

附件 3：赛项细则

2023 年第三届“学研汇智杯”全国高校商务英语综合能力大赛 (微视频作品赛项) 赛项细则

I. 考核大纲

一、基本要求

以习近平总书记“讲好中国故事，传播好中国声音，展示真实、立体、全面的中国，是加强我国国际传播能力建设的重要任务”的讲话精神为指引，围绕“商务英语塑品牌，踔厉奋进新时代”的主题，深入实际开展调查研究并进行品牌策划，借助英文微视频和短剧的表达形式，立足全国，面向世界，输出有中国特色的品牌内容和品牌故事。

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

学研汇智商务英语综合技能实训平台 V3.0

国际商务单证课程与实训一体化平台

国际商务谈判课程与实训平台

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、制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	国际贸易知识与语言理解	匹配	10	10
2	判断		10	国际贸易知识	判断对错	10	10
3	单选题		10	谈判、单证、国际贸易知识与语言搭配	单项选择	20	10
4	多选题		10	国际贸易知识	多项选择	10	10
5	阅读理解		30	经贸文章或图表等	完型填空	10	10
					图表	5	10
					判断	5	10
					合计	20	30
6	制单		15	国际贸易单证	制单填空	10	15
7	商务信函 写作题	15	国际贸易类	写作	1	15	
总计	7 大题		100			81	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）微视频作品评比模块

1. 微视频作品的制作要求

（1）内容要求

在“中国精神，品牌故事”背景下，灵活运用国际商务及品牌管理等相关专业知识，以某一既有品牌（产品或服务，行业领域不限）为对象，假设你是该品牌海外市场推广人员，请深入开展调查研究（品牌建设需求解读、品牌建设现状及经验总结），查找品牌建设过程中的困难与障碍，着力提出有针对性的海外品牌策划方案（内容必须原创，不可为该品牌已有做法），并以英文微视频作品的方式进行汇报（包括但不限于：品牌定位与价值、品牌理念与文化、市场分析调研、行业趋势分析、品牌创意策略、跨文化品牌传播等）。

（2）形式要求

①语言：全英文；

②呈现方式：不限（可为陈述、演讲、解说、脱口秀、表演等方式，鼓励创新。参赛选手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信息。）；

③时长：不超过 10 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 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），片头不超过 5 秒。

2. 微视频作品评分标准（满分 100 分）

（1）调查研究工作（20%）：调查研究工作细致深入，查摆问题深刻突出，品牌建设需求解读准确到位，品牌建设现状及经验总结详实；

(2) 品牌建设内容(50%)：品牌战略可塑性、品牌策划创新性、品牌创建可视性、品牌推广实用性、解决方案可行性；

(3) 技术应用(10%)：拍摄录制方法新颖、现代化信息技术应用合理、有创意；

(4) 视频作品规范与汇报效果(20%)：视频声音清晰、画面清晰、音画和字幕同步、多媒体元素应用得当、发音标准、语速适当、语言富有感染力。汇报效果好，可观看性好。

(三) 短剧剧本模块

1. 基本要求

短剧剧本模块以提高学生商务英语应用能力、跨文化商务沟通能力、商务分析决策实践能力和思辨创新能力等“商务+英语”复合型能力为主要目标。要求能够熟练运用所学国际商务相关知识（例如，国际贸易理论与实务、国际市场营销、国际商法、国际金融、国际会计、国际货运与保险、国际商务沟通与函电、跨文化商务交际和跨境电子商务等），剧情应围绕国际商务相关知识、技能和策略等展开，以微视频作品所讲述的品牌为对象，结合海外品牌策划方案就其所赋予的文化意义与传承发展、品牌策划与海外市场拓展等方面进行情景剧创作，并挖掘提炼其中可能蕴含的正能量精神（例如，爱国敬业、遵纪守法、艰苦奋斗、创新发展、专注品质、追求卓越、履职担责和服务社会等），剧情应涉及国际商务相关知识、技能和策略等。剧本要求原创，引用他人作品时需注明出处且引用部分不得超过全部作品内容的 25%。

(1) 作品形式：封面设计和正文，正文可包含文字和图片等；

(2) 内容要求：剧名、人物角色、剧情摘要、剧本正文和剧情评论等；

(3) 剧名：中英文剧名，要确保简练；

(4) 人物角色：演员表及角色描述；

(5) 剧情摘要：中英文，要求有高度的概括力，语言精练、明确。
中文摘要不超过 300 个汉字，英文摘要不超过 300 个实词；

(6) 剧本正文：全英文，篇幅不超过 3000 个实词，包括故事背景和完整剧情描述；

(7) 剧情评论：说明本剧运用到的商业思维，国际商务知识、技能及策略等，并阐述本剧的理念和商业价值。

2. 短剧剧本模块评分标准（满分 100 分）

(1) 选题立意（20%）：塑造中国品牌，传播中华文明，以研究现实问题为主，既有理论支撑又有实际商业价值；

(2) 剧本语言（20%）：格式规范，语言地道，行文流畅，逻辑严谨，无语法问题；

(3) 剧本内容（20%）：符合《高等学校商务英语专业本科教学质量国家标准》《高等职业学校商务英语专业教学标准》的指导精神，内容完整，融入职业品德，国际商务知识、技能及策略等；

(4) 剧情设计（20%）：符合剧情摘要，主次分明，张弛有度，条理清晰；剧情设计生动有趣，行之有效；

(5) 整体效果（20%）：完成大赛设定的剧本基本要求，树立职业梦想、提升职业品格、解决商业问题。整体效果新颖有趣，有应用价值。

（四）短剧表演模块

1. 基本要求

短剧表演模块需完整演绎一场时长约 15 分钟的全英文国际商务情景剧，应包含剧名、人物角色、国际商务场景、音乐、服装和道具等关键要素。短剧内容要体现标题、角色、国际商务场景描述、故事背景、基本剧情、商业思维和商业精神等，宜包含起、承、转、合的完整剧情，并将国际商务知识、技能及策略等应用到短剧中。

2. 短剧表演模块评分标准（满分 100 分）

（1）语言（20%）

- ①口语流利，语音语调准确自然；
- ②词语丰富，表达恰当，语法准确；
- ③口语地道，国际商务交际策略运用恰当。

（2）内容（40%）

- ①对海外品牌建设具有实际应用价值；
- ②能够运用国际商务知识、技能及策略；
- ③选题角度新颖，有相当的理论意义和应用价值；
- ④剧情内容完整。

（3）素养（15%）

- ①能体现商业品格、商务文化和国际商务礼仪等知识素养；
- ②演员剧态自然，有感染力，不紧张，无过分表演；
- ③有较高的人文素养，知识面广。

（4）效果（15%）

①表演过程合理流畅，衔接自然，有较强的舞台表现力和应变能力；

②能够做到自然借助音乐、场景设计、服装和道具等手段，有效地呈现商业情景剧；

③能把商务英语专业知识有效地融入剧中并加以演绎表达。

（5）创新（10%）

①鼓励参赛队在科学正确的价值观指导下，勇于开拓创新，以实现最佳的短剧表演效果；

②鼓励以创新为驱动，努力打造积极向上并能给国际商务实践带来启发和帮助的短剧。

（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。根据参赛队微视频作品、短剧剧本和短剧表演等内容，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。

微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*12.5%+微视频作品评比模块成绩*85%+线上投票模块成绩*2.5%。（省级复赛总成绩保留小数点后两位，总成绩相同者，按微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

微视频作品模块、短剧剧本模块、短剧表演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=微视频作品模块成绩*20%+短剧剧本模块成绩*20%+短剧表演模块成绩*40%+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，按短剧表演模块成绩排序。）

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
11. A facility in fund arrangement for buyers or sellers is referred to _____.
- A. Trade finance
 - B. sales contract
 - C. letter of credit
 - D. collection
12. _____ is the reason why international trade first began.
- A. Uneven distribution of resource
 - B. Patterns of demand
 - C. Economic benefits
 - D. comparative advantage
13. To the importer, the fastest and safest method of settlement is _____.
- A. letter of credit
 - B. cash in advance
 - C. open account
 - D. banker's draft
14. Some provisions of the contract are: "\$1,000 per metric ton CIF Singapore", the price should be _____.
- A. price set after
 - B. provisional price
 - C. fixed price
 - D. to be determined

15. The price which is according to the date of bill of lading or the average price for the month of shipment is _____.
A. price before shipment
B. price upon shipment
C. price after shipment
D. price upon the goods at the port of destination
16. We trust you will look _____ the matter without delay upon receiving the substantiating data concerning the damage.
A. on B. upon C. in D. into
17. Please charge all the expense incurred _____ our account.
A. on B. to C. for D. of
18. Since the purchase is made _____ the FOB basis, you are to ship the goods to Liverpool by a steamer to be designated _____ us.
A. on, by B. for, for C. on, for D. for, to
19. _____ the goods were examined by a public surveyor upon arrival at your port, we cannot but accept your claims as tendered.
A. If B. Despite C. Though D. Since
20. The packing list is one of the documents _____ must be included with goods shipped, stating the type and the number of items on board.
A. / B. that C. whose D. what

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
6. The word method to describe quality includes _____.
 - A. sale by specification standard
 - B. sale by brand trademark

- C. sale by the name of origin
- D. sale by specification and design

7. The classification of e-commerce is _____.

- A. business to business-commerce (B2B)
- B. business to consumer-commerce (B2C)
- C. business to administration (B2A)
- D. consumer-to-administration (C2A)

8. Regulation method for Usance draft payment is _____.

- A. payable at sight
- B. several days after sight
- C. pay several days after draw
- D. pay several days from date of B/L

9. Natural condition is the foundation of international division of production and the development, the conditions include _____.

- A. land area
- B. geographical geological conditions
- C. climate condition
- D. natural resources

10. CIP3% usually involves abroad costs _____.

- A. the overseas freight
- B. foreign insurance premium
- C. commission
- D. bank fees

Part V. Reading (30%)

Task A

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 |

Task B

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

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

Attn : Ms. Jessica Fong
Email : 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			

Communications Facilities							
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.

20% surcharge for late order received after 28 Jul 2015
30% surcharge for late order received after 25 Aug 2015

*#Please read the Conditions of Order clearly before you sign this Form ●You may refer to the colour photos of booth facilities ●NO Exchange and NO Refund for standard booth facilities		TOTAL AMOUNT		
Application will only be proceeded with installation layout plan and full payment.				
Authorization from Exhibitor				
Company Name: _____		Booth No.: _____		
Tel: _____		Email: _____		Date: _____
Contact Person: _____		Position: _____		Signature: _____
Payment Method (Please see condition 6. No separate invoice will be issued)				
<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 C

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. ()

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 ACEPTED. 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。