

题型： 1. 商务书信类； 2. 商务便条便函类； 3. 商务信函类； 4. 商务报告类

商务书信类

这一题型要求考生根据所提供的短文，如书信、传真、便函、留言条 (电话留言条)等，起草一封书信，字数要求达到 120—140 词左右。

题目结构：

Input: 1 situation description 2 task 3 target reader

Reading: texts in note, letter, fax, memo + content points (handwritten notes; second letter)

Write: business letter (120-140 words)

【例题】

You have organised a production conference for your company which will be held on 10 October 2005. The following is the letter of confirmation you received from the Conference Centre.

Read the letter and fax below, which gives details of the conference.

Then, using all information from the fax, write your letter to John Smith at the Nuffield Conference Centre, explaining the changes to the arrangements.

Do not include postal addresses.

Write 120-140 words on separate sheet.

Dear Conference Organiser,

I am writing to confirm the arrangements for the conference.

DATE AND TIME:	10th October-10 a.m. to 5 p.m.
NUMBER OF GUESTS:	50
ROOMS RESERVED	10 a. m. to 12: 30 p.m.
	CONFERENCE HALL 3
	2 p.m. to 5 p.m.
	SEMINAR ROOMS 1, 2, and 3
CATERING:	Coffee--11 a.m. to 11:30 a.m.
	Lunch-12:30p.m. to 2p.m.
	Conference Centre Restaurant
	Tea-4 p.m.

We look forward to welcoming your company to the Nuffield Conference Centre.

Yours faithfully,
John Smith

Today your Production Manager has sent you the fax below with changes he would like to make to the conference arrangements

FAX

I ‘ m afraid we have to make some lastminute changes to the arrangements for our production conference.

1. Ten more guests have accepted.

2. The President wants only one hour for lunch, and just a simple buffet-not seated in the restaurant.

The Conference Speaker (Tom Moors) can ‘ t come until 2 pm. So he will give his presentation in the afternoon.

Can we move the seminars to the morning?

Sorry about this!

Sam

2. 商务便函与便条

审题：

Mr Smith, your boss, told you to ask Ms Liu to attend a sales presentation on a new product.

Write a note to Ms Liu:

*saying who wants her to attend the sales presentation;

*informing her when and where the sales presentation will be held

（一）商务便函

一般公司企业往往都印有按照自己公司风格的商业便函，请看下列例子：

Memo
To：(收信人)
From: (发信人)
Date: (日期)
Subject: (事由)
Message:(正文)

商务便函一般由以下几个部分组成：

1、Memo：Memo 是 Memorandum 缩写，因此也可以用 Memorandum 备忘录

2、To：这一标题后面应写收信人的姓名与职衔，姓名前可以用尊称或不用，如：

To：Mr. John Smith，Sales Manager

3、From：这一标题后应写发信人的姓名与职衔：职衔可根据需要决定写或不写，但姓名前不要用尊称。

4、Date：日期的写法同书信里日期写法的要求完全一样，不要用数字来表示月份。

5、Subject：这一标题后是写事由的，即用一个或几个词汇简单概括便函的内容，以便查阅。事由必须简洁明了，不要用完整的句子，如：

Changes in Travel Advance Form

Promotion of Staff

Vacation Schedule

Participation in Training Programmes

（二）商务便条

商务便条一般有四个组成部分：日期、称呼、正文、签名。一些公司有印好的便条笺。如：

Message	
To: _____	Date: _____
Message	
Telephone Message	
For: _____	
From: _____	
Tel.: _____	
Message:	
Action required:	<div>Please call back</div> <div>Caller will call back later</div> <div>No action required</div>
Message taken by: _____	
Date _____	Time _____

例：让秘书通知推迟约会

9 a. m.
Miss Wang ,
I've got an urgent meeting today. Please contact the applicants to postpone the interviews till further notice.
DS

分类：

- 1 告知信息 inform
- 2 布置安排 arrange
- 3 征求意见 request
- 4 询问信息 enquire
- 5 求助申请 apply
- 6 推荐建议 suggest

1 告知信息类

例题：

背景：

You are a manager at an auditors called Golding & Co. Your company has just **merged**with a competitor to become MasonGolding. You have been asked to inform staff of the change of name.

Write a memo of 40 - 50 words:

- * informing staff of the new name
- * telling them when to start using the new name
- * asking staff to use only the new name after that time.

收购与兼并 merger and aquisition

范文：

As a result of our merger with Mason&Co., the name of our company will be changed MasonGolding. Please start to use the new name on 1 March 2006. You are reminded that only the new name can be used from then on.

例题

You are the training manager of a company which has won a large export order. You have been asked to organise foreign language training for some of your staff.

Write a memo to staff:

- explaining why the courses are necessary
- saying which members of staff should attend
- announcing when the courses will start

Write 40-50 words on a separate sheet.

[范文]

To: All staff

From: the Training Manager

Date: 1 March 2005

Subject: A Foreign Language Training Course

I was asked to organise a foreign language training course because of the large export order we received recently. It will start on 15 March and will last 2 weeks. Those who will deal with orders should attend this course.

2 布置安排类

You are Head of Research for an international car manufacturer. You have to make an urgent trip tomorrow to visit Pierre Blanco, a colleague who works for a **subsidiary**

- Write a memo of 40-50 words to your secretary:
- telling her who you are going to see and when
 - asking her to book flight tickets and accommodation
 - telling her what work you would like her to do in your absence.

Write on your Answer Sheet.

subsidiary, parent company, holding company, affiliate, branch, headquarters, representative office

范文：

I need to have an urgent meeting with Pierre Blanco of our Paris office tomorrow. Please book a return ticket to Paris and a hotel room for me as soon as possible. During my absence, please keep me informed of the progress of the project. If there is anything urgent, give me a phone call.

[例文]

You are the manager of a small export company. Peter Watson, an important client, is visiting your company for three days from 22 October.

Write a note of 40-50 words to your secretary:

- Asking her to book a hotel room
- Saying where the hotel should be
- Giving her the dates

[范文]

比较下面三篇作文，注意内容点和语气的区别。

作文 1：Dear Ms Jones,

I am writing to inform you that Mr Peter Watson will be visiting our company. Would you please be so kindly as to reserve a suitable room for him?

Yours sincerely

作文 2：Hi Mary,

Look. I'm really sorry to have to trouble you but Peter Watson —a really important client —is visiting the company for three days in October, starting on 22nd, to discuss a contract with us. Please will you book for Mr Watson a really nice hotel room as soon as possible? Thanks very much.

See you soon!

作文 3 Mary,

Mr Peter Watson is visiting us in October. Could you please hire a hotel room for him? He is arriving on 22nd October and will stay for three nights. If possible, the hotel should be one near the office. Thank you.

3 询问信息类

[例 5]

You are the factory manager of a car company. You are waiting for urgently needed components from your purchasing department.

Write a note to Mr Grayson, the Assistant Purchasing Manager:

- enquiring about the reason for the delay;
- stating when the components are needed;
- suggesting a meeting to discuss future deliveries.

Write 40 - 50 words on your Answer Sheet.

[范文]

I am writing to enquire about the reason of the late delivery of the ordered components. We need the components by next Monday. In order to smooth our cooperation, I suggest that we have a meeting to discuss future deliveries.

4 征求意见类

[例文]

You are a Project Team Leader. You have had to postpone your next project meeting because some of the members of your team will be abroad.

Write a memo of 40-50 words to your project team:

- informing them of the postponing and giving the reason
- stating a new date and time for the meeting
- requesting suggestions for the **agenda**.

Write on your Answer Sheet.

词汇： postpone; delay agenda, schedule, timetable

[范文]

I am writing to inform you that the next project meeting will be postponed. Because several team members will be abroad for another project, we will hold our next meeting on 1 August, starting from 9am. Please let me know if you have any suggestions as to the agenda of the meeting.

最后一句话可以替换为：

Do you have any suggestions regarding the schedule?

I welcome your suggestions concerning the timetable.

5 求助申请类

[例题]

You have lost your calculator, and you want to order a new one. You need to make a written request to your supervisor, Ann Ray.

Write a memo to her

- saying that you need a replacement
- explaining what happened to the old one
- asking her to approve the request

Write about 40-50 words.

[范文]

I am writing to apply for a replacement calculator. I found the old one missing after the client meeting yesterday. As a calculator is essential to my daily work, could you kindly approve this request?

[例题]

You would like to go to a seminar on presentation skills.

Write an email to your line manager:

requesting time off work to go to the seminar

saying when the seminar is

explaining why you want to go

Write 40-50 words on a separate sheet.

词汇：line and staff management, line manager, staff manager

句型：May I have your permission to do sth?

[范文]

To: Nick Johnson

Subject: Presentation Skills Seminar

I would like to attend a seminar on 3 April.

It is about presentation skills. Since I have to make many presentations to customers, this seminar will be very useful.

Could you tell me if it's possible to take time off work to attend this seminar?

Thanks

Angela

6 推荐建议类

[例题]

Your company's Sales Department has asked you to give a talk next Friday on your most recent project.

Write an email to Mrs Jay in the Sales Department:

agreeing to give the talk and suggesting a time

saying what equipment you will need

requesting information about the participants.

Write 40-50 words on a separate sheet.

[范文]

To: Anna Jay

Subject: Talk Next Friday

I would like to give the talk suggested by you and I think 9.30am, after the break, would be the perfect time.

Required equipment: - Overhead Projector

- Flipchart with Pens

Please give me some information about the people participating.

3. 商务信函

字数要求 40-50 / 120-140

重视开头和结尾段落

开头部分：

(1) 开头部分要恰到好处。

(2) 不要使用否定性的或不礼貌的词语。

(3) 要从对方的角度出发体谅对方 (You-Viewpoint)，而不能以自我为中心 (1-Viewpoint)。

(4) 开始句一定要切合正题，不要东拉西扯，重复对方明知的信息。

(5) 起首段落不宜太长。

(6) 起首段落要前后一致，保证连贯性。开始句最好提一下上一次联系的情况，显得自然。

结尾段落：

- (1) 明确指出希望对方采取的行动。
- (2) 如果对方不是行动的执行者，一定要指明动作的执行者是谁。
- (3) 说明该行动的具体实施细则。
- (4) 指明最后的期限。
- (5) 赞赏对方，但除非对方曾为你做过什么，否则不要随便道谢。
- (6) 避免使用消极性词汇。
- (7) 如若需要，表明愿意提供帮助的态度。
- (8) 结尾段落不宜过长。

总结常用句型：

Referring to previous contact:

Thank you for your letter of/dated

With reference to

Further to

In reply to

Stating the reason for writing:

I am writing to enquire about ...

to confirm that ...

to apologise for/about ...

in reply to your ...

with reference to ...

Ending a letter

If you have any further questions, please contact me on ...

I look forward to hearing from you soon.

in due course.

in the near future.

注意考试当中的格式问题

题目分类：

1 订单类 **handling order**

2 询问类 **enquiry and reply**

3 投诉类 **complaint and apology**

4 告知变化类 **notice of changes**

5 邀请类 **invitations**

例题

You are the owner of a clothing factory. A customer has sent you a letter summarising a recent negotiation. You have written some notes on the letter.

Write a 120 - 140 word reply to the buyer using the letter and your notes.

Write on your Answer Sheet.

Mrs P Mirza
Lahore Textiles
6 Ocean Road
Lahore

Dear Parveen

|

It was good to see you again last week and we are delighted that your silk blouses will be included in our winter catalogue.

As promised, listed below are the points agreed at the meeting.

- 1. The contract is for the Sheba range of silk blouses in three colours.
- 2. You will grant us exclusive import rights for the blouses in the UK.
- 3. The quantity will be 5,000 pieces, with a further option of 3,000.
- 4. The price per piece will be \$ 5.65 for the first 5,000. You will confirm the price for the optional 3,000 pieces.
- 5. Payment will be by letter of credit.
- 6. The initial order will be ready ex factory by 1 August 1999.

I trust you will find this in order. I look forward to your written confirmation in due course.

Best regards
Stephanie powell
Chief Purchaser

段落：平头式 / 缩进式
范例 1：Block Version (平头式)
Dear Sir or Madam ,

We welcome you the order above order. The prices you mentioned are old ones. The current prices should be 5% higher. However, we accept your order and wish to assure you that delivery will be made immediately we receive your L/C.

Our T-shirts and knitting wares enjoy favourable reception in the world market because of their fine quality and excellent craftsmanship. No wonder your customers have remarked favourably on our products. You may be sure that we shall do our best to maintain our reputation for quality and reliability.

We enclose a quotation for summer wares, such as bathing suits, all cotton vests and shall be pleased to receive further orders from you.

Yours faithfully ,
Edward White

范例 2 Indented Version (缩行式)

October 30,2005
Messers Samson Ghadban Co., Ltd.
15 Horns Avenue,
Tripoli Lebanon.

Dear Sir or Madam:

Thank you for replying so promptly to our enquiry for lightweight extinguishers and also for your offer to arrange a demonstration.
Our general manager and our office manager will both be able to meet Mr Burton at any time during the morning or afternoon of Thursday, November 10th. It would be helpful if Mr Burton would write or phone to let us know at what time we may expect him.

Yours faithfully,
John Black

范文：

Dear Stephanie,

Thank you for your letter of 1 March. We are delighted that the Sheba range will be in your catalogue.

There are, however, some small points which need clarifying.

The Sheba range comes in six colours. Please look at the samples and confirm which three colours you would like.

You referred to the further option of 3,000 pieces. I thought we had agreed on 4,000. Please confirm the correct figure.

I can confirm the optional pieces will cost \$ 5.25 each.

Unfortunately, due to a full order book, we are unable to deliver by 1.8.99. The earliest date would be 15.8.99. I hope this will be acceptable.

I look forward to hearing from you soon.

Yours sincerely,

Parveen Mirza

例题

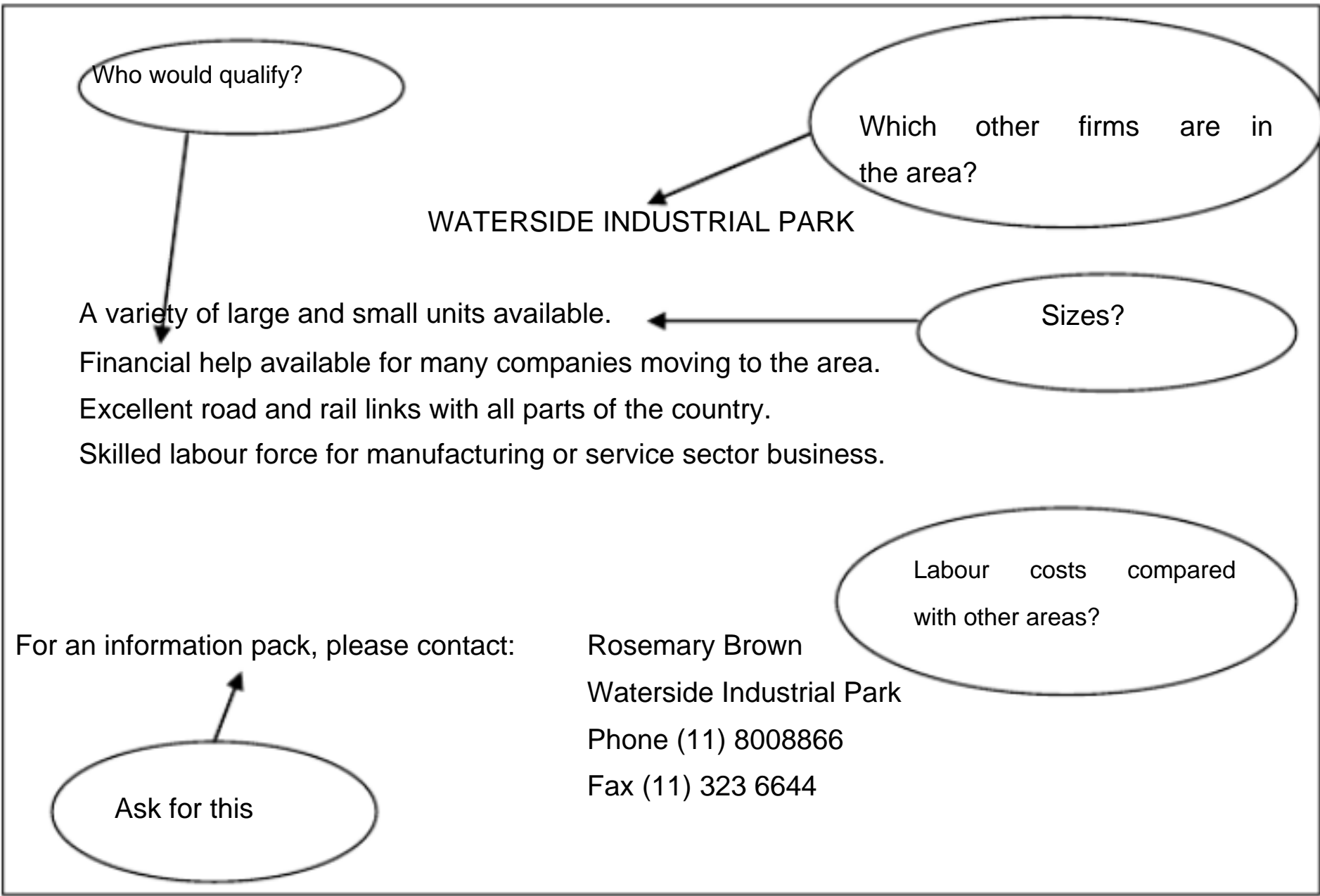
The company you work for is expanding rapidly and is looking for new premises. Your **Managing Director** is interested in Waterside Industrial Park, and has asked you to write a letter to find out more information.

Read Waterside Industrial Park’s advertisement below, on which your Managing Director has already made some notes.

Then, using all your Managing Director’s handwritten notes, write your letter to Rosemary Brown at Waterside Industrial Park.

Do not include postal addresses.

Write 120-140 words on a separate sheet.



[范文]

22 July

Dear Mrs Brown

Subject: New Premises

With reference to your advertisement in the local newspaper, I would like to have more information about the above.

Could you tell us which other firms are in the area, and what are the sizes of the units available for rental.

Regarding the financial help mentioned, could you inform us who would qualify for it and how to apply.

Another point to clarify is the skilled labour costs compared with other areas.

Finally, we would be grateful if you could send us the information pack to our address.

We look forward to hearing from you soon.

Yours sincerely

Alya Maideen

例题

Your Managing Director has asked you to reply to the letter below which is about a proposed educational visit to your company by a local school. He has written his comments on the letter.

SUNDSTROM TECHNICAL COLLEGE

Re: Educational Visit

Dear Mr. Takahashi,

Thank you for your recent letter accepting our request for an educational visit to your company.

I have spoken to the students concerned as well as the teacher who will accompany them. They are a group of 35 students, aged between 17 and 18, and will be taking part in the visit as part of their careers development programme.

I would like to suggest Friday 10th December. The group will leave here at 9:00 am and should be with you by 9.45 am.

I understand the training officer is willing to give a talk to the students about the company's training programme. This will be of considerable value, and I wondered if it would be most effective at the beginning of the visit.

Finally, would it be possible for the students to talk to some new employees in an informal 'question and answer' session?

I would be grateful if you could inform me as to whether these proposals are suitable and would like to thank you once again for your co-operation with the scheme for 'School and Business Links'.

Yours sincerely,

Mr Yamaguchi,

Headteacher.

- Write a letter (120 - 140 words) to the head teacher explaining the changes the Managing Director would like to make to the visit.
- Write on your Answer Sheet.

范文：

Dear Mr Yamaguchi,

Thank you for letter dated 27 July 2005, in which you put forward some suggestions for the proposed visit to our company.

There are, however, a few changes which I would like to make to your suggestions.

In order to confirm the above arrangements, I suggest that we discuss these over the telephone at your earliest convenience.

I look forward to your early reply.

Your sincerely,

商务信函（下）

投诉信结构：

投诉事由

详述事件 /投诉理由

提出要求

常用句型：

Letters of complaint

I am writing to complain about ...

I am not satisfied with ...

I must therefore insist that ...

例题

You recently attended a one-day training course on health and safety. You were disappointed with the course and you have decided to write a letter of complaint to the training company.

Read the advertisement below, which gives details of the course. You have already made some notes on the advertisement.

Then, using all your handwritten notes, write your letter to Moira Geddings at GBG Certification Services.

Do not include postal addresses.

Write 120-140 words on a separate sheet.

GBG Certification Services

Good for business, good for you.

Regardless of whether you are in a manufacturing or service industry, you are required by law to operate your business in a manner which is safe and healthy for your workforce. Our courses will help you provide a safe and legally sound working environment for your staff.

Our one-day courses include:

Experienced and highly-qualified trainers

High-quality information packs

Small groups (maximum 8 people)

Price includes lunch and refreshments

All one-day courses run Monday-Friday from 9.30-17.00.

For more information contact:

Mora Geddings

GBG House

Summerfield Road

Oxford OX8 4DN

[范文]

Dear Mrs Geddings,

I write regarding a training course on health and safety which I attended 27 November.

When I booked this course, I chose your company as it came highly recommended and the courses seemed to be of a high standard. I was promised an experienced trainer but unfortunately he was sick and the replacement was not as good as expected. Regarding the information packs these were only a pile of loose photocopies, which was not promised. The class was supposed to be about 8 people but in mine there were about 15. Finally, I should make it clear that the class started 1 hour late, and the lunch that was served, was cold.

I am sure you can understand my disappointment. I would therefore be glad if you could investigate this matter.

I look forward to hearing from you.

Yours sincerely,

Lisa Kostevska

Cabin Attendant

索赔：

compensate, indemnify, refund, apologise

投诉信范文：

Dear Sir or Madam

I am writing to complain about your Tour 5210 to Mexico on 15 June.

The quality of the food in the hotels was terrible and everybody in our group was sick most of the time. I would like to remind you of the fact that your advertisement said superior hotels and fantastic food all the way.

We must insist, therefore, that you refund at least 10% of our money as compensation.

If we do not receive adequate compensation within 7 days, we will be forced to write to the local newspaper.

Yours faithfully

比较强烈投诉抗议信：

Dear Sir or Madam

I am writing about the heating unit you installed for us on 15 March last year.

Unfortunately, the heating system exploded on 12 January this year, and blew a large hole in the roof, thus resulting in a large damage to both our workshop and stocks.

I should like to remind you that we wrote to you on 9th December last year because it was making a strange noise, but you did not give us a reply.

We must insist, therefore, that you replace the heating system immediately and pay for our damage worth US \$ 400,000.

Your faithfully

道歉信结构：

表示歉意

解释原因
处理意见
再次道歉

Letters of apology

I am writing to apologise for/about
This was due to ...
Unfortunately, we have been unable to ...
I am sorry for any inconvenience this has caused.
I can assure you that we will ...

例题

You are the secretary in a company which makes plastic tableware. Your boss has left the letter below for you to answer.

Write a letter of 120 - 140 words to Ms, Jerome, explaining the reason for the damaged goods. Use the information in her letter and the notes from your boss.

Do not include addresses.

Write on your Answer Sheet.

Chris: please write back to Ms Jereme with
regrets, etc. We mustn't lose this customer
Thanks - Hugh.

QUALITY
CAFETERIAS INC.
NEW ROAD
MELBOURNE
6 October 1997

The Manager
Plastic –A –Plenty Co.
Gough Industrial Estate
Melbourne

Dear Sir or Madam

PLASTIC TABLEWARE-Product nos. 0821 (forks) and 7234 (bowls)

We have used your company as a supplier to our restaurants for several years, and until recently the quality of your products has always been good.

However, on 2 September this year, we took delivery of some plastic tableware which was of extremely poor quality. Many of the bowls were chipped and several of the forks were broken. We cannot use them in our cafeterias.

I do hope that such a delivery will not be repeated, and that your supplies to us in the future will again be of high quality. If, however, we receive any further faulty plastic tableware from you, we will be obliged to find another supplier to provide us with goods which meet our own high standards I am sure you will be able to provide us with a satisfactory explanation.

Yours faithfully,

Ann Jereme
Restaurants Director

范文：

Dear Ms Jeremy,

Thank you for your letter of 6 October. After supplying your restaurants for 5 years, I was extremely sorry to hear that the batch of bowls and forks which you received on 2 September was not of usual quality.

After careful investigation, we found that the cause of the problem was a faulty packing machine. It has now been repaired. I can promise you that this type of problem will not happen again.

According to the sales contract between us, we will, of course, replace your faulty delivery free of charge.

I would like to offer our apologies once again and thank you being an excellent customer.

Yours sincerely,

例题

You work in the Sales Department of an international company. Manuela Garcia, an important client, is visiting your company for a day. There are some changes to the itinerary you sent her last week.

Write a letter of 120 - 140 words to Ms Garcia, using the original itinerary and your handwritten notes, informing her of the changes.

例题：

Dear Ms Garcia,

Further to last week's correspondence, I am writing to inform you that we have to make a few changes to the original itinerary for Wednesday 20 October.

Firstly, in order to allow plenty of time for you to travel from the airport, your tour of the company will be slightly shorter than the hour which we had originally planned. Secondly, please note that as the White Hart is full on Wednesday, lunch will be at the Swan Hotel. Carol Snape will, however, not be joining us due to a previous engagement.

It has been confirmed that Tom McAllister will show the new video about our new natural shampoo range at 16.00. As John Sallis has to leave early, Sue Smith will accompany you to the airport for your evening flight.

If you have any questions, please do not hesitate to contact me.

Yours sincerely,

例题

You are responsible for planning the magazine advertising of your company's new product, which is a polish for cars. You have just received the letter below from the magazine that you are going to advertise with. You have also received a memo from your Marketing Manager about the advertising campaign.

write a letter of 120-140 words to Mr Ellwood at the magazine, telling him about the changes to the advertisement booking, and asking him or any other information that you require.

Dear Ms Beddington,

Thank you for your advertisement booking, the details of which I confirm below.

Name of Company: Autocare Products

Name of Product: Supergloss

Details of Advert: 1/2-page black and white

Advert will appear in: June, July and August issues of the magazine

Cost of advert: \$350 per issue (3 issues=\$1050)

Discount: 5% for early booking

Total Cost: \$997.50

We trust that this is satisfactory.

Yours sincerely,

Memo

To: Cathy Beddington

From: John Humphrey

Re: New Product advertising

The Managing Director has approved an increase of budget on this campaign, so we can go for: colour advert, six issues.

Could you contact the magazine and get them to change this? Please check the price and the possibility of a bigger discount.

Also tell them to get the product name right —Supagloss.

Thanks

邀请信

例题：

要点：邀请访问英国并且参观工厂

请客人看剧

日期在 11 月

内容点 Thanking Ms Goddard for her letter

accepting the invitation to visit the company

accepting the invitation to the theatre

saying the date are unsuitable and explain why

suggesting an alternative date

范文

Dear Ms Goddard,

With reference to your letter of November 3, **I am writing to thank you for your kind invitation.**

I would be very pleased to accept your invitation to see Trackplus's production facilities. I would also be interested in meeting your colleagues at Head Office, the design team in particular. **I should also be delighted to** accept your offer of arranging for me to see a play in the West End.

Unfortunately, due to a business trip abroad, **I am unable to** come to England at the end of November as you suggested. However, as I feel it is important that we meet before Christmas **I would be grateful if you could tell me** if the second week of December would be suitable for you?

I look forward to hearing from you again.

Yours Sincerely

Paolo Fellini

Test 4

PART TWO

You are in charge of technical resources in your company. You have just received a letter from the Customer Services Manager at JLM Communications, who are installing a new telephone switchboard at your offices.

Look at part of the letter below, on which you have already made some handwritten notes.

Then, using all your handwritten notes, write a letter to JLM's Customer Services Manager.

Write 120-140 words.

You do not need to provide postal addresses.

Dear Sir or Madam,

I would like to thank you for your letter, dated 15.5.2003.

Firstly, unfortunately, we have an international conference on the 10th of June.

Therefore, this date is not convenient for us.

Could you please start at the 11th of June?

Furthermore, we would like to know how long the work will take.

Concerning the numbers. The system you announced seems to be difficult. Is there an easier way to handle this problem with different numbers?

As for our further requests, could we have a direct telefon number as well as the name of the person, dealing with us?

We are looking forward to paying the bill as soon as the work is successfully finished in case of any theesing problems.
We are looking forward to hearing from you.

Yours faithfully,

4.商务报告及建议书

一、题型分析

根据不同的写作目的，商务报告分类：

- (1)提供信息 (Information)
- (2)分析归纳 (Analysis & Conclusion)
- (3)提出建议 (Recommendation)

题目分类：

- (1) 文字类的题目
 - (2) 图表类的题目
- 图表的分类：

表格分类：

曲线图 (line chart), 柱状图 (bar chart), 饼状图 (pie chart), 和表格 (table)

A . 表格 (Table)

市场调查结果表 (含本公司和 Shikei 的产品)

	A	
	Tomatsu	
Value for money	* *	* * * *
Reliability	* *	* * * * *
After-sales service	*	* *
Availability	* * * *	*
Advertising	*	* * *

B . 饼状图 (Pie Chart)

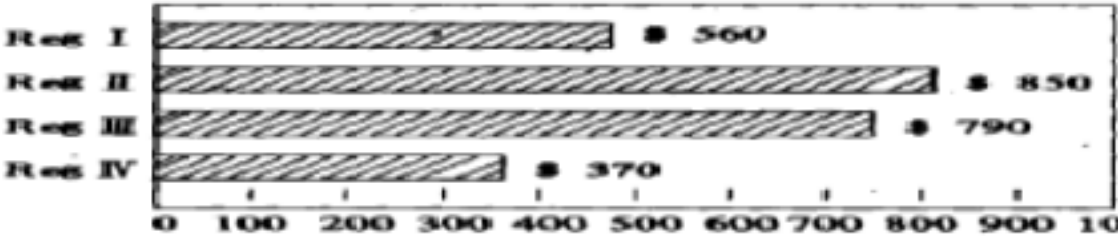
1999 年终各地区的销售总量 (单位:百万美元)



1999 年终各地区的销售总量 (单位：百万美元)

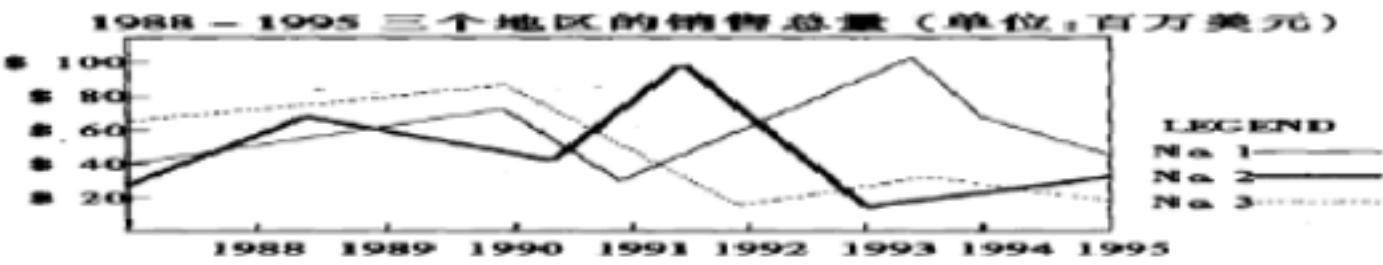
C . 柱形图 (Bar Chart)

1999 年终各地区的销售总量 (单位:百万美元)



1999 年终各地区的销售总量 (单位：百万美元)

D . 曲线图 (Line Chart)



1988—1995 三个地区的销售总量 (单位：百万美元)

二、报告或建议书的结构

- 1 introduction
- 2 facts and findings
- 3 conclusions
- 4 recommendations

三、句型

Introduction

The aim/purpose of this report is to ...

This report sets out to...

Conclusion:

It was decided/agreed/felt that...

No conclusions were reached regarding...

Recommendations:

We would recommend that...

It is suggested that...

注意四个方面：

- 1 内容上，要选取重要信息，要导入数据
- 2 结构上，要按照上面的套路，不要写流水账
- 3 语言上，要多变，句式和选词都要多变
- 4 语法上，要注意时态，一般现在时、一般过去时和现在完成

五、报告模版

INTRODUCTION 首句

- 1. The purpose of this report is to
- 2. The objective of this report is to
- 3. The aim of this report is to
- 4. This report aims to
- 5. Mr. X has asked me to report to investigate / evaluate / study / recommend / analyze / give feedback / estimate / assess 重复题目
- 6. As requested by 某人/某部门, I am submitting the following report about 重复题目中的目的。
- 7. Upon request of 某人/某部门,
- 8. As you 或者某人, 某部门 requested on November 12, I am submitting the following report on 重复题目
- 9. Here is the report concerning 重复题目要求
- 10. We have done a survey showing that 重复题目要求, 或者直接开始阐述数据或者信息。

FINDINGS 首句

- 1. According to the recent market research / investigation / survey / the chart above / the table above / undertaken,
- 2. The recent visit/investigation/survey showed that
- 3. The table/chart above tells us that
- 4. From the chart shown, we find/learn/notice that
- 5. The table/chart above is showing that

CONCLUSION 首句

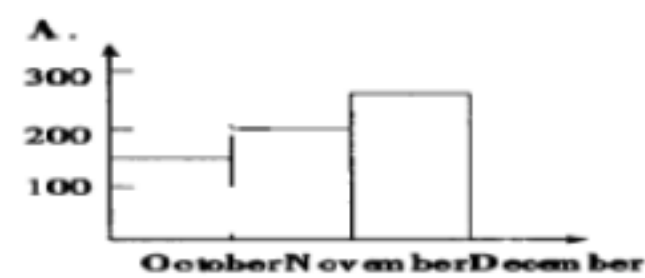
- 1. 在有 conclusion 这个 sub-title 的情况下，就直接陈述结论
- 2. According to the findings above, it can be concluded that
- 3. From the table shown, it can be concluded that
- 4. Therefore, it can be concluded that

RECOMMENDATION 首句

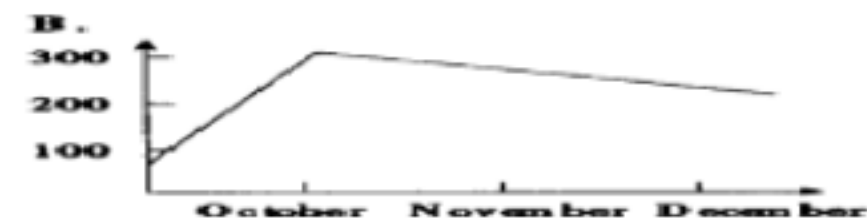
- 1. 在有 recommendation 这个 sub-title 的情况下，也可以直接陈述结论。 注意，recommendation 以及 recommend 后面要用动词原形（虚拟语气）。
- 2. The following are the recommendations
- 3. It is recommended that
- 4. Sth should be done.
- 5. Based on the conclusion / analysis above, we recommend that / it can concluded that
- 6. With reference to the advantages stated above, the following recommendations can be made,
- 7. With reference to the facts above, the following recommendations can be made,
- 8. something is recommended. eg, A change of attitude is recommended. A more professional attitude will need to be encouraged through training.
- 9. On the basis of the results, I have the following recommendations
- 10. On the basis of the analysis, it is reasonable to have the following recommendations:

如果需要进一步拓展，可以描述一下建议实施后可预期的进展或者景象。具体说法是，建议结束之后， so that或者 thus

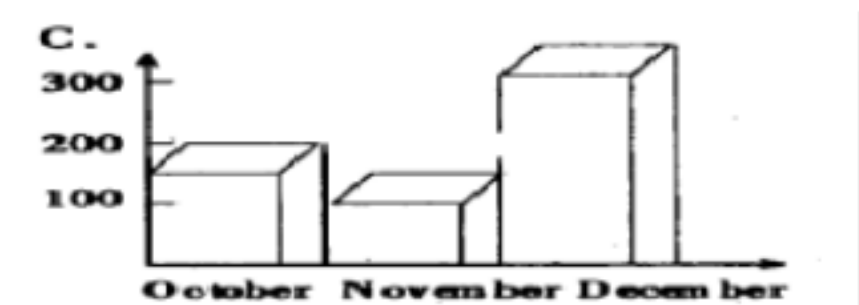
六、例句



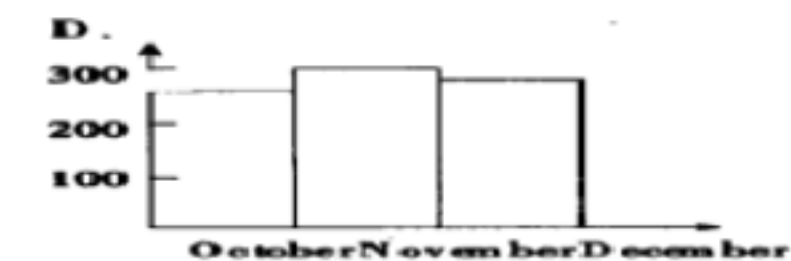
Truck sales rose steadily from October to December.



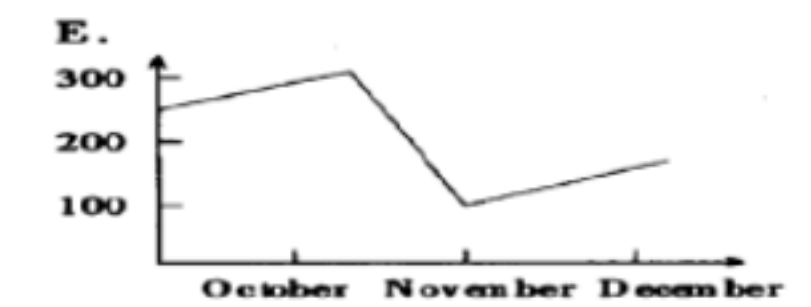
A steady fall in sales during November and December followed the sharp increase in October.



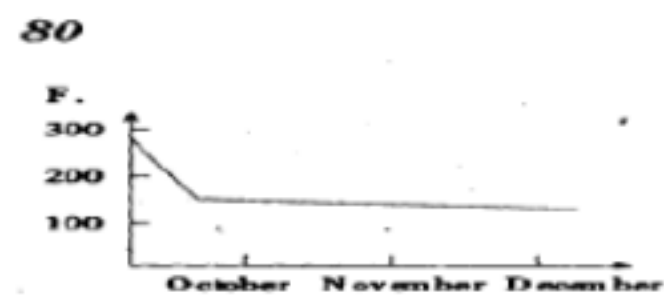
Truck sales dropped during November but increased again in December to exceed October sales.



Truck sales hardly changed throughout the period, except for a slight increase in November.



A slow but steady increase was followed by a sharp fall and an increase towards the End.



Truck sales dropped down in October, but remained unchanged for the rest of the period.

七、 建议
注意建议的合理性与层次性

- (1)言之有据，前后呼应。
- (2)言之有理，言之可行。
- (3)数码标段，层次分明。

请看下面的范文，注意里面所提出的建议。

[例题]

You work for Tomatsu, a company which produces video recorders. You are responsible for Product Development.

Read the following table showing the results of a survey of video recorders. The recorders are rated from * (POOR) to * * * * * (EXCELLENT). Column A shows the ratings for your company's products. Column B shows the ratings for the products of Shikei, your main competitor.

Use the information in the table to write a short report (about 100- 120 words) recommending ways of improving the quality and the marketing of your company's video recorders.

Write on your Answer Sheet.

	A Tomatsu	B Shikei
Value for money	* *	* * * *
Reliability	* *	* * * * *
After-sales service	*	* *
Availability	* * * *	*
Advertising	*	* * *

[题解]

该题首先假设考生是一家录像机公司的产品开发部负责人，接着考题提供了一张调查结果表，该表格比较了本公司产品与竞争对手的产品在性能价格、质量稳定性、售后服务、市场份额及广告宣传等方面的优势与不足，考题最后要求考生根据这张表格所反映的信息，撰写一份报告，就提高产品的质量，加强市场营销等问题提出建议。考生在动笔前一定要认真仔细地阅读考题提供的原始图表，力求看懂并吃透原文精神，然后准确地把图表信息转换成语言文字，在分析数据的基础上再根据考题要求，有的放矢地提出建议。显然这题的难度相当大，因为它要求考生首先应该具有阅读和解释视觉信息的能力，并在此基础上发表观点，提出建议。

【范文】

Report

The results of the market survey are dissatisfying. Therefore effective measures must be taken immediately.

Discussion of Facts

From the table shown, it can be concluded that our efforts in such fields as 'Value for Money', 'Reliability', 'After-sales Service' and 'Advertising'

are less successful than those of Shikei.

Recommendations

On the basis of the results, I have the following recommendations:

- 1. To organize quality circles to study and supervise every sector in our production so that any quality problems can be discussed and solved in the course of production.
- 2. To give the marketing manager more power to make his own decisions so that he can respond to the changing business situation timelier.

5.文字类题目

例题

You work for a company that sells electrical goods. You have recently visited a potential supplier in Slovakia. Look at the memo and your handwritten notes.

Write a 120 - 140 word report recommending whether your company should deal with the supplier or not.

To: Alan
From: Georgina
Date: 16 February 2000
Re: Your visit to Ludova Technologies Slovensko

Alan

Here 's the information about Ludova Technologies. It isn't much, I'm afraid, but it's all we have.

The company is 15 years old and employs about 20 people. It's located in the south west of Slovakia, on the Austrian border. They make electrical goods such as pocket radios, but we're not really sure what else.

Can you find out the following and write a report recommending what we should do?

[范文]

Report on suitability of Ludova Technologies Slovensko (LTS)

Introduction

This report aims to assess whether the Slovakian company Ludova Technologies would be a suitable supplier of electrical goods.

Findings

A recent visit to the company showed that its facilities are quite old, resulting in a limited production capacity. Despite this, LTS produces an extensive range of high-quality products including radios, cassette recorders and CD players.

However, out-of-date machinery means delivery times of up to three months. This may change when the planned modernisation takes place.

Conclusion

LTS would not be suitable for large orders that require quick delivery

Recommendations

It is recommended that we remain in contact with LTS and reconsider a supply contract once the factory modernisation is completed.