

**МИНИСТЕРСТВО ОБРАЗОВАНИЯ РЕСПУБЛИКИ БЕЛАРУСЬ**  
**УЧРЕЖДЕНИЕ ОБРАЗОВАНИЯ**  
**«БРЕСТСКИЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ»**  
**КАФЕДРА ИНОСТРАННЫХ ЯЗЫКОВ**

# **Introduction to Business English**

## **Part 1**

Брест 2018

УДК 811.111  
ББК 81.2 Англ  
Р 34

Рецензенты:

*Ильичева И.Л., доцент кафедры английской  
филологии Брестского государственного университета  
им. А.С. Пушкина, канд. филол. наук, доцент*

*Троцюк Т.С., доцент кафедры иностранных языков  
Брестского государственного университета  
им. А.С. Пушкина, канд. педаг. наук, доцент*

*Радчук А.П., профессор кафедры менеджмента  
Брестского государственного технического университета,  
к. т. н., доцент.*

**Резько П.Н., Куличик Н.С.**

**Р 34** Introduction to Business English. Part 1. – Брест: Изд-во БГТУ, 2018. – 62 с.

**ISBN 978-985-493-431-0**

Пособие составлено в соответствии с Учебной программой для специальности 1 – 26 02 05 «Логистика».

Основная цель пособия – подготовить студентов к использованию английского языка при осуществлении своих прямых обязанностей в будущей профессиональной деятельности, при проведении переговоров с зарубежными партнерами, овладении ключевых навыков ведения деловой корреспонденции на английском языке, а также навыков самопрезентации будущим работодателям.

Издаётся в 2-х частях. Часть 1.

УДК 811.111  
ББК 81.2 Англ

© Резько П.Н., 2018  
© Куличик Н.С., 2018  
© Издательство БрГТУ, 2018

ISBN 978-985-493-431-0

## **CONTEXT**

CHAPTER 1. BUSINESS ORGANIZATION AND BUSINESS ETHIC.....	4
Unit 1. Business organization.....	4
Unit 2. SWOT.....	9
Unit 3. Business ethics.....	12
CHAPTER 2. CAREER.....	19
Unit 1. Job Application.....	19
Unit 2. Writing a Curriculum Vitae.....	23
Unit 3. Writing Covering Letter.....	31
CHAPTER 3. BUSINESS CORRESPONDENCE.....	36
Unit 1. Meaning and Importance of Business Correspondence.....	36
Unit 2. Parts of a Business Letter.....	40
Unit 3. Type of Business Letters.....	44
APPENDIX. EXAMPLES OF CV.....	57

# CHAPTER 1. BUSINESS ORGANIZATION AND BUSINESS ETHIC

## Unit 1. Business organization

### *I. Read out the following words and learn them by heart.*

1. Sole proprietorship	бизнес у которого один владелец
2. partnerships	товарищество
3. revenues	доходы
4. expenses	расходы
5. assets	активы
6. liability	финансовые обязательства
7. to dissolve	расторгать, аннулировать
8. employee	работающий по найму
9. shares of stocks	пакет акций
10. shareholder	акционер
11. stock	капитал, ценные бумаги
12. joint venture	совместное предприятие
13. joint stock	акционерный капитал
14. franchise	франшиза
15. trademark	товарный знак

### *II. Find Russian equivalents to the English words.*

1. owner	a. адвокат
2. charter	b. ставка налога
3. profit	c. долг
4. tax rate	d. отставка
5. debt	e. устав
6. lender	f. бухгалтер
7. retirement	g. прибыль, доход
8. lawyer	h. владелец
9. accountant	i. кредитор

### *III. Read and translate the following text.*

#### A BUSINESS ORGANIZATION

A business organization is often referred to as a business entity. A business entity is any business organization that exists as an economic unit.

***A sole proprietorship*** is a business owned and usually operated by a single individual. Its main characteristic is that the owner and the business are one and the same. In other words, the revenues, expenses, assets and liabilities of the sole proprietorship are also the revenues, expenses, assets, and liabilities of the owner.

#### Advantages

A sole proprietorship is the easiest form of business to organize. It is easy to set up and dissolve it. The only legal requirements for starting such a business are a municipal licence to operate a business and a registration licence to ensure that two firms

do not use the same name. A sole proprietorship offers the owner freedom and flexibility in making decisions. Major policies can be changed according to the owner's wishes because the firm does not operate under a rigid charter. The other advantages are complete ownership of profits and lower tax rate.

#### Disadvantages

The owner is legally liable for all debts of the company because the financial condition of the firm is the same as the financial condition of the owner. A sole proprietorship may have difficulty in obtaining capital because lenders are leery of giving money to only one person who is pledged to repay. A proprietorship has a limited life, being terminated on the death, bankruptcy, insanity, imprisonment, retirement, or whim of the owner.

**A general partnership** is an enterprise owned by two or more individuals. A partnership agreement, oral or written, expresses the rights and obligations of each partner. Partnerships are common among businesses that provide professional services. Doctors, dentists, lawyers, accountants, brokers, and other professionals use this form of ownership to reduce overhead costs for each partner and to take advantage of each other's expertise in various areas.

A limited partnership is the enterprise in which one or more partners are granted limited liability, provided there is always at least one partner with unlimited liability who takes a more active part in managing the business.

#### Advantages

Partnerships, like sole proprietorships, are easy to set up. Complementary management skills are a major advantage of partnerships. Partnerships are a stronger entity than proprietorships: it is easier for them to attract new employees and raise additional capital. The other advantages are the following: even higher credit standing and better prospects for growth. Besides taxes are applied to individuals not to partnership,

#### Disadvantages

The major disadvantage of partnerships is that partners, like sole proprietors, are legally liable for all debts of the firm. In partnerships, the unlimited liability is both joint and personal. This means that the partners together are responsible for all the firm's liabilities. If one of the partners cannot meet his or her share of the debts the other partner(s) must pay all debts.

Partnerships are not as easy to dissolve as sole proprietorships. Potential conflicts between partners are one of the disadvantages too.

**Corporations** are also referred to as limited companies. In limited companies, ownership is represented by shares of stock. The owners at an annual meeting elect a board of directors which appoints company officers and sets the enterprise's objectives.

#### Advantages

Limited companies are the least risky from an owner's point of view. Shareholders of corporations can only lose the amount of money they have invested in company stock. If an incorporated business goes bankrupt, owners do not have to meet the liabilities with their own personal holdings so the main advantages of corporations are limited liability of investors, ease of investing and withdrawing investment, ability to raise large amounts of capital and specialized management.

### Disadvantages

Limited companies are taxed twice: on the profits they earn and on the dividends which come out of the profits. In proprietorships and partnerships earnings are only taxed once – as the personal income of the individuals involved.

A company must send each shareholder an annual report about the financial condition of the firm that results in the loss of financial confidentiality. Lack of motivation toward company goals among its hired managers is one of the disadvantages too.

There are other forms of business. A partnership set up to carry out a short-lived business project is called a joint venture.

Partnerships may be established that raise capital by selling portions of ownership on the open market in the form of stock certificates. Such an organization is called a joint stock company. It combines features of a partnership and corporation.

A very popular and rapidly growing form of business ownership is the franchise. This is a licensing arrangement that permits an individual to own his or her own business while benefiting from the use of the trademark. In other words, a company (franchiser) sells a licence to another company (franchisee), allowing the latter to produce and sell goods and services using its trademark. A franchiser has the right to control the quality of the goods and services produced by a franchisee. If it is not up to the mark, a franchiser has the right to withdraw its licence.

Small producers of goods or consumers of goods may form a cooperative in which production, marketing, or purchasing facilities are jointly owned and are operated mainly to provide a service to members rather than make a profit.

### ***IV. Say if the following statements are false or true. Correct the false sentences.***

1. A business entity is a business owned and operated by a single individual.
2. A business entity is the easiest form of business to organize.
3. Two licences are necessary to start a sole proprietorship.
4. A sole proprietorship usually has no difficulty in obtaining capital as money will be repaid.
5. A general partnership is an enterprise owned by more than one individual.
6. Both partnerships and sole proprietorship are easy to set up.
7. A sole proprietorship is easier to dissolve than partnerships.
8. The main disadvantage of limited companies is being taxed twice.
9. A joint venture combines features of a partnership and corporation.

### ***V. Fill in the proper words given below.***

(*enterprise, tax rate, profits, owned by, personal, skills, joint, major advantage, dissolve, sole proprietorship, entity, referred, responsible, liabilities, trademark, licensing arrangement, carry out, joint venture*)

1. A business organization is often ... to as a business ... .
2. A ... is the easiest form of business to organize, set up and ... .
3. The advantages of a sole proprietorship are complete ownership of ... and lower ... .
4. A general partnership is an ... ... two or more individuals.
5. Complementary management ... are a ... of partnerships.
6. In partnerships the unlimited liability is both ... and ... .

7. The partners are ... for all the firm`s ... .
8. ... is set up to ... a short-lived business project.
9. Franchise is a ... that permits benefiting from the use of the ... .

**VI. Complete the sentences using English equivalents for the Russian words in brackets.**

1. The revenues, (расходы), assets of the sole proprietorship are the ones of the (владельца).
2. A sole proprietorship offers the owner freedom and (гибкость в принятии решений).
3. The (владелец) is legally liable for all (долги) of the sole proprietorship.
4. In a limited partnership one or more partners are granted (ограниченные обязательства).
5. Partners are legally liable for (все долги фирмы).
6. In limited companies ownership is represented by (пакетом акций).
7. A franchiser has the right to (отозвать имущество).

**VII. Answer the following questions.**

1. What is a sole proprietorship?
2. What type of a business organization is easy to set up and dissolve? Why?
3. What documents are necessary for starting a sole proprietorship?
4. Does a sole proprietorship operate under a rigid charter?
5. What are the advantages and disadvantages of a sole proprietorship?
6. Partnerships are a stronger entity than proprietorships, aren't they?
7. Does a franchiser sell a licence to a franchisee?
8. What are the disadvantages of partnerships?
9. What are the main advantages of limited companies?

**VIII. Read the three descriptions of company structures.**

***Sole trader***

One person sets up and runs the company. The person provides all the capital and has unlimited liability for business debts, even if this means selling personal assets/

***Limited company***

In a limited company (*Am E* corporation), the capital is divided into shares, which are held by shareholders. Shareholders have limited liability, but they can vote at the Annual General Meeting to elect the Board of Directors. There are two types of limited company:

- 1) In a private limited company, all shareholders must agree before any shares can be bought or sold.
- 2) In a public limited company, shares are bought and sold freely, for example on the stock exchange.

***Partnership***

A group of people provide the capital, set up the company and manage it together. There are two types of partnership:

- 1) Partners in an unlimited partnership are like sole traders -if the business fails they are fully liable for all debts, and may even have to sell personal assets.

In a limited partnership there can be sleeping partners who do not participate in the management of the company. Sleeping partners have limited liability in the event of bankruptcy, they only lose their investment, not their personal assets.

**IX. Match the items in A to their synonyms in B.**

A	B
1. effort	a) purpose/aim
2. amount of	b) revenue/profit
3. shareholders	c) stockholders
4. goal	d) controlling company
5. affiliated company	e) subsidiary company
6. liability	f) sum
7. proprietor	g) property
8. holding company	h) attempt
9. income	i) responsibility
10. ownership	j) owner
11. aid	k) assistance

**X. Answer the following questions.**

1. What are the advantages and disadvantages of being a sleeping partner?
2. What is the difference between a sleeping partner and a shareholder? If a private limited company goes bankrupt, do the shareholders lose their personal assets? Why?
3. What are the advantages of a public limited company? Think of three.

**XI. Complete the sentences using the words from the list below.**

*associated company; acquisition; chief executive; big business; subsidiaries; mergers; chairperson; corporations; shares; company; multinational; venture; commercial; parent company; conglomerates*

1. Some of the operations of a typical ... are more global than others.
  2. Each unit including the ... has its own, local management.
  3. A large shareholding should provide considerable influence (but not control) over the ... .
  4. Whether the project will be a ... success is still uncertain.
  5. His first business ... was a clothes shop in Rose Street.
  6. Mr. Gate's boyhood pastime was computer programming. Today Microsoft, his ..., is the world's most successful supplier of computer software.
  7. The South depends more on small and medium-sized business for jobs than on large ... .
  8. Goodman Holdings has ... in Liechtenstein and the Channel Islands, which control investment around the world.
  9. Medeva, the fast-growing pharmaceuticals group
- 19 p (points) to 224 p on the news that it has made another ... in America.
10. Tourism in Hong Kong is ...: it is the third largest source of foreign exchange and employs, directly and indirectly, 180,000 people.
  11. Many corporations have expanded by means of mergers with and acquisitions of businesses in unrelated fields. Such collections businesses are called ... .
  12. One problem posed by some ... is that economic growth does not necessarily result from them, and no new jobs may be created.



13. The majority of ... in practically all companies are owned by institutional investors. 14. In general terms, the ... represents the company in the outside world and takes a leading part in making policy. 15. The ... is responsible for carrying out company policy and the day-to-day management of the firm.

***XII. Imagine that you are an owner of:***

- SPA saloon
- Café
- Pizzeria
- Photo studio
- Touristic agency
- Car repairing service
- Bookshop

***What form of ownership will you choose? Why?***

## **Unit 2. SWOT**

### ***I. Read and translate the following text.***

#### **SWOT ANALYSIS**

*SWOT analysis* is an acronym for *strengths, weaknesses, opportunities, and threats* and is a structured planning method that evaluates those four elements of an organization, project or business venture. A SWOT analysis can be carried out for a company, product, place, industry, or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective. Some authors credit SWOT to Albert Humphrey, who led a convention at the Stanford Research Institute in the 1960s and 1970s using data from Fortune 500 companies. However, Humphrey himself did not claim the creation of SWOT, and the origins remain obscure. The degree to which the internal environment of the firm matches with the external environment is expressed by the concept of strategic fit.

- *Strengths*: characteristics of the business or project that give it an advantage over others
- *Weaknesses*: characteristics of the business that place the business or project at a disadvantage relative to others
- *Opportunities*: elements in the environment that the business or project could exploit to its advantage
- *Threats*: elements in the environment that could cause trouble for the business or project

Identification of SWOTs is important because they can inform later steps in planning to achieve the objective. First, decision-makers should consider whether the objective is attainable, given the SWOTs. If the objective is *not* attainable, they must select a different objective and repeat the process.

Users of SWOT analysis must ask and answer questions that generate meaningful information for each category (strengths, weaknesses, opportunities, and threats) to make the analysis useful and find their competitive advantage.

SWOT analysis aims to identify the key internal and external factors seen as important to achieving an objective. SWOT analysis groups key pieces of information into two main categories:

*Internal factors* – the strengths and weaknesses internal to the organization.

*External factors* – the opportunities and threats presented by the environment external to the organization.

Analysis may view the internal factors as strengths or as weaknesses depending upon their effect on the organization's objectives. What may represent strengths with respect to one objective may be weaknesses (distractions, competition) for another objective. The factors may include all of the 4Ps as well as personnel, finance, manufacturing capabilities, and so on.

The external factors may include macroeconomic matters, technological change, legislation, and sociocultural changes, as well as changes in the marketplace or in competitive position. The results are often presented in the form of a matrix.

SWOT analysis is just one method of categorization and has its own weaknesses. For example, it may tend to persuade its users to compile lists rather than to think about actual important factors in achieving objectives. It also presents the resulting lists uncritically and without clear prioritization so that, for example, weak opportunities may appear to balance strong threats.

In many competitor analyses, marketers build detailed profiles of each competitor in the market, focusing especially on their relative competitive strengths and weaknesses using SWOT analysis. Marketing managers will examine each competitor's cost structure, sources of profits, resources and competencies, competitive positioning and product differentiation, degree of vertical integration, historical responses to industry developments, and other factors.

Marketing management often finds it necessary to invest in research to collect the data required to perform accurate marketing analysis. Accordingly, management often conducts market research to obtain this information.

***II. Say if the following statements are false or true. Correct the false sentences.***

1. Nobody knows who created SWOT analysis.
2. SWOT analysis has more strengths than weaknesses.
3. Logical planning of SWOTs helps to achieve the objective.
4. Internal factors are as important as external ones in SWOT analysis.

***III. Answer the following questions.***

1. What is a SWOT analysis?
2. Can a SWOT analysis be carried out for industry?
3. What does it involve?
4. Why are SWOTs so important?
5. What should decision makers do if the objective is not attainable?
6. What do external factors of SWOT analysis include?
7. What are the weaknesses of SWOT analysis?

#### **IV. Make written translation.**

Pat Albright is the senior marketing manager for PetraServer. She's presenting her marketing strategy to the board. The strategy was shaped by the SWOT analysis above.

«We need to exploit our strengths by making the most of our distribution network and loyalty program. If we can also build on strengths such as our brand image and current profitability, then it'll be easier to address, or deal with, weaknesses such as the lack of new products. We need to anticipate the threat of new hybrid cars and seize the new opportunities this will bring in terms of providing service points for these cars. The potential price war in the fuel market poses a serious threat and we will need to minimize the weaknesses this may create. Our sector is also under threat from the trend towards greater consumer concerns about the environment, but I believe we can create an opportunity by strengthening our communication and informing consumers about what we're doing to preserve the environment».

#### **V. The extracts below are from a SWOT analysis. Do they describe strengths, weaknesses, opportunities or threats?**

1. Competition is growing in this market, which could lead to a price war. There are now a lot of sites that offer the same service and product categories as Amazon. Amazon is a global brand but in some local markets the main competitor could be stronger and preferred by consumers.

2. Amazon has added a lot of new categories, but this may damage the brand. For example, offering automobiles may be confusing for customers. Due to increased competition, the offer is undifferentiated.

3. In 2004 Amazon moved into the Chinese market. There is huge potential here. In 2005 Amazon launched a new loyalty programme, AmazonPrime, which should maximize purchases from the existing client base.

4. Amazon is a global brand, operating in over ten countries. It was one of the first online retailers and today it has an enormous customer base. It has built on early successes with books, and now has product categories that include jewelry, toys and games, food and more. It has an innovative Customer Relationship Management programme.

#### **VI. Complete the table with words. Then complete the sentences below using words from the table.**

<i>Verb</i>	<i>Noun</i>	<i>Adjectives</i>
<i>strengthen</i>		
<i>threaten</i>		
<i>weaken</i>		
		<i>opportune</i>

1) Currently, the company is under ... from its main competitors.

2) In order to grow, the company will have to create new ..., not just exploit existing

3) We need to minimize ... and ...

4) To remain ahead of the competition we will need to anticipate ... such as increased raw material costs.

### ***VII. Correct the mistakes.***

- 1) The brand is very strengthened.
- 2) Today, competitor fears about health are one of the biggest threats to the processed food sector.
- 3) An undifferentiated offer wills weakness the company in the short term.
- 4) A clear opportunity is a gape in the market.
- 5) We may be threatened by the emerging trend towards online shopping.
- 6) A war of prices has weakened our profitability.

### ***VIII. Complete the sentences with the following terms:***

*product research, primary research, agency research, clinical trials, desk research, marketing research, pricing research, exploratory research, distribution research, marketing communications research, omnibus survey*

1. ... is the opposite of in-house research.
2. Pharmaceutical companies carry out ... .
3. ... is research carried out using published material.
4. ... is important when making decisions about where to locate retail outlets or where agents are needed.
5. ... is designed to help marketers understand problems.
6. ... is the investigation of ways to talk to consumers and the public in general.
7. ... is about collecting, studying and analyzing information which affects marketing decisions.
8. ... is research carried out on behalf of several companies together?
9. ... examines the relationship between price and demand.
10. ... is original research carried out by a company.
11. ... involves the design and concept of a product, then testing of the product, then market acceptance of the product.

## **Unit 3. Business ethics**

### ***I. Read and translate the following text.***

#### **BUSINESS ETHICS**

Business ethics are moral principles that guide the way a business behaves. It applies to all aspects of business conduct and is relevant to the conduct of individuals and entire organizations. These ethics originate from individuals, organizational statements or from the legal system.

One of the first seen written accounts of business ethics can be seen in Thirukural, a book said to be written by Thiruvalluvar some 2000 years ago in Tamil Literature. Business ethics reflect the norms of each historical period. As time passes, norms evolve, causing accepted behaviors to become objectionable. Business ethics and the resulting behavior evolved as well. Business was involved in slavery colonialism, and the cold war.

The term 'business ethics' came into common use in the United States in the early 1970s. By the mid-1980s at least 500 courses in business ethics reached 40,000 students, using some twenty textbooks and at least ten casebooks supported by professional societies, centers and journals of business ethics. The Society for Business Ethics was founded in 1980. European business schools adopted business ethics after 1987 commencing with the European Business Ethics Network (EBEN). In 1982 the first single-authored books in the field appeared. Firms began highlighting their ethical stature in the late 1980s and early 1990s, possibly in an attempt to distance themselves from the business scandals of the day, such as the savings and loan crisis.

Nowadays Business ethics refers to contemporary organizational standards, principles, sets of values and norms that govern the actions and behavior of an individual in the business organization. Business ethics have two dimensions, normative or descriptive. As a corporate practice and a career specialization, the field is primarily normative. Academics attempting to understand business behavior employ descriptive methods. The range and quantity of business ethical issues reflects the interaction of profit-maximizing behavior with non-economic concerns.

Interest in business ethics accelerated dramatically during the 1980s and 1990s, both within major corporations and within academia. For example, most major corporations today promote their commitment to non-economic values under headings such as ethics codes and social responsibility charters. Adam Smith said, "People of the same trade seldom meet together, even for merriment and diversion, but the conversation ends in a conspiracy against the public, or in some contrivance to raise prices. Governments use laws and regulations to point business behavior in what they perceive to be beneficial directions. Ethics implicitly regulates areas and details of behavior that lie beyond governmental control.

## ***II Answer the following questions.***

1. What are business ethics?
2. When were the first found accounts of business written?
3. Why have business ethics changed since that time?
4. Where was the term business ethics the most popular after 1970?
5. Why are business ethics so important?

## ***III Discuss the following points.***

1. Is raising the minimum wage a good idea?
2. Is it OK to sell a product when you can't prove that it works?
3. Are there any things that simply should not be bought or sold?
4. Is child labour always wrong?
5. Is misleading advertising unethical?

## ***IV. Read the text and explain why trust is important in modern economies убрать или сократить***

Valeant Pharmaceuticals has suffered a crisis of trust over the last few weeks. More specifically, the trust that investors had in the company was substantially diminished in the wake of revelations that Valeant had an unclear but apparently too-

cozy relationship with specialty pharmacy called Philidor. The loss in trust in this case was quite concrete, measured by a substantial drop in the company's share price.

The source of this loss of trust was, as is generally the case, a question about the company's ethics.

How bad management leads to bad ethics

Doing business in the long run absolutely requires ethics. At the very least, doing business requires a degree of mutual respect, embodied in our commitment to getting things from others by offering them what we think they want in return. It also requires a commitment to basic honesty, and a commitment to honour our contracts. These ethical basics are essential because they are the foundation of trust. And if you don't trust someone—at some level—you're just not going to do business with them.

If trust enables business, then trust has a real value, in real dollars and cents. So what, then, is the dollar value of trust? I estimate the dollar value of trust, within the global economy, at roughly \$102 trillion—in other words, the entire nominal Gross World Product for 2014. Without trust, all commerce on the planet would literally grind to a halt.

The fact that trust is crucial in markets is evidenced by the fact that businesses have come up with such a dizzying array of mechanisms designed to generate trust—everything from brands (which carry reputations) through to warranties, return policies, endorsements and third-party guarantors.

But what exactly is trust? What does it mean to trust someone? Functionally, it's an expectation that someone will behave in certain ways. Trust is also an attitude—part calculation, part emotion—that involves an expectation of goodwill, or at least good behaviour. It is an expectation that the other party to a transaction will not do us harm. As my friend and fellow philosopher Daryl Koehn once put it, trust is a mean between paranoia and foolish faith.

But what happens when trust is broken? How can a company like Valeant (or Volkswagen, for that matter) regain the trust of consumers and the investing public? There are many ways to rebuild trust, and none of them is quick.

A company that has lost the trust of the investing public is likely going to need to show a consistent pattern of trustworthy behaviour over a substantial period of time. And the focus, here, is on the showing. CEO Michael Pearson has said how important ethics is to the company. And—present appearances aside—that may well be true. But in the light of the current wave of mistrust, the company is going to need to do more. It is going to need to engage in substantial disclosures, far beyond detailing the nature of its relationship with Philidor. In the face of a failure of disclosure, the company may well find that that it needs to engage in more disclosure than any company—even one with nothing to hide—would be fully comfortable with.

Chris MacDonald is director of the Jim Pattison Ethical Leadership Program at the Ted Rogers School of Management, and founding co-editor of the *Business Ethics Journal Review*.

## ***V. Read the text and explain why gift is misleading in business ethic and corporate culture***

### **International Gift Giving Etiquette**

business culture is on the act of gift-giving not the gift itself. Expensive gifts are common. The best time to present a gift is at the end of your visit.

A gift for an individual should be given in private. If you are presenting a gift to a group of people have them all present. The correct etiquette is to present/receive gifts with both hands. Before accepting a gift it is polite. Within the interdependent, global and multi-cultural marketplace of the 21st century, cross cultural differences in the approaches to and practices of business people across the world are important to learn. A lack of cross cultural understanding can lead to misunderstandings which may result in offense. Cross cultural awareness and an understanding of foreign etiquette is important for today's globe trotting business person.

One area of importance in cross cultural awareness is in the different gift giving etiquettes of the world. Understanding gift giving and the etiquette surrounding it can help international business people cement better relationships with foreign colleagues, clients or customers. Cross cultural gift giving etiquette involves considering the following points: *Who is receiving the gift? Is it a person or a group? What is the status of the receiver(s)? What types of gifts are acceptable or unacceptable? What is the protocol associated with gift giving and receiving? Should gifts be reciprocated?*

In many countries such as in North America or the UK, gift giving is rare in the business world. In fact, it may carry negative connotations as gift giving could be construed as bribery. However, in many other countries, gift giving and its etiquette have a central place in business practices.

Avoid gag gifts. People of some countries don't appreciate them.

In Japan, South Korea, Taiwan, Hong Kong gifts are not opened in front of the giver as they are in the United States or Germany.

Although flowers make appropriate gifts, there are many cultural taboos related to color, variety and numbers. Red roses are only given by lovers or spouse in some cultures. White is the colour of mourning in China. In Brazil, purple flowers are associated with death by the lower class. Carnations are used to decorate cemeteries in France and Germany, as chrysanthemums are in Belgium, Japan and Italy; therefore in these countries you would want to avoid these inappropriate flowers as gifts. To Mexicans, yellow, red or white flowers have specific significance including romance and death, so flowers in these three colors should be avoided as gifts. In Japan funeral notices are red.

The number of flowers has also significance in many cultures. An uneven number of flowers is given on happy occasions by Americans and an even number of flowers for funeral. Because three is a lucky number in Thailand and Hong Kong, giving gifts in threes in these countries would be considered lucky. Avoid gifts of cowhide in India, because the cow is sacred. Avoid gifts of liquor or wine in all Islamic cultures, as it is forbidden by their religion.

The above are a few of many examples of cross cultural differences in gift giving etiquette. It is advisable to try and ascertain some facts about the gift giving etiquette of any country you plan to visit on business. By doing so, you maximize the potential of your cross cultural encounter.

In order to highlight some of the different aspects of cross cultural gift giving etiquette a few examples shall be presented.

#### *Gift Giving Etiquette in China*

It is the proper etiquette for gifts to be exchanged for celebrations, as thanks for assistance and even as a sweetener for future favours. It is however important not to give gifts in the absence of a good reason or a witness. When the Chinese want to buy

gifts it is not uncommon for them to ask what you would like. It would be wise to demonstrate an appreciation of Chinese culture by asking for items such as ink paintings or tea.

Business gifts are always reciprocated. Not to do so is bad etiquette. When giving gifts do not give cash. Do not be too frugal with your choice of gift otherwise you will be seen as an 'iron rooster', i.e. getting a good gift out of you is like getting a feather out of an iron rooster. Depending on the item, avoid giving one of something. Chinese philosophy stresses harmony and balance, so give in pairs.

*Gift Giving Etiquette Japan*

Gift-giving is a central part of Japanese business etiquette. Bring a range of gifts for your trip so if you are presented with a gift you will be able to reciprocate. The emphasis in Japanese to refuse at least once or twice before accepting. Giving four or nine of anything is considered unlucky. Give in pairs if possible.

*Gift Giving Etiquette in Saudi Arabia*

Gifts should only be given to the most intimate of friends. Gifts should be of the highest quality. Never buy gold or silk as a present for men. Silver is acceptable. Always give/receive gifts with the right hand. Saudis enjoy wearing scent – 'itr'. The most popular is 'oud' which can cost as much as £1000 an ounce. It is not bad etiquette to open gifts when received.

**VI A) Match the sentence beginnings (1-7) with their endings (a-g)**

1. My company/organization has a <b>vision</b>	a. for example, it doesn't have a <b>dress code</b> .
2. We have an <b>entrepreneurial</b> culture	b. I know where it's going; I share its <b>goals</b> .
3. People in my company are highly competitive	c. the boss is <b>autocratic</b> , and we do as we're told without question.
4. My company is pretty bureaucratic	d. there are lots of regulations and correct procedures. We are encouraged <b>to do things by the book</b> .
5. My company has a supportive culture	e. we battle each other for promotion and for <b>bonuses</b> .
6. My company has a controlling culture	f. when we need them, we're sent on training courses. Every employee has a <b>mentor</b> .
7. My company is quite informal	g. we're encouraged to look for new business and take risks

**VI B) Look at the words and phrases in bold above and match them to the following definitions.**

- a person who gives another person help and advice over a period of time and often also coaches them in their job mentor
- a set of rules for what you can wear
- aims
- demands total obedience from staff
- extra amounts of money given to you as a reward
- follow the rules exactly
- view of how the company will be in the future
- involving risk-taking



**VII. Decide whether the following statements are true or false. Correct the following sentences.**

1. Anglophones are likely to use your first name immediately.
2. On the other hand, Anglophones can be very old fashioned about manners and formalities.
3. “Morning” or “Afternoon” are commonly used as an informal way of saying “Good morning” and “Good afternoon”.
4. “I don’t think we’ve been introduced?” is a good way of introducing yourself.
5. Anglophones shake hands only the first time they meet someone.
6. In all other countries in Europe people shake hands whenever they come and go.
7. In the USA or UK a weak handshake implies a lack of character, whereas in Thailand you should shake hands gently.
8. People in England almost never kiss each other, but in Belgium and France they always kiss twice.
9. If you are traveling to the Far East, you should either bow or put your hands together in a prayer gesture as a means of greeting – check the details of each country before you go.
10. Ms. is an unmarried woman.
11. When you meet an English-speaking person, you can say “How do you do, Sir/Madam?”
12. In English, the longer the sentence, the more polite it usually is.
13. When you meet someone you should use their nickname.
14. It is polite in English to answer “Yes” or “No” alone.
15. “Sorry” and “Excuse me” mean the same thing.
16. When exchanging business cards with someone from the Far East, take care to look carefully at the card before putting it in your pocket. Do not right anything on it!

**VIII. Choose the right variant(s).**

1. How do you do?  
a) Very well.                      b) I’m fine, thank you.                      c) How do you do?
2. Excuse me, are you Bill Smug?  
a) No.                                      b) Yes, I’m.                                      c) I’m afraid I’m not.
3. Please call me Mark.  
a) OK.                                      b) Certainly, do call me Sheila.                      c) My name’s Mr. Jones.
4. May I introduce you to Mrs. Main?  
a) Hello.                                      b) How do you do?                                      c) I’m pleased to meet you.
5. Welcome to BSTU!  
a) Thank you.                                      b) Thanks.                                      c) Great!

6. What's your name?

- a) Jack Madison.      b) Jack.      c) Mr. Jack Madison.

7. I'm sorry.

- a) It doesn't matter.      b) Never mind.      c) Not at all.

8. Did you have a good trip?

- a) Yes, than you.      b) No.      c) Fine thank you.

**IX. Restore the order in the following sentences:**

- 1. at she the free is moment?      5. it about you tell me what is could?
- 2. is Mr. on his way Smith.      6. now he is available?
- 3. to through you would come like?      7. from a Susan the is Nike this London colleague
- 4. a hold on could minute you please?      office.

**X. Restore the right order in the following dialogues. Are the dialogues formal or informal?**

Dialogue 1	Dialogue 2
1. Pleased to meet you. Do call me Martin.	1. Enterprise Requirement Planning
2. That's very kind of you. Do you know my colleague, Sarah Hudson?	2. Not too good, I'm afraid.
3. Very well, thank you, Mr. Hyde, and you?	3. Hello Jim!
4. No, I don't. How do you do?	4. Hi, Jerry! How are you?
5. Good morning, Mrs. Woods, how are you?	5. Oh dear! Wt's the matter?
6. And you must call me Sarah. Shall we get down to business?	6. I'm sorry about that. Can I do anything to help?
7. I'm fine, thank you. Would you like some coffee?	7. Well, the computer went down last night, and we've lost all our ERP data.
8. How do you do? I'm pleased to meet you.	8. What's ERP?
9. Yes, here is our latest catalogue ...	9. Fine thanks, and you?

**XI. Find 16 expressions in the table below and make up a conversation of yours using as many phrases as possible. You may use expressions of your own if necessary.**

hellohowareyoudoyouremembermewhat isthematterverywellthankyoushesendsherregardsimustbe offhowarethingsitisnicetoseeyouagainhowis businessfinethanksandyouiwillgiveyouaringiam sorrytohearthatitwasniceseeingyougoingwellthank youshewasaskingafteryou
--

## CHAPTER 2. CAREER

### Unit 1. Job Application

#### *I. Read out the following words and learn them by heart:*

1. to recruit	отбирать на работу
2. to employ	нанимать на работу
3. to advertise the job	размещать объявление о вакансии
4. to apply for the job	претендовать на вакансию
5. a letter of application	анкета на вакансию
6. applicant	претендент на вакансию
7. recruitment agency	агентство по трудоустройству

#### *II. Think of possible answers to the questions before reading the text.*

1. How do usually companies recruit new people?
2. How do usually people apply for a job?
3. Is it better to recruit people oneself or use the recruitment agency services?

#### *III Read and translate the following text.*

### RECRUITMENT

When a company needs to recruit or employ new people, it may decide to advertise the job or position in the “NEED HELP” section of a newspaper. People who are interested can then apply for the job by sending in a letter of application or covering letter (US cover letter) and a curriculum vitae or CV (in US — resume) containing details of their education and experience. A company may also ask candidates to complete a standard application form. The company's Human Resources department will then select the most suitable applications and prepare a short list of candidates or applicants, who are invited to attend an Interview. Another way for a company to hire is by using the services of a recruitment agency (in US — search firm) which provides a list of suitable candidates.

A growing number of companies are no longer satisfied with traditional job interviews. Instead, they are requiring applicants for many white-collar jobs to submit to a series of written tests, roleplaying exercises, simulated decision-making exercises. Others put candidates through a long series of interviews by psychologists or trained interviewers.

The tests are not about mathematics or grammar, nor about any of the basic technical skills for which many production, sales and clerical workers have long been tested. Rather, employers want to evaluate candidates on the following qualities:

- Is the candidate creative and entrepreneurial? Can the candidate lead and coach?
- Is the candidate flexible and capable of learning?
- Does the candidate have enough skills and knowledge?
- How will the candidate function under pressure?
- Will the potential recruit fit the corporate culture?

These tests, which can take from an hour to two days, are all part of a broader trend. Companies are getting much more careful about hiring. Ten years ago, candidates could win a top job with the right look and the right answers to questions such as “Why do you want this job?” Now, many candidates are having to face questions and exercises intended to learn how they get things done.

They may face questions such as "Who is the best manager you ever worked for and why?" or "What is your best friend like?". The answers, psychologists say, reveal much about a candidate's management style and about himself or herself. The reason for the interrogations is clear: many hired candidates work out badly. The cost of bringing the wrong person on board is sometimes huge. Searching and training can cost from \$5000 for a lower-level manager to \$250,000 for a top executive. With the pace of change accelerating in markets and technology, companies want to know how an executive will perform, not just how he or she has performed. Years ago, employers looked for experience — has the candidate done this before? Most companies have not changed this practice until now.

Research has shown that most decision makers make their hiring decision in the first five minutes of an interview and spend the rest of the time rationalizing their choice.

Even companies that have not started extensive testing have toughened their hiring practices. They make the comprehensive testing aimed to measure skills in communications, analysis and organization, management style and personality traits.

#### ***IV. Answer the following questions after reading the text.***

1. How are requiring applicants interviewed? What is the purpose of the asked questions?
2. Have the questions to applicants changed lately?
3. Does it take much time for decision makers to make their hiring decision?
4. What would you ask the requiring applicants if you were an executive? Think of possible and appropriate questions.
5. Can only the interview help to choose the best employee?

#### ***V. Read the dialogue between HR employee (HR) and Mr. Robert Marczak (RM) to learn how the interview for such position may proceed.***

### **INTERVIEW FOR A JOB**

**HR:** What attracted you to apply for the post in our company?

**RM:** Well, Aqua is a well known and reputable firm with many years' experience. It takes its business seriously it is stressed in the company's profile, it is looking for leadership, analytical skills, teamwork, and creativity.

**HR:** Yes, that's true. Why did you choose branding as your profession?

**RM:** Well, I enjoy the Intellectual challenge of branding... The opportunity to develop and execute strategies, to exploit market opportunities. To resolve Issues, motivate people and achieve results that others believed were unachievable.

**HR:** So, would you say you consider yourself to be goal-orientated?

**RM:** Yes, definitely. What I focus on is setting objectives that optimize the performance of my unit alongside overall corporate performance. I think that in order to be successful, it takes much more than setting short term cash flow objectives. For example, price skimming and similar practices must be strategically justified.

**HR:** Oh, certainly. In your previous company, you started as a marketing analyst and then you were promoted to assistant brand manager. Afterwards for three years you worked as a brand manager How would you describe the major changes in the scope of your responsibilities?

**RM:** I'd say it is a progression from executing a given strategy to actually developing a new one. In other words, it is a shift from participating in cross-functional teams to leading them, from monitoring a business budget to assuming profit-and-loss responsibility.

**HR:** Oh, I see. Your track record of results looks really impressive. Could you tell me about the last time you had to work with others to accomplish a critical project? What did you do?

**VI. Match the words 1-6 with their definitions a-f:**

1. to accomplish	a. to succeed in doing smth, to gain smth with effort
2. branding	b. giving brand names to products and developing people's awareness of them
3. cross-functional	c. composed of at least three members from diverse functional entities working together towards a common goal
4. to exploit	d. to use or manipulate to one's advantage
5. goal-orientated	e. strongly motivated and highly organized in achieving tasks that are specified in advance
6. price skimming	f. a pricing strategy in which a marketer sets a relatively high price for a product or service at first and then lowers the price over time

**VII. Match the words to form collocations:**

1. to exploit	a. cross- functional teams
2. to resolve	b. people
3. to accomplish	c. responsibility
4. to motivate	d. Issues
5. to set	e. a strategy
6. to assume	f. a critical project
7. to develop	g. objectives
8. to lead	h. opportunities

**VII a. Match the words from column A with the words from column B to form pairs of synonyms. Use them in sentences of your own.**

**A**

- sensitive
- partner
- to conduct
- to achieve understanding
- to talk over
- to come to a decision
- to give reasons
- transaction
- to use
- purpose
- trait
- to achieve an objective
- to be correct

**B**

- perceptive
- to discuss
- objective
- to motivate
- to apply
- to reach the solution
- to carry on
- to attain an objective
- negotiation
- to be true
- to gain understanding
- characteristic
- to leave the company

**VIII b. Match the words from column A with the words from column B to form pairs of antonyms. Use them in sentences of your own.**

A	B
Solution	ineffectively
to persuade	wasteful
productive	to reject
to accept	unfavourable
persuasive	carelessly
successful	disruption
efficiently	to fail
to attain	discourage
skillfully	unconvincing
carefully	worthless
to lead	awkwardly
valuable	to follow

**IX. Choose the appropriate form of the words to complete the sentences. Translate the sentences into Russian.**

1 *to conduct, conduction, conductor*

- ... a stress interview means to put the interviewee in a hostile situation to see the reaction.
- He was thoroughly instructed how ... himself at the interview.
- This material is a better ... than wood.
- The ... of electricity through this material was investigated.

2 *to solve, solution*

- Information interviews are considered to be very important for reaching the ... to problems.
- This was the latest attempt to find a ... to the troubles in the company.
- The employees should be working together on the ... of the problems of their company.
- The manager thinks this would create more problems than it would ... .

3 *to depend, dependence, dependable, dependent*

- The employment decision should not ... on the personal details of an applicant.
- Employers prefer people who are organized and ... .
- The possibility to get a good job is heavily ... on the favourable impression an applicant makes on an interviewer.

4 *to evaluate, evaluation*

- During the interview a manager should try to ... the applicant's answers without showing any disapproval or disbelief.
- The ... of the information from all the references may be too big a job for the prospective employer as he has too many applicants.
- To achieve your objective of getting the interviewer's favourable ..., you need to be able to sell your qualifications.

## Unit 2. Writing a Curriculum Vitae

### *I. Read and translate the following text.*

In the job hunting market, there are lots of ways an employer can learn about potential hires; from business cards, to personal websites, to job applications. Of course, no little piece of paper is better known than the resume. To really figure out what a CV is, we first have to talk about what CV means. The letters CV stand for curriculum vitae which is Latin for "course of life." A resume isn't very long. Ideally a good solid resume is about one page in length and can be submitted for almost any type of job on the market. When you type up a resume, you're usually just covering your work and educational history. You might include certain professional affiliations and possibly highlight specific major awards that relate to the job you're applying for, but it's usually a concise document. Short and sweet. A Curriculum Vitae on the other hand, is much longer and covers much, much more information. A CV is a thorough and comprehensive document, detailing not only your education and work history, but also your achievements, awards, any honors you've been conferred and any and all of your publications.

#### *Different Types of CV*

Chronological - outlining your career history in date order, normally beginning with the most recent items (reverse chronological). This is the "conventional" approach and the easiest to prepare. It is detailed, comprehensive and biographical and usually works well for "traditional" students with a good all-round mixture of education and work experience. Mature students, however, may not benefit from this approach, which does emphasize your age, any career breaks and work experience which has little surface relevance to the posts you are applying for now.

Skills-based: highly-focused CVs which relate your skills and abilities to a specific job or career area by highlighting these skills and your major achievements. The factual, chronological details of your education and work history are subordinate. These work well for mature graduates and for anybody whose degree subject and work experience is not directly relevant to their application. Skills-based CVs should be closely targeted to a specific job.

A good CV should:

1. attract attention;
2. create a positive impression;
3. present your skills and qualities clearly and concisely.

#### Common Features of a CV

Start by first listing everything you can about your background information and then building out from there. To help you get started, we've pulled together a few of the most often seen sections of CVs that you might expect to include when writing your own.

1) Who are you?

A CV should always include your basic information starting with your name, address, telephone number and email. For United States and Canadian job seekers, that's generally all you need to include. If you search for example CVs online, you are likely to come across ones that include a small passport-sized photo of the appli-

cant in the upper right-hand corner. While this practice is standard in France, Belgium and Germany, it is NOT considered appropriate for CVs in the United States and Canada. Just a heads up.

2) No, really...who are you?

In some instances, it's also appropriate to include a brief bio of yourself. Depending on the industry you are going into, a short blurb about who you are might be all you need to catch an employer's eye and get called in for an interview. If you do decide to include a brief bio, make sure it's well written and original.

3) What have you done?

As a CV is a thorough detailing of your history, that includes your educational history as well as your work experience and any training you might have received. When detailing your educational history, you want to do it in reverse chronological order. Be sure to include the full list of your degrees, including those you've already earned and any you might be currently pursuing as well as where you received your education.

Be sure to list the years of your graduation. If you are the author of a dissertation or thesis, you would include that information here as well as the name of your advisor. For your work history, you want to include not only where you've worked, but also any applicable experiences related to that work.

If you're an educator and you're not only teaching, but also working in a research lab or facility, you would want to include that here. Field experience, leadership experience, related volunteer work and any and all other experience that relates to your employment goes in this section.

4) What do you like?

Unlike a resume, a CV often includes a section that covers your areas of interest. While this might seem unusual, it can actually provide a potential employer with a lot of insight into who you are, which is why it's so important to make sure you handle this section carefully.

While it might be tempting to just list your hobbies here and hope for the best, it's actually a good idea to expand on what you do in your free time as well as why you do it. Are you a history buff who loves to go to reenactments? Rather than just listing "Re-enactor" on your CV, flesh it out a bit.

"As a historically accurate civil war reenactor, I enjoy spending my weekends immersed in a world where I gain first hand insight into our country's rich past."

Do you have leadership skills outside of your work that you enjoy participating in? List those here as well.

No matter what you list here, try to include a range of interests that demonstrate who you are when you're not working at your job. Of course, try not to include information that would make it appear that you're just stuffing things into your CV in order to give it length. It's perfectly fine to list your interests, but keep it within reason. List the things that are the most relevant to what you are looking for work wise. It's not necessary to list every extracurricular activity you've ever participated in.

5) Mad skills, bro! How many languages do you speak? Are you fluent in multiple tongues? What about computer programs? Are you an accomplished graphic designer who has an extensive knowledge of specific software? List that too!



#### 6) You're the best!

Have others recognized you for the work you've done? Do you have any awards or honors that you've received for teaching? How about for service or work? Have you applied for and received any grants or scholarships? Those go here! This is also where you want to include things like fellowships or patents.

#### 7) Texts and Talks

Are you an author of any papers, articles or books? Are you an expert in your field and thus find yourself speaking at conferences, panels or symposiums? Make sure you list those and give a brief description of each so your reader knows what you've done and where.

8) I'm in the club! Are you a member of any professional organizations, guilds or clubs? Make sure to include if you've held any offices or positions within those organizations and how long you've been with them.

#### 9) Who will vouch for you?

A reference section is also something you might consider including in your CV. While it's not always required, it's not a bad idea to put down references if you know the person recommending you is going to be enthusiastically in your corner. (Of course it should go without saying you should only have enthusiastic references...)

If you feel your CV is running long for your level of experience, or you'd like more time to prep your references, it's also perfectly acceptable to say "References available upon request."

#### 10) And the Rest...

Other sections you might include in your CV (depending entirely on the job you're applying for) include:

- Study Abroad
- Exhibitions
- Professional Licenses and/or memberships
- Consulting Work
- Professional Development
- Research Experience
- Teaching Experience

Remember, your CV should be specific to the industry or area of work you're entering, so while much of the basic information should be fairly standard, always find examples that relate to the job you're after to ensure that you're including all the necessary things.

Well, now that we've gone over all that...

#### *What About Formatting?*

With any and all documents you turn into a potential employer, you want to make sure that your CV is clear of any and all grammatical and spelling errors. You want to make sure that your CV is carefully and logically laid out and that it reads well. Yes, you're including a lot of information in this document, but don't try to cram everything in all at once.

Organize it using topical headings and be considerate in how you lay it out and how you order it. While the order of topics in a CV is flexible, it's a good idea to keep in mind that what you list first will receive the most attention. Try to arrange your sections so that they highlight your strengths in relation to the position you are applying to.

Make sure your font is readable and that you are consistent with any formatting you decide to use.

Don't include your salary history in your CV. You also shouldn't include why you left your last position.

When you're working on a resume, it's common to use a type of formatting called "gapping." Gapping is when you take a full sentence and cut it down to the most basic components in order to convey the most amount of information in the least amount of words. However, when writing your CV, you will want to use full sentences. It's also important to work in action words that help to not only draw in the reader, but keep them engaged in what they're reading.

Here, let me show you the difference. Let's pretend you were a floor manager in a service department at a company. If you were writing a resume and utilizing gapping, you might note your experience like this:

*Floor manager (2000-2002)*

*Team leader.*

*Responsible for customer service.*

Again, this example is perfectly acceptable for a resume. For a CV, however, you want to make sure you're including more information and utilizing your action words.

*Example:*

I worked as a floor manager from 2000 to 2002. During that time I oversaw and lead a team of twenty employees committed to providing quality customer service.

*Example:*

I spent five years refining my abilities as a negotiator and motivator, using my skills as a problem solver to help persuade clients to try new and exciting products.

When printing your CV, always print your pages single sided. Yes, it's longer than a resume, and it's tempting to try to save paper by printing double sided, but resist that temptation!

As a CV is longer than a resume and can often run several pages, make sure you include page numbers on every page except for the first one.

And remember as well to be always honest in your CV.

## ***II. Work with a partner. Discuss the following 'tips' for a successful interview. Do you agree with all of them? Add one more of your own.***

1. Before the interview, ask a friend/colleague to ask you typical questions. In particular, practice talking about your strong points using concrete examples from your current job.

2. Before the interview, write to the people who will give you references. Tell them to expect a call and give them a recent copy of your CV/Resume.

3. Arrive 30 minutes early on site and 10 minutes early for the interview. Use the time to walk in the fresh air. When greeting the interviewer, smile, make eye contact and shake hands firmly.

4. Your clothes, shoes and hair need to be tidy and above your normal standard.

5. Keep your answers short, simple and relevant - as you would in other business situations. Interviews are a dialogue so don't talk more than 60-70% of the time. If the interviewer wants more information, let him/her ask for it.

6. Occasionally take the initiative and ask questions to show you are interested.
7. Be enthusiastic and positive. Never contradict, argue or interrupt. Never criticize previous employers during the interview.
8. Don't be submissive. Treat the interviewer with respect, but as an equal.
9. Don't ask questions about the salary. If possible, wait for the interviewer to mention it. Ask for higher than you expect. If in doubt, ask for your current salary plus 15%.
10. Immediately after the interview make notes: write down names, details about the organization, and especially company 'buzzwords'. If called for a second interview, make sure you use these.
11. Consider writing a short follow-up letter, particularly after informal interviews where there was no clear job being advertised. Express your pleasure in meeting everyone (list them by name), comment on one part of the meeting (something that emphasizes your qualifications), mention again the benefits you can bring to the company and why you would like to work there (include company buzzwords).

### ***III. Work in groups of two or three. Have a formal mini-interview.***

Interviewee. Before you start, give your CV/Resume to your interviewer/s to look through. Interviewer/s Ask questions, listen carefully, ask follow-up questions.

### ***IV. Compare two CV. What is Chronological one and what is skills-based one?***

*! A rota is a list which gives details of the order in which different people have to do a particular job*

## **ALAN TURING**

### **Home Address:**

33 Union Street,  
Bletchley Park,  
B6 3AE.  
**Tel.** (0161) 351 4039  
**Email:** at5555@kent.ac.uk

### **Term Address:**

6 Farthings Court, Parkwood  
 Canterbury  
 CT2 8NP

**Nationality:** British

## **EDUCATION AND QUALIFICATIONS**

**University of Kent BSc(Hons.) Computer Science 2010 - 2013**

### **Subjects include:**

Software Engineering, Compiling Techniques, Cryptography,  
 Digital Systems, Operating Systems and Robotics.

I obtained 62% in my 2nd year exams equivalent to a 2:1

My project involved the development of a Linux-based code breaking system and required independent research skills

### **Sherborne College 2008 - 2011**

'A' Levels: Mathematics A, Physics C, Chemistry D.

**St. John's Boys School, Hastings. 2003 - 2008**  
8 GCSEs including Mathematics, English and German.

## **WORK EXPERIENCE**

### **Tourist Information Office, Canterbury Summer 2011**

Assisting customers from all over the world with a wide variety of enquiries, working in the Bureau de Change, booking theatre and concert tickets.

### **Hastings City Council Summer 2009**

Temporary Accounts Clerk in City Treasurer's office. Responding to customer enquiries, using computerised accounts systems.

### **Simple Simon's Public House, Canterbury. Sept. 2011 - present**

Part-time barwork throughout the year serving customers and cashing up.

## **ACTIVITIES AND INTERESTS**

- Secretary of the Cryptography Society, involved booking speakers.
- Helped to organize a charity fun run for Rag Week
- Have fundraised for the World Land Trust who buy and save endangered rain-forests.
- With a passion for finding eye-catching images, photography has become an interest of mine. With self-motivation, I have taught myself how to use Photoshop, and I have created my own website
- Other interests include current affairs and reading sci-fi novels.

## **ADDITIONAL INFORMATION**

- **Computing Skills:** Knowledge of Linux and Windows 7. Programming skills in Java, Haskell and Modula 3. Good knowledge of SQL and XML.
- Good level of spoken German.
- Full, clean driving licence.

**REFEREES** : I am happy to supply these on request.

ALEX BUCKSHEATH

14, Wychurch Road, Canterbury, Kent. CT2 7SJ.

Tel. 01227 - 764521

Email: ab999@kent.ac.uk

Nationality: British

Female

### **Personal Statement**

A graduate with strong communication and organisational skills gained in nursing, now seeking to move into HR as a trainee manager.

## **Skills**

### **Communication**

- As Ward Sister it was important to be able to communicate with a variety of staff ranging from cleaners to consultants
- Working with patients and their relatives requires the ability to communicate complex medical information and to handle difficult situations with tact and sensitivity
- Presented my degree project on «The Impact of the Corn Laws in Kent» as a Powerpoint presentation at a History Society seminar as well as in writing.

### **Planning/Organising**

- As Ward Sister managed a team of nursing and support staff, which included organizing staff rotas and prioritizing tasks. Also managed patient admissions, liaising with staff in other departments and other hospitals
- As Secretary of History Society responsible for booking speakers and promoting events
- My degree project required work to a tight deadline, researching in local archives and managing a database
- Bringing up two children while working and studying has required flexibility and the patience of a saint!

### **Teamwork**

- Worked as part of a team on a busy ward, sometimes under great pressure. Here flexibility and initiative were essential
- The Psychology module of my Access course involved a group project where I worked with three other students investigating the effect of returning to work on women's self-esteem. Responsible for co-ordinating interviews and qualitative analysis of interview transcripts. Our project was awarded the highest grade of any in that year
- As an office temp it was necessary to fit into a team immediately and to pick up information quickly.

### **Training**

- As Ward Sister was responsible for the training and induction of new nursing and support staff;
- Helped children improve their maths and reading as a volunteer classroom assistant at my children's primary school

### **Computing**

- Good knowledge of MS Word, Access and PowerPoint

- Designed a web page to support our village heritage project

### **Education**

#### **BA (Hons.) History, University of Kent, 2010 to 2013**

Achieved 63% in Second Year Examinations. Expected Result 2:1.

#### **Canterbury College, Access Course, 2008-2010**

Subjects included History, Sociology and Psychology, in which I achieved 83% in my final examination.

**William Harvey Hospital, Ashford, Kent, 1987 – 90 State Registered Nurse Training Course**

Including study of anatomy, physiology, diseases and treatment, ward management and practical nurse training

**Surbiton High School, 1981 – 1987**

5 O-Levels including English, Mathematics, Science.

**Work**

**Elite Nursing Agency, Canterbury, 2001 – present Part-time Nurse**, whilst raising my family and studying for my degree

**Canterbury Hospital Ward Sister 1997 – 2000**

Responsible for patient care, clinical procedures, administrative duties and staff training and development while in charge of a busy surgical/medical ward with a 4-bed critical care unit.

**1988 - 1995: Nurse, then Senior Nurse - Canterbury Hospital**

Working with a multi-disciplinary team on a variety of wards

**Other jobs** have included temporary office work and waitressing.

**Additional Information**

- **Married with two children aged 9 and 12.**
- **Full, clean driving licence.**

**Referees**

Dr.I.M.Bright

Senior Lecturer,  
Keynes College,  
University of Kent at Canterbury,  
Canterbury,  
Kent, CT2 7NP  
Email: I.M.Bright@kent.ac.uk  
Tel: 10227 827006

Mrs N. Parker

Director,  
Elite Nursing Agency,  
Russell Road,  
Canterbury,  
Kent, CT1 8FF  
Email: nparker@elitenursing.co.uk  
Tel: 01227 888777

***V. Complete the job advertisement for a corporate procurement manager with words from the box.***

Fulfilment, negotiation, 3PL providers, procurement, command, vendors, supply chain, relationship
---

We are looking for a proactive and dynamic professional to take care of our strategic procurement and supplier \_\_\_\_\_ management.

Reporting to the Director of Corporate Procurement, the successful applicant will be responsible for managing both internal and external customers and for working with the appointed \_\_\_\_\_. While liaising with the \_\_\_\_\_ team, \_\_\_\_\_, and related stakeholders, you will also be involved in providing business support to optimize finance-logistics processes, order \_\_\_\_\_, and logistics costs.

Other responsibilities include providing initiatives to help maximize company business profitability and efficiency.

The ideal candidate should have a degree in \_\_\_\_\_ management or logistics management with a deep understanding and knowledge of the China logistics market. You should have at least 5 years' experience in a multinational company and you should possess outstanding \_\_\_\_\_ skills. Based in Macau, excellent \_\_\_\_\_ of English and Cantonese is a must with Mandarin an advantage.

If you are interested in this role, please send your CV in Word format to ...

***VI. Read the job advertisement again and answer the questions.***

1. What area will the new corporate procurement manager head?
2. What are the procurement manager's main responsibilities? List two or three.
3. Who will he/she collaborate with closely in his/her job?
4. What qualifications are expected?
5. What kind of experience is required?

***Can you think of other areas which are important in procurement? Discuss with a partner.***

### **Unit 3. Writing Covering Letter**

***I. Read and translate the following text.***

When you apply for a job with a curriculum vitae, it's important to include a cover letter, also known as a covering letter, with your CV. This letter allows you to make a favorable first impression, using narrative in your own tone of voice to catch the reader's attention and encourage them to give a serious review to your attached resume.

#### **Curriculum Vitae Cover Letters**

A cover letter should be included with every curriculum vitae you send, and should also be tailored to respond to the unique and specific requirements requested by each organization you are approaching; don't try to use the same cover letter for every job you apply for.

This letter needs to provide detailed information on why are you are qualified for the job. It should also outline the reasons for your interest in the company or organization to which you are applying.

Use your cover letter to identify the most relevant skills or experiences specific to the job, rather than restating the information in your CV. If you're writing a cover letter for a position at a college or university, here's how to write an academic cover letter.

#### **What to Include in Your Curriculum Vitae Cover Letter**

Kevin Fitzgerald is the North American Marketing Communications Manager for Michael Page International, one of the world's leading professional recruitment consultancies. He provides the following suggestions about what information to incorporate into your curriculum vitae cover letter.

The content of your cover letter should be brief and structured; avoid lengthy repetition of information covered in your CV. Unlike a CV, it is acceptable to write a cover letter in the first person.

Your letter should address the relevant contact, whose name often appears in the job advertisement. Avoid “Sir” or “Madam” if possible.

If you are replying to a job ad, say so. Mention the job title, any reference number, and where and when you saw it.

In some cases an advert will indicate that a more substantial letter is required. Always follow specific instructions and include any information if it is particularly requested (for example, your current salary).

Briefly outline your current situation and why you are seeking change. Include mention of your current or last job, qualifications, and professional and academic training, tailoring your information to make it as relevant as possible to the organization or job applied for.

Tell the potential employer a little about themselves to demonstrate you have properly read the position description and that you have done some research into the organization. Also, state why you are interested in them as an employer.

You need to succinctly emphasize why an employer may want to meet and employ you. Highlight your transferable skills, achievements and versatility: what you can contribute and what makes you stand out from your competition. You can also mention personality traits relevant to the role applied for, taking care not to appear too subjective.

Ensure that your CV covering letter flows freely, however, and does not slavishly match every point on the job description. The reader should be left with an overall impression that you are a potentially valuable addition to the workforce.

Negative information of any sort should be avoided in your cover letter as well as on your CV.

Close your letter with a polite expression of interest in further dialogue with the recruiter. Do mention that you would like the opportunity to discuss your suitability further in a personal interview and that you await a response in due course.

Ensure your letter is neatly and clearly presented with no grammatical or spelling errors.

Email covering letters should be written in a common font (such as Times New Roman, Verdana, or Courier New) with standard formatting and should emulate a handwritten letter in terms of style.

Below you will find Ann Jackson's covering letter:

52 Hanover Street

Edinburgh

EH2 5LM

UK

Emily Stark

Futura GmbH

Blumenstrasse 120

8000 Munich 22

Dear Ms Stark:

8th January 2017

I'm writing to apply for the position which was advertised last month in The Daily News.



Although I am presently employed by a non-profit organization, it has always been my intention to work in commercial environment. I would particularly welcome chance to work for your company as I have long admired both the quality of the products that it provides and its position as a defender of environmental causes. As you notice on my enclosed CV, the job you are offering suits both my personal and professional interests.

My work experience has familiarized me with many of the challenges involved in public relations today. I am sure that this, together with my understanding of the needs and expectations of sport and nature enthusiasts, would be extremely relevant to the position. Moreover, as my mother is German, I am fluent in this language and would definitely enjoy working in a German-speaking environment.

I would be pleased to discuss my curriculum vitae with more detail at an interview. In the meantime, please do not hesitate to contact me if you require further information. I look forward to hearing from you.

Yours sincerely,  
Ann Jackson

***II. Fill gaps in the covering letter***

Maxine Cunningham  
Hiring Manager  
Dayjob Ltd  
120 Vyse Street  
Birmingham  
B18 6NF

18th May 2017

Dear Ms Cunningham

I have recently graduated from ..... University with a ..... in ..... My keen interest to work in the field of ..... is what led me to enrol on a ..... course, and is also the reason why I am writing to you.

Yesterday I saw your vacancy for a ..... on the dayjob.com website. After reading the job description I have become convinced that I am a perfect match for your requirements as I have the necessary skill, abilities and future potential that you are looking for. I consider myself to be proactive, resourceful, highly organized and deadline oriented, with the ability to multi-task and coordinate a number of high priority tasks at any one time.

Whilst studying I also worked part time as a volunteer ..... at ..... My time working there broadened my knowledge of the field of ..... and has given me a much greater understanding of ..... All of my experiences to date have given me a strong work ethic, and an ability to find practical solutions to problems. My core strengths include, but are not limited to the following;

- An aptitude for problem solving and using my initiative.
- Superb leadership skills.
- Having a high level of commitment to projects I work on.
- Taking constructive criticism well.

I am very eager to become part of a winning team like yours, and right now I am looking for a role that will give me the opportunity to become actively involved in real world projects, and gain practical work experience in the field of .....

I look forward to discussing with you in greater detail the possibility of my joining your organisation and contributing to its continued success. I would very much welcome a interview, and would like to close by thanking your for taking the time to review my application.

Yours sincerely,  
Andrew Daniels

123 Some Made Up Road  
Birmingham  
B111 1AAA  
Tel: 00 44 121 638 0026  
Email: info@dayjob.com

***III. Write down the job that you are applying for.***

Job title \_\_\_\_\_

Company \_\_\_\_\_

Prepare for a mini-interview. Decide which of the following questions you want to answer and fill in any gaps with your own personal information. Add a question of your own that you want the interviewer to ask you. Then work with a partner to discuss how you would answer them.

1. Why did you apply to this company? What do you know about our company?
2. What do you know about this business?
3. What do you know about this market?
4. What do you know about our products?
5. What interests you most about this job?
6. What can you bring to this position? Why should we employ you in preference to the other candidates?
7. You have very little experience in. How will you deal with this?
8. You appear to be a little young/old for this position.
9. Are you prepared to travel?

***IV. Work with a new partner and have a formal mini-interview.***

Interviewee Before you start, give the interviewer this worksheet with the job title and company you are interested in and show him/her which questions you have prepared.

Interviewer Look at the interviewee's chosen job and check you understand what it is. Then use the questions you are given. Listen carefully and ask follow-up questions.

**V. Complete the sentences with words from the box.**

Experience, background, hours, knowledge, company, job
--

1. You need to have a through \_\_\_\_\_ of reverse logistics to apply for this position
2. He is not with his mundane \_\_\_\_\_ .
3. Alibaba is a widely recognized and prosperous \_\_\_\_\_ .
4. Most of our employees work flexible \_\_\_\_\_
5. The pay depends on previous \_\_\_\_\_
6. Our course is designed to provide the analytical \_\_\_\_\_ necessary for students wishing to study business now.

**VI. Complete the sentences with suitable prepositions.**

1. The pay depends \_\_\_ previous experience.
2. A suitable candidate will have \_\_\_ least 2 years logistics experience.
3. Those selected \_\_\_ an interview will be contacted
4. We are currently looking for an Office Administrator \_\_\_ join our team
5. The candidate is expected \_\_\_ have thorough knowledge of budgeting.
6. The candidate must be able \_\_\_ work \_\_\_ different projects simultaneously.

## CHAPTER 3. BUSINESS CORRESPONDENCE

### Unit 1. Meaning and Importance of Business Correspondence

#### *I. Find Russian equivalents to the English words.*

- |                         |                                       |
|-------------------------|---------------------------------------|
| 1. customer             | a. запрос                             |
| 2. salesman             | b. покупатель, клиент                 |
| 3. enquiry (inquiry)    | c. памятка, памятная записка          |
| 4. complaint            | d. коммерческое предложение           |
| 5. memo                 | e. жалоба (рекламация)                |
| 6. letter of adjustment | f. покупка товаров                    |
| 7. correspondence       | g. повышение в должности, продвижение |
| 8. purchase of goods    | h. письмо ответ на рекламацию         |
| 9. goodwill             | i. продавец                           |
| 10. suggestion          | j. переписка                          |
| 11. promotion           | к. доброжелательность                 |
| 12. to enhance sales    | l. показ, планировка, расположение    |
| 13. layout              | m. увеличить продажи                  |

#### *II. Read and translate the following text.*

In our day to-day life we exchange our ideas, thoughts and other information with our friends, relatives and other people. Sometimes we directly talk to them and sometimes we also write letters to them. In letters we express our feelings in a few words, we may ask for any information or we may write about a complaint in connection with our problems. Similarly businessmen also exchange ideas, information by writing letters. They communicate business information to customers, suppliers and others and at the same time receive a variety of letters from them. So let us know about different types of letters used in the process of business transactions.

Business letters may be divided into *official* and *semi-official*. The first kind of letters is characteristic of those people working in business: an executive, a department manager, a salesman, a secretary or a specialist in business and technology. Official letters include enquiries, offers, orders, complaints, memos, letters of adjustment, and so on. But if people want to congratulate or thank somebody, to accept an invitation, this is a kind of semi-official letters.

Communication through exchange of letters is known as correspondence. We communicate our feelings, thoughts etc. to our friends and relatives through letters that may be called personal correspondence. A Businessman also writes and receives letters in his day to-day transactions, which may be called business correspondence. Business correspondence or business letter is a written communication between two parties. Businessmen may write letters to supplier of goods and also receive letters from the suppliers. Customers may write letters to businessmen seeking information about availability of goods, price, quality, sample etc. or place order for purchase of goods. Thus, business letters may be defined as a media or means through which views are expressed and ideas or information is communicated in writing in the process of business activities.

Now-a-days business operations are not restricted to any locality, state or nation. Today production takes place in one area but consumption takes place everywhere. Since the businessmen as well as customers live in far off places they don't have sufficient time to contact each other personally. Thus, there arises the need for writing letters. In the past the situation was not so. Business letters were not essential in olden days. But now the importance of letters has increased because of vast expansion of business, increase in demand as well as supply of goods.

Let us learn about the *importance* of business letters.

1) Help in maintaining proper relationship

Now-a-days business activities are not confined to any one area or locality. The businessmen as well as customers are scattered throughout the country. Thus, there is a need to maintain proper relationship among them by using appropriate means of communication. Here business letters play an important role. The customers can write letters to the businessman seeking information about products and businessmen also supply various information to customers. This helps them to carry on business on national and international basis.

2) Inexpensive and convenient mode

Though there are other modes of communication like telephone, telex, fax, etc. but business information can be provided and obtained economically and conveniently through letters.

3) Create and maintain goodwill

Sometimes business letters are written to create and enhance goodwill. Businessmen at times send letters to enquire about complaints and suggestions of their customers. They also send letters to inform the customers about the availability of a new product, clearance sale etc. All this results in cordial relations with the customers, which enhances the goodwill of the business.

4) Serves as evidence

We cannot expect a trader to memorise all facts and figures in a conversation that normally takes place among businessmen. Through letters, he can keep a record of all facts. Thus, letters can serve as evidence in case of dispute between two parties.

5) Help in expansion of business

Business requires information regarding competing products, prevailing prices, promotion, market activities, etc. If the trader has to run from place to place to get information, he will end up doing nothing. It will simply result in loss of time. But through business letters, he can make all enquiries about the products and the markets. He can also receive orders from different countries and, thus enhance sales.

*Business Letter Layout*

There are two styles of laying out now in common use: the semi-blocked layout and the fully blocked layout. Informal handwritten letters are best laid out in the semi-blocked style. When typing or word-processing a letter, it is possible to choose between the two layouts, but if you are writing letters on behalf of a company check back in the filing to find out which of the two the company prefers to use. If you need to send a formal letter but can not get to a typing machine or a computer, it is the best to use the fully-blocked style. But whichever style you choose, you must be consistent and use that style all through the letter.

In the semi-blocked style:	In the block style (which is more widely used now in the business context because it tends to look less informal):
<ol style="list-style-type: none"> <li>1. each paragraph is indented from the left-hand edge of the page;</li> <li>2. the complimentary close and the signature are also indented;</li> <li>3. the date and the reference number are placed on the same line at the top of the page;</li> <li>4. the subject heading is centered under the salutation;</li> <li>5. standard punctuation (a comma at the ends of the lines in an address, after the salutation and the complimentary close, and in the date) is used</li> </ol>	<ol style="list-style-type: none"> <li>1. each paragraph is started flush left rather than indented;</li> <li>2. the complimentary close, signature and subject heading are also typed flush left;</li> <li>3. the reference and date have a line to themselves;</li> <li>4. a line space is left between each two paragraphs;</li> <li>5. open punctuation of addresses, dates, salutations and complimentary closes (which entails use of no punctuation) is applied</li> </ol>

### *How to Write Business Letters*

On the job secretaries most often write short letters or fix-messages. Businesspersons have always used powerful communication to achieve wealth and position. The right message at the right time and place is a success. The principles of good correspondence are 1) writing often and 2) responding quickly. The keys to letter writing art still exist. If you wish to follow them, you will see the improvement in your very next letter.

1. *Begin from the end.* Decide what you would like to happen as a result of your letter. Want money? To sell something? A promotion? Summarize your letter in a sentence. The best letters have a strong sense of purpose.

1. *Put yourself in your reader's place.* Therefore be friendly and nice. Never write in anger. Your anger will evaporate: your letter will remain. Find ways to turn negative statements into positive ones. Show your good manners: be sincere, tactful and polite. Whenever you can, use pronouns *I*, *we*, and *you* addressing your reader by name «Dear Ms. White».

2. *Write plainly and clearly.* Keep your sentences short — one idea in each. Any sentence longer than two typed lines is automatically suspect. Try to write the way you talk. Your letter should be easy to read and well structured.

3. *Decide what information is important and what is irrelevant.* Write exactly to the subject; don't use personal information and purposeless phrases. Make your letter persuasive and informative. Chop out the whole paragraphs if they do not contribute. In particular, pay attention on adjectives as Voltaire wrote «The adjectives is the enemy of the noun. »

4. *Use passive verbs.* The passive voice sounds more polite. Not to write «I have misdirected your invoice» use «Your invoice has been misdirected» instead.

5. *Check your grammar, spelling, punctuation, and style.* Set up a clean, logical format for your letter. Be careful with dates, addresses, figures, and punctuation in particular countries. Use only common, internationally accepted abbreviations and

full grammar forms. Read the text aloud to yourself, or, better, to someone else and ask him or her to look critically at your draft.

6. End the letter with an action step. The last sentence of your letter should suggest the reader's or your own next move like «If you have any problems, please do not hesitate to call us at...».

### ***III. Learn the following expressions.***

#### Apologies and regrets

<i>We regret being unable to ...</i>	<i>Сожалеем, что. мы не можем ...</i>
<i>Unfortunately we cannot...</i>	<i>К сожалению, мы не можем ...</i>
<i>Please accept our apologies for ...</i>	<i>Просим принять наши извинения за ...</i>
<i>We express our apology that...</i>	<i>Извините нас за ...</i>
<i>We offer (make) our apologies ...</i>	<i>Мы приносим свои извинения ...</i>

#### Gratitude

<i>We would be very much obliged...</i>	<i>Мы были бы весьма признательны ...</i>
<i>We shall be grateful to you ...</i>	<i>Мы будем Вам благодарны ...</i>

### ***IV. Read the words. Make two columns of synonyms (informal style – formal style)***

Big, satisfactory, to thank, to improve, to give, substantial, to dispatch, a buy, to be grateful, so-so, to obtain, correspondence, proposal, incorrect, to send, to inform, to get, to supply, to show, a purchase, to tell, to indicate, wrong, to get better, to be obliged to smb., to get worse, to owe, letters, idea, to decline.

### ***V. Rewrite the sentences in formal business style.***

1. We want you to give us your answer immediately.
2. We've got none of the items in stock.
3. Please don't change the supplier.
4. We can't tell you about delivery because we don't know.
5. Your cheque is wrong.
6. We have been waiting too long for payment.
7. Your order will be late.
8. You still owe us \$ 1000.

### ***VI. Fill in the blanks with suitable words.***

1. Business letters serve as a/an ..... in case of dispute in business transactions.
2. It is ..... for the businessmen to remember all facts without correspondence.
3. Business letters build ..... for a businessman.
4. Business letters are written to ..... information.
5. Business letter is the most ..... mode of communication.

**VII. Say if the following statements are false or true. Correct the false sentences.**

1. Letter is a form of written communication.
2. Through business letter personal contact can be maintained between buyer and seller.
3. Business letters lead to decline the goodwill of the firm.
4. Letter is a convenient and economic mode of communication.
5. Business letters do not help in removing misunderstanding between buyer and seller.

## **Unit 2. Parts of a Business Letter**

### ***1. Read and translate the following text.***

The essential parts of a business letter are as follows:

1. Heading. The heading of a business letter usually contains the name and postal address of the business, E-mail address, Web-site address, Telephone Number, Fax Number, Trade Mark or logo of the business (if any)

2. Date. The date is normally written on the right hand side corner after the heading as the day, month and years. Some examples are 28th Feb., 2003 or Feb. 28, 2003.

3. Reference. It indicates letter number and the department from where the letter is being sent and the year. It helps in future reference. This reference number is given on the left hand corner after the heading. For example, we can write reference number as AB/FADept./2003/27.

4. Inside address. This includes the name and full address of the person or the firm to whom the letter is to be sent. This is written on the left hand side of the sheet below the reference number. Letters should be addressed to the responsible head e.g., the Secretary, the Principal, the Chairman, the Manager etc. Example:

M/S Bharat Fans

Bharat Complex

Hyderabad Industrial Complex

Hyderabad

Andhra Pradesh - 500032

The Chief Manager, State Bank of India

Utkal University Campus

Bhubaneswar, Orissa- 751007

5. Subject. It is a statement in brief, that indicates the matter to which the letter relates.

It attracts the attention of the receiver immediately and helps him to know quickly what the letter is about. For example,

Subject: Your order No. C317/8 dated 12th March 2003. Subject: Enquiry about Samsung television

Subject: Fire Insurance policy

6. Salutation –This is placed below the inside address. It is usually followed by a comma

(,). Various forms of salutation are:



Sir/Madam: For official and formal correspondence

Dear Sir/Madam: For addressing an individual

Dear Sirs/Dear Madam: For addressing a firm or company.

7. Body of the letter. This comes after salutation. This is the main part of the letter and it contains the actual message of the sender. It is divided into three parts.

(a) Opening part – It is the introductory part of the letter. In this part, attention of the reader should be drawn to the previous correspondence, if any. For example with reference to your letter no. 326 dated. 12th March 2003, I would like to draw your attention towards the new brand of television.

(b) Main part – This part usually contains the subject matter of the letter. It should be precise and written in clear words.

(c) Concluding Part – It contains a statement the of sender’s intentions, hopes or expectations concerning the next step to be taken. Further, the sender should always look forward to getting a positive response. At the end, terms like Thanking you, With regards, With warm regards may be used.

8. Complimentary close. It is merely a polite way of ending a letter. It must be in accordance with the salutation. For example:

Salutation	Complimentary close
1. Dear Sir/Dear Madam	Yours faithfully
2. Dear Mr. Raj	Yours sincerely
3. My Dear Akbar	Yours very sincerely (express very informal relations.)

9. Signature. It is written in ink, immediately below the complimentary close. As far as possible, the signature should be legible. The name of the writer should be typed immediately below the signature. The designation is given below the typed name. Where no letterhead is in use, the name of the company too could be included below the designation of the writer. For example:

*Yours faithfully*

*For M/S Acron Electricals*

*(Signature) SUNIL KUMAR Partner*

10. Enclosures. This is required when some documents like cheque, draft, bills, receipts, lists, invoices etc. are attached with the letter. These enclosures are listed one by one in serial numbers. For example :

Encl : (a) The list of goods received

(b) A cheque for Rs. One Thousand dt. Feb. 27,2003 (Cheque No.....)  
towards payment for goods supplied.

11. Copy circulation. This is required when copies of the letter are also sent to persons apart of the addressee. It is denoted as C.C. For example,

C.C. a. The Chairman, Electric Supply Corporation

b. The Director, Electric Supply Corporation

c. The Secretary, Electric Supply Corporation

12. Post script. This is required when the writer wants to add something, which is not included in the body of the letter. It is expressed as P.S. For example,

P.S. In our offer, we provide two years warranty.

## Format of a Business Letter

Tel.                      Name of the firm              E-mail:  
Fax.                      Postal Address                  Website:  
Ref.                      Dated:

To  
Name and  
address of the person to whom letter is sent  
Subject:  
Salutation,

---

Opening part \_\_\_\_\_.  
Main part \_\_\_\_\_ .  
Concluding part \_\_\_\_\_ .

Complementary close  
Signature (name)  
Designation

Enclosures  
CC–  
PS–

### ***I. Fill in the blanks.***

1. The complementary close must be in accordance with the \_\_\_\_\_.
2. Below the signature and name of the writer, his \_\_\_ is also written.
3. In the main part of the body of the letter \_\_\_ is written..
4. Dear Sir is the form of \_\_\_\_\_.
5. The body of the letter is usually divided into \_\_\_\_\_ part(s).

### ***II. Put different parts of a business letter in correct order.***

Body of the letter  
Complimentary close  
Copy Circulation  
Date  
Enclosures  
Heading  
Inside Address  
Post Script  
Reference  
Salutation  
Signature  
Subject

*III. The following are “7 Steps of Planning a Letter”. Some of the key words are scrambled. Unscramble them.*

1. Write down your **ami** **1.**\_\_\_\_\_ : what is the purpose of the letter?
2. **aemslsbe** **2.**\_\_\_\_\_ all the relevant information and documents: copies of previous correspondence, reports, figures, etc.
3. **ngaearr** **3.**\_\_\_\_\_ the points in order of importance. Decide which points are irrelevant and can be left out. Make rough notes.
4. Write an **inolute** **4.**\_\_\_\_\_ in note form. Check it through considering these questions:
  - Have you left any important points out?
  - Can the order of presentation be made clearer?
  - Have you included anything that is not relevant?
5. Write a **first artdf** **5.**\_\_\_\_\_, leaving plenty of space for changes and revisions.
6. **evrsei** **6.**\_\_\_\_\_ your first draft by considering these questions:
  - Information: does it cover all essential points? Is the information **relevant, correct and ecopletm** **7.**\_\_\_\_\_?
  - English: are the Grammar, spelling and punctuation correct?
  - Style: does it look attractive? Does it sound natural and sincere? Is it **clear, concise and cusorteou** **8.**\_\_\_\_\_? Will it give the reader the right impression? Is it kind of letter you would like to receive yourself?
7. Write, type, word-process or dictate your **final vinoers** **9.**\_\_\_\_\_.

*IV. The following are the “Golden Rules” of letter-writing. Some of the key words are scrambled. Unscramble them.*

For Writing Letters (Including Faxes and Memos)

1. Give your letter a **ihdegan** **1.**\_\_\_\_\_ if it makes it easier for the reader to understand your purpose in writing.
2. Always plan your letter **aehda** **2.**\_\_\_\_\_.
3. Use short **esesentnc** **3.**\_\_\_\_\_.
4. Put each separate idea in a separate **ahargppra** **4.**\_\_\_\_\_. Number them if it helps the reader to understand better.
5. Avoid tautologies, euphemisms, long-winded clichés, bad language and abuse.
6. Think about your reader. Your reader:
  - must be able to see exactly what you mean: your letters should be **ralce** **5** \_\_\_\_\_.
  - must be given all necessary information: your letters should be **ocptemle** **6.**\_\_\_\_\_
  - is probably a busy person with no time to waste:
  - your letters should be **cnoces** **7.**\_\_\_\_\_
  - should be respected: your letters should be **cueurtsoo** **8.**\_\_\_\_\_
  - should not be distracted by mistakes in grammar, punctuation or spelling: your letters should be **toercrc** **9** \_\_\_\_\_.

## ***V. Answer the following questions.***

1. What is the purpose of a business letter today?
2. Which layout of a letter is more preferable in business today? Why?
3. What does the letterhead of a business letter consist of?
4. Why is the month in the date not recommended to write in figures?
5. How to write the address in GB and the USA? (Write your home address as an example)
6. What salutations and complimentary closes are the most frequent in business letters?
7. How is the body of a business letter arranged?
8. What abbreviations and indications are used in business letters? What do they stand for?
9. What do formal and informal language styles differ in? What is a business letter style like?
10. What are the golden rules of business letter-writing?

## **Unit 3. Type of Business Letters**

### ***I. Read and translate the following text.***

Business letters are written for the fulfillment of several purposes. The purpose may be to enquire about a product to know its price and quality, availability, etc. This purpose is served if you write a letter of enquiry to the supplier. After receiving your letter the supplier may send you details about the product as per your query. If satisfied, you may give order for supply of goods as per your requirement. After receiving the items, if you find that the product is defective or damaged, you may lodge a complaint. These are the few instances in which business correspondence takes place. Let us learn the details about some important business letters.

#### **3.1. Inquiry**

If you already know what goods a company supplies but need more information, you can send a **specific inquiry** asking for terms of delivery and payment, delivery times, discounts, types of packing and other details.

**The structure of an inquiry** is as follows:

#### ***1. Opening (giving the source of information about the company)***

— *We have learnt from...* — Мы узнали от ...

— *We read your advertisement in...* — Мы прочитали Вашу рекламу в ...

— *We have heard of your products from ...* — Мы узнали о продукции Вашей компании из ...

— *We have seen your current catalogue showing ...* — Мы обратили внимание на Ваш последний каталог, в котором описаны ...

— *We were given your name by...* — О Вашей компании мы узнали от...

— *You were recommended to us by...* — Вашу компанию нам рекомендовали...

— *We were impressed by ... that you displayed at ... exhibition held in...* — Нам очень понравился ..., показанный на выставке, проведенной в ...

## **2. Asking for details; catalogues, samples, price-lists**

— *We are interested in buying (importing, etc.) ...* — Мы хотели бы купить (импортировать и т. п.)...

— *Please inform us (let us know) as soon as possible ...* — Просим сообщить нам как можно скорее ...

— *Would you please inform us if (about)...* — Просим сообщить нам, ...

— *We would ask you to let us have a quotation for ...* — Сообщите нам, пожалуйста, расценки на ...

— *Would you kindly quote your prices and terms of delivery (terms of payment, etc.) for ...* — Не могли бы вы установить нам цены и условия поставки (условия оплаты и т. п.) на ...

— *We would like to have further details about...* — Мы бы хотели получить более подробную информацию о ...

— *Please send us samples of... (your catalogues, leaflets, etc.)* — Просим выслать нам образцы ... (каталоги, брошюры и т. п.)

— *Could you please send us your current catalogue and price-list for...* — Просим выслать нам Ваш действующий каталог и расценки на...

— *We would appreciate your sending us ...* — Будем признательны, если Вы предоставите нам...

— *We would like to know more about...* — Мы хотели бы узнать больше о ...

## **3. Introducing your company**

— *As distributors we have a large network of...* — Как дистрибьюторы мы имеем обширную сеть ...

— *We are distributors (importers, retailers, etc.) of...* — Мы являемся дистрибьюторами (импортерами, продавцами и т.п.)...

— *For over ... years our company has been importing from western countries ...* — Более, чем ... лет наша компания импортирует из западных стран ...

— *Our company was founded in...* — Наша компания была основана в ... году.

— *Our company is a subsidiary of ... and specialize in ...* — Наша компания является филиалом ... и специализируется на ...

— *We are one of the main producers of ...* — Мы являемся одним из главных производителей

## **4. Suggesting terms**

— *We usually deal on ...* — Мы обычно работаем на условиях ...

— *As a rule our suppliers allow us to...* — Как правило, наши поставщики согласны, чтобы мы..

— *We would like to point out that... is essential...* — Хотелось бы отметить, что... очень важно..

— *Prompt delivery would be necessary...* — Нам необходима срочная поставка ...

— *We usually effect payment by letter of credit (cheque, bank transfer, etc.)* — Мы обычно производим оплату путем открытия аккредитива (чеком, переводом и т. п.)

## **5. Closing (expressing hope for future cooperation)**

— *If your prices are competitive (the samples meet the standards, your equipment complies with our requirements, etc.) we may be able to let your have regular orders.*

— Если ваши цены устроят нас (образцы будут удовлетворять требованиям

стандартов, ваше оборудование будет удовлетворять нашим требованиям и т. п.), мы будем регулярно заказывать вашу продукцию.

— *We look forward to your early reply.* — С нетерпением ждем Вашего ответа.

— *Your prompt answer will be (would be) appreciated.* — Будем признательны за быстрый ответ.

*Points to be kept in mind while writing letters of enquiry*

– Letters of enquiry should clearly state the information required, which may be asking for a price list or a sample.

– Write specifically about the design, size, quantity, quality, etc. about the product or service in which the buyer is interested.

– The period or the date, till which information is required, may also be mentioned.

## ***II. Read the sample and answer the following questions.***

### **Sample of Inquiry**

Pet Products Ltd.  
180 London Road  
Exeter EX4 4JY  
England

25th February 2017

Dear Sirs

We read your advertisement in the 'Pet Magazine' of 25th December. We are interested in buying your equipment for producing pet food.

Would you kindly send us more information about this equipment:

- price (please quote CIF Minsk price)
- dates of delivery
- terms of payment
- guarantees
- if the price includes the cost of equipment installation and our staff training.

Our company specializes in distributing pet products in Belarus. We have more than 50 dealers and representatives in different regions and would like to start producing pet food in Belarus.

If your equipment meets our requirements, and we receive a favourable offer, we will be able to place a large order for your equipment.

Your early reply would be appreciated.

Yours faithfully  
V. Smurov  
Export-Import Manager

### **Comprehension:**

1. Who is the sender of this inquiry and what is he interested in?
2. Is this inquiry general or specific? Why?

### **III. Which of the following statements about business enquiry letters do you consider to be correct?**

1. By writing these letters, a buyer gets information about the prices of goods.
2. In business enquiry letter the writer cannot ask for sample of goods.
3. Here the writer doesn't give information about the quantity of possible purchases.
4. The seller supplies the relevant information to the buyer through such a business letter.
5. Letter written in response to business enquiry letter is called Quotation letter.

### **IV. Expand on the following statements.**

1. Correspondence plays an important role in our daily life.
2. Business operations are not limited to any locality, state or nation. Since businessmen live at distant places they do not have sufficient time to contact their customers personally. This difficulty has been overcome by writing letters.
3. Business letters help in maintaining proper relationship. It is inexpensive and convenient mode of communication.

## **3.2. Offers**

After receiving the letter of enquiry from a prospective buyer, the sellers supply the relevant information by writing a letter that is called quotation or offer letter. These letters are written keeping in view the information asked for like price list, mode of payment, discount to be allowed etc. Businessman should reply to the inquiries carefully and promptly.

**Solicited offers** are made in answer to an enquiry, whereas **unsolicited offers** are sent on the seller's own initiative in the hope of interesting potential customers. Offers are usually accompanied by catalogues, price-lists, leaflets, pictures and sample goods to prove the information and attract the customer.

**Firm (binding) offer:** The seller must provide the goods at the prices and terms given in his offer, and may not change or withdraw his offer after it has been made. However, he can state how long he binds himself to his offer (e.g. "This offer is valid until 15th. October").

**Offer without engagement (non-binding offer):** Certain factors may mean that the seller does not want to bind himself to the terms of his offer, for example in the case of certain goods where the prices fluctuate (oil, gold), if stocks are limited, or if industrial disputes mean he may not be able to deliver on time. In such cases, he can include certain phrases to make it clear that he may withdraw his offer at any time.

### **Offers have the following structure:**

#### **1. Why are you writing**

— *Thank you for your enquiry of ...* — Благодарим за запрос от ...

— *We were pleased to learn your interest in...* — Нам было приятно узнать о Вашей заинтересованности в ...

— *We are most pleased that you want to buy ...* — Мы очень довольны, что Вы пожелали купить ...

— *We are glad to say that we can reserve you ...* — Мы рады сообщить, что можем оставить за Вами ...

— *It is generous of you to take so much interest in our work...* — Было очень любезно с Вашей стороны проявить такой интерес к нашей работе ...

— *We take pleasure to send you the desired samples and offer ...* — С удовольствием посылаем выбранные Вами образцы и предлагаем ...

— *As to your inquiry of... we are informing you that...* — На Ваш запрос от ... мы сообщаем Вам, что ...

## **2. Answering the customer's questions (giving information)**

— *We enclose our catalogue with the latest price-list.* — Мы прилагаем наш каталог с новейшим прейскурантом.

— *Our proposal is valid till...* — Наше предложение действительно до ...

— *We deliver our goods on CIF terms.* — Мы поставляем на условиях СИФ.

— *The price covers packing and transportation expenses.* — Цена включает упаковку и транспортные расходы.

— *We can give you a 5 per cent discount.* — Мы можем предоставить Вам 5 % скидку.

— *As you can see from our price-list, our prices are at least by 3 % lower than market ones.* — Как видно из нашего прейскуранта, наши цены по крайней мере на 3% ниже рыночных.

## **3. Giving additional information (making additional offers)**

— *I call your attention especially on item ...* — Я особенно обращаю Ваше внимание на позицию...

— *Besides above mentioned goods our company produces also...* — Кроме упомянутых выше товаров наша фирма производит также...

— *We would like to recommend you especially the following positions in the price-list...* — Мы хотели бы особенно порекомендовать Вам следующие позиции в прейскуранте...

— *The model ... will most meet your requirements.* — Для Ваших целей Вам лучше всего подойдет модель ...

## **4. Closing (expressing hope for future orders)**

— *We ask you to discuss our proposal once more and inform us whether we could expect getting your order.* — Мы просим Вас еще раз обсудить наше предложение и сообщить нам, можно ли рассчитывать на получение заказа.

— *I ask you to make the order faster as the quantity of this product at our warehouse is limited.* — Я прошу Вас быстрее оформить заказ, так как количество этого товара на складе ограничено.

— *We would appreciate if we get the order from you as soon as possible.* — Мы были бы очень рады получить от Вас заказ как можно скорее.

— *If you are not happy with our proposal please inform us about its reason.* — Если Вас не устраивает наше предложение, просим сообщить нам о причине.

— *We are looking forward to hearing from you soon.* — С нетерпением ждем ответа.



*I. Read the sample and answer the following questions.*

**Sample of Offer**

Mr. Fred North  
Purchasing Manager  
Broadway Autos

November 11 2017

Dear Mr. North

Thank you very much for your enquiry. We are of course very familiar with your range of vehicles and are pleased to inform you that we have a new line in batteries that fit your specifications exactly.

The most suitable of our products for your requirements is the Artemis 66A Plus. This product combines economy, high power output and quick charging time and is available now from stock. I enclose a detailed quotation with prices, specifications and delivery terms. As you will see from this, our prices are very competitive.

I have arranged for our agent Mr. Martin of Fillmore S.A. to deliver five of these batteries to you next week, so that you can carry out the laboratory tests. Our own laboratory reports, enclosed with this letter, show that our new Artemis 66A Plus performs as well as any of our competitor's product and, in some respects, outperforms them.

If you would like further information, please telephone or telex me: my extension number is 776. Or you may prefer to contact Mr. John Martin of Fillmore S.A.: his telephone number is 01 77 99 02.

I look forward to hearing from you.

Yours sincerely  
Fred Stock

Enc.

**Comprehension:**

1. How does the seller try to interest his potential customer?
2. What kind of offer is it:: solicited or unsolicited? Why?

## II. Learn the following words

to do business	вести торговлю (дела)	quotation	расценки; прайс-лист
general enquiry	общий запрос	solicited offer	ответное предложение по запросу
specific enquiry	специальный запрос	unsolicited offer	предложение по собственной инициативе
terms of delivery	условия поставки	binding offer	твердое предложение
delivery times	срок поставки	non-binding offer	предложение без обязательств
terms of payment	условия оплаты	to withdraw	отменить, отозвать
discount	скидка	valid	действительный, имеющий силу
packing	упаковка	to fluctuate	колебаться
to place an order	разместить заказ	limited stocks	ограниченный запас

## III. Expand on the following statements.

1. Business Correspondence creates and maintains goodwill
2. Business Correspondence serves as evidence
3. Business Correspondence helps in expansion of business.

### 3.3 Orders.

If the buyer is satisfied with the terms of the seller's offer, he may then place an **order**. Orders are usually written on a company's official form which has a reference number that should be quoted in any correspondence which refers to the order. An order form should always be accompanied by a **covering letter** which gives the opportunity to make any necessary points clear. If the seller (supplier) is ready to meet the order, in reply to these he should send a **letter of acknowledgement (confirmation)** thanking for the order and confirming the terms that have been agreed or informing about possible changes in prices, dates, etc. If the seller (supplier) is not able to execute the order, he sends a **letter of refusal (rejection)** which explains the reason and offers a possible alternative or substitute.

There are a number of different types of order: trial, firm, standing, initial, follow-up, advance, bulk, repeat orders and merchandise on call. **Order structure** includes the name and the quantity of the goods to be delivered, their description (size, colour, model) as well as other terms (price, delivery, payment, packing, etc.).

#### 1. Orders (covering letters).

— *We have carefully examined your offer (samples)...* — Мы внимательно изучили Ваше предложение (образцы)...

— *We wish to order on the basis of ...* — Мы желаем сделать заказ по ...

— *We wish to place the following order with you.* — Мы желаем разместить у Вас следующий заказ.

— *Please send (supply) us...* — Просим поставить нам...

— *We require the goods within ten days.* — Просим доставить товар в течение десяти дней.

— *In reply to your letter of ..., we thank you for...* — В ответ на Ваше письмо от ... ,мы благодарим Вас за ...

— *We are pleased to enclose our Order No. ...* — Имеем удовольствие приложить к письму наш заказ №...

— *We accept your offer and have pleasure in placing an order with you for...* — Мы принимаем Ваше предложение и имеем удовольствие разместить у Вас заказ на...

### **2. Acknowledging an order**

— *Thank you very much for your order of ...* — Благодарим Вас за заказ от ...

— *As requested (agreed)...* — Как Вы просили, ...

— *We confirm that...* — Мы подтверждаем, что...

— *Your order is now ready for delivery.* — Ваш заказ готов к доставке.

— *In accordance with your instructions...* — В соответствии с Вашими инструкциями...

— *We must modify your order slightly.* — Мы вынуждены немного изменить Ваш заказ.

### **3. Refusing an order**

— *We are sorry (regret) to inform you that we cannot... because of...* — К сожалению, вынуждены сообщить Вам, что мы не можем... по причине...

— *... is not available at the moment.* — ... в настоящее время нет в наличии.

— *We can offer you a substitute.* — Мы можем предложить Вам замену.

— *We are sorry to say that we must turn down your order as...* — К сожалению, мы должны отклонить Ваш заказ, так как

#### (Sample of Order)

ORDER	No. 142 (please refer to this number on all correspondence)	
Men's Clothes Dealers Ltd. 142 South Road Sheffield S20 4HL England		
21th March, 2017		
Please supply 200 men's silk shirts in the colours and sizes (collar) specified below:		
Size	Colour	Quantity
14	white	70
14	blue	30
15	white	70
15	blue	30
Price:	\$10.53 each (total	\$4212)
—		
Delivery:	air freight, CIF Kiev	
Payment:	by letter of credit	
Packing:	standard	
p.p. Chief Buyer Alexey Postnikov Visteria Ltd.		

Men's Clothes Dealers Ltd.  
142 South Road  
Sheffield S20 4HL  
England

21st March 2017

Dear Sirs

Our Order for Silk Shirts

In response to your letter of 17th March, we thank you for sending us your catalogues of men's silk shirts. We are sure there will be a great demand for them in Belarus.

We are enclosing our Order No. 142, and would ask you to return its duplicate to us, duly signed, as an acknowledgement.

Yours faithfully  
Vladimir Smurov  
Export-Import Manager

Enc. Order No. 142

***IV. Learn the following words***

trial order	пробный заказ
firm order	твердый заказ
standing order	постоянный заказ
initial order	первоначальный заказ
follow-up order	последующий заказ
merchandise on call	товар по требованию
advance order	предварительный заказ
bulk order	оптовый заказ
repeat order	повторный/ многократный заказ
to acknowledge	подтверждать
to refuse/reject	Отклонять
to meet/execute	выполнять

***V. Match the types of orders from the vocabulary box and their definitions.***

A. The customer places one order for a certain quantity of goods to be delivered at regular intervals, e.g. 500 kg. of coffee on the first day of each month.

B. The second order placed with a company.

C. The customer orders a small quantity of goods to test the quality.

D. The customer commits himself to buying the goods. This order may have a fixed delivery date.

E. The first order placed with a company.

F. The customer orders the goods a long time before he needs them or before they are available.

G. The customer orders goods in large quantities.

H. The customer orders exactly the same goods as before.

I. The customer places one order for a quantity of goods which he has delivered in parts as and when he needs them.

## *VI. Act out the following dialogues:*

### DISCUSSING A DISCOUNT

**Sokolov:** We've carefully studied all the technical data we got from you. Model GH-66 is just what we need.

**Black:** I'm pleased to hear it.

**Sokolov:** But I'm sorry to say that your price seems too high.

**Black:** I'm afraid I can't agree with you here. Our price is quite reasonable if you consider the superior quality of our machine-tools. Besides prices for this type of equipment are going up. These machine-tools, as you know, are in great demand now.

**Sokolov:** Yes, we know that. We're in close touch with the world market. But your competitors quote lower prices.

**Black:** I'm afraid we can't reduce the price. However, we could give you a discount, if you order more than 10 machine-tools.

**Sokolov:** What discount could you give us?

**Black:** About 3 per cent.

**Sokolov:** I see. Now, could I see the machine-tool in operation at your factory?

**Black:** That can be easily arranged. I'll see to it.

**Sokolov:** Thank you. As to the price I think we'll settle it after we seen the machine-tool in operation.

### DISCUSSING THE OFFER

**Bogdanov:** We've gone through the technical data and seen your Matrix 67 in operation. The machine seems good to us.

**Smith:** Yes, the machine is really good. Its capacity is much higher than the capacity of similar models and the finish is excellent.

**Bogdanov:** Yes, it is. Yet the price you are quoting is rather high, could you revise it?

**Smith:** I'm afraid that will hardly be possible. I think you know that prices of raw materials have gone up lately. Yet, I'll look into the matter and see what we can do. How many machines are you going to buy?

**Bogdanov:** If we agree on the price we could buy 6 machines for delivery in 3 lots. Could you guarantee prompt delivery of the first lot?

**Smith:** Well, we could ship them say ... two months after the order is signed.

**Bogdanov:** That's fine. I believe your terms of payment remain the same as under our previous contract, don't they?

**Smith:** Yes, that's right, there's no change.

**Bogdanov:** What's your guarantee period?

**Smith:** 24 months after dispatch. It goes without saying you should strictly observe our operation and maintenance instructions.

**Bogdanov:** No doubt, we shall.

**Smith:** The guarantee does not apply to quick-wearing parts.

**Bogdanov:** Can I have a list of quick-wearing parts?

**Smith:** Yes, here you are.

**Bogdanov:** Thank you. I'd like to clear up one more point, it's the export license.

**Smith:** Oh, that'll be all right this time.

**Bogdanov:** Very good.

### 3.4. Complaint

A complaint letter is written when the purchaser does not find the goods up to his satisfaction. It is normally written by the purchaser when he receives wrong, defective or damaged goods or receives incorrect quantity of goods. It can also be written directly to the transit authority when the goods are damaged in transit. Thus, we may define a letter of complaint as the letter that draws the attention of the supplier or any other party on account of supply of defective or damaged goods.

Points to be considered while writing a complaint letter:

- Complaint letters should be written immediately after receiving the defective goods.
- Mistakes as well as difficulty due to mistake should be mentioned clearly
- Proposal to correct the mistakes should be made
- Suggestions on how the complaint should be dealt with, i.e., mention of compensation, replacement, discount, cancellation etc, should be made.
- Mention period in which the corrective action should be taken
- Request to be careful in future

In reply to a letter of complaint, the responsible party should send a letter of adjustment which requires patience, tact, and diplomacy. If the claim is reasonable, the defaulter should apologize and inform what will be done to solve the problem. If the claim proves to be unreasonable, the defaulter should explain it logically and propose some way of settling the matter.

#### 1. Letters of Complaint

— *We would like (have) to remind you that...* — Мы хотели бы (вынуждены) напомнить Вам, что...

— *We wish to draw your attention to the fact that...* — Мы хотим обратить Ваше внимание на тот факт, что...

— *We are disappointed to find that...* — К сожалению мы обнаружили, что...

— *We find it necessary to note...* — Считаем необходимым отметить...

— *When we examined the goods, it turned out that (we found that)...* — После осмотра товара оказалось, что...

— *We are returning... and would ask you to replace...* — Возвращаем Вам и просим заменить...

— *We are writing to complain about...* — Обращаемся к Вам с рекламацией по поводу...

#### 2. Letters of Adjustment

— *We have carefully studied your claim...* — Мы внимательно изучили Вашу претензию...

— *You are perfectly correct in saying that...* — Вы совершенно правы в том, что...

— *We have to admit that ...* — Мы вынужден признать, что...

— *Please accept our apologies for...* — Примите наши извинения за ...

— *We can assure you that...* — Можем заверить Вас в том, что...

— *It is not our fault that...* — Это не наша вина, что...

— *We regret to inform you that we cannot accept your claim because...* — К сожалению, вынуждены сообщить, что мы не можем принять Вашу претензию, поскольку...

## Sample of Letter of Complaint

Men's Clothes Dealers Ltd.  
142 South Road  
Sheffield S20 4HL  
England

18th April 2017

Ref: Our Order #142 of 21th March, 2017

Dear Sirs

Thank you for your delivery of men's silk shirts, which we ordered on 21th March, 2017. At the same time we would like to draw your attention to the following.

After examination of the shirts we discovered some manufacturing defects:

- there are oil stains on 12 shirts;
- the colour of buttons of 5 shirts does not match the colour of these shirts;
- one shirt is in a different style.

We are returning defective shirts by separate mail, carriage forward, and would ask you to replace them by shirts in the colours and sizes specified below:

Size	Colour	Quantity
15	white	9
14	blue	6
16	blue	2

We would appreciate a prompt reply.

Yours faithfully

*Vladimir Smurov*

Export-Import Manager

## Letter of Adjustment

Visteria Ltd.  
P.O.Box 82  
Brest 224000  
Belarus

21th April 2017

Ref: Order #142 of 21th March, 2017

Dear Sirs

Your letter of 18th April, 2017, was duly noted. The shirts you returned us are indeed defective. We have to admit that these defects were overlooked by our controller and offer apologies for the oversight.

We are sending you new shirts as a replacement this week by air, carriage paid, and would ask you to confirm their receipt by fax.

If any other problems arise, please do not hesitate to contact us in the shortest possible time.

Yours faithfully

Jack Brown

Claims Department

### *I. Learn the following words*

complaint	жалоба
the dissatisfied party	пострадавшая сторона
the responsible party	виновная сторона
to make a claim	предъявить претензию
reparation	возмещение
delay	задержка
short-delivery	недоставка
to adjust/settle	урегулировать, уладить
(un)reasonable	(не)обоснованный

### *II. Match the phrases to a definite type of letter:*

- a) We are in the market with a large quantity of equipment for office use ....
- b) We know your address from White & Sons .....
- c) Please supply 15 machines Model ST2.....
- d) We are pleased to send you our samples .....
- e) Please confirm that you can supply .....
- f) We would like to have further details about .....
- g) We advise you that delivery will be made in conformity with your instructions.....
- h) We deliver our goods on CIF terms....
- i) The goods you are awaiting are not available now .....

### *III. Answer the following questions:*

- 1) What is the purpose of writing an inquiry (offer, order, a letter of complaint)?
- 2) What are offers usually accompanied by?
- 3) Can a seller send an offer without a buyer's inquiry?
- 4) What are orders accompanied and followed by?
- 5) What are the usual reasons for writing letters of complaint?
- 6) What should a company do in reply to a claim?

### *IV. Give English equivalents of the following combinations.*

Торговать с компанией, поставщик, запрос на компьютеры, условия поставки, образцы товара, устанавливать цены, сделать коммерческое предложение, отклонить предложение, поставлять на условиях СИФ, предоставлять скидку, разместить заказ, выполнить заказ, подтвердить сроки, прилагать прейскурант, конкурентоспособные цены, филиал, аккредитив, нарушить соглашение, предъявить претензию, урегулировать проблему.

### *V. Try your hand in writing business letters.*

a) Write an inquiry to the sellers. State that you have visited the Industrial Exhibition in London and have got interested in their new model of computer. You would like them to send you all particulars concerning the delivery dates, prices and discounts.

b) Compose an offer to your potential customers and inform them that you have started producing a new model, give its characteristics. Offer favourable terms of delivery and competitive prices. Mention a discount for regular buyers.

c) Write to a company and tell them that you place on them the responsibility for breaking the agreement. The model you have received is not the model you have ordered. Insist that the adequate goods should be delivered immediately. Ask the seller what you should do with the goods sent to you.



## APPENDIX. EXAMPLES OF CV

### Mark Jones

#### Administrative assistant resume

#### KNOWLEDGE OF

*Diary management*  
*Administrative procedures*  
*Processing information*  
*Creating spreadsheets*  
*Multitasking*  
*Office safety procedures*  
*Document presentation*  
*Keyboarding techniques*  
*Mail & file management*

#### PERSONAL SKILLS

*Communicating*  
*Organising*  
*IT literate*  
*Prioritising*  
*High energy levels*  
*Decision making*  
*Problem solving*  
*Discretion*

#### PERSONAL DETAILS

*Mark Jones*  
*Dayjob Ltd*  
*120 Vyse Street Birmingham*  
*B18 6NF England, UK*  
*T: 0044 121 638 0026*  
*M: 0044 121 638 0026*  
*E: info@dayjob.com*

#### CAREER OBJECTIVE

An ambitious and focused college leaver who is able to use his own initiative and is comfortable working in a busy office environment. Mark is able to ensure that an office runs smoothly by combining hard work and dedication with a sense of humour and fun. Right now he is looking for suitable admin assistant position with a company that offers a friendly and supportive environment and excellent professional development opportunities.

#### ACADEMIC QUALIFICATIONS

<b>Coventry North College</b>	<b>2011 - 2012</b>
NVQ Office Administration	Pass
<b>Birmingham South High School</b>	<b>2008 - 2011</b>
Maths	Pass
English	Pass
Geography	Pass
Physics	Pass

#### ADMINISTRATIVE SKILLS ACQUIRED WHILST STUDYING

- Writing up reports and correspondence.
- Accurately typing information into computer databases.
- Undertaking general office duties.
- A working knowledge of CMIS.
- Strong written and oral communication skills.
- Accurately taking messages and then distributing them to recipients.
- Raising orders, processing invoices, delivery docketts and receipts.
- Using office equipment such as photocopiers, fax machines etc.
- Professional telephone manners.
- Excellent grammatical and spelling skills.

#### KEY COMPETENCIES

- Advanced level of experience with MS Office (Word, Excel , PowerPoint).
- Reliable and punctual, will always turn up to work on time.
- Able to work under pressure and meet deadlines.
- High level of focus and attention to detail and accuracy in a repetitive environment.

#### SELECTED ACHIEVEMENTS

Fluent speaker of French, Spanish and German.  
Successfully passed an online course in Business Document Production.  
At college designed streamlined Document Filing System for my course tutors .

#### HOBBIES & INTERESTS

Mark is a self confessed techie, he is up to date with the latest technology releases and uses his spare time to run his own blog where he reviews the latest gadgets. He also likes to meet people and make new friends. He is a member of a number of friendship societies and is also a volunteer for an environmental charity.

**REFERENCES** – Available on request .

## **Michelle Hill**

### **Sales assistant resume**

#### **KNOWLEDGE OF**

*Customer service*  
*Merchandising*  
*High Street brands*  
*Cashing up procedures*  
*Up selling*  
*Promoting new products*  
*Report writing*  
*Product launches*

#### **PERSONAL SKILLS**

*Friendly and approachable manner*  
*Organised Trustworthy Reliable Articulate*  
*Team player*  
*Attention to detail*  
*Quick learner*

#### **PERSONAL DETAILS**

*Michelle Hill*  
*Dayjob Ltd*  
*120 Vyse Street Birmingham*  
*B18 6NF England, UK*  
*T: 0044 121 638 0026*  
*M: 0044 121 638 0026*  
*E: info@dayjob.com*

#### **CAREER OBJECTIVE**

A well presented, articulate and smart individual who is very keen on a career in the retail sector. Michelle has a comprehensive understanding of what it takes to be an outstanding sales assistant, and is sure to be a valuable resource to any company that she works for. Right now she is seeking a challenging and rewarding position where she will not only be able to contribute to the improved efficiency and profitability of a company but will also be able to upgrade her skills and experience as well.

#### **ACADEMIC QUALIFICATIONS**

##### ***Birmingham South High School 2008 - 2012***

Maths	Pass
English	Pass
Geography	Pass
Business studies	Pass
Computer Technology	Pass

#### **RETAILING SKILLS ACQUIRED WHILST STUDYING**

- Giving a friendly and welcoming service.
- Able to accurately determine a customer's needs.
- Knowledge of health and safety issues.
- Operating tills accurately and efficiently.
- Meeting high standards of display and visual merchandising.
- Spotting sales opportunities and then taking advantage of them.
- Knowledge of retailing laws and regulations.
- How to deal with customer complaints.
- Giving information about the features, quality and availability of products.
- Guarding against shoplifting.
- Handling cash and credit card payments.
- Arranging orders and deliveries.

#### **KEY COMPETENCIES**

- Able to handle responsibility and pressure.
- High literacy and numeracy skills.
- Extensive knowledge of IT systems, as well as retailing systems and technology.
- Physically fit with the required stamina to stand for long periods of time.

#### **SELECTED ACHIEVEMENTS**

Successfully completed a four week Advanced First Aid Course

Was in charge of school shop and boosted sales by 75% over a 3 month period. Set up a complaint handling systems on a school project.

#### **HOBBIES & INTERESTS**

Most of my spare time in the evening or weekend is taken up with socialising with my close friends or doing activities that I enjoy, such as table tennis, playing football and improving my French. Team sports or games are a favourite past time of mine as they give me a chance to meet new people and make friends.

**REFERENCES** – Available on request .

## **Simon Hunt**

### **Call Center resume**

#### **KNOWLEDGE OF**

*Customer satisfaction*  
*Prequalifying prospects*  
*Arranging call backs*  
*Switchboard duties*  
*Customer service*  
*Reception duties*  
*Telemarketing*  
*Cold calling*  
*Resolving problems*

#### **PERSONAL SKILLS**

*Articulate* *Prioritising work*  
*IT literate*  
*Discrete*  
*Team player*  
*Time management*  
*Flexible*  
*Detail focused*

#### **PERSONAL DETAILS**

*Simon Hunt*  
*Dayjob Ltd*  
*120 Vyse Street Birmingham*  
*B18 6NF England, UK*  
*T: 0044 121 638 0026*  
*M: 0044 121 638 0026*  
*E: info@dayjob.com*

#### **CAREER OBJECTIVE**

A committed and well-motivated young person who aspires to hold a position where he will be able to interact with customers on a daily basis. Highly articulate & having a clear friendly voice, Simon is more than able to offer concise & polite assistance in a phone conversation. He is currently looking for an exciting opportunity in a customer focused environment, where he will be able to deliver a high quality service & support his employer's vision.

#### **ACADEMIC QUALIFICATIONS**

*Coventry North College* **2011 - 2012**  
Diploma in Business Studies Pass

*Birmingham South High School* **2008 - 2011**  
Maths Pass  
English Pass  
Geography Pass  
Physics Pass

#### **CALL CENTER SKILLS ACQUIRED WHILST STUDYING**

- Dealing with calls in a highly professional manner .
- How to act as the first point of telephone contact for a customer.
- Handling complaints in a diplomatic way.
- Accurately updating customer records with information.
- Responding to customers who have special communication needs, such as language difficulties or disabilities.
- Answering any queries quickly and efficiently.
- Quickly understanding a callers point of view and to empathise with them.
- Able to respond and adapt to the needs of all customers.
- Fully aware of all laws & regulations regarding data protection.
- Quickly processing information.

#### **KEY COMPETENCIES**

- Excellent verbal and written communication skills.
- Ability to work with minimum supervision in a busy environment.
- Able to do repetitive tasks accurately over long periods of time .
- Working knowledge of MS Office software and spreadsheets.

#### **SELECTED ACHIEVEMENTS**

Qualified to ITIL Foundation level.

Run a blog on how to 'Exceed customer expectations & encourage repeat business'.

Successfully completed a four week Advanced First Aid Course.

#### **HOBBIES & INTERESTS**

Simon is an amateur actor, and has not only helped to organise school plays but also played parts in them. He is also a member of a local debating society, where he gets to speak in front of audiences and has to hold in depth conversations for long periods of time.

**REFERENCES** – Available on request

## **Harold Skinner**

### **Security Guard resume**

#### **KNOWLEDGE OF**

*Access control*  
*Escort duties*  
*Mobile patrols*  
*Foot patrols*  
*Vehicle access control*  
*Using radio equipment*  
*Guiding visitors*  
*Conflict resolution*  
*Crowd control*

#### **PERSONAL SKILLS**

*Friendly & helpful*  
*Well mannered*  
*Integrity*  
*Proactive*  
*High energy levels*  
*Tactful*  
*Smart & well groomed*  
*Efficient*  
*Computer literate*

#### **PERSONAL DETAILS**

*Harold Skinner*  
*Dayjob Ltd*  
*120 Vyse Street Birmingham*  
*B18 6NF England, UK*  
*T: 0044 121 638 0026*  
*M: 0044 121 638 0026*  
*E: info@dayjob.com*

#### **CAREER OBJECTIVE**

A approachable, professional and helpful young person who is always quick to find a solution to any problems he encounters. Harold is passionate about getting things right first time, and is always able to maintain an impeccable corporate image and high standards of professionalism in any task he performs. He is confident that any service he provides will meet an employer's requirements. Right now he is looking for a suitable entry level position with a reputable and exciting company such as your s.

#### **ACADEMIC QUALIFICATIONS**

*Coventry North College 2011 - 2012*  
Diploma in Health & safety Pass  
*Birmingham South High School 2008 - 2011*  
Maths Pass  
English Pass  
Geography Pass  
Physics Pass

#### **SECURITY GUARD SKILLS ACQUIRED WHILST STUDYING**

- Knowledge of modern security techniques and practices.
- Updating and maintaining appropriate security records.
- Good face to face communicator.
- Dealing quickly with emergency situations like fires or violence .
- Ensuring that all information received and relayed is done so quickly, efficiently and accurately.
- Conducting external patrols to prevent theft and unauthorized entry etc .
- Dealing with all lost and found property.
- Maintaining an accurate record of any incidents that occur .
- Ensuring all H&S policies are adhered to.

#### **KEY COMPETENCIES**

- A flexible approach to working shifts as required to suit business requirements .
- Committed to complying to the highest work place standards in terms of attendance, health and safety, and conduct towards the public.
- Excellent verbal and written communication skills .
- Comfortable working alone or as part of a team.

#### **SELECTED ACHIEVEMENTS**

Security cleared, CRB checked and SIA registered. Qualified Vehicle & Fire Marshall.  
Advanced First Aid Certificate.

#### **HOBBIES & INTERESTS**

A keen sports fan means that Harold can be found most evening in his local gymnasium. He is a member of a regional swimming team, and recently won a city wide swimming competition. He is a volunteer security guard with a local shelter for homeless people, and it's there that he has picked up a lot of his experience.

**REFERENCES** – Available on request .

# Sales Manager

**Richard Holmes**  
**Kuku Ltd, The Big Peg, Birmingham, B18 6NF**  
**T: 0044 121 638 0026, M: 0870 061 0121,**  
**E: info@dayjob.com**

A results driven professional who has over five years sales experience with products that are considered technical and complex. Richard is able to aggressively drive sales growth and profits by developing a friendly, well trained sales team who are always highly visible to customers and responsive to their needs. He has a hands-on style of management, and one of his key strengths is the ability to generate business insights from diverse data sources. He is currently looking for a managerial position with an exciting and ambitious company.

## Sales Achievements

Insurance Company	2011 - Present	Sales Target: \$3 M	Sales Achieved: \$4.1 M
Web Design Company	2010 - 2011	Sales Target: \$1.5 M	Sales Achieved: \$2.2 M
Manufacturing Company	2009 - 2010	Sales Target: \$2 M	Sales Achieved: \$2.6 M
Manufacturing Company	2008 - 2009	Sales Target: \$1.2 M	Sales Achieved: \$2.1 M
Distribution Company	2007 - 2008	Sales Target: \$2.4 M	Sales Achieved: \$3.7 M

## Areas of Expertise

Brand Analysis	Monitoring Competitors	Account Performance	Identifying Opportunities
Brand Management	Waste Reduction	Advertising Promotions	Driving Profitability
Implementing Action Plans	Event Management	Negotiating	Campaign Optimization

## Career History

**Sales Manager – INSURANCE COMPANY** Jul 2011 - Present

Responsible for producing incremental revenue by building customer plans, developing marketing strategies and penetrating various levels of customer management.

### Duties:

- Responsible for selling, closing, servicing and expanding the current customer base within an assigned territory.
- Selecting sites for new development with a focus on multi-unit opportunities.
- Managing relationships with suppliers, vendors, sponsors, internal clients and community partners.
- Regularly travelling to regional company sites, meeting area managers and getting product feedback from them.
- Providing highly professional sales and marketing expertise and back up to sales representatives.
- Working closely with distributor field teams to help lead strategic field initiatives.
- Participating in district sales events as well as regional and national distributor trade shows.

**Sales Manager – WEB DESIGN COMPANY** Feb 2010 - Jul 2011

**Sales Executive – MANUFACTURING COMPANY** Aug 2009 - Feb 2011

**Team Leader – DISTRIBUTION COMPANY** May 2007- Aug 2009

## Key Skills & Competencies

- Ability to impact sales through coaching, counselling, and influencing others to accomplish desired outcomes.
- Researching, developing and executing new product launches.
- Identifying and selling against merchandising plans.
- Compiling and maintaining a customer database that documents appropriate customer information and contacts.
- Preparing itineraries, call reports and monthly business reports with sufficient detail and in a timely manner.

## Academic Qualifications

Birmingham North University	Business Development BA (Hons)	2005 – 2008
Birmingham South College	A Levels: Maths (B), English (A), Physics (C), Geography (A), Religious Education (B)	2003 - 2005
Chartered Management Institute	certificate in supervisory management	2002

## References

Available on request.

Учебное издание

*Резько Пётр Николаевич  
Куличик Наталья Семёновна*

# Introduction to Business English

## Part 1

Ответственный за выпуск: Резько П.Н.  
Редактор: Боровикова Е.А.  
Компьютерная вёрстка: Соколюк А.П.  
Корректор: Резько П.Н.

---

ISBN 978-985-493-431-0



Издательство БрГТУ.

Свидетельство о государственной регистрации  
издателя, изготовителя, распространителя печатных  
изданий № 1/235 от 24.03.2014 г., № 3/1569 от 16.10.2017 г.  
Подписано в печать 12.07.2018 г. Формат 60x84 <sup>1</sup>/<sub>16</sub>.  
Бумага «Performer». Гарнитура «Times New Roman».  
Усл. печ. л. 3,72. Уч. изд. л. 4,0. Заказ № 850. Тираж 25 экз.  
Отпечатано на ризографе учреждения образования  
«Брестский государственный технический университет».  
224017, г. Брест, ул. Московская, 267.