

关于举办 2022 年第二届“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）的通知

各有关院校：

为贯彻落实《普通高等学校商务英语专业本科教学指南》和《高等职业学校商务英语专业教学标准》，践行立德树人初心，牢记为党育人、为国育才使命，中国国际贸易学会拟联合有关单位举办 2022 年第二届“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）（以下简称“大赛”）。现就有关事项通知如下。

一、指导思想与目的任务

以习近平新时代中国特色社会主义思想为指导，深入学习贯彻习近平总书记关于教育的重要论述和全国教育大会精神，全面落实党的教育方针，坚持教育为人民服务、为中国共产党治国理政服务、为巩固和发展中国特色社会主义制度服务、为改革开放和社会主义现代化建设服务。

坚持“以学生为中心，学以致用知行合一，校行政企深度融合，产学研用协同创新”的理念和“以赛促教、以赛促学、以赛促改、以赛促建”的原则，搭建“把握学科动态，分享教学成果，交流教育心得、展示师生风采”的平台，培养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，加强专业建设，深化教学改革，促进产教融合、提高人才培养质量，推动商务英语教育迈进高质量内涵式发展新时代。

（一）积极担负起中华民族伟大复兴重任，了解国情、民情，正确认识世界和中国发展大势，争做新时代新担当新作为“排头兵”；

（二）探索商务英语专业建设新模式：师生共创，“岗、课、证、赛、创”融通五位一体化；

（三）培养商务英语学生综合实践能力，充分体现商务英语“跨”的特性：跨学科、跨专业、跨课程、跨场景、跨文化和跨技术等；

（四）坚持“以商务情景应用为导向”“永远让学生站在舞台中央”，展示商务英语语言应用能力和商务实践能力等综合素养；

（五）搭建高校师生商务英语专业教学观摩、经验交流和业务实践平台；

（六）为国家培养优秀的商务英语人才，在国际商务交流活动中传递中国文化自信。

二、大赛主题

振兴家乡，助力有我（讲好中国故事，让世界听见家乡的声音）

“一山一水家乡美，一颦一笑故乡人。”每个人的记忆深处都有一个故乡，每个人的故乡里，都住着最亲的人，最美的风景，最难忘的回忆。

推介“家乡好物”，讲好“中国故事”，每个人家乡都有一道独特风景和富有特色的“中国故事”。以某个具有家乡特色产品或服务为对象（可选既有品牌，也可自创品牌），以开拓海外市场和客户群体为目标，可以围绕“产品、市场、渠道、商业模式”等要素，结合家乡文化与人文精神，用英语向世界进行展示推介（包含但不限于：该产品或服务的历史特色、设计理念和营销策略等）。

三、组织机构

（一）主办单位

中国国际贸易学会

（二）联合主办单位

北京学研汇智网络科技有限公司

（三）合办单位

商务英语培训与考试中心

合肥君途教育科技有限公司

北京理工大学出版社

重庆市商务英语研究会

福建省外国语言文学学会

广东省本科高校外语类专业教指委商务英语专业分委员会

广西商业职业教育教学指导委员会

湖北省商务英语理事院校联盟

吉林省外语学会

江西省外语学会

辽宁省翻译学会

辽宁省高等学校外语教学研究会

辽宁省外国语协会高职高专委员会

四川省商务英语理事院校联盟

浙江省商务英语协会

中国-东盟商科职业教育联盟

（排名不分先后，名单持续更新中）

（四）承办单位

安徽农业大学外国语学院

安徽商贸职业技术学院

北京第二外国语学院英语学院

抚顺职业技术学院（抚顺师范高等专科学校）

广东金融学院外国语言与文化学院

广东省外语艺术职业学院

广西国际商务职业技术学院

海南经贸职业技术学院

河南财经政法大学外语学院

贺州学院外国语学院

湖北经济学院外国语学院

湖南工程学院外国语学院

湖南外贸职业学院

淮阴工学院外国语学院

吉林外国语大学英语学院

江西财经大学外国语学院

晋中信息学院商务英语学院

黎明职业大学

辽宁大学外国语学院（武圣校区）

临沂大学外国语学院

闽南师范大学外国语学院

内蒙古科技大学外国语学院

秦皇岛职业技术学院

四川外国语大学商务英语学院

西南财经大学外国语学院

武汉职业技术学院

淄博职业学院

浙江海洋大学外国语学院

（排名不分先后，名单持续更新中）

（五）赛事组织与保障

大赛设立组织委员会（以下简称“组委会”），负责大赛的组织实施，组委会秘书处设在北京学研汇智网络科技有限公司。

大赛设立专家委员会，邀请政府部门、行业、企业和高校专家作为成员，负责大赛命题和评审工作。

大赛设立纪律监督与仲裁委员会，对组织实施和评审等相关工作进行全过程监督，并对赛程中可能出现的争议予以仲裁。

大赛设立网络支持中心，负责信息发布和网络投票等（微信公众号：51learning 学研汇智，网站：www.51learning.com.cn）。

特别说明：大赛不收取任何参赛费用。

四、大赛规程

（一）赛制

1. 大赛采用校级初赛、省级复赛和全国总决赛三级赛制。校级初赛由各院校自行组织，省级复赛和全国总决赛由大赛组委会统一组织。

2. 大赛设本科组和高职组两个赛道，统一组织，独立评奖。

（二）参赛对象

全国各高等院校英语、商务英语、国际经济与贸易等相关专业（或方向）在校本、专科学生均可参赛。以学校为单位报名参赛，恕不接受个人报名，各院校自行负责参赛选手的资格审核，不得弄虚作假。

（三）赛程安排

1. 院校报名和校级初赛（2022年4月1日至5月31日）

大赛组委会发布相关通知并开展赛前网络培训（规则说明和师资培训等）。

初赛由线上知识竞赛模块和综合评估模块两部分组成，学生必须参加线上知识竞赛后才能拥有后续参赛资格。各院校需向组委会报名申请开通线上知识竞赛权限并自行组织初赛，遵循“知识能力互补”的原则，结合线上知识竞赛成绩综合评估择优选拔正式参赛选手，每校可推选1支参赛队（承办单位不超过2支），每支参赛队限定为3-6人，并配备1-2名指导教师（指导教师请务必加入全

国高校商务英语综合能力大赛指导教师 QQ 群：562915967，以便及时接收大赛后续相关通知）。请各参赛院校于**2022年5月31日**前将参赛队信息登记表（附件1）通过邮件发送至大赛组委会指定邮箱**3251087822@qq.com**。

2. 省级复赛（2022年6月1日至9月30日）

复赛由微视频作品评比模块（95%）和线上投票模块（5%）两部分组成，统一组织，按赛区分赛道独立评奖（参赛队数量不足8支的赛道将被合并或取消，最终以组委会发布的信息为准）。各赛区依据参赛队总成绩分赛道由高到低进行排名（总成绩相同者，按微视频作品评比模块成绩排序），按各赛道参赛队总数15%的比例四舍五入计算，确定各赛道晋级全国总决赛资格。

微视频作品评比模块所需提交的参赛作品包括微视频作品和微视频作品创作说明（缺一不可）。创作说明请统一采用中文文本形式，格式自定，篇幅保持在一页A4纸之内即可，主要用以帮助评审专家了解微视频作品的创作思想等。**参赛作品提交截止时间为8月31日24:00，届时请以附件形式打包发送至邮箱：3251087822@qq.com，邮件主题命名为：XX省/市/自治区-学校名称-团队名称-学生负责人姓名-学生负责人电话，例如：北京市-学研汇智大学-乘风破浪队-王超越-18012345678。**参赛作品各处均不得出现任何与参赛队有关的信息（包含但不限于：院校、指导教师和参赛选手等），违者按作弊处理，取消参赛资格。

线上投票模块相关事宜另行通知。

3. 全国总决赛（2022年第四季度）

全国总决赛由微视频作品模块（20%）、短剧剧本模块（20%）、短剧表演模块（40%）和问题回答模块（20%）四部分组成。统一组织，分赛道独立评奖，依据参赛队总成绩分赛道由高到低进行排名（总成绩相同者，按短剧表演模块成绩排序）。

全国总决赛具体时间和地点等相关事宜另行通知。

（四）大赛考核大纲和成绩评定方法、参考样题（线上知识竞赛模块）

微视频作品赛项考核大纲和成绩评定方法、参考样题（线上知识竞赛模块）分别参见附件 2 和附件 3。

五、奖项设置

（一）证书申领

凡校级初赛线上知识竞赛模块成绩达到 60 分及以上者，均可自愿申领国际商务英语一级证书。

凡所在参赛队省级复赛总成绩达到 70 分及以上者，均可自愿申领国际商务英语二级证书。

以上证书由中国国际贸易学会核准颁发，可视为具有相应的商务英语专业知识和能力的证明，是用人单位招聘录用、考核晋升、岗位续聘和职称评定等的重要参考依据，全国通用。详情参见商务英语培训与考试中心官网（www.cnbeet.com.cn）。证书申领联系人：曾老师，电话：15510205753（微信同号），邮箱：1525535513@qq.com。

（二）校级初赛奖项

以参赛院校为单位设置最佳组织奖，依据各院校初赛线上知识竞赛模块参与人数等进行综合评定，按各赛道参赛院校总数 30% 的比例四舍五入计算，各赛道评选出最佳组织奖。

（三）省级复赛奖项

省级复赛基于各赛道独立评比，设置团体奖、单项奖和优秀指导教师奖。

1. 团体奖

以参赛队为单位设置团体奖，分为特、一、二、三等奖，教师及学生个人奖项比照团体奖。依据参赛队总成绩分赛道进行排名，按各赛道参赛队总数 10%、20%、30%、40% 的比例四舍五入计算，各赛道决出特、一、二、三等奖。

2. 单项奖

依据网络投票结果分赛道进行排名，各赛道评选出最佳人气奖（按各赛道参赛队总数 30% 的比例四舍五入计算名额）。

3. 优秀指导教师奖

优秀指导教师奖等级比照各参赛院校团体奖获奖级别确定。

4. 晋级全国总决赛

各赛道内省级复赛总成绩排名前 15% 的参赛队将获得晋级全国总决赛的资格。

（四）全国总决赛奖项

全国总决赛基于各赛道独立评比，设置团体奖、单项奖和优秀指导教师奖。

1. 团体奖

以参赛队为单位设置团体奖，分为特、一、二、三等奖，教师及学生个人奖项比照团体奖。依据参赛队总成绩分赛道进行排名，按各赛道参赛队总数 10%、20%、30%、40% 的比例四舍五入计算，各赛道决出特、一、二、三等奖。

2. 单项奖

基于短剧表演和问题回答环节中参赛选手的表现，针对短剧表演选手个人设置“最佳表演者”奖项，针对回答问题选手个人设置“最佳思辨能力”奖项，由专家委员会按赛道分奖项各评选出若干名（按各赛道参赛队总数 15% 的比例四舍五入计算名额）。

3. 优秀指导教师奖

优秀指导教师奖等级比照各参赛院校团体奖获奖级别确定。

六、大赛参考用书

参考用书选用中国商务出版社出版的以下教材：

（一）《国际商务英语听力（一级）》《国际商务英语口语（一级）》《国际商务英语阅读与写作（一级）》《国际商务英语翻译（一级）》《国际商务英语考试试题精讲与模拟测试》（第 2 版）；

(二)《国际商务英语听力(二级)》《国际商务英语口语(二级)》《国际商务英语写作(二级)》《国际商务英语翻译(二级)》《国际商务英语阅读(二级)》《国际商务英语综合模拟实练(二级)》。

集体订购：杨老师，电话：010-64286917，QQ：2817679542

个人订购：网址：<https://shop162373850.taobao.com/>（淘宝网店铺搜索“中国商务出版社考培部”）

七、联系方式

组委会秘书处：

赛事咨询请致电 010-83661057，13161081357（陈老师），18500329742（杨老师）（周一至周五 9:00-17:00，法定节假日除外）或发邮件至 3251087822@qq.com。

纪律监督与仲裁委员会电话：010-64243016

全国高校商务英语综合能力大赛指导教师 QQ 群：562915967



八、相关注意事项

(一)新冠肺炎疫情防控期间，建议广大参赛师生不聚集、不扎堆、戴口罩、勤洗手，保持社交距离，积极做好防疫措施；

(二) 为保证大赛公平性，在参赛过程中和任何参赛作品中不得出现参赛院校及参赛队相关信息。在大赛全部结束之前任何参赛选手不得将参赛作品私自传播(包含但不仅限于上传至网络平台)；

(三) 参赛作品必须为原创，无版权风险，必须符合大赛规定的主题，严禁抄袭盗用他人作品，由版权问题引起的纠纷主办方承办方概不负责；

(四) 参赛作品版权归参赛者和大赛组委会共同所有，双方均可使用，大赛组委会有权将作品用于宣传推广等活动；

(五) 本次大赛最终解释权归大赛组委会所有，未尽事宜，另行通知。

附件 1：参赛队信息登记表

附件 2：微视频作品赛项考核大纲和成绩评定方法

附件 3：参考样题（线上知识竞赛模块）



附件 1：参赛队信息登记表

2022 年第二届“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) 省级复赛参赛队信息登记表

参赛学校信息						
所在地区	_____省 (自治区/直辖市)		赛道	<input type="checkbox"/> 本科组	<input type="checkbox"/> 高职组	
学校名称			院系			
联系人		联系电话		邮编		
通讯地址						
指导教师信息						
序号	姓名	性别	职称/职务	移动电话	QQ 号码	电子邮箱 (必填)
1						
2						
参赛队信息						
团队名称					学生负责人	
序号	姓名	性别	身份证号码	移动电话	初赛线上知识竞赛成绩	
1						
2						
3						
4						
5						
6						
院系审核意见						
<p>经审核，上述各参赛选手资格符合大赛要求。</p> <p>院系 (盖章)</p> <p>2022 年 ___ 月 ___ 日</p>						

附件 2：微视频作品赛项考核大纲和成绩评定方法

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“振兴家乡，助力有我（讲好中国故事，让世界听见家乡的声音）”的主题，推介“家乡好物”，讲好“中国故事”。

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

2. 竞赛形式

在线平台闭卷机考

3. 试题结构

本模块的题项分为词汇、判断、选择、阅读、单证和信函理解六个部分，考试形式、题型、题数、比重、题材、考试时间（100分钟）和计分等见表一。

表一：线上知识竞赛模块试题结构说明

序号	题项	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	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			101	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（见附件 3）

（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

灵活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），结合微视频作品可能的使用场景，以某个具有家乡特色的产品或服务为

对象（可选既有品牌，也可自创品牌），以特定海外市场和客户群体为目标，可以围绕“产品、市场、渠道、商业模式”等要素，结合家乡文化与人文精神，用英语向世界进行展示推介（包含但不限于：该产品或服务的历史特色、设计理念和营销策略等）。

（2）形式要求

①语言：全英文；

②呈现方式：不限（可为脱口秀、演讲、解说、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：5-7分钟，图像清晰稳定、构图合理、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 1024x576，最大不得大于 1920x1080（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）内容设计（20%）：与本参赛队所提交的微视频作品创作说明高度契合，以某个具有家乡特色的产品或服务为对象，推介“家乡好物”，讲好“中国故事”。

（2）方案设计（20%）：设计主线清晰自然、不生硬、重点突出、逻辑性强、构思新颖、富有创意、具有启发引导性，合理运用了国际商务知识、技能及策略，实现理论知识和语言技能的实践性转化。

（3）思政元素（20%）：作品具有重要的影响和突出的现实意义，具有讨论的价值和学习的空间，蕴含思想政治教育元素，有机

融入家国情怀、法律意识、社会责任、人文精神、工匠精神、职业操守等，春风化雨，润心无声。

(4) 视频材料规范 (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。

(5) 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，让人耳目一新。

(6) 效果评价 (10%)：整体效果好，尤其是商务效果新颖有趣，可观看性好，传播效果佳。

(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，以微视频作品所涉及到的产品或服务为对象，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），剧情应涉及到国际商务相关知识、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，要保持简练；

(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，说明本选题的理念和商业价值。

2. 短剧剧本模块评分标准（满分 100 分）

(1) 选题立意（20%）：宣传家乡文化，讲好“中国故事”，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) 能体现产品或服务与家乡文化之间的关联度；
- 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

每个参赛队 5 分钟 (含评委提问时间)，参赛队成员全部出场。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。

三、省级复赛总成绩评定方法

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) 记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，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=微视频作品评比模块成绩*95%+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，按微视频作品评比模块成绩排序。）

四、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）记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。）

附件 3: 参考样题 (线上知识竞赛模块)

Part I. Match the terms with the definitions given below. (10%)

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. Put T for true or F for false in the brackets at the end of each statement. (10%)

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. Choose the best answer (only one) to complete the following statement. (10%)

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 transhipped
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. Choose one or more than one suitable answers to complete the following statement. (10%)

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 involve 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, 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

Tast B (10%)

Directions: Read the form about the facilities available at HKTDC Hong Kong Watch & Clock Fair 2015 and their prices, and answer the following questions.

HKTDC Hong Kong Watch & Clock Fair Services

FORM 5	HKTDC Hong Kong Watch & Clock Fair 2015 香港貿發局香港鐘表展 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@hktdc.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-IP.)(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: _____	Fax: _____	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. 5000 C. 600 D. 2200
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. (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.

Directions: Write T for true and F for false.

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
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.

VII. Writing. (15%)

Directions: Write a reply to the following counter offers.

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。