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**ИНОСТРАННЫЙ ЯЗЫК  
ДЛЯ ДЕЛОВОГО ОБЩЕНИЯ  
(АНГЛИЙСКИЙ ЯЗЫК)**

**ПОСОБИЕ**

**для слушателей специальности 1-21 06 74  
«Современный иностранный язык (английский)»  
вечерней формы обучения**

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Цель данного пособия – обеспечить активное владение иностранным языком как средством «формирования и формулирования мыслей» в социально обусловленных сферах иноязычного общения.

Для слушателей специальности 1-21 06 74 «Современный иностранный язык (английский)» вечерней формы обучения ИПКиПК.

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## UNIT I. BUSINESS STRUCTURE AND RESPONSIBILITIES

### BUSINESS STRUCTURE AND RESPONSIBILITIES

Task 1. Study the meaning of the following words:

1. Chief Executive Officer (CEO) – the person with the most authority in a large company  
*CEO is the highest ranking officer of the company.*
2. Board – a group of people in a company or other organization who make the rules and important decisions  
*The Board of Directors met yesterday.*
3. Sales Representative – someone who travels around, usually within a particular area, selling their company's products  
*The sales representative makes the preliminary contact with customers, introduces the company's product, and closes the sale.*
4. Supervisor – someone who supervises a person or activity  
*executive supervisor; duty traffic supervisor;*
5. Vendor – someone who sells things, especially on the street  
*He bought a copy from a newspaper vendor.*
6. Switchboard – a system used to connect telephone calls in an office building, hotel etc., or the people who operate the system  
*Hundreds of callers **jammed the switchboard** trying to win the tickets*
7. Pay lip service to somebody/something – to say that you support or agree with something without doing anything to prove it  
*organizations that pay lip service to career development.*
8. Shareholder – someone who owns shares in a company or business  
*Shareholders have been told to expect an even lower result next year.*
9. Turnover – the rate at which people leave an organization and are replaced by others  
*Low pay accounts for the **high turnover**.*
10. Revenue – money that a business or organization receives over a period of time, especially from selling goods or services  
*advertising revenue*

11. Retail – the sale of goods in shops to customers, for their own use and not for selling to anyone else

*We are looking for more retail outlets for our products.*

12. VAT – value-added tax; a tax added to the price of goods and services in Britain and the EU.

13. Bulk – the main or largest part of something

*The bulk of consumers are based in towns*

14. Accounts – a department in a company that is responsible for keeping records of the amount of money spent and received

*Eileen works in accounts.*

15. Foreman – a worker who is in charge of a group of other workers, for example in a factory

*Senior foreman, shift foreman*

16. Maintenance – the act of making a state or situation continue

*The maintenance of a firm currency plays an important part in the battle against inflation.*

17. Procurer – a man who obtains something for the production, especially something that is difficult to get

*synonyms: supplier, provider*

18. Filing – the work of arranging documents in the correct FILES

*A filing clerk is wanted for the company.*

Task 2. *Read the text and study the following chart carefully.*

The managing Director (sometimes called the Chief Executive Officer, or President in the USA) is the head of the company.

The company is run by a board of Directors; each Director is in charge of a department. However, the Chairman of the Board is in overall control and may not be the head of any one department.

Most companies have Finance, Sales, Marketing (sometimes part of Sales), Production, Research and Development (R&D) and Personnel Department. These are the most common departments, but some companies have others as well.

Most departments have a Manager, who is in charge of its day-to-day running, and who reports to the Director; the Director is responsible for strategic planning and for making decisions.

Various personnel in each departments report to the manager. One example, present in almost all companies, is the Sales Representative, who reports to the Sales manager.

# THE BOARD OF DIRECTOR

## Managing Director

Production Manager  
Manager

Marketing Manager

Financial Manager

Personnel

Foremen / Maintenance  
and Security  
officer

Advertising Manager/  
Sales Manager

Customer Accountants  
Dept.Head/  
Wages Section Head

Recruitment officer/  
Training officer

Shop floor workers/  
Maintenance Security  
And Cleaning Staff

Advertising Assistant/  
Sales Team

Accountant Clerks/  
Wages Clerks

Personnel Dept. Staff

The Organization Chart

Task 3. *After carefully reading the information provided and the Organization Chart say what people are responsible for and what they are doing.*

Responsibility

... is responsible for the day to day running of  
... is in charge of the Accounts department.  
... runs the agency in Paris.

**Job**

... deals with new customers.  
... looks after the machinery.  
... takes care of special accounts.  
... sees to repairs.

**Position**

Over him there are ...  
There are ... under her.  
He reports to ...  
She is responsible to ...

Task 4. *Complete the sentences by choosing the words below each sentence to fill the gaps. The first has been done for you.*

2.1 The employees responsible for carrying out general office duties, filling in forms and keeping statistics are ... (a)

(a) clerks                      (b) accountants                      (c) supervisors

2.2 The employees who sell a company's products are the sales ally known as ... .

(a) vendors                      (b) renters                      (c) reps

2.3 The employees who decide what to purchase, and who make the purchases of finished goods or components to be made into goods, are the ....

(a) choosers (b) procurers                      (c) buyers

2.4 The employees are responsible for seeing that the finished goods are well made are the ... .

(a) packers                      (b) quality controllers                      (c) financial staff

2.5 The clerical workers who use typewriters or word processors who produce letters, memos or other documents, are ... .

(a) secretaries                      (b) editors                      (c) copywriters

2.6 The employees who check a company's financial affairs are the ... .

(a) statisticians                      (b) accountants                      (c) counters

2.7 The employees who are responsible for preparing checks, pay packets and pays lips are the ... .

- (a) wages clerks      (b) filing clerks      (c) paying clerks
8. The workers who process data, under the control of managers and supervisors, are the computer ... .
- (a) hackers      (b) operators      (c) screeners
- 2.9 The person who greets a visitor and tells him or her how to get to the right office is the ... .
- (a) manager      (b) president      (c) receptionist
- 2.10 The employees who deal with a company's telephone calls are the ... .
- (a) DVU operators      (b) telex operators      (c) switchboard operators

Task 5. Choose one word or phrase to complete the sentence.

boss	CEO	colleague	customer	director	inventor
leader	manager	opposite number	<del>owner</del>	owner	shareholder
supplier					

1. My name's John Power. Power Enterprises belongs to me. I'm the owner. I also manage the company myself. I'm the ... .
2. I'm John's Power sister. I sit on the Board of his company. I'm a ... .
3. I'm Mr. Power's secretary. He's my ... .
4. I hold equity in this company. I'm a ... .
5. John Power is a friend of mine. I have put some of my own money into Power Enterprises. I'm an ... .
6. I buy things from this company. I'm a ... .
7. This company buys things from me. I'm a ... .
9. I'm a head of a team in the technical department. I'm a team ... .
10. I have lunch every day with the woman at the desk next to mine. She is a ... .
11. I'm the marketing director of Power Asian Pacific. Jim Poom is the managing director of Power Europe. He's my ... .
12. I work for Power Enterprises I head a department of about 50 people. I'm a ... .

Task 6. Match the terms of the right (a-r) with their equivalents on the left (1-18).

Business Word Pairs.

1. Headquarter      a) chief

- |                            |                      |
|----------------------------|----------------------|
| 2. Executive               | b) plan              |
| 3. Human resources         | c) product           |
| 4. Customers               | d) sales revenue     |
| 5. Factory                 | e) position          |
| 6. Head                    | f) purchaser         |
| 7. Firm                    | g) correspondence    |
| 8. Manufacturing           | h) objective         |
| 9. Chief Executive Officer | i) plan              |
| 10. Turnover               | j) deliver           |
| 11. Pay                    | k) manager           |
| 12. Buyer                  | l) production        |
| 13. Post                   | m) head office       |
| 14. Supply                 | n) Managing Director |
| 15. Target                 | o) company           |
| 16. Letters                | p) salary            |
| 17. Goods                  | r) client            |
| 18. Scheme                 | s) personnel         |

Task 7. Match each group of words (a-o) with the correct business function (1-15)

1. Human Resources (f)	a) Laboratory/test/scientist/trial
2. Purchasing	b) Parts/assembly line/shift/supervisor
3. Marketing	c) PR event/press release/company image/house magazine
4. Training	d) retail outlet/monthly figures/ discount/commission
5. Legal	e) capital/dividend/cash flow/share price
6. Information Technology	f) recruitment/training/safety/employee relations
7. After-sales	g) invoice/bookkeeping/VAT/credit note
8. The Board	h) network/screen/hard disc/memory
9. Finance	i) questionnaire/mailshot/prospect/advertisement
10. Distribution	j) bulk buying/office supplies/order/delivery
11. Sales	k) share holder/executive director/non-executive director/chairman
12. Production	l) course design/student/ needs analysis/timetable



13. Research and Development	m) hot line/telephone support/complaint/24-hour service
14. Accounts	n) stock control/lorry/ware house/packaging
15. Communications	o) contract/patent/copyright/signatory

Task 8. *The secretary is telling her visitors about where the company is located. Fill in the spaces in the sentences below.*

Locations

Factories	<del>head office</del>	local agents	local offices	office
plant	regional headquarters	research and development centres		
training centres	warehouse			

Our (1) head office is in London. This is where most of our senior managers work. We also have four (2) ... : in Singapore, serving Asia; in Boston, Massachusetts, serving the whole North America; in Buenos Aires for South America; and in Zurich, for Europe, Africa and the Middle East. We have (3) ... in seventeen other countries, and in countries where we do not have our own people we usually have (4) ... .

Of course, we make a wide range of products but recently we have closed some (5) ... and reduced the number of products being made at others. However, distribution is still as local as possible and we have (6) ..., depots and distribution centres in most every country in which we operate. We have also closed some of the smaller (7) ... and moved many of our best scientists and technicians to two major centres in France and the United States.

We think that staff development is essential to our present and future success and we run more than 5,000 courses for our employees in the fifty (8) ... which we have across the world.

Well, that's all I want to say about our present worldwide. Now, if you would like to follow me, first of all I'll show you my (9) ... and then we'll start the tour of the (10) ... .

Task 9. Match the companies (1-23) with their sectors (a-w).

1. A company which makes aspirin.	a) automotive
2. A company which mines diamonds.	b) construction
3. A company makes men's suits.	c) consumer
4. A company which sells package holidays.	d) financial
5. A company which makes trucks.	e) confectionary
6. A company which distributes electricity.	f) software
7. A supermarket chain.	g) telecommunications
8. A company which builds houses.	h) media
9. A company which makes washing machines.	i) pharmaceuticals
10. A company which sells hamburgers.	j) beverages
11. A company which makes camcorders.	k) textiles
12. An airline.	l) toiletries
13. A company which makes fighter planes.	m) real estate
14. A company which makes shampoo.	n) transport
15. A restaurant chain.	o) utilities
16. A newspaper publisher.	p) household goods.
17. A company which sells things over the internet.	q) retail
18. A company which makes mobile phones.	r) fast food
19. A company which sells investment advice.	s) catering
20. A company which makes chocolate.	t) defence
21. A company which makes beer.	u) e-commerce
22. A property company.	v) tourism
23. A company which writes computer programs.	w) extractive

Task 10. The organization is in trouble. Match the problems (A-L) with the correct department (1-12).

- |                 |   |                          |
|-----------------|---|--------------------------|
| 1. Distribution | e | 7. Telephone After-sales |
| 2. Personnel    |   | 8. Marketing             |
| 3. Research     |   | 9. Reception             |

- 4. Finance
- 5. Public Relations
- 6. Production

- 10. Switchboard
- 11. Information Technology
- 12. Quality

- A. One of the robots on the assembly line has stopped working.
- B. Cash flow is much worse than I thought.
- C. There's a national newspaper on the phone. They want to talk about water pollution near the factory.
- D. There's something wrong with the network: all the screen have gone blank.
- E. We have ten lorries waiting outside the main warehouse and there's nothing to put in them.
- F. The unions have just asked for another 10%.
- G. If we don't start producing some more useful ideas soon, they'll close down the laboratory.
- H. Last month, there were problems with 0.31% of the bottles. This month I want that figure to be zero.
- I. I'm very sorry, madam. We certainly ask the taxi to be here at three o'clock. I'll call them immediately.
- J. The latest survey shows that the majority of 18- to 25-year-old women think our perfume smells terrible.
- K. I'm very sorry, sir. I've tried to reach his secretary several times but there's no reply.
- L. If this doesn't work, I'll send an engineer to you this afternoon.

## UNIT II – IN THE OFFICE

### IN THE OFFICE

Task 1. Study the meaning of the following words:

Superior	someone who has a higher rank or position than you, especially in a job: <i>He had a good working relationship with his immediate superior</i> (=the person directly above him).
Senior	a person who has reached an advanced level in a particular position: <i>senior officials of the government; senior expert.</i>
Subordinate	someone who has a lower position and less authority than someone else in an organization: <i>to be in a subordinate situation</i>
Junior	having a low rank in an organization or profession: <i>a junior doctor.</i>
Officer	someone who is in a position in an organization or the government: <i>the chief medical officer, a former Cabinet officer, the public information officer.</i>
Connections	people who you know who can help you, especially because they are in positions of power: <i>connections in high places. We have good connections in the advertising industry.</i>
To earn	to receive a particular amount of money for the work that you do: <i>He earns nearly \$ 20,000 a year. You don't earn much money being a nurse.</i>
To discharge	to send somebody away; to tell somebody that they must leave: <i>to discharge the members of the jury.</i>
Compensation	money paid to someone because they have suffered injury or loss, or because something they own has been damaged: <i>compensation for injuries at work.</i>
Salary	money that you receive as payment from the organization you work for, usually paid to you every month: <i>The average salary is \$39,000 a year.</i>
Wages	money you earn that is paid according to the number of hours, days, or weeks that you work: <i>He earns good wages.</i>
Fee	an amount of money that you pay to do something or

Bonus	that you pay to a professional person for their work: <i>Cable TV subscriber pay monthly fees.</i> money added to someone's wages, especially as a reward for good work: <i>Each worker receives an annual bonus.</i>
Fringe benefit	an additional service or advantage given with a job besides wages: <i>A competitive salary with fringe benefits will be offered.</i>
Red tape	official rules that seem unnecessary and prevent things from being done quickly and easily: <i>The new rules should help cut the red tape for farmers.</i>
Deadline	a date or time by which you have to do or complete something: <i>The deadline for applications is May 27th.</i>

Task 2. Read the following dialogue and answer the questions afterwards.

### A Busy office

- Mr. Power:** Yes, Miss Wright? What is it?
- Miss Wright:** Mr. Hudson wants to speak to you, sir.
- Mr. Power:** I'm very busy at the moment. Ask him to ring later.
- Miss Wright:** Yes, sir.  
Hello? This is Mr. Power's secretary ...
- Mr. Hudson:** Yes ... Hudson, here.
- Miss Wright:** All right .... What about this afternoon?
- Miss Wright:** Yes, that'll be all right.
- Miss Wright:** Oh, Chris
- Chris:** Yes, Miss Wright?
- Miss Wright:** Mr. Power wants you to photocopy this report.
- Chris:** Oh, yes ... I'll do it later.
- Miss Wright:** No, Chris ... do it now ... I know it's important.
- Miss Wright:** Miss Davis! Did you ring your boyfriend on the office phone yesterday?
- Miss Davis:** Well, yes ... I did ... but it was urgent.
- Miss Wright:** Hmmm ... I think Mr. Power heard you. He wasn't very pleased about it. Don't use the office for personal calls.

**Miss Davis:** No ...no, Miss Wright ... I won't do it again .... I'm, sorry.

**Mr. Power:** Miss Wright? Did you speak to Mr. Hudson?

**Miss Wright:** Yes, I did. I asked him to ring later. He says he'll ring you this afternoon.

**Mr. Power:** That's fine. Has Chris photocopied that report yet?

**Miss Wright:** Not yet ... but I told him to do it immediately. I think he's doing it now.

**Mr. Power:** Good. Did you tell Miss Davis not to ring her boyfriend from here?

**Miss Wright:** Oh, yes ... I told her not to use the office phone for personal calls ... she says she won't do it again. I'm sure she won't.

**Mr. Power:** I hope she won't .... Her boyfriend lives in Australia!

1. How can you prove that it was really a busy office?
2. Why didn't Mr. Power want Miss Davis to ring her boyfriend on the office phone?
3. Mr. Power was an efficient boss, wasn't he? How can you prove it?
4. Was Miss Wright an efficient secretary?
5. Did Mr. Hudson have a conversation with Mr. Power?

Task 3. *Come across with secretarial duties from Jane's letter.*

Dear Susan,

Well, I've got the job! And I seem to need most of the things I learnt in College.

They want to know my shorthand and typical speeds, and what kind of a typewriter I was used to, and whether I could use a word processor as well. Because my boss, Mr. Sutherland, is away from the office a lot he often dictates on to a dictating machine, so they wanted to know if I could manage audio typing. But they also gave me a shorthand notebook. They explained that I will often be making appointments for Mr. Sutherland, so I must keep his diary. I'll also be typing his correspondence and when he is away I may have to sign some of his letters. I'll also be responsible for

circulating memos to other members of the staff, and when I go to meeting I'll be taking the minutes. Because I'll be buying the stamps and coffee and so on, I'll deal with the petty cash and keep the post book. They also want me to screen callers to the office, so that Mr. Sutherland doesn't get disturbed when he's busy. And I'll have to do some proof reading (of catalogues, press releases, and things like that). So I think I'll keep busy!

It all sounds fascinating, and I'm terribly excited!

Love,  
Jane

3.1. *Answer the following questions:*

1. What is meant by audio typing?
2. What did Jane need the notebook for?
3. What was Jane expected to do at the meetings?
4. If you were a secretary how would you screen callers?
5. Jane would have to do some proofreading of catalogues, press releases, etc. What for?

3.2. *Jane wrote to Susan after her first week at work. Complete the letter. Choose from the words in the box to fill in the gaps. The first has been done for you.*

travel agents	directory enquiries
previous correspondence	circulation
system	index
responsibility	reference
personal assistant	job
travel arrangements	international telephone operator

Dear Susan,

Well, I've been working for a week, and I must say I'm still bewildered. I hope it all sorts itself out.

Mr. Sutherland is going away on a business trip – isn't it exciting? He's going to Spain, Portugal and Italy.

The first thing I had to do was to make his (1) **travel arrangements** so I had to talk to the (2) ... .. the company uses and get them to book all the trains, planes and hotels, and I also had to organize his car hire, make the appointments and fix up his meetings. I've used the telephone a lot. The (3) ... .. has got quite used to my voice, and the lady who deals with (4) ... .. must be tired of me! I also had to look up the (5) ... he's had with the people he'll be seeing, and sort out of the letters he'll need to take with him.

We organized the (6) ... list for memos. (He'll be sending tapes back to me.) While he's away, I've promised to reorganize his filing (7) ... and make up an (8) ... to the files, so that he can find things quickly. I've also got to learn which (9) ... books to use when I need to find something!

By the time I've done all this, I'll be really pleased with my (10) ... ! I'm really going to be a real secretary, not just a shorthand typist; in fact I'm nearly a (11) ... ....- P.A. for short – as I do take complete (12) ... for some areas of the work.

See you soon!

Jane

Task 4. Write the types of written communication in the box next to the correct definitions. The first one has been done for you.

Business Functions

Agenda	annual report	contract	directory	fax	<del>in-house</del> magazine	
invoice	mails	hot	memo	minutes	newsletter	order form
price list	sales brochure	sales report	user manual			

- 1) it tells people – usually people inside the company – about the life of the organization
- 2) a report of a meeting
- 3) a letter sent at the same time to a number of customers or possible customers, for example about a new product or service
- 4) a paper which you fill in when you want to buy something from a company
- 5) an internal message, usually from one person to a group of people
- 6) a list of things to discuss at a meeting



- 7) it tells people – usually people outside the company – about the life of the organization
- 8) it gives information about the company's products
- 9) it tells you how much products cost
- 10) a book with lists of telephone numbers or other information
- 11) the paper which tells you how much you pay when you buy something from a company
- 12) a document which tells you about the company's performance over the year, including the accounts for the year
- 13) a legal agreement between two parties
- 14) a message sent by facsimile machine
- 15) it tells you how a piece of equipment works
- 16) it contains figures on how much money people have sent on the company's products in, for example, a month

## **Office automation**

### Task 5.

PHOTOCOPIERS have been a fact of business life nearly 30 years since Chester Carlson developed xerography in 1950. His basic idea for reproducing perfect facsimiles has remained basically unchanged since that time.

Today the highly competitive document copying market is a multimillion pound business with more than 140 different models of copies available, ranging in price from \$ 80 to as much as \$ 57,800.

New machines are coming on to the market regularly. The newest copies have a number of special features – they are capable of enlarging and reducing, copying on both sides of the paper and on different types of paper, such as coloured or transparent varieties, and so on.

Many Japanese companies launched desk-top models. These smaller desk-top machines have also benefited from the advances of microchip technology which is allowing photocopies to take advantages of ever smaller silicon chips and more sophisticated technology.

*5.1. Read through the article **quickly** to find the answer to these questions.*

**a** Who invented the photocopying process?

- b** When did he invent it?
- c** What are the special functions mentioned that the newest copiers have?
- d** What are their particular characteristics?

5.2. Now read the article again, **more carefully**. Find the expressions that are used in the text to mean

- a** a business worth many millions of pounds
- b** models small enough to be used on the top a desk
- c** making bigger
- d** to profit from

Task 6. Fill in the missing words in the sentences below. Choose from the words in the box. There are two possible answers to number 3.

### COMPUTING

Database desktop publishing directories disk drive folder  
 help internet laptop modem palmtop software spreadsheet word  
 processing

1. The screen and the keyboard are part of the hardware. The operating system is part of the software.
2. One way to safeguard information in your company is to copy files the hard ... to a zip drive.
3. To keep your files in order, you can make and keep them in different ... .
4. If you want to work mainly with text on your computer, you need ... software.
5. If you want to work mainly with figures, you need ... software.
6. If you want to produce a good-looking magazine or in-house newsletter, you need some ... software.
7. If you want to manage and manipulate large amounts of information, for example about your company's clients, you need ... software.
8. If you want to use a computer when you are on the move, the best kind of computer to use is a ... or a ... .

Task 7. *The paragraphs of this article on computers have been scrambled.*

*Can you figure out the most likely order? Jot down the first few words of each in the given spaces below. Put down the key words in each paragraph that helped you most with your “detective” work to link the flow of ideas.*

1. For the bulk of human history, communication ...

2. \_\_\_\_\_ 7. \_\_\_\_\_

3. \_\_\_\_\_ 8. \_\_\_\_\_

4. \_\_\_\_\_ 9. \_\_\_\_\_

5. \_\_\_\_\_ 10. \_\_\_\_\_

6. \_\_\_\_\_ 11. \_\_\_\_\_

a) By the 2020s, systems that can be trained to read handwriting may be created. The new computers understand not just your voice, but your preferences. They are able to scan and store all kinds of information – books, letters, scribbled notes, TV images, photos, electronic messages, and etcetera.

b) No more. As trends analyst Naisbitt is fond of pointing out, the “information float” has vanished. Now, intercontinental cables and communications satellites can move information long distances so fast that they often outstrip more conventional, short-distance communications. Modern telecommunications moves information at literally the speed of light. And as any student of elementary physics knows, that’s as fast as it will get.

c) Managers who won’t sit down at a telecommunications work station but insist on dictating to a secretary, who takes shorthand, transcribes her notes, and passes them back for checking, simply aren’t communicating as fast as they could. Once on their way, electronic messages that are slowed by busy lines or delayed as they wait for capacity to open up a major switch also do not average anything like the speed of light. Integration is thus the key buzzword in telecommunications circles today. No more can personal computers operate as “islands of computing unable to communicate”.

- d) The ultimate, perhaps, is a computer that can understand continuous speech patterns, regardless of who is speaking, and translate an unlimited vocabulary into typed words of action. It might dip into the corporate data base, for example, and pull out sales numbers organized by salesman, by quarter, and by region – without anyone typing in the commands. Such multiple-speaker, general purpose speech recognition systems may be no more than 40 years off.
- e) As recently as the mid-19<sup>th</sup> century, when telegraph lines crossing the North American continent quickly spread the news of president Lincoln's assassination throughout the country, the absence of transatlantic cables meant Europe did not learn of the event for nearly a week.
- f) If the executive wants data out of a file, he simply touches "file cabinet" on his screen's main menu. Up pops a picture of a file cabinet. When he touches the drawer, it opens to reveal the folder. To add, modify or transit information, the executive touches another spot on the screen, then talks into a built-in microphone. His dictation is stored on a digital dick from which the secretary can retrieve it for transcription into the word processor.
- g) For the bulk of human history, communication has crept along at a snail's pace. Ancient South American Indians advanced it by organizing elaborate relays of runners to carry important messages. Elsewhere, seafaring technology allowed many cultures to send word by ship. And beacon lights combined with a dash by horseback heralded the beginning of the American war of independence against Britain.
- h) Today, a personal computer or a terminal connected to a mainframe computer needs to serve as the hub of a complex information system and should include at least the capability to retrieve and transfer information. Added features, such as decision-support software, word processing, calendars, project management, and even teleconferencing – at least with voice and video – are being added.
- i) Amid all the marketing glitter, there is plenty of substance to this technological battle. That's because, while the universal limit on speed cannot be violated, the new technologies promise to improve what might be called the net effective rate of communications.

j) Now the executive's desktop is an integrated information system. "If you find a quote in a magazine you like, you should simply be able to circle it and have it immediately stored by the computer," he says, "regardless of whether you're sitting to the left or to the right of your desk. If you have an important discussion on the phone, it should be immediately transcribed and stored."

k) Fibre-optic communication is perhaps the epoch-making technical accomplishment of the 20<sup>th</sup> century in the field of communications.

Task 8. *Jacqui has received similar e-mails from two different people. What do the initials and abbreviations in the second memo mean?*

### BUSINESS INITIALS AND ABBREVIATIONS

- |                                    |               |
|------------------------------------|---------------|
| 1. FYI <i>for your information</i> | 7. ASAP _____ |
| 2. CEO _____                       | 8. VAT _____  |
| 3. VP _____                        | 9. n/a _____  |
| 4. HR _____                        | 10. PA _____  |
| 5. R&D _____                       | 11. OK _____  |
| 6. AGM _____                       |               |

#### *Letter 1*

Jacqui,

You should know that the boss has told both the personnel and development directors to get the figures for the yearly shareholders' meeting urgently. Some of the tax details are not out. Could you get your secretary or someone else to do them? No problem?

#### *Letter 2*

Jacqui,

The CEO has told the VPs for HR and R&D to get the figures for the AGM ASAP. Some of the VAT details are n/a at the moment. Could you get your PA to do them? OK?

Task 9. *Some of the following sentences are true, but some are false. The first one has been done for you.*

1. Fax machines require a different kind of telephone.
2. A fax is a facsimile of the original, and looks exactly like it.
3. A company can only have a telex number if it subscribes to the service.
4. Telegrams can be sent from one person to another one inside the country.
5. Most countries can now be telephoned without the help of the operator.
6. Charges for all telephone calls are the same whether they are made during the day or the night.
7. Each country that can be reached by direct dialing has its own code.
8. The code for a city or town is the same whether it is dialed from within a country or from another country.
9. International telephone operators are required by law to speak English.
10. The postcode used in the UK is the equivalent of the zipcode used in the USA.
11. English abbreviation in telexes are internationally recognized.

## UNIT III – THE JOB INTERVIEW

### The Job Interview. Job Hunting

Task 1. Study the meaning of the following words:

#### Employment - Jobs

Word	Meaning
assessment	Evaluation of one's abilities
background	Education - qualifications - experience
bonus	Additional payment to an employee as an incentive or reward
curriculum vitae	Summary of one's education and experience to date; resume
dismiss	Discharge from employment (to fire, to sack, to let go)
employee	Person who works for a firm or company.
employer	Person or firm who employs people.
fire	To dismiss from a job.
fringe benefits	Advantages offered in addition to salary (life insurance, retirement scheme, company car, etc.). Also called 'perks', abbreviation for 'perquisites'.
hire	Employ or take on personnel in a company.
interview	Oral examination of a candidate for employment.
make redundant	Dismiss for economic reasons.
maternity leave	Period of absence for a female employee when having a baby.
notice	Advance warning of intention to leave one's job, to give or hand in one's resignation.
personnel	People who work for a firm or company (employees).
personnel officer	Manager responsible for recruitment, training

	and welfare of personnel (employees).
promotion	Advancement in rank or position in a company.
prospects	Opportunities for success or promotion in a career.
recruit	Look for and hire personnel.
resign	Leave a job voluntarily.
retire	Leave employment because of age.
sick leave	Absence because of illness - to be on sick leave.
staff	People who work for a firm or department; employees.
strength	Strong characteristic or particular ability.
strike	To go on strike : to stop working in protest against something.
take on	Employ or hire.
trainee	Person being trained for a job, e.g., a trainee salesman.
training course	A course of study to prepare for a job, e.g., a computer course.
unemployment benefits	Payments made by the state to an unemployed person.
vacancy	A position to be filled.
weakness	A lack of ability or a shortcoming in character.

Task 2. Complete the interview questions with words from the box.

### YOUR INTERVIEW

achievement	approach	get	good	know	learn	like	look for
motivates	offer	plan	sort	strengths	tell	weaknesses	work

1. Tell me about yourself.
2. Why should we \_\_\_\_\_ you the job?
3. What is your major \_\_\_\_\_ ?



4. What are you \_\_\_\_\_ at?
5. What \_\_\_\_\_ of person are you?
6. What are your \_\_\_\_\_ and \_\_\_\_\_ ?
7. What do you \_\_\_\_\_ about our organization?
8. How would you \_\_\_\_\_ this job?
9. How do you \_\_\_\_\_ things done?
10. What do you \_\_\_\_\_ in a manager?
11. What \_\_\_\_\_ you?
12. Do you like to \_\_\_\_\_ in a team or on your own?
13. What do you \_\_\_\_\_ best about your current job?
14. What did you \_\_\_\_\_ in your last job?
15. How long would you \_\_\_\_\_ to stay with this company?

*How important is work to you? What sort of salary are you expecting? What will you do if you don't get this job? What decisions do you find it easy to make? Difficult to make?*

**Task 3.** *Go around the class and interview as many people as you can, including your teacher. Ask them why they work/study. (CM= classmate)*

Why?	You	CM1	CM2	CM3	Teacher
1. To earn a living					
2. For the fun of it					
3. For work's sake					
4. To make a major impact, to achieve results					
5. For self-fulfillment					
6. To make it big					
7. To become famous					
8. To leave a legacy					
9. To support a family					
10. Out of keen interest					
11. To gain power and authority					

- a) Compare your notes in pairs and then at class level.
- b) Appoint one of the “lazybones” in the class as a secretary to put the class statistics on the board.

c) The top 3 reasons why people work are:

1. ....
2. ....
3. ....

Task 4. *Work through this questionnaire. If neither of the suggestions is appropriate, write in what you think would be right.*

1. You work: *a) for work's sake; b) to make a major impact; c).....*
2. After work you need to relax. You know this: *a) but never get down to it because you thrive on pressure; b) and you do it regularly; c).....*
3. In the decision making progress, you are in favour of: *a) delegating authority; b) centralized authority; c).....*
4. When choosing subordinates/co-workers you make it a point to:  
*a) surround yourself with competent people; b) outsmart the people at work; c) .....*
5. In your work strategy, you: *a) fosters a nose-to-the-grindstone strategy; b) are overwhelmed by work and events; c) .....*
6. Your communication with people at work is: *a) nothing to be proud of; b) businesslike and efficient; c) .....*
7. About work, you often: *a) get/give useful feedback; b) mistrust what anyone has to say; c) .....*
8. Your work habits make you: *a) labour at your desk from dawn to dusk; b) do overtime only when it's reasonable; c) .....*
9. When you are working on a project, you focus on the: *a) quality; b) volume; c) .....*
10. You have difficulty sleeping at night even though you are exhausted:  
*a) Yes; b) No; c) .....*
11. Family and health are part of the price you have to pay for success:  
*a) True; b) False; c) .....*

*Group the **a** and **b** answers in the above questionnaire in the following two categories:*

WORKAHOLIC

OPTIMAL PERFORMER

Task 5. Read the text and make up some similar dialogues.

### JOB HUNTING

*TST Systems was looking for candidates for the position of Commercial Director. Three applicants came for an interview after they had submitted their Resumes. The third and the most successful was Mr. Klimenko. Here is the interview with him.*

- Good morning, sir.

- Good morning. Come in. Mr. Klimenko, isn't it? Please take a seat. You will have to excuse me a moment while I finish signing these letters. Meanwhile please fill in the application form... There, that'll do. Now I can concentrate on you, Mr. Klimenko. Tell me, how long were you in your last job with Alpha?

- Five years. I am leaving because the firm is moving to Grodno, but I think a change will do me good.

- What do you know about our company? Have you got any questions for me?

- I know that this is a very promising company, so I'd like you to inform me what will be the major focus of efforts in the next few years?

- We plan to expand our activity with English-speaking countries, mainly England, to buy equipment and technologies from there and run training programs here. We need a team of creative people to make our company competitive in the world market.

- What will my responsibilities and obligations be during the first year?

- Well, first of all to be responsible for our contacts with English partners. You will need to skillfully negotiate for and buy equipment. The job will involve much travelling. There is likely to be a trade fair in London soon, which we hope you will be able to go to.

- Yes, I see.

- So tell me what are your three main strengths?

- I think they are: reliability, loyalty, and energy.

- OK. Do you work well under pressure?

- Yes. I am accustomed to working under pressure.

- Are you a leader, an entrepreneur by nature?

- Yes, I think so.
- All right. Now, Mr. Klimenko. I am quite prepared to offer you a job with us. You have excellent references from your previous job. You'll start on \$ 450 and if you do well we'll review it after three months. The hours are from nine to five thirty, with an hour for lunch and a fortnight's holiday. Does that suit you? Any questions?
- What about travel? Where will I go and for what length of time?
- Mostly to England for not longer than a month.
- All right. When do you want me to start, sir?
- In a week, if possible.
- I am afraid I can't start working till the 10<sup>th</sup> October.
- No problem. We'll be seeing you on the 10<sup>th</sup> then?
- Yes, certainly. Thank you very much. Goodbye.
- Goodbye.

Task 6. Read the following text and be ready to discuss how to behave at the interview.

#### DOs and DON'Ts for Job Seekers

<ul style="list-style-type: none"> <li>• DO learn ahead of time about the company and its product. Do your homework.</li> <li>• DO stress your qualification for the job opening.</li> <li>• DO mention any experience you have which is relevant to the job.</li> <li>• DO indicate, where possible, your stability, attendance record and good safety experience.</li> <li>• DO maintain your poise and self-control.</li> <li>• do try to overcome nervousness and shortness of breath.</li> <li>• DO answer questions honestly.</li> <li>• DO recognize your limitations.</li> <li>• DO make plenty of applications.</li> </ul>	<ul style="list-style-type: none"> <li>• DON'T discuss past experience which has no application to the job situation.</li> <li>• DON'T be untidy in appearance.</li> <li>• DON'T beg for consideration.</li> <li>• DON'T mumble or speak with a muffled voice.</li> <li>• DON'T hedge in answering questions.</li> <li>• DON'T express your ideas on compensation, hours, etc. early in the interview.</li> <li>• DON'T hesitate to fill out applications, give references, take physical examinations or tests on request.</li> <li>• DON'T hang around, prolonging</li> </ul>
---	---

<ul style="list-style-type: none"> <li>• DO indicate your flexibility and readiness to learn.</li> </ul>	<p>the interview, when it should be over.</p> <ul style="list-style-type: none"> <li>• DON'T arrive late and breathless for an interview.</li> <li>• DON'T write incorrect information on your CV to make it look better.</li> </ul>
--	--

Task 7. *Pretend you are an employer. You are shortlisting the most likely candidates for a job advertised by your company. You base your judgment on the relevant information. What are your priorities? Jot them down.*

- 1) Age
- 2) Gender
- 3) Marital status
- 4) Language aptitude
- 5) Qualifications
- 6) Work experience
- 7) Interest
- 8) Present job/firm
- 9) References
- 10) Signature
- 11) Style
- 12) Neatness
- 13) Number of dependents
- 14) Voluntary work
- 15) .....

*Compare your list with the ones of your group mates. Choose the top 5 of them.*

Task 8. *Express your agreement or disagreement to the following.*

### DRESSING FOR BUSINESS

1. The way people dress at work usually indicates how competent they are at their jobs.

2. People should be allowed to wear exactly what they want at work.
3. Firms who want employees to wear particular clothes should pay for these clothes.
4. In most firms, the way you dress will affect your chances of promotion.
5. People work best in the clothes they feel most comfortable in.
6. People wearing unusual clothes to work give a bad impression to clients.
7. As long as a person is good at his/her job, it shouldn't matter what s/he wears.
8. I object to senior female staff wearing trousers.
9. Sloppy clothes mean sloppy work.
10. I wouldn't have faith in a businessperson who wore jeans to work.
11. Men shouldn't be allowed to take off their jackets at work even in summer.
12. Bosses should always be smartly dressed.

Task 9. *The concepts (1-16) below are about how to manage yourself.*

*Write the letter of each thought (A-B) next to the correct word or phrase.*

1. Work/life balance i
2. Career development
3. Learning from mistakes
4. Creativity
5. Motivation
6. Recognition
7. Leadership
8. Reward
9. Risk
10. Flexibility
11. Satisfaction
12. Self-esteem
13. Fun
14. Time management
15. Competency development
16. Vision

*Some people set personal and professional **targets** or **goals** or **objectives** for themselves when they start their career. Americans sometimes call this a **game plan**.*

- A I want people – at least the people whose opinion I value – to tell me when I’ve done a good job.
- B I have to prioritize my tasks at the start of each day and then work through them.
- C I expect to earn the money I think I deserve for what I do.
- D I need to be able to respect myself in what I do.
- E Life is boring without an element of danger. I want a sense of adventure in my job.
- F I want a job where I can have ideas, invent, design and make things.
- G I want regular training opportunities so that I can go on developing my skills.
- H I have an exciting picture of the future which drives me and which I want to share with my colleagues.
- I My job is important to me but so is my family and my own private life.
- J I want to manage my team successfully.
- K I want to know that there is a future direction and the chance of development in my job.
- L It’s important for me to enjoy what I do.
- M The job I’m doing now may not exist in two years’ time. I know that I have to adapt to a rapidly changing business environment.
- N I shouldn’t worry if I do it wrong sometimes – as long as I try to understand why it went wrong.
- O I need stimulating and interesting tasks otherwise it’s hard to get involved.
- P You should be able to laugh in your job. Work should not always be serious.

## UNIT IV – CV AND COVERING LETTER

### CURRICULUM VITAE and COVERING LETTER

#### Business forms

Task 1. *Mary McCann has filled in the form below. Write the following headings in the correct spaces on the form.*

Business address	Company	Date	Date of birth	Extension number
First names	Job title	Marital status	Place of birth	Postcode
Signature				
Surname	Work telephone number			

- |     |                |                         |
|-----|----------------|-------------------------|
| 1.  | <u>Surname</u> | McCann                  |
| 2.  | _____          | Mary Elizabeth          |
| 3.  | _____          | Ace Promotions          |
| 4.  | _____          | Director of Marketing   |
| 5.  | _____          | 65 Kikladze Way, London |
| 6.  | _____          | NW6 7TL                 |
| 7.  | _____          | 00 44 020 7965 4200     |
| 8.  | _____          | 372                     |
| 9.  | _____          | 14 May 1969             |
| 10. | _____          | Cairo, Egypt            |
| 11. | _____          | married                 |
| 12. | _____          | 20 January 2002         |
| 13. | _____          | McCann                  |

Task 2. *Archie Wong's CV has got mixed up in the word processor. Help him to put the terms in the right order by matching the information (a-j) with the correct headings (1-10).*

- | The CV (Curriculum Vitae) |         |                                     |
|---------------------------|---------|-------------------------------------|
| 1. Name                   | f _____ | a English, French, Chinese          |
| 2. Date of birth          | _____   | b British                           |
| 3. Nationality            | _____   | c Military history, climbing, chess |
| 4. Education              | _____   | d Loopers and Kalibrand,            |



- |                       |       |  |
|-----------------------|-------|--|
| 5. Qualifications     | _____ | 1988-1991, Gabstock and Thring,  |
| 6. Experience         | _____ | Chartered Accountants, 1991-94   |
| 7. Current position   | _____ | e Assistant General Manager,<br>Power Enterprises UK   |
| 8. Responsibilities   | _____ | f Archibald Fitzpatrick Wong   |
| 9. Languages spoken   | _____ | g 8 September 1967   |
| 10. Leisure interests | _____ | h MA in politics and Economics<br>1988<br>Member, British Institute of<br>Chartered Accountants 1991<br>MBA 1995 |
|                       |       | i General management of the<br>company<br>achieved 25% growth per year<br>over the last four years               |
|                       |       | j Keble College, Oxford, 1985<br>88<br>INSEAD, Fontainebleau,<br>France, 1994-95                                 |

Task 3. *Maria Carnell tells us about her educational background. Complete each sentence with one of the words or phrases from the box below. You will need to put the verbs into the right tense. You can then make similar sentences about your own education and qualifications – academic and professional.)*

### YOUR EDUCATION

apply	degree	graduate (verb)	grant	higher degree	job
option	PhD	place	<del>primary school</del>	thesis	
secondary school	stay on	study	subject		

1. I started at *primary school* in London when I was five.
2. At age of 11, I went on to \_\_\_\_\_, also in London.
3. At 17, I \_\_\_\_\_ to university.
4. I got a \_\_\_\_\_ at Manchester to \_\_\_\_\_ Engineering.

5. But at the end of the first year I changed to another \_\_\_\_\_ .
6. I \_\_\_\_\_ from university in 1997.
7. I have a first-class \_\_\_\_\_ in Economics.
8. I decided to \_\_\_\_\_ at university.
9. So I did a \_\_\_\_\_ in Business Administration at the University of California.
10. During the course, I did an \_\_\_\_\_ on small business development.
11. I found the topic so interesting that I applied for a \_\_\_\_\_ to do a doctorate on the same subject.
12. Once I had got the money, I had to write a 50,000-word \_\_\_\_\_ .
13. So now I have a BA, an MBA and a \_\_\_\_\_ .
14. All I need now is a \_\_\_\_\_ !

*Task 4. Charlie Kim tells us about his professional history up to now. Complete the sentences with verbs from the box. Make sure the verbs are in the right tense.*

#### YOUR EXPERIENCE

Buy	<del>drop out</del>	join	look after	move	promote
run	sell	set up	spend	take off	write

1. I went to college in the States but got bored so I dropped out after two years without a degree.
2. I \_\_\_\_\_ a company making computer games.
3. After six months I was \_\_\_\_\_ to the post of chief games designer.
4. I \_\_\_\_\_ two years there learning the business.
5. Then I \_\_\_\_\_ to a bigger games company for more money but I hated it.
6. So I decided to \_\_\_\_\_ my own company.
7. With my partner, Mario Carter, I co-\_\_\_\_\_ the software for a game called *Sudden Death*.
8. It \_\_\_\_\_ a million copies in its first year.

9. We \_\_\_\_\_ another games company in Japan with the money we made.
10. Now I \_\_\_\_\_ the company in the States.
11. And Mario \_\_\_\_\_ the company in Japan.
12. Now I'd like to \_\_\_\_\_ a year \_\_\_\_\_ to learn about website design.

Task 5. Match the names and titles (1-11) with the job descriptions (a-k).

### YOUR JOB

1. Charley Simpson – Civil Engineer	a) We have two teams calling possible clients to fix meetings with the reps.
2. Sarah White – General Practitioner	b) We try to adapt our courses to the needs of each individual learner.
3. Sidney Mole – Bank Manager	c) We deal with most users' problems by phone.
4. Mary Somerville – Management Consultant	d) I have the biology chair
5. Professor Alan Stevens	e) We do mainly children's titles and dictionaries.
6. Rosemary Mell – Publisher	f) We examine and (usually) approve company accounts.
7. Jack Castle – Sales Representative	g) I have about 1,500 patients on my list.
8. Sally Blunk – Telesales Manager	h) I specialize in advising on management reporting systems.
9. Alan Murphy – Technical Supporter	i) We are always ready to discuss lending possibilities with our clients.
10. Susan Wane – Trainer	j) I visit my clients two or three times a year to tell them about our latest products.
11. Caroline Beaver - Auditor	k) I build bridges.

*Civil servants* are people who work for the government in the **civil service**.  
 A **rep** is a sales representative. A **general practitioner** is a medical doctor.

What is your job title in English? What do you reply when people ask you: “What do you do?”? It is very important to be able to say what you do in English. Practise!

Task 6. Match each form of payment (1-11) with the right person (a-k)

YOUR PAY

1. grant	(h)	a) author
2. salary	___	b) senior manager
3. wage	___	c) laid off employee
4. fees	___	d) government
5. fees	___	e) blue collar worker
6. dividend	___	f) retired employee
7. royalty	___	g) sales representative
8. stock option	___	h) student
9. pension	___	i) consultant
10. tax	___	j) shareholder
11. redundancy pay	___	k) white-collar worker

Task 7. Take a power verb (1-15) and add a sentence-ending from the column on the right (a-o) to make the sentences.

1. To think	a	costs
2. To focus	b	organizations
3. To motivate	c	market opportunities
4. To overcome	d	change
5. To identify	e	profits
6. To add	f	results
7. To reduce	g	profits
8. To lead	h	strategically
9. To build	i	people
10. To resolve	j	winning teams
11. To transform	k	conflict
12. To manage and facilitate	l	obstacles
13. To measure	m	value
14. To maximize	n	on the customer
15. To get	o	by example

*What are the power verbs that describe you?*

*Would you put them in your CV?*

Task 8. *Do this questionnaire as a group discussion activity.*

### PRE-READING GUESSES

1. A resume is the same as a C.V. (Curriculum Vitae)
  - a) true
  - b) false
  - c) .....
2. A resume must contain the following facts about your background:
  - a) qualifications
  - b) interests
  - c) .....
3. You would start your resume with .....
4. You never start with your work experience.
  - a) true
  - b) false
  - c) .....
5. Information about your work experience will include the following:
  - a) job title/position
  - b) previous employers
  - c) .....
6. In your resume the list of positions/jobs should be in reverse chronology.
  - a) true
  - b) false
  - c) .....
7. Leisure and non-work activities should be
  - a) mentioned in brief
  - b) left out since they are irrelevant
  - c) .....
8. It has become acceptable practice to
  - a) supply names and addresses of referees
  - b) write "Reference: available upon request"
  - c) .....

9. You fine-tune your resume

- a) once and for all, since basic facts don't change
- b) every time you apply for a new job since it must be updated
- c) .....

10. It may be advantageous to have

- a) one "perfect" updated resume always at hand
- b) two or three different resumes, each emphasizing a different area of competence
- c) .....

Task 9. *Read the text for specific information and be ready to make your own.*

## YOUR RESUME

Information, which indicates your suitability to the job, should be highlighted. If you had previous experience in various phases of employment, it may be to your advantage to have two-three different resumes, each emphasizing a different area of competence.

It is standard practice to begin the resume with personal data. Essentials such as your name, address, social insurance number, home phone number and business phone number (recommended only if your present employer is aware of your job search). Facts, such as your date of birth, marital status, and number of dependents, may also be included.

An option, which may be included in your resume, is a brief explanation of your career objective or goals. This is usually included following personal data. If you have only one version of your resume, it may be best to include this section in a covering letter so that you can tailor it to the specific position for which you are applying.

The structure of the next portion of your resume will depend a great deal on the extent of your work history. If you are a recent graduate with limited business experience, begin with your education first. Highlight achievements and honours, and note extracurricular activities. Expand on any courses you took which are relevant to the position you desire, or

specialized training you may have participated in progress your part-time or summer employment, and indicate responsibility and achievements.

If you possess a strong background in the work world, you should begin with your work experience first. Information provided here will include job title, name of employer, address, date of employment, and a brief summary of duties. Emphasize responsibilities and highlight personal achievements, advancement and recognition. Your list of positions should be in reverse chronological order, so begin with your current employer.

Next, your resume could include a brief section designed to give employers an insight into your leisure and non-work activities. You might include:

- clubs or professional associations
- community volunteer work
- sports and hobbies

Finally, you could list references. It has become acceptable practice to write “References: Available upon request” since addresses, titles, phone numbers are subject to change. Choose references carefully and always get permission to use their names as references.

*Task. Discuss your pre-reading guesses in light of the text.*

A resume must contain a summary of essential facts about your background:

1. Personal details
2. Career objective
3. Education
4. Work experience
5. References

### Resume Sample

**Ivan Petruskovich**

67 ap., 62, Soltysa St., Minsk, Belarus

tel. 572-27-16

8 (017) 733-31-45

[ivan\\_petrushkovich@com.net](mailto:ivan_petrushkovich@com.net)

**Objective**                    **Sales Manager**

Date of birth: 12 April 1973  
 Marital status: married

**Personal Details**    Children: son, 10 years old

**Summary of Qualifications**    6 years' experience as a Sales Manager. Provide sales, sales promotion, customers counselling, sales forecasting, new advertising strategies, sales increasing. Proficient with Windows, Microsoft office programs, and use of database programs.

**Education**                    1990–1995  
**Student**  
 Minsk State University

**Additional Education**        1990–1991  
**Course of French**  
 Minsk school of foreign languages

**Professional Experience**    2006–present  
**Sales Manager**  
 ABC Company, Minsk

Recommended computerized bookkeeping and supervised all data entry, resulting in reduced bookkeeping time, detailed department reports, improved sales projections, and enhanced business, advertising and budget planning.

**Accomplishments:**  
 Organized special holiday sales promotion and recommended special holiday gift line, which increased sales by 35%.

2000–2006  
**Sales Manager**  
 PBK Company, Minsk

Handled sales of company products. Counseled customers on company products. Forecasted sales revenue, volumes, discounting and profit.

**Accomplishments:**  
 Increased number of customers by 20% in two years.



Initiated new advertising strategies, which enhanced customer image of store and increased customer traffic. Recognized as one of company's top 10 salespeople each year since 1992.

1996–2000

**Manager Assistant**

JSM Company, Minsk

Provided customer service via telephone. Ascertained order accuracy. Tracked orders. Cooperated in team.

**Additional Skills**

**Languages:** English – Intermediate Level  
German – Elementary Level

**Computer skills:** Windows, Word for Windows, Excel, Outlook Express, Internet Explorer

**Driving Licence:** Driving Licence Category B

**References**

References are available on request

Task 10. *Use the format below and compose your own application for any position.*

FOMART for LETTER of INQUIRY or COVERING LETTER

Date

Dr., Mr., Ms.

Title

Company, Institution

Address

Dear Sir or Madam,

State your reason for writing.

You will either inquire whether any positions are available or you will say which position you are applying for. If you are applying for a specific position identify the source of the information (a person, a newspaper, including date, tec.)

Describe your educational background and professional experience. Focus on those things from your resume that best relate to the position you are applying for.

Say you are enclosing your resume and/or other supporting material. State your willingness to provide more information and to be interviewed.

Thank them for their consideration. Say you look forward to hearing from them.

Yours faithfully,

Signature

Your name

Address

Phone

Enclosure

## UNIT V – BUSINESS NEGOTIATIONS

### **Business Negotiations**

By definition, negotiations are simply talks, discussions, or communications between businesses about areas of business where two or more companies have a mutual concern. Business negotiations take place often when companies are seeking to form a partnership, create a new working relationship with one another, facilitate a company buyout, or change the terms of previous contracts made with one another. There is an art to business negotiations that company negotiators have learned to follow in order to be successful in business negotiations. This art includes individuals knowing when and what to say and how to convince others to either meet their demands or how to strike a compromise where all parties involved are content with the outcome of the talks. Business negotiations are a fine art that is mixed with an awareness of human behaviour and eloquent, convincing speech.

#### Some Information on “.Com Companies”

- “Bad ideas don’t get better online” - IBM advertisement
- “.Comers” said as “dot comers” are companies that are only online and are not in-person retailers.
- .Com companies were very popular and made a lot of money in the late 1990’s and early 2000. However, many .com companies in the U.S. went out of business or failed right after the September 11<sup>th</sup> attacks. Many .com companies that operate only online are still struggling or going out of business.

Task 1: *Place a “T” next to the statements that are true about company negotiations.*

- Be friendly
- Have clear aims
- Tell the other side what you want
- Don’t listen carefully
- Pay attention to the other’s body language
- Don’t change your plan during the meeting
- Never be the first to make an offer
- Be strong and try to win
- Prepare carefully before you negotiate

- Ask a lot of questions
- Make sure you have only one option
- Summarize often the points you agree on
- Change your strategy during the negotiation, if necessary
- Never show any emotions

## **Main Strategies and Key Phrases for Business Negotiations**

<u>State your aims/your goals</u>	- "We'd like to...", "We must..."
<u>Make concessions</u>	- "I can do that if you...", "That could be all right as long as..."
<u>Rejecting suggestions</u>	- "We prefer...", "We'd rather..."
<u>Bargaining</u>	- "How about...?"
<u>Focusing on the discussion</u>	- "Let's talk about..."

### **Negotiating in English**

You might find yourself in a negotiation situation if you have to ask for a pay rise or promotion, or to get the best possible deal from your suppliers. The ideal outcome is when you give the other party what they want, and they can also give you what you want. But sometimes, one person has to compromise and will probably try to negotiate something in return. The important thing is that both parties feel happy with the final result: a "win-win" situation.

Although some negotiations are more "important" than others, there are some useful phrases you can use at different stages of the negotiation to make your position clear and to make sure that the other party agrees with you.

### **Preparation for the negotiation**

Be prepared! Think about your goals (as well as those of the opposing party) to make sure you are clear about what you want. What can you trade with the other party? Do you have any alternatives that are acceptable to you? If you can also work out possible solutions, then it is easier to find an acceptable outcome. Finally, you should be clear about your "bottom line": the point at which you can offer no more. In rare cases you may even have to be prepared to walk away from the negotiation if you reach a stalemate: a position from which it is impossible to negotiate any more.

### **Starting and outlining your position**

I'd like to begin by saying...

I'd like to outline our aims and objectives.

There are two main areas that we'd like to concentrate on / discuss.

### **Agreeing**

We agree.

This is a fair suggestion.

You have a good point.

I can't see any problem with that.

Provided / As long as you..... we will....

### **Disagreeing**

I'm afraid that's not acceptable to us.

I'm afraid we can't agree with you there.

Can I just pick you up on a point you made earlier.

I understand where you're coming from / your position, but...

We're prepared to compromise, but...

If you look at it from our point of view,...

As we see it...

That's not exactly as we see it.

Is that your best offer?

### **Clarifying**

Does anything I have suggested / proposed seem unclear to you?

I'd like to clarify our position.

What do you mean exactly when you say....

Could you clarify your last point for me?

### **Summarising**

Can we summarise what we've agreed so far?

Let's look at the points we agree on.

So the next step is...

### **Language points**

During a negotiation, you're likely to hear "if" sentences, as the negotiation moves from the stage of exploring issues to the stage of making a deal.

If you **increased** the order size, we **could** / **would** reduce the price.

So, **we'll** reduce the price by 5% if you **increase** the order by 5%.

You might also hear "unless" (=if not), "as long as" and "provided (that)" instead of if:

As long as you increase your order, we can give you a greater discount.

Unless you increase your order, we won't be able to give you a bigger discount.

Provided you increase your order, we can give you a bigger discount.

Task 2. Read the following dialogues. Be ready to act them out and make up your own using them as a model.

Negotiating an Ad Contract.

- Mark:** Mr. Smith, can you please give me your best offer?  
**Smith:** Sure Mr. Mark. I can give you 15 seconds of airtime for \$2500 if you sign a contract for 100 such ads.  
**Mark:** But your price is too high. I am getting a quote for \$2000 from a rival network.  
**Smith:** There's a good reason. Their viewership is also 30% smaller than ours. It actually works out to be more expensive.  
**Mark:** Hmm... Well, I never negotiated the deal with them. Let's do this: give me a rate of \$2000, and I'll sign the contract.  
**Smith:** I don't think we can afford it.  
**Mark:** Check it up with your boss, Mr. Mark. I am sure he'll give you a go ahead.

Salary Negotiations.

- Richard:** Mrs. Ivy, you know that I applied for a salary increase last month.  
**Ivy:** Yes Richard. I've forwarded your request to the human resources manager.  
**Richard:** I hope you will consider the matter. My last two annual performance reviews were good, but I haven't had a salary hike for 2 years.  
**Ivy:** I am aware of that, Richard, but the salary issues are handled entirely by HR.  
**Richard:** I have to admit this is really disappointing.  
**Ivy:** Richard, the manager responded that it's not our policy to increase salary by 30%.  
**Richard:** So, can I expect 25%?  
**Ivy:** I will talk to the manager again about it Richard, but 10% is standard.  
**Richard:** Thank you, Mrs. Ivy. I really want to keep working for the company, but I should be able to afford it.

### Negotiating a Delivery Date.

- Ivy:** Congratulations on winning the order! The deadline for the delivery is 30 days from now.
- Smith:** 30 days? Wow! That's cutting it rather thin. I asked for a 45-day period.
- Ivy:** Come on. You know we can't afford waiting for 45 days for the material. Thirty days is the industry standard.
- Smith:** You're right Mrs. Ivy, but you've asked for a special design modification. That's going to take time. I don't want to disappoint you later.
- Ivy:** Hmm... How soon do you think you can deliver it?
- Smith:** Well, I like working with you, so I am going to make an extra effort. Let's fix it at 36 days.
- Ivy:** Okay, Mr. Smith. That sounds reasonable.

### Task 3. Role-playing: Negotiations Case Study

#### Background Information:

Lifetime holidays is a package holiday firm. It has many high street shops and a large catalogue of holidays. However, it is currently facing problems. Fewer people are visiting its shops, and demand for its holidays has fallen. Most of its customers are aged over 50, so it now wants to appeal to a wider range, especially those aged 30 to 50. The solution seems to be to sell holidays online.

As Lifetime has no experience of e-commerce, they want to join with an existing online company, DirectSun. DirectSun is a low-budget holiday website. It offers cheap flights to a small range of destinations and can arrange accommodation, insurance, and car rentals. It has a good customer base, but it wants a bigger catalogue of holidays to offer.

The two firms have met several times and are now ready to negotiate the details of a possible joint venture.

#### Negotiations Case Study Task

- Half of the class are directors of Lifetime Holidays
- Half of the class are directors of DirectSun

Activity: *Each company needs to come up with their goals and demands*

*for the negotiation of the joint venture and present these demands to the representatives of the other company.*

### Items on the Agenda

- Length of the contract
- Range of holiday destinations
- Car rental and insurance
- Advertising budget
- The structure of the joint venture (who will be in charge of the online services, how the profits will be split, etc.)

Task 4. *Make up your own online company. Make sure you include all of the information below when writing about your company.*

- Your Company Name
- Your Company Website Address
- Product/Services Offered
- Your Target Market
- What Countries You Operate In
- The Price Range of Your Goods/Services
- If You Provide Money Back Guarantees
- What Kind of After Sales Service You Provide to Your Customers

Task 5. *Choose the best response for each one.*

1. To arrange/have talks = To \_\_\_\_\_ talks
  - hope
  - hold
  - take
2. After the last \_\_\_\_\_ (= series) of talks, they agreed to two of our requirements.
  - roundabout
  - circle
  - round
3. There are still a \_\_\_\_\_ of issues (= many issues) that we have to resolve.
  - digit
  - number
  - figure



4. The person who works for another company but does the same job as you can be referred to as your \_\_\_\_\_ at that company.
- counterpart
  - counterfeit
  - counter
5. We have to \_\_\_\_\_ (= resolve) these differences as soon as possible.
- iron out
  - iron
  - iron through
6. When one speaks of \_\_\_\_\_ differences, one is saying that there are substantial differences in the negotiating parties' positions.
- hollow
  - expanded
  - deep
7. The atmosphere was \_\_\_\_\_. (= everyone was friendly/polite to each other).
- cordial
  - deep
  - opinionated
8. The \_\_\_\_\_ (= final statement made to journalists) stated that the parties failed to reach an agreement.
- communique
  - community
  - disagreement
9. If the atmosphere of a meeting is described as \_\_\_\_\_, it means it's quite formal.
- back-to-business
  - businesslike
  - friendly
10. Which one of these terms does NOT mean "negotiations"?
- discussions
  - talks
  - counterparts

Task 6. *The lines in the following conversation are in the wrong order. Put the lines (A-K) in the correct order (1-11). The first two answers are given as an example.*

**Negotiations: Difficult Clients**

- A Yes, my name's Alison. \_\_\_\_
- B Well, yes. To start with, when we got to the airport in, in Crete, we had a two-hour wait on the coach, I think there was a delayed flight or something, and... and... \_\_\_\_
- C Hello, I'm Angela, I'm the customer services manager. Would you like to come with me and come and take a seat and you can explain to me what actually is the problem? 1
- D Yes... And I just can't work out why you didn't take us to our hotel and then come back to the airport to pick up the people from the delayed flight. \_\_\_\_
- E Would you like to just explain from the beginning what's happened? \_\_\_\_
- F Right, I'm sorry for that wait. I don't know what the problem was. You mentioned a delayed flight there. As you can imagine, you probably weren't the only family on the coach waiting, and to ferry people to and from resort to the airport would have been a lot of extra work and they like to try and keep everybody together who are going on the same flight. I can actually look into that for you. \_\_\_\_
- G Can I take your name? \_\_\_\_
- H Well, yes. I've just come back from one of your holidays. I went to Crete, in Greece, got back last week and the whole thing was a disaster. \_\_\_\_
- I Right, that's quite possible... \_\_\_\_
- J Okay, Alison, if you'd like to make yourself comfortable. As I said, I am the customer services manager and I'd like to help you. I understand you are having a few problems. Would you like to just explain from the beginning what's happened? \_\_\_\_
- K Okay, okay, fine. 2

Task 7. *What do you know about business negotiation etiquette? Find it out from the following text.*

### **Business Negotiation Etiquette**

If you work in a field in which you have to negotiate often, it's very important that you know the etiquette associated with negotiating, such as how to speak to a potential client and how to behave when the negotiation process is prolonged. These courtesies will help you to avoid awkward situations and make a positive first impression.

#### Greetings

Before the negotiations officially begin, it is essential that you present yourself as friendly and polite to give the impression of trustworthiness. The most common form of greeting in the corporate world is the handshake. However, if you are in countries such as France or Brazil, kisses on the cheek are the norm. If you are in the Middle East, a nod of acknowledgment may be best when greeting someone of the opposite sex. Learn the culture of the people you will be negotiating with. This is a sign of respect and an indication of how you will behave during the business process.

#### Small Talk

It is also common for some professionals to engage in small talk before the negotiations begin and to have short conversations after negotiations have ended for the day. This gives everyone time to become more comfortable with one another and is the gateway to building a lasting business relationship. However, in some countries such as Finland and Germany, small talk is not part of business culture, and meetings start precisely on time. After negotiations, a German or Finnish professional may host a dinner or a trip to the sauna for casual conversation. In places such as Mexico and Saudi Arabia, small talk is expected, but it's best to know which subjects are off-limits. For instance, it is not proper etiquette to discuss the poverty in the country with Mexican professionals, and one should not inquire about the well-being of a female family member in Saudi Arabia.

#### Presentation

If you will be presenting information that is meant to sway a client in a certain direction in a business deal, be sure that your presentation is concise, fact-based and easy to follow. While some companies depend more on a favourable relationship when making a final decision in a negotiation, it is always proper etiquette for you to have facts and figures

ready to present to each meeting participant. Being thoroughly prepared for the presentation and ready to answer any questions is likely to make new clients more at ease when it comes to doing business with you.

### Deciding on Strategy

When you are deciding which negotiation strategy to use, considering the negotiation etiquette of the professionals you are working with is imperative. For example, in the U.S., it is appropriate to use "hard selling" or persuasion to get a businessperson to side with you in the negotiation process. However, in countries like Australia this is inappropriate and could result in the end of a potentially positive business relationship. In the Middle East and parts of Africa, bargaining is common and expected – both sides make offers on an item or service until a satisfactory price is reached. In some cases, it is best to simply state the facts regarding your stance in the negotiation, to be honest about your intentions and to respectfully listen to all the opinions presented at the meeting.

### Waiting for a Decision

Once all the information has been presented and it's time to come to a decision, using proper etiquette to respect this part of the process will help to secure the business deal. In many companies, the final negotiation decision is made from the top down, meaning that executives will likely have additional meetings to determine the negotiation outcome. Being patient and accommodating during this time shows that you respect the process and are not simply focused on getting "your way." Following up with the negotiation proceedings in the appropriate way, such as sending a short email, will show that you are genuinely interested but don't want to seem too pushy.

Task 7. *Show how understanding cultural differences and learning to work within them is the key to successful negotiations.*

Task 8. *Imagine you are unhappy with the behaviour of a member of your team. You have decided to raise the issue with the person and tell him or her that you would like to see an improvement. What words or phrases might be useful in this tricky conversation?*

Task 9. *Read the article and answer the questions 1-14. Write A, B, C or D.*

Which places:

- is not a hotel?                      1 D

- are perfect for a luxury break? 2 \_\_\_\_\_ 3 \_\_\_\_\_
- offers the chance to visit a famous person's home? 4 \_\_\_\_\_
- is situated on a hill? 5 \_\_\_\_\_
- are not far from shops? 6 \_\_\_\_\_ 7 \_\_\_\_\_
- offers the chance to eat outdoors? 8 \_\_\_\_\_
- is situated for fitness fanatic? 9 \_\_\_\_\_
- is near the sea? 10 \_\_\_\_\_
- is not in the countryside? 11 \_\_\_\_\_
- was built more than 100 years ago? 12 \_\_\_\_\_ 13 \_\_\_\_\_ 14 \_\_\_\_\_

### **Getting away from it all**

#### **A Radisson SAS Portman Hotel, London**

For those who enjoy the finer things in life, a break at the Radisson SAS Portman Hotel will be right up your street. This deluxe four-star hotel is just a minute's walk away from Marble Arch and a stone's throw from the stylish boutiques of Oxford Street. After spending a day shopping and sightseeing in London's trendiest area, you can relax in your room, watch cable TV and enjoy something from the extensive room service menu. At this hotel, you will also be in the ideal place to visit the many sights of London such as Buckingham Palace and the Houses of Parliament. You must also be sure to allow yourself the time to enjoy the leisure facilities of the hotel itself. The hotel has a fully equipped gym and two fantastic restaurants where you can sample gourmet cuisine.

#### **B Langley Castle Hotel, Northumberland**

For a touch of medieval magic why not take the time to visit Langley Castle Hotel. Set in its own ten-acre woodland this fabulous castle hotel dates back to 1350. All guest rooms have got private facilities and are luxurious. Some have special features such as four-poster beds, stained glass windows and window seats. The hotel is the perfect base from which to explore Hadrian's Wall and the Northumberland countryside, as well as the Scottish Borders and the Lake District. At night, relax in the hotel lounge in front of the roaring log fire or dine in style in the award-winning restaurant. During your stay, you can go hot-air ballooning or try your hand at archery. You can even have a picnic especially prepared for you by the hotel's chefs. However you choose to spend your time, you will never forget your stay.

#### **C The Metropole Hotel, Cornwall**

This Victorian Hotel, situated in one of the most scenic areas of the British Isles, stands on a hilltop with an amazing view out over Padstow

Harbour. Walk along the waterfront or one of the area's many unspoiled beaches. Try some fabulous seafood - the local speciality. Wander through Padstow's narrow streets and buy some handmade souvenirs from one of the many colourful shops. This is an area with a fascinating history. Take a short trip to Tintagel where you can visit the ruins, claimed to be those of the legendary King Arthur's castle. You can end the day with a swim in the hotel's heated outdoor pool. The Metropole Hotel is ideal for those who want to experience the mystery of Cornwall.

**D Old Oxenhope Hall Cottage, West Yorkshire**

Fans of English Literature should not miss the opportunity to spend a few days at Old Oxenhope Hall Cottage. This attractive 17th century building is just five minutes from the village of Haworth, where the famous Bronte sisters lived. Their house, Haworth Parsonage, is open to the public and is well worth a visit. The moors, where they would wander for hours, are perfect for those who enjoy walking. The cottage itself is fully self-contained and has been restored to a high standard of comfort. It is furnished with all the modern conveniences, and will certainly appeal to history lovers and aspiring writers alike.

## UNIT VI – BUSINESS CORRESPONDENCE. LETTER WRITING

### LETTER WRITING. TYPES of LETTERS

**A. Task 1.** *Read the text carefully and be ready to answer some questions afterwards.*

A very large part of the business of the world is conducted by means of correspondence. Therefore it is extremely important to be able to write good business letters – letters that represent one's self and one's organization to best advantage.

Writing good business letters is a matter of detailed and often quite specialized technique, which is not so complicated.

- You should be familiar with two kinds of letters: business letters and personal letters. Business organizations usually use printed letter-head for their business letters.

- You should answer all letters promptly – within ten days at the outside. If you can't fully answer them within that period, the least you can do is acknowledge and explain your delay.

- Let everyone involved know what action has been taken on a letter.

- You should always write a thank-you note to anyone who has given you a letter of introduction, reporting at the same time how well you were received or what result the introduction produced. Thanks for presents, favours, for anything which came to you because of your business may be typed on business paper.

- You should sign and send out only letters that are well typed, well-spaced, faultlessly neat and inviting to the eye, i.e. letters that make a good first impression.

Here are the essential qualities that go to make up an attractive, well-groomed business letter:

- Use the best quality of paper you can for business correspondence.

- Envelopes should match the letterhead in quality and weight. Any printing or engraving that appears on the envelope should conform with that on the letter sheet.

- Quality and dignity should be the distinguishing characteristics of your business stationary.

- All business correspondence should be typed, and at least one carbon copy made and kept on file.

- Your business letters should be well-spaced and organized. Whether long or short, your letter should present an even, well-balanced appearance.

Bear in mind that wide margins make your letter more readable and inviting – never continue a business letter on the back of the sheet.

- make an effort to keep your sentences and paragraphs short. Use a new paragraph for each new thought or idea, and express that thought as simply and briefly as you can.

- Your letters should not contain misspelled words, typographic errors, or an incorrectly or poorly constructed sentence. Poor grammar, misspelled words, lack of punctuation or the improper use of it may destroy the effectiveness of your letter.

### Questions:

1. Is it possible to do any business without writing business letters? Why?
2. Why do we need to know letter writing?
3. Are there any techniques for writing business letters?
4. We decide which letters should be replied and which not, don't we?
5. Can you type the letter on the back of the sheet to continue?
6. What are the demands for the paper you are going to use for writing?
7. What kind of letters should be signed and sent?

### Task 2. *Choose the appropriate word to complete a sentence.*

1. You need to improve the ... of this letter because one or two things are in the wrong place.

a) description; b) indication; c) layout; d) picture

2. Before you put the letter in the envelope, make sure you ... it in the right place.

a) fold; b) double; c) treble; d) hold

3. When you read something you've written on the computer screen, it often looks all right although you should always ... read it first.

a) check; b) prove; c) proof; d) proven

4. I'm sure that computer programme you use creates a very good letter design but it's far too ... for me.

a) comprehensive; b) complicated; c) concentrated; d) composite

5. When you are going to write an important letter, it is absolutely essential that you ... all the facts first.

a) connect; b) join; c) deliver; d) assemble

6. I advise you to check ... with a letter if you intend to pay them a visit.

a) previously; b) prior; c) ante; d) beforehand



Task 3. Notice the following points:

**Business Letter Format and Conventions**

WRITER'S ADDRESS OR COMPANY LETTERHEAD: at the top or in the right-hand corner. The writer's name is not at the top of the letter.

READER'S NAME, POSITION AND ADDRESS: on the left. If you are writing to another country, write the country in the address.

DATE: on the right. Various forms of the date are possible.

OPENING SALUTATION: use the name of the reader if you know it, without the initial. If you do not, write *Dear Sirs* to a company. *Dear Sir* to a man. *Dear Madam* to a woman or *Dear Sir or Madam* if you do not know the sex of the reader.

BODY OF THE LETTER: start a new paragraph for each new idea or subject. Leave a line space between each paragraph. Do not break words at the end of a line.

CLOSING SALUTATION: *Yours faithfully* if you do not know the reader's name. *Yours sincerely* if you do. (US *Yours truly* or *Sincerely yours*)

SIGNATURE.

WRITER'S NAME AND TITLE (and position in the company, if appropriate). A man uses the title *Mr.* (US: Gentlemen – if there are more than 2 owners of the company). The title *Mrs* shows that a woman is married. *Miss* shows that she is unmarried. *Ms* shows only that she is a woman.

BLOCK STYLE is the modern style – all paragraphs start at the left-hand margin.

PUNCTUATION: in modern business letters punctuation is not used in the headings and endings of a letter. Normal punctuation is used in the body of the letter.

Task 4. Match the letters (a-n) with the different parts of the letter (1-14).

- |                        |         |
|------------------------|---------|
| 1. Salutation          | ___e___ |
| 2. Signature           | _____   |
| 3. Letterhead          | _____   |
| 4. Enclosures          | _____   |
| 5. Complimentary close | _____   |
| 6. Final paragraph     | _____   |
| 7. Sender's title      | _____   |
| 8. Sender's address    | _____   |

- 9. Main paragraph \_\_\_\_\_
- 10. Website \_\_\_\_\_
- 11. Introductory paragraph \_\_\_\_\_
- 12. Date \_\_\_\_\_
- 13. Sender's name \_\_\_\_\_
- 14. Addressee's name and address \_\_\_\_\_

Great Eastern Associates  
377 King James Street  
Edinburgh ED 1MU  
Scotland  
Tel: 00 44 1301 765776  
Fax: 00 44 1301 765774  
e-mail: [greateastern@warmmail.com](mailto:greateastern@warmmail.com)

c) \_\_\_\_\_ 7 March 2012

d) Mr Felix Dubois  
Banque REGIONALE DU Sud-ouest  
21 Route Nationale  
24341 Mareuil  
France

e) Dear Mr. Dubois,

f) Thank you for your recent enquiry.

g) I enclose our brochure which gives you information about the services we offer and our prices. If you would like any more information, please do not hesitate to contact us.

h) We look forward to hearing from you.

i) Yours sincerely

j) Flora McDuff

k) Fiona McDuff

l) Partner

m) Enc. GE Associates brochure  
Great Eastern Associates

n) Partners: F. McDuff, R. McDuff, Z. McDuff, H. McKechnie  
[www.greateastern.co.uk](http://www.greateastern.co.uk)

Task 5. *Estimate if the letter has been written in the appropriate way. If not, correct it.*

The Cleversoft Company  
4500 4<sup>th</sup> Avenue North  
St. Peterburg, Florida

Franz Bruggman  
CmbH  
Stuttgart  
Germany  
Dear Gentlemen:

This is to inform you that The Cleversoft Company is now open and is located at 4500 4<sup>th</sup> Avenue North, St. Peterburg, Florida.  
We hope that you will come and visit us soon.

Our store offers a complete and diverse line of computer software packages for both personal and business application. Since we do not represent any individual computer hardware manufacturer, the products that we carry are compatible with many systems. We are therefore able to offer to our customers a wide range of excellent software packages. Enclosed, for your review, is a partial list of the items we currently available.

May 2<sup>nd</sup>, 2011

**B.** Types of Letters.

Task 1. *Read the following and be ready to fulfill a task.*

There are basically two types of letters - Formal letter and Informal letter

A formal letter is written when you do not know the reader in person, and the topic of communication is thoroughly professional. Some types of formal letters are –

- Application letters
- Sales Letters
- Appeal letters
- Legal letters
- Inquiry letters
- Termination letters
- Tax letters, etc.

An informal letter on the other hand is written to someone you know in person, or have a close relation with. The topic of communication is thoroughly personal. Some types of informal letters are -

- Condolence letters
- Christmas letters
- Farewell Letters
- Invitation letters
- Love letters
- Santa Claus letters
- Friendship letters

Each letter is written with a specific purpose. To write perfect letters we must thus know the basic of every letter. For example, if you need to write an appeal letter, you must know what the use of an appeal letter is, and what you aim to communicate via this letter.

Letter writing is thus very important in personal and professional life. We might not know all the types of letters, but some basic knowledge of all letters and the ability to write some common types of letter is essential.

*Task 2. Match each of the extracts from business letters (A-K) with the types of letter (1-11) from which it is taken.*

1. Letter of invitation
2. Response to an enquiry
3. Letter requesting payment
4. Letter of rejection
5. Letter of apology
6. Letter of enquiry
7. Letter of application
8. Letter of complaint
9. Written warning
10. Order
11. Reservation

A. Mr. Karlo would like a double room with shower and full board from 12 to 14 September inclusive.

B. I am extremely sorry about the incident last week during the visit of your representative to our offices.  
Unfortunately ...

C. This is not the first time that this has happened and I must inform you that if it happens again we shall be compelled to issue a formal reprimand.

E. Please find enclosed my CV and a recent photograph.

G. Thank you your letter of 1 July. Please find enclosed a price list and full details of ...

H. Please would you send to the above address 45 units of product reference number 45/LK/ 450006 (green) and send the invoice to our West central office in the usual way.

K. I wish to draw your attention to the very poor treatment our representative

D. I regret to inform you that your application for the post of Deputy catering manager has been unsuccessful. Thank you for ...

F. I should be grateful if you would send me more information about the range of your products including details of prices and discounts.

I. Karlo Communications would be pleased to welcome Udo Schmidt to the opening of its new ...

J. With reference to outstanding invoice number 85071174/32, we should be grateful if you would settle ...

### C. Business Cliches

*The Chief Executive Officer has had an attack of cliches. Help him translate some expressions from the letters he got into plain English by substituting each of the words or phrases in bold type (1-21) with one of the phrases (a-u).*

1. I want you to **take on board** a number of important points. J
2. Karlo Communications is now **a major player** in the communications industry. \_\_\_
3. Our strategic aim is to **grow** the company. \_\_\_
4. We always **focus on the big picture**. \_\_\_
5. If we see a **window of opportunity**, we go for it. \_\_\_
6. We work for lasting relationships with **our business partners**. \_\_\_
7. We employ **cutting-edge** technology. \_\_\_
8. We want to produce the most **user-friendly** products on the market. \_\_\_

9. In our business relationships, we aim to **be proactive** every time. \_\_\_
10. We propose only **tailor-made** solutions. \_\_\_
11. We never lose sight of **the bottom line**. \_\_\_
12. We work hard to get **synergy** between subsidiaries. \_\_\_
13. We will not hesitate to **downsize** the organization for maximum efficiency. \_\_\_
14. We will use our **war chest** to buy rivals in the marketplace. \_\_\_
15. We will find solutions to business problems even when **we do not have a level playing field**. \_\_\_
16. If anyone tries to **move the goalposts** on our commercial agreements ... \_\_\_
17. ... we will **blow the whistle**. \_\_\_
18. We aim to become a truly **global** operator. \_\_\_
19. But we will also **stick to our knitting**. \_\_\_
20. Unfortunately I am not **a number cruncher**. \_\_\_
21. So I can only give you **ballpark** figure today. \_\_\_

- a) cut the workforce of
- b) business conditions are unfair
- c) have a general view of the situation
- d) customized
- e) a leading company
- f) change the rules (without consultation)
- g) worldwide
- h) the people we do business with
- i) increase the size of
- j) understand and accept
- k) concentrate on core activities
- l) dynamic and productive relationships
- m) approximate
- n) anticipate needs
- o) our basic objective (usually to make a profit)
- p) good at figures
- q) up-to-date
- r) easy-to use
- s) protest at unfair treatment
- t) a chance to do business
- u) a large amount of readily available cash

All people use some cliches but expressions like these lose their impact if you use them too much. Other popular phrases are **market-driven, results-driven, client-focused and best practice**. When CEO talks about growing the company, he is using the verb with the object in the same way that gardeners grow flowers. In a business context, “grow” does not normally take an object. For example, we say:

*The company has grown a lot over the last five years.*

*The market grew (by) 3 % last year.*

## UNIT VII – SUCCESSFUL BUSINESS COMMUNICATION

Task 1. Read the following:

### **Why is Communication the Key to a Successful Business?**

Regardless of a company's industry, size or location, it needs good communication in order to be successful. Communication is a daily activity that occurs within the company between employees as well as externally, with customers, suppliers, investors and the general public. Whether via face-to-face meetings, written materials or advertising, good communication allows a business to reach its goals and avoid misunderstandings.

Operations: For a business to run effectively, corporate objectives and strategies must be clearly communicated to management and other employees, which ensures consistent company direction, according to Business Link. Good communication facilitates accurate exchange of information and the recognition of good ideas, which can lead to new business opportunities. It can also increase employees' performance if they understand company goals and are given constructive feedback.

Leadership: The best leaders are excellent communicators, says Lee Froschheiser of Supervision magazine. She suggests that all basic functions of a good job share one thing: clear communication. This allows a leader to boost morale, motivate staff and increase employee support and acceptance of company decisions. This is an important factor in modern workplaces where hierarchies have become more flat and workplaces more diverse, says Marty Blalock in the Wisconsin Business Alumni newsletter. Leaders must encourage employee participation in order to benefit from the experience and skills of people within the organization.

Employee Relationships: When employees communicate with each other and have opportunities to provide feedback, they feel a greater sense of loyalty to the company and higher job satisfaction, according to Business Link. Positive interpersonal communication also promotes trust, respect and stronger relationships, resulting in lower employee turnover. This reduces hiring and training costs and increases team productivity and performance.

Customer Relationships: Effective communication with consumers ensures that they see the value of a company's product and services, thereby boosting sales and profits. Open and ongoing dialogue with customers builds stronger relationships, allowing the company to understand and



meet their customer's real needs. Communication with customers can involve personal interactions such as e-mails, or mass communication such as sending a message through a television commercial.

Problems: Problems in communication can lead to misunderstanding, mistrust, costly failures and even illegal actions. Employees that don't understand or are unaware of policies, regulations or laws may inadvertently break them, causing legal trouble for the individual and the company. Poor communication between a company operating in a foreign market and local consumers can result in expensive product failures. Bad translation can offend and even cause serious harm, such as incorrect instructions on heavy machinery.

The tasks:

A) *Put different types of questions to the text and ask your group mates to answer them. What is successful business communication from your point of view?*

B) *Explain how communication skills help you solve problems, learn new things, and build your career.*

C) *Imagine that you have been hired to make "cold calls" to ask people whether they are familiar with a new restaurant that has just opened in your neighbourhood. Write a script for the call. Ask a group mate to copresent as you deliver the script orally in class, as if you were making a phone call to the group mate. Discuss your experience with the rest of the class.*

D) *Imagine you have been assigned the task of creating a job description. Identify a job, locate at least two sample job descriptions, and create one. Please present the job description to the class and note to what degree communication skills play a role in the tasks or duties you have included.*

Task 2. *Choose an answer or supply one to your liking.*

Pre-reading guesses

1. Imagine you are suffering from emotional stress; should you: a) think logically; b) trust your intuition; c) .....
2. You have had a nasty dream that your plane will crash; should you: a) transfer to another; b) ignore your dream; c) .....
3. As a business person, should you be: a) intuitive; b) rational; c) .....
4. Instinct, flair, and intuition are: a) much the same; b) very different; c) .....

NOTE: *After reading the following article do the questionnaire again and compare your answers with your group mates.*

### MAKING the RIGHT DECISION

Decades of business school education have conditioned managers to reach for rational, logical and quantifiable decisions in the development of their business. For all the benefits this scientific foundation has brought to modern organization theory, some analysts deplore the other side of this trend – the relegation of human intuition to a distant backseat.

Conventional managers are often deterred from recognizing and using their own intuitive powers because they feel that intuition is not grip on such minds.

Intuition is the power or faculty of immediately apprehending that something is the case.

Apparently it is done without intervention of any reasoning process. There is no deductive or inductive step-by-step reasoning, no conscious of the situation, no employment of the imagination – just a quick and ready insight – “I just know”.

*People need to develop their intuition because .....*

*The task: Your boss has just sent you a memo outlining a brand new idea and is asking for volunteers to participate in the experiment. A lot depends on your decision, how are you going to go about it? Collect your thoughts and jot down in three steps your decision-making process.*

Task 3. *These pairs of words cause problems. Choose the correct alternative for each.*

#### PROBLEM PAIRS

##### 1. SUBSIDY/SUBSIDIARY

- a) The company is losing money and wants the government to give it a subsidy.
- b) Our head office is in Boston and we own 70% of a manufacturing subsidiary in Colorado.

##### 2. POLICY/POLITICS

- a) Rimbaud has been sacked! People are saying he's a victim of internal ...
- b) If we want to convince the public that we care for the environment, we need to change our ... on dumping waste into the local river.

### 3. ECONOMIC/ECONOMICS

a) She studied ... at university and is now an economist with a big international bank.

### 4. ECONOMY/ECONOMIES

a) Their government is trying to liberalize the ... while keeping tight political control.

b) Overheads are out of control and we need to make major ... across the business.

### 5. NOTE/NOTICE

a) He left a ... on my desk saying he would be late for the meeting.

b) He put a ... on the board in the main corridor saying that the meeting had been postponed to 3 o'clock.

### 6. SAFETY/SECURITY

a) The ... officer has just been round the site with his dog, checking all the locks and cameras.

b) The ... officer insists on all employees wearing the right kinds of protective clothing at all times.

### 7. TAKE OVER/OVERTAKE

a) They want to ... our company but I don't think their offer is high enough for our shareholders to sell.

b) They expect to ... all their main competitors, in terms of sales, within a year of the launch of their new product.

Task 4. *Read the blurb and choose a heading for it.*

You don't need a lariat to rope in more American business. All you need is a telephone. Because that's the way the Yanks like to work. They thrive on personal contact. Only with a two-way conversation can they do all the negotiating they like to close a deal on the spot.

Phoning the USA is a good investment. The cost is low and the payoff big. Call direct if you can. And if you can't, have all information possible ready for the operator for a faster connection. Just use the schedule on the left to be sure you call when Americans are in their offices.

Get on the phone, pardner, and you can bet your boots you'll do more business in America.

BUSINESS HOURS				
Continental European Time	American Working Hours			
	Eastern	Central	Mountain	Pacific
2 PM	8 AM			
3 PM	9 AM	8 AM		
4 PM	10 AM	9 AM	8 AM	
5 P	11 AM	10 AM	9 AM	8 AM
6 PM	12 PM	11 AM	10 AM	9 AM
7 PM	1 PM	12 PM	11 AM	10 AM
8 PM	2 PM	1 PM	12 PM	11 AM
9 PM	3 PM	2 PM	1 PM	12 PM
10 PM	4 PM	3 PM	2 PM	1 PM
11 PM	5 PM	4 PM	3 PM	2 PM

A. Write the appropriate information in the gaps. Use the advert as a resource.

You can find out Americans are at work from the .....

The earliest time you can call an American in New York from Europe to find him/her in his/her office is .....

Business hours start in Los Angeles at ..... Continental European time.

Eastern and central are .....

B. Figure out the meaning of the following expressions

YANKS

CLOSE A DEAL ON THE SPOT

PARDNER

LARIAT ROPE

BET ONE'S BOOTS

C. Analyse the advert carefully and decide which statements are completely factual and which are just options.

Task 5. Each of the words in the box is the opposite of an underlined word. Complete each sentence with the correct word.

<del>cons</del>	contract	decline	fall	fire	lay off	loss
peripheral	reduce	sell off	weaknesses	withdraw		

1. We have to debate the pros and cons of the project before we go ahead with it.
2. Let's look at the strengths and \_\_\_\_\_ of each application in turn and then we'll draw up a shortlist.
3. We expect a rise in sales next year followed by a steady \_\_\_\_\_ for two years after that.
4. It's simple: we have to increase our prices and \_\_\_\_\_ our costs.
5. You can see the general position if you look at the profit and \_\_\_\_\_ account in front of you.
6. At first we saw the company expand rapidly and successfully. Unfortunately, there was a fall in demand and we were forced to \_\_\_\_\_ our operations to something approaching our current size.
7. We had managed to deposit quite a large sum of money in our account at the beginning of the month but then we had to \_\_\_\_\_ it almost immediately.
8. We need to concentrate on our core business and sell off our \_\_\_\_\_ businesses.
9. It's easier to hire people when times are good than to \_\_\_\_\_ them when times are hard.
10. I would love to accept your invitation but unfortunately there's been a change of plan and so, with great regret, I'm afraid I shall have to \_\_\_\_\_ it.
11. Our strategy is to acquire large, inefficient companies and then \_\_\_\_\_ the more profitable parts.
12. Although we have been able to recruit a handful of skilled workers for our main factory, we have also had to \_\_\_\_\_ several hundred office staff.

**Task 6.** For each of the verbs below, three of the four words or expressions fit. In each case, circle the one that does not fit.

### BUSINESS VERBS

DO	a) business c) a job	<b>b)</b> a profit d) a deal
MAKE	a) money c) a loss	b) business d) a decision

TAKE	a) a long time c) appropriate measures	b) a decision d) a deadline
HAVE	a) progress c) shares in a company	b) something to eat d) a meeting
MEET	a) a deadline c) an appointment	b) customers' expectations d) a target
LAUNCH	a) a product c) a campaign	b) a ship d) a team
CUT	a) costs c) a decision	b) jobs d) a price
CARRY OUT	a) a meeting c) research	b) duties d) a market survey
REACH	a) a decision c) an agreement	b) a strategy d) a target
ACHIEVE	a) progress c) a job	b) a breakthrough d) little

Task 6. Which is the odd one out in each of these groups of business words and phrases?

1. a) sack                      b) dismiss                      c) demote                      d) fire
2. a) check                      b) survey                      c) control                      d) monitor
3. a) predict                      b) forecast                      c) anticipate                      d) analyse
4. a) lay out                      b) employ                      c) take on                      d) recruit
5. a) rewrite                      b) redraft                      c) reword                      d) restore
6. a) timetable                      b) diary                      c) schedule                      d) strategy
7. a) banned                      b) prohibited                      c) postponed                      d) forbidden
8. a) cancel                      b) put off                      c) put back                      d) postpone
9. a) busy                      b) engaged                      c) tied up                      d) unavailable
10. a) You're welcome                      b) Not at all                      c) It was pleasure                      d) Excuse me

Task 7. Find and write down the first line (A-L) to each paragraph (1-12). Find the clues that helped you make the logical links.

- A Not yet. But the options are there.  
B The spot market in oil used to be centred

- C The evidence, though is that despite the
- D It sounds like a procrastinator's charter.
- E Now there are electronic mailboxes, stor-
- F If progress today is patchy, spasmodic
- G The frantic pace of technological change,
- H If the visions of the visionary are being
- I By sitting at the terminal in his office, or
- J Already, as Bell points out, quotations in
- K Similarly, the sugar market is supposed to
- L It is even having a metaphysical impact

1. which even has the IMBs of this world gasp, is nowhere more evident, potent, and chock full of implications for the way companies do their business than in the closely interlinked fields of information processing and communication technology. G
2. in front of a computer at home, or merely by lifting the telephone in his car, the executive can receive and transmit mail, tap remote databases for all the information he needs, and consult colleagues before he takes crucial decisions. \_\_\_\_\_
3. fast-increasing sophistication and use of telecommunications, the full blossoming and fruition of corporate response to the microchip, the computer and digitalized worldwide networks will not occur until the 1990s. \_\_\_\_\_
4. and open to trial and error, it is nonetheless exciting. And even now the full potential of this revolution, linked as it is with the automated office, and greater freedom to manage, is partially realized. \_\_\_\_\_
5. suggests Daniel Bell, professor of social science at Harvard University and author of the influential book *The Post-Industrial Society*. While such traditional elements of business as the money supply and the flow of goods from factory to consumer have long been controllable and containable, bell points out, it has never been possible to have an inventory, or stock, of time. Not until now. \_\_\_\_\_
6. ing up messages and voices until the most appropriate time for the message to tap and use them. Now there are "time shift" video recorders,

taping television programmes so they can be viewed at a later, more convenient, time. \_\_\_\_\_

7. an electronic version of *mañana* (there is always tomorrow). But the business and management significance of instantaneous, cheap transmission of information, plus the ability to suspend time, to play with it and use it as another commodity, is immense. \_\_\_\_\_

8. money markets around the world come in real time. “We are now even talking of a 24-hour stock market between Singapore and Chicago and some of the commodity markets,” he says. “That’s around-the-clock time.” \_\_\_\_\_

9. indisputably on the Dutch port of Rotterdam. It is still called the Rotterdam spot market. But it is no longer in Rotterdam. It is everywhere. It is a telex and radio system. It is a network all around the world, Bell notes, in which brokers communicate with and interrupt ships in different parts of the sea and redirect them. \_\_\_\_\_

10. reside in London, as it did in the days when Tale & Lyle Ltd. enjoyed a virtual monopoly of sugar refining. Again, it has become a telex and radio system. “All commodity markets, all capital markets, now become worldwide”, says Bell, adding: “So you have an increase in volatility, in velocity, the number of actors that are involved and the degree of tumult and upheaval.” \_\_\_\_\_

11. overtaken by events, what about the manager involved here and now in making the nitty-gritty of the revolution work for him? There is little sign, as yet, that fundamentally the way companies are organized. \_\_\_\_\_

12. Meanwhile, plenty of companies are laying down the physical networks and systems that will enable them to exercise either option. And there are plenty of managers experimenting with their own electronic gadgets, swapping roles with their secretaries, doing their mail from home before breakfast and realizing that, thanks to telecommunications, they are in a new ball game – have a truly global reach. \_\_\_\_\_



Task 8. *The phrases below all include the word, "career". Match them to their correct meanings. Use a good dictionary to help you.*

- |                         |  |
|-------------------------|--|
| 1) career ladder        | a) something you do in order to progress your job                              |
| 2) career move          | b) period of time away from your job to, for example, look after your children |
| 3) career break         | c) series of levels that lead to better and better jobs                        |
| 4) career plan          | d) chances to start/improve your career  |
| 5) career opportunities | e) ideas you have for your future career                                       |

Task 9. *Complete these sentence with the verbs from the box.*

make	climb	take	have
decide	offer		

- 1) Employees in large multinationals \_\_\_\_\_ excellent career opportunities if they are willing to travel.
- 2) Some people \_\_\_\_\_ a career break to do something adventurous like sailing around the world.
- 3) One way to \_\_\_\_\_ a career move is to join a small but rapidly growing company.
- 4) In some companies it can take years to \_\_\_\_\_ the career ladder and reach senior management level.
- 5) Certain companies \_\_\_\_\_ career opportunities to the long-term unemployed or to people without qualifications.
- 6) Ambitious people often \_\_\_\_\_ on a career plan while they are still at school or university.

Task 10. *Look at the groups of words below. Cross out the noun or noun phrase which doesn't go with the verb in each group.*

- |         |                   |         |           |
|---------|-------------------|---------|-----------|
| 1) make | a fortune         | 4) do   | research  |
|         | progress          |         | a mistake |
|         | a living          |         | a job     |
|         | a training course |         | your best |
| 2) get  | progress          | 5) take | a pension |

a promotion  
the sack  
a nine-to-five job

time off  
early retirement  
a break

3) earn a bonus  
a part-time job  
money  
40 thousand (\$40,000)

6) work flextime  
anti-social hours  
overtime  
an office job

Task 11. *Make sentences using the phrases in Task 10. For example, "You can make a fortune with a career in computers".*

## UNIT VIII – MONEY

Task 1. Study the meaning of the following words:

### BUSINESS ENGLISH VOCABULARY

#### Money – Finance

<u>Word</u>	<u>Meaning</u>
A.T.M.	Automated Teller Machine; cash dispenser
banknote	Piece of paper money.
bitcoin	Digital currency which allows payments to be sent from one party to another without going through a financial institution.
borrow	Obtain money which must be returned.
broke (to be)	To have no money.
budget	Amount of money available or needed for a specific use.
cash	Coins or bank notes (not cheques); actual money paid, not credit.
cash dispenser	Automatic machine from which a bank customer can withdraw money.
cashier	A person dealing with cash transactions in a bank, shop, etc.
cheque/ check	Written order to a pay the stated amount from one's account.
coin	A piece of metal used as money.
currency	The money used in a country.
debt	Money owed by one person to another.
deposit	Sum or money payable as a first installment on a purchase; Money placed in an account in a bank.
donate	Give money, especially to charity; make a donation.

exchange rate	The rate at which one currency can be exchanged for another.
fee	Payment made to a professional person (doctor, lawyer, etc.).
interest	Money paid for borrowing or investing money.
invest	To put money into a business, property, etc. in order to earn interest or profit.
legal tender	Currency that cannot legally be refused as payment.
lend	Give or allow the use of money which must be returned, usually with interest.
loan	Sum of money to be returned with interest.
owe	To be in debt to someone; to owe money to somebody.
petty cash	Small amount of cash available for everyday expenses.
receipt	Written statement that money has been paid.
refund	Pay back money received; reimburse.
tip	Small sum of money given to a waiter, taxi driver, etc.
withdraw	Take money from a bank account.

Task 2. *Fill the gaps while you learn vocabulary related with money:*

- When I need money I ... some from a cash machine.  
a) lend; b) withdraw; c) refund
- They ... ten per cent of their wages every month to go on holiday.  
a) exchange; b) save; c) invest
- The banks give ... to people or companies to help them with their projects.  
a) rate; b) loans; c) interest
- The ... is a price that people or companies pay in order to use the money for a certain period of time.  
a) bank charges; b) interest rate; c) bank statement

5. The dollar is the most important ... in the foreign exchange market.  
a) draft; b) rate; c) currency
6. The movements of money between banks are called ... .  
a) cheque; b) transfers; c) funds
7. When people decide to start a business they need to ... money, looking for profitable returns.  
a) invest; b) debt; c) save
8. When I want to buy something I always ... in order to get a lower price.  
a) haggle; b) broke; c) inherit

Task 3. *Read the text and answer the questions.*

### Interest Rates and Currency Exchange

Modern information technology had led to new being transmitted worldwide quicker than even before. Time difference around the world means that financial news is being made twenty-four hours a day, and it is this barrage of readily accessible information that serves as a basis for many of the business decisions that are made concerning international banking and financing.

Techniques of analysis are applied to information to determine its implications and try to discern trends in the future.

Many prices are determined by a complex interaction of factors. With regard to currencies it may be said that one fact governing process is the interaction of supply and demand. Interest rates prevailing in different countries affect currency exchange rates. If interest rates rise in the UK for example, US investors may move funds to the UK to earn higher interest income. They will then sell dollars for sterling, and the demand for sterling will rise, while at the same time the supply of dollars will rise too. The dollar will therefore fall in value, while the price of sterling will rise.

Trade between countries may also affect currency rates.

Government intervention may also affect exchange rates. If sterling is weak for instance, the Bank of England may enter the market to buy sterling with some of its reserves of other currencies. This will reduce the supply of sterling, thereby increasing its value.

The factor of supply and demand mentioned will also tend to affect commodity prices. A bad coffee harvest in Brazil will increase the price of

coffee because demand will exceed supply. The over-production of oil, on the other hand, will lead to a fall in the price of the commodity, since there will be a glut of oil available on the market.

- QUESTIONS: 1. Why is readily accessible information so important for banking and financing?
2. How are many prices determined?
  3. What are the factors influencing the rise and fall of the price of money?
  4. How are stock market prices interacted?
  5. How does the factor of supply and demand affect commodity prices?

Some English sayings about money: *Neither a borrower nor a lender be.*

1. Have you ever borrowed money from anyone?
2. Have you ever lent money to anyone?
3. Are you in debt at the moment?
4. Does anyone owe you any money?

Task 4. Choose from the words in the box to complete the definitions. The first has been done for you.

bookkeeping	interest	creditor	company
profit	current	capital	net
shares	debtor	dividend	statement

1. Recording financial transactions is **bookkeeping**.
2. A legal organization, formally registered in one of three ways, and having a life independent of its members, is a ... .
3. A person or organization that owes money is a ... .
4. A person or organization to whom money is owed is a ... .
5. The assets, including cash, debtors and stocks used in a company's trading, available at the present moment, are its ... assets.
6. The equal parts into which the ownership of a company is divided are its ... .
7. The money paid to shareholders out of the company's profits is the ... .
8. A company's turnover, less its cost of sales, is its gross ... .
9. A company's turnover after the cost of sales, tax, rent and other liabilities are deducted is its ... profit.

10. The sum of money paid by a borrower to a lender for the use of the lender's money is the ... on the loan.
11. The document sent to the debtor by the creditor, showing how much is owed and for what, is the ... of account.
12. The shareholders' investment in a company is the share ... .

Task 5. Match the definitions to the words in the box or choose from the words in the box to complete the sentences.

remuneration	expenses	salary	interest	return	adjust
VAT	numbered (margin)	account	rendered	profit	
credit	terms	wages	exchange	bank	

1. Fixed regular pay each month for a job, especially a job done by a senior member of staff. **salary**
2. Payment for labour or services, usually paid every day or every week, and often based on the number of hours worked. \_\_\_\_\_
3. Payment for work done or trouble taken: a reward. \_\_\_\_\_
4. To change slightly, especially to correct a mistake or to adapt to new conditions, including financial changes. \_\_\_\_\_
5. In order for people or institutions to provide money, especially for companies, they must see a good chance of making money by getting a good rate of this. \_\_\_\_\_
6. In a ledger, every accounts is this \_\_\_\_\_
7. The difference between the cost and the selling price. \_\_\_\_\_
8. A member of staff who has spent money on company business is reimbursed after making this claim \_\_\_\_\_
9. A reference to a bill which has been sent but not yet paid \_\_\_\_\_
10. A statement of how much discount is available, and for what. It appears on an invoice \_\_\_\_\_
11. The sum borrowers pay to lenders for the use of their money is determined by the \_\_\_\_\_ rate.
12. The value of the money of the country compared to that of another is shown by the \_\_\_\_\_ rate.
13. The rate of the tax added to the price of an article, paid by the buyer to the seller, and by the seller to the government is the \_\_\_\_\_ rate.

14. The rate of interest fixed by a central bank, such as the Bank of England, is the \_\_\_\_\_ rate.

Task 6. *Fill in the blanks in the text below with one of the following words:*

### UNFAIR PAY DIFFERENCES.

increase	stem	lack	pay	leave	workplaces	salaries
senior	causes	equal	found	connected	promoting	solution

A report has revealed that men are paid higher \_\_\_\_\_ and receive bigger bonuses than women. The gender pay gap still exists in companies and \_\_\_\_\_ in many countries, despite legislation to ensure \_\_\_\_\_ pay. What are the causes? Some people believe that women are more hesitant in asking for a pay. \_\_\_\_\_. Others suggest a variety of reasons such as \_\_\_\_\_ of ambition, poor role models or problems \_\_\_\_\_ with maternity \_\_\_\_\_ and time off for child care.

However, the problem could also \_\_\_\_\_ from the fact that it's usually \_\_\_\_\_ managers who decide on \_\_\_\_\_ rises, and most of those are men! It is also thought in some companies that there is no in point in \_\_\_\_\_ a woman who might leave to have a baby and never come back.

Whatever the \_\_\_\_\_, this modern day problem continues to exist and a \_\_\_\_\_ needs to be \_\_\_\_\_.

Task 6. *How would you say these numbers in English? Write them in words.*

1. 12,402
2. 1,001,111
3. 21
4. .15
5. .002
6. 1/4
7. 1/2
8. 2/3

*What are these numbers in figures? Write them.*

1. One million seven hundred and fifty-four thousand and twenty-one



2. One billion
3. Ninety-two
4. Three thousand four hundred and two
5. One hundred and ninety nine point nine recurring
6. Point nought two
7. One point eight

*What is the answer to these sums? Write the sums and the answers in figures. (Note: K = 1000; m = million.)*

1. Twelve times eight
2. Thirty eight times two
3. One hundred and forty four divided by twelve
4. Eight times fifty K
5. Three times one point five m.

Task 7. *Look at the spoken numbers in the box. Decide which sentences each number fits into, and then write the same number in figures in the sentence.*

#### Number Crunching

fifty-five	three-quarters
half seven	<del>twenty-fifth</del>
nought point nought three	twenty-three hundred
one quarter	two
seven thirty	two thousand and two
three double four ph four five six two	zero

1. Pay day for our salaried employees is the 25<sup>th</sup> of every month.
2. We do a major strategic review every two or three years. The last one was at the beginning of \_\_\_\_ .
3. Jimmy has saved a lot of money. He plans to retire when he's \_\_\_\_ .
4. He also has a good pension scheme. It should give him about \_\_\_\_ of his salary after he retires.
5. We've reduced the percentage of damaged goods to \_\_\_\_ per cent of production.
6. We hope to achieve a level of \_\_\_\_ defects soon.
7. The timetable says that Charlotte's plane should arrive at \_\_\_\_ hours.
8. This is \_\_\_\_ . Can I help you?

9. The meeting will start at \_\_\_\_\_ in the morning precisely.
10. \_\_\_\_\_?! That's a bit early, isn't it?
11. Interests rates have gone up again – from 7 1/4 % to 7 1/2 % - that is to say, by \_\_\_\_\_ of one per cent.
12. Sales increased by \_\_\_\_\_ per cent last year: this is a rather disappointing result.

A **number cruncher** is a person who or a machine which works with numbers and does a lot of calculations very quickly. A lot of managers have to crunch numbers.

If you don't know the exact number, you can say:

*It's **about** 100.*

*It's **around** 100.*

*It's **roughly** 100.*

*It's **approximately** 100.*

Task 8. *How do you say the following numbers? Choose the correct options.*

1. The year 2005:

- a) twenty hundred and five
- b) two thousand and five**
- c) twenty five
- d) twenty hundred five

2. \$1 = DM 1.46. The exchange rate is:

- a) one point four six Deutschmarks to the dollar
- b) one forty-six Deutschmarks for a dollar
- c) one dollar equalling Deutschmarks one point four six
- d) one dollar making one four six Deutschmarks

3. The period from about 1994 to about 1996:

- a) the mid nineties
- b) the medium nineties
- c) the middling nineties
- d) the midway nineties

4. Seven correct answers in a test of ten items. The result is:

- a) seven over ten right
- b) seven out of ten right
- c) seven on ten right
- d) seven right over ten

5. The dimensions of a rectangle 3 metres in length and two metres in width:

- a) three for two
- b) three by two
- c) three across two down
- d) three to two

6. The result of an opinion survey:

- a) one of ten people think that...
- b) one in ten people think that ...
- c) one to ten people think that ...
- d) one over ten people think that ...

7. Approximately six:

- a) nearly six
- b) sixish
- c) sixty
- d) sixer

8. At football, Germany 0, Brazil 0:

- a) Germany oh, Brazil oh
- b) Germany zero, Brazil zero too
- c) Germany nil, Brazil nil
- d) Germany and Brazil love

9.3 cm<sup>3</sup>:

- a) three centimetre cube
- b) three cubic centimetres
- c) three cubed centimetres
- d) three centimetric cubes

10. 3:2 as a ratio:

- a) three over two
- b) three under two

- c) three to two
- d) three at two

11. A \$ 10m loan:

- a) a ten-million-dollars loan
- b) a ten-million-dollar loan
- c) a ten millions of dollars loan
- d) a loan of ten million dollars

A **24/7** (“twenty-four seven”) **business** is one that operates 24 hours a day, seven days a week.

Remember:

10 m is 10 million

10 bn is 10 billion

A billion is a thousand million

1,5 hours is one and a half hours or an hour and a half (or ninety minutes)

The period from January to June is six months (not half a year)

## UNIT IX – GO ON BUSINESS

Task 1. *Read the following text to find out the reasons for going on business and be ready to answer your group mates' questions on the gist of the text ...*

### Business Trip

Employees of different countries usually go on business trips. Any firm chooses only best export for it. Companies can arrange such trips both in and outside the country.

There are many reasons of going on business: they are to make a contract, to discuss different terms of delivery, payment or shipment, to have tests, to do consultancy, to improve once professional skills, to work etc. Representatives of the companies make preliminary arrangements in order to meet. Usually itinerary of the trip is carefully planned by the head of the department or an executive.

A business trip can be a long term or a short term one. Often an employee must give a financial report to the chief. As a rule businessman has a chance to go sightseeing or to visit theatres, or just have some rest after the working day. They also try to buy gifts or presents to relatives, friends and colleagues business trips contribute to extension of business relationship of a company and help to succeed in the world market.

Business today is international, so business people often have to travel. On a business trip people may meet colleagues and business partners for a first time. It is usual for colleagues from different countries to experience cultural difficulties. In other words, they may be surprised by foreign social conventions that are the different ways that other nationalities or different cultures do things. Management styles are also differed from country to country. In some cases it is useful to get a piece of advice from a special agency, consulting on the questions of international business. Business trip are very important nowadays because face to face contracts are more valuable and useful for the matter, make a call so in order not to spoil business people will go on traveling on business.

Task 2. *Study the meaning of the following words:*

To be in

быть на месте

To be out

выйти

To accept smb's proposal

принимать чье либо

предложение

As far as I know...	насколько мне известно ...
If it isn't too much trouble	если Вас не затруднит
Remember me to/give my regards to	передайте от меня привет
Single/double room	одно(двух)местный номер
Available	имеющийся в наличии
As a rule.	Как правило ...
To depart	отправляться
Return ticket	билет «туда и обратно»
Open return ticket	билет «туда и обратно» с открытой датой на обратный рейс
To pay in cash	платить наличными
Deposit	1) задаток; 2) вклад в банк

Task 3. Read the following dialogues.

### **On a Business Trip**

*Victor Klimovich, the new Commercial Director of TST Systems, is going to England on business. He is telephoning John Cartwright. Victor is asking John to reserve a room at a hotel. After that Victor is buying an air ticket to London.*

#### **Telephone conversation with the British firm**

- Continental Equipment. Can I help you?
- I'd like to speak to Mr. Cartwright.
- Mr. Cartwright? Who's calling, please?
- This is Victor Klimovich, from TST Systems.
- Hold on, please. I'll find out if he is in.
  
- What is it, Miss Elliot?
- Mr. Klimovich wants to talk to you, sir.
- I'm very busy at the moment. Ask him to phone later.
- Yes, sir.
- Oh ... wait a minute, Miss Elliot. Who is Mr. Klimovich?
- He said he was from TST Systems.
- From TST Systems? ... Oh, ask him what his telephone number is. I'll ring him back.
- Hello? This is Mr. Cartwright's secretary speaking.

- Yes ... Klimovich, here.
- I'm sorry, Mr. Cartwright's very busy at the moment. Can you tell me your telephone number, Mr. Klimovich? Mr. Cartwright will call you later.
- Of course. Double five-nine-three-six-four-two.
- ... and where are you calling from?
- From Minsk, Belarus.
- Could you tell me the code for Minsk?
- Three- seven-five-one-seven.
- Thank you, Mr. Klimovich.
  
- Hello? Is that TST Systems?
- Yes.
- This is John Cartwright from Continental Equipment. May I speak to Mr. Klimovich?
- Yes. Klimovich speaking ...
- Did you want to speak to me?
- Yes, Mr. Cartwright. I'm the new Commercial Director of TST Systems. I've pleasure in informing you that we carefully studied your materials and decided to accept your proposal.
- Thank you, Mr. Klimovich.
- I am planning to come to Brighton and discuss with you the main points of our agreement in detail.
- When are going to come?
- On Wednesday, next week.
- That's fine. Are you going to travel by air?
- Of course. The Belarusian International Airlines Flight from Minsk arrives in Gatwick Airport at about 10 o'clock, as far as I know.
- O.K. There is the 12.20 train from London to Brighton. If you take a train or a bus to the railway station, you'll be in time to catch the train. We'll meet you at the station in Brighton.
- Thank you, Mr. Cartwright. Which hotel in Brighton do you recommend?
- I'd recommend the Northern Star Hotel. It's very nice and isn't very expensive. Shall we reserve a room for you?
- Yes. If it isn't too much trouble. I'd like to book a single room with private bathroom for three nights.
- O.K. Remember me to Mr. Pospelov.
- Certainly I will.

- Goodbye, Mr. Klimovich. Have a good trip.
- Goodbye, Mr. Cartwright. See you next week.

### **Reserving a room at the hotel**

- Hello. Northern Star Hotel. Can I help you?
- Yes. I'd like to reserve a single room with bathroom, for three nights, from Wednesday, the 12<sup>th</sup> of February, to Friday, the 14<sup>th</sup> of February, inclusive.
- Let me see ... Yes, sir. A single room for three nights with English breakfast, is that right?
- Yes, that's right.
- What is your name, please?
- It's for Mr. Klimovich.
- Could you spell it, please?
- Yes, of course. K-L-I-M-O-V-I-C-H.
- Thank you, sir.
- Shall I send a deposit?
- No. It isn't necessary, sir.
- Thank you very much.

### **Buying a ticket**

- Good morning. What can I do for you?
- I want to fly to London. Are there any seats available on Wednesday, next week?
- Are you flying alone, sir?
- Yes.
- What class?
- Economy.
- Just a moment, sir ... I'll check ... yeah ... there are a few seats left.
- Fine.
- What is your name, sir?
- Victor Klimovich.
- As a rule, we sell Belarusian citizens return tickets. You can buy an open return.
- O.K. How much is it?
- It's ... , including airport taxes.
- May I pay in cash?
- Certainly, sir. Here you are. Flight PS 501.
- What time is the flight due to depart?



- It leaves at 8.55 a.m., but you must check in one hour prior to departure, sir.
- And what time does it arrive in London?
- 10.30 local time. There's two hour time difference, you know.
- Thank you very much.

Task 4. *Pretend your business partner from England is calling you. Do the following:*

- ask him which company he represents;
- tell him you are very busy at the moment and ask him to phone you later;
- ask which city is he calling from;
- get to know his telephone number and zip code of the city he is calling from;
- tell him you'll get back in two hours.

Task 5. *Pretend your English business partner is going to visit your company. Do the following:*

- ask him when he will arrive;
- ask him when his flight is and promise to meet him at the airport;
- ask him if it's necessary to reserve a room for him;
- formulate a reservation at a hotel for your business partner (двухместный номер сроком на четверо суток с понедельника, 16 марта по четверг, 19 марта, включительно)

Task 6. *Pretend you are buying a plane ticket from London to Minsk. Formulate your answers to the travel agent's words.*

**Travel agent:** Good afternoon. Can I help you?

**You:** (Поздоровайтесь. Спросите, можно ли купить один билет экономического класса до Минска на четверг, 19 марта).

**Travel agent:** Let me see... I'm very sorry, sir. There are no seats left for Minsk on Thursday.

**You:** (Спросите, остались ли билеты на тот же рейс на пятницу).

**Travel agent:** Just a minute, sir ... yes. There are some left for Friday.

**You:** (Скажите, что пятница Вас устраивает. Спросите, сколько стоит билет и включены ли в стоимость билета сборы в аэропорту).

**Travel agent:** It's 196 pounds, sir, including airport taxes ... here you are.

(Узнайте у своего агента номер рейса, спросите, когда самолёт отбывает из Лондона и когда прибывает в Минск. Поблагодарите агента).

Task 7. *Fill in the missing words or phrases in the sentences below. Choose the words in the box. When you have finished, you can say what visitors have to do to reach you.*

appointment	badge	deal	floor	identify card
lift	main building	<del>main gate</del>	office	reception desk
receptionist	secretary	security guard		
sign				

1. You arrive at the main gate.
2. You show your \_\_\_\_\_.
3. The \_\_\_\_\_ lets you go through.
4. You enter the \_\_\_\_\_.
5. You walk to the \_\_\_\_\_.
6. You give your name to the \_\_\_\_\_.
7. You have an \_\_\_\_\_.
8. You \_\_\_\_\_ your name in the visitor's book.
9. You pin your \_\_\_\_\_ to your coat.
10. You find the \_\_\_\_\_.
11. You go to the top \_\_\_\_\_.
12. Mr. Power's secretary \_\_\_\_\_ meets you.
13. She takes you to Mr. Power's \_\_\_\_\_.
14. Mr. Power says, "Hi, we have a \_\_\_\_\_."

Task 8. *Complete the sentences with the words from the box.*

aisle	bill	check-in desk	excess luggage	hand luggage
reservation	room service	seat belt	single	tip
waiter				

1. The taxi driver took me the long way to the airport. I didn't give him a tip.
2. I got to the \_\_\_\_\_ ten minutes ago before take-off. Fortunately the plane was late.
3. I had a very heavy suitcase and two pieces of \_\_\_\_\_.
4. The suitcase and one of the other bags were too heavy and I had to pay an \_\_\_\_\_ charge.
5. I wanted a window seat but I could only get an \_\_\_\_\_ seat.
6. The weather was bad and I had to wear my \_\_\_\_\_ all through the trip.
7. The first plane arrived very late and so I missed my \_\_\_\_\_. I waited three hours in the airport for another flight.
8. At last I arrived at my hotel. They could not find my \_\_\_\_\_.
9. I wanted a double room but I had to take a \_\_\_\_\_.
10. I went to the hotel restaurant but could not find a \_\_\_\_\_ to serve me.
11. I went back to my room and tried \_\_\_\_\_ but there was no reply.
12. In the morning I asked my \_\_\_\_\_. I don't need to tell you: they had got it wrong!

*Task 9. Business people often talk about how they get around. Make the sentences of your own with the words and phrases in bold type.*

Travel and Transport:

1. I was lucky to get a seat in the **carriage**.
2. Fortunately there was plenty of room in the **buffet car**.
3. The **high-speed train** seemed to get us to the capital in no time.
4. The only hold-up was when the **shuttle bus** to the airport got stuck in heavy traffic.
5. The **jam** soon cleared.
6. The check-in was quick because I only had **hand luggage**.
7. I flew with my favourite **airline** as always.
8. On arrival, I went straight to the car hire desk to collect the **hatchback** I'd booked.
9. It's true I could have had a **saloon** this time since I had so little luggage.
10. As soon as they'd checked my **driving licence**, I was away.
11. Soon I was cruising round the **bypass**.
12. There was a short queue at the **toll station**.
13. But it wasn't long before I was inside the **ring road** heading for the centre.
14. The hotel was just on the edge of the city's main **pedestrianized area**.

Task 10. *Learn some useful words for meetings:*

The <b>agenda</b>	– the list of things to discuss.
The <b>minutes</b>	– the report of a meeting
The <b>chair</b>	– the person who leads the meeting
<b>Matters arising</b>	– things to discuss from the list meeting
<b>Any Other Business (AOB)</b>	– the chance for people to discuss things which are not on the agenda

Task 11. *Fill in the missing words in the sentencing below. Choose from the following. There are two possible answers number 8.*

Agenda   any other business   chair   closed   decision item   matters arising <del>meeting</del> minutes   monthly point   room   start
--

1. It was a terrible meeting.
2. It was planned to \_\_\_\_\_ at nine o'clock.
3. But no one had the \_\_\_\_\_.
4. And no one knew which \_\_\_\_\_ to go to.
5. The \_\_\_\_\_ arrived at 9.15. At last we thought we could start.
6. But no one had the \_\_\_\_\_ of the last meeting, so the secretary had to go and took for them – and to make copies of the agenda.
7. It took a long time to go through the \_\_\_\_\_ from the last meeting.
8. At last we got to the main \_\_\_\_\_ on the agenda.
9. We talked for two hours but did not reach a \_\_\_\_\_.
10. There was no time for \_\_\_\_\_.
11. The chair declared the meeting \_\_\_\_\_ just before midday.
12. Thank goodness it's only a \_\_\_\_\_ meeting!

Task 12. *Study a couple of useful phrases:*

A **brainstorming meeting** is a more informal meeting where everyone should feel free to make suggestions and to give their ideas, in order to develop new ideas to solve a problem. There are fewer rules and there may not be an agenda for this kind of meeting.

A **troubleshooting meeting** is a mixture of problem-solving and brainstorming, when everyone at the meeting tries to find an answer to a current (and often), urgent problem. There is more likely to be a chairperson, an agenda and rules for the discussion in this kind of meeting.

**Task 13.** Meetings have different kinds of objectives. Match what people are saying (a-i) with the correct meetings (1-9).

- |                                |                   |
|--------------------------------|-------------------|
| 1. Meeting to maintain contact | <u>  d  </u>      |
| 2. Brainstorming meeting       | <u>          </u> |
| 3. Decision-making meeting     | <u>          </u> |
| 4. Discussion meeting          | <u>          </u> |
| 5. Annual General Meeting      | <u>          </u> |
| 6. Information meeting         | <u>          </u> |
| 7. Negotiation                 | <u>          </u> |
| 8. Planning meeting            | <u>          </u> |
| 9. Problem-solving meeting     | <u>          </u> |

<p><b>a</b> We've got to find a way of making the TX2 and the TX3 communicate with each other. Could the technical people come in next Tuesday?</p>	<p><b>b</b> We're meeting the unions on the 21<sup>st</sup>. We're going to discuss with them their demand for a salary increase for next year.</p>
<p><b>c</b> I'd now like to call on the Chairman of the Board to give us his report on the year's activities.</p>	<p><b>d</b> If you're in the country next month, come over and see us: it would be good to get a chance to talk and discuss how our relationship could develop.</p>
<p><b>e</b> I've called this meeting because I want to tell you about recent developments in the KG23 project.</p>	<p><b>f</b> OK, let's see how many ideas we come up with in the next 15 minutes. I'll write them up on the whiteboard.</p>
<p><b>g</b> The atmosphere on the first floor is terrible. Could we have a meeting about it? I don't know if we can get a decision without Cedric and Jan, but at least we can talk about it.</p>	<p><b>h</b> We have just one point on today's agenda: to decide on the launch date for Zakko.</p>
<p><b>i</b> Can we meet next Friday? We need to plan the next three stages of the AK 94 project.</p>	

## UNIT X – EVERYDAY LIFE AND SERVICE

Task 1. *Read the following and be ready to answer some questions.*

Never before in the history of the world have businessmen travelled as much as they do today. It is not surprising because we are living in a world of growing international trade and expanding economic and technical cooperation. Though it is fascinating for tourist travelling, it has become the most tiring of all occupations for many businessmen and experts. Therefore, choosing a comfortable hotel to stay at is a matter of big importance. There are plenty of good hotels, motels and guest houses in the world, which are conveniently located in major business centers.

Many developing countries, such as India, Egypt, Nigeria, Libya, etc. have excellent hotels. Their numerous facilities include both large and small cocktail bars, barber's shops and conference halls equipped with simultaneous, multilingual translation systems. There are parking areas which can accommodate a lot of cars. It might be useful for travelling businessmen and tourists to know that tailor shops, shoe repair shops, laundry and dry cleaning services are available for guests. People in the office help guests to book train or steamer tickets and rent a car. They are also ready to give you all necessary information.

- QUESTIONS: 1. Do people go on business much nowadays? Why?  
2. Why is it very important to choose a good hotel for staying?  
3. What facilities can business people find at their hotel?  
4. What services are expected to be at any hotel?  
5. Have you ever gone on business? Where did you go? Did you enjoy it?

### EVERYDAY LIFE AND SERVICE

#### Vocabulary

Task 2. *Read the words and word combinations and memorize them.*

To stay (at)	Останавливаться, оставаться
To reserve	Заказывать (номер, билет)
Receptionist	Администратор
Reception-desk	Бюро администратора
Accommodation	Номер в гостинице, жильё
Single room	Номер на одного человека
Private	Частный, личный
Available	Имеющийся в распоряжении, наличный

Charge	Цена, стоимость, плата
Hotel-porter	Портье (в гостинице)
To show (to, into)	Проводить, довести, вводить
To check	Проверять
Form	Бланк
Key	Ключ
To lock	Закрывать на замок
Tip	Чаевые
To pack	Упаковывать
Chambermaid	Горничная
Suit	Костюм
To press	Гладить, утюжить
To have a thing pressed	Погладить вещь
Jacket	Пиджак
Trousers	Брюки
Right away	Немедленно, сию минуту
Extra	Дополнительный, добавочный

Task 3. *Read the following dialogues*

### **Everyday Life and Service**

*Victor Klimenko has arrived in Brighton. He is talking to the personnel at the hotel, the restaurant, the car rental agency, and the filling station.*

#### **At the hotel**

- Good evening, sir. What can I do for you?
- Good evening. I have a room reserved at your hotel.
- What is your name, please?
- Klimenko.
- Just a moment, I'll check ... Yeah. A single room with private bath and English breakfast for three nights. Is that right, sir?
- Yes, that's right.
- Just sign the register ... Thank you. Here's the key. Room three-o-seven, it's on the third floor. The lift is over there. I'll have your things sent up.
- Thank you. What time is breakfast?
- Any time between 7 and 9.30. Where are you going to have your breakfast, sir? In your room or in the restaurant?

- I'd rather have it in my room.
- What time, sir?
- At 8 o'clock.
- O.K. Anything else, sir?
- I'd like to eat here this evening. When is the restaurant closing?
- At 9.30, so you've got two hours to have your dinner, sir.
- Fine. Thank you.

#### **At the restaurant**

- Good evening, sir. Are you alone?
- Good evening. Yes, I'm alone.
- Would you like to sit over there, sir? Near the window.
- Yes, thank you. May I look at the menu?
- Of course. Here it is.
- Have you decided yet, sir? May I take your order?
- Mmm ... As a starter I'll have a tomato juice ... Oh, no. I'll have the onion soup.
- O.K. How about the main course, sir?
- I'm not sure ... Perhaps you can help me?
- Oh. If I were you, sir, I'd have a steak in wine sauce. I like it very much. Moreover, it's the speciality of the day.
- All right. I'll have the steak.
- What would you like with the steak, sir?
- A salad and some mashed potatoes, please.
- Would you like something to drink?
- Er ...yes. Some mineral water, please ... and could I see the wine list?
- Of course. Here it is, sir.
- Mmm ... I'll have some French red wine.
- Waiter!
- Yes, sir ... Do you want the bill?
- Yes. How much is it?
- Seven pounds twenty-five (pence), sir.

#### **At a car rental agency**

- I'll be with you in a minute ... Yes, sir. What can I do for you?
- I want to hire a car.



- What kind of car do you want, sir?
- I'd like a small car or a hatchback.
- How long will you be needing it for?
- Until Friday.
- Just a moment. I'll check ... Yes. I've got a Chevrolet.
- How old is it?
- Pardon? How old ... it's 14 years old. It isn't very new, but it's in very good condition.
- Perhaps not a Chevrolet, then.
- There are no other small cars available at the moment, sir ... How about a Ford Escort. It's nearly new, it's only two years old.
- Fine.
- May I see your driving license, sir?
- Yes. Here it is.
- Just sign the agreement.
- May I read it first?
- Of course, sir?
- What shall I do if the car breaks down?
- I am sure everything will be O.K., but if something is wrong, just phone this number. We have a 24-hour breakdown service, sir.
- Shall I pay now?
- If you don't mind, sir?
- Where is the car rental area?
- Go down these stairs to the ground floor. Take the corridor on the right, then go through the door at the end. Turn left, and the car rental area is around the corner. You can't miss it.
- Thank you very much.
- You should bring the car back to the same place on Friday. Have a nice trip.

**At a filling station**

- Petrol, sir?
- Yes. Fill it up. I'm nearly out of petrol.
- Which grade?
- Four star.
- Shall I check the oil and water?
- Yes, please.

Task 4. Choose the best response to the receptionist's questions.

1. Good afternoon. Can I help you?  
A For three days.  
B Yes, I've booked a room. My name is Smith.  
C That's right. I asked for non-smoking room.
2. Could I see your passport please, Ms. Muller?  
A Certainly, it's M-U-L-L-E-R.  
B That's right. I asked for a non-smoking room.  
C What do you need it for?
3. Could you sign here, Madam?  
A Yes, I've booked, a room for two nights.  
B What do you need my passport for?  
C Yes, of course. May I use your pen?
4. Would you like the porter to carry your luggage to your room?  
A Certainly, it's in my bag.  
B No, thanks. I'll take it myself.
5. Would you like to collect your passport later?  
A Yes, I asked for a double room with balcony.  
B That's right. I asked for a non-smoking room.  
C No, I'll wait here if it's not going to take long.

Task 4. Make these requests more polite.

1. Sign here.

Could you sign here, please.

Would you mind signing here, please?

2. Wait in reception.

\_\_\_\_\_

\_\_\_\_\_

3. Don't smoke in here.

\_\_\_\_\_

\_\_\_\_\_

4. Show me your tickets.

\_\_\_\_\_

\_\_\_\_\_

5. Don't feed the fish in the aquarium.

\_\_\_\_\_

\_\_\_\_\_

Task 5. Pretend you would like to stay at a hotel in London. Complete the dialogue with the receptionist.

- Receptionist:** Good morning, sir/madam. Can I help you?  
(скажите, что Вам нужен одноместный номер с ванной, туалетом и континентальным завтраком на одну неделю)
- R.:** I'm sorry, sir/madam. I'm afraid we have no rooms with a bath available at the moment.  
(спросите его, можно ли снять номер с душем - shower)  
Let me see ... Yes, there are some rooms.  
(спросите сколько стоит такой номер)
- R.:** 20 pounds a night.
- You.:** (спросите, нет ли у него более дешёвых номеров)
- R.:** I'm afraid not. It's the cheapest.
- You.:** (Спросите нет ли поблизости более дешёвого отеля)
- R.:** You may try the Northern Star Hotel. It's near the station.
- You:** (Поблагодарите администратора)

Task 6. Pretend you are a manager at the car rental agency. Complete the dialogue with the client.

- You:** (поприветствуйте клиента. Спросите, чем вы можете быть ему полезны)
- Client:** Good evening. I'd like to hire a car.
- You:** (Спросите, какой тип машины ему нужен и на сколько времени)
- Client:** A hatchback for a week.
- You:** (Попросите у него водительские права)
- Client:** Here you are.
- You:** (Попросите его оплатить прямо сейчас)
- Client:** How much is it?
- You:** (Назовите цену, попросите его оставить что-либо в залог – to leave a deposit)
- Client:** Here's my credit card.  
(Поблагодарите его. Пожелайте ему приятного пути).

Task 7. Complete the check-out dialogue with the phrases.

- |                              |                             |
|------------------------------|-----------------------------|
| Have a good journey          | That's the registration fee |
| Is everything else all right | Here's your bill            |

How would you like to pay      Shall I send you  
 Would you like to sign      I think you'll find it correct  
 That was the international

**Reception:**      *Here's your bill, madam.*  
**Guest:**      Wait a minute. I think there's been a mistake.  
**Reception:**      I'll just check it for you. \_\_\_\_\_. The total  
 includes room service.  
**Guest:**      But what's this fee?  
**Reception:**      \_\_\_\_\_, which is obligatory in our country.  
**Guest:**      And what about this amount?  
**Reception:**      \_\_\_\_\_, phone calls you made.  
**Guest:**      Yes, but it's so expensive!  
**Reception:**      Well, we do have a satellite line, \_\_\_\_\_?  
**Guest:**      Yes, I think so.  
**Reception:**      \_\_\_\_\_, madam?  
**Guest:**      Credit card, please.  
**Reception:**      \_\_\_\_\_ here? Are you planning to visit our city  
 again?  
**Guest:**      I'm not sure. It depends on work.  
**Reception:**      \_\_\_\_\_ our updated brochure in the new year?  
**Guest:**      Yes, OK. Here's my address.  
**Reception:**      I hope you enjoyed your stay. \_\_\_\_\_ home.  
**Guest:**      Thank you. Goodbye.

Task 8. *Fit the two halves of each dialogue.*

**A** Thank you for a wonderful evening.  
**B** The weather is not bad today.  
**C** Is this your first visit to Rio?  
**D** Where exactly do you come from?  
**E** Would you like something to drink?  
**F** I hope you didn't have many problems  
 finding us.  
**G** I'm in Chemicals.  
**H** Have you heard the news?

**a** So am I.  
**b** I'm afraid we got lost a  
 couple of times.  
**c** No, what's happened?  
**d** Better than yesterday.  
**e** I'm glad you enjoyed it.  
**f** Oh, you've probably never  
 heard of it.  
**g** Yes, it is.  
**h** Just a glass of water,  
 please.

Task 9. *Read the text.*

### **Personal Security and Health**

Staying safe is a question of common sense and taking some basic precautions. Inner city areas and townships are probably the most dangerous places – especially at night. Do not go out on your own, anywhere, and don't go exploring unless you are sure where you are going. Don't wear expensive-looking accessories.

Pickpockets are sometimes a problem so don't carry sums of money. Keep some change in a side pocket so that you don't have to produce your wallet whenever you need to tip. A money belt worn under your clothes is useful for keeping documents and money.

Don't go near deserted or poor areas except as part of a tour group. Leave valuables in your hotel's safe-deposit box. Avoid travelling on any suburban trains at off-peak times, unless you're in a group of at least ten. If a criminal points a gun at you, obey his or her orders.

When travelling by car, always keep the doors locked and the windows only slightly open. When you leave the car, lock it, even if you're getting out for just a few moments. Make sure nothing of value is visible inside. Use supervised car parks whenever possible.

Task 10. *Answer the following questions.*

Which parts of a city can be unsafe?

What mustn't you do alone?

What precautions should you take against pickpockets?

Where should you put your money for tips?

Where should you put valuable objects?

When shouldn't you travel by train?

What should you do with all your possessions in the car?

Where is the best place to leave your car?

Task 11. *Read the text again and match the sentences halves.*

1. Avoid going out

a) a lot of money in your wallet.

2. It's best to visit

b) expensive jewellery in the street.

3. You must lock possible.

c) car parks that are supervised if

4. You shouldn't carry

d) exploring the city on your own.

5. Avoid wearing e) certain areas with a tour group.  
 6. It's a good idea to use f) your car doors at all times.

Task 12. *Can people combine work and sightseeing being on business trip?*

Business trips can be tiring, especially if you have to take a lot of them and are frequently separated from your family because of your job. But every once in a while, taking a trip on the company dollar can be fun, especially if you get to visit an exotic location.

Jeff is about to go on his first business trip. Here is his talk to Amy about what to expect.

**Amy:** Are you ready for your business trip, Jeff? Are you excited?

**Jeff:** I don't know. It's my first one.

**Amy:** Oh man, it's going to be so great. Do you have your expense account all set up?

**Jeff:** What's that?

**Amy:** That's how you get to eat for free, buy everything for free. Just expense it.

**Jeff:** Wait. That's free?

**Amy:** Yeah, if you're on a business trip, you're on the company dollar. You can go out to eat, order a steak dinner.

**Jeff:** Wait, wait, wait. Let me get this straight. Sounds like you've done this a lot.

**Amy:** Yeah. I'm kind of a seasoned pro.

**Jeff:** What's the coolest place you've been to?

**Amy:** Hawaii.

**Jeff:** Hawaii?

**Amy:** Yeah. We had like one meeting, and then I just spent the rest of the time on the beach. It was great.

**Jeff:** Which island? What beach?

**Amy:** Maui.

**Jeff:** I mean, you had time to sightsee?

**Amy:** Oh yeah. I swam with dolphins. I mean, it was pretty awesome. I flew business class. Are you going to have time to sightsee? Do you have all that set up?

**Jeff:** I hope so!

**Amy:** All right. Well, it sounds like you're ready to go.

Seasoned pro – опытный профессионал

Expense account – расход за счёт фирмы

## UNIT XI – AT THE CUSTOMS

### AT THE CUSTOMS HOUSE

Task 1. Practice the reading of the following words and guess their meaning:

Cross duty-free license border quota luggage receipt  
Porter journey declare article permission regulation item

Task 2. Give the initial forms of the following words and state what parts of speech they belong to:

Liable restriction particular traveler  
declaration importation carefully writing smuggler

Task 3. Check the meaning of the following verbs:

To smuggle to include to take out to cross  
to declare to name to exceed to stipulate

Task 4. Read the following words and their translation. Try to memorize the vocabulary:

Customs regulations	Таможенные правила
Customs restrictions	Таможенные ограничения
Customs duty (duties)	Таможенные пошлины
Customs-house	Таможня
Customs office	Таможенное управление, таможня
Liable to duty	Подлежащий оплате таможенными пошлинами
Duty-free	Не подлежащий оплате таможенными пошлинами
Duty-free quota list	Список предметов, разрешённый к беспошлинному вывозу
Prohibited articles list	Список товаров, ввоз или вывоз которых ограничен
To fall under restrictions	Подпадать под ограничения
To declare something	Сделать заявление о наличии вещей, облагаемых пошлиной (их стоимости, количестве, весе и т.д.)

Particulars	Необходимые сведения, подробности
Effects	Движимое имущество
Personal effects	Личные вещи
To go through one's luggage	Досматривать багаж
To smuggle	Заниматься контрабандой
To pass through the customs (inspection)	Пройти таможенный досмотр
As the case might be	В зависимости от обстоятельств

Task 5. *Read the text and translate it using the dictionary*

At the Customs House

A moment a traveller crosses the border their luggage is taken to the customs-house by porters. Every country has its own customs regulations, which stipulate what articles are liable to duty and what are duty-free.

Sometimes an article which falls under customs restrictions and is liable to duty is allowed in duty-free if the traveller does not exceed a certain fixed quota. These are listed in a duty-free quota list. Customs regulations also include a prohibited articles list. This is a list of items which may not be brought into a country or taken out of it. An official paper (form the proper authorities) giving permission to take items, which fall under special customs restrictions, in or out of a country is known as import or export license.

If the traveller has any item which comes under customs restrictions he is asked to declare it. That is, he is asked to name the item, stating its value and other particulars. The declaration is made either orally or in writing on a special form. The practice seems to vary in different countries. Upon payment of duty the traveller is given a receipt. As a rule personal effects are duty-free.

It sometimes happens that a passenger's luggage is carefully gone through in order to prevent smuggling. The formalities at the customs-house usually take some time. Only after passing through the customs does one realize that their journey is drawing to an end (or beginning, as the case might be).

QUESTIONS: 1. What are the duties of a customs inspector?

2. What is the meaning of the question "Have you anything to declare?", one hears at the customs-house so often?

3. What is the phrase "I have nothing to declare mean?"



4. Do customs restrictions vary in different countries?
5. Have you ever gone through a customs inspection? If so relate your experience.
6. What is a duty-free item?
7. What do we mean saying that something is an item liable to duty?
8. Why is smuggling punishable by law?
9. What does the Customs inspected stamp stand for?
10. Can you name some of the “personal effects” one usually takes along on a journey?

**EQUIVALENTS:** *Give the English equivalents of the following collocations:*  
 Попадать под ограничения, осматривать (багаж), заниматься контрабандой, таможенный сбор, таможенная декларация, таможенное управление, личные вещи, пройти таможенный досмотр, таможенные правила, таможенные ограничения.

**Task 6.** *Match the words and their explanation:*

<ol style="list-style-type: none"> <li>a. duty-free goods</li> <li>b. to declare</li> <li>c. effects (pl.)</li> <li>d. to smuggle</li> <li>e. restrictions</li> <li>f. tariff</li> <li>g. liable</li> <li>h. border</li> <li>i. luggage</li> <li>j. value</li> </ol>	<ol style="list-style-type: none"> <li>1. to make known publicly or officially, according to rules, customs, etc.; to make a full statement of property</li> <li>2. responsible, esp. in law for paying for something</li> <li>3. the cases, bags, boxes, etc. of a traveller</li> <li>4. the dividing line between two countries</li> <li>5. things you can buy at airports or on ships without paying the full price because there is no tax on them.</li> <li>6. belongings, personal property</li> <li>7. to take (esp. goods) from one country to another illegally</li> <li>8. a tax collected by a government, usually on goods coming into a country</li> <li>9. the worth of something in money or as compared with other goods</li> <li>10. rules or laws that strictly control what you are allowed to do</li> </ol>
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Task 7. Read the text and be ready to do some tasks.

Pat arrived at the **airport** two hours ago to **catch** her **plane** to Tokyo. At the **check-in-counter**, a ticket agent looked at her **ticket** and her **passport** and her **baggage** was **checked in** (weighed on the scales). Pat's **suitcases** were very heavy, so she had to pay an **excess baggage charge** (amount of money for additional weight).

Next she was given a **boarding pass** (a ticket that allows her to get on the plane). The boarding pass has a seat number written on it, and Pat was given a window seat in the **non-smoking section**. Her suitcase were labeled and sent off to be **loaded** into the **hold** of the **airplane**.

While waiting for the **flight** to be **called**, pat goes to the **newsstand** to buy a newspaper. Then she goes through the **security check**, where her **carry-on luggage** (the bags she is keeping with her on the plane) is searched. Then pat goes into the **duty-free shop** where she has a chance to buy some things cheaply. The goods she buys here are cheap because they are not taxed.

In the **departure lounge** Pat joins the other passengers who are sitting and waiting until it is time for their flight to depart. After a few minutes Pat hears the **announcement**: Flight 156 to Tokyo now **boarding** at **Gate Three**, and she goes to **board** (get on) her plane.

Task 8. Insert the right word in the gaps. Consult the text if necessary.

1. When you arrive at the airport you first go to the ... counter.
2. You have to have a ... pass so that you can get on the plane.
3. After the security check, you wait in the ... lounge.
4. You can buy many things cheaply at the ... shop.
5. When you hear the announcement, you go to the ... to board your plane.

Task 9. Find out English and Russian equivalents for the words presented below:

-----

Билет

Багаж

Излишек, превышение (багажа)

-----

Тележка

-----

Check-in-counter

-----

-----

-----

Load (v)

-----

Hold (n)

Посадочный талон	-----	Departure lounge
Магазин беспошлинной торговли	-----	Gate
Весы	-----	Conveyor belt
Объявление	-----	Satchel
	-----	To check in
	-----	Security check
	-----	Carry-on luggage

Task 10. Read the following dialogues. Act them out and make up some of your own.

**At an airport**

- Excuse me. Could you tell me where the Belarusian International Airlines counter is?
- Certainly. Just go up the escalator on your right and you'll see it.
- Here's your ticket. Your flight is now boarding at gate 50. Go down concourse D, it's to your left.

**At a passport and customs desk**

- Your passport, please. How long are you planning to stay in the country?
- Three weeks. Could I prolong my entrance visa in case of necessity?
- Sure. The receiving party shall take care of it.
- Can you put your bags on the table, and your customs form, please?
- How much do they weigh?
- 23 kilos. I'm sorry, but you'll have to pay an excess luggage charge.
- Oh! It's only three kilos overweight.
- Yes, sir ... that's 6? ... Thank you. Have you anything to declare?
- Pardon?
- Alcohol, cigarettes, fresh fruit, plants ...?
- Uh, no.
- Open your suitcase, please. Any gifts?
- Only one bottle of vodka.
- All right. It's duty free. As you probably know, it's forbidden to bring in more than two bottles of alcohol and two blocks of cigarettes to England. And no limitations as to currency.
- Thank you.

- Not at all. Next please.

**Dialogue “Will you please open your suitcase, sir?”**

**Passenger:** Are you going to examine my things?

**Customs Officer:** In a moment, sir. Meanwhile, can I ask you to look through these lists, please.

**Passenger:** What lists?

**Customs Officer:** The Prohibited Articles list and, the Duty-Free Quota list. Here they are.

**Passenger:** Thank you.

**Customs Officer:** Do you have anything to declare, sir?

**Passenger:** Nothing from the first list.

**Customs Officer:** Do you have any items above the fixed quota?

**Passenger:** Well, I haven't got through the second list, you know. They are both rather long.

**Customs Officer:** Will you please open your suitcases, sir?

**Passenger:** Yes, of course, here you are.

**Customs Officer:** What are these things?

**Passenger:** They are for my personal use.

**Customs Officer:** You have suits above the fixed quota, sir.

**Passenger:** But they are not new.

**Customs Officer:** All the same. You will have to pay duty on this extra one.

**Passenger:** Well, all right.

**Customs Officer:** Now, I see you have books.

**Passenger:** Are they prohibited?

**Customs Officer:** They'll have to be looked through, sir. Can you put them aside, please.

**Passenger:** What? Are you going to read them all?

**Customs Officer:** No, our interpreter will just skip through them. That's all. Now, what are these things?

**Passenger:** Oh, just a few things for my family. Are they liable to duty too? Am I liable to pay duty on them too?

**Customs Officer:** No, they are not. Well, the examination is over, sir. You may pay the duty for the suit over there.

**Passenger:** Yes, thank you.

**Customs Officer:** When you bring the receipt, I'll stamp your documents, sir.

Task 11. *Read the following text.*

### Tips for Travellers

Once your travel plans are confirmed, check the expiration date of your passport. It's also a good idea to make photocopies of the data page; leave one copy with someone at home and keep another with you, separated from your passport.

If you lose your passport, promptly call the nearest embassy or consulate and the local police; having a copy of the data page can speed replacement. You need only a valid passport to enter Great Britain for stay of up to 90 days.

When shopping, keep receipts for all of your purchases. Upon reentering the country, be ready to show customs officials what you've bought. If you feel a duty is incorrect, appeal the assessment. If you object to the way your clearance was handled, get the inspector's badge number.

In either case, first ask to see a supervisor, then write to the port director at the address listed on your receipt. Send a copy of the receipt and other documents. If you still don't get satisfaction you can take your case to customs headquarters.

Task 12. *When you go through the Customs you must fill in declaration. If you have difficulties ask your friend to help you.*

Here are the words you may need:

1.... shall render oneself liable under laws of Belarus – подлежат ответственности на основании законов Беларуси.

2. Belarusian State Loanbonds – облигации государственного займа Беларуси.

3. exchequer bill – казначейский вексель.

4. payment voucher – денежный оправдательный документ.

5. securities in foreign currencies – ценные бумаги в иностранной валюте.

6. crude and processed natural precious stones – необработанные и обработанные драгоценные камни.

7. precious metals – драгоценные металлы

8. scaps – сколки

9. printed matter – печатные материалы

10. sound recordings – звукозаписи

11. raw food stuffs of animal origin – необработанные продукты  
питания животного происхождения
12. slaughtered fowl – битая птица
13. share – акция

### CUSTOMS DECLARATION

Full name \_\_\_\_\_

Citizenship \_\_\_\_\_

Arriving from \_\_\_\_\_

Country of destination \_\_\_\_\_

Purpose of visit \_\_\_\_\_

(business, tourism, private, etc.)

My luggage (including hand luggage) submitted for Customs inspection consists of \_\_\_\_\_ pieces.

With me and in my luggage I have:

1. Weapons of all descriptions and ammunition \_\_\_\_\_
2. Narcotics and appliances for the use there of \_\_\_\_\_
3. Antiques and objects of art (paintings, drawings, icons, sculptures, etc.) \_\_\_\_\_

4. Belarusian roubles, Belarusian State Loan bonds. Belarusian lottery tickets \_\_\_\_\_

5. Currency other than Belarusian roubles (bank notes, exchequer bills, coins), payment voucher (cheques, bills, letters of credit, etc.), securities (shares, bonds, etc.) in foreign currencies, precious metals (gold, silver, platinum, metals of platinum group) in any form or condition, crude and processed natural precious stones (diamonds, brilliants, rubies, emeralds, sapphires and pearls), jewelry and other articles made of precious metals and precious stones, and scrap thereof, as well as property papers:

Description Amount/ quantity For official use

\_\_\_\_\_ in figures | in words

US Dollars

Pounds Sterling

Euros

6. Belarusian roubles, other currency, payment vouchers, valuables and any objects belonging to other persons \_\_\_\_\_

I am aware that, in addition to the objects listed in the Customs Declaration, I must submit for inspection: printed matter, manuscripts, films, video and sound recordings, postage stamps, pictorial matter, etc., as well as items not for personal use.

I also declare that my luggage sent separately consists of pieces.

\_\_\_\_\_  
(Date) \_\_\_\_\_ 20 \_\_\_\_\_ Owner of luggage \_\_\_\_\_  
(signed)

**Task 13.** *Read the dialogues given below and you'll see how to change money at the bank or at the exchange desk. Act these dialogues out.*

The following words will help you:

1. exchange desk (the bureau de change) (n) – обменный пункт.
2. certificate – справка.
3. cash a cheque – обменивать чек на деньги; получать деньги по чеку.
4. rate of exchange – обменный курс.
5. notice board – доска объявлений.
6. cash – наличные деньги.
7. identification – документ, удостоверяющий личность.
8. traveller's cheque – туристские чеки (обмениваются на деньги или принимаются без обмена в магазине, ресторане и т. п.)
9. be (in) valid – быть (не)действительным.
10. signature – подпись.

#### **Dialogue 1.**

- Excuse me, would you change these roubles to dollars, please.
- May I have your customs declaration and the certificate, please.
- Here you are. And what was the second paper you wanted?
- The certificate you got when you changed your dollars to roubles.
- I see, here it is

#### **Dialogue 2.**

- I'd like to cash this cheque, please.
- Yes, madam... \$ 30. You haven't signed it yet.
- I'm sorry. Here you are.

### **Dialogue 3.**

- I'd like to change these euros, please.
- Yes, sir. How many euros have you got?
- What's the rate of exchange?
- The current rates are on the notice board.

### **Dialogue 4.**

- Good morning. Can I help you?
- Yes, my name is Dixon. I am expecting some money from my bank in Toronto.
- By post, cable or telex, sir?
- By telex.
- Let me see. Oh, yes, 200 from the Royal Bank of Canada. Have you got any identifications?
- Here you are.

### **Dialogue 5.**

- I'd like to buy this coat, but I haven't got enough cash. Do you take traveller's cheques?
- Certainly, sir.

### **Dialogue 6.**

- I'm sorry, sir. Your cheque isn't valid.
- Why, what's wrong with it?
- There is no signature.



## UNIT XII – APPENDIX

### Appendix A

### English-Russian Business English Reference Guide

#### Useful Words and Expressions

enquiry	запрос
enquiry for delivery	запрос о поставке
We ask you to inform us whether you are able to supply us with ...	Просим Вас сообщить нам, можете ли Вы поставить нам ...
Please inform us of your possibility to provide us with ...	Просим сообщить нам о возможности поставки ...
Please send us an offer quoting your best prices and possible discounts.	Просим выслать нам предложение, назначив наиболее выгодные условия и возможные скидки.
We shall be very grateful if you could send us your quotation as soon as possible.	Мы были бы очень признательны, если бы Вы направили нам Ваше предложение как можно скорее.
We are in the market for ...	Мы намереваемся купить ...
We would like to know the lead time of the goods and your payment terms.	Мы хотели бы знать срок поставки товара и Ваши условия оплаты.
We would like the delivery to be made ...	Желательно, чтобы поставка была осуществлена ...
... on FOB conditions.	... на условиях ФОБ.
... during September.	... в течение сентября.
... no later than October of the current year.	... не позднее октября этого года.

## Sample Letter

Dear Sirs:

Our company is one of the major furniture importers in Russia. At present time we are looking for a foreign manufacturer who is able to supply us with modern elite models of kitchen furniture.

We learn from your catalogue that you are producing kitchen suits. Please inform us of your current export prices and delivery terms.

If your conditions are acceptable to us, we'll be ready to place regular large orders with your company.

We are looking forward to hearing from you.

Yours faithfully,  
T.P. Ivanov  
Sales Manager

Уважаемые господа!

Наша компания является одним из крупных импортёров мебели в России. В настоящее время мы ищем иностранного производителя, способного поставить нам современные элитные модели кухонь.

Мы узнали из каталогов Вашей компании, что вы производите кухонные гарнитуры. Просим вас сообщить нам о ваших текущих экспортных ценах и условиях поставки.

Если ваши условия окажутся приемлемыми для нас, мы будем готовы разместить у вас регулярные крупные заказы.

Ждём Вашего ответа.

С уважением,  
Коммерческий директор  
Т.П.Иванов

## Quotations

offer

предложение

We have received your enquiry.

Мы получили Ваш запрос.

We thank you for your enquiry for ...

Мы благодарим Вас за Ваш запрос о ...

We'll send you our quotation in the nearest future.

Мы направим Вам наше предложение в ближайшем будущем.

We are pleased to quote as follows:

Мы рады предложить Вам следующее:

In reply to your enquiry of ..., we

В ответ на ваш запрос от ..., мы с

regret to inform you that we cannot offer you the goods required.	сожалением сообщаем Вам, что не можем предложить Вам требуемый товар.
Referring to your enquiry we are pleased to let you know that we can supply you with ...	Ссылаясь на Ваш запрос, мы с удовольствием сообщаем Вам, что мы можем поставить ...
deadline for delivery	срок поставки
delivery time	
Delivery: approximately 2 to 3 weeks from receipt of order.	Поставка: приблизительно 2-3 недели со дня получения заказа.
stock	склад
ex works	со склада
delivery method	способ доставки
courier	курьер
forwarder	перевозчик
The price is ... per unit.	Цена - ... за штуку.
total price	общая стоимость
VAT inclusive	включая НДС
exclusive of VAT	без НДС
bank charge	банковская комиссия
quoted in US dollars	цены в долларах США
payment terms	условия оплаты
Payment is net 30 days from the shipping date.	Оплата в течение 30 дней со дня отгрузки.
Payment terms - open account 60 days.	Условия оплаты - открытый счёт 60 дней.
prepayment	предоплата
The quotation is valid for 30 days.	Предложение действительно в течение 30 дней.
We trust we have supplied sufficient	Мы надеемся, что предоставили

information for your requirements. Вам достаточно информации по Вашему запросу.

If you require any further information we shall be happy to let you have this, on request. Если Вам потребуется какая-нибудь дополнительная информация, мы будем рады предоставить Вам ее по Вашей просьбе.

We kindly ask you to confirm the present offer by fax. Просим подтвердить наше предложение по факсу.

Trust the above quotation is of interest. Надеемся, что выше указанное предложение Вас заинтересовало.

### Sample Letter

Dear Sirs:

Уважаемые господа!

With reference to your enquiry of June 2nd we are pleased to confirm that we manufacture the goods you are interested in. Our current price-list is enclosed herewith. Please note that our price is understood to be FOB London, delivery time: three months after the order received. The terms of payment are the subject of negotiations.

Ссылаясь на ваш запрос от 2-го июня, мы рады подтвердить, что производим интересующие вас товары. Наш текущий прейскурант прилагается. Обращаем ваше внимание, что цена понимается FOB Лондон, срок поставки - три месяца со дня получения заказа. Условия оплаты - по договорённости.

We hope our offer meets your requirements and will result in an appropriate order. Your prompt reply will be appreciated.

Надеемся, что наше предложение подходит вам и приведёт к соответствующему заказу. Просим прислать ответ как можно скорее.

Yours faithfully,

N.V. Popov

Head of Import Dpt.

С уважением,

Начальник отдела импорта

Н.В. Попов

## Orders

order	заказ
purchase order sales order	заказ на покупку
order number	номер заказа
We thank you for your quotation dated ...	Мы благодарим Вас за Ваше предложение, датированное ...
We are glad to inform you that your terms of delivery and payment are quite acceptable to us.	Мы рады сообщить Вам, что Ваши условия поставки и оплаты вполне приемлемы для нас.
Unfortunately your conditions are not acceptable to us.	К сожалению, Ваши условия для нас неприемлемы.
We find your quoted prices much higher than those of other companies who have made us similar offers.	Мы считаем, что предложенные Вами цены намного выше, чем цены других компаний, которые сделали нам подобные предложения.
We could place an order with you if you reduce your prices at least by 5 per cent.	Мы могли бы разместить у Вас заказ, если бы Вы уменьшили Ваши цены по крайней мере на 5 процентов.
Please tell us if it's acceptable to you.	Просим сообщить нам, если это приемлемо для нас.
We are placing an order for ...	Мы размещаем заказ на ...
We have decided to place a trial order with you for ...	Мы решили разместить у Вас пробный заказ на ...
Please acknowledge the receipt of our order and fax your invoice for prepayment.	Просим подтвердить получение нашего заказа и отправить по факсу Ваш счёт на предоплату.
Your prompt execution of our order would be appreciated.	Будем признательны за быстрое выполнение нашего заказа.
We are looking forward to your confirmation of the order.	Ожидаем Вашего подтверждения этого заказа.

## Sample Letter

Dear Mr. Stone:

Many thanks for your offer of Apr. 5, 2001.

Your delivery and payment terms suit us though we find your quoted prices a bit too high. We hope, however, that you will grant us a discount when we become your regular buyers.

Now we would like to place an order with you for 5 machines. Please send your order acknowledgement by fax asap.

Yours respectfully,  
V.N. Silin  
Manager

Уважаемый господин Стоун!

Большое спасибо за Ваше предложение от 5 апреля 2001 года.

Ваши условия доставки и оплаты нас устраивают, хотя мы считаем, что предложенные Вами цены несколько высоки. Однако мы надеемся, что Вы предоставите нам скидку, когда мы станем Вашими постоянными покупателями.

Сейчас мы хотели бы разместить у Вас заказ на 5 станков. Просим прислать нам подтверждение заказа по факсу как можно скорее.

С уважением,  
Менеджер  
В.Н. Силин

## Order Acknowledgement

acknowledgement  
confirmation

подтверждение

order acknowledgement

подтверждение заказа

Thank you for the order.

Спасибо за заказ.

We are thankful for your order of ... for ...

Мы благодарим за Ваш заказ от ... на ...

We were so pleased to receive in today's mail your order for our equipment.

Мы были очень рады получить с сегодняшней почтой заказ от Вас на наше оборудование.

We are pleased to have your first order for ... pieces of ...

Мы рады получить Ваш первый заказ на ... штук ...

We confirm delivery of ... in May.

Мы подтверждаем поставку ... в мае.

Please find our pro-forma enclosed. Прилагаем наш счёт-проформу.

We are certain that a trial order will give you full satisfaction and we shall be very glad to hear from you. Мы уверены, что пробный заказ полностью удовлетворит Ваши пожелания, и будем рады получить от Вас известие.

### Sample Letter

Dear Mr. Kapustin:

Уважаемый господин

Thank you very much for your first order of 04/12/01. We shall be only too pleased to supply you with 500 barrels of oil within 2 months after your prepayment. Please note that we shall ship the first batch as soon as we receive the copy of your payment order.

Капустин!

Спасибо за Ваш первый заказ от 12.04.01. Мы будем очень рады поставить Вам 500 баррелей нефти в течение 2 месяцев после Вашей предоплаты. Сообщаем Вам, что мы отгрузим первую партию, как только получим от Вас копию платёжного поручения.

We are quite sure that you'll be satisfied with the quality of our product and hope to have long lasting mutually beneficial business relations with you.

Мы совершенно уверены, что Вы будете довольны качеством нашего продукта, и надеемся на долгие взаимовыгодные деловые отношения с Вами.

With best regards,

John Smith

Technical Director

С наилучшими пожеланиями,

Джон Смит

Технический директор

### Cover Letter

cover letter

сопроводительное письмо

We are sending you ...

Высылаем Вам ...

We are forwarding you ...

Направляем Вам ...

Further to our letter we are sending you ...

В дополнение к нашему письму мы направляем Вам ...

At your request we are sending you

В соответствии с Вашей просьбой

...	мы высылаем Вам ...
In reply to you fax we are sending you ...	В ответ на Ваш факс мы направляем Вам ...
We are pleased to send you ...	С удовольствием направляем Вам ...
by parcel post ...	почтовой посылкой ...
in today's mail ...	в сегодняшней почте ...
separately ...	отдельным пакетом ...

### Sample Letter

Dear Mr. Johnson:	Уважаемый	господин
In reply to your fax of 05.14.2001 we are sending you, under separate cover, the Contract of Guarantee No 365 for your signature.	Джонсон!	
	В ответ на Ваш факс от 14.05.2001 мы направляем Вам отдельным пакетом договор поручительства № 365 Вам на подпись.	

We kindly ask you to sign the Contract in the shortest possible time and send us the copy within a week.	Любезно просим Вас подписать контракт как можно скорее и направить нам копию в течение недели.
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With best regards, P.O. Sidorov Secretary	С наилучшими пожеланиями, Секретарь Р.О. Сидоров
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### Opening Salutations

Dear Sirs:	Уважаемые господа!
Dear Sir or Madam:	Уважаемые дамы и господа!
Dear Sir:	Уважаемый господин!
Dear Madam:	Уважаемая госпожа!
Dear Mr. ....:	Уважаемый господин ...!
Dear Mrs. ....:	Уважаемая госпожа ...!



## Referring Phrases

Referring to your letter of ...	Ссылаясь на Ваше письмо от ...
In reply to your letter of ... we are glad to inform you that ...	В ответ на Ваше письмо от ... мы рады сообщить Вам, что ...
With reference to your fax dated ... we are pleased to confirm that ...	Ссылаясь на Ваш факс, датированный ..., мы рады подтвердить, что ...
We refer to our letter regarding ...	Ссылаясь на наше письмо относительно ...
In accordance with your order of ...	В соответствии с Вашим заказом от ...
Further to our letter of ... we ...	В дополнение к нашему письму от ... мы ...

## Notification

notification letter	извещение
letter of advice	уведомление
Please note that ...	Сообщаем Вам, что ...
Let me inform you that ...	Позвольте сообщить Вам, что ...
We are pleased to inform you that ...	Рады сообщить Вам, что ...
I have pleasure in informing you that ...	Рад сообщить Вам, что ... Рада сообщить Вам, что ...
We are sorry to have to remind you that ...	К сожалению, вынуждены напомнить Вам, что ...
We regret to inform you that ...	Мы с сожалением сообщаем Вам, что ...
Be advised please that ...	Примите, пожалуйста, к сведению, что ...
This is to inform you that ...	Настоящим сообщаем Вам, что ...
Please take due note that ...	Ставим Вас в известность, что ...
We would like to notify you that ...	Мы хотели бы уведомить Вас о том, что

## Request

request	просьба
We ask you ...	Мы просим Вас ...
Please send me ...	Прошу выслать мне ...
We should be very glad/grateful/thankful if you would ...	Мы были бы очень рады/признательны/благодарны, если бы Вы ...
... send us your reply by return.	... прислали нам Ваш ответ с обратной почтой.
... give us your banking details.	... сообщили нам ваши банковские реквизиты.
Please do your best to bring this matter to a fast positive end.	Сделайте, пожалуйста, всё возможное, чтобы привести это дело к скорому положительному финалу.

## Asking for information

Please let me know if ...	Пожалуйста, сообщите мне, если ...
Could you please tell us ...	Будьте добры, сообщите нам, пожалуйста, ...
We would be very much obliged if you could inform us ...	Мы будем очень признательны, если Вы сможете известить нас о ...
We would be pleased to hear from you concerning ...	Будем рады, если Вы сообщите нам о том, что касается ...
I would be very grateful if you could explain me ...	Я был бы благодарен Вам, если бы Вы объяснили мне ... Я была бы благодарна Вам, если бы Вы объяснили мне ...
I wonder if you could give me some information about ...	Хотелось бы знать, не сможете ли Вы дать мне информацию о ...

## Confirmation

Confirmation acknowledgement	подтверждение
We confirm ...	Мы подтверждаем ...
We acknowledge ...	
We have received ...	Мы получили ...
We are in receipt of ...	
This letter shall confirm ...	Данным письмом мы подтверждаем ...
In confirmation of our telephone conversation ...	В подтверждение нашего разговора по телефону ...
I confirm with thanks the receipt of your letter.	С благодарностью подтверждаю получение Вашего письма.

## Apology

apology	извинение
We apologize for ...	Мы приносим извинения за ...
We offer apologies for ...	Просим прощения за ...
Please accept our apologies for ...	Просим принять наши извинения за ...
... this mistake.	... эту ошибку.
... the delay in answering your letter.	... некоторую задержку с ответом на Ваше письмо.
We are very sorry ...	Мы очень сожалеем, ...
... to have caused you so much trouble.	... что причинили Вам столько беспокойства.
..., but we cannot be of assistance to you in this matter.	... но мы не можем помочь Вам в этом деле.
I regret any inconvenience that I may have caused your company.	Я сожалею, что, возможно, причинил неудобство Вашей компании.

Я сожалею, что, возможно, причинила неудобство Вашей компании.

## **Gratitude**

gratitude

благодарность

Thanks.

Спасибо.

I thank you for ...

Я благодарен Вам за ...

Я благодарна Вам за ...

I am writing to thank you very much indeed for ...

Пишу, чтобы поблагодарить Вас за ...

We are obliged for ...

Мы признательны за ...

We are most grateful to you for setting this matter in such a friendly way.

Мы очень признательны Вам за урегулирование данной проблемы таким дружеским путём.

Thank you so much for your letter and consideration.

Большое спасибо за Ваше письмо и внимание.

Thank you in advance.

Заранее Вас благодарим.

## **Consent**

consent

согласие

I agree with you.

Я согласен с Вами.

Я согласна с Вами.

We ... agree with you.

Мы ... согласны с Вами.

... quite ...

... вполне ...

... fully ...

... полностью ...

We agree with your proposal.

Мы согласны с Вашим предложением.

You are right that ...

Вы правы в том, что ...

I am of the same opinion.

Я такого же мнения.

We are looking forward to your consent. Ожидаем Вашего согласия.

### **Refusal and Disagreement**

refusal	отказ
disagreement	несогласие
I don't agree with ...	Я согласен с ... Я не согласна с ...
We can't agree with you.	Мы не можем согласиться с Вами.
You are mistaken.	Вы ошибаетесь.
We cannot accept your point of view for the following reasons ...	Мы не согласны с Вашей точкой зрения по следующим причинам ...
We are of a different opinion.	Мы придерживаемся другого мнения.
We are sorry we are unable to meet your request.	К сожалению, мы не можем удовлетворить Вашу просьбу.
I regret that I cannot give you more complete information.	Сожалею, что не могу предоставить Вам наиболее полную информацию.

### **Expressing Worry**

So far we have received no reply from you.	До сих пор мы не получили ответа от Вас.
We are most disturbed that you will not be able to ...	Мы очень обеспокоены тем, что Вы не сможете ...
We are surprised that we have not yet received the goods.	Мы удивлены, что до сих пор не получили товар.
You can understand that this worries us a lot.	Как Вы понимаете, это очень нас беспокоит.
Should you have any comments regarding ..., we would very much	Если у Вас есть какие-либо объяснения, касающиеся ..., мы с

appreciate hearing from you.	удовольствием выслушаем их.
I hope that all is going well with ...	Я надеюсь, все идет хорошо с ...
We are very disappointed about this fact, and hope that you can help us to clear out this very strange situation.	Мы очень огорчены данным обстоятельством и надеемся, что Вы поможете нам разобраться в этой весьма странной ситуации.
We hope that you'll settle the matter to our full satisfaction.	Мы надеемся, что Вы уладите дело к нашему полному удовлетворению.

### **Assurance**

assurance	заверение
I assure you that ...	Заверяю Вас, что ...
We assure you that ...	Заверяем Вас, что ...
... we'll get in touch with you without delay.	... мы незамедлительно свяжемся с Вами.
... we'll take urgent actions to correct the situation.	... предпримем срочные меры для исправления создавшегося положения.
... your order will be completed by the stipulated date.	... Ваш заказ будет выполнен к указанной дате.
... we'll do our best to bring this matter to a fast positive end.	... мы сделаем всё возможное, чтобы привести это дело к скорому положительному финалу.
We are sure, you'll find our goods excellently suited to your requirements.	Мы уверены, что наши товары будут полностью соответствовать Вашим требованиям.
I can assure you that it will not happen again.	Я могу уверить Вас, что это не повторится.

## Condolences

condolence	соболезнование
We regret to learn from your letter that ...	Мы с сожалением узнали из Вашего письма, что ...
We were deeply grieved to hear of ...	Мы были глубоко огорчены, узнав о ...
Accept our most heartfelt/sincerest condolences on the death of ...	Примите наши глубокие/искренние соболезнования по случаю смерти ...
We hold his/her in deep respect.	Мы глубоко чтим его/её память.

## Congratulations

congratulation	поздравление
Merry Christmas!	С Рождеством!
Happy New Year!	С Новым годом!
Happy birthday!	С днём рождения!
Let me congratulate you on ...	Разрешите мне поздравить Вас с ...
Congratulations on ...	Поздравляем Вас с ...
On behalf of ... I congratulate you on ...	От имени ... поздравляю Вас с ...
Please accept our best/sincerest wishes.	Просим Вас принять наши самые лучшие/искренние пожелания.
We wish you ...	Мы желаем Вам ...
... happiness!	... счастья!
... luck!	... удачи!
... success!	... успехов!

## About Business Relations

business relations	деловые отношения
We value friendly relations between our customers and ourselves.	Мы ценим дружеские отношения с нашими клиентами.
We value you as a business partner.	Мы ценим Вас как делового партнёра.
We would like to maintain cooperation with you.	Мы хотели бы поддержать сотрудничество с Вами.
We hope to have the pleasure of doing business with you again.	Надеемся на приятное сотрудничество в будущем.
It is a pleasure doing business with your firm.	Мы с удовольствием сотрудничаем с Вашей фирмой.
I look forward to cooperating with you on this new venture.	Я рассчитываю на сотрудничество с Вами в этом новом предприятии
I hope that we will continue our mutually satisfying relationship.	Надеюсь на продолжение нашего взаимовыгодного сотрудничества.

## About Assistance

Please do not hesitate to contact us if we can be of any service to you.	Просим обращаться к нам, если Вам потребуется наша помощь.
If you ever have any problems with ..., feel free to contact us for help.	Если у Вас возникнут какие-либо проблемы с ..., Вы всегда сможете обратиться к нам за помощью.
We certainly appreciate your help.	Мы высоко ценим Вашу помощь.
We shall be very grateful for any assistance you can give us I this matter.	Будем признательны за любую помощь, которую Вы можете оказать нам в этом деле.



## About Enclosure

We enclose ...	Мы прилагаем ...
We are enclosing ...	
We are sending you ... under separate cover.	Отдельно направляем Вам ...
Please enclose ... with your reply ...	Просим приложить к Вашему ответу ...
Enclosed you will find a copy of the contract.	Копия договора прилагается.

## Connective Words

First of all ...	В первую очередь ...
Please note that ...	Просим принять во внимание, что ...
We wish to bring to you notice that ...	Обращаем ваше внимание на тот факт, что ...
We would like to note that ...	
The matter is ...	Дело в том, что ...
The point is ...	
We think ...	Мы считаем, что ...
We believe ...	
In fact ...	Фактически ...
In this connection ...	В связи с этим ...
In view of the above ...	Ввиду вышеизложенного ...
Apart from the above ...	Помимо вышеуказанного ...
In addition to the above ...	В дополнение к вышеуказанному ...
Further to the above ...	
On the other hand ...	С другой стороны ...
Moreover ...	Более того ...
Besides ...	Кроме того ...
Nevertheless ...	Тем не менее ...

## Closing Phrases

We are looking forward to hearing from you.

We look forward to your reply.

Your early reply will be appreciated.

We would appreciate your cooperation on this matter.

Awaiting your prompt reply.

Best regards.

With best wishes.

Yours faithfully, ...

Yours sincerely, ...

Ждём Вашего ответа.  
Заранее благодарим Вас за скорый ответ.

Мы будем благодарны Вам за сотрудничество в этом вопросе.

В ожидании скорейшего ответа.

Всего хорошего.

С наилучшими пожеланиями.

С уважением, ...

Искренне Ваш, ...

Искренне Ваша, ...

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**Ромичева Галина Васильевна**

**ИНОСТРАННЫЙ ЯЗЫК  
ДЛЯ ДЕЛОВОГО ОБЩЕНИЯ  
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