

Федеральное агентство по образованию

**Государственное образовательное учреждение
высшего профессионального образования**

**НИЖЕГОРОДСКИЙ ГОСУДАРСТВЕННЫЙ
ЛИНГВИСТИЧЕСКИЙ УНИВЕРСИТЕТ
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**Тематические текстовые материалы по курсу
Elementary Business English для студентов II курса
отделения французского языка переводческого факультета
(английский язык как вторая специальность)**

Нижний Новгород 2006

Печатается по решению редакционно-издательского совета ГОУ
НГЛУ им. Н.А. Добролюбова

УДК 811.111:33 (075.8)

ББК 81.432.1-933

Т 32

Тематические текстовые материалы по курсу Elementary Business English для студентов II курса отделения французского языка переводческого факультета (английский язык как вторая специальность): Нижний Новгород - НГЛУ им. Н.А. Добролюбова, 2006. – 42с.

Предлагаемое пособие предназначено для студентов II курса отделения французского языка переводческого факультета, изучающих английский язык как второй иностранный. Пособие также может быть рекомендовано широкому кругу учащихся, изучающих английский язык.

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Введение

Цель данного пособия – развитие и активное совершенствование лексико-грамматических навыков студентов начального этапа обучения по изучаемой тематике:

1. Family Business
2. People and their Jobs
3. Asking People about their Jobs
4. Companies and Products
5. People Looking for a Job
6. Job Advertisements
7. Job Interview
8. Working Day. Office Routine
9. Business Communication
10. Using the Internet

Настоящее пособие сопровождается комплексной разработкой творческих упражнений. Задания по предлагаемому монологическому и диалогическому материалу соответствуют данной ступени обучения и способствуют усвоению и закреплению слов и выражений, а также грамматических структур, встречающихся в текстах.

Разработанный комплекс учебных заданий предоставляет студентам широкие возможности обогатить свой словарный запас социально-экономической направленности и использовать его при обсуждении новых интересных тем на практических занятиях.

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I.

Family Business

The Johnsons are a middle-class family. They run a toy factory. It is their family business. They have been in this business for seventy years.

Mr. Andrew Johnson, the eldest son, is at the head of the family business. He is the head manager of Johnson and Sons, and Bruce, his twin brother, is the production manager. His younger brother Robert is the sales manager. He graduated from London School of Economics and got a Master's degree in marketing.

Andrew's wife Kate also works for Johnson and Sons. She used to be an accountant before she got married and now she is in charge of finance. Kate is the head of the accounts department.

Julia, Andrew's sister, does the secretarial work.

Now about another family business. They are the Greys, the father and his two sons who run a small bike factory. Mr. Phillip Grey is a top-level manager who still coordinates the work of the factory, does the planning, organizing and controlling.

In a year or two he is going to retire and give the family business over to his son Peter, a middle-level manager, who now heads the personnel department. Peter Grey is in charge of the training of the workers and recruiting new people.

Edward, Peter's younger brother, is a team-leader who checks the assembly process. He is a lower-level manager, he organizes the work of the men who assemble bicycles.

Mr. Grey thinks of expanding the business: improving the company's delivery and developing new products.

Notes

to run a factory, a shop – руководить фабрикой, осуществлять торговлю в
магазине

a top-level manager – руководитель высшего звена

a middle-level manager – руководитель среднего звена

a lower-level manager – руководитель низшего звена

to give smth over (to) – передавать

to assemble – собирать (изделие) на предприятии

Follow Up Activities

1. Agree or disagree with the following:

- Johnson and Sons run a shoe factory.
- Andrew Johnson heads the family business.
- Bruce Johnson received education in London.
- Kate is in charge of the company's finance.
- Mr. Phillip Grey is a middle-level manager.
- Peter is going to run the business.
- Edward takes care of the company's export.
- Mr. Phillip Grey has ambitions plans for the future.

2. Comment on the following.

- Robert Johnson is an experienced specialist.
- Kate's qualification helps the family business.
- Mr. Philip Grey does a lot of work.
- Mr. Phillip Grey thinks of further development of the company.

3. Make up questions to the text.

- a) in the name of Mr. Johnson

- b) in the name of Mr. Grey
- c) in the name of a business acquaintance of both the families.

4. Reproduce the text.

5. Develop the situations. Using the suggested vocabulary.

- a) You have an idea how to develop your business (to promote and sell the product, to hire experienced people, to control the quality, to organize better delivery).
- b) You'd like to take over your parent's business (to invite new partners, to set up your own business, to succeed in business, to recruit more people).
- c) You are in a travel business (to make it more profitable, to hire people who specialize in tourism, to make contracts with advertising and insurance firms).

II. People and Their Jobs

1. My name's Barbara Schulz. I am a product manager from Munich. I am in marketing. What important for me is flexible hours, helpful colleagues and business travel opportunities.
2. I am Patrick Keller. I am a sales assistant. Fast promotion, long holidays, a company car and visiting sales conferences are what's important for me.
3. I am an office worker in an insurance company. It's a nine-to-five job with regular working hours. The work is very interesting and I like to be able to go home at a reasonable time.
4. I am in computer programming. In my company there's a system of flexitime, which means we start at any time before eleven and finish as early as three. It's ideal for me.
5. I work for a large European car market. My name's Frank and I work on car design. I run the design department and therefore deal with a lot of different people and work closely with our foreign partners.
6. I am Helen. I do a lot of secretarial work for the sales department: typing business letters, doing the filing, answering the phone. There's hardly any time for a good lunch. I often do with a sandwich at my desk.
7. I am Serge and I work in a car plant in shifts – on the day shift one week and the night shift the next week. It's inconvenient changing from one shift to another. I often have problems changing to a new routine for sleeping and eating.
8. I am Fanny Lane, a freelance graphic designer. That means I work for myself – I am self-employed. I find it most convenient and stimulating. The work is interesting and gives me positive feelings.
9. I am Martha Manfred and I am doing a lot of work for a large trading company. I use the Internet a lot to keep in touch with our clients and

customers all over the country. I love the Internet. I get a lot of experience in different areas of business.

10. Mary lives in London and works in public relations. She loves what she does. She leaves home for work at 7.30 am and finishes work quite late, at about eight. The traffic is often bad and she worries about getting home.

Notes

a product manager – менеджер по производству

flexitime – гибкий график работы

freelance – внештатный, работающий без контракта

Follow Up Activities

1. Build up a dialogue with your partner discussing the next points.

- What working conditions seem most stimulating to you?
- Which jobs are not attractive? Why?
- What professions in the sphere of business require highly-qualified people?

2. Agree or disagree with the following:

- Helen usually goes to the café for lunch.
- Frank is in charge of the design department.
- Serge's working hours are tiring.
- Martha gets a lot of useful information from the Internet.
- Fanny finds her job as a freelance designer most inconvenient.

3. Speak about at least 3 friends of yours describing their business, job routine and characteristics on the basis of the given information and vocabulary in the text above.

III.

Asking People about Their Jobs

1. Jeraldine speaks about her work experience with a representative of a sales company.

Rep: Well, Jeraldine, you've changed several jobs. Why so often?

Jer: You see, I am sometimes not patient with people and often don't get on well with my colleagues in the general office. I feel I am not a team worker and prefer a small friendly office.

Rep: And your present job for Technical Sales Ltd? Is it what you really need?

Jer: Yes, I've learned a lot. The prospects are more encouraging here and I really feel more confident.

Rep: Glad to hear that. I wish you could do well with the company.

Jer: Sure. The atmosphere is more pleasant and relaxing. Besides I am sure to take a course of accounting... and they gave me a good starting salary.

2. Mary Mackie is on a television programme. Michael Walton, the telepresenter asks her about her job.

Michael Walton: Good-evening, ladies and gentlemen! Welcome once again, to "Business World". Tonight in the studio we've got Mary Mackie, a secretary at BOS and the winner of this year's "Ideal Secretary" competition. Hello, Mary!

Mary Mackie: Hello, Michael!

M.W: Mary, what makes an ideal secretary?

M.M: Well, she can type, use a computer, receive telephone messages. She must be well-dressed and efficient and never late for work.

M.W: I see, the managing director is pleased with you.

M.M: Yes, Mr. McLean is a perfect boss, he gives clear instructions, organizes our work, though a little ambitious.

M.W: You are lucky. It's easy to be a good secretary when you've got a good boss... Thank you, Mary. Congratulations and good night.

3. A journalist is interviewing Mr. Leadbetter about his job.

J: Mr. Leadbetter, I'd like to ask you some questions about your job, if I may.

L: Of course.

J: Now, you're an engineer, aren't you?

L: That's right, I'm a civil engineer. I work for Wimpey, which is one of the largest building contractors in the world.

J: That must be interesting. Could you tell me what you do exactly?

L: I work in the estimating department which means I work out exactly how much a job will cost. If a company wants to build an airport, a bridge or a hospital, for example, they employ a consultant engineer to design it and prepare the plans. I have to say how much it will cost to build, inspect the documents, examine the site and name the price. If our price is the most attractive, it usually means the lowest, we get the contract.

J: What projects are you involved in at the moment?

L: We are building a motorway round London, constructing a railway in Gabon and a hospital in Oman. We do a lot of work abroad.

J: Thank you very much, Mr. Leadbetter. That's most interesting.

Notes

a team worker – работающий совместно, в команде (бригаде)

accounting – бухгалтерский учёт, анализ хозяйственной деятельности

an estimating department – отдел оценок

Follow Up Activities

1. Present the contents of the interviews in the form of a monologue.

2. Make up a conversation by analogy using the following vocabulary:

Mr. Hopkins, a journalist, to work for Mason Publishing House, to get information;

to write about problems of economics, business leaders, high-tech popular products, famous presentations, growing markets;

to interview Mr. Knight, the founder of Nike, a famous sports company.

Conversation formulas:

- What do you think makes ... ?
- Do you believe ... ?
- What is your idea of ... ?
- I feel ...
- You see, ...
- How do you feel about ... ?
- What are your future plans ... ?
- Could you, please, explain ... ?
- Do you mind telling us about ... ?
- Do you feel like ...
- Well, in my view ...
- As far as I'm concerned ...
- As for me ...

IV.

Companies and Products

1. Link-up Ltd, sells most well-known brands of mobile phones. It has many high street stores. The assistants help customers choose the right phone and advise them on various service packages.
2. Henderson Co. Ltd. started work in 1986. It manufactures high-quality designer furniture. The company provides furniture to luxury homes and head offices. Every year they introduce two or three new designs. Fifty percent of the sales are for the home market.
3. Stella is a Belgian chocolate company. For the home market it produces two types of chocolate: a 70% cocoa chocolate called Delice and a cheaper chocolate called Bon for the mass market. They also make a milk chocolate for export markets.
4. Cara Cosmetics is an international company based in Italy. It sells body care products. Its target market is usually women who buy the products for the whole family. Cara Cosmetics is launching a new shampoo.
5. IBI is a large soft drinks company based in London. Last year they increased their sales by 15% and launched several new products. The company's sales representatives help customers throughout the country to promote the new brands.
6. Tour East is a joint Russian-American venture. It was formed to take care of the travelers coming to Russia from the USA. To conduct business the company has to do much advertising: to publish information leaflets, guidebooks, to order big bright posters to be put along the main road.
7. Toyota, a famous auto-maker, is a very successful Japanese company. Every year its factories increase the production of cars and trucks. The company continually recruits and trains workers. They also invest in

automation, introduce innovations such as robots which make all necessary operations on the assembly-lines.

Notes

package - упаковка

target market - рынок, производство, нацеленное на какого-либо потребителя

a venture – совместное предприятие

to recruit – нанимать рабочих

Follow Up Activities

1. Speak about the products the described companies manufacture.
2. Make up questions on the way the companies improve and develop their business.
3. Choose any well-known company and speak on it (Nestle, Procter&Gamble, Cadbury...) using some of the following words and word combinations:
 - to be a successful company
 - a target market is...
 - to base in
 - for the mass market
 - to invest in
 - to conduct its business
 - to do much advertising
 - to sell most well-known brands
 - to introduce new designs
 - to increase the production of...

V.**People Looking for a Job****1. Mary**

I've been out of school for two months. Now I'd like to have something to do. I applied for a secretarial vacancy last week, but the firm needed only professional help. I'm short of money of present. Perhaps something may turn up.

2. Alice

I am at school at present. I have loving parents who never say "no" when I ask them for some pocket money. But still I've got to have some money of my own. I'd like to find a Sunday job.

3. Phillip

I am an undergraduate and unfortunately not yet trained for any job. I'd like to find a part-time job to earn some pocket money. People say it's good to try post-delivery or fast-food service.

4. Sandra

I am looking for an office job. I took a secretarial course last month. I can take shorthand, type and use a computer. There is a suitable job advertisement from the Evening Star: "Qualified secretary wanted for Williams Designs. Good working conditions." It's a good job opportunity. May be the vacancy is still open and I can get the job.

5. Peter

Now I help my friends who are running a small food shop and a cafeteria. But the business is not going well. I think I need a better job. I also have a driving licence.

6. Lorraine

I worked as an assistant sales manager before I was married. I also took a course of accounting. Now my children are growing up and I want to go back to work. I wonder if I could find a part-time job. It's also important for me to improve my computer skills.

7. Mr. Oswald

I lived in America for ten years and worked for a telephone company. I was a salesman. I have some experience of distributing mobile phones and telephone equipment. I am looking for a full-time job.

8. George

I'd like to change my job. I am an engineer in a large industrial company which sells oil equipment. We often deal with complaints from customers, besides it's most unpleasant to work a lot of extra hours and not get regular pay. I prefer to work in a small friendly office and be able to use my languages. I'm fluent in French and German.

9. Susan

I'm qualified in language teaching. I specialize in French. Apart from my University diploma I am now doing a course of commercial French over the Internet by distance learning. I'd like to find an interesting well-paid job.

Follow Up Activities

1. Reproduce the texts above. Speak about the people looking for employment. Describe the job opportunities they prefer.

2. Imagine you are looking for the posts below:

- a sales representative
- a secretary
- a sales man
- a financial manager
- a full-time driver
- a part-time nurse
- a web site designer
- an accountant
- an advertising manager

3. Speak about all the necessary skills that the following professions require:

- a secretary
- a sales manager
- a sales representative
- a language teacher
- an engineer

4. Make up a dialogue on the basis of the following situations:

- Your friend is looking for a position of a sales representative in a food company. Give him advice in his search.
- Your friend is eager to help you find a job as personal secretary in a foreign company.
- Your friend is a sales director of the company “Mars”. Ask him for help to get the post of a financial manager in this company.

VI.

Job Advertisements

1. Sales Director

Applicants for the post of Sales Director of Anglo-Tours should be aged between 35-60 and have considerable experience in sales and marketing in the UK and abroad. Salary £20,000.

Personnel Manager, Anglo-Tours,
232 Bristol Road, Ashford

2. Teacher Required

for private language school.

Teaching experience necessary.

Apply: The Director of studies
279 Canal St., Roston

3. Wanted: girl / man Friday

for busy office

Secretarial skills, a good telephone manner.

Frequent customer contact. Basic training will be given.

Non-smoking office.

Apply to:

OXY Containers Ltd.

Old Road Rochdale OL61ER

4. Full-Time Drivers

required

Clean driving licence. Smart appearance

Aged over 25

Apply to: Capes Taxis
17, Palace Road, Roston.

5. Northern Manufacturer

requires

Sales Manager

Very good salary and conditions. Use of new company car.

Aged between 25-40.

Previous experience essential.

Apply: Engeneering Services Ltd.

Managing Director

417 Northway, White haven, Cumbria.

6. Manager

for Small Newsagents.

Experience of running a small shop.

Good knowledge of accounting desirable.

Aged 25-40.

Apply to: Personnel Manager.

Chambers House High St. Barbury

7. School Leaver Wanted

for General office in City Centre.

Duties include: filing, photocopying, taking shorthand.

Training given. Good pay and prospects.

8. Cleaner

required for Roston Office Houses by arrangement. Experience unnecessary.

Good salary and conditions.

Apply: The manager Coleman
South Parade Roston RSISBQ.

9. Part-time job

Cook required for Day-Care Centre,
Experience essential. Aged over 30.
Good wages and flexible hours.

Apply: Poplar Road, 183, Manager.

10. Assistant

required to work in the busy Sales Office
Experience of using a computer. Typing preferred.
Good career prospects for a rapidly expanding company.
Apply in own handwriting to:

Mr. J. Smith
Gordon Computers
Chester Road.

Follow Up Activities

1. Answer the following questions.
 - What person by profession is required?
 - What is the character of work?
 - Speak about the abilities (qualifies, skills) desirable.
 - Is there any age-limit of the candidate?
 - What does the company promise (guarantee)?
 - Where are the candidates to apply?

2. Study the job advertisements and make suppositions which of the job applicants (mentioned above) they would suit.

Make use of the vocabulary:

to need

to require to prefer

to prefer

to promise

to guarantee

to suit

to be suitable

to interest

to be interested

to apply (to)

the position (of)

the job (of)

essential

important

desirable

obligatory

necessary

acceptable

the address and post-box number

3. Make up a job advertisement of the next posts.

- a sales representative
- an accountant
- a secretary
- a cleaner

VII.**Job Interviews**

1. John Wigmore is being interviewed by Harriet Brown, the managing director of a tour company. Mr. Wigmore is applying for the post of Sales Director.

Ms. Brown: Who do you work for now, Mr. Wigmore?

Mr. Wigmore: The National Bus Company. I've been with the company for five years.

Ms. Brown: How long have you worked as an area sales manager?

Mr. Wigmore: Eighteen months.

Ms. Brown: And what did you do before joining the Bus Company?

Mr. Wigmore: I worked for a chain of hotels as junior manager.

Ms. Brown: The post you are applying for involves a lot of travelling. Have you been abroad much?

Mr. Wigmore: I've been to most of Western Europe.

Ms. Brown: Why did you go there?

Mr. Wigmore: The hotel sent me to attend a conference in Hungary.

Ms. Brown: I see. Have you ever organized a conference yourself?

Mr. Wigmore: Yes, I have actually. Why?

Ms. Brown: This job would require rather a lot of organizing meetings and conferences. Well, Mr. Wigmore, we'll consider your application and get in touch with you.

Mr. Wigmore: Thank you.

2. Mr. Arthur Spencer is applying for a job of a project-leader. Here is his job interview with Mr. Winter, personal manager.

Arthur Spencer: Good morning! I'm Arthur Spencer. You are Mr. Winter, aren't you? I'm here for a job interview.

Mr. Winter: That's right. Pleased to meet you, Mr. Spencer. Please, take a seat. Let's come straight to the point. Our company in Bristol has recommended you for the vacancy of a project-leader.

Arthur Spencer: But they told me it was up to you to make the final decisions. Have you looked at my papers?

Mr. Winter: Yes, I've read through your references and your CV (Curriculum Vitae). I find your high qualifications most impressive. I think you are the man we're looking for.

Arthur Spencer: Well, I hope so.

Mr. Winter: We think you've got the skills to develop excellent programmes. We hope you'll get on with the people here.

Arthur Spencer: How many people will work in my department?

Mr. Winter: About 10 people.

Arthur Spencer: Will you, please, tell me more about the conditions of work?

Mr. Winter: You'll work 38 hours a week, 30 days holiday a year plus the usual bank holidays.

Arthur Spencer: What about the salary?

Mr. Winter: I think your salary demands are acceptable: 24.000 pounds a year. You have a company car and we can help you find a flat, too.

Arthur Spencer: Thank you, Mr. Winter. Shall I start tomorrow?

Mr. Winter: Yes, 9 o'clock, please. Good-bye!

Arthur Spencer: Good-bye!

3. Mr. Johnson is interviewing an applicant (Howard Mill) for the job of salesman.

Mr. Johnson: Now, Mr. Mill you worked for SLN Co Ltd when you graduated.

Howard Mill: Yes, actually. It was the work of a receptionist.

Mr. Johnson: But you went to America in 1998. What did you do there?

Howard Mill: First I worked for a small company which made office equipment as a junior salesman. Then I worked for the telephone company which sold telephone equipment.

Mr. Johnson: Oh, yes. That's on your CV too. That's quite satisfactory. Now, would you like to know about the vacancy here?

Howard Mill: Yes, I read the job description carefully before I came. I also sent my references by post.

Mr. Johnson: Good. I hope you understand your responsibilities. Do you have any questions to ask us?

Howard Mill: No questions. I have very good sales experience and I really want to work for your company. Mr. Johnson, if I get the job, when would you like me to start?

4. Christine Bell is applying for a job of secretary. Mr. Young, the personnel manager is talking to her.

Christine Bell: Good-morning! I am here to apply for a secretarial position. I've heard the vacancy is still open.

Mr. Young: Yes, that's true. You have done the course at the secretarial college, haven't you?

Christine Bell: No, not actually. I'll get my certificate and my references next month. I'm quite good at secretarial work. My typing and shorthand speeds are promising.

Mr. Young: That's all very well. We need hard-working and efficient people in the office. It's a busy office with a lot of paperwork. It's not easy to become a good secretary.

Christine Bell: Yes, sure. I understand. They promised me a very good reference at college. I hope I'll take a computer course...

Mr. Young: Good. Will you try and get all your papers ready as soon as you are out of college? We need two references, the CV, your certificate and your application. If you don't change your mind, please come for a job interview.

Christine Bell: Sure. Thank you very much. May I have the job description?

Mr. Young: Here you are. Good-bye!

Follow Up Activities

1. Say if the statements are true or false.

- Mr. Wigmore has worked as a sales assistant for a long time.
- Mr. Wigmore has been to many places abroad.
- Mr. Spencer is applying for a job of a receptionist.
- Mr. Spencer was satisfied with the salary.
- Mr. Howard Mill did not know much about the character of the job he wanted to have.
- Christine Bell has done a secretarial course.
- Christine Bell knows everything about the job she wanted to apply for.

2. Answer the questions giving the necessary information.

- What was Mr. Wigmore's work experience?
- What was Ms. Brown especially pleased with?
- What problems of his future employment was Arthur Spencer interested in?
- Did Mr. Howard Mill have much experience in selling?
- How did Mr. Johnson know about it?
- Why was Christine Bell sure to get the secretarial job?
- What documents was she expected to bring?

3. Present the contents of the four job interviews in monologues.

4. Build up an interview between a personnel manager and an applicant for a job of:
 - computer programmer
 - senior salesman
 - logistic manager
 - advertising manager

VIII.

Working Day. Office Routine

1. Jane Wilson works at a small office of IFC (Independent Film Company). She works full time and has regular working hours. Jane usually wakes up at a quarter past seven, has a shower and eats her breakfast. She takes a bus and arrives at the office at about nine. It's just time to get the post, sort it and read the e-mails. Before her boss comes she gets everything ready. Then she does a lot of filing and typing. At 12 o'clock she has lunch, usually at an Italian restaurant, and in half an hour starts work again. It's sometimes tiring to help the department manager receive visitors and take shorthand. Jane finishes work at five and gets home. She takes her dog for a walk, has a short rest and reads something before dinner time at six. In the evening she watches the News on television, telephones her parents and friends. Before she goes to bed she reads for a while.

2. Miss Julia Jane works for Lane and Sons. She handles a great deal of administrative work. She keeps all the records of the company, she is in charge of in-company communication. Her office is fitted with modern equipment – PCs, printers, faxes, copying machines and telephones. Her duties bring her into contact with all the management of the company. She answers telephone calls and types letters to business partners. The telephone clicks regularly, the fax machine works all afternoon. Julia's is really a full-time job.

3. Miss Joy Smith is talking about her office routine:

“My routine is very simple. I start work at half past nine and the first thing I do is open the post. At about ten o'clock I discuss my further duties for the day with the sales manager and send e-mails. At eleven I have a short coffee break and at one-thirty go out to the company cafeteria for lunch. Sometimes I eat sandwiches

at my desk when there's too much work to be done. I am back in the office by two-thirty. I usually go to the telex room for an hour. Before four o'clock I am busy typing letters which my boss dictates. By the end of the working day my in-tray is full again, so I start sorting the post until five, when the office closes. I don't enjoy doing overtime but occasionally I leave the office to go home much later."

4. Mr. Voronin is an engineer of the Ministry for Foreign Economic Relation. Now he is in London, he works for the Russian Trade Delegation. He usually has a thick schedule and a lot of responsibilities. His office hours begin at 8.30. He looks through Russian and British newspapers and journals as he is interested in the latest political and business events. During the day Mr. Voronin meets businessmen and discusses with them prices for different goods, terms of payment, shipment and delivery. Very often he goes to plants in and outside London together with Russian inspectors. He looks through the mail, the letters and telexes on his desk. There are also enquiries for chemical equipment from his company as the Russian company is interested in new models, the latest catalogues and quotations. Mr. Voronin spends a lot of time making appointments on the phone. Sometimes he invites his business partners to his office to discuss problems.

5. Michael Dell is chairman of Dell Computer Corporation in the US. For about 30 percent of his time he travels overseas and meets international customers.

When he is at his home in Austin, Texas, he gets up at 5.30 a.m. each day. He does exercises for an hour in his gym. Then he has breakfast and drives to his office with his bodyguard. He arrives at 8 a.m. At his office he talks to customers and makes plans for the organization. He leaves the office at about 6.15 p.m. and

has dinner with his wife and three children who are under the age of 10. He often spends time in the evening writing e-mails.

Before he goes to sleep he reads stories to his children and gets them to bed.

Follow Up Activities

1. Agree or disagree with the following:

- Jane Wilson works three days a week.
- Jane Wilson always finds some time to read.
- Joy Smith sometimes doesn't have lunch out.
- Joy likes to do additional work.
- Mr. Voronin is so busy in his office that he has hardly any time to read the press.
- Mr. Voronin doesn't spend all his day in the office.
- Mr. Dell takes some time off in the middle of the day and has lunch out.
- Mr. Dell gives some of his time to his children though he is quite busy.

2. Compose 2 or 3 questions on each text.

3. Reproduce the texts.

4. What is your attitude to the described daily routine of various posts?

5. Make up a dialogue discussing the advantages and disadvantages of the job positions under analysis.

IX.

Business Communication
(letters, memorandums, telephone, messages, e-mails)

1. Read the following business letters:

20th Sept
1998

Lane and Sons, Ltd.,
130 Whitworth St.,
Castle field, Great Manchester

ITD Ltd
17 Market St.
Preston

Please supply: 100 microprocessors

10 voice synthesizers
for Lane and Sons
at £65 per Unit
at £40 per Unit

Signed: Robert R. Lane
Sales Manager

Date 21 November 1998
Order no: 003996

Brighter Office Supplies Ltd
13 Hill St. Harlow
CM 202 JR
Tel. 26721
telex 81250

BOS Warehouse
Mallary St. Croydon

Please supply and deliver:
10 boxes (large paper clips)
5 boxes (small paper clips)
10 rolls (narrow sellotape)
25 (A4 files)

12 reams (A4 typing paper)
10 boxes (hard pencils)

Signed: Ch. Alexander
Sales assistant

25th Sept., 1998

ITD Ltd.
17 Market St. Preston

Thank you for your letter of 20 Sept. regarding the purchase of FX 1995 microprocessors and voice synthesizers. We would appreciate if you make prepayment of £2000 in a week's time.

Yours sincerely
D. Moss
Director

Ms A. Meiners
telex 81250
Simple Stationers Ltd.
15 Mowbray Road
London NW65 EJ

23 Jan. 1997

Brighter Office Supplies Ltd
13 Hill St. Harlow
CM 202 JR
Tel. 26721

Dear Ms. Meiners

Thank you for your letter of 18 Jan. Our current catalogue is enclosed as you requested. But our price list is unavailable at the moment as it is being reprinted. I will send you one as soon as they are available.

We look forward to doing business with you.

Your sincerely
Simon Young
Sales assistant

Milgrom and Co
29 Clendal Road
London NW 62 EK
20 April 2002

Bay House School
19 Ingleborough Road
Birkenhead, Cheshire
L 426 RD

Dear Mr. Milgrom

I am very happy to give Carolyne Bennett from Bay House School a reference for the job of secretary advertised in the Evening Star. She is intelligent and efficient. She is clever and helpful in class. I can certainly recommend her for the job.

Yours sincerely
Brian Keith
School principal

13 Queen's Crescent
London SWLT 5 JS
14 April 2002

Ms Helen Ferns
Box 6390
Business World
64 Fleet st.
London EC4J6BB

Dear Ms. Ferns!

I saw your advertisement in the Business World and I would like to apply for the job of receptionist. I enclose a full CV. As you can see I worked in an office before I had children. I am good at secretarial work and have the necessary computer skills. I have a very good reference from Buffalo Books.

I look forward to hearing from you.

Yours sincerely
Lorraine Welder (Mrs).

Tilly Trinkets Ltd
62 Wardour St
London WCL

Ms Jing Peng
36 Hersham Rd
Alton-on-Thames
Surrey KT13JR
Dear Ms. Peng

We are pleased to inform you that you have been successful in your application for the position of secretary to the managing director at Tilly Trinkets. As agreed in the interview we would like you to start on 1 October. Your starting salary will be £20,000 per annum. Please sign and return a copy of the contract. We look forward to hearing from you soon.

Yours sincerely
Karen Gilbert
HR Manager
Enc. Contract.

33 Honister Avenue
Newcastle NE23PA
Head office

Dear Mr. Cotman!

The management of Williams Designs Ltd expects you to visit the presentation of our pilot product on Sat. April 4th at 3 p.m. A reception given afterwards we look forward to seeing you.

Sincerely yours
George Davidson
Production Manager

Memorandum

To: all staff
From: Mr. Phillip Bow, Personnel Department
Date: February 15, 2000
Subject: overtime hours. Extra pay.

I am available to see staff on Monday and Wednesday between 9.30 and 11.30 a.m. in my office. I can also see staff by appointment.

Memo

To: Carlos Divietro
Vice President, HR
From: Vanessa Stein, Manager, HR
Date: July 15th 2001
Subject: Ordering new office equipment.

Following a meeting yesterday afternoon with the secretaries' Council we have made a decision about modernizing our offices.

Telephone Messages

Message for
Mrs. Diana Cox
while you were out

Mr. Steven Wheeter
of British Catering LTD
Tel no 9207689

Messa
ge: He wants to see you next week about a large stationery order. He said you knew all about it. Can you ring him back before 3.30 this afternoon?
He said it was urgent.

Date: 16 Dec
Time 12.15 p.m.
Received by: Anne

Telephone Message

To: Peter Randall

Name: Meeting place with French representatives changed from Café Continental to Central Boardroom.

Signed: Frank Bell

Telephone message

To: Mrs. Baker

Name of caller: David Rogers

Date: 3d March

Time: 11.30 a.m.

Messa I want to speak to you about our order number 0804 and make some
ge: changes. I'm leaving the office at about 5 o'clock. My number is
854224. It's quite urgent.

E-mails

Dear Mr. Knight

I would like to invite you to supper after the sales conference next week, if it is possible. Our new managers will be there and you can agree about your further contacts. Please let us know by the end of the week.

Best wishes

Margaret Peters – Head of Sales
Link-Up LTD PLC
Box 59 London

Hello, Jack!

I made an interesting contact at the sales exhibition yesterday. An assistant from the building company would like to apply for the vacancy at the head office. Hope he is useful to you.

See you, Frank

Follow Up Activities

1. State the types of the following letters (recommendation, application, enquiry, invitation) and reproduce their contents.
2. Write by analogy: a memorandum, a telephone message, an E-mail.

X.**Using the Internet**1. Developing a Website

Since your Website may be the first point of contact for customers, it must reflect the right image. It makes an expert to design **a well-executed site**. Professional web designers know all the tricks. They help potential customers use **a search engine** to find your company. They can also, for a fee, maintain your site keep it up to date on your behalf.

2. The Pros and Cons of Internet Selling**Pros**

- provides a massive amount information
- **provides access to** new markets
- **provides feedback from** customers
- the number of Internet “visitors” can be counted
- available 24 hours – the Internet never sleeps

Cons

- **hacking and viruses**
- it is impossible to go to customers, they must come to you
- not everyone is online
- buying online concerns some customers

Discuss the given advantages and disadvantages of selling goods online.

3. Advertising on the Internet

Advertising on the Internet continues to develop. It is inexpensive and measurable, interactive, sometimes fun, and can be viewed anytime, night and day. Using the Internet a company can reach new markets locally, nationally and globally. A website acts as an interactive brochure.

Advertising may be also done on other companies' sites, for example with banner adverts. **Banner adverts** have recently become the main advertising tool on the Net. They can be either animated or static.

A company must know the following tips in advertising on the Net:

- a website should be designed to reflect a corporate image
- a website should be easy and quick to navigate
- prospective clients may leave the site if the pages take ages **to download**
- it should be possible to return to the home page with one click
- a site needs maintaining to keep it fresh, current and relevant

Answer the questions on the text:

1. What characteristics make advertising on the Internet so attractive for a company?
2. Can a company reach mass markets using the Internet?
3. What have you learnt about banner adverts? Are they a helpful advertising tool? Why?
4. What advice should a company website designer follow while positioning adverts on the Internet?

4. Creating a Virtual Shop.

E-commerce provides a fast, cost-efficient, “open-all-hours” way of selling. Setting up a shop on the Web is totally different from simply having a Website. Once you begin to sell online, you are entering a new world.

The major problem is connected with establishing an order management system. It includes order forms, order handling, safe payment, invoicing, delivery – orders may arrive from anywhere in the world.

Some products can't sell well online, for they need to be touched or felt, while others are made for online selling (music or software).

Comment on the following statements:

- Selling online is no easy matter.
- E-commerce is widely developed nowadays.
- A limited range of products suitable for selling online.

5. E-mailing Customers

Mass e-mailing (or spamming) to customers is bad. It can only result in damage to a company reputation. However, e-mail contact with the right customers or prospective customers can work to a company advantage.

E-mail provides an extremely cheap way to keep a lasting relationship with customers or partner companies. A company should ask Internet visitors if they want to receive e-mailed information, special offers or details of new products; many will say yes. Ask current customers for their e-mail details.

To achieve the most effective e-contact with clients a company must publish its address, telephone and fax number, and a contact name.

Customers must also have other means of getting in touch with a company if necessary.

Answer the questions on the text.

1. Is e-mailing important for a company?
2. What are the major advantages of e-mailing customers?
3. What kind of information is usually e-mailed to current and prospective customers?

6. Making the Most of a Website.

The use of a Website is a component part of a company wide-ranging strategy.

A site can be used for:

- interactive publicity;
- customer support via e-mail;
- maintaining relationships with current customers and attracting new clients;
- generating interest in a product, service or company itself;
- conducting market research;
- selling products information.

- *Do you know any other ways of using a company Website?*
- *Create an imaginary Website of a company you choose.*

Notes

a well-executed site – правильно управляемый и используемый сайт

to provide access to – обеспечить доступ к...

to provide feed back – обеспечить обратную связь с клиентами

hacking – хакерство

banner adverts – короткие рекламные лозунги, представленные в интернете
крупным красочным шрифтом

to download – “скачивать” информацию из интернета

spamming – рекламная “макулатура” в интернете

**Тематические текстовые материалы по курсу
Elementary Business English для студентов II курса
отделения французского языка переводческого факультета
(английский язык как вторая специальность)**

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Лицензия ПД № 18-0062 от 20.12.2000

Подписано к печати			Формат 60 x 90 1/16.
Печ. л.	Тираж	экз.	Заказ
Цена договорная			

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