

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ
УНІВЕРСИТЕТ ІМЕНІ СЕМЕНА КУЗНЕЦЯ

**Тексти та завдання
з навчальної дисципліни
«Іноземна (англійська) мова»
для студентів II курсу всіх напрямів підготовки
заочної форми навчання.**

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Тексти та завдання з навчальної дисципліни «Іноземна (англійська) мова» для студентів II курсу всіх напрямів підготовки заочної форми навчання./ Укл. Т.А. Борова, О.Ю. Коваленко. – Харків, «Смугаста типографія», 2015. – 42 с. (Укр. мов., англ. мов.)

Подано необхідний текстовий матеріал, який сприяє розвитку навичок розмовної англійської мови студентів усіх напрямів підготовки заочної форми навчання. Рекомендовано для студентів економічних спеціальностей.

Вступ

Подані методичні матеріали призначені для студентів другого року навчання всіх спеціальностей заочної форми навчання та ставлять за мету формування та розвиток професійних мовних і комунікативних компетенцій у студентів-економістів. Тематика методичних рекомендацій обрана згідно із загальноєвропейськими вимогами щодо професійно-орієнтованого підходу до навчання іноземній мові у вищих навчальних закладах і відповідає головним напрямам науково-дослідницької діяльності навчального закладу.

Методичні матеріали мають однакову структуру, що віддзеркалює майже всі складові навчальної дисципліни. Стрижнем кожного розділу є автентичний текст для читання, перекладу і виконання вправ на розуміння його змісту. Усі лексичні вправи мають комунікативну спрямованість та націлені на закріплення активного вокабуляру під час виконання комунікативних завдань, на розвиток комунікативної компетенції із застосуванням фахової термінології.

Граматичні завдання також мають комунікативний характер та мають за мету вивчення граматичного матеріалу та формування граматичних навичок студентів, розвиток їх мовної та комунікативної компетенцій на базі граматичного матеріалу.

Кожен із розділів містить завдання на формування та розвиток навичок письмового спілкування студентів, які мають творчий характер та є корисними для подальшої роботи із бізнес-кореспонденцією.

У процесі засвоєння даного курсу у студентів формуватимуться вміння самостійно працювати із навчальним матеріалом, висловлювати свої думки, вдосконалюватимуться навички обговорення професійних проблем на основі питань до текстів за фахом, що пов'язані з тематикою курсу.

Запропоновані методичні матеріали можуть стати корисними не лише для формування певних мовних та комунікативних компетенцій у студентів-економістів, а також для вивчення ними окремих розділів матеріалу за фахом.

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SAMPLE EXAM PAPERS

UNIT 1. E-BUSINESS



Electronic business which is commonly known as **E-business** or **E-commerce** is a modern concept of doing business with the help of **internet network**. **E-commerce** focuses on the use of ICT (information and communication technologies) or the **World Wide Web** such as **mobile commerce**, **electronic funds transfer**, **supply chain management**, **Internet marketing**, **online transaction processing**, **electronic data interchange (EDI)**, **inventory management systems**, and automated **data collection** systems. Although it may also use other technologies such as e-mail. However it has similarities with traditional commercial activity.

PREVIEW

How do you use the Internet, social media and your mobile phone?

Task 1.

E-commerce is a massively growing online industry. Each year, more and more companies are taking their first steps into the online world. You can see the images of the most famous online companies.

Can you identify them? What do these companies do? Talk about each company's activities. Use the words from list A and list B below.

- A. secure business transactions, on websites or online marketplaces,
product, hotels or apartments, electronic data interchange
- B. provide, buy, sell, use, book, order, offer

Example: *eBay offers products and sells them to the highest bidder.*







Task 2. Types of e-businesses.

Companies whose activity is centered on the Internet are called **dotcom**, after their web address. However, most e-commerce businesses are **bricks and clicks**, as they have both a physical and online presence. “Bricks and clicks” is a jargon term for a business model by which a company integrates **both offline (bricks) and online (clicks)** presences, sometimes with the third extra **flips** (physical catalogs).

For example, an **electronics store** may allow the user to order online, but pick up their order immediately at a local store. A Sports Direct store is the UK’s No 1 Sports Retailer. Sports Direct started trading in 1982 with a single **brick and mortar** store but has recently grown rapidly aided by a bricks and clicks business model.

There are mainly four types of e-commerce models. They are Business-to-Business Electronic Commerce (B2B), Consumer-to-Business Electronic Commerce (C2B), Consumer-to-Consumer Electronic Commerce (C2C), and Business-to-Consumer Electronic Commerce (B2C).

- A) Study the information about the types of e-commerce and match the pictures in **column A** with their types in **column B**, the definitions and examples and in **column C**.

A	B (types)	C (definitions and examples)
	Business-to-Business Electronic Commerce (B2B)	The sale of goods and services from individuals or businesses to the end-user. It includes subordinated services, such as delivery.
	Consumer-to-Business Electronic Commerce (C2B)	Transactions between consumers through some third party. A common example is the online auction; eBay is an example of C2C e-commerce.
	Consumer-to-Consumer Electronic Commerce (C2C)	Transactions between businesses, provision of sub components or raw materials to businesses.
	Business-to-Consumer Electronic Commerce (B2C)	In which consumers (individuals) create value and businesses consume that value. For example, when a consumer writes reviews or when a consumer gives a useful idea for new product development.

Task 3.

A) Read the short article about modern forms of online payment.



In the modern world most of the consumers have the opportunity to make a significant amount of purchases via the Internet. The e-shopping world doesn't lend itself to cash because consumers don't visit a store and might never meet the retailer in person. Therefore, more electronic forms of payment have been developed

for the ever-growing world of online shoppers. One choice is a wire transfer which exactly transfers money from one entity's bank account into another's. If someone were to sell something on eBay and another were to buy it, the buyer can transfer funds from a bank account. The seller can watch the money appear in his or her account and neither party leaves home. Another way to pay for things online is via PayPal.

PayPal is an international digital wallet based e-commerce business that was founded in Palo Alto, California, in 1998. This booming business allows payments and money transfers to be made through the Internet. Online money transfers serve as electronic alternatives to paying with traditional paper methods. It is growing in popularity because buyers and sellers are not dependent on checks, money orders, or cash.

B) Answer the questions below.

1. Who uses electronic payments?
2. What company is an e-commerce business?
3. Where is it located?
4. When was it founded?
5. Why are electronic payments needed?

Task 4. Vocabulary extension: Look on the internet under "e-businesses" or skim through any basic academic business textbook to check your understanding of fundamental concepts.

Task 5. Internet info and online sharing: From the Internet find specific examples of e-businesses then identify the types of these businesses you can prepare this as written exercise.

UNIT 2. PAYMENTS. FORMS OF PAYMENTS



The simplest and oldest form of payment is **barter**, the exchange of one good or service for another. In the modern world, common **means of payment** by an individual include **money, cheque, debit, credit, or bank transfer**, and in **trade** such payments are frequently preceded by an **invoice** or result in a **receipt**. However, there are no limits on the form a payment can take and thus in complex **transactions** between businesses, payments may take the form of **stock** or other more complicated arrangements.

Task 1. Read the passage about payment methods.

a) In modern world there are two types of payment methods: exchanging and provisioning (ассигнования). Exchanging is to change coin, money and banknote in terms of the price. Provisioning is to transfer money from one account to another. In this method, a third party must be involved. Credit card, debit card, cheque, money transfers, and circulating cash or ACH (Automated Clearing House) payouts are all electronic payments methods. Electronic payments technologies are magnetic stripe card, smartcard, contactless card and mobile handset. Mobile handset based payments are called mobile payments.

b) Which of the following types of payments do the words from the text above refer to?



c) Find the words in the text to describe payment that :

1. move something from one place to another (verb)
2. give something and receive something of the same kind in return (verb)
3. set aside an amount in an organization's accounts for a known liability (verb)
4. move or cause to move continuously from place to place or person to person (verb)

Task 3.

A) Read the short article about traditional forms of payment.

Just the once consumers make their purchase, they must formerly pay the retailers for whatever product was purchased or whatever service was

provided. While cash is accepted in stores, it isn't accepted for online sales. Paying with old-fashioned currency, bills and coins, is reserved for in-person sales made at a physical location. Some methods of payment are identical whether the items are being purchased online or in a store. For example, a credit card is a popular choice. Credit cards are essentially "loans" from the issuer so the merchant profits immediately and the buyer "pay back" the loan either in full or over time. Debit cards are also accepted for online or in-person sales. When a buyer uses a debit card, money is withdrawn from the user's bank account. Sometimes buyers will write a check for a purchase. A check tells the user's bank to pay the money from their account. It's similar to cash, but perhaps a bit safer because the user's name is printed on the check and he or she doesn't have to carry a large amount of currency. Instead of a financial institution's checking account, people can get money orders. This is similar, but safer than carrying cash. It's also for the seller because it means that the buyer had to prepay to get the amount shown on the money order. Whereas checks can bounce if there aren't enough funds, a money order cannot.

B) Answer the questions below.

1. Who can use currency?
2. What is a popular choice of payment?
3. Where can buyers use currency?
4. When can a check bounce?

UNIT 3. MARKETING AND ADVERTISING



Marketing is defined as a process of **planning** and implementing **promotion**, **pricing** and **distribution** of a **product** (in the form of goods, services or ideas) in order for an "exchange" to take place between the **seller** and the **purchaser**. The **marketing mix** is a concept that includes the "**four P's**": **product**, **promotion**, **price** and **place**, which

are combined in a distinct way in order to reach a **target market** (a particular group of **consumers** who are likely to buy the company's product).

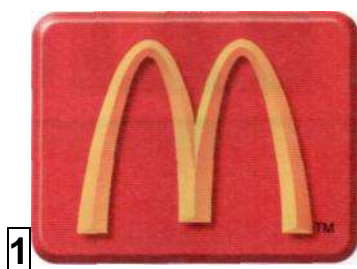
Preview

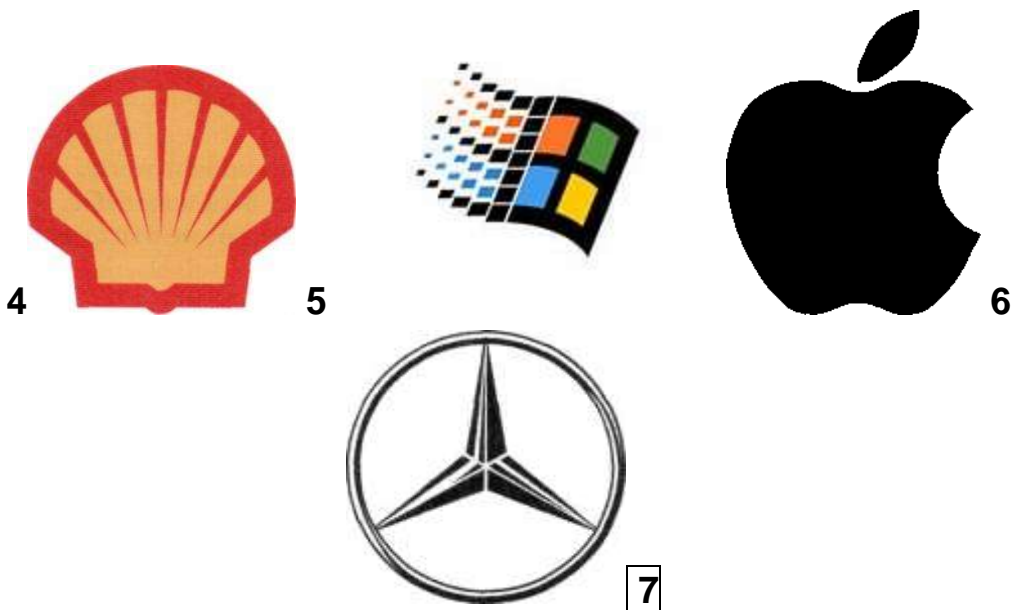
Task 1. What are your favourite brands of the following products? What companies do you buy products from?

 <p>cars</p>	<p>shampoo</p> 	<p>jeans</p> 
<p>mobile phones</p> 	 <p>computers</p>	<p>trainers</p> 

Task 2.

A) Work with a partner. Look at the logos of some multinational companies. What is the name of each company? What does it produce or sell?





B) Discuss the questions:

1. Are these brand names well known in your country?
2. Have you ever bought or used any of their products?
3. Do you buy particular brands of food or clothes? Why/ Why not?
4. Why do you prefer these to other similar brands?
5. What are brands for?

Task 3. Read the passage about marketing essentials. Underline the appropriate idea to complete this basic description of marketing.

In the past marketing was (*customer-driven/ product-driven*) where business emphasized the product first and (*considered/ confronted*) the customer last.

Nowadays the opposite strategy is the key to successful marketing. Products and services are created (*to mean/ to meet*) customer needs. Moreover, marketing must make use of its four basic components to be effective:

- Sales
- Promotion
- Advertising
- (*Public Relations/Possible Requirements*) or PR

In each aspect marketing aims for a solid customer base and increased (*turnaround /turnover*). Improving marketing performance is essential to be ahead of the (*competition/ concentration*).

Task 4. Match the marketing components to the right description. These are special techniques used to market a brand. The 'Marketing Mix' consists of the 4 P's:

- | | | |
|--------------|-------|---|
| 1. Product | _____ | a. where the customers can buy it |
| 2. Promotion | _____ | b. one that meets the customer need |
| 3. Price | _____ | c. to encourage the customer to buy it |
| 4. Place | _____ | d. one that makes company profit and keeps the customer satisfied |

A) Which words in the box are used to talk about which P? Sort them into the correct category.

discount	advertising	channels of distribution	
financing	list price	location	logistics
media	public relations(PR)	quality	service

<p>Product</p> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Price</p> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>Placement</p> <hr/> <hr/> <hr/> <hr/> <hr/>	<p>Promotion</p> <hr/> <hr/> <hr/> <hr/> <hr/>

Task 5. Place the following words and phrases under the right marketing heading. Some of the ideas might belong to more than one category.

A)

billboards	media	to announce	press release
special offer	discounts	banners	campaign
to call on (customers)	to sponsor	free samples	negotiation
reputation	coupons	to display	to endorse
internet	to bargain	press conference	
commercials			

Sales	Advertising	PR (public relations)	Promotion
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

B) Now complete these sentences with the words and words combinations to describe the marketing categories.

- The sales department *handles* _____.
- Promotion *involves* _____.
- Advertising *includes* _____.
- PR *deals with* _____.

Task 6. Read the definitions and write in the missing letters to make the word.

1. **A** **E** **I** **I** Product, price, promotion and place are this.
2. **A** The name of a product or group of products.
3. **O** **U** **E** The people who buy or use the products.
4. **O** **O** The symbol of a company found on its products.

5. **A E E** The people who market the products.
 6. **A E I E** To promote the product.
 7. **O E I O** Other companies selling the same products.

Task 7. Finish the sentence pairs/ groups using the noun form of the highlighted corresponding verb.

e.g. sponsor /sponsorship or endorse/ endorsement

- 1) They will **announce** our marketing plans at the meeting tomorrow.
 They will make an _____ about our marketing plans at the meeting tomorrow.
- 2) She wants to **bargain** with the customer.
 She wants to offer a _____ to the customer.
- 3) Rolex **sponsors** the Wimbledon Tennis Tournament.
 Rolex is a _____ of Wimbledon.
 Every year Rolex gives its _____ to Wimbledon.
- 4) Shops can **display** new products.
 Shops can set up special _____ for new products.
- 5) Famous sports stars often **endorse** sports clothing and accessories.
 _____ from famous sports stars helps to sell sports clothing and accessories.

Task 8. Vocabulary extension: Look on the internet under 'marketing basics' or skim through any basic academic business textbook to check your understanding of fundamental marketing concepts.

Task 9. Internet info and online sharing: From a company website such as Shell Microsoft, Coca-Cola or Samsung find specific examples of sales, promotion, advertising and PR, then identify the right marketing category or you can prepare this as written exercise.

UNIT4. GLOBALISATION



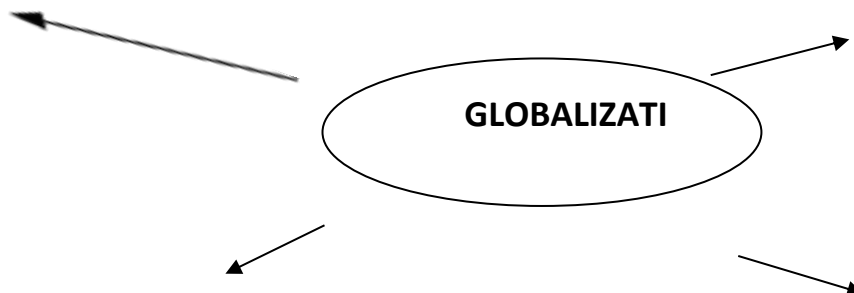
Globalization is the trend toward greater **economic**, cultural, political, and technological interdependence among national **institutions** and **economies**. Globalization is very often used to refer to **economic globalization** that is **integration** of national economies into the international economy through **trade**, foreign direct **investment**, **capital flows**, **migration**, and the spread of **technology**.

Preview

Task 1. Answer the following questions:

- What is globalization for you?
- What features of globalization do you observe in your everyday life?
- Could globalization have happened without the Internet?
- Is globalization good for the world?

Task 2. The word “globalization” is in the center. Think of some ideas connected to this word and place them around it.



e.g. cultural globalization; anti-globalization

Task 3. Read the text “Globalisation” to understand basic terminology related to economic globalization.

Globalisation



What does globalization mean? We always hear this word on TV and read about it in newspapers. It means the world is now a village – the **global village**. The world has become smaller. Of course, the world did not shrink and it isn't a village. Because of better transport, the

Internet and more **trading** between countries, it is easier to **do business**. Japanese car makers have factories in Thailand or **outsourcing**; American computer companies **employ** thousands of people in China. That's **globalization**. And don't forget the millions of call centre jobs in India that workers in America and Europe used to do. Globalization also means it is easier to work in another country. Globalization means trade and wealth for some people. Globalization means progress to some people or just things getting bigger. One key feature of globalization is that nations **co-operate** together and become more **integrated**. Is globalization a modern concept? Absolutely not. The word "globalization" has been used by economists since the 1980's; however, its concepts did not become popular until the later half of the 1980s and 1990's. It is, however, a key feature of modern life and it is hard to talk about almost any aspect of life today without referring to our global village.

Is globalization a good or bad thing? That's a difficult question to answer. Not everyone likes globalization.

Task 4.

A) Read the text one more time and answer the questions about the text:

1. What are the good things and bad things about globalization?
2. How long has the term 'globalization' been around?
3. Has globalization improved people's lives?
4. Does economic globalization affect everyone?
5. How has globalization affected your life?

1.

B) Match words from column A with words from column B that have a similar meaning.

A	B
1. integrate	a. hire
2. shrink	b. global society
3. employ	c. countries
4. nations	d. subcontracting
5. global village	e. combine with
6. outsourcing	f. become smaller

C) Make up sentences with these word combinations.

Task 5. Complete the sentences with the correct words

global village; economists; identity; co-operate; integrated; globalization; outsourcing; economic; global economy; world
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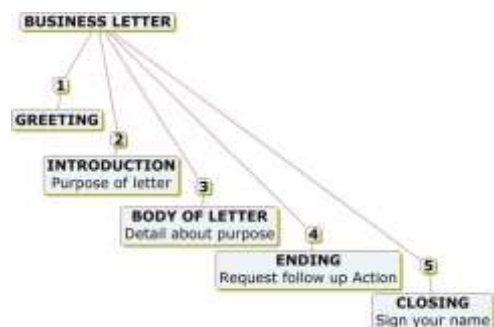
1. The word "Globalization" has been used by since the 1980's; however, its concepts did not become popular until the later half of the 1980s and 1990's.
2. Globalization is very often used to refer to globalization.
3. It is often said that we live in a, not least because it is so easy to communicate with people all over the world.
4. One key feature of the is that countries are affected by economic problem in other parts of the world.
5. Modern telecommunication systems and the internet have made the a much smaller place.
6. A negative aspect of globalization is that some cultures are losing some of their, as more and more people adopt a new universal culture.

7. The countries in the EU now together to control the level of immigration.
8. One key feature of globalization is that economies around the world have become much more closely
9. The major benefits of is the ease of communication in the modern world.
10. Many multinational corporations make their profits by their production to countries where labour is cheap.

Task 6. Vocabulary extension: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

Task 7. Internet info and online sharing: Search the Internet and find more information about globalization. Talk about what you discover with your partner(s) in the next lesson. Use your blog, wiki, Facebook page, MySpace page, Twitter stream or any other social media tool to get opinions on globalization. Share your findings with the class.

UNIT 5. WRITING



Preparation

When you write a document – a memo, e-mail, fax or letter - it is important to choose the right style. One aspect of style is using the right greeting and farewell. These need to match each other and be written in the appropriate style.

Task 1. Your task is to match the type of document (1-4) with the appropriate greeting (beginning (a-d). Then choose a farewell (ending) from the following list. Some farewells may be appropriate for more than one document.

Best regards	Best wishes	Bye	Regards
See you	Yours faithfully	Yours sincerely	

types of document	Greeting	Farewell (Closing)
1 Informal e-mail to person whom you know well	a Dear Sir/Madam	
2 Letter to a person whose name you don't know	b Dear Mr. Blare	
3 Letter to person whose name you know	c Dear Mary	
4 Letter to person whom you know well	d Hi, Jack/ Hello	

Task 2. Look at the beginning and ending of four different pieces of correspondence. Match each beginning (A-D) with ending (1-4).

A

From: sern@pocht.co.uk To: mary.miller@net.co.uk Cc: macdonalds@abc.co.uk
Dear Ms. Miller, This is to confirm your booking for Mr. David Ellis, the details of which are below;

B

From: Mary Miller, office Manager To: All staff Subject: New front door entry system
Following last week`s burglary, a

D

The Business Support Centre
Bishop`s Court
London
BG2 1PP

The Office manager
MAB
90 Oak Road
London
BG1 2 HB

25 March 2015

Dear Ms. Miller,
Thank you for your recent enquiry about
training courses for office staff

C

Bent Solutions
6 Green Way
London
BG2 1HK

The Office manager
MAB
90 Oak Road
London
BG1 2 HB

25 March 2015

Dear Sir or Madam,
Bent Solutions has been providing temporary office staff
to top companies nationwide since 1995. We have just
opened a new office here in London and I am writing to....

1 Yours
faithfully,

3 Regards,
Paul Barnes

John Maguire
Manager

Sales agent

2 Your
sincerely,
Jack Smith
Manager

4 and personal
entry code from me
before you leave
the office tomorrow

A	B	C	D
---	---	---	---

Task 3. Write appropriate beginnings and endings for the three following pieces of correspondence written by Mary Miller.

a Thank you for your brochure. I would like to enroll my assistant, Andy Hook, on your next course on 'Working with Spreadsheets'. I enclose a completed booking form

C Could your London office please deliver the car to Mr. Ellis`s hotel, (The Tussle Hotel, Charlotte Street) instead of Mr. Ellis picking it up at the airport?

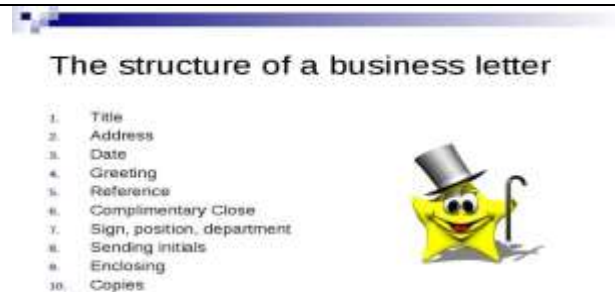
b I would like to remind all staff that everyone has a different entry code and that you must memorise your own personal one. Please contact me if you have forgotten it.

➤ **Rules for Writing Formal Letters in English**

In English there are a number of conventions that should be used when writing a formal or business letter. Furthermore, you try to write as simply and

as clearly as possible, and not to make the letter longer than necessary. Remember not to use informal language like contractions.

Study the rules :



Addresses:

1) Your Address

The return address should be written in the top right-hand corner of the letter.

2) The Address of the person you are writing to

The inside address should be written on the left, starting below your address.

Date:

Different people put the date on different sides of the page. You can write this on the right or the left on the line after the address you are writing to. Write the month as a word.

Salutation or greeting:

1) Dear Sir or Madam,

If you do not know the name of the person you are writing to, use this. It is always advisable to try to find out a name.

2) Dear Mr. Jenkins,

If you know the name, use the title (Mr., Mrs., Miss or Ms., Dr., etc.) and the surname only. If you are writing to a woman and do not know if she uses Mrs. or Miss, you can use Ms., which is for married and single women.

Ending a letter:

1) Yours faithfully

If you do not know the name of the person end the letter this way.

2) Yours sincerely

If you know the name of the person end the letter this way.

3) Your signature

Sign your name, then print it underneath the signature. If you think the person you are writing to might not know whether you are male or female, put you

title in brackets after your name.

Content of a Formal Letter

First paragraph

The first paragraph should be short and state the purpose of the letter- to make an enquiry, complain, request something, etc.

The paragraph or paragraphs in the middle of the letter should contain the relevant information behind the writing of the letter. Most letters in English are not very long, so keep the information to the essentials and concentrate on organising it in a clear and logical manner rather than expanding too much.

Last paragraph

The last paragraph of a formal letter should state what action you expect the recipient to take- to refund, send you information, etc.

Task 4. Study the structure of the business letter above. Analyze the letter below according to its structural points and write down the structural points.

1. Sender's address
2. Date.
3. Inside address (receiver's address).
4. Attention line.
5. Salutation.
6. Body of the letter.
7. Complimentary close.
8. Signature.

1	GIMBEL & CO Ltd 21 High Street, Blackheath, London SE3B 5HY UK	<u>Sender's address</u>
2	M. Lawson, Manager, Filbury & Johns, 20 Shaftsbury Avenue, London W1A 4WW UK	-----

3	7th December 2014	
4	Our ref: DM/SK	
5	Dear Mr. Lawson,	
6	Thank you for your letter of 4th May enquiring about our range of office equipment.	
7	I enclose an up-to-date price list and our latest catalogue which I hope includes something of interest to you. You will notice that we offer very favourable terms of payment.	
8	I look forward to hearing from you again.	
9	Yours sincerely,	
10	David Employ Sales Manager	
11	Encs.	

Task 5. Complete this letter of application with the words from the box.

skills	responsible	qualifications	interview
experience	CV	apply	advertisement

November 6, 2014

Dear Sir or Madame,

I would like to 1) _____ for the position of assistant at your art gallery. I saw your 2) _____ in The Guardian on September 12.

As you will see from my 3) _____, I have all the 4) _____ you require: a degree in art history and several certificates in foreign languages. I also have five years` 5) _____ of similar work at a small local gallery in my home town, Leeds. While working there, I was 6)

_____ for contacts with buyers, both face to face and via the Internet.

My computer 7) _____ include using all the applications in both MS Office and Open Office.

I look forward to an opportunity to meet with you in person. Please contact me at any of the email addresses or telephone numbers listed in the CV to arrange for an 8) _____.

Yours faithfully,
Mary Collins

Task 6. Match the sentence beginnings 1-5 with the endings a-e.

1. The job involves ...	a. a group of five people/cleaning the office/ all the correspondence
2. You will be responsible for ...	b. in a team/ (in) shifts
3. We require ...	c. up to \$ 300 a week/ a weekly wage of \$ 200
4. You will work ...	d. working long hours/ looking after children/ a lot of travelling
5. You will earn ...	e. good references/ healthy, hard-working young people

**Task 7. Match the English phrases with their Ukrainian equivalents.
Use the given phrases in the business letter of your own.**

Opening Phrases:			
1. Dear Madam	___	a.	Дякуємо за лист від ...
2. Dear Sir	___	b.	Шановна пані
3. Dear Mister Green	___	c.	Повідомляємо вас...
4. Dear Sirs	___	d.	Шановний добродію
5. We have received your letter of...	___	e.	Шановний пане Грін
		f.	Шановні панове

6. We thank you for your letter of...	—	g. Ми отримали Вашого листа від ...
7. We have the pleasure to inform you	—	h. Ми раді повідомити Вас
8. In reply to your letter of...	—	i. У відповідь на ваш лист від...
9. To inform you...	—	j. Просимо пробачення за затримку з
10. We apologize for the delay in answering your letter.	—	k. відповіддю на ваш лист.

Linking Phrases:		
1. There is no doubt that...	—	a. Звертаємо вашу увагу на той факт...
2. It is necessary to note...	—	b. У випадку вашої відмови...
3. We'd like to draw your attention to the fact...	—	c. У зв'язку з вашим проханням...
4. Considering the above said...	—	d. Безперечно...
5. In this connection...	—	e. Беручи до уваги сказане...
6. In connection with your request...	—	f. Необхідно відзначити, що...
7. Otherwise we shall have...	—	g. У випадку затримки...
8. As regards your request...	—	h. У цьому зв'язку...
9. Up till now we have received no reply.	—	i. Щодо вашого прохання...
10. In case of delay...	—	j. У випадку несплати...
11. In case of your refusal...	—	k. У протилежному разі ми будемо змушені
12. In case you fail to make payments...	—	l. Дотепер ми не отримали відповіді.

Closing Phrases:		
-------------------------	--	--

<p>1. We are looking forward to receiving your consent/approval/confirmation.</p> <p>2. Your prompt execution of our order would be appreciate.</p> <p>3. We wish to maintain cooperation with you.</p> <p>4. Your early reply will be appreciated.</p> <p>5. We are looking forward to hearing from you.</p> <p>6. If we can be of any assistance, please do not hesitate to contact us.</p> <p>Yours faithfully/ sincerely</p>	<p>___</p> <p>___</p> <p>___</p> <p>___</p> <p>___</p> <p>___</p> <p>___</p>	<p>a. Просимо звертатися до нас, якщо ви потребуєте допомоги. З повагою</p> <p>b. Чекаємо вашої згоди /схвалення/ підтвердження.</p> <p>c. Будемо вам вдячні за швидке виконання нашого замовлення.</p> <p>d. Сподіваємося підтримувати співробітництво.</p> <p>e. Будемо вам вдячні за швидку відповідь.</p> <p>f. Сподіваємося отримати від Вас відповідь найближчим часом.</p>
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Task 8. When you need to write a letter it can be difficult finding the right words. Below you can find the examples of business letters. The following business letter samples are meant to give you an idea of how to structure a proper business letter. Each example will show you how to format your business letter under the following categories.



A LETTER OF COMPLAINT

International Business School
32 Mir Ave., Kiev 010233,
Ukraine

Mrs. Amanda Pitt
Euro Media Ukrainian Ltd.
P.O. Box 229

01023 Kyiv
Ukraine

October 15th 2015

Dear Madam,

Last month I ordered your advertising manager Diana Richardson four color advertisements for our School to be published in your magazine. It should have been in a box, with our logo and five lines of the text. I have paid \$350 for that service. Yesterday I received this week's issue of "What's on" and saw that the ad is without a logo and black and white.

I hope this mistake will be eliminated in the next issues of your magazine, and I believe my letter has not disappointed you.

I have always appreciated your cooperation which, I hope, will last for many years more.

Faithfully yours,
Christiane Gerhardt
Headmaster

A LETTER OF INVITATION

International Business School
32 Mir Ave., Kyiv 010233,
Ukraine

Dr. Barbara Phillips
University of Farmington
Farmington, OH 55555

September 15th 2015

Dear Dr. Phillips,

I am very pleased to announce that the project that you presented to the annual award committee has been selected as this year's winner. Congratulations to you for your hard work and for the innovative approach that you took throughout this project.

In the meantime we are inviting you to participate in our forthcoming conference devoted to the global economic problems to be held October 7 – 10 in our International Business School. The enclosed brochure will give details on papers, speakers, and deadlines for abstracts.

We look forward to your acceptance.

Very truly yours,
Christiane Gerhardt
Headmaster

A LETTER OF REQUEST

268 Sacramento street,
San Francisco, CA 92115
USA

Sales Dept.
Electronics AG
420 High St.
Chicago CH67KJ
USA

February 11, 2015

Dear Sirs,

We are a large record store in the centre of San Francisco and would like to know more about the CDs and DVDs you advertised in the last edition of "Hi-Fi News".

We would like to know whether the CDs and DVDs are leading brand names, or made by independent companies. It would be helpful if you could send us some samples, and if they are of the brand we require, we will place

a substantial order with you. We would also like to know if you are offering any trade discounts.

We await your reply with great interest.

Faithfully yours,
Steve Mathew
Purchase Manager

A LETTER OF ACKNOWLEDGEMENT

Horizons Books, Inc.
55 Canal Street
Chicago, IL 44444
USA

Central Library
Green River, LA 11111
USA

September 15th 2015

Attention: Orders Dept.

We gratefully acknowledge receipt of your order for one copy of *World Problems*, by John Doe, Universal Press, 1987, which you sent us on September 1, 2012 with a check for \$25.00 (twenty-five dollars) enclosed for cost and shipping.

Unfortunately, we are unable to deliver this item. We will be able to send you this item by October 1, 2012 at the earliest. We can assure you of careful execution of your order. Kindly inform us if this late delivery is acceptable.

We are certain that with the proper execution of your order our companies will enter into a mutually prosperous business relationship.

Faithfully yours,

Grace R. Ames,
Purchase Manager

Task 9. Read this part of a letter from Mary Bennett applying for a job.

.....

With reference to your advertisement in The Times, I am writing to apply for the post of training assistant.

I am moving to your country next month with my husband. As you will see from the enclosed CV, I have had a lot of experience in training and I feel that I have much to offer your company.

If I am selected for interview, please could you give me information about how to reach your offices by public transport?

.....

- Write a **letter** to Ms Bennett:
- acknowledging her letter
- offering her a date and time for an interview
- requesting the names and addresses of two referees
- telling her the best way to reach you by public transport.
- **Write 60 – 80 words.**

UNIT 6. GRAMMAR



- Passive Voice
- Active Voice. Revision.

Passive Voice

	Past	Present	Future
Simple (Indefinite)	was/were + V ₃ ^{ed}	am/is/are + V ₃ ^{ed}	shall/will be + V ₃ ^{ed}
Progressive (Continuous)	was/were being + V ₃ ^{ed}	am/is/are being + V ₃ ^{ed}	————— <i>(использовать Future Simple)</i>
Perfect	had been + V ₃ ^{ed}	has/have been + V ₃ ^{ed}	shall/will have been + V ₃ ^{ed}
Perfect Progressive (Continuous)	—————	—————	—————

(использовать формы Perfect)

Task 1. Recognize Active Voice and Passive Voice Sentences. Read the sentences below and underline the verb or verbs in each sentence and then say whether the verb is active or passive and state which verb tense is being used.

Example: Our company was found in 1998.
I work for a delivery company.

passive – past simple
active – present simple

1. Misha deals with enquiries about our car sales.
2. The mail is delivered every day.
3. The meeting will be held in the board room.
4. We are interviewing people from outside the company.
5. I had been working there for seven years.
6. The decision was made yesterday.
7. They will email us next week.
8. He was talking to a client when the phone rang.

Task 2. Change the following sentences to passive voice.

1. Simple present – Mr. Kulish runs the Marketing Department.

2. Present continuous – They are writing the report now.

3. Past simple – Our branch received the letter yesterday.

4. Past continuous – He was checking the account at 4 o'clock.

5. Future simple – I will give you the figures as soon as possible.

6. Future with “be going to” – The company is going to raise its prices.

7. Present Perfect – He has just forwarded the letter to Head Office.

8. Past perfect – She had deposited her money in the bank by the end of 2013.

9. Modal “can” – They can finish the project on time.

10. Modal “may” – They may contact you this week.

Task 3. Re-write these sentences into the passive or active form.

- 1 She set up his company in 1991.

Her company _____.

- 2 The disc is inserted into the drive.

Insert _____.

- 3 We employ over two thousand people here.

Over two thousand people _____.

- 4 They will pay us the final fee at the end of next week.

The final fee _____.

5 All calls are recorded for training purposes.

We _____.

6 The government has increased the rate of tax.

The rate of tax _____.

7 We are working on a new procedure.

A new procedure _____.

REVISION. ACTIVE VOICE

Task 1. Write the verbs in brackets in the present simple or the present continuous.

1 He _____ (work) for a software company in New York.

2 I normally _____ (get up) at five every morning.

3 Joel _____ (work) at home this week.

4 Our accountant _____ (check) the invoice right now.

5 Now, things _____ (begin) to change in the company.

6 Currently, our customers _____ (demand) more and more from us.

7 We frequently _____ (travel) to Asia on business.

8 My typical working day _____ (end) at six o'clock.

9 They _____ (learn) English at the moment.

10 After work, we usually _____ (have) a drink together.

Task 2. Underline the correct verb forms in italics

Good afternoon everyone and thank you for coming!

I know your taxis **(1) leave / will leave** for the airport at three so I **(2) keep / 'll keep** my presentation brief. Over the next fifteen minutes, I'm **(3) talking / going to talk** about our marketing plans for the next twelve months. Firstly, we'll look at how we **(4) launch / 're launching** a new sales campaign

in the autumn. And secondly, I'll outline how it **(5) will succeed / is succeeding** when others haven't. Finally, if you **(6) have / 're going to** have any questions, I **(7) 'm being / 'll be** happy to answer them at the end.

Task 3. Write the verb in brackets in the past simple or present perfect.

- 1 He _____ (be) the Managing Director but he retired in 2010.
- 2 More recently, the company _____ (specialise) in training.
- 3 They _____ (be) off work since June.
- 4 In the old days we _____ (work) fifteen hours a day.
- 5 She _____ (join) the company three years ago.
- 6 The latest news is that the President _____ (resign).
- 7 What _____ (you, do) since I last spoke to you.
- 8 Now our competitor _____ (introduce) the same discounts as us.
- 9 Sorry, I still _____ (not, write) that report you asked me for.
- 10 For many years we _____ (not, have) a formal hierarchy but now we do.
- 11 When _____ (you, finish) your last job?
- 12 In the last few years, he _____ (improve) his performance.

Task 4. Write the verbs in brackets in the past simple or the past continuous.

1. What _____ (you / do) when the boss _____ (call) you last night?
2. The secretary _____ (sit) in a meeting room when you _____ (call).
3. When you _____ (arrive) at the annual meeting of shareholders, who _____ (be) there?
4. The CEO _____ (review) the report when he _____ (hear) the call.
5. Yesterday he _____ (go) to the bank, next he _____ (have) a meeting, later he _____ (meet) his marketing director for business lunch.
6. They _____ (have) a brainstorming when she _____ (produce) an idea.
7. What _____ (you / do) at 10pm last evening? It _____ (be) really noisy.
8. She _____ (take) a decision when the telephone _____ (ring).
9. They _____ (be) abroad when the company _____ (go) bankrupt.

10. When the sales assistant__ (walk) into the room, everyone ____ (work).

Task 5. Write the verbs in brackets in the past perfect or the past simple.

1. I _____ (already/ attach) an outline when he came home.

2. Last year our group mates _____ (pass) BEC exams.

3. When I got to the meeting I discovered I _____ (forget)my documents.

4. I _____ (go) to the marketing department, then I _____ (discuss) some problems with the staff and _____ (go) home.

5. She opened her handbag to find that she _____ (forget) her credit card.

6. When we arrived at the airport, our flight _____ (already/leave).

7. We went to the office we found that someone _____ (already/install) our new software.

8. I opened the customers' ledger to find someone _____ (change) some figures.

9. I had known my boss for three years when we _____ (get)a job.

10. He was very pleased to see that the financial director _____(pass) the budget.

SAMPLE EXAM PAPERS



The following are examples of the actual examination papers used in past years. They are provided for information only.

Task 1. Translate the text.

Electronic commerce.

Connecting many computer networks and using common addressing system, the Internet has been growing rapidly since its creation in 1983. By the mid-1990s the Internet linked millions of computers throughout the world and it is sure to be the most important commercial and popular means of communication nowadays.

The first electronic transactions were handled in the 1950s. Since the mid-1990s electronic commerce has become one of the most rapidly growing retail sectors involving the use of computer telecommunication networks for maintaining business relationships and selling information, services and commodities. Although e-commerce usually refers only to the trading of goods and services over the Internet, it actually includes broader economic activity such as business-to-consumer and business-to-business commerce as well as internal organizational transactions that support these activities.

The further development of secure electronic transfer of sensitive information, such as credit card numbers and electronic funds transfer orders, is certainly to be essential to the continued growth of e-commerce.

Task 2. Put the verbs in brackets into the correct form.

1. E-commerce (be) the process of buying, selling, transferring, or exchanging products, services, or information via the public.

2. The Intel Corporation (sell) half of its chips in the annual computer sales directly through its Web sites in 1999.

3. E-commerce usually (refer) to the trading of goods and services over the Internet.

4. Businesses (develop) private intranets for sharing information and collaborating within the company since 2000.

5. A large part of e-commerce (transfer) to the Internet after the first graphical "browser" software in 1993.

6. When you process a payment, some gateways (keep) a small part of the charge for letting you use their app.

7. Products and services (create) to meet customer needs.

8. She (announce) our marketing plans at the meeting tomorrow

9. It's important to know what types of credit or debit cards (accept) by your chosen payment gateway.

10. MicroTech (introduce) the program to link information systems with basic business needs now.

Task 3. Put questions to the underlined words.

1. Specialists consider electronic auction sales and markets to be other rapidly developing parts of e-commerce. (What?)

2. The growth of economies increased the purchasing power of the countries

3. Prices of commodity products are generally lower on the Web. (Where?)

4. The **marketing mix** is a concept that includes the "**four P's**"

5. Social advertising is the use of advertising to inform the public about a social issue. (What?)

Task 4. Fill in the gaps with the appropriate word.

marketing mix;	economic;	information;	electronic;	global;
outsourced ;	credit card;	the Internet;	payments;	CV.

1. Globalization of business leads to _____ globalization.

2. For every _____ transaction online, a service must communicate with the customer's credit card company to check for sufficient funds.

3. Some traditional businesses are being replaced by their _____ forms nowadays.

4. E-commerce usually refers only to the trading of goods and services over _____.

5. The _____ is a set of four decisions which needs to be taken before launching any new product.

6. Methods of electronic _____ include credit cards, debit cards and the ACH (Automated Clearing House) network.

7. World has become a _____ village and network connections became very convenient across the world.

8. It is important to avoid a lot of unnecessary details in your _____ to attract employer's attention.

9. The production was _____ to low-cost countries last year.

10. E-commerce focuses on the use of _____ and communication technologies.

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