# Key to exercises

## Unit 1

**I. Write out the corresponding Chinese of the following business terms.**

|  |
| --- |
| 紧缩（政策） |
| 欧元危机 |
| 欧元区 |
| 主权债券、国债 |
| 利率 |
| 失业 |
| 逆差、赤字 |
| 开支削减 |
| 收入税 |
| 居民消费 |
| 金融市场 |
| 丧失抵押物赎回权 |
| 银行系统 |
| 重建 |

**II. Translate the following sentences into Chinese.**

1.同样地，虽然人们对美国的政治僵局有些担心，但是，对于美国或整个世界来说，更糟糕的也有可能会发生，那就是共和党人坚持其立场，主张实行经济紧缩政策，并减少富人的税收。

2. 预测经济形势是非常困难的事，如果要预测政治形势，那我们的水晶球就更加模糊了（那就更加困难了）。

3.在短期内，唯一能拯救欧元的措施是欧洲中央银行购买欧盟成员国的主权债务，从而有效抑制了利息率的高涨。

4.虽然就业率大约是70万，已经低于危机前的水平了，可是政府不仅没有采取调整经济周期的措施，以提高个人需求，反而是采取了强化经济周期的措施，导致经济问题恶化。

5.在上世纪九十年代，投资者是因为过于乐观遭受损失，那么在未来几年里，他们可能会因过于悲观而遭受损失。

**III. Paraphrase the following sentences**.

（Given by teachers）

**IV. Answer the following the questions based on the understanding of the text.**

1. president election;

2. the rich in the USA;

3. member nations in debt;

4. to encourage more exports(usually by weakening its currency);

5. the export-led recovery;

6.

7. worse

8. the end of the integration in Europe;

9. Neither party is willing to do the right thing.

10. both the USA’s situation and the EU’s situation;

**V. Reading comprehension.**

1. D; 2.C;3.D; 4.B; 5.A; 6.D; 7.B; 8.A; 9.D; 10.B.

**VI. Mark the statements with “T” if they are true and “F” if they are false after reading the following article.**

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

## Unit 2

**I. Write out the corresponding Chinese of the following business terms.**

|  |
| --- |
| 贸易模式 |
| 分销 |
| 集装箱码头 |
| 全球贸易体系 |
| 集装箱运输量 |
| 贸易量 |
| 自由贸易协议 |
| 消费模式 |
| 国内生产 |
| 农产品 |
| 可循环资源 |
| 贸易赤字 |
| 出口产业/部门 |
| 许可证 |
| 母公司 |
| 租赁 |
| 世界贸易组织 |
| 产能 |

**II. Translate the following into Chinese**

1.如果贸易路径就是全球经济的流通体系，那么长滩港就是其中的一个“阀”。去年，长滩港集装箱处理量达到了6百万，成为美国第二繁忙的港口（洛杉矶，作为临港，是美国最繁忙的港口）。在2012年，将近有5000艘船只出入长港，规模巨大。

2.（在此，）集装箱被卸下并堆积起来，等待运往美国各地；如果货物的目的地在600英里（966公里）之外，一般选择火车运送，否则就选择卡车运输。经过一个必要的放射物的检查，这些卡车就会驶向散落在洛杉矶东部的各个仓库。

3.这些船只往返的路线展现了世界大国的经济实力。从上个世纪九十年代到本世纪初，洛杉矶和长港得益于亚洲国家，特别是中国，加入了全球贸易体系。自1995年，长滩港的集装箱的运输量已经翻了一番。

4.长滩港集装箱场站的总裁安佘内.奥特并不是很担心。去年，位于香港的LBCT的母公司就看好长滩港的前景，在其中港区投入46亿美元，办理租赁达40年。

**III. Paraphrase the following sentences.**

（given by teachers）

**IV. Answer the following the questions based on the understanding of the text.**

1. Long Beach;

2. marine transportation;

3. growing seaborne trade;

4. natural gas;

5. Liquefied Natural Gas;

6. a little;

7. increasing seaborne trade, trade with Asian nations, exports;

8. the expansion of the Panama Canal;

**V. Reading comprehension.**

1.B; 2.C; 3.D; 4.C; 5.D; 6.A; 7D; 8.B; 9D; 10B;

**VI. Mark the statements with “T” if they are true and “F” if they are false after reading the following article.**

1.F; 2.F; 3F; 4T; 5F; 6T; 7T; 8F; 9T; 10T; 11T; 12T;

## Unit 3

**I. Write out the corresponding Chinese of the following business terms.**

|  |
| --- |
| 高收入国家 |
| 未尝贷款/贷款余额 |
| 外汇储备 |
| 人均收入 |
| 投入 |
| 资本/资金 |
| 竞争力 |
| 产出 |
| 国有企业 |
| 公共品 |
| 资本密集型增长 |
| 投资 |
| 财政改革 |
| 绿色增长 |
| 消费 |
| 贸易盈余 |
| 股息/红利 |
| 预算 |
| 预算性收入 |
| 资本项目/资本账户 |
| 金融市场 |
| 存款 |

**II. Translate the following sentences into Chinese.**

1.这个星期，世界银行公布了共同研究的成果——2030中国研究，并希望能产生同样的轰动效应；该成果主要是探讨中国如何能在未来的二十年内跻身高收入国家又不会给其自身、邻国和环境造成压力。

2. 中国政府应该致力于制定规则促进市场化运行机制，并且提供市场无法解决的公共品。这是一个非常宏伟的宣言，但是这只是研究报告中六项改革任务中的一项，而且每一项都被认为是首要完成的任务。

3.传统的考核指标——增长——造成当地政府不惜向投资者提供廉价的土地，低廉的电能和较低的税率，甚至采用任何可以引进工厂到当地的方法。这就是为什么中国的经济增长如此严重地依赖投资。

4. 2030中国报告还预测中国的资本项目最终会放开，当然，前提是完成一系列改革任务，包括汇率及利率的市场化、银行监管能力的提高和金融市场的发展。

**III. Paraphrase the following sentences**.

（given by teachers）

**IV. Answer the following the questions based on the understanding of the text.**

1. ten foreign economists and many Chinese counterparts;

2. difficult to handle;

3. the China 2030 report;

4. hesitate;

5. The economists report what they want to say about the economic reform without reservation.

6. not so optimistic;

7. capital, labor and land; products market;

8. setting market rules and providing public goods;

9. to distinguish the roles of government and market;

10. reform tasks for the Chinese government

11. No. too many side effects (please refer to the 8th and 9th paragraphs);

12. state-owned enterprise;

13. to carry out local experimentation;

14. energy;

15. to let the market force induce the necessary reform;

16. the effect on export;

17. to strengthen the economic growth in China;

18.

**V. Reading comprehension.**

(given by teachers)

**VI. Additional reading**

## Unit 4

**I. Write out the corresponding Chinese of the following business terms.**

|  |
| --- |
| 金融体系 |
| 经济增长 |
| 财政刺激 |
| 财政危机 |
| 预算赤字 |
| 未偿还联邦（政府）债务 |
| 本金 |
| 利息支付 |
| 债券市场 |
| （货币）贬值 |
| 卖空（做空） |
| 信用评级 |
| 盈余国 |
| 财政年 |

**II. Translate the following sentences into Chinese.**

1.如果债务触及上限，联邦政府的融资能力就会受到影响，导致削减国防开支或福利项目开支，如医保和社保。

2.这些措施包括某些政府基金投入降低、非交易债券的搁浅和有价证券的减少或推迟。

3. 5月16日，财政部宣布鉴于美国已经触及债务上限，它将进入“债券暂停发行期”，包括暂停投入公务员的退休和残疾基金。

4.他警告，利率的上涨不仅会导致联邦政府借债的成本增加，还会使已经面临危机的美国企业和资金紧张的房屋购买者的融资成本上升。

5.在随后的财政危机阶段，债券的利率在三个月的时间里，从6%降到了5.5%，而在后三个月里，债券的利率又上升到了6.5%，直到1996年三月，美国债务上限被提高。

6.令一些美国官员忧虑的是，从长期来看，持续的美元贬值可能会进一步促使国际社会呼吁放弃美元作为世界储备货币。

7.2009年美国国会研究服务部（国会图书馆）出台了一份报告，认为债券市场上信心的降低可能引发国外债权人抛售他们持有的债券，其他投资人也会跟风，最终会造成美元在国际市场上的加速贬值。

8.然而，假如财政收入没有大幅提高，相应的开支没有降低的话，那么财政部长时间融资失败，并不能有效解决其赤字问题，就会使政府无法履行支付义务。

9.政府部门的关闭虽然会给停职的工作人员造成痛苦，也会给国民带来一些不便，但是，更加严重的是，其象征着政府无能，会加剧市场的动荡。

**III. Paraphrase the following sentences**.

（given by teachers）

**IV. Answer the following the questions based on the understanding of the text.**

1. both from domestic and foreign investors(most from foreign investors);

2. to help two long wars/rescue its financial system/promote economic growth;

3. to plunge the government into default and precipitate a fiscal crisis;

4. the maximum amount of outstanding federal debt the U.S. government can incur based on the law;

5. 74 by the year of 2010;

6. （based on personal views）

7. May 16 of 2011;

8. $2.2trillion;

9. some special emergency measures;

10. creditors, beneficiaries, vendors, and other entities;

11. probably another financial crisis; specifically, uncertainty in the bond markets and increase in the interest rate, which will bring some side effects;

12 depreciation of dollar;

13. short-selling U.S. Treasuries and downgrading of U.S. credit;

14. If Congress fails to appropriate funds for the current fiscal year, a shut down will occur; non-essential government work will be suspended. If Congress fails to raise the debt limit, the government can not borrow funds but can work unless Treasury fails to make up the ends meet.

15. (based on personal views)

**V. Reading comprehension**

1.C; 2.A; 3.D; 4.D; 5.C; 6.C; 7.D; 8D; 9D; 10.A; 11.B; 12.D;

VI. **Mark the statements with “T” if they are true and “F” if they are false after reading the following article.**

1.F; 2.T; 3.T; 4.T; 5.F; 6.F; 7.F; 8.F; 9.T; 10.F;

## Unit 5

**I. Write out the corresponding Chinese of the following business terms.**

|  |
| --- |
| 欧盟 |
| 货币政策 |
| 共同体 |
| 峰会、首脑会议 |
| 动荡、不稳定 |
| 税收机制 |
| 国有资本 |
| 投资者 |
| 债务 |
| 第三大经济体 |
| 财政资金支配权 |
| 财政当局 |

**II. Translate the following sentences into Chinese.**

1.如果能够解决如何拯救欧元，结束这两年的不断加剧的动荡，那么这次峰会就可以为欧盟制定一个长远的计划。

2.希腊财政部长的宣布不仅终结了近十年以来的统一货币积极的一面，也暴露了统一货币体系的阿喀琉斯之踵。

3.在过去的几周里，当作为欧洲大陆第三大经济体并且债务超过1.9万亿元的意大利似乎也不断陷入金融危机的沼泽中时，欧洲大陆的危机已经升级，可能导致欧元区的解体。

4.“与其说我害怕德国的军事力量，不如说我更畏惧德国的不作为。当前波兰的安全和繁荣面临的最大威胁就是欧元的瓦解。”

5.一个选择就是建立资金池，要求欧元的成员国移交更多的经济、预算和财政权力，加强欧盟的中央集权，从而可以监督政策的执行，并惩罚违反政策规定的成员。

**III. Paraphrase the following sentences**.

（Given by the teacher）

**IV. Answer the following questions based on the understanding of the text.**

1. the possible collapse of the single currency;

2.the choice between the community and financially independent countries;

3.cooperation or nationalism;

4. the euro is the symbol of great achievement in cooperation;

5. to stress the cooperation;

6. something they have to accept;

7. crucial;

8. limited time to fix the currency problem

9. a collapse of tax collection mechanisms and an uncontrolled rise in spending;

10.the fiscal authority of the member nations;

11. a positive and promising side of the euro;

12. to rescue the three member nations;

13.It is easy to see what they value most--the community or the nationalism.

14. physically;

15. great change;

16.at least 4—Greece, Ireland, Portugal and Italy；

17. serious；

18. more integration and less nationalism;

**V. Reading comprehension.**

1.C; 2.C; 3.D; 4.C; 5.C; 6.A; 7.D; 8.B; 9.D; 10.D; 11.B; 12.D; 13.A; 14.B;

**VI**. **Mark the statements with “T” if they are True and “F” if they are false after reading the following article.**

1.T; 2.F; 3.T; 4.F; 5.T; 6.T; 7.F; 8.F; 9.F; 10.T;

## Unit 6

**I. Write out the corresponding Chinese of the following business terms.**

|  |
| --- |
| 私有部门 |
| 债权人 |
| 投资者 |
| 息票 |
| 债券持有人 |
| 经济前景 |
| 名义损失 |
| 分期付款（支付） |
| 债务占国内生产总值的比率 |
| 救助 |
| 未履行的债券 |
| 互换、掉期 |
| 国家预算 |
| 减少或降低 |

**II. Translate the following sentences into Chinese.**

1.先前，与私人投资者的谈判已经破裂了两次，主要是因为考虑到希腊不断恶化的经济前景，国际货币基金组织和欧洲领导人急于促成大幅度降低希腊债务。因此，这次的谈判也有可能付之东流。

2.当前，希腊压力也不小。虽然欧洲委员会、货币基金组织和欧洲中央银行已经为希腊提供了部分资金，确保希腊不至于破产，但是这三个机构的官员都要求希腊执行另一轮的开支削减和改革，以争取机会，赢得未来几个月的300亿欧元救助资金拨付。

3.十月份的协议也是倡导投资者自愿地削减希腊应负担的债务。作为该协议的一部分，欧盟成立了专家（专门工作）小组，派往希腊与其政府合作，以加速希腊的改革。该专家小组有权查阅希腊政府的记录，但是没有最终的决定权。

4.过去，执政的社会党普遍认可以紧缩财政措施换取国外的贷款。然而，现在他们的态度也发生了变化，因为欧洲委员会、货币基金组织和欧洲中央银行提出的贷款条件——以提高税收为主而非以促进经济增长为主——没有有助于希腊经济形势的改观。

5.官方希望，进一步降低的债务可以促使希腊在2020年的负债与国内生产总值的比率达到120%，与目前的债务占比160%相比，改善会非常明显。

**III. Paraphrase the following sentences**.

（Given by teachers）

**IV. Answer the following the questions based on the understanding of the text.**

1. willingness of private sector creditors to accept some loss;

2. to provide some capitals to keep Greece from bankrupting and to guarantee the move of its economy;

3. a debt-to-gross-domestic-product ratio of 120 percent by 2020;

4. prompt;

5. to load up; to refuse to accept the concession; less profits;

6. to write collective-action clauses into the contracts;

7. to swap its Greek bonds for another form of Greek debt; not affected by the possible collective-action clauses;

8.greater oversight of Greece’s national budget;

9.unacceptable;

10. supportive;

11. private investors, hedge funds and the European Central Bank and so on;

12.

**V. Reading comprehension.**

1. C; 2. C; 3. D. ; 4. C; 5. C; 6. B; 7. A; 8. B; 9. C; 10. B;

**VI. Additional reading**

(Given by teachers)

## Unit 7

**I. Write out the corresponding Chinese of the following business terms.**

|  |
| --- |
| 直接对外投资 |
| 运营成本 |
| 国内生产总值 |
| 海外公司 |
| 生活水平 |
| 外国联营公司 |
| 劳动生产率 |
| 经常账户（项目） |
| 兼并 |
| 购买 |
| 当地伙伴 |
| 补贴 |
| 公司税 |
| 投资研讨会（讲座） |
| 咨询师 |
| 咨询公司 |
| 有经验的劳动力 |
| 可再生能源 |
| 高科技工作 |
| 减税 |

**II. Translate the following sentences into Chinese.**

1. Muroi先生说：“我们日本已经遇到了发展瓶颈，如果没有外来的帮助，我们就无法发展了。无论你是在美国还是中国，我们希望你来会津若松市发展。”

2.虽然只有一小部分外资来自于已超过日本成为世界第二大经济体的邻国——中国，但是其份额在快速增长，因为中国在寻找除出口以外的多样化贸易模式。

3.根据日本财政部的数据，中国对日本的直接投资在过去四年里增长了20倍，在2010年达到了3.14亿美元；但是，从日本的外国直接投资比例来看，中国的投资额还是比较少的。

4.财政部的数据还显示日本对外的投资额在2011年已经达到了9.1万亿日元（1130亿美元），加速了日本产业的“空心化”，日本的政策制定者早就为此感到哀叹。

5.去年三月突发的灾难、随之而来的能源短缺和不断上涨的日元价值降低了日本出口企业的利润，进一步迫使这些企业加大国外（离岸）生产比例。

**III. Paraphrase the following sentences**.

（Given by teachers）

**IV. Answer the following the questions based on the understanding of the text.**

1. to get new companies to invest in the struggling industrial city close to Japan’s most notorious nuclear plant;

2. groomy;

3.against;

4. to develop its economy;

5. more jobs, more tax income, higher salaries, new demand and higher economic growth;

6. incentives (such as subsidies) and tax breaks;

7. the three areas most affected by the March 2011 disasters;

8. regulations, operating cost, tax rates, weak government inducements and xenophobia;

9. No; to seek growth opportunities abroad;

10.successful foreign companies;

11. foreign investment of Japan’s own companies;

12. joint venture and M&A;

13.picky;

14.to improve the quality of the products and to improve productivities;

15. cooperation with universities, more research and development, renewable energy and high tech job opportunities;

**V. Reading comprehension.**

1. C; 2.D; 3.B; 4.D; 5.C; 6. A; 7.C; 8.A; 9.D; 10.D; 11.B; 12.A;

**VI. Mark the statements with “T” if they are True and “F” if they are false after reading the following article.**

1. T; 2. F; 3. F; 4. T; 5. T; 6. F; 7. F; 8. T; 9. F; 10. T; 11. T; 12. T;

## Unit 8

**I. Write out the corresponding Chinese of the following business terms.**

|  |
| --- |
| 购物中心 |
| 卖场 |
| 品牌 |
| 廉价产品/折扣产品 |
| 流动工人 |
| 物流中心 |
| 批发商 |
| 仿冒品 |
| 新兴中产阶级 |
| 咨询公司 |
| 招牌产品/标志性产品 |
| 共生关系 |
| 国有企业 |
| 子公司 |
| 集装箱港口 |
| 奢侈品 |

**II. Translate the following sentences into Chinese.**

1.迪拜拥有世界上顶级（最引人注目）的购物中心，包括具有室内滑雪场的阿联酋购物中心和拥有33,000种鱼类的水族馆的迪拜购物中心。

2. 龙城是在中国大陆以外的最大的购物中心，它有1.2公里长，拥有3950个店铺。在龙城，你可以买到所有的东西，（从仿罗马柱到男士隐私部位专用霜），从平板电脑到枪形移动手机。还有穿着紧身牛仔裤和T恤的女孩在卖伊斯兰头巾和祷告垫。

3.龙城内的店铺和商品都是一些不知名的品牌。而在世界大多数购物中心内，都充斥着由西方人设计而由中国人制造的品牌商品。可是，龙城却给我们展示了不同的世界：通过分布在中东和非洲地区的龙城，中国公司将廉价商品注入了世界商业流通渠道。

4.然而，忽视这些低端的（尚无竞争力的）中国制造商是愚蠢的。他们满足了世界上最活跃的消费群——正在崛起的中产阶级，据麦肯锡咨询公司估计，这个消费群大概有20亿人，每年花费6.9万亿美元。

**III. Paraphrase the following sentences.**

1. Only people with a long vision will realize the competitiveness of the Dragon Mart.

2. The mart is quite pragmatic.

3. Although the mart is not well-decorated and sells no luxuries, it is very big and the business is booming.

4. Efficiency and cheapness are features of the mart.

5. The products sold there are cheap.

6. It seems that neither Boil Fashion and nor Zhejiang Best Plastic will be very competitive in the world.

**IV. Answer the following the questions based on the understanding of the text.**

1. to give it some curves and stuck scalelike spikes into the roof and make a dragon coiled around a giant golden globe;

2.The products sold there are designed and made by Chinese-owned companies.

3. to laugh at and to look down upon the products sold there;

4. to improve the efficiency and guarantee cheapness;

5. Chinese retailers in the mart;

6. convenient transportation; variety of goods; changing trading route; Chinese-designed products

7. ninth-biggest container port and its busiest airport;

8. to save time;

9. A new mart is built.

10.Chinese companies have set up business around the world and shown some competitiveness;

11. large; cheap products; all kinds of products; all Chinese products; catering for the emerging middle class;

12. The Dragon Mart is for the emerging middle class, the major consumers, and has displayed its potential.

**V. Reading comprehension.**

1. D; 2. A; 3. B; 4. C; 5. A; 6. A; 7. C; 8. C; 9. C; 10.A and B;

**VI**. **Mark the statements with “T” if they are true and “F” if they are false after reading the following article.**

1. F; 2. F; 3. T; 4. F; 5. T; 6. F; 7. T; 8. T; 9. F; 10. T; 11. T; 12. T; 13. F; 14. T; 15. T; 16. T;

17. T; 18. F;

## Unit 9

**I. Write out the corresponding Chinese of the following business terms.**

|  |
| --- |
| 货币战争 |
| 新兴经济体 |
| 税收 |
| 本国的有价证券 |
| 外国资本 |
| 外汇汇率 |
| 拖欠/违约 |
| 股票 |
| 债券 |
| 资产价格 |
| 信托公司 |
| 经济适用房 |
| 股票市场 |
| 出口额 |
| 全球投资者 |
| 刺激性贷款 |

**II. Translate the following sentences into Chinese.**

1.他担心，世界经济已经不景气了，如果再没有足够的需求，那么各国就会竞相使本国货币贬值，以获取一些额外的需求。

2.新兴经济体的中央银行多年来一直抱怨它们的货币在升值，然而，现在这些中央银行却又在干预货币市场以减缓它们的货币贬值的步伐。

3. 当雅典政府还在违约边缘挣扎时，投资者们已经开始怀疑其他欧元区政府和银行的信用

4.上周，汇丰公布的采购经理初步调查中，不断降低的出口订单是中国厂家抱怨的问题之一；这次调查表明中国的制造业从前一个月就已经在萎缩了，令世界市场更加黯然。

5.建筑行业出人意料地繁荣（截至到8月，房产价格已经涨了32%），尽管房产开发商连续不断地向市场推出房源。

6.高盛的Michael Buchanan和他的同事认为新兴的亚洲经济可以推动世界经济的发展，使增长率达到5.1个百分点，只要他们将利率和外汇汇率降低到危机前的水平，将预算赤字扩大至2009年的水平。

**III. Paraphrase the following sentences**.

（Given by teachers）

**IV. Answer the following questions based on the understanding of the text.**

1. No emerging economy benefits from the currency war.

2.The U.S. has lost its currency war to the emerging economies.

3.to impose taxes and other restrictions on foreign purchases of their securities;

4.The outflow of foreign capital caused much troubles to the emerging economies.

5. a victory in which the winner suffers such great losses that the victory is worthless; the depreciation of emerging currencies proved to be a great loss to their economies.

6. not optimistic and will induce the investors to sell their bonds;

7. declining demand from USA and the European countries;

8.

9. to adjust their own policies;

10.It does harm to the exports but stimulate the imports.

**V. Reading comprehension.**

**Answer the following questions based on the understanding of the above article.**

1. B; 2. C; 3. D; 4. C; 5. D; 6. A; 7. D; 8. B; 9. D; 10.B;

**VI. Additional reading**

(Given by teachers)

## Unit 10

**I. Write out the corresponding Chinese of the following business terms.**

|  |  |
| --- | --- |
| 平衡表 | |
| 负债 | |
| 石油与天然气储备 | |
| 产出 | |
| 股票价格 | |
| 资源民族主义 | |
| 基金经理 | |
| 破裂 | |
| 反托拉斯（垄断）调查 | |
| 资本主义 |
| 政府干预 |
| 私募股权投资 |
| 股份/利害关系 |
| 投标人 |
| 资本收益 |
| 批准/制裁 |
| 产品分成协议 |
| 上市生产商 |
| 垄断 |
| 市场价值 |
| 仲裁小组 |
| 合法性 |
| 投资组合经理 |

**II. Translate the following sentences into Chinese.**

1.可是，坐着豪华行政勤务飞机进城的Tillerson被恼火的John Atta Mills拒绝了，因为Mills没料到Tillerson只是想要他给现成的合同盖个章，而不是来俯首乞求合作。

2.石油国制定了新规则，声称如果情况发生变化，他们有权利重新修改合同，例如在签订合同之日到开始生产之间石油的价格大幅度提高。

3.长期以来，业内认为Exxon守旧的文化，辅之以严格地自上而下式的管理体系是该公司成为“效率王”的根本原因，因为严格的标准就意味着公司在世界范围内可以采用同样的业务方式，并能节省成本。

4.几乎过了一年，Exxon（埃克森）公司还没有与加纳政府达成协议，只好宣布退出竞争。

5. Last year, Exxon jeopardized its interests in a massive oil field in Iraq by negotiating a production sharing agreement with the semi-autonomous northern Iraqi region of Kurdistan, in defiance of a de facto ban Baghdad imposes on companies that invest in Kurdistan.

去年，

**III. Paraphrase the following sentences**.

（Given by teachers）

**IV. Answer the following questions based on the understanding of the text.**

1. imperious way

2. Rex Tillerson is the boss of Exxon and John Atta Mills is the President of Ghana.

3.Rex Tillerson was declined by the President of Ghana.

4. a famous oil company;

5. oil rich nations do not just stick to the financial deals, and they also want developments. The increasing oil price makes the change.

6. to have the spirit of sharing;

7.to follow the standards

8.not respectful; not flexible; not economical;

9. to stick to its own old business way

10.The former is stubborn and the latter is flexible.

11.Exxon cannot benefit much from the U.S. fields.

12.

**V. Reading comprehension.**

1. A; 2.D; 3.B; 4.C; 5.B; 6.D; 7.B; 8.B; 9.D; 10.C;

**VI**. **Mark the statements with “T” if they are True and “F” if they are false after reading the following article.**

1. F；2. F；3. T；4. F；5. T；6. T；7. F；8. T；9. T；10. T；

## Unit 11

**I. Write out the corresponding Chinese of the following business terms.**

|  |
| --- |
| 延伸市场 |
| 全盛时期 |
| 可重复性 |
| 简单性 |
| 商务模式 |
| 新兴商业巨人 |
| 位于新加坡的商品公司 |
| 年增长率 |
| 收入 |
| 利润 |
| 核心业务 |
| 中间商 |
| 供应商 |
| 全球化 |
| 招募 |
| 信用评级机构 |

**II. Translate the following sentences into Chinese.**

1.在上世纪九十年代中期，乐高疯狂地向其相关商业领域扩张，如主题公园、电视节目、服装、手表和学习实验室。结果，乐高遭遇了比较严重的危机。在过年的惨淡经营后，2004年新上任的老板重新使乐高焕发了活力。

2.许多世界最知名的公司都信奉简单模式。比如，宜家家居采用的平板式包装，麦当劳出售的汉堡，伯克希尔哈撒韦执行的“买入、改进和持有”的投资策略。

3.奥兰公司是新加坡的商品公司，在过去的十年里，无论是从收入还是利润来衡量，它每年的增长率超过25%。

4. Danaher, an American holding company that specialises in manufacturing, has applied its “lean” management system, the Danaher Business System, to the 85 businesses it has bought over the past ten years.

Danaher是美国的一家控股公司，专注于生产领域；在过去的十年里，在其购入的85家企业里，该公司都实行Danaher商务体系——“薄利”管理体系

5.企业必须要努力奉行“简约行事”的真理。

6.纵观商业历史，也不乏有许多公司的失败不是因为其业务繁复，而是因为遭遇了商业革命，如柯达、施乐、诺基亚、凯马特和百仕达。

7.贝恩公司正确地指出，成功的公司能够经受任何巨变，只要决定哪些商务模式需要保留，哪些则需要放弃。

**III. Paraphrase the following sentences**.

（Given by teachers）

**IV. Answer the following the questions based on the understanding of the text.**

1. because Lego is just the example to illustrate the 3 virtues of a successful company which they preach;

2. a highly distinctive core business; simple business model and keen to new opportunities;

3. IKEA is for its flat packs, McDonald is for its burgers, and Apple is for its iProducts;

4. to target over more precise groups of customers; to apply the business model to new markets; to apply the same management;

5.to appoint task-forces to special tasks and make things more complex;

6.

7. fixed but not flexible business model;

8.not sensitive to the coming revolution in the industry and fail to hold new opportunities;

9.long vision and critical decision;

10.

**V. Reading comprehension.**

1.C； 2.C； 3.D； 4.B；5.C；6.C；7.D； 8.B； 9A；10D；

**VI**. **Mark the statements with “T” if they are true and “F” if they are false after reading the following article.**

1. T； 2. T；3. F；4. F；5. F； 6. F；7. T；8. T；9. F；10. T；11. T；12. T；

## Unit 12

**I. Write out the corresponding Chinese of the following business terms.**

|  |
| --- |
| 卖座大片 |
| 部门 |
| 市场测试 |
| 年报 |
| 滚雪球效应 |
| 营业额 |
| 收入 |
| 暴跌 |
| 资产价格 |
| 高价竞买 |
| 佣金 |
| 特许经营权 |
| 许可证 |
| 高预算 |
| 多种收入渠道 |
| 市场调研公司 |
| 高水位 |
| 票房表现 |

**II. Translate the following sentences into Chinese.**

1. 如果不是Christopher Little的文学经纪公司的一位职员喜欢哈利波特的手稿封面并挑出来阅读的话，这本书就永远不会有人知道。

2.即使是到1999年春天，《哈利波特》已经出售了763,000本书时，这家公司还在强调其他儿童书籍，只是将《哈利波特》视为“冰山一角”

3.到了2005年左右，当Bloomsbury公司的销售收入超过了1亿英镑时，其他出版商还认为没有必要出高价竞买这部儿童电影的版权。

4. Newton先生说，最理想的就是要意识到这些商业性小说业务的风险和巨大的潜在收益与专业出版物的依赖性和高收益性，并在两者之间取得平衡。

5.在拍完两部影片之后，哈利波特的特许经营权就交给了非美籍的独立影片和电视剧制作导演

6.尽管“导演理论”已经与影片制作手段融合了，但是，它在二战前的好莱坞已经是非常普遍了。

7.正如《哈利波特》，Stepphenie Meyer写的畅销书——《暮光之城》——从好莱坞自觉意识的边缘被拯救出来，它不是英国的，而是美国自己的“魔法世界”。

8. Fans get up to much more. As the books and films took off, the hunger for Harry Potter news and content quickly became so much greater than Warner Bros or the increasingly press-shy Ms Rowling were able to supply that alternative sources began to spring up.

“哈粉”开始行动了。当书和电影都变得畅销后，华纳兄弟和不善应对媒体的作者Rowling女士已经无法满足“哈粉”对哈利波特新闻和内容的渴求，于是，就催生了更多的“消息源”。

**III. Paraphrase the following sentences**.

(Given by teachers)

**IV. Answer the following the questions based on the understanding of the text.**

1. many people will lose their jobs;

2. Joanne Rowling;

3. to input ideology or not;

4. a small proportion of market shares

5. because it allows adults to read not awkwardly;

6. because the popularity will affect the company and the industry;

7. not well accepted;

8. The content is British, but the scale of the film is American style.

9. The movies sold $1.7 billion-worth of tickets

10. big stars;

11. known properties and respected but little-known directors;

12. affronted;

13. for entertainment; modern Cinderella; readers of different age; fans’activities;

14.

15. box-office performance; jobs; related products(like toys and so on);

16. how to appeal to both children and adults;how to make and sustain block-buster franchise;how to deal with fans;

**V. Reading comprehension.**

1. C; 2. C; 3. A; 4. D; 5D; 6. B; 7. D; 8. A; 9.C. 10. C;

**VI. Additional reading**

(given by teachers)