

The background features several blue circles of varying sizes, each with a soft, light gray shadow cast to its right and slightly downwards. The circles are scattered across the white background, with one large circle on the right edge and others of various sizes in the top-left, bottom-left, and bottom-right areas.

Unit 9

Business Competition

商务英语阅读 3

Learning Objectives



Understand the influence of business competition on the prices of the commodities and services provided by the companies.



Know the influences of monopolies on business competitions and prices.



Understand the fluctuation of prices in sustainability-related resources due to their demand and supply.



Know the steps companies can take, faced with sustainability scarcity.

The slide features several blue circles of varying sizes scattered across the background. Each circle is accompanied by a soft, light gray shadow that extends downwards and to the right, creating a 3D effect. The circles are positioned in the top-left, bottom-left, bottom-center, and bottom-right areas of the slide.

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01. Text A

02. Text B

03. Chinese Values

Text A

**Are Airline Mergers Leading to
Higher Air Fares?**

Warming up

1. Have you ever gone travelling by air? If so, do you think the air fare is high, low or satisfactory? Why?
2. What do you know about merger? Can you give any examples? Discuss the examples of merger you know with your partner in detail.
3. Do you think airline mergers lead to higher air fares? Why?



Words and Expressions

merger *n.* the joining together of two separate companies or organizations so that they become one 合并 (CET6)

There has been a lot of talk about a **merger** with another leading bank.

Words and Expressions

price-fixing *n.* the setting of prices by agreement among producers and distributors 协定物价

With overt **price-fixing** cartels clearly illegal, the railroads turned to mergers as the way to eliminate competition between them.

Words and Expressions

airfare *n.* The airfare to a place is the amount it costs to fly there. 飞机票价

Most **airfare** price drops last less than 48 hours, so people need to be ready to jump when a fare falls.

Words and Expressions

inflation-adjusted 扣除物价上涨因素

In **inflation-adjusted** terms this is far lower than rates of the country' s key trading partners.

Words and Expressions

collude v. If one person colludes with another, they cooperate with them secretly or illegally. (秘密或非法地) 串通 (TEM8)

Several local officials are in jail on charges of **colluding** with the Mafia.

Words and Expressions

consolidation *n.* the act of combining into an integral whole 巩固; 变坚固 (CET4; CET6)

The principle of **consolidation** is an important teaching principle.

Words and Expressions

hub-and-spoke denoting a method of organizing intercontinental air traffic in which one major airport is used as a feeder for local airports (Sometimes shortened to hub). 轴辐路网
空中交通组织法

In order to optimize extended **hub-and-spoke** regional transportation network, interactive fuzzy programming model was introduced.

Words and Expressions

transatlantic *adj.* Transatlantic flights or signals go across the Atlantic Ocean, usually between the United States and Britain. 橫跨大西洋的

Many **transatlantic** flights land there.

Words and Expressions

concentration *n.* the amount of a substance contained in a liquid [液体中某物质的] 浓度 (CET4; TEM4)

A gas in solution diffuses from a region of greater to one of less **concentration**.

Words and Expressions

monopoly *n.* If a company, person, or state has a monopoly on something such as an industry, they have complete control over it, so that it is impossible for others to become involved in it. 垄断 (CET6; TEM4)

Russian moves to end a state **monopoly** on land ownership.

Words and Expressions

switch *v.* to change from doing or using one thing to doing or using another
转换，转变，改变（CET4; TEM4）

You have to **switch** your mindset.

Words and Expressions

tacit *adj.* If you refer to someone's tacit agreement or approval, you mean they are agreeing to something or approving it without actually saying so, often because they are unwilling to admit to doing so. 默许的 (CET6; TEM8)

The question was a **tacit** admission that a mistake had indeed been made.

Words and Expressions

on the flip side 反过来说；另一方面

On the flip side, CEOs often find that their suggestions take on a far greater magnitude than what they intended.

Words and Expressions

retaliation *n.* action against someone who has done something bad to you 报复, 反击 (CET6)

This action was undoubtedly in **retaliation** for last week' s bomb attack.

Words and Expressions

substantially *adv.* If something changes substantially or is substantially different, it changes a lot or is very different. 很大程度地

The percentage of girls in engineering has increased **substantially**.

Words and Expressions

lure *v.* To lure someone means to trick them into a particular place or to trick them into doing something that they should not do. 引诱 (CET6; TEM8)

They did not realize that they were being **lured** into a trap.

Words and Expressions

entrant *n.* An entrant is a person or company who has recently become a member of an institution or market. 新成员 (TEM4)

The company made a name for itself as an early **entrant** in the digital video-recorder market.

Structural Analysis

Para.	Main Topics
Para. 1-6	Background information of airline mergers and higher air fares.
Para. 7-13	Consolidation and competition in the airline industry.
Para. 14-16	The products or services offered by airlines determine and passengers' loyalty.
Para. 17-22	Tacit collusion and soft competition in the airline industry.
Para. 23-27	Price competition of airlines in the future.



Notes on Text A

1. Distinguish between the two terms, mergers and acquisitions.

Mergers and acquisitions (M&A) are transactions in which the ownership of companies, other business organizations, or their operating units are transferred or combined.

From a legal point of view, a merger is a legal consolidation of two entities into one entity, whereas an acquisition occurs when one entity takes ownership of another entity's stock, equity interests or assets.

Notes on Text A

1. Distinguish between the two terms, mergers and acquisitions.

From a commercial and economic point of view, both types of transactions generally result in the consolidation of assets and liabilities under one entity, and the distinction between a “merger” and an “acquisition” is less clear.

企业并购（Mergers and Acquisitions, M&A）包括兼并和收购两种方式。

Notes on Text A

2. monopoly

If a company, person, or state has a monopoly on something such as an industry, they have complete control over it, so that it is impossible for others to become involved in it. 垄断

Discussion

1. Have you ever gone travelling by air? If so, do you think the air fare is high, low or satisfactory? Why?
2. What do you know about merger? Can you give any examples? Discuss the examples of merger you know with your partner in detail.
3. Do you think airline mergers lead to higher air fares? Why?





Exercises

I. Reading Comprehension:
1-5 BCCCB

II. Vocabulary

A. 1-5 ABCBB 6-10 ADCAD

B. 1. being blamed for 2. made up 3. determining 4. in response to 5. On the flip side 6. hub-and-spoke 7. inflation-adjusted 8. correlate with 9. transatlantic 10. passenger capacity.

III. Cloze:

1-5 JBAFO 6-10 HKGED

Exercises

IV. Put the following sentences into Chinese.

1. 最新的交通部数据显示，第四季度扣除通胀因素后的机票价格比一年前上升2%，尽管同期飞机燃油价格下降了25%。
2. 跨越大西洋的航线被三大合资企业主宰，其旅客运送能力合计超过75%。
3. 参与航空公司忠诚度项目的乘客通常愿意为了乘坐自己偏爱的航班而支付额外费用。
4. 另一方面，航空公司会惩罚其竞争对手，如果该对手不能恪守这一含蓄的约定，而一味地与之激烈竞争。
5. 美国司法部增强其对于航空业的关注是正确的，毕竟阻止市场权力的滥用是它的职责之一。

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