

## 附件 4：赛项细则

# 2024 年第四届“学研汇智杯”全国高校商务外语综合能力大赛 (微视频作品赛项) 赛项细则

## I. 考核大纲

### 一、基本要求

随着新一代信息技术加速普及，全球数字经济发展迎来黄金期，短视频、直播在外贸企业转型及品牌建设中愈发重要，多措并举释放外贸新动能，加快构建新发展格局任重而道远。“企业出题、校企共答、产业阅卷”的新型产学研一体化人才培养模式应运而生。

从本届大赛企业命题（附件 1）中任选一个出题企业进行精准对接，深入实际调查研究该企业在海外经营中所面临的现实问题，通过外语短视频和跨境英文直播的方式助力其品牌建设或产品营销。

### 二、赛项模块细则

#### （一）线上知识竞赛模块

线上知识竞赛模块采用百分制，成绩以软件系统评判和人工复核为准。主要考核语言知识、商务知识和跨文化商务交际知识等。试题形式为客观题和主观题相结合，涵盖语言技能和商务知识两方面内容。语言技能方面测试考生在国际商务环境中英语听、说、读、写、译的能力；商务知识涉及国际商务中的主要业务，突出国际贸易实务方面的知识。

#### 1. 试题来源

北京学研汇智网络科技有限公司商务英语综合技能实训平台  
V3.0

北京学研汇智网络科技有限公司跨境电商英语课程平台

北京学研汇智网络科技有限公司跨文化商务英语交际课程平台

## 2. 竞赛形式

在线平台闭卷机考

## 3. 试题结构

试卷结构分为词汇、判断、单选、多选、阅读、审单和商务信函写作七个部分。考试形式、比重、题材、题型、题数和计分等见表一，考试时间为 100 分钟。

表一：线上知识竞赛模块试题结构说明

序号	试卷结构	形 式	比重 (%)	题 材	题 型	题 数	计 分
1	词汇	笔试	10	跨文化商务英语 交际知识与语言 搭配	选词填空	10	10
2	判断		10	国际贸易知识	判断对错	10	10
3	单选题		10	国际贸易知识与 语言搭配	单选题	10	10
4	多选题		10	国际贸易知识	多选题	5	10
5	阅读理解		30	经贸文章或跨文 化商务交际文章 等	单选题	5	10
					单选题或判 断题	5	10
					完形填空	10	10
					合计	20	30
6	单证题	15	国际贸易单证	制单或审单	5	15	
7	商务信函 写作题	15	国际贸易类	信函写作	1	15	
总 计	7 大题		100			61	100

## 4. 线上知识竞赛模块评分方式

智能评阅和人工复核

## 5. 样题示例（见后）

## （二）短视频作品评比模块

### 1. 短视频作品的制作要求

#### （1）内容要求

参赛队需从本届大赛企业命题（附件 1）中任选一个出题企业进行精准对接，深入实际调查研究该企业在海外经营中所面临的现实问题，通过外语短视频的方式助力其品牌建设或产品营销。

#### （2）形式要求

①语言：外语（英语或其他外语）；

②呈现方式：不限（可为陈述、演讲、解说、脱口秀、展示、表演等方式，但应选择符合命题需求的呈现方式，鼓励创新。参赛选手或模特等人员在视频中出镜与否自定。为保证评审环节的公平公正，视频中的任何位置都不能出现制作人员、学校名称等任何与参赛队相关的信息）；

③时长：3-6 分钟，图像清晰稳定、声音清楚；

④格式：mp4 或 WMV 视频格式，原则上单个视频文件大小不超过 500M，能提供 srt 外语字幕者更佳；

⑤视频技术参数建议：视频编码：H.264/AVC，画面分辨率最小不得小于 1024×576，最大不得大于 1920×1080（可使用格式工厂等软件编辑调整）。

### 2. 短视频作品评分标准（满分 100 分）

#### （1）创新创业维度（20%）

①创意和独特性；

②是否有吸引人的故事情节或视觉效果；

③是否能够以创新的方式展示产品或服务；

④用于解决企业命题的创意、技术、方案、模式等的先进性情况；

⑤基于科学严谨的创新过程，遵循创新规律，运用各类创新的理念和范式解决企业命题。

## （2）内容质量维度（15%）

- ①短视频的制作质量，包括画面清晰度、流畅度、声音质量等；
- ②是否有清晰的主题和表达；
- ③节奏感。

## （3）产品或服务展示维度（25%）

- ①视频是否有效地展示了产品或服务的特点和优势；
- ②是否能够引起观众的兴趣并激发其购买欲望或关注。

## （4）吸引力维度（20%）

- ①吸引力和观众参与度；
- ②是否能够吸引目标受众的注意力；
- ③是否具有分享价值，能否在社交媒体上引起传播效应。

## （5）实现维度（20%）

- ①是否匹配企业命题要求，具备先进性、现实性、经济性、高完成度等特点；
- ②是否解决企业命题中涉及的问题，以及为企业带来经济效益、社会效益的潜力情况。

# （三）跨境英文直播脚本模块

## 1. 基本要求

结合企业命题实际，通过跨境英文直播的方式助力其品牌建设或产品营销。

品牌建设类直播以企业或品牌为对象，通过直播进行企业或品牌推广，脚本具体内容自定；产品营销类直播选择一款单品用英文撰写单品直播脚本，内容可以包括直播开场、自我介绍、商品展示和解说（功能、卖点等）、品牌介绍、活动介绍、直播结尾等。

(1) 内容要求：用英文完成直播脚本撰写，品牌建设类直播脚本内容自定，产品营销类直播脚本内容可以包括开场问好、自我介绍、活动内容介绍、商品解说、品牌介绍、（功能、性能、外观等）展示、直播结尾等；

(2) 字数要求：不限，脚本对应不超过时长 15 分钟的直播；

(3) 格式要求：英文字体统一采用“Times New Roman”，题目三号字加粗，正文采用小四号字，1.5 倍行距。

## **2. 跨境英文直播脚本模块评分标准（满分 100 分）**

(1) 内容完整性（30%）

①直播脚本内容完整、衔接严谨、构思巧妙；

②企业（品牌）或产品介绍详尽度：脚本中对企业（品牌）或产品特性、用途和优势的详细介绍程度；

③销售策略明确性：是否清晰展示了如何引导消费者进行关注或购买的策略；

④互动环节设计：是否有计划地设置观众参与以及其创意性和互动性。

(2) 语言表达（30%）

①语言专业性：使用专业术语的准确性及适合目标观众的语言水平；

②语言流畅性：句子结构是否通顺，语言是否自然，逻辑是否清晰，过渡是否平滑；

③语言创造性：词汇和表达方式的独特性和吸引力，是否能引起观众兴趣。

(3) 创新性（20%）

①观点独创性：脚本中提出的观点、理念或主题是否有独到之处；

②表现形式创新：直播脚本的呈现形式（如故事化、游戏化等）是否新颖有趣。

#### （4）商务英语应用（20%）

①专业术语运用：在脚本中恰当地使用商务专业术语；

②场景适应性：语言的选择与直播场景的适配度，包括对不同类型观众的适应性。

### （四）跨境英文直播模块

#### 1. 基本要求

结合企业命题实际，通过跨境英文直播的方式助力其品牌建设或产品营销。根据直播脚本，结合企业（品牌）或产品资料，利用大赛组委会提供的跨境电商直播APP完成一场时长不超过15分钟的跨境英文直播。

#### 2. 跨境英文直播模块评分标准（满分100分）

##### （1）主播展现力（30%）

- ①主播着装得体、举止大方，能够展现良好的精神风貌；
- ②口齿清晰、表达流畅，能熟练掌握并灵活运用直播相关话术；
- ③语言表达：清晰度、语速、语调及用词的专业性；
- ④肢体语言：表情、手势和整体姿态的自然度与专业度；
- ⑤镜头感：对镜头的感知能力，保持适当的眼神交流和面部表情。

##### （2）直播场景（30%）

- ①直播场景布置符合主题内容，突出直播特色，合理展示直播对象；
- ②企业（品牌）或产品介绍：是否全面、准确地介绍产品特点；
- ③销售推广策略：是否有效展示销售技巧，包括说服技巧和促销手段；

④互动环节设计：设计的互动环节是否创新且能吸引观众参与。

### （3）商务英语应用（20%）

①语言准确性：商务术语的正确使用及语法结构的准确性；

②沟通流畅性：对话中的应答流畅度和逻辑连贯性。

### （4）互动效果（20%）

①观众参与度：直播中观众参与的积极性和广泛性；

②反馈积极性：观众反馈的积极性及建设性评价；

③响应能力：对观众问题的反应速度和解决问题的能力。

## （五）问题回答模块

### 1. 基本要求

每支参赛队 5 分钟（含评委提问时间），参赛队全部成员出场。根据参赛队所选企业命题、跨境英文直播脚本和跨境英文直播等内容，评委专家提出 2 个问题，小组成员现场作答。

### 2. 问题回答模块评分标准（满分 100 分）

（1）理解力（20%）：听懂评委提问，理解提问意图；

（2）思辨力（30%）：回答切题、中肯，具有说服力；

（3）表达力（30%）：语言表达清晰、准确；

（4）反应力（20%）：能快速有效地组织应答语言（用以拖延时间的语气连接词堆砌不被认为是有效回答）；受到干扰时（如被评委打断），能做出及时合理的回应。

## II. 成绩评定方法

### 一、省级复赛成绩评定方法

线上知识竞赛模块采用百分制，成绩为参赛队实际参赛选手平均成绩，以软件系统评判和人工复核为准，未参加的选手视为自动放弃后续比赛资格。

短视频作品评比模块采用百分制，评委打分保留到小数点后一位，去除一个最高分和一个最低分后的平均分（保留小数点后两位）计为该参赛队的相应模块成绩。

线上投票模块成绩依据网络投票结果而定，投票时间 5 天，依据参赛队最终票数分赛道由多到少进行排名，按各赛道参赛队总数 10%、20%、30%、40%的比例四舍五入计算，各赛道决出 A、B、C、D 四个等次，其该模块成绩依次对应 100 分、80 分、60 分、40 分。

参赛队省级复赛总成绩=线上知识竞赛模块\*15%+短视频作品评比模块成绩\*80%+线上投票模块成绩\*5%。（省级复赛总成绩保留小数点后两位，总成绩相同者，按短视频作品评比模块成绩排序。）

### 二、全国总决赛总成绩评定方法

跨境英文直播脚本模块、跨境英文直播模块和问题回答模块均采用百分制，评委打分保留到小数点后一位，去除一个最高分和一个最低分后的平均分（保留小数点后两位）计为该参赛队的相应模块成绩。

参赛队全国总决赛总成绩=跨境英文直播脚本模块成绩\*20%+跨境英文直播模块\*60%+问题回答模块成绩\*20%。（全国总决赛总成绩保留小数点后两位，总成绩相同者，按跨境英文直播模块成绩排序。）



### III. 线上知识竞赛模块参考样题

#### Part I. Information Matching (10%)

Match the terms to the definitions given below.

Acceptance

Irrevocable letter of credit

Confirmed L/C

Revocable letter of credit

Sight draft

Commercial bill of exchange

Shipping agent

Time draft

Governmental guarantee

Drawee

1. \_\_\_\_\_ is a letter of credit that cannot be canceled or changed with the consent of all parties involved.
2. \_\_\_\_\_ is a commercial bill of exchange calling for payment to be made at some time after delivery.
3. \_\_\_\_\_ is a person or party who is to receive a draft.
4. \_\_\_\_\_ is a letter of credit that can be changed by any of the parties involved.
5. \_\_\_\_\_ is a commercial bill of exchange that requires payment to be made as soon as it is presented to the party obligated to pay.

- 6.\_\_\_\_\_ is a letter of credit to which a bank in the exporter' s country adds its guarantee of payment.
- 7.\_\_\_\_\_ is an instrument of payment in international business that instructs the importer to forward payment to the exporter.
- 8.\_\_\_\_\_ is an agreement of the government to be responsible for the fulfillment of someone else's promise.
- 9.\_\_\_\_\_ is a ship owner's representative whose job is to find the ships to carry.
- 10.\_\_\_\_\_ is a statement made by other conduct of the offerees indicating unconditional consent to an offer.

## **Part II. True-false Items (10%)**

**Put T for true or F for false in the brackets at the end of each statements.**

- (        ) 1. If the Issuing Bank appoints the Bank of China as its Advising Bank of L/C, then the Issuing Bank may ask the Bank of Asia to advise amendments to the L/C.
- (        ) 2. According to UCP600, if documents are in correspondence with L/C's stipulations, discrepancies between the documents themselves are allowed.
- (        ) 3. A Certificate of Origin can be used only to prove the time when the export commodities were produced.

- (        ) 4. When dealing in international trade (exporting and importing), a businessman has to face a variety of conditions which differ from those to which he has grown accustomed in the domestic trade.
- (        ) 5. Price terms are mainly applied to determining the prices of commodities in international trade.
- (        ) 6. If you have signed a contract with a Japanese buyer on the basis of FOBST, you must be responsible for stowing and trimming the goods at your own expense.
- (        ) 7. When there are optional ports in the contract, the goods may be unloaded at any one of the ports at the shipping company's disposal.
- (        ) 8. B/L is a transport contract in which the shipping company promises to transport the goods received to the destination.
- (        ) 9. Under FOB, the seller must give the buyer prompt shipping advice as the goods are shipped on board the vessel.
- (        ) 10. On CIP terms, the seller must pay the freight rate and insurance premium as well as bear all the risks until the goods have arrived at the destination.

### **Part III. Multiple Choice (10%)**

**Choose the best answer (only one) to complete the following statements.**

1. Before shipment, the buyers generally send their \_\_\_\_\_ to the sellers, informing them of the packing and marking, mode of transportation, etc.

A. shipping documents

B. shipping requirements

C. shipping advice

D. shipping marks

2. International trade pricing method which is often used in our country is \_\_\_\_\_.

A. pending price

B. provisional price

C. price set after

D. a fixed price

3. The international chamber of commerce, in order to adapt to the new development of international trade, has set two new terms in Incoterms 2010, including \_\_\_\_\_.

A. FOB&CIP

B. CFR&DAT

C. DAP&DAT

D. CIF&DDP

4. The total cost of a goods for export is RMB 55,000, foreign exchange net income after export is \$10,000, if the Bank of China's foreign exchange rate is \$100 against 650 yuan, the export profit and loss rate is \_\_\_\_\_.

A. 18.2%      B. 33.7%      C. 45.9%      D. 36.7%

5. In general case, CIF shall take more \_\_\_\_\_ into consideration than the FOB price.

A. foreign freight, domestic expenses

B. abroad freight, insurance premium

C. abroad costs, domestic expenses

D. abroad insurance premium and net profit

6. We are very anxious to know when you can definitely shipment.

A. affect      B. effect      C. carry      D. load

7. We regret to say that your price is not \_\_\_\_\_ the current world market.

A. on a level with

B. at a level with

C. in a level with

D. in level with

8. The goods are urgently needed, we \_\_\_\_\_ hope you will deliver them immediately.

A. in the case

B. therefore

C. so

D. in level with

9. \_\_\_\_\_ any change in the date of delivery, please let us know in advance.

A. There should be

B. Should there be

C. There would be

D. Would there be

10. If direct steamer is not available for the transportation, \_\_\_\_\_.

A. the goods will not be shipped

B. partial shipment should be allowed

- C. the goods have to be separated
- D. the goods have to be transshipped

#### **Part IV. Multiple Choice (10%)**

**Choose one or more than one suitable answers to complete the following statements.**

1. Under the indirect pricing method, the amount of foreign currency decreases, indicating \_\_\_\_\_.
  - A. the local currency will remain unchanged
  - B. the local currency will depreciate
  - C. the foreign exchange rate will rise
  - D. local currency exchange rate rises
2. Which of the following indicators can reflect the direction of international trade geography \_\_\_\_\_.
  - A. proportion of a country's exports in the world's total exports
  - B. proportion of a country's imports in the world's total imports
  - C. the manufactured goods exports accounted for the proportion of world exports
  - D. countries imports of manufactured goods accounted for the proportion of total imports of the world
3. Based on a deal on CFR terms, the total cost of the export factors includes \_\_\_\_\_.
  - A. purchase cost
  - B. domestic expenses

C. export tax

D. import tax

4. If a deal is done with CIFC 3% terms, export exchange net income should deduct the price of \_\_\_\_\_.

A. purchase cost

B. freight

C. insurance premium

D. commission

5. Parties of collection include \_\_\_\_\_.

A. the principal

B. the entrust bank

C. the collecting bank

D. the payer

## **Part V. Reading (30%)**

### **Task A**

**Directions: Read the form about the facilities available at HKTDC Hong Kong Watch & Clock Fair 2015 and their prices, and then answer the questions. (10%)**

HKTDC Hong Kong Watch & Clock Fair Services

<b>FORM 5</b>	<b>HKTDC Hong Kong Watch &amp; Clock Fair 2015</b> 香港貿易發展局香港鐘表展 2015 <b>8-12 / 9 / 2015</b>	<b>Return to :</b> Exhibition Services Department Hong Kong Trade Development Council Unit 13, Expo Galleria, HKCEC, 1 Expo Drive, Wanchai, Hong Kong
	<b>Deadline</b> <b>28 Jul 2015</b>	<b>AV, Plant &amp; Communications Facilities</b> <b>(Not Applicable for Custom-built participation Exhibitors)</b>

Attn : Ms. Jessica Fong  
Email : [hkwcf.es@hktcdc.org](mailto:hkwcf.es@hktcdc.org)  
Fax : (852) 3521-0450

No.	Description of Facilities (HK\$ column for Hong Kong exhibitor only, US\$ column for all overseas exhibitor)		Unit Rate (5 DAYS HIRE)		Qty	Total Amount	
			HKD	USD		HKD	USD
Audio Visual Facilities							
1#	AU002*	Thermal Fax Machine (with 1 roll fax paper) (Fax Transmission Line and Power Supply Excluded)	950	127			
2#	AU005*	32" LCD / Plasma (Power Supply Excluded)	2200	293			
3#	AU006*	42" LCD / Plasma (Power Supply Excluded)	5000	667			
4#	AU008*	DVD Player (Power Supply Excluded)	600	80			
Plant							
6#	PL001A	Potted Plant-Chrysalidocarpus (approx. 1mH)	170	23			
7#	PL001B	Potted Plant-Schefflera (Gold Capella) (approx. 1mH)	170	23			
8#	PL001C	Potted Plant-Boston Fern (approx. 0.3mH)	170	23			
9#	PL001D	Potted Plant-Codiaeum Tree or Calathea (approx. 0.3mH)	170	23			
10#	PL002	Fresh Flower Arrangement (approx. 0.3mH)	350	47			

<b>Communications Facilities</b>						
11#	CEC001+ Telephone Line with Handset for Local Calls (non-Direct Line) (A charge of HKD600 per set for lost and/or damaged of telephone set)	1020	136			
12#	CEC002+ Telephone Line with Handset for Local & IDD Calls (A charge of HKD600 per set for lost and/or damaged of telephone set) (HKD2500 deposit payable to "HKCEC" and mail to Finance Dept, 1 Expo Drive, Wanchai, HK)	1250	167			
13#	CEC003* Fax Transmission Line for Local Fax Only (non-Direct Line) (Power Socket & Fax Machine Excluded)	1020	136			
14#	CEC004+* Fax Transmission Line for Local & IDD Fax (Power Socket & Fax Machine Excluded) (HKD2500 deposit payable to "HKCEC" and mail to Finance Dept, 1 Expo Drive, Wanchai, HK)	1250	167			
15#	CEC008+* 2M Broadband Line (Power Supply Excluded) (with access I.D.) (non-fixed, I.P.) (HKD4000 deposit payable to "HKCEC" and mail to Finance Dept, 1 Expo Drive, Wanchai, HK)	3705	494			
Exhibitors have to give the location plan of the additional communications facilities above. Any change in the location on-site would require an on-site relocation charge 50% of the rental rate.						
<b>20% surcharge for late order received after 28 Jul 2015</b>						
<b>30% surcharge for late order received after 25 Aug 2015</b>						

*#Please read the Conditions of Order clearly before you sign this Form		TOTAL AMOUNT	
●You may refer to the colour photos of booth facilities			
●NO Exchange and NO Refund for standard booth facilities			
<b>Application will only be proceeded with installation layout plan and full payment.</b>			
<b>Authorization from Exhibitor</b>			
Company Name: _____		Booth No.: _____	
Tel: _____	Fax: _____	Email: _____	Date: _____
Contact Person: _____		Signature: _____	
<b>Payment Method (Please see condition 6. No separate invoice will be issued)</b>			
<input type="checkbox"/> By Cheque (Payable to Hong Kong Trade Development Council)			
Cheque No.: _____		Amount: HKD / USD _____ Date: _____	
<input type="checkbox"/> By Credit Card (Hong Kong Dollar only) <input type="checkbox"/> VISA <input type="checkbox"/> MASTER CARD			
Name of Card Holder: _____		Card No: _____	
Expiry Date: _____		Amount: HKD _____ Signature: _____	

1. How many days did this fair last?

A. 3.      B. 5.      C. 8.      D. 12.

2. What was the unit rate (5 days hire) for 32" LCD/plasma (power supply excluded) in HKD?

A. 950.      B. 5,000.      C. 600.      D. 2,200.



3. What was the unit rate (5 days hire) for fresh flower arrangement (approx. 0.3mH) in USD?

A. 47.      B. 170.      C. 350.      D. 23.

4. Which of the following was NOT included in communications facilities provided?

A. Telephone line.      B. Laptop computer.  
C. Fax transmission line.      D. 2M broadband line.

5. Which of the following was NOT a payment method applicable?

A. Cheque.      B. Visa.      C. UnionPay.      D. Mastercard.

### **Task B**

**Directions: Read the following passage on the importance of evaluating customers before making product presentations first, and then make judgments on the following statements. Write T for true and F for false in the brackets. (10%)**

#### **Find out What the Customer Needs Before Presenting the Product**

We all know the expression “You only get one chance to make a first impression”. It holds true when it comes to presenting your product to your customer. For starters, the last thing you want to do when a customer walks into your office is to present the first product that pops into your head.

Before you present a product to your customer, you must first find out exactly what your customer wants and needs.

The first thing you do is to introduce yourself to your customer. Offer him a seat and make him feel as comfortable as possible. Get to know your customer, talk about non-business subjects. This will take some of the pressure off both of you and make it easier to talk to each other. Once you believe that you and your customer both feel comfortable with each other, begin to evaluate your customer's needs.

Start by asking questions to find out his reasons for coming to see you. Find out what products he currently has and uses and how much he pays for them. Find out all you can about the company he obtained his products from, and what he thought of the customer service of the company.

It is important to know these things for comparison.

Once you have evaluated your customer, have had a pretty good idea of what his needs are and have got ready to present the products you have, you can be sure that your products satisfy his needs.

But before making your presentation, be sure that you are prepared. Have all the materials you need to make your presentation a solid one at your fingertips. Such materials would include brochures and literature which you not only give to your customer, but also go over with your customer. Unfold the brochure in front of him as you discuss the product. Literature will be a good resource for reference in case you are hit with a question you can't answer.

The point that I am trying to make is: Present to your customer a product you believe they will need. Your presentation should be based on

the information that you have gathered from your customer during your session.

You could be the greatest presenter of products in the world, but if you are presenting products that customers don't need, you'll never sell a thing, so be sure to evaluate your customers before you start presenting your products.

(        ) 1. As a salesperson, when a customer walks into your office, you may immediately present the product you are proud of.

(        ) 2. There's no need to first introduce yourself to your customer before presenting your products.

(        ) 3. As a salesperson, you shall never talk about non-business subjects.

(        ) 4. A successful salesperson evaluates his customers because he enjoys doing so.

(        ) 5. The greatest presenter of products in the world can sell whatever products he presents to his customers without first figuring out what they need.

### **Task C**

**Directions: Choose the best answer from A, B, C and D to fill in the blanks in the following passage. (10%)**

The value of the planner's responsibility cannot be \_\_\_\_1\_\_\_\_. Richard P. ("Rick") Werth, CPP, former president of Event & Meeting Security Systems, uses a worksheet to \_\_\_\_2\_\_\_\_ the importance of providing \_\_\_\_3\_\_\_\_ insurance and security from the outset. All too often, these basic risk

management components are overlooked, added as an 4 or 5 too expensive to include in the event 6 . Showing the “bottom line” of what is at risk helps put the situation in 7 for senior managers who base decisions on quantifiable input. In addition to the actual cost of an event’s 8 components, the value of all the “human capital” must be considered. What would it cost the company or organization to locate, recruit, and train employees to 9 those lost in a disaster? How much business might be lost if the skill and experience of upper management attendees had to be replaced suddenly? When presented in this quantitative framework, the costs and benefits of adding the necessary funds to provide adequate risk management are obvious. Whether special insurance, security, 10 both, the incremental cost usually comes out to no more than 1 or 2 percent of the overall budget — well worth the proactive investment.

1. A. understated    B. understood    C. underestimated    D. undergone
2. A. explain    B. demonstrate    C. argue    D. support
3. A. adequate    B. enough    C. complete    D. supplementary
4. A. afterthought    B. afterclap    C. aftereffect    D. aftermath
5. A. accused    B. charged    C. blamed    D. deemed
6. A. expense    B. cost    C. input    D. budget
7. A. point    B. perspective    C. highlight    D. place
8. A. logistic    B. logic    C. logo    D. log
9. A. substitute    B. refurnish    C. replenish    D. replace
10. A. and    B. or    C. hence    D. in

**Part VI. Documentation (15%)**

**Directions: Fill in the contract form in English with the particulars given in the following letters or telexes.**

(1) Incoming letter

Vancouver, July 25, 2009

LI DU TEXTILE IMP&EXP CORP.

Beijing, China

Re: COTTON BATH TOWELS

Dear Sirs,

A customer of our firm, who is one of the biggest importers in Canada, is in the market for the subject commodity. We would therefore ask you to make us an offer as soon as possible.

When offering, please quote your lowest prices on the basis of CFR Vancouver including our commission of 3% with indication of colors, assortments, method of packing and any additional information you consider necessary. We shall appreciate it if you will arrange for shipment to be made as early as possible by direct steamer for Vancouver.

We are looking forward to receiving your offer.

Yours faithfully,

VANCOUVER TRADING CO., LTD.

(2) Outgoing Letter

Beijing, August 2, 2009

VANCOUVER TRADING CO., LTD.

Vancouver, Canada

Dear Sirs,

Thank you for your letter of July 25 inquiring for COTTON BATH TOWELS.

We are glad to send you under separate cover our quotation sheet No. AC-8115 for your reference. Sample cuttings of each design have been dispatched today by air parcel. We expect our quotation will reach you in due time and assure you of our best and prompt attention to your requirements at any time.

Your early reply will be highly appreciated.

Yours faithfully,

LI DU TEXTILE IMP&EXP CORP.

(3) Incoming Telex

RE: COTTON BATH TOWELS

TKS FR UR LTR AUG 2 AS WELL AS SMPL CUTTINGS OF THE SUBJECT GDS. ON EXAMG UR SMPLS, OUR CSTMRS HV FND

INTRST IN ART NO. G3030 N WISH TO PLACE TL ORDER FR 1000  
DZ IN WHILE N YELLOW COLOR EQUALLY ASSORTED FR  
SHIPMT OCT/NOV. AS USUAL, OUR SIGHT IRRE-LC WL B OPND  
IN UR FAVOR 30 DAYS BFR SHPMT TIME.

RGDS

(4) Outgoing Letter

VANCOUVER TRADING CO., LTD.

Vancouver, Canada

Dear Sirs,

Thank you for your order of August 10 for 1000 dozens COTTON BATH  
TOWELS.

We are now making you the following offer, subject to your confirmation  
reaching us not later than August 20, 1000 dozens of Art. G3030 COTTON  
BATH TOWELS

(details as per your telex of August October).

Please note that, there is no direct steamer available for Vancouver in  
October; we find it only possible to ship the goods with transshipment at  
Hong Kong. The goods are to be packed in cartons each containing 5/10  
dozen at Buyers' option.

We look forward to your early acceptance.

Yours faithfully,

LI DU TEXTILE IMP&EXP CORP.

(5) Incoming Telex

TK U FR UR LTR AUG 11 OFR 1000 DZ COTTON BATH TOWELS  
ACCEPTED. V

R NOW ARRANGING WITH OUR BK FR RELEVANT LC. AS TO  
PACKG, V

PREFER CTNS CONTAINING 5 DZ. PLS SEND CONTRACT ASAP.

## **SALES CONTRACT**

Contract No. 09- 110

Sellers:

Buyers:

This Sales Contract is made by and between the Sellers and the Buyers  
whereby the Sellers agree to sell and the Buyers agree to buy the under  
mentioned goods according to the terms and conditions stipulated below:

Commodity:

Specification:

Quantity:

Unit price:



Total Value:

Packing:

Shipping Mark:

Insurance:

Port of shipment:

Port of Destination:

Time of Shipment:

Terms of Payment:

Done and signed in Beijing on this 20th day of August 2009.

**Part VII. Writing (15%)**

**Directions: Write a reply to the following counter offer.**

**F & A**

**Telephone Supplies Co., Ltd.**

**128 Taiyoun Road, Kuala Lumpur, Malaysia**

**Tel: 0060 3 25678821 Fax: 00603 25679900 e-mail: fcy@fatele.com**

**March 20, 2015**

**Shanghai Jinyuan Import & Export Co., Ltd.**

**224 East Jinling Road**

**Shanghai, China**

Dear Mr. Zhao,

Thank you for your letter dated March 10, 2015 and attached quotation of your telephone.

After careful examining and comparison with other brands of similar products, such as CLEAR, SNOIRE, and YOSHOYA, we found that that your price is higher than the average in the market. In order to allow us a better competing position, we shall be grateful if you could reduce your price by 5%.

We are looking forward to hearing from you soon.

Yours sincerely,

F&A Telephone Supplies Co., Ltd.

Fung Cho Yuet

试根据上述来函及信后要求，拟写还盘函。

要求：

(1) 若对方订单超过 10000 美元，可给予减免 2% 的优惠。

(2) 强调本公司电话机的特点，如铃声可以调节，数字不是印刷的而是刻制的，外壳材料经特殊处理经久耐摔。