives us much pleasure to _____ with.
A. stand B. obey C. abide D. comply
3. We can meet your demand _____ MT peanuts.
A. in B. for C. on D. with
4. Please see to it that the packing is suitable _____ a long sea voyage.
A. with B. on C. to D. for
5. The toy is made _____ plastic.
A. from B. out of C. of D. up of
6. The old man _____ much for Peking Opera.
A. concerns B. thinks C. likes D. cares
7. There are lots of advertisements _____ cosmetics these years.
A. for B. on C. of D. with
8. We _____ the first grade to the second grade goods.
A. would rather B. like better C. prefer D. had rather

to Seattle route.

Questions:

1. What's the author's purpose in writing this passage?
 - A. To show the inability of trains to compete with planes with respect to speed and convenience.
 - B. To stress the influence of the automobile on America's standard of convenience.
 - C. To emphasize the function of travel agencies in market promotion.
 - D. To illustrate the important role of persuasive communication in changing consumer attitudes.
2. It can be inferred from the passage that the drop in Amtrak ridership was due to the fact that _____.
 - A. trains were not suitable for short distance passenger transportation
 - B. trains were not the fastest and most convenient form of transportation
 - C. trains were not as fast and convenient as they used to be
 - D. trains could not compete with planes in terms of luxury and convenience
3. To encourage consumers to travel by train, DDB Needham emphasized _____.
 - A. the freedom and convenience provided on trains
 - B. the practical aspects of train travel
 - C. the adventurous aspects of train trips
 - D. the safety and cleanliness of train trips
4. The train ads were placed among family-oriented TV programs involving nature and America because _____.
 - A. they could focus on meaningful travel experiences
 - B. they could increase the effectiveness of the TV programs
 - C. their profits could be increased by some 15 percent
 - D. most travel-lovers and nervous fliers were believed to be among the audiences
5. According to the passage, the Empire Builder enjoyed an increase in ridership and profits because _____.
 - A. the attractiveness of its name and route was effectively advertised
 - B. it provided an exciting travel experience
 - C. its passengers could enjoy the great western outdoors
 - D. it was widely advertised in newspapers and magazines in Chicago and Seattle

V. Translate the following into Chinese:

In the past, packaging has often been called the 'silent salesman'. It's one of the four Ps of marketing and perceived as important - but rarely considered as sexy as advertising. Given its limitations, packaging can't deliver audio-visual movement in the way a TV commercial can, but packaging can be the source of big ideas.

Packaging is usually essential in creating the image that comes to mind when discussing a brand.

VI. Translate the following into English:

1. 事实上，所有制造或加工出来的货物在它们的生产和经销阶段都需要包装。
2. 近来由于诸多的原因，包装逐渐成了一项重要的营销手段。
3. 作为一名小小的雇员，我不得不遵从老板的吩咐并且总是谨慎行事。
4. 公司应该做出既满足客户和公司目标，又不违背社会利益的决策。
5. 那些有意或无意泄漏公司机密的人都会受到严惩。
6. 随函附寄我们的产品清单一份，相信贵方会对其中某些商品感兴趣。
7. 任何交货上的延迟都应视为是对我们今天在这儿所签合同的实质性的违反。
8. 这件产品是由金属、硬塑料和一些其他材料制成的。
9. 现在，由于标签的重要性已越来越明显，许多贸易商把标签看作是一种“无声的推销员”。
10. 调查结果显示，有 50% 到 70% 之间的购买决定是在挑选货物时即兴做出的。

第十三章

I. Answer the following questions:

1. What has made international business a high-risk activity?
2. Why is it said that international market research is helpful to international business success?
3. What must the search for information always begin with? And what must be in the search for information?
4. What is often called 'desk research'? And why?
5. What does 'field research' usually mean? When can it only be carried out? And why?
6. What was the country able to do by prohibiting the import of finished books?
7. Why didn't the company do export trade since it was using less production capacity than it had?
8. How did this company begin an international market research at last?
9. What did the manager find after getting the information? What's the research conclusion?
10. Use what you have learnt from this text to analyze how many kinds of market researches this company did for its export trade. Illustrate them with the company's concrete actions.

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

sell	concerned
justify	estimate
obtain	carry out
potential	survey
contact	undertake
payable	levy
source	objective

1. The development of US-China trade has been the prime _____ of our corporation since 1997.
2. A reporter is only as reliable as his or her _____.
3. Even a cursory _____ of the market will show that the boom in prices is universal.
4. They began to _____ the reorganization of the company.
5. It is our obligation to _____ the long-term agreement.
6. There do exist sales _____ for canned fruits in Europe.
7. Even if any change in the market should take place after the signing of the Contract, you can by no means _____ yourselves in taking it as an excuse for your non-fulfillment of the Contract.
8. We shall _____ you again as soon as we resume offering.
9. As soon as you _____ the approval of your application for import licence, please notify us.
10. We _____ that our requirement would be about 20 000 to 30 000 pcs for the current year.
11. Payment: By irrevocable L/C _____ against draft at sight.
12. Any tax that will be _____ on the interest in Hong Kong shall be borne by the Buyer.
13. Let us have your comments so as to enable us to put forward concrete proposals before the parties _____.
14. If your goods are up to sample, they should _____ readily in this market.

III. Multiple choice:

1. The U.S.A. imports raw silk _____ Japan every year.
A. to B. from C. in D. on
2. The import duties payable were _____ heavy _____ the prices would have been too high.
A. such...that... B. so...that... C. too...that... D. too... to...
3. The company had to pay _____ heavy transport costs _____ the price of the books would not have been competitive.
A. such...that... B. so...that... C. too...that... D. too... to...

4. We always abide by our contract stipulations and carry _____ all the contract obligations to the letter.
A. through B. on C. out D. off
5. The salesman is prohibited _____ publishing or circulating any advertising matter.
A. in B. on C. from D. about
6. We suggest that it _____ better for us to discuss the matter when the situation gets somewhat improved.
A. is B. was C. are D. be
7. I never saw him again, nor _____ I hear from him.
A. do B. will C. did D./
8. The MOFTEC voiced strong opposition to Japan's adoption of a temporary ban _____ the import of onions, mushrooms and rushes.
A. in B. on C. from D. of
9. We regret that we cannot book your order _____ the prices we quoted a month ago.
A. at B. in C. on D. about
10. If we had been careful, we _____ such a mistake in the Contract.
A. would make B. didn't make C. hadn't made D. would not have made
11. We shall try to persuade the supplier _____ increase the quantity.
A. to B. into C. out of D. from

IV. Reading comprehension:

Recognizing the Need for International Research

Many firms do little research before they enter a foreign market. Often, decisions concerning entry and expansion in overseas markets and selection of distributors are made after a hurried, subjective estimation of the situation. The research done is often less strict and less formal than for domestic activities.

A major reason why managers are unwilling to engage in international research is their lack of sensitivity to differences in culture, consumer taste, and market demands. Often managers assume that their methods are both best and acceptable to all others. Fortunately, this is not true. What a boring place the world would be if it were!

A second reason is a limited appreciation for the different environments abroad. Often firms are not prepared to accept that labor rules, distribution systems, or advertising regulations may be entirely different from those in the home market. Due to pressure to satisfy short-term financial goals, managers are unwilling to spend money to find out about the differences.

Finally, firms often build their international business activities gradually, frequently based on orders offered by others on their own. Over time, actual business experience in a country or with a specific firm may then be used as a substitute for

organized research.

Despite the reservations firms have, research is as important internationally as it is domestically. Firms must learn where the opportunities are, what customers want, why they want it, and how they satisfy their needs and wants so that the firm can serve market, and tax rules before making a plant location decision. Doing business abroad without the benefit of research places firms, their assets, and their entire international future at risk.

Research allows management to identify and develop international strategies. The task includes the identification, evaluation, and comparison of potential foreign business opportunities and the following target market selection. In addition, research is necessary for the development of a business plan that identifies all the requirements necessary for market entry and expansion. On a continuing basis, research provides the feedback needed to adjust various business activities. Finally, research can provide management with the wisdom to help see events ahead of time, take appropriate action, and adequately prepare for global changes.

International Business Update 2003, by Michael R. Czinkota and others

Questions:

1. How do many firms often make decisions concerning entry and expansion in overseas markets?
 - A. They spend a long time doing a lot of market research.
 - B. They are often cautious when they make decisions concerning that.
 - C. They do it after they do a strict but less formal research than that for domestic market.
 - D. They do it after they make a hasty estimation of the situation in their own mind.
2. The reason why managers don't want to engage in international research is _____.
 - A. their shortage of sensitivity to differences in culture, consumer taste, and market demands
 - B. a limited appreciation for the different environments abroad
 - C. substituting actual business experience in a country or with a specific firm for organized research
 - D. all of above
3. By saying "What a boring place the world would be if it were!" the author implies that _____.
 - A. it is good for different countries to have different cultures
 - B. it is not so good for different countries to have different cultures
 - C. different cultures make the world a boring place
 - D. same culture would make the world a more interesting place.
4. Firms have a limited appreciation for the different environments abroad because they _____.
 - A. are not prepared to accept the differences in labor rules
 - B. are not used to the different distribution systems

- C. are unwilling to spend money to find out about the differences for the sake of short-term financial goals
- D. think that they have fully learned the conditions and differences of the overseas markets.
5. If a company does business abroad without doing an international market research, it _____.
- A. won't know how to find the right opportunities abroad
- B. will place its assets and its entire international future at risk
- C. will learn what customers want in a mistaken way
- D. will choose a wrong plant location
6. According to the last paragraph, which of the following statements is not true?
- A. With the research, managers can find out and develop international strategies.
- B. Research is necessary for the development of a business plan.
- C. A business plan must identify all the requirements necessary for market entry and expansion.
- D. Research can offer management the wisdom to prepare for global changes.

V. Translate the following into Chinese:

Lack of national and international data sources and inability to use international data once they are obtained is also one of the reasons why managers are unwilling to conduct international market research. As a result, the cost of conducting international research is perceived to be too high and therefore not a worthwhile investment relative to the benefits to be gained. However, the Internet makes international research much easier and much less expensive. Data which are hard to find now become accessible at a click of a mouse. As the availability of the Internet grows around the world, so does the availability of research information.

IV. Translate the following into English:

1. 他的便服不适宜在这样正式的场所穿。
2. 我们现在开始进行一项新任务。
3. 及早发现潜在的问题将避免更大的麻烦。
4. 事情的结果完全证明我们的意见是正确的。
5. 制定计划后就要实行计划。
6. 害羞妨碍我说出我想说的话。
7. 成功是在很多努力后获得的。
8. 各国人民的友好接触促进文化和经济交流。
9. 全世界都禁止毒品买卖。
1. 政府对进口商品征收进口税。

第十四章

I. Answer the following questions:

1. In whose interest is it to export?

2. What must we do to export?
3. Why is market selection necessary if we want to export?
4. What must we do to find out about potential market?
5. How does a prospector search for gold?
6. What's the whole process of market selection like? And why?
7. What is the best initial indicator of whether a market will be able to buy a particular product?
8. Is the information about whether the same product is or is not presently being imported by that country usually available? If so, why?
9. What should we do when selecting a target market?
10. Do you think the advice in the text may prove to be valuable to you? And why?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

repay	concentrate on
discard	eliminate
survey	target
identify	selective
pinpoint	in terms of
spread	break down
yield	value
initial	available

1. The quality of our products will appeal to the most _____ customers.
2. A driver should _____ the road when driving..
3. We are prepared to give you full support and cooperation _____expanding the sale of Chinese bicycles on your market.
4. Labels stamped, sewn or printed on packages can help customers _____the products.
5. We_____the flaws in his argument.
6. We request you to _____the market closely and keep us informed of developments.
7. We look forward to your continued efforts to fulfill the sales _____ set in our sole agency agreement.
8. We should _____old beliefs and embrace new ones.
9. The new process has _____the need for checking the products by hand.
10. Please insure the goods against War Risk. We shall _____you the premium afterwards.
11. We sincerely hope that this _____business will be one of many to come to our mutual advantage.
12. Please ship the goods by the first_____steamer.
13. We _____you as a customer and would like to continue supplying your needs.

14. Shipment is to be _____ over three months beginning from June.
15. That business _____ big profits every year..
16. We should _____ the barriers and go forward confidently.

III. Multiple choice:

1. It is _____ our mutual interest to cooperate.
A. on B. in C. at D. to
2. We should try to fulfill the project _____ minimum cost.
A. at B. in C. on D. to
3. The police searched the room _____ the hidden pistol.
A. for B. about C. to D. at
4. _____ every stage, we should reduce costs.
A. At B. In C. On D. About
5. We should narrow _____ the research area.
A. through B. to C. into D. down
6. Our prices are practical and reasonable. There is not much room _____ bargaining.
A. from B. for C. at D. on
7. The information is available _____ the public.
A. to B. from C. at D. on
8. The police breaks _____ the rebellion.
A. through B. up C. down D. in
9. He is the man to deal _____ the matter.
A. in B. with C. off D. to
10. His advice proved _____ right.
A. to be B. be C. is D. to

IV. Reading comprehension:

When you see a clever advertisement in a newspaper, do you say to yourself, "Ah, that's good. I'd like to have one of those?" Or do you say, "What lies are they telling this time? It can't be very good or they wouldn't have to advertise it so cleverly?" Both of these people exist; the first are optimists(乐观主义者); the second pessimists(悲观主义者) and realists(现实主义者).

Advertisements can be extremely useful if they are honest; if, let us say, you have broken your pen and you want to buy another, the first thing to do is to look at as many advertisements for pens as you can find. That will help you to choose the model, color and price that suit you. Advertisements save a lot of time and trouble by putting sellers in touch with buyers in a quick and simple way. If the advertisements are true and accurate, the customers will be satisfied and will probably buy from the same firm next time and advise their friends and acquaintances to do the same.

The really dishonest advertiser hopes to sell his goods quickly and to make a large profit on them before the customer's reactions begin. He knows that no customers will buy from him a second time, and that none will recommend his products to their friends. But there are also semi-dishonest advertisers who make claims for their products which they know perfectly well to be incapable of verification (验证). Like advertising that a certain toothpaste contains a particular substance—which it in fact does—knowing that substance is in fact neither beneficial nor harmful to the teeth. Such advertisements do not tell downright lies, but their advertising is deliberately misleading.

Questions:

1. From the passage we learn that a pessimistic advertisement reader will _____.
 - A. trust all advertisements and make purchases accordingly
 - B. get suitable colors and prices from advertisements
 - C. doubt the truthfulness of advertisements
 - D. admire the clever ways advertisements are made
2. What is the biggest benefit people may get from honest advertisements?
 - A. Customers can offer their friends some good advice about shopping.
 - B. Some firms will make a large profit from loyal customers.
 - C. Customers can find their favorite colors.
 - D. Customers can make purchases from sellers efficiently.
3. The term “semi-dishonest advertisers” in the last paragraph refers to _____.
 - A. advertisers who tell small lies in advertisements
 - B. advertisers who tell white lies in advertisements
 - C. advertisers who don't tell lies but may give false information
 - D. advertisers who are sometimes honest and sometimes dishonest
4. If a semi-dishonest advertisement claims that a certain toothpaste contains a particular substance, it may mean that _____.
 - A. there is no such substance at all in the toothpaste
 - B. the toothpaste does contain such substance
 - C. such substance is pretty good for people's teeth
 - D. such substance may be harmful to people's teeth
5. In the third paragraph, the author discusses _____.
 - A. the tricks of semi-dishonest advertisers
 - B. the customers' reactions
 - C. the downright lies in advertisements
 - D. the false claims in advertisements

V. Translate the following into Chinese:

The process of target market selection involves narrowing down potential

country markets to a feasible (切实可行的) number of countries and market segments(细分市场; 分割市场) within them. Rather than try to appeal to everyone, firms best make full use of their resources by: (1) identifying potential markets for entry and (2) expanding selectively over time to those believed attractive.

VI. Translate the following into English:

1. 合作对我们双方都有利。
2. 目前, 我们应该集中精力研发新产品。
3. 投资获得了很大的利益。
4. 在价格方面, 该产品具有竞争力。
5. 标签可以帮助客户识别商品。
6. 我们应该努力以最低的成本争取最大的利润。
7. 我们应该摒弃旧的思想观念以适应时代新潮流。
8. 经过勤奋与努力, 他终于当上了公司的总裁。
9. 他克服了重重困难, 获得了出口许可证。
10. 我们经营各种各样的消费品。
11. 这个营销战略经证明是有效的。

第十五章

I. Answer the following questions:

1. What is a free trade zone?
2. Strictly speaking, what does the term free port refer to?
3. What is a customs union? Give one example to illustrate it, please.
4. What are the similarities and differences between a free trade area and a customs union?
5. Give one example of a free trade area.
6. What is the function of bonded warehouses?
7. Under what condition does import duty need to be paid when we use bonded houses?
8. What opportunity do bonded warehouses offer an exporter?
9. Do you think free trade is really free?
10. How do you understand the meaning of free trade?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

barrier	similar to
dutiable	provide for
ease	assemble
instead of	locate
refer to	temporarily
consist of	the rest

domestic	in that
supervision	subject to

1. We would greatly appreciate it, if you would forward _____ of the order soon.
2. Many big stores _____ in the center on Nanjing.
3. _____ two equal shipments in September and October, we'd like to have 70% for the first shipment and 30% for the second.
4. Billy has to collect the money at night _____ many of the customers work during the day.
5. The workers _____ the machines quickly.
6. The contract may _____ the exclusive use of the patent.
7. In order to encourage imports and exports, the government has lifted all the foreign trade _____ .
8. Distributor shall not directly or indirectly offer, sell or promote the sales of any products of the same nature as or _____ the specified product.
9. For details please _____ the Attachment to the Contract.
10. The board of directors _____ 11 persons.
11. It's easier to know what's in demand on _____ market than on external market.
12. We only store the imported goods in the bonded warehouses _____ , and then we will remove it for export.
13. The house was built under the careful _____ of an architect.
14. Our offer is _____ change without notice.
15. In what way can the international company work toward _____ the world's monetary, political, energy and food crises?
16. Tobacco is _____ in most countries.

III. Multiple choice:

1. The track is adjacent _____ water edge.
A. in B. to C. at D. on
2. We should never isolate ourselves _____ the masses.
A. by B. to C. from D. against
3. _____ what purpose do you come here?
A. For B. On C. By D. In
4. A clause in the agreement provides _____ the arbitration of all disputes by an independent body.
A. for B. against C. with D. /
5. He didn't marry her _____ she was frivolous.
A. such that B. such C. in that D. so that
6. The United Kingdom consists _____ England, Wales, Scotland, and Northern Ireland.
A. in B. of C. with D. up
7. This product is particularly subject _____ breakage and heat damage.
A. to B. from C. in D. against

8. That's exactly what he _____ say!
A. did B. do C. does D. /
9. There is a very high tariff _____ jewelry.
A. about B. to C. in D. on
10. The speaker raised his voice _____ he could be heard.
A. for B. as C. so D. such

IV. Reading comprehension:

Simplistic Ideology; Rhetoric versus Reality

Free trade and free markets are essentially about making trade easier by allowing the market to balance needs, supply and demand. Within a nation, it can be a positive engine for development. With the Cold War over, politicians, economists and others have been promoting unfettered free trade and free market ideology, pushing it to an even wider international arena to facilitate international trade. (Though, as will be suggested below, the current system in its reality is hardly the free trade that the theories describe.)

While these are not new ideas, their resurgence in the last few decades has led to naming the ideology as neoliberalism. Richard Robbins also summarizes some of the guiding principles of this ideology, which include:

- Sustained economic growth as the way to human progress
- Free markets without government “interference” allow for the most efficient and socially optimal allocation of resources
- Economic globalization is beneficial to everyone
- Privatization removes inefficiencies of the public sector
- Governments should mainly function to provide the infrastructure to advance the rule of law with respect to property rights and contracts.

Ideas such as markets being self-balancing to meet supply and demand, while increasing prosperity for those who participate freely sounds very appealing in theory. However there are increasing concerns that go to the heart of the system itself such as,

- What about the reality of the current form of globalization, compared to the theory?
- How has it affected various segments of society around the world?
- What has been the impact on the environment?
- Is it even free trade?
- How have the functions of power and politics (which cannot be ignored) affected the process of globalization? Have not the old imperial powers just managed to (intentionally or unintentionally) devise a more sophisticated way of appropriating the world's wealth?

Many in the developing world have been welcome to the ideas of globalization, but wary of the realities as well. For example, on November 16, 2000, during a lecture at the British Museum, Nelson Mandela said, “We welcome the process of globalization. It is inescapable and irreversible. ...” However, he added, “...if globalization is to create real peace and stability across the world, it must be a process benefiting all. It must not allow the most economically and politically powerful countries to dominate and submerge the countries of the weaker and peripheral regions. It should not be allowed to drain the wealth of smaller countries towards the larger ones, or to increase inequality between richer and poorer regions.” These types of concerns have in recent years given rise to many criticisms of the current form of globalization, and given a bad name to “free trade” and “free market capitalism” in various circles.

---www.globalissues.org

Questions:

1. Within a nation, free trade and free markets can be _____ for development.
 - A. negative
 - B. positive
 - C. prohibitive
 - D. limiting
2. According to the passage, what is Richard Robbins' attitude towards free trade and free markets?
 - A. doubtful
 - B. objective
 - C. supportive
 - D. opposing
3. According to the passage, what is Nelson Mandela's attitude towards free trade and free markets?
 - A. doubtful
 - B. objective
 - C. supportive and cautious
 - D. opposing
4. According to the passage, what is the author's attitude towards free trade and free markets?
 - A. doubtful
 - B. objective
 - C. supportive
 - D. opposing
5. Neoimperialism does not imply the following ideas but _____ .
 - A. sustained economic growth as the way to human progress
 - B. economic globalization is beneficial to everyone
 - C. privatization removes inefficiencies of the public sector

- D. the old imperial powers just managed to (intentionally or unintentionally) devise a more sophisticated way of appropriating the world's wealth

V. Translate the following into English:

Customs Union, association formed when two or more sovereign states agree to eliminate or reduce trade barriers among themselves and to adopt a common trade policy toward outsiders. Customs unions are designed to lower costs of imported goods and to enlarge markets. They stimulate commerce and industry within the union.

VI. Translate the following into English:

1. 要抓住机会，否则你会后悔的(otherwise)。
2. 他们的工厂坐落在市西郊(locate)。
3. 我们出售半成品，而不是成品(instead of)。
4. 本函谈到我方对原料的订货(refer to)。
5. I 要想取得成功，我们不应使自己与世界隔离(isolate)。
6. 他在竞标中击败了所有的对手(eliminate)。
7. 这家企业以优良的产品质量已建立了良好的名誉(establish)。
8. 他拒绝付款，因为产品质量不符合要求(in that)。
9. 成功由智慧、勤奋、机遇组成(consist of)。
10. 酒类(wines and spirits) 应纳新税(be subject to)。
11. 由于缺少经费，公司延迟付款(defer)。

第十六章

I. Answer the following questions:

1. What is a tariff? And what can the tariff do?
2. In how many ways can a tariff be calculated? What are they?
3. What is an ad valorem duty?
4. What is a specific duty?
5. What is an alternative duty?
6. What is a compound duty?
7. On what kind of goods are Ad valorem levied? Why?
8. On what kind of goods are specific duties levied?
9. On what kind of goods are compound duties levied? Why?
10. Why will the exporter's own country sometimes impose a duty on exports?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

destination
vary

impose
increase

prescribe	percentage
measurement	calculate
apply	extra
depend on	onerous
be based on	provide

1. We must _____our production to meet the demands at home and from abroad.
2. Your profits _____the efficiency of your workers.
3. We shall be grateful if you can _____us with all possible information on your sewing-machine manufactures.
4. The _____of the goods can be seen from the marks stenciled on the cases.
5. Please advise us how the goods are packed so that we can _____the cost of landing.
6. The weight and _____of each case are clearly marked on every case.
7. What _____of the students were absent?
8. What punishment does the law _____for corruption?
9. Judgment should _____ facts, not on hearsay.
10. He has an _____duty.
11. Please let us have your order by January 31, as this price concession will not _____after that date.
12. A promotional budget can _____from product to product.
13. Buyer shall bear taxes, duties or charges, if any, which may be_____by the government.
14. We receive_____pay for extra work.

III. Multiple choice:

1. The imported goods are not competitive _____ the locally produced goods in terms of price.
A. for B. with C. against D. along
2. Parents are supposed to provide children _____food and clothes.
A. for B. to C. about D. with
3. We confirm your order based _____our offer dated September 13.
A. on B. in C. with D. at
4. Unless we can depend _____the very best quality being supplied in every case, we shall be compelled to place order with some other firms.
A. in B. with C. at D. on
5. I'm considering buying my niece a Christmas present,_____ a dictionary _____an encyclopedia.
A. either...or B. neither...nor C. either...nor... D. neither...or...
6. The secretary was free _____all blame for the errors.
A. off B. of C. from D. against
7. The principle of diligence and frugality applies _____all undertakings.
A. for B. to C. in D. at

8. We act _____ accordance with your instructions
A. in B. on C. at D. for
9. New duties were imposed _____ wines and spirits.
A. against B. at C. for D. on
10. They were subject _____ great suffering.
A. at B. for C. off D. to

IV. Reading comprehension:

Tariffs, which are taxes on imports of commodities into a country or region, are among the oldest forms of government intervention in economic activity. They are implemented for two clear economic purposes. First, they provide revenue for the government. Second, they improve economic returns to firms and suppliers of resources to domestic industry that face competition from foreign imports.

Tariffs are widely used to protect domestic producers' incomes from foreign competition. This protection comes at an economic cost to domestic consumers who pay higher prices for import competing goods, and to the economy as a whole through the inefficient allocation of resources to the import competing domestic industry. Therefore, since 1948, when average tariffs on manufactured goods exceeded 30 percent in most developed economies, those economies have sought to reduce tariffs on manufactured goods through several rounds of negotiations under the General Agreement on Tariffs Trade (GATT) (关贸总协定). Only in the most recent Uruguay Round of negotiations were trade and tariff restrictions in agriculture addressed. In the past, and even under GATT, tariffs levied on some agricultural commodities by some countries have been very large.

When coupled with other barriers to trade they have often constituted formidable barriers to market access from foreign producers. In fact, tariffs that are set high enough can block all trade and act just like import bans. A tariff-rate quota (TRQ) combines the idea of a tariff with that of a quota. The typical TRQ will set a low tariff for imports of a fixed quantity and a higher tariff for any imports that exceed that initial quantity. In a legal sense and at the WTO, countries are allowed to combine the use of two tariffs in the form of a TRQ, even when they have agreed not to use strict import quotas. In the United States, important TRQ schedules are set for **beef, sugar, peanuts, and many dairy** products. In each case, the initial tariff rate is quite low, but the over-quota tariff is prohibitive or close to prohibitive for most normal trade. Explicit import quotas used to be quite common in agricultural trade. They allowed governments to strictly limit the amount of imports of a commodity and thus to plan on a particular import quantity in setting domestic commodity programs.

Another common non-tariff barrier (NTB) was the so-called "voluntary export restraint" (VER) under which exporting countries would agree to limit shipments of a commodity to the importing country, although often only under threat of some even

more restrictive or onerous activity. In some cases, exporters were willing to comply with a VER because they were able to capture economic benefits through higher prices for their exports in the importing country's market. In addition, particularly because the U.S. is a net exporter of many agricultural commodities, successive U.S. governments have generally taken a strong position within the WTO that tariff and TRQ barriers need to be reduced.

---www.farmfoundation.org

Questions:

- Which one of the following is not included in the purposes to implement tariffs:
 - To provide revenue for the government.
 - To improve economic returns to firms and suppliers of resources to domestic industry that face competition from foreign imports.
 - To protect domestic producers' incomes from foreign competition.
 - To protect domestic consumers' incomes from foreign competition
- The typical TRQ will set_____.
 - a low tariff for imports of a fixed quantity
 - a high tariff for imports of a fixed quantity
 - a low tariff for any imports that exceed that initial quantity
 - a high tariff for any agricultural goods
- Explicit import quotas used to be quite common in_____.
 - manufactured goods
 - agricultural goods
 - drinks
 - machinery
- Why, in some cases, exporters were willing to comply with a VER?
 - Because they were able to capture economic benefits through higher prices for their exports in the importing country's market.
 - Because VER could provide higher prices to domestic producers.
 - Because Exporting countries would agree to limit shipments of a commodity to the importing country
 - Because the U.S. is a net exporter of many agricultural commodities
- From the passage, we can infer that tariffs are implemented mainly for the benefits of_____.
 - the exporters
 - the exporting country
 - the importing country
 - the international trade

V. Translate the following into Chinese:

A tariff is a tax placed on imported and/or exported goods, sometimes called a customs duty. A revenue tariff is set with the intent of raising money for the

government. A protective tariff, usually applied to imported goods, is intended to artificially inflate prices of imports and “protect” domestic industries from foreign competition. The distinction between protective and revenue tariffs is moot(无实际意义的); revenue tariffs offer some limited protection, and protective tariffs produce some small revenue.

VI. Translate the following into English:

1. 我们将为他们提供技术支持。
2. 除了战斗直到胜利,别无选择。
3. 我们应该以实际情况为基础制定计划。
4. 重要的是要靠我们自己去争取成功。
5. 在激烈的商业竞争中,不是我方失败,就是对手失败。
6. 这些法则在本地区不适用。
7. 我们应根据条例行事。
8. 工资跟不上通货膨胀。
9. 进口国要对进口商品征收进口税。
10. 我们劝他不要冒险投资。

第十七章

I. Answer the following questions:

1. What are the government's basic purposes in establishing tariffs and quotas on imported goods and instituting exchange controls?
2. In what way may a foreign country restrict imports?
3. Once the quota for the period has been filled, what will happen?
4. How many types of import quotas are in use today? And what are they?
5. What is the function of exchange control?
6. When was this system of exchange control first used? And when was it abolished?
7. What excuse could the customs use when they hold up the imports?
8. Could the customs authorities find any way to delay the imported goods? What is it, then?
9. Give an example of a foreign country's refusing to buy goods from a country or firm that displeases it in one way or another.
10. What other non-tariff barriers may the foreign countries use when they want to restrict the imports?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

exchange (n.)	classify
regulation	institute
phony	inspect
negotiate	issue

inexplicable	improve
deliberate	exclude
permit	secure(v.)
restrict	argue
quota	boycott (n.)
ration out	balance(n.)

1. There shall be the termination of the agreement in the event that the distribution fails to meet prescribed sales _____.
2. We have already _____our packing and are confident that our future shipment will give you satisfaction.
3. If we do not receive the parcel within a few days, we shall _____enquiry at our local Post Office.
4. There is a _____of US\$ 85 in our favor.
5. In compensation trade, the buyers can import what they need without consuming foreign _____.
6. We do not _____the sale of alcoholic drinks in our country.
7. Please acknowledge that the missing cheque will not be honoured so that we may _____a duplicate cheque in payment of our account.
8. We will send a representative to _____the business with you in person.
9. Some taxes cannot _____as direct or indirect with certainty.
10. The _____disappearance of some non-local seasonal women workers worried everyone.
11. We appreciate the efforts you have made to _____repeat orders from your customers.
12. In case of loss, an insurance certificate will _____payment.
13. The government had to _____petrol during the war.
14. He mistook the oversight for a _____insult.
15. Some _____that most of the gains generated by expansion of international trade are directed to the industrialized countries.
16. The sugar should _____by an independent public surveyor at the time of loading.
17. There is a _____on Japanese goods.
18. We can't _____the possibility that some warmongers will run the risk of starting a new world war.
19. This is a _____excuse.
20. The Canadian customs _____require that the label should be visible from the outside.

III. Multiple choice:

1. _____ you understand this rule, you will have no further difficulty.
A. Once B. Twice C. For D. /
2. The teacher issued paper and pencils _____ all the children.

- A. with B. from C. to D. for
3. We bought the things _____ the rate of 50 pence a hundred.
A. at B. with C. for D. about
4. The deputy manager exchanged the company's interest _____ his personal honour.
A. with B. for C. at D. in
5. Strong domestic demand _____ textiles in Japan boosted cotton consumption to nearly 2.9 million bales.
A. for B. to C. from D. about
6. We should keep our action _____ line with our word.
A. out of B. into C. in D. at
7. The boy decided _____ a sailor.
A. to not become B. not become C. not to become D. not becoming
8. Joan's mother refused _____ her go abroad.
A. to let B. letting C. allowing D. to allow
9. Several countries put a boycott _____ this product.
A. of B. on C. under D. about
10. They exclude him _____ this position.
A. from B. on C. into D. out of

IV. Reading comprehension:

Since the measures that act as NTBs tend to vary greatly in their nature, NTB-elimination will mean a different thing depending on the measure concerned. In the case of surcharges (附加费用), this might mean something as simple as doing away with these surcharges. On the other hand, technical regulations cannot be done away with because there are valid reasons for maintaining them, such as public safety, environmental concern, or health reasons. In that case, the elimination of these measures as NTBs might mean harmonizing product standards or developing mutual recognition of standards across Member Countries.

There has already been an agreement on the general features of the process for eliminating NTBs in ASEAN. The process involves (a) verification of information on NTBs, (b) prioritisation (以优先顺序排列) of products/NTBs, (c) developing specific work programmes, and (d) obtaining a mandate from the ASEAN Economic Ministers to implement the work programme.

Member Countries are now in the process of verifying the list of NTBs and products covered by these measures compiled by the ASEAN Secretariat (秘书处). Several criteria have already been considered by the Interim (临时的) Technical Working Group to identify which products/measures have to be dealt with first. These criteria can be used singly or in combination with each other to set priorities. These criteria are in order of importance: (a) number of private sector complaints, (b) difference between domestic and world prices, and (c) trade value. The first criterion

would rely on the private sector's or exporters' complaints. Presumably, they are in a better position to tell how different measures existing in the country of destination acts as a trade barrier. The second criterion is the price divergence between domestic and world prices. If there are no trade barriers, importation would tend to wipe out this price difference. Finally, the trade value criterion would prioritise those NTBs/products which is traded most widely (both within and outside the region).

—— www.aseansec.org

Questions:

1. According to the passage, which one of the following non-tariff barriers can be easily done away with:
 - A. technical regulations
 - B. surcharges
 - C. monopolistic measures
 - D. customs delays
2. The technical barriers may be set up because of the following reasons except_____.
 - A. public safety
 - B. environmental concern
 - C. health reasons
 - D. limiting the trade-hampering effects of technical regulations or measures.
3. Which of the following respects is not involved in the process for eliminating NTBs?
 - A. Verification of information on NTBs.
 - B. Prioritisation of products/NTBs.
 - C. Developing specific work programmes.
 - D. Creating a window for competition and market access by other ASEAN Member Countries.
4. Which of the following choices is not mentioned as a criterion to identify which products/measures have to be dealt with first?
 - A. number of private sector complaints
 - B. difference between domestic and world prices
 - C. trade value
 - D. obtaining a mandate from the ASEAN Economic Ministers to implement the work programme.
5. We may infer from the passage that_____.
 - A. the author supports the elimination of NTBs by ASEAN
 - B. the author opposes the elimination of NTBs by ASEAN
 - C. the author objectively reports the elimination of NTBs by ASEAN
 - D. the author proposes the elimination of NTBs by ASEAN

V. Translate the following into Chinese:

Shi Guangsheng, Minister of Foreign Trade and Economic Cooperation, said that China will gradually open its imports and exports business rights, reduce tariffs and adopt non-tariff barrier measures, set up management system in line with WTO rules. China will also actively explore new ways for utilizing foreign funds and encourage state-owned enterprises to regroup, promote small and medium-sized joint ventures to participate in global production. China's foreign trade and foreign investment absorption maintained a high growth rate since the beginning of this year.

VI. Translate the following into English:

1. 公司管理的一个方面就是要制定公司制度并贯彻执行(to institute)。
2. 许多国家采取措施限制进口商品(to restrict)。
3. 海关发给了这家公司进口许可证(to issue)。
4. 我们就佣金问题同他们进行谈判(to negotiate)。
5. 这些文件被归类为机密(confidential)和非机密(non-confidential) (to classify)。
6. 要出口商品必须获得海关的批准(to secure)。
7. 这家公司不允许员工上班时吸烟(to permit)。
8. 在工人的要求下, 许多不合理的规定都被取消了(to abolish)。
9. 计划因为这个事故被延搁了(to hold up)。
10. 我们宁愿不赚钱, 也不愿失去这个老客户(would....rather than....)。

第十八章

I. Answer the following questions:

1. In which way can a firm demonstrate its products, contact potential customers, agents, and distributors, and generally get a "feel" of a foreign market?
2. What is a trade fair?
3. What were the goods sold at the trade fair in the old days and nowadays respectively?
4. Please name some famous trade fairs in China.
5. Basically, who are allowed to enter these trade fairs?
6. At which fairs can the general public buy meat, vegetables, fish, clothing, and other assorted consumer goods?
7. Compared with the fairs held many centuries ago, where is today's industrial fair usually held? And who operates it?
8. For the Chinese exporters, what is the significance of the trade fair?
9. Have you heard any other fair to be held in China?
10. How much do you know about trade fair?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

professional
engage in

modification
originate

promotion	variety
specialize	occupy
seek	qualified
counterpart	regular
assorted	demonstrate
participation	converge
periodically	attribute

1. A technician is _____ a new digital video camera to the visitors in the exhibition hall.
2. We must increase the _____ of patterns and the range of products.
3. The Licensee alone shall be responsible for all loss or damage _____ from the operation of the said retail outlet.
4. Both parties shall contribute to the Joint Venture and share equity _____ in the Joint Venture in a ratio of 50 percent.
5. Some few hundred giant corporations _____ a strategically dominant position in the world economy.
6. We _____ in handling clocks and watches of all sorts.
7. The company's leaders meet _____ to discuss the developing strategies.
8. The avenues _____ at a central square.
9. The joint venture will hold a public selection examination to choose the _____ people they want.
10. They are trying to _____ closer trade ties with China.
11. If your prices are competitive, our company will be pleased to place _____ orders with you.
12. The foreign minister is the _____ of the secretary of state.
13. It requires several years of study and experiences for a man to be an _____ accountant.
14. The package of samples is possessed of an _____ lot of woolen yarns.
15. We have established sales channels, and the cost of _____ can be kept to a minimum.
16. Your company can _____ in various business activities at your place in the name of our agent, if you would like to cooperate with us in business.
17. They _____ the accident to the effects of the wet weather during the long sea voyage.
18. They have made many _____ in their sales strategy.

III. Multiple choice:

1. The factory encourages workers' participation _____ management.
A. to B. on C. in D. at
2. These lines converge _____ a certain point.
A. in B. at C. to D. of
3. The shirt is available in a wide _____ of colours.

- A. various B. vary C. variety D. varied
4. We specialize _____ handling clocks and watches of all sorts.
A. in B. on C. about D. of
5. It's not important what it is _____ why it is.
A. but B. and C. so D. for
6. Are you qualified _____ this position?
A. on B. for C. at D. in
7. May we ask what countries you have mainly traded with in the past and what lines you have engaged _____?
A. in B. with C. about D. on
8. This damage cannot be attributed merely _____ rough handling in transit.
A. in B. at C. to D. on
9. These goatskins _____ in/from North China.
A. originate B. original C. origin D. originally
10. We expand our trade with other countries _____ the basis of equality and mutual benefit.
A. on B. at C. about D. in

IV. Reading comprehension:

Practical Advice for Business

Using a trade fair to promote your product or service



At their most effective, trade fairs are an important part of the **marketing mix** (the combination of marketing tools that you use, such as advertising, direct mail, personal sales and press conferences). They can help to build new business by offering some unique benefits, including:

- a chance to demonstrate your product or service face-to-face
- a direct way to test new markets or launch new products and services
- many potential customers concentrated in one place
- a chance to find out about what customers want
- many potential suppliers concentrated in one place
- good opportunities for networking

Aside from buyers and sellers, trade fairs can attract journalists, media, politicians and other **'movers and shakers'** (有权势的人) in particular fields. It can be a good idea to invite your existing customers to visit your stand too — face-to-face contact will revitalise relationships that exist mostly through email or on the phone.

At their least effective, trade fairs can be an expensive waste of time. Make sure you know what you want to achieve. Make your goals specific and measurable - for example, "sell £x of products directly from the stand", or "get 50 new sales leads". Choose your fair carefully and give yourself plenty of time to plan. When it's over, follow up the contacts you made. Evaluate what you got out of the trade fair (based on your goals) so you can build on your experience for next time.

Going to a trade fair as a customer

If you've chosen the right trade fair, it's an ideal place to find relevant suppliers gathered under one roof and to do some useful networking. You should be able to:

- see new and relevant products or services
- compare them, try them out and ask questions
- find new and specialist suppliers
- encounter new ideas and innovative companies
- get up to date with new technologies
- make contact with other people in your area of business
- tap into the expertise and enthusiasm of others in your line of business

To make sure you get the best value from the time and resources you've put into attending the fair:

- plan your visit and work out what your objectives are - make them specific and measurable, such as "find three new suppliers" or "make five new contacts in this particular area"
- evaluate whether you have achieved these objectives.

www.businesslink.gov.uk

Questions:

1. According to the passage, which one of the following is not concluded in the unique benefits the trade fairs offer to help to promote the product or service:
 - A. a chance to demonstrate your product or service face-to-face
 - B. a direct way to test new markets or launch new products and services
 - C. many potential customers concentrated in one place
 - D. find new and specialist suppliers
2. A customer attending a trade fair can get the following benefits except _____.
 - A. see new and relevant products or services
 - B. find new and specialist suppliers
 - C. a chance to find out about what customers want
 - D. get up to date with new technologies
3. What is the author's purpose in writing this passage?

- A. To point out the advantages trade fairs can offer to both exhibitors and customers.
 - B. To show what exhibitors do at trade fairs.
 - C. To show what customers do at trade fairs.
 - D. To illustrate how the exhibitors develop good relationships with customers attending trade fairs.
4. According to the passage, before you attend a trade fair, you should make the following preparations except _____.
- A. make your goals specific and measurable - for example, "sell £x of products directly from the stand", or "get 50 new sales leads"
 - B. choose your fair carefully
 - C. follow up the contacts you made
 - D. give yourself plenty of time to plan
5. It can be inferred from the passage that _____.
- A. Aside from buyers and sellers, trade fairs can attract journalists, media, politicians and other 'movers and shakers' in particular fields
 - B. The exhibitors may probably promote the fame and establish some important relationships which will be beneficial to their business
 - C. At their most effective, trade fairs are an important part
 - D. The advantages the customers get are not as many as those got by the exhibitors

V. Translate the following into Chinese:

Finding the right trade fair is essential. If the area of interest it covers is too specialized or too broad, for example, it is unlikely to attract visitors who want to buy what you have to sell.

If you are exhibiting, start by making a profile of the customers you want to reach (known in marketing as prospects). Identify aspects such as special interests and if they are in a particular location. Then take a look at the most likely trade fairs for your industry sector, and try to match them with your prospects.

Attending as a customer, work out what you want to achieve before you go. What kinds of product or service do you want to find out about, and who do you want to meet? Match your requirements against what the most likely trade fairs have to offer.

VI. Translate the following into English:

1. 许可证接受方(licensee)有权在其本国——中国以外参加销售本协议许可的产品 (to participate in)。
2. 我们得悉, 你方生产各种天然皮革的鞋和提包 (in a variety of natural leathers)。

3. 这家商店专门经营儿童服装 (to specialize in)。
4. 需要说明的一点就是我们决不能改变计划 (to make a point)。
5. 这家工厂可以为最终用户定做产品 (to customize)。
6. 许多企业都有资格参加博览会 (to be qualified)。
7. 公司全体员工都参与促进公司服务的活动 (to be engaged in)。
8. 我们把企业的成功归功于所有员工的共同努力 (attribute to)。
9. 现代的产业博览会通常在一座现代展览性建筑里举行 (to be housed)。
10. 外交部长是和国务卿对等的人 (counterpart)。

第十九章

I. Answer the following questions:

1. When was the General Agreement on Tariffs and Trade established?
2. How has the world trade developed in the past 50 years?
3. How did GATT and the WTO help in the development of the world trade?
4. What were the areas ever dealt with in trade negotiations?
5. What were the new rules created in the Uruguay Round?
6. What does a non-discriminatory trading system guarantee?
7. How does the WTO realize its overriding objective?
8. How are decisions made in the WTO?
9. What is the Ministerial Conference?
10. How does the General Council meet?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

prosperous	discriminatory
principal	implement
consistently	forum
round	delegation
abide by	in the wake of

1. Many social changes took place _____ the war.
2. The whole workforce has gone on strike to oppose the _____ law.
3. The letters page of the newspaper is a _____ for public argument.
4. We all work hard to build a _____ homeland.
5. Your attitude has been _____ negative from the very beginning.
6. He was defeated by his opponent in the third _____ of the competition.
7. You will have to _____ the referee's decisions.
8. The suggestions of the board will be _____ as soon as possible.
9. The Yellow River is one of the _____ rivers of China.
10. The owner of the factory refused to see the union _____.

III. Multiple choice:

1. The seven-year-old prince was appointed as the _____ to the throne.
A. succession B. successor C. predecessor D. offspring
2. This factory produced footwear _____, but later it specialized in manufacturing sports shoes.
A. lately B. early C. originally D. originately
3. The retail sales of this supermarket increased _____ 8% last year.
A. to B. with C. at D. by
4. The training programme covers every _____ of the job.
A. side B. situation C. aspect D. bearing
5. The _____ over the border involved the two countries into a war.
A. difference B. quarrel C. debate D. dispute
6. This report _____ the government's plans for housing.
A. call on B. makes out C. spells out D. figures out
7. Everyone has a legal _____ to provide the tax office with details of their earnings.
A. right B. obligation C. promise D. power
8. At the end of the meeting, a _____ was taken to make the final decision.
A. veto B. election C. vote D. auction
9. The heads of the two governments met to _____ the treaty.
A. rationalize B. reach C. disprove D. ratify
10. The two parties have reached a _____ on this issue.
A. consensus B. consent C. census D. consort

IV. Reading comprehension:

The pace of international economic integration via the GATT and WTO rounds of multilateral trade negotiations has been slower and less comprehensive than some members would prefer. Some have suggested that there should be additional integration among subgroups of (often neighbouring) member economies—e.g., those party to the European Union, the North American Free Trade Agreement, and the Asia-Pacific Economic Cooperation—for political, military, or other reasons.



Protests Against the WTO: Demonstrators sit down in a Seattle, Washington, street during the 1999 protests that disrupted a meeting of the World Trade Organization (WTO). The protesters claimed that the WTO's free trade policies encouraged sweatshops, jeopardized the environment, and gave corporations too much power. [Microsoft ® Encarta]

Beginning in the late 1990s, the WTO was the target of fierce criticism. Opponents of globalization, and in particular those opposed to the growing power of multinational corporations, argued that the WTO infringes upon national sovereignty and promotes the interests of large corporations at the expense of smaller local firms struggling to cope with import competition. Environmental and labour groups (especially those from wealthier countries) have claimed that trade liberalization leads to environmental damage and harms the interests of low-skilled unionized workers. Protests by these and other groups at WTO ministerial meetings—such as the 1999 demonstrations in Seattle, Washington, U.S., which involved approximately 50,000 people—became larger and more frequent, in part because the development of the Internet and e-mail made large-scale organizing and collective action easier. In response to such criticism, supporters of the WTO claimed that regulating trade is not an efficient way to protect the environment and labour rights. Meanwhile, some WTO members, especially developing countries, resisted attempts to adopt rules that would allow for sanctions against countries that failed to meet strict environmental and labour standards, arguing that they would amount to veiled protectionism.

Despite these criticisms, however, WTO admission remained attractive for nonmembers, as evidenced by the increase in the number of members after 1995. Most significantly, China entered the WTO in 2001 after years of accession negotiations. The conditions for Chinese membership were in some ways more

restrictive than those for developing countries, reflecting the concerns of some WTO members that the admission of such a large and still somewhat planned economy might have an overall negative effect on free trade.

—— Kym Anderson

Questions:

1. What do some members expect WTO to do?
 - A. To reduce the number of the member countries.
 - B. To admit more and more countries.
 - C. To make the speed of international economic integration faster.
 - D. To be less comprehensive.
2. Which of the following is not the criticism received by WTO ?
 - A. It infringes on national sovereignty.
 - B. It promotes small companies' interests while neglects the larger ones'.
 - C. It promotes large companies' interests at the cost of smaller ones'.
 - D. It harms the interests of low-skilled workers.
3. On what countries will sanctions be imposed?
 - A. Countries that failed to meet development standards
 - B. Countries that slowed down the pace of globalization
 - C. Countries that promoted the protectionism
 - D. Countries that couldn't meet environmental and labour standards
4. Why were conditions for Chinese membership more restrictive than those for other developing countries ?
 - A. Because some members worried that Chinese admission would do harm to free trade.
 - B. Because some members worried that China would develop too fast after its admission.
 - C. Because China was not considered to be a developing country by some members.
 - D. Because some members worried that China would have control over the WTO.
5. Which of the following statements about the WTO is not true?
 - A. Many countries want to enter the WTO.
 - B. The WTO has never received many fierce criticisms.
 - C. Fewer countries got the admission to the WTO after 1995.
 - D. China underwent years of negotiations before entering the WTO.

V. Translate the following into Chinese:

Since its creation, the WTO has attracted criticism from those concerned about free trade and economic globalization. Opponents of the WTO argue that the organization is too powerful because it can declare the laws and regulations of sovereign nations in violation of trade rules, in effect pressuring nations to change

these laws. Critics also charge that WTO trade rules do not sufficiently protect workers' rights, the environment, or human health. Some groups charge that the WTO lacks democratic accountability because its hearings on trade disputes are closed to the public and press.

VI. Translate the following into English:

1. 这些条件对于这类小额订货特别优惠 (exceptionally preferential)。
2. 我们国家正经历着史无前例的 (unprecedented) 经济增长。
3. 他们在生意中总是遵守 (abide by) 诺言。
4. 我们将在下周实施 (implement) 新的程序。
5. 我们最关心的 (overriding) 事是消除 (eradication) 贫穷。
6. 你能在日程计划 (schedule) 中把我安排在星期二下午吗?
7. 大家一致同意 (by consensus) 采取该措施。
9. 羊毛占 (account for) 我们出口额的 80%。
10. 这一新建筑比原先的 (predecessor) 更宽敞。

第二十章

I. Answer the following questions:

1. What is your idea of transport?
2. Is good transport important in commerce, why?
3. Why are transport costs always increasing?
4. When and how did transport develop?
5. What's the contribution of the opening of the Suez Canal?
6. Why were sailing ships replaced by steamers?
7. What kind of transport is more economical today?
8. What made the mercantile navigation step forward?
9. What was the impact of the close of Suez Canal on transport?
10. What will the shippers consider when they arrange cargo freights?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

raw	large – sized
commerce	halve
manufacturer	expansion
nature	as a result of
reliability	cycle

1. The prosperity of _____ is due to the reform and opening policy of our country.
2. Our foreign trade has _____ greatly in recent years.
3. The latest plane has _____ the time needed for crossing the Atlantic Ocean.

4. The delay in delivery was caused by a shortage of _____ materials.
5. _____ the rush of orders, our stocks have been nearly exhausted.
6. Things of that _____ do not interest me.
7. Please remember that we have been the major _____ of bicycles in China for 40 years.
8. You should believe me, for I got the news from a very _____ source.
9. He was very famous in the music _____ at that time.
10. We need a _____ container to ship the cargo at one time.

III. Multiple choice:

1. It is _____ important that the problem be solved before the meeting is held.
A. much B. extreme C. certainly D. vitally
2. They cost \$50 in the stores, but the _____ price is \$35.
A. wholesale B. retail C. high D. unit
3. The price increases of raw materials were passed on by the firm to the _____.
A. guests B. customers C. public D. consumers
4. The police carried out a _____ search to arrest the murderer.
A. large – sized B. large – scale C. huge D. big – scale
5. I _____ a dollar to Jane's loving present.
A. gave B. put C. attributed D. contributed
6. The company needs more and more employees with the _____ of its business.
A. expanse B. expansion C. expedition D. expectation
7. Because of the hidden rocks, _____ is difficult on this river.
A. navigation B. aviation C. pass D. transportation
8. The government's encouragement gave fresh _____ to these reforms.
A. support B. inspiration C. impetus D. implement
9. The matter _____ a series of problems, such as patent, pricing of equipment and sales volume of the product.
A. involves B. has C. enjoys D. invoice
10. In the present circumstances they are unlikely to _____ holding an election.
A. involve B. risk C. arrange D. renew

IV. Reading comprehension:

Transportation systems and the routes they use have greatly influenced both how and where people live. Reliable transportation allows a population to expand throughout a country's territory and to live comfortably in remote areas far from factories and farms. The growth and expansion of the United States were directly related to the means of transportation available at the time. The more compact cities of the U.S. eastern seaboard are the result of early human and animal-based transportation systems that allowed only short trips. The more sprawling cities of the western United States are the result of an automobile-based transportation system that permits much longer travel distances.

Transportation is vital to a nation's economy. Reducing the costs of transporting natural resources to production sites and moving finished goods to markets is one of the key factors in economic competition. The transportation industry is the largest industry in the world. It includes the manufacture and distribution of vehicles, the production and distribution of fuel, and the provision of transportation services. In the 1990s, approximately 11 percent of the U.S. gross domestic product and an estimated 10 percent of all jobs in the United States were related to the transportation industry.

The same transportation systems that link a nation can also be used in the nation's war efforts. The rapid movement of troops, equipment, and supplies can be a deciding factor in winning a battle or a war. Just as mobilizing a nation's military strength is critical to success, disabling an enemy's transportation system is usually an early strategic objective of any armed conflict.

Questions:

- Which of the following isn't the benefit brought by transport?
 - People can live throughout the territory of a nation.
 - People who live in remote regions can lead a comfortable life.
 - People can enjoy better medical care.
 - People who live in remote areas can keep in touch with the outside world.
- Why are the cities of American eastern seacoast so densely populated?
 - Because the cities are economically prosperous and people like to live there.
 - Because the earlier transportation tools were able to transport large amount of passengers.
 - Because the climate there is enjoyable.
 - Because the earlier transportation tools couldn't travel long.
- Which of the following is the contribution made by transportation to economy?
 - It makes faster delivery.
 - It makes quicker payment.
 - It reduces the transportation cost.
 - It makes higher quality of the products.
- The transportation industry doesn't include_____.
 - vehicle manufacture and distribution
 - fuel production and distribution
 - the provision of transportation services
 - the transmission of knowledge
- Which is usually an early strategic objective of any armed conflict according to the passage?
 - Demobilizing the enemy's military strength.
 - Destroying the enemy's transportation system.
 - Cutting the water supply of the enemy.
 - Mobilizing a nation's military strength.

V. Translate the following into Chinese:

Several technologies that are shaping society in a variety of ways will likely characterize the future of transportation. Intelligent transportation systems apply the latest advances in computers and electronics to better control vehicle operations. Computerized road maps used with the Global Positioning System (GPS) help drivers to navigate. Companies that use fleets of vehicles, such as delivery companies, can use satellite technology to monitor the location of their vehicles at all times and improve efficiency.

VI. Translate the following into English:

1. 公司应制定合理的管理制度以激励 (propel) 员工努力工作。
2. 我们已决定展期与那家企业的合同 (renew a contract)。
3. 科学家们在努力寻找能够代替(replace)石油的物质。
4. 这个公司已从一个分公司发展(expand)到拥有 5 个分公司了。
5. 新技术使生产成本减少了一半(halve)。
6. 布朗女士管理(handle)公司的账目。
7. 即将到来的最后期限推动了工程的进展(give impetus to)。
8. 据说新机器的安全可靠 (reliability)。
9. 这位著名的企业家在遗嘱中规定把自己的大部分财产捐给(contribute...to...)慈善机构。
10. 由于全体工作人员共同努力(As a result of), 工厂度过了危机。

第二十一章

I. Answer the following questions:

1. What are the special features of ocean transport?
2. What will an exporter consider before he transports his commodities?
3. What is the major factor in determining the freight?
4. How will an exporter save freight when he transports his commodities?
5. Who will be responsible for handling?
6. If it is a small shipment, what will an importer insist on?
7. With what does the importance of cost, safety and speed vary?
8. What's your general idea of ocean transport?
9. Have you ever been to the seaport?
10. Do you want to be engaged in transport business after your graduation?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

as well as	in terms of
attraction	have a bearing on
convenience	see to it
market	customary
employ	isolation

1. The idea of working for state-owned enterprise has little _____ to young people nowadays.
2. The house I rent can offer me the _____ of living near shops, and schools.
3. It's _____ to give people gifts on their birthday.
4. You must _____ that the windows are closed before you leave the house.
5. The man _____ much time and energy to his research work.
6. What we are discussing _____ your future.
7. _____ actual sales the book hasn't been very successful.
8. The writer lived in complete _____ in the country in his late years.
9. The company _____ many types of goods.
10. The little boy is clever _____ sensible.

III. Multiple choice:

1. The buyer has the right to choose a preferable mode of _____ the goods.
A. giving B. delivering C. selling D. buying
2. It is the quality rather than the _____ of the goods which determines the price of the goods.
A. transport B. packing C. shipment D. quantity
3. Our products can bring you both comfort and _____.
A. convenience B. confidence C. dependence D. reliance
4. In order to fulfill the contract, the owner of the factory demanded all the workers to work to full _____.
A. strength B. capacity C. range D. schedule
5. If you have a large family, it's more _____ to travel by car than by train.
A. economical B. economic C. saving D. useful
6. You must adapt yourself _____ the society.
A. in B. with C. to D. at
7. Although it was raining heavily, he _____ leaving for his home.

- A. depended on B. insisted on C. rely on D. dealt on
8. You shouldn't consider these factors _____; they are closely related to each other.
A. on this way B. altogether C. in isolation D. little by little
9. Customs _____ from country to country.
A. matter B. vary C. function D. operate
10. She always feel superior _____ others.
A. against B. at C. for D. to

IV. Reading comprehension:

Ocean Transport

Shipping Industry is the industry devoted to moving goods or passengers by water. Passenger operations have been a major component of shipping, but air travel has seriously limited this aspect of the industry. The enormous increase, however, in certain kinds of cargo, for example, petroleum, has more than made up for the loss of passenger traffic. Although raw materials such as mineral ores, coal, lumber, grain, and other foodstuffs supply a vast and still growing volume of cargo, the transportation of manufactured goods has increased rapidly since World War II.

Commercial shipping began perhaps with the activities of the Phoenician merchants who operated their own vessels, transporting goods in the Mediterranean. The practices they developed were adopted by the merchants of ancient Greece and Rome and were continued by the maritime powers through the Middle Ages to modern times. The Venetians, from 1300 to 1500, owned a huge merchant fleet that served the interests of the merchant traders and the city-state exclusively. From 1600 to 1650 the Dutch ranked first in shipping activity.

Until the 19th century, ships were owned by the merchant or by the trading company; common-carrier service did not exist.

On January 5, 1818, the full-rigged American ship *James Monroe*, of the Black Ball Line, sailed from New York City for Liverpool, inaugurating common-carrier line service on a dependable schedule. A policy of sailing regularly and accepting cargo in less-than-shipload lots enabled the Black Ball Line to revolutionize shipping.

Two technological developments furthered progress toward present-day shipping practices: the use of steam propulsion and the use of iron in shipbuilding. In 1819 the American sailing ship *Savannah* crossed the Atlantic under steam propulsion for part of the voyage, pioneering the way for the British ship *Sirius*, which crossed the Atlantic entirely under steam in 1838. Iron was first used in the sailing vessel

Ironsides, which was launched in Liverpool in 1838.

Questions:

1. Compared with air transport, shipping industry has an unfavorable position in the aspect of _____
 - A. heavy cargo traffic
 - B. passenger traffic
 - C. great volumes of goods
 - D. liquid goods
2. Where did commercial shipping begin?
 - A. In the Gulf of Mexico.
 - B. In the Atlantic.
 - C. In the Mediterranean.
 - D. In the Middle East.
3. Which country ranked first in shipping activity in the first half of the 17th century.
 - A. Greece.
 - B. Rome.
 - C. Britain.
 - D. Netherlands.
4. What did the voyage of *James Monroe* on January 5 1818 mean?
 - A. The American ranked in 19th century.
 - B. Common-carrier service began to exist.
 - C. Ships at that time could sail only on a dependable schedule.
 - D. The first trip of American commercial ship.
5. Which of the following statements is not true according to the passage?
 - A. The use of steam propulsion furthered progress toward present-day shipping practice.
 - B. The use of iron in shipbuilding furthered progress toward present-day shipping practices.
 - C. In 1819 the ship of Savannah crossed the Atlantic under steam propulsion for the whole voyage.
 - D. In 1838 the British ship *Sirius* crossed the Atlantic entirely under steam.

V. Translate the following into Chinese:

A number of shipping companies of various nationalities have formed an association known as “Shipping Conference”, which consists of many member countries, representing over fifty percent of the world shipping, for the protection of their interest as well as those of the shipper. Periodical meetings are held between representatives of the member shipping lines to discuss policies and to fix freight rates for the different classes of cargoes. The purpose of the conference is to maintain freight rates at a remunerative(有报酬的, 有利的) level and to ensure that a sufficient minimum of cargo is always forthcoming to feed the regular services they undertake

to provide.

VI. Translate the following into English:

1. 现在去国营企业(state-owned enterprises)就职的想法对年青人没有多大吸引力。
2. 需求决定生产与供给。
3. 新产品在很多方面比原来的产品好 (superior)。
4. 我们被告知这项计划困难重重(involve)。
5. 尽管管理制度不尽相同 (vary), 但每个公司的最终目标都是赢利。
6. 这家企业在这个新项目上花了(employ)大量时间和精力。
7. 该商行(firm)经销(market)多种商品。
8. 流行趋势对产品的设计有很大的影响(have a bearing on sth)。
9. 这种产品就其质量和价格来说(in terms of)具有竞争力。
10. 增强企业竞争力的途径之一就是增强企业适应市场需求的能力。

第二十二章

I. Answer the following questions:

1. What are the two chief advantages of air transport?
2. What are the barriers of air transport?
3. What does the speed of delivery mean?
4. Please talk about packing of the cargo that is transported by air.
5. What are the disadvantages of air transport?
6. What kind of goods are not suitable for air transport?
7. Is there some relationship between the length of the journey and the air cargo rate?
8. What's Air Waybill? Please fully explain it?
9. Have you ever been some where by air? What's your feeling?
10. Can you imagine the goods to be shipped by air?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

power	obstacle
advantage	prohibitively
domestic	hazardous
afford	authorize
tie up	

1. Passengers are prohibited to take _____ goods on board.
2. Thanks to the success of the business, we can _____ a new car this year.

3. Her teaching experience gives her a big _____ over the other applicants for the job.
4. I can't spend the money without _____ from Head Office.
5. Not all goods imported from America are _____ expensive.
6. She felt that her family were an _____ to her work.
7. The aircraft is _____ by three jet engines.
8. A lot of measures have been taken to improve _____ flight service.
9. They didn't agree on several terms of the contract, because they had the risk of _____ their money.

III. Multiple choice:

1. Our product has a great advantage of price _____ that of our competitors.
A. to B. over C. against D. on
2. This necklace is a heirloom from her grandmother, and it is _____.
A. valueless B. worthless C. valuable D. penniless
3. His design of the new Art Gallery took a huge sum of money, so it was _____.
A. feasible B. practical C. workable D. infeasible
4. It is superstition to _____ the act of breaking a mirror with bad luck.
A. associate B. think C. consider D. separate
5. The two countries _____ to fight against their common enemy.
A. collect B. combine C. compete D. mix
6. In this case, the disadvantages far _____ the advantages, so it is hard for him to be successful.
A. outweigh B. outgrow C. out-weight D. out-work
7. Teachers have rights to _____ authority over their students.
A. exercise B. use C. abuse D. impose
8. It is not suitable to transport _____ goods by air.
A. light B. large C. bulky D. liquid
9. Many people questioned the _____ of the testimony of the witness.
A. vacancy B. vacation C. validity D. version
10. We made plans for a visit, but _____ difficulties with the car prevented it.
A. after B. subsequent C. follow D. next

IV. Reading comprehension:

Air Transport

Air travel has revolutionized global transportation by dramatically reducing the time needed to travel great distances. Journeys across nations or oceans that might have taken weeks or months can now be made in a matter of hours. With large numbers of people traveling in airplanes, air transportation has become a major part of the world's transportation system.

Airplanes are heavier-than-air craft that use wings to produce lift in order to fly. Airplanes transport people from place to place and also ferry shipments of mail, perishable goods, and other important cargo. The airplane has also revolutionized warfare. Many aeronautical advances in technology, such as the jet engine, were achieved by military engineers and designers.

The first sustained, piloted flight of an airplane was made in 1903 by American brothers Orville and Wilbur Wright at Kitty Hawk, North Carolina. In 1914 the first commercial air service began in Florida. Commercial flights began to be flown throughout the United States, Europe, and the rest of the world. As technology improved, longer flights became possible. American aviator Charles Lindbergh's solo crossing of the Atlantic Ocean in 1927 helped spark public interest in air travel between continents.



Left: Charles Lindbergh

American aviator Charles Lindbergh made history when he completed a nonstop transatlantic flight in his single-engine monoplane, *Spirit of St. Louis*. Lindbergh left New York City in the United States on May 20, 1927, and arrived at Le Bourget Airport near Paris, France, after a flight of 33 hours and 32 minutes. Lindbergh received worldwide recognition for his feat.

Right: Take Off of *Spirit of St. Louis*

On May 20, 1927, at 7:52 AM, Charles Lindbergh took off in the *Spirit of St. Louis* from Roosevelt Field in New York. He arrived in France 33 hours 32 minutes later, completing the first nonstop solo flight over the Atlantic. **Microsoft® Encarta**



Advances in technology produced faster, larger, and more durable airplanes. The introduction of the turbojet engine in 1941 helped inaugurate the jet age in world travel in the years after World War II (1939-1945). The first commercial jet flight in the United States, made by a Boeing 707, occurred in 1958. To handle ever-increasing passenger demand, jet aircraft were made bigger and faster. The Boeing 747 jumbo jet, which can carry over 300 passengers, entered service in 1970. The supersonic British-French Concorde began passenger service in 1972.



Concorde Airplane

Distinguished by a pointed nose that angles downward during takeoff, the Anglo-French Concorde flies at more than twice the speed of sound. The delta-winged plane was co-developed by Britain and France and began passenger service in 1976. Controversy has surrounded its use in the United States; the supersonic plane is very noisy, and some believe

its sonic booms harm the environment. Microsoft® Encarta

Questions:

1. What contribution did Air travel make to global transportation?
 - A. Reduction of transport cost
 - B. Reduction of time
 - C. Increase of transport safety
 - D. The largest volume of passengers
2. Airplanes enjoy an advantage in the following except _____.
 - A. Ferrying shipments of mail
 - B. Transporting perishable goods
 - C. Warfare
 - D. Transporting mineral ores
3. Which of the following statement is true according the passage _____.
 - A. The first piloted flight of an airplane was made by Wright brothers in 1914.
 - B. Wright brothers invented the airplane.
 - C. The first commercial air service was made by Wright brothers.
 - D. It was in Florida that the first commercial air service began.
4. American aviator Charles Lindbergh's solo crossing of the Atlantic Ocean _____.
 - A. made the public interested in air travel between countries
 - B. made longer flights become possible
 - C. aroused people's interest in air travel between continents
 - D. introduced commercial flights to the whole world
5. Why were jet aircrafts made bigger and faster?
 - A. They had to compete with the supersonic British-French Concorde.
 - B. More and more people traveled by jet aircrafts.
 - C. They were used to fight in the war.
 - D. More and more new types of aircrafts were produced.

V. Translate the following into Chinese:

The air transport industry supports a wide range of businesses. These include independent maintenance and repair shops, food caterers, aircraft cleaning services, fueling services, and airport security firms. The industry supports schools for pilots, flight attendants, and mechanics, as well as travel agencies, hotels, car rental companies, and other businesses in the travel and tourism industry.

VI. Translate the following into English:

1. 部长引用(cite)最新的经济犯罪统计数字(economic crime figures)来证明(as proof of)需要加强社会经济秩序的综合治理(comprehensive administration)。
2. 开发海外市场的这项计划切实可行(feasible)。
3. 决策失误造成的损失估计(assess)达五十万美元。
4. 这两家小企业并起来(combine)成为一个大企业。
5. 该董事会由五人组成(comprise)。
6. 该计划的优点胜过缺点(outweigh)。
7. 公司总裁 (president) 授权其同伴代表他进行谈判。
8. 谈判进展因意外事故而受阻(tie up)。
9. 我们想起中国, 就联想到(associate... with)长城。
10. 价格可能(be subject to)有变动。

第二十三章

I. Answer the following questions:

1. Why is it highly important for the trader to expand his domain?
2. Why are governments strongly interested in exports?
3. What does successful exporting mean?
4. What is the significance of the competition in international markets?
5. Would you say a few words about the objectives of exports by giving your examples?
6. What would happen if the exporting industries are located in rural areas?
7. How do you define "labor-intensive industries"?
8. What is "barter trade"?
9. What is the most important goal of exporting?
10. Who will benefit from exports by and large?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

extension	to enable
domain	choice
in terms of	to take a keen interest in
to stimulate	to improve
to adapt	to lead to

to conclude	to carry out
to drain away,	to sustain
to generate	

1. The government takes a keen interest in the _____ of our foreign trade.
2. _____ Name System (DNS), in computer communications, is a method of translating Internet addresses so that computers connected in the Internet can find each other.
3. _____ money, she is quite rich, but not _____ happiness.
4. The teacher uses the dialogue _____ free conversations among his students.
5. I suggest that he should _____ himself to his new conditions.
6. She finally _____ that she would try to get work in a store.
7. Ditches are dug through swampy land _____ the water.
8. The steam can _____ electricity by turning an electric generator.
9. These qualities _____ him to weather the most extreme crisis.
10. Multiple _____ techniques have been used frequently in English tests.
11. He _____ computer programming.
12. He has come up with a better plan to _____ the profit margins.
13. Disobeying the law can _____ trouble.
14. He said that he had some difficulties in _____ the plan.
15. China must end its dependence on coal and make better use of clean, _____ energy sources, such as wind and solar power, experts said.

III. Multiple choice:

1. It is highly important for the trader to extend his domain because _____.
 - A. the extension enables the buyer to make a sensible choice
 - B. the vendee is very difficult to please
 - C. there are two few alternative goods in the local market
 - D. the extension enables the price of goods to drop
2. Success of the exporting in a country means _____.
 - A. increasing and diversifying the exports
 - B. satisfying the needs of people living in another country
 - C. improving the quality of products
 - D. speeding the development of imports
3. To expand and diversify exports leads to _____.
 - A. agricultural extension
 - B. raising the price of products
 - C. technological improvement
 - D. bankruptcy of home enterprises
4. Which of the following statements is NOT true according to the passage?
 - A. Competition in international markets often leads to technological advancement.
 - B. Competition may stimulate the use of more modern production methods.
 - C. Competition promotes people to use more technological processes.

- D. Competition is not beneficial to developing countries.
5. To seek a wider market than the limited home market is one of the _____ of exports.
 A. objects B. objectives C. objections D. objectifies
6. Many countries with small populations and very low per capita income find that they have the natural resources to produce particular product. The underlined part of the sentence means _____.
 A. personal income B. profit margins
 C. individual account D. public interests
7. The hunter exchanged his surplus with the farmer on a barter basis.
 This sentence may be paraphrased as _____.
 A. The hunter bartered his surplus for the farmer's produce.
 B. The farmer bought the hunter's surplus with paper money.
 C. The hunter exchanged his surplus with the farmer using coins.
 D. The farmer borrowed the hunter's surplus without return.
8. According to the author, the ultimate goal of exporting is _____.
 A. to help those poor countries B. to earn profit
 C. to barter with the rich people D. to spend money
9. When the revenues received from sales exceed the cost outlays, we may say that _____.
 A. the transaction generates profits B. the resources will be drained away
 C. the company will wither D. the company will die
10. Which of the following statements is TRUE according to the last paragraph?
 A. It is dangerous to do exporting because it involves great risks.
 B. It is more difficult for the individual to benefit from exports.
 C. Exporting is beneficial to the country, the company or the individual though it involves great risks sometimes.
 D. There is no risk at all in doing exporting.

IV. Reading comprehension:

COMPETITION



Competition refers to, in economics, conditions that are present in markets where buyers and sellers interact to establish prices and exchange goods and services. Economic competition is the means whereby the self-interest of buyers and sellers acts to serve the needs of society as well as those of individual market participants. Society is served when the maximum number of goods is produced at the lowest possible

prices.

The theoretical ideal developed by economists to establish the conditions under which competition would achieve maximum effectiveness is known as “perfect” competition. Although rarely possible, perfect competition, as a concept, provides a useful benchmark for evaluating performance in actual markets. Perfect competition exists when (1) an industry has a large number of business firms as well as buyers; (2) the firms on the average are small; and (3) buyers and sellers have complete knowledge of all transactions within the market. The practical significance of a large number of small firms and many buyers is that the power to influence the behavior of the participants in the market is thoroughly dispersed. In other words, no single person or business has the power to dictate the terms on which the exchange of goods and services takes place. Market results then are truly impersonal. Under conditions of perfect competition, economists contend, goods and services would be produced as efficiently as possible—that is, at the lowest possible price and cost—and consumers would get the maximum amount of the goods and services they desire.

The absence of perfect competition in most markets led to a search for a more realistic alternative to evaluate performance in specific instances. Among the best-known alternatives is the concept of “workable” competition, developed by the American economist John M. Clark in 1940. Clark recognized that in most industries the number of business firms is not so great as to preclude an individual firm from having some power to influence market prices and conditions. In addition, participants rarely have complete knowledge of market conditions. According to Clark, however, departures from the ideal of perfect competition often are not great enough to warrant government intervention into the market (through antitrust action or direct regulation) in order to improve the situation. Competition may be workable in the sense that the results achieved are roughly comparable to what is supposed to happen under the theoretical ideal of perfect competition. The chief drawback to the workable-competition concept is its vagueness; no precise criteria have been developed to determine when workable competition actually exists.

Questions:

1. Under the competitive markets, buyers and sellers _____.
 - A. try their best to satisfy each other’s interests
 - B. acts to serve the needs of society ignoring their own interests
 - C. interact to establish prices and exchange goods and services
 - D. try to serve the society at the lowest possible prices
2. “Perfect” competition refers to conditions where _____.
 - A. maximum effectiveness of competition would be achieved
 - B. there are few business firms as well as buyers

- C. the companies on the average are very big
D. competition would be workable
3. The practical significance of a large number of small firms and many buyers is that the power to influence the behavior of the participants in the market is thoroughly dispersed. The underlined words in this sentence means _____.
- A. distributed widely B. disappeared completely
C. vanished gradually D. driven off completely
4. Which of the following statements is NOT true according to the passage?
- A. Perfect competition exists only in developed countries.
B. Actually, there are often no perfect competitions in most markets.
C. The concept of “workable” competition is a more realistic alternative to evaluate performance in specific markets.
D. The American economist John M. Clark developed the concept of “workable” competition in 1940.
5. If the results achieved are roughly comparable to what is supposed to happen, you may say that competition may be _____.
- A. perfect B. profitable C. theoretical D. workable

V. Translate the following into Chinese.

Export-Import Bank of the United States

Export-Import Bank of the United States, byname **Ex-Im Bank**, is one of the principal agencies of the U.S. government in international finance, originally incorporated as the Export-Import Bank of Washington on February 12, 1934, to assist in financing the export of American-made goods and services. Its name was changed in 1968. Ex-Im Bank's headquarters are in Washington, D.C., but most operations are handled through seven regional centers.

The bank's principal programs include direct long-term loans, credit and working capital guarantees (principally to commercial banks), short-term and medium-term loans, credit insurance, financing for the purchase of aircraft, and financing for environmental, nuclear, and other special projects. Most bank assistance has consisted of direct financing to buyers abroad of American goods and services. This assistance has taken the form of long-term credits to public or private entities for the purchase and export of capital equipment and related services, credits to foreign lending institutions for relending to local enterprises, credits to countries suffering temporary dollar shortages to maintain the flow of U.S. trade, and agricultural commodity credits. Through these programs the bank has participated in economic development projects in developing countries. In recent years it has fostered the export of environmentally beneficial goods and services and has, in some cases, minimized the effects of trade subsidies set up by other governments. Despite its name, Ex-Im Bank does not finance imports.

The bank's loans, which are made in dollars and are repayable in dollars, are extended for specific purposes. The bank is required to encourage and supplement private capital but not compete with it. The bank is governed by a board of five

directors appointed by the president of the United States.

VI. Translate the following into English:

1. 经济竞争是一种手段，凭借这种手段，买方和卖方的自身利益一起行动，服务于社会的需求，也服务于个体的市场参与者的需求。
2. 当商品生产达到最大量并且价格最低廉的时候，全社会受益。
3. 完善的竞争存在于三种情况：(1) 一个行业有许多商业公司和购买者；(2) 公司平均规模较小；(3) 买方和卖方对市场中的所有交易都完全了解。
4. 换句话说，没有哪一个人或企业有能力来独自支配货物和服务交换的条件。
5. 市场参与者很少全面了解市场状况。
6. 经济学家们认为，在完善竞争的条件下，商品和服务以最好的效率、最低廉的价格和成本来生产和提供，消费者可得到他们所期望的最大量的商品和服务。

第二十四章

I. Answer the following questions:

1. What difficulties can you imagine in doing exporting?
2. What does he do when an exporter receives an inquiry?
3. Why is it vital for an exporter to select the right mode of transport?
4. What should he do when an exporter quotes a price for a product?
5. In what condition can a contract be formed?
6. What does the contract include usually?
7. What kind of risks can you imagine in shipping the goods and what would you do to protect yourself from the possible risks?
8. What safeguards can an exporter take to make sure that the payment is not delayed beyond the terms agreed on?
9. What does the author mean by “defaulters”?
10. What should you do to deal with a large order that you can't fulfill?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

- | | |
|--------------|-------------|
| for a start | safeguard |
| available | to make out |
| be conducive | obtain |

consider	fulfill
offer.	bear in mind
fulfill	contain
apart from	in advance
minimize	

1. The expansive fiscal policy was introduced in 1998 to _____ the negative impact of the Asian financial crisis.
2. Both sides agreed that the traditional friendly relations between the two countries conform to the common aspiration and fundamental interests of the two peoples and _____ to regional and world peace and development.
3. The expert said industrial parks and trade centers, where there are a cluster of Chinese companies, constitute an appropriate way for Chinese companies to _____ their global strategies.
4. Chinese youth should _____ history _____ and never allow the tragedy to happen again.
5. "All his published works during the period have been found to _____ apparent, grave and extensive plagiarism, totaling 20 articles," said the report.
6. The possibility of investment failure should be reduced as much as possible _____ .
7. With increasing legal awareness, more and more people have resorted to the law to _____ their rights including their political rights.
8. New loans are being made _____ to small- and medium-sized enterprises which have been suffering from a drought of working capital.
9. It is difficult _____ his handwriting, which is badly written.
10. The market economy could _____ the most effective supervision with least cost.
11. _____, we haven't enough money, and secondly we haven't enough time.
12. A less lucrative trading market has forced them _____ making inroads into other unfamiliar sectors in the face of increasing risks and uncertainty.
13. _____ the huge cost, the project will take a long time.
14. Qualified investors with prospective profitability may _____ loans from the bank.
15. There might be many difficulties ahead, but we are confident that we will _____ our goal.

III. Multiple choice:

1. I need a book dealing _____ the requirements of exporting documentation of US government.
A. about B. on C. with D. to
2. _____ how to solve the problem, I asked the teacher for help.
A. Don not know B. Knowing not C. Not knowing D. Having know
3. We _____ him our monitor.
A. selected B. elected C. chose D. picked out
4. He wanted Jack to take half the money, but Jack did not _____ it.
A. obtain B. receive C. accept D. have
5. It _____ I had no money with me at the moment.
A. is so happened that B. so happened which
C. was so happened that D. so happened that
6. Millions of dollars' worth of _____ is caused every year by floods, fires and earthquakes.
A. wounds B. crisis C. disadvantage D. damage
7. England has _____ been exporting to the United States large numbers of cars.
A. once B. late C. accordingly D. lately
8. They have tried all _____ means to repair his computer, which contains highly important data of the corporation.
A. available C. capable C. convenient complicated
9. He was a brilliant musician as a boy but he never _____ his early promise.
A. completed B. concluded C. fulfilled D. performed
10. How much did you pay _____ that car?
A. over B. off C. on D. for

IV. Reading comprehension:

Transportation

Transportation refers to movement of people and goods from one location to another. Throughout history, the economic wealth and military power of a people or a nation have been closely tied to efficient methods of transportation. Transportation provides access to natural resources and promotes trade, allowing a nation to accumulate wealth and power. Transportation also allows the movement of soldiers, equipment, and supplies so that a nation can wage war.



Transportation systems and the routes they use have greatly influenced both how and where people live. Reliable transportation allows a population to expand throughout a country's territory and to live comfortably

in remote areas far from factories and farms. The growth and expansion of the United States were directly related to the means of transportation available at the time. The more compact cities of the U.S. eastern seaboard are the result of early human- and animal-based transportation systems that allowed only short trips. The more sprawling cities of the western United States are the result of an automobile-based transportation system that permits much longer travel distances.

Transportation is vital to a nation's economy. Reducing the costs of transporting natural resources to production sites and moving finished goods to markets is one of the key factors in economic competition. The transportation industry is the largest industry in the world. It includes the manufacture and distribution of vehicles, the production and distribution of fuel, and the provision of transportation services. In 2000, approximately 3.2 percent of the U.S. gross domestic product and an estimated 7.4 percent of all jobs in the United States were related to the transportation industry.

The same transportation systems that link a nation can also be used in the nation's war efforts. The rapid movement of troops, equipment, and supplies can be a deciding factor in winning a battle or a war. Just as mobilizing a nation's military strength is critical to success, disabling an enemy's transportation system is usually an early strategic objective of any armed conflict.

In the late 20th century, people became more aware of how transportation systems affect the environment. For example, the burning of petroleum-based fuels for motor vehicles creates pollution that can be harmful to human health. In the United States, the Environmental Protection Agency (EPA) estimates that three-quarters of all carbon monoxide and one-half of all oxides of nitrogen come from motor vehicles. In addition, petroleum-based transportation is responsible for approximately one-third of carbon dioxide emissions in the United States, an important contributor to global warming. Transportation accounts for 66 percent of total U.S. oil consumption. Other environmental effects of transportation systems include impacts on noise levels, water quality, hazardous materials, natural habitats, and wetlands. Many governments now require that before a new transportation project is begun a detailed study called an environmental impact statement must be prepared to anticipate how the project will affect the environment.

Questions:

1. Throughout history, the economic wealth and military power of a people or a nation have been closely tied to efficient methods of transportation. The underlined part means _____.
 - A. have been tightly dependent on
 - B. have been certainly related to
 - C. have been actually relevant to
 - D. have been really close to

2. According to the passage, which of the following statements is NOT true?
 - A. Transportation allows a country to accumulate wealth and power.
 - B. Transportation can promote trade between different countries.
 - C. Transportation makes it possible for people to live a comfortable life in remote areas.
 - D. Transportation can limit the growth and expansion of a nation.
3. The U.S. eastern cities are more compact than those in the west because _____.
 - A. the early transportation systems were based on human beings and animals
 - B. people preferred to live close together with their neighbors
 - C. there were too many people in the eastern coast of the country
 - D. the geographical conditions are too complicated
4. The more sprawling cities of the western United States are the result of an automobile-based transportation system that permits much longer travel distances. The underlined words mean _____.
 - A. the more awkward cities
 - B. the more comfortable cities
 - C. more beautiful cities
 - D. the more scattered cities
5. Which of the following is NOT true of bad effects of transportation systems to the environment?
 - A. Motor vehicles that are based on the burning of petroleum creates polluted the air.
 - B. Petroleum-based transportation is an important contributor to global warming.
 - C. Petroleum-based transportation accounts for one-third of carbon dioxide emissions in the United States
 - D. The U.S. government pay no attentions to the environmental impact of transportation systems.

V. Translate the following into Chinese.



A qualified exporter must be a product specialist as well as a communications specialist. He must be able to convey product knowledge to the customer in terms the customer can understand and will accept. Exporting products abroad is not as easy as selling something at home. Customers don't simply buy what you want to sell to them. You must make sure that the product fits their wants and their needs. Perhaps all human beings may have the following needs and wants: Self-preservation and physical well-being; relaxation and recreation; recognition; preservation of self-image; creation; knowledge and education; beauty; order and money gain. Physical well-being includes the need to satisfy hunger for food and good health and to protect oneself

from dangers and diseases. Relaxation from regular work is needed to eliminate mental fatigue. Almost every one feels the need or want to have friends and business associates think well of him. Sometimes they may want to please others and to be pleased by others. Self-image is the mental picture that an individual has of himself. The need to keep the self-image intact ranks along with the need for self-preservation. Creativity means achievements which result from the need and want to create things. This urge inspires many people to find their way to success by do-it-yourself. Everyone wants knowledge of some kind. The desire for education has always been an impelling one in China as well as in the world.

VI. Translate the following into English:

1. 经济竞争是一种手段，凭借这种手段，买方和卖方的自身利益一起行动，服务于社会的需求，也服务于个体的市场参与者的需求。
2. 当商品生产达到最大量并且价格最低廉的时候，全社会受益。
3. 完善的竞争存在于三种情况：(1) 一项实业有许多商业公司和购买者；(2) 公司平均规模较小；(3) 买方和卖方对市场中的所有交易都完全了解。
4. 换句话说，没有哪一个人或企业有能力来独自支配货物和服务交换的条件。
5. 在完善竞争的条件下，商品和服务以最好的效率、最低廉的价格和成本来生产和提供，消费者可得到他们所期望的最大量的商品和服务。
6. 市场参与者很少全面了解市场状况。

第二十五章

I. Answer the following questions:

1. What is the primary approach in making a product to fit customers?
2. How can we say a product is “successful”?
3. What does “a product” mean?
4. What is a “product line”?
5. What is the purpose of changing a physical feature of a product?
6. What does “product mix” mean?
7. How can we measure the breadth and depth of the structure of the product mix?
8. Give some examples of the strategies applied in the product mix.
9. What is the purpose of “product contraction”?
10. Why does a company choose to shift from fat and long lines to thin and short lines?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

conceive	function
satisfy	possess
eliminate	strategy
alternative	tangible
generic	descriptive

- Half a century ago it's difficult to _____ of traveling to the moon.
- The _____ of a chairman is to lead and control meetings.
- I wasn't _____ with our treatment at that hotel, so I shall complain to the proprietor.
- She was _____ by the desire to be rich.
- She has been _____ from the swimming race because she did not win any of the practice races.
- By careful _____ she negotiated a substantial pay rise.
- There was no other _____ but to fight till the victory.
- This plan has brought the company _____ benefits.
- The _____ term for wine, spirits and beer is "alcoholic beverages".
- He wrote a book _____ of the frontier provinces.

III. Multiple choice:

- Once a company determines it has an exportable product it must consider first _____.
A. what does the company want to gain from exporting
B. what the company wants to gain from exporting
C. what did the company want to gain from exporting
D. does the company want to gain what from exporting
- Before you decide to export your products, it is quite necessary for you to check out your buyer _____.
A. regularly B. carefully
C. rarely D. hardly
- The purpose of the export plan is to assemble facts, constraints and goals, and secondly _____ an action plan that takes all of these into account.
A. create B. created C. creating D. to create
- The way a company chooses to enter the international market can have a significant

- effect _____ export plan and marketing strategies.
- A. to B. for C. on D. against
5. _____ abroad for several years they are in a position to provide advice on local customs, politics, business environment, travel issues.
- A. Live and work B. To live and work
C. Living and work D. Having lived and worked
6. They are able to assist you _____ your exporting needs and can point you in the right direction from the start.
- A. at B. in C. to D. for
7. When _____ to ship abroad the exporter needs to be aware of packing, labeling, documentation, financing and insurance requirements.
- A. prepare B. to prepare C. prepared D. preparing
8. Because these goods are being shipped by various carriers to distant customers, it is important that the exporter _____ all shipping requirements
- A. follow B. follows C. followed D. following
9. Under the program, financial assistance is available to help new or expanding businesses with the expense _____ in training employees.
- A. associate B. association C. associated D. associating
10. Some experts suggest that the flow of goods _____ through legislation.
- A. is regulated B. should be regulating
C. be regulated D. are regulated

IV. Reading comprehension:

Advantages of Trade

In 1776 the Scottish economist Adam Smith, in *The Wealth of Nations*, proposed that specialization in production leads to increased output. Smith believed that in order to meet a constantly growing demand for goods, a country's scarce resources must be allocated efficiently. According to Smith's theory, a country that trades internationally should specialize in producing only those goods in which it has an absolute advantage—that is, those goods it can produce more cheaply than can its trading partners. The country can then export a portion of those goods and, in turn, import



goods that its trading partners produce more cheaply. Smith's work is the foundation of the classical school of economic thought.

Half a century later, the English economist David Ricardo modified this theory of international trade. Ricardo's theory, which is still accepted by most modern economists, stresses the principle of comparative advantage. Following this principle, a country can still gain from trading certain goods even though its trading partners can produce those goods more cheaply. The comparative advantage comes if each trading partner has a product that will bring a better price in another country than it will at home. If each country specializes in producing the goods in which it has a comparative advantage, more goods are produced, and the wealth of both the buying and the selling nations increases.

British economist and philosopher Adam Smith made a dramatic advance in economic theory with *An Inquiry into the Nature and Causes of the Wealth of Nations* (1776). It was the first work to establish political economy as a subject of study in its own right. Smith asserts that the distribution of wealth—which can be broken down into the basic forms of wages, rent, and profits—is most efficiently accomplished through free trade without government interference.

Besides this fundamental advantage, further economic benefits result when countries trade with one another. International trade leads to more efficient and increased world production, thus allowing countries (and individuals) to consume a larger and more diverse bundle of goods. A nation possessing limited natural resources is able to produce and consume more than it otherwise could. As noted earlier, the establishment of international trade expands the number of potential markets in which a country can sell its goods. The increased international demand for goods translates into greater production and more extensive use of raw materials and labor, which in turn leads to growth in domestic employment. Competition from international trade can also force domestic firms to become more efficient through modernization and innovation.

Within each economy, the importance of foreign trade varies. Some nations export only to expand their domestic market or to aid economically depressed sectors within the home economy. Other nations depend on trade for a large part of their national income and to supply goods for domestic consumption. In recent years foreign trade has also been viewed as a means to promote growth within a nation's economy. Developing countries and international organizations have increasingly emphasized such trade.

Questions:

1. Which one of the following statements is NOT Adam Smith's thought?
 - A. Specialized production leads to increased output.
 - B. To meet a constantly growing demand for goods, a country should allocate its scarce resources efficiently.
 - C. A country should produce those goods in which it has an absolute advantage.
 - D. A country should export certain goods that its partners produce more cheaply.
2. The English economist David Ricardo _____ Adam Smith's viewpoint that a country should only produce those goods in which it has an absolute advantage.
 - A. supported
 - B. disagreed to
 - C. agreed
 - D. accepted
3. _____ is most efficiently accomplished through free trade without government interference.
 - A. The basic form of wages
 - B. Political economy
 - C. The distribution of wealth
 - D. A dramatic advance
4. Trade among various countries may lead to _____.
 - A. more economic benefits and increased world production
 - B. limited international demand for goods
 - C. a rise in domestic unemployment
 - D. severe competition that may harm domestic economy
5. From this passage, you may infer that foreign trade benefits _____.
 - A. only developing countries
 - B. international organizations
 - C. each economy
 - D. only developed countries

V. Translate the following into Chinese.



There are two kinds of product features. The first kind includes those factors contained in the product and which can readily be seen or otherwise sensed. For all consumer goods and industrial goods, these features are: size; weight; shape; design; pattern; color; material of composition; construction; finish or texture; odor or taste; and packaging. The second kind of product feature is not contained in the product itself but rather reveals associations that may be

important to the customer. Some of these features are; price; brand or designer; fashion significance; exclusiveness; conditions of manufacture (sanitary conditions); quality control; competing products and comparative features; origin; history of the product; availability; advertising; special services (repair and servicing); how to use, and how to care for.

VI. Translate the following into English:

1. 产品是具有可识别形状的一系列有形物质的组合。
2. 产品组合是一个公司所要销售的所有产品的总单。
3. 在国内市场上一种产品在其生命周期中所处的阶段可能与其在出口市场的地位大相径庭。
4. 在业务谈判中对某一具体产品要选择和强调它的优点,这种技巧叫做产品差异法。
5. 一个合格的出口商必须能够将产品知识以顾客所能理解和接受的方式传递给顾客。
6. 一个出口商在外国市场上推销其产品,必须意识到顾客的上述愿望和需要。
7. 产品系列是指用途基本相同、有形特征基本相似的一组宽泛的产品。
8. 一个出口商在国外市场上推销其产品, 必须有理性的、相似的有形特征的一组宽泛的产品, 来满足顾客的需求。
9. 出口产品要进行调整,以适应出口市场的需求。
10. 产品效益指顾客在使用具有某些特征的产品时所得到的实际益处。

第二十六章

I. Answer the following questions:

1. Why must a scientific marking policy to cover all shipments be adopted?
2. Which is the most important one of all the marks?
3. What should a shipping mark be like?
4. What simple design does shipping mark usually have?
5. Where is shipping mark always shown?
6. What's inside the design?
7. What's on the top and at the sides outside the design?
8. What's below the design?
9. When will the name of the final port of destination be followed by the words "via..."?
10. What's further down the final port or on the same line?
11. What must the exporter ensure while marking the package?

12. What's the compulsory mark of origin?
13. What is the corrective mark of origin?
14. How many indicative marks are being used in the world today?
15. What is required by the shipping company for all shipments?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

the same as	conspicuous
enough	meet
marking	via
consignee	in accordance with
facilitate	forward

1. I suppose packing will be done strictly _____ the contract stipulations.
2. We'd like to have the dates packed in _____ way _____ those supplied last year.
3. They have a special workshop, offering packing services _____ the customers' needs.
4. We must be assured that the boxes are strong _____ to stand all the handling.
5. Correct and distinct _____ on the outside containers is absolutely necessary.
6. It's not necessary to indicate the name and address of the _____ on each package, as shipping marks show the initials of the buyer's Name.
7. We flew to Athens _____ Paris.
8. A good summer harvest will _____ government's efforts in enhancing macro-control policies.
9. Mr. Yao's _____ height is really an eye-catcher at the opening ceremony.
10. If you have thought of a good idea about this project, you'd better _____ it to your director in written form.

III. Multiple choice:

1. What you wrote is not related _____ the topic given.
A. with B. to C. of D. about
2. My brother is deaf so he has to use a hearing _____.
A. help B. machine C. aid D. assist
3. _____ your orders, I cancelled the meeting.
A. In accordance with B. In around with
C. On behalf of D. On account of

4. European dress has been _____ by people in many parts of the world.
A. observed B. reserved C. adopted D. followed
5. To gain market share they would have _____ below established producers initially.
A. to price B. to pricing C. price D. priceless
6. The urgency of the situation requires that we _____ an immediate decision.
A. make B. makes C. making D. made
7. Where did you _____ your excellent English?
A. take up B. pick up C. pick out D. heed up
8. Mrs. Brown is so _____ about her housework that servants will not work for her.
A. special B. especial C. peculiar D. particular
9. Although salmon may travel hundreds of miles from where they were spawned, they will _____ return there to lay eggs.
A. reluctantly B. ultimately C. apparently D. consequently
10. Oxygen is a gas _____ unites with many substances.
A. where B. which C. that is D. who
11. Have you heard that noise? It sounds as if there is a rat _____ the floor.
A. underneath B. down C. beyond D. below
12. Early retirement is a means of reducing the work-force _____ avoiding redundancies.
A. by B. while C. in view D. for fear of
13. The death _____ was abolished in 1965 in that country.
A. pain B. punishment C. patient D. penalty
14. New duties were _____ wines and spirits.
A. imposed on B. imposing upon C. imposed at D. imposing to
15. You must go; it's _____ and you'll be fined if you don't.
A. compulsive B. compulsory C. demanded D. claimed

IV Reading comprehension:

MODERN PACKAGING METHODS



The birth of the modern packaging industry occurred in 1810 when two inventors, Auguste de Heine and Peter Durand, took out patents on iron and tin containers, called cans, for preserving foods. During the 19th and early 20th centuries, advances in container fabrication resulted in development of most of the standard metal and paper

containers in use today. The development of mechanical printing processes, photoengraving, and process color printing also made it possible to decorate the containers.

Concurrently, significant changes took place in merchandising. In 1899 the National Biscuit Company introduced its successful Uneeda Biscuit package. This package is generally considered to have signaled the end of the cracker-barrel, bulk-merchandising procedures of the country-store era. The volume and variety of self-service products available to consumers continues to expand. Today is the era of the convenience package, including cook-in-bag and microwavable containers for foods, spray-on bandages, blister-packaged hardware supplies, and aseptic, easy-opening drink containers.

A linear foot of shelf space in a modern supermarket has been estimated to be worth \$300 in newspaper advertising. Each package in a major chain of supermarkets may be displayed before 1 billion shoppers in one year. The package must be designed to attract the attention of the shopper in about one-fifth of a second, which is the amount of time the average shopper surveys any particular package in a market. Surveys show that between 50 and 70 percent of buying decisions are made on impulse at the moment of selection. These conditions underlie the opportunity for manufacturers to appeal to impulse buying by planning well-designed packages.

The reported cost of packaging containers shipped in 1939 was about \$2 billion. In 1947 the cost was about \$5 billion. Thirty years later it exceeded \$25 billion. The total value of packaging material used at the retail or store level, including packaging costs, is double this amount.

Questions:

1. The modern packaging industry was developed from _____.
 - A. the paper containers invented by Auguste de Heine and Peter Durand
 - B. the iron and tin containers for printing processes
 - C. the iron and tin containers invented by Auguste de Heine and Peter Durand
 - D. the containers used for photoengraving
2. Which of the following statements is true according to the passage?
 - A. In 1800s and early 1900s, the container fabrication was developed into standard metal and paper containers.
 - B. It is difficult now to perform process color printing.
 - C. Photoengraving can be used to decorate houses.

- D. Mechanical printing processes became quite popular in 1700.
3. The main characteristics of packages today is being _____.
- A. convenient B. cracker-barrel
C. aseptic D. in bulk
4. Which of the following is NOT true according to the passage?
- A. Shelf space in a modern supermarket is very cheap.
B. Each package today may be seen by one billion people in a year.
C. Average shopper surveys any particular package in about one-fifth of a second.
D. Well-designed packages may attract people into an impulse buying.
5. According to the passage, you may infer that _____.
- A. The cost of packaging containers became cheaper for the last thirty years
B. The packaging materials are used only in the retail level.
C. People don't mind the quality of packaging.
D. The packaging industry has been developing rapidly for the last thirty years.

V. Translate the following into English:

- 那两位发明家于 1810 年获得了铁罐和锌罐的发明专利。
- 在现代超市里一英尺长的货架的空间在报纸上登广告估计要花掉 300 美元。
- 一个大的连锁超市中的每种包装每年可让 10 亿购物者过目。
- 用于零售的包装材料的总价值与 30 年前相比翻了一番。
- 不同的产品需要不同的包装来保证其质量。
- 为了赶上世界包装也发展趋势，管理部门作出了很大努力来挽回销售额的下降，并吸引新客户来扩大市场。
- 在对销往国外市场的商品进行包装时，出口商不但要考虑到进口商的爱好，同时还应考虑到包装的根部目的，即对货物的储藏、保护和便于货物展示。
- 保险公司对出口包装方式自然很感兴趣，因为把货物在运输途中可能遭受的损失降至最低点对他们是有利的事情。
- 在对货物进行包装之前，出口商应该仔细考虑包装的目的。
- 包装方法是指用特殊的装货容器或包装材料给货物打包。

VI. Translate the following into Chinese:

A corrective mark of origin is indispensable with exporting goods. For example, "Made in USA", or "Made in Germany". This mark should be clear enough to avoid confusion. Other marking information includes name and address of the manufacturer, weight and volume of the goods, and ingredients, etc. Packing should also include handling instructions such as "fragile", "this side up", "keep away from heat", "keep dry", "use no hooks", sling here", "center of gravity", etc.



I. Answer the following questions:

1. What does “exporting communications” mean?
2. What is the purpose of advertisement?
3. What is a means of sending messages?
4. What does “publicity” mean in the world of marketing?
5. How should you plan effective export communications?
6. What will you do after having decided on target audiences?
7. How do you understand the term “sales literature”?
8. What is the disadvantage of the newspaper as a means of advertising?
9. What does the “mousetrap” refer to in this passage?
10. What are the characteristics of advertisements on TV?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

clarify	combine
range	consider
industrial	specialize
specific	demand
identify	tremendous

22. The government has time and again _____ its position on equal pay for women.
23. The candidate had broad support from the lower _____ of the party.
24. Many European countries are developed _____ nations.
25. The National People's Congress and local people's congresses at various levels and their standing committees can inquire into _____ questions and adopt relevant resolutions in light of their reports.
26. That politician is too closely _____ with the former government to become a minister in ours.
27. The choreography, which _____ artistry and athletics, is extremely innovative.
28. The court would not even _____ his claim for the old man's legacy.
29. That doctor _____ in children's illnesses.
30. John listened to the workers' _____ for more money.
31. Setting off firecrackers makes a _____ noise and causes serious air pollution.

III. Multiple choice:

1. Once the target audience has been _____, an agency's media department



Advertising is often used to make consumers aware of a product's special low price or its benefits. But an even more important function of advertising is to create an image that consumers associate with a product, known as the brand image. The brand image goes far beyond the functional characteristics of the product. For example, a soft drink may have a particular taste that is one of its benefits. But when consumers think of it, they not only think of its taste, but they may also associate it with high energy, extreme action, unconventional behavior, and youth. All of those meanings have been added to the product by advertising. Consumers frequently buy the product not only for its functional characteristics but also because they want to be identified with the image associated with the brand.

By adding meaning to a product, advertising also adds value. For example, when Philip Morris Companies Inc. purchased Kraft Foods, Inc. in 1988 for nearly \$13 billion, Philip Morris paid 600 percent more than Kraft's factories and inventory were worth. Over 80 percent of the purchase price was for the current and future value of the Kraft brand, a value that was created in large part by advertising. Advertising plays such an important role in promoting products and adding value to brands that most companies spend considerable sums on their advertising and hire specialized firms, known as advertising agencies, to develop their advertising campaigns.

Advertising is most frequently done on television, radio, and billboards; in newspapers, magazines, and catalogs; and through direct mail to the consumers. In recent years, numerous advertising agencies have joined forces to become giant agencies, making it possible for them to offer their clients a comprehensive range of worldwide promotion services.

Questions:

1. Advertising can create an image that goes far beyond the functional characteristics of the product. The image is called _____.
 A. soft drink B. brand image C. tasty juice D. Kraft brand
2. Which of the following is NOT true according to the passage?
 A. Consumers may be aware of a product's special price and benefits.
 B. Consumers often associate a brand image with a product.
 C. Consumers often buy the product for both its function and its image.
 D. Consumers don't care about the image of the product when buying it.
3. When a favorable meaning is added to a product, it may become more

- _____.
- A. valuable B. tasty C. delicious D. functional
4. The function of advertising agencies is _____.
- A. to hire a specialized firm to sell their products
B. to develop a campaign to promote products
C. to purchase Kraft Foods for customers
D. to sell products personally for Philip Morris Companies Inc.
5. In recent years, more and more advertising agencies have tried to become large agencies _____.
- A. because in this way they can offer a comprehensive range of wider promotion services
B. for the reason that they have limited technologies to serve the customers
C. as it is difficult for them to use domestic media to promote products for the customers
D. because the function of billboards is quite limited

V. Translate the following into English:

1. 营销包括产品开发、定价、推销和产品信息交流。
2. 有效营销是以消费者为出发点,而不是以产品为出发点。
3. 营销学把市场活动与更高的社会目的联系在一起,从而增添了它的活力。
4. 任何机构都是为服务于某个特定群体的利益而成立的。
5. 广告宣传是一种与人交流的方式,一种将能够提供的货物和服务广而告之的方式。
6. 制造出的产品如果不能在一定的时间内以公平的价格卖出的话,就是一种资源的浪费。
7. 不容置疑,广告宣传当然要尽力吸引潜在买主的兴趣。
8. 应该在市场活动中去寻找广告宣传的根基。
9. 广告业主要涉及两组人员——广告人和代理商。
10. 卓有成效的管理者可以利用公众舆论实现积极的变革。

VI. Translate the following into Chinese:

For many years it was thought that it was enough to produce goods and supply services. It is only more recently that it has become increasingly understood that the production of goods is a waste of resources unless those goods can be sold at a fair price within a reasonable time span. In the competitive society in which we live, it is essential that we go out and sell what we have to offer, and advertising plays an important role in this respect, whether selling at home or in export markets.

第二十八章

I. Answer the following questions:

1. What does “price” mean? Give your definition according to the text.
2. What can influence the long-term objective of management?
3. What can be included in the short-term objective?
4. What can effect the price setting?
5. What is fixed cost?
6. What is variable cost?
7. Why should the author say that pricing is generally unscientific?
8. What should the management do before determining the price?
9. Is it easy to negotiate price with foreign businessmen? Why or why not?
10. Why doesn't accurate calculation imply right exporting?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

complex	withdraw
practice	profit
theory	determine
acquire	accurate
indicate	reject

32. The four-building _____ will include a library, a museum, an auditorium and a planetarium.
33. That company engages in questionable business _____.
34. One _____ about the moon is that it is a piece broken off the earth..
35. Some people go back for their education to _____ another degree or diploma to impress the society.
36. The cracking and booming of the ice _____ a change of temperature.
37. We _____ his idea for a supermarket, and decided to have a chain store instead.
38. U.S. plans to _____ 30,000 troops from Germany are a sign of changing international conditions, and the move comes as no great surprise.
39. This new invention will bring you great _____ like a goldmine.
40. The management committee _____ departmental policy.
41. The missile _____ hit its target with a high degree of precision.

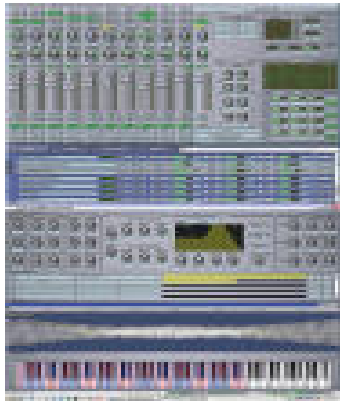
III. Multiple choice:

1. A _____ number of supermarket chains are experimenting with dual or unit pricing to enable consumers to select merchandise items _____ the greatest economy per unit.
 A. growing...offer B. grown...offered

- C. to grew...to offer D. growing...offering
2. According to the New York Times, two states have already enacted such laws and ten additional states and more than 200 cities and counties were considering _____ laws of this kind.
- A. to adopt B. adopted C. adopting D. adopt
3. Most supermarket shoppers say that they want unit pricing or a quick, convenient way of _____ the price of a _____ item by the pound, quart, or other standard numerical measure.
- A. telling...given B. telling...giving
C. told...to give D. tell...give
4. It is especially _____ that the lower-income customer—the one who has the most to gain from unit pricing—is the one who uses it least.
- A. surprised B. surprising C. to surprise D. surprise
5. Discounting must be in step _____ the times since its number and variety of converts grow steadily from year to year.
- A. with B. to C. for D. against
6. Woolworth's is one of typical merchandising firms that _____ their number of discounting units.
- A. is increasing B. are increasing
C. is increased D. are increased
7. Supermarket discounting has spread _____ the country.
- A. on B. above C. across D. through
8. Discount firms are also adding service departments in their stores according to a recent study _____ by the Mass Retailing Institute.
- A. release B. to release C. released D. releasing
9. The added service departments varied _____ nursery schools and car washes to roofing, house painting, television repair, and plumbing departments.
- A. to B. with C. at D. from
10. The charter gives the corporation certain privileges, _____ the right to buy and sell property.
- A. include B. included C. including D. to include

IV Reading comprehension:

The two basic components that affect product pricing are costs of manufacture and competition in selling. It is unprofitable to sell a product below the manufacturer's production costs and unfeasible to sell it at a price higher than that at which comparable merchandise is being offered. Other variables also affect pricing. Company policy may require a minimum profit on new product lines or a specified



return on investments, or discounts may be offered on purchases in quantity.

Attempts to maintain resale prices were facilitated for many years in the United States under federal and state fair trade laws. Since 1975, however, these laws have been nullified, thereby prohibiting manufacturers from controlling the prices set by wholesalers and retailers. Such control can still be maintained if the manufacturers wish to market directly through their own outlets, but this is seldom feasible except for the largest manufacturers.

Attempts have also been made, generally at government insistence, to maintain product-price competition in order to minimize the danger of injuring small businesses. Therefore, the legal department of a marketing organization reviews pricing decisions.

Questions:

1. The two basic components that affect product pricing are _____.
 - A. the cost of manufacture and that of competition in selling
 - B. the costs of manufacture and those of competition in selling
 - C. the costs of manufacture and the status of competition in selling
 - D. the manufacturer's production costs and those of the buyers
2. It is _____ to sell a product at a price higher than that at which comparable merchandise is being offered.
 - A. profitable B. uncertain C. unfeasible D. feasible
3. Which of the following statements is NOT right?
 - A. Company policy may require a minimum profit on new product lines
 - B. Company policy may require a specified return on investments
 - C. Discounts may be offered on purchases in quantity.
 - D. Company policy may require a specified return on discounts
4. _____ prohibit manufacturers from controlling the prices set by wholesalers and retailers.
 - A. Buyers B. Laws C. Markets D. Customers
5. The legal department of a marketing organization reviews pricing decisions. The underlined word in this sentence means _____.
 - A. restudies B. remakes C. learns D. inspects

V. Translate the following into English:

1. 价格是用来交换商品或服务的所有权或使用权的货币或其他表现形式。
2. 所以商品都有实用性或者满足需求的效用。
3. 消费者面临着资金分配问题,他们的资金有限而用途却可能很多。
4. 价格体系有助于我们做出资金分配的决定。
5. 价格有助于指导整个经济体系。
6. 企业根据生产要素的相关价格来使用各种生产要素。
7. 价格与销售量也决定企业的收入, 并影响其利润。
8. 竞争机制是一个复杂的程序,它通过价格和市场机制实现非主观意识的协调。
9. 不同种类的劳务也有不同的价格,这就是工资等级。
10. 如果对某一种货物的需求增加了,就会导致其价格上升。

VI. Translate the following into Chinese:

Setting proper export prices is crucial to a successful international sales program; prices must be high enough to generate a reasonable profit, yet low enough to be competitive in overseas markets. Basic pricing criteria - costs, market demand, and competition - are the same for domestic and foreign sales. However, a thorough analysis of all cost factors going into a cost, insurance and freight (CIF) quotation may result in prices that are different from domestic ones.



"Marginal cost" pricing is the most realistic and frequently used pricing method. Based on a calculation of incremental costs, this method considers the direct out-of-pocket expenses of producing and selling products for export as a floor beneath which prices cannot be set without incurring a loss.

第二十九章

I. Answer the following questions:

1. What is the significance of a contract in a business process?
2. What risks may there be in exporting?
3. What is the form of a contract?
4. Under what condition can contracts be drafted?
5. What is the best way to make the best set of contractual terms appropriate to the product and type of business?
6. Why contract can serve as a “living document”?
7. What should be paid more attention to in drafting a contract?
8. Why should the exporter avoid viewing the contract merely as a document to start the transaction?

9. Can you give an example to show what we should pay attention to when signing contracts?
10. How should you prepare a contract before you want to sign a contract with your customer?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

vital	devise
sophisticated	contract
defy	initiate
operate	refer
deteriorate	mutual

42. A _____ component of any democracy is a free labor movement.
43. This modern weapon is the latest and most _____ technology.
44. She _____ her accusers' attempt to prove their charges.
45. That business _____ in several countries and regions.
46. The nation's highways are _____ at a rapid pace.
47. The Inquisition of the Medieval Ages _____ many demonic means of torture.
48. Their firm has _____ to build a double-purpose bridge across the river.
49. The government decided to _____ trade with developing nations.
50. The shop _____ the complaint to the manufacturers.
51. "It would also be a clear sign of the seriousness of our _____ regard," Downer said in his speech.

III. Multiple choice:

1. The contract of a lunatic, an idiot, or a person so under the influence of a narcotic or of intoxicating liquor as not to be capable of a free exercise of will is sometimes said to be wholly **void**. The underlined bold word means _____.
A. not legally valid B. legally effective
C. very important D. quite efficient
2. In recent cases, however, such contracts have usually been regarded _____ merely voidable.
A. as B. to C. for D. like
3. The contract of a minor, usually a person _____ the age of 18, is not void, but voidable.
A. above B. under C. over D. about
4. The contract may be affirmed by that person _____ attainment of full

- age.
- A. on B. for C. at D. in
5. In case of a breach of contract the injured party may go to court to sue for money damages, or for rescission, for injunction, or for specific performance _____ money damages would not compensate for the breach.
- A. which B. that C. if D. though
6. Specific performance of a contract is the right by one contracting party to have the other contracting party _____ the contract according to the precise terms _____ therein.
- A. perform...agreed B. to perform...agreeing
- C. performed...to agree D. performing...agreed
7. In many jurisdictions this right can be obtained only _____ money damages would be insufficient to compensate one of the parties.
- A. when B. whose C. where D. what
8. Under the law of some states a person may sue either _____ money damages or for specific performance.
- A. to B. toward C. at D. for
9. Breach of Contract, in law, refers to failure, deliberate or unintentional, without legal justification, to comply _____ the terms of a contract.
- A. with B. to C. for D. in
10. If the decree is not obeyed, the offending party is guilty _____ contempt of court and is subject to fine and imprisonment.
- A. with B. for C. on D. of

IV Reading comprehension:

Contracts are often classified as either contracts by specialty or simple contracts. Another class of obligations, sometimes referred to as contracts of record, are conclusive legal obligations created by the judgment or order of a court of record.



Contracts by specialty depend for their validity on the formality of their execution. They are required to be written, sealed, and delivered by the party to be bound thereby. The usual form of specialty contract is a covenant. A bond, although in form an acknowledgment of indebtedness instead of a promise to pay, has always been regarded and classified as a specialty contract. Contracts by specialty do not require consideration or surrender of a right, given in exchange for the promise, to give them validity. Courts of equity, however, will not

5. Which of the following is NOT true according to the text?
- Simple contracts may be implied
 - Simple contracts may be inferred from the acts of the parties
 - Specialty contracts may be classified as express.
 - Implied contracts are inferred from conduct of the parties.

V. Translate the following into English:

- 我们不能低估了合同在国际销售交易中的重要性。
- 合同是划分双方责任, 解决争议和在产生分歧时保护双方利益的唯一单证。
- 在起草合同时, 必须清楚进行交易的法律背景。
- 固定格式合同能够满足诸如纺织品, 谷物和钢铁制品这类商品的特殊要求。
- 每个合同都应包括某些关键性条款以避免含混不清或可能在将来引起争执。
- 对于象规格, 等级这样不同的质量标准在合同中必须清楚并被买方接受。
- 如果出口商没有按照合同的规定包装货物, 进口方有理由拒收货物。
- 销售条款应该明确除价格外利息在何时何地由买方支付。
- 仲裁越来越被认为是沟通政治和文化观点各不相同的国家的商人最有效的桥梁。
- 中国出口的商品检验经过三个阶段, 这些阶段包括从制造, 加工到出口的过程。

VI. Translate the following into Chinese:



A typical export sale contract will involve five elements. First, there is the underlying contract of sale which sets out the goods, the mode and place of delivery, the way payment is to be made and other incidentals. Second, there is a contract of carriage entered into by either the seller or the buyer depending on their respective obligations as set out in the contract of sale. Third, there is a contract of insurance for goods while in transit from the seller to the buyer. Again which party is to make the contract of insurance depends on the terms of the contract of sale. Fourth, there will be certain conditions required by the export and import authorities to be fulfilled by either the seller or the buyer. Finally, there is the particular mechanism of payment to be erected by the buyer: whether simply by cash, or by bill of exchange, or by documentary credit.

第三十章

I. Answer the following questions:

- In exporting, what is necessary for each export shipment?
- What's the difference between domestic and expert business?
- What if the exporter provides incorrect documents?

4. What if the exporter fails to complete the forms of documents properly?
5. What if the information is found to be false?
6. What should exporters do in order to reduce the error rate?
7. How many kinds can the documents be divided into? What are they?
8. What's "physical delivery"?
9. What are the purposes of exporting or shipping documents?
10. What must exporters be familiar with when they intend to export goods to foreign countries?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

accompany	impose
vary	stipulation
confiscate	weed out
fine	spell out
contingency	demanding

1. Folkways and mores _____ from country to country.
2. Every household saves a moderate amount of money in case of _____.
3. The provisions of the contract must be _____ clearly to avoid misunderstanding and future conflicts.
4. Many governments _____ heavy tariff on import goods to protect domestic goods.
5. Errors must be _____ from the documents, or there will be trouble.
6. There is no _____ for the mode of packing in this contract.
7. The chairman _____ by two translators took part in the conference.
8. This job is not so _____, it is unnecessary to employ a man of high education background.
9. Once the smuggled goods are caught by the customs, they must be _____.
10. Anyone who exceeds the speed limit could be _____.

III. Multiple choice:

1. Certificate of origin is prepared _____ the Customs authorities who need to know from which country the goods have originated
A. for B. to C. against D. at
2. The bill of lading gives a full description of the goods and says _____ they have to go.

- A. when B. what C. where D. why
3. We _____ exporters to check carefully their documents to avoid any inconvenience in the future.
A. hope B. recommend C. order D. find
4. The young businessman is learning the business _____ the bottom up.
A. to B. from C. in D. with
5. This job is very _____, it requires great skills of communication.
A. easy B. demanding C. interesting D. terrible
6. If the letter of credit is found deficient _____ amount, the seller have right to ask for double compensation.
A. in B. with C. at D. of
7. The exporter is supposed to _____ different document requirements in order to get his goods exported properly.
A. ask B. consider C. meet D. fulfill
8. Our payment terms are irrevocable letters of credit payable _____ shipping documents.
A. before B. at C. against D. until
9. The exporter must be _____ with the law of the importing country.
A. familiar B. aware C. interested D. excellent
10. Our product compares favorably with the same product on the world market _____ both quality and price.
A. at B. to C. in D. for

IV. Translate the following into English:

1. 收货人要提取货物，必须向船长或其他代表出示他（她）的提单。
2. 象征收进口关税一样，各国对其进口的某些类型的商品进行数量上的限制，从而保护国产商品。
3. 国际贸易与国内贸易不同，通常比国内贸易难做。
4. 最重要的是提单，它能证明对商品的所有权。
5. 进口商要求自己的银行向出口商国家的通知行或代理行开出信用证。
6. 货物应在汇票到期之前运到其海外目的地。
7. 商业发票是最常用的和最重要的出口单证之一。
8. 如果进口商收到的单证有差错，将导致征收重税或处以罚金。
9. 如果发票中所写运费金额高于提单上的运费金额，那么银行或卖方可以拒绝付款。
10. 出具原产地证明书的另一个目的是表面所售商品并非产于与进口国有争议的国家。

V. Translate the following into Chinese:

A Sample Commercial Invoice

1. **EXPORTER** - The name and address of the principal party responsible for effecting export from the United States. The exporter as named on the Export License.
2. **CONSIGNEE** - The name and address of the person/company to whom the goods are shipped for the designated end use, or the party so designated on the Export License.
3. **INTERMEDIATE CONSIGNEE** - The name and address of the party who effects delivery of the merchandise to the ultimate consignee, or the party so named on the Export License.
4. **FORWARDING AGENT** - The name and address of the duly authorized forwarder acting as agent for the exporter.
5. **COMMERCIAL INVOICE NO.** - Commercial Invoice number assigned by the exporter.

Copyright © 1987 UNZ & CO. **COMMERCIAL INVOICE**

SHIPPER/EXPORTER 1		COMMERCIAL INVOICE NO. 5		DATE 7	
CONSIGNEE 2		CUSTOMER PURCHASE ORDER NO. 6	B/L, AWB NO. 7		
NOTIFY INTERMEDIATE CONSIGNEE 3		COUNTRY OF ORIGIN 8		DATE OF EXPORT 9	
FORWARDING AGENT 4		TERMS OF PAYMENT 10			
EXPORT REFERENCES 11					
AIR/OCEAN PORT OF EMBARKATION 12					
EXPORTING CARRIER ROUTE 13					

Terms of Sale and Terms of Payment under this offer are governed by Incoterms # 322, "Uniform Rules For The Collection Of Commercial Paper" and # 400 "Uniform Customs And Practice For Documentary Credits".

PKGS.	QUANTITY	NET WT. (KGS)	GROSS WT. (KGS)	DESCRIPTION OF MERCHANDISE	UNIT PRICE	TOTAL VALUE
14	15	16		17		18
PACKAGE MARKS: 19				MSC CHARGES (Packing, Insurance, etc.) 20		
					INVOICE TOTAL	
CERTIFICATIONS 21						

Form 13-300 Printed and Sold by ENZANG 130 Baltham Ave., Jersey City, NJ 07310 • (201) 631-3288

AUTHORIZED SIGNATURE _____

6. **CUSTOMER PURCHASE ORDER NO.** - Overseas customer's reference of order number.
7. **B/L, AWB NO.** - Bill of Lading, or Air Waybill number, if known.
8. **COUNTRY OF ORIGIN** - Country of origin of shipment.
9. **DATE OF EXPORT** - Actual date of export of merchandise.
10. **TERMS OF PAYMENT** - Describe the terms, conditions, and currency of settlement as agreed upon by the vendor and purchaser per the Pro Forma Invoice, customer Purchase Order, and/or Letter of Credit.
11. **EXPORT REFERENCES** - May be used to record other useful information, e.g. - other reference numbers, special handling requirements, routing requirements, etc.
12. **AIR/OCEAN PORT OF EMBARKATION** - Ocean port/pier, or airport to be used for embarkation of merchandise.

13. **EXPORTING CARRIER/ROUTE** - Record airline carrier/flight number or vessel name/shipping line to be used for the shipment of merchandise.
14. **PACKAGES** - Record number of packages, cartons, or containers per description line.
15. **QUANTITY** - Record total number of units.
16. **NET WEIGHT/GROSS WEIGHT** - Record total net weight and total gross weight (includes weight of container) in kilograms.
17. **DESCRIPTION OF MERCHANDISE** - Provide a full description of items shipped, the type of container (carton, box, pack, etc.), the gross weight per container, and the quantity and unit of measure of the merchandise.
18. **UNIT PRICE/TOTAL VALUE** - Record the unit price of the merchandise per the unit of measure, compute the extended total value of the line.
19. **PACKAGE MARKS** - Record in this Field, as well as on each package, the package number (e.g. - 1 of 7, 3 of 7, etc.), shippers company name, country of origin (e.g. - made in USA), destination port of entry, package weight in kilograms, package size (length x width x height), and shipper's control number.
20. **MISC. CHARGES** - Record any miscellaneous charges which are to be paid for by the customer - export transportation, insurance, export packaging, inland freight to pier, etc.
21. **CERTIFICATIONS** - any certifications or declarations required of the shipper regarding any information recorded on the commercial invoice.

第三十一章

I . Answer the following questions:

1. How do you define the word “exporting”?
2. Do you agree that everybody is or will be selling? Why?
3. What is the purpose of marketing?
4. There are many variables in exporting. What do they include?
5. What does presentation refer to in exporting?
6. What is the purpose of publicity?
7. What does “physical distribution” mean?
8. What elements should you consider when you are planning your marketing program?

9. What may be the most important element in the marketing mix, according to the author, if you are selling insurance?
10. What is the most important if you want to do marketing successfully?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

choosy	to take into account
alternative	to stimulate
define	to be concerned with
maximize	to orient
manufacture	to be pleased with
encompass	be ready to do something
store	to be conscious of
transport	

52. Originally _____ was accomplished by hand, but most of today's modern _____ operations are highly mechanized and automated.
53. The required courses _____ business English, Finance and Math.
54. Apples _____ well in a cool, humid building.
55. You can _____ goods from one place to another by train, or by lorry, bus, ship, etc.
56. Due to the fact that bamboo generally flowers once every 50-60 years over vast areas, then dies, the _____ pandas, reluctant to eat other food, may starve.
57. There are _____ ways of expressing the same ideas.
58. The patient remained fully _____ after the local anesthetic was administered.
59. Although scientists are able to describe the past and the future and demarcations such as seconds and minutes, they cannot _____ exactly what time is.
60. The basic assumption is that firms attempt to _____ profits.
61. One factor it _____ is the politico-economic climate of the borrower's country.
62. Theoretically, when supply exceeds demand, sellers must lower prices **to** _____ sales; conversely, when demand exceeds supply, buyers bid prices up as they compete to buy goods.
63. His work _____ the preparation of documents for exports.
64. The first days of school are meant _____ the freshmen to campus life.
65. I am very (much) _____ what he has done.
66. I asked her if she _____ go with her husband and she nodded.

III. Multiple choice:

1. Whether or not you are _____ of it, you are or will be selling in your lifetime.
A. conscious B. conscientious C. consciously D. conscientiously

2. "The marketing mix" means _____.
 - A. getting the right product to the market
 - B. selling the product at the right price and ensuring that the promotion is right
 - C. ensuring that the product is distributed to the most convenient place for customers to buy it
 - D. all the factors above
3. The variables in exporting may include _____.
 - A. product and presentation
 - B. publicity and physical distribution
 - C. price and channels
 - D. all the elements mentioned above
4. The first-class product should be _____ together with its functions, its basic design and its qualities, etc.
 - A. supplied
 - B. included
 - C. encompassed
 - D. described
5. To stimulate demand through a variety of techniques is _____ of publicity.
 - A. one of the most important elements
 - B. the main purpose
 - C. one of the important purposes
 - D. the key factor
6. "Physical distribution" refers to the process of how we _____.
 - A. buy from the local market and sell the goods to the buyer
 - B. transport and store the goods from the seller to buyer
 - C. distribute our goods in the domestic market
 - D. manufacture the products at home
7. When you sell shampoo, for instance, the most important element in the marketing mix may be _____.
 - A. physical distribution
 - B. personal selling
 - C. heavy advertising
 - D. market investigation
8. A successful export marketing strategy is to orient the export marketing to the needs of _____.
 - A. products
 - B. customers
 - C. manufacturers
 - D. factories
9. Once a basic need has been covered customers become more _____.
 - A. highly selective
 - B. very easy to persuade
 - C. very thrifty
 - D. very hard to please
10. In order to succeed in export marketing, it is important for us to know _____ the customer needs and _____ will please him.
 - A. what ... what
 - B. which...what
 - C. what ... which
 - D. which ... which

IV Reading comprehension:

FORCES AFFECTING MODERN MARKETING



Of all the forces affecting modern marketing, perhaps none is more important than globalization. Since the 1980s, technological advances such as global telephone and computer networks have reduced geographic and even cultural distance. As a result, companies can now buy supplies and produce and sell goods in countries far from their home offices. Products conceived in one country are now being manufactured and then sold in many others. For example, Sony (Japan), Nestlé (Switzerland), Bic (France), and Volkswagen (Germany) have become household words around the world.

Although being able to market goods far from home presents corporations with many new opportunities, it also means they face new competition. Local companies that never even considered international competition now find foreign competitors stocked on shelves right alongside their own products. Some economists argue that local companies should be protected from such competition through legislation that regulates the flow of goods through trade barriers and other measures. Others oppose such regulation, arguing that it only raises prices for consumers.

Globalization, however, is only one force changing the way companies market their products or services. Another involves changes in the very interests and desires of consumers themselves. Consumers today are more sophisticated than those of past generations. They attend school for a much longer period of time; they are exposed to newspapers, magazines, motion pictures, radio, television, and travel; and they have much greater interaction with other people. Their demands are more exacting, and their taste becomes more volatile. Markets tend to be segmented as each group calls for products suited to its particular tastes. “Positioning” the product—that is, determining the exact segment of the population that is likely to buy a product, and then developing a marketing campaign to enhance the product’s image to fit that particular segment—requires great care and planning. This type of campaign is known as target marketing.

Competition also has sharply intensified, as the number of firms engaged in producing similar products has increased. Each firm tries to differentiate its products from those of its competitors. Profit margins, meaning the profit percentages made by a business per dollar of sales, are constantly being lessened. Although costs continue to rise, competition tends to keep prices down. The result is a narrowing spread between costs and selling prices. An increase in a business’s sales volume is necessary to maintain or raise profit.

Another force affecting modern marketing is the influence of the consumer rights or consumer protection movement. This movement insists on safe, reputable, and reliable products and services. Both consumer groups and government agencies have intensified their scrutiny of products, challenging such diverse elements as product design, length and legitimacy of warranty, and promotional tactics. Warranty and guarantee practices, in particular, have been closely examined. New legislation has generally defined and extended the manufacturer's responsibility for product performance.

Environmental concerns have also affected product design and marketing, especially as the expense of product modification has increased the retail cost. Such forces, which have added to the friction between producer and consumer, must be understood by the marketer and integrated into a sound marketing program.

Even the way a firm handles itself in public life—that is, how it reacts to social and political issues—has become significant. No longer may a corporation cloak its internal decisions as private affairs. The public's dissatisfaction with the actions and attitudes of a firm has sometimes led to a reduction in sales; conversely, consumer enthusiasm, generated by a firm's intentional establishment of a good public image or public relations, has led to increased sales.

Questions:

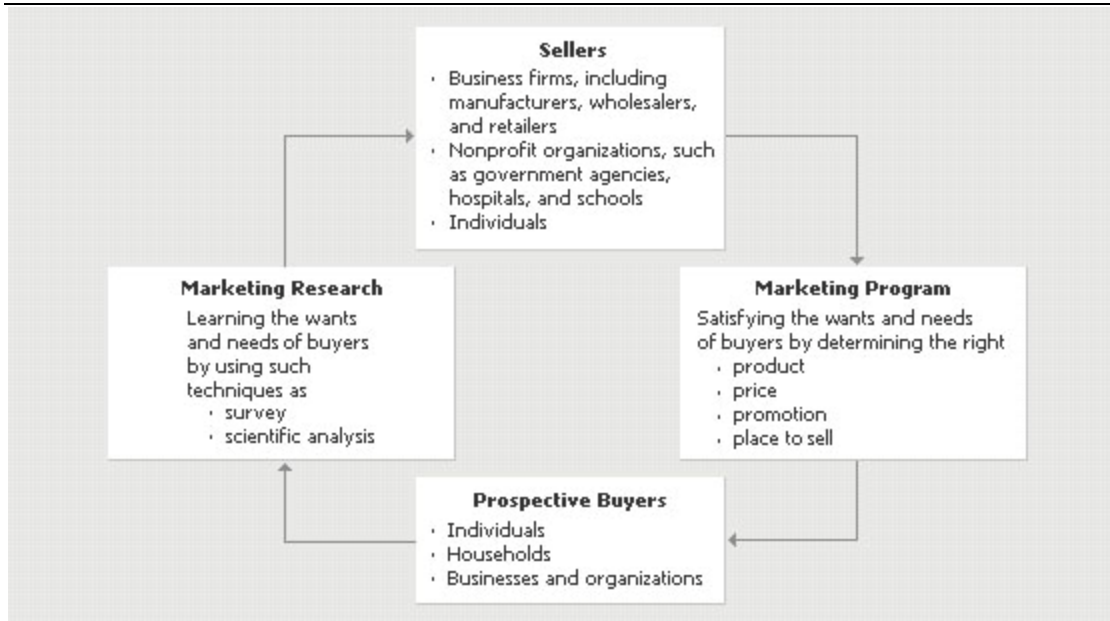
1. Of all the factors affecting modern marketing, the most important may be _____.
A. computer networks B. global telephone
C. globalization D. geographic differences
2. People find that foreign competitors stocked their product on shelves right alongside their own products. This situation means _____.
A. they face a new competition with the foreigners in the local market
B. local companies should ignore the international competition
C. economists should try to protect the local market
D. people should not buy the foreign products
3. Positively speaking, globalization means _____.
A. an important element to change the marketing ways of local products and services
B. one way to make people attend school for a longer time
C. a force to protect the local market
D. an important factor to make people change their life style

4. According to the passage, which of the following is NOT true?
 - A. Because the number of companies producing similar products has become more and more, competition has sharply intensified
 - B. The prices of products become higher because of competition
 - C. Each company tries to make different products to face the competition
 - D. Competition tends to keep prices down in spite of the high cost
5. All forces mentioned above, which have added to the friction between producer and consumer, must be understood by the marketer and integrated into a sound marketing program. The underlined word in this sentence means _____.
 - A. audible
 - B. visible
 - C. sensible
 - D. voice

V. Translate the following into English:

1. 自从 80 年代以来, 技术进步, 如全球电话和计算机网络, 大大地缩小了地理上的甚至是文化上的距离。
2. 现在公司可以在离国内办公室很远的国家, 购买原材料, 生产和销售货物。
3. 从来未考虑国际竞争的本地公司现在发现国外竞争者的产品已和他们自己的产品一起放在了超市的货架上。
4. 今天的消费者要比过去的消费者更老练, 他们的需求更苛刻, 他们的喜好更加多变。
5. 利润率, 即企业每销售一美元所得利润百分比, 不断地在减少。
6. 尽管成本继续上涨, 但竞争倾向于使物价降低。
7. 消费者权益保护运动坚持要安全、口碑好、可靠的产品和服务。
8. 新的立法一般都明确并加大了制造商对产品性能的责任。
9. 有些因素加大了生产者和消费者之间的摩擦。
10. 公众对公司的行为和态度不满意有时会导致销售量下降; 相反, 公司旨在建立良好形象和公共关系的努力会激起消费者的热情, 从而会导致销售量的增加。

VI. Translate the following into Chinese and draw a marketing diagram of your own:



Marketing Research and Programs

Marketing research is a pivotal part of the marketing process. By referring to studies of prospective buyers' needs, wants, and tastes, providers of goods and services can tailor their marketing programs. The results of marketing studies suggest to sellers not only what they should sell or provide but also where to offer particular goods and services, how to advertise them, and how to set prices.

第三十二章

I . Answer the following questions:

1. What is one of the features of banking?
2. When was the money lending and elementary banking procedures shaped?
3. Where does the term 'bank' come from?
4. Where and when did a form of deposit banking exist?
5. What was the function of the deposit banking?
6. What did many Lombards do after they settled near Lombard street?
7. Where did rich merchants deposit their possession?
8. What would they receive after they deposited their possession?
9. How was an endorsement made?
10. Where and when did the first bank come into being in China?

II . Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

- | | |
|----------------|-----------------|
| deposit | receipt |
| feature | introduce |
| widespread | practice |
| origin | settle |
| in addition to | on one's behalf |

1. Our income has decreased and now we must _____ economy.
2. The president can't be here today, so I'm going to speak _____.
3. The _____ of the custom are unknown.
4. The cheque was only _____ yesterday, so it hasn't been cleared yet.
5. The _____ rumor was actually made up by an ill-minded man.
6. This area was _____ by immigrants over a century ago.
7. We can't expect her to do the homework _____ looking after the children.
8. The government has _____ a ban on the advertising of cigarettes.
9. Nowadays more and more customers require _____ after they pay the bills.
10. Wet weather is a _____ of life in Scotland.

III. Multiple choice:

1. It's better for the English beginners to do some _____ exercises.
A. high level B. advanced C. elementary D. base
2. The company has gradually _____ its smaller rivals.
A. absorbed B. accepted C. absolved D. control
3. Nowadays more and more old style fashion has _____.
A. retreated B. revitalized C. reviewed D. revived
4. A _____ is much bigger than a city.
A. town B. province C. village D. county
5. The ever-increasing _____ of the country was due to the discovery of oil.
A. poverty B. prosperity C. prosecution D. propulsion
6. Most countries _____ a tough attitude to the terrorists.
A. adept B. adapt C. adopt D. propulsion
7. The government announced that it would not _____ with the terrorists, and would fight against it firmly.
A. negotiate B. combat C. straggle D. oppose
8. In any discussion of the matter, the two issues must be clearly _____. Or there will be confusion.
A. combined B. mixed C. departed D. separated
9. She didn't follow others' advice; it's _____ that she has no intention of changing her mind.
A. vague B. indistinct C. apparent D. obscure
10. Our flight was delayed _____ the bad weather.
A. because B. owing to C. leading to D. according to

IV. Reading comprehension:

The World Bank

The "World Bank" is the International Bank for Reconstruction and

Development (IBRD). It was organized in 1945 along with the IMF to aid in rebuilding the world economy. It is owned by the governments of 151 countries in the world, and its capital is subscribed by those governments. It provides funds to borrowers by borrowing funds in the world capital markets and from the proceeds of loan repayments as well as retained earnings. At its founding, the bank's major objective was to serve as an international financing facility to function in reconstruction and development. With the Marshall Plan providing the impetus for European reconstruction, the bank was able to turn its efforts toward the developing countries.

Generally, IBRD lends money to a government for the purpose of developing the country's economic infrastructure, such as roads, sewage treatment system, and power generating facilities. Funds are directed towards developing countries at more advanced stages of economic and social growth. Funds are lent only to members of the IMF, usually when private capital is unavailable at reasonable terms. Loans generally have a grace period of five years and are repayable over a period of up to fifteen years.

The projects receiving IBRD assistance usually require the importing of heavy industrial equipment, thus providing an export market for many U.S. goods. Generally, bank loans are made to cover only import needs. They are issued in foreign convertible currencies and must be repaid in those currencies at long-term rates.

Questions:

1. Where does the capital of the World Bank come from?
 - A. It is raised by all countries of the world.
 - B. It is offered by the International Money Fund.
 - C. It is offered by development countries.
 - D. It is subscribed by the member countries of the World Bank.
2. Which of the following isn't true about the World Bank?
 - A. It was organized to assist in rebuilding the world economy.
 - B. It has 151 member countries in the world.
 - C. It's made efforts to help the developing countries from the beginning.
 - D. It's major objective at the beginning was to make the function in reconstruction and development easier.
3. Which of the following can't get the loan from the World Bank?
 - A. Culture and science
 - B. Railroad building
 - C. Power Station facilities
 - D. Sewage treatment system
4. Which is a necessary term when the World Bank lends funds to a country?
 - A. It must be a development country.
 - B. It must be a member of the International Money Fund.

- C. It must be a member of the United Nations.
D. It must be a developing country.
5. Why can the projects receiving IBRD assistance provide an export market for many U.S. goods?
- A. Because it is the most developed country in the world.
B. Because it is the strongest member of the World Bank.
C. Because it has an advantage in producing heavy industrial equipment.
D. Because it has an advantage in offering skilled workers.

V. Translate the following into Chinese:

Banking is the business of providing financial services to consumers and businesses. The basic services a bank provides are checking accounts, which can be used like money to make payments and purchase goods and services; savings accounts that can be used to save money for future use; loans that consumers and businesses can use to purchase goods and services; and basic cash management services such as check cashing and foreign currency exchange. Four types of banks specialize in offering these basic banking services: commercial banks, savings and loan associations, savings banks, and credit unions.

— Microsoft Encarta Reference Library 2005

VI. Translate the following into English:

1. 我们应该严格执行(practice)公司规则。
2. 新当选的市长坚持主张(insist)恢复(revive)该城市的旧习俗。
3. 该公司兼并(absorb)了许多小公司。
4. 董事会全体一致(unanimously)地通过(adopt)该决议(resolution)。
5. 他们通过谈判(negotiation)达成贸易协议。
6. 他代表(on one's behalf)经理同外国公司签了合同。
7. 由于(owing to)他自己的努力, 他成功地进入了北大。
8. 在现代社会, 人们倾向于(tend to)重视能力而鄙视(despise)无能。
9. 经过二十多年的改革开放, 我们的国家经济繁荣(prosperity)。
10. 这个公司已从一个分公司发展到拥有 10 个分公司了(expand)。

第三十三章

I. Answer the following questions:

1. How can you define money?
2. Does money in itself have value? If not, why can it be used as a measure of value?
3. What were coins made of for thousands of years?
4. What is used now by most countries as a substitute of gold or silver currencies?
5. Why do governments issue currency notes and metallic tokens?
6. What is the key point of the acceptability of paper money?

7. Under what circumstances will paper money maintain its value?
8. In order to avoid temporary embarrassment, what will a country do?
9. Why are cheques not currency?
10. Why does the drawer of a cheque prefer collection to be made as early as possible?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

fall back on	supersede
temporary	guarantee
medium	integrity
agree to	issue
alternative	circulate

1. There was no _____ but to fight till the victory.
2. Don't throw these data away, you will _____ them some day.
3. Sound travels through the _____ of air.
4. Studying abroad isn't a _____ of a better future.
5. Paper money that isn't _____ by the central bank isn't acceptable.
6. The use of machinery has _____ manual labor.
7. It's all soldiers' duty to defend the _____ of the country.
8. Owing to the strike the boss at last _____ give every worker a rise.
9. He got a _____ job at a Chinese restaurant.
10. The rumor that they went bankrupt _____ rapidly.

III. Multiple choice:

1. Time is _____, no one has the right to waste it.
A. previous B. worthy C. valueless D. precious
2. Wealth should not be the _____ of the worth of a man.
A. aim B. measure C. medium D. end
3. I hope this transaction will be _____ to both of us.
A. valuable B. progress C. profitable D. prohibitive
4. The firm's _____ salary system needs to be reformed.
A. concise B. cursory C. handsome D. cumbersome
5. One of the government's functions is to stabilize _____.
A. currency B. current C. market D. climate
6. The prices of vegetables and fruits _____ according to the season.
A. rise B. fluctuate C. drop D. surge
7. If this kind of materials isn't available in the market, we can use _____ ones.
A. substitute B. unique C. genuine D. fake
8. It is a tragedy that one lacks _____ in himself.
A. reliance B. dependence C. confidence D. diffidence

9. There isn't any _____ that the buyers will pay before they get the goods.
A. occasion B. likelihood C. chance D. opportunity
10. By buying ten books every month, he soon _____ a good library.
A. make B. find C. accumulated D. created

IV. Reading comprehension:

The International Monetary Fund

The activities of the Fund are concerned with the two areas of foreign exchange and international trade. The IMF attempts to encourage monetary cooperation, to promote exchange rate stability, and to plan international arrangements on exchange rates. In addition, the fund attempts to prevent competitive exchange rate reduction among its members. It also tries to eliminate or reduce any foreign exchange controls that slow down world trade. In order to reach these objectives, however, very large financial reserves are needed. The necessary reserves are obtained in the form of deposits which are required from each member when joining the fund. The size of the deposit is known as the member's quota.

The quota is the heart of the International monetary fund. The size of the quota is set by the Fund authorities. It is based on the economic importance of the country as shown by such indicators as population, international trade, and GNP. The present quota of France, for example is SDR 1,500 million, and that of Jordan is SDR 23 million. Traditionally, the quota has been paid in a combination of gold and the member's own currency, with 25 per cent in gold and the rest in currency. It is important because it determines the maximum amount that the member can draw out in times of difficulty. Sometimes new members have succeeded in reducing the quotas set by the IMF. They have usually regretted this decision when they later needed to withdraw large amounts from the Fund.

Questions:

- Which of the following isn't the purpose of the IMF?
A. To attempt to encourage monetary cooperation.
B. To help countries out of crisis by offering money for nothing.
C. To promote exchange rate stability.
D. To plan international arrangements on exchange rates.
- The IMF discouraged the following except_____.
A. competitive exchange rate reduction among its members
B. foreign exchange controls that impede world trade
C. exchange rate instability
D. financial cooperation among its members
- Which isn't true about the quota?

- A, Members of the Fund should pay the same amount of quota.
B. It's required from every member when joining the Fund.
C. It is the most important part of the Fund.
D. The Fund authorities decide the size of the quota.
4. According to the IMF rules, which of the following countries should pay the largest sum of quota_____.
- A. Cuba
B. Jordan
C. Germany
D. Poland
5. How has the quota traditionally been paid?
- A. In a combination of gold and dollars.
B. With 25 percent in gold and the rest in dollars.
C. With equal amount of gold and the member's own currency.
D. With 25 percent in gold and 75 percent in the member's own currency.

V. Translate the following into Chinese:

People may not wish to consume at the same rate as they produce, workers may wish to accumulate the results of their present efforts and consume them in the future. In a system which does not use money they would have to store some of their outcome in a physical form. For example, a farmer might store grain and a carpenter might build up a stock of tables, but it is relatively costly to store things in their way and there are the risks of damage and deterioration. In any case, people who are supplying services cannot accumulate or save up the things they are producing.

VI. Translate the following into English:

11. 企业应该实行(practice)严格但民主的管理制度。
12. 这家新开的公司欠(owe)银行1百万美元。
13. 她把钱存(deposit)在银行里。
14. 在工厂采用(adopt)新技术后, 其生产效率大大提高(enhance)了。
15. 他们正在同外商就合同事宜进行谈判(negotiate)。
16. :由于(owing to)经济萧条(depression), 许多公司进行了裁员(reduce the staff)。
17. 货币在我们的日常生活中充当着重要的角色(play an important part)。
18. 许多人发现对“什么是货币”这个问题给出令人满意的答案相当困难(find it rather difficult)。
19. 最古老的交换方法是物物交换(barter), 但这是一种既费时又不方便的方法。
20. 生产者售出商品以换取货币, 然后用货币去购买任何他们想要的商品和服务(any variety of goods and services)。

第三十四章

I. Answer the following questions:

10. How do you think of cash payment?
 11. What's the most widely used method for payment in international business?
 12. Why is international business carried out beyond each other's control?
 13. How can the problems of the buyer and the seller be solved by the intervention of the bank?
 14. What is a documentary credit?
 15. What will the bank do if the seller conforms exactly to the specific conditions set forth in the letter of credit?
 16. Under what condition will the bank pay?
 17. How did documentary credit come into being?
 18. What role does the world business play in the development of documentary credit?
10. Why can credit operations be accepted worldwide?
 11. What's the objective of documentary credit?
 12. What's the unique feature of the documentary credit?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

illegal	mutual
bottleneck	live far apart
conform to	unique
beyond one's control	in essence
submit	reputation

1. A firm of high _____ can get loans from the bank easily.
2. It's impossible for them to see each other, for they _____.
3. The _____ strength of the machine is that it can save more water.
4. Students are supposed to _____ their compositions before Wednesday.
5. Both the buyer and the seller must _____ the stipulations of the contract.
6. _____ smuggling is fined heavily.
7. We'll try our best to fulfill the contract, but there may be something that is _____.
8. Making payment by L/C is for the _____ benefits of both the buyer and the seller.
9. _____, a contract is an agreement reached by the buyer and the seller.
10. Ambiguous provisions in the contract will be a _____ for the two parties to fulfill the contract.

III. Multiple choice:

11. Through friendly negotiations, the two parties came _____ an agreement.
 A. through B. for C. in D. to

12. They have reduced the quantity _____ 500 _____ 300 tons.
A. at, to B. from, to C. with, and D. to, from
13. _____ what sum shall we open the letter of credit?
A. To B. At C. Under D. For
14. We must find new markets _____ our commodities.
A. for B. of C. with D. through
15. For the transaction, the exporter insisted _____ payment by L/C.
A. for B. on C. at D. in
16. This time, they agreed _____ a more convenient payment terms.
A. on B. to C. in D. at
17. Extra expenses are to be borne _____ you.
A. to B. through C. by D. for
18. Owing _____ unusual shortage of stock, this offer is made subject to the goods being unsold.
A. for B. at C. to D. with
19. The consignment is delivered _____ all the charges paid.
A. in B. by C. with D. through
20. There are trade exhibitions going on all over Europe _____ this time of the year.
A. at B. from C. in D. for
21. These documents must be submitted _____ the customs of the importing country.
A. for B. in C. at D. to
22. The goods for this order deteriorated during shipment on account _____ the bad weather.
A. to B. with C. for D. of

IV. Reading comprehension:

Application of the Credit

When requesting his bank to open a letter of credit, the applicant must submit a completed and signed application. It is important that instructions given to the bank are concrete and specific and in conformity with the contract so that the credit will be opened exactly as required. Vague terms such as 'usual documents' or 'impossible' should be avoided. The application also calls for a general description of the goods to be shipped because the banks deal only in documents.

1. Opening of a Credit

An L/C may be opened anytime between signing the sales contract and shipment. It is to the advantage of the exporter to have the L/C as soon as possible because he can get packing credit from his own bank. The opening of a credit is a contract involving the buyer, the seller and the opening bank. By issuing a credit, the bank obligates itself to make payment to the beneficiary at a future time whenever

documents are presented. If the strength and integrity of the buyer are sufficient, the bank can open a credit without having to pay too much attention to the nature and marketability of the goods and without requiring any special collateral. Otherwise, the bank may require some form of collateral such as a cash deposit. If the buyer is not creditworthy, the bank may fix a higher deposit rate up to more than half of the contract value in order to prevent the buyer from opening the credit from the bank.

2. Types of Credits

Letters of credit may be classified according to the certainty of the commitment to pay made by the account party and the opening bank.

——Revocable letter of credit

The credit can be altered or revoked at any time without prior notice to the beneficiary, which is not very useful to the exporter.

——Irrevocable letter of credit

The credit, once opened, cannot be modified or rescinded without the consent of all parties concerned, especially that of the beneficiary.

——Confirmed irrevocable letter of credit

An irrevocable letter of credit carries the commitment of the opening bank. In compliance with the request of the exporter, an additional commitment of a second bank in the exporter's locality, which is usually the advising bank, is added, the credit becomes a confirmed irrevocable letter of credit.

There are many other credits that are used in transactions, but we don't discuss them here in detail respectively.

Questions:

6. What is wrong in applying for a letter of credit?
 - A. The instructions given to the bank must be concrete
 - B. The instructions offered by the applicant must be specific
 - C. The instructions can be independent of the contract
 - D. The instructions must be in accordance with the contract
7. What should be avoided in the application of the credit?
 - A. clear terms
 - B. indistinct terms
 - C. contract-based instructions
 - D. a general description of the goods to be shipped
8. When should an L/C be opened?
 - A. as soon as the contract is signed
 - B. before the buyer makes the payment
 - C. after the shipment is made
 - D. between signing the contract and making the shipment
9. When should a bank make payment, after it has issued a credit?
 - A. whenever the exporter present the documents
 - B. whenever the importer present the documents

- C. As soon as the importer gets the goods
D. As soon as the exporter makes the shipment
10. Which of the following L/Cs is the most favorable to the exporter?
A. revocable letter of credit
B. irrevocable letter of credit
C. confirmed irrevocable letter of credit
D. confirmed revocable letter of credit

V. Translate the following into Chinese:

1. With a bank's involvement, the exporter no longer needs to rely on the willingness and capability of the buyer to make payment.
2. When he receives a credit, an exporter has a clear and unambiguous description of all the terms with which he must comply.
3. Since a credit generally benefits the exporter, the party in whose favor the credit is opened is called the beneficiary.
4. When the complete set of documents has been collected, the exporter should present them to the negotiating bank, together with the draft.
5. The invoice value may exceed the credit, that is to say, the exporter has shipped a larger quantity of goods than is permitted.

VI. Translate the following into English:

1. 两家公司都认为这是对双方都很有利的交易(mutual)。
2. 你最好带上足够的现金，以防他们不接受信用卡(in case)。
3. 在市场经济体制下，政府对经济活动的干预大大减少(government interventions in economic activities)。
4. 合同规定必须在十月份交货(stipulate)。
5. 出口产品的质量应该符合合同的要求(conform to)。
6. 子公司每年都必须向总公司提交一份工作年度报告(submit)。
7. 这种包装便于货物的储存和销售(facilitate)。
8. 我们的电脑产品世界闻名(world reputation)。
9. 两国签定的双边贸易经济合作协定将加强两国的友谊(bilateral trade and economic cooperation agreement)。
10. 许多企业的成败与否在实质上取决于其管理人员(in essence)。

第三十五章

I. Answer the following questions:

1. What's the most popular means of payment before a letter of credit was introduced?
2. Why does the seller think the documentary collection is advantageous?
3. Does collection seek guarantee from the bank?
4. How many parties are involved in a draft? Who are they?
5. How many banks are there under the collection? What are they?

6. On whose instructions does the bank act in documentary collection?
7. What's D/A?
8. What's D/P?
9. What if a bill is dishonored?
10. What should be done before picking up a payment method?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

commitment	fixed
specify	advantageous
experience	dishonor
seek	thorough
hand over to	on the basis of

1. The conference was held _____ equality among all countries.
2. It's vitally important to _____ solutions to current problems.
3. Our school can provide a _____ training in all aspects of the cook.
4. The new process should be particularly _____ to small companies.
5. The family business was _____ the oldest son after the father resigned.
6. We are surprised to learn that our draft has been _____.
7. Under a _____ account people can only withdraw money on a specified date.
8. The company has made a _____ to pay \$10,000 to charity every year.
9. Our country has _____ great changes in the last 30 years.
10. The rules clearly _____ that competitors are not allowed to accept payment.

III. Multiple choice:

1. The excellent reviews given to the film _____ its success.
A. lost B. ensured C. destroyed D. led
2. There was a heated dispute over the _____ of the factory.
A. owner B. title C. ownership D. power
3. The goods must be packed according to the buyer's _____ or the buyer won't make the payment.
A. instructions B. order C. inspiration D. construction
4. If the buyers fail to _____ the vessel in time, the sellers shall have the right to claim compensation for their losses.
A. disperse B. dispel C. dispense D. dispatch
5. The company _____ its customers a new catalogue every half year.
A. formulates B. requires C. forwards D. dispatch
6. The committee will _____ a report after a full investigation.
A. present B. preserve C. preside D. press
7. The teacher was so impatient that the students always answered his questions _____.

- A. carelessly B. freely C. bravely D. cautiously
8. Under the _____ he felt unable to accept the job.
A. rules B. circumstances C. occasion D. conversion
9. The customs _____ require that the label should be visible from the outside.
A. regulations B. practice C. operations D. documents
10. The manufacturers won't take the _____ for damage caused by misuse.
A. duty B. responsibility C. reliability D. reputation

IV. Reading comprehension:

DP and DA

Documents against Payment (or DP)

This may be easier to understand now as you have already known the simple procedure. Firstly, the draft is drawn by the seller at a term or at sight. Then the draft and other title documents will be sent to the collecting bank via the remitting bank. Finally, the collecting bank or the presenting bank is authorized to surrender all the documents to the drawee on condition that the drawee has to pay immediately if it is a sight draft. This is known as “documents against payment sight”, often shortened as “DP sight”(即期付款交单). In another situation, though rarely, an exporter may stipulate that the documents are only to be released upon payment of an accepted time draft. If the importer wishes to obtain the goods before the maturity of the draft, he is thereby forced to prepay his accepted goods. If documents are released only against payment of a time draft, the collecting bank is still forced to keep the documents and store the goods until payment is received. This is at best, a cumbersome(麻烦的) procedure and therefore not very popular. This is called “documents against payment after sight”, often shortened as “DP after sight” (远期付款交单).

Documents against Acceptance (or DA)

Simply speaking, the collecting bank will release the title documents to the importer against his acceptance of a time draft drawn on him, payable at e.g. “60 days from date of shipment, DA”, or “90 days after date of bill of lading, DA”; or “120 days from arrival of the goods, DA”, etc. The longer the term, the better for the buyer, because accepting the draft is equal to retaining ownership of the goods. The buyer may have time enough to sell the goods before he has to pay for the accepted draft now in the hands of the collecting bank. The existence of an accepted draft is usually a matter of honour. To this end, this is not strongly recommended.

Questions:

1. Judged from this passage, we can see that the most import document in

- documentary collection is _____.
- A. commercial invoice
 - B. certificate of origin
 - C. bill of exchange
 - D. certificate of inspection
2. If documents are released only against payment of a time draft, the collecting bank still keeps the documents until payment is received. This is known as _____.
- A. documents against payment
 - B. documents against acceptance
 - C. documents against payment sight
 - D. documents against payment after sight
3. If the draft is at sight, it means that the drawee should pay _____.
- A. at definite time
 - B. at future time
 - C. at determinable future time
 - D. immediately
4. The bank in buyer's country in collection arrangement is the _____.
- A. remitting bank
 - B. collecting bank
 - C. opening bank
 - D. confirming bank
5. If the collecting bank releases all the title documents to the importer against buyer's acceptance of a usance draft, this is known as _____.
- A. documents against payment sight
 - B. documents against acceptance
 - C. documents against payment
 - D. documents against payment after sight

V. Translate the following into Chinese:

Many exporters who ship on a regular basis to a particular area have a resident agent in that area. Such an agent not only is invaluable in obtaining the sales contract, but may prove to be very helpful in solving disputes and misunderstandings that may occur. In some cases, the exporter, in giving instructions to his bank will instruct to refer to his named agent "in case of need". Such an agent may not, in any way, abrogate or amend instructions passed from the exporter through his bank.

VI. Translate the following into English:

- 21. 一旦买主支付了汇票上标明的货款，货物就会被移交给他 (hand over)。
- 22. 这位进口商从来没有不履行过他自己的承诺 (meet one's commitment)。
- 23. 在跟单托收的条件下，我公司只接受即期付款交单，而非远期付款交单(in terms of)。

24. 跟单托收的全部程序 (procedure) 包括四方。他们分别是出票人, 受票人, 托收行和代收行等。
25. 代收行是买方银行, 他接受海外托收行的委托(agent)传递单据, 代收货款。
26. 我们必须按照公司经理的指示行事(act on)。
27. 在国际贸易中, 货运单据往往代表持有人对相关货物的所有权(title to relevant goods)。
28. 上个月底贵公司开了一张十万美元的支票, 是吗?
29. 我认为做生意冒点风险是很正常的 (take some risk)。
30. 如果汇票遇到拒付, 银行拒给买方代表货物所有权的海运提单。

第三十六章

I. Answer the following questions:

1. How did insurance come into being?
2. Where and how was the first center for shipping insurance formed?
3. Where did merchants, ship-owners and their captains in the 17th century meet and what did they do there?
4. Why did groups of merchants form syndicates of “underwriters”?
5. What’s the oldest form of insurance, and who controlled it?
6. When and why was a big stimulus was given to fire and general insurance?
7. Why did seamen of the 17th century insure themselves?
8. What company is the most outstanding in the insurance world?
9. What kind of insurance does Lloyd’s cover?
10. What is PICC?

II. Fill in each blank of the following sentences with one of the words or phrases in the list given below and make changes when necessary:

charter	establish
stimulus	cover
subscription	compensate
hub	outstanding
undernourished	trace back to

1. Our company is the most _____ among all the companies which deal with packing.
2. Paris has always been the _____ of the world’s fashion.
3. The buyer should be responsible for _____ the carrying vessel.
4. Her fear of water can be _____ a childhood accident.
5. If you insist on a single diet for too long, you will have the risk of being _____.
6. Many factories _____ their workers if they are hurt at work.
7. This company has _____ a new system for dealing with complaints.
8. The cable television service is financed by _____.
9. The finding of oil has provided a great _____ to their economy.

10. This lot of order is inflammable, so we require that it should _____ against fire.

III. Multiple choice:

1. This famous _____ Church was built by King Alexander I in 1806.
A. shabby B. ugly C. ancient D. accent
2. My uncle is my closest _____ who is still alive.
A. relationship B. relative C. parent D. family member
3. He misunderstood the question _____, so he gave a wrong answer.
A. partly B. competently C. commonly D. entirely
4. After carrying out of the reform and opening policy to the outside world, lots of private enterprises _____ in China.
A. increased B. mushroomed C. expend D. explode
5. The murderer was _____ by the police when he was buying a plane ticket at the airport.
A. spotted B. seen C. captured D. found
6. The finding of oil has provided a great _____ to their economy.
A. stimulus B. cause C. barrier D. obstacle
7. The terrorists kidnapped the president and asked for a huge sum of _____.
A. terms B. condition C. money D. ransom
8. This entertaining center has lots of _____ that can make people relax after a whole day's work.
A. machines B. facilities C. films D. program
9. It is quite easy for a highly _____ firm to get loans from the bank.
A. bankrupt B. old C. responsible D. reputable
10. After the millionaire's death, his son _____ the heritage.
A. asked B. claimed C. ordered D. demanded

IV. Reading comprehension:

Insurance in International Trade

Marine insurance covering an international transaction may be arranged by either the seller or the buyer, depending on the terms of sale. The terms of sale are all-important in the placing of marine insurance. The subject is a complex one and varies by trade and commodity.

As to when and where the risk of the goods passes from one party to the other, reference is made to the terms of delivery in the contract, which clearly defines the liabilities of both parties. Insurance, as part of the contract to be executed, must be covered by the named party in the contract. If FOB, CFR or FAS, the importer is responsible for arranging the insurance; if CIF or EXQ, the exporter will take care of

it. Alternatively, the sales contract may still stipulate that the insurance is to be arranged by the exporter for the account of the importer.

Frequently, exporters who sell on CIF terms can maintain the initiative and control with respect to the terms and placement of marine insurance. There are other very clear, practical reasons why the exporter should control the insurance. The exporter is more likely to have complete and necessary knowledge of technicalities and problems pertaining to the goods, rates of insurance and other matters. Furthermore, the worldwide volume of the exporter's business in his special line may give him an insurance rate advantage. Because marine insurance is a highly competitive business, the trader is well advised to seek the counsel and guidance of his insurance broker or agent, who normally canvases the marine insurance market for the desired terms of coverage at the best rates available. The underwriter will consider the overall interests of the trader, tailor-make the terms of coverage, and then arrange the appropriate insurance policy.

Questions:

1. Who should take the responsibility of arranging insurance?
 - A. The seller, depending on the sales contract.
 - B. The buyer, as stipulated in the sales contract.
 - C. Either the seller or the buyer, depending on the sales terms.
 - D. The insurance company
2. Under which of the following terms should the seller arrange the insurance?
 - A. FOB
 - B. CIF
 - C. CFR
 - D. FAS
3. Why do most exporters prefer to sell on CIF?
 - A. They can delay the date of delivery.
 - B. They can get paid earlier.
 - C. They can control the placement of insurance.
 - D. They can pass the risk of the cargo to the importer earlier.
4. Which of the following statement is true?
 - A. The buyer knows more about rates of insurance than the seller.
 - B. Marine insurance is a business which has almost no competition.
 - C. It's better for the traders not to consult the insurance broker.
 - D. It's usually worth using the service of the insurance broker.
5. Who is the underwriter?
 - A. The insurance company or the individuals who run an insurance firm.
 - B. The organization that offer advice the traders.
 - C. The person who writes his name at the bottom of a sales contract.
 - D. The one who speculates the terms of a sales contract.

V. Translate the following into Chinese:

Insurance itself has become a significant economic force in most industrialized countries. Employers buy insurance to cover their employees against work-related injuries and health problems. Businesses also insure their property, including technology used in production, against damage and theft. Because it makes business operations safer, insurance encourages businesses to make economic transactions, which benefits the economies of countries. In addition, millions of people work for insurance companies and related businesses.

VI. Translate the following into English:

1. 经过仔细的调查后，保险公司同意赔偿（compensate）那家工厂的业务损失。
2. 他参加（take out）汽车意外事故保险(insurance)。
3. 我们应申请（take out）能保障(cover)所有设备的新保单。
4. 公司总裁点头表示(indicate)同意。
5. 辛迪加所有分公司的负责人都在合同下方签了字(undersign)。
6. 绑匪要求为被绑架(kidnap)走的这位富豪的女儿付一大笔赎金(ransom)。
7. 社区周围的新建商店犹如雨后春笋(mushroom)。
8. 这个风俗可上溯到(trace back to)唐朝时期。
9. 新项目由刚刚大学毕业的这名年轻人负责管理（be in the hands of sb）。
10. 这家商店专门销售（specialize in）钓鱼用具。