



МІНІСТЕРСТВО ОСВІТИ І НАУКИ
УКРАЇНИ

УКРАЇНСЬКИЙ ДЕРЖАВНИЙ
УНІВЕРСИТЕТ ЗАЛІЗНИЧНОГО
ТРАНСПОРТУ

Business English in Rail Engineering

Підручник

Харків – 2016

УДК 330.33(072)
ББК 81.432.1я7
В 598

*Рекомендовано вченою радою Українського державного
університету залізничного транспорту як підручник
(витяг з протоколу № 8 від 24 листопада 2015 р.)*

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В 598 Business English in Rail Engineering: Підручник /
С.М. Донець та ін. – Харків: УкрДУЗТ, 2016. – 182 с.
ISBN 978-617-654-042-7

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Метою підручника є навчити майбутніх фахівців у галузі залізничного транспорту використовувати англійську мову у професійній діяльності, що передбачає розвиток навичок усного та писемного спілкування у сфері бізнесу; удосконалення вмінь перекладу англійського оригінального тексту у межах своєї спеціальності; формування основ роботи з діловою документацією англійською мовою; ознайомлення з етикою та структурою мовного спілкування у рамках дискусії, переговорів, презентацій тощо.

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УДК 330.33(072)
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ISBN 978-617-654-042-7

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залізничного транспорту, 2016.

Підручник

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Business English in Rail Engineering

Відповідальний за випуск **Донець С.М.**

Редактор **Еткало О.О.**

Підписано до друку 06.11.15 р.

Формат паперу 60x84 1/16. Папір писальний.

Умовн.-друк.арк. 7,75. Тираж 100. Замовлення №

Видавець та виготовлювач Українська державна академія залізничного транспорту,
61050, Харків-50, майдан Фейербаха, 7.
Свідоцтво суб'єкта видавничої справи ДК № 2874 від 12.06.2007 р.

Ukrainian State University of Railway Transport

**Business English
in Rail Engineering**

Textbook

Kharkiv 2016

УДК 330.33(072)
ББК 81.432.1я7
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ВСТУП

Підручник рекомендується використовувати як базовий курс з дисципліни «Ділова іноземна мова» для студентів вищих навчальних закладів залізничного транспорту.

Метою підручника є підготовка студентів до використання англійської мови в майбутній професійній діяльності, тобто формування необхідних навичок усного та писемного ділового спілкування. Крім того, одержані знання стануть базою для удосконалення підготовки фахівців для залізничного транспорту та подальшого самонавчання.

Предметом вивчення ділової англійської мови в залізничному вищому навчальному закладі є лексика та граматики усного та писемного ділового спілкування, структура ділового листування, етика мовного спілкування у рамках дискусії, переговорів, робочих діалогів, презентацій тощо.

Підручник спрямований на розвиток навичок усного та писемного спілкування у сфері бізнесу; удосконалення вмінь перекладу англійського оригінального тексту у межах своєї спеціальності; формування основ роботи з діловою документацією англійською мовою; оволодіння базовим вокабуляром та діловою лексикою в обсязі приблизно 1500 лексичних одиниць.

Велика увага в підручнику приділяється писемному спілкуванню, а саме: вміню складати ділові документи (запити, відповіді на запити, замовлення, відмови від замовлень, заяви, резюме, CV тощо), використовувати міжнародні стандарти при складанні контрактів, заповнювати транспортні та митні документи при оформленні вантажу, складати тези виступів, готувати презентації тощо. Розвиток навичок діалогічної мовленнєвої діяльності здійснюється за допомогою тематичних моделей, зразків, найбільш типових ситуативних діалогів та мовних кліше, що передбачає формування вмінь висловлювати особисту точку зору, згоду або незгоду з чужими висловлюваннями, здійснювати запит інформації, брати участь в обговоренні питань професійної діяльності та ін.

Під час вибору текстового матеріалу основним критерієм була інформаційна цінність текстів та їх відповідність інтересам

студентів саме залізничних вузів, що надає підручнику актуальності та інформаційної новизни. У деяких випадках тексти були адаптовані, а найбільш складні для сприйняття мовні явища й реалії подані у виносках та коментарях до тексту.

Підручник розрахований приблизно на 240 годин аудиторної та самостійної роботи / 7 кредитів ECTS.

Структура підручника

Підручник складається з 8 уроків та додатка й охоплює нижченаведені теми.

1. Влаштування на роботу.
2. Структура організації.
3. Основи маркетингу та реклами.
4. Гроші.
5. Ділова кореспонденція.
6. Ділові контракти.
7. Транспортна логістика.
8. Митні процедури.

Кожний урок (*Unit*) передбачає комплексне навчання всіх видів мовної діяльності, включає детальні словники (*Words to Remember*) та різноманітні лексичні вправи.

Тематика уроків охоплює практично всі найважливіші аспекти ділового спілкування спеціалістів у галузі залізничного транспорту: від перших кроків випускника, пов'язаних з пошуком роботи, до заповнення супровідної транспортної документації та укладання контрактів. Зразки транспортних та платіжних документів, приклади резюме та автобіографій, безперечно, мають професійний інтерес для майбутніх фахівців залізничного транспорту, оскільки взяті з практики ділового спілкування.

Сформовані навички закріплюються серією комунікативно-спрямованих вправ підстановчого, перекладного та творчого характеру. Система передтекстових та післятекстових вправ спрямована на формування навичок і вмінь роботи з текстом, включаючи пошук, осмислення та узагальнення інформації, її класифікацію й порівняльний аналіз, провадження професійної дискусії з обґрунтуванням своєї позиції, анотування та

реферування, підготовку й презентацію особистого проекту (*Project*) з використанням додаткової спеціальної інформації. Вправи диференційовані за ступенем складності, урахувавши різні рівні підготовки студентів, та розраховані на писемну та усну практику в режимах аудиторної й самостійної роботи.

Робота з розвитку комунікативних і творчих здібностей студентів посилює їх мотивацію та професійну орієнтацію, а також готує до самостійної роботи з аутентичним текстом. Додаткові тексти лінгвокраєзнавчого характеру, які відображають особливості ділової етики та ведення бізнесу в різних країнах, призначені для розвитку навичок «швидкого читання» та вмінь знаходити в тексті певну інформацію, що і є метою професійноорієнтованого читання.

*‘Choose a job you love and you will never
have to work a day in your life’
Confucius (551-479 BC), Chinese philosopher*

Exercise 1. Discussion

- a) Can you comment on the words of wisdom above?**
- b) Choose the top three reasons why people (your parents, you) work/study.**

Why work?

To earn a living	Out of interest
For the fun of it	To leave a fortune to your children
To support a family	To gain power and authority
To become famous	You are a workaholic
For self-development	... (give your reason)

- c) Which of the following are important to you in a job? Classify them in order of importance. Describe your dream job.**

Long holidays; friendly colleagues; a challenging, interesting and creative job; competitive salary; pleasant working environment; regular bonus; good pension; prestigious company; opportunity for promotion; flexible hours; foreign travel; other perks (e.g. company car, sick pay).

Words to Remember:

- achievement** – досягнення
- advantage** – перевага
- advertise** – рекламувати, оголошувати
- advertisement (ad)** – оголошення
- aim** – мета; *syn* **purpose**
- applicant** – кандидат, претендент
- apply for a job** – влаштовуватися на роботу, подавати заяву
- appreciate** – цінувати, бути вдячним
- available** – доступний, що є у наявності
- background** – вихідні дані, підготовка
- be good at** – мати схильність до

be interested in – цікавитись чимось
be willing to do smth – бути готовим до, робити із задоволенням
bonus – премія, надбавка, пільга; *syn* **perks**
career growth – кар’єрний ріст
challenging work – складна, перспективна робота
community activities – суспільна діяльність
competitive salary – конкурентоспроможна зарплата
confidence – впевненість
consider – розглядати, вважати
cover letter – супровідний лист
CV (Curriculum Vitae) – автобіографія
employ – надавати роботу, мати в штаті
employee (office worker, clerk) – працівник (службовець)
employer – роботодавець
employment (recruitment) agency – бюро з працевлаштування
employment history – послужний список
fellowship – стипендія
flexible hours – гнучкий графік роботи
fill in an application form – заповнити анкету, заявку
find (found, found) – знаходити
fringe benefits – додаткові пільги (пенсія, відпускні, страховка тощо)
have experience in some field – мати досвід у якійсь сфері
hold a position – обіймати посаду
long-term goals – довгострокові цілі
look for a job – шукати роботу
look forward to (hearing from smb) – з нетерпінням чекати звістки
match (fit) the position – відповідати (посаді)
negotiable – договірний, який підлягає обговоренню
offer – пропонувати
part-time work – неповна зайнятість
pay and benefits – оплата та пільги
prefer – надавати перевагу
previous experience – попередній досвід
probation period – випробний термін
promotion – просування, кар’єрне зростання
qualification – кваліфікація, професіоналізм
quality – якість

recent position – остання посада
recruit for a job – наймати на роботу
refer (relate to) – торкатись, відноситись до
reference – рекомендація
remuneration – компенсаційний пакет (усі види винагород
робітника, включаючи заробітну плату,
соціальний пакет, страхові виплати тощо)
require – вимагати; **requirements** – вимоги
responsibilities – обов'язки
short-list – включити до кінцевого списку, відібрати
skilful, experienced – умілий, досвідчений
skills – навички, вміння
strength – сила, сильна сторона
submit (documents) – подавати, надавати документи
suit smb – влаштовувати
supply – надавати, постачати
tip (advice) – рекомендація, порада
vacancy – вакансія
vocational training – професійне навчання
volunteer work – волонтерська робота
weakness – слабкість, слабка сторона
with reference to your advertisement in... – стосовно вашого
оголошення в
work overtime – працювати понаднормово
work under pressure – працювати під натиском

Job Hunting

Exercise 2

a) Time flies, and one day you will have to look for a job. Role play the dialogue about job hunting.

Helen: I think it's time we started thinking about our future and making decisions about what we want to do when we finish this course.

Ivan: Oh, Helen, you're always so serious. We still have two months before we take our final exams.

M.: I know, but you can't just suddenly wake up the day you finish college and find a job. You need to plan.

J.: You're right, of course. But where do we start? The course we're taking is General Business and there are so many choices like Human Resources, Sales, Marketing, Finance, and so on. And I'm not even sure what I'm interested in.

M.: Yes, I know. There's a lot to think about, but maybe we can start by thinking about our specific interests in Business. For example, I think that you should go into Marketing.

J.: I've thought about that too, but I'm not sure. I suppose we should think about our different strengths and weaknesses in each area. A job in Human Resources or Management would probably suit you. You are bossy – you just love telling people what to do.

M.: Hey, that's not true. It's just that I like organizing people and I think I'm pretty good at it.

J.: Well, I think we should also have a look at some ads and find out what kinds of jobs are out there in the real world.

M.: Okay. Let's buy a newspaper every day this week and look at job ads in Business. We could also go to some companies and find out what skills and qualifications are needed for each department.

J.: Good plan. I think maybe we should go and see our college counselor, too. She may have some useful advice for us.

M.: Let's do that. I'll call her office tomorrow and see when we can get an appointment. I'll arrange for both of us to see her.

J.: Great. I've got to hurry. I have a class in ten minutes. Bye.

M.: Okay. See you later.

b) In pairs, practise making suggestions about how to start job hunting. Use the phrases in the box and the ideas from the dialogue to help you.

I think it's time to start...	We need to think about where...
Maybe we should begin by...	I suppose we should think about...
Let's go see...	We could find out about available jobs
Why don't we read...	I suggest we start by....

Exercise 3. Insert the following words in the gaps in the text below.

applicant ▪ *application form* ▪ *candidate* ▪ *references* ▪ *CV or resume*
short-listed ▪ *job description* ▪ *interview* ▪ *employment agencies*
job vacancies ▪ *apply*

Many people looking for work read the ... advertised by companies and in newspapers or on the Internet. To reply to an advertisement is to for a job. (You become a or an) You fill in the company's ..., and send it, along with your and a covering letter. You often have to give the names of two people who are prepared to write for you. If your qualifications and abilities match the ..., you might be ..., i.e. selected to attend an

Job advertisement

Exercise 4

a) Look at these job advertisements. Make notes on each advertisement specifying the title of the post, the type of the company, the responsibilities described, the type of person required, the business skills required, the pay and benefits.

1. Sales Representative

required for a small but dynamic automobile company. The selected candidate must enjoy all aspects of sales and be willing to research the latest car models. Ability to work in a team and strong interest in a client are essential. Knowledge of the car market is desirable, but not essential. No experience necessary as on-the-job training is provided. The person we require is likely to be 25/30 years of age, dynamic, hard-working and motivated.

2. Assistant to Finance Director

Foxtree is an IT company supplying software to the engineering sector. The ideal candidate will be both flexible and ambitious with a proven track record in preparing budgets, preferably in the IT industry. Although you will report to the Finance Director, you will be also responsible for assisting the Chief Executive when she travels abroad.

An excellent remuneration package is available including profit-related bonus, company car, and negotiable salary.

This post is an opportunity to move quickly into a senior position. Basic salary and commission on car sales. Fringe benefits include subsidised staff restaurant and medical insurance. Apply with resume, copy of diploma and three references to ...

If you are looking for a challenging career with excellent prospects for rapid career progress, send your full CV to:

3

‘Intrans’ freight forwarding company is seeking a **qualified traffic engineer** to join the team of customs control experts at its Kharkiv headquarters. The candidate selected will supervise freight delivery, be in charge of customs control procedures, provide transport services to national and international rail customers.

The qualified candidate must possess a minimum of five years’ experience in rail traffic operation with emphasis on field experience. A Bachelor of science degree in railway engineering is required, and a Master’s degree is preferred, as is experience in freight forwarding. Other requirements include:

- excellent English
- knowledge of the Ukrainian and Western transport documents
- proper computer skills
- ability to work independently.

The company offers a competitive starting salary and a full-fringe benefit package.

Please send resume in confidence to: F.Cook, Personnel Department, “Intrans“ freight forwarding company, 14 Petrovskogo st., Kharkiv.

b) Answer the questions concerning the advertised vacancies.

1. What qualifications are essential for the traffic engineer position?
2. What responsibilities are listed for the assistant to finance director?
3. From the new graduate’s point of view, what advantages are offered by jobs 1 and 3?
4. Is it essential that the assistant to finance director

have a university qualification? 5. What feature of the sales representative job might be a motivating factor?

Exercise 5. Complete the following sentences with a suitable word used in one of the three ads above.

essential ▪ *remuneration* ▪ *require* ▪ *training* ▪ *competitive advantage* ▪ *negotiable* ▪ *pressure*

1. Though we have stated what we are willing to pay a suitable candidate, the salary is in fact 2. Experience and qualifications are ... for this job and the candidate should have worked for at least three years with a reputable company. 3. One great ... to this job is that there is an opportunity for on-the-job ... 4. We ... a dynamic, hard-working and motivated person who can work under ... 5. An excellent ... package is available including profit-related bonus, company car, and ... salary.

Exercise 6. Complete the job advertisement with:

recruiting for ▪ *fluent* ▪ *short-listed candidates* ▪ *an interview* ▪ *remuneration* ▪ *successful applicant* ▪ *applications* ▪ *responsible to* ▪ *well-qualified* ▪ *resume*

TransRail

Chief IT Officer (CITO)

TransRail, a major logistics forwarding company, is recruiting for an exceptionally ... IT specialist to manage the development of software, deployment of hardware, and support of various computing technologies at its headquarters and in seven regional branches.

Duties and responsibilities:

The CITO is ... the General Manager for the satisfactory performance of all technology functions performed within the country:

- *management of TransRail IT staff*
- *software development activities*
- *software and hardware maintenance activities*
- *long-range technology planning.*

The ... will be ... in English and German. We offer an attractive ... package and long-term career prospects. Interested candidates should send their letter of application and ... via e-mail to Olga Dyagileva at

<hrmgtransrl.com>. Closing date for ... : Friday, 3 June. Only ... will be contacted for

Exercise 7

a) Replace the words in *italics* in the job advertisement with the adjectives below. There are two extra adjectives.

ambitious ▪ *assertive* ▪ *bossy* ▪ *serious* ▪ *organized* ▪ *reliable* ▪ *creative*

Trainee Manager

We are currently interviewing for a Trainee Manager at a passenger service office. The successful candidate will be *someone who wants to achieve* and is *able to make decisions confidently*. You will demonstrate that you are *someone who can plan carefully* and can approach problems in a *new and original* way where necessary. Your team of ten will need you to lead and inspire rather than simply be *someone who tells everyone what to do*.

b) Complete the job advertisement with prepositions from the box. There are two extra prepositions.

to ▪ *for* ▪ *in* ▪ *of* ▪ *for* ▪ *about* ▪ *of*

Freelance Journalist

A financial news website is looking ... a freelance journalist with knowledge ... economics and the stock markets. You will be responsible ... investigating the latest trends and investment opportunities for a highly-specialised readership. You will report ... an editor and there are long-term prospects ... a full-time permanent position.

An application form

An application form usually contains: personal details, academic and professional background, citizenship or permanent residence status, etc. Application forms vary in details since they are developed for specific reasons (e.g. to continue studies abroad, to get a grant, to apply for a job).

Exercise 8. Study the application form below and fill it in.

APPLICATION FOR EMPLOYMENT				
Name (Last)		(First)	(Middle)	Social security No.
Present address		City	State	Zip code
Permanent address (different from above)		Area code Telephone No.		
Position applied for			Date available	
Salary or wage desired			Will you relocate? Referred by	
Are you a U. S. citizen?		<input type="checkbox"/> Yes <input type="checkbox"/> No		If not a U. S. citizen, list Visa number and expiration date Number _____ Date _____
Within the last 5 years have you been convicted of a felony?		<input type="checkbox"/> No <input type="checkbox"/> Yes		If yes, give details on back page
				Have you ever been employed by our company? If yes, give details on back page
Education	Institution name and address	Did you graduate?	Major field of study	Class standing
High School				
College or University				
Graduate Study				
Other				
Employment record		Please list past three employers, starting with most recent: include U.S. armed forces and voluntary services		
List your most recent position held		May we contact your present employer? <input type="checkbox"/> Yes <input type="checkbox"/> No		
Employer's name and complete address/phone		Dates employed		Position title
		From	To	Name and title of supervisor
		Salary		
		Start	Final	Reason for leaving

Exercise 9

a) Combine verbs from box A with phrases from box B to form collocations.

A	<i>make ▪ proofread ▪ short-list ▪ submit ▪ apply for ▪ fill in ▪ follow ▪ leave ▪ list ▪ refer</i>
B	<i>a section blank ▪ the same steps ▪ your abilities and skills ▪ your application candidates ▪ a job ▪ the application form ▪ decisions ▪ instructions ▪ your most recent jobs</i>

b) Complete the text with the appropriate verbs from a).

When you apply for a job, you are usually asked to ... an application form as well as your resume and a cover letter. Companies like to have standardized forms containing information about candidates. This makes comparison simpler and also makes it easier for a company to ... candidates for interview. It is very important that you ... all your abilities and skills in the spaces provided.

Remember, this is an employer's first impression of you so it is very important that you ... the form accurately. Show employers that you are able to ... instructions. Answer all questions as precisely and concisely as you can. Do not ... any sections blank. If a question does not ... to you, simply write 'not applicable'. Proofread your application before you turn it in.

Exercise 10. Read the text and be ready to discuss it.

Resume or Curriculum Vitae (CV)

A resume (US) or curriculum vitae (GB) is a summary of your previous experience, education and qualifications. In Europe, when people say 'CV', they are commonly referring to what is known in the U.S. as a 'resume.' But is there any difference between a curriculum vitae (CV) and a resume?

The primary differences are the length, the content and the purpose. A resume is usually brief – no more than a page or two. A curriculum vitae may be longer (at least two pages) and more detailed including your academic background, research experience, publications, awards, honors, and other details. That is why a CV is used mainly when

applying for academic, education or research positions and fellowships. However, very often, CV and resume are used interchangeably.

When writing a resume, try to determine your main ‘selling points’ and include enough information for the employer to feel that you are worth interviewing. Some important tips for your resume:

- Match your skills and experience to the needs of the organization.
- Stress what sets you apart from the crowd.
- Remember that the primary aim is to rouse the employer’s interest, not to provide a biography.
- Be brief and to the point. At best, the resume reader will spend a minute or so reviewing your qualifications.

Here is a list of the most common kinds of resume information.

Personal data Name and address, e-mail, phone number, date of birth

Job objective State exactly what you want. It may be useful to give not the position you would like (e.g. a sales manager), but the area and the general level of responsibility (e.g. a management position in marketing)

Summary of qualifications or **Profile** A personal profile at the beginning of your CV is your chance to attract the reader’s attention directly to your most important attributes for the job, for example, ‘an energetic and skilled communicator with a record of leadership and initiative’.

Work experience Give dates of your employment (in reverse chronological order), name of the enterprise you worked for, position title, description of the duties you performed, including all volunteer and part-time jobs for students. Use action verbs in your job description (e.g. organized employee training seminars, prepared budgets, supervised, administrated, analyzed, coordinated, etc.). If you are still employed in this position, write: ‘*2005 to present*’.

Education For students whose job experience is little or nonexistent, this section usually comes first. Begin with your most recent or your most advanced degree or diploma, give the date and the name of the institution that granted it. It’s not necessary to include secondary school, unless you have a particular reason. Make sure to list any

additional courses, including specific company training programs or language courses.

Special skills and interests Include such categories as language fluency, specific computer skills, and hobbies if they demonstrate qualities relevant to the job. Most personal information is unnecessary. However, being single might be an advantage for a job requiring a lot of travelling.

References The names and addresses of two referees are often required. You don't need to include references until the employer is really interested. So just write: 'Supplied upon request'.

Types of resume

There are two basic types of resumes used to apply for job openings: a chronological resume and a functional resume.

The chronological resume works well for job seekers with a strong, solid work history which shows career growth from one position to the next. It is the most traditional type of resume with *the focus on time, job continuity, growth and advancement*. Your work experience is given the priority, and jobs are listed in reverse chronological order with your current, or most recent job, first, along with a brief description of duties. Employers like this type of resume because it's easy to see what jobs you have held and how they qualify you for the advertised position.

A functional resume focuses on your skills and experience. *The focus on what you did, not when and where you did it*. It is used most often by people who are changing careers, have gaps in their employment history or very little work experience. This type of resume describes the achievements and abilities gained through work experience, vocational training, hobbies, volunteer work, community activities or just life experience. The employer can see immediately how you fit the job without having to read through the job descriptions to find out.

There are also variations of these two types. *A combination resume* combines the traditional chronological listings and job descriptions with a quick synopsis of your market value (your skills, qualifications, accomplishments). It has become the accepted standard nowadays, and is perhaps most effective for today's professionals.

A targeted resume may be any of the three types above, but it is written for a specific company or a specific position. Hence, the focus is on your experience and skills relevant to the job you are applying for.

Exercise 11. Answer the questions to the text.

1. What are the main differences between a resume and a CV?
2. What would you write when applying for a grant at Berlin University/ a managing position in McDonalds?
3. Does your CV have to be as full as your biography?
4. What information is essential in any resume? What can be omitted?
5. Why is it good to include a profile section at the beginning of your resume?
6. What kinds of resumes are used by job seekers?
7. What is the difference between a chronological and functional resume?
8. Who prefers a functional/chronological resume?
9. Is the form of resume writing flexible?

Sample: Chronological resume

Vladimir M. Kudrevich

Kozlova Str., 8-34

Minsk 200034

Belarus

office: +375-17-262-4526

home: +375-17-236-4786

Profile:

Possess high energy level and excellent communication skills, ability to analyze needs and implement solutions. Fluent in English and German.

Work history:

1997- present Manager, Foreign Transactions, 'Belpromstroibank', managed all foreign transactions of the bank

1996-1997 Assistant manager, Foreign Transactions, 'Belpromstroibank', assisted managing foreign transactions, wrote and edited reports.

Sept. 1995-1996 Trainee, Foreign Transactions, 'Belpromstroibank', got training in the main activities of the Foreign Transitions Dept.

Education:

1991-1995 Department of Foreign Economic Relations, honors.

Bachelor of Sciences Degree from Belarus State Economic University
(26 Partizanski Prosp., Minsk, 220070, Belarus)

1993-1994 Exchange program international student of business, the
University of South Carolina at Columbia (USA)

Computer skills: Working knowledge of Microsoft Office, Word,
Excel, Powerpoint, and Internet software

References: Furnished upon request

Sample: **Functional resume**

Jeremy R. Watkins

910 Oak Street, Verona, CA 12111

555-550-1111 or 555-111-1111 abcd@yahoo.com

Employment Objective A marketing position that offers an
opportunity to use my writing and communication skills.

Writing Skills Wrote creative copy for catalogs and other direct mail
projects; produced variety of business materials, including letters,
reports, proposals; formulated employee policy manuals and job
descriptions; composed essays using APA or MLA format; proofread
and edited all referenced written materials.

Marketing Skills Developed and implemented marketing and sales
campaigns, fundraisers, employee incentive programs and contests;
evaluated target markets and proposed marketing strategies; managed
all phases of direct mail projects; monitored production teams;
recruited and guided vendors; oversaw print operations and
coordinated mailing process.

Communication Skills Promoted products and services; generated
leads and initiated sales; established and improved client
communications; addressed customer inquiries; negotiated conflicts;
coordinated at trade shows and special events.

Business, Administrative and Management Skills Hired, trained,
supervised and evaluated staff members; led teams; chaired
committees; initiated volunteer events and activities.

Education and Training

Ellis College of New York Institute of Technology-online

B.A.* in English-Professional Writing; graduated May 2008; GPA:
4.0

American InterContinental University-online

M.A.** in Business Administration; graduated April 2006, with honors; GPA*** 3.75 (on scale of 4.0)

Continuing Education: Customer Service; Conflict Management; Microsoft

Employment

5/2005 - present (part-time, as needed), Support Substitute
Verona Area School District, Verona, CA

01/2003 - present (part-time, when available), Freelance
Writer/Administrative

Prior Experience: Temporary employment was held while seeking professional work promoting skills in retail sales and management, food service, administrative and customer service.

Additional Information: offered time and services to community and charitable organizations, employer sponsored committees and children's school events and activities.

References Will be provided upon request

* BA (bachelor of arts) – бакалавр гуманітарних наук

** MA (master of arts) – магістр гуманітарних наук

*** GPA (grade point average) – середній бал

Sample: **Targeted Resume**

Maria Solovyeva

42, Artyoma St., apt. 6
Kharkiv, 61077, Ukraine
Tel.: + (057) 7120645

Job Objective A position as a Chief Accountant

Profile Experienced accounting professional who works well under pressure, has good oral and written communication skills, knowledge of computers and administrative abilities. 10 years varied experience in public and private finance; strong managerial experience and substantial knowledge in local and western accounting.

Qualifications

Kept all books of account, general ledgers, and balance sheets at the end of fiscal year, prepared financial statements and production planning forecasts.

Experience

Credit Bank, Kharkov. Senior financial manager. Responsible for choosing long- and short-term financing techniques, in charge of

account books, statements, new ideas in planning. (1999-present)
Social Insurance Fund, Kharkov. Accountant. Prepared accounts payable, accounts receivable and financial statements, handled cash and kept all books of account, general ledgers and balance sheets. (1995-1999)

Universal Business Systems, Kharkov. Controller. Responsible for financial accounting – preparation of the firm’s financial statements, operating budgets and reports to various local and state agencies. (1993-1995)

Privat Bank, Kharkov. Bank teller, assistant book-keeper. Handled cash, prepared accounts payable and accounts receivable (1992-1993)

Education

Kharkov State Academy of Railway Transport (1987-1992)

Master’s degree in Economics and Entrepreneurship

Personal information married, one child

References available upon request

Cover Letter

Exercise 12. Read the dialogue. Summarize the structure of a cover letter.

Student: I know you usually send a covering letter with a CV. But, what is it exactly?

Careers counsellor: Well, really it’s a letter telling an employer why you’re interested in their company or organisation. You can tell them about your special skills and qualities and why you want to work with them. It gives you an opportunity to sell yourself to the employer.

S.: I see. Erm...how long should it be?

C.: It depends. But generally rather short, perhaps one side of an A4 sheet of paper. And the tone should be enthusiastic and professional.

S.: Right. Could you give me a little more detail about what to put in each paragraph?

C.: OK, I’ll suggest a structure. The first paragraph is your introduction. You say who you are, why you’re writing and where you saw the position advertised.

S.: OK, I’ve got that.

C.: In paragraph two, tell the employer why you want the job – in other words, say what attracted you to the organisation. Show that

you're enthusiastic and motivated. Flattery is important, so explain why it's the only firm you want to work for.

S.: Right.

C.: The third paragraph is really important. This is where you sell yourself. Here you mention your qualities, erm... skills and experience that match what they are looking for. You tell them what you can contribute to their organisation. Describe yourself like a product on sale: list your skills and personal qualities like high motivation, enthusiasm and adaptability. OK? Now we come to the final paragraph. Say when you're available for interview. And end on a positive note. For example, say you are looking forward to hearing from them soon, or something like that.

S.: Thanks, that's really helpful.

Exercise 13. Pierre Mayer is applying for the post described in Exercise 7. Put the sentences in his e-mail in the correct order.

To: *hrm@transrl.com*

From: *Denis Ovcharenko@pt.lu*

a) Dear Mr Ishchenko,

b) The aim of the project is to equip the Chief Railway Administration with up-to-date computer systems, develop adequate software and support the local IT staff responsible for technology planning.

c) Finally, please do not hesitate to contact me if you need any further details.

d) With the benefit of all the experience I have gained there, I now look forward to a challenge and a steady career in my home country. If I am shortlisted, could you please let me know whether you would be willing to consider a telephone interview.

e) I look forward to hearing from you.

f) I am enjoying all the responsibilities tremendously. However, the project will be completed in three month's time and I will therefore leave Bulgaria.

g) Since September 2008, I have been working as IT consultant on a UN-sponsored project in Bulgaria.

h) With reference to your advertisement in the Kyiv Daily News of 10 May, I would like to apply for the post of Chief It officer. As you can

see from the attached CV, I obtained my Msci* in mathematics and computer science from Imperial College London in July 2003.

Yours sincerely,
Denis Ovcharenko

* *Msci* – *магістр точних наук*

Exercise 14

a) Study and translate the Useful Language Box.

A Personal qualities	B Skills / activities	C Useful phrases
creative	communication skills	I can work well under pressure.
dynamic	organisational ability	I am willing to take the initiative.
efficient	I was responsible for	
energetic	...co-ordinating	I have a proven track record in...
cooperative	...developing	
perceptive	...implementing	I have extensive knowledge of...
responsible	...initiating	
well-organised	...monitoring	I have wide experience in/of...
adaptable	My work involves	I am able to delegate...
ambitious	...negotiating	I can work effectively in a team.
consistent	...organising	I am fluent in...
dependable	...setting up	I have a good knowledge of...
loyal	...devising	
resourceful	...managing	

b) Complete the letter using words and phrases from the Useful Language box. The letter in brackets indicates which column you should check to find the correct word or phrase.

Dear Ms Walker,

I am writing to apply for the position of Managing Director which you advertised in the International Herald Tribune, dated 22April.

I am currently employed as Marketing Director in a medium-sized railway engineering company. However, I am seeking a position which will offer a greater challenge and more responsibility.

In my last job, I was responsible for developing a sales strategy for the firm and for ___(B) the work of the advertising, sales and marketing personnel. I was also involved in ___(B) contracts with overseas agents and distributors, setting their sales targets and ___(B) their

performance. In the last six months, I have been engaged in ___(B) franchising networks in Eastern Europe.

I have ___(C) in the railway production industry, having worked for three companies dealing with train washing units. I think that I work well ___(C) as I have organised several product launches when I had to meet tight deadlines. Although I never avoid responsibility, I am able to ___(C) authority when necessary.

As for my personal qualities, I am a ___(A) person, with many ideas for exciting new products which would interest your company. Most people say that I am very ___(A), with the ability to motivate staff and get results. I consider myself to be extremely ___(C) in English and Spanish, and I have a working knowledge of Portuguese.

I would welcome the opportunity to meet you to discuss my application at greater length.

Yours sincerely,
Gabrielle Gerard

Exercise 15. Select a job in business you would enjoy and make a list of the qualifications, skills, and personality traits that you think are important for that job. Give your reasons.

Example: In my opinion, a person who works in finance must be precise because making mistakes could cost a company a lot of money. One of the perks of the job is ... (any extra benefit in addition to your pay, e.g. company car, laptop computer, language lessons). (Writing weekly reports, attending unnecessary meetings, having to work long hours) is a bit of a drag, though.

giving an opinion	I think, in my view, in my opinion, I believe
giving a reason	because, as, consequently, therefore, as a result

Exercise 16. Find the job ad and complete the first paragraph of an application letter. Then write two more paragraphs, explaining your reasons for applying and describing your skills and qualities.

I am writing to apply for the position of ..., which you advertised in today's *Daily Informer*. I am very excited by the opportunity you offer and believe that I have the personality and qualifications you are looking for.

Interview

Exercise 16. You have just received the following e-mail. Write your reply to Roger Davis.

To

From *Roger Davis@pt.lu*

Message *Interview*

Dear _____

I am pleased to inform you that you have been short-listed for an interview for the position of Financial Adviser at Morgan Finance. Your interview has been scheduled for Friday, April 13 at 1 p.m. Please confirm that this date and time are convenient for you. An e-mail reply will suffice.

Regards

Roger Davis

Exercise 18. Discussion

a) Have you ever had an interview? What was it for? How did you feel? What was the result?

b) Rank the following questions in order of difficulty (1=most difficult).

- a) What are your strengths and weaknesses?
- b) How would your colleagues/friends describe you?
- c) What can you offer our organisation?
- d) Why do you want the job?
- e) Would you ever lie to get what you want?

Exercise 19. Read the dialogue. Then make a list of dos and don'ts for interviewees.

Some tips for those who are going to the job interview

Peter: Before going to the interview try to find out information about the company you would like to get into. This will help you to make a better impression. There are also some basic rules common to most interviews.

Jack: Could you give me some examples?

P.: When greeting the representative of the company, wait until he moves to shake hands. You should also wait until he offers you a seat.

J.: But what about usual questions people are asked in an interview?

P.: The most common questions are, for instance: *Why do you feel qualified for the job? Do you enjoy working with others? Are you willing to work overtime? Tell me about your experience. What are your long-term career goals?*

J.: Are there any surprise questions?

P.: Employers often use ‘killer questions’ or ‘shock tactics’, such as these: *‘We have employed people from your university, and they haven’t been good. Can you tell us why you think you’d do better?’* You may anticipate such questions: *Why should I hire you? What are your three greatest strengths for this job?*

J.: And how can you act in a situation like this?

B.: Stay calm, take a few deep breaths and buy some time, e.g. *‘Actually, that’s interesting. I haven’t thought about it, but maybe I’d ...’* By surprising you with an original or difficult question, interviewers want an honest reaction and an unplanned response. They also want to see candidates think through their responses calmly.

J.: I see. Are there any topics that should be avoided?

P.: Yes, certainly. Avoid criticizing your former employers or fellow workers. Don’t discuss your personal, domestic or financial problems unless you are asked about them.

J.: Can I ask about the salary?

P.: Absolutely. You can state the salary you want, but not until the employer has introduced the subject.

J.: Thank you very much for all this valuable information.

P.: One more thing. It would be polite to send a thank-you letter after the interview. It will remind of you and may help to get a job, finally. And remember, you never get a second chance. Interviewers only give you a short time to show who you are. Good luck.

Exercise 20. Match each question about jobs with an appropriate answer.

1. What’s your current job?	a) I’ve worked here for about four years now.
2. What does it involve?	b) I’m a supervisor in a logistics company called Express Move.
3. How long have you been in your present job?	c) I enjoy team sports like rugby, but I don’t play as regularly as I’d like.

4. Do you enjoy your work?	d) Well, the role involves bureaucracy – and I’m not very keen on that.
5. Is there anything you don’t like about your job?	e) Very much. My job entails a lot of different tasks – from co-ordinating drivers to liaising with suppliers – so I don’t get bored.
6. How do you spend your time when you are not working?	f) I’m responsible for 13 warehouse staff and report to the site manager.

Exercise 21. Translate the extract from the interview. Suggest the beginning and the ending of the interview.

I.: *So tell me, Ms Pavlova, why should I hire you? Why would you be suited to this job?*

P.: Well, I’ve worked in international trade before, so I have all the technical knowledge. I have all the necessary computer skills, too. I have had plenty of experience doing this kind of work.

I.: *OK. But what about personal qualities? I would see those as being just as important, if not more important, than technical skills.*

P.: That’s always a difficult question. I suppose I could say I’m reliable. I’m not the kind of person who needs someone looking over her shoulder all the time. Once I know what I’ve got to do, I just get on and do it. I’m a hard worker. And I’m flexible. I’m prepared to adapt.

I.: *Are you used to working without supervision?*

P.: Well, in my present job I don’t have constant supervision, but I’m always given specific jobs to do. Mostly administration. That’s the main reason why I’m looking for something new. I’d like to have a bit more freedom. Well, freedom is maybe the wrong word. More responsibility is what I mean.

I.: *That’s certainly what this job would involve. But would you be able to learn the ropes quickly enough? We need someone who can be self-sufficient almost right away. Are you experienced enough for that?*

P.: Of course. It isn’t as if I’m inexperienced. It’s just that I’m a little limited in my current job. I’m a good time manager and a good organizer. In previous jobs I was used to having more responsibility. And I’m certainly capable of adapting quickly. Generally speaking, I’m a fast learner.

Exercise 22. During interviews framing expressions can be very helpful. Framing expressions for questions help to show another question is coming. Framing expressions before answers help to avoid silence and give candidates time to think.

a) Complete the extracts from the interviewer's remarks at a job interview with the words from the box.

final ▪ candidates ▪ would ▪ in ▪ follow ▪ was ▪ could ▪ question

1. Now, looking at your CV. I ... like to know what you learned in your last job. 2. I'm also interested ... knowing your reasons for leaving the job. 3. Now, a question we like to ask all our What are your strong points? 4. I ... wondering what you feel you can bring to this job? 5. OK. Thank you. A ... now about your computer skills. What software are you familiar with? 6. Let me ... that up with another question. How do you feel about working abroad? 7. Right, thank you. Moving on, ... you tell me what you think the growth areas in the leisure industry are? 8. OK. Just one ... question. Where do you think you'll be in five years' time?

b) Complete the extracts from the candidate's answers at the interview with the words from the box.

expert ▪ glad ▪ thought ▪ afraid ▪ good ▪ ask ▪ think ▪ detail

1. That's a very ... question. Basically it was no longer challenging enough. 2. I'm ... you asked me that because I developed some important skills while I was there. 3. I thought you might ... me something about that. Well, what I can say is, I have a good knowledge of Excell and Word, and can prepare excellent Powerpoint presentations. 4. I haven't really ... about that, to be honest, but I think it'd be really interesting. 5. Well, without going into too much ..., I have very good people skills. 6. Let me just ... about that for a moment. Well, my sales and marketing experience should be very useful to you. 7. I'm ... I don't know the answer to that, but I hope to be working for your company in a senior position. 8. Well, I'm not an ..., but I think the boom in fitness centres will continue in the next few years.

c) Match questions and answers and practise them in pairs.

Exercise 23. What would you say if you took part in this interview? Dramatize it.

I Well, Mr Veresov, I see you've already had quite a lot of experience in rail transport industry. Could you dwell on your regular duties at your recent job?

V Yes, I can tell you that

I You mentioned earlier that you liked the people you had worked with. What features do you appreciate in your colleagues?

V I think that ...

I It seems to me you had a pleasant place of work. I'm surprised you are going to leave.

V You are quite right, but ...

I You mentioned that you had attended special language courses. How do you think it will help you in the future work?

V I suppose that....

Exercise 24. Complete the following interview with appropriate questions. Then practise the interview in pairs.

A _____

B I graduated from the University in 2008.

A _____

B Yes, I've had some work experience. I worked for four months with Brown and Co in their finance department.

A _____

B I have heard a lot about your company and feel that I could learn a lot if I worked here.

A _____

B I enjoy working with people. In my last position, I worked on a project with four other young people and we shared the responsibilities well.

A _____

B I would like to gain some experience and then go on to do an MBA.

A _____

B I speak Spanish and a little French. I am also quite competent with Microsoft Office and I plan to take some special computer courses for finance.

A _____

B Well, I have been told that I am quite fussy about details, but I think it is very important to be accurate, especially in matters of accounting and finance.

Exercise 25. Study the following application package and role play the interview between the management of a British company and the applicant for the position of a book-keeper/secretary. The job will be challenging and rewarding. You may invent any information you wish. You could ask about foreign languages, education, good/bad qualities, skills, opinion about working overtime, or any ‘killer questions’.

Book-keeper

A well-established British company requires a book-keeper/secretary, preferably with previous experience, for their new office in Kiev.

The book-keeper/secretary must be bilingual in Ukrainian and English and experienced in computer science.

Competitive salary with a challenge to grow.

Enclose your CV and references and write to the Personnel Manager, RBM company, 47 Pushkin Avenue, Kiev, Ukraine.

Olga Ignatenko
38, Petrovskogo st., Kharkiv
Ukraine
12th April 2009

Personnel Manager
RBM Company
47 Pushkin Avenue
Kyev, Ukraine

Dear Sir,

I would like to apply for the position of a book-keeper/secretary which you advertised in yesterday's 'Kyev Post'.

I have recently graduated from the Ukrainian State Academy of Railway Transport with MA degree in Economics. For the past two years I have been bookkeeping at my father's firm. I can offer a variety of skills from practical to clerical, any position would suit me at present.

I speak good English and feel that I am qualified to fill your position. I am adaptable, reliable and willing to retrain.

If there is a position available now, I can be contacted on (telephone No) and would be more than willing to come for an interview.

Yours faithfully,
Ignatenko P.

CV (Resume)

<i>Name/surname</i>	Olga Ignatenko
<i>Age</i>	14 October, 1981
<i>Marital status</i>	Single
<i>Contact telephone</i>	(057) 3721159
<i>Languages</i>	English (fluent) – translating, interpreting and negotiating skills, German (basic)
<i>Education</i>	
2004 – 2005	Master’s course in Economics
1999 – 2005	Ukrainian State Academy of Railway Transport, Transport Economics faculty
<i>Courses and professional training</i>	2000 – Typing and computer courses 2001- 2002 Interpreting courses
<i>Work experience</i>	2003 -2004 – ‘Garant’ insurance company Office assistant, translator/interpreter 2004 – 2006 – ‘Karavan’ supermarket Sales manager 2006-present – ‘Forum’ bank Accountant
<i>Salary</i>	\$400 per month including lunch
<i>Computer skills</i>	Word for Windows, Excel, Norton Commander
<i>Previous experience</i>	1. Oral and written translation 2. Meeting and negotiating arrangements 3. Business letters and contract making 4. Working with clients, marketing experience
<i>Interpersonal qualities</i>	Good communication skills, energetic, well-organized, flexible, friendly, responsible

Exercise 26. Translate the letter and write your own thank-you letter.

Mrs. Lori Roberts
Director of Personnel
Johnston Corporation
Austin, Texas 78777

Dear Mrs Roberts:

Thank you for your time and attention during my interview with you last week. I appreciated the opportunity to discuss my qualifications and aspirations with you.

I hope that all questions were answered to your satisfaction, however, I would be happy to supply any further information you may need.

I am very interested in the growth potential of the position we discussed, and I hope you will consider me a serious candidate.

I am looking forward to hearing from you soon.

Sincerely yours,

Jeanne Nguyen
1730 Green Street
Austin, Wexas 78776
(512) 554-1730

Exercise 27. Translate the sentences.

1. Якщо ти шукаєш роботу, ти можеш піти до бюро з працевлаштування чи прочитати оголошення в газеті.
2. Претендент повинен заповнити анкету та відправити її разом із резюме та супровідним листом.
3. Мене цікавлять вакансії менеджера в туристичному бізнесі.
4. Я впевнена, що моя кваліфікація та навички відповідають посаді, на яку я претендую.
5. Резюме – це короткий опис вашого попереднього робочого досвіду, освіти та вмінь.
6. Її сильні сторони – це комп'ютерні навички та вільне володіння англійською мовою.
7. Я б хотіла перспективну роботу на залізниці з конкурентоспроможною зарплатою і перспективою кар'єрного росту.
8. Мені подобається працювати у команді.
9. Я з нетерпінням чекаю на Вашу відповідь.
10. Ми можемо запропонувати Вам договірну заробітну плату з преміями та пільгами.
11. Кандидати, які пройшли відбір, запрошуються на співбесіду.
12. Я можу

працювати під тиском та готовий працювати понаднормово, якщо потрібно.

Supplementary text

Skim the text and explain how the key skills required by employers have changed with the time. What skills are absolutely necessary for modern graduates and which are advisable?

Gain a Wealth of Experience

Degrees are no longer enough — employers are looking for skills in the workplace.

Today, one in three young people enters higher education, and a degree is fast becoming the minimum qualification for any white-collar job. This is not to suggest that the value of a degree has diminished. We now live in a far more complex world and most jobs today require a much higher level of intellectual skills than ever before. Graduates enjoy higher pay and lower unemployment than non-graduates, but most employers will tell you that there is still a shortage of good graduates.

So what do employers look for in graduate recruits? Certainly, they want intellectual skills acquired in taking a degree. These include the ability to collect and analyze information, to acquire special knowledge, to solve problems, and to communicate. In the past this was enough. When graduates were a small elite, employers could afford to invest in extended training programmes lasting between one and two years.

Most graduate recruits today are expected to make an immediate contribution to the organization. This means that they need more than their academic qualifications. Employers look for a range of generic vocational skills which are useful in almost all types of work; they are usually known as ‘key skills’.

Six key skills are approved by the Qualifications and Curriculum Authority (QCA) for incorporation into many vocational education and training programmes. These key skills are communication, using and presenting numerical data, information technology, team-working, improving your own learning and performance, and problem solving. Graduate employers certainly hope to find all of these, but they also look for some additional qualities such as adaptability and commercial

awareness. Above all, they want recruits to have already had some practical experience of applying them.

Certainly, all students should have some 'quality work experience' before they complete their full-time education. However, not enough employers offer suitable vacancies to provide this. Ideally, you would get vacation or part-time work relevant to your area of study so that you could start to apply theory to the world of work. But many students end up serving in retail shops, bars and fast-food outlets, or waiting in restaurants. The money is certainly useful, but does menial work (чорна робота) provide opportunities for useful learning and help your career prospects? It does.

Even in the most menial jobs you can analyze everything you see and do and what your colleagues at all levels are doing. You can try and work out why things are organized in the way they are and why people act in the way they do. What do you find motivates the customers of your business – and annoys them? The job can be used as a learning opportunity so you can tell future recruiters what skills and understanding you have gained.

Few people will find a lifetime employer. They will move between employers to gain greater expertise and experience. Many will be offered short-term contracts, others will be offered work as consultants on a self-employed basis. Graduates face more flexible though less certain futures. In going to university it is important to recognize that the future will be very different from the past, that you must learn to adapt and that you can and should learn from every experience of student life.

'Be not afraid of growing slowly; be only afraid of standing still'
Chinese proverb

Exercise 1. Discussion

- 1) Are you ambitious? Do you have a career plan? Where do you want to be in 10 years' time?
- 2) Would you prefer to work for a big or a small company? Why?

Read the following statements, and decide whether they are about the advantages of working in a big or a small company.

- a) The atmosphere is friendlier and you know everyone.
- b) You are often responsible for a variety of different tasks.
- c) You can actually see the result of your contribution to the company.
- d) You can be proud of working for a company with a national or international reputation.
- e) You have more independence, and you don't always have to wait for permission from a superior.
- f) You may be able to go and work in a foreign subsidiary.
- g) You'll probably get a higher salary.
- h) Your company will be in a better position in an economic recession.

Exercise 2. In your opinion, which three qualities below are the most important for a successful career in business?

Being on time, having ambition, working hard, getting on with people (being friendly), being adaptable (open to new ideas), knowing about computers, having a sense of humour, looking smart.

Exercise 3. Study these sentences.

I'm **a** financial controller. (a/an + job)

I work **for** ATT. (for + employer)

I'm **in** marketing (the chemical business). (in + type of work)

Complete this conversation. Use *a, an, for, and in*. Role play your own dialogues using the information from the table below.

A: What do you do for a living?

B: I'm ... computer programmer.

A: Really? Who do you work ...?

B: Olivetti.

A: What's your position in the company?

B: I'm ... product manager. What about you?

A: I work ... Balfour Beatty.

B: So you're ... the construction business?

A: Yes. I'm ... engineer.

Jobs	Industries	Divisions/Departments
<i>I'm a/an</i>	<i>I work in</i>	Finance
assistant manager	railway engineering	Advertising
computer programmer	telecommunications	Public Relations
Managing Director	electronics	Logistics
logistics agent	construction	R&D
train conductor	advertising	Production
station dispatcher	traffic management	Human Resources

Exercise 4. The phrases below all include the word *career*. Match them to their correct meanings. Use a dictionary to help you.

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

Exercise 5. Complete these sentences with the verbs from the box.

make ▪ *climb* ▪ *take* ▪ ~~*have*~~ ▪ *decide* ▪ *offer*

1. Employees in large multinationals *have* excellent career opportunities if they are willing to travel. 2. Some people ... a career break to do something adventurous like sailing round the world or going trekking in India. 3. One way to ... a career move is to join a small but rapidly growing company. 4. In some countries it can take years to ... the career ladder and reach senior management level. 5. Certain companiescareer opportunities to the long-term

unemployed or to people with formal qualifications. 6. Ambitious people often ... on a career plan while they are still at school or university.

Words to Remember:

acquisition – придбання

annual meeting – щорічні збори

assets – активи

be liable for – бути відповідальним за

branch – відділення, філія

buy shares (stocks) – купувати акції

charter – статут

debt – борг

depend on – залежати від

dissolve a company – розпустити компанію

dotcom – інтернет-компанія

elect the Board of Directors – обирати раду директорів

enterprise – підприємство

entrepreneur – підприємець

fail – не вдатися; **failure** – невдача, провал

franchise – ліцензія

in the event of – у випадку, за умови

issue – випускати, видавати

joint stock company – акціонерне товариство

joint venture – спільне підприємство

legal person – юридична особа

limited liability – обмежена відповідальність

lose – втрачати

meet creditors' demands – виконувати вимоги кредиторів

merger – злиття

own – володіти

owner – власник, *суп proprietor*

ownership – власність, володіння

participate – брати участь

partnership – співробітництво, компанія

private limited company (Ltd) – приватна компанія з обмеженою відповідальністю

profit – вигода, прибуток

provide (supply) capital – надавати капітал

public limited company (Plc) – державна компанія з обмеженою відповідальністю

raise money – збирати гроші

run a company – керувати компанією

sell (sold) – продавати

set up a company – створювати компанію

share – ділитися, розподіляти

shareholder – акціонер

sole trader – одноосібна власність, *syn* **proprietorship**

Stock Exchange – фондова біржа

subsidiary – дочірня компанія, філія, *syn* **affiliate company**

take the risks – брати на себе ризик

Exercise 6. Form all possible derivative words from the given word: e.g. success – succeed – successful – succession – successor

Own, profit, liable, fail, elect, lose, sell, provide, invest, pay, manage, develop, produce, employ, special.

Exercise 7. Match the definitions to these easily confused words:

subsidiary (affiliate) ▪ branch ▪ agency

- *A company which is controlled by a parent company.*
- *A business or place of business providing a (usually specified) service.*
- *A local office belonging to a national firm organization*

Put the right word – subsidiary (affiliate), agency or branch – into the blanks.

1. Coca-Cola has a(n) in more countries than there are in the United States.
2. A travel ... can organize business trips as well as holidays.
3. A(n) ... is a company of which more than half the share capital is owned by the holding company.
4. The major banks have at least one ... in all large cities.

Exercise 8. Fill in the blanks with the correct word.

*raise ▪ legal ▪ assets ▪ ownership ▪ liability ▪ debts
shares ▪ enterprises ▪ issue ▪ charter ▪ failures*

1. The partners in a business are the people who share the ... of it.
2. If you ... money that you need, you can get it, for example, by selling your property or by borrowing.
3. Small ... have become more numerous nowadays.
4. Jane ... a room with her sister.
5. Is it ... to own a gun in this state?
6. For smaller businesses, partnerships allow people to share the risk but also they must share any
7. A corporation ... states the name of the corporation, the objectives for which it was formed, its place of business, the number and kinds of shares it is authorized to ..., the names of the original directors, etc.
8. The shareholders' ... for debts is limited to the value of their shares.
9. If the company fails, all its ... must be sold and the money from the sale will be used to pay the ... to its creditors.

Exercise 9. Replace the *italicized* words with the synonyms from the active vocabulary.

To supply money for starting up the company, to work in a one-person business, to be at the head of the company, to establish an enterprise, to hold stocks, to be legally responsible for all debts, to gather capital for a public limited company, to run an affiliate company, internet business, in the event of bankruptcy.

Exercise 10. Here is a list of words and expressions connected with work. Use your dictionary and divide them into the following categories:

- *departments in a company*
- *hours of work*
- *money*
- *losing a job*
- *applying for a job*
- *adjectives describing different jobs.*

Sales, a 9 to 5 job, personnel, accounts, references, a salary, a wage, advertising, out of work, rate of unemployment, to do overtime, to go for an interview, to get a bonus, manual, to make someone redundant, a 7 % pay rise, an hourly rate, mundane, to earn \$10 p.a., skilled, to sack an employee, to work in shifts, to work flexi time, challenging, to get a commission, to fill in an application form, to get a promotion, flexible.

Exercise 11

a) Which of the following types of companies would you prefer to work for? Why?

- A small or medium-sized family business
- A large multinational company (joint venture)
- Your own company (be self-employed)
- The state company
- A trendy new high-tech corporation

b) Read the three descriptions of business organisation.

Text A

Basic Forms of Business Organisation

There are three main types of business ownership in the private sector of the economy: a joint stock company or limited company (*AmE* corporation), partnership and sole trader. The choice depends on what is to be produced, how capital is to be raised, and the size of the enterprise.

Sole trader (proprietorship). One person owns and runs the company. A single person provides the capital and takes all the risks. Since the proprietor is solely responsible for the success or failure of the business, he or she gets the profit and enjoys all the fruits of success. Likewise, a sole trader has unlimited liability for business debts, even if this means selling personal assets to meet creditors demands in the event of bankruptcy. The one-person business is the easiest to set up and to dissolve but it is usually good only for small business, e.g. in farming, retailing, repair work, personal services such as hairdressing.

Partnership. A group of people provide capital, set up the company and manage it together. Partners usually share both the risks and the profit of the enterprise. If the business fails, they are fully liable for all debts, and may even have to sell personal assets. A partner need not play an active role: there may also be sleeping partners who supply capital and share in the profits, but do not participate in the management of the company. They have limited liability, and in the event of bankruptcy only lose their investment, not their personal assets. Partnerships are a common form of business organization in such professions as law, accountancy or medicine.

Joint stock company or Limited company (Corporation Inc.).

Most people doing business form limited companies. Basically, the joint stock company consists of an association of people who contribute towards a joint stock of capital for the purpose of carrying on business with a view to profit. A limited company is a legal person separated from its owners, and is only liable for the amount of invested capital. The capital is divided into shares, which are held by shareholders or stockholders. The liability of shareholders for debts of the firm is limited to the amount of money they had invested in the company to buy shares. Shareholders can vote at the annual general meeting to elect the Board of Directors.

There are two types of limited companies:

1) In a *private limited company (Ltd)*, all shareholders must agree before any shares can be bought or sold. Most companies begin as private limited companies. They are often small firms consisting of the members of one family.

2) *Public limited company (Plc) or Corporation* is the most important form of business organization. Public companies are much larger units and can raise tremendous sums of money. A corporation is created by a legal document, called a charter, which is issued by the state. The basic distinction between a private and a public company is that a public company can offer its shares for sale to the general public on the stock exchange.

Some corporations are multinationals with subsidiaries and assets in different countries and they generally engage in mergers with other companies and acquisitions in order to expand. However, the large corporation is increasingly under threat from the growing number of dotcoms set up by entrepreneurs.

Since no one form of business organisation is perfect, so-called hybrids have been devised like: franchises, limited partnerships, cooperatives, and joint ventures.

Exercise 12. Answer the questions to the text.

1. What forms of business organisation are widely practised in the world/in this country? 2. Why do different types of business organisation exist? 3. What is the simplest and the oldest form of business enterprise? 4. What are the advantages and disadvantages of the one-person business? 5. What does limited/unlimited liability

mean? 6. What are the most important differences between sole traders and corporations? 7. What are the alternative forms of business organization? 8. What is necessary to start a corporation? 9. What is the main difference between a Plc and a Ltd? 10. How can money be raised a) to start a sole trader, b) to start a public limited company? 11. How do shareholders participate in the operation of a corporation? 12. Why is the one-person business less important compared with the joint stock company?

Exercise 13

a) Put the types of business organisation into the correct box to complete the table.

1	2	3	4
one person provides all capital, sets up and runs the company	owned by two or more people who contribute capital	a registered company with restricted share transfer	a registered company whose shares can be bought and sold on the Stock Exchange
<p>unlimited liability the personal assets of the owner(s) can be taken to pay any business debts</p>		<p>limited liability liability for business debts is limited to the amount of the capital subscribed</p>	

b) Make a report on the forms of business organization. Compare them in terms of their assets, forms of raising capital, liability, strengths and weaknesses, their role and place in economies. Support your story with your own examples.

Exercise 14. Make ten common business expressions with the words below, e.g. *sleeping partner, annual general meeting*. Use some words more than once. Make sentences with them.

<p>annual ▪ company ▪ exchange ▪ meeting ▪ unlimited ▪ general ▪ debts liability ▪ partner ▪ business ▪ directors ▪ limited ▪ personal ▪ private sleeping ▪ sole ▪ stock ▪ trader ▪ board ▪ assets ▪ public ▪ of</p>
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Exercise 15. Passive Infinitives. Infinitives can be used to describe things or people. Fill in infinitives in these sentences, using their passive forms.

e.g. The letter to be signed is on the table. – Лист, що потрібно підписати, лежить на столі.

Mr Smith is the owner of the company to be formed in our town. – Містер Сміт – власник компанії, яка буде створена в нашому місті.

1. The new business (*to start*) will be in the form of a limited company. 2. The part of the goods' price (*to pay*) to the government is called taxes. 3. The board of directors (*to elect*) by our firm includes experienced managers and a well-known market expert. 4. The number of shares (*to sell*) to public was decided on at the General Meeting of the stockholders. 5. The amount of capital (*to raise*) will soon be estimated. 6. The manager studied a draft of the Contract (*to make*) with the foreign company. 7. The corporation charter (*to discuss*) states the objective of the future business. 8. Our company's representatives made a request about the goods (*to produce*) by the Manufacturer. 9. The different types of business organization (*to find*) in the UK may be classified under five headings.

Exercise 16. Write a short summary, explaining which company you would prefer to work for in the future. Give several reasons and counter-arguments. For example:

In a public limited company (corporation) you can *Furthermore*, big companies allow you to ..., because of *Consequently*, you can *On the other hand*, it is true that if you work for a small company (sole proprietorship), you can *Nevertheless*, I prefer big companies because ..., *even though* ... can be a disadvantage.

Words to Remember:

Advertising Department – відділ реклами

be in charge of – відповідати за

be in overall control – повністю контролювати

be responsible for – бути відповідальним за

chain of command – низка інстанцій; ієрархія рівнів управління, що утворюється шляхом делегування повноважень та відповідальностей

Chief Executive Officer (CIO) – голова фірми, виконуючий директор

Chairman of the Board – голова правління ради директорів

Chief Accountant – головний бухгалтер

colleagues – колеги

department (division) – відділ

Executive – керівник, адміністратор

freelance – позаштатний співробітник, що працює без контракту
(вільний художник)

Legal Department – юридичний відділ

Logistics Department – транспортний відділ

make decisions – приймати рішення

Managing Director – керуючий директор

Personnel (Human Resources) Department – відділ кадрів

Production Department – виробничий відділ

Public Relations Department – управління громадських зв'язків

report to – доповідати, звітувати

Research and Development Department – відділ прогнозування і розвитку

Sales Department – відділ торгівлі і реалізації

sales representative – торгівельний представник

staff (personnel) – персонал, штат

stock-holding company – акціонерне товариство

subordinate – підлеглий

superior (supervisor) – керівник, начальник

supervise – керувати, спостерігати

workforce – робоча сила, трудові ресурси

Exercise 17. Easily confused words: *personal* / *personnel*.

Which of these words means ‘belonging to a particular person’? Which means ‘people employed in a company’? How are they pronounced? Fill in the blanks with either *personal* or *personnel*.

1. Does your Managing Director have a ... assistant?
2. Does your company have a ... Department or a Human Resources Division?
3. We weren't able to offer the new service because we hadn't got enough trained
4. Do you agree that you shouldn't mix your ... and professional life?

Text B

Business structure. Staff of the enterprise

What is the structure of a modern business? What positions are necessary at a developing enterprise? Every successful businessman knows it. But what do you know about it? Read the text.

Each company, firm, joint venture, stock-holding company, bank has its own structure and the staff which is necessary for the work. There are some general principles how to organize the work at the enterprise. Most businesses are organized as hierarchies, with a clear chain of command running down the pyramid. All the people in the organization know what decisions they are able to make, who their boss (or superior) is (to whom they report), and who their immediate subordinates are (to whom they can give instructions). The hierarchy might be internally divided into functional departments. A company offering a large number of products or services might also be subdivided into autonomous divisions, each with its own functional sections.

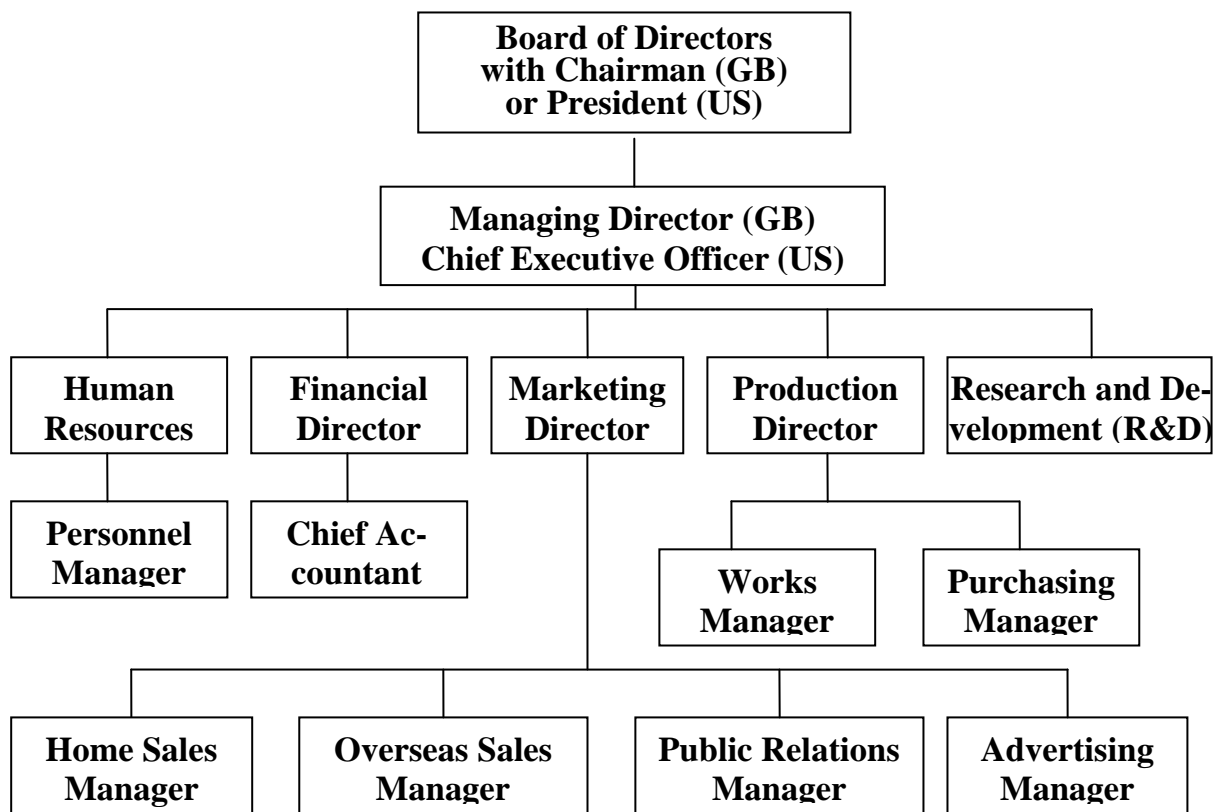
The Managing Director or the Chief Executive or President (in the US) is the head of the company who supervises and leads the company's employees. The company is usually run by a Board of Directors – each Director is in charge of a department. The Chairman of the Board is in overall control and may not be the head of any one department.

Vice-President or Vice-Chairman is at the head of the company if the President or the Chairman is absent or ill.

Most companies employing a large workforce have separate specialist departments in charge of different functions. There are Finance, Sales, Marketing, Production, Research and Development (R&D), Personnel (Human Resources), Legal, Logistics Departments. These are the most common departments, but some companies have others as well.

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

Various personnel in each department report to the Manager. One example, present in almost all countries, is the Sales Representative, who reports to the Sales Manager.



Exercise 18. Now work in pairs. Ask each other:

1. how we usually call the head of the company;
2. what collective body runs a company;
3. what departments there are in almost every company;
4. who in charge of the department is;
5. who reports to the director;
6. what managers deal with;
7. what directors deal with;
8. who reports to the manager.

Exercise 19. Complete the sentences.

1. The head of the company is
2. Our joint venture is run by
3. The Sales Representative ... to the Sales Manager.
4. ... is in charge of the day-to-day running of the department and reports to
5. The Chairman of the Board is ...
6. Most companies have ... departments.
7. The Director is responsible

Exercise 20. Match the verbs in box A to the prepositions in box B. Use the verbs and prepositions to describe your own work relationships.

A	B
be headed ▪ be responsible ▪ be in charge ▪ report take care ▪ look ▪ deal ▪ work ▪ consist	by ▪ after ▪ to ▪ for (2) with ▪ of (3)

Exercise 21. Match each function with the department responsible for it. Make sentences using expressions from the exercise above.

1. Human Resources	a) accounting reports
2. Production	b) future products
3. Marketing	c) delivery of goods to customers
4. IT (Information Technology)	d) creating a positive image of the company
5. Finance	e) factory, workshop
6. Research and Development	f) computers
7. Legal	g) drawing up contracts
8. Logistics	h) sales
9. Public Relations	i) hiring staff

Exercise 22. The job titles in *italics* don't match the responsibilities! Correct them.

1. The *Accountant* deals with calls to the company. 2. The *Managing Director* buys equipment the company will need. 3. The *Brand Manager* is in charge of hiring new staff. 4. The *Director of Human Resources* manages the whole company. 5. The *Switchboard Operator* prepares financial reports. 6. The *Purchasing Manager* is responsible for marketing one of the company's products.

Exercise 23. Read the first paragraph of the text about MTS Systems Corporation and complete the following 'fact file'.

MTS Systems Corporation

Headquarters in _____

Specialises in _____

Factories located in _____ and _____

No. of employees _____

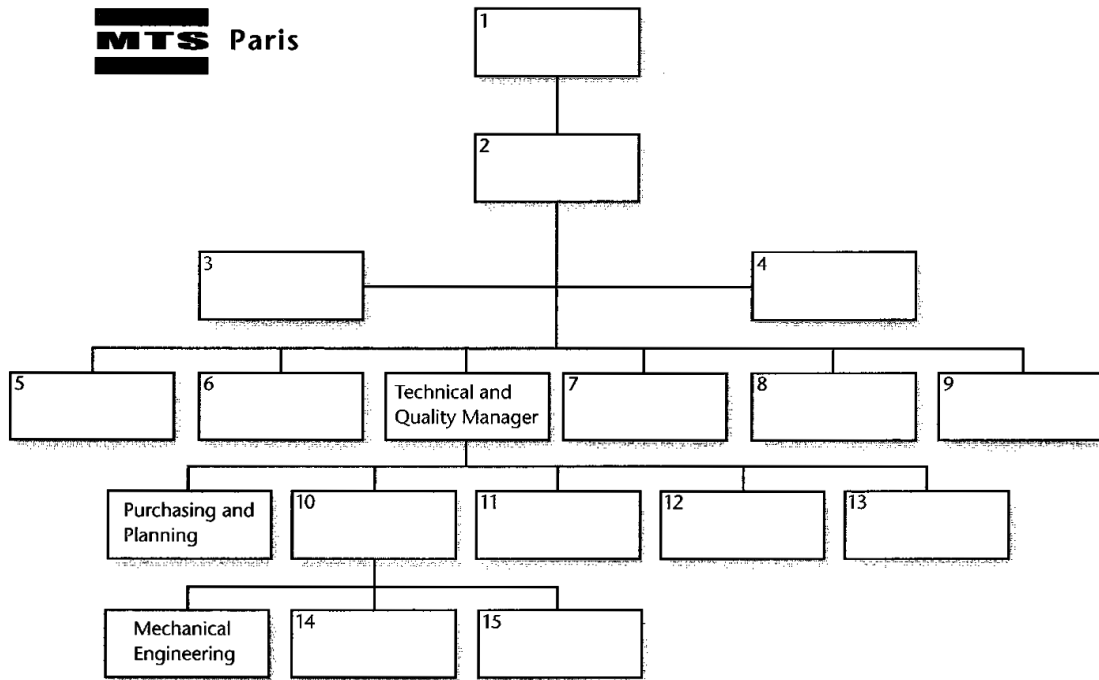
Now read the rest of the text, in which Igor Savchenko describes the organization of MTS in Kharkiv, and complete the organization chart below.

My name's Igor Savchenko and I'm the Technical and Quality Manager at MTS in Kharkiv and work within the MTD – the Materials Testing Division, which makes equipment used by industrial firms to test the strength and durability of materials like plastics, metals and so forth. We're a foreign subsidiary of MTS Systems

Corporation, an American firm based in Minneapolis. MTS employs roughly 2,200 people worldwide and is a leading supplier of mechanical testing and simulation equipment. Our major development and manufacturing operations are located in the US, France and Ukraine, and we have sales and service offices around the world.

Before I describe the organization of my department, I'll outline the structure from the top, starting with Werner Brown, our CEO, who oversees all aspects of our activities here. Just below him is the General Manager, Oleg Subotin, who is my immediate superior. Then there's Olga Vlasova, the Human Resources Director, and Irina Mitsuk, the GM's Secretary, who also report directly to him. We have a management team that includes myself, Pavel Mikhaylov, the Sales Manager, Olena Gritsenko, the Finance Manager, and of course, Alexander Yarovoy, who is also the Marketing Manager. There are also two new departments – Customer Service and NVD, the Noise and Vibration Division – headed by Jane Thornby and Nikolay Davidenko respectively.

Now, getting back to the way my department is organized, I'm responsible for operations, so I'm in charge of Purchasing and Planning, R&D and Quality. The Purchasing and Planning Department schedules production based on orders provided by the sales team and forecasts from the Marketing Department. In R&D, there are three sub-departments – Mechanical Engineering, Electronics, and Software Engineering – which are involved in developing new products and modifying existing products to meet customer demands. They receive technical specifications from the Marketing Department and provide drawings, a parts list and assembly instructions. Nathalie Launay works closely with me on Quality – an area that takes up nearly a third of my time. And finally there's the head of Shipping, as well as the person in charge of Assembly, who also report to me.



Exercise 24. Morten Lauridsen from Copenhagen works for Unilever, a multinational Transport Engineering company. Here is an article about his normal working day. But it's mixed up! Put the paragraphs in the correct order.

I can work till seven, or eight at the latest, then that's it ... I get in the car and drive home.

The first thing I do when I arrive is check my voice mails and my emails. I report to the brand manager and work very closely with him, so we usually have a word over a coffee first before the meetings begin. There's nearly always a meeting – the first is about ten.

I'm an assistant brand manager and my typical day is – well I am hardly ever in the office before nine – but that's OK because the Personnel department have a system of flexi-time so we can arrive between eight and nine thirty and leave between four and half five. In fact most of us work later than that ... but we don't get paid for it!

Then after lunch, usually in the canteen, there are more meetings... in fact I think I do some of my best work later, after five, when the meetings finish and the phone stops ringing.

This first meeting might be with Market Research to look at some data, or a budget meeting to discuss the next quarter, or about packaging, for example.

Exercise 25. Act as an interpreter at a big enterprise. *The Managing Director (Mr Belov) will have a meeting with a new partner (Mr Blake) and wants him to get acquainted with the structure of the enterprise and staff responsibilities.*

Mr Belov: Добрий день! Радий зустрічі з Вами. Мене звуть Петро Іванович Белов. Я директор цього підприємства. Ми багато чули про Вашу фірму як про постачальника найсучасніших комп'ютерних технологій. Сподіваємося, що після знайомства з нашим підприємством і його співробітниками у Вас складеться правильне уявлення про стиль нашої роботи, і це буде підготовкою до підписання майбутніх контрактів та успішної співпраці.

Mr Blake: Good morning. Nice to meet you, Mr Belov. My name's Alex Blake. I'm a Sales Manager at Apple Computers, Inc. It's a well-known English computer company with clients all over the world and good reputation as a reliable partner. Thank you for warm reception and the possibility to get general information about your enterprise and the staff. It will be very useful for me.

Mr Belov: На нашому підприємстві працює 500 співробітників. Керує його діяльністю правління, яке складається з 11 чоловік, і очолює його голова. На нашому підприємстві існує десять відділів, серед них: виробничий, відділ реалізації, фінансовий відділ, відділ кадрів, транспортний відділ, відділ маркетингу, юридичний відділ та ін.

Mr Blake: I see that you have a sufficient staff to work successfully at the computer market. As we are dealing with computer technologies to achieve best results it's necessary to organize the work of Finance, Sales, Research and Development Departments at the highest level. Could you dwell on some details of the work of these Departments at your enterprise?

Mr Belov: Наш фінансовий відділ займається всіма питаннями фінансового забезпечення роботи підприємства. До нього входять: головний бухгалтер, касир, фахівець з фінансового прогнозування і розвитку роботи підприємства.

Mr Blake: As I know you have excellent specialists in this sphere. They are experienced and skillful persons in the questions of finance and tax legislation.

Exercise 26. Read the text below, then use the words given to make questions about Pierre.

My name's Pierre Meyer. I'm from Luxembourg, and I'm an IT specialist. I have a passion for anything that's related to computers. I graduated in maths and computer science from Imperial College London. Since then, I've been working on a very exciting project in Bulgaria, developing new software for a government ministry. In addition, I also train the ministry IT staff in the use of new technologies. I'm going back home in three months' time, when the project finishes. I've just read about an interesting vacancy for an IT job with a famous bank, so I'm going to apply.

I love what I do because it's not only about machines. I work in a team most of the time. On top of that, I'm responsible for training a lot of people.

1. Pierre / do / for a living?	<i>What does Pierre do for a living?</i> He's an IT consultant.
2. Where / from?	From Imperial College London.
3. think / project in Bulgaria?	He says it's very exciting.
4. project / finish?	In three months's time.
5. job / only about computers?	No, it isn't. He often works with people.
6. have / any other responsibilities?	Yes. He also has to train a lot of people.

Exercise 27. Read the text above again, then write questions for Pierre's answers .

1. *What's your name?* – Pierre. 2. ... - From Luxembourg. 3. ... In maths and computer science. 4. ... – Since I graduated. 5. ... – For a government ministry. 6. ... - The ministry IT staff. 7. ... – When the project finishes. 8. ... – An IT job with a bank. 9. ... – Because I work with people, not only computers. 10. ... – Yes, most of the time.

Exercise 28. You and your former school-mate meet after a long period of time. One of you runs his/her own business, another works at a joint venture. Ask each other questions concerning your work. Be as curious as you only can. For ideas:

1. Where do you work? What are you?
2. What is the name of your company?
3. What is your position in the company?
4. Have you got much work to do every day?
5. What do you deal with?
6. How large is the staff of your company?
7. What are you in charge of?
8. Who do you report to?
9. Are there possibilities for promotion?

Presentation of the company

Introducing yourself

On behalf of myself and Logo Company, I'd like to welcome you.
My name's ... I'm a specialist in...

Introducing the topic

I'd like to outline (highlight)...
I'm going to tell you about ...
I've divided my presentation into 4 parts.
First, I'll give you some background information.
Secondly, I'll talk about ...
After that, I'll dwell on ...
Finally, I want to look at our future plans.

Introducing new information

Here's some basic information concerning...
Let me add a few figures.
Let's have a look at some statistics.

Ending the presentation

To conclude, I want to tell you about our future plans.
Finally, a few words about our new projects.
Thanks very much for coming to my presentation.
If you have any questions, I'll be happy to answer them.

Exercise 29. What makes a good presentation? There are some rules and language to be learnt. This is the beginning of any presentation.

- a) Greet your audience.
- b) Introduce yourself.
- c) Give the title of your talk.
- d) Describe the structure of your talk.
- e) Explain that the audience can interrupt if they want.
- f) Say something about the length of your talk.

Now read the beginning of a model introduction based on phrases for a-f.

a Good afternoon everyone, **b** My name's Arnold Layton. I'm a geophysicist for Elf Aquitaine, with special responsibility for analysing new fields in the North Sea, **c** I'm going to talk about some recent research into new methods of detecting oil in shallow waters, **d** I've divided my talk into three parts. First, research that we have done. Then I'll report on some published research from other companies, and finally(I'll talk about what this may mean for our exploration activities. **e** Please interrupt if at any time you have any questions or something is not clear. **f** My talk will last about half an hour.

Exercise 30. Project

a) As a member of the human resources department of a large multinational, you visit universities/colleges making presentations to students on your company and the job opportunities it offers graduates. Choose or invent a company to represent. You may report any information you wish about the company's structure, main areas of business, financial performance, product range, future prospects.

b) You are a Public Relations Specialist at a big (multinational) firm. Today you have a conference with journalists of the most important newspapers in the country. Your task is to make a good presentation of your firm, its goals, its structure, its activities and the staff.

Supplementary Text

Corporate Culture

Every business – in fact every organization – has a culture or, simply speaking, ‘the way we do things round here’. Sometimes it is difficult to read from the outside – some people are loyal to their bosses, others are loyal to the union, still others care only about their colleagues. If you ask employees why they work, they will answer ‘because we need the money’. On the other hand, sometimes the culture of an organization is very strong; everyone knows the goals of the corporation, and they are working for them. At the heart of corporate culture – and critical to a company's success – are the

'shared values' which provide a sense of common direction for all employees and guidelines for their day-to-day behaviour. A company like Caterpillar, for example, declares 'an extraordinary commitment to meeting customer needs' – symbolised in their slogan '24-hour service anywhere in the world'.

People at all stages of their careers need to understand culture and how it works because it will likely have a powerful effect on their lives. People just starting their careers may think a job is just a job. But when they choose a company, they often choose a way of life. Culture can make them fast or slow workers, tough or friendly managers, team players or individuals.

Take, for example, an executive at General Electric who is being wooed by Xerox – more money, a bigger office, greater responsibility. If his first reaction is to grab it, he's probably going to be disappointed. Xerox has a totally different culture than GE. Success (even survival) at Xerox is closely tied with the ability to work and play hard, Xerox-style. By contrast, GE has a more thoughtful and slow-moving culture. Success at GE is ability to take work seriously and considerable respect for authority. But these same values may not be held in high esteem elsewhere. A person of proven success at GE will bring these values to Xerox because past experience of GE's culture has reinforced them – and quickly fizzle out at Xerox, not even understanding why. Culture shock may be one of the main reasons why people 'fail' when they leave one organization for another. But they fail in not necessarily doing the job, but in not reading the culture correctly.

Whether weak or strong, culture has a powerful influence throughout an organization. It affects practically everything – from who gets promoted and what decisions are made, to how employees dress and what sports they play. Because of this impact, culture also has a major effect on the success of a business.

Exercise 31. Discuss the questions to the text.

1. What is corporate culture? 2. What is meant by 'strong' corporate culture? 3. How are corporate culture and success interrelated? 4. What is the cornerstone of corporate culture? 5. Why is it important to understand the culture of your organization? 6. How do the Xerox culture and the General Electric culture differ? 7. Why do people

sometimes seem to fail in new work? 8. Which aspects of organization does culture affect?

Exercise 32

a) What, in your opinion, are the shared values behind the following businesses?

McDonalds, Sony, Rolls-Royce, The Walt Disney Company, Christian Dior, IBM, Roshen, Microsoft, Bombardier.

b) Have you ever been in a situation where your personal culture didn't match the culture of an organisation/group you belonged to? Describe your experience.

Words to remember:

- appeal** (*to*) – приваблювати, подобатись
believe – вірити
brand awareness – відомість торговельної марки
brand loyalty – відданість споживачів бренду
brand mark – торговельна марка
communications mix – комплекс маркетингових комунікацій
compare – порівнювати
competitor – конкурент; **compete** – конкурувати
comprise – включати в себе
consumer – споживач; **consumer goods** – споживчі товари
copyright (property rights) – авторське право, копірайт, право власності
counterfeiting – підробка; **counterfeit** – підробка
create – створювати
distinguish (from) – відрізнятися (від)
distribute – розподіляти, **distribution** – розподіл, реалізація
direct mail – реклама поштою
essential – головний, центральний
evaluate – оцінювати
event – захід (прийом)
execute – виконувати, здійснювати
exhibition – виставка, показ
fake – підробка; фальшивка; підробляти; фальсифікувати
implementation – здійснення, виконання, реалізація
key activity – основна діяльність
launch – починати, започатковувати, пускати в хід
marketing mix – комплекс маркетингу
market research – вивчення можливостей ринку
meet (the needs) – відповідати (потребам)
merchandise trade – торгівля товарами
product development – розроблення продукту
profit – вигода, користь
public relations (PR) – зв'язок (організації) з громадськістю
reach the customer – досягати покупця
retail – роздрібна торгівля; *ant* **wholesale** – оптова торгівля

sales promotion – стимулювання збуту; просування товару

satisfy wants and needs – задовольняти бажання та потреби

sign – підписувати

signage – ідентифікаційний комплект фірми (набір торговельних знаків, вивісок та інших елементів, які формують образ компанії, мережі ресторанів і т. д.)

store – магазин, склад

Exercise 1. Read and translate the text.

What is marketing?

Marketing is the process of studying wants and needs and satisfying them by exchanging goods and services; this results in satisfied buyers and creates profits for sellers.

Nowadays, general marketing strategy includes such essential elements as planning, market research, new product development, sale and the so-called communications mix which comprises advertising, public relations, direct mail and special events such as product shows, conferences and exhibitions.

An essential part of marketing is **marketing research**. The object of it is to find out what consumers want and advise producers the standard of quality, style of packaging, choice of brand name and general design of the products. Many businesses have created a position called **marketing manager** who plans and executes the conception, pricing, promotion, and distribution of ideas, goods and services that satisfy individual and organizational goals. Implementation of marketing concept begins and ends with marketing information about customers — first to determine what customers need, and later to evaluate how well the firm is meeting those needs.

When developing programs to satisfy markets wants and needs marketing managers work with several variables known as the marketing mix. A **marketing mix** is the strategic combination of product decisions on packaging, pricing, distribution, credit, branding, service, and other marketing activities.

Traditionally the important elements of the marketing mix are defined as the four **P's**:

Product (quality, product range, and packaging);

Place (where product is available and how it is distributed)

Promotion (how the potential consumers should be reached and how the company should push its products);

Price (the cost to the buyer of goods and services; credit, retail margins).

Product development is a key activity in any modern business. From a marketing viewpoint a product is not just the physical good or service, e.g. a washing machine, car, or bottle of beer. The product consists of: *price, package, store surroundings, image created by advertising, guarantee, reputation of the producer, brand name, service, buyers' past experience*. When people buy a product, they evaluate all these things and compare products in all these dimensions.

Exercise 2. Answer the following questions.

1. What is marketing?
2. What does marketing strategy involve?
3. What are the functions of a marketing manager?
4. What is a marketing mix?
5. How are the important elements of the marketing mix defined?
6. Tell about the four Ps.
7. What does product mean for marketing?
8. What activity is essential in any modern business?
9. What does a product include?

Exercise 3

a) Read a part of Professor Rasby's lecture at London University about successful marketing.

Well, the key to successful marketing involves many different things. Most people would say successful marketing is just a good creative campaign. Some people would go further than that and say it involves many good marketing communications: reaching the right people, clear marketing messages and working well with sales teams to get the right sales channels.

But the most common definition of marketing is just two words: customer orientation. What does that actually mean though? It really means four things: producing what customers want, when they want it, at the right price and in a way that's profitable for the company, and I believe in that definition very strongly.

b) Complete the following sentences using the information obtained:

1. Successful marketing includes good creative ..., good marketing communications and customer ... 2. Good marketing communications include reaching the right ..., clear marketing ... and working well with ... to get the right sales channels. 3. Customer orientation really means four things: producing what customers ..., ... they want it, at the right ... and in a way that's

Exercise 4. Martin is the marketing manager of a telecommunications company. He is telling his colleagues about the marketing mix for a new product. Read and take notes on the four Ps.

The key factors of our cable package are that you get everything you need to connect to the Internet, and that your connection is faster than anything you can get anywhere else. You can email videos in just seconds, instead of minutes or hours. Customers also get free webspace and can use our webpage design program. And finally, our software automatically scans all incoming emails for viruses.

We will be reaching customers through ads on websites and in magazines starting in September. Our product will then be immediately available to customers in major metropolitan areas across Europe. We will guarantee that customers will have all hardware and be able to use our modems within 48 hours of placing an order.

We haven't fixed a price yet, but this will be decided in the next week or two. Because our product is in the introduction phase, our pricing model should win us as many customers as possible, as quickly as possible.

Product have everything you need to connect to the Internet, ...

Price _____

Placement _____

Promotion _____

Exercise 5

a) Read the interviews of four consumers talking about different products. Decide which of the four Ps each speaker is discussing: product, price, promotion or place.

- A** I really wanted it. But when I tried to buy it, I just couldn't get it anywhere. My friend heard that it was in one shop and he queued up for ages, but they'd run out by lunch time.
- B** The company held a party on a river boat to launch their new campaign. It was absolutely fantastic. We also got a free gift at the end.
- C** The shoes were really expensive but definitely worth it. I think the fact that they are so expensive really distinguishes them from the competition.
- D** I've had this briefcase for 20 years and it still looks good. The material is high quality and long-lasting.
- b) Think of some products you have bought recently. Why did you buy them? Which of the four Ps influenced your decision to buy?**

Exercise 6. Read and translate the text about branding. Before reading discuss the following questions:

- 1. Who in your group is wearing clothes of well-known brands?*
- 2. Why are these brands so popular?*

Branding

Branding, like marketing, is as old as the concepts of ownership and selling. In former times, people branded an item simply to show who the owner was. Nowadays brands are powerful instruments of strategic marketing and long-term profitability.

Brand is defined as 'a name, sign, symbol or design intended to identify the goods or services of one seller or group of sellers, and to differentiate them from those of a competitor'. A **brand name** is that part of a brand that can be spoken, including letters, words and numbers, like BMW, Danone or Citibank. A **brand mark** is the element of a brand that cannot be spoken, often a symbol, design or specific packaging, like the Mercedes logo or the Absolut Vodka bottle. A **trademark** is the legal designation indicating that the owner has exclusive use of the brand.

Brand names, as well as other brand elements such as *logos, symbols, characters, spokespeople, packages* should be memorable, meaningful, likable and protectable. A good brand name is easy for customers to say, spell and recall. Excellent examples are Dell, Nokia

and Ford. Besides being memorable, it is an advantage that brand elements are meaningful: for example, Mr Clean (cleaning product), Vanish (stain remover), Head & Shoulders (shampoo) and *Newsweek* (magazine).

To build a successful global brand, the brand name should be easy to pronounce in different languages. Global brand names also have to be culture- or language-neutral in the sense that they do not evoke strange or undesirable connotations in foreign languages. Kodak, Mars and IBM are good examples of this linguistic neutrality.

Three categories of brands can be distinguished:

Manufacturer brands are developed by producers, e.g. Levi's, Danone and BMW. **Own-label brands** (also called private labels, store brands) are developed and owned by wholesalers or retailers. There is no link between the manufacturer and the brand. St Michael (Marks & Spencer) and Derby (Delhaize, Belgium) are examples of store brands. **Generic brands** (видова марка товару) indicate the product category. Generics are in fact brandless products. They are usually sold at the lowest prices. Did you know that *aspirin* and *linoleum* were once brand names? So were *nylon*, *escalator*, *kerosene* and *zipper*. All of those names became so popular, so identified with the product, that they lost their brand status and became generic (the name of the product class). The producers then had to come up with new names. The original *Aspirin*, for example, became *Bayer aspirin*. Some companies are working hard to protect their brand names today, e.g. Xerox (don't say 'Xerox it', say 'Copy it').

Exercise 7. Answer the following questions:

1. Why did people brand an item in former times? 2. What do brands signal in the 21st century? 3. How is brand defined? 4. Give the definitions of a brand name, a brand mark and a trademark. 5. What brand elements do you know? 6. What is the difference between a logo, a brand, and a trademark? Think of examples of each. 7. What are the main characteristics of successful brand names? 8. Name and characterize brand categories.

Exercise 8. How many expressions with *brand* do you know? Match the terms in the box with their definitions.

*brand awareness • brand extension • off-brand • brand identity •
brand name derived brand • brand image • brand loyalty*

1. What a brand is called. 2. How much people are aware of a brand. 3. What a company wants people to think about a brand. 4. What people actually think about a brand. 5. When a product doesn't fit the company's brand. 6. When people like a brand and buy it again and again. 7. When an existing brand is used to support a new range of products. 8. When a component of a product becomes a brand in its own right (e.g. Intel in PCs).

Exercise 9

a) Read the text about counterfeiting and fake goods. Discuss these questions before reading.

1. How often do you see pirated imitations of well-known brands for sale in your country? 2. Have you ever bought something that you knew was an illegal copy?

If you can make it, they can fake it

The violation of intellectual property rights and the illegal copying of all kinds of goods from cigarettes to medicines really took off in the 1990s and has become an issue of major concern to companies and governments around the world.

Counterfeiting is worrying multinationals as it now makes up between 5 and 7 % of all global merchandise trade. The World Health Organization says that about 10% of the world's medicines are counterfeit. Here are some examples of the kinds of fake goods that have been found in the marketplace. A woman in New York recently phoned her local drugstore to complain about the bitter taste from the cholesterol-lowering Lipitor pills that she was taking. On examination in a lab, the pills turned out to be counterfeits. Over the next two months, 16.5 million pills were withdrawn from warehouse and pharmacy shelves.

In a Chinese warehouse, authorities came across a store of counterfeit Buick windshields ready for the export market. China also sells Honda fake parts for half the price of the original. China is by far the greatest violator of property rights and two-thirds of the world's fake goods are turned out there.

Secret service agents in Guam discovered bogus North Korean-made pharmaceuticals, cigarettes, and counterfeit \$100 bills.

French Customs recently picked up more than 11,000 fake parts for Nokia cell phones, batteries, and phone covers.

And the list goes on and on. Multinational companies are putting pressure on the governments of violating countries to make them control the counterfeiters. Goods are being electronically tagged and companies are sending detectives around the world to track down companies and countries involved in the production of fake goods.

b) Match the countries with the pirated goods

- | | | |
|-----------|-------|---|
| 1. USA | _____ | a) car windshields |
| 2. Brazil | _____ | b) pharmaceuticals, cigarettes, \$100 bills |
| 3. China | _____ | c) parts for cell phones |
| 4. Guam | _____ | d) pills for controlling cholesterol |
| 5. France | _____ | e) printer cartridges |

c) Answer these questions

1. Which country represents the biggest problem in terms of violations of property rights? 2. What are multinational companies doing to cope with the problem of illegal counterfeiting? 3. How would you describe the situation with counterfeiting in your country? What can be done about it?

Words to remember:

be concerned with – мати відношення до

commercial – реклама на телебаченні або радіо

convince *smb of* – переконувати, запевняти

convincing – переконливий

determine – визначати

display – показ, демонстрація

draw attention to – привертати увагу до

emerge – виникати, з'являтися

encourage – заохочувати

endorse a product – рекомендувати товар, виступати в підтримку товару

endorsement – підтримка, схвалення товару відомою людиною

eye-catching – привабливий, той, що привертає увагу
exist – існувати, **existence** – наявність, існування
expensive – дорогий
feature – риса, характеристика
free samples – безкоштовні зразки
generate sales – породжувати збут
harm reputation – шкодити репутації
improve – покращувати
influence – вплив; впливати; *syn* **impact**
influential – впливовий, важливий
income – дохід, прибуток
institutional (prestige) ad – корпоративна (іміджева) реклама,
реклама фірми (а не її товарів)
leaflet – рекламна листівка
mass media – засоби масової інформації
medium – засіб
misleading – який вводить в оману, обманний
outdoor advertising – вулична реклама, реклама на відкритому
повітрі
persuade – переконувати, схилити
persuasive – переконливий
point-of-purchase – місце продажу, місце покупки
price reduction – зменшення ціни
private label – марка торговельного підприємства
product placement – розміщення прихованої реклами
prohibit – забороняти
publicity – публічність; популярність, слава
purchase – купувати; *syn* **buy**
recognizable logo – логотип фірми, який легко розпізнати
slogan – лозунг, девіз
stimulate sales – стимулювати продаж
street furniture – вуличне обладнання
target customer – цільовий споживач
trade fair – ярмарок
unique selling point (USP) – унікальна властивість продукції,
унікальна торговельна пропозиція
use promotional tools – використовувати засоби стимулювання
збуту

via – через, за допомогою
word-of-mouth – усний

Exercise 10. Replace the *italicized* words with the synonyms from the active vocabulary.

Stimulate sales of a new product, to *convince* customers to *buy*, to *define* the marketing strategy, to *attract* attention to the unique selling points of the goods, to *ban* using children in advertisements on TV, *attention-grabbing* commercial, *oral* communication, to *employ* different promotional tools, to use *important* mass media for promotion, to *deal with* the public relations, to generate business *profit* for the company, new forms of advertising which *appeared* recently.

Exercise 11

a) What kind of sales promotions are you receptive to?

- coupons giving a price reduction?
- free samples?
- discounts for buying a large quantity?
- price reductions in shops?
- packets offering '20 % Extra'?

b) What makes a good advertisement? Use some of the words below.

clever	interesting	funny	persuasive	eye-catching
powerful	humorous	shocking	informative	sexy

c) Do you think that the advertising practices described below are acceptable?

- Using children in advertisements
- Using nudity in advertisements
- Promoting alcohol on TV
- Comparing your products to your competitors' products
- An image flashed onto a screen very quickly so that people are affected without noticing it (subliminal advertising)

Exercise 12

a) Read three opinions about advertising.

(1) First of all, an advert has to be attention-grabbing and powerful. You need a strong image that is eye-catching, a catchy slogan, a joke or something shocking. In advertising we talk about the **AIDA** formula. **A** is for attention. **I** is for interest. **D** is for desire. **A** is for action. An ad needs to do more than get our attention. It also has to be effective and persuasive. It must get us interested, make us want the product and motivate us to go out and buy it.

Michael Hamilton, advertising executive

(2) Advertising has changed over the years. Adverts are no longer purely informative and focused on the product. Many of the adverts that we see today are short stories telling inspirational tales that are often witty, humorous and sophisticated. People do not want to remember that life can be dull. They want to see something original and creative. The adverts take away the ordinariness of everyday life and take us to somewhere exotic or romantic.

Miranda Hoyles, head of US advertising agency

(3) Many people talk about advertisements that are exciting and intriguing. But for me, an instantly recognizable logo is really important. Good logos have been built up so they are recognizable. Part of what makes a good advert is a clear symbol that people immediately identify with the company. A good slogan also helps you make a connection. 'The real thing' makes you think of Coca-Cola immediately. It's also important that your slogan does not become irritating.

Christie Peterson, illustrator

b) Are these statements true or false?

1. Michael Hamilton says that adverts must attract attention and be persuasive. 2. He also states that an advert should encourage us to buy the product it is advertising. 3. Miranda Hoyles states that adverts nowadays are different from years ago. 4. Hoyles also says people like adverts that reflect everyday life. 5. Christie Peterson focuses on slogans and logos. 6. She says that excitement is more important than the image of the company.

c) Find adjectives in the first two texts which mean the following.

1. attracting your attention because it is easily remembered; 2. very noticeable; 3. amusing and enjoyable, easy to remember; 4. very bad, upsetting; 5. works well and produces the results you want; 6. able to

make people do or believe something; 7. funny and clever; 8. not interesting or exciting; 9. imaginative, using completely new and different ideas; 10. unusual and exciting because it comes from a distant country.

Exercise 13. Read and translate the text.

Advertising and Promotion

Companies have to develop good products or services, price them attractively, and make them accessible to their target customers. But this is not enough: they also have to use various promotional tools to generate sales. Even a good, attractively priced product that clearly satisfies a need has to be made known to its target customers. The producer has to develop product or brand awareness i.e. inform potential customers (distributors, retailers) about the product's existence, its features, its advantages, and so on. According to the well-known 'Four Ps' of the marketing mix (product, place, promotion and price), this is clearly a matter of **promotion**. There are four major promotional tools: sales promotions, public relations, personal selling and advertising.

Public relations (PR) is concerned with maintaining, improving or protecting the image of a company or product. The most important element of PR is **publicity** which (as opposed to advertising) is any mention of a company's products that is not paid for, in any medium read, viewed or heard by a company's potential customers. A lot of research has shown that people are more likely to believe publicity than advertising.

Sales promotions such as free samples, coupons, price reductions are designed to stimulate sales of a product, to strengthen brand loyalty among retailers or to gain entry to new markets.

Personal selling is the most expensive promotional tool, and is used sparingly. The majority of new product ideas come from customers via sales representatives.

Advertising is considered a synonym of marketing communications because it is the most important promotional tool using mass media. Advertising informs consumers about the existence and benefits of products and services, draws attention to the 'unique selling

points'(USPs) of products (these are the qualities that make a product different from competitors' products), and persuades them to buy.

There exist many different forms of advertising, such as direct mail, billboards, newspapers and magazines, radio, television, and the Internet. The best form of advertising is the kind that generates the most business income proportional to the amount of money that can be spent. In this respect, *word-of-mouth advertising* costs the least: people just tell their friends about the benefits of products or services that they have purchased. Yet no providers of goods or services rely on this alone, but use paid advertising instead. Indeed, many organizations also use *institutional* or *prestige advertising*, which is designed to build up their reputation rather than to sell particular products.

The world of *outdoor advertising* involves billboards, transport and 'street furniture' (e.g. bus shelters and public toilets). It is one of the fastest-growing segments, having doubled its market share in recent years.

New forms of advertising are emerging and they are overtaking traditional media because of a shift towards *internet advertising*. Companies are experimenting in new ways to reach customers via the World Wide Web, e.g. *social network advertising* on sites like Facebook.

A popular type of creative communication on television is the *infomercial* (*information + commercial*) or *programme-length advertising*. During an 'informative programme' a product is presented and demonstrated to the consumer, who is urged to order it by telephone.

These days, advertisers have come up with new ways of promoting their products. For example, *product placement* is now common. This is advertising in books, TV programmes or films where a character, preferably played by a famous actor, uses a particular product. For example, Tom Cruise's character in the movie "*Minority Report*" had a computer with the *Nokia* logo on it, and his watch was clearly made by *Bulgari*. James Bond movies are, in some respect, one long advert for vodka, watches and cars. Twenty companies will see their products in the new Bond film, having paid \$70ml (£44ml) for the privilege.

TV commercials are a very effective medium for advertisers, though these are very expensive. If an organization wants to have a 30-second TV advert during the annual Super-bowl game in the United States, they have to pay about 2.5 \$ million.

Perhaps the most interesting development is the use of famous personalities to endorse a product. The basketball player, Michael Jordan, endorsed *Nike* products and wore them while playing. David Beckham, the footballer, endorsed Police sunglasses. *Endorsements*, even though very expensive, certainly increase a product's sales.

But, of course, a large variety of other communications instruments exist, for example, sponsorship, point-of-purchase communications (such as displays within the shop), exhibitions and trade fairs, direct marketing (direct mailings, telemarketing), e-communications (the internet, e-commerce, mobile marketing, interactive digital television).

Exercise 14. Answer the following questions:

1. What is promotion? Why is it an integral part of 'four Ps' marketing formula? 2. Explain the concept of USPs. 3. What are the main promotional tools? 4. How is personal selling used? 5. Why do companies have PR managers? 6. What are the main goals of advertising? 7. What is the best form of advertising? 8. What innovations have appeared recently in the world of advertising? 9. Is product placement popular in our books and films? Can you give any examples? 10. Do you like social network advertising? Why? 11. How can product placement or endorsement influence your decision to buy? 12. Explain the AIDA formula.

Exercise 15. Read the text again and find definitions to the following notions.

1. Promotion. 2. Public relations. 3. Publicity. 4. Sales promotions. 5. Personal selling. 6. Advertising. 7. Endorsement. 8. Product placement. 9. Commercial. 10. USP. 11. Institutional advertising. 12. Brand awareness.

Exercise 16. There exist different types of discounts which are an effective mechanism of promotion. Match the discounts below to their definitions.

1. trade discount	a. a discount to buyers purchasing a large amount
2. bulk discount	b. a discount for payment in cash
3. promotional discount	c. a discount offered on goods sold at the 'wrong' time of the year, such as ski equipment in summer
4. cash discount	d. a discount to people in a particular field, e.g. when doctors pay a reduced price for medicine
5. professional discount	e. a discount for staff
6. employee discount	f. a fixed percentage offered to a distributor
7. seasonal discount	g. a lower retail price for a special sale

Are all of these discounts offered in your country? What discounts have you ever used? How do they help companies reach their goals?

Exercise 17. Match the words dealing with advertising with their meanings.

sponsorship ▪ *commercial* ▪ *promote* ▪ *misleading* ▪ *slogan* ▪ *endorse* ▪ *logo*

1. an advert on TV or radio; 2. financial support a company gives in order to get publicity for themselves; 3. a short phrase that is easy to remember; 4. to say publicly that you support or approve of something; 5. giving the wrong idea or impression; 6. special design / symbol that a company puts on all its products or adverts; 7. to try to sell a product, e.g. by special advertising.

Exercise 18. Read the dialogue and choose the correct answer.

A: OK, let's brainstorm how we're going to *promote* / *endorse* this product.

B: Well, we could get a famous celebrity like David Beckham to endorse it.

A: I think that would be much too expensive. *Commercial* / *Sponsorship* of a TV programme would also cost a lot. And a TV *logo* / *commercial* is out for the same reason. I've seen some great TV shots which are visually beautiful and really *eye-catching* / *shocking*, often set in romantic or *dull* / *exotic* locations. But I don't think they've been very *effective* / *witty* as people can't remember the product they're advertising.

B: I agree, but we don't want something *catchy / dull* and boring. How about advertising on the radio – would the budget run to that?

A: Yes, we could stretch to that.

B: And would you like something witty and *eye-catching / catchy*?

A: Maybe. I want something new and *dull / original*. But most importantly, it must be *persuasive / misleading*. It must get people to buy the product.

Exercise 19. Project: Promotional strategies.

a) Divide into two groups. Each team is responsible for promoting one of the following:

Virtual Passenger	DESEC Tracklayer
<p>Special features:</p> <ul style="list-style-type: none"> • Chats, tells jokes, plays music, asks questions • Keeps you awake • Stops boredom • 20,000 word memory – knows your interests • Automatically opens windows • Alarm function if driver falls asleep • Ideal for sales reps • Price: 500 	<p>Special features:</p> <ul style="list-style-type: none"> • Fastest and most economical way to replace turnouts and track panels • Removes old turnouts and replaces new ones under catenary • Flexible to safely work within short traffic windows at stations and line • Self loading/unloading onto a flat wagon for unrestricted rail transport • Guarantees unchanged geometry of turnouts in transport and laying • Tailor made to client's applications

Decide exactly what your product is, what is special about it, and which tools you would use to promote it. Imagine that you have a generous budget, and are thus able to employ several different tactics.

b) You are in charge of starting ad campaign to promote a new product. Write an advert for the product, based on the information above. Decide on your target market and how to make your product sound attractive. Try using the approach suggested underneath.

1. *Target market* Who do you want to sell this product to? Think of at least five things about the kind of person who will buy them. (e.g. Age? Sex? Income? Social class? Interests?)

2. *Image* Decide what kind of image you want to give to the product. Choose two adjectives to describe it and then think of a picture and a headline which will communicate this image immediately.

3. *Create a need* Think of the needs that this product will meet. Begin the advert with questions like: *Have you ever wanted ...? Are you looking for ...? Have you ever tried ...?*

4. *Features and benefits* Give at least five *benefits* of the product.

5. *The call to action* End your advert by asking the reader to take some action. Here are a few ideas:

For more information, write to this address...

Visit ExpoRail, Hall 9 – Booth Nr.A128, 16-18 October 2015.

Buy it now, before it's too late.

Presentation as a promotional tool

Exercise 20. The text below contains several recommendations for giving effective presentations. Match the seven points below to the right paragraph.

1. *Choose visuals to support the presentation.*

2. *Have a simple, clear structure.*

3. *Show enthusiasm.*

4. *Use Power Point.*

5. *Making informal presentations.*

6. *Dealing with nerves.*

7. *Considering the purpose and the audience.*

a The key to a successful oral presentation is to keep things simple. I try to stick to three points. I give an overview of the points, present them to the audience, and summarize them at the end.

b My purpose or desired outcome, the type of audience, and the message dictate the formality of the presentation, the kind of visuals, the number of anecdotes, and the jokes or examples that I use. Most of my presentations are designed to sell, to explain, or to motivate. When I plan the presentation, I think about the audience. Are they professionals or nonprofessionals? Purchasers or sellers? Providers or users? Internal or external? My purpose and the audience mix determine the tone and focus of the presentation.

c When I make a presentation, I use the visuals as the outline. I will not use notes. I like to select the kind of visual that not only best supports the message but also best fits the audience and the physical location. PowerPoint, slides, overhead transparencies, and flip charts are the four main kinds of visuals I use.

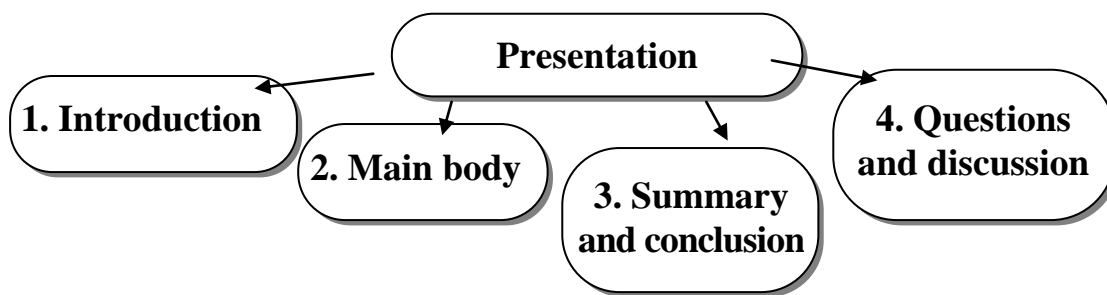
d PowerPoint and slide presentations work well when I am selling a product or an idea to large groups (15 people or more). In this format, I like to use examples and graphs and tables to support my message in a general way.

e In small presentations, including one-on-ones and presentations where the audience is part of the actual process, I like transparencies or flip charts. They allow me to be more informal.

f I get very, very nervous when I speak in public. I handle my nervousness by just trying to look as if, instead of talking to so many people, I'm walking in and talking to a single person. I don't like to speak behind lecterns. Instead, I like to get out and just be open and portray that openness: "I'm here to tell you a story."

g I try very hard for people to enjoy my presentations by showing enthusiasm on the subject and by being sincere. I try not to use a hard sell – I just try to report or to explain. In addition, it helps that I am speaking about something that I very strongly believe in and something that I really, really enjoy doing.

Luis E. Lamela, February 11, 1997 *From Business and Administrative Communication by Kitty Locker, Irwin McGraw-H*



Introduction

*Good morning / afternoon ladies and gentlemen.
 I plan to say a few words about ... I'm going to talk about ...
 The subject of my talk is ... The theme of my presentation is ...
 I'd like to give you an overview of ...
 I've divided my talk into (three) parts. First ... Second ... Third ...
 In the first part ... Then in the second part ... Finally ...
 The presentation will take about twenty minutes.
 After my talk there'll be time for discussion and questions.*

Exercise 21. Presenters use different techniques to get their audience's attention at the start of a presentation. Match the techniques below to the examples.

- | | |
|---------------------------------|---------------------------|
| <i>a) tell a personal story</i> | <i>c) ask a question</i> |
| <i>b) offer an amazing fact</i> | <i>d) state a problem</i> |

1. I wonder if any of you here know the answer to the question: What's the most popular holiday destination in Europe for people under the age of 25? **2.** When I was on holiday a few years ago in Greece, the owner of a taverna told me that in 20 years' time, the little village where he lived would be popular tourist resort. **3.** Let me give you a statistic: 92% of Americans do not own a passport. Consider the opportunity this presents to the travel industry. **4.** We're facing a crisis with our market share. What are we going to do about it?

Exercise 22. Read the introduction to a presentation about plans to develop a new production plant in Taiwan. Which technique from ex. would you use to add a personal touch?

Okay, thanks. I'm here to talk about the design proposals for the production plant at Taipei. My talk will be in three parts followed by a 30-minute discussion. I'm going to start with the background to each proposal – something about our negotiations with the Taiwanese government – then in the second part I'll go over the main

characteristics of each proposal, Proposal One and Proposal Two. Then in the third part I'll highlight some key considerations we have to bear in mind. Finally, I'll end with an invitation to ask questions or make any comments you like. We'll discuss matters arising from the talk ... Okay? So to begin with, a few words on the history.

Exercise 23. Choose one of the presentation situations below. Prepare four different openings using the techniques described above. Practice the openings with a partner.

1. Your company is developing a small car aimed at women.

Audience: a group of car dealers.

2. Your bank wishes to encourage young people to save money.

Audience: a group of students.

3. Your firm has produced a new wagon lamp which has unique features.

Audience: a group of rail customers at a trade fair.

Main Body

First the background, then the present situation, and finally the prospects for the future.

Now let's move to the first part of my talk, which is about ...

So, to begin with ...

There are three things to consider. First ... Second ... Third ...

We can see four advantages and two disadvantages. First, advantages. One is ... Another is ... Finally ...

On the other hand, there are two disadvantages. First ...

Let's move on to (the next part which is) ... So now we come to ...

If you take a look at this next slide, you will see that ...

So, to come back to my main point ...

That completes / concludes ... That's all (I want to say for now) ...

Exercise 24. Read a part of the main body of a presentation on Energy Resources in South America. Underline linking elements. The first one has been done for you.

Different countries' energy production is primarily based on their natural resources and their progress in exploiting them.

Now I'd like to talk briefly about Latin America, and three countries in particular, beginning with Venezuela, which for many years has had

a strong oil industry. For years the economy has been dependent on oil, and although there are other significant resources in Venezuela, especially water, the emphasis has always been on fossil fuels.

Let's look now at Argentina, which is quite a lot different to Venezuela in that it hasn't enjoyed such a long history of success with oil for the simple reason that they have a great deal less of it. On the other hand, they have developed better use of hydro-electric power, so the use of energy in Argentina has been spread around among many sources - but fossil fuels are once again the most important.

That's all I want to say about Argentina. Now let's talk about Peru.

For many reasons, principally economic, Peru is typical of the Andean countries in that there is far less development of actual resources than such a rich geographical land mass - and a long coast - might lead us to suppose. The Amazon basin is a rich source of very many types of possible energy source. The most important one here is oil, but the problem is, that exploitation of the oil resources conflicts with conservation and ecological responsibilities. And this is a political and economic problem. Now, so much for Peru. I now want to say something about the other opportunities in Latin America ...

Summarizing and Concluding

<p>Summaries restate what has already been said. Remember the maxim: 'In a presentation, say what you are going to say, say it, then tell them you've said it.'</p>	<p>Conclusion is different: it often contains a message which grows out of the information described in the main body of the talk. It may contain lessons learnt, recommendations and next steps.</p>
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I'd like to end by emphasizing the main point(s).

I'd like to end with ... (a summary of the main points; some observations based on what I've said; some recommendations; a brief conclusion).

That concludes (the formal part of) my talk. Now I'd like to invite your comments (questions).

Alright. Now, any questions or comments?

So, now I'd be very interested to hear your comments.

Exercise 25. Read the end of a presentation by Ben Seznec, Marketing Director of Foss, an agricultural machinery manufacturer. His talk is about company valuation. What is his key message?

So, that brings me to almost the end of my talk. I'd like to end with a short restatement of the main point. The key issue, the key understanding is that it is in valuing a company's assets, perhaps the key thing these days is the value of brand names. Most acquisitions are in effect attempts to take over brand names. Traditional valuation, based on tangible assets, is no longer sufficient.

So, what are the lessons that we can learn from this? I think most importantly, we have to build up the power of our brand names. We have to establish greater brand identity. This requires a radical approach to marketing, making our brand name the focus of all our efforts. This policy will best boost the company's assets. Thank you everyone for listening.

Read again. Is this a summary or a conclusion or is it both? Explain it.

Questions and Discussion

That's a difficult question to answer in a few words.

I don't have much experience in that field ...

I'm afraid that's outside the scope of my talk / this session.

Sorry, I'm not sure I've understood. Could you repeat?

Do you mean ... ? I didn't catch (the last part of) your question.

If I have understood you correctly, you mean ... ? Is that right?

Does that answer your question? Is that okay?

Exercise 26. Read two different ways of ending the same sales presentation by Maria Repps about an automatic warehouse system, the Storo. Decide if they:

- invite the audience to ask questions
- are a lead-in to a discussion
- invite the audience to ask questions and have a discussion
- request comments.

Example 1

So, I've described how the system works. Now, any questions?

Example 2

I think that covers the main points I wanted to tell you about ... thank you for letting me talk about the Storo System. So ... now ... I'd like to invite you to tell me about the needs that you have ... to suggest any specific qualities you need in a warehousing system ... and at the same time, if there is anything you are not clear about, please ask ... if anything needs clarification.

Exercise 27. Divide into groups of four. Each person should prepare part of a short presentation of the product or service. Use the following tips to make notes on the four Ps of one of your company's products or services. Then use your notes to give a short presentation to the class.

Product: What are the important aspects of your product? Why do people want to buy your product?

Price: What factors affect your price?

Placement: When and where is your product available to customers?

Promotion: List the ways in which you reach customers. What are your contact points?

End your presentation with a brief summary and/or conclusion. Finally, move to questions/comments or discussion.

Your colleagues should:

- ask questions
- ask for more details
- ask for clarification / repetition
- paraphrase part(s) of what you said
- offer more information based on their knowledge and / or experience.

Types of visual support: visual, film/video, picture/diagram, pie chart, segment chart/table, row/column, graph/bar graph/line graph, x axis or horizontal axis, y axis or vertical axis, left-hand/right-hand axis lines (in a line graph), solid line, dotted line, broken line.

Equipment: (slide) projector, diapositives (AmE), slides (BrE), computer tools, laptop, data projector, monitor, PowerPoint, modem, Internet download, overhead projector (OHP), slide (AmE), transparency (BrE), flip chart/whiteboard.

Study some rules of using visual supports

- Combination of OHP and flip chart with markers is often good.
- First visual should give the title of talk.
- Second should show structure of talk - main headings.
- Keep text to minimum - never just read text from visuals.
- Do not use too many visuals - guide is one visual per two minutes.
- Use pauses - give audience time to comprehend picture.
- Never show a visual until you want to talk about it.
- Remove visual once finished talking about it.
- Use of PowerPoint or similar software is a great presentations tool.

Exercise 28. Read the three advertisements from “International Railway Journal”. Choose one of the products and prepare a presentation of it. You are free to decide on the environment (meeting with your colleagues, scientific conference, presentation at the transport exhibition, etc.). Browse the web to find more information about the advertised product.

Continental

The Future in Motion

Sustainably on track

Greener, safer, and more economical – thanks to air spring systems and rubber-metal components from ContiTech Railway Engineering. Our products make rail vehicles quieter, ensure safe mobility on trams and underground railways as well as local and express trains, and withstand extreme climatic conditions from +50 to -50 C. And since we operate as both system and development partners, we value sustainability not only in our products but also in our relationships with customers.

ContiTech Luftfedersysteme GmbH

Tel. +49(0)51193850042

railway_suspension_parts@as.contitech.de

Now arriving: the train you’ve been waiting for MITRAC TCMS – intelligence on-line

The world’s most exiting live sportcasts are just a touch away on Bombardier’s new trains. Our new powerful MITRAC train control and management system takes trains on-line.

Passengers will enjoy constantly updated traffic information, individualized entertainment and internet access. Service personnel will receive full train diagnostics quickly and accurately. Security personnel will have access to real-time camera images and event alerts. And traffic operators will enjoy entirely new possibilities for cost-effective fleet management.

Our communication network is based on open-standard, scalable and secure IP-technology that offers higher bandwidth data transfer and has the capacity to integrate all on-board equipment. MITRAC TCMS also handles all communication between train and ground. Naturally, the system is rugged and railway proven in every detail.

This new way of travelling will give you a real kick.

info@mitrac.bombardier.com

TieTek, LLC Composite Sleepers

TieTek has developed an innovative solution for the traditional wood railroad sleeper. Applying a patented manufacturing process, TieTek has produced an alternative railroad sleeper that is superior in performance, environmentally correct, and able to provide significant value to its railroad customers.

The Proven Alternative:

- Over 100,000 in use
- Installs and handles like wood
- Longer life cycle than wood
- 100% recyclable and made primarily of recycled materials
- Impervious to insect damage and hostile environments
- Uses standard track fastening systems – cut and screw spikes
- ISO 9000 certified

Ideally formulated and manufactured for the toughest railroad environments.

TieTek, LLC

14315 W.Hardy Road, Houston, TX 77060, USA

Tel: +1 281 847 0029

Fax: +1 281 847 1791

Email: dbrink@tietek.com

Web: www.tietek.com

Exercise 29. Role-play: Presentations

Choose one of the following situations and prepare a presentation of a new product as part of marketing campaign to give to the rest of the group.

1. As sales director of a logistics company, you must make a presentation to launch your new range of containers to the forwarders. Your presentation should cover the main features of each product and emphasize their selling points. You may invent any information you wish about the company and its products.
2. Choose or invent a company in one of the following product categories: passenger services, freight services, rolling stock and its maintenance, track and track facilities, electrical products and telecommunication devices, road machines. As sales manager of that company make a presentation to your sales force on the latest additions to your product range. Your presentation should cover the main features of each new product and emphasize their selling points. You may invent any information you wish.

Words to remember:

revenue – прибуток, дохід (*money that a business or organization receives over a period of time especially from selling goods and services*)

income – прибуток, дохід (*money that you earn from your job or that you receive from investments*)

earnings – заробіток, прибуток (*the money that a person receives for the work they do in a particular period of time*)

advance payment – авансовий платіж

accept cheques – приймати чеки

at (on) short notice – у короткий строк, з короткочасним повідомленням

be subject to – підлягати

by return (of) mail – зворотною поштою

bill of exchange – вексель

borrow – позичати, брати в борг

cash – готівка, **pay in cash** – платити готівкою, **cash** – платити

cashier – касир

charge a commission – нараховувати комісію

clear the account – сплатити (погасити) рахунок

collect interest – стягувати відсотки

concession – поступка, концесія

currency – валюта

current account – поточний рахунок

deduct from – відраховувати з

deposit account – депозитний рахунок

draft – платіжне доручення, тратта, переказний вексель

drawee – трасат (людина, на яку виставлена тратта), платник (по векселю), векселедержатель

drawer – векселеодержувач, трасант (людина, яка виставляє тратту), укладач документа

earn (income, money, an interest) – заробляти (прибуток, гроші, відсоток)

expiry – закінчення строку дії

fee (royalties) – гонорар, винагорода

foreign exchange rate – курс обміну валюти

in advance – завчасно, заздалегідь
in due course – у відповідний час, у встановленому порядку
invoice – рахунок-фактура
issuing authority – органи влади, що дають накази, дозволи, ордери тощо
issuing bank – банк-емітент
letter of credit (L/C) – акредитив
lend – позичати, давати в борг
monthly statement – щомісячна відомість, баланс
outstanding (overdue) account – прострочений рахунок, несплачений рахунок
overdraft – перевищення (кредиту, рахунка)
owe – бути зобов'язаним, мати борг
pass book – банківська ощадна книжка
paying-in slip – бланк внесення грошей на рахунок
payee – одержувач грошей, пред'явник чека/векселя
receive payment – одержувати плату
reimbursement – компенсація, **reimburse** – повертати (суму), компенсувати
remainder – залишок, частка, що залишилась
salary – заробітна плата службовця, оклад
settle an account – сплачувати рахунок
sign a cheque – підписувати чек
supervise – керувати, контролювати; **account supervisor** – менеджер по роботі з клієнтами
transfer money – переказувати кошти
traveller's cheque – дорожній чек
value – вартість, цінність
wage(s) – заробітна плата робітника
withdraw money – знімати гроші

Exercise 1

a) Complete the sentences using the appropriate word from the box. Consult the active vocabulary for the unit if needed.

salary, revenue, wages, earnings, income, fringe benefits (perks), fee

1. How much ... did you earn on your shares last year? 2. Our company offers very good ...: a company car, expense account and so

on. 3. The best lawyers often ask for the highest 4. The machine operators have asked for another rise in their weekly 5. Total company ... for 1996 was the best yet. 6. My total ... this year, including salary, royalties, fees, dividends and perks, should exceed £300,000. 7. His annual ... is just under \$48,000.

b) How are these people usually paid: *factory worker, sales representative, senior manager, executive secretary, writer, lawyer, train dispatcher?*

Exercise 2

a) It is important to get paid for supplying goods or services but it is also important to get paid at the moment you want to. Late payments are not for cash flow! For this reason, it is essential to master prepositions of time. Match the prepositional phrase in box A with 'meaning' in box B.

A	B
in a week	a particular moment
on Friday 21 May	after a specific period of time
by the end of the month	before or on a specific day, date or time
at 6 o'clock	before the end of a stated period of time
within two weeks	a specific day or date

b) Some prepositions are used with certain fixed expressions. Which preposition from the list is used in these expressions?

<i>at ▪ by ▪ in ▪ on</i>

... due course	... advance
... this time next week/month/year	... arrival
... the latest	... return of mail
... short notice	... schedule
... the earliest	... delivery

c) Complete these sentences using *in, on, by, at, within*.

1. Could you let me have the documents ... Friday ... the latest?
2. The sales contract is due to be concluded ... ten days' time.
3. Payment will be made ... arrival of the goods.
4. You should receive payment ... the next two weeks.
5. It will be difficult to arrange payment ... such short notice.
6. We would be grateful if you

would forward your cheque ... return of mail. 7. Payment is 10% ... advance, the remainder ... delivery.

Exercise 3

a) Read the text and complete the gaps using one of the words from the box.

shares ▪ *shareholders* ▪ *worth* ▪ *invested* ▪ *stake* ▪ *spend*
earn ▪ *owe* ▪ *borrowed* ▪ *save* ▪ *dividend* ▪ *lent* ▪ *tax* ▪ *pay*

Me and my money

When I was eighteen I inherited £ 1000 from my grandmother. I ... half of the money on the Stock Market and the rest I put in the bank. I bought ... in three different companies and each one pays me a ... every year. I also have a 20 % ... in a small company started by a friend of mine. There are four other ... in the company. I have a small house in London. It is probably ... £ 250,000 now. I ... £100,000 from the bank when I bought it. I work as an accountant and ... a reasonable salary, but I have to pay a lot of My father ... me quite a lot of money for my studies and I still ... him about £ 5,000. I ... him back about £ 100 a month. I ... a lot of money on my favourite sport, skiing, but I also like to try and ... for my old age.

b) According to the text, are these statements true or false?

1. He owes his grandmother £1,000. 2. He sold his house in London.
3. He has shares in four companies. 4. He lent the bank money to buy the house. 5. He is a lawyer. 6. He pays a lot of tax. 7. His father gives him £100 a month. 8. He spends a lot of money on his hobby.

Exercise 4. Read the text about foreign exchange and decide if the following statements are true or false.

1. *The value of every currency changes daily.*
2. *Each bank tells its head office the current exchange rate.*
3. *Each country has Exchange Regulations.*
4. *Most countries have strict import regulations.*

In most countries it is possible to buy and sell currencies through a bank. Each day the head offices of banks announce the latest exchange rates. These rates are usually displayed on a board in each

branch. The banks 'buy high and sell low.' The banks also charge a commission.

However, foreign exchange is not an open market. You cannot go into a bank and buy as much as you want of any currency. The amount of currency that can be imported or exported is subject to each country's Exchange Regulations. Many countries want to import as much foreign currency as possible but strictly limit the export of their own currency.

Exercise 5

a) Read and role play the dialogues.

Man: I want to open a joint current account for myself and my wife, please.

Clerk: Ah, I see, sir. Well, first you have to see the manager.

M: Very well.

C: Have you got your passport?

M: Yes, of course.

C: A letter of introduction?

M: Oh, no, I'm afraid, not.

C: Never mind ... excuse me a moment.

b) Translate the answers of the bank clerk.

Lady: Excuse me, what is the exchange rate for French francs?

Clerk: Перепрошую, мадам?

L: What is the exchange rate for French francs?

C: Нажаль, я не знаю. Вам треба звернутися у відділ іноземної валюти.

L: Where's that?

C: Ось там.

c) Complete the dialogue with your answers.

Man: I'd like to transfer some money from my deposit to my current account.

Clerk: ... [запитайте, чи заповнив він відповідну форму]

M: Yes, here it is.

C: ... [подякуйте та запитайте, чи є в нього банківська книжка]

M: Yes ... there you are.

C: ... [подякуйте]

Exercise 6. Study the meaning of suffixes *-er(-or)* and *-ee*. Translate the words.

<p><i>-er(-or)</i> – позначає людину, яка виконує дію <i>-ee</i> – позначає людину, на яку спрямована дія</p>

Trainer – trainee, employer – employee, interviewer – interviewee, payer – payee, addresser – addressee, presenter – presentee, referrer – referee, consignor – consignee, examiner – examinee, drawer – drawee.

Exercise 7

a) Read the text about bank accounts and decide if the following statements are true or false.

- 1. You can only withdraw money 5 times a week from a current account.*
- 2. You cannot collect interest from a current account.*
- 3. The manager interviews the applicant because he wants to know how much money he earns.*
- 4. The applicant receives a cheque book immediately after the interview.*
- 5. A deposit is more popular than a current account.*
- 6. The bank keeps the pass book.*
- 7. The bank pays customers whose money is in a deposit account.*
- 8. It is possible to withdraw more than €20 from a deposit account.*

There are different kinds of bank accounts. The most popular are the current and deposit accounts. A current account pays no interest but it has other advantages. Firstly, it enables people to keep their money in a safe place. Secondly, it allows them to withdraw it at any time. Thirdly, it provides them with a cheque book so that they do not have to carry a lot of cash.

To open a current account it is necessary to see the branch manager. He has to decide whether the applicant is likely to keep the account in credit. A current account holder can only overdraw with the manager's permission. The manager will therefore want to meet the applicant to get the necessary background information. For example, he will want to know the applicant's occupation and his place of work. He will also probably want a reference from his/her employer. If, after

the interview the manager is satisfied with the applicant he will approve the application, arrange for the applicant to be given a cheque book and arrange for a monthly statement to be sent to him/her.

A deposit account is another popular kind of account. It has advantages over a current account. First of all it is easier to open than a current account. There is no need to see the manager. A customer only has to fill in a form and then deposit the minimum amount of money required by the bank. A deposit account earns interest for the customer. The bank invests the money that the customer pays in and, in return, the bank pays the customer interest.

b) List the advantages and disadvantages of a deposit and a current account.

	Advantages	Disadvantages
Current Account		
Deposit Account		

Exercise 8

a) Read and role play the dialogue.

Lady: I want to cash these cheques please.

Clerk: Certainly, madam ... Could I have your passport, please?

L: Yes, here you are.

C: Thank you ... would you sign each of them, please?

L: Could I have new notes?

C: Yes, madam.

b) Put the lines of the dialogue in order.

M: Yes, of course.

C: Thank you ... would you wait just a moment sir? There you are.

Clerk: Certainly, sir ... May I have your cheque book, please?

Man: I'd like to know the balance of my account, please.

M: Thank you.

c) Translate the word and word combinations in brackets.

Lady: I'd like (*покласти*) some money in my (*депозитний рахунок*).

Clerk: Could you (*заповнити*) a paying-in slip, please, madam?

L: Oh yes ... (*ось він*).

C: Could I have your (*банківська книжка*) too?

L: Yes, of course. Here you are.

d) Compose the dialogue for the following situation: *the woman wants to close her account, and the clerk explains that she has to check the account, write out a cheque to herself for that amount, and return the cheque book to the cashier.*

Exercise 9

a) Read and translate the dialogue. Learn the expressions typical for telephone conversation.

Walker: Good morning. This is Elaine Walker from Coopers. *I'm calling to Stylehouse and I'd like to speak to someone in your accounts department.*

Austin: Hello, Ed Austin here. How can I help?

W: I'm calling from Coopers about an overdue account. Shall I give you the details?

A: Yes, go ahead!

W: Our invoice number is 11299 and your purchase order number is XZ632.

A: I'll just get the details up on my screen, wait a bit, please. Ah yes, Coopers. Can you confirm the amount outstanding?

W: It's now £22,306. This includes interest we've added since last month.

A: That's not the figure I have. This invoice is for £21,761.

W: You'll notice that our terms are thirty days net. After that we add interest daily to all overdue accounts. £22,306 reflects that addition. We advised you of this in our last letter.

A: I'm not sure about this. I need to speak to my manager. *Hold on.*

W: That's okay, I'll wait.

A few moments later ...

Barton: Sarah Barton, Accounts Supervisor, I hear you have a problem with your account.

W: The problem we have with our account is that Stylehouse has not paid it! Can you tell me what the problem is and when we can expect payment?

B: I can't see why you haven't received payment yet. I'll need to look into this and get back to you. *Can I take your number?*

W: My number is 02086759463. I need your answer today, though. We've sent you three reminder letters so far and we will be taking further action if the account is not settled promptly.

B: I promise *I'll call you back* before five p.m.

b) Find in the text English equivalents for the following combinations.

Бухгалтерський відділ, прострочений рахунок, номер рахунка-фактури, замовлення на покупку, якщо ви почекаєте хвилинку, підтвердити суму заборгованості, це включає відсотки, 30 днів без відсотка, щоденно додавати відсотки, почекати на лінії, передзвонити вам, лист-нагадування, братися за подальші дії, рахунок, не сплачений своєчасно.

c) Complete the sentences below using the following words:

<p><i>overdraft</i> ▪ <i>overdue</i> ▪ <i>outstanding</i> ▪ <i>purchase</i> ▪ <i>size</i> <i>addition</i> ▪ <i>account</i> ▪ <i>supervisor</i></p>
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1. The ... of Coopers' ... has become rather large. 2. The Accounts Manager, Elaine Walker, is chasing up* an overdue 3. She telephones Stylehouse and gives a member of their accounts department, Ed Austin, the invoice and ... order numbers. 4. Ed and Elaine do not agree on the amount 5. Elaine informs Ed of the daily ... of interest to all ... accounts. 6. He puts Elaine through to his ..., who is surprised that Coopers haven't received payment and promises to get back to Elaine.

* *chase up* – перевірити, вневнутися

(1 *size/overdraft*; 2. *account*; 3 *purchase*;
4 *outstanding*; 5 *addition/overdue*; 6 *supervisor*)

Exercise 10

a) Complete the gaps in the table. Translate the words.

Noun	Verb	Person
share	share	shareholder
savings		
	lend	
	invest	
loss		
borrowings		

b) Complete the sentences using words from the table.

1. We spent more than we earned so we made a 2. At the Annual General Meeting the year's results are presented to the 3. The bank gave us a ... of £ 25,000. 4. Every month I ... 5 % of my salary in a fund. 5. Can you ... me some money? The bank is closed.

Exercise 11. Read the text about credit cards and decide if the following statements are true or false.

- 1. Any customer can have a credit card.*
- 2. The user can spend only a certain amount.*
- 3. The user must spend €250 per month.*
- 4. The bank pays the bills then the user pays the bank.*
- 5. A credit card has advantages and disadvantages.*
- 6. You always pay interest if you use a credit card.*

Many banks now offer their customers credit cards. Any customer can apply for a credit card. If the bank thinks the customer is a good risk, it will issue him with a card and inform him of his personal credit limit.

For example, the bank might allow a customer a limit of €250 per month. This means that every month the customer can use his card to pay for €250 worth of goods and services or to borrow €250 in cash, travellers' cheques or foreign currency. It does not matter if the customer's bank account is empty, when he spends or borrows the €250.

At the end of the month the bank will send the customer a statement. Provided the customer clears his account every month the facility will cost him nothing. He will have a month's credit free.

However, if the customer fails to clear his account every month he will be charged some interest per month on the outstanding balance. This alternative form of money can become very expensive, therefore.

Exercise 12. Read the text about travellers' cheques and decide if the following statements are true or false.

1. *Travellers' cheques cannot be lost or stolen.*
2. *They are easy to cash.*
3. *You must always order travellers' cheques.*
4. *You pay twice for travellers' cheques.*
5. *You must sign each cheque twice.*
6. *You must keep a record of your cheques.*

When travelling abroad it is always wise to carry your money in travellers' cheques because cheques are protected against loss or theft. If your cheques are lost or stolen the issuing authority will refund your money.

Not only are they safe, they are also convenient. They are available in different denominations and different currencies and they can be cashed at most banks throughout the world. Most shops, hotels and restaurants also accept them.

To obtain travellers' cheques you usually go to your bank. They can be paid for in cash or debited to your account. Large amounts, however, must be ordered in advance.

For the safety and convenience of travellers' cheques you are charged two commissions. An insurance commission when you buy them and an encashment commission when you cash them.

They are very easy to use. When you collect them you sign each cheque once. The cashier may enter the amount in your passport. When you cash them you sign each cheque again. The cashier will usually ask to see your passport again too.

It is advisable to make a note of the serial numbers and denominations of your cheques in case they are lost or stolen. Keep this separate from the cheques.

Exercise 13. Choose the correct words to complete these dialogues.

1. A: That's a beautiful car. Where did you *sell/buy* it?

B: At a garage in Rome. It's *worth/worse* £ 15,000 but I *paid/bought* £ 12,000.

2. C: Hi! How's the new job?

D: It's OK but I don't *win/earn* enough.

C: Where are you living?

D: In a new flat. I *lent/borrowed* some money from the bank, but I think I will have to *sale/sell* my car.

3. E: How are you?

F: Fine. I'm going to the Bahamas next week.

E: Really? That's expensive. How can you *offer/afford* it?

F: I bought some *parts/shares* in a high tech company and I sold them last week at a big *benefit/profit*.

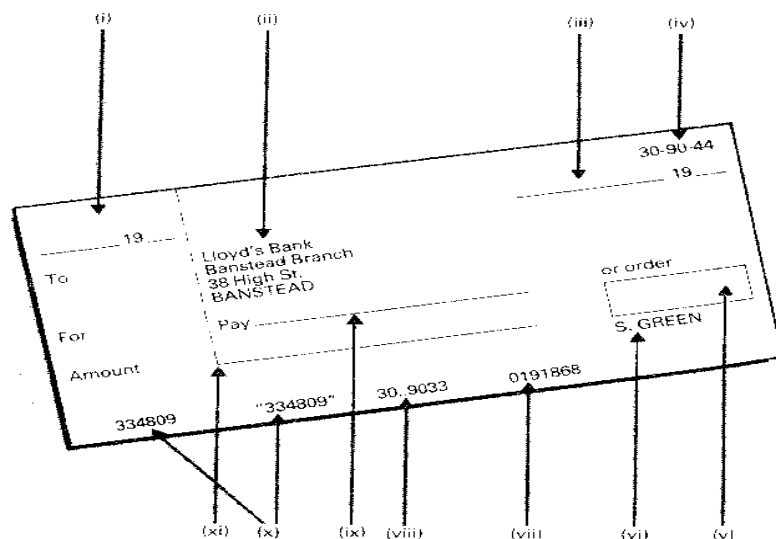
Exercise 14

a) Study forms and methods of payment.

Payment in foreign trade may be made in cash and on credit. There are different methods of **cash payment**: by cheque, by transfer, by a letter of credit, and payment for collection.

Methods of **payment on a credit basis** include: by drafts, in advance, on an open account.

b) Study the cheque and the information it provides. Consult the active vocabulary for the unit.



(i) – cheque stub

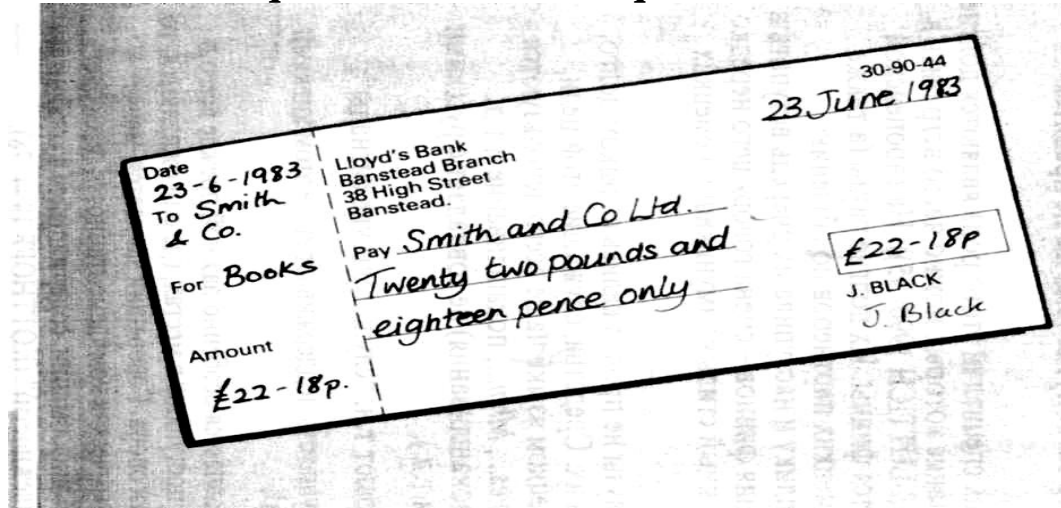
(ii) – issuing bank

(vii) – account number

(viii) – bank number

- (iii) – date
- (iv) – bank code
- (v) – amount in numbers
- (vi) – name of drawer
- (ix) – name of payee
- (x) – cheque number
- (xi) – amount in words

c) Look at the cheque and answer the questions below.



1. How much is the cheque for?
2. What is the address of the issuing bank?
3. What is the account number?
4. What is the date?
5. What is the name of payer?
6. Who signed the cheque?
7. Who is the cheque made out to?
8. What is the bank number?
9. What is the bank code?
10. What is the cheque number?

Exercise 15. Look at the letter of credit and answer the questions.

Letter of credit (an official letter from a bank allowing a person to take money from another bank) – акредитив

advising bank – банк, що сплачує по акредитиву

beneficiary – одержувач, бенефіціар

bill of lading – накладна

1. Who is the buyer?
2. Who is the seller?
3. Which is the opening bank?
4. Which is the advising bank?
5. What kind of letter of credit is it?
6. What kind of draft will be attached to the transport documents?

ROYAL BANK London, England	Letter of Credit	
Applicant Shah Import Co. 176 Stepney Road London SE23 7HL U.K.	Beneficiary Rajah Tea Company 65 Gandhi Road Bombay 297645, India	Advising bank Anglo-Indian Bank Governor's Bldgs. Bombay 273645, India
Reference no. HFDS9876	Date and place of issue 20 June 1999, London	Date and place of expiry 27 July 1999, Bombay
Transshipment [] Allowed [x] Not allowed Partial shipment [] Allowed [x] Not allowed	Amount Rs. 75,000 (seventy-five thousand rupees) Credit available with Anglo-Indian Bank, Bombay by negotiation against the documents named herein and beneficiary's draft at 60 days sight drawn on Royal Bank, London, UK	
Shipment/dispatch from Bombay	For transportation to London	Not later than 6 July 1999
<p>Documents to be presented</p> <p>Commercial invoice in 6 copies indicating L/C number Full set of clean bills of lading made out to order of issuing bank of L/C marked prepaid and notifying applicant also indicating this L/C number Certificate of origin Packing list</p> <p>These documents to be presented within ... days of the issue of the transport documents but within the validity of the credit.</p>		
<p>Instructions for advising bank</p> <p>Please advise beneficiaries of the opening of this credit, adding your confirmation.</p> <p>Method of reimbursement</p> <p>At maturity we will reimburse you according to your instructions</p> <p>Documents should be forwarded to us by air mail.</p>		
<p><i>James Anderson</i> for ROYAL BANK</p>		

***Here are some abbreviations you can meet
in business documents:***

Dt. deb. (= Debit)

a/c (= account)

b/t (= brought forward) перенесено на більш пізній термін

c.w.o. (= cash with order) готівковий розрахунок при отриманні
ЗАМОВЛЕННЯ

Cr. (= Credit)

c/f (= carried forward) перенесено

Bal. (= Balance)

N/C (= no charge) без нарахувань

Exercise 16

a) Read and translate the dialogue 'Discussing the price problem'.

Brown: Let's discuss the commercial side of our transaction. We were inclined to consider the prices today.

Green: You find them attractive, don't you?

B: Unfortunately, no. Comparing them with your competitors' they are 5-10 % higher.

G: I'm afraid, I can't agree with you there. Don't you know that we have made some modifications and reduced the power consumption of our equipment?

B: I know that. However our main requirements are reliability and trouble-free performance of the equipment.

G: We can assure you that we won't let you down.

B: It's fine. But as we are in close touch with the market now we are informed that other companies can quote lower prices.

G: Right, but business is business. What are your reasons for a discount?

B: I've already mentioned your competitors' prices. Besides, your price must depend on the amount of the Contract.

G: Well, if you increase your order to ... dollars we will be able to give you a 2 % discount.

B: It's better, but we expected at least a 4 % discount.

G: Let us make some calculations. 3% and no more. Even this concession leaves only a very small profit for us.

B: I'm afraid that at this time we can't raise the sum of the Contract. Would you take risks and sign our first contract at this price.

G: Well, that's reasonable. We always give our partners a square deal. But this price is final. What currency can you pay: in sterling or dollars?

B: We insist on dollars.

G: No objections. We could meet tomorrow after you look through all papers closely. What time could you come here again?

B: I suppose I can make it only after two.

G: Than see you at 3. Goodbye.

b) Revise the following word combinations and translate them.

Terms of payment, commercial side, important transaction, competitors, to make some modification, to reduce the power consumption, our requirements, reliability, trouble-free performance, we can assure you, we won't let you down, quote lower prices, circumstances, the amount of the contract, reasons for discount, to increase your order, let us make some calculations, concession, profit, to raise the sum of the Contract, to sign the Contract at this price, this price is final, currency, unfortunately no.

c) Translate the following expressions.

Підписати контракт на цю вартість, ця ціна – остаточна, наші вимоги, важлива угода, конкуренти, ми вас не підведемо, скоротити енергоспоживання, з нашого боку, безперебійна робота, збільшити замовлення, ціни привабливі, давайте проведемо деякі розрахунки, сума контракту, маленька знижка, збільшити суму контракту.

d) Translate the following sentences.

1. Давайте обговоримо комерційну сторону нашого контракту.
2. На жаль, Ваші ціни вищі, ніж ціни інших компаній.
3. Ви вважаєте їх припустимими, чи не так?
4. З нашого боку ми можемо запевнити, що забезпечимо безперебійну роботу нашого обладнання.
5. Давайте проведемо деякі розрахунки.
6. Ваші ціни залежатимуть від суми контракту.
7. Ми не можемо підписати контракт на цю ціну.
8. Якщо Ви збільшите суму контракту, то ми дамо вам знижку на ціни.
9. Нам потрібен час, щоб переглянути всі папери уважно.
10. У якій валюті Ви зможете сплатити?

e) Translate the following dialogue.

Романов: Пане Іванов, я вибачаюсь, але ми не зможемо підписати контракт з Вашою компанією на цю ціну. Ми працюємо у тісному співробітництві зі світовим ринком і згідно з нашою інформацією, Ваші конкуренти встановлюють нижчі ціни.

Іванов: Ви частково маєте рацію. Це так, ціна висока, але Ви повинні взяти до уваги той факт, що ця модель – останнє слово в електронній промисловості. Її конструкція враховує сучасні тенденції, та ми можемо гарантувати високу надійність комп'ютерів.

Р: Ми все це знаємо. Але, незважаючи на це, ціна не дуже приваблива. Чи буде остаточна ціна залежати від кількості комп'ютерів, які ми придбаємо у Вас?

І: Безсумнівно. Якщо Ви збільшите Ваше замовлення на 5 комп'ютерів, ми зможемо надати 2 %-ву знижку на ціну.

Р: Я вважаю, що ця знижка дуже замала. Я сподіваюся на знижку у 4%.

І: Дозвольте провести розрахунки. Так, 3 % та не більше, бо ця знижка дає нам дуже маленький прибуток.

Р: У такому разі я хотів би обговорити це питання з моїм керівництвом. Тільки після цього я зможу прийняти остаточне рішення.

Exercise 17

a) Read the article about on-line banking.

More and more people are choosing to do their personal banking on-line. But what can on-line banking offer that other types of banking can't?

Firstly, by banking on-line you are not limited to a bank's opening hours. You can check your bank account 24 hours a day, whenever it suits you. Transferring money from a savings account to a current account, opening an account or seeing how much interest you have earned, will take you just a few seconds. Compare that with the time you need to come to your local bank, queue up and carry out your transaction.

On-line banking offers you numerous other services, from buying shares, to making deposits, to ordering cheque books, to paying bills. For many people a particularly useful feature of this kind

of banking is the fact that you have access to a large database, which contains details of all your accounts and the business you have done over the years.

All you need is an Internet connection to download the financial data onto your computer. You may not be able to pay cash on-line. So, on-line banking does offer many benefits.

At present banks especially those engaged in foreign trade and foreign exchange transactions find it useful to become part of the international electronic message switching network operated by SWIFT*. The acronym stands for the Society for Worldwide Interbank Financial Telecommunications which provides the network that enables financial institutions to send and receive information about financial transactions in a secure, standardized and reliable environment

** міжнародна міжбанківська система передачі інформації та здійснення платежів (СВІФТ)*

b) Write out from the text a list of the services on-line banking can provide for their clients and give your opinion about the advantages of on-line banking for foreign transactions.

Exercise 18

a) What goods or services do you buy over the Internet? What do you prefer not to buy? What problems have you had buying on the Internet? What kinds of products or services are best sold on the Net? What are the risks of e-commerce for the companies involved and for their customers?

b) Read some tips on online shopping.

The internet has expanded our choices of where and when to shop, but it also has its hazards. Here are some things that you should think about before becoming an Internet shopper.

It is safer to buy from reputable companies, so do a little research on the company before making your purchase. Check carefully all the contact details of the company. Look for a street address and a landline telephone number, not just an e-mail address. Also, consider any extra costs – things like shipping costs and taxes –

that you may have to pay and decide if it's actually worthwhile buying online.

Generally, people pay for online goods with credit cards. Make sure that the site is secure. At the bottom of the page, you should see a small 's' – which stands for 'secure' – along with a picture of a padlock. Make sure you keep copies of the order form and the acknowledgment notice that you receive.

When you buy online, you have the same legal rights as when you buy in a store. However, it's very important to read all the terms and conditions of the sale before you buy.

Always check your bank statement after making a purchase and make sure that only the amount that you paid has been deducted from your balance.

Each country has its own consumer affairs offices that should be able to advise you if you find that you have been cheated while shopping online. The most important thing to remember is 'if in doubt, don't buy.'

c) Complete the notes.

Before you buy: _____

How to pay: _____

Precautions: _____

Where to go for help: _____

Exercise 19. Make a report on your recent online shopping. Don't forget to answer the following questions.

1. Which search engines do you use?
2. What makes a website easy or difficult to use? Why?
3. What do you like about the sites you visit regularly?
4. How much time do you spend browsing on the Net?
5. How can businesses make sure their websites receive more hits than their competitors?

TELEPHONING: Useful language

Introducing yourself

Hello, who is calling?
Good morning, my name's (this is...)
I'd like to speak to ..., please.
Could I have the ... Department, please?
Is Mr Smith available?
Could you put me through to the HR department?
Could you tell me what time the Managing Director will be available?

Transferring a call

I'll check if he's in.
Hold on a minute, please.
Just a moment please, I'll put you through (I'll transfer you) to Mr Smith.
Just connecting you now.

Saying someone is not available

Sorry, he's away (not in, at the meeting, out of town).
I'm afraid Mr Smith is not available right now.
I'm afraid we don't have anybody here by that name.
He's not at this number any longer.
His new number is 122078.
Sorry, I think you've got the wrong number.

Asking for repetition

Sorry, I didn't catch (your name, your number, your company name).
Excuse me, could you repeat... . Could you spell (that, your name), please.

Setting up appointments

Could we meet some time next month? When would be a good time?
Would Thursday at 5 o'clock be good for you? What about July 21st?

Ending a call

Okay, I've got that now.
Thanks very much for your help.
Please call if you need anything else.
I look forward to ... seeing you / your call / your letter / our meeting.

Leaving and taking messages

Could I leave him/her a message?
Please ask him/her to call me at ...
Would you like to leave a message?
If you give me your number I'll ask him/her to call you later.

Exercise 20. Role play the three phone conversations. What are they about? Learn the expressions used in telephoning. Make similar dialogues.

Phone conversation 1

Reception: Good morning, 'Riegling and Co'. Can I help you?

Chris Witt: Hello, I'm Chris Witt from 'Sadler and Sons Ltd.'. Please could I speak to Mr. Jeff Smith?

R.: I'm sorry, but Mr. Smith isn't in at the moment.

Ch.W.: I see. When do you think I could contact him?

R.: Well, at the moment he's away. He hasn't left his schedule for today. Would you like to leave him a message?

Ch.W.: Yes. Perhaps you would ask Mr. Smith to call me? My name is Witt, W...I...double T, Chris Witt. And my phone number is 181-166-7851.

R.: I got it, Mr. Witt.

Ch. W.: Thank you. I look forward to hearing from Mr. Smith.

R.: It's a pleasure. Thanks for calling. Bye for now.

Phone conversation 2

Mr. Jackson: Good morning, Sales Department of the L.L Bean company.

Brenda Dyer: Good morning, my name is Brenda Dyer. I'm calling from GMC in Detroit, Michigan. *Could I speak to Mr. Jackson, please?*

Mr.J.: Speaking. Good morning, Miss Dyer. *What can I do for you?*

B.D.: My colleague Joan Smith wrote to you recently and we received your sales material. We're interested in ordering some T-shirts to give away as Christmas gifts to our customers. We understand we can create our own design. Is that right?

Mr.J.: Yes, that's right. You send us a deposit and we produce a proof garment from your design.

B.D.: We are a little anxious about the delivery times. You see, we need the goods by mid-November at the latest.

Mr.J.: Yes, I see. Well, if you send your order off now, you should receive our proof garment in two weeks.

B.D.: Two weeks?

Mr.J.: Well, we could make it one week if you write a note saying it's urgent.

B.D.: Good.

Mr.J.: Then if you send us the order, we can send you the invoice immediately.

B.D.: If we fax you a copy of our banker's order, would you accept that or do you wait until the money is credited to your account?

Mr.J.: I'm afraid we have to wait until we receive the money. But it usually takes two or three days at the most.

B.D.: Thank you very much indeed, Mr. Jackson. You've been most helpful.

Phone conversation 3

- Hello. Western Airlines. Can I help you?
- Yes. Can you check if there are any seats available for a flight to Los Angeles please?
- Hold on a minute... Yes, sir. When are you thinking of flying?
- On the morning of the twelfth. The first available flight.
- Is six fifteen too early?
- No that's fine. Well, maybe it's a little early. Have you got something a bit later? Around ten or eleven perhaps?
- There's a flight at ten twenty that gets in at two thirty.
- That would be great. How much is it?
- Two hundred and ten dollars plus tax.
- Fine.
- What's the name please, sir?
- Weyels. Jack Weyels - W...E...Y...E...L...S.
- How would you like to pay?
- I'll pay on my VISA card.
- Could you give me the card number and expiry date, please, sir?
- Sure, it's 2235-2500-97664, January 20th, 2003.
- Thank you for calling us. Please make sure you're at the airport forty minutes before the flight.
- Thank you. Bye.

Exercise 21. Complete the gaps with the words from the box.

<i>leave</i> ▪ <i>take</i> ▪ <i>could</i> ▪ <i>call</i> ▪ <i>would</i> ▪ <i>tell</i> ▪ <i>call back</i> ▪ <i>repeat</i>

1. A. Can I ... a message?

B. Yes, please.

A. Please ... him I'll arrive at about three in the afternoon.

2. A. He isn't here at the moment. ... you like to leave a message?
 B. Yes, ... you say Mr. Sorensen called?
 A. I'm sorry, can you ... your name?
 B. Yes, it's Sorensen. S...O...R...E...N...S...E...N.
3. A. Shall I ask him to ... you tomorrow?
 B. No, it's OK. Please tell him I'll ... later.
4. A. I'd like to ... a message for Mr. Casey, please.
 B. Yes, of course. Who's calling?
 A. Angelo Gherrini, from Milan.

Exercise 22

a) Read some samples of the recorded voice.

You have reached the Telecom office. We are not able to take your call right now. Please leave your message after the tone, and we'll get back to you as soon as we can. Thank you for calling.

Hello, I'm Steve Banks, B...A...N...K...S from Cooper and Brothers. Please give me a call regarding the delivery time of the stationery you have ordered. I'm available every morning between 9 and 11 at 412-6528. Thanks, bye.

b) Leave messages on the answering machine of your business partners in the following situations:

- a you are calling to confirm your arrival time;
- b you are calling to invite them to a press conference;
- c you are calling to let them know how many people will be present at the reception;
- d you are calling to remind them of their promise to bring samples of product for tomorrow's meeting.

Exercise 23. Fill in the blanks with equivalent expressions.

*hang up ▪ cut off ▪ back ▪ get through ▪ hold on ▪ collect ▪ leave
 put you through ▪ up ▪ afraid ▪ busy ▪ extension*

1. I'm trying to connect you. – I'm trying to put you through.
2. We've been disconnected. – We've been _____.
3. I can't connect to the number. – I can't _____.
4. I'll put down the receiver now. – I'll _____ now.

5. Would you like to wait? – Would you like to _____?
6. The number's engaged. – The number's _____.
7. I'm sorry, he's on another line. – I'm _____ he's on another line.
8. Can you speak more loudly? – Can you speak _____?
9. Could you call again later? – Could you call _____ later?
10. Can I give you a message? – Can I _____ a message?
11. I'd like the person I'm calling to pay for this call. – I'd like to make a _____ call.
12. I need internal 291, please. – I need _____ 291, please.

Exercise 24. Put the conversation into the correct order. Three people are involved in this jumbled conversation: Michael Sullivan of Global Engines, Bill Gould of Parsons Engineering and a receptionist.

- Right. Well, thank you for your call.
- Parsons Engineering. Can I help you?
- Yes, they've just been dispatched by DCL Courier. They should be with you by tomorrow morning. If there's any problem, then just get back to me.
- I'm afraid he's on another line at the moment. Would you like to hold or can I take a message?
- Hello. My name is Michael Sullivan of Global Engines. I've been trying to get through to you. I'm calling to find out whether the spare parts I ordered last week have been sent off.
- Mr. Gould is free now. I'm putting you through.
- No, it doesn't matter. I'll hold.
- Hello, this is Michael Sullivan of Global Engines. Could I speak to Mr. Gould in Customer Services, please?
- Thank you. Good bye.
- Oh, good. Yes. OK, but I hope it won't be necessary.
- Hello. Bill Gould.

Exercise 25. Translate the following sentences into English.

1. Добрий день. Це Білл Сміт з «Global Engines». Я телефоную з Детройту. Чи можу я поговорити з містером Бренденом?
2. Чим можу допомогти?
3. Операторе, мені потрібен додатковий 367, будь ласка.
4. На жаль, містера Джеффа Вайта не має зараз на місці. Він не залишив свого розкладу на сьогодні. Чи не бажаєте

ви залишити йому повідомлення? 5. Можливо ви скажете йому передзвонити мені? Мій телефонний номер 126-485-3397. Дякую, буду з нетерпінням чекати на звістку від нього. 6. Передзвоніть мені, будь ласка, з приводу часу доставки канцтоварів, які ви замовили до вашого офісу. Я у вашому розпорядженні кожного ранку з 9 до 11 по телефону 352-6481. 7. Вибачте, чи не могли б ви повторити своє ім'я? Я не зрозумів. 8. Дуже дякую! Ви були дуже послужливі. 9. Не кладіть трубку, будь ласка. Я намагаюсь вас з'єднати. 10. Цей номер зайнятий, абонент на іншій лінії. Я вішаю трубку. 11. Розмовляйте голосніше! 12. Зв'язок дуже поганий і я боюся, що нас роз'єднують. 13. Я хотів би зробити дзвінок за рахунок абонента (Я б хотів, щоб абонент, якому я дзвоню, сплатив рахунок за цей дзвінок). 14. Чи не могли б ви прийняти повідомлення?

Exercise 26. Make up dialogues for the following situations.

1. Mike McDonald tries to call Harry Lee but, according to the receptionist, Harry is out of the office. Mike is invited to leave a message, but he decides not to.
2. Veronica Day calls Cynthia Smiley to organize a meeting. They agree upon a date and time.
3. Victor Nesterenko calls railway station information service to know how he can get to Izmail: the train schedule, departure time, tickets available and the price.

Words to remember:

available – той, що є у наявності

be in charge of – відповідати за, **person in charge** – відповідальна особа

be subject to – залежати від, підлягати

body of the letter – головна частина листа

complimentary close – вираз ввічливості наприкінці листа

dispatch of – відправка

distinguish – відрізняти

enclosure – додатки (до листа); **enclose** – додавати до листа

enquiry – запит

effect – здійснювати

execute an order – виконувати замовлення

forwarding agent – експедитор

grant – надавати

inside address – внутрішня адреса, адреса одержувача

invoice – рахунок-фактура

letter head – шапка листа

mailing indications – поштові позначки

offer – пропозиція; робити пропозицію

firm offer – тверда пропозиція

offer without engagement (non-binding offer) – пропозиція без зобов'язань

solicited offer – затребувана пропозиція

unsolicited offer – пропозиція за власною ініціативою

omit – пропускати, не включати

order – замовлення

trial order – пробне замовлення

firm order – тверде замовлення

standing order – постійне замовлення

initial order – перше замовлення

follow-up order – наступне замовлення

merchandise on call – товар на вимогу

advance order – попереднє замовлення

bulk order – оптове замовлення

repeat order – повторне замовлення
owing to – завдяки
per pro – підпис за когось, від імені та за дорученням
place an order (*with smb*) – розмістити замовлення
post script – постскриптур, приписка
quote terms of payment – встановлювати умови платежу
receiver – одержувач
reference – посилання
salutation – привітання
sender – відправник
settlement of an account – сплата рахунка
signature – підпис
turnover – обіг

Structure of a Business Letter

A business letter may consist of: letter head, sender's address, reference, date, special mailing indication, 'confidential' line, inside address, attention line, salutation, subject, body of the letter, complimentary close, signature, initials of the person in charge, enclosures, copies, post script.

Exercise 1. Read three letters paying attention at their sections.

Letter 1

*Sender's
address*

Arriva Trains Wales
 St. Mary's House
 47 Penarth Road
 Cardiff
 CF10 5DJ
 6th May 2013

Date

*Inside address
(Receiver's
address)*

SHC Heavy Industry Co., Ltd
 Warwick House
 Warwick Street
 Forest Hill
 London SE23 1JF

Attention line

For the attention of the R&D Manager

Salutation

Dear Sir or Madam,

*Body of the
letter*

Please would you send us details of your new stainless steel profile sections for body structure of

high speed trains which were advertised in the April edition of IRJ.

Complimentary close
Signature Yours faithfully,
B.Kaasen

Letter 2

Letterhead

SHC Heavy Industry Co., Ltd
Warwick House, Warwick Street, Forest Hill, London
SE23 1JF
Chairman John Franks O.B.E.
Directors S.B.Allen M.Sc., N.Ignot, R.Lichens
Telephone (081)5661861 Fax: (081)5661385

References

Your ref: 6 May 2013
Our ref: DS/MR

11th May 2013

Ms B.Kaasen
Arriva Trains Wales
St. Mary's House
47 Penarth Road
Cardiff
CF10 5DJ

Dear Ms Kaasen,
Thank you for your enquiry which we received today. I am enclosing our catalogue with detailed description of our new stainless steel profile sections for body structure of trains. I would like to draw your attention to pages 31-35 in the catalogue where you will find information about tests conducted last month on our testing facilities regarding the sections. We would welcome any further enquiries you have, and look forward to hearing from you.

Yours sincerely,
Mary Raynov (Ms)
p.p. D.Sampson
Senior manager of R&D Dept.

Per pro
Company
position
Enclosure

Enc.

Letter 3

SHC Heavy Industry Co., Ltd

Warwick House, Warwick Street, Forest Hill, London
SE23 1JF

Chairman John Franks O.B.E.

Directors S.B.Allen M.Sc., N.Ignot, R.Lichens B.A.

Telephone (081)5661861 Fax: (081)5661385

Your ref:

Our ref: DS/MR

Date: 21st July 2014

Ms B.Kaasen

Arriva Trains Wales

St. Mary's House

47 Penarth Road

Cardiff

CF10 5DJ

*Private and
confidential*

Private and confidential

Subject title

Non-payment of invoice 322/17

I am sorry to see that, despite several reminders, you have not yet paid the above-mentioned invoice. Unless, therefore, the account is cleared within 14 days of the above date, I shall have no alternative but to place the matter in the hands of our solicitors.

Yours sincerely,

Mary Raynov (Ms)

p.p. D.Sampson

Sales manager

Copies

c.c. Messrs. Poole & Jackson Ltd., Solicitors

Примітка 1. Дата може бути вказана так: 13, 2010, або 13th July 2010, або July 13th 2010. Місяць у даті не треба позначати цифрою, напр. 11.01.13 означає 11 січня 2013 року у Великій Британії, але 1 листопада 2013 року у США.

Примітка 2. Літери у посиланні відповідають ініціалам автора та людини, що підготувала цей лист.

Примітка 3. Якщо ім'я та прізвище адресата відомі, вони вказуються перед внутрішньою адресою так: *Mr. J.E.Smith* або *Mr. John Smith*, але НЕ *Mr. Smith*.

Існують такі форми звернення: *Mr* (до чоловіка), *Mrs* (до заміжньої жінки), *Miss* (при звертанні до незаміжньої жінки), *Ms* (при звертанні до заміжньої або незаміжньої жінки), *Messrs* (до двох або більше чоловіків). Адресувати лист можна на ім'я адресата, його посаду або на ім'я фірми.

Примітка 4. Якщо ім'я та прізвище адресата невідомі, можна звертатися так: *Dear Sir (Sirs, Madam, Sir or Madam, Gentlemen)*.

Примітка 5. Complimentary close залежить від звернення:

<i>Title</i>	<i>Complimentary close</i>
Mr/Mrs/Miss/Dr/Professor/General Smith	Yours sincerely
Sir / Madam	Yours faithfully

Exercise 2

a) Nowadays it is very popular to use e-mail letters in business relations. This type of correspondence has its own rules, and every businessman should be familiar with them. Read the tips for writing effective emails:

1. Use a short and clear subject line.
2. Use short and simple sentences.
3. Include just one main subject per email – the other person can reply and delete it.
4. Don't use jokes, personal comments, etc, in business emails.
5. Consider using numbered points instead of continuous text.
6. End with an action point.
7. Don't ignore capital letters, spelling and basic grammar – when writing to people outside the company – a careless email creates a bad impression.
8. Tailor your email to the reader: level of formality, buzzwords, etc.

b) Read an example of original letter and reformulated email.

Original Letter

Thank you for your letter dated 25 March enclosing a brochure with details of your new multimedia products. I apologize for not replying sooner, but I have been out of the country on business.

We are particularly interested in your wide-screen displays offering passengers a variety of information, not only train-related, but also news, weather forecasts, and advertisements. I would be grateful if you could give me details of prices and discounts you can offer as well as information about installation, testing and maintenance.

Reformulated e-mail

Thanks for your e-mail with the attachment showing your new multimedia products. Sorry I haven't been in touch – I've been really busy.

We're very interested in the wide-screen displays.

Can you give info re prices/discounts and info re installation, testing and maintenance?

Примітка. Для того, щоб email були коротші, часто використовують скорочення або аббревіації для часто вживаних словосполучень. Вони називаються *TLAs (three-letter acronyms)*, хоча деякі з них мають більш ніж три літери.

pcs – pieces

asap – as soon as possible

pls – please

btw – by the way

bw – best wishes

qty – quantity

bfn – by for now

fyi – for your information

iow – in other words

nrr – no reply necessary

otoh – on the other hand

re – regarding

rsvp – please reply (*fr. répondez s'il vous plaît*)

imo – in my opinion

tbc – to be confirmed

nb – please note (*lat. nota bene*)

Letters of Enquiry

An enquiry (inquiry) is a request for information. Information you may ask for in this type of letters includes: terms of delivery, delivery times, terms of payment, discounts, types of packing, etc. A first enquiry should include:

- (a) A brief mention of how you obtained your potential supplier's name.
- (b) Some indication of the demand in your area for the goods which the supplier deals with.
- (c) Details of what you would like your prospective supplier to send you.

(d) A closing sentence to round off the enquiry.

Exercise 3

a) Read and translate the letter of enquiry paying attention to the arranging of information into four paragraphs.

L.Franksen plc

*Prince of Wales Road
Sheffield
s94ex
Telephone+44(0)74264795
Fax+44(0)84756209
Email franksenl@frank.co.uk*

JdP/AG

12 October 2014

MAX BOGL

importers of quality components
P.O. Box 22 33
98588 Neumarkt, Germany

Dear Sirs

We have heard from your clients in Ukraine that you are producing for export high-quality fire protection-tested products for the rail vehicle industry. We are especially interested in hydraulic and pneumatic hoses for a multitude of applications, polyamide tubes for pneumatic use and tube clamps tested to the latest EN 45545 standard.

There is a steady demand in England for high-quality products of this type.

Will you please send us results and details of the tests, your catalogue, full details of your export prices and terms of payment.

We are looking forward to hearing from you.

Yours faithfully

L.Franksen plc

J. du Pont

Managing Director

b) Answer the questions.

1. What is J. du Pont interested in? 2. How did he know about MAX BOGL? 3. Is he interested about results of the test on the products?

Exercise 4. Here are some suggestions for sentences which you might include in a routine enquiry. Read and translate them.

Opening lines

1. Your name has been given us by the British Chamber of Commerce in Hamburg ...
2. We saw your products demonstrated at InnoTrans in Berlin earlier this year, and would like to know whether ...
3. Mr. Brown, who we understand has been doing business with you for some years, informs us that you may be able to supply us with ...
4. We have seen your advertisement in last month's International Railway Journal, and would be grateful if you would let us have details of ...

Indicating the state of the market

1. There is a brisk demand here for high-quality cable solutions for rolling stock you manufacture.
2. Demand for this type of machine is not high, but sales this year will probably exceed &50,000.
3. There is no market here for articles of this type in the higher price range, but less expensive models sell very well throughout the year.
4. You can count on a brisk turnover if prices are competitive and deliveries prompt.

Asking for information

1. Will you please send us your catalogue and price list for ...
2. We are also interested in your terms of payment and in discounts offered for regular purchases and large orders.
3. We would appreciate a sample of each of the items listed above.
4. Will you please quote prices c.i.f. Amsterdam for the following items in the quantities stated: ...

Closing sentences

1. We hope to hear from you shortly.
2. As our own customers are pressing us for a quotation, we hope you will be able to make us an offer within a fortnight from today's date.

3. We would appreciate a prompt answer.
4. We are looking forward to hearing from you.

Exercise 5. Here are some phrases from enquiry letters. Translate them.

1. We received your address from the Chamber of Commerce in London. 2. We are looking for suppliers of high-quality tested bearings in France. 3. We would like to request information about quantity discounts. 4. We are satisfied with your execution of our first order. Now we would like to know whether you could grant us 30 days' credit. 5. We would like to know what kind of goods you can offer. 6. From your catalogue we set that ... 7. The foreign trade department of our bank told us that you ...

Exercise 6. Use the appropriate form of the words to fill in the gaps.

hear from ▪ *would* ▪ *give* ▪ *supply* ▪ *tell* ▪ *Mr*
place ▪ *maintain* ▪ *do* ▪ *price (2)* ▪ *catalogue* ▪ *in* ▪ *by* ▪ *for (2)* ▪ *with*

We have been ... your name ... our associates Howard & Co. ... Carlisle, who ... us that you have been ... them with spare parts for propulsion systems ... a number of years.

There is a steady demand here ... Edinburgh ... the qualities you ..., and we believe we could ... large orders ... you if your ... are competitive.

... you please send us your illustrated ..., together with your ... list and details of your ... the business.

We look forward to you.

Exercise 7. Translate the following enquiries.

1. Шановні панове! Після розмови з Вашим представником в лондонському виставковому залі, я буду дуже вдячним, якщо Ви надішлете мені Ваш новий каталог турбокомпресорів (turbochargers). Якщо Ви зможете гарантувати швидку доставку та запропонувати конкурентоспроможні ціни, можливо, ми зробимо замовлення. З повагою ...

2. Шановні панове! У нашому регіоні зріс попит на системи захисту від снігу (snow protecting solutions) для стрілочних

переводів баластних модернізованих залізничних ліній, які пропонує Ваша компанія. Будь ласка, надішліть нам пропозицію, в якій будуть згадані Ваші найкращі терміни оплати та знижки при платежі готівкою. Будемо вдячні за швидку відповідь.

Exercise 8. Use the following notes to compose a letter of enquiry to ContiTech, Wellington, New Zealand. You saw their air spring systems and rubber-metal components at InnoTrans exhibition in Berlin. Request details about possibility of these products to make rail vehicles quieter, ensure safe mobility on trams and underground railway as well as local and express trains. Ask them to inform you about all models, catalogue, price list, terms, and delivery times. Ask about discounts.

Letters of Offer

An offer is a reply to an enquiry and is normally fairly brief. This reply will generally:

- (a) Thank the writer of the letter of enquiry for the letter in question.
- (b) Supply all the information requested (type of goods, quantity of goods, prices, discounts, delivery times, terms of delivery, terms of payment, type of packing, etc.), and refer to enclosures, samples, catalogues and other items, including those being sent by separate post.
- (c) Provide additional information, not specifically requested by the customer, so long as it is relevant.
- (d) Conclude with one or two lines encouraging the customer to place orders and assuring him of good service.

Exercise 9

a) Read the letter of offer paying attention to the information provided in each paragraph.

Indra Company Ltd.
YEOVIL, SOMERSET S19 3AF
ENGLAND

SG/EO

15 October 2014

Fournier et Cie SA
Avenue Ravigny 14
Paris XV
France

Dear Sirs

We thank you for your enquiry of 12 October, and appreciate your interest in our products.

Details of our export prices and terms of payment are enclosed, and we have arranged for a copy of our catalogue to be sent to you today.

Our representative for Europe, Mr J.Needham, will be in Paris from the 24th to the 30th of this month, and we have asked him to make an appointment to visit you during this period. He will have with him a full range of samples of carbon brushes and brush holders for rail vehicles, and is authorized to discuss the terms of an order with you or to negotiate a contract.

We think our articles will be just what you want for the successful trade, and look forward to the opportunity of doing business with you.

Yours faithfully
Indra Company Ltd.

S. Granville
Export Sales manager

b) Answer the questions.

1. What is the subject of this letter? 2. How does Indra Company Ltd. show that they are interested in attracting a potential customer? 3. Which words in the letter have a similar meaning to the following: *choice of goods, be empowered, to discuss.*

Exercise 10. Here are some suggestions for sentences which you might include in a routine enquiry. Read and translate them.

Opening lines

1. Many thanks for your enquiry of ...
2. We thank you for your letter of ... , in which you enquire about ...
3. In reply to your enquiry of ... we are enclosing ...
4. We thank you for your letter of ..., and have sent you today, by separate post ...

Prices and terms

1. Our prices are quoted f.o.b. Liverpool.
2. Freight and packing cases are included in the price.
3. Prices are subject to variation without notice, in accordance with market fluctuations.
4. Our terms are cash on delivery.
5. Our terms are 33% discount to approved accounts, with 3% for settlement within 15 days of date of invoice.

Supply and demand

1. In view of the heavy demand for this line, we advise you to order at once.
2. Owing to the increased demand for this type of car, our stocks have run very low.
3. As we have a good supply of these machines we can effect shipment within 5 days.
4. We can offer you a wide selection of sizes and types from stock.
5. We cannot promise delivery before ... unless your order reaches us within 7 days.

Concluding sentences

1. We should appreciate the opportunity of showing you how efficiently we can serve you.
2. We are sure that these goods will meet your requirements, and we look forward to your first order.
3. We look forward to the pleasure of serving you.
4. If you think our offer meets your requirements, please let us have your order at an early date, as supplies are limited.
5. As we execute all orders in strict rotation, we strongly advise you to order early.

Exercise 11. Are these offers solicited or unsolicited?

solicited offer – затребувана пропозиція (відповідь на запит)

unsolicited offer – пропозиція з власної ініціативи

1. I thank you for your letter dated 10th April concerning ... 2. We have been given your address by ... 3. As one of the leading manufacturers of low voltage and high power switches in Spain we would like to offer you ... 4. In your enquiry you stated that you are looking for ... 5. We are glad to hear that our catalogue was of interest to you. 6. The Chamber of Commerce informed us that you are an importer of ...

Exercise 12. Can you match the two columns?

- | | |
|----------------------|--|
| 1. Type of goods | A. Cash on delivery |
| 2. Quantity | B. CIF Dover |
| 3. Prices | C. 800 units |
| 4. Discounts | D. 2 weeks after receipt of order |
| 5. Terms of delivery | E. 5% off orders placed within the next 7 days |
| 6. Terms of payment | F. seaworthy containers |
| 7. Delivery time | G. laminated bus bars |
| 8. Packing | H. \$50 per unit |

Exercise 13. These sellers had to make non-binding offers. Choose the reason for each situation:

'The offer is subject to availability.'

'The prices are subject to change without notice.'

'The offer is subject to final confirmation.'

1. Mr. Vinter produces a limited number of quality items. He does not produce enough of these items to supply everybody who asks, and so has to include an appropriate clause when making offers. 2. Mr. Kitchener's company exports fridges and freezers. At present he is having problems with his supplier, and he can't guarantee until the very last minute that the goods will be dispatched on time. 3. The Boston Engineering Company imports certain rubber strips from Eastern Europe and sells it to American retailers. However, increasing labour costs means that the price of the strips is rising rapidly.

Exercise 14. Here is a typical offer letter. Read it and answer the questions.

R/Hughes & Son Ltd
27 Pitlochry Road
Edinburgh EH1 9FG
Scotland

21st January 2001

ThermOmegaTech
643 Caledonian Road
New York, NY 53275
USA

Dear Sirs,

The foreign trade department of our company informs us that you are an importer of quality self-actuated, water-sensing freeze protection valves for diesel electric locomotive. Our company is one of the leading manufacturers of different equipment for diesel electric rolling stock and we are sending you our catalogue in the hope of doing business with you.

Should you be interested, we can offer you very favourable terms.

The prices stated in the catalogue are CIF Glasgow and include seaworthy packing. We can grant you a quantity discount of 5% off orders of 200 items or more. Delivery can be effected within 6 weeks of receipt of order. Payment is to be effected by letter of credit.

This offer is subject to confirmation.

We hope to hear from you soon and assure you that your order will be executed to your best satisfaction.

Yours faithfully,
McLeod Knetwear

1. Is this a solicited or an unsolicited offer? How do you know? 2. Is it a firm offer or an offer without engagement? How do you know? 3. What kinds of goods are being offered? 4. What are the terms of delivery? 5. What is the delivery time? 6. What are the terms of payment? 7. What incentive does the seller offer in the hope of convincing the buyer to place a large order?

Exercise 15. Use the appropriate form of the words to fill in the gaps.

market ▪ low ▪ range ▪ enclose ▪ look ▪ enquiry ▪ do ▪ glad ▪ delivery
hear ▪ send ▪ for (2) ▪ with ▪ in (3) ▪ to (2) ▪ about ▪ of (2) ▪ by ▪ on

Thank you ... your ... of 16 November, ... which you enquire ... Under Sleeper Pads (USP) imported ... Hong Kong. We are ... to hear that there is a ... for goods ... this type ... Northern Ireland. We are ... our prices list and terms of ..., and our catalogue has already been separate post. As you will notice, our prices are extremely ... , and since we hold large ... of all models ... all times, we can promise delivery ... a week ... receipt ... orders. We hope to ... from you soon, and ... forward business ... you.

Exercise 16. Translate the following offers.

1. Шановні панове! У відповідь на Ваш лист-запит щодо каталога № 54 ми надсилаємо один екземпляр та сподіваємося, що він буде корисним для Вас. У додатку Ви знайдете формуляр замовлення, який допоможе Вам при виборі товарів, що Вам сподобались. З повагою ...

2. Шановні панове! Дякуємо за Ваш запит від 12 вересня та за інтерес до нашої продукції. Сьогодні ми надішлемо Вам екземпляр нашого проілюстрованого каталога разом з декількома зразками сплаву, який використовується для виробництва наших клапанів. Ми вважаємо, що хороший дизайн, та відмінна якість задовольнять найбільш вимогливого покупця (*hard-to-please customer*). Наступного тижня наш представник буде у Вашому місті. Він залюбки знайде та розповість про нашу фірму та продукцію. Він також уповноважений обговорити умови замовлення та укласти контракт. Завжди раді зробити вам послугу. З повагою ...

Exercise 17

a) **An enquiry has come to your company, an engineering firm specializing in noise and vibration control equipment, from a British retailer. Write a reply to send with your price-list. Quote your terms, and add any information you consider might induce your correspondent to place orders with you.**

b) Compose a letter for your firm, who are producers of up-to-date track maintenance machines, to an importer overseas. Offer your standard lines and one new product.

c) Your company is an importer of rubber-to-metal bonded suspension elements for primary and secondary suspension systems for rail vehicles. Write a letter offering your wholesale customers your new engineering solutions intended to reduce noise and vibration.

Letters of Order

An order is a business letter in which a customer requests for goods and services. When ordering goods, a customer will generally include the following in his letter:

(a) A reference to a visit by the supplier's representative, or to an advertisement, or catalogue, or to a sample, or to previous correspondence. This applies particularly to a first order. In subsequent orders the buyer may begin his letter with:

(b) Details of the goods required: quantity, quality, catalogue, number, packing, etc.

(c) Conditions and qualifications.

(d) Alternatives which are acceptable if the goods ordered are not available.

(e) A closing sentence, perhaps encouraging the supplier to execute the order promptly and with care.

Exercise 18

a) Read and translate the order.

FOURNIER ET CIE Importers of Valves for Passenger Cars Avenue Ravigny 14 Paris XV	
ThermOmegaTech, Inc 2010 353 Ivyland Road Warminster, PA 18765-8766 USA	30 October

Dear Sirs

Thank you for your letter of 15 October. As you will already know your Mr J.Needham called on us a few days ago and informed us about your self-operating, thermostatic drain valves that protect locomotives and passenger cars from freeze damage. We think products of this quality will find a ready market here, and we are prepared to order the following models as a trial order:

1" GURU PC	catalogue no. 5
1" GURU PC with Heater assembly	catalogue no. 17
Magnim GURU PC	catalogue no. 27a
Compressor head cleaning tool	catalogue no. 28

If nos. 27a and 28 are not available for immediate delivery, as Mr Needham suggested might be the case, please send nos. 27 and 28a instead.

As soon as we receive your confirmation and pro-forma invoice, we will arrange for settlement by banker's transfer.

We are looking forward to hearing from you shortly.

Yours faithfully

FOURNEIR ET CIE

b) Answer the questions.

1. What is the subject of the order ? 2. If any of the items they have ordered are out of stock, would they accept alternatives ? 3. When will they pay for the order ? 4. What method of payment is proposed ?

Exercise 19. Here are some suggestions for sentences which you might include in a routine order. Read and translate them.

Opening phrases

1. Thank you for your offer of ..., which we accept on the terms quoted.
2. Thank you for your catalogue and price list. Kindly send us as soon as possible ...
3. Thank you for letting us have samples of We would be glad if you would supply us with ...
4. Please send through our forwarding agents, K.Jones and Co.Ltd., Sunderland Avenue, Southampton, the following goods: ...

5. Will you please arrange immediate dispatch of ...

Referring to quality, etc.

1. We must point out that the machines must be guaranteed to be to our own specification.
2. Please supply in assorted colours, preferably 6 dozen each of red, yellow, green blue and brown.
3. There is no market here for the higher-priced models. Please send only models in the medium price-range.
4. We enclose a trial order. If the quality is up to our expectations, we shall send further orders in the near future.
5. We are arranging for the consignment to be inspected before shipment and must ask you to send only goods in perfect conditions.

Exercise 20. Match the two columns.

- | | |
|------------------------|--|
| 1. Trial order | (a) The customer places one order for a certain quantity of goods to be delivered at regular intervals, e.g. 500kg of coffee on the first day of each month. |
| 2. Firm order | (b) The second order placed with a company. |
| 3. Standing order | (c) The customer orders a small quantity of goods to test the quality. |
| 4. Initial order | (d) The customer commits himself to buying the goods. This type of order may have a fixed delivery date. |
| 5. Follow-up order | (e) The first order placed with a company. |
| 6. Merchandise on call | (f) The customer orders the goods a long time before he needs them or a long time before they are available. |
| 7. Advance order | (g) The customer orders goods in large quantities. |
| 8. Bulk order | (h) The customer orders exactly the same goods as before. |
| 9. Repeat order | (i) The customer places one order for a quantity of goods which he has delivered in parts as and when he needs them. |

Exercise 21. Here are some phrases from order letters. What kind of orders have these customers placed?

1. Please send us the following items from your catalogue for test purposes: 3 pieces of No.1500, 3 pieces of No. 4538, 3 pieces of No.9876. 2. ... would be grateful if you could send us as before ... 3. ... if there is any possibility of your granting us a quantity discount on this order? 4. If this order proves satisfactory we will place a second order next month. 5. ... and so we will call you whenever we require new stocks. 6. ... to be delivered by the end of the first week of every month. 7. ... 20,000 optical connectors Q-ODC at the price you offered us in your last letter ... 8. ... to reorder the goods, the order of which was placed on 17th March. 9. ... 200 rail fastenings to be delivered on the last working day of each month, Saturdays excepted. 10. As our warehouse space is limited and customer demand for the goods is high, we would like to place a ... 11. ...and as we have heard that supply is becoming increasingly difficult, we would like to place an order now for the goods to be delivered at the beginning of next year. 12. ... quality and quantity as before.

Exercise 22

a) Read and translate the dialogue ‘Discussing the order’.

Brandon: Good afternoon, Mr. Salivan!

Salivan: Good afternoon, Mr. Brandon! How are you getting on?

B: Fine, thanks! And what about you?

S: Not so bad, thank you. Well, let’s speak to the point. As you know we are extending our business and we want to buy your equipment for producing gas analyzers for railway depots in Ukraine. To tell the truth we are interested in the work with you company. We know that your company produces the sort of equipment we need. It provides advanced technology and efficient service.

B: Dear, Mr. Salivan! Our new equipment is the best choice for your company! If you buy our equipment we’ll visit your factory and study your requirements. We have worked hard and we have achieved some success. Now our equipment corresponds to the highest technical level and the highest standards existing in the world today.

S: How long is the guarantee period for your equipment?

B: It was about 12 month, but now the service life of our equipment has been increased.

S: Really? I'm very pleased to hear it. How long will it take you to deliver two sets of this equipment to Kharkov?

B: I think about two weeks, not more.

S: And to put it into operation?

B: Two or three days depending on the model.

S: Is it possible to arrange training for our operators in your training centers?

B: There is no need in training centers. Our equipment is fully computerized. It's easy for even inexperienced personnel to operate it. And of course we provide technical support for all our equipment. And don't worry! It's easy to adapt our equipment to your conditions.

S: Thank you for this information.

B: You are welcome. Goodbye.

S: Goodbye.

b) Translate into English using the above dialogue.

Говорити по суті, розширити бізнес, передові технології, забезпечувати, ефективна система сервісу, збільшувати, вибір, вимоги, комплекти, ввести в експлуатацію, технологічний рівень, організувати навчання, пуск, непідготовлений персонал, пристосувати, з нашим обладнанням легко працювати.

c) Translate the following sentences.

1. Який гарантійний термін на Ваше обладнання? 2. Скільки часу Вам потрібно, щоб ввести його в експлуатацію? 3. Чи можливо пристосувати Ваше обладнання до наших умов? 4. Чи можливо організувати підготовку наших співробітників у Ваших навчальних центрах? 5. Скільки часу Вам буде потрібно на доставку двох комплектів обладнання у нашу країну? 6. Пан Фролов відповість на всі Ваші запитання. 7. Давайте обговоримо все по суті.

d) Translate the dialogue.

Джексон: Доброго ранку, пане Воронін. Як справи?

Воронин: Добре, дякую.

Д: Чи читали Ви наші рекламні матеріали? Чи зацікавило Вас наше технологічне обладнання?

В: Так, ми бажаємо придбати Ваше обладнання для виробництва газоаналізаторів для залізничних депо у Харкові. Ми знаємо, що Ваша компанія виробляє той вид обладнання, що нам потрібен. Нам відомо, що Ваша компанія забезпечує передові технології та ефективну систему сервісу.

Д: Так, наше обладнання – це найкращий вибір для Вашої компанії. Воно відповідає найвищому технологічному рівню та задовольняє найбільш строгі вимоги міжнародних стандартів. Воно повністю комп'ютеризовано. З ним легко працювати навіть непідготовленому персоналу.

В: Давайте обговоримо деякі питання нашої угоди. Який гарантійний строк на Ваше обладнання?

Д: 12 місяців з дня пуску обладнання.

В: Який час Вам потрібен на доставку двох комплектів обладнання до Харкова?

Д: Два-три тижні з моменту сплати.

В: Скільки потрібно часу, щоб ввести його в експлуатацію?

Д: Від 2 до 5 днів у залежності від моделі.

В: Це нас влаштовує. Я пропоную укласти контракт з Вашою компанією до кінця цього тижня.

Д: Чудово. Сподіваюсь побачити Вас завтра.

В: До побачення.

Д: До побачення.

Letters of Complaints

Complaints may arise from quality of the goods, terms of delivery, packing, delivery of wrong goods, damaged goods, etc. If a customer is dissatisfied with the execution of his order, he should refer clearly to the articles in question, by referring to his own order number or to that of his supplier's invoice, or both. He should specify the nature of his complaint, and finally state what action he wants his supplier to take.

Exercise 23. Read and translate letters of claims. Identify the reason for complaint in each case.

Letter 1

Dear Mr Jackson,

When unpacking your cases with the equipment we experience difficulties owing to the cases being too low. The space between the top of the cases and the top of the equipment is too small and as a result some pieces of equipment are getting damages on the top.

We suggest therefore that you should make the cases with one board of about 20 cm higher, which would enable us to unpack the cases without damaging the cars.

We are looking forward to your answer.

Yours sincerely,

Letter 2

Dear Mr.Pavlov

Special Cluster Drilling Machine, Order No 19086

We regret to inform you that our Clients have experienced serious trouble with the above machine.

After a short period of operation the teeth of two bevel gears and one wheel were crushed and the second wheel was broken.

We enclose 4 photos illustrating these defects. As the machine was brought to a standstill due to this damage, our Clients were compelled to manufacture replacement parts in order to prevent delay in production.

We enclose a statement showing the expenses incurred by our Clients in manufacturing one bevel gear with shaft, another bevel gear and two wheels as well as the cost of dismantling the machine, assembling and fitting the new parts. The expenses of our Clients amount to ... and we shall be glad to receive your remittance of this amount in due course.

Yours sincerely I.Denisov

Enclosures

Letter 3

Dear Mr.Pavlov

Special Cluster Drilling Machine, Order No 19086

We regret to inform you that our Clients have experienced serious trouble with the above machine.

After a short period of operation the teeth of two bevel gears and one wheel were crushed and the second wheel was broken.

We enclose 4 photos illustrating these defects. As the machine was brought to a standstill due to this damage, our Clients were compelled to manufacture replacement parts in order to prevent delay in production.

We enclose a statement showing the expenses incurred by our Clients in manufacturing one bevel gear with shaft, another bevel gear and two wheels as well as the cost of dismantling the machine, assembling and fitting the new parts. The expenses of our Clients amount to ... and we shall be glad to receive your remittance of this amount in due course.

Yours sincerely I.Denisov

Enclosures

Letter 4

Dear Miss Smith

Special Cluster Drilling Machine to Order No.19086

In reply to your letter of the ... we regret to see that there has been some trouble with the gears mentioned.

We are glad your Clients have manufactured the replacement parts and quite appreciate their having done this in order to prevent production delays.

We are also quite agreeable to recompense you for the cost of this work, but we must say that your figures appear to be high.

In the circumstances, would you be good enough to review your costs again, and advise us what reduction you can make in the sum to be credited to your account.

Yours sincerely F.J. Parson

Words to remember:

affect – впливати

against the dates stipulated in the contract – згідно з датами, зазначеними у контракті

amendments to the contract – поправки до контракту

assign the rights and obligations to smb – передавати права та обов'язки

at one's own expense – за власним коштом

at the Buyer's option – на вибір покупця

authorize – дати дозвіл

be entitled to inspect – мати повноваження на перевірку

be in conformity with – бути у відповідності до

be released for shipment – бути готовим до відправки

be subject to no alteration – не підлягати змінам

be submitted for settlement – передавати на урегулювання

beyond the Seller's control – поза межами контролю продавця

binding agreement – обов'язкова угода

breach of contract – порушення контракту

charge expenses to the seller's account – відносити витрати на рахунок продавця

clause (article) of the contract – стаття (частина) контракту

come to an agreement – прийти до згоди

complaint – скарга

conclude a contract (agreement) – укладати контракт

confirmed l/c – підтверджений акредитив

deduct from – відраховувати з

deliver in parts (partial delivery) – постачати партіями

delivery date is understood to be – датою постачання вважається

denomination of goods – цінність, найменування товару

documents for collection – документи на інкасо

draft contract – проект контракту

effect payments – здійснювати платежі

employment contract – трудова угода

enter into force – набути чинності

exceed – перевищувати

execution of the contract – виконання контракту

fail to fulfil – не виконувати
firm (fixed) price – фіксована ціна
force majeure circumstances – непередбачувані обставини
goods are to be regarded as delivered – товари вважаються доставленими
hereinafter referred to as – далі названий як
hire purchase contract – угода на покупку на виплат (в розстрочку)
implied contract – квазі-контракт
in accordance with the requirements – згідно з вимогами
in respect of quality – у відношенні до, відповідно до
insurance – страхування
invoice – рахунок-фактура
issue a document – виписувати документ
keep to the delivery schedule – дотримуватися графіка постачання
letter of credit (l/c) – акредитив, **irrevocable l/c** – нескасовний акредитив
meet the specifications – відповідати специфікації
notify – повідомляти
null and void – анульований, що немає юридичної сили
obligations (liabilities) – обов'язки
obtain indemnity – одержувати компенсацію
on conditions FOB – на умовах фоб, **FOB (free on board)** – франко-борт судна
otherwise – інакше
partial or complete non-fulfilment – часткове або повне невиконання
parties to a contract (contracting parties) – сторони контракту
pass the document of title – передавати товаророзпорядчий документ
payments are to be affect – платежі повинні бути здійснені
pay penalty at the rate of – виплачувати штраф у розмірі
performance of the equipment – робота обладнання
prevent (from) – перешкоджати
prolongation – подовження
reclaim – вимагати повернення
release from responsibility – звільняти від відповідальності
seaworthy packing – упаковка, що придатна для транспортування по воді

secure safety – гарантувати безпеку

seek damages in the court of law – вимагати компенсації у судовому порядку

service contract – угода на обслуговування

set of ‘clean-on-board’ bills of lading – пакет «чистих» накладних

settle disputes – урегулювати суперечки

sliding price – змінна ціна

specific terms (provisions) – особливі умови

suffer losses through the delay – зазнавати збитків через запізнення

supplement a contract – доповнювати контракт

suspend the fulfilment – припинити виконання

total value – загальна вартість

trouble-free operation – безперервна робота

turnkey contract – договір «під ключ»

unit of measure – одиниця виміру

unless otherwise agreed – якщо не буде досягнута інша домовленість

valid – дійсний

without written consent – без письмової згоди

withstand transportation – витримати транспортування

wronged (injured) party – постраждала сторона

Exercise 1

a) Read and translate the text about the contracts.

In the course of a year, hundreds of thousands of contracts are concluded domestically and internationally. Contract is an agreement with specific terms between two or more Parties stating what work to be done, rates to be paid, goods to be sold or bought.

Contracts can be written, oral, or implied. According to the purpose and contents, there exist several kinds of contracts. For example, employment contracts, service contracts, turnkey contracts, hire purchase contracts, etc.

Every international contract has several standard parts (clauses) which are obligatory, though some of them may be changed and supplemented. Most frequently necessary parts of the contract include the following:

- *Subject of the Contract*; it names the product, gives its description, may indicate the unit of measure, etc.

- *Price and Total Value*; it includes the total amount of money involved and the denomination of goods under the provision of the contract; the price stated in a contract may be firm (fixed) or sliding;

- *Terms of Payment*; it indicates method of payment, form of payment, bank details and period within which payment should be made;

- *Terms of Delivery*; it indicates the mode of transportation, period of delivery, sometimes it may also include start-up procedures, inspection and test;

- *Guarantee Terms*; it says that the goods should be in conformity with the technical documentation, specifications and conditions of the Contract otherwise the Seller undertakes to correct defects or to replace the defective elements at his own expense;

- *Packing and Marking*; it indicates which way the goods should be packed and what should be written on each packing container during transportation;

- *Insurance*; it is included in the contract in order to obtain indemnity in case of damage or loss due to fire, burglary, pilferage, damage by water, breakage or leakage, etc.

- *Complaints and their Settlement*; it covers a lot of cases arising from delivery, quality and quantity of goods, terms of payment and others; so it provides the settlement procedures for all possible situations;

- *Arbitration*; it covers the breach of contract if one of the parties fails to fulfil their obligations, and the wronged party may be able to seek damages in a court of law;

- *Force Majeure*; it describes a force against which you cannot act or fight; it usually includes natural disasters such as an earthquake, flood, fire, etc., as well as war, embargo, and sanctions.

- *duration of the contract*; it describes over what period of time the obligations arising out of it are valid;

- *legal addresses of the contracting parties*.

b) Answer the following questions.

1. What is a contract intended for? 2. In which form can contract exist? 3. Is there a standard form for a contract? 4. What kinds of contracts according to the purpose do you know? 5. What are the main clauses of a contract? 6. Is it possible to change and supplement the

clauses of the contract? 7. What does the subject clause of the contract describe? 8. What kinds of prices may be stated in a contract? 9. What does the Guarantee clause usually say? 10. Who is responsible for any breakage or damage of goods caused by improper packing? 11. Against what risks do businessmen insure goods? 12. Why does every contract contain a Force Majeure Clause? 13. When does a breach of contract take place?

c) Give equivalents for the following word combinations.

Особливі умови контракту, вигода, компенсація, квазі-контракт, трудовий договір, договір на обслуговування, договір на виконання робіт «під ключ», договір на покупку на виплат, обов'язкові пункти контракту, одиниця виміру, тверда ціна, змінна ціна, умови доставки, пуско-налагоджувальні роботи, у відповідності до документації, за рахунок продавця, одержати компенсацію, урегулювання конфліктів, порушення угоди, постраждала сторона, вимагати компенсації збитків у судовому порядку, непередбачувана обставина.

Exercise 2

a) Read and translate the contract.

CONTRACT № 123

Kharkiv, May 12, 2012 *ABC RailTechnology* hereinafter referred to as the 'Sellers', on the one part, and *OrionRail* hereinafter referred to as the 'Buyers' on the other part, have concluded the present Contract for the following:

1. Subject of the Contract

The Sellers have sold and the Buyers have bought on conditions f.o.b. the following equipment: 50 high and medium-speed 4-stroke diesel engines.

2. Prices and Total Value

2.1. The total value of the equipment, spare parts, tools, technical documentation and services under the present Contract amounts to € 193.7 million.

2.2. The prices are firm and subject to no alteration.

3. Terms of Payment

Payments are to be effected within 30 days of the date of receipt by the Buyers of the following documents for collection: Seller's invoice and complete set of 'clean-on-board' Bills of Lading.

4. Delivery Dates

4.1. The equipment specified in Clause 1 of the Contract is to be delivered in parts with the consequent assembling on the manufacturing works of the Buyer within the period of two years beginning from the date of the Contract.

4.2. The delivery date is understood to be the date of the 'clean-on-board' Bill of Lading issued in the name of the Buyers.

5. Packing and Marking

5.1. The equipment is to be shipped in export packing.

5.2. The packing is to secure the full safety of the goods from any corrosion during its transportation.

5.3. The cases in which the equipment is packed are to be marked on three sides – on two opposite sides and on the top of the case.

5.4. The marking shall be clearly made with indelible paint both in English and in Ukrainian, stating as follows:

Contract №

Trans №

Case №

Net weight ... kg

Gross weight ... kg

Do not turn over!

Handle with care!

6. Guarantee

The Sellers guarantee:

6.1. That the equipment to be supplied has been manufactured in full conformity with the description, technical specification and with the conditions of the Contract.

6.2. That the completion of the equipment to be delivered and of the technical documentation supplied is in accordance with the requirements specified in the Contract.

6.3. The guarantee period of the normal and trouble-free operation of the equipment is to be 36 months from the date of putting it into operation.

7. Force Majeure

The Parties are released from responsibility for partial or complete non-fulfillment of their liabilities under the present Contract, if this was caused by the circumstances of Force-Majeure, namely fire, flood, earthquake, provided the circumstances have directly affected the execution of the present Contract.

8. Sanctions

In the event of the Sellers' delay in the supply against the dates stipulated in the Contract the Sellers are to pay to the Buyers penalty at the rate of 0.5% of the value of goods not delivered in due time for every week of the delay within the first four weeks and 1% for every subsequent week but not more than 10% of the value of the equipment not delivered in due time.

9. Arbitration

All disputes and differences, which may arise out of or in connection with the present Contract will be settled as far as possible by means of negotiations between the Parties.

If the Parties do not come to an agreement, the matter is to be submitted for settlement to Arbitration.

10. Insurance

The expenses for insurance are to be charged to the Sellers' account and deducted from the Sellers' invoices at the time payments are effected.

11. Other Conditions

Neither Party has the right to assign its rights and obligations under the present Contract to any third Party without written consent of the other Party.

12. Legal Addresses of the Parties

Seller ..

Buyer.

The present Contract is drawn up in English and Ukrainian in 2 copies, one copy for each Party, both texts being equally valid.

The Contract enters into force on the date of its signing.

b) Find in the contract above the following English equivalents.

Далі названий «продавець», з іншого боку, укласти угоду про нижчезгадане, на умовах ФОБ, не підлягати змінам, повинно бути здійснено протягом 30 днів, документи на інкасо, рахунок-

фактура продавця, накладна, чистий бортовий коносамент, указаний у пункті 1, виписаний на ім'я покупця, гарантувати повну безпеку, не перевертати, обережно, у повній відповідності до опису, безперебійна робота, пуск в експлуатацію, звільняти від відповідальності, невиконання обов'язків, наслідки непереборної сили, затримки у постачанні, обговорений у контракті, у розмірі 0,5 %, в строк, вирішувати шляхом переговорів, підлягати передачі до арбітражного суду, витрати на страхування, відносити на рахунок продавця, передавати права та обов'язки, письмова згода на це, набути чинності.

Exercise 3

a) Read and translate the text about liabilities of sellers and buyers.

The sales contract is the legally binding agreement reached by the seller and the buyer. It can be made orally or in writing. After a sales contract has been concluded, the seller and buyer have to fulfil certain liabilities (that means there are certain things they have to do).

The seller's liabilities are:

- To deliver the goods on time and in perfect condition.
- To make sure that the buyer becomes the owner of the goods by passing the document of title to the buyer.

The buyer's liabilities are:

- To accept delivery of the goods (this prevents him from changing his mind after the goods have been sent).
- To pay for the goods within the time agreed.

If one party doesn't fulfil its liabilities, the contract is broken (breach of contract). In this case the injured party can claim compensation.

b) Did a breach of contract take place? Explain your choice.

1. A mail order company sent some goods to Mr. Williams. However, he refused to accept delivery of them as they had not been ordered.
2. RTSA company ordered 20 compressors from a company selling compressors for electric rolling stock. However, RTSA had to return one of the compressors because it didn't work.
3. Mr. Watson refused to pay the full price for a customized machine he had ordered; because it didn't exactly meet the specifications he had given.
4. Mr. Wright

sent some spare parts to a railway depot. However, a series of staff strikes brought the depot into financial difficulties and his invoice was only paid six months later.

Exercise 4. Fill in the gaps choosing the words from the words below.

terms	arbitration	payment
reclaim	freight/loading	specification
charges	penalty	late
delivery	substandard	invoked
letter of credit	parties	

DRAFT CONTRACT between

*WIDGETRY Ltd (hereafter known as 'the seller')
and MERCURY plc (hereafter known as 'the buyer')*

The seller undertakes to supply the buyer with 120,000 super widgets*, to BSI** ... 999 and to pay all ... and insurance

The terms of ... and immediate payment of ... charges by confirmed and irrevocable ... are to be standard.

A ... clause will be included in the contract. It will be ... against the seller for late delivery or ... quality; against the buyer for ... payment. In the event of non-payment, the seller shall be entitled to ... the goods.

In case of a dispute between the ... to the contract, the matter will be taken to independent All the ... of the contract must be complied with by both parties.

* widget is a slang term used for any type of imaginary item which is assumed to be made, bought or sold

** BSI – *British Standard Institution*

Exercise 5

a) Study the usage of verbs *do* and *make*.

DO	MAKE
<p>- for indefinite activity, with words <i>thing, something, nothing, anything</i> etc</p> <p><i>He did a very strange thing.</i></p> <p><i>Do something!</i></p> <p><i>What shall we do?</i></p> <p>- when talking about work and jobs</p> <p><i>I wouldn't like to do your job.</i></p> <p><i>Has Ban done his homework?</i></p> <p><i>It's time to do the accounts.</i></p>	<p>- for construction, creating etc</p> <p><i>I've just made a cake.</i></p> <p><i>Let's make a plan.</i></p> <p>- to force somebody to do something</p> <p><i>He made me repeat the whole story.</i></p> <p>COMMON FIXED EXPRESSIONS</p> <p>DO: good, harm, business, one's best, a favour, sport, exercise, one's hair, one's teeth, one's duty, 50 mph</p> <p>MAKE: a journey, an offer, arrangements, a suggestion, a decision, an attempt, an effort, an exception, a mistake, a noise, a phone call, money, a profit, a fortune, love, peace, war, a bed, a fire, progress, alterations</p>

b) Fill in the blanks with the verbs *to make* or *to do*.

1. The Sellers guarantee that the machines will be ... in full conformity with the conditions of the order. 2. The Sellers wanted their agents ... all the necessary arrangements for the transshipment of the cargo. 3. The goods happened to have been delayed for a month, something must be ... to improve the situation. 4. The Sellers wrote that they ... alterations in the design as requested by the Buyers. 5. It wouldn't be fair to claim a penalty from the firm yet, they seem ... their best to speed up manufacture. 6. If I were you I should ... her realize that she bears full responsibility for the calculations to be exact. 7. The quicker we ... the work the better, it has been suspended far too long.

Exercise 6

a) Read and translate an extract from a contract.

Delivery. The date of the Bill of Lading shall be considered the date of delivery. Prior delivery, partial shipment and transshipment shall be allowed.

Quality. The quality of the goods supplied under this Contract shall conform to the world-wide standards or to the technical conditions of

the Manufacturing Works, and shall be confirmed by the Quality Certificate, issued by the Manufacturing Works or by the Sellers.

Taking Delivery. The goods are to be regarded as delivered by the Sellers and accepted by the Buyers: in respect of quality – in accordance with the Quality Certificate, and in respect of quantity and weight – in accordance with the Bill of Lading.

Inspection and Test. The buyers shall be entitled to inspect and check the quality of the material used and the parts of the machinery both during manufacture and when completed. Inspection tests will be carried out, unless otherwise agreed, at the Sellers' Works in the presence of the Buyers' inspector and during normal working hours.

The Sellers undertake to monthly notify the Buyers of the progress of the order and at least 10 days beforehand of the readiness of the manufactured goods for final inspection. If the Buyers' inspector waives the inspection of the goods at the Sellers' Works, he shall supply the Sellers with the certificate stating that the goods are released for shipment within inspection.

b) Answer the following questions.

1. What date is to be regarded as the date of delivery? 2. Are partial shipments and transshipment allowed? 3. What document confirms the quality of the weight of the goods? 4. What are the Buyers entitled to do during the manufacture of the equipment they have ordered? 5. Where will acceptance tests be carried out? 6. Why do the Buyers ask the Sellers to keep them informed of the progress of the order? 7. When are the Sellers to send the Buyers the notification of the readiness of the goods for final inspection? 8. What happens if the buyers' inspector waives the inspection of the goods?

c) Find English equivalents for the following phrases.

Вважатися, дострокова доставка, дозволятися, що постачається згідно з цим контрактом, відповідати стандарту, завод-виробник, прийнятий покупцем, стосовно якості, накладна, мати право перевірити, якщо не буде досягнуто іншої домовленості, інформувати кожного місяця, хід виконання угоди, не менш ніж за 10 днів, відмовитися від перевірки.

Exercise 7

a) Read and translate the dialogue 'Discussing the guarantee period'.

Brown: Good morning, Mr. Pavlov. Very glad to see you again.

Pavlov: Good morning, Mr. Brown.

B: Mr. Pavlov, the matter I'd like to bring up today is the guarantee period. I know it is 12 months from the date of putting the pumps into operation, but not more than 18 months from the delivery date.

P: That's right.

B: Well, I find it rather short. We'd like it to be extended by two and three months respectively, as the usual guarantee period for this type of equipment is longer.

P: Now, look. Model LS is of a new design and only a small number of units have been manufactured so far. Although we have good reports about their performance we can't formally guarantee their reliability for a longer period.

B: I see. But, Mr. Pavlov, I believe the contract will specify that if any defects are found during the guarantee period you are to correct them promptly and at your expense.

P: Yes this is our usual obligation, but of course we do that only if we are responsible for the defects, if they appear through our fault.

B: This seems reasonable. Let's consider one more possibility. Suppose we would like some faulty parts to be replaced, on what terms will you deliver the replacements?

P: We'll try to supply them immediately and pay the cost of their insurance and transport. Will that suit you?

B: Quite.

P: By the way, if you want special service visits of our engineer to be arranged after the guarantee period, we can always do that.

B: Shall we have to pay for such visits?

P: Yes. You should authorize such visits and pay the engineer's fare to and in Ukraine, hotel expenses and the cost of each job he will do.

B: Thank you. I'll have to look into the matter. Could we meet on Thursday, say, at 12?

P: Let's make it at 2 if you don't mind. I have an appointment at 12 which I don't want to break.

B: Very good.

b) Answer the following questions.

1. Why did the Buyer want the guarantee period to be extended?
2. Why was the Seller to replace the faulty parts promptly during the guarantee period?
3. Why does the company arrange service visits of their engineers after the guarantee period?

Exercise 8

a) Read and translate an extract from a contract.

Guarantee. The Sellers guarantee that the delivered goods are in all respects in accordance with the description, technical conditions and specifications of the order, that they are free from defects in design, material and workmanship.

If the goods within the period of guarantee, i.e. 12 months of the date of putting them into operation and 18 months of the date of shipment are found defective or fail to conform to the respective conditions of the Contract, the Sellers for their own account undertake at the Buyers' option either to eliminate the defects or to replace the faulty parts free of charge without delay. The elimination of the detected defects shall not be regarded as a reason for any prolongation of the delivery dates.

After the period of guarantee expires the defects shall be eliminated at the Buyers' expense. The Sellers' liability does not cover defects arising from the Buyers' faulty maintenance or from storage and repairs carried out improperly by the Buyers.

Payment. Should the Buyers fail to observe the terms of payment stipulated in this Contract the Sellers have the right to suspend the fulfillment of their obligation under this Contract.

If necessary the Buyers undertake in proper time to obtain an import license and an exchange permit and the Sellers – an export license from the appropriate authorities.

b) Answer the following questions.

1. What do the Sellers guarantee when they sign the Contract?
2. For what period do the Sellers guarantee the normal operation of the goods?
3. What do the Sellers undertake to do if the goods fail to conform to the technical conditions of the Contract?
4. For whose account do the Sellers undertake to eliminate the defects?
5. When do

the Sellers consider the Buyers responsible for the damage to the goods? 6. In what case do the Sellers have the right to suspend the fulfillment of their obligations? 7. Where are the Buyers to obtain import licences and exchange permits?

c) Find English equivalents for the following words and expressions.

Без дефектів, не відповідати умовам, за власний рахунок, на вибір покупця, замінити несправні деталі безкоштовно, подовжити строки доставки, закінчення гарантійного терміну, неправильна експлуатація та установлення, неправильно проведений ремонт, призупинити виконання обов'язків, дозвіл на проведення валютних операцій, відповідні органи влади.

Exercise 9

a) Read and translate the dialogue 'Complaints and claims'.

Kelly: Mr. Franklin? I'd like to tell you why we asked you to come to us.

Franklin: Well, I'm fully at your disposal.

K: We asked for an appointment with you as we are dissatisfied with the way your goods are sent. I'd like to know your reaction to it.

F: We've carefully studied your complaints. You're perfectly correct as to the short delivery. Two items lacked in the consignment of equipment we sent you. It was overlooked by our controller. We apologize for the oversight. It won't happen again.

K: When will you send us these parts?

F: This week. By air.

K: Fine. But what about the packaging? The cover of one of the containers was badly damaged. The equipment in this container was damaged too.

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

K: We've already done it. He believes that your packing is to blame.

F: I must disagree totally with him. Let's come back to this matter in a couple of days. I'll try to discuss it with the ship-owners.

K: Well, but there is one more problem: delay in delivery of equipment. We suffered some losses through this delay. According to

the sanctions clause of the contract we have the right to claim compensation.

F: I'm afraid you haven't that right. This delay was caused by a strike in the Glasgow port. And this is a force majeure circumstance.

K: But you were able to foresee this complication. Moreover, you could have delivered the equipment to other port.

F: We couldn't have done it owing to circumstances outside our control.

K: Well, if we don't reach mutual understanding, our company will have to go through arbitration procedures.

F: There's no need to get aggressive. There will be a meeting of our top executives at 12 o'clock where your claim will be on the agenda. I'll try to settle it and ring you back after the meeting.

K: All right. I'm waiting for your call.

F: Bye.

b) Answer the following question.

1. What questions did the Buyer and the Seller discuss?
2. How many items were lacked in the consignment?
3. When will the Seller send them these parts?
4. Were there any problems with packaging? What were they?
5. Did they decide these problems at their meeting?
6. Why did the Buyer want to go through arbitration procedures?
7. Where will the Seller discuss all these claims?

c) Read the sentences and correct them if it is necessary.

1. The Seller and the Buyer discussed the price problems.
2. The firm will send all parts of the equipment by train.
3. The cover of 5 containers was badly damaged.
4. The delay in delivery was caused by bad weather in Brighton.
5. The Seller and the Buyer reached mutual understanding.

Exercise 10

a) Read and translate an extract from a contract.

Packing. The goods shall be shipped in seaworthy packing used in the Sellers' country. The packing is to withstand, under normal transport conditions, inland and sea transportation including transshipment, and thus to avoid any damage to the goods in transit.

Force Majeure. If delay in delivery occurs as a result of fire, floods, war, embargo or any other cause beyond the Sellers' and/or Buyers' control, the Sellers shall be entitled to postpone the delivery of the goods. Should such delays exceed 90 days the Sellers and the Buyers shall immediately decide what steps and measures may be taken in future.

Any alteration and amendments to this Contract shall be in force only if made in writing and duly signed by authorized persons.

After signing this Contract, all previous negotiations and preceding correspondence shall be considered null and void.

Neither party shall be entitled to transfer their rights and obligations under this Contract to a third party, without the written consent (thereto) of the third contracting party.

b) Answer the following questions.

1. What packing should be used for the transportation of the goods and why? 2. In what cases are the Sellers and/or the Buyers entitled to postpone the delivery of the goods? 3. When shall alterations and amendments to the Contract be regarded as valid? 4. Do the Sellers and the Buyers have the right to transfer their obligations under this Contract to a third party? 5. When do the Sellers bear responsibility for delay in delivery? 6. When do the Buyers have the right to reject the delayed goods?

c) Give English equivalents to the following:

Пошкодження товару у дорозі; поза компетенцією продавця та/або покупця; зміни та поправки до контракту; передавати права третій стороні; Я б хотів поглянути на Ваші загальні умови. Вони при Вас? Будь ласка. Я б хотів з'ясувати пункт вісім. Я не зовсім розумію це речення. З тієї чи іншої причини. Скільки це складає? Ми б хотіли спочатку подумати про це.

Exercise 11

a) Read and translate the dialogue about packing and marking.

White: There is another matter I'd like to discuss. What kind of packing do you use?

Green: Oh, we pay special attention to this matter. Our goods need sea-proof packing. So generally some parts are wrapped up in polythene and the whole units are then put into wooden boxes or crates. Our customers find it quite satisfactory.

W: I hope this ensures their safe delivery, doesn't it?

G: Of course it does. We do our best to satisfy our customers and make our product really competitive and attractive for overseas markets. The goods will be packed in accordance with our standard export packing methods.

W: Thank you. I think we've settled all the matters. Will it be possible for us to meet tomorrow morning and sign the contract?

G: That will be fine.

b) Translate the following combinations.

Відповідно до, привабливий та конкурентний товар, робити все можливе, надійна доставка, спеціальні дерев'яні пакувальні ящики, гарантувати, обгортати в, придатний для транспортування морем.

Exercise 12

a) Read and translate the dialogue.

Black: Good afternoon, Mr. Salivan. I asked for an appointment with you as we have some problems with the way your goods are sent. We've written to you several times detailing our complaints. You have expressed regret, but things haven't improved.

Salivan: Sorry, I haven't got your file here, so would you tell me now what your complaint is of?

B: The main complaint is that we never get the goods on time. It's annoying to tell our customers that the supplier hasn't affected delivery. I should say the delays are very frequent.

S: We can assure you we are doing our best to keep to the delivery schedule.

B: I see. But I have to remind you that we'll charge a penalty if the delays exceed a week.

S: We'll do everything possible to avoid delays in future. I'm sorry you've had these problems.

B: Good. Thank you for your cooperation.

b) Answer the following questions.

1. What was the complaint of the Buyer? 2. Why is it preferable to settle claims in an amicable way? 3. What measures was the Seller expected to take? 4. Why is it wrong policy to reject an unjustified claim?

Exercise 13

a) Read and translate the dialogue.

Gordon: Mr. Simson, I'd like to tell you why we asked you to come to us.

Simson: I'm fully at your disposal.

G: You know already that your producing equipment which was given most careful tests after installation, didn't reach the design capacity. Moreover, the quality of the material produced doesn't conform to the requirements of the contract.

S: You must believe me when I say how sorry we are.

G: Have you taken any steps to improve the situation?

S: Oh yes, we are doing our best. Three units will be replaced. Tomorrow a team of two experts is going to carry out the necessary work. They will bring along their own devices and instruments. But to speed things up we need your cooperation.

G: Well, we are prepared to provide you with the necessary materials, lifting equipment and labour. However, all the expenses involved would be charged to your account.

S: That goes without saying.

G: All right. Let's leave it there for today, shall we?

S: See you tomorrow.

b) Answer the following questions.

1. Why didn't the equipment reach the design capacity? 2. What measures is the Seller going to undertake to solve the problem? 3. Who is going to provide materials, lifting equipment and labor for the work?

Words to remember:

- advance payment** – попередній платіж
bear risks – нести відповідальність за ризики
be liable to tax – підлягати оподаткуванню
bilateral (multilateral) arrangement – двостороння
(багатостороння) угода
block train – маршрутний потяг
break bulk – розбивати велику партію на маленькі, розфасовка
bulk cargo – насипний вантаж
bulky cargo – великогабаритний вантаж
bypass – ігнорувати, діяти в обхід
carrier – перевізник; *sup* **operator, forwarder**
cash on delivery – післяплата
(the) Chamber of Commerce – торговельна палата
clear – сплачувати мито
consign – відправляти вантаж; **consigner** – товаровідправник;
consignee – товародержувач; **consignment** – партія вантажу
cross-docking – наскрізна система складування, крос-докінг
custody – володіння, контроль, зберігання
damage – пошкодження, збиток
detention at customs – затримання на митниці
documentary credit – документарний акредитив
documents against payment (D/P) – документи за розрахунок
готівкою
excise duty – акцизне мито, **(the) Excise** – акцизне управління
flat-rack container – контейнер-платформа
freight forwarder – перевізник (експедитор) товарів
general cargo – генеральний (змішаний) вантаж
hand over – передавати (вантаж, документи)
haulage contractor (haulier) – автоперевізник
heavy goods vehicle – автомобіль для перевезення важких
вантажів
impose a duty – оподатковувати
insurance cover – обсяг страхової відповідальності

intermodal transport – перевезення змішаними видами транспорту (один перевізник)
legal entity – юридична особа
manage the procurement – здійснювати закупки
manifest – декларація вантажів та пасажирів
multimodal transport – перевезення змішаними видами транспорту (декілька перевізників)
open account – відкритий рахунок
order picking – комплектація замовлення
perishable goods – швидкопсувний вантаж
piggyback transport – перевезення автопричепів залізничним чи автомобільним транспортом
purchasing – закупівля
quote – встановлювати ціну; **quotation** – вартість, ціна
raise money – збирати гроші
reverse logistics – зворотна логістика (доставка від покупця продавцю товарів, які мають брак чи йдуть на переробку та утилізацію)
seamless flow of traffic – наскрізне перевезення
sea train – залізничний паром
single-wagon – одиничний вагон
ship – перевозити (вантаж), відправляти (вантаж різними видами транспорту)
specify – встановлювати, деталізувати
storage of inventory – зберігання запасу товарів
take effect – набувати чинності, впливати
tanktainer (tank container) – контейнер-цистерна
terminate – закінчувати(ся)
third-party logistics (3PL) – виконання логістичних операцій третьою особою, комплексна стороння логістика
tracking and tracing – виявлення та відстеження
value-added service – додаткові операції

Exercise 1

a) Read and translate five definitions of logistics.

1. Logistics means that you manage the procurement and movement of goods and the storage of inventory. 2. It means the delivery of the goods the customer needs at the right time, in the right place, and of

the right quality. 3. Logistics is the activity of planning, organizing, and managing operations that provide services and goods. 4. Logistics is the purchasing, maintenance, distribution, and replacement of material and staff. 5. Logistics is the planning and support of operations such as warehousing, inventory, transport, procurement, supply, and maintenance.

b) Make a list of the different areas of logistics mentioned in a).

Exercise 2. Match the definitions with the words in the box.

<p><i>carrier</i> ▪ <i>freight forwarder</i> ▪ <i>supplier</i> <i>haulage contractor/haulier</i> ▪ <i>courier</i> ▪ <i>consignee</i></p>
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1 company which carries goods by road; 2 person or firm named in a freight contract to whom goods have been shipped or turned over for care; 3 company that specializes in the speedy and secure delivery of small goods and packages; 4 company that transports or conveys goods; 5 company which supplies parts or services to another company; also called vendor; 6 person or business that arranges documentation and travel facilities for companies dispatching goods to customers.

Exercise 3. Read about the services logistics firms may provide with their short definitions.

Transshipment is loading goods from one means of carriage onto another. *Break-bulk* is packing goods in small, separable units. *Cross-docking* is direct flow of goods from receipt at warehouse to shipping, bypassing storage. *Order picking* is selecting and assembling items from stock for shipments. *Reverse logistics* is collecting and handling of used or damaged goods or of reusable transit equipment. *Tracking and tracing* is locating items in transit. *Warehousing* is receiving and storing goods. *Collection* is picking up goods at a named place.

b) Describe your company's logistics services to the customer using the information from a) and the following expressions:

We can offer you a wide range of ...

We can provide you with tailor-made logistics solutions for ...

We specialize in ...

As a specialist for/in ... we can ...

We have experience and expertise in providing ...
Our team will be happy to handle/assist you ...
With our dedicated team of logistics experts we can ...

Exercise 4. Logistics uses lots of acronyms. How many do you know? Find the right variants.

FCL ▪ 3PL ▪ HGV ▪ DC ▪ LCL ▪ EDI ▪ RFID ▪ ISO ▪ GPS ▪ VAS

a less than container load; **b** global positioning system; **c** full container load; **d** radio frequency identification; **e** third-party logistics; **f** international standard organization; **g** electronic data interchange; **h** value-added service; **i** heavy goods vehicle; **j** distribution centre.

b) Translate the following sentences with some of the above-mentioned acronyms.

1. We specialize in solution for FCL and LCL. 2. A single company sometimes has several 3PL providers. 3. We provide VAS which complement and enhance all kinds of logistics operations. 4. The GPS device offers several programming options ranging from checking the position of the cargo every few minutes to checking only when on the move. 5. He also confirms that a HGV has just been loaded and is about to leave for another customer in Glasgow.

Exercise 5

a) Read and translate the text about types of cargo and choice of a mode of transportation.

A good transport system is needed if goods are to be traded efficiently. A consigner can choose to send his consignment to the consignee by water, land (road or rail), or air. However, consignment can be transferred from one form of transport to another, especially when containers are used (multimodal or intermodal transportation). When choosing the most suitable form of transport, the consignor has to consider: kind of goods, place of destination, cost, speed, and safety of each form of transport.

There exist several types of cargo:

- general cargo – goods sent packed in boxes, cases, chests and other containers;
- bulk cargo – large quantities of items such as sand, grain and coal when sent unpacked;

- bulky cargo – large individual items such as cars which have to be sent unpacked.

b) Which form or forms of transport would you choose for the following consignments, and why? What kind of cargo is involved in each case?

1. A large consignment of cars from Hamburg to Dresden. 2. A small consignment of flour from Wales to London. 3. A small consignment of china from London to Moscow. 4. An urgently needed consignment of tea from Bombay to Boston. 5. A cargo of timber (wood) from Germany to England via Rotterdam. 6. A consignment of diamonds from Cape Town to Cairo. 7. A large consignment of coal from Sheffield to Leeds. 8. A cargo of bananas from the Caribbean to Dublin. 9. A large consignment of lorries from London to Warsaw. 10. A small consignment of cheese from Switzerland to the USA.

Exercise 6. Match the different types of freight traffic (1-6) with the definitions (a-f).

<p><i>1 multimodal ▪ 2 piggyback ▪ 3 intermodal ▪ 4 unaccompanied 5 block train ▪ 6 single-wagon</i></p>
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a The driver does not stay with his road vehicle during transport by rail or ferry.

b Goods are transported in the same loading unit or vehicle using different modes of transport.

c A single shipper uses a whole train which is run directly from the loading point to the destination. No assembling and disassembling is required.

d Carriage of goods by at least two different modes of transport, e.g. shipping by motor lorry and aircraft.

e Train is formed out of individual wagons or sets of wagons which have different origins and different destinations.

f Combines road and rail transport: whole motor lorries, trailers or swap-bodies* are carried by rail.

* *swap-body* – знімний кузов для змішаних автомобільно-залізничних перевезень

(a-4, b-3, c-5, d-1, e-6, f-2)

Exercise 7. Read the presentation of an employee of a transport company about some container option to a potential client.

First of all, we offer the general purpose container for any general dry cargo. It comes with a timber floor and has various lashing devices¹ to secure the load. These lashing points are located horizontally at floor level and vertically next to the door corner posts.

Our refrigerated container, called ‘reefer’, can be used for delicate cargo and perishables. It is temperature-controlled and is particularly suitable for cargo that needs regulated or cool temperatures. With our reefer your cargo reaches its destination in perfect condition. If you want to ship liquids, for example, foodstuffs or chemicals, we can provide you with our ‘tanktainer’. This is a standard container frame with a tank fitted inside. As an extra, we also offer tank containers with electric plugs in case the cargo needs cooling or heating during transport.

For bulky cargo we recommend the open-top container. It comes with a PVC tarpaulin² cover instead of a roof panel to allow loading from the top. The doors can be removed to make loading easier.

Last but not least, there is our ‘flat-rack’ container which is especially designed for heavy loads. We recommend this special type of container for the transportation of heavy machinery and pipes.

¹*lashing device* – пристрій для кріплення вантажу

²*PVC tarpaulin* – поліхлорвініловий брезент

b) Complete the table with the missing information.

<i>type of container</i>	<i>suitable for transport of</i>
1	
2	
3 tanktainer	
4	
5 flat-rack	

c) Complete the sentences with the words from the box.

<i>level</i> ▪ <i>tarpaulin</i> ▪ <i>frame</i> ▪ <i>machinery</i> <i>lashing</i> ▪ <i>removed</i> ▪ <i>controlled</i> ▪ <i>plugs</i>

1. It comes with a timber floor and has various ... devices to secure the load. 2. These lashing points are located horizontally at floor 3. It is temperature- ... and is particularly suitable for cargo that needs regulated or cool temperatures. 4. This is a standard container ... with a tank fitted inside. 5. As an extra, we also offer tank containers with electric ... in case the cargo need cooling or heating during transport. 6. It comes with a PVC ... cover instead of a roof panel to allow loading from the top. 7. The doors can be ... to make loading easier. 8. We recommend this special type of container for the transportation of heavy ... and pipes.

Exercise 8

a) Sort the goods under the correct heading.

<i>perishable cargo</i>	<i>non-perishable cargo</i>	<i>heavyweight and overwidth cargo</i>

Meat, steel pipes, crude oil, fresh produce, industrial boilers, seafood, alcohol, dairy products, tractors, chilled or frozen foodstuffs, harmful chemicals

b) Say which of the following containers you would recommend for the different types of cargo: reefer, flat-rack container, tank container.

Exercise 9. The following word combinations describe the advantages and disadvantages of transportation by road, rail, sea and air. Discuss advantages and disadvantages and decide which forms of transport the word combinations refer to.

Low capacity of load; high travelling speed; transshipment to other forms of transport is essential; very high capacity of load; high speed delivery; restrictions on weight and size; rarely affected by weather conditions; inflexible timetabling; delays due to bad weather; world-wide transport operation; quicker and cheaper for distances up to 200 km; operating and maintenance costs are high; heavier packaging; slow speeds; quicker and cheaper for distances over 200 kilometers; no transshipment – door-to-door delivery; low speed over long

distances; flexibility in regular or special deliveries; less frequent services.

Exercise 10

a) Read the text about multimodal transportation.

Rail transports over 100 million tonnes of goods worth around £30 billion every year, while demand is predicted to grow by 30 per cent through to 2020. Rail can be cheaper than other forms of transport, particularly over long distances, and can offer greater reliability and time savings.

Multimodal transport is a transportation system usually operated by one carrier with more than one mode of transport. It involves a combination of truck, railcar, aeroplane or ship in succession to each other. As to the advantages of multimodal transport one should mention that it minimizes loss of time and the risk of loss, pilferage and damage to cargo at trans-shipment points; provides faster transit of goods; reduces burden of documentation and formalities; saves cost due to through freight rates and a lower cost of cargo insurance; establishes only one agency to deal with; reduces cost of exports and improve their competitive position in the international market.

Currently, different types of multimodal transport operations involving rail transport in different combinations are taking place, such as:

- *Land-Sea-Land* (an empty container is picked up from a container yard in Singapore and trucked to a manufacturer in Malaysia for stuffing, thereafter the FCL is trucked to Singapore and transported by ocean vessel to New York, rail from New York to a consignee's warehouse in Chicago)

- *Rail-Road-Inland Waterways-Sea* (in common use when goods have to be moved by sea from one country to another and one or more inland modes of transport such as rail, road or inland waterways, have to be used for moving the goods from an inland centre to the seaport in the country of origin or from the seaport to an inland centre in the country of destination);

- *Mini-bridge* (movement of containers from a port in one country to a port in another country and then by rail to a second port city in the

second country, terminating at the rail carrier's terminal in the second port city, in operation on certain routes in the United States, the Far East, Europe, and Australia);

- *Land bridge* (shipment of containers overland as a part of a sea-land or a sea-land-sea route, in operation on certain important international routes such as between Europe or the Middle East and the Far East via the Trans-Siberian land bridge; and between Europe and the Far East via the Atlantic and Pacific coasts of the USA);

- *Piggyback* (a combination of road and rail, becoming more popular due to combination of the speed and reliability of rail on long hauls with the door-to-door flexibility of road transport);

- *Sea train* (use of rail and ocean transport in which rail cars are shipped by sea and then simply driven off the vessel so that geographically separated rail systems can be connected by the use of an ocean carrier, these vessels are long and thin and consist of one main deck running the length of the ship);

New infrastructural developments propose the world to create a seamless flow of traffic e.g. the channel tunnel linking England and France, the Oresund Bridge linking Sweden and Denmark. As these projects have become reality so the flow of traffic changes. Other changes such as global warming pose the potential for new routes to open up via the northern sea between Russia's northern border and the North Pole.

b) Answer the following questions to the text.

1. What are the advantages of rail transportation? 2. What do these figures stand for: 100 mln tones, £30 billion, and 30%. 3. What modes of transport can multimodal transport include? 4. Name some advantages of multimodal transport regarding money saving. 5. What types of multimodal transport involving rail transport are mentioned in the text? 6. Choose the combination of modes of transportation for delivering the consignment from Bombay to Kharkiv. Use the schemes mentioned in the text.

Exercise 11

a) Here is an extract from a manual providing rail loading instructions. Complete the sentences with words from the box.

carefully ▪ attention ▪ overhanging ▪ sure ▪ place ▪ examine ▪ secure
instructions ▪ fit ▪ distribute ▪ exceeded ▪ diagonally

1. ... vehicle carefully. 2. Do not place items ... across the wagon.
3. When loading is complete, ensure that it fully complies with the ...
given in our Rail Instruction Manual. 4. Examine load carefully and
make ... it is undamaged and suitable for loading. 5. ... longer,
heavier pieces on the bottom of the load. 6. Make sure that load is
7. Ensure vehicle is ... to be loaded. 8. Strap ... loads. 9. When
checking the vehicle, give special ... to door securing mechanisms.
10. Examine vehicle and load ... after loading. 11. ... load as evenly
as possible and make sure wheels are evenly loaded. 12. Check
whether vehicle capacity has not been

b) Now match the correct sentences with the Instructions below.

a before loading: 1,

b during loading:

c after loading: ...

c) Compose a dialogue according to the instructions.

A: Tell B that you have just found out you have shipped the wrong products to them.

B: Ask A what he/she wants to do about it.

A: Apologize for the mistake. Tell B what you have done so far.

B: Tell A that you need the items urgently. You expect to have them within two days.

A: Tell B what exactly you want to do next. Ask B if he/she is happy with that.

B: Thank A for help.

A: End with a friendly sentence.

Exercise 12. Match the payment methods (1-6) with the definitions (a-f).

*1 advance payment 2 cash on delivery 3 open account
4 documents against payment 5 documentary credit 6 bank guarantee*

a Customer pays immediately on receiving the goods. This service is usually provided by the post office. **b** Used to cover financial risk in international transaction e.g. if a buyer does not pay. **c** The exporter supplies the goods and the importer/customer pays for them at an agreed date in the future. **d** Involves the buyer's and the seller's bank. It is a promise made by the opening bank* that payment will be made on receiving documents that comply with the terms agreed. **e** Also called cash against documents (CAD). It means that the exporter has full control over the document until payment has been made by the importer. **f** Customer/importer has to pay for the goods before they are shipped.

* *opening bank* – банк, що видає акредитив

(1-f, 2-a, 3-c, 4-e, 5-d, 6-b)

Exercise 13

a) Read the text about insurance for international rail transport.

As with any commercial transaction, there are risks associated with trading internationally. Three main risks arise in international trade. These are loss, damage and delay, including detention at customs. The contracts on transportation internationally should use Incoterms (International Commercial Terms) to specify exactly how these risks are shared between buyer and seller.

Incoterms are an internationally recognised set of trading terms that spell out exactly when responsibility for the costs and risks of a transaction shift from seller to buyer. This affects the insurance needs because the greater the costs you're responsible for, the greater the insurance cover you'll need to arrange.

A typical cargo insurance policy covers goods in transit via road, rail, sea or air. In its simplest form it provides cover against accidental damage and other risks. The other extreme is a comprehensive all-risk policy, covering a range of specified accidents – including damage during loading, theft and negligence.

The cost of your insurance and in which circumstances you'll receive compensation will depend on:

- the value of the goods in transit
- the expiry date of the insurance policy
- whether the journey is domestic or international

Without insurance you have only the minimum protection for your goods because freight forwarders and carriers typically have limited liability in the event of loss, or damage or delay. This comes from internationally ratified conventions and the standard trading conditions of transport associations.

b) Answer the following questions.

1. What are main risks in international trade?
2. Why are Incoterms used?
3. How is cost of the cargo related to the insurance cover?
4. What cases does a comprehensive all-risk policy cover?
5. What factors should be taken into account while receiving compensation?
6. Is it true that without insurance there is only minimum protection for the goods? Why?

Exercise 14

a) Read the text about Incoterms.

Incoterms were created by the International Chamber of Commerce in 1936. They are used to create a bridge between different members of the industry by acting as a uniform language. According to the Incoterms 2010 taken effect on January 1st 2011, there are 11 different terms, each of which helps users deal with different situations involving the movement of goods. These Incoterms are:

Sea and Inland Waterway Transport only

1. **CFR** (Cost & Freight + named destination port) – вартість та фрахт (the seller pays the costs and freight to bring the goods to the port of destination, risk is transferred to the buyer once the goods have crossed the ship's rail, insurance for the goods is not included, it is at the cost of the buyer)

2. **CIF** (Cost, Insurance and Freight + named destination port) – вартість, страхування та фрахт (exactly the same as CFR except that the seller must in addition procure and pay for insurance for the buyer)

3. **FAS** (Free Alongside Ship + named loading port) – франко вздовж борта судна (the seller must place the goods alongside the ship at the named port, clear the goods for export; it is NOT used for multimodal sea transport in containers, typically used for heavy-lift or bulk cargo)

4. **FOB** (Free on Board + named loading port) – франко борт судна (the seller must themselves load the goods on board the ship)

nominated by the buyer, cost and risk being divided at the ship's rail, the seller must clear the goods for export, the buyer must instruct the seller the details of the vessel and port where the goods are to be loaded, not for multimodal sea transport in containers)

Any Mode of Transport

5. **CIP** (Carriage and Insurance Paid to + named place of destination) – перевезення та страхівка сплачені до (the containerised transport/multimodal equivalent to CIF, the seller pays for carriage and insurance to the named destination point, but risk passes when the goods are handed over to the first carrier)

6. **CPT** (Carriage Paid to + named place of destination) – перевезення сплачено до (the general/containerised/multimodal equivalent of CFR, the seller pays for carriage to the named point of destination, but risk passes when the goods are handed over to the first carrier)

7. **DAP** (Delivered at Place + named place) – поставка у місці призначення (under it, delivery is when the seller puts the goods at the disposal of the buyer at a named place, on a vehicle ready for unloading, but not unloaded)

8. **DAT** (Delivered at Terminal + named place) – поставка на терміналі (delivery under it takes place when the seller puts the goods at the disposal of the buyer unloaded at the named terminal)

9. **DDP** (Delivered, Duty Paid + named destination place) – сплачена доставка та мито (the seller pays for all transportation costs and bears all risk until the goods have been delivered and pays the duty)

10. **EXW** (ex works + named place) – франко завод (the seller makes the goods available at his premises, the buyer is responsible for all charges, it places the greatest responsibility on the buyer and minimum obligation on the seller)

11. **FCA** (Free Carrier + named place) – франко перевізник (the seller hands over the goods, cleared for export, into the custody of the first carrier, named by the buyer, at the named place, it is suitable for all modes of transport, including carriage by air, rail, road, and containerised/multimodal sea transport)

b) You are a British exporter. What were the Incoterms here?

1. You paid for the goods to be transported to the docks at Harwich. Afterwards they become the buyer's responsibility.
2. You made the goods ready for collection, but the buyer had to do everything else.
3. You paid all the costs involved in getting the goods to Spain, but left the costs of unloading to the importer.
4. You paid all the costs involved in getting the goods to Mexico, but the buyer took over the risk from the time the goods were loaded onto the ship in London.
5. You paid for the goods to be transported to Dover and loaded onto the ship, but that was all.

Exercise 15

a) Read the letters below and find the information to complete the following chart. In what sequence were the letters sent?

<i>Type of goods</i> _____
<i>Type of packing</i> _____
<i>Number of packages</i> _____
<i>Value of goods</i> _____
<i>Shipment from</i> _____ <i>to</i> _____
<i>Type of insurance</i> _____
<i>Premium rate</i> _____
<i>Effective from</i> _____
<i>Insurance paid by Exporter</i> [] <i>Importer</i> [] <i>Other</i> []
<i>Shipping company</i> _____
<i>Vessel</i> _____

Letter 1

Dear Sirs

We thank you for your reply to our letter of ... and your quotation. The premium you quote, namely at a rate of 90 % of the declared value is satisfactory. Please note that the A\R policy is to include cover against breakages and theft and is to be effective from the moment the goods leave our warehouse. We would therefore like you to prepare the policy, and in the meantime, to issue us with a cover note. Please charge the costs to our account.

Your faithfully

Letter 2

Dear Sirs

Thank you for your letter of enquiring about all risks cover for a consignment valued at £1500 c.i.f., to be shipped from your warehouse to Alexandria. Unfortunately we are unable to quote you our rates for this policy as we need to know the goods are to be packed, when the shipment is to take place, and the name or the shipping company and vessel. As soon as you send us this information, we will be able to send you our quotation. Assuring you of our best attention.

Yours faithfully

Letter 3

Dear Sirs

Thank you for your letter of We must apologise for omitting to supply you with various essential details concerning this shipment.

The consignment will be packed in six stout wooden crates under the careful supervision of our own warehouse staff. The crates will be marked EH in square, ALEXANDRIA, and will be numbered 1-6. The goods will be taken from our warehouse on 22 June 2010 and loaded onto MV Blue Rose of the Blue Ribbon Shipping Company, Plc, which is to sail on 26 June. We hope you will now have all the information you require to send us a quote by return of post.

Yours faithfully

Letter 4

Dear Sirs

Thank you for your instructions to arrange cover for the shipment of food processors from Manchester to Alexandria. We confirm that the policy is to cover all risks, including breakages and pilferage, and is to be effective from the moment the goods leave your warehouse. As requested, please find enclosed our statement of charges and the cover note. In accordance with your instructions, we will be charging the premium to your account in due course.

Yours faithfully

b) Complete the sentences with the words and expressions from the above letters.

1. The for this cover will be at the rate of 90 % of the value of £1500. 2. We would be grateful if you would quote us our rate for against all for this consignment. 3. Thank you for your letter of 10th December, 2010 asking us to our for cover of your consignment of food processors to Alexandria. 4. The goods are at £1500 5. As soon as we receive your acceptance of your quotation, we will you with a 6. We are shortly to despatch a of food processors from our in Manchester to Alexandria.

Pre-reading activity:

Make a list of all the different areas of customs activity you can think of by adding appropriate verbs from the box:

collect, enforce, regulate, protect, perform

- 1 _____ economic activity
- 2 _____ taxes and duties
- 3 _____ economic interests
- 4 _____ fiscal function
- 5 _____ legislation

Words to remember:

appropriate – відповідний

apprehend *smb* – затримувати, арештовувати

arrest warrant – ордер на арешт

ad valorem tariff – адвалерне мито (розраховується відповідно до вартості вантажу)

accord – відповідати, узгоджувати

bar – перешкоджати, заважати

be liable to – підлягати

be impelled – бути вимушеним

be deemed dangerous – вважатися небезпечним

be entitled to – мати право

commodity code – код (шифр) товару

compliance with – відповідність до

comparative advantage – порівняльна перевага

enforcement of legislation – здійснювати правопорядок

exemption – виключення

endangered – той, що знаходиться під загрозою зникнення

fiscal - податковий

hazardous – небезпечний

impede – перешкоджати

impose – обкладати, *syn.* **levy**

interference – втручання

illicit traffic – заборонена торгівля

negligible – замалий

personal effects – власні речі
prosecution – переслідування
preferential duty – преференційне (пільгове) мито
prohibit – забороняти
procurement – придбання, закупівля
prior offence – раніше скоєний злочин
protective duty – протекційне мито
predecessor - попередник
risk management technique – техніка управління ризиками
restrict – обмежувати
restrain – стримувати
simultaneously – одночасно
set aside – відкидати, не приділяти уваги
shield smth from – захищати від
smuggled items – контрабандні речі, **smuggler** – контрабандист
special-interest pleading – захист особливих інтересів
tend to smth – мати тенденцію до
trace back – відстежити
value-added tax – податок на додану вартість
verify – перевіряти, підтверджувати
windfall – неочікуваний прибуток

Exercise 1

a) Form the appropriate nouns for the following verbs. Make sure that you know their translation.

Enforce, protect, comply, apply, minimize, verify, apprehend, impede, tend, envisage.

b) Now complete the sentences with the words from a).

1. Justice in Rio is normally so slow that the effect on law is almost negligible. 2. Private companies should not rely on financial from the government. 3. We are a small company, and we need to if we want to compete in this market. 4. The possible of this invention are limitless. 5. Failure to with the regulations will result in prosecution. 6. The businessman should be better able to take care of himself in the transaction, and therefore should require little 7. A spokesman for the airline said that much of the cost

was caused by tightening of security. 8. The city is working on plans to traffic problems.

Exercise 2

a) Read and translate the text.

Customs is an authority or agency in a country responsible for collecting tariffs and for controlling the flow of goods, including animals, transports, personal effects, and hazardous items, into and out of a country. The movement of people into and out of a country is monitored by immigration authorities who check for appropriate documentation, verify that a person is entitled to enter the country, apprehend people wanted by domestic or international arrest warrants, and impede the entry of people deemed dangerous to the country.

Each country has its own laws and regulations for the import and export of goods. Customs are involved in the implementation and enforcement of legislation relating to external trade, collection of customs duties, implementation of commercial policy measures, provision of security, environmental, anti-dumping, consumer protection, cultural and agricultural controls.

The most important control areas in which customs authorities have a control responsibility are:

- nature and the amounts of duties applicable according to commodity code, origin and customs value of goods;
- commercial policy measures and commercial traffic;
- security, safety and public health requirements;
- compliance with environmental legislation;
- compliance with Common Agriculture Policy (CAP) rules;
- compliance with veterinary, phyto-sanitary, health and quality regulations.

Customs must apply a wide variety of controls in the fast moving goods environment of today which means that customs controls must be quick, effective and based on modern risk management techniques.

Previously, Customs controls tended to focus on the fiscal aspects of customs work but in recent years there has been an increasing emphasis on the importance of customs controls for purposes such as security, safety, protection of the environment.

Nowadays effective security control requires a different approach which involves risk management system, full use of modern technology, close co-operation with business, particularly when it comes to exchange of information, avoiding unnecessary delays or costs arising from the implementation of controls. Customs are also involved, under their national responsibilities, with many activities relating to the fight against illicit traffic in drugs, pornography and organized crime as well as supporting the work of other services (police, immigration etc.). Customs generally perform community or national duties simultaneously.

b) Answer the questions on the text.

1. What body controls the flow of good into and out of the country?
2. What is the major responsibility of immigration authorities?
3. Which way the flow of goods is controlled?
4. Explain the difference between 'importation' and 'exportation'.
5. What functions of Customs are of primarily importance nowadays (name some of them)?
6. What is the role of IT technologies and why?
7. Do you agree that the most important area of customs work nowadays is fiscal activity?
8. Why do you think it is important for the customs to work in collaboration with police and immigration authorities?

Exercise 3

a) Read a job description for the customs officer provided on the website *TARGETjobs* and complete the sentences with the words from the box. Translate it.

dealing, writing, making, collecting, checking, identifying, undertaking, fighting

Customs officers are responsible for helping to prevent the importation of illegal and/or dangerous goods including firearms, drugs, alcohol, tobacco and endangered animals into the UK.

Customs officers are employed by HM* Revenue & Customs and work in UK ports and airports. *Typical responsibilities of the job include:*

- ... people to question on the basis of prior offences/likely risk etc
- searching baggage and individuals for smuggled items
- arrests of people suspected of smuggling

- seizing smuggled goods
- documentation relating to imported goods
- physical examinations of freight
- detecting and prosecuting drug smugglers
- and supplying trade statistics
- reports
- the increasing problem of alcohol and tobacco smuggling
- helping to combat the worldwide illegal trade in endangered species of animals and birds
- with revenue due on imported goods

Customs officers can work in noisy, dirty or dangerous conditions, and they enforce legislation.

Qualifications and training required: the minimum academic requirement for entry into the profession is two GCSEs** or the equivalent. Graduates with an honours degree in any subject (2.2 or higher) can apply through the fast-track graduate scheme, details of which are available from the HM Revenue & Customs website.

Experience of and/or a qualification in legal studies or European/non-European languages may be beneficial. A relevant postgraduate qualification and/or work experience may be required for some positions.

Key skills for customs officers: all candidates should be UK nationals and free from certain criminal convictions. Customs officers need to be calm, assertive and resilient, and must possess excellent communication, teamworking and interpersonal skills.

*HM – Her Majesty

**GCSE – General Certificate of Secondary Education

b) Compose a cover letter which can be written by a potential candidate.

Exercise 4

a) Read and translate the text.

Tariffs

International trade includes all economic transactions that are made between countries. Accounts of barter of goods or of services among

different people can be traced back almost as far as the record of human history. International trade, however, is specifically an exchange between members of different nations.

All nations are engaged in international transactions to at least some degree. *Tariffs* may be imposed on imports – in some instances making them so costly as to bar completely the entry of the goods involved. *Quotas* may limit the permissible volume of imports. State subsidies may be offered to encourage exports. Money-capital exports may be restricted or prohibited. Investments by foreigners in domestic plants and equipment may be similarly restrained. These interferences may be simply the result of special-interest pleading, because particular groups suffer as a consequence of import competition. Sometimes a government may impose restrictions because it feels impelled to take account of factors that comparative advantage sets aside.

The general pattern of interference follows the old scheme of discouraging imports and encouraging exports.

Such interference or trade barriers may include state trading organizations and government procurement practice that may be used preferentially. Customs classification and valuation procedures, health regulations and marking requirements may also have a restrictive effect on trade. Excise taxes may act as a barrier to trade if they are levied at higher rates on imports than on domestic goods.

Different government regulations and practices also act as barriers to trade. For example, a tariff, or duty, which is a tax levied on a commodity when it crosses the boundary of the Customs area. The boundary may be that of a nation or group of nations that have agreed to impose a common tax on goods entering their territory. *Protective tariffs* are designed to shield domestic production from foreign competition by raising the price of the imported commodity. *Revenue tariffs* are designed to obtain revenue rather than to restrict imports. Still, protective tariffs, unless they are so high as to keep out imports, yield revenue, and revenue tariffs give some protection to any domestic producer of the duty-bearing goods. A *transit duty*, or transit tax, is a tax levied on commodities passing through a Customs area en route to another country. Similarly, an *export duty*, or export tax, is a tax imposed on commodities leaving a Customs area.

Other practices may also act as barriers to trade. *Quotas of quantitative restrictions* may prohibit the importation of certain commodities or limit the amounts imported. Such quotas are usually administered by requiring importers to have licences to bring in particular commodities. Quotas raise prices just as tariffs do, but, being set in physical terms, their impact on imports is direct, with an absolute ceiling set on supply. Increased prices will not bring more goods in. There is also a difference between tariffs and quotas in their effect on revenues. With tariffs, the government receives the revenue; under quotas, the import licence holders obtain a windfall in the form of the difference between the high domestic price and the low international price of the import.

Tariffs on imports may be applied in several ways. If they are imposed according to the physical quantity of an import, they are called *specific tariffs*. If they are levied according to the value of the import, they are known as *ad valorem tariffs*.

Tariffs may differentiate among the countries from which the imports are obtained. They may, for instance, be lower between countries that have previously entered into special arrangements, such as the trade preferences accorded to each other.

b) Answer the following questions.

1. What is a tariff or duty?
2. What are protective tariffs designed to do?
3. What are revenue tariffs aimed at?
4. On what is a transit tariff or transit duty levied?
5. On what is an export duty or export tax imposed?
6. What are quotas usually introduced for?
7. In what way do quotas differ from tariffs?
8. What are the two ways in which tariffs or imports may be applied?
9. What trade preferences do members of the Commonwealth have?
10. How can tariffs encourage domestic production?
11. Why are tariffs favoured by industries?
12. What tendencies may tariffs encourage as far as a market structure is concerned?
13. What can force the price of the import down?
14. What are the negative results of imposing higher duty rates?
15. Why is the amount of revenue obtainable through tariffs always limited?
16. What is the difference between quotas and tariffs in terms of revenues?

Exercise 5

a) Read the dialogue.

Paying Customs Duties and Taxes

A: What kind of taxes must be paid before the goods are handed over to legal entities and individuals?

B: They include customs duties, value-added tax and some special import taxes.

A: What is ad valorem duty and how is it calculated?

B: It is a tax charged as a percentage of the value of the goods, as distinguished from a fixed duty or tax. Calculation is based on the CIF value of goods that is on cost, insurance and freight charges. Note, that freight charges should always be included in the customs value.

A: Are all imported goods liable to VAT?

B: Most of them, there is only a small number of exemptions. The tax rate is a fixed percentage of the customs value plus any customs duties and taxes collected by the Customs on importation.

A: What does a special tax mean?

B: This is a kind of tax to which only a certain types of goods are subject.

b) Explain the meaning of the following terms used in the dialogue.

Ad valorem duty; CIF; a tax rate; a cost; freight charge; to be liable; a special tax; the Customs; a fixed duty.

Exercise 6. What kind of duty do you think was imposed in each case?

1. An exporter in Switzerland sent a consignment of cheese to an importer in Sweden. 2. An importer in Japan wanted to buy cheap cameras from Taiwan. 3. A group of American tourists bought a quantity of expensive perfume while on holiday in France. 4. A German tobacco company imported cigars from Cuba. 5. An Indian tea company sent a large quantity of tea to England.

Exercise 7

a) Read and translate the text.

World Customs Organization

The history of the World Customs Organization (WCO) began in 1947 when the thirteen European Governments represented in the Committee for European Economic Co-operation agreed to set up a Study Group*. This Group examined the possibility of establishing one or more inter-European Customs Unions based on the principles of the General Agreement on Tariffs and Trade (GATT)**.

In 1948, the Study Group set up two committees - an Economic Committee and a Customs Committee. The Economic Committee was the predecessor of the Organization for Economic Co-operation and Development (OECD), the Customs Committee became the Customs Co-operation Council (CCC).

In 1994 the Council adopted the working name World Customs Organization, to more clearly reflect its transition to a truly global intergovernmental institution. It is now the voice of 179 Customs administrations which operate on all continents and represent all stages of economic development. Today, WCO Members are responsible for processing more than 98% of all international trade.

Among its strategic goals the following should be mentioned:

- promote the security and facilitation of international trade, including simplification and harmonization of Customs procedures (Economic Competitiveness Package)
- promote fair, efficient, and effective Revenue collection (Revenue Package)
- Protect society, public health and safety (Compliance and Enforcement Package)
- strengthen capacity building (Organizational Development Package)
- promote information exchange between all stakeholders
- raise the performance and profile of Customs
- conduct research and analysis

* *Study Group – дослідницька група*

** *General Agreement on Tariffs and Trade (GATT) – генеральна угода по тарифах та торгівлі, ГАТТ*

b) Answer the following questions:

1. When was the World Customs Organization founded? 2. What is it based on? 3. How many customs administrations are included in WCO? 4. What does the Economic Competitiveness Package envisage? 5. What is the way of the WCO to revenue collection?

c) Give English equivalents of the following collocations:

Європейське економічне співробітництво, угода по тарифах та торгівлі, попередник організації, міжурядовий інститут, обмін інформацією, поліпшувати імідж, проводити дослідження, стратегічні цілі.

Exercise 8. Match the words and their explanation:

tariff (n)	a something that precedes something else
predecessor (n)	b to further or encourage the progress or existence of something
council (n)	c the owner of one or more shares in a company
promote (v)	d a view or representation of an organization or a firm
stakeholder (n)	e a tax levied by a government on imports or occasionally exports for purposes of protection, support of the balance of payments, or the raising of revenue
profile (n)	f manner or quality of functioning
performance (n)	g an assembly of people meeting for discussion, consultation, etc

Exercise 9

a) Memorize some names of documents which should be presented at the Customs or be enclosed with the accounts when goods are declared.

air waybill – авіавантажна накладна (коносамент)

bill of lading – транспортна накладна, коносамент

certificate of origin – сертифікат походження

commercial invoice – торговий рахунок-фактура

customs invoice – митний рахунок

customs declaration – митна декларація

customs invoice – митний рахунок
export licence – ліцензія на експорт
freight document – вантажний (транспортний) документ
notice of arrival – повідомлення про прибуття
packing list – пакувальний лист (реєстр)
permit – дозвіл
pro forma invoice – рахунок-проформа
dangerous goods declaration – декларація про небезпечні вантажі

b) Complete the list of documents used in foreign trade and transportation with words from the box.

<p><i>approved</i> ▪ <i>authority</i> ▪ <i>required</i> ▪ <i>commercial</i> ▪ <i>indicating</i> <i>draft</i> ▪ <i>receipt</i> ▪ <i>conditions</i> ▪ <i>carriage</i> ▪ <i>hazardous</i></p>
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1. Commercial invoice

A document that contains specific information regarding the goods shipped and the ... agreed between buyer and seller.

2. Certificate of origin

Document used in foreign trade which states where the goods were produced. It is often ... by customs authorities.

3. Packing list

A document which specified the contents of any form of packaging, e.g. boxes, containers, cartons, without ... the value of the goods shipped.

4. Air waybill

A contract between airline and shipper. It is a shipping document which states the terms and conditions of ... and is also a receipt for the consignment.

5. Consular invoice

A special kind of invoice sometimes required by the importing country. It needs to be ... by an embassy.

6. Pro forma invoice

A ... invoice which the seller prepares before the actual shipment takes place.

7. Export licence

A document which is granted by a government ... and states that specified goods can be exported.

8. Customs invoice

A specific document required by customs in some countries e.g. US when importing goods. It includes more details than a ... invoice.

9. Dangerous goods declaration

Certificate prepared by the shipper/consignor which stated that ... goods are handled according to international shipping regulations.

10. Bill of lading

A contract between carrier and shipper which specified the goods to be shipped and the delivery terms. It is also a ... of shipment and accompanies the goods until they reach their destination.

Exercise 10

a) Read the information about rail transport documents.

International carriage of freight by rail is governed by two main sets of rules:

- the CIM Uniform Rules (in Western and Central Europe, Near East and North Africa), and
- the SMGS (in Eastern Europe and Asia).

When transporting goods, operator should have the appropriate document such as the consignment note which confirms that the rail carrier has received the goods and that a contract of carriage exists between trader and carrier. And it doesn't give its holder rights of ownership or possession of the goods. Key details to be provided in the note include: description and nature of the goods, method of packing, number of packages and their weight, special marks, the agreed transit period, the agreed route, the names and addresses of the consigner, carrier and consignee, etc. Consignment notes are made out for each consignment.

Consignment notes may be of several types: CIM consignment note (накладна ЦИМ)¹, SMGS consignment note (накладна СМГС)², CIM/SMGS consignment note (єдина накладна ЦИМ/СМГС) and consignment notes established under bilateral or multilateral arrangements.

Another document of importance in transportation is the certificate of origin which is issued by the Chamber of Commerce as proof of where the goods were produced. There are two reasons why a certificate of origin might be necessary:

- When there is a trade agreement between the exporting and importing countries. In this case, if it can be proved that the goods were made in the exporting country, duty is charged at a lower rate or possibly not charged at all.

- For political reasons, to prove that importers aren't importing goods from countries with which trading relations are not desired.

In the case of multimodal transport such documents as Multimodal Bill of Lading and Rail Waybill can be used.

¹*CIM – ЦИМ (єдині правові накази до договору в міжнародному залізничному перевезенні вантажів)*

²*SMGS – ЦМГС (угода про міжнародне залізничне вантажне сполучення)*

b) Answer the following questions.

1. What set of rules is used for transporting the goods on the territory of Ukraine, Russia and Belorussia? 2. What information does the consignment note provide? 3. Does the consignment note give its holder rights of ownership of the goods? 4. What types of consignment notes are mentioned? What does the choice of consignment note depend on? 5. What document certifies the origin of the goods and which body issues it? 6. In which cases can the certificate of origin be of great importance?

Exercise 11. Read the instructions regarding customs clearance and put the words in the correct order (the first words are in italics).

1. *Provide* / you / the goods / to ship / descriptions / clear and detailed / of / with _____

2. *Identify* / to be / HTS or BTN numbers / by using / the goods / shipped _____

3. *Clearly* / the items / the value / indicate / of _____

4. *State* / were / where / manufactured / the goods _____

5. *Send* / and packing list / six copies / the commercial invoice / of / prior to arrival / four days _____

6. *The documents* / details / include / the following / must _____

7. *List* / of / each / the quantity / item _____
8. *Include* / the documents / and signature / the person / the name / preparing / of _____
9. *Do not use* / and lump sum* / on / general descriptions / values / your invoices _____
10. *Specify* / each / weight / and dimensions / the contents / of / box _____
-

lump sum values – одноразова вартість на строк погашення

Supplementary text A

Dual-channel system: red and green channels

In some countries customs procedures for arriving passengers at many international airports and some road crossings are separated into red and green channels. Passengers carrying goods above the permitted customs limits and/or carrying prohibited items go through the red channel. Passengers with nothing to declare go through the green channel. However, if a passenger going through the green channel is found to be carrying goods above the customs limits or prohibited items, he or she may be prosecuted for making a false declaration to customs, by virtue of having gone through the green channel.

The system was introduced at international airports to simplify Customs control and improve the flow of passenger traffic at international airports and to deal efficiently with the increasing number of passengers without reducing the effectiveness of the control and without a corresponding increase in the number of Customs staff. It is not necessarily incompatible with the application of other controls, for example, exchange controls, unless the circumstances require full control of all passengers and their baggage. The dual-channel system shall allow the passengers to choose between two types of channels:

- a green channel is for passengers having no goods or only goods which can be admitted free of import duties and taxes and which are not subject to import prohibitions or restrictions
- a red channel for other passengers.

Passengers must be sufficiently well informed to choose between the channels. For this purpose it is important that passengers be informed

about the functioning of the system and about the descriptions and quantities of goods they may have with them when using the green channel. This may be done by means of posters or panels at the airport or by means of leaflets available to the public at the airport or distributed through tourist agencies, airlines and other interested bodies. The route to the channels shall be clearly sign-posted. Passengers who have selected the green channel shall not be subject to Customs formalities unless they are the subject of a spot check; in the red channel passengers shall accomplish the formalities required by Customs.

Airports in some EU countries such as Finland, Ireland or the United Kingdom, also have a blue channel. As the EU is a customs union, travellers between EU countries do not have to pay customs duties. Value-added tax and excise duties may be applicable if the goods are subsequently sold, but these are collected when the goods are sold, not at the border. Passengers arriving from other EU countries go through the blue channel, where they may still be subject to checks for prohibited or restricted goods. In addition, limitations exist on various tobacco and alcohol products being imported from other EU member states, and if those limitations are being exceeded use of the blue channel would be inappropriate. Luggage tickets for checked luggage travelling within the EU are green-edged so they may be identified.

Exercise 12

a) Answer the questions to the supplementary text A.

1. What three channels are described in the text? 2. In which situations can passengers choose the green channel? 3. What is the aim of introduction of two channels at airports? 4. How can passengers get information about conditions and possibility to choose any channel? 5. What is the blue channel and in which countries it is used? 6. What do you think about possibilities a multi-channel system for rail transportation?

b) Find English equivalents of the following expressions in the supplementary text A.

Перевищувати допустимий митний ліміт, заборонені товари, переслідувати за щось, неправильне заповнення декларації, заради чогось, пасажирооборот, безмитний, підпадати під обмеження, митні формальності, вибіркова перевірка, податок на додану вартість.

Supplementary text B

Free Economic Zones

Free economic zones are considered to be independent territory economic structural formations with a special currency-financial, legal, customs and organizational-social system. Their main objective is to provide more favourable conditions for the development of foreign economic links. They are supposed to attract foreign investments, technologies and products into an economy. These zones should help in the development of domestic production on the basis of modern achievements in science and technology.

They are divided into three groups. The first one includes customs which are frontier zones. They are usually created at sea or river ports, at large frontier railway junctions and at airports. The second group is scientific engineering zones. Foreign potential is attracted here to develop some of the directions in science and engineering, and to achieve advanced gains in modern technology. The third group is the largest and most important. They represent part or the whole of the territory of the administrative region or area and also large port cities.

Being an integral part of the territory of the country, a free economic zone enjoys the main right to define its social and economic policy independently if this does not contradict the rules and laws of the country. It means that authorities of the zone can regulate export-import transactions, set the order of entry, exit and stay for foreign citizens on the territory, and establish direct foreign economic and cultural links. Authorities of the zone have the right to carry out budget and taxation politics of their own within its territory. They independently develop the system of taxation, set financial and other privileges starting with world tax rates and preferences.

Exercise 13

a) Answer the questions to the supplementary text B.

1. What is regarded as a free economic zone? 2. What is the main objective of a free economic zone? 3. What three groups of free economic zones are mentioned in the text? Describe each of them.
4. What does social and economic independency mean for a free economic zone?

b) Give English equivalents for the following word combinations.

Незалежні структурні підрозділи, забезпечити найбільш сприятливі умови, захищати інтереси іноземного капіталу, залучати іноземні інвестиції, вітчизняне виробництво, технологічні розробки, сучасні досягнення науки та техніки, прикордонні зони.

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