

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**  
Донецький національний університет економіки і торгівлі  
ім. М. І. Туган-Барановського

Кафедра іноземних мов

**Остапенко С. А.**

**BUSINESS ENGLISH**

Методичні вказівки до самостійної роботи студентів  
з дисципліни «Ділова іноземна (англійська) мова»  
для студентів напряму підготовки  
6.030503 «Міжнародна економіка»

Затверджено  
на засіданні кафедри іноземних мов  
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**Остапенко С. А.**

**О 76 Business English.** Методичні вказівки до самостійної роботи студентів з дисципліни «Ділова іноземна (англійська) мова» для студентів напряму підготовки 6.030503 «Міжнародна економіка» / С. А. Остапенко. – Кривий Ріг : ДонНУЕТ, 2015. – 70 с.

Запропонована методична робота сприятиме розвитку лексичних навичок та комунікативній діяльності студентів. Робота містить вправи за темами, які вивчаються на другому етапі вивчення іноземної мови.

Зміст посібника викликає зацікавленість, пов'язану з актуальністю розроблених тем. Завдання складені на основі сучасних вимог з урахуванням розвитку комунікативної компетенції.

Навчальний посібник відповідає сучасним методичним вимогам до навчальної літератури.

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## ПЕРЕДМОВА

### INTRODUCTION

Інтенсивний розвиток міжнародних зв'язків, встановлення та налагодження ділових контактів із закордонними підприємцями вимагає високого рівня в опануванні навичками усного мовлення у типових комунікативних ситуаціях спілкування, вміння правильного складання та оформлення різноманітних видів управлінських документів та службової кореспонденції.

У зв'язку з цим на перший план виступає аналіз лінгвотекстових особливостей текстів службового призначення з точки зору основного напрямку сучасної лінгвостилістичної науки – функціонально-комунікативного, згідно якого процес вербальної комунікації здійснюється не в ізолюваному реченні, а шляхом текстів конкретного типу та призначення з урахуванням комунікативної інтенції та ситуації спілкування.

Метою курсу «Ділова іноземна мова» є ознайомити студентів с сучасним діловодством англomовних країн, навчити орієнтуватися в потоці ділової інформації, дати знання будови та змісту головних зразків ділових документів. У поєднанні із поглибленням вивченням таких розділів лінгвістики, як стилістика, культура мовлення, орфографія, пунктуація, лексика, фразеологія студент має отримати достатній запас знань для практичного діловодства.

І в результаті вивчення усіх тем студент повинен знати, як вірно добирати потрібні слова і складати речення відповідно до принципів письмової мови; досконало знати правопис слів і засоби використання пунктуації, яка впливає на структуру і стиль ділових паперів.

Дані методичні вказівки мають за мету допомогти студентам в їх роботі над розвитком практичних навичок підготовки та проведення презентацій, переговорів, участі в зборах, перекладу ділових листів, телеграм, телексів та ін., над придбанням вмінь розуміти зміст кореспонденції з обов'язковим повним і точним перекладом всіх речень.

## **1. Діловий етикет**

### **1.1. Знайомство**

#### ***1. Ask questions to the text and retell it:***

#### **INTRODUCING PEOPLE**

There are some main rules of introduction which are useful to remember: men are introduced to women, young people to older ones, old friends to newcomers, and young girls to married. Usually women are not presented to a man unless he is the Head of State or a member of the Royal family. When introducing one says something like: "Mrs. Johnson, may I introduce Mr. Blake?" and then turning to Mrs. Johnson simply says "Mrs. Johnson". That is all that's necessary, but one can say a bit of information which will help the introduced people to start the conversation.

The usual response to the introduction is "How do you do?" which is a kind of greetings and not a question, and the best answer to it is "How do you do?" Sometimes one may say less formally "I am glad to meet you", "Happy to have met you" or just "Hello".

It is very good to add the name of the person introduced — "I am very glad to meet you, Mr. Sparks". If you do not remember the name it is enough simply to ask "What was your name, please?" or "Could you repeat your name?" Men may stand when introduced ladies may remain seated.

British and American people usually shake hands especially when formally introduced but they do not always shake hands with people they see often. When an Englishman passes in the street he only touches his hat.

Usually they smile and say: "Good morning", "Good afternoon", "Good evening", "Hello", or "Hi".

When two businessmen meet they usually shake hands.

#### ***2. Act as an interpreter.***

- Вибачте, Ви містер Міллер з Бонна? - .Yes, that's right.
- Радий познайомитися з Вами, містер Міллер. - Happy to meet you too.
- Сподіваюсь, переліт не був стомливим? - Oh, not at all. It was fine.

- На нас чекає машина. Ми одразу ж поїдемо, якщо не заперечуєте. - Not in the least.

- Ми трохи затримались, на дорогах «пробки». - It's all right. Mr. Stanton is waiting for you.

- Це ваш перший візит до нашого міста? — Yes, I've always dreamt about going to Britain.

- Я в захопленні від вашого знання англійської мови. - Thank you.

### **3. Translate into English.**

1. Не думаю, що ви знайомі з м-ром Смітом.
2. Я багато знаю про вашу країну, але це мій перший візит сюди.
3. Сподіваюсь, що наше ділове співробітництво буде успішним.
4. Ви добре долетіли? - Цілком. У літаку я переглянув деякі документи.
5. Ми трохи запізнилися через "пробки" на дорозі.
6. Називайте мене просто по імені.
7. Дуже люб'язно з вашого боку.
8. Я з нетерпінням чекав на цю поїздку.
9. Я не заперечую.

### **1.2. Бронювання готелю та квитків.**

**4. What information do hotels need when you book?**

**5. Read the emails and answer the questions.**

*1 What does Lotte want to book?*

*2 Why does Erica Jackson apologize?*

*3 What will the total bill come to?*

**6. You and your team want to stay in the Archway Hotel. Write to the hotel with the booking details.**

**Number of people**     3

**Type of rooms**     3 doubles

**Meeting room**     yes

**Dates**     the nights of 24-26 June

7. Write another email changing the original booking. You want to change the dates to the nights of 2-4 July.

**ARCHWAYS HOTEL**

**Combine business with pleasure**

- \* all rooms have satellite TV and en suite bathrooms
- \* conference / business facilities
- \* restaurant and bar
- \* on-site parking

Subject: booking request

Dear Sir / Madam,

I would like to reserve two single rooms for the nights of Monday 14 March, and Tuesday 15 March. I would also like a meeting room for six people on Tuesday 15 March.

I look forward to hearing from you.

Yours faithfully  
Lotte Mertens

Subject: booking request

Dear Ms Mertens

I'm afraid that we only have double rooms for those nights. However we can offer them at a special rate of £60, breakfast included. We have a meeting room available for Tuesday 15 March. The price per day is £120, including refreshments.

If you would like to reserve these rooms, please reply with your credit card number to guarantee the reservation.

Yours sincerely  
Erica Jackson

Subject: booking information

Dear Ms Jackson

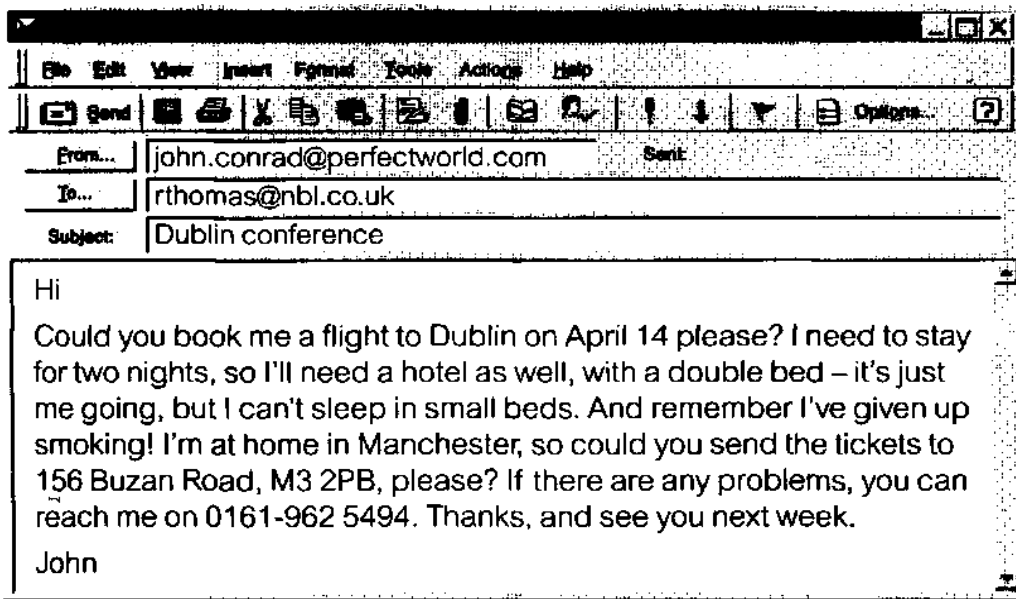
Thank you for your prompt reply.

I would like to confirm two double rooms, for the nights of Monday 14 March, and Tuesday 15 March. Could you also reserve the meeting room on Tuesday 15 March? My credit card details are:

Americard no. 4673281389729027, expires 09/11.

Yours sincerely  
Lotte Mertens

8. Your colleague needs you to book a hotel for him. Read his email then complete the hotel booking form below.



### Heron Lodge, Dublin

Check-in date --  /  / year

Check-out date --  /  / year

No. of rooms

No. of nights

Guests per room

#### Room preferences

double  double - sole occupancy

smoking  non-smoking

Beds  double  twin  no preference

#### Personal details

Title  Mr  Miss  Mrs  Ms

First name

Surname

No. of house

Street name

Town / City

County / State

Postcode / Zipcode

Country

Tel. no.

Email address



### 1.3. Етикет спілкування по телефону

**9. Read the text and find out the information necessary to answer these questions:**

1. What is a pay telephone?
2. Where are pay telephones located?
3. What is a push-button telephone?
4. What pages does the telephone book contain?
5. What is the contents of the white pages?
6. Is it possible to find in the telephone book the telephone number for a firm if you know only the services it offers? Why?
7. What numbers do the first and front pages of the telephone book list?
8. What is "a local telephone number"?
9. How can you make sure that you are calling a local telephone number?

#### TALKING ON THE TELEPHONE

The telephone is an important tool in our lives. With a telephone, we can find out information, make appointments, and talk with our friends and families. Telephones are everywhere. Most homes and businesses have several. Pay telephones are located inside and outside gas stations and some stores. Here are steps to help you learn to:

- Make a local telephone call.
- Make a long-distance telephone call.
- Use special telephone services.

#### MAKE A LOCAL TELEPHONE CALL

Telephones come in several types and styles:

- Rotary-dial telephone. A telephone with numbers and letters in a circle around a dial. This is an old style telephone.
- Push-button telephone. A telephone with a pad of buttons with letters and numbers on them. These are common.
- Pay telephone. A telephone that requires you to deposit money before you can make a call. Most pay telephones are push-button phones.

You must take three steps to make a local telephone call:

I. Find the telephone number you want. You can find the telephone numbers you need in many ways:

a) Use the telephone book.

White pages. Look up the last name of the person you want to call. People's last names are listed in alphabetical order. Under each last name you will find:

- First name.
- Address.
- Telephone number.

Businesses are listed in the white pages alphabetically under the name of the business.

Yellow pages. Look in the yellow pages for names of businesses and advertisements for businesses. The businesses are not listed alphabetically by name. They are listed under headings that tell:

- The products they sell.
- The services they offer.

For example, you would not look up the telephone number for "Hadda Cab Company" under "H" for "Hadda." It would be listed under "Taxicabs," along with the names, addresses, and telephone numbers of all the other taxicab companies in your area.

Emergency telephone numbers. The first page in the telephone book usually lists emergency telephone numbers. Use them if you need help. Other front pages of the telephone book have information about the telephone company and the services it offers.

b) Dial directory assistance (or information) and ask the operator for the number you want. Instructions for dialing directory assistance can be found in your telephone book. You must pay a small fee for using directory assistance.

c) Ask friends to give you their telephone numbers. Write down the numbers and keep them together in a list.

2. Make sure you are calling a local telephone number. Local telephone numbers will have seven numbers. Look at the first three numbers, which are called the prefix. You are making a local call if:

- The prefix is the same as the prefix for your telephone number.
- The prefix is listed on the map of local prefixes in the front of your telephone book.

If you accidentally call a prefix that is not in your local calling area, you will get a recording that says, "Your call cannot be completed as dialed." You are not charged for the mistake. If you want to check whether a number is a local call, you can dial "0" and ask the operator. You may be charged a small fee for the service.

3. Dial the number. Usually, someone will answer the telephone on the other end. However, you may get an answering machine. An answering machine tells you that the person you are calling is not there and asks you to leave a message.

#### MAKE A LONG-DISTANCE TELEPHONE CALL

You can make two kinds of long-distance calls: within the USA and international.

Within the USA long-distance calls are those made to places outside your area code. You must arrange for long-distance service with the telephone company when you have your telephone service set up.

You can call long distance two ways:

1. Dial directly. You can dial the number yourself if you know the area code of the place you are calling. If you don't know it, dial "0" and ask the operator. You will pay a small fee for this service.

2. Dial "0" *to get the operator* and ask for assistance in placing the call. You will pay a fee for the help. By using the operator, you can call station-to-station, person-to-person, and collect.

- Station-to-station call The operator dials the number for you and connects you . You must pay for the operator's help.
- Person-to-person call. The operator dials the number for you. When someone answers, the operator asks for the person you wish to speak to. You do not pay for the

call if you cannot reach the person you want. But you must pay for the operator's help.

- Collect calls. The operator dials the number for you. When someone answers, the operator tells your name to the person who answers and asks if he or she will pay for the call. The person can say yes or no. He or she will pay extra for the operator's help.
- International calls outside the USA can be made three ways:
  3. Arrange for international calling with your long-distance company. Use the steps they give you.
  4. Ask the operator to help you. Dial directory assistance and ask for the code numbers for the country and city you want to call.
  5. Dial directly.

### USE SPECIAL TELEPHONE SERVICES

Telephone companies offer many different options you may want to try. You will pay extra fees for these options.

- Call waiting. When you are talking on the phone, you can answer another call without hanging up on the first call. You can have two phone calls at the same time.
- *Call forwarding*. When you are away from home, you can change your telephone to make your calls go to the number you are at. When you come home, you can change it back again.
- *Speed calling*. Allows you to make calls to certain phone numbers by dialing only two numbers.

### ANSWERING MACHINES

An answering machine takes messages for people when they are away from their telephone or choose not to answer the telephone. If you dial a telephone number and get an answering machine, here's what to do:

1. Listen to the message. Follow the instructions in the message. Most often, messages say to wait for the beep before you start talking. But some machines don't have a beep, so you just begin talking when the message is done.
2. Talk to the machine. It may seem strange at first. But the person you called wants to know that you called. Be sure to tell:

- Your name.
- Your telephone number.
- When you called.
- When to call you back.
- Any information you want the person to know.

### 3. Hangup.

Perhaps you'd like to have an answering machine at your house. Shop for one at department stores or discount stores. The answering machine will come with instructions about how it works.

### ***10. Choose the correct variants to complete these instructions (each instruction may have several wordings):***

- |  |   |
|--|---|
| 1. To make a long-distance call within the USA,...                       | a) ...you try the call waiting service.<br>b) ...you to make calls to certain phone number  |
| 2. To answer another call without hanging up on the first call,...       | by dialing only two numbers.  |
| 3. If you want to make your calls go to some other number you are at,... | c) ...dial "0" and ask the operator to dial the code the area you need.<br>d) ...you would use the call forwarding service.                                     |
| 4. Speed calling allows ...  | e) ...be sure to tell your name, telephone  |
| 5. If you dial a telephone number and get an answering machine,...       | number, time you called, when to call you back, the information you want the person to know.<br>f) ...you dial first the area code of the place you are calling |

## 2. Влаштування на роботу

### 2.1 Типи резюме та CV.

#### 1. *Discuss the following questions.*

- 1 Which countries would you like and not like to go and work in?
- 2 What problems do you think people who work abroad have?
- 3 Do you think working abroad is essential for a successful career? Why / Why not?

#### 2. *Read the article and mark the sentences T (true), or F (false). Change any false sentences to make them true.*

- 1 To have a successful career these days you need to have experience of working abroad.
- 2 A work placement abroad will help your application attract attention.
- 3 Nannette Ripmeester thinks that the Euro CV is the best kind of CV to use when looking for a job.
- 4 You need to check that your employers will recognise your degree subject.
- 5 CVs are more important than cover letters.
- 6 A cover letter in France may be studied by a specialist.
- 7 Sarah Hall withdrew her application for a job in Spain because she didn't like the questions in her interview.
- 8 When working abroad you should behave in a similar way to those around you.

### CULTURAL CHAMELEONS

#### *mirror the kind of messages you get about communication and appearance*

In today's competitive job market, not spending time abroad can seriously damage your chances of climbing the career ladder. It is no surprise then that more and more graduates and professionals are looking for opportunities to live and work in a foreign country.

With record numbers of workers hoping to relocate, it is no longer enough to have done a work placement abroad or to speak a foreign language. 'This is no

longer something that makes you different,' says Nannette Ripmeester, director of Expertise in Labour Mobility. 'It is something employers expect.'

But even if you are a strong candidate, the application process for foreign jobs is far from straightforward. The EL has introduced the Euro CV to standardise application procedures throughout Europe, but Ripmeester believes that a culturally adapted CV is better. 'What do I mean by that? For example, in the UK, it is customary to add hobbies and interests at the bottom of the page. In Italy however, that information is not necessary.'

When you write your CV it is also a good idea to check whether a photo is necessary and whether English-language CV should be written in American or British English. Another point to think about is whether or not employers will recognise your degree subject, especially when you have studied a subject, such as Wireless Network Systems, which doesn't necessarily translate into another language and culture.

You also need to consider the cover letter, the first thing that an employer will read. Approaches differ from country to country: get the CV right but the cover letter wrong and you destroy your chances of getting shortlisted for interview because the cover letter is the first thing that an employer will read. The British usually write long letters to draw attention to relevant sections on the CV, the Italians want one or two sentences and the French expect candidates to handwrite detailed letters which may be analysed by handwriting experts.

When it comes to interviews, make sure you know about the work culture and understand the importance different countries place on language and speech. For example, the French use short sentences and hate silence, while the Scandinavians have a deep respect for pauses. You may think these points are not important but by not paying attention, you are showing that you do not respect the culture of the country you wish to work in.

Making a mistake at the interview is something Sarah Hall knows all about. She is from Liverpool in the UK and has worked in Germany, Sweden and Spain.

'My advice is be aware of 'culture clash.' In Britain there is usually a maximum of two interviews. In southern Europe they will call you back for a third or fourth

interview. I lost a very good job in Spain when I thought they weren't serious. I withdrew my application because they asked me to go for a fourth interview. Looking back, I now realise they were doing as they always do. I behaved wrongly.'

'It's important to show that you understand the working culture. Adapting a similar style of dress to your co-workers, eating the kind of food they eat, enjoying similar activities - these things help to win trust and respect.'

'Think of yourself as a cultural chameleon, mirror the kind of messages you get about communication and appearance. People like people who remind them of themselves, and nobody likes what they don't understand.'

## **CVs**

### **3. *Discuss the questions.***

- Why are CVs important?
- What information do job applicants put in a CV?

### **4. *Read the CV. Where do the headings go? Write them in.***

*Interests Skills Personal Information Education and qualifications*  
*Work experience*



# Curriculum Vitae

---

**Name:** Giacomo Marchese  
**Date of birth:** 18 August 1986  
**Nationality:** Italian  
**Marital status:** Single  
**Address:** Via Torino 12 24128 Bergamo  
**Tel:** 035 5580113  
**Email:** giacomomarchese1@excellent.com

---

2005 Honours degree in Economics: grade 110/110  
1999 Italian High School Diploma (TCPA, Bortolo Belotti Bergamo)  
1998 Cambridge First Certificate in English

---

2004 Oxfam charity offices, Oxford, UK: 3 months' voluntary work  
Duties included conducting research, answering phone, and collating data  
2003 Green & Hudson, Michigan, USA: 3-month internship  
Duties included market research, researching products, and maintaining client records

---

Fluent English and Spanish, conversational Japanese  
Working knowledge of Microsoft Word, Excel, and PowerPoint  
Good typing skills  
Driving licence

---

travelling, cinema, tennis, football

5. *Now write your own CV. Use the CV above as a model.*

6. *Rewrite the following bad resume to make it more precise and persuasive. Include additional details where necessary and excise any details that you think would hurt the job seeker's chances. Also correct any inconsistencies.*

Resume of  
Olexandr Trohymenko

**5 Perova Bulvard, Kyiv-189 252189, Ukraine**

(044)547-22-81

**Personal** Confidential

**Career**

**Objective** Seeks good pay hg position with progressive Sunbelt company.

**Education** Will receive degree from National University of Kyiv

Mohyla Academy (1993-1997)

Earned high average last semester. Took necessary courses for major;

interested in systems, plans, and design development

(1983-1993) Attended school in Kyiv; took all courses required.

Took part in student con tests in geography, volley ball, and gymnastics.

**Experience** Note, except for numerous part-time jobs. As part of student programmer worked with focal firm for two months.

**Hobbies** Watching MTV, playing Nintendo video games. Member Drama Society

**References** Please write for names and addresses.

## 2.2. Заява поступаю чого на роботу

7. Fill in the missing words in the passages below. Choose from the following.

forms	chosen	employment	pay
personnel functions	interview	promotion	square pegs
references	holiday	round holes	advertisements
short list	applicants		

Making appointments is one of the main 1) \_\_\_\_\_. 2) \_\_\_\_\_ are placed in newspapers and in trade journals. 3) \_\_\_\_\_ who reply to these, or who are found in other ways, are sent application 4) \_\_\_\_\_. From these the best candidates are 5) \_\_\_\_\_ and a 6) \_\_\_\_\_ is drawn up. The employers try to avoid fitting 7) \_\_\_\_\_ into 8) \_\_\_\_\_. The short-listed applicants are called for an 9) \_\_\_\_\_. During this, the 10) \_\_\_\_\_ package is explained; this includes the annual 11) \_\_\_\_\_ entitlement, the rates of 12) \_\_\_\_\_, and the opportunities for 13) \_\_\_\_\_.

on, there is one last step: 14) \_\_\_\_\_ are taken up before the appointment is finally confirmed.

8. Use the words and phrases in the box to complete the application form; then fill in the form to apply for a bank account.

date of birth   married   signature   block capitals   title   monthly

## APPLICATION TO OPEN A LONDON BANK CURRENT ACCOUNT

### Personal details

Please complete all the details in <sup>1</sup> \_\_\_\_\_

<sup>2</sup> \_\_\_\_\_: Mr/Mrs/Ms

First name: \_\_\_\_\_ Surname: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Please ✓ all boxes which apply:

own home    rented    parental home

<sup>3</sup> \_\_\_\_\_    single    divorced    separated

Please send statements <sup>4</sup> \_\_\_\_\_    quarterly

<sup>5</sup> \_\_\_\_\_: \_\_\_\_/\_\_\_\_/\_\_\_\_   Age: \_\_\_\_\_

### Occupation:

Are you employed full- or part-time? \_\_\_\_\_

### Income:

Do you have any other accounts with London Bank? \_\_\_\_\_

Do you have a mortgage? \_\_\_\_\_

Who is it with? \_\_\_\_\_

Do you have any accounts with another bank? \_\_\_\_\_

Do you have any of these?

Mastercard    American Express    Gold Card    Diners' Cards    Visa Card

Do you have any of these?

Stocks and shares    Personal pension    Company pension

Please check that all the information you have given is accurate, and sign below.

<sup>6</sup> \_\_\_\_\_

## Job applications

9. Read the advertisement and make a note of the experience, skills, and qualities you have that make you a candidate for the job.

10. Read and complete the letter of application with these phrases.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> As you can see            | <input type="checkbox"/> My duties included | <input type="checkbox"/> Although my work |
| <input type="checkbox"/> For example               | <input type="checkbox"/> In addition I have | <input type="checkbox"/> experience       |
| <input type="checkbox"/> I am writing to apply for |   | <input type="checkbox"/> I am fluent in   |



## Diamond Travel

### Admin assistant

Admin assistant required for this fun but hardworking business travel agency. Experience of Microsoft Word and Excel are essential, along with a clear telephone manner. You must be reliable and have excellent communication skills. A sense of humour is an advantage.

Apply with a CV to Tim Greenaway, Human Resources, Diamond Services, 112 Woodford Road, London SW12 9AP

72 Park Road  
Sale M7 9EP

Tim Greenaway  
Human Resources  
Diamond Services  
112 Woodford Road  
London SW12 9AP

16 January, 20—

Dear Mr Greenaway

\_\_\_\_\_ <sup>1</sup> the position of admin assistant which I saw advertised in the January 14 issue of The Guardian. I enclose a copy of my CV as requested.

I would like to work for you because I am very interested in working in a travel agency. \_\_\_\_\_ <sup>2</sup> is limited, I believe I have the necessary skills for this position.

\_\_\_\_\_ <sup>3</sup> from my CV, I have just finished a three month internship at TLC Travel. \_\_\_\_\_ <sup>4</sup> business correspondence and administrative work.

\_\_\_\_\_ <sup>5</sup> English and German, and also speak Spanish. \_\_\_\_\_ <sup>6</sup> excellent computer skills and can use Word, Excel, and PowerPoint.

I am a hardworking and reliable person. \_\_\_\_\_ <sup>7</sup>, in my internship I was given extra responsibilities because the manager trusted my abilities. I also have very good communication skills and a good sense of humour.


I look forward to hearing from you.

Yours sincerely  
*Alexander Karlsen*  
Alexander Karlsen

11. Write a letter of application to Diamond Travel. Include addresses, the date and a reference to any enclosed documents.

2.3. Написання супроводжувального листа.

12. Read the job ad, then put the expressions in the correct places in the letter.



The image shows a job advertisement for Mazower Stadium. At the top is a logo consisting of a stylized stadium with horizontal lines representing seating or structural elements. Below the logo, the text reads: "Come and join our dynamic team at the MAZOWER STADIUM". Underneath, there are four bullet points: "Do you like sport?", "Are you good at languages?", "Can you use computers?", and "Have you got experience with the public?". At the bottom of the ad, it says "Contact: Gary Olsen".

*I am interested in      I believe      to meet with you*  
*relevant    work experience    to apply for*

Dear Mr Olsen

I am writing \_\_\_\_\_<sup>1</sup> the job advertised In the Evening Mail of 5 June. I'm 22 years old and I have a degree in sports science. I also have \_\_\_\_\_<sup>2</sup>.

I have been an assistant in a sports centre, and I have worked in an IT department. Last summer I worked in a travel agency where I dealt with customers. I speak Spanish, English, and French fluently and I have studied in the US.

I have never worked in a stadium before, but \_\_\_\_\_' that I have the necessary skills and qualifications \_\_\_\_\_<sup>4</sup> working for your company because it would give me valuable experience in the sports industry.

I would welcome an opportunity \_\_\_\_\_<sup>5</sup>.

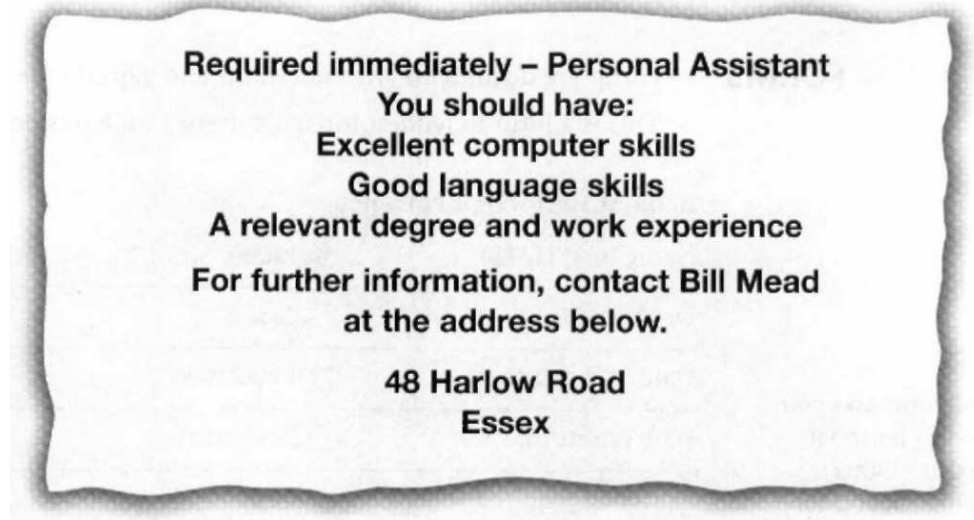
My phone number is 01568 553281. I enclose a copy of my CV.

Yours sincerely

Juan Diaz

**13. Ali Prasad, the leisure centre Assistant Manager in It's my job, has put an ad on the leisure centre noticeboard for a part-time receptionist and office assistant. Write to him to apply for the job.**

**14. Read this advertisement for a Personal Assistant.**



**Write a letter to Mr Mead:**

- explaining why you are writing
- pointing out your relevant skills and qualifications
- giving information about your work experience
- referring to future contact between you and Mr Mead.

Write 60-80 words.

**15. Determine what is wrong with the following sentences in a letter of application. Rewrite them to eliminate any mistakes, to focus on the "you attitude" or to make more precise.**

- Even though I have very little actual job experience, I can make up for it in enthusiasm.
- My qualifications will prove that I am the best person for you job.
- I would enjoy working with your other employees.
- This letter is my application for any job you now have open or expect to fill in the near future.

- e. Next month, my family and I will be moving to Odessa, and I must get a job in the area. Will you have anything open?
- f. If you are interested in me, then I hope that we make some type of arrangements to interview each other soon.
- g. I have not included a resume since all pertinent information about me is in this letter.
- h. My GPA is only 2.5, but I did make two B's in my last term.
- i. I hope to graduate soon.
- j. Your company, or so I have heard through the grapevine, has excellent fringe benefits. That is what I care about most, so I am applying for any position which you may advertise.
- k. I am writing to ask you to kindly consider whether I would be a qualified person for the position you announced in the newspaper.
- l. I have made plans to further my education.
- m. My resume speaks for itself.
- n. I could not possibly accept a position which required weekend work, and nightwork is out, too.
- o. In my own estimation, I am a go-getter—an eager beaver, so to speak.
- p. My last employer was dead wrong when he let me go. I think he regrets it now.
- q. When you want to arrange an interview time, give me a call. I am home every afternoon after four.

### 3. Ділова кореспонденція

#### 3.1. Ділові листи

##### LETTERS

A standard UK business letter has a particular layout, though there may be slight variations. The outline below is typical of a standard business letter.

This letter accompanies a tourist information brochure.

**Isle of Skye  
Tourist Information Centre**  
14 Broadway  
Skye  
Scotland

Our ref. LB/SKI  
Your ref. SK1406

Ms L. Haakinen  
19 Kante I  
Helsinki  
Finland

19 May 2003

Dear Ms Haakinen

**'Where to Stay on Skye' brochure**

Thank you for your letter of 9 May, asking for details of accommodation on the island.

I have enclosed a copy of the 'Where to Stay on Skye' brochure which contains information about hotel and bed & breakfast accommodation.

You can book the accommodation directly by using the addresses/telephone numbers in the brochure.

Skye is a very beautiful place, and I hope you decide to spend some time discovering it for yourself.

Yours sincerely  
**Pete Sinclair**  
Pete Sinclair  
Tourism Manager  
enc. 'Where to Stay' brochure

Receiver's address. (Students studying for the BEC exam do not need to include postal addresses in the examination.)

Salutations. When you know your readers name, you should always use it.

The subject line summarises what the letter is about.

Letters that begin with a name (*Dear Mr.../Mrs.../Ms...* end *Yours sincerely*. Letters that don't begin with a name (*Dear Sir/Madam/Customer*) end *Yours faithfully*.

Sender's address (NOT name)

The company's and the customer's reference numbers.

Date.

The body of the letter should be clear and polite. Business letters are usually quite formal.

Write your name and title under your signature.

enc. stands for enclosures, and refers to anything that you send with the letter e.g. a brochure.

*1. This letter has been revised so many times by Mr Thomas that it has become all mixed up, and his word processor has failed to reorganise it. Arrange the letter so that everything is in the right place. The first point in the letter is:*



(2) **WIDGETRY LTD**

(1) **Simon Thomas**

(2) **WIDGETRY LTD**

(3) **6 Pine Estate, Westhornet, Bedfordshire, UB18 22BC  
Telephone 9017 23456 Telex X238 WID Fax 9017 67893**

(4) **I look forward to hearing from you.**

(5) **Your ref. MS/WD/22/88  
Our ref. JB/MS/48/88**

(6) **Yours sincerely,**

(7) **James Bowers, Sales Manager,  
Electroscan Ltd,  
Orchard Road Estate,  
Oxbridge UB84 10SF.**

(8) **Production Manager**

(9) **Thank you for your letter. I am afraid that we have a problem with your order.**

(10) **6 June 19--**

(11) **Unfortunately, the manufacturers of the part you wish to order have advised us that they cannot supply it until September. Would you prefer us to supply a substitute, or would you rather wait until the original parts are again available?**

(12) **Dear Mr Bowers**

## Thanking

### 2. *When did you last write a letter (or email or text message)*

- asking for information?
- giving information?
- saying sorry?
- saying thank you?
- accepting an invitation?
- congratulating someone?
- Who was it to? What was the result?

### 3. *Read the letter and answer the questions.*

1 What kind of letter is it?

2 What did the writer and recipient do yesterday?

3 What extra information does the writer give?

### 4. *Label the parts of the letter.*

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> opening salutation | <input type="checkbox"/> closing salutation | <input type="checkbox"/> date                |
| <input type="checkbox"/> closing sentence   | <input type="checkbox"/> writer's address   | <input type="checkbox"/> body                |
| <input type="checkbox"/> full name (typed)  | <input type="checkbox"/> signature          | <input type="checkbox"/> recipient's address |

45 Dale Road <sup>1</sup>  
Stevenage  
SG6 6SB  
UK

Sandman Creek Summer camps <sup>2</sup>  
1831 Ellis Avenue  
Eugene OR 97405  
25 November, 20— <sup>3</sup>

Dear Mr Hemingway <sup>4</sup>

I am writing to thank you for the interview we had yesterday. I am very interested in working in your summer camp next year. I hope that my qualifications and interests were suitable. I meant to also mention that I am learning to drive and I hope to have my driving licence before the summer. <sup>5</sup>

Once again, thank you for seeing me. I look forward to hearing from you. <sup>6</sup>

Yours sincerely, <sup>7</sup>

*Amanda Nash* <sup>8</sup>

Amanda Nash <sup>9</sup>

**5. Lay out this letter correctly on a computer.**

128 Springfield Drive, Seattle, WA 98199

Raglan Business Solutions 860 Lincoln House, Spokane, WA 99201

4 March, 20—

Dear Ms Moran I am writing to thank you for your offer of an internship in June. I am very excited by the opportunity of working in your company.

I look forward to receiving your information pack.

Yours sincerely ***Irene Porter*** Irene Porter

**Enquiries**

**6. Work in groups. Make a list of all the reasons why a business makes enquiries of a supplier.**

*EXAMPLES*

to ask for a brochure to check on an order

**7. Read and complete the letter with these words.**

*would recently also planning future know stand including*

GFC Designs  
Unit 15 Newlands Business Park  
73 Charles Street East  
Toronto  
ON M1V 5LR

Look Out Security  
1200 Woodroffe Avenue  
Ottawa  
ON K2C 3X5

3 June, 20—

Dear Sir/Madam

We saw your \_\_\_\_\_<sup>1</sup> at the Montreal trade fair, and we would like to \_\_\_\_\_<sup>2</sup> more about your CCTV products.

GFC Designs is a graphic design agency, specializing in design solutions for businesses. We have \_\_\_\_\_<sup>3</sup> moved to new business premises, and we are \_\_\_\_\_<sup>4</sup> to replace our security cameras in the near \_\_\_\_\_<sup>5</sup>.

\_\_\_\_\_<sup>6</sup> you please send us your latest catalogue, \_\_\_\_\_<sup>7</sup> a full price list? We would \_\_\_\_\_<sup>8</sup> like to know if you install and maintain your security systems.

We look forward to hearing from you soon.

Yours faithfully,

*Claude Danvers*

Claude Danvers  
Facilities Manager  
GFC Designs

**8. When you write a letter or an email you should organize your ideas clearly.**

**Number these items in the order you find them in the letter.**

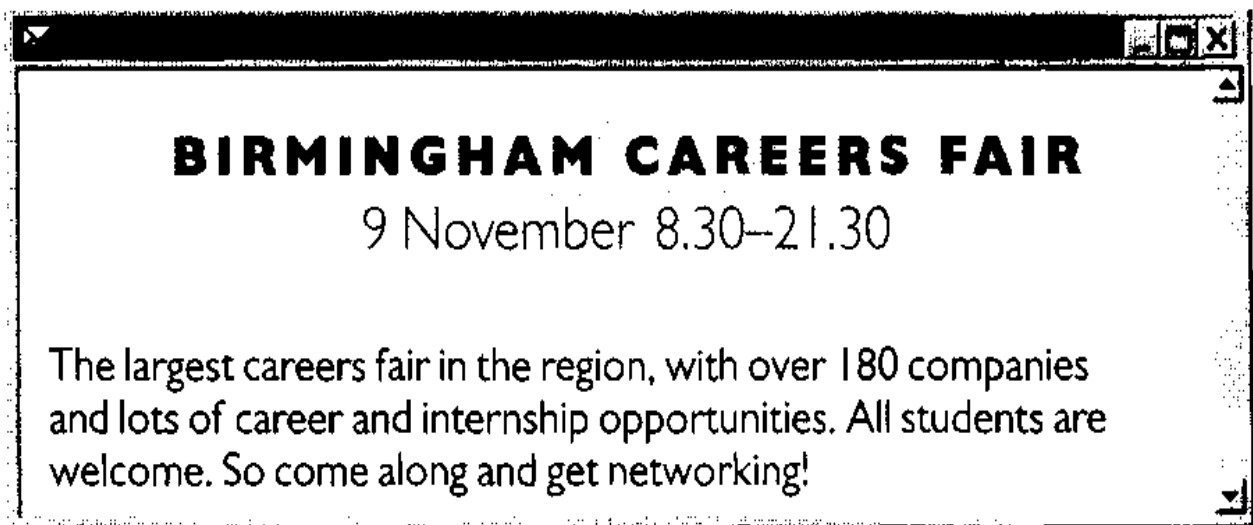
- |   |  |
|---|--|
| <input type="checkbox"/> Reference to reply | <input type="checkbox"/> Description of your company     |
| <input type="checkbox"/> Your enquiry       | <input type="checkbox"/> How you know about the supplier |
| <input type="checkbox"/> Polite ending      |  |

9. You recently saw an advert in a trade magazine for GFC Designs. You are a quality gift supplier and would like to improve your website. Write to them and ask for a brochure. You also want to know if they deal with small businesses. Invent a name and address for your company.

**Following up**

10. Imagine you meet someone at a careers fair and you want to write a follow-up letter. What information would you include?

||



11. Read and complete the letter with these phrases.

- |  |  |   |
|--|--|---|
| have also                                    | <input type="checkbox"/> to learn more about | <input type="checkbox"/> enclose a copy   |
| <input type="checkbox"/> for taking the time | <input type="checkbox"/> Thank you again     | <input type="checkbox"/> mentioned to you |

44 Proctor Street  
Birmingham  
B2 4AY

Tanzi Import Export  
Via Santo Spirito 23  
50125 Firenze  
Italy

9 November, 20—

Dear Mr Fanelli

Thank you \_\_\_\_\_<sup>1</sup> to talk to me today at the Birmingham Careers Fair. Now I have a better idea about your company I believe that I would be an asset to your team.

As I \_\_\_\_\_<sup>2</sup>, I am studying business management and have work experience in a small import export company in my home town. I speak Italian and I have good computer skills. I \_\_\_\_\_<sup>3</sup> done a project on business links between Italy and the UK, which is my area of special interest.

I would like \_\_\_\_\_<sup>4</sup> your trainee programme and visit your company. I \_\_\_\_\_<sup>5</sup> of my CV and a reference from my course tutor.

\_\_\_\_\_<sup>6</sup> for your time. I look forward to hearing from you soon.

Yours sincerely

*Nina Bhatia*

Nina Bhatia

Enc.

*12. Imagine you were at the Birmingham Careers Fair. You spoke to one of the companies below. Write a follow-up letter*

Marek Kaminski  
**ABACUS**  
Import Export

New York, N.Y.

LAURA MORALES  
**ARTEMIS**  
Sports goods  
for professionals  
across the globe  
MADRID

Thomas Bernard  
**WORLD IN NEED**  
INTERNATIONAL AID ORGANIZATION  
Helping the world in crisis

13. Choose a student in your group and address this letter to him or her. Then use the notes in the box to complete the letter.

All orders £50.00+ = 10% discount  
All orders over £75.00 = free postage & packing

**Fashion  
Factory**

West Road, Pembroke Dock, Wales  
Tel/Fax no. 01685 4208491

Our ref: CV/S-S2000  
Your ref: 548720  
Date: \_\_\_\_\_

Dear \_\_\_\_\_

**Spring-Summer catalogue**

*Thank you for requesting our new catalogue. I am pleased to enclose a copy and hope that you like our new range for this season.*

*You can place an order with us 24 hours a day, so don't delay and choose something special for this season straightaway.*

*We look forward to receiving your order.*

Yours \_\_\_\_\_

Sales Assistant

Enc. Spring-Summer catalogue.

**14. Write a sales letter to your partner for the product you gave a presentation about. Look at the model, then write your own letter.**

CommuniCom Ltd.  
Old Harwich Road  
Suffolk SK2 6TH  
Tel/Fax 01289 897351



Our ref:  
Date: 26 February 2000

Judith Walters  
Star House  
Dog Street  
London W7 1RF

Dear Ms Walters

Do you have friends and family you would like to see more often? When you telephone colleagues would you like to see their faces? With the new Home Desktop Videophone this is now possible!

The Home Desktop Videophone is easy to set up and use and you don't need a computer or any special software. It's just like making a normal telephone call. All you do is make a telephone call to that special person and the excellent moving picture quality and sound means they are instantly with you.

Imagine . . . family and friends who live far away can still keep in touch with you. Talking to colleagues in other countries can be more like meeting them face-to-face. Each party needs to have a set, but the good news is that we have a special offer at the moment - buy one set and we will send a second set to your family member, friend or business colleague at half price.

Don't miss this great opportunity to benefit from the Home Desktop Videophone. Call our freephone enquiry and order line now and get closer to the people that matter.

**Freephone number 0199 645645**

Yours sincerely

**Jackson Brown**

Jackson Brown  
Sales Manager



**15. - Read the part of a fax message from Mrs Beverley Harrison, the owner of a company providing chauffeur services.**

*I have seen an advertisement in the Evening Mail for your car insurance services, and I notice that you offer discounts when insuring fleets of cars. I own a fleet of 25 cars and I would like to know what kinds of discounts you can offer. I would also like a quotation for insuring the whole fleet.*

*I look forward to hearing from you earliest convenience.*

**- Write a letter to Mrs Harrison:**

- Thanking her for her fax and interest.
- Saying that you are enclosing a brochure outlining your insurance services.
- Informing her of the discounts you can normally offer for fleets of cars.
- Explaining that you will phone her for more information about the cars in order to give her a quotation.

**- Write 60 – 80 words.**

## REPORTS

Formal reports can be very long, complex documents. Memorandum reports are often used when the information is simple and straightforward. A report is usually requested by a person in authority and the writer responds giving information or answers to specific issues or problems.

This is a memorandum report about a company's catering problems.

**Parkside Leisure Centre**

**MEMO**

---

To: All members of the Management Committee  
From: Sam Brown, Personnel  
Date: 30 September 2003  
Subject: **Customers' response to new catering arrangements**

**Introduction:**  
The Management Committee made a decision to remove the cafeteria facilities from the leisure centre last April. As a result 'self-service' machines were installed in May. This report summarises our customers' response to the change.

**Customers' response to 'self-service' machines**  
At the end of August I sent 300 questionnaires to regular users of the leisure centre, and received 194 replies.  
The majority of our customers are very unhappy with the new 'self-service' machines, and 90% of them would like us to restore full cafeteria services (see appendix for more information).

**Conclusion**  
The centre's budget is set for this year, but because so many people are unhappy with the catering service we offer, I think that it is necessary to make some changes in the new financial year.

**Recommendations**

1. We should take our customers' complaints seriously, so that they continue using the leisure centre.
2. We should think about improving our catering facilities, and possibly restoring the full cafeteria service.
3. We should inform customers that the Management Committee are considering the matter, and will let them know what they plan to do for the next financial year.

**Annotations:**

- Standard memo heading.
- The **introduction** should explain what the report is about.
- The **main body** examines the issues or problem in detail and describes how the writer collected his/her information.
- The **conclusion** summarises the main points of the report.
- The **recommendations** tell the reader what steps to take next to solve the problem.

Reports should be well-structured and easy to read. They include an introduction, the main body and a conclusion.

15. Answer the questions.

- What is a report?
- Who writes reports?
- Who reads them?

16. Read the extracts from a report and number the items below.

- Title
- Introduction
- Body
- Conclusion

17. Read the report again. Do you think you are a typical mobile phone user?

1

We interviewed 450 mobile phone users in schools and colleges, and at work. We asked all the interviewees the same questions. 231 of the interviewees were male and 219 were female. Over 95% of 15–21 year olds use mobile phones. 75% of people talk to friends daily. Our report also shows that text messaging is more popular than phone calls and 90% of users send texts daily. We found that over 60% of users download their own ring tones. We also found that males would prefer, more than females, to end a relationship by text rather than in person.

2

To conclude, we found that mobile phones are an essential part of young peoples' lives. They use mobile phones in preference to emails, letters, and even face-to-face contact. Based on our research we predict that the mobile phone will become even more important to young people's communications in the future.

3

### **The use of mobile phones by 15 to 21 year olds**

4

The purpose of this research was to find out how people aged 15–21 use their mobile phones. It aimed to find out how people use them, how often they use them, and what they use them for. It also aimed to see if young people ...

18. Write a brief report entitled: **The difference in use of mobile phones by 15-21 year old males and females. Use the information below and any relevant information in the report.**

	Males	Females
Own a mobile phone	92%	97%
Play games daily	60%	45%
Talk to friends daily	85%	55%
Feel safer with a mobile phone	70%	90%

### 3.2. Повідомлення

**MESSAGES/NOTES**

A message or a note is a request or a piece of information that you leave for someone when you cannot speak to them directly.

This is a message from one colleague to another, asking if she would like to attend a presentation.

Day or time at the top.

Don't use headings or greetings.

The language can be quite informal.

Friday  
Jo,  
I phoned Sui Lee about her presentation.  
She is giving her talk in the Greenwich conference room, Excelsior Hotel, at 10 o'clock on Wednesday 24 November.  
Give me a ring if you'd like to attend.  
Sam

The message is very short and usually contains one piece of information.

**19. You are going to your company's warehouse tomorrow. Write a note to your colleague:**

- saying where you are going
- explaining the reason for your visit
- asking him or her to go with you.

Write 30-40 words.

**20. You have arranged a trip for Dr Brook from London to Paris. Write a message telling her about the arrangements for her journey.**

### 3.3. Факси

#### FAXES

A facsimile or *fax* copy is an exact reproduction of a document, so when you send a fax it could just be a *copy* of a document (e.g. a letter) not a new document. Often, though, a fax is a new document similar to a letter, but is often more direct. Faxes are quick, convenient, and the sender knows that the document has arrived.

This is a fax giving confirmation of a booking.

The date of the transmission is printed by the machine when the fax is sent.

Re: means 'regarding'. Put the subject here.

Information about the sender and the receiver appears at the top, so the writer does not use traditional greetings. (*Dear Sir*, etc.)

The fax ends with the sender's name or initials.



Most companies print their own fax stationery.

(Students studying for the BEC exam do not need to add these 'fax header' details.)

Say how many pages you are sending, so the receiver knows if there is any problem with the transmission.

The style is more direct than a letter.

21. Write the following headings in the right place on the fax below. One heading is used twice.

<b>Company</b>	<b>From</b>	<b>Position</b>
<b>Date</b>	<b>Message</b>	<b>Subject</b>
<b>Fax number</b>	<b>Number of pages</b>	<b>To</b>

**F A X**

*Call if message is not clear*

1 .....

Deirdre Murphy

6 .....

Eurocomex Frankfurt

2 .....

Personnel Manager

7 .....

Deirdre Murphy

3 .....

Bantry Construction

8 .....

2 (including this one)

4 .....

00 353 21 765203

9 .....

19 October

5 .....

Margret Schaffer

10 .....

Dear Deirdre,

Sorry it's taken me so long to reply to your fax. Last week I was with Kate in Dublin and we had so many problems with the figures that I had no time to deal with anything else...

**Giving directions**

**22. Read the text messages and answer the questions.**

- 1 Where is Javier?
- 2 What does he need?
- 3 How will Krystyna send him the information?
- 4 Why is a fax useful in this situation?

23. Read and complete Krystyna's fax.

opposite on left signs lost get take

HI KRISTYNA. AM @  
AIRPORT HOTEL.  
ARRIVED L8 LAST NIGHT.  
HOW DO I GET 2  
CONFERENCE BY CAR?  
JAVIER

HI JAVIER. WILL FAX YR  
HOTEL WITH DIRECTIONS.  
KRISTYNA

## FAX Brookside Hotel and Conference Centre

For the attention of: Javier Alonso

---

Fax No:	01864 774322	Date:	14 January 20—
From:	Krystyna Wozniak	No. of pages (including this):	2
Fax No:	01992 702002		

---

Subject: How to get to here

Hi Javier

Here are the directions and a small map.

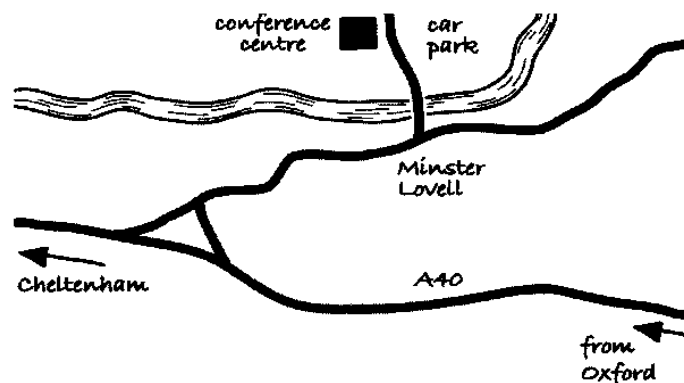
It's about 60 miles from the airport to the hotel. From the airport, \_\_\_\_\_<sup>1</sup> the M40 to Oxford. Then take the A40 to Oxford. Follow \_\_\_\_\_<sup>2</sup> for Cheltenham. About 14 miles after Oxford follow signs for Minster Lovell. When you \_\_\_\_\_<sup>3</sup> to Minster Lovell, go \_\_\_\_\_<sup>4</sup> over a stone bridge. Brookside Hotel is \_\_\_\_\_<sup>5</sup> your left. The car park is \_\_\_\_\_<sup>6</sup> the hotel. The conference starts at 1.00 p.m. so you've got plenty of time. Hope this map is clear. Call me if you get \_\_\_\_\_<sup>7</sup>!

See you later.

Krystyna

## FAX Brookside Hotel and Conference Centre

Page 1



24. Write a fax giving directions to a visitor to your school or college. They are arriving from the town centre by car. Include a map if necessary.

25.

- You are staying in a hotel on a business trip.
- Read the fax about your trip below, and the passport information on the opposite page.
- Complete the hotel registration form on the opposite page.
- Write a word or phrase (in CAPITAL LETTERS) or a number on lines 41-45 on your Answer Sheet.

## Chic Fashion Designs

---

### FAX MESSAGE

---

<b>To:</b>	Alan Wickham	<b>From:</b>	Bernard Eccles
<b>Fax:</b>	01675 477893	<b>Pages:</b>	1
<b>Phone:</b>	01675 477756	<b>Date:</b>	29/04/20...
<b>Re:</b>	Your trip to Milan, Italy	<b>CC:</b>	Sally Jones, Personal Assistant

Alan,

Herewith confirmation of your travel dates:

Monday 26th May-Friday 30th May 20... .

You will be staying at the Trieste Hotel in Milan for 4 nights (Mon-Thurs.) and flying back on Friday.


Call me on Tuesday after your meeting with Paolo.

Enjoy the trip. Hope you find the designs we want.

Bernard



## United Kingdom of Great Britain and Northern Ireland

<b>Passport</b> <b>Passeport</b>	<b>Type/Type</b> P	<b>Code of issuing State/ Code de l'Etat émetteur</b> GBR	<b>Passport No./ Passeport No.</b> 512487356
	<b>Surname/Nom (1)</b> .....		
	WICKHAM		
	<b>Given names/Prénoms (2)</b> .....		
	ALAN		
	<b>Nationality/Nationalité (3)</b> .....		
	BRITISH CITIZEN		
	<b>Date of birth/Date de naissance (4)</b> .....	<b>Children/Enfants (5)</b> .....	
6 JUN/JUIN 70			
<b>Sex/Sexe (6)</b> .....			
M			
<b>Date of issue/Date de délivrance (8)</b> .....	<b>Authority/Autorité (9)</b> .....		
14 JAN/JAN 01	PASSPORT OFFICE, PETERBOROUGH		
<b>Date of expiry/Date d'expiration (10)</b> .....	<b>Observations-page/ Observations-page (11)</b> .....		
14 JAN/JAN 10			

### Trieste Hotel Milano, Italia

#### GUEST REGISTRATION

<b>NAME (41)</b> .....	<b>PASSPORT NO. (42)</b> .....
<b>PERMANENT ADDRESS</b> 84 Burnham Road, Lanesfield, Wrexton, UK.	<b>CAR REGISTRATION NO.</b> —
	<b>DATE OF ARRIVAL (44)</b> .....
<b>COMPANY (43)</b> .....	<b>DATE OF DEPARTURE (45)</b> .....
<b>CONTACT TEL. NO.</b> 01675 477756	<b>FORM OF PAYMENT</b> <span style="float: right;">Visa</span>
<b>SIGNATURE</b>	

26.

- Read this part of a fax from David Parkinson, a company director who will be arriving from the UK to visit your company next week.

As you know, I will be arriving on Tuesday afternoon next week, and I wonder if you could answer a few questions for me.

Will someone be able to meet me at the airport? If this is possible, I would be grateful. It would be a lot easier than trying to get a taxi in a strange city.

Can you tell me the name of the hotel and where it is? I will need to leave this information with my secretary.

Do you have any plans for dinner after I arrive? If you are free, would you care to join me? It would be a good opportunity to become acquainted.

Could you confirm the time of the meeting the next day, and let me know exactly where it will be held?

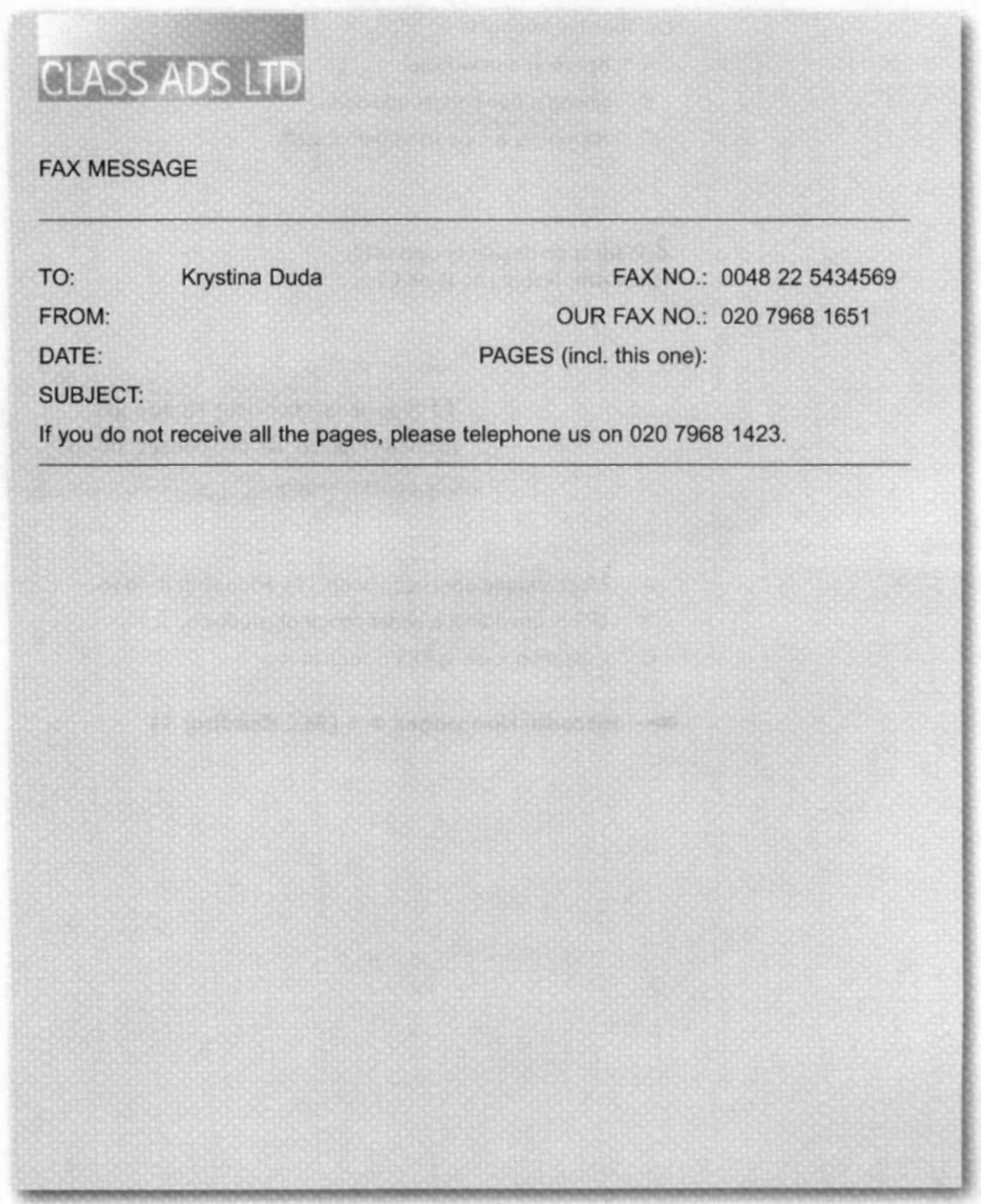
Looking forward to hearing from you.

- Write a **fax** to David:
  - saying who will meet him at the airport, and where
  - giving him the name and location of the hotel
  - explaining the arrangements for dinner after he arrives
  - confirming the time and venue of the meeting the next day.
- Write **60-80 words**.

**27. Rosalind Harrison is travelling to Poland again to meet the sales director and sales team of the Gdansk office. You are Rosalind's PA.**

- Send a fax to Krystina Duda telling her about the arrangements for Rosalind's next visit.
- Ask Krystina to meet Rosalind at Krakow, take her to Gdansk for her meetings and to make the arrangements for her stay.

- Travel: London to Krakow 17 March/Krakow to London 19 March.
- Arrange meetings 18 March: Sales Director/sales team to discuss progress of advert.



**28. Read this advertisement.**

Linton Business Society is looking for new members. Send a letter of introduction to Martin Smith, 19 High St., Linton L12 1BG, or fax: 0247 493490.

***Write a fax to Mr Smith:***

- saying who you are and what you do
- giving information about your company
- explaining why you would like to join the society
- providing your contact details.

Write 60-80 words.

FAX MESSAGE

---

***29. Read this advertisement about a product.***

## The Off-Road ROUGHNECK ZC7

This is our latest model. It gives you all the high quality you expect from a ZEPHYR bike but it also gives you more.

It is the lightest off-road bike available in this country.

The ROUGHNECK ZC7 is:

**easier to stop – with its faster brakes • stronger – with its new design**

**• more comfortable – with its new seat •**

**more stylish – choose from 25 colours • and cheaper than you think!!!**

Visit our website – [zephyrbike.zc7.co.uk](http://zephyrbike.zc7.co.uk) or fax 0208-742-3376 for a brochure.



### Write a fax to the company:

- saying where you saw the advert
- asking specific information about the bike
- requesting a company brochure
- giving your contact information.

Write 60-80 words.

### 3.4. Електронні повідомлення

#### E-MAILS

E-mail, or electronic mail, is how messages are sent over the Internet. Unlike telephone calls, e-mail is useful for differences in time zones and messages can be read when the receiver is ready.

This is an e-mail confirming that two colleagues will discuss contracts at a trade fair.

The electronic address at the top tells the receiver who the message is from. (Students studying for the BEC exam do not need to include to/from/subject details.)

Information about the sender and receiver appears at the top, so the writer does not use traditional greetings.

<b>From:</b>	Judith.Mahon@Waltersed-ema.com
<b>To:</b>	Marcel.Liebermann@Goldrickpub-ema.com
<b>Date:</b>	Wed, 16 Jul 2003
<b>Subject:</b>	Trade Fair

Thanks for the message. I'm looking forward to seeing you at the Hamburg trade fair next month. I'll bring the final contracts with me and we can discuss them over lunch.

Best wishes

Judith

The style is much more informal than letters, and can be quite casual. (Students studying for the BEC exam should check with their teacher about the formality of business e-mails.)

## Making contact

### 30. Discuss these questions.

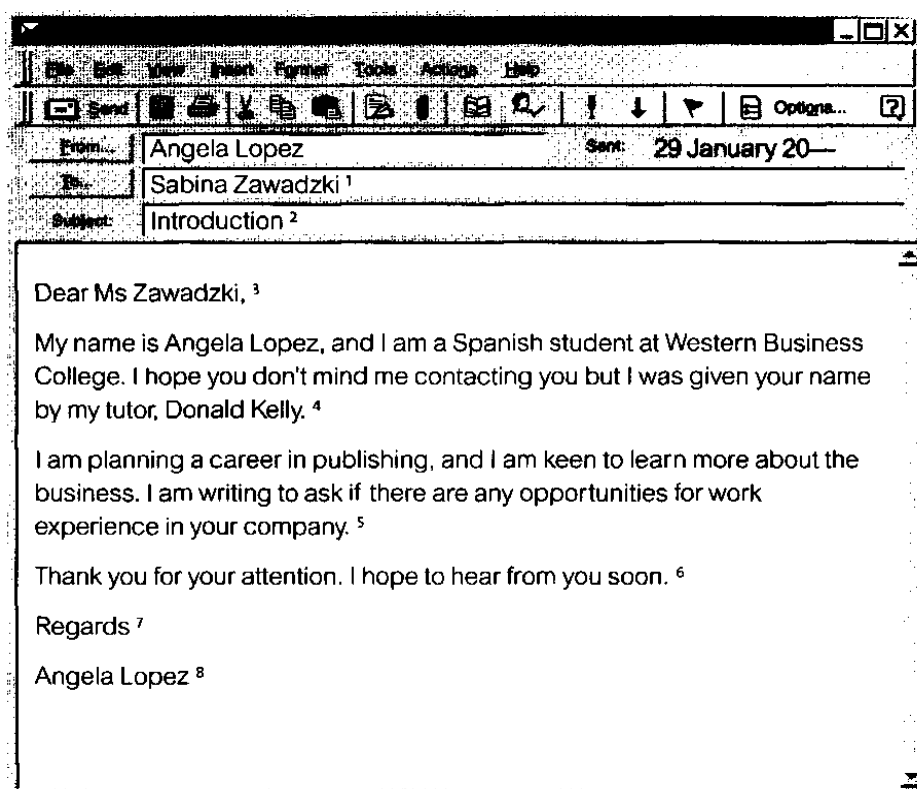
- What sort of information do you give when you introduce yourself to somebody?
- Do you find it easy to introduce yourself to someone you don't know?

### 31. Read the email and answer the questions.

- 1 Who is Angela?
- 2 Does she know Sabina Zawadzki?
- 3 What does Angela want ?
- 4 How do you think Sabina will reply?

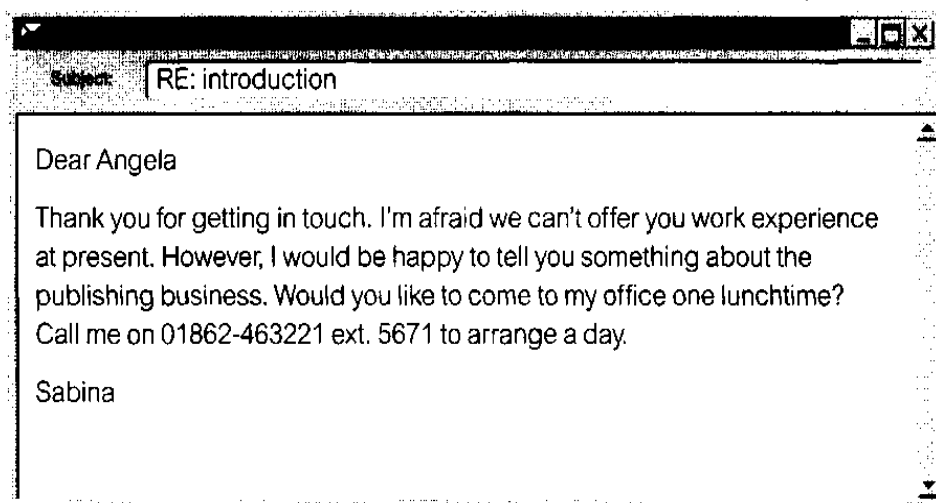
### 32. Label the parts of the email.

- |   |   |
|---|---|
| <input type="checkbox"/> closing sentence   | <input type="checkbox"/> introduction                     |
| <input type="checkbox"/> closing salutation | <input type="checkbox"/> recipient's name / email address |
| <input type="checkbox"/> sender's name      | <input type="checkbox"/> subject line                     |
| <input type="checkbox"/> opening salutation | <input type="checkbox"/> reason for writing               |



**33. Read Sabina's email and answer the questions.**

- 1 Can she offer Angela work experience?
- 2 What does she suggest?



**33. Write an email introducing yourself to Tim White. He is a friend of your teacher and he runs a small business. You would like to interview him for a project**

**34. You have decided to leave your job. Write an e-mail to a colleague:**

- telling him or her about your decision
- saying when you are leaving
- explaining the reason for your decision.

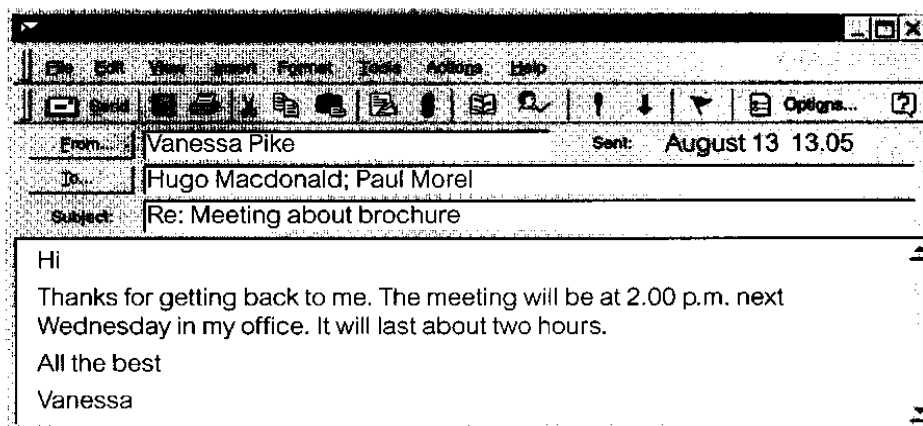
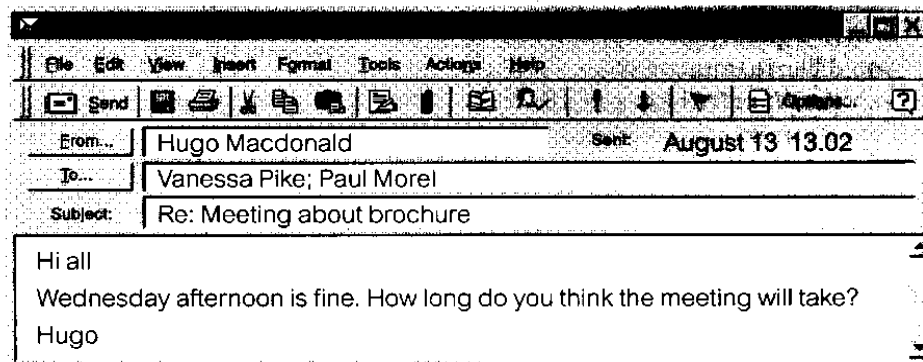
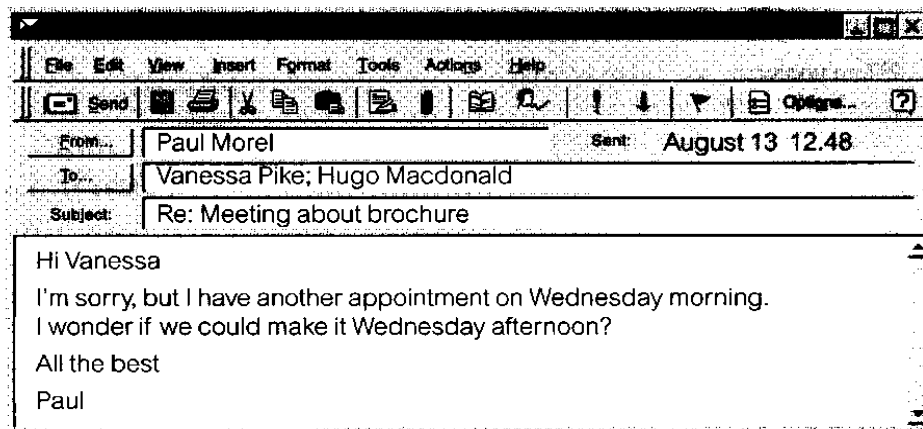
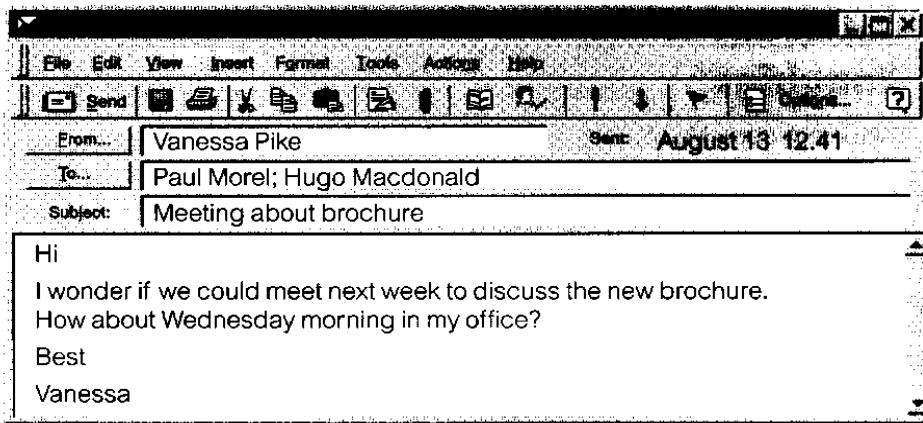
Write 30-40 words.

**Arranging a meeting**

**35. What information do you need to give when trying to arrange a meeting?**

**36. Read the emails. Who...**

- |                                 |                             |
|---------------------------------|-----------------------------|
| 1 suggests a meeting?           | 3 agrees to a meeting time? |
| 2 suggests an alternative time? | 4 confirms the meeting?     |





**37. *Imagine you are Hugo. You discover you are busy on Wednesday afternoon. Write to Vanessa and Paul. Apologize and suggest an alternative day and time***

**38. *Write emails to your partner to arrange a meeting. First invent names and decide what you want to discuss.***

*Student A*

suggests a meeting

*Student B*

apologizes and suggests an alternative  
time

*Student A*

agrees to the meeting time

*Student B*

confirms the meeting

### **Inviting**

**39. *Discuss these questions.***

- When do you send and receive invitations?
- What information does an invitation include?

**40. *Read the correspondence and answer the questions.***

- 1 Why is Space Fashion having a party?
- 2 What does *RSVP* mean?
- 3 How well do you think Jim knows Stefano?
- 4 Who doesn't accept the invitation?

**41. *Imagine you are Melissa. You can't go to the party. Write an email to Selina. Then imagine you are Jim. You can go for the drink. Write an email to Stefano.***

**42. *Write an invitation to your partner. Your partner writes an email back, accepting or refusing.***

# SPACEFASHION

*Dear Melissa*

*Space Fashion is holding a summer party  
on Friday 12 July at 7 p.m. to celebrate a great year.  
We would like to invite you to our celebrations.*

*Selina Bond*

RSVP

Email: spacefashionhp@virtual.com  
Address: Space Fashion, 112—114 Tudor Street,  
London EC11 4PD

Subject: RE: party invitation

Dear Selina

Thank you for very much for your invitation. I would be delighted to come to your party.

Best wishes

Melissa Salomon

Subject: RE: drink Friday?

Hi Jim

Are you doing anything on Friday? We're going for a drink after work. Would you like to come?

All the best

Stefano

Subject: RE: drink Friday

Hi Stefano

I'd love to come but I can't make it. I've got to go out with clients.

Have a great time!

Jim

42.

- You want to invite a colleague to join you when you interview an applicant for a job in your department.
- Write an **e-mail** to your colleague:
  - inviting her to the interview.
  - telling her when and where the interview will take place.
  - asking your colleague to confirm her availability.
- **Write 30-40 words.**
- **Write on your Answer Sheet.**



### Enquiries

43. *Companies often receive letters from business students and other members of the public asking for information about their company's performance. Write an e-mail to a company asking them to send you some company information.*

### Answering enquiries

44. *Look at the website and answer the questions.*

- 1 What sort of products is this company selling?
- 2 Who are their target customers?

# PromoPerfect Promotional Products



As low as €16 a unit

### USB Pendrive

It allows you to carry lots of data. Great for PowerPoint presentations.



As low as €14 a unit

### Hand Track Mouse

This easy-to-use mouse doesn't need a desktop. It's great for business people on the move. It has a USB connector.

Minimum order 25 items

45. Put the sentences in the correct order in each email.

Subject: Pendrive info

Dear Customer Care

I am interested in ordering your USB pendrives for a promotional campaign.

1

Could you also tell me if there is a discount for orders over 100? \_\_\_\_\_

I look forward to hearing from you. \_\_\_\_\_

I would like to know how many megabytes of data you can store on the USB pendrive. \_\_\_\_\_

Bill Whitehead

Subject: USB pendrives

Dear Mr Whitehead

I hope that this has answered your questions. \_\_\_\_\_

Our USB pendrives come in two versions, 32 megabytes and 64 megabytes.

\_\_\_\_\_

Thank you for your enquiry \_\_\_\_\_

In answer to your second question, we only offer a discount on orders over 500. \_\_\_\_\_

We look forward to receiving your order. \_\_\_\_\_

David Harris  
Customer Care

**46. You work for PromoPerfect. Answer the following enquiries. Use the information in the table.**

- I would like to know what colours the Hand Track Mouse comes in. Also, can it be used by left-handed people? (Kristin Archer)
- Could you give me more details about the USB Pendrive? (Martin Vidmar)

<b>USB Pendrive</b>	<b>Hand Track Mouse</b>
Colour: silver	Colours: green and silver
Size: 90mm x 30mm x 14mm	for both left- and right-handed people

**47. You are visiting Switzerland on a business trip next week with your colleague.**

**Write an e-mail to your colleague:**

- thanking him or her for booking your tickets
- apologising for losing the itinerary he or she gave you
- asking him or her to send it to you again.

Write 30-40 words.

**48. Read the note and e-mail. Complete the form. Write a word or phrase or a number on lines 1-5.**

Jim

I'm sending you the itinerary for Robert Short's visit next week. Could you let me know if anything needs changing? Note that Robert rang to say he's not arriving until 11.30 on Monday, so he can't meet the architects in the morning now - perhaps he can do that on Friday? I understand there's a meeting on Wednesday. Is it about finance?

Thanks.

Sally

**Subject:** Robert Short's visit

Sally

Thanks for the itinerary - and for letting me know when Robert arrives.

Robert's seeing local politicians on Monday afternoon and on Tuesday he's visiting suppliers - but not until after lunch, so put him down for the architects in the morning. On Thursday he's meeting some trades union at 9 a.m. There's no presentation to staff in the afternoon because he's leaving at 3 p.m.

Thanks.

Jim

PS The meeting on Wednesday is the planning meeting.

#### Itinerary for Robert Short

Monday	See (1) ..... (p.m.)
Tuesday	Meet (2) ..... (a.m.) Visit (3) ..... (p.m.)
Wednesday	Attend (4) ..... meeting (all day)
Thursday	Meet trades union at (5) .....

## **Complaining**

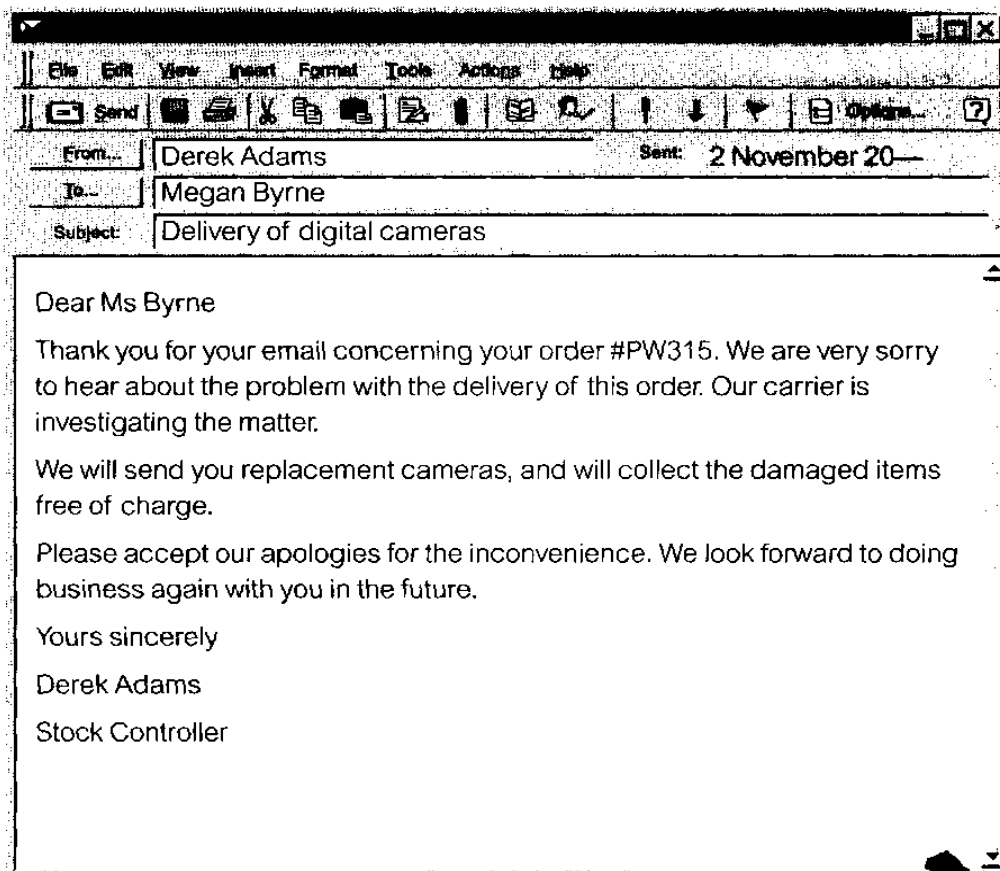
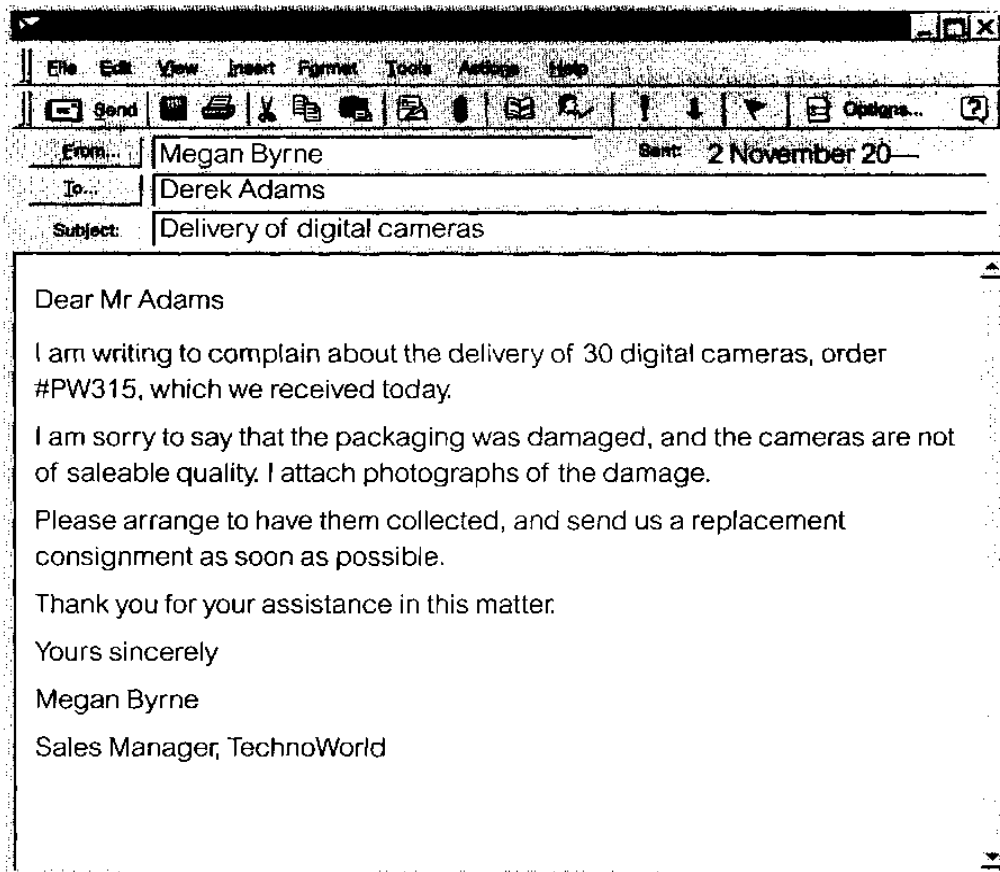
**49. What problems can you have when you buy something online or by mail order? Add to the list.**

*missing parts*

*wrong quantity*

**50. Read the emails and answer the questions.**

- 1 What problem does Megan Byrne have?
- 2 What does she want to happen?
- 3 Who does Derek Adams think is responsible for the problem?
- 4 What is he going to do?
- 5 Do you think that Megan Byrne will be happy with the solution?





**51. Read the following problem. Write an email of complaint. Then write the reply from the company.**

You have ordered two DVDs from the online company DVD Direct -*The Last Samurai* and *Spiderman*, Deluxe Edition (Order No. 92670 BF). You have received: *The Lost Princess and Lord of the Rings Part 1*.

### Apology

**52. Read this memo from Phil Murphy about problems with his company's computers.**



**Write an e-mail to Mr Murphy:**

- thanking him for his memo
- apologising for not replying earlier
- explaining the reason for the delay
- saying how you will help him.

Write 60-80 words.

## 4. Презентації

### 4.1 Підготовка та проведення презентацій.

*1. Suzi Capra wants to make a good start to her presentation, so she has made a list of the things she wants to say. Unfortunately she has dropped all her language cards (a-j) on the floor. Help her to put them in the right order by matching them with the cues (1-10).*

#### Cues

- 1 THANK audience for coming.
- 2 INTRODUCE myself.
- 3 Give JOB title.
- 4 Give TITLE of presentation.
- 5 Give REASON.
- 6 Give STRUCTURE.
- 7 Give LENGTH. ;
- 8 VISUAL AIDS I plan to use.
- 9 No QUESTIONS; until the end.
- 10 START first part.;

#### Language cards

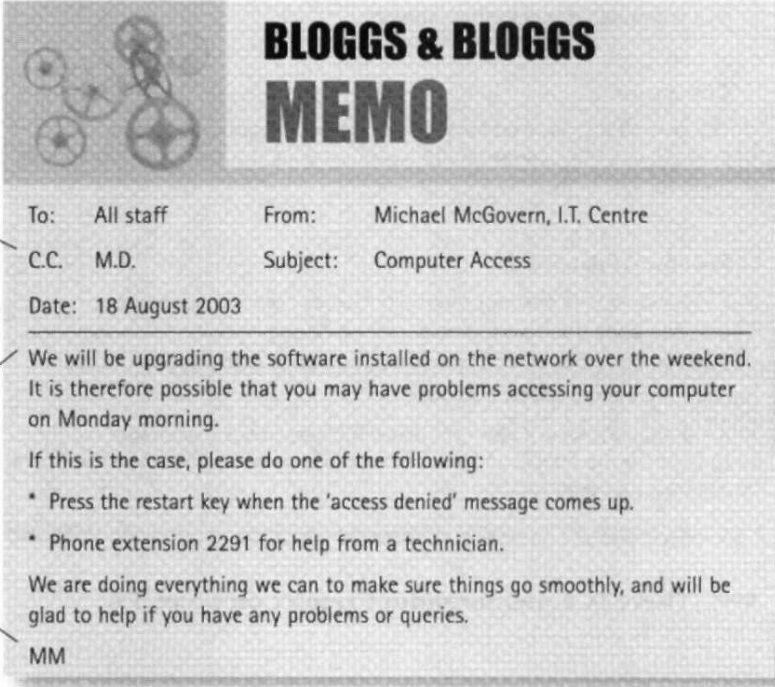
- a) I plan to show you some slides and a short video during my presentation.
- b) So, first of all, let's take a look at...
- c) I'm very grateful that you could all come today. ,
- d) I'm going to talk for about...
- e) If there is anything you would like to ask me, please would you wait until the end of the presentation.
- f) My name is . . .
- g) My talk will be in four main parts.
- h) The subject of my presentation today is...
- i) I'm the .. .
- j) I'm going to talk about this because . . .

## 5. Збори

### 5.1 Написання Мемо.

**MEMORANDA** A memorandum (plural *memoranda*, abbreviation *memo*) is sent to people or whole departments inside the organisation, never to a customer.

This is a memo warning staff that they may have problems with their computers.



c.c. means *carbon copies*, and indicates that you have sent a copy of the memo to someone else.

The **subject** line should summarise what the memo is about.

No greeting (such as *Dear . . .*)

Put your initials at the end, not your full name.

Most companies print their own memo stationery, but the headings are always the same.

The text is divided into paragraphs.

- use bullet points to list items.

**1. The managers at your company have decided to give staff a pay rise. Write a memo to staff:**

- confirming the pay rise
- giving details of the pay rise
- saying who to contact for more information.

Write 30-40 words.

**2. Use these notes to complete the memorandum report.**

Purpose of visit: collaborate on big advertising account for Cola-Taste.  
 Situation: German agency working on plans for the ad campaign now; very positive about idea of collaborating.  
 Conclusion: take opportunity to work closely with German colleagues; very profitable across Europe.  
 Recommendations: invite German colleagues to visit/discuss; CEO to join meeting/discuss budgets.

**CLASS ADS LTD**

**MEMO**

To: John Brown, Managing Director From: \_\_\_\_\_ Date: \_\_\_\_\_

**Report on visit to partner agencies in Germany**

**Introduction**

Last week I visited our partner agency in Berlin. The purpose of the visit \_\_\_\_\_ . This report describes the situation and makes recommendations about how we can work together on this important project.

**Situation**

1. \_\_\_\_\_ .
2. We discussed the idea of a pan-European advertisement — using the same ad in several European countries, but using local, well-known actors in each country. Working together would help develop an ad that isn't too German or too British .

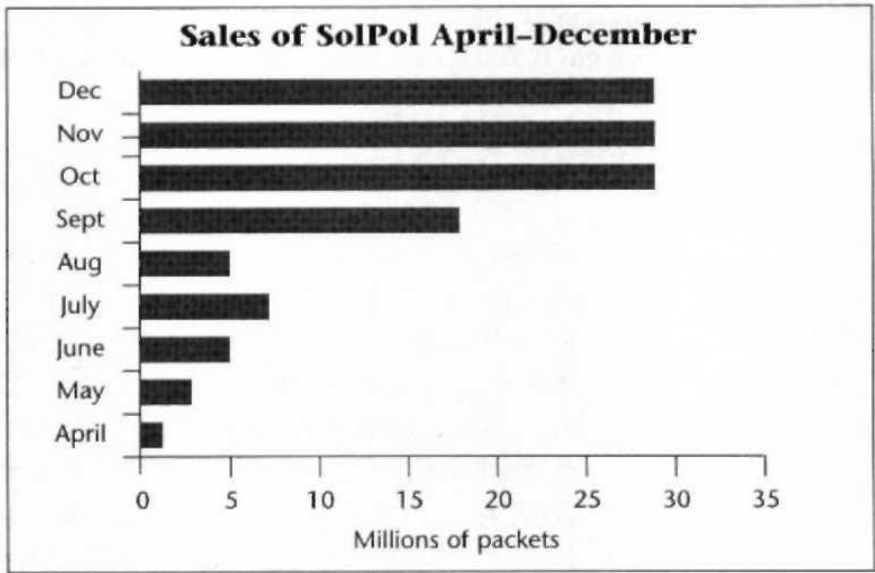
**Conclusion**

1. This is a very exciting project, \_\_\_\_\_ .
2. The Cola-Taste account is very important to both our markets, \_\_\_\_\_ .

**Recommendations**

1. We should invite \_\_\_\_\_ .
2. Our Chief Executive Officer should \_\_\_\_\_ .
3. We should begin planning the project as soon as possible and decide on the schedule.

3. Use the information in the graph to complete the memo below.



# *We Care Health Products*

## MEMORANDUM

To: All staff      From: Frank Dobson, Head of Sales  
 c.c. MD            Date: 20 December \_\_\_\_\_  
 Subject: **Update on sales of SolPol**

Many of you worked hard to make sure that the launch of our new soluble Paracetamol tablets at the 5th International Healthcare Products conference in April this year was a success. Thanks to the continuing efforts of the sales team I am pleased to say that sales are very encouraging.

SolPol was launched in April and \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

The future is looking good for sales of SolPol, so let's start looking for our next great product!

FD

## 5.2 Написання оголошень

### NOTICES

A notice is an announcement giving information. It is put in a public place where everyone can see it. It is not for one particular person, but for everyone to read.

This is a company notice inviting employees to a summer party.

A notice should be quite short and very clear so that everyone who reads it can understand the information and know what to do.

**Summer Party**

All staff are invited to the summer party.  
Meet friends and colleagues after work  
and relax in the garden!

*There will be dancing, live music  
and plenty of good food and wine.*

---

The party is on Friday 16 July  
from 6.30 – 11.30 p.m.  
Food will be served from 7.00 – 9.00 p.m.

---

*Please let Erica Kahl know if you would like to come,  
and if you are a vegetarian.*

You can e-mail her on [erica.kahl@personnel.com](mailto:erica.kahl@personnel.com)  
Erica Kahl, HR Director, 10 May.

The heading at the top should be eye-catching and describe what the notice is about.

Name and position of the person who wrote the notice, and the date.

## 6. Переговори

### 6.1. Контракти

#### 1. Find the English equivalents for the following.

Проект контракту; радий вас бачити; перейдемо до справи; бути впевненим; ознайомитися; нам хотілося б знати; згоджуватися; пункт контракту; як тільки; практичне здійснення; я цілком згоден; ретельно вивчати; управляючий службою збуту; підкреслювати; включати; як зазначалось; додаток; проглядати; зустрічна пропозиція; дат; річ у тому, що; юрист.

#### 2. Read and discuss the contract.

**CONTRACT NO 018.006**

**Blackville 20\_, February 24**

The company Blake Electronic Corporation, Blackville, USA, represented by Mr. J.P. Manson, General Manager, hereinafter referred to as the "Seller" and the company Jackson Ltd. Marketing, Reno, USA, represented by Mr. L.C. Parker, Commerce Director, hereinafter referred to as the 'Buyer' have concluded the present Contract to the effect that:

#### 1. Subject of Contract

The Seller sells and the Buyer buys the goods indicated in the Specification (Enclosure N1), which is an integral part of this Contract. The goods should be delivered in accordance with Terms of Delivery.

#### 2. Prices and Total Sum of Contract

2.1. The prices for the goods are in US dollars as indicated in the Specification amount to \$5,879 for each set.

2.2. The total sum is \$129,497 (one hundred twenty nine thousand four hundred ninety seven).

2.3. The prices as per this Contract have been fixed firmly and are not subject to alteration.

#### 3. Terms of Delivery

3.1. Delivery of the goods shall be made CIF San-Francisco, International Airport. The goods are delivered according to the terms printed in the Specification (see Enclosure N1) but not later than 20 days from the date signing of the Contract.

3.2. The representatives of the Buyer make the inspection of the delivered goods before accepting them in respect of quality and quantity.

3.3. Partial deliveries are authorized.

#### **4. Terms of Payment**

The Buyer is obliged to make payment in US dollars. 100 per cent value of Contract is to be paid in advance to the Seller's Bank in 10 days from the date of the Contract's signing (as indicated in Enclosure N1).

#### **5. Insurance**

The Seller shall insure goods to be delivered on CIF terms against usual transport risks in accordance with the Insurance Agreement.

#### **6. Guarantees**

6.1. The Seller guarantees the quality of the delivered goods for 36 months from the date of putting the equipment into operation.

6.2. If during the guarantee period the equipment proves to be defective, the Seller at his cost eliminates defects within the shortest possible time or replaces the defective equipment.

#### **7. Packing and Marking**

Each set of the goods shall be packed and marked according to the Buyer's inquiry. Marking Information is the following:

1. Name of the consignee;
2. Name of the consignor;
3. Contract N (Code);
4. Air Way Bill N;
5. Gross Weight;
6. Net Weight;
7. Box N.

#### **8. Arbitration**



8.1. All disputes and disagreements which may arise due to this Contract or in connection with it shall be settled through friendly negotiations between the parties. Disputes and disagreements that cannot be settled by parties through negotiations are subject to settlement excluding the court in the Federal Arbitration of California State in accordance with the law in force.

8.2. The award shall be final and binding upon both parties.

### **9. Other Conditions**

9.1. All amendments and alterations to this Contract are valid only in written form and should be signed by both parties.

9.2. Upon signing this Contract, all preceding talks and correspondence on it lose their force.

9.3. Neither party is entitled to transfer rights and obligations to any third party without a written consent of the other contracting party.

9.4. The present Contract has been drawn up in 2 (two) copies; both copies having equal rights.

9.5. Enclosure N1. Specifications on 2 pages.

### **10. Legal Addresses of the Parties**

*The Buyer:*

Company: Jackson Ltd.

Marketing

1867, Albert Road,

Reno, CA, 31137, USA

Phone N:

Fax N:

Account N:

*The Seller:*

Company: Blake Electronic

Corporation

2811, Pine Line

Blackville, MD, 57348, USA

Phone N:

Fax N:

Account N;

### **3. Answer the questions.**

1. Who is referred to as the "Seller" in this contract? What firm does he represent?
2. Who is the "Buyer"? What post does he hold?
3. What is the subject of the contact?

4. What is the price for each set of equipment? Can it be changed?
5. When should the goods be delivered?
6. Why should the goods be insured and who is to do it?
7. What should be done if the equipment proves to be defective?
8. Who is to eliminate the defects?
9. How should all disagreements be settled?

**4. Give English equivalents to the following.**

Продавець; покупець; посилатися на; кількість і якість; загальна сума; відповідно до; як зазначено; твердо встановлювати; доставка товарів; підлягати змшам; приймати у відповідності до; підписувати контракт; укладати контракт; представник фірми; платити наперед; додаток; покупець зобов'язаний; страхування товару; обладнання, яке постачається на умовах СІФ; звичайний ризик; продавець усуває дефекти; замінити; найбільш короткий термін; пакування і маркировка; розбіжності вага нетто; шляхом переговорів; товариський; передавати; письмова згода.

**5. Translate into English.**

1. Вони уклали контракт на поставку комплектного устаткування.
2. Решта питань може бути вирішенена в робочому порядку.
3. Представники покупця, безумовно, ознайомилися з проектом контракту.
4. Як тільки ми підготуємо остаточний варіант контракту, ваш буде представлений вам на розгляд.
5. Експерти нашої фірми ретельно вивчили всі пункти контракту.
6. Управляючий службою збуту запропонував внести деякі корективи.
7. Ціна за одиницю устаткування вказана в додатку до контракту.
8. Ми зіткнулись з деякими проблемами, але зможемо розв'язати їх у робочому порядку.
9. Ми задовільнимо ваше прохання про продовження гарантійного періоду.

10. Після підписання контракту всі попередні переговори і листування вважаються недійсними.
11. Покупець придбає товари, вказані в специфікації.
12. Оплата товару відбувається в доларах США і становить 950 доларів США за кожну одиницю.
13. Ціни на товар установлені остаточно і зміни не підлягають.
14. Обладнання повинно бути доставлене не пізніше 25 днів з дня підписання контракту.
15. Продавець страхує обладнання, що поставляється на умовах СІФ.
16. Продавець гарантує якість поставленого обладнання протягом 12 місяців з моменту введення обладнання в дію.
17. Якщо протягом гарантійного терміну в обладнанні виявляються дефекти, то поставник замінює дефектне обладнання.
18. Дефекти обладнання усуваються продавцем за власний кошт у найкоротший термін.
19. Усі розбіжності, пов'язані з контрактом, повинні вирішуватися шляхом переговорів сторін.

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