

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ЧЕРНІГІВСЬКИЙ НАЦІОНАЛЬНИЙ ТЕХНОЛОГІЧНИЙ  
УНІВЕРСИТЕТ

## **АНГЛІЙСЬКА МОВА**

Методичні вказівки до практичних занять

та самостійної роботи студентів

спеціальності 076

Підприємництво, торгівля та біржова діяльність

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## ВСТУП

Відповідно до Програми викладання англійської мови для професійного спілкування (2010 р.) вивчення іноземної мови повинно розвивати мовну компетенцію студентів, а також стратегії, необхідні для ефективної участі в процесі навчання та в ситуаціях професійного спілкування.

Методичні вказівки орієнтовані на студентів спеціальності 076 Підприємництво, торгівля та біржова діяльність денної форми навчання та мають на меті формування навичок англомовного професійного спілкування.

Методичні вказівки є складовою частиною навчально-методичного комплексу з дисципліни «Іноземна (англійська) мова за професійним спрямуванням» і, як допоміжний засіб навчання, забезпечують реалізацію всіх цілей навчання іноземних мов: розвиток навичок розуміння й аналізу оригінальних текстів на професійну тематику, подальше збагачення словникового запасу студентів сучасною англійською термінологічною лексикою, вдосконалення навичок усного та писемного мовлення, умінь вирішення професійних ситуацій.

Навчально-методичне видання базується на лексичному матеріалі, що охоплює термінологію, пов'язану з майбутньою професійною діяльністю студентів, такою як ведення переговорів, оформлення документів, ділове спілкування тощо. Тематика і зміст текстів не лише відповідають вимогам програми, а й задовольняють професійні інтереси та потреби студентів. Крім того, кожен розділ містить завдання, спрямовані на розширення словникового запасу, розвиток навичок аудіювання, говоріння та письма. Завдання для самостійної роботи мають на меті розвиток навичок ділового листування.

Матеріал, вміщений у методичних вказівках, спрямований на формування в студентів лінгвістичної та фахової компетенції, дає інструменти для використання англійської мови у професійній діяльності та сприяє забезпеченню конкурентоспроможності фахівців в англомовному середовищі.

## UNIT 1. PEOPLE AND CAREERS

### 1. Study what you should say when you meet people:

#### *Introductions and Conversation Openings*

A person performing an introduction in a formal situation says, for example Mrs. Johnson, **may I introduce** Mr. Bentley? Mr. Bentley – Mrs. Johnson. Less formal alternatives to *May I introduce...?* are (in order of decreasing formality):

**Let me introduce...**

**I'd like you to meet...**

**This is...**

**Meet...**

The two people who have been introduced both say:

**How do you do?** – in formal and semi-formal situations;

**Hallo** – in informal and semi-formal situations.

**Pleased/Glad to meet you.**

Two phrases often used before introducing someone are:

**Have you met...?**

*e.g* Have you met my sister? **I don't think you've met...**

*e.g* I don't think you've met my sister.

If you have to introduce **yourself**, you may say, for example:

**May I introduce myself?** My name's Victor Petrov. I'm your guide.

**Let me introduce myself.**

When two people have been introduced, one of them usually has to start a conversation. One way to do this is to ask a question such as:

**Is this your first visit to...?**

**Have you been here/to... before?**

**Have you visited/seen...?**

**How do you like/find (our)...?**

**(How) are you enjoying...?**

**Are you finding... interesting/useful?**

**What do you think of...?**

**Are you interested in...?**

#### *Greetings and Inquiries About Health*

When you already know someone, the following formal greetings should be used:

**Good morning** – until lunch-time (12 – 2 p.m.)

**Good afternoon** – until 5–6 p.m.

**Good evening** – until 10–11 p.m.

**Morning/Afternoon/Evening** – semi-formal. Used, for example, to neighbours, colleagues and other people whom one sees regularly but does not know well.

**Hallo** – semi-formal, informal

**Hi** – informal, used mainly in America. The name of the person greeted is often added.

Greetings are often followed by an inquiry about the other person's health:

**How are you?** – formal

**How are you getting on?** – semi-formal, informal

**How's life?** – informal

**How are things (with you)?** – semi-formal, informal

The answer may be:

**(I'm) very/fairly/quite well, thank you.** – formal, semi-formal

**Fine, thanks.** – semi-formal, informal

**Not too/so bad (thank you/thanks).** – semi-formal, informal

**All right, thank you/thanks.** – semi-formal, informal

**OK, thanks** – informal, familiar

**A bit tired, otherwise all right.** – semi-formal, informal

### *Leave-taking*

When you want to take your leave of someone it is often necessary to use some introductory sentence such as:

**(Well,) I must go (now).**

**I'm afraid I must be going (now).**

**It's time I was going/off.**

**I must be off now.**

When you actually leave, you may say:

**Good-bye.** – formal, semi-formal

**(Good-) bye for now.** – semi-formal, informal

**Bye (then).** – semi-formal, informal

**Bye-bye.** – semi-formal, informal

**Cheerio.** – semi-formal, informal

**See you.** – very colloquial.

**See you later/tonight/tomorrow/on Saturday/next week, etc,**

**See you at the theatre/concert/party, etc.**

When leaving someone we sometimes want to be remembered to some member(s) of his family or a mutual friend or acquaintance. The following phrases are used for this purpose:

**(Please) give my (kind) regards to...**– formal

**(Please) remember me to...**– formal, semi-formal

**Give my love to...**– informal, for close friends and relations

## **2. Make up sentences using one item from each column. Make sure that all the items in one sentence are of the same degree of formality.**

Mr. Taylor	Let me introduce	our visiting lecturer, Dr. Miller
Mrs. Bond	I'd like to introduce	my sister Janet
Professor Reed	I'd like you to meet	my English teacher, Miss Sullivan
Peter	This is	a friend of mine, Alan Binns
Helen	Meet	my cousin Margaret
Father		some of my colleagues

## **3. Match each question with the best reply.**

- |  |                                   |
|--|-----------------------------------|
| a) What do you think of Tokyo?               | 1. Yes, extremely interesting.    |
| b) How often do you travel abroad?           | 2. Thank you.                     |
| c) Are you going to be here long?            | 3. At the Sheraton.               |
| d) Is this your first trip to Japan?         | 4. Yes, very well.                |
| e) Do you know Harvey Phillips in sales?     | 5. It's a very interesting place. |
| f) Where are you staying?                    | 6. No, I was here last year.      |
| g) It's an interesting conference, isn't it? | 7. Just five days.                |
| h) Can I get you a refill?                   | 8. Once or twice a year.          |

## **4. With a partner, think of some more questions and responses you can use when you meet someone for the first time. Write them down, and try them with other students in the class.**

## **5. What would you say:**

- to Professor Marsden, who is leaving for home after a short stay in your town?
- to your parents, when leaving your flat in the morning?
- to a secretary who has just given you some information, before leaving the office?

- d) when leaving a group of fellow-students after classes?
- e) to a friend whom you are seeing off to Moscow?

**6. Here are two conversations where people are meeting one another. Put them in the correct order. Which conversation is more formal?**

- A) Good. I've come to take you to your hotel. You'll be staying at the Hilton.
- B) Just a couple of days. I have to get back as soon as the conference is over.
- C) Karl Striebel. How do you do? Thank you for coming to meet me.
- D) Thank you very much. Is it far?
- E) Fine thanks. How long are you here for?
- F) It's a pleasure. Did you have a good flight?
- G) She's the new head of European Sales, isn't she?
- H) Hello, Josef. How are you?
- I) No. It only takes about half an hour.
- J) Hello. I'm Mark Jensen from Ciba Geigy. How do you do?
- K) That's a shame. By the way, there's someone I'd like you to meet Caroline Eustace.
- L) Hi there, Sarah. Nice to see you again.
- M) Yes, it was fine thanks. No delays.
- N) That's right. Come on over and I'll introduce you.

**Conversation 1**

Mark   J    
 Karl         
 Mark         
 Karl         
 Mark         
 Karl         
 Mark       

**Conversation 2**

Josef   L    
 Sarah         
 Josef         
 Sarah         
 Josef         
 Sarah         
 Josef       

**7. Peter Berger is a consultant with Prodata, a computer consultancy firm. He is normally based in Geneva but he's working in Bradford at the moment, setting up a new quality control system. On his first day there, he meets Jenny Carlson over lunch.**

**Put these questions into the correct spaces to complete their conversation.**

- a) *And what exactly are you doing?*
- b) *What's your job?*
- c) *Anyway, how long do you think you'll stay in Bradford?*
- d) *I don't think we've met, have we?*
- e) *When did you start?*
- f) *So you're not from Bradford then?*
- g) *And how long have you worked here?*

**Jenny:** Hello. I'm Jenny Carlson. (1) \_\_\_\_\_ ?

**Peter:** No. Pleased to meet you. I'm Peter Berger from Prodata.

**Jenny:** (2) \_\_\_\_\_ ?

**Peter:** No, I'm from Geneva. I'm just working here temporarily.

**Jenny:** Really? (3) \_\_\_\_\_ ?

**Peter:** This morning. Today is my first day.

**Jenny:** (4) \_\_\_\_\_ ?

**Peter:** I'm setting up a new quality control programme.

**Jenny:** That's interesting.

**Peter:** What about you? (5) \_\_\_\_\_ ?

**Jenny:** I work in Sales.

**Peter:** (6) \_\_\_\_\_ ?

**Jenny:** For eight years. I started as a sales representative and now I'm a regional manager. (7) \_\_\_\_\_ ?

**Peter:** Just three or four months. It depends how long the new system takes to set up.

**Jenny:** I see. Well, I'm sure you'll enjoy it. It's a very friendly place.

**8. With a partner, practice meeting someone for the first time at a business reception. Use real or imaginary information about yourself. Try to continue the conversation for as long as possible, using the table below as a guide.**

- Begin the conversation
- Introduce yourself
- Continue the conversation (talk about your company, job, family, hobbies, etc.)
- End the conversation

## UNIT 2. JOBS AND RESPONSIBILITIES

### 1. Match the words from the box with the corresponding heading:

- What do you do?
- General responsibilities
- Working hours
- Pay and conditions
- Jobs
- Living the company

work for/in	sacked	meet clients	dismissed
salary	carpenter	nine-to-five job	get sick pay
run	self-employed	resigned	be employed by
surgeon	do shift work	paid holiday	full-time job
in charge of	attend meetings	retire	work overtime
mechanic	pay income tax	pay rise	do flexi time
part-time job	handle	attend meetings	architect
responsible for	personnel manager	minimum wage	deal with

### 2. Match the verbs on the left with the nouns on the right. Use each verb once only.

- |              |                  |
|--------------|------------------|
| 1. earn      | a) overtime      |
| 2. work      | b) meetings      |
| 3. deal with | c) a shop        |
| 4. attend    | d) complaints    |
| 5. run       | e) 2,000 a month |

### 3. Rewrite these sentences starting with the words given. The meaning must stay the same.

*Example:* I'm a banker. I work *in banking*.

1. What do you do?

What's .....

2. I'm employed by the government.

I work .....

3. I earn \$50,000.

My .....

4. I get 20,000 from my teaching job and another 10,000 from writing.

My total .....



5. In my job I look after all the computers in the building.

My job involves .....

6. I'm responsible for one of the departments.

I'm in .....

4. This is part of a conversation with a teacher about her job. Write the missing questions.

- A: .....? B: I start at nine and finish at four.
A: .....? B: Yes, a bit. On certain courses I work until 5.30.
A: .....? B: 12 weeks. That's one of the good things.
A: .....? B: Yes, we do, but we have to have a doctor's note.

5. Write down one job that would probably be impossible for these people.

Example: Someone who didn't go to university - doctor

- 1. Someone with very bad eyesight (= cannot see very well)
2. Someone who is always seasick on a boat
3. Someone who understands nothing about cars
4. Someone who will not work in the evening or at weekends
5. Someone who is afraid of dogs
6. Someone who is afraid of heights and high places
7. Someone who is terrible at numbers and mathematics
8. Someone who doesn't like to see blood (= the red liquid in your body)
9. Someone who is a pacifist (= is anti-war)

6. You have just bought a piece of land and you are planning to build a house on it. Write down at least six people from the opposite page that you may need to help you. What would you need their help for?

Example: A bricklayer to build the walls.

7. Find the logical answer on the right for each of the questions on the left.

- 1. Why did they sack her? a) Because she was 60.
2. Why did they promote her? b) Because she was late for work every day.
3. Why did she apply for the job? c) Because she needed more training.
4. Why did she retire? d) Because she was out of work.
5. Why did she resign? e) Because she was the best person in the department.
6. Why did she go on the course? f) Because she didn't like her boss.

8. Complete the table. Use a dictionary to help you.

Table with 3 columns: VERB, GENERAL NOUN, PERSON. Rows include manage, promote, employ, resign, retire, train.

9. Have you ever heard of Richard Branson? Read this article about the way he works. Is there anything unusual about his management style? Do you think you would like to work for him?

10. Work with a partner. Look at the facts about Branson then ask and answer questions about how he works. Use these question forms to help you.

What...?	How...?	How many...?
Where ...?	Does he ...?	How much ...?
When...?	Has he...?	What sort of ...?
Why ...?	How often ...?	

### **RICHARD BRANSON'S 10 SECRETS OF SUCCESS**

*Richard Branson became famous as a “hippy” businessman in the 1960s when he set up a record company. Today he runs the successful Virgin airline and he's still breaking many of the traditional rules of management. So how does he do it?*

1. He regularly works an eleven-hour day, starting around eight and finishing around seven at night.
2. He spends a lot of time talking to people on the telephone but he never sends memos.
3. He rarely holds board meetings. He makes decisions on the phone or on the tennis court.
4. He has a good memory and he writes people's names on his hand so he doesn't forget them.
5. He invites every single one of his 10,000 employees to a party at his home in Oxfordshire every year. The last party cost around 100,000.
6. He continually questions his employees about every aspect of the business and he tries to pick holes in their arguments to find out whether their ideas will work.
7. If he becomes annoyed in meetings, he leaves the room. He hardly ever loses his temper.
8. He employs people he likes personally. This is more important to him than qualifications.
9. He has had several business failures in the past and nearly went bankrupt several times but he has always survived. He puts his success down to good ideas, good people, and good luck.
10. He didn't go into business to make money. He went into business because he wanted a challenge.

#### **11. This text is about the different styles that men and women have in the workplace.**

**Read the text and see if the writer's ideas are the same as yours.**

Men and women do things differently. There are, of course, exceptions to every generalisation, including this one. Cristina Stuart is a managing director of Speakeasy Training, a consultancy that runs courses for men and women working together. Here she describes a few key differences between the sexes in the workplace.

##### **1. Working together**

The male approach to business is competitive, direct and confrontational. The end justifies the means.\* Personal status and a focus on the individual are important. The female method is collaborative. Collective action and responsibility are more important than personal achievement. Lateral thinking\*, as well as goodwill and the well-being of the individual, are also of great importance.

##### **2. Tackling problems**

The male approach is to go to the heart of the problem, without taking into account secondary considerations. The female preference is to look at various options.

##### **3. Body language**

Male body language tends to be challenging. Female body language tends towards self-protection. A stereotypical female pose is sitting cross-legged; the male sits with legs apart to give an impression that he is in control. Male behaviour can include forceful gestures for example banging a fist on the desk for effect. The female style does not usually include aggressive gestures.

##### **4. Language**

The male way of speaking does not encourage discussion. Women tend to welcome others' opinions and contributions more.

##### **5. Conversation**

Men like to talk about their personal experiences and achievements or discuss 'masculine' topics such as cars or sport. Women tend to talk about staff problems and personal matters.

##### **6. Meetings**

If a woman does not copy the male confrontational style, she is often ignored.

## 7. Self-promotion

Men find it easy to tell others about their successes. Women tend to share or pass on the credit for a success.

## 8. Humour

Men's humour can be cruel – a man's joke usually has a victim. Female humour is less hurtful. A woman often jokes against herself

**CAVEAT** Many men have a female style of working. Equally many women have a male approach. As Ms Stuart says many of the current management theorems – flatter organisations\*, empowerment, managing by consensus\* – have a female style to them.

\* *the end justifies the means*: it doesn't matter what methods you use; success is the only important thing

\* *lateral thinking*: thinking in a creative way, making unusual connections

\* *flatter organisations*: organisations in which there are fewer managers and people have equal status

\* *managing by consensus*: managing by getting everyone to agree

## 12. According to the text, which of these phrases are typically used by men and which by women?

*Example*: "It's very simple. The point is ..."

*Men because "the male approach is to go to the heart of the matter"*.

1. "But we need to take account of..."
2. "You look worried. What do you think about the new plan?"
3. "That's rubbish!"
4. "I built the department from nothing."
5. "Thanks for your kind words, but this really was a team effort."
6. "It was so funny. He looked ridiculous!"

## 13. Work in groups and discuss the questions.

1. What is the style of male and female managers in companies in your country? Are they similar to the ones outlined in the text?
2. Do you think there is a difference in style between men and women or is any difference usually because of personality?
3. Do you know any men who have a 'female' style of working? Or women who have a "male" style of working?
4. Do you find it easier to work with men or women? Why?

## 14. What about working conditions in your country?

- a) What are normal working hours for most office jobs in your country?
- b) How much income tax do most people pay, e.g. 10% or 20% of what they earn?
- c) Do workers normally get paid holidays? If so, how many days do they usually get?
- d) Is there a minimum wage decided by the government? If so, how much is it?
- e) What jobs often involve shift work in your country? (Give at least two examples.)

## 15. Have you got a job in a company? If so, answer these questions as quickly as you can. If possible, ask another person the same questions.

- a) Are you responsible for anything or anyone?
- b) Have you had much training from the company?
- c) Have you been on any training courses?
- d) Have you been promoted from the time you started your job?
- e) Do you normally get a good pay rise at the end of each year?
- f) What do you think about your future prospects in the company?

### UNIT 3. RECRUITMENT

#### 1. Match the verbs 1 to 6 to the nouns a – f to make word partnerships.

- |                 |                       |
|-----------------|-----------------------|
| 1. to train     | a) a vacancy/post     |
| 2. to shortlist | b) an interview panel |
| 3. to advertise | c) the candidates     |
| 4. to assemble  | d) references         |
| 5. to make      | e) new staff          |
| 6. to check     | f) a job offer        |

#### 2. Now decide on a possible order for the events above from the employer's point of view.

For example: 1. to advertise a vacancy

#### 3. Complete the text using the following words or phrases:

- |                                |                     |
|--------------------------------|---------------------|
| curriculum vitae (CV) / resume | probationary period |
| interview                      | covering letter     |
| application form               | psychometric test   |

These days many applicants submit their \_\_\_\_\_1\_\_\_\_\_ speculatively to companies they would like to work for. In other words, they do not apply for an advertised job but hope the employer will be interested enough to keep their CV on file and contact them when they have a vacancy. When replying to an advertisement, candidates often fill in a / an \_\_\_\_\_2\_\_\_\_\_ and write a / an \_\_\_\_\_3\_\_\_\_\_. The employer will then invite the best candidates to attend a / an \_\_\_\_\_4\_\_\_\_\_. Sometimes candidates will take a / an \_\_\_\_\_5\_\_\_\_\_ before the interview to assess their mental ability and reasoning skills. These days it is normal for successful candidates to have to work a / an \_\_\_\_\_6\_\_\_\_\_ in a company. This is usually three or six months; after that they are offered a permanent post.

#### 4. Complete the sentences with a suitable word or word combination.

- |                       |                   |
|-----------------------|-------------------|
| <i>applicant</i>      | a vacancy         |
| a covering letter     | financial package |
| a headhunter          | a reference       |
| a probationary period | resume            |
| a shortlist           | interview         |

- a) The starting salary of the successful .....*applicant*... will be decided on the basis of qualifications and experience.
- b) The usual American English word for 'CV' is “.....”.
- c) Our company has ..... for a graduate in economics.
- d) Applicants will be called for ..... between 10 and 16 April.
- e) We ask all our new employees to work ..... of between one and three months.
- f) The interview panel will draw up ..... of only five candidates.
- g) Please send ..... together with your CV.
- h) It is usual to ask your previous employer for ..... when you apply for a job.
- i) For high performers, a good ..... is not all that matters. They need a challenge as well.
- j) They hired ..... to attract some executives from a rival company.

**5. Cross out the item which does not normally go with the key word.**

- |                              |                     |                              |                                 |                 |                                      |
|------------------------------|---------------------|------------------------------|---------------------------------|-----------------|--------------------------------------|
| 1. to call for<br>to apply   | <u>an interview</u> | to hold<br>to carry out      | 2. to shortlist<br>to advertise | <u>a post</u>   | to take up<br>to appoint somebody to |
| 3. to interview<br>to reject | <u>applicants</u>   | to advertise<br>to shortlist | 4. to fill up<br>to submit      | <u>one's CV</u> | to update<br>to send                 |
| 5. to sign<br>to terminate   | <u>a contract</u>   | to enter into<br>to work     | 6. to earn<br>to receive        | <u>a salary</u> | to pay<br>to submit                  |

**6. Read a leaflet from a recruitment agency giving advice about interviews. Choose the most suitable headings for paragraphs A – E. There are three extra headings.**

- |                    |                            |
|--------------------|----------------------------|
| 1. contact details | 5. survey results          |
| 2. shock tactics   | 6. hypothetical questions  |
| 3. attitude        | 7. one person's experience |
| 4. appearance      | 8. advice                  |

**A** \_\_\_\_\_

When it comes to interview questions, it pays to expect the unexpected. This is a true story of one candidate's experience. This is how his interviewers greeted him: 'We've been interviewing candidates all morning and we're getting bored. Do something to impress us'. Then the interviewers got out their newspapers and started reading them.

The candidate said, 'Well, I've been waiting in this office for more than two hours because you've been running late. Actually I'm not impressed by your organisation and not sure I want to work for you. Goodbye.'

The interviewee walked out, was invited back the next day and was offered the job.

**B** \_\_\_\_\_

How would you act in a situation like this? That interview was rather extreme, but a lot of employers have turned to using 'killer questions' or 'shock tactics', such as these:

“Tell me something about yourself that you have never told anyone”.

“Which three famous people would you invite to a dinner party and why?”

“We have employed people from your university, and they haven't been good. Can you tell us why you think you'd do better?”

Killer questions often come early in the interview and are aimed at throwing the candidate off guard. By surprising the candidate with an original or difficult question, interviewers can get an honest reaction and an unplanned response. They also want to see candidates think through their responses calmly.

**C** \_\_\_\_\_

Interviewers also ask candidates other kinds of difficult questions to see how they react under pressure. For example, they may ask a hypothetical question related to work, such as: “Imagine you are an employee in customer services. What would you do if an important customer was very rude to you?”

However, some experts think that hypothetical questions are not useful because they only generate hypothetical answers. They prefer candidates to talk about their past experience.

#### **D** \_\_\_\_\_

So, what should you do in these circumstances? Imagine: an interviewer has asked you a “killer question” and you just don’t know how to answer it – your mind is blank. Remember, the interviewer isn’t interested in your response as much as the way you respond. So, stay calm, take a few deep breaths and buy some time, e.g. “Actually, that’s interesting. I haven’t thought about it, but maybe I’d ...”. It’s a good idea to practice asking and answering some of these questions with friends. You can find some typical 'killer questions' on the front of this factsheet.

#### **E** \_\_\_\_\_

J0BS4U have prepared three other leaflets, full of hints and tips about interviews. We can be reached in the following ways: Telephone: 01865 701813. Email: info@jobs4u.com

### **7. Read the leaflet again. Which of the following ideas are mentioned?**

1. Your answers to killer questions are extremely important.
2. An interviewee left the interview before it was meant to finish.
3. The way candidates look and dress was one area which bosses thought could have improved.
4. Difficult questions often come at the end of an interview.
5. Some experts prefer candidates to talk about things they have done rather than answer hypothetical questions.
6. You should not hesitate when answering killer questions.

### **8. Find words in the leaflet for someone who:**

- is applying for a job.
- asks questions at an interview.
- has other people working for him/her.
- is attending an interview.
- is paid to work for an organisation or another person.
- has special knowledge of a subject.

**9. Read this typical job interview questions and think about your answers. What are the most difficult questions to answer? Visit the following web page read and compare your answers with the best answers to these and other job interview questions:**

*<http://jobsearch.about.com/od/interviewquestionsanswers/a/interviewquest.htm>*

### **Interview Questions: Work History**

- Name of company, position title and description, dates of employment.
- What were your expectations for the job and to what extent were they met?
- What were your starting and final levels of compensation?
- What were your responsibilities?
- What major challenges and problems did you face? How did you handle them?
- What have you learned from your mistakes?
- What did you like or dislike about your previous job?
- What was the biggest accomplishment / failure in this position?
- What was it like working for your supervisor?
- What problems have you encountered at work?
- Who was your best boss and who was the worst?
- Why are you leaving your job?
- Why were you fired?

### **Job Interview Questions About You**

- What is your greatest weakness?
- How will your greatest strength help you perform?
- Describe your work style.
- How many hours do you normally work?
- How do you handle stress and pressure?
- What motivates you?
- What are your salary expectations?
- What do you find are the most difficult decisions to make?
- What has been the greatest disappointment in your life?
- What are you passionate about?
- When was the last time you were angry? What happened?
- If you could relive the last 10 years of your life, what would you do differently?
- If the people who know you were asked why you should be hired, what would they say?
- Do you prefer to work independently or on a team?
- What type of work environment do you prefer?
- How do you evaluate success?
- If you know your boss is 100% wrong about something how would you handle it?
- Describe a time when your workload was heavy and how you handled it.

### **Job Interview Questions About the New Job and the Company**

- Why do you want this job?
- What applicable attributes / experience do you have?
- Are you overqualified for this job?
- Why should we hire you?
- What do you know about this company?
- What challenges are you looking for in a position?
- What can you contribute to this company?
- Are you willing to travel?
- What is good customer service?
- How long do you expect to remain employed with this company?
- Is there anything I haven't told you about the job or company that you would like to know?

### **Interview Questions: The Future**

- What are you looking for in your next job? What is important to you?
- What are your goals for the next five years / ten years?
- How do you plan to achieve those goals?
- Questions about your career goals.
- What will you do if you don't get this position?

### **10. Read the job advert and CV below. Why do you think Sara applied for the job?**

Multinational food packaging equipment manufacturer seeks **International Sales Manager** to call on Europe and Latin America. Base \$80K and commission, full benefits and expenses. Prefers: fluency in one or more foreign languages. Send resume with cover letter indicating citizenship and salary requirements.

Sara Verkade  
58, Stoppard Drive, London SW16  
Tel: 353 865 344872  
E-mail: [sara.verkade@gmz.net](mailto:sara.verkade@gmz.net)

Date & place of birth	23.7.78, Maassluis, The Netherlands
Marital status	Single
Nationality	Dutch
Qualifications	<b>September 1996 – July 1999</b> BComm, Marketing Management, Haagse Hogeschool, The Hague
Employment history	<b>June 2000 – present</b> <i>Management Team Co-ordinator, Helena Rubinstein, L'Oreal</i> Organising meetings, events and conferences. Analysing sales figures and producing relevant reports and charts. Customer relations and responding to complaints and queries <b>June 1999 – June 2000</b> <i>SPC Professional, Sales Productivity Centre, IBM</i> Sales team support. Research, pricing and proposal writing on million dollar bids
Languages	Dutch, English, German, Spanish
IT Skills	Proficient user of Microsoft Office suite

**11. Which of these words would you use to describe yourself in a work or study situation? Use a good dictionary to help you. Add any other useful words.**

- |             |             |               |               |
|-------------|-------------|---------------|---------------|
| • motivated | • confident | • reliable    | • proud       |
| • dedicated | • loyal     | • determined  | • charismatic |
| • honest    | • adaptable | • resourceful | • meticulous  |

**12. In groups, discuss the following.**

1. Do you think it is fair to ask killer questions?
2. Do you think hypothetical questions are useful?
3. How do you react under pressure?

**13. In pairs, look at the following job advertisements. You are going to interview a candidate for one of these vacancies. Swap your CVs and letters of application with another pair and prepare questions you would like to ask each of them.**

**14. When you have prepared the questions, interview one of the students whose CV you have read. After the interview, discuss the candidate with your partner. Would you employ him / her? Why? Why not?**

**A) Marketing Executive**

**Jakarta**, the country's leading sports shoe manufacturer, is looking for an ambitious marketing executive to join our busy marketing department. You will have experience of designing and coordinating large advertising campaigns. Candidates should be prepared to spend time at our overseas branches in Rome and Berlin. Fluency in a European language would be an advantage. This is a very exciting opportunity for the right candidate. Salary will depend on experience.

**B) Assistant to Finance Director**

**Foxtree** is an IT company supplying software to the engineering sector. We are currently seeking an assistant to the finance director. The ideal candidate will be both flexible and ambitious. Candidates should have experience of preparing budgets, preferably in the IT industry. Although you will report to the Finance Director, you will also be responsible for assisting the Chief Executive when she travels abroad. There are excellent prospects for rapid career progress in the company for the right candidate.

Excellent Salary + Share Options



### **C) Sales Manager**

#### **Excellent Benefits + Annual Bonus**

Broadgate PLC is one of the largest suppliers of office equipment in the country. The successful candidate will be a dynamic person with excellent organisational skills. You will be responsible for leading and motivating a large sales team. You will also be expected to develop new market opportunities as part of Broadgate's continuing programme, of expansion. A knowledge of the office equipment market is desirable, but not essential. This is a challenging opportunity with one of the country's most respected employers.

### **D) Chief Administrator**

**Frontline** is a national charity that has been working with disadvantaged young people for over 50 years. The administrator will be based in our new London office. Duties will include providing support to the team and keeping our database up to date. The post will suit a self-confident and organised person who is used to working under pressure and alone. Although the hours are flexible, the post will involve some evening and weekend work. This is a very satisfying and rewarding job for the right person.

## **UNIT 4. TYPES OF COMPANIES AND ORGANIZATIONS**

### **1. Discuss these questions:**

1. Would you like to work for a big international company or a small local one?  
Explain why or why not.
2. How important are the following in showing a person's status in an organization?
  - a reserved parking space
  - an office with a window
  - a uniform
  - a personal business card
  - your own office
  - a company car
  - your name on your door
  - having a secretary
  - taking holidays when you like
  - the size of your desk
  - more than one seat in your office
  - flying business class
  - a company credit card
  - having fixed working hours

### **2. Which of the words below can describe:**

**A) good qualities of an organization; B) bad qualities of an organization.**

bureaucratic	caring	centralized	conservative
decentralized	democratic	dynamic	hierarchical
impersonal	market-driven	professional	progressive

**Can you add any others?**

### **3. Study some useful phrases.**

I work for a large, multinational company.  
We manufacture components for our car production plants in Europe.  
The company has operation in over fifty countries.

We export to Eastern Europe and the Far East.

The domestic market accounts for about 40 per cent of our total production.

The company was founded in 1960.

We have over sixty employees.

What's your annual turnover?

What does IABS stand for?

#### 4. Read the dialogues and fill in the missing phrases.

##### a) A manufacturing company

*manufacture, headquarters, work for, operations, multinational company, areas of business, side of business*

**A:** So, who do you \_\_\_\_\_1\_\_\_\_\_ ?

**B:** I work for a large \_\_\_\_\_2\_\_\_\_\_ called DAK Group. We have five main \_\_\_\_\_3\_\_\_\_\_ – construction, heavy industry, shipbuilding, motor vehicles and telecommunications.

**A:** And which \_\_\_\_\_4\_\_\_\_\_ do you work in?

**B:** The motor vehicles division. I work in our Belgian factory. We \_\_\_\_\_5\_\_\_\_\_ components for our car production plants in Europe.

**A:** Where are DAK \_\_\_\_\_6\_\_\_\_\_ ?

**B:** In Seoul. But the company has \_\_\_\_\_7\_\_\_\_\_ in over fifty countries and thirty factories all over the world.

##### b) Products and markets

*diversify, design and assemble, accounts for, specialize*

**A:** What does your company do exactly?

**B:** We \_\_\_\_\_1\_\_\_\_\_ a wide range of electric generators for hospitals, hotels and small factories. We \_\_\_\_\_2\_\_\_\_\_ in medium-sized generators but we're hoping to \_\_\_\_\_3\_\_\_\_\_ into larger models next year.

**A:** And who do you sell to?

**B:** We export to Eastern Europe and the Far East. The domestic market \_\_\_\_\_4\_\_\_\_\_ about 40 per cent of our total sales.

##### c) Company size

*annual turnover, employ, technical people, workforce*

**A:** How many people does your company \_\_\_\_\_1\_\_\_\_\_ ?

**B:** We have sixty employees. We have about forty factory workers and \_\_\_\_\_2\_\_\_\_\_ and the rest are admin and sales staff. We started off with only ten people so our \_\_\_\_\_3\_\_\_\_\_ has grown a lot.

**A:** What's your \_\_\_\_\_4\_\_\_\_\_ ?

**B:** It was just over two million euro last year.

##### d) Company background

*a new factory, a small workshop, a German company*

**A:** How long has the company been in business?

**B:** For over forty years. The original company – Davies Engineering – was founded in 1960 by Davies brothers in \_\_\_\_\_1\_\_\_\_\_ near Manchester. They closed down the workshop in 1980 and opened up \_\_\_\_\_2\_\_\_\_\_ in Leeds.

**A:** When did it become IABS?

**B:** In 1997 – when it was bought by \_\_\_\_\_3\_\_\_\_\_. They set up two more businesses in the UK.

**A:** What does IABS stand for?

**B:** International Air Braking System.

**5. Write down the questions from the dialogues for the following responses.**

Example: Who do you sell to?

We sell mainly to domestic packaging companies.

a) \_\_\_\_\_

An electronics company called Eurotron.

b) \_\_\_\_\_

We design jet engines.

c) \_\_\_\_\_

We have over 1 000 employees worldwide.

d) \_\_\_\_\_

I work for a small, three-owner software company.

e) \_\_\_\_\_

We manufacture machined parts to the customers' designs and specifications.

f) \_\_\_\_\_

Just over two million dollars a year.

**6. Complete the sentences with a preposition.**

1. We produce components \_\_\_\_\_ the car industry.

2. Exports account \_\_\_\_\_ 70 per cent of total sales.

3. We have factories all \_\_\_\_\_ the world.

4. We specialize \_\_\_\_\_ top-of-the-range cars.

5. We're trying to diversify \_\_\_\_\_ more expensive models.

6. What does IBM stand \_\_\_\_\_?

**7. Match the products with the industries. Use a dictionary when necessary.**

- |                    |                                    |
|--------------------|------------------------------------|
| 1. diesel oil      | a) the pharmaceutical industry     |
| 2. car components  | b) the construction industry       |
| 3. buildings       | c) the textile industry            |
| 4. drugs           | d) the electronics industry        |
| 5. jet engines     | e) the petrochemical industry      |
| 6. cardboard boxes | f) the aerospace industry          |
| 7. semi-conductors | g) the telecommunications industry |
| 8. gold            | h) the automotive industry         |
| 9. cloth           | i) the packaging industry          |
| 10. mobile phones  | j) the mining industry             |

**8. READING**

**General Electric**

GE is a diversified technology, media and financial services company. The company mission statement is to create products that make life better: from aircraft engines to industrial machinery to insurance, medical technology, television news and plastics. GE operates in more than 100 countries and employs more than 300,000 people worldwide.

a) Name two more industry sectors mentioned in the text: Technology ...

b) Name two more things that GE produces: Aircraft engines...

c) How many people work for GE?

d) Which word means that GE has many different business activities?

## 9. Work in pairs.

### *Task for Student A*

#### **Read the company profile and answer Student B's questions.**

Virgin is a leading international company based in London. It was founded in 1979 by Richard Branson, the present chairman. The group has seven main divisions: cinema, communication, financial services, hotels, investments, retail and travel. Its retail segment is led by Virgin Megastores. Virgin operates in 23 countries, including the United States, the United Kingdom, Continental Europe, Australia and Japan. In 2008 the combined sales of different Virgin holding companies exceeded \$ 18 bn.

#### **Now ask Student B questions about the company that he or she has read about, and complete the notes below.**

Name of company \_\_\_\_\_

Headquarters \_\_\_\_\_

Chairman \_\_\_\_\_

Business Activities \_\_\_\_\_

Main Markets \_\_\_\_\_

Sales in 2008 \_\_\_\_\_

### *Task for Student B*

#### **Read the company profile and answer Student A's questions.**

Motorola maintains sales, services and manufacturing facilities throughout the world, conducting business on six continents. Its major business areas are: advances electronic systems, components and services, two-way radios, paging and data communications, automotive, defense and space electronics and computers. It has the largest portfolio in the world of cellular phones. The CEO is Christopher Galvin and the headquarters are situated in Chicago. Sales in 2008 were \$ 31.1 bn.

#### **Now ask Student A questions about the company that he or she has read about, and complete the notes below.**

Name of company \_\_\_\_\_

Headquarters \_\_\_\_\_

Chairman \_\_\_\_\_

Business Activities \_\_\_\_\_

Main Markets \_\_\_\_\_

Sales in 2008 \_\_\_\_\_

## **SPEAKING**

**10. Work with a partner. Think of a company in your country or town. What are its main activities? Does it specialize in one industry sector or is it diversified?**

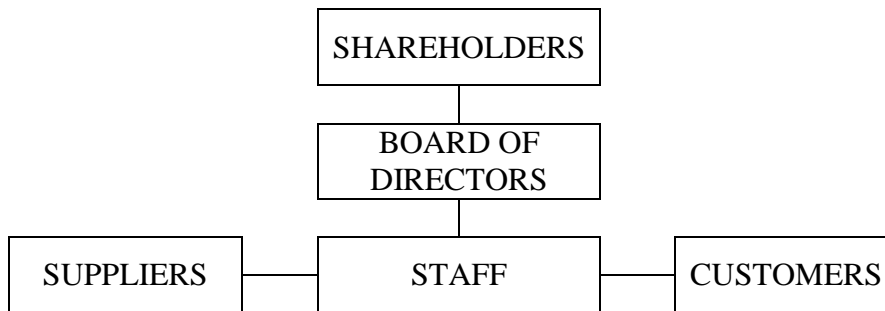
## UNIT 5. COMPANY STRUCTURE

1. Here are three diagrams representing the structure of an organization.

Look at diagram 1. Which group of people

- owns the company?
- sells to the company?
- formulates policy?
- buys from the company?
- works for the company?

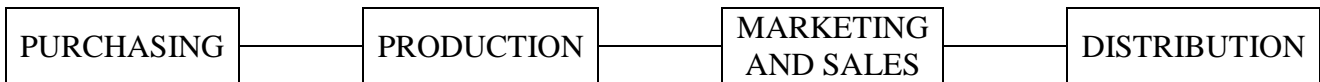
1



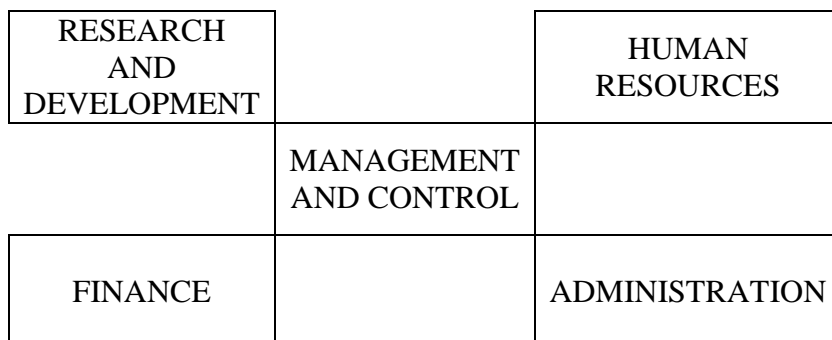
Look at diagrams 2 and 3. Which part of the organization

- manufactures the products?
- sells the products?
- deals with personnel matters?
- creates new products?
- buys supplies?
- gets the products to the consumers?
- records transactions, collects cash, makes payments, and calculates costs?
- plans, schedules, monitors, measures, and gives direction?

2



3



2. List the verbs in the box in groups of similar meaning to complete the word network.

Use the dictionary entries below if necessary.

*oversee, monitor, boost, sort out, lead, improve, deal with, stimulate, increase, be in charge of, solve, clear up, keep an eye on, check, supervise, manage*

*to be in charge of* – to be the person who controls or is responsible for a group of people or an activity

*to boost* – to increase something such as production or sales

*to check* – to do something in order to find out whether something that you think is correct, true or safe

*to clear up* – to find the whole explanation for something that is strange or hard to explain

*to deal with* – to take the correct action for a piece of work

*to improve* – to make something better

*to lead* – to be in charge of an important activity or a group of people

*to monitor* – to carefully watch and check a situation in order to see how it changes or progresses

*to oversee* – to be in charge of a group of workers and check that a piece of work is done satisfactorily

*to sort out* – to deal with problems

*to stimulate* – to make something become stronger

*to supervise* – to be in charge of a group of workers or students and be responsible for making sure they do their work properly

performance	problems	profits	people

### 3. Study the description of a typical company. Complete the diagram.

Most companies are made up of three groups of people: the shareholders (who provide the capital), the **management** and the **workforce**. The management structure of a typical company is shown in this organization chart. At the top of the company hierarchy is the **Board of Directors**, headed by the **Chairperson** or **President**. The Board is responsible for policy decisions and strategy. It will usually appoint a **Managing Director** or **Chief Executive Officer**, who has overall responsibility for the running of the business. **Senior managers** or **company officers** head the various departments or functions within the company which may include the following.

- Marketing & Finance
- Public Relations & Research and Development or R&D
- Production & Information Technology or IT
- Personnel or Human Resources

### 4. You are going to read an article about the company Philips.

a) Before reading the text about Philips, decide whether you think these statements are true (T) or false (F)?

- It is the world's second biggest electronics company.
- It has produced over 100 million TV sets.
- Its headquarters are in Amsterdam.
- It was the first company to produce compact discs.
- It is active in a small number of specialized businesses.
- It provides the lights for famous landmarks such as London's Tower Bridge.

b) Read the text and check your answers.

#### The Philips story

The foundations of the world's biggest electronics company were laid in 1891 when Gerard Philips established a company in Eindhoven, the Netherlands, to manufacture light bulbs and other electrical products. In the beginning it concentrated on making carbon filament lamps and by the turn of the century it was one of the largest producers in Europe. Developments in new lightning

technologies fuelled a steady programme of expansion and, in 1914 it established a research laboratory to stimulate product innovation.

In the 1920s, Philips decided to protect its innovations in X-ray radiation and radio reception with patents. This marked the beginning of the diversification of its product range. Since then, Philips has continued to develop new and exciting product ideas like compact disc, which it launched in 1983. Other interesting landmarks include the production of Philip's 100-millionth TV set in 1984 and 250-millionth Philips electric shaver in 1989.

### **The Philips Company**

Philips headquarters are still in Eindhoven. It employs 256,400 people all over the world, and has sales and service operations in 150 countries. Research laboratories are located in six countries, staffed by some 3,000 workers. It also has an impressive global network of some 400 designers spread over twenty-five locations. Its shares are listed on sixteen stock exchanges in nine countries and it is active in about 100 businesses, including lighting, monitors and shavers; each day its factories turn out a total of 50 million integrated circuits.

### **The Philips People**

Royal Philips Electronics is managed by the Board of Management, which looks after the general direction and long-term strategy of the Philips group as a whole. The Supervisory Board monitors its general course of business of the Philips group as well as advising the Board Management and supervising its policies. These policies are implemented by the Group Management Committee, which consists of the members of the Board of Management, chairmen of most product divisions and some key officers. The Group Management Committee also serves to ensure that business issues and practices are shared across the various activities in the group.

The company creed is "Let's make things better". It is committed to making better products and systems and contributing to improving the quality of people's work and life. An on travels around the world, whether passing the Eiffel Tower in Paris, walking across London's Tower Bridge, or witnessing the beauty of the ancient pyramids of Giza, you don't have to wonder any more who lit these world famous landmarks, it was Philips.

### **c) Read "The Philips Story" again. Why are these dates important?**

1891 1914 the 1920s 1983 1984

### **LANGUAGE FOCUS**

#### **5. Complete the following company profile with either the Present Perfect or Past Simple tense of the verb in brackets.**

Procter & Gamble 1 *has been* (be) in the soap business since William Procter and James Gamble 2 (form) their partnership in 1837. In order to raise capital for expansion, the partners 3 (set up) a corporate structure in 1890, with an appointed president at the helm of the company.

It 4 (undergo) further restructuring in 1955, with the creation of individual operating divisions to better manage their growing lines of products. John E. Pepper 5 (lead) the company since 1995, when he was elected Procter & Gamble's ninth Chairman and Chief Executive Officer. The same year, the company 6 (move) from managing the business under two geographic areas, US and International, to four regions – North America, Latin America, Asia, and Europe/ Middle East/Africa. Ivory soap, which 7 (become) a common household name, 8 (come) onto the market in 1879. With the introduction and instant success of Tide laundry detergent in 1946, Procter & Gamble 9 (embark) on a strategy of rapid growth into new product lines as well as new markets around the world. The firm's commitment to innovation in technology 10 (help) Tide to remain their single brand over the years. Perhaps the product that 11 (have) the greatest impact, however, is Pampers, the disposable nappy which they 12 (launch) in 1961.

As a result of their aggressive expansion policy, Procter & Gamble sales 13 (reach) \$10 billion in 1980. Since then the company 14 (quadruple) the number of consumers it can serve with its brands – to about five billion people around the world. In 1998 sales 15 (rise) to \$37.2 billion.

**6. Read the story about Procter & Gamble again and answer the questions:**

1. How was the company formed? When?
2. Why did the partners set up a corporate structure?
3. When did the company undergo further restructuring?
4. What did the restructuring result in?
5. Who has led the company since 1995?
6. How did the managing system change?
7. What are the main landmarks of the company development?
8. What is the company policy?
9. What enabled the company to embark on a strategy of rapid growth?
10. What product has had the greatest impact?
11. What did their aggressive expansion policy result in?
12. How many consumers do they have worldwide?

**7. Read the description of shamrock organization.**

The Irish management thinker, Charles Handy, believes that the traditional company is dying. In his book, *The Age of Unreason*, he says that today more and more people are working in “shamrock organization”.

The **first** leaf of the shamrock represents the organization’s core workers. These employees are usually qualified professionals and managers. They work very long hours, and in return, receive high salaries and generous benefits.

Work that is not essential to the organization goes to people in the **second** leaf of the shamrock. These people are normally self-employed and are specialists in certain kinds of work. They often sell their services to more than one organization.

The **third** leaf of the shamrock is flexible workforce – temporary and part-time workers. The organization saves money because it only employs these people when it needs them.

**8. Compare the shamrock organization with a traditional company. What are the advantages and disadvantages of a shamrock organization for the following?**

	advantage	disadvantage
For the company		
For core workers		
For self-employed people		
For flexible labour force		

**SPEAKING**

**A company reorganization**

**A traditional company has decided to reorganize as a shamrock organization in order to cut costs. Work in small groups and discuss these points. In each case give your reasons.**

a) Which of these jobs should you keep in the core?

- accountant
- geologist
- personnel manager
- computer programmer
- company doctor
- secretary
- chief executive officer
- lawyer

What other jobs should be in the core?



- b) Is it better to use self-employed workers or a flexible labour force to do the non-core jobs?
- c) Which of these functions should you keep in the core?
- cleaning
  - travel bookings
  - catering
  - strategic planning
  - training
  - sales
  - administration
- d) Which non-core functions should be done by self-employed workers and which by a flexible force?
- e) In the business world which of the three groups do you think is growing most quickly? Give reasons for your opinion.

## UNIT 6. BRANDS AND ADVERTISING

**1. Pick up some product you have with you (a mobile phone, a laptop, a watch, a jacket, a bag, etc.) and describe it using the following expressions without naming the object.**

**Let your partners guess what it is.**

It is made in ... (country of origin) ...

It is sold ... (distribution channel) ...

It is advertised ... (media)...

It is in the ... (€40 to €50) price range.

I bought it because ... (your own reason) ...

**2. Now give a fuller description of your object paying attention to its size, shape, materials, design, function, features, etc. You can use the following adjectives and nouns:**  
*large, small, tiny, medium-sized, square, oval, round, plastic, silk, cotton, leather, well-designed, fashionable, luxurious, multifunctional*

**3. Name some of your favourite brands. And answer these questions.**

1. Are they international or national brands?

2. What qualities does each one have? Use the following words and phrases to help you:  
*value for money, timeless, well-made, durable, inexpensive, cool, reliable, stylish, sexy*

3. Why do people buy brands?

4. Why do you think some people dislike brands?

**4. A recent survey named the brands below as the world's top ten. Which do you think is number one? Rank the others in order.**

Marlboro, Nokia, Mercedes, General Electric, Intel, IBM, Microsoft, Coca-Cola, McDonald's, Disney

**5. Answer the following questions.**

1. What famous companies in the world producing clothes do you know?

2. Do you wear clothes made by these companies?

## 6. Now read the text and answer the questions.

1. Who became President of the company mentioned in the text in 1985?
2. What European countries does the company have factories in?
3. Was this company always a success?
4. What did police find in 1993?
5. What do they hope for in the future?

### THE LEVI'S STORY

The company that makes the most famous and popular trousers in the world. They are made of very strong cotton which originally came from Nimes in France.

Levi Strauss was a German immigrant who **arrived** in San Francisco in 1853. First, he made tents for gold prospectors. Then, he started to make trousers from the same material. In 1873 Levi's dyed the trousers blue. Levi's **headquarters** today is still in San Francisco and, in 1993, they sold 50 million pairs of their "501" blue jeans.

The company was not always successful. In the 1980s, they had problems but they changed management and in 1985 Bob Haas became President of the company. With large investment in marketing and **advertising**, Levi's **relaunched** the original "501" jeans. The **campaign** was a huge success. In Great Britain the advertising was so successful that sales of "501" jeans **rose** by 800%.

Today, about 16,000,000 pairs of "501" jeans are sold in Western Europe and they are all made in factories in Scotland and France. More than half of Levi's **profits** come from export.

The factory in France **employs** about 540 people who produce 18,000 pairs of jeans every day. With thirty-five factories in the US, the company is a major **employer**, particularly in the South. Unfortunately, because this is such a popular product there are many "**private**" copies made also. In 1993, for example, police throughout the world found 2,000,000 **fake** pairs of Levi's jeans.

In the future, they hope that more companies will allow casual dress so that sales will rise as office **employees** start to wear jeans to work. Just what Levi Strauss **designed** more than one hundred years ago – working trousers!

## 7. Which of these statements are true? Correct the false ones.

1. The text is about the company which makes the most fashionable bags in the world.
2. Levi Strauss made tents for those in search of gold to start with.
3. The company made huge profits all the time.
4. Now jeans are produced in all countries of the world.
5. Export plays an important part in the business of this company.
6. No other clothes can compete with Levi's jeans.
7. Levi Strauss had a great idea – he designed trousers for workers.

## 8. Discuss these questions in pairs.

1. Why do young people all over the world prefer to wear jeans?
2. Can you name products of other companies that compete with jeans?
3. Do you think advertising played a big role in making people believe that jeans were very comfortable?

### VOCABULARY

1. to arrive - прибувати
2. headquarters – штаб-квартира
3. to advertise – рекламувати
4. advertising – робота, пов'язана з рекламою
5. advertisement – реклама
6. to launch – запустити, почати
7. to relaunch – почати знову
8. campaign – кампанія

9. to rise – підніматися
10. profit – прибуток
11. to employ – наймати на роботу
12. employer – роботодавець
13. employee – робітник
14. private – приватний
15. fake – підробка, підробний
16. to design – призначати, проектувати
17. to distribute – розповсюджувати

**9. Match the words (1 – 8) with their definitions (a – h).**

- |                 |   |
|-----------------|---|
| 1. luxurious    | a) extremely small  |
| 2. fashionable  | b) the place where a company or organization has its offices          |
| 3. tiny         | c) a series of actions intended to produce political or social change |
| 4. leather      | d) very expensive and comfortable                                     |
| 5. headquarters | e) money that you make from your business                             |
| 6. profit       | f) made to look like something real                                   |
| 7. campaign     | g) popular at a particular time                                       |
| 8. fake         | h) a strong material made from animal skin                            |

**10. Complete each sentence with an appropriate word form the Vocabulary list.**

1. Now we are going to our ..... which are situated in the centre of the city.
2. The ..... is directed at the ..... of our goods.
3. When did you ..... this product?
4. We have more than 1000 ..... working in our offices.
5. Last year our ..... rose by 15%.
6. Is your bag made of .....?
7. These goods were found out by the police to be .....
8. If we ..... well we'll make good ..... next year.
9. This is the most ..... costume I've ever seen.
10. Our ..... will ..... at 6p.m tomorrow.

**11. Look at the words in the box below. Label each item 1 for advertising media, 2 for methods of advertising or 3 for verbs to do with advertising.**

directory	radio	persuade	publicize
run	mailshot	promote	cinema
commercial	public transport	free samples	place
exhibition	billboards	launch	leaflets
point-of-sale	posters	word of mouth	sponsorship
target	endorsement	research	sponsor
press	Internet	slogans	television

**12. Choose the most suitable word from the words in brackets to complete the sentences.**

1. Viacom Outdoor is an advertising company that specializes in placing adverts on (*billboards/public transport/television*) such as buses.
2. Some perfume companies provide (*leaflets/commercials/free samples*) so that customers can try the perfume on their skin before they buy.
3. Advertising companies spend a lot of money on creating clever (*slogans/directories/mailshot*) that are short and memorable such as the message for the credit card Access: 'Your flexible friend'.
4. Celebrity (*exhibition/research/endorsement*) is a technique that is very popular in advertising at the moment.

5. If news about a product comes to you by (*word of mouth/press/Internet*) someone tells you about it rather than you seeing an advert.
6. If you have something to sell, you can (*target/place/launch*) an advertisement in the local newspaper

**13. This article describes how a healthcare company develops new products. Complete it with passive forms of the verbs in brackets.**

The idea for how our company's new products ..... (develop) is not new – it .... (model) on the well-known example of the Body Shop. When a new product ..... (plan), the first step is to send Product Development Agents to the region of the developing world chosen for their project. They start by finding materials that ... (use) in the product. Then links ..... (arrange) with local suppliers. Wherever possible, products ..... (manufacture) locally as well, although the finished product ..... (export) for sale mostly in the developed world. Normally, products .... (ship) in large containers and .... (package) in their final form only when they reach their destination. The Product Development Agent identifies and establishes links with local material suppliers. After that he or she ensures that these links .... (maintain). The agent is also responsible for producing the goods safely so that human rights .... (respect) and local workers ..... (not exploit).

**14. What do you think about commercials? Do you think that the advertising practices described below are acceptable? Are any other types of advertisement offensive?**

1. Using children in advertisements.
2. Using nudity in advertisements.
3. Promoting alcohol on TV.
4. Comparing your products to your competitors' products.
5. An image flashed onto a screen very quickly so that people are influenced without noticing it?
6. Exploiting people's fears and worries.

**15. Which of the following statements do you agree with?**

1. People remember advertisements not products.
2. Advertising raises prices.
3. Advertising has a bad influence on children.

**16. Work in small groups. Choose one of the products the information about which is given below. Prepare a short presentation about your product. Invent any additional information that you wish.**

***Product 1. OUTDOOR HEATER***

*Function:* To heat the air outside a building.

- Gives out a lot of heat for 26 hours
- Powered by propane gas
- Easy to regulate the heat
- Light and easy to move
- Can be used in all weathers
- Easy to clean
- Attractive design

*Price:* €299

***Product 2. LEATHER ATTACHE CASE***

*Function:* To carry business documents

- Expandable case with desktop facility
- Twin combination locks
- 3 compartments

- 2 extra pockets
- Pen and credit-card holders
- 2-year guarantee
- Dimensions: 40 cm (height) 49 cm (width) 15 cm (depth)

Price: €70

**Product 3. BABY MONITOR**

*Function:* To check the health of a sleeping baby

- Works up to a 100-metre range
- Powered by mains or battery
- Low battery indicator
- Adjustable volume
- Has a belt clip and also a stand
- Easy to use and very light
- 3-year guarantee

Price: €48

**Product 4. JUICE EXTRACTOR**

*Function:* To extract juice from fruit and vegetables

- Juices whole fruit and vegetables (hard and soft)
- Powerful motor
- Easy to pour juice
- Safety locking lid
- All parts easy to remove and can be washed in a dishwasher
- Stainless steel filter
- 10-year motor guarantee, 3-year parts and labour guarantee
- Free recipe book

Price: €68

**17. Now form groups and present your products to each other. Answer any questions that you are asked about them.**

**USEFUL LANGUAGE**

**Introducing the product**

This is our new product

I'm going to tell you about our new product.

**Describing the product**

Let me tell you about its special features.

It's made of leather/wood/steel/aluminium.

It weighs just 2.3 kilos.

It comes in a wide range of colours.

**Stating the product's uses**

It's ideal for travelling.

It's designed to be used with any type of material.

**Mentioning selling points**

It has several special features.

A very useful feature is the energy-saving design.

Another advantage is its very small size.

**Inviting questions**

Does anyone have any questions?

Would anyone like to ask a question?

## UNIT 7. QUALITY

### 1. Give examples of high-quality products or services.

### 2. Which of the words and phrases below best express your idea of the quality of goods and services.

*glamorous, luxurious, simple, functional, cool, beautiful, ordinary, comfortable, reliable, fashionable, corresponding to high (low) standards, well-known, genuine, value for money, expensive, made in (country), long-lasting, hand-made, well-designed, traditional, modern, mass-produced*

### 3. Look at these sayings. What do they mean? Which of the ideas do you agree with?

1. 'They don't make them like they used to.'
2. 'Quality not quantity.'
3. 'You get what you pay for.'
4. 'Don't judge a book by its cover.'

### 4. Discuss these questions.

1. What do you understand under the term *the quality of goods*?
2. Can you say the same about the quality of services?
3. How do you react if you are dissatisfied with a product or service?
4. Which of the following do you prefer to do?
  - a) To make a complaint and claim a refund
  - b) To pretend that everything is all right and go away
  - c) To discuss with your friends or relatives your bad experience

### 5. Read the dialogue below and decide whether these statements are true or false.

1. Dmitry Vasilyev is dissatisfied with the service of the company which John Cartwright represents.
2. The main problem is the short-delivery of the ordered equipment.
3. It took the company one week to deliver equipment.
4. Mr. Vasilyev also complains of the inappropriate packaging which led to the damage of the equipment in one of the containers.
5. The parties have to go through arbitration procedures.

### 6. In pairs discuss these questions.

1. Is it necessary for Mr. Vasilyev to go through arbitration procedures if the parties don't solve the problems themselves?
2. What other steps would you recommend?
3. Do you think such problems often take place nowadays?
4. What should be done to avoid them?

## WORSE THINGS HAPPEN

*Dmitry Vasilyev and John Cartwright are discussing by phone some problems which have arisen in connection with the delivery of equipment.*

**J. Cartwright:** Hello. Mr. Cartwright speaking.

**D. Vasilyev:** Hello, John. This is Dmitry Vasilyev from Russia.

**J. Cartwright:** Hello, Dmitry. Any problems?

**D. Vasilyev:** Yes. Did you receive our fax yesterday?

**J. Cartwright:** Yes, we did.

**D. Vasilyev:** I'd like to know your reaction on it.

**J. Cartwright:** We've carefully studied your **complaints**, Dmitry. You are perfectly correct as to the **short-delivery**. Items 2.5 and 2.6 lacked in the **consignment** of equipment we sent you. It was **overlooked** by our controller. We apologize for the **oversight**. It won't happen again.

**D. Vasilyev:** When will you send us these parts?

**J. Cartwright:** This week. By air. We'll also send you some documents to **facilitate customs clearance** at your end.

**D. Vasilyev:** Fine. But what about the packaging? The cover of one of the containers **was** badly **damaged**. The equipment in this container was damaged a little too.

**J. Cartwright:** It wasn't our **fault**, Dmitry. The equipment was packed **in the required way**. You should take this up with the captain of the ship.

**D. Vasilyev:** We've already done it, John. He believed that your packaging is to blame.

**J. Cartwright:** I must disagree totally with him. Perhaps you should have been firmer in **dealing** with him.

**D. Vasilyev:** Let's go back to this matter in a couple of days, John. I'll try to discuss it with the shipowners. But there is one more problem: a three-week **delay** in delivery of the equipment. We **suffered** some **losses** through this delay. I'd like to remind you that according to the sanctions clause of our contract we have the right **to claim a penalty**.

**J. Cartwright:** I'm afraid you haven't that right, Dmitry. This delay **was caused** by a **strike** in the Brighton port. We consider this strike to be a **force majeure circumstance** that had a direct effect on the **execution** of our **liabilities**. We **did our best to meet the deadline**.

**D. Vasilyev:** I don't agree, John. English ports are often hit by strikes. You were able **to foresee** this complication. Moreover, to meet the deadline you could have delivered the equipment to other port.

**J. Cartwright:** We couldn't have done it owing to circumstances outside our control.

**D. Vasilyev:** If we don't reach mutual understanding, our company will have **to go through arbitration procedures**.

**J. Cartwright:** There's no need to get aggressive, Dmitry. There will be a meeting of our **top executives** at 11 o'clock where your **claim** will **be on the agenda**. I'll try **to settle** it and ring you back after the meeting.

**D. Vasilyev:** All right. I'm waiting for your call, John.

**J. Cartwright:** Bye, Dmitry

## VOCABULARY

1. complaint – скарга, претензія
2. to complain of – скаржитись на щось
3. to make a complaint – подавати скаргу
4. short-delivery / short-shipment – недопостачання
5. consignment – партія
6. to overlook – 1) не помітити, випустити з уваги 2) здійснитися
7. oversight – недогляд, похибка
8. to facilitate – забезпечувати
9. customs clearance – розтаможування
10. to be damaged – бути пошкодженим
11. fault – провина
12. in the required way – належним чином
13. to deal with – мати справу з
14. delay – затримка
15. to suffer losses – нести збитки, втрати
16. to claim a penalty – вимагати компенсацію
17. to be caused by – бути спричиненим чимось
18. strike – страйк
19. execution – виконання

20. liability – зобов'язання
21. to do one's best – робити все можливе
22. to meet the deadline – вкластися в строки
23. to foresee – передбачити
24. force majeure circumstance – форс-мажорні обставини
25. to go through arbitration procedures – звернутися до суду
26. top executives – керівники
27. claim – претензія
28. to be on the agenda – бути на порядку денному
29. to settle – залагоджувати

**7. Match the words (1 – 5) to their definitions (a – e).**

- |                |  |
|----------------|--|
| 1. complaint   | a) a time or date by which you have to do something                              |
| 2. consignment | b) a situation in which something happens later or more slowly than you expected |
| 3. penalty     | c) something that someone complains about  |
| 4. deadline    | d) a punishment for breaking a rule or law                                       |
| 5. delay       | e) an amount of goods delivered  |

**8. Complete each sentence with an appropriate word from the Vocabulary list.**

1. Our partners have got used to making ..... every time they are dissatisfied with something.
2. I don't know how our controller ..... such a defect and I admit that you are right to ..... a penalty.
3. Due to the ..... at the airport last week this company didn't receive these goods in time and now .... losses.
4. It isn't our ..... that this container is damaged.
5. We will do ..... to come to some agreement and solve this problem as soon as possible.
6. I'm sure this short-delivery ..... by ..... circumstances.
7. If our ..... meet today they will certainly .... the problem.
8. Do you think we'll have to go through ..... if we don't pay the penalty?
9. According to the latest news our company will ..... with Canadian partners in the near future.
10. Do you know what will be on ..... today?

**9. Use the words in the box to complete the sentences.**

*launched, identified, modified, failed, relaunched, durability, recalled, reliability, tested*

**A defective product**

We launched the product two years ago. We have a policy of zero defects so we were surprised when, shortly after the launch, we received complaints about the ...1... and ...2... of this product. Because of market feedback, we ...3... the product so that any faults could be investigated. At the same time, we withdrew it from sale. After extensive tests, our engineers ...4... a fault. As a result they were able to correct the fault and we ...5... the product. We ...6... the product under controlled conditions. Finally, we ...7... the redesigned product in the market. Unfortunately, it ...8... due to the lack of consumer confidence caused by bad publicity.

**10. Complete the sentences below with words and phrases from the box. Use a dictionary if necessary.**

consumer satisfaction questionnaire, compensation, monitoring, routine checks, minimum standards, guarantee, inspection, after-sales service, faults

**Quality control**

1. Quality control involves checking for ... before selling goods.
2. We always ... the quality of our products.



3. The quality control department found several faults during one of their ... .
4. We use a number of ... to measure quality.
5. During the ... a number of serious production flaws were found.

#### **Customer service**

6. We measure how happy our customers are with an annual ... .
7. We ensure that the machines are well-maintained by offering ...
8. We provide our customers with a ... lasting 10 years.
9. If there is a faulty product, we usually offer customers ... .

**11. In these sentences two of the verbs are possible and one is incorrect. Tick the two correct verbs.**

1. He .... to review our quality procedures.  
a) promised                      b) delayed                      c) wanted
2. I ... improving reliability.  
a) undertook                      b) suggested                      c) recommended
3. I ... to meet the Quality Director.  
a) decided                      b) didn't mind                      c) arranged
4. She ... to check the large order.  
a) refused                      b) put off                      c) delayed
5. We ... to invest in new machinery.  
a) consider                      b) hope                      c) plan

**12. Match these sentence halves.**

- |  |   |
|--|---|
| 1. The board recommends                                    | a) to make mistakes with this big order   |
| 2. The factory can't afford in the coming year reputation  | b) to turn around the company's           |
| 3. The Research and Development should consider department | c) producing the faulty products          |
| 4. The new Chief Executive promised functions              | d) outsourcing some of the company's      |
| 5. The factory stopped                                     | e) to accept our apology for the fault    |
| 6. The customer refused                                    | f) changing its policy on product testing |

**13. Choose the most appropriate form of the verb from the brackets to complete these sentences.**

1. He stopped (to work / working) on the project after three months because of ill-health.
2. She was driving in a hurry but she stopped (to answer / answering) her mobile phone.
3. Did you remember (to call / calling) the customer yesterday?
4. The sales assistant forgot (to give / giving) the customer a discount.
5. I can't remember (to offer / offering) you a replacement.
6. The customer forgot (to complete / completing) the guarantee form.

**14. One of you is the Production Manager for a powerful tools manufacturer. The other is a supplier of components. Role play the following telephone call.**

**Production Manager**

Ring your supplier to complain about some electric motors (order No. 1234) which have a number of defects (don't fit, not up to usual standard, etc.).

**Supplier**

Deal tactfully with the complaint  
Show understanding.  
Get the facts.  
Promise action.

**15. Think of a product or service which you have complained about. Tell the partner what the problem was and whether it was solved.**

**16. Write down one of the most common complaints customers have, in your opinion (one sentence is enough). In pairs exchange your sentences and try to solve these problems.**

## USEFUL LANGUAGE

### Complaining

#### **Making the complaint**

I'm ringing to complain about...

I'm sorry, but I'm not satisfied with...

Unfortunately, there is a problem with...

#### **Explaining the problem**

The CD player doesn't work

There seems to be a problem with...

We haven't received the...

#### **Insisting**

It really isn't good enough.

I'd like to know why...

#### **Threatening**

If you don't replace the product, I'll complain to the manager.

If you can't deliver on time, we'll have to contact other suppliers

### Dealing with complaints

#### **Showing understanding**

Oh, dear! Sorry to hear that.

Mmm, I see what you mean.

I'm sorry about the problem / delay.

#### **Getting the facts**

Could you give me some details, please?

What happened exactly?

What's the problem exactly?

#### **Making excuses / denying responsibility**

It's not our policy to replace items.

It's not our fault that it hasn't arrived.

I'm afraid that's not quite right.

#### **Promising action**

OK, I'll look into it right away.

I'll check the details and get back to you.

## UNIT 8. BUSINESS AND CULTURE

### **1. Discuss these questions:**

- a) If someone comes from another country, what differences do you expect in their behaviour, manners, eating habits, etc.? Think of some examples.
- b) Which other nationalities do you think are most different from your own? Give your reasons.

### **2. Read this article and choose one of these titles for it:**

- When in Rome ...
- Travelling abroad
- Doing business in Europe
- Problems that business people face
- Good manners, good business
- I didn't mean to be rude!

Nobody actually wants to cause offence but, as business becomes ever more international, it is increasingly easy to get it wrong. There may be a single European market but it does not mean that managers behave the same in Greece as they do in Denmark.

In many European countries handshaking is an automatic gesture. In France good manners require that on arriving at a business meeting a manager shakes hands with everyone present. This can be a demanding task and, in a crowded room, may require gymnastic ability if the farthest hand is to be reached.

Handshaking is almost as popular in other countries – including Germany, Belgium and Italy. But Northern Europeans, such as the British and Scandinavians, are not quite so fond of physical demonstrations of friendliness.

In Europe the most common challenge is not the content of the food, but the way you behave as you eat. Some things are just not done. In France it is not good manners to raise tricky questions of business over the main course. Business has its place: after the cheese course. Unless you are prepared to eat in silence you have to talk about something – something, that is other than the business deal which you are continually chewing over in your head.

Italians give similar importance to the whole process of business entertaining. In fact, in Italy the biggest fear, as course after course appears, is that you entirely forget you are there on business. If you have the energy, you can always do the polite thing when the meal finally ends, and offer to pay. Then, after a lively discussion, you must remember the next polite thing to do – let your host pick up the bill.

In Germany, as you walk sadly back to your hotel room, you may wonder why your apparently friendly hosts have not invited you out for the evening. Don't worry, it is probably nothing personal. Germans do not entertain business people with quite the same enthusiasm as some of their European counterparts.

The Germans are also notable for the amount of formality they bring to business. As an outsider, it is often difficult to know whether colleagues have been working together for 30 years or have just met in the lift. If you are used to calling people by their first names this can be a little strange. To the Germans, titles are important. Forgetting that someone should be called *Herr Doktor* or *Frau Direktorin* might cause serious offence. It is equally offensive to call them by a title they do not possess.

In Italy the question of title is further confused by the fact that everyone with a university degree can be called *Dottore* – and engineers, lawyers and architects may also expect to be called by their professional titles.

These cultural challenges exist side by side with the problems of doing business in a foreign language. Language, of course, is full of difficulties – disaster may be only a syllable away. But the more you know of the culture of the country you are dealing with, the less likely you are to get into difficulties. It is worth the effort. It might be rather hard to explain that the reason you lost the contract was not the product or the price, but the fact that you offended your hosts in a light-hearted comment over an aperitif. Good manners are admired: they can also make or break the deal.

### **3. Decide if these statements are true (T) or false (F), according to the writer:**

- a) In France you are expected to shake hands with everyone you meet.
- b) People in Britain shake hands just as much as people in Germany.
- c) In France people prefer talking about business during meals.
- d) It is not polite to insist on paying for a meal if you are in Italy.
- e) Visitors to Germany never get taken out for meals.
- f) German business people don't like to be called by their surnames.
- g) Make sure you know what the titles of the German people you meet are.
- h) Italian professionals are usually addressed by their titles.
- i) A humorous remark always goes down well all over the world.

#### 4. Discuss these questions:

- Which of the ideas in the article do you disagree with?
- What would you tell a foreign visitor about 'good manners' in your country?
- How much do you think international business is improved by knowing about foreign people's customs?

#### 5. Both in Britain and in the US people speak English, but not always in the same way.

##### Which word in each pair below is American English?

petrol – gasoline	truck – lorry	car park – parking lot
holiday – vacation	cab – taxi	baggage – luggage
return – round trip	tube – subway	flight attendant – steward
motorway – freeway	line – queue	timetable – schedule

#### 6. Answer these questions.

- How often do you travel by air, rail, road or sea?
- What do you enjoy about travelling? What don't you enjoy?
- Which is the best/worst airline you have flown? Why?

#### 7. Which of these things irritate you the most when flying? Rank them in order of most and least irritating.

Cancellations	Overbooking	Bad food
Jet lag	Not enough room	Long queues at check-in
Strikes	Lost or delayed luggage	No trolleys available

#### 8. Read the text and answer the questions below.

##### A Return to Spending and the Front Rows

BUSINESS travelers are back, and the airlines are eager to court them again.

Whether they are small-business owners, sales representatives or corporate executives, business travelers these days are more often found at the front of the plane than at the back, where cuts in travel budgets confined them during the recession.

The restrictive company policies that banned business-class travel, limited accommodation to three-star hotels and replaced three-day sales conferences in Las Vegas with virtual meetings via conference calls have all but disappeared. The years of chasing costs have given way to a rebound in travel as the economy picks up.

The airlines have gleefully greeted the return of their premium travelers and are fighting more fiercely than ever for their loyalty with new business-class seats, refurbished business lounges and improved service on board.

Eric Shaver, who logs about 100,000 miles a year with United Airlines, said he had seen evidence of this trend this year. It has been harder to get upgraded to first class these days because so many frequent fliers are crowding the air.

"On a flight back from London last year, there were five rows of empty seats. A month ago, the flight was packed," said Mr. Shaver, a managing director for a consulting and training firm called Kensei Partners. "Budgets had been cut to the bone. But you can't keep your people on the bench forever."

The rebound in business travel has proved a huge relief for airlines, hotels and car rental companies battered by the recession and the financial crisis. Thanks to growing demand, the airlines have been raising fares in recent months. Market research surveys show that in 2010 corporate travelers accounted for 36 percent of the domestic travel market in the US, which includes revenue from airlines, hotels, car rental agencies, trains and cruises, with spending totaling \$255 billion. That compares with spending of \$233 billion in 2009.

Business travelers are often a good leading indicator for the economy. The airlines have embraced the return of their most valuable customers and are fighting for their loyalty more fiercely

than ever. In that battle, the airlines have upgraded their business cabins with plusher seats, flatter beds, tastier meals and better wines. And they are trotting out new services aimed at their business clients.

United Airlines is installing flat-bed seats in many of its planes flying international routes. Delta, for its part, is spending \$2 billion to enhance its services, including upgrading its cabins with new business-class seats that recline fully. Even airports lounges where travelers can unwind or catch up on their emails are getting a makeover.

Business travelers, to be sure, still have to contend with the various hassles of modern travel, from long airport security lines to delayed or canceled flights. But even there the airlines are eager to step in. Some are working on smartphone applications that would enable travelers to manage their own journey. For instance, passengers will soon be able to rebook their tickets directly from their phones.

In a not-too-distant future, thanks to location services embedded in most smartphones, analysts foresee that airlines might also be able to track down passengers stuck in traffic on their way to the airport, or rushing to find a gate. They could offer, for instance, to automatically get them on the next flight or provide a map of the airport terminal.

American Airlines expanded an exclusive meet-and-greet personalized service, called Five Star, first opened for celebrities, because of increased demand from business travelers over the last two years. For \$125, American helps speed its customers' journey through the airport, from the curbside, through security and onto the plane.

The skies are getting crowded again. "Forget about finding a first-class seat, which is always sold out; I am having trouble finding an aisle or a window seat," said Mr. Tenenbaum, a private investor and strategic consultant. "Planes are full."

- a) How did business travelers cut down their travel budgets during the recession?
- b) What is characteristic of their economic behaviour now?
- c) How do airlines react to the growing demand for business travel?
- d) Which technologies will help travelers to manage their journey?

**9. Which of these nouns from the text are countable? Which are uncountable?**

service	travel	airline
accommodation	location	security
research	flight	survey

**10. Correct the mistakes in the use of countable and uncountable nouns below.**

Alpha Airlines flies to an extensive network of major destinations. We need information from you. Help us with our researches by completing two surveys and you will be entered into a prize draw for a trip for two people including seven nights' luxury hotel accommodations in one of three exotic locations.

**11. Use the words from the box to fill in the blank spaces in the dialogue:**

**take (2), need, flight, see, time, help, have, airport, direct, check, seats, leave**

**Agent:** Cathay Pacific Airways. Can I 1 you?

**Jake:** Yes. I 2 a 3 from Tokyo to New York on Friday. Do you have any 4?

**Agent:** Let me 5. Yes, I 6 on the 5:30 flight.

**Jake:** Five thirty! What's the check-in 7?

**Agent:** One hour economy. Thirty minutes business class. Will you 8 that?

**Jake:** No, I won't get to the 9 in time. When will the next flight 10?

**Agent:** There won't be another 11 flight on Friday. There will be one on Saturday at the same time.

**Jake:** Fine, I'll 12 that.

**Agent:** Just let me 13. Oh, I'm sorry, that flight's full.

**12. Sonia Schmidt is phoning to book a hotel room. Complete the conversation by putting the words in brackets in the correct order.**

RECEPTIONIST: Good morning. Blakeney Hotel.  
 SONIA: Hello. My name's Schmidt. I'd like to book a room please.  
 RECEPTIONIST: Certainly. (staying / how many nights / you / be / will?)  
 (1) \_\_\_\_\_  
 SONIA: Three. Starting next Thursday.  
 RECEPTIONIST: Yes, we have rooms available. Double or single?  
 SONIA: Double please. (available / is / one / with a sea view?)  
 (2) \_\_\_\_\_  
 RECEPTIONIST: Yes. By the way, (have / about / the special offer / we are running / you / at the moment / heard?)  
 (3) \_\_\_\_\_  
 SONIA: No.  
 RECEPTIONIST: It's four nights for the price of three. (don't / take / it / advantage / you / why / of?)  
 (4) \_\_\_\_\_  
 SONIA: (have / for it / what / I / to / do / to qualify / do?)  
 (5) \_\_\_\_\_  
 RECEPTIONIST: Just confirm your reservation in writing and pay a ten per cent deposit.  
 SONIA: (be / much / would / that / how?)  
 (6) \_\_\_\_\_  
 RECEPTIONIST: \$15.  
 SONIA: Yes. I think I'll do that. (to / make / the cheque / who / I / should / payable?)  
 (7) \_\_\_\_\_  
 RECEPTIONIST: The Blakeney Hotel.  
 SONIA: OK. I'll post it today.  
 RECEPTIONIST: Thank you very much. We'll look forward to seeing you.  
 SONIA: Thank you. Goodbye.  
 RECEPTIONIST: Thank you.

**SPEAKING**

**SMALL TALK** is what we call the non-serious conversation between people in social situations. The purpose of small talk is to get to know and develop confidence in the other person.

**13. Are the following topics suitable as small talk at a business lunch or dinner? Mark the topics as safe, dangerous or very dangerous.**

Topic	Safe	Dangerous	Very dangerous
Cars, traffic and transport			
Children (your or your business partner's sons and daughters)			
Clothes and fashion			
Computers and new technology			
Corruption in your business partner's national government			
Films which you or your business partner have seen			
Food			
Football (or any other sport)			
Global warming, pollution and other environmental topics			

International politics			
Marriage (your or your business partner's husband and wife)			
Religion (your or your business partner's beliefs and religious practices)			
The salary or wage you or your business partner receive for working			
The weather in your or your business partner's country			
Travel and places you or your business partner have visited			
Wars between your country and your business partner's country			
Your hobbies (e.g. gardening, dressmaking, shopping)			
Your or your business partner's political beliefs or political party membership			

**14. The purpose of small talk is to make the other persons feel good about themselves and to show that you are interested in their lives. But your interest must never invade their privacy. Part of the skill of small talk is to keep the conversation developing. Read what a business person says in italics and then choose the most suitable response from the visitor.**

1. I've just bought a Toyota Classic 3900.

- a) Really? I've heard that is a terrible car.
- b) Really? How much did you pay for it?
- c) Really? Will you buy one for me?
- d) Really? Are you pleased with it?

2. My son has just gone to university.

- a) Really? What is he studying?
- b) You must be pleased to get rid of him.
- c) I don't believe you!
- d) How can you afford to pay for him?

3. I enjoy collecting old books.

- a) I prefer collecting old motorbikes.
- b) I'm sure my old books are better than yours.
- c) I think old books are boring.
- d) That's fascinating/ What kind of books do you like?

4. Our national team will be in the World Cup if we beat Bolivia on Friday.

- a) Bolivia has a good team. I'm sure you will lose.
- b) Bolivia has a good team. I'm sure it will be an interesting game.
- c) Bolivia has a terrible team. Anyone can beat Bolivia!
- d) Do you really want to be in the World Cup?

5. I'm afraid I have a bad cold.

- a) I know someone who died from a bad cold.
- b) Keep away from me! I don't want to catch it.
- c) That's very bad luck. But thank you for coming to the meeting.
- d) That's nothing. I've got pneumonia!

6. I'm afraid it's raining.

- a) Yes, you really have a bad climate in this country.
- b) Don't worry, a little rain won't hurt me.
- c) I hope it won't get any worse than this.
- d) We usually have good weather in my country.

**15. Compare your choices of the most suitable responses with another student. Look back at the responses you did not choose. Why were those responses not suitable?**

## ЗАВДАННЯ ДЛЯ САМОСТІЙНОЇ РОБОТИ

### I. BUSINESS LETTERS.

Ділові листи є важливим елементом торгівельно-комерційної діяльності. Від ділового листа багато в чому залежить пошук потенційних партнерів, можливість установа тисних ділових контактів, пошук і завоювання нових ринків збуту продукції і надання послуг. У країнах з розвинутою ринковою економікою діловий лист є невід'ємною частиною соціально-економічних відносин.

Особливості стилю листа, його структури і змісту удосконалювалися і видозмінювалися багато десятиліть. Удосконалювалися і технічні засоби написання листа та його доставки. Електронна пошта дозволяє миттєво доставити лист у будь-яке місце, комп'ютерна техніка дає можливість бездоганно підготовлювати й оформлювати листи.

Які ж основні вимоги до підготовки й оформлення листа?

#### «Golden Rules» for writing letters

1. Give your letter a heading. It will help the reader to see what you're writing about.
2. Decide what you are going to say before you start to write or dictate: if you don't do this, the sentences are likely to go on until you can think of a good way to finish in other words, always try to plan ahead.
3. Use short sentences.
4. Put each separate idea in a separate paragraph.
5. Use short words that everyone can understand.
6. Think about your reader. Your letter should be clear, complete, must be addressed in a sincere polite tone, it should be courteous.
7. May get a bad impression if there are mistakes in grammar, punctuation and spelling.

**Мета написання листа.** Може бути будь-яка – від простої заяви, запиту, замовлення, до проблем, що пов'язані з ціноутворенням, термінами платежу, постачанням продукції й різноманітними іншими запитами.

**Бланк листа.** Має велике значення. У діловому листуванні саме за бланком, його дизайном, поліграфічним виконанням, характеристикам паперу складуть враження про престиж відправника.

Фірмовий бланк повинен бути надрукований англійською та національною мовами. На ньому розміщують емблему фірми, її повну назву, поштову та телеграфну адресу, телефон, факс, банківські реквізити (номер розрахункового рахунка, інші на таких бланках не зазначаються).

Належну увагу варто приділити виборіві паперу для виготовлення бланка. Він повинен бути тільки високоякісного гатунку (за кордоном використовується папір з водяними знаками).

Реєстраційні номери проставляються на першому екземплярі листа, можуть бути проставлені і на другому екземплярі, що залишається в справі відправника. Підпис наноситься звичайною чорнильною ручкою, ніяких печаток не ставиться.

**Текст листа.** Тексти готуються і редагуються на комп'ютері і роздруковуються на принтері. Використання комп'ютерної техніки дозволяє спростити розсилання листів однакового змісту за різними адресами.

**Формат листа.** Звичайно використовується формат А4. Для листів, текст яких займає більше однієї сторінки, доцільно застосовувати заздалегідь виготовлені проміжні бланки, де вказується тільки найменування організації, фірми і т.д.

**Конверт.** Оформлення конверта має таке ж велике значення, як і оформлення бланка. Бажано мати свій фірмовий конверт, на якому міститься фірмовий знак. В усім світі прийнятий такий порядок написання адреси: спочатку пишуть – КОМУ, а потім КУДИ.



Формат конверта повинен забезпечувати дотримання принципу, що не припускає згину сторінки більш, ніж один раз. Добре сприймаються листи, що не мають згинів, тобто конверти за розміром дорівнюють паперовому носієві листа. Часто використовуються гнучкі наклейки з відбитком адреси відправника.

При розсиланні рекламних матеріалів, можливе їхнє упакування в поліетилен з нанесенням на нього адреси одержувача і знаків поштової оплати. Може бути запропонований проспект чи брошура. Вони вкладаються в один великий конверт разом з листом-роз'ясненням, що вказує мету їх відправлення.

**Адреса.** Міститься або з лівої, або з правої сторони.

1. Ініціали і прізвище адресата.
2. Перед ім'ям ставиться одне зі скорочень Mr. або Mrs.

Припустимо використовувати одне зі скорочень, що позначають посаду або звання адресата:

*Dir.* – *Director (general commercial director)*

*Mgr.* – *Manager*

*Pres.* – *President*

*Sec.* – *Secretary*

*Vice Pres.* – *Vice President*

*Head of Dep.* – *Head of Department*

У випадку збереження таємниці листування після прізвища краще поставити:

*(Private)*, *(Personal)*, *(Confidential)* – Особисто.

Припустимі й такі позначки:

*(With care)* – Обережно;

*(Urgent)* – Терміново;

*(Printed matter)* – Друкована продукція і т.д.

3. Назва фірми. Тут застосовуються такі скорочення:

*Company* – *Co.*

*Corporation* – *Corp.*

*Department* – *Dept.*

*Limited* – *Ltd.*

4. № дома, назва вулиці. У даному випадку припустимі наступні скорочення:

*Apartment* – *Apt.*

*Avenue* – *Ave.*

*Building* – *Bld.*

*Square* – *Sq.*

*Street* – *Str.*

5. Назва міста, штату, поштовий індекс і країна.

Тут теж припустимі скорочення :

*USA ; Calif; N.Y. – New York; Wash. (WA) – Washington*

*West Virginia – W.V.*

*Wisconsin – Wis. (WI)*

*Wyoming – Wyo. (WY)*

Назви графств в Англії не скорочуються.

Повна адреса має такий вигляд:

Mrs. A. Arafel

Product Information Manager

McGraw-Hill Book Co

1221 Avenue of the Americas

New York, N.Y. 10020

USA

Або:

Mrs. J. Simpson  
Foreign Rights Manager  
Chapmen & Hall Ltd  
11 New Fetter Lane  
London EC4P 4EE  
England

Особлива наука – правильно назвати в адресі й у звертанні після адреси титуловану особу. Підказки тут можна дати наступні:

*Посол*: His Excellency <title, name> (у звертанні Sir)

*Губернатор і генерал-губернатор*: His Excellency <name> Governor (Governor - general) of... (у звертанні Sir)

*Лорд-мер*: The Right Honourable the Lord Mayor of... (у звертанні Lord Mayor)

*Мер міста*: The Right Worshipful the Mayor of... (у звертанні Mr. Mayor)

*Ольдермэн (член міського керування)*: Alderman <title, name> (у звертанні My Lord, Dear Sir)

*Радник*: Councillor <title, name> (у звертанні My Lord, Dear Sir)

Членів парламенту титулюють як у звичайній кореспонденції з додаванням букв Mr. після прізвища.

Крім адреси, на конверті звичайно міститься (наноситься типографічним способом або наклеюється) знак «Авіа» – англійською *By Air Mail*, французькою *Par Avion*, німецькою *Mit Luftpost*, іспанською *Correo aereo*. Ці слова інтернаціональні і зрозумілі поштовим працівникам у будь-якій країні. Тому дотримуватись суворо їх «національної приналежності» не обов'язково.

Припустимі й інші спеціальні позначки, що пишуть від руки. Наприклад:

*Handle with care* або *With care* означає «Обережно», *Urgent* – «Терміново», *O.B.* – «Післяплатою». При пересиланні в конверті невеликих брошур, буклетів і т.п. пишуть *By book post* або *Printed matter* – «друкована продукція».

### **Структура листа.**

1. Лист починається з точного повторення в лівому верхньому куті адреси, написаної на конверті. Це допоможе листові знайти адресата, навіть якщо конверт обгорить або розмокне. Звичайно, уже давно поштові карети не піддаються нападам техаських гангстерів, і поштові пароплави не тонуть від випущених по них торпед. Тепер це, скоріше, данина традиції, але не такій вже поганій традиції – аварії на транспорті не рідкі і зараз.

2. З правого боку трохи нижче адреси пишуть дату відправлення листа.

Наприклад:

*10 December, 2009*

*December 10, 2009*

*10<sup>th</sup> December, 2009*

*December 10<sup>th</sup>, 2009*

Прийняті в нас скорочення дат типу 10.12.16 у міжнародному листуванні не вживаються. Тут і в тексті листа припустимі лише скорочення деяких місяців:

*January – Jan.*

*February – Feb.*

*April – Apr.*

*September – Sept.*

*October – Oct.*

*November – Nov.*

*December – Dec.*

3. Ще нижче, знову з лівого боку, пишуть увічливе звертання. Воно традиційно складається *Dear Mr.* або *Dear Mrs.* (дорогий/дорога) і прізвища адресата. Ініціали тут можна вже не

повторювати. Якщо прізвище адресата Вам не відоме, можна написати *Dear Sirs* або *Dear Sir/Madam*.

!

У тексті листа не прийнято вживати:

*I'm* замість *I am*;

*Can't* замість *cannot*;

*Haven't* замість *have not*;

*I'll* замість *I will, I shall*.

Ці слова краще писати цілком.

У ділових листах прийнято писати з великої літери:

– власні іменники, а також прикметники, що позначають національну і державну приналежність (*Russian, Ukrainian, English, French etc*);

– слова, включаючи скорочення, у назвах фірм і організацій, відділів організацій, за винятком прийменників, сполучників і артиклів;

– слова на позначення посади, за винятком прийменників, сполучників і артиклів (*Chief Engineer, Director, Captain*);

– слова, включаючи скорочення, що позначають назви міст, штатів, республік, вулиць, доріг, бульварів, площ, пристаней, районів, будинків, готелів, а також нумерація поверхів, квартир, кімнат (*17 Fenchurch Street, London, England, Hotel International, 3<sup>rd</sup> Floor, Room 275 etc*);

– повні і скорочені назви місяців і днів тижня (*Saturday, March, etc*);

– назви товарів, торговельних марок і деяких документів (*Iron, Coal, Bills of Lading, Letter of Guarantee, Charter Party etc*).

Розділові знаки в ділових листах ставляться відповідно до прийнятих в англійській мові правил пунктуації. Крім того, у діловому листі комою відокремлюється число і місяць від року, а в адресі розділяються назва адресата, вулиці, міста, району, країни. Між номером будинку і назвою вулиці кома не ставиться. Після вступного звертання в англійському листуванні ставиться кома, а при листуванні з адресатом зі США – двокрапка або двокрапка і тире (*Dear Sir, / Gentlemen: / Gentlemen:-*).

Велике значення в діловому листуванні має також правильне вживання прийменників, але його важко регламентувати якимось простим правилом. Мабуть, легше засвоїти їх вживання у вигляді окремих кліше - *with regard to, according to, as per, in connection with, in compliance with, in consequence of* і т.ін.

Писати довгі листи в діловій кореспонденції не прийнято. Якщо все ж таки ваш лист на одній сторінці не вмістився, то наприкінці листа потрібно поставити: (*continued over*) або (*see overleaf*), що значить «продовження далі» або «див. на звороті». Можна поставити наприкінці першої сторінки знак ...2, а на початку наступної після цифри 2 (або *Page 2*) і повторення під нею імені адресата і дати листа (на випадок, якщо друга сторінка випадково відокремиться від першої) продовжити текст.

Будь-який лист варто почати з увічливого посилання *Re*: на останній отриманий лист. Форми посилань можуть бути наступні:

<i>In response to your letter of &lt;date&gt; ...</i>	– у відповідь на Ваш лист від <дата> ...
<i>With reference to your letter dated ...</i>	– відносно Вашого листа, датованого ...
<i>With regard to the last paragraph of your letter ...</i>	– відносно останнього абзацу Вашого листа ...
<i>As your letter of &lt;date&gt; stated ...</i>	– як стверджується у Вашому листі від <дата> ...

Якщо ви пишете своєму партнерові новий лист, не чекаючи відповіді на попередній, посилання на свій лист може бути наступним:

<i>Following upon my letter of &lt;date&gt; ...</i>	– у продовження мого листа від <дата> ...
<i>Further to our letter dated ..., we are pleased to advise that ...</i>	– на додаток до нашого листа, датованого ..., ми раді повідомити що ...

Під час обговорення складних, заплутаних питань, може виникнути необхідність послатися не лише на лист вашого партнера, але і на свій попередній, наприклад:

*Please refer to your letter of <date> and mine of <date>* – прошу повернутися до Вашого листа від <дата> та мого <дата>  
*May I refer to our exchange of correspondence regarding <...>, and particularly to our letter of <date>* – посилаючись на наше листування по відношенню до <...> і особливо на наш останній лист від <дата>

Відповідаючи на люб'язний лист вашого кореспондента, не поскупіться на слова подяки:

*Thank you for your letter of <date>, regarding ...* – Спасибі за лист від <дата>, що стосується...  
*Many thanks for your kind and warm letter of <date>, which I received <date>* – Велике спасибі за Ваш люб'язний і теплий лист від <дата>, що я одержав <дата>  
*We acknowledge with thanks the receipt of your <date> letter* – Підтверджуємо з вдячністю одержання Вашого листа від <дата>  
*It was a great pleasure for us to receive your letter of <date>* – Для нас було великим задоволенням одержати Ваш лист від <дата>  
*It was indeed a very pleasant surprise to receive your letter of <date>* – Ваш лист від <дата> був для нас приємним сюрпризом.  
*We just recently received your gracious letter of <date> regarding* – Ми тільки що одержали Ваш люб'язний лист від <дата>, що стосується ...

Відповідаючи на лист вашого партнера не так швидко, як варто було б, необхідно пояснити причину затримки:

*I was pleased to receive your letter of <date> which has, in fact, only just arrived* – Було приємно одержати Ваш лист від <дата>, що, на жаль, прийшов до нас лише зараз  
*Thank you for your letter of <date>, which for some unknown reasons, did not reach us until <date>* – Спасибі за лист від <дата>, що з якихось невідомих причин дійшов до нас лише <дата>  
*Many thanks for your letter of <date>, which has taken almost a month to arrive* – Величезна подяка за Ваш лист від <дата>, якому знадобився майже місяць, щоб дійти

Потім текст листа, де формується пропозиція про співробітництво, продаж партії товару, наданні послуг, претензії і т.ін.

**Закінчити лист** найкраще заключним елементом або вираженням надій на розширення або поліпшення зв'язків, співробітництва і т.ін. Це фрази типу:

*Your cooperation in this matter will be most appreciated* – Ваше сприяння в цій справі буде гідно оцінене  
*Thanking you beforehand for your cooperation, I remain* – Заздалегідь дякую за сприяння, залишаюся ...  
*I hope that we can look forward to hearing of your continued interest in our production* – Я сподіваюся, ми можемо розраховувати на ваш тривалий інтерес до нашої продукції  
*We look forward with interest to our continued cooperative efforts* – Ми з зацікавленням сподіваємось на продовження спільних зусиль  
*I hope that as a result of our conversation the relationship between our two firms will grow stronger in the years ahead* – Я сподіваюся, що в результаті нашого діалогу відносини між двома нашими фірмами будуть міцнішати з кожним роком

*Hoping that you are still interested in fruitful cooperation with us and thanking you in advance for your kind endeavours, we remain* – Сподіваємося, що Ви все ще зацікавлені в плідному співробітництві з нами і дякуємо задалегідь за Ваші добрі справи, залишаємося ...

Можна висловити просто надію на швидку відповідь:

<i>We would greatly appreciate an answer (your communication by return)</i>	– Ми дуже розраховуємо на Вашу відповідь
<i>I am looking forward to hearing from you soon</i>	– Чекаю швидкої відповіді
<i>I look forward to hearing from you in due course in the not too distant future</i>	– Я розраховую на вашу відповідь звичайним порядком у недалекому майбутньому
<i>With many thanks for your interest in this matter, I remain</i>	– Дякуємо за ваш інтерес до цієї справи, залишаюся ...
<i>With kind regards and thanks for your patience in this matter</i>	– Із щирим привітом і подякою за ваше терпіння в цій справі
<i>With many thanks for your good cooperation</i>	– Велике спасибі за ваше добре сприяння
<i>Thanking for your kind cooperation in this matter, I remain ...</i>	– Дякую за люб'язне сприяння в цій справі, я залишаюся ...
<i>I sincerely appreciate your patience and continued interest</i>	– Я щиро ціную ваше терпіння і тривалий інтерес
<i>We greatly appreciate your past and continuing cooperation</i>	– Ми високо цінуємо ваше співробітництво в минулому і сьогодні

**Заключне вітання** закінчується комою. Після скорочення ставиться крапка. Якщо після скорочень необхідний інший розділовий знак, то на початку ставиться крапка, а потім цей знак (*Messers.I.H.Mathers & Son Ltd. Foot Duke St., Halifax, H.S. Canada*).

Закінчують лист звичайними словами *Sincerely Yours* (Щиро Ваш) або просто *Yours* (Ваш) і підписом з вказівкою під ним вашого прізвища і посади. Щоб не ставити вашого партнера в несприятливе становище і не змушувати його робити припущення щодо вашої власної статі, напишіть в цьому місці листа своє повне ім'я, тобто не *V. N. Pavlenko*, а *Vladimir N. Pavlenko* або *Valentina N. Pavlenko*.

Якщо ви, знаходячись, наприклад, в іногородньому відрядженні, відповідь на терміновий лист продиктували своєму заступникові телефоном, він повинен проти вашого прізвища і посади поставити букви *pp* (*per procuracionem* – за дорученням) і, підписавши листа самостійно, приписати нижче: *dictated by Mr <...> and signed in his absence* – продиктовано паном <...> і підписано в його відсутності.

У випадку, якщо додаються каталоги, номенклатура ваших товарів, ви наприкінці листа пишете: *Enclosed are the brochures (leaflets) on the complete catalogue of our goods*, і т.ін.

Якщо вам потрібна якась додаткова інформація, почніть наприкінці пропозицію з: *“Please, let us know what kind of goods you are interested in”* або: *“Please send us two copies of your catalogues. We’re looking forward to hearing from you”*.

І штампи:

*Yours faithfully, Faithfully yours, Sincerely yours, Yours truly...* (підпис)

## Транслітерація українських слів літерами латинського алфавіту.

Транслітерація прізвищ та імен осіб і географічних назв здійснюється шляхом відтворення кожної літери латиницею.

<i>Українські літери</i>	<i>Латинський еквівалент</i>	<i>Приклади транслітерації</i>	
А а	A a	Антонів	Antoniv
Б б	B b	Бурма	Burma
В в	V v	Вайда	Vaida
Г г	H h	Горинь	Horyn
Ґ ґ	G g	Ґданський	Gdanskyi
Д д	D d	Дума	Duma
Е е	E e	Лесик	Lesyk
Є є	Ye (на початку слова), ie (в інших позиціях)	Євтух, Немцов	Yevtuch, Niemtsov
Ж ж	Zh zh	Жовква	Zhovkva
З з	Z z	Закалюк	Zakaluk
И и	Y y	Пилипів	Pylypiv
І і	I i	Іванків	Ivankiv
Ї ї	Yi (на початку слова), i (в інших позиціях)	Їжак, Заїка	Yizhak, Zaika
Й й	Y (на початку слова), i (в інших позиціях)	Йосипівка, Майков	Yosypivka, Maikov
К к	K k	Когут	Kohut
Л л	L l	Лісовий	Lisovyi
М м	M m	Малин	Malyn
Н н	N n	Нестерів	Nesteriv
О о	O o	Одеса	Odessa
П п	P p	Полтава	Poltava
Р р	R r	Римар	Rymar
С с	S s	Сарни	Sarny
Т т	T t	Туркот	Turkot
У у	U u	Умань	Uman
Ф ф	F f	Фастів	Fastiv
Х х	Kh kh	Харків	Kharkiv
Ц ц	Ts ts	Цибулько	Tsybulko
Ч ч	Ch ch	Чернівці	Chernivtsi
Ш ш	Sh sh	Шершун	Shershun
Щ щ	Shch shch	Щерба	Shcherba
Ю ю	Yu (на початку слова), iu (в інших позиціях)	Юрик, Рюріков	Yuryk, Riurikov
Я я	Ya (на початку слова), ia (в інших позиціях)	Ялта, Ляхов	Yalta, Liakhov
Ь ь	не передається	Львів	Lviv
‘	не передається	Лук'яненко	Lukianenko
зг	zgh	Згоров	Zghorov

## A MODEL LETTER

Адреса  
відправника

Адреса  
одержувача

Дата

Предмет листа

Звернення до одержувача листа

Текст листа

Текст листа

Текст листа

Заключне привітання

Ім'я, прізвище,  
посада відправника

## II. HANDLING CLAIMS AND MAKING ADJUSTMENT.

Read and learn the following words and word-combinations.

to transpose	переміщати, переставляти.
usable	придатний до вживання
defective	ушкоджений, дефектний.
adjusting	регулюючий, настановчий.
to blame	вважати винним, гудити.
a delay	відстрочка, затримка.
a consignment	вантаж, партія товару.
timely	своєчасний.
to aware	знати, усвідомлювати, віддавати собі повний звіт.
to speed up	квапити.
to assist	допомагати, сприяти
a crate	пакувальна клітка або кошик.
missing	відсутній; той, якого не вистачає
via	через.
an apology	вибачення.
to modify	видозмінювати.
to affect	торкати, хвилювати.
to maintain	підтримувати, зберігати.
an obligation	зобов'язання.

to justify	виправдовувати, пояснювати.
throughout	в усіх відносинах.
adverse	ворожий, несприятливий.
mutual	обопільний, взаємний.
to grieve	засмучувати.
the service is inadequate	обслуговування, що не відповідає вимогам.
to solve the problem	розв'язати проблему.
to appreciate smth.	оцінити що-небудь.
not to be performed	не відповідати вимогам, бути виконаним
satisfactory	незадовільно.

I am looking <b>forward to</b> your reply and resolution of my problem	з нетерпінням очікую вашої відповіді і рішення моєї проблеми.
to order <b>from</b> smb.	замовити в кого-небудь.
to wait <b>for</b> instructions by smb.	чекати указівок від кого-небудь.
to appreciate smb's adjusting the matter <b>for</b> smb.	оцінити чиє-небудь врегулювання проблеми в чийхось інтересах.
to blame smb <b>for</b> smth	гудити кого-небудь за щось.
to feel a little better <b>about</b> smb.	змінити свою думку про когось.
to find fault <b>with</b> smb (smth)	знаходити недоліки в кому-небудь (чому-небудь), критикувати.
to write <b>to</b> smb to express smb's deep concern <b>about</b> the delay	написати комусь, щоб висловити чиєсь серйозне занепокоєння з приводу затримки.
to be well aware <b>of</b> smb's claims	добре усвідомлювати чиїсь претензії.
to take more care of inside packing of the goods	приділяти більшу увагу внутрішньому упакуванню товарів.
to put smth <b>into</b> operation	вводити що-небудь в дію.
to receive smth after inspection of the material	одержати що-небудь після перевірки матеріалів.
to keep smb short	недостатньо постачати кого-небудь.
to find no trace <b>of</b> missing smth	не знайти ознак нестачі в чому-небудь.
It is our intention to insist that ...	наша мета – наполягати на тім, що...
smth be replaced <b>by</b> smb	що-небудь замінюється ким-небудь.
to be probably aware <b>of</b>	ймовірно усвідомлювати.
to be restricted <b>to</b>	обмежити до.....
to be extremely sorry	вкрай визнавати свою провину.
in spite of all these difficulties	незважаючи на всі ці труднощі.
to do everything possible to give smb the service that smb desires	робити все можливе, щоб забезпечити кого-небудь необхідними послугами.
to point out the error in smth	вказати в чомусь помилку.
to accept smb's apologies	приймати чиїсь вибачення.
to appreciate smb's business	оцінити чийсь комерційну діяльність.
to be acknowledged by smth	бути вдячним за що-небудь.
to maintain high standard of smth	зберігати високоякісний стандарт чого-небудь.
to wish to stress	бажати акцентувати увагу.
to call smb's attention to smth	залучити чию-небудь увагу до чого-небудь.
to be caused inconvenience	бути причиною незручностей.
to adjust the matter	врегулювати справу.
would like to remind smb that	хотілося б нагадати кому-небудь, що.....
we wish to draw your attention to the fact that	ми хочемо звернути вашу увагу на той факт, що.....



**Read and translate the following claims, adjustments.**

**Claim №1**

Your address  
Your city, State, Zip code

Appropriate Person  
Company Name  
Street Address  
City, State, Zip code

Date

Dear (*Appropriate Name*):

Last week I purchased (or had repaired) a (name of product with serial or model number or service performed). I made this purchase at (location, date, and other important details of the transposition).

Unfortunately, your product (or service) has not been performed satisfactorily(or the service was inadequate) because \_\_\_\_\_ .

Therefore, to solve the problem, I would appreciate your (here state the specific action you want). Enclosed are copies (copies-Not original) of my records (receipts, guarantees, warranties, cancelled checks, contracts, model and serial numbers and any other documents).

I am looking forward to your reply and resolution of my problem, and will wait three weeks before seeking third-party assistance, Contact me at the above address or by phone at (home and office numbers here).

Sincerely,  
Your *Name*

**Claim №2**

1436 Weldon Street  
Dallas, Texas

The Glacier Book Company  
338 Vine Sired  
Denver, Colorado

May 6, 1998

Dear Sirs:

On May the first I ordered from you one copy of Magic Mountain, by Dale Warwick. The book arrived by mail today, and I found that some of the pages were transposed so that the volume was not usable. I should like the privilege of returning the defective book to you in exchange for a perfect copy.

I shall wait for instructions from you. You may be sure that I will appreciate your adjusting the matter for me.

Yours very truly,  
*H. C. Bradford*

### Claim №3

Dear Sirs :

I don't blame you for being angry. We made a stupid mistake when we sent you [quantity] of [merchandise] instead of the [quantity] you ordered. You gave us the right quantity. We got it wrong. I am sorry.

[Quantity] of [merchandise] was shipped to you today. The freight's on us for the additional quantity, which I hope will make you feel a little better about us.

Thanks for being our customer.

Sincerely yours,  
\_\_\_\_\_

### Claim №4

Messrs. Black & Co,  
London.

5<sup>th</sup> July, 2002

Re: Order No...Dear Sirs,

Further to our letter dated 30<sup>th</sup> June, 2002 we are writing to you to express our deep concern about the delay in delivery of the consignment under the above order.

You will remember that when we sent you our order we pointed out that timely delivery was most essential.

We are also taking this opportunity to remind you that lately we have had numerous complaints from our clients who find fault with the packing of your goods.

We are sure that you are well aware of our previous claims. Therefore we expect you to take urgent steps to speed up the delivery of the above consignment and to give instructions to your packing department to take more care of inside packing of the goods.

Yours faithfully,  
Ukrimport

### Claim №5

Ukrexport.

Dear Sirs,

As you know, Holton & Son, Inc. received two shipments from Ukrexport, Kiev, on the s.s. "Thomas Jefferson" when it last discharged in Wilmington, North Carolina in September. Two technicians were sent to Holton to assist in assembling the equipment and to put it into operation.

These men are thoroughly familiar with the equipment, and after inspection of the material we received they determined that the shipment was five crates short.

All of this information was promptly passed to Amtorg Trading Corporation in New York who represents Ukrexport in the importation of their machinery into the United States.

We have been unable to find any trace of the missing crates in any of the US ports of call of the s.s. "Thomas Jefferson". We now have the continuing expense of maintaining the two technicians and are losing valuable time.

It is our intention to insist that the missing parts be replaced by you and shipped to us via air freight, all for your account.

Yours faithfully,  
\_\_\_\_\_

### **Adjustment № 1.**

**Fill in the gaps with prepositions or missing words.**

Dear Sirs,

You are probably aware ... the fact that owing ... the energy crisis, the British Government has directed that industry shall be restricted to three working days only per week. As a result, our deliveries will be delayed.

We are extremely sorry to have to give you this news and we hope that you will not make a claim ... us owing ... a delay ... delivery. In spite of all these difficulties, we will do everything possible to give you the service that you and we both desire.

Yours faithfully,  
\_\_\_\_\_

### **Adjustment №2.**

Read and translate.

Dear \_\_\_\_\_ :

Thank you for pointing out the error in our invoice of (date), and please accept our apologies. A corrected invoice is enclosed.

We appreciate your business.

Sincerely yours,  
\_\_\_\_\_

### **Adjustment №3.**

**Fill in the gaps with the articles where it is necessary.**

Dear Sirs,

As you know, your letter of ... 14<sup>th</sup> November was acknowledged by our ... Lviv office. I believe I should reply in detail your letter.

Our company is most concerned that complaints are being received by you concerning delays in ... delivery.

We informed you in October that ... Model 1000 contains modified parts and components, which do not affect ... performance of ... machines.

We are aware of ... need to maintain ... especially high standard of ... quality control over ... machines sold to you and this is being done. I wish to stress again that company is aware of its obligation to correct all ... defects on accordance with its contractual obligations.

Yours faithfully,

#### Adjustment №4

#### Read and translate.

338 Vine Street  
Denver, Colorado  
May 8, 1998

Mr. H.C. Bradford  
1436 Weldon Street  
Dallas, Texas

Dear Mr. Bradford,

Thank you for calling our attention to the imperfect copy of Magic Mountain. We are grieved that you have been caused inconvenience, and we assure you that we gladly adjust the matter. We are sending you by parcel post another copy of the work, and we are enclosing, with this letter, postage for the return of the imperfect volume.

Again we thank you for this opportunity of making our service satisfactory, a service which we trust you will long permit us to continue.

Very truly yours,  
L.W. Glade,  
President

#### TASK №1

#### Read and pronounce the following active words:

to transpose, adjusting, a consignment, to aware, via, an apology, to affect, to maintain, an obligation, to justify, throughout, adverse, mutual.

#### TASK №2

#### Give the Ukrainian for:

cancelled, checks, usable, adjusting, to blame, a delay, a consignment, timely, to speed up, to assist, a crate, to modify, to justify, throughout

#### Give the English for:

переміщати, ушкоджений, регулюючий, обопільний, видозмінювати, хвилювати, підтримувати, вантаж, усвідомлювати, квапити, в усіх відносинах, сприяти

### TASK №3

#### Find the pairs of synonyms:

to transpose	hostile
defective	help
a consignment	a load
an obligation	damaged
to assist	to move
adverse	duty

### TASK №4

#### Give the Ukrainian for:

To appreciate smth; The service is inadequate; I am looking to your reply and resolution; To order from smb; To appreciate smb's adjusting; The matter for smb; To blame smb for being angry; To find fault with smb (smth); To be well aware of smb's claims; To receive smth after inspection of the material; To find any trace of the missing smth

#### Give the English for:

Обмежити до; Добре усвідомлювати чийсь претензії; Змінити свою думку про кого-небудь на краще; Гудити кого-небудь за злість; Чекати вказівок від кого-небудь; Наша мета наполягати на тому, щоб ...; Вводити в дію; Відчувати нестаток у чомусь; Акцентувати увагу; Бути причиною незручностей; Врегулювати справу; Не відповідати вимогам; Розв'язати проблему

### TASK №5

#### Complete the sentences, using active word combinations:

1. Thank you for ... the error in our invoice.
2. Your letter of the 20<sup>th</sup> May was ... Chernigiv office.
3. I am looking ... and ... of my problem.
4. On September the second I ... you a consignment.
5. I don't ... for being angry.
6. We have been unable to find ... crates in any of our ports.

### TASK №6

#### Translate the following letters of claim (adjustments):

##### Claim №1

Шановні добродії!

14 жовтня я замовив у Вас партію пакувальних кошиків. Я одержав їх, але, на жаль, ваша продукція не відповідає стандартам. Отже, щоб розв'язати цю проблему, надішліть нам партію придатних до вживання пакувальних кліток.

З нетерпінням очікую вашої відповіді і розв'язання цієї проблеми.

Щиро Ваш

...

##### Claim №2

Шановні добродії,

Після Вашого телефонного дзвінка пишемо, щоб висловити серйозне занепокоєння щодо затримки доставки устаткування, яке наша фірма замовила у Вас.

Ми хочемо нагадати, що партія інструментів повинна була прийти минулого тижня, але, на жаль, на даний момент вона відсутня. Наша фірма цінує Ваш авторитет і комерційну діяльність і дуже вдячна за товари, що відповідають високим стандартам. Ми сподіваємося, що Ви врегулюєте справу протягом найближчих днів.

З нетерпінням очікуємо відповіді та вирішення цієї проблеми. Зв'яжіться з нами телефоном ...

Щиро Ваші,

...

### **Claim №3**

Шановні добродіі!

Ми одержали Вашого листа від 16 листопаду з доданим до нього гарантійним листом у зв'язку з нашим замовленням №3038. Ми повинні звернути Вашу увагу на те, що Ви зазначили термін гарантії в кількості 10 місяців з дня здачі до експлуатації устаткування у Львові або 16 місяців з дня відвантаження з Лондона, тим часом як згідно з §6 "Загальних умов замовлення" цей термін встановлений у кількості 12 і 18 місяців відповідно.

Ми повертаємо Вам гарантійного листа і просимо надіслати нам інший, складений у чіткій відповідності з умовами замовлення.

З повагою,

### **Claim №4**

Шановні добродіі!

Товари за нашим замовленням № 254, що надіслане Вам 10.07 цього року, повинні були бути доставлені на даний час, але товарів немає дотепер, хоча ми одержали Ваше повідомлення про відвантаження.

Ми опинилися в дуже незручному становищі перед нашими покупцями, яким обіцяли доставити товари до 15.07 цього року.

Будь ласка, повідомте причину затримки.

З повагою,

....

### **Adjustment №1**

Шановні добродіі,

Ми уважно вивчили Ваші претензії і дякуємо Вам за виявлену помилку в рахунку-фактурі від 2 листопаду 2001 року. Прийміть наші вибачення і доданий виправлений рахунок-фактуру в трьох екземплярах.

Дуже вдячні за Ваше терпіння.

З повагою,

...

## **Adjustment №2**

Шановні добродії!

Відповідаємо на Вашого листа від 10.07.2002 року, в якому Ви повідомляєте про непостачання Вам вантажу тканини. Ми зв'язалися з організацією, що експедирує, та з'ясували, що Ваш вантаж був замість Галіфаксу помилково доставлений в Монреаль.

Ми проінструктували наших агентів переслати Вам всі ящики вантажу за першої ж можливості, тобто теплоходом «Виборг», що прибуде до Галіфаксу 18.07 цього року. Просимо вибачити за заподіяні незручності.

Щиро Ваші,

...

## **Adjustment №3**

Шановні добродії,

Велике спасибі за те, що Ви звернули увагу на внутрішнє упакування товару. На жаль, замовлений Вами товар не відповідає стандартам, тому ми добре усвідомлюємо Вашу претензію й обіцяємо врегулювати цю проблему. Ще раз прийміть наші вибачення.

Сподіваємося, що Ви зміните свою думку про нас на краще. Зі свого боку, обіцяємо зробити все можливе, щоб надати необхідне обслуговування.

Щиро Ваші

...

## **TASK №7**

**Make up the letter of claim (adjustment) with the above vocabulary.**

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