

Scripts

Module 1 Agency

Starter



Sentence Structures: Understanding Idioms

Directions: You'll hear ten short conversations between two speakers. At the end of each conversation, you'll hear a question about what has been said. Listen carefully and decide which of the four choices is the best answer to the question you've heard.

1.

W: How do you like talking with your roommate Jack?

M: Oh, he always beats around the bush.

Q: What do we know about Jack?

2.

W: What a mess! The guests will be here soon.

M: Take it easy. I assure you the house will be spotless in a minute.

Q: What does the man mean?

3.

W: I've got to leave now, Tom. When shall we meet next week?

M: Let's make it next Monday. That's the day after Mother's Day.

Q: What does the man suggest?

4.

W: How's your new job?

M: It's quite all right but it'll take me some time to learn the ropes.

Q: What does the man say about his new job?

5.

M: I've lost the disc Eric lent me last weekend.

W: If he finds out, he will really lose his temper.

Q: How will Eric react when he learns about what the man did?

6.

W: Professor Smith caught some students cheating on the final exam and failed them.

M: Serve them right.

Q: How does the man react to the woman's statement?

7.

M: Do you think we should put an ad in the newspaper to sell our house?

W: By all means.

Q: What does the woman mean?

8.

W: Everybody should do his bit for the dinner party. Would you make the salad?

M: Anything but that.

Q: What does the man mean?

9.

W: How did Lucy do on her English exam?

M: She passed with flying colors.

Q: What does the man say about Lucy?

10.

M: Will Professor Black ask you to make up your physics exam?

W: I don't know. I'll cross that bridge when I come to it.

Q: What is the woman planning to do?

Main Course



Task 1

Directions: Listen to the dialogue and decide whether the following five sentences are **True (T)** or **False (F)**.

(J-Mr. Johnson, W-Mrs. Wang)

J: Mrs. Wang, I know from the advertisement that you are looking for a Sales Agent in Europe. We hope to apply for it.

W: Mr. Johnson, can you briefly introduce your organization and advantages?

J: Our company has been established for 10 years and has branch offices in most European countries. We have more than 100 experienced sales representatives and more than 3,000 regular customers. We also have very good sales channels, so we have the confidence to sell your products very well in Europe.

W: How much is your yearly turnover?

J: About \$10 million, but we need three months to make a market survey. So we hope to leave this term open and reconfirm it three months later.

W: What's your payment term?

J: We hope to do the open business, that means working on a commission basis. We'll ask the buyer to open L/C to you directly.

W: How much commission do you request?

J: We hope to get 15% commission in order to cover our overhead.

W: It sounds reasonable.



Task 2

Directions: Listen to the dialogue and fill in the following ten blanks with the missing words. Write no more than four words in each blank.

(J-Mrs. Jones, L-Mr. Li)

J: Mr. Li, I'm here to tell you that the last delivery of your embroidered silk blouses is very much to the taste of our market. The excellent quality and the elegant and elaborate style appeal to our clients very much. We are sure there will be a bigger market for your products in our country.

L: We are very glad to hear that, Mrs. Jones.

J: Well, Mr. Li, as you can see, our firm is among the leading firms of importers and distributors of many years' standing in this trade. We have an extensive sales organization and a thorough knowledge of the British market. Your products would sell very well here. We're prepared to do more business with you.

L: We're really pleased to know that you find our products satisfactory and that you think there is room for expanding sales in Britain. We really appreciate your efforts in pushing the sales of our blouses.

J: That's to our mutual benefit. And we are also interested in handling a sole agent for you. As you know, selling products to different importers tends to complicate the business. We are experienced in the business of silk and enjoy business relationship with all the leading wholesalers and retailers in this line. We have a mind to expand the business, and if we are appointed as your exclusive agent, we can assure you we'll spare no effort to push the sales of your products. What's your view on these proposals? Are you interested?

L: To tell you the truth, we're taking it into consideration. But we've not yet made any decision about it. Frankly speaking, you're not the only one who applies for an agent for us in your country. Perhaps you would like to give us some idea of the terms on which you would be willing to operate as our agent.

J: No problem. We can send you the details in written form tomorrow.

L: Very well then. We'll make our decision and let you know it as soon as possible. Thank you for your appreciation of our products.



Task 3

Directions: Listen to the dialogue and answer the following five questions.

(W-Mrs. Wu, S-Mr. Smith)

W: Good morning, Mr. Smith.

S: Good morning, Mrs. Wu.

W: At the moment, we are looking for a reliable firm with good connections in the tea trade to represent us in New Zealand. I wonder if you are interested.

S: Well, having been engaged in marketing your products for the past two years, we are very interested in extending your sales in our country.

W: Would you like to act as our sole agent?

S: It sounds like a good idea, but I need some information on the terms and conditions you have in mind, which includes the duration of the agency, the rate of commission and so on.

W: Well, let's take them one by one. The agency will be for a period of 4 years commencing on 1st of May. We will provide you with the minimum prices at which the goods are to be sold.

S: Can we sell below the minimum prices?

W: No. Instead of buying and reselling our products in your own name in the way you did in the past, you will be authorized to sign contracts with customers on our behalf, and all orders shall be transmitted to us for supply directly.

S: So the actual contract will be concluded between you the principal and the customer. I will disappear completely from the picture when the order is passed along to you.

W: We'll pay you a commission of 4% based on the FOB values of all orders placed through you. The commission will be payable every four months on the amounts we actually receive.

S: Shall we say 5%?

W: Well, as you know, the commission allowed to our other agents at present is 4%. And we'd like to offer you the same terms.

S: What if customers in my territory order directly from you?

W: You will be entitled to the same rate of commission.

S: That sounds fine. What's the minimum turnover you require?

W: \$800,000 per year.

S: What if the minimum turnover is not reached at the end of the year?

W: We reserve the right to terminate the agency if the sales fall below the minimum value over a certain period.

S: And if the sales rise above the minimum value?

W: You get more commission.

S: That seems fair enough.

W: As we wish to reach a quick decision, we hope you will let us know very soon whether our offer interests you.

S: I'll try to give you a reply in the next couple of days.

W: Thank you very much.

Task 4

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

(A-Mr. Andrew, W-Ms. Wang)

A: Ms. Wang, we have a special interest in your products. We are here to know whether we can work as your agent in London.

W: Well, Mr. Andrew, what qualifies you as our agent in London?

A: We have an experienced sales team with excellent business connections, and we are quite familiar with the local condition there.

W: Good. But we can't promise you anything before we know more of your plan.

A: OK. I'd like to talk about our plan to push your products. Here is a copy of our draft plan. You can have a look.

W: Advertising is your first step to promote the sales of the products, right?

A: Yes, we are going to do a lot of advertising through papers and TV programs. We also send our sales staff to hand out the leaflets in the shopping center.

W: But advertising needs money, and how much are you going to devote to that?

A: I'm sorry that I haven't considered the expenses for that.

W: And your annual turnover is promised to be \$20,000, far less than what we expected.

A: That is just the aim of our initial year and we will increase the turnover greatly in the coming years.

W: Well, how much is the rate of commission you want to charge?

A: We usually charge a 15% commission of the sales.

W: It is too much. You know, we used to grant our agents in this line a 5% commission.

A: You know people here know little about your products, and we will have to do a lot of advertising.

W: A 15% commission means an increase in our price. I'm afraid that we can't appoint you as our agent.



Task 5

Directions: Listen to the dialogue and complete the following six sentences with the missing words. Write no more than four words in each blank.

(L-Mrs. Li, W-Mr. White)

L: We'd like to know your plan to push our products since you'd like to act as our agent. You understand that an agent will give us a great help to break into a new market.

W: Well, we'll do a lot of advertising in newspapers and on TV programs. Also, we'll send our salesmen around to promote the sale of your goods. We propose the guaranteed annual amount be \$300,000 for a start.

L: What is the territory to be covered?

W: You know the territory to be covered is all of Europe.

L: And the rate of commission you want to charge?

W: Our commission is quite reasonable. We usually get an 8% commission of the amount on every deal.

L: You know, however, that all of our agents in this line are getting a 6% commission.

W: Our customers are not familiar with your goods, so we'll have to spend a lot of money in marketing your products. Since there is sale resistance to overcome at the beginning, you should allow us an 8% commission.

L: Our price is worked out according to the cost. An 8% commission means an increase in our price. Well, to help you push sales, we could make this an exception and give you a 7% commission for a trial period of one year.

W: For every 1,000 sets sold in excess of the quota, we will get 2% more in commission. Is that all right?

L: OK. For every 1,000 sets sold in excess of the quota, we will give 2% more in commission for your efforts. We will send you our catalogues and other promotional materials free of charge. The advertising expenses shall be shared between us on fifty-fifty basis.

W: Quite reasonable. We look forward to happy and successful cooperation between us.



Task 6

Directions: Listen to the dialogue and complete the following form with no more than five words for each blank.

(C-Ms. Clark, W-Mr. Wang)

C: Mr. Wang, I've come to talk about an agency agreement. As you know, we are a well-established firm in the line of textiles, and we enjoy good relations with all the wholesalers, chain stores and distributors in Canada. You'll find it most worthwhile if you

- appoint us as your sole agent.
- W: Ms. Clark, thank you for your efforts to help promote the sales of our products, and we are quite satisfied with your performance in the last two years. But honestly, an annual sales volume of \$500,000 does not justify a sole agency agreement.
- C: If we are granted the sole agency, we can assure you that we'll double the turnover.
- W: Do you mean to say that if we entrust you with the agency, you will sell \$1,000,000 each year?
- C: I couldn't have said it any better. But we expect a 10% commission, of course.
- W: Our agents in other areas usually get a 5–7% commission.
- C: But your product is still new to our market, and we need to do a lot of work and spend a lot of money on sales promotion. A 10% commission won't leave us much.
- W: How about the duration?
- C: Let's say three years to start with. After that, the agreement can be renewed if we both agree.
- W: Let's put it this way: we'll allow you a 10% commission if you guarantee an annual increase of \$100,000, starting from \$1,000,000 for the first year.
- C: You certainly drive a hard bargain, Mr. Wang. But I agree.
- W: The territory will be confined to the Canadian market only.
- C: Of course. Within the validity of the agency agreement, you will not supply your products to any other buyer in Canada, and we, on our part, shall not handle competitive products offered by other suppliers, either.
- W: Sure. Let's call it a deal.
- C: When do we sign the agreement?
- W: We'll have the agreement made out within two days. Please come along at 2 P.M. the day after tomorrow.
- C: I'll be here at 2 o'clock sharp.



Task 7

Directions: Listen to the dialogue and choose the best answer to each of the following three questions.

(B-Mr. Ben, K-Mrs. King)

- B: I'm pleased to meet you again, Mrs. King.
- K: Pleased to see you, too, Mr. Ben.
- B: You've had a good trip, I hope.
- K: Yes, a very pleasant journey, thank you.
- B: It's been a full two years since we last saw each other.
- K: So it is, I've come again to renew our sole agency agreement for another two years.

- B: We shall be pleased to talk the matter over with you. You've done very well in fulfilling the agreement.
- K: I'm glad you're satisfied with our work. I can assure you we've spared no effort and spent quite a sum of money in pushing the sales of your products.
- B: Yes, we appreciate your efforts in pushing the sales of our pianos. We can see you are experienced in this particular line.
- K: Thank you.
- B: But I think the annual sale of 300 pianos for a sole distributorship in Canada is rather conservative. After all, you sold around 400 pieces there last year. You can sell more this year according to the marketing conditions at your end.
- K: That is the result of our hard work. Well, what annual quantity would you suggest for the new agreement then?
- B: 500 pieces.
- K: No, no. that's too big a number to be acceptable. Let's put it at 450 pieces. And we'll strive to sell more, of course. We wish to add another clause. For every 50 pieces sold in excess of the quota, we'll get 1% more in commission for our efforts.
- B: All right, let's fix it at 450 pieces then. And for every additional 50 pianos sold, we'll give you 1% higher commission.
- K: I suppose all the other terms remain unchanged.
- B: Good, that's all then.
- K: Good.



Task 8

Directions: Listen to the dialogue and complete the following passage by filling in each blank with three or four words that best fit the context.

(T-Mr. Turner, S-Mrs. Sun)

- T: Please tell me a bit more about exclusive sales arrangements in China. Are they different from such arrangements here in the United States?
- S: I think they're basically the same the world around: the exporter authorizes the importer to be the sole dealer of the former's products.
- T: If the exporter has several product lines, could he specify which product lines he wants included in the arrangement?
- S: Yes. Based on his judgment of importer's strength and channel of distribution, the exporter can also specify the area in which the importer can sell the specified products. It can be one city, several provinces or the whole country.
- T: What about the length of such an arrangement?
- S: It depends, usually one year.

- T: Here in the States, we do not specify the length. Instead, we have a clause of termination or renewal of the arrangement in the related agreement.
- S: That seems more flexible.
- T: What about the volume of the business?
- S: It's also specified in the arrangement, expressed in either quantity or value. Once agreed upon, it is the obligation of the parties involved to sell or buy the specified amount of products.
- T: Any other obligations?
- S: Yes. The exporter is obliged to sell the specified products during the specified period to nobody but the importer. The importer has his own obligations, too. That is, during the specified period, he should buy from the exporter only, if his country's law permits.
- T: What if the importer does not make a profit?
- S: Well, he has nobody but himself to blame, because in an exclusive sales arrangement, the relationship between the exporter and the importer is "principal to principal". This means each party is responsible for his own profits or losses.

Task 9

Directions: Listen to the passage and answer the following five questions.

Agency and Commission

A good way to exploit overseas markets is to open branch offices or even establish manufacturing facilities in the targeted international market. But it is not feasible for all kinds of companies, especially for many medium-sized and small companies. For these companies, having agents located in the importing country is a much more realistic choice. When they seek to develop their markets in other countries, companies often turn to the help of agents, who will be employed to represent them to sell their products in a given area.

There are different types of agents. As far as buying and selling are concerned, two kinds of agents are very common: general agent and sole agent or exclusive agent.

The commission is the reward for the agents' work. Agents solicit orders from local buyers and collect a commission or a fee from the exporters. The usual percentage is 5–10. The percentage depends on the amount of work involved, the nature of the market and of the product. When negotiating, you should state clearly whether the basis for calculating commission is on FOB or CIF value and when the commission is to be paid. Usually the commission is paid after execution of the contract—after the exporter receives the proceeds. Commission is usually settled on monthly or quarterly basis.



Task 10

Directions: Listen to the passage and fill in the blanks with the missing words. Write one word in each blank.

Negotiation Skills

In international trade, the most usual form of agency is that the seller (the principal) authorizes some foreign companies (agents) to sell certain goods to the customers in a particular area during a particular period of time. The agent is obliged to market the goods actively and for doing this, he may receive a percentage of the price of the goods—a commission. This is normally much cheaper for a firm than sending a number of its own staff to a foreign country, and a native of any country will always know the market better than a foreigner will.

In negotiation of agency, the prospect agent should briefly describe the source of information through which he got to know that they want an agent and state his past experience of being any kind of agent and introduce himself or his company as well as the marketing plan. And he should also show his interest in acting as an agent and provide some related companies for them to refer to. Besides, some general terms should be listed as follows:

- the nature and duration of the agency agreement;
- the territory to be covered;
- the duties of agent and principal;
- the method of buying and selling—whether the agent is to buy for his own account or on consignment;
- the percentage of commission the agent shall take;
- the market report the agent submits to the principal; and
- other terms and conditions.

Module 2 Compensation Trade

Starter



Communicative Function: Offers or Requests

Directions: You will hear ten sentences. Each sentence is either an offer or a request. Listen carefully and write “O” for an offer and “R” for a request in the brackets.

1. Can I help you?
2. Shall I take your hat?

3. Can I have your name, please?
4. How about another cup of tea?
5. Can you pick me up tomorrow?
6. Would you like some more cakes?
7. Will you answer the phone please, Marry?
8. Won't you sit down and have a drink?
9. Will you show me around the company?
10. Read the second paragraph, will you?

Main Course



Task 1

Directions: Listen to the dialogue and answer the following five questions.

(Y-Ms. Yang, K-Mr. King)

Y: Mr. King, we've looked at your coal mining equipment and have great interest in buying. But as you know, we're short of foreign exchange at the moment.

K: How many sets of machines do you need, Ms. Yang?

Y: Ten sets this time. If the machines prove efficient, we'll probably need more.

K: Hmm... shall we undertake compensation trade? I'm sure it will benefit both of us.

Y: That's great. Let's discuss some concrete terms then. How will the payment be made under the compensation trade arrangement?

K: We would like to buy back your coal as compensation.

Y: That's all right. But how long do you think it shall take us to complete the payment?

K: Well, the payment of 3 to 5 years is international practice. Let's take the minimum if it's not too difficult for you.

Y: OK, we agree to complete the payment within 3 years, starting from the beginning of production.

K: Yes. But one thing I have to remind you, since compensation trade is a kind of loan, you have to pay interest every year.

Y: Of course. But there are some minor details I'd like to mention.

K: Yes?

Y: When the equipment is put into production, you're to send your technicians to our plant together with our personnel and teach them the entire technology.

K: No problem.

Y: You should warrant that if the equipment fails to operate normally due to faulty manufacturing, you'll send over your technicians to repair or replace the defective articles

or parts with all expenses to be borne by your side.

K: OK.

Y: Also, within one month after receipt of the L/C issued by our bank, you shall provide us with an irrevocable L/C issued by your bank in our favour guaranteeing payment for our countersale products delivered according to the agreement.

K: There is no problem. When shall we sign the contract?

Y: At your convenience.



Task 2

Directions: Listen to the dialogue and choose the best answer to each of the following four questions.

(J-Mrs. Jiang, B-Mr. Bell)

J: Mr. Bell, we've carefully considered your proposal, but we think the compensation trade arrangement suits us better.

B: It suits us fine as well, Mrs. Jiang.

J: Is it possible to compensate by other products under a compensation trade arrangement?

B: Are you suggesting that you'll supply us the computer software production line according to our price and take your compensation by counter purchase?

J: Yes, we don't need any computer software right now.

B: What kind of products would you prefer?

J: We'd like the payment by some raw materials such as cotton, coal or oil.

B: Coal and oil are also badly needed in this country. I think we can compensate with cotton.

J: That's fine.

B: How long do you expect completion of payment to take?

J: How about 2 years?

B: I'm afraid it's too difficult for us. How about 5 years?

J: All right. But you need to pay interest.

B: That is no problem.



Task 3

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

(G-Mrs. Gao, S-Mr. Smith)

G: Glad to meet you, Mr. Smith. The purpose of inviting you here is to discuss the purchase of some long wall coal cutters.

S: Good. What do you think of our coal cutters, Mrs. Gao?

- G: They are a bit better than the coal cutters purchased from other countries. But your price is skyrocketing, and is much higher than those from other countries.
- S: Well, but I think you shouldn't only consider the price, but also efficiency.
- G: As a matter of fact, we are satisfied with the efficiency of your cutters, but being short of foreign exchange, we must plan our purchases accordingly. Therefore it's difficult for us to buy your coal cutters this year. We'll have to buy another brand. They're cheaper and not bad.
- S: Then, can we consider the possibility of undertaking compensation trade?
- G: OK. We'd be happy to negotiate with you for such a deal. Which do you prefer, buyback or counter purchase?
- S: I think buyback is easier. Since we often import a lot of coal from abroad, you can pay for coal cutters with coal produced by them.
- G: That sounds very promising. Do you wish to have a total compensation trade or a partial one?
- S: It depends upon your payment capability. In other words, the more you can produce in a given period of time, the sooner you will be able to pay for the cutters.
- G: I understand the whole process. As for us, it's better to do total compensation trade.
- S: It's quite alright with me.



Task 4

Directions: Listen to the dialogue and write one word in each of the following fifteen blanks.

(S-Mrs. Sun, B-Mr. Black)

- S: Good morning, Mr. Black. How are you this morning?
- B: Pretty good. Mrs. Sun, you look great today.
- S: Thank you. We invite you here to discuss the purchase of some coal cutters from your company.
- B: Wonderful. Our coal cutter is very advanced, don't you think so?
- S: Yes. It's better than the coal cutters we just purchased from other countries. That's for sure. But your price is too high.
- B: Well, it's reasonable to consider the price, but in a long run, the quality and efficiency of the machines are more important. Our machines will certainly make your money's worth.
- S: We have no doubt about the quality and efficiency of your machines, but we are lacking in foreign exchange; and therefore it's rather difficult for us to buy your coal cutters this year.
- B: In that case, we may consider undertaking compensation trade.
- S: This is great. We like this idea. Which do you prefer, buyback or counter purchase?
- B: Buyback would be easier, since we do import coal from abroad, you can pay for the coal

cutter with the coal produced by the cutter.

S: Do you wish to have total compensation trade or partial compensation trade?

B: It all depends on your payment capacity.

S: As you see it, it would be better to do total compensation trade.

B: Total compensation trade is good. You'll buy from us three sets of coal cutters at the unit price of \$5 million. All the machines will be paid with the coal produced by the machines.

S: Right. How long will it take to complete the payment?

B: The sooner, the better.

S: On the basis of the cutters' production capacity and the current price of coal, it will take about two years to complete the payment.

B: Well, your estimation does not seem to be 100% accurate. Compensation trade is, in fact, a kind of loan. You also need to pay the interest every year.

S: In this case, the payment can't be completed within two years, I'm afraid.

B: Will three years be long enough?

S: That's close. OK, that's settled. We'll complete the payment within three years from the commencement of production. But we must remind you of your definite responsibilities for technical assistance, the performance of the machines and finally a smooth start-up.

B: Certainly we'll carry out our obligations. Meanwhile, it's our hope that you'll meet our requirements of shipment for all the coal you sell to us.

S: We will surely act in accordance with our agreement.

B: Very good. Would you please prepare the draft agreement?

S: No problem.



Task 5

Directions: Listen to the dialogue and complete the following six sentences with the missing words. Write no more than three words in each blank.

(C-Mrs. Chen, B-Mr. Brown)

C: Mr. Brown, I have to tell you that we're short of foreign exchange. Could you undertake compensation trade?

B: That's OK, Mrs. Chen. We often import ready-made dresses from abroad.

C: You agree to buy back? Then we can overcome foreign exchange difficulties.

B: Yes. You can pay for the sewing machines with the ready-made dresses produced by the equipment.

C: That's pretty good. Would you like to do a total compensation trade or a partial trade?

B: It depends on your payment capability.

C: In my opinion, total compensation trade is better.

B: OK.

- C: We require that the equipment and technology to be provided by you should be up to advanced world standards, reasonable in price and suitable to our condition of production.
- B: I agree with you. But how long will you need before you can complete the payment?
- C: The commonly accepted period is 3 to 6 years. We're sure to try our best. We shall reimburse you the total value of the entire equipment by installments in 4 years.
- B: That sounds great. Good products take good raw materials. So please make sure to use good raw materials.
- C: Please provide us with the good equipment and outstanding technical staff as well.

Task 6

Directions: Listen to the dialogue and answer the following five questions.

(W-Mrs. Wang, S-Mr. Stone)

- W: Mr. Stone, we are just considering a possible purchase of an engine production line. But we are short of foreign exchange at the moment.
- S: Shall we conduct compensation trade, Mrs. Wang?
- W: That's a good idea. How would the payment be made under the arrangement?
- S: It is to be made in products directly manufactured by the imported equipment.
- W: You mean you provide us with the equipment and get compensated by the products we've produced with the equipment?
- S: Yes. Then we can sell the products in your country or export them to other countries.
- W: That's great. Let's discuss some concrete terms then. How long do you think it shall take us to complete the payment?
- S: The payment period of 3 to 5 years is international practice.
- W: How about 4 years? Maybe we will meet some problems in the initial stages of operation of your equipment, such as low yield, unstable quality, etc., so we prefer to fulfill the payment within 4 years starting from the commencement of production.
- S: OK. I'll accept your requirements. You should guarantee that the quality of the buyback products will be up to international standard.
- W: We shall of course adopt strict measures to control the quality of our counter sale products.
- S: But one thing I have to remind you, since compensation trade is a kind of loan, you have to pay interest every year.
- W: Of course. When shall we sign the contract?
- S: Next week.
- W: That's great. See you next week.
- S: See you.



Task 7

Directions: Listen to the dialogue and complete the following form with no more than three words for each blank.

(L-Mrs. Li, B-Mr. Brown)

L: Mr. Brown, would you say something more about the way the prices of compensation are fixed?

B: Mrs. Li, for equipment, we shall use sliding price.

L: That's a good idea. I propose the fixed price should be applied to technology and design relating to the equipment.

B: I quite agree with you. The prices of counter sale products shall be determined according to the prevailing world market prices at the time of each shipment.

L: That's what I am going to say. Then what's your opinion regarding the payment terms for equipment and products.

B: I should like first to know your idea.

L: What do you think of sight L/C for counter sale products and deferred terms for equipment?

B: You mean L/C shall make payment of counter sale products payable at sight and equipment shall be made on deferred terms?

L: That's it.

B: I think we should prepare a memo, which contains what we have just agreed upon, then we'll discuss further in detail. Is that OK?

L: OK. I am glad to have such an opportunity to exchange our views on compensation trade.



Task 8

Directions: Listen to the dialogue and complete the following passage by filling in each blank with two or three words that best fit the context.

(T-Mrs. Tian, W-Mr. Wood)

T: Mr. Wood, we are satisfied with the efficiency of your coal mining equipment. But we are not in a position to make a purchase because we are short of foreign exchange.

W: Mrs. Tian, shall we undertake compensation trade? I'm sure it will benefit both of us.

T: Is it possible to compensate by other products under a compensation trade arrangement?

W: Yes. It's known as compensation by indirect products.

T: What kind of products would you prefer?

W: We'd like the payment by some raw materials such as sugar, wood or wheat.

T: Wood is badly needed in our country. I think we can compensate with sugar and wheat.

W: That is fine. Would you like a total compensation trade or a partial one?

- T: Due to our payment capacity, it is more convenient for us to do a total compensation trade. How long do you expect completion of payment?
- W: Let's settle it within 2 years. Do you have difficulty?
- T: I'm afraid it's too difficult for us. How about 5 years?
- W: OK. But you need to pay interest.
- T: There is no problem. An irrevocable L/C will be issued in your favour by our bank, to guarantee timely payment of the installments with the interest due, provided that you have fulfilled your obligations under the contract.
- W: How about the interest on deferred payment?
- T: The interest on deferred payment will be calculated at single interest of 4% per annual and will increase from the date of the B/L covering the last main shipment.
- W: All right. Would you please prepare a draft agreement?
- T: Yes, we will.
- W: When will it be ready?
- T: Tomorrow afternoon.
- W: See you tomorrow afternoon.

Task 9

Directions: Listen to the passage and fill in the blanks with the missing words. Write one word in each blank.

In compensation trade, the exporter of heavy equipment or sophisticated technology agree to purchase from the importer a certain percentage of the output produced by the equipment or technology involved, or to purchase a quantity of unrelated goods or services. Therefore, there are two basic forms of compensation trade.

One is product buyback, an agreement involving an exporter of plant, equipment, machinery and technology. What is used for payment by the importer is the products manufactured directly by using the imported equipment and technology. The other is called counter purchase, that is, what is used for payment is not products manufactured directly by using the imported equipment, but other products decided upon through discussions by both sides. In order to conclude a deal, two parties agree to sign two separate contracts. The first is to buy certain stated goods by Party A from Party B. The second requires Party B to buy a specific amount of goods from Party A in return. The important difference between buy-back and counter purchase is that in buyback the goods and services taken back are tied to the original goods exported whereas that is not the case in counter purchase.



Task 10

Directions: Listen to the passage and complete the following form with no more than six words for each blank.

Compensation trade is the form of counter-trade in which an incoming investment is repaid from the revenues generated by that investment. It is a special type of international business in operation today. In this type of trade, one company sells capital goods to a company or a manufacturer in another country; and the value of the capital goods will be repaid by the resultant products produced with the imported capital goods. Compensation trade usually involves in processing, assembly and exchange of goods.

Direct product compensation and indirect product compensation are the two main forms of compensation trade. The former refers to repayment of the cost of the imported capital goods with products produced directly with the equipment or of the production line supplied by the foreign company; the latter refers to repayment of the cost of the imported capital goods with products wholly or partially produced with equipment other than that imported. The contracting party supplies on a credit basis the other contracting party with capital goods and technologies and promises at the same time to purchase a certain quantity of or a certain amount of products from the other contracting party.

Module 3 Tender and Bid

Starter



Communicative Function: Logical or Illogical

Directions: Words like “therefore”, “so” and “must” show the relationship between two statements. Listen carefully and decide whether the sentences you’ve heard contain logical development of ideas or not. Put ticks (✓) in the right boxes.

1. John hasn’t eaten anything today, so he’s feeling very hungry.
2. Mr. Adam has just come out of the hospital; therefore he is very healthy and strong.
3. The last harvest was very bad, so there is now plenty of food.
4. The girl is crying bitterly. She must have been praised by her parents.
5. The Smiths were robbed last month, therefore they had to borrow money from others.
6. Tom hardly slept at all last night. He must be very tired today.
7. This year’s harvest is even worse than last year’s. We shall, therefore, have to increase our food exports.
8. Look at that gray-haired man with a stick in his hand. He must be nearly forty.

9. The weatherman says it won't rain today, so we can go out for a picnic.
10. In spite of the bad weather, the football match was not postponed; the fans, therefore, were very excited.

Main Course

Task 1

Directions: Listen to the dialogue and answer the following four questions.

(K-Kathy, T-Tom)

- K: Tom, we are inviting tenders for the power station construction project in Southeast China. I wonder if you would like to join them.
- T: Yes, Kathy, that's our area of expertise and I am very interested in it. Could you tell me what we should do when we send our bid?
- K: As a rule, you have to submit a report on the cost and the construction time of the project. The bidding paper should be as well appended.
- T: What about the photocopies of the business licence and qualification certificates?
- K: Sure. Needless to say, these are essential.
- T: Right, we will try to complete it as soon as possible, but we would also like to know the other regulations of the tender committee.
- K: Sure, we will give you the complete set of the relevant documents, so you can calculate the cost and study the details of the construction.
- T: All right. What are our chances, in your opinion?
- K: Your company is experienced and well-regarded in this area, so I think you have a good chance.
- T: Thank you. We will take action right away.

Task 2

Directions: Listen to the dialogue and decide whether the following five sentences are **True (T)** or **False (F)**.

(H- Henry Harrison, S-Sun Yan)

- H: Good morning. I'm Henry Harrison, representative of Shell Building Company Ltd. in England. We noted your tender advertisement, and I've been sent here by my company to inquire about the tender.
- S: Nice to meet you here, Mr. Harrison. I'm Sun Yan, in charge of the tender.
- H: Nice to meet you, Ms. Sun. Would you like to tell me some details about the tender?

S: My pleasure. We're inviting tender for the construction of a modern fertilizer plant in Sichuan, China. The project is very competitive and so far we've got more than ten tenders from various countries.

H: Shall we pay earnest money?

S: Yes. If you fail to furnish a tender bond before the opening of tender, your tender will not be considered. Before submitting the tender, detailed engineering of the works or goods is to be provided, including the preparation of technical specifications and other tender documents.

H: Where is the tender to be sent?

S: To my office.

H: I see.

S: As far as I know, your company has great experience in this field. We hope you'll consider this tender invitation carefully.

H: Yes, I think our company will.



Task 3

Directions: Listen to the dialogue, spot the ten differences and underline them.

(K-Kathy, T-Tom)

T: Can you elaborate more on your conditions for the bid?

K: You're required to come to our office for the bid documents, and we hope you read all the provisions set forth in them carefully, including the technical specifications.

T: Do we have to guarantee our participation in the tender?

K: As this is a large project involving a large amount of capital, we require a letter of guarantee from an approved bank.

T: That sounds reasonable.

K: Anything else you want to ask me?

T: I'd also like to know the requirements of the tender committee.

K: Certainly. We shall get a complete set of tender documents for you and you will be able to study the requirements. The expenses involved will be charged to your account, though.

T: Well, no problem. What are our chances of success?

K: We know that you are rich in experience in this field and that you offer technical assistance on favourable terms. I think you may win the tender.

T: We hope so.

 **Task 4**

Directions: Listen to the dialogue and choose the best answer to each of the following four questions.

(M-Man, W-Woman)

M: What guarantee do you require to cover our participation in the tender?

W: As this is a large project involving a large amount of capital, we require a letter of guarantee from an acceptable bank.

M: For what amount, please?

W: It's specified in the tender document.

M: I see. We will present our bid, along with information regarding the cost, construction time, and volume of work we've undertaken for similar projects.

W: Very good.

M: It's our job to render satisfactory service that meets our clients' needs. Now, what do you think our chances are?

W: We know you're well-experienced in this field and have just recently built a containership harbor in the south. Personally, I have no doubt you may win the tender as you render technical services on favorable terms.

M: I hope so. We'll earnestly consider this tender invitation and hand in the whole set of bid documents as required at the earliest possible time before the closing date.

W: All offers should be sent to the company's business department before 12 noon on July 14th.

M: I see. Anything more you want to remind me of?

W: Please pay special attention to the letter of guarantee and the issuer of it.

M: Thank you, I will. I'll see to it that our bid fully complies with the requirements and hope our offer may be accepted.

 **Task 5**

Directions: Listen to the dialogue and complete the following passage by filling in each blank with no more than six words that best fit the context.

(M-Man, W-Woman)

M: Good morning, I'm Peter from BK Company.

W: Good morning, nice to meet you.

M: I've heard that you're prepared to call for a bid for the construction of a power plant.

W: That's right. We are ready to call for a bid.

M: We're very interested in this project. When do you intend to start the invitation to bid?

W: The end of this month, August 30th.

M: We would like to take part in the bid. What should we prepare?

W: In the first place, you're required to get the bid document against payment RMB150. The document should be filled in and sent to the designated department with designated time.

M: Besides the bid document, what else should we prepare?

W: You'd better submit information on cost, construction time and the volume of work concerning the projects already constructed by you.

M: We'll provide the information as soon as possible.

W: OK. I hope you read the bid notice carefully, make full and careful preparation, and especially pay attention to the date and time when the bid will be opened.



Task 6

Directions: Listen to the dialogue and complete the following form with no more than four words for each blank.

(M-Man, W-Woman)

M: Where is the tender documents to be sent? To whom, please?

W: Please send it to: Bill Smith. The manager's office. The Sun Development General Corporation in Beijing, China.

M: When do you expect to open the tender? And where, please?

W: We are going to open the tender on October 10th, in Shanghai.

M: Is it a secret tender opening or a public one?

W: Of course it is a public tender-opening. All bids should be opened at the stipulated time. And all the bidders will be invited to join us to supervise the opening.

M: Would you mind telling me about anything more?

W: Certainly not. Bids delivered after the time stipulated should be returned unopened. Normally, no bidder should be permitted to alter his bid after bid has been opened.

M: Thank you very much for your information.

W: You are welcome. Let's keep close contact with each other in the future.



Task 7

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

(J-Jack, L-Linda, B-Ben)

J: Linda, have you seen the report for the tender? Who do you think is our biggest competitor?

L: It seems Tom is our biggest competitor. Mr. Wang is also a major contender in the market.

J: I don't know how they do it. Our competitors have undercut us by ten percent on the price.

- There is no way we will be able to compete against that.
- L: The bottom line figure is disastrous for us. If they are ten percent less than we are, we've got to find a way to lower our price while maintaining a profit.
- J: Profits will be non-existent.
- L: We can try to lower our production cost then. We need a competitive price.
- B: But the competition is cut-throat, and here is the information about our competitors' recent market activities.
- L: Thanks! This would be a big help.
- B: We're in a very competitive environment.
- L: We've got to find a way to outsmart the other guys. I want a strategic marketing plan on my desk by next Tuesday. The competition never sleeps, and neither should we.

Task 8

Directions: Listen to the dialogue and answer the following five questions.

(M-Man, W-Woman)

- M: This is our Submission of Tender which includes the information about volume of the project, the cost and so on.
- W: OK! We'll see it.
- M: What kind of guarantee are you going to provide for us?
- W: We can provide you with standby letter of credit established by Bank of China.
- M: Should we pay the earnest money?
- W: Yes, you are supposed to pay it on time. If you don't furnish a tender bond on time, your tender will not be considered. Besides, you also should provide detailed engineering of the goods.
- M: Where do we submit the tender?
- W: To our office which is on the third floor.
- M: Oh, I see. By the way, is tender-opening done publicly?
- W: Yes. All the bidders will be invited to join us to supervise the tender-opening.
- M: And are the prices stated in the US dollar?
- W: Yes. So far as we know, in the field, your company has lots of experience, and we hope you'll consider the tender seriously.
- M: I'm glad to hear that you've decided to take part in the bid. Have you prepared your bid?
- W: We have prepared a competitive bid.
- M: We're very interested in this tender, and we'll do our best to win this award.
- W: We hope so, too.



Task 9

Directions: Listen to the passage and fill in the blanks with the missing words. Write one word in each blank.

A tender is usually publicly announced to suppliers for the needs of services or products. The tender document contains the necessary application papers and informs of additional information that the suppliers must deliver in order to apply for the tender and enter the selection process.

The tender document gives a detailed explanation of the deadlines, requirements, necessary information and criteria. In general, it consists of the following documents: a cover letter, an invitation to tender, the form of the tender, the terms and conditions of the contract, a bill of quantities, the specifications, designs/drawings and/or plans, the quality requirements, the evaluation criteria and the tender return label. Depending on the type of the project and requested work, other additional documents vary. The applying suppliers must deliver the complete tender documentation by the deadline to be able to participate in the tender bidding process. The criteria upon which a supplier is usually chosen are the proposed prices and costs, delivery times and terms, availability and quality.



Task 10

Directions: Listen to the passage and complete the following form with one word for each blank.

International bidding is classified into three categories. The first type is International Competitive Bidding. It has two kinds—open bidding and limited bidding. The former one is an unlimited competitive bidding under which the bidder usually publishes Invitation to Bids on major international and domestic publications, and the bidding documents are available for all interested eligible bidders. The latter one is limited bidding. It's also called “invited bidding”. Under this method, the owner usually does not openly publish the Invitation to Bids, but just invite those companies with whom it has long and good business relationships, and those world famous companies to compete for the bid according to their experience and information accumulated in the past. The second type is Negotiated Bidding. It's a bidding method through negotiation instead of competitive bidding. Under this method, the owner does not invite a number of bidders to compete for the bid, but just selects one company which the owner thinks most suitable, then negotiates with this company for the contract. The third type is Two-Stage Bidding. This kind of bidding is to divide the bidding process into two stages. First of all, the owner selects several bidders with low price, favorable conditions and strong ability through open bidding, and then invites them to compete for the final award of the contract. This kind of bidding is often used for large and complex project.

Module 4 Processing and Assembling

Starter



Communicative Function: Conversational Formulas

Directions: Listen to the following ten sentences carefully. Then read the four choices and choose the one which is NOT an appropriate response to the sentence you've heard.

1. How do you do?
2. Hello, how are you?
3. How's everything?
4. That's very kind of you.
5. Thank you very much for your help.
6. May I come in?
7. Do you mind opening the door for me?
8. Would you like a cup of tea?
9. Sorry, I'm late.
10. Good-bye.

Main Course



Task 1

Directions: Listen to the dialogue and choose the best answer to each of the following five questions.

(J-Mr. Jackson, L-Mrs. Li)

J: Mrs. Li, are you interested in the processing business?

L: Yes, Mr. Jackson. We're doing business of processing with materials supplied by customers. What type of products do you like us to process?

J: Beds, to be processed with our materials and designs.

L: OK, you can take advantage of the cheap labor and production costs.

J: We'd like to know your rate of processing charges.

L: I think the processing fees shall be fixed on the basis of the world labor price with a discount of 15 percent.

J: That's great.

L: If supplied materials don't conform to the requirements of the processing, we shall ask you

to send us replacements.

J: No problem. What's the damage of materials in the course of processing?

L: About 2 percent.

J: I think we may accept it. You shall process in strict accordance with the design, and deliver the finished products in conformity with the contract terms respecting the time of delivery, quality and quantity.

L: Sure. When shall we come to sign the contract?

J: How about at 9 o'clock Tuesday morning?

L: OK.



Task 2

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

(B-Mr. Brown, L-Mrs. Li)

B: What smart shoes! The quality and style have left me indeed a deep impression, Mrs. Li.

L: Thank you, Mr. Brown. We take pride in our craftsmanship.

B: No wonder your shoes have been exported to many countries and regions.

L: You said it. The quality of our shoes is superb and the prices are reasonable. By the way, what items are you interested in?

B: Mm ... our people may like the style, but they will not care for the material. Some of your shoes are satisfactory for your domestic market, but they need to be adapted for the export market.

L: We can produce shoes according to buyer's designs or materials.

B: Can you?

L: Yes. Processing with supplied materials has been our usual practice, and actually, it also plays quite an important role in expanding China's foreign trade.

B: Fine. We will provide you with the material at our expense to make the shoes of this style.

L: No problem. What size and how many pairs do you want?

B: 5,000 pairs for large size and 3,000 pairs for medium size. What's the processing fee?

L: For large size, \$15 per pair, and for medium one \$13 per pair.

B: It's too high. I can only accept \$12 per pair for large size, and \$10 per pair for medium size.

L: You won't think that our fee is high if you consider the quality of our shoes.

B: I appreciate that your quality is good. I suggest both parties make some concessions so as to come to an agreement.

L: I'm sorry. We have already made you a very favorable offer, we can't go any further.

B: All right. Let's conclude the business at your offered price.

 **Task 3**

Directions: Listen to the dialogue and answer the following six questions.

(W-Mr. White, L-Miss Liu)

W: Are you interested in the processing business, Miss Liu?

L: Yes, Mr. White. We're doing business of processing with materials supplied by customers. What kind of products would you like us to process?

W: T-shirts and jeans, to be processed with our materials and designs.

L: OK. Our factory has done a lot of processing business already and we are familiar with the T-shirts and jeans processing. We have cheap labor and low production costs as well. You can take advantage of both.

W: We'd like to know your rate of processing charges.

L: I think the processing fees shall be fixed on the basis of the world labor price with a discount of 20%.

W: That's fine.

L: If the supplied materials don't meet the requirements of the processing, we shall ask you to send us replacements.

W: No problem. Can you estimate the damage of materials in the course of processing?

L: Usually, it's about 2.5%. But it depends on the cloth materials. The damage rate may vary with different kinds of cloth.

W: That's acceptable. The processing should strictly follow the designs we give you and the finished products shall be delivered to us on the day settled in the contract. Besides, the quality and quantity of the products shall agree with the requirements in the contract.

L: OK. Then when shall we come to sign the contract?

W: How about 9 o'clock tomorrow morning?

L: That's great. See you then.

W: See you.

 **Task 4**

Directions: Listen to the dialogue, spot the ten differences and underline them.

(M-Man, W-Woman)

M: Our processing charge can be favorable to you.

W: So what's the processing charge?

M: \$100 per metric ton.

W: That sounds reasonable. How long will it take to process this amount of goods?

M: It will take half a month to process the goods from the day we receive the material you supply.

W: We will supply you the material on time, but you must guarantee you will make delivery of

the finished products to us on time.

M: The finished goods will be loaded on trucks and transported to Shanghai on the specified date every month and then they'll be loaded on the ship you book and transported to Canada.

W: We'll reserve our right to claim if you fail to deliver the goods on time.

M: Well, force majeure, such as the collapse of highways because of floods, must be excluded. Otherwise we assure you that we'll fulfill the contract.

W: Another point to add is this: you must guarantee the quality and the specifications of the finished goods.

M: There's no doubt. But as you know, the quality of finished products will depend greatly on the material you supply. So, if the material you supply is up to standard, we'll meet your request in terms of the quality and specifications.

W: You can disburden for this.



Task 5

Directions: Listen to the dialogue and complete the following passage by filling in each blank with no more than six words that best fit the context.

(B-Mr. Baker, Z-Mrs. Zhang)

B: Mrs. Zhang, we are thinking of having our cars assembled in China. Is your company interested in this assembling business?

Z: Yes, of course, Mr. Baker. Our company has done a lot of assembling trade with several foreign automobile companies before. I think we will have a very good cooperation, too.

B: I hope so. Why don't we move on to a detailed discussion now?

Z: I am pleased to. How many cars would you like us to assemble here?

B: Since it is the first time of our cooperation, we prefer to start with a comparatively small number, say 10,000 units?

Z: No problem.

B: If we work well with each other, we can continue to cooperate.

Z: That's for sure. How long do you expect us to finish the assembling?

B: We hope you can give us cars in half a year. Do you think it is long enough?

Z: As it will be the first time for us to assemble cars for you, it might take our employees a bit longer to get themselves familiar with the assembling skills. Therefore, if possible, I think eight months will be better.

B: OK. Eight months is fine.

Z: How much would you like to pay for the car assembling?

B: \$800 for each unit.

Z: Your offer is not high but we can accept it. But what do you consider about the damage rate of parts and components?

- B: The damage rate is 3% and we'll cover it. But if the rate goes beyond it, your side has to cover the expense for the excessive parts and components.
- Z: All right.
- B: We will provide you with all the parts and components as well as the relevant technical data and blueprint needed for the assembling. You have to strictly follow our design during the assembling.
- Z: Sure. But I also have to remind you that if your side fails to supply the assembling parts in time, your side has to take all the losses.
- B: All right. And we want you to guarantee that the number of substandard cars should be controlled below 5 units.
- Z: As soon as the assembling parts are shipped to us, we'll have all of them checked up again to make sure that they meet the assembling standards.
- B: If you find any damage of the parts, please inform us as soon as possible. We can work a way out to fix the problem as quickly as we can.
- Z: We will do that if any problem arises.
- B: Can we draft a contract now?
- Z: Great. Let's go ahead with it right now.



Task 6

Directions: Listen to the dialogue and decide whether the following five sentences are **True (T)** or **False (F)**.

(T-Mr. Turner, Z-Ms. Zhao)

- T: Ms. Zhao, let's have a talk on assembling recorders.
- Z: OK, Mr. Turner. Because of the cheap land and labor, assembling in China will greatly reduce the costs.
- T: That's why I came to China. Is there any tax exemption or reduction?
- Z: Yes. The tax exemption or reduction will allow you at least 5% more profit.
- T: That's very attractive, are you interested in the assembling business?
- Z: Yes, we're very interested in your proposal that you supply us with assembly line, technical information, testing instruments and complete sets of component parts for us to assemble them into finished products.
- T: That's fine. Let's come to the technical matters. We provide you with materials, components, necessary equipment and tools as well as the relevant technical data and blueprint needed for the assembling, and you should assemble finished products strictly according to the design specified by us without making any alteration.
- Z: We'll accept it.
- T: And how long would you like to make a contract with us?
- Z: Five years.

T: That's all right.



Task 7

Directions: Listen to the dialogue and fill in the following five blanks with the missing information you've heard.

(M-Man, W-Woman)

M: Let's talk about something about assembling in detail.

W: What do you consider about the damage rate of parts and components?

N: The damage rate for parts and components in assembling is 3 percent. If the damage rate exceeds 3 percent, you shall provide at your own expense for the excessive shortage of parts and components.

W: All right.

M: If you fail to supply the components in time, all losses will be borne by you.

W: Yes. We wonder whether you can purchase the auxiliary materials and packing materials of assembling for us and the cost involved constitutes a part of the assembling fee.

M: I'm afraid we can't accept that. Besides, the trademark of the products will be supplied by you, if there is any illegal involvement, you should hold full responsibility.

W: Sure. Shall we go over all the terms of the contract to see if we agree on all the particulars?

M: I think it quite necessary to do so.



Task 8

Directions: Listen to the dialogue and answer the following six questions.

(S-Mr. Smith, L-Ms. Lin)

S: Ms. Lin, we're thinking of having our products processed in Southeast Asia.

L: That's a good idea, Mr. Smith. You can take advantage of the cheap labor and land.

S: Yes. Processing in the region will greatly reduce our costs.

L: What type of products do you intend to process?

S: We intend to have our furs processed. I want you to use our leather and designs to process.

L: What is your specific requirement?

S: The allowance for damage to material in the course of processing is 3%.

L: No problem. What else?

S: Could you tell me your processing charges?

L: The charge is \$80 per article.

S: I think the processing fees shall be fixed on the basis of the world labor price with a discount of 10%.

L: Let me think about it.

S: If you have no objection, let's come to the technical matters.

 **Task 9**

Directions: Listen to the passage and fill in the blanks with the missing words. Write one word in each blank.

Processing with supplied materials and assembling with supplied parts and components refer to Chinese enterprises use the raw materials, subsidiary materials, parts and components supplied entirely or partially by a foreign firm for processing or assembling in conformity with its requirements in regard to quality, specifications and designs, and the finished products are to be turned over to it.

The equipment, technology, tools and instruments needed for processing and assembling are often supplied by the foreign firms and paid for by the Chinese enterprise from processing or assembling charges. In this sense, this is also a form of business to absorb foreign investment.

 **Task 10**

Directions: Listen to the passage and answer the following five questions.

Characteristics of the Processing and Assembly Trade

1. In the contract, we should stipulate the time of shipment, the quality and the quantity of the materials and the parts or components supplied by the suppliers. If the quantity is not enough, or the quality is not up to the standard or the delivery is delayed, the suppliers should indemnify the losses sustained. If it is processing according to supplied samples, we'd better produce a counter sample as the basis of delivery.

2. We can effect shipment or insurance on behalf of the supplier, but the freight and premium concerned should be borne by the supplier because the ownership of the materials and the finished products belongs to the supplier.

3. We should strive for the purchase of the raw materials, packing materials and components in our country, then obtain the cost of them and the processing and assembling charges.

4. The supplier should be responsible for the infringements of the patent and the trade mark supplied by him.

5. In order to protect the processors' benefits of our country, we should insist that the contract be governed by our laws.

Module 5 Barter Trade

Starter



Communicative Function: Making Implied Affirmative and Negative Responses

Directions: You will hear twelve short dialogues between two speakers. Listen carefully and decide if the second speaker's response is affirmative or negative. Give a tick (✓) for an affirmative response and a cross (×) for a negative response in the brackets.

- Shall we visit the art museum sometime this week?
—I can't agree more.
- Could you sing us an English song?
—I'm the last person to sing.
- May I ask a few questions?
—Go ahead.
- Could I speak to Mr. Turner?
—He is at a conference.
- How about going to the movies this evening?
—Have you got the tickets?
- Would you like me to type that again?
—It's all right, really.
- Try not to make any mistakes in your exam.
—Well, easier said than done.
- Do I have to take the test?
—Do you want to graduate?
- Have some ice cream please.
—I'm on a diet.
- Could you come for a visit this afternoon?
—Maybe some other day.
- Shall we go to the library right now?
—That's just what I've been thinking about.
- I wonder whether you could see me off at the station this evening.
—Oh, I have an appointment with Mr. Green at seven.

Main Course

Task 1

Directions: Listen to the dialogue and fill in the following six blanks with the missing information you've heard.

(Y-Mrs. Yan, T-Mr. Turner)

Y: As we are short of foreign exchange, we'd like to do barter trade with you.

T: That's good. What commodities do you have to exchange for our clothes?

Y: There are so many goods. Our country exports huge quantities of leather, wool and mutton. Which commodity would you prefer?

T: We want to exchange our clothes for your wool.

Y: How will it be arranged?

T: Let's sign simultaneously two contracts, one sales contract for clothes, and the other of equal value for the purchase of wool.

Y: And how shall we arrange the payment?

T: Your L/C and our L/C are to be opened against each other.

Y: What tolerance will be allowed for the counter purchase?

T: We usually allow a tolerance of plus or minus 5%.

Y: Well, let's negotiate first a barter trade agreement, stipulating some general terms and conditions.

Task 2

Directions: Listen to the dialogue and answer the following five questions.

(W-Mr. White, Y-Mrs. Yang)

W: Mrs. Yang, we are sorry to say that we can't import your grain this year because we are short of foreign exchange.

Y: That's too bad, Mr. White. Your country is a big market for our grain and so we will also suffer a great loss if you import nothing. Maybe we can find a way out.

W: What do you think of conducting a barter trade?

Y: That can be a solution. What commodities do you have to exchange for our grain?

W: There are so many goods. Our country exports huge quantities of timber, wool, leather and mutton. Which commodity would you prefer?

Y: We would like to exchange our grain for your timber.

W: Excellent. The total import of grain would roughly equal your purchase of timber.

Y: It would be a little difficult for us to sign two contracts simultaneously.

W: We could sign two sales contracts in a month, one for grain and the other for timber.

Y: Then the L/C should be opened against one another though not necessarily at the same

time.

W: What tolerance will be allowed for the counter purchase?

Y: We usually allow a tolerance of plus or minus 10%.

W: Then we have solved the problem of our shortage of foreign exchange.



Task 3

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

(Y-Mrs. Yu, M-Mr. Martin)

Y: Mr. Martin, please look at our newly developed raincoats. Our “Eva” range is particularly suitable for warm climates and in the past year, we have supplied this range to dealers in several Southeast Asian countries. And we saw remarkable sales there.

M: I see, Mrs. Yu. From the description in your catalogue, I believe your raincoat range is also suitable for the climate in our area. But for the time being, I would particularly stress the fact that British pound is going up sharply against Chinese Yuan. It makes harder for our exporting business.

Y: In terms of our long-standing trade partnership, how about a barter trade this time?

M: Your offer sounds terrific.

Y: How about my trade for your “Queen’s” woolen scarf, you newly marketed brand?

M: Frankly speaking, we entered North America market, and it has quickly attracted the professional women’s attention with its modern design and various colors.

Y: We learned that from the trade briefings. That’s why we have a fancy for it.

M: Well, let’s see what competitive price you can offer.

Y: How about £ 10 a piece?

M: May I suggest we sign a 6-month contract at 8% markup on your quoted price and then we’ll meet again to see if we can reduce the prices further?

Y: As we want to push the sales of this new raincoat in your country, let’s conclude the deal.



Task 4

Directions: You’ll hear three dialogues. Write the number of the dialogue in the right brackets. You can write more than one number in each bracket.

Dialogue 1

(M-Man, W-Woman)

M: In terms of our long-standing trade partnership, how about a barter trade this time?

W: Your offer sounds terrific.

M: How about my trade for your “Grace” towel, your newly-marketed brand?

W: Well, let’s see what competitive price you can offer.

M: How about \$5 per piece?

W: I may suggest we sign a five-month contract at 5% markup on your quoted price.

Dialogue 2

(M-Man, W-Woman)

M: Are you interested in our products?

W: Yes, I think your products are pretty good. I especially like the sample number D8.

M: That's great. What about doing a barter trade of our products and the glass products of yours?

W: Good idea. Shall we first sign a barter trade agreement stipulating the general terms and conditions?

M: OK. You are very thoughtful.

W: Thank you.

Dialogue 3

(M-Man, W-Woman)

M: What do you think of conducting a barter trade?

W: That can be a solution. What commodities do you have to exchange for our grain?

M: There are so many goods. Our country exports huge quantities of timber, wool, leather and mutton. Which commodity would you prefer?

W: We would like to exchange our grain for your timber.

M: Excellent. The total import of grain would roughly equal your purchase of timber.

W: OK. Let's call it a deal.



Task 5

Directions: Listen to the dialogue and complete the following passage by filling in each blank with one word that best fits the context.

(W-Ms. Wang, B-Mr. Brown)

W: Mr. Brown, what's your new idea mentioned on the phone?

B: Can we do a barter trade, Ms. Wang?

W: A barter trade?

B: Yes. If you agree to our proposal of a barter trade, we'll give you paper in exchange for your timber.

W: We haven't had such experience.

B: Our paper has a large market in our country, so it is a good chance for you to do a profitable business.

W: That's a good idea. We will give you our answer next Monday.



Task 6

Directions: Listen to the dialogue and answer the following six questions.

(Z-Ms. Zhao, B-Mr. Barnard)

Z: Mr. Barnard, welcome to China. We are old friends now since this is your third trip here. I'd like to invite you to have "Shuan Yangrou" for dinner tonight. You know it is instant-boiled mutton with some special sauce.

B: Thank you very much, Ms. Zhao. "Shuan Yangrou" is one of my favorite Chinese foods. But thinking of mutton this time gives me a headache.

Z: What's the matter?

B: You know, the prospects for exporting mutton to China are not so good, as you are reducing your orders.

Z: New Zealand is a big market for the import of our mutton. But we are running out of foreign exchange this year. We need to come up with a solution.

B: Yes, that's why I'm here. I wonder if it would be possible for us to do a barter trade?

Z: Yes, certainly. But what's the deal?

B: What about textile goods? Since China exports large quantity of textile products to the world every year, is it possible for you to sell shoes or bed covers as payment for your mutton?

Z: Oh my friend, you know we are both dealers in foodstuffs.

B: It doesn't really matter to us. We deal in diversified items. Now it depends on you.

Z: As you may know, we need cooperation and coordination with China National Textiles Import and Export Corporation. And we've never done this before. Anyway, we can certainly try it.

B: Good. If they have no objection, a triangular trade could be arranged among the three of us.

Z: Then is it still a direct barter trade?

B: Yes, of course. Total import of mutton roughly equals your sales of textile products, though this trade will be carried out separately between two of the three parties.

Z: Well, it's rather difficult to do business like this. We're not sure whether we could simultaneously sign two contracts, that is, one purchase contract for mutton, and another contract of equal value for the sale of textile products.

B: By "simultaneously", I didn't mean the same day. The time restriction doesn't have to be so strict. It would be all right, so far as it's within a month or two, or even within a quarter.

Z: So, that means import and export can be done separately. One is either before or after the other.

B: That's correct.

 **Task 7**

Directions: Listen to the dialogue and fill in the following six blanks with the missing information you've heard.

(Z-Ms. Zhao, B-Mr. Barnard)

Z: How would both parties open their letters of credit?

B: The letters of credit could be opened against each other. It's also possible that one could be opened before or after the other.

Z: If one L/C should be opened before the other, is the party who first opens the L/C taking some risks?

B: There's no risk at all. He, who opens L/C first, may state in his L/C that the said L/C comes into effect only when an L/C with approximately the same value from the counter party is established with a tolerance of plus or minus 10%.

Z: I see, that arrangement ensures the obligation of the other party to buy. Anyhow, you may rest assured that we'll not go back on our words.

B: I do believe that you will carry out your promise. This arrangement helps implement the principle of equality and mutual benefit and exchange of needed goods.

Z: Yes, that is true. The problem of our shortage of foreign exchange can be resolved while urgent requirements of both sides can be met. Let me contact China National Textile Import and Export Corporation right now. I'll ask them to consider our proposition of barter trade. In a day or two, I'll call you up to meet here again and finalize the transaction.

 **Task 8**

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

(S-Ms. Sun, T-Mr. Turner)

S: Mr. Turner, thank you very much for your detailed briefing.

T: You are welcome, Ms. Sun. Are you interested in our products?

S: Yes. I think your products are very good. I especially like the sample number CB30.

T: That is great. What about doing a barter trade of our products and the glass products of yours?

S: Good idea.

T: Let's discuss it in detail this afternoon then.

S: Let's meet at my place at 2 o'clock in the afternoon.

T: OK. See you at 2 o'clock.



Task 9

Directions: Listen to the passage and fill in the blanks with the missing words. Write one word for each blank.

Barter is an act of trading goods or services between two or more parties without the use of money (or a monetary medium, such as a credit card). In essence, bartering involves the provision of one good or service by one party in return for another good or service from another party. It is the oldest form of commerce. Individuals and companies barter goods and services between each other based on equivalent estimates of prices and goods. A simple example of a barter arrangement is a carpenter who builds a fence for a farmer. Instead of the farmer paying the builder \$1,000 in cash for labor and materials, the farmer could instead recompense the carpenter with \$1,000 worth of crops or foodstuffs.



Task 10

Directions: Listen to the passage and answer the following five questions.

When two people each have items the other wants, both people can determine the values of the items and provide the amount that results in an optimal allocation of resources. Therefore, if an individual has 20 pounds of rice that he values at \$10, he can exchange it with another individual who needs rice and who has something that the individual wants that's valued at \$10. A person can also exchange an item for something that the individual does not need because there is a ready market to dispose of that item.

Companies may want to barter their products for other products because they do not have the credit or cash to buy those goods. It is an efficient way to trade because the risks of foreign exchange are eliminated. The most common contemporary example of business-to-business barter transactions is an exchange of advertising time or space; it is typical for smaller firms to trade the rights to advertise on each others' business spaces. Bartering also occurs among companies and individuals. For example, an accounting firm can provide an accounting report for an electrician in exchange for having its offices rewired by the electrician.

Countries also engage in bartering when they are deeply in debt and are unable to obtain financing. Goods are exported in exchange for goods that the country needs. In this way, countries manage trade deficits and reduce the amount of debt they incur.

Module 6 Consignment

Starter



Communicative Function: Main Idea

Directions: You'll hear six short conversations between two speakers. At the end of each conversation, a question will be asked about what was said. Listen carefully and decide which of the four choices is the best answer to the question you've heard.

1.

W: Do you want a day course or an evening course?

M: Well, it would have to be an evening course since I work during the day.

Q: What are they talking about?

2.

M: I was terribly embarrassed when some of the audience got up and left in the middle of the performance.

W: Well, some people just can't seem to appreciate the real-life drama.

Q: What are they talking about?

3.

W: Let's look at the survey on consumer confidence we conducted last week. How reliable are these figures?

M: They have a 5% margin of error.

Q: What are the speakers talking about?

4.

W: Living in the city is very convenient.

M: I think so, but I often think of living in the country. It's peaceful and quiet.

M: I don't think so.

Q: What subject are they talking about?

5.

W: Do you like fried chicken?

M: Yes, it's my favorite dish. What about you?

W: I don't care much for chicken. I prefer seafood.

M: But seafood is expensive, I should say.

Q: What are they talking about?

6.

M: Hi, Ellen, how are you?

W: I'm fine, Bob. Aren't you glad the semester is over?

M: Yes, I'm looking forward to going to France for a holiday. Now I'm eager to learn some French.

W: Good idea. It's awful to visit a foreign country without being able to speak its language. It would be no fun at all if one had to live like a deaf-mute.

Q: What are they mainly discussing?

Main Course



Task 1

Directions: Listen to the dialogue and write one word for each of the following eight blanks.

(M-Man, W-Woman)

M: Do you accept consignment goods?

W: Yes. As an importer, we can make a consignment arrangement.

M: Great. We are looking for a consignee.

W: What can you supply?

M: Canned food, including canned fish, canned fruit, canned meat, canned mushrooms, canned vegetables and other tinned food.

W: Good. We entertain the business on a consignment basis.



Task 2

Directions: Listen to the dialogue, spot the eight differences and underline them.

(M-Man, W-Woman)

M: At the beginning, we will send a small quantity to you for a trial. As soon as we find that this small quantity answers our expectation, we will make you consignment of some considerable quantity.

W: Your proposal is completely workable. If it were successful this time, we would hope to repeat it from time to time. But what if we failed?

M: On sale or return basis.

W: OK. We will try the best we can with the consignment.

Task 3

Directions: Listen to the dialogue and fill in the following five blanks with the missing information you've heard.

(M-Man, W-Woman)

M: We'll allow you 15% off the price list.

W: From European suppliers, we usually get a 20% commission. It's the general practice.

M: If the sales figure is a substantial one, we'll consider it.

W: But we do business on a commission basis. Even 2% or 3% would help.

M: That's something we can discuss later. Now let's come to the payment.

W: You can't receive payment until the goods on consignment have been sold out sometime in the future.

Task 4

Directions: Listen to the dialogue and choose the best answer to each of the following three questions.

(E-Mrs. Evans, P-Mr. Peterson)

E: Mr. Peterson, I haven't got so much money to put in the stock.

P: Don't worry, Mrs. Evans. We can make a consignment arrangement.

E: What's consignment? Could you explain in detail?

P: You see, you have the store, but are short of money to buy and sell on your own. We will send a certain quantity of watches to you and you will display them in your store for sale.

E: Does it mean the payment will be made on completed sales?

P: Yes.

E: On sale or return basis?

P: Right. The items which can't be sold may be sent back.

E: Great. Is there a rock-bottom selling price stipulated in the contract?

P: No. You must consult us on the price before each transaction.

E: Oh, what about the commission?

P: You will be entitled to a 15 percent commission. The settlement is to be made for a fixed period of time, for instance, at the end of each month.

E: That's OK. How long is the period of consignment?

P: Usually, the similar contracts signed with other consignees are based on 12 months. Why not follow suit?

E: Twelve months. Great! We'll manage the sales to your entire satisfaction.

P: I hope so. As our consignee, you'll certainly make great profits.

 **Task 5**

Directions: Listen to the dialogue again and complete the following passage by filling in each blank with one word that best fits the context.

(E-Mrs. Evans, P-Mr. Peterson)

E: Mr. Peterson, I haven't got so much money to put in the stock.

P: Don't worry, Mrs. Evans. We can make a consignment arrangement.

E: What's consignment? Could you explain in detail?

P: You see, you have the store, but are short of money to buy and sell on your own. We will send a certain quantity of watches to you and you will display them in your store for sale.

E: Does it mean the payment will be made on completed sales?

P: Yes.

E: On sale or return basis?

P: Right. The items which can't be sold may be sent back.

E: Great. Is there a rock-bottom selling price stipulated in the contract?

P: No. You must consult us on the price before each transaction.

E: Oh, what about the commission?

P: You will be entitled to a 15 percent commission. The settlement is to be made for a fixed period of time, for instance, at the end of each month.

E: That's OK. How long is the period of consignment?

P: Usually, the similar contracts signed with other consignees are based on 12 months. Why not follow suit?

E: Twelve months. Great! We'll manage the sales to your entire satisfaction.

P: I hope so. As our consignee, you'll certainly make great profits.

 **Task 6**

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

(S-Mr. Smith, C-Mrs. Chen)

S: Mrs. Chen, how's the business going in Shanghai?

C: Mr. Smith, generally speaking, the business is going well. We have studied your catalogues and price lists and found that your products will be well received in our market, so we've got more confidence to be your consignee in Shanghai.

S: Our cosmetics, toiletries and other products are very popular in other parts of China. More and more Chinese women are fond of our products. You know, some of them are particularly produced for oriental women. As our consignee, you'll certainly make great profits.

C: That sounds good.

 **Task 7**

Directions: Listen to the dialogue and answer the following five questions.

(S-Mr. Smith, C-Mrs. Chen)

S: Well, Mrs. Chen. Shall we move to the next point, the terms of consignment?

C: Okay. Let's start with the period of time, shall we?

S: Good. Usually, the similar contracts signed with other consignees are based on 12 months. Why not follow suit? I suggest the sales commence on or about March 1st, 2021 and continue through February 28th, 2022. Now we're in December. There're still more than two months before March 1st. We've got enough time to make all necessary preparations.

C: I suggest that after starting the operation we two sides meet around May 15th to decide on acceptable sales for the remainder of the consignment period. I believe it will certainly benefit both of us.

S: Good idea, Mrs. Chen! You'd guarantee that our products will by then be displayed and sold in all big hotels and large malls in Shanghai.

C: So long as your products arrive here before February 15th, 2021, we'll be able to manage all the sales to your entire satisfaction.

S: During the consignment period, if you wish to increase the quantity of salable items, we shall cooperate on this matter through best efforts. For those articles which can't be sold, you should make readjustment, replacement or withdrawal of the goods.

C: Of course.

 **Task 8**

Directions: Listen to the dialogue and complete the following passage by filling in each blank with one or two words that best fit the context.

(W-Woman, M-Man)

W: I have no idea about consignment trade.

M: I have a little knowledge about it. Now I will tell you.

W: Really? Thank you so much.

M: The essence of consignment trading is that goods exported on the consignment remain the property to the consignor.

W: How about any dispute?

M: We will sign a contract. All disputes arising in the course of the consignment period shall be settled amicably through friendly negotiation. When goods are sold, the consignee should render a sales report which shows the gross proceeds, the expenses incurred and the commission, etc.

W: I learn a lot after you tell me. Thank you so much.

Task 9

Directions: Listen to the passage and fill in the blanks with the missing words. Write one word in each blank.

What Is Consignment?

Consignment is a business arrangement between a consignor (owner) and a third party (consignee). This word has come from the French word “consigner” which means “to hand over or to transmit”. The consignee agrees to sell the goods handed over to him by the consignor for a fee. For the consignor, it is outward consignment and for the consignee, it is inward consignment. Also, there is another similar term called consignment shop. The consignment shop is a retail store which displays goods for the buyers for sale, such as clothes, toys, musical instruments, furniture, antiques, automobiles, books, music, tools, etc.

Task 10

Directions: Listen to the dialogue and answer the following five questions.

Features of Consignment

The possession of the goods transfers from one party to another. The consignor is responsible for all the risks, expenses and damages associated with the consigned goods. The relation of the persons in the consignment is that of the consignor (principal) and the consignee (agent) and not of the buyer and seller. Only the possession of the goods is with the consignee and not the ownership. Profit or loss on the sale of the goods belongs to the consignor. The consignor sends Pro-forma Invoice while the consignee sends Account Sales. Account Sales include the details regarding the goods, sales, expenses, commission, advances, and balances due.

Module 7 Technology Transfer

Starter

Communicative Function: Identifying Details

Directions: You'll hear ten short conversations between two speakers. After each conversation a question will be asked about what you've heard. Listen carefully and choose the best answer to the question you've heard.

1.

M: Hello, Jenny. Nice to hear your voice. Is there anything wrong?

W: Oh, no, I'm fine. I just want to know how you and Mom are.

Q: Why does Jenny call her father?

2.

M: How's Frank?

W: Oh, he's OK. He enjoys his work in his company. Last week he was given a raise by his boss. We are very pleased about that.

Q: Why is the woman pleased?

3.

M: Will you be free sometime today?

W: I have an appointment with Dr. Green from 6 to 9 this evening. But I'm free after that.

Q: When is the woman free?

4.

M: Did you ask Mary or Lily to type the report?

W: Neither. I did it myself.

Q: Who typed the report?

5.

W: I'll be in San Francisco for the next two weeks. Will you see me there?

M: I have to go to Los Angeles first. But I'll meet you there next Saturday.

Q: What does the man have to do first?

6.

M: Are you doing anything special tonight, Maria?

W: Oh, my mother's going to New York to visit my sister and I have to drive her to the airport.

Q: What will Maria do this evening?

7.

M: Hello, Kate. This is Bob speaking from the office. Is Susan feeling better today?

W: Oh, yes. She is much better now. But the doctor says she'll have to stay in bed for a day or two.

Q: Where is Susan now?

8.

M: Look, it's going to storm. Take my umbrella.

W: I have a raincoat in my office. Thanks anyway.

Q: Why doesn't the woman take the man's umbrella?

9.

W: James, The Grand Theater is showing *Star Wars*. Shall we go and see it?

M: I don't feel like going out tonight.

Q: What does the man mean?

10.

W: Did you have a good time last weekend?

M: Yes, I did. I visited my friends in a small town near New York. We had a potluck

supper there.

Q: How did the man spend his last weekend?

Main Course

Task 1

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

(M-Man, W-Woman)

M: We'd like to buy your company's know-how.

W: So you also know that buying the know-how is better than the right to use the patent.

M: That's because the know-how tells one all the details of how to manufacture the equipment, and buying the know-how will be capable of contributing to advancement of our scientific and technical level.

W: But it's far more expensive than the right to use the patent.

M: Then how much will you ask for?

W: Triple the price for the patent.

M: That's too high a price!

W: Oh, just the opposite. As you know, buying the know-how will be much cheaper than making the equipment with our patent and it means that you'll cut your costs by one third. That's enough to compensate for the sum you pay for it.

M: Well, I'm afraid your price is somewhat higher than I expected. Is it possible for you to reduce it?

W: If that's the case, there is hardly any need for further discussion. We might as well call the whole deal off.

Task 2

Directions: Listen to the dialogue and complete the following passage by filling in each blank with one word that best fits the context.

(M-Mr. Miller, W-Mrs. Walker)

M: Mrs. Walker, shall we take up the business now?

W: That's fine with me. I'm ready, Mr. Miller.

M: We'd like you to provide us with a technical license to improve our present products and develop new ones.

W: I hope we can satisfy your requirements. We'll guarantee that machines and technology are of advanced world levels, and the technology provided is integrated, precise and reliable.

- M: Very good. What right will the license grant to us?
W: It will grant rights of both manufacture and sales of our products.
M: Does the license include the patent?
W: Yes.
M: How long will you allow us to use the patent?
W: Three years.

Task 3

Directions: Listen to the dialogue and answer the following five questions.

(T-Mr. Taylor, B-Mrs. Brown)

- T: Mrs. Brown, it's a great honor to have you visit our factory.
B: Thank you, Mr. Taylor. I find your factory has very good machinery and equipment.
T: In fact, the quality of our materials is also perfect.
B: What you need most is to improve your design.
T: We have thought of that. We would highly appreciate your technical cooperation.
B: I'm glad to cooperate with you. On the point we've just mentioned, we'll provide you with our latest design and send you two or three technicians to give technical guidance.
T: That's excellent! I know you've provided your technological know-how to some factories. Their products have become more competitive in quality.
B: Yes. Any country, developing or developed, or any enterprise, benefits from imported advanced technology.
T: I'm sure, with your help, we'll reach the advanced world level.
B: I hope so, too.
T: The details such as the terms of cooperation, time to send us designs and technicians, price and payment terms, etc., will be discussed tomorrow.
B: OK. We need quite some time to negotiate.

Task 4

Directions: Listen to the dialogue and fill in the eight blanks with the missing information.

(W-Mr. Wilson, Y-Mrs. Young)

- W: Now, since we both have agreed on the transfer of patent right, shall we come down to payment?
Y: Well, how much will you ask for?
W: We hope you will pay us \$50,000 for buying the production right from us, as well as 5% of the sales price on each of the products sold.
Y: I'm afraid we could not accept the quotation. We prefer the possibility of reducing it down

to 1% of the sales price.

W: Let's find a happy medium. What about 3%?

Y: I agree. You are a tough bargainer. However, you should train our workers how to use it.

W: No problem. I think half a year on-spot training will be enough for the workers to master the skills.

Y: Now we have come to an agreement on price. Why not take a rest before we go down to the other terms?

W: OK.



Task 5

Directions: Listen to the dialogue, spot the ten differences and underline them.

(Y-Mr. Young, B-Mr. Black)

Y: We'd like to know if you are willing to transfer the pharmaceutical technology to our company.

B: We are quite willing to help you.

Y: The know-how we need to import should help our products achieve significant economic results as well as make us competitive in the export market.

B: Definitely. Our technology meets international standards and is competitive in the domestic market.

Y: Could you please explain it in detail?

B: We will send you a report on the feasibility of the entire plan as soon as possible.

Y: Since the current know-how from your company will soon become obsolete, we hope that you will continue offering us improved technological expertise.

B: If our transfer documents are not applicable to your actual production condition, we will assist you in modifying the technical documents.

Y: I'm glad our negotiation has reached such a successful conclusion.



Task 6

Directions: Listen to the dialogue and answer the following six questions.

(L-Mr. Lee, B-Mrs. Bell)

L: Mrs. Bell, as to our existing technology, the minimum accepted royalty is 5 percent of the net sales price of all licensed items made and sold during the term of the agreement, in addition to an initial payment of \$100,000.

B: Mr. Lee, I'm afraid both the royalty rate and the initial down payment are too high. As you know, the company will have a tough time in the initial stage of operation. How could a joint venture bear such a heavy additional load?

L: The initial down payment cannot be reduced, but we may consider lowering the royalty

rate a little bit.

B: We suggest the rate come down to 4% of the net sales price.

L: This can be considered. We'd like to have the samples of the first production sent to us. Our technical department will make sure the products meet the necessary specifications.

B: Will you issue a surveyor's report after the inspection, or suggest measures for improvement if the samples fall short of the requirements?

L: Yes, we'll do that. I think things are quite clear now.

B: Not quite, not before we've prepared the feasibility report and drafted the contract.

Task 7

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

(G-Mr. Green, W-Mrs. Wilson)

G: Mrs. Wilson, I see we've got a nice foundation for our project, but the technical problems are considerable.

W: You're right, Mr. Green. We have a lot of hard work ahead.

G: Shall we discuss technology transfer now?

W: OK. If you want the product to compete successfully on the international market, you'll have to acquire advanced technology.

G: Sure, and the imported technology should be of top class in the world.

W: Excuse me, what does "technology" mean when you say "imported technology"?

G: Naturally, it does not only refer to industrial property, know-how should also be included.

W: We agree, but the know-how we promise to transfer is what we are adopting in our production. And you'll pay for it in the form of royalties apart from a certain initial payment, right?

G: Yes and no. We'll certainly pay for the imported technology. But we expect that for the duration of the joint venture, you will continue offering us your improved technological expertise without extra charges.

W: Oh, no, we can't go that far. Surely, you know that technology has a price tag. How could the achievements of our future research be committed in this agreement?

G: Well, both of us should consider ourselves as partners. The higher the technology, the better the products. Your share is 40% of the registered capital of the joint venture. That means, nearly half of the profit would go to you.

W: I admit there's something in what you say, but I must point out that technology itself creates value and needs to be compensated. Free transfer is out of the question.

G: Let's suspend this discussion for the time being. We think that we are partners and share developments and costs fairly.

 **Task 8**

Directions: Listen to the dialogue and complete the following passage by filling in each blank with no more than six words that best fit the context.

(W-Mr. White, R-Mrs. Rich)

W: Mrs. Rich, I think that the technology you transfer to us should enable our products to be competitive in the world market and achieve significant economic results. The technology provided to us must be complete, accurate and reliable.

R: Of course, Mr. White. Meanwhile, within the stated scope and period agreed upon by us, you shall have the obligation to keep, which have not been made public.

W: You needn't worry about it. We guarantee that the know-how transferred to us will be kept confidential and we will not give the game away or pass it on to a third party. We hope you can provide and explain the technical assistance, method of operation, instructions and other technical data and information.

R: You shall provide us with adequate facility and the necessary tools to our technicians rendering technical assistance.

W: All expenses shall be born by you. Is that OK?

R: Well, yes, we agree.

W: How long will this agreement be effective?

R: We suggest that the term be 5 years.

W: We can accept that.

R: How shall we settle dispute?

W: All disputes in connection with this agreement shall be amicably settled by negotiation between two parties. If no settlement can be reached, the dispute shall be submitted to the Chamber of Commerce, London, for conciliation in order to settle the dispute friendly under the rules adopted by that Chamber.

R: All right. We agree with you.

 **Task 9**

Directions: Listen to the dialogue and answer the following four questions.

Technology transfer refers to the process of transferring skill, knowledge, technologies, methods of manufacturing, samples of manufacturing and facilities. In this process, one party, usually the owner of technology transfers its right of using its patents, technical know-how, industrial designs and/or trade marks to another party or other parties by licensing. Such transfer, when conducted in a commercial way, becomes a form of technology trade. Technology trade is different from commodity trade which often deals with the sale and purchase of commodities. What is involved in technology trade is not visible commodities but invisible right of using intellectual property rights such as patents, trade marks, etc.

Task 10

Directions: Listen to the passage and complete the following six sentences with the missing words. Write one word in each blank.

Technology trade can benefit not only developing countries but developed countries as well. To raise production efficiency and thus to gain a competitive advantage in the market, enterprises need to constantly adopt new technology. But research and development in new technology can be time-consuming and unbearably expensive for enterprises, especially those small and medium-sized ones. And that's why an increasing number of enterprises are acquiring the right to patents, designs, expertise, etc. through licensing, or technology trade instead of conducting their own research development. In technology trade, most contracts or agreements on technology transfer are closely linked with the import or export of complete equipment. In technology transfer transaction, a formal written contract or agreement must be signed between the transferor or the licensor and the transferee or the licensee.

Module 8 E-business

Starter

Communicative Function: Drawing Inferences

Directions: You'll hear ten short conversations between two speakers. At the end of each conversation, a question will be asked about what was said. Listen carefully and decide which of the four choices is the best answer to the question you've heard.

1.

W: Hello, John. Fancy meeting you here in the zoo.

M: Hello, Alice. Nice to see you. Are these your kids?

Q: What can you infer from the conversation?

2.

W: Have you prepared for the final exam?

M: Peter hasn't returned my notes to me yet.

Q: What did the man mean?

3.

W: Will you be joining us this evening?

M: I'll be meeting my girlfriend at the airport.

Q: What does the man mean?

4.

W: Would you like to go for a picnic with us?

M: What a pleasant idea to spend a hot day!

Q: What does the man mean?

5.

W: Would you mind giving me a hand?

M: Don't you see I'm working now?

Q: What does the man mean?

6.

M: How did your interview go?

W: I couldn't feel better about it.

Q: What do we learn from the conversation?

7.

W: Have you got the book you need?

M: The library was closed before I got there.

Q: What does the man mean?

8.

M: Why are you eating an apple for lunch?

W: It's the only food in the house.

Q: Why is the woman eating an apple?

9.

M: David says Professor White is very strict.

W: I used to believe that, too.

Q: What does the woman mean?

10.

W: Do you have Henry's telephone number in New York?

M: Not yet. But he promised to send it to me as soon as he had a phone installed.

Q: What do we learn from the conversation?

Main Course



Task 1

Directions: Listen to the dialogue and complete the following form with only one word for each blank.

(W-Woman, M-Man)

W: How do you usually sell your products now?

M: I'm doing business through Internet now.

W: Oh, really? Is it a good way?

M: Yes, very good.

W: What advantages does it have?

M: It is very convenient. You know you can browse the website and send e-mails to your customers at any time.

W: Yes, if we do business through other ways, it will cost a lot of time.

M: Also it has low cost, you know you only need to pay the fee of Internet, which is very cheap.

W: Yes, going abroad to join the exhibition will cost much. But does it have any disadvantages?

M: To be frank, sometimes it is not so safe as doing business through traditional ways.

W: You mean there may be credit problems?

M: Yes, but if you choose some famous B2B websites, such problems can be avoided.

W: Will you give some suggestions?

M: Of course, such as Alibaba.

W: Thanks. Maybe I will do business through Internet in the future.

Task 2

Directions: Listen to the dialogue and choose the best answer to each of the following four questions.

(W-Woman, M-Man)

W: Last month, we only had 40 hits on our site. Our products and prices are good, but the problem is that no one knows about our website.

M: If we want to get this Internet business off the ground, we've got to do something fast.

W: We need to maximize the chances that our site will be at the top of search engine list, but I'm not sure how to do it.

M: We've got to put more buzz words into the page text, so it will pop up when people search about our kind of product.

W: Yeah, you're right. We've got to get the most popular phrases there... What else can we do to boost site traffic?

M: I think one of the least costly ways to attract business is to ask some of our neighboring sites to offer links to our page inside of theirs. If they have related services, they may be willing to help us out.

W: I guess we could also put a few advertisements for our website inside of the search engine. I would like to find the most effective way to let people know about our site and our products.

 **Task 3**

Directions: Listen to the dialogue and complete the following form with no more than five words for each blank.

(K-Kate, J-Jack)

K: Jack, would you please show me around the online store?

J: With pleasure. Firstly, you need to log in to a website and register to gain a legal affiliate. Be sure to be careful when you fill in the form with your personal information.

K: I see. What should I do next?

J: Browse through and put the goods you choose into your shopping cart.

K: Wait a minute. OK. Now, things are chosen, what shall I do then?

J: Then click “go to shopping cart” link to place the order. Finally, click “go to the cart and place the order” to confirm your order.

K: What about the delivery?

J: The goods will be delivered to your door in a few days.

K: How should I pay?

J: You can pay on arrival.

K: Is there anything I should care about while shopping online?

J: Choose the website of high credit and be careful to present your personal information.

K: I see. The virtual world is really changing our life.

 **Task 4**

Directions: Listen to the dialogue and complete the following sentences with the information you've heard.

(M-Man, W-Woman)

M: Trade and commerce on the Internet are increasing dramatically. As a major e-business firm, we offer our customers a wide range of products and services. In our B2B and B2C operations, we have extensive resource around the world and can coordinate them to provide our customers with comprehensive support and practical solutions.

W: Could you elaborate on what you do in your B2B operations?

M: In B2B, one of our key roles is to help our business clients take full advantage of opportunities available in all sectors and minimize the risks of international expansion. The products we offer range from computer software, entertainment products such as motion pictures, videos, games and sound recordings to various types of industrial products. Our services, to name a few, include information services, technical information, product licenses, financial services and professional services like consulting, accounting, architectural design, legal advice and travel services.

W: It's really a comprehensive array of products and services. What about your B2C

activities?

M: Well, taking online shopping for instance, we enable customers to shop for a wide range of products from manufacturers and retailers worldwide. They can view the products on our websites, access information about the products, visualize the way the products may fit together and order and pay for their choice, all from their homes.

W: As you know, there are many sites available on the Internet. Online shoppers can get what they want at different sites. How do you face this challenge?

M: OK, that's a matter of customer loyalty. Our websites are conceived with several goals in mind to define the factors that contribute to quality of experience. The quality of the customer experience determines the customer's loyalty to the brand and to the company behind the brand. Trust always comes first. Therefore, if an e-business firm wants to achieve customer loyalty, they must deliver value through the customer experience.

Task 5

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

(H-Henry, J-Jane)

H: Excuse me. May I take this seat?

J: Oh, yes, of course. Please sit down. The party is really exciting tonight, isn't it?

H: Yes, I think so. Oh, let me first introduce myself to you. My name is Henry. I'm a marketer. Our company sells building materials.

J: I'm Jane. I'm also a marketer. My company sells food.

H: You have been to many places, I suppose.

J: No, not many. I usually find and contact my customers on the Internet.

H: Yes, we are depending more and more on the Internet for our business. The Internet, in fact, has connected us to a world market.

J: Yes, and it brings convenience to our work. As we are on the Internet, we can find whatever information we want, and everything useful to us is available to us.

H: Yes, I cannot agree more. The Internet has brought a revolution to our marketing business ever since it was developed.

J: Yes, and in the long run, it may be used as the main means of transaction in business if the methods of payment are secured and regulated.

H: Yes, all business activities may happen on line.

J: Yes, this is an age of information, and all information is available to us all, but how to use the information widely obtained will be another hot topic for us all.

H: Exactly.

 **Task 6**

Directions: Listen to the dialogue and complete the following form with no more than six words for each blank.

(J-John, A-Amanda)

J: Hello, Amanda. Anything benefited from the Internet?

A: Yes, John. I think I can say quite a lot. I have found that quite a number of cities in Canada and other countries in Western Europe are not quite densely populated, and the thing most to my delight is that they seldom have public transportation systems operating on their roads.

J: Good, you can take great advantage of this by selling your superior cars there. What else?

A: No more. Sorry.

J: I'll tell you that you, at least, have one more thing to do. That is to find out more about the people there, not just whether their road is spacious or crowded this time, just to see more about their economic conditions, their classes, their social status, and most important of all, who possess the biggest potential power of purchase and so on, including what model they like, and what color they prefer.

A: You mean I have to conduct a market research with the help of Internet?

J: Yes, quite right. And to identify a target market and do the market segmentation.

A: You mean I won't have to go to the places myself to do the investigation but just depend on Internet for all the information, sir?

J: Yes, just save the money for your vacation, OK?

A: All right. I can stay more with my family without delaying my work.

J: There is more than that.

A: What else?

J: Time. You know, we can get our useful information with less time but more precision. Time means money; efficiency means life. If we grasped timely information before the others only by a head, we would win. Only Internet perhaps will help us to do so. Internet is the quickest and the safest highway of information. We shall no longer have to beat the road to find our customers, and we still know a lot.

A: You are quite right, sir.

 **Task 7**

Directions: Listen to the dialogue and answer the following four questions.

(W-Woman, M-Man)

W: Excuse me. I wonder if you could tell me something about the Internet.

M: Certainly. But firstly, tell me what exactly do you want to know?

W: Well. I simply know nothing about it. I've no idea of what the Internet is.

- M: OK. Simply speaking, the Internet is a network of thousands of network connected.
- W: Oh. Then, how about “information highway”? Are they the same thing?
- M: Not exactly. The highway will probably consist of computer networks, cable TV, interactive phone services and other technologies.
- W: What can I find on the Internet?
- M: Almost everything you expect to find. Get the latest news, send and receive e-mails, shop online, download films, search for information, acquire free software, access to e-library and so on.
- W: That sounds terrific. What do I need to get onto the Internet?
- M: The requirements are a personal computer, a device called modem, a communications program, access to a telephone line, and an account with an Internet service provider.

Task 8

Directions: Listen to the dialogue and complete the following form with no more than seven words for each blank.

(M-Man, W-Woman)

- M: The advantages of e-commerce are basically increased sales and decreased costs through the use of electronic media, especially the Web.
- W: I know many companies benefit from this new mode of business.
- M: The advantages of e-commerce will be divided into the benefits to organizations, consumers, and the society.
- W: Could you help analyze the advantages of e-commerce?
- M: Sure. Due to the global reach of the Internet, businesses organizations are able to send messages worldwide, exploring new markets and opportunities. This breaks down geographic limitations, and reaches narrow markets that traditional businesses have difficulties accessing.
- W: What about the benefits to consumers?
- M: For customers, the advantages occur in the buying process, product research, evaluation and execution. E-commerce provides customers with a platform to search product information through global markets with a wider range of choices, which makes comparison and evaluation easier and more efficient.
- W: That’s easy to understand. With the widespread Internet, consumers are able to search for shops or perform other transactions at any time and any place. They can also get cheaper and better goods and services online.
- M: What’s more, delivery time and costs can be saved by buyers when they purchase digital goods and services. Examples are e-books, music and audio clips, software, games, and distance education delivered via the Internet.
- W: That’s also a benefit to the society. Individuals can nowadays work and do their purchasing at

home rather than by traveling around. This will result in less traffic and air pollution.

M: Right. Government services benefit from e-commerce by the online payment system which supports the payment of tax refunds and pensions quickly and securely. Public services such as health care, education, and public social service also benefit from e-commerce.

W: I don't quite see this point. How can public services benefit from e-commerce?

M: For example, rural doctors and nurses can access professional information and the latest health care technologies. Overall, e-commerce makes products and services more easily available without geographic limitations.

W: E-commerce is so beneficial. We should develop this new mode of business and make the best of it.



Task 9

Directions: Listen to the dialogue and answer the following five questions.

E-commerce

E-commerce is an abbreviation used for electronic commerce. It is the process through which the buying, selling, dealing, ordering and paying for the goods and services are done over the Internet. In this type of online commercial transaction, the seller can communicate with the buyer without having a face to face interaction.

Some examples of real world application of e-commerce are online banking, online shopping, online ticket booking, social networking, etc.

The basic requirement of e-commerce is a website. The marketing, advertising, selling and conducting transaction are done with the help of Internet. Any monetary transaction, which is done with the help of electronic media is e-commerce. The following are the types of e-commerce:

B2B—The process where buying and selling of goods and services between businesses. It is known as Business to Business. For example: Oracle, Alibaba, Qualcomm, etc.

B2C—The process where the goods are sold by business to customer. For example: Intel, Dell, etc.

C2C—The commercial transaction between customer to customer. For example: OLX, Quickr, etc.

C2B—The commercial transaction between customer to business.



Task 10

Directions: Listen to the passage and fill in the blanks with the missing words. Write one word in each blank.

E-business

Electronic Business, shortly known as e-business, is the online presence of business. It

can also be defined as the business which is done with the help of Internet or electronic data interchange. E-commerce is one of the important components of e-business, but it is not an essential part.

E-business is not confined to buying and selling of goods only, but it includes other activities that also form part of business like providing services to the customers, communicating with employees and clients. All the basic business operations are done using electronic media. There are two types of e-business, which are:

Pure-Play: The business which is having an electronic existence only. For example: Hotels.com

Brick and Click: A business model, in which the business exists both online (i.e. electronic) and offline (i.e. physical) mode.

Test 1

Lead-in

Directions: You'll hear six short conversations between two speakers. At the end of each conversation, a question will be asked about what was said. Listen carefully and decide which of the four choices is the best answer to the question you've heard.

1.

W: It's Cindy's birthday. She's eighteen years old today. Are you going to her birthday party, Tom?

M: Sure, why not? Here is a present for her.

W: Is it a book?

M: No.

W: Can I open it?

M: Yes, go ahead.

W: Wow, a video tape. How nice!

Q: What are they talking about?

2.

W: Do you like sports?

M: Very much.

W: Which sport do you like best, running, jumping or swimming?

M: Oh, I'm not good at those sports. I like fishing best.

W: I didn't know fishing was a kind of sports. You must be a good fisherman.

M: I'm afraid not. I often come home with nothing.

W: How come?

M: I really don't know how to fish. I only like sitting in the sun. I don't like to do anything.

Q: What's the main topic of the conversation?

3.

W: I've been reading a fascinating book about life in the Old West.

M: I wonder if it's the same one I read last month.

Q: What are they talking about?

4.

M: Don't you think we should park the car downtown?

W: I don't think we can find a space.

Q: What is being discussed?

5.

W: I'd like to take an advanced English course during the summer vacation. What about you?

M: I want to get a part-time job.

Q: What are they discussing?

6.

W: The forest says there's going to be a thunderstorm today.

W: I don't believe it. Look, the sun is out.

Q: What are they discussing?



Task 1

Directions: Listen to the dialogue and decide whether the following five sentences are **True (T)** or **False (F)**.

(Z-Mrs. Zhao, B-Mr. Brown)

Z: Mr. Brown, Frankly speaking, you're not the only one who applies for an agent for us in your country. I'd like to know your advantages.

B: Well, Mrs. Zhao, as you can see, our firm is among the leading firms of importers and distributors of many years' standing in this trade.

Z: We've learned all this information which certainly interests us. Can you analyze the marketing situation of your areas, Mr. Brown?

B: Generally speaking, the market is promising, especially the high-quality oriental products. If we are pointed as the agent, we will put all efforts in pushing the sales of your products. We have wide experience in trading and contacts with the principal buyers in the area. We feel that our firm is the right choice for you; if possible, we'd like to have the pleasure of being your sole agency.

Z: I appreciate your kindness, Mr. Brown. We think it necessary to make sure of your sale capacity.

B: As far as agents for silk are concerned, there're almost 6 different establishments representing respectively silk makers from Korea and Japan. The competition is intense, but as a well-established firm, we'll not disappoint our principal.

Z: Very well. We'll make our decision and let you know it as soon as possible. Thank you for

your appreciation of our products.

Task 2

Directions: Listen to the dialogue, spot the ten differences and underline them.

(M-Man, W-Woman)

M: We are satisfied with your quality, but we have to arrange our purchases according to our means. It is difficult for us to buy your brand unless you can consider other possibility.

W: What is that?

M: We prefer the possibility of buyback.

W: You mean you will pay for the rolling mills with the rolled steel produced by our machines? Sounds not bad. We do trade steel a lot. But I need to consult with my boss.

M: Good. Please consider a total compensation, which will take us 3 years to complete the payment including the interest according to our calculation.

W: What's your calculation based on?

M: The production capacity of your rolling mills and current prices of steel.

W: Could I bring back your proposal of buyback with detailed calculation? To reach an agreement, I think we have a lot of things to do.

Task 3

Directions: Listen to the dialogue and complete the following passage by filling in each blank with one or two words that best fit the context.

(B-Mrs. Brown, T-Mr. Tang)

B: Mr. Tang, when do you expect to open the tender? And where?

T: November 1st, in Beijing.

B: Is the tender-opening done publicly?

T: Yes, Mrs. Brown. Tender-opening is done publicly this time, all the bidders shall be invited to join us to supervise the opening.

B: Would you please let me know something more about your conditions for a tender?

T: Invitations will be sent next month, from which you can find the details.

B: Our corporation is very much interested. In this tender, we will try our best to win.

T: I understand fully how you feel. If the conditions of your tender prove to be most suitable, of course we'll accept your tender.

B: Mr. Tang, I've asked too much today, I'm afraid.

T: That's all right. You may contact Mr. Wang Qiang, our staff member for further detail, or talk to me directly, if you like.

B: Fine. Thank you very much.

 **Task 4**

Directions: Listen to the dialogue and answer the following five questions.

(R-Mr. Robinson, E-Mrs. Edwards)

R: Mrs. Edwards, are you interested in processing business?

E: Yes, Mr. Robinson. We're also doing business of processing with materials supplied by customers when we have surplus production. What type of products do you intend to process?

R: Toys, to be processed with our material and designs.

E: OK. You can take advantage of the cheap labor and low production costs.

R: I see. We'd like to know your rate of processing charges.

E: I think the processing fees shall be fixed on the basis of the world labour price with a discount of 20%.

R: That's great.

E: The supplied materials shall be delivered to our warehouse at your expense. If any defect is found in the materials supplied by you, we will advise you of it immediately, and you will send over replacements in time. The allowance for damage to materials in the course of processing is 3%.

R: I think we may accept it. You shall process in strict accordance with the design, and deliver the finished products in conformity with the contract terms respecting the time of delivery, quality and quantity.

E: We agree.

 **Task 5**

Directions: Listen to the passage and fill in the blanks with the missing words. Write one word in each blank.

Benefits of Barter

Bartering allows individuals to trade items that they own but are not using for items that they need, while keeping their cash on hand for expenses that cannot be paid through bartering, such as a mortgage, medical bills, and utilities. Bartering can also have a psychological benefit because it can create a deeper personal relationship between trading partners than a typical monetized transaction. Bartering can also help people build professional networks and market their businesses. On a broader level, bartering can result in the optimal allocation of resources by exchanging goods in quantities that represent similar values. Bartering can also help economies achieve balance, which occurs when demand equals supply.

 **Task 6**

Directions: Listen to the dialogue and answer the following five questions.

(M-Man, W-Woman)

M: We intend to ship the good on consignment.

W: Does it mean the payment will be made on completed sales?

M: Yes. And the items which cannot be sold may be sent back.

W: What about commission?

M: The consignee will be entitled to a 5% commission.

W: Is there a rock-bottom selling price stipulated?

M: No. The consignee must consult us on the price before each transaction.

 **Task 7**

Directions: Listen to the dialogue and answer the following five questions.

(W-Mr. White, G-Mrs. Gao)

W: Mrs. Gao, we'd like to transfer the patent.

G: What do you mean, Mr. White?

W: We'd like to transfer the right to use the patent.

G: In what form?

W: In the form of a licence.

G: That's good. What rights will the licence grant us?

W: It will grant rights to both manufacture and transport our products.

G: But the licence only supplies the right to produce the equipment. What about the technology not included in the patent?

W: We'll provide you with all the information, including another two technicians that can help you manufacture the equipment.

G: Does the licence include the patent?

W: Yes, it does.

G: How long will you allow us to use the patent?

W: Four years.

G: Well, sounds good.

 **Task 8**

Directions: Listen to the passage and fill in the blanks with the missing words. Write one word in each blank.

The Process of B2C

From the point of view of the online shopping consumers, the whole process of B2C is

secured and reliable from the beginning to the end. During the buying process, the customer can use any browser to browse and search. Customers can then switch on the PC to view the electronic shopping bill with the browser. Because the place of residence and password stored in the credit card is invisible to other people, card security is guaranteed. This method of electronic shopping is so convenient that customers only need to launch their credit cards from the electronic wallet.

Test 2



Lead-in

Directions: You will hear twelve short dialogues between two speakers. Listen carefully and decide if the second speaker's response is affirmative or negative. Give a tick (✓) for an affirmative response and a cross (×) for a negative response in the brackets.

1. —Could I speak to Anna?
—She is out for lunch.
2. —Do I have to take the test, Professor Wang?
—Do you want to pass the course?
3. —Will you lend me your pen?
—It has run out of ink.
4. —There's a baseball game on TV now.
—I wouldn't mind watching it.
5. —Would you like some brandy?
—Oh, I'm driving tonight.
6. —Would you like to go to the movie with me?
—I have a slight headache.
7. —Excuse me, how can I get to Market Street?
—I'm a stranger here myself.
8. —How about painting the walls light green for a change?
—That's my favorite color.
9. —Would you like some more meat?
—I'm afraid I'm quite full already.
10. —How are you getting on with your colleagues?
—Don't ask.
11. —Excuse me, can you show me the way?
—Well, where do you want to get to?
12. —Shall we go and see our physics teacher?
—He hasn't been around this week.

 **Task 1**

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

(H-Ms. Hall, S-Mr. Sun)

H: How are you getting along with your business, Mr. Sun?

S: Not bad, Ms. Hall. Our customers are quite satisfied with your cotton clothes, so I come to discuss with you the sole agency for your cotton clothes in our local market.

H: We appreciate your efforts in pushing our goods. But we have had only several deals between us. I don't think it proper to consider the matter of sole agency at present.

S: Why? Do you doubt our ability as an agent? Oh, you must be aware that we have a good connection for these products. So we tend to think we are capable of expanding the sale of your cotton clothes in the years to come.

H: We can still expand business without an agency agreement. When we have cooperated successfully for a period of time, we may come round and discuss the subject of agency.

S: Well, your suggestion sounds reasonable.

 **Task 2**

Directions: Listen to the dialogue, spot the eight differences and underline them.

(W-Woman, M-Man)

W: Hi, Mike. I came about the possibility of undertaking compensation trade with you. To be frank with you, compensation trade is considered preferable by our side to save foreign exchange.

M: That sounds great! Why not? So could you by any chance elaborate it?

W: Sure. We could supply technical know-how and equipment, and you pay us through successive deliveries of the resultant product.

M: That sounds promising. You know, compensation trade is good for both of us!

W: This is the detailed information. Please look through it.

M: Well, I believe the feasibility of this project is excellent. We accept this deal.

W: Awesome! Then let's discuss the specifics.

 **Task 3**

Directions: Listen to the dialogue and complete the following passage by filling in each blank with one or two words that best fit the context.

(W-Mr. Wood, G-Mrs. Green)

W: Mrs. Green, I've heard that your company is prepared to call for a tender for a heating engineering construction project in north China. Is that true?

- G: Yes, Mr. Wood. I'm very glad that you're interested in it. Have you prepared your bid?
W: We have prepared a competitive bid. When will you start the invitation?
G: Early next month.
W: When is the closing date?
G: October 31st. How do you assess the volume of work on the project? Could you tell me some details?
W: We assess the volume of work according to the date required. Here is our Submission of Bid together with information on cost, construction time and volume of work for the project.
G: Are the prices stated in the US dollar?
W: Yes.
G: What kind of guarantee will you provide us with?
W: A standby letter of credit established by the Bank of China.

Task 4

Directions: Listen to the dialogue and answer the following four questions.

(S-Mr. Stewart, B-Mrs. Baker)

- S: Mrs. Baker, would you like to enter into a contract for assembly with us?
B: Yes, Mr. Stewart. What kind of products do you expect to assemble?
S: Camera, and all other necessary parts and components shall be supplied by us.
B: What's the assembling fee for each set?
S: \$20.
B: What is the damage rate of parts and components?
S: The damage rate for parts and components in assembling is 2%.
B: A reasonable tolerance in the specifications should be allowed for the finished products.
S: I agree.

Task 5

Directions: Listen to the dialogue and complete the following six sentences with the missing words. Write no more than six words in each blank.

(C-Mr. Cooper, R-Mrs. Reed)

- C: Mrs. Reed, as we are short of foreign exchanges, we'd like to do barter trade with you.
R: Do you have a specific proposal, Mr. Cooper?
C: We want to exchange beef and mutton for your cotton.
R: How will it be arranged?
C: Let's sign two contracts simultaneously. One sales contract for beef and mutton, and the other of equal value for the purchase of cotton.
R: And how to arrange the payment?

C: Your L/C and our L/C should be opened against each other.

R: Well, let's first negotiate a barter trade agreement, stipulating some general terms and conditions.

C: Okay.

Task 6

Directions: Listen to the passage and fill in the blanks with the missing words. Write one word in each blank.

What Is Consignment?

Consignment is a business arrangement in which a business, also referred to as a consignee, agrees to pay a seller, or consignor, for merchandise after the item sells. Consignment businesses are typically retail stores that specialize in a particular type of consumer product. The business accepts items for sale and agrees to pay the seller a percentage of the proceeds if and when the goods do sell.

Task 7

Directions: Listen to the dialogue and decide whether the following five sentences are True (T) or False (F).

(M-Mrs. Morgan, W-Mr. Wilson)

M: Good morning, Mr. Wilson. Shall we discuss the technology transfer briefly now?

W: OK, go ahead, Mrs. Morgan.

M: We want to import your medicine technology in order to compete successfully in the domestic market. The technology we acquire should be truly appropriate to our needs.

W: No problem. We have taken it into account.

M: To help our joint venture, we hope that you will keep supplying us with advanced medicine production management techniques.

W: That's no problem. We shall help you update the present and future technology.

M: We sincerely hope that we can build a long-term business relationship with you.

W: I am sure that this will be a successful venture.

Task 8

Directions: Listen to the passage and fill in the blanks with the missing words. Write one word in each blank.

E-commerce Helps Cost Reduction

In terms of cost reduction, e-commerce helps organizations decrease costs in creating, processing, distributing, storing and retrieving information. For example, the communication

and advertising costs could be lowered by sending e-mails and using online advertising channels, than by using television commercials or the print media. In terms of online ordering and online auction organizations, the costs could be lower than running an actual shop with the associated manpower. Extended trading hours is another benefit. 24 hours a day, 7 days a week in 365 days allow business always free to open on the Internet without overtime and extra cost. Other advantages include the up-to-date company material, current inventories, improved customer service, better customer communication, increased operating and trading flexibility.