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BUSINESS ENGLISH IN PRACTICE

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PREFACE

180 (51-85)

: Getting the Job (Unit 1), At the Company Office (Unit 2), The Visit of a Foreign Partner (Unit 3), Exhibitions and Fairs (Unit 4), Business Trip to a Foreign Country (Unit 5), Advertising (Unit 6), Contracts (Unit 7). "Additional Information"

The EAN Code; ISO codes

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(Parts).
I (Topics and Situations)

II (Text for Reading)

III (Writing Practice)

(Inquires, Replies to Inquires, Offers and Quotations, Sales Letters, Orders, Complaints and Claims, etc.)

IV (Grammar)

: “Labour market survey” (Topic 1), “A Small Business Project” (Topic 2), “Altai Region” (Topic 3), “Exhibitions and Fairs” (Topic 4), “Advertising in Russia” (Topic 5), “Britain in Russia” (Topic 6).

«At the Company Office»

“How a Business is Organized”

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“The Visit of a Foreign Partner”

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“Moscow”

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“Business Trip to a Foreign Country”

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UNIT 1

GETTING THE JOB

Topics and situations: Help Wanted

Text for reading: Resume or Curriculum Vitae

Writing Practice: Resume or Curriculum Vitae

Grammar: Indefinite Forms of the Verb

I. Read and translate the advertisement and the application letter.

Having read the following advertisement in the newspaper (1) Olga decided to write an Application Letter (2).

1. Help Wanted

JUNIOR SECRETARY for busy, friendly office, to work for managing director. She should have good speeds, a sense of humour, a sense of responsibility, and an ability to cope with panicking. Starting salary within range 8000-8400 depending on age and experience. Foreign languages an advantage. Good promotion prospects for a career girl.

Write to *Wood Export Company*, 20/54 Kirov Street
658000, Barnaul

2. Olga's Application Letter

Olga Bodrova
15 Oktyabrskaya St
658005 Slavgorod
30th August 2006

Personnel Manager
Wood Export Company
20/54 Kirov Street
658000 Barnaul

Dear Sirs

I have seen your advertisement for a secretary in the *Morning Express* and I would like to apply for the post.

I have left secondary school where I obtained my knowledge of secretarial work. I enclose an outline of my qualifications. I have no previous office experience but I am willing to try and learn quickly.

Yours faithfully

Olga Bodrova

II. Read and translate the dialogues:

1. Olga Bodrova is interviewed by Mr. Vlad Koshelev, the Personnel Manager of Wood Export Company.

V.K.: Good morning, Miss Bodrova. Please take your seat. I'm Vlad Koshelev, Personnel Manager. What can I do for you?

O.B.: I read an advertisement of your firm in yesterday's *Morning Express*. You need a secretary, so I sent my application and now I'm here.

V.K.: Have you worked as a secretary before?

O.B.: I'm sorry to say that I haven't, but in spring I finished secondary school with the speciality of secretarial work. So it means that theoretically I should know something.

V.K.: Oh, yes, I remember now. That's very good. Do you speak any foreign languages?

O.B.: Oh, to a certain extent, yes. I know fairly well Spanish and English, a little German and French.

V.K.: That's not bad. We really need French very much.

O.B.: Oh, I can continue my studies in French. I'll go to some evening classes.

V.K.: Fine.

O.B.: If you can't take me on as a secretary, I could be on probation for a time first.

V.K.: Well, yes. I think that in the beginning you'll have to learn quite a lot.

O.B.: I'm willing to do that.

V.K.: Well, now... where have I put your application... oh, here it is. You see, we need a curriculum vitae as well and two photographs.

O.B.: I'll bring them as soon as I can.

V.K.: That's good. Can you start next Monday?
 O.B.: Oh, yes, of course.
 V.K.: Well then. I'll see you next Monday at 9 sharp.
 O.B.: Thank you. Good-bye.
 V.K.: Good-bye.

Vocabulary Notes:

to apply

to obtain knowledge

to enclose an outline of one's

qualifications

office experience

personnel manager

fairly well

to be on probation

application

curriculum vitae

/
/
()

2. Olga is discussing her new job with her best friend Anna.

A.: Well, how was it?

O.: It's difficult to say. The personnel manager was very nice and understanding.

A.: What questions did he ask you?

O.: Well, first he wanted to know whether I had worked anywhere before. I told him that I had studied secretarial work. Now I have to pay greater attention to French.

A.: Did you see the office where you're going to work?

O.: No, I didn't. I didn't see anybody but the personnel manager. I'll start on Monday. But it seems to be a very big firm.

A.: What was the personnel manager's room like?

O.: Nothing much, just an ordinary room. It was tidy, there were even some flowers on the table. But I have the feeling that they are short of space. Just like everywhere else.

A.: It's not interesting at all. I'd like to work someplace where there are many foreigners, big imposing rooms, big tables, cozy

- upholstered armchairs, swinging glass doors, a lot of light and air.
- O.: Oh dear. You must still be under the impression of some recent commercial film.
- A.: You see, that's my idea of my future workplace.
- O.: Well, we'll live and see.

Vocabulary Notes:

tidy ;
 short of space
 imposing ;
 cozy ;
 upholstered ()
 swinging door
 we'll live and see - .

III. Which alternative is correct?

1. *Wood Export Company* advertises for a supplier / bookkeeper / secretary / accountant.
2. Olga Bodrova has previous experience of office work / has studied Italian / has a lot of initiative / expresses willingness to learn.
3. In *Wood Export Company* Olga is interviewed by the Managing Director / the Personnel Director / a secretary / the Marketing Director.
4. Olga knows fairly well Spanish / Dutch / Finnish / Italian.
5. Olga has her previous knowledge of secretarial work from her mother / earlier work / school / special courses.
6. Vlad Koshelev's room is imposing / ordinary / very large / with swinging doors.
7. Olga shares her first impressions with her teachers / boy-friend / parents / friend Anna.

IV. What kind of characteristics would you need to be a pilot, a waiter, a radio reporter, a surgeon, a fisherman, a bank accountant, an actor, a government official, a computer specialist, a personnel manager?:

Here are some characteristics to help you:

be pretty strong and fit
be trustworthy, persistent and hardworking
be punctual and careful at work
be well-mannered and tactful
be eloquent and witty and expressive
be tolerant and attentive
be bright and intelligent
know local matters quite well
know how to deal with difficult people
know human nature and personal abilities
have a dependable and agreeable personality

V. Choose the right word:

a) *job – position – occupation*

“*job*” – anything that one has to do, task, duty;

“*position*” – a person’s relative place, as in society; rank, status;

“*occupation*” – that which chiefly engages one’s time; one’s trade.

1. He was unemployed doing only odd
2. Reading is a useful ... for long winter evenings.
3. This aid is for those who have a very low ... in society.
4. My sister occupies an important ... in the Department of Health.
5. The police called the company to find out his ... at the moment.
6. He had a hard ... designing the new equipment.

b) *force – make*

“*force*” – do smth by force or as if by force; compel;

“*make*” – to cause or force (followed by an infinitive without “to”).

1. They ... the confession from him.
2. The robbers ... the cashier lie on the floor and took the money.
3. They ... me repeat the story again.
4. He would have never done it, but he was ... to do it.

c) *leave – graduate*

“*leave*” – graduate (school);

“*graduate (from)*” – to get a degree or diploma, to complete a course of study at a college / university

1. He ... from Columbia University last summer.
2. She ... school 2 months ago and couldn't find a job.
3. What University did you ... from?

VI. You came to an employment agency and have to answer their questionnaire:

“Personnel Corps”
Professional Recruitment & Selection
 Tel. 275-35-02 Fax 275-36-96

Questionnaire		yes	no
<p>1. Are you seeking</p> <p>a) full-time employment?</p> <p>b) part-time employment?</p> <p>2. Which of these is most important for you? (Please number 1-5 in order of importance) money people security job satisfaction an interesting job</p>	<p>3. Do you like</p> <p>a) meeting people</p> <p>b) working alone</p> <p>c) working with other people</p> <p>d) working with your hands</p> <p>e) travelling</p> <p>4. What do you like doing in your free time?</p> <hr style="width: 80%; margin-left: 0;"/>		

VII. Read and translate the text:

Resume or Curriculum Vitae

When a person is eager to get a job he is often to fill a resume (USA) or a curriculum vitae (UK) or a standard printed application form. The forms can be laid out in different ways but the information required will, in most cases, be the same.

The information given by the candidate in these papers will be helpful in assessing the candidate's suitability for the post.

An excellent resume may help you get the job of your dreams and a poor resume may mean a lost opportunity.

Since this is the first piece of information a company will receive about you, it is critically important that your resume be well-written.

It should be presented at the beginning of any interview that you have with a company. Ideally, resume should not be longer than one page.

The contents of a resume can be categorized as: 1) PERSONAL INFORMATION (address and telephone number), 2) JOB OBJECTIVE, 3) EDUCATION, 4) EXPERIENCE, 5) SKILLS, 6) EXTRACURRICULAR ACTIVITIES, 7) REFERENCES.

The resume begins with PERSONAL INFORMATION, name, address, telephone number centered at the top page.

After your address, a statement of intent or JOB OBJECTIVE should be written. This objective should be well thought out from the very beginning since it will influence how you will write the rest of the resume. It should not be too general, eg: "To obtain a managerial position in a Western company".

Think about your job search and career goals carefully, write them down in a way that shows you have given this much thought.

For example: "Objective: To obtain a position in telecommunication that will allow me to use my knowledge of engineering and take advantage of my desire to work in sales".

Notice that your desire to have a well-paid job is not included in this statement. A focus on money in your resume's first sentence will not make the best impression anywhere in the world, not just in Russia.

After the statement of intent, describe your EDUCATION.

List the universities, institutes and colleges you have attended in reverse chronological order.

Any studying you have done abroad should be included and courses that you have taken that are relevant.

If you graduated with honors, you should definitely include this. A "red diploma" can be called "graduated with high honors" in English. Do not include your high school.

Your working EXPERIENCE is the next section. List your experience starting with your most recent place of employment and work backwards.

Spell out the exact dates of employment, your position, and the name of the company you worked for.

Provide information about your responsibilities, emphasizing important activities by listing the most relevant to your objective. Do not

use complete sentences! List your responsibilities in short statements that do not include the word “my” or “I”.

Following experience, you should list your special SKILLS.

These include your language skills, computer abilities, and any other talent that relates to your statement of intent.

When describing your language abilities, it is best to be honest about assessing your level, “Fluent English”, “native Russian”, “intermediate German”, and “beginning French” are all ways to describe your language abilities.

EXTRACURRICULAR ACTIVITIES should be included in the next section. Student or professional organizations you belong to, travel, sports and hobbies should be listed here.

Do not list “reading” or “writing” as an activity. It is assumed most people with a higher education do these things regularly.

The last section of your resume is the REFERENCE section. List at least two people, not related to you, who can describe your qualification or the job.

Their names, titles, places of work, and telephone numbers should be included. If you do not have space on your resume for this, write “Available upon request”. You will then be expected to give this information to a prospective employer if it is requested.

The style and format of a resume are extremely important. Your resume must be typed, preferably on a computer in order to format it most effectively. A neat and well-written resume with no spelling mistakes will give an employer the impression that you are accurate and take care of details.

A resume will not get you a job. An interview with a company will get you a job. In order to have the opportunity of interviewing with a company you should send your resume with a cover letter.

Vocabulary Notes:

to fill (in)

CV = Curriculum Vitae

standard printed application form

lay out

to assess

assessment

suitability

(.)

job objective

,

experience

,

skills

,

,

,

extracurricular activities

,

references

,

statement of intent

VIII. Find in the text English equivalents to the following:

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IX. Translate the sentences:

1. ,
2. . , ...
3. , -
4. , .
5. ,
6. .
7. , .

- 8.
- 9.
- 10.
- 11.
- 12.
- 13.

X. Look at the following examples of skills/responsibilities and personality traits and find the ones that apply to you:

Examining Your Skills And Abilities

There are two essential steps in the job-hunting process: research and planning. Research means examining your skills and finding out where you can apply them. Planning means deciding how you will present your skills to a prospective employer. You should go through these steps carefully whether you are looking for your first job or you are interested in changing to a better job.

<i>Skills/Responsibilities</i>		<i>Personality Traits</i>	
acting	making decisions	Use: <i>I am very...</i>	<i>...is one of my strong points</i>
analyzing	meeting people	accurate	accuracy
assembling	negotiating	adaptable	adaptability
building things	operating machines	cooperative	cooperation
cooking	organizing	creative	creativity
dancing	persuading people	dependable	dependability
decorating	repairing machines	flexible	flexibility
designing	selling	mature	maturity
driving	sewing	organized	organization
filing	singing	persuasive	persuasiveness
growing things	solving problems	punctual	punctuality

helping people	speaking	responsible	responsibility
interviewing	sports	tactful	tact
listening	supervising		
making crafts	typing		

XI. You are looking for a job. Analyse your interests and abilities. Answer the following questions:

1. What are my abilities?
2. What special talents do I have?
3. What are my special interests?
4. What are my physical abilities and limitations?
5. What are my attitudes and values?
6. How do I see myself, or what is my self-concept?
7. What is my previous experience?
8. What are my educational plans for the future?
9. Am I the kind of person who works well in a large group, or do I work better with only one or two people?
10. Am I willing to accept change?

WRITING PRACTICE

I. Looking over your work experience and the skills you have acquired, list your accomplishments at each job, regardless of how small or insignificant they may seem to you:

Accomplishments:

I advanced to a higher position in ____ years.

I increased sales by ____ percent.

I designed a computer program.

I developed a new process for improving the quality of the work.

I improved the accounting system for my department.

Work experience: Part Time or Volunteer Work

During High School years

Job title	Skill acquired

During college years

Company name	Job title	Skills acquired

Work experience: Full Time

Dates	Company name	Job title	Responsibility	Skill acquired

Name of company	Job title	Accomplishments

II. Now you are ready to write your own resume. Study our example of a resume and try to write one for yourself:

RESUME	
<p>Anna Smirnova 98, Chaikovskogo Street, apt 85 St. Petersburg, 191194, Russia Phone: +7 812 272 08 95</p>	
OBJECTIVE:	Obtain employment in the field of public relations that will allow me to use my ability to work with people and take advantage of my knowledge of English.
EDUCATION:	St. Petersburg State University. 1999-2006 Diploma in English and French. Qualified as English interpreter.
WORK EXPERIENCE	Assistant, Interpreter of Director General Insurance Co. Rodina Ros.
April 2006- till now	Duties: schedules of meetings, appointments and recording of the personnel, interpreting and translation of documents. Personal assistant and secretary to Mr. Ron Black at the office of Operation Carelift. Mr.
January – March 2003	

Black, a former member of the Pennsylvania House of Representatives supervised the activities of this NGO in distributing humanitarian assistance in St. Petersburg. Duties: interviewing and screening Russian organization which applied for humanitarian assistance, arranging and supervising of deliveries of children's shoes and boots in St. Petersburg, scheduling of the drivers and Russian personnel.

LANGUAGES: **ENGLISH** Fluent reading, writing and speaking ability.

Qualified as interpreter and translator.

FRENCH Good reading and translating ability.

GERMAN Rudimentary conversation German acquired during several visits to Germany.

OTHER SKILLS: **COMPUTER** Microsoft Word and Excel. Typing, fax, Xerox.

HOBBIES & ACTIVITIES Theatre, music, tourism, sports.

REFERENCES

Mrs. Elena Petrova, Associate professor St. Petersburg, State University 11, Universitetskaya Nab. St. Petersburg
Phone: +7 812 218 95 65

Mr. Peter Bright, Manager Anglo-American School US Consulat General St. Petersburg
Phone: +7 812 325 62 47

III. Don't forget to write a cover letter. Write a cover letter as Ann Smirnova did it.

Anna Smirnova
98, Chaikonskogo Street apt 85
St. Petersburg, 191194, Russia
Phone: +7 812 272 08 95
December 2, 1996

US Consulate General
15, Furshtatskaya Street
St. Petersburg.191028
Attn.: Mr. Josh Overcast

Dear Sirs,

By this letter I would like to apply for the FSN personnel clerk position at the US Consulate General.

Thank you for taking time to deal with my application.

Please kindly find my references enclosed.

Faithfully yours,
Anna Smirnova
(signature)

GRAMMAR

Indefinite Forms of the Verb

- I. Open the brackets using the appropriate (Present, Past or Future Indefinite) verb form:
1. I ... your advertisement for a Manager of Siberian Company in yesterday's paper and ... to write a resume.
 - a) see; decide
 - b) saw; decided
 - c) saw; decides
 2. I ... secondary school number 10 in 2010.
 - a) leaves
 - b) leave
 - c) left
 3. Studying at school I ... my knowledge of English and economics.
 - a) obtained
 - b) obtain
 - c) obtains
 4. Usually the resume ... with personal information (name, address, telephone number, etc).
 - a) ends
 - b) started
 - c) begins

5. First of all I ... to obtain a position in economy department but then my plans
- a) wanted; changing
 - b) wanted; changes
 - c) wanted; changed
6. I think that my knowledge in telecommunication ... me a lot in future.
- a) help
 - b) helped
 - c) will help
7. The style and format of a resume ... very important.
- a) are
 - b) were
 - c) was
8. A well-written resume ... an employer a chance to be invited for an interview.
- a) gives
 - b) will give
 - c) gave

II. Put each of the following verbs in its place in the passage below.

Job satisfaction (1) ___ important but I have a family so I have to think about money too. If a job (2) ___ me, I need to know what salary it (3) ___ and also whether there (4) ___ regular annual increases, called increments. I (5) ___ to know if I (6) ___ a pension when I retire at the age of 60 or 65. If the job (7) ___ selling a product, I ask if I'll receive a percentage of the value of what I (8) ___ , called commission. It is also important (9) ___ if there are extra advantages, like free meals or transport, or the free use of a car. These are called perks or fringe benefits. (10) ___ the future prospects good? For example, is there a good chance of promotion to a better job, with more money and responsibility? Is the job near my home? If it (11) ___ , I'll have to commute every day

interests
are
is
want
offers
will receive
sell
is
to know
are
isn't
am
don't want

and this can be expensive. I (12) ___ very keen to be successful. I am very ambitious. I (13) ___ to stay in the same job all my life

III. Put questions to the following sentences with the following words:

1. When a person is eager to get a job he fills a resume. (What ... ?)
2. An excellent resume may help you to get the job. (May ... ?)
3. A company will receive the first piece of information about you from the resume. (How ... ?)
4. The resume begins with personal information. (What ... with?)
5. A candidate to the post provides information about his (her) responsibilities. (Does ... ?)
6. Candidate's skills may include language skills, computer abilities, etc. (What other skills ... ?)
7. The style and format of a resume are very important. (Are ... or ... ?)
8. A neat and well-written resume with no spelling mistakes will give an employer the impression that you are accurate and take care of details. (Will ... ? What impression ... ?)
9. An interview with a company will get you a job. (Will ... ? What ... ?)
10. He graduated from the university and got a very interesting job. (What ... from? Did ... ?)

IV. Convert these sentences into the Passive Voice:

1. Certain professions require different qualities and abilities.
2. A secretary does her work quickly and accurately.
3. You need different qualities for your future profession.
4. He is filling a resume now.
5. They are interviewing a candidate for the post at the moment.
6. He improved his marks in maths last week.
7. Her friend got good marks to get into university to do medicine.
8. At that moment they were discussing their plans for the future.
9. A company will receive information about this applicant next Monday.
10. He will think out the job objective and write it in his resume.
11. They took him for the vacant position.

UNIT 2

AT THE COMPANY OFFICE

Topics and situations: At the Company Office
Text for reading: How A Business Is Organized
Writing Practice: Business Letter Writing
Grammar: Continuous Forms of the Verb

I. Read and translate the dialogue:

At the Company Office

Mr. Klimenko is at the office of Continental Equipment. He is having an appointment with the managers of this company, Mr. Brown and Mr. Cartwright.

Mr. K.: Good morning, gentlemen! How are you?

Mr. C.: Fine, thanks. And how are you getting on?

Mr. K.: Very well, thank you.

Mr. C.: Let me tell you about our company. As you know, Mr. Klimenko, we produce processing equipment. Our firm consists of 6 departments: Production, Sales, Export, Financial, Personnel and Research & Development. The last one is the newest at the company. It was created five years ago... We are managed by the Meeting of Shareholders and the Board of Directors. Earlier the Chairman of the Company was one of the senior partners, but now it is Mr. Rogers, as you know. Currently we employ about 1,600 people. Our turnover is more than £300 million.

Mr. B.: You will work with our Export Department. We export our equipment to 5 countries. We also have two subsidiary companies in Holland and Germany with headquarters in those countries.

Mr. K.: Are they your subsidiaries or branches?

Mr. B.: They are our subsidiaries. Each company trades under its own name. We are looking for new partners in Eastern Europe as well, as we would like to expand our activities. That's why Mr. Cartwright went to Moscow to establish personal contacts with your company. Have you read all our correspondence with your

Director?

Mr. K.: Yes, I think so. We investigated your business proposal thoroughly.

Mr. B.: Have you got our price-lists and catalogues with you now or shall I ask Miss Elliot to bring a copy?

Mr. K.: Thank you, but I have them with me as well as copies of your letters. I expect to make the Draft Contract here, maybe by the end of this week, and to conclude the Contract with you after discussing it with my Director by phone.

Mr. C.: All right. Let us get down to business. Today and tomorrow we are going to talk about terms of payment and delivery.

Mr. K.: Right. And the day after tomorrow we'll be talking about packing and transportation.

Mr. C.: Then I plan to go to London for three days. As you know, there will be an exhibition. Will you join me?

Mr. K.: Yes, with pleasure. It would be very helpful for the purpose of my visit.

Mr. C.: I hope so. And after that you'll have enough time for a visit to our factory and to go sight-seeing.

Mr. K.: That suits me fine. I expect to submit the Draft Contract to my Director by fax not later than next Wednesday.

Vocabulary Notes:

department , , ,

sales

sales manager

turnover ,

turnover of capital

research

development , , ,

subsidiary company , /

branch

Meeting of Shareholders

Board of Directors

business proposal

to propose (to offer) smth to smb

Draft (of) Contract

Draft

II. Find in the dialogue words and expressions close in meaning to the following:

organization; offer; to hire; to search; to sell goods to another country; to run a business; to set up; a fair; aim; links; advertising materials; to examine.

III. Answer the questions:

1. What does the firm “Continental Equipment” produce?
2. What departments does it consist of?
3. When was it created?
4. Who is the chairman of the company?
5. How many people does the company employ?
6. Does the company have any subsidiaries?
7. Why did Mr. Cartwright go to Moscow?
8. What is Mr. Klimenko going to do during his business trip to the company “Continental Equipment”?

IV. Tell about:

- a) the organization of the company “Continental Equipment”
- b) the activities of the company
- c) Mr. Klimenko’s plans

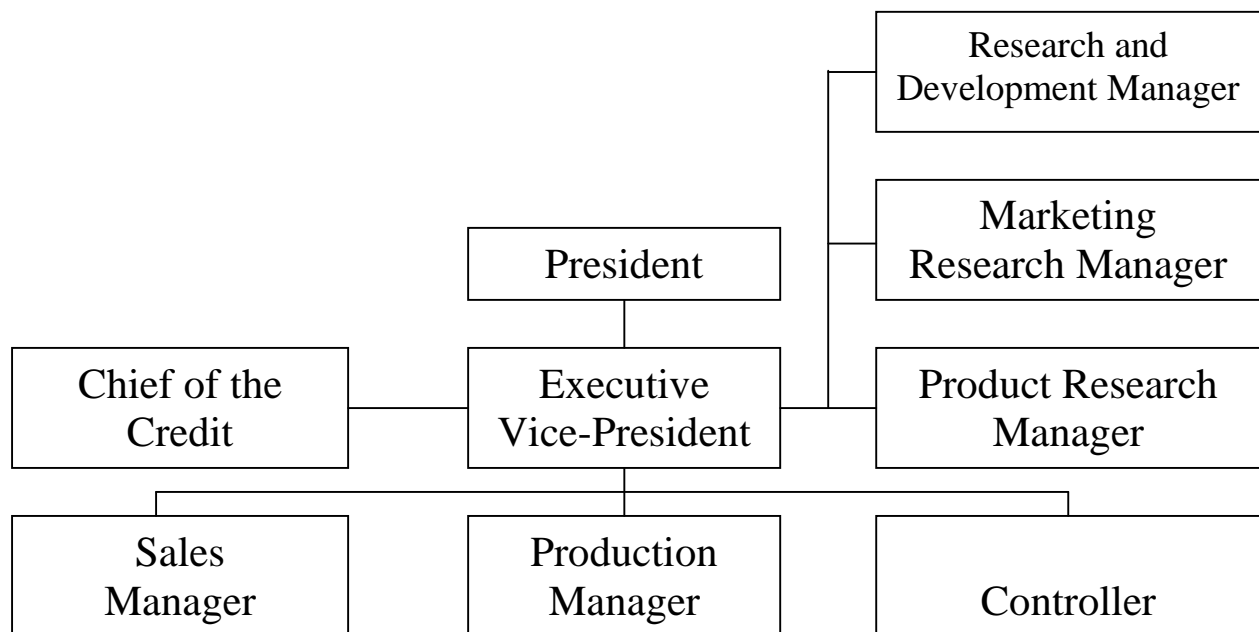
V. Complete the dialogues and reproduce them in pairs:

- a) *Starkov:* Good morning, Mr. Williams. How are you?
Williams: ...
S.: Very well, thank you. Could you tell us about your company, Mr. Williams?

W.: ...
 S.: What department will we work with?
 W.: ...
 S.: Do you have any subsidiaries?
 W.: ...

b) *Williams:* Have you got price-lists with you now?
Starkov: ...
 W.: All right. Let's get down to business. What are you going to talk about today?
 S.: ...
 W.: Right. And tomorrow we'll be talking about packing and transportation. By the way, Mr. Starkov, do you want to visit our exhibition which will be held the day after tomorrow?
 S.: ...
 W.: I hope so.

VI. Examine the scheme of a company and tell about it answering some questions given below:



- How many departments are there at the company?
- How many managers work at the company?
- What is in your opinion the most important department?
- Are there any overseas branches?

VII. Read and translate the text:

How A Business Is Organized

In business there are many legal forms of organization. The form of organization means the type of ownership. The main differences between the types of ownership are in their ability to raise capital, the size and continuity of the enterprise, the disposition of profits, and the legal obligations in the event of bankruptcy. Each form has certain advantages and disadvantages. The three forms are the sole proprietorship, the partnership, and the corporation.

The form which requires the least amount of capital and personnel is the **sole proprietorship**. Sole means single, and the proprietor is the owner. Therefore, a sole proprietorship is a business owned and operated by a single person. This single person can start a business by simply purchasing the necessary goods and equipment and opening up a shop. The sole proprietor owns all the business assets, makes all the decisions, takes all the risks, and keeps all the profits of the business. The business itself pays no tax, but the owner must pay personal income taxes on his profits.

There are good and bad aspects to the sole proprietorship form of organization. The sole proprietor has the opportunity to be successful, but he also runs the risk of financial ruin. The owner enjoys his freedom to make decisions about his business, but he alone takes the responsibility for incorrect choices. He has the right to keep all the profits of the business. However, if he suffers a loss, he still owes all the debts, and his legal liability to pay them may be more than his investment in his business. He must use his personal property to settle the debts of the business if he goes bankrupt.

A **partnership** presents a completely different set of problems. A partnership consists of two or more people who share the ownership of a business. A partnership should begin with a legal agreement covering the various aspects of the business. Two important items that need to be covered are exactly which assets each partner is contributing, as well as how the partnership can be changed or terminated. This agreement is called the articles of co-partnership. Partners are like sole proprietors because they own all the assets, owe all the debts, make the decisions, and share the profits. They pay only personal income taxes on their share of the profits.

A partnership has more capital than a sole proprietorship. In partnership the personal wealth of all the partners can be used to secure loans and credits. This personal wealth may also be used to settle the debts of the business. Like the sole proprietorship, the partnership has unlimited financial liability in the event of bankruptcy. Unlike the sole proprietorship where one-owner manager makes all the decisions, the smooth operation of a partnership requires both owners to agree on management policy.

The **corporation** is very different from both a sole proprietorship and a partnership. First of all, the corporation is a legal entity which is chartered by the state in which it is incorporated. As a legal entity, the corporation can own property that is not the personal wealth of its owners. Forming a corporation is not easy. There are many legal procedures to follow. A corporation raises capital in a different way from the proprietorship or partnership. The ownership of the corporation is divided into shares of stock. One stockholder can buy, sell and trade his shares without permission from the other owners. A corporation raises large amounts of capital by selling shares of stock. The shareholders vote for a board of directors who hire a president or chief executive officer to run the company. The board of directors also decides what to do with corporation's profits. It usually retains part of the profits for reinvestment in the company and distributes the other part to the shareholders as dividends. The personal wealth of the stockholders cannot be used to pay debts in case of bankruptcy.

The corporation has access to large amounts of capital and has limited liability, but its activities are closely monitored by government agencies. A large corporation has a lot of managers who can specialize in different aspects of the business. However, the corporation must have good organization for efficient operation. Another important disadvantage of the corporation is that its profits are taxed twice. The profits are taxed once as corporate profits, and then the individual stockholders pay personal income taxes on their dividends.

Vocabulary Notes:

articles of co-partnership
asset(s)

capital
to secure capital

to raise capital	,	
corporation	,	
credit		
dividend	,	
entity		,
a legal entity		
profit		
disposition of profit		
to distribute profits		
share	,	,
stock	(),	

VIII. Find the synonyms:

the effective operation; to be in charge of; business organization; to take the risk; to owe the debts; a share; personal property; proprietor; a stock; liabilities; stock; capital; obligations; purchasing; a shareholder; to run a corporation; to own the debts; owner; business structure; personal wealth; to run the risk; buying; a stockholder; to manage a corporation; to be responsible for; the efficient running.

IX. Translate the sentences into English using your active vocabulary:

1. _____ : _____
2. _____ , _____ . (mean)
3. _____ . _____ (differ in)
4. _____ , _____ . (start smth with)
5. _____ . _____ , _____
6. _____ . _____ (must)

- 7. (must)
- 8. (can)
- 9.
- 10.

X. Look through the brief characteristics of some English and American businesses given below. Name the types of these businesses:

- a) it is easy to start; it is the cheapest type of business to organize; it has the most flexible structure because all the powers are in the hands of its owner.
- b) it is not easy to form; shareholders liability is limited by the amount of their shares; it is a legal entity; directors are elected by shareholders; its profits are taxed twice.
- c) it is quite easy to organize; the owners share working hours, ideas and experience; additional sources of financing are available; its owners don't pay corporation taxes.

XI. Give free translation of the texts:

- a) (Individual Entrepreneurship (), Sole Entrepreneurship ())

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)
(Partnership)

(Statute),
(Agreement of Capital and Dividends Share)

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(Corporation (.), Company (.))

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(stocks,

shares),

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(stockholder, shareholder).

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- 9. ,
- 10. (,) ,
- 11. (). ,
- 12. .
- 13. .
- 14. ,

The Letter Heading and the Layout

- (The heading),
- (The reference),
- (The date),
- (The inside address),
- / (The salutation),
- /
- (The complimentary close),
- (The signature).

1. **(The Heading)** : –
 (the company's name), (the company's address),
 (its telephone numbers, telex code, telegraphic address),
 (the type of business it is engaged in),
 (V.A.T. – Value Added Tax),

(the name of the directors),
(an emblem or trademark).

/ An

**Example of a Heading that Might Be Used by a British Company and
by Partnerships:**

T.M. Brown & Co. Ltd. Important and Export	843 Queen Street London, E04 8YH
Directors: R.S. Hornby, I.C. Wells	Telephone: 5393420

Quirk, Smith & Webb SOLICITORS	Telephone: 2773888
<hr/> F.W.King D.N.Cree	373 HIGH HOLBORN LONDON WHICH & BA

: (limited company)
“Limited”
“Ltd.”,

2. (The references)

()

3. (The Date)

: 17

April 20__.

: 1) April 17 20__ ()

2) 17th April 20__

3) April 17th 20__

4. (The Inside Address)

Messrs. (

Messieurs) /

« »
partnership):

(a

Messrs. Thorns and Strong 260 Oxford Street London W 1 7TM
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Messrs

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1)

/

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2)

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5.

(The Salutation)

Dear Sirs.

Gentlemen

Dear Sir /

!

,

Dear Madam /

!

Dear Mr Green /

!

Dear Mrs Smith /

! (

)

Dear Miss Brown /

! (

)

Dear Ms Jones /

! (

)

Ms,

6. **(The Complimentary Close)**

Dear Sirs *Dear Sir,*

Yours faithfully *Yours truly.*

: Dear Mr White, Dear Miss Blue *Yours sincerely.*

7. **(The Signature),**

for p.p. (per procuracionem /
)

8. **(The Enclosure).**

Enclosure *Enc.* *Encl.,*

9. **(The Subject Line)**

Dear Sirs
Your order no.3S27 of 23 August 20__

Re- /

()

10. (The Copy).

() or . Dr B/ Brown).
(. Collections Office

11. (The Continuation).

- PTO (Please turn over), MORE,
Continues –

12.

().

The Usual Layout of a Business Letter

Specimen Letter 1:

Heading	<p style="text-align: center;">ICF Ltd International Conferences and Fairs Am Hofgarten 953113 Berlin Germany Tel.: +49 228 3011725 Fax: +49 228 3011755 e-mail: icf@berlin.com</p>
Reference (initials of writer/typist, some- times a filing refe-	DE/KM

rence)	
Date (day, month, year)	12 November 20__
Inside address (name, title, company, full address, postal code)	Mr. Paul Norman Director BSE Daisy House, 26 Harley Road Bournemouth BH 2 IW United Kingdom
Salutation	Dear Mr. Norman
Subject Line	The Berlin Conference
Body of Letter (one line space between paragraphs)	<p>If you are sending students abroad and are looking for new partners or wish to keep in contact with existing ones, we invite you to attend the Berlin Conference taking place in Intercontinental Hotel in Berlin March 29-30, 20__</p> <p>THE BERLIN WORKSHOP will put you in face-to-face contact with education providers from around the world, including boarding schools, hotel management and hospitality schools, MBA programmes, language programmes and summer schools, as well as colleges and universities offering graduate and post-graduate studies, who are interested in appointing new student recruitment partners.</p> <p>Please find enclosed the programme of the event and visit our site for details.</p>
Complimentary close	Yours sincerely,
Name	Dorothee Elger

Sender's designation or department	Assistant Manager Appointment section ICF
Enc (if anything is enclosed)	enclosure
Show if any copies are circulated (if more than one, use alphabetical order)	BSE Branch Manchester

Specimen Letter 2

Heading	Homebase PLC	Tel.: +44 207 2871123 Fax: + 44 207 2811243
	31 Bond Street London WC1 UK	E-mail: homebase@intel.uk
Include the main heading "FAX MESSAGE"	FAX MESSAGE	
These heading are important so that all the essential details can be inserted alongside	To Company Fax Number From Ref Date	Petro Cifani, Manager Bruno Ltd 39 55 383557 Jane Gartfield, Sales Manager JG/AD 12 January 20__
It is important to state the number of pages being sent	Number of Pages (including this page) 1	
A salutation may be included if preferred	Dear Mr. Cifani	
The heading should	Reply to enquiry	

state the main topic of the fax message	
The body of the fax message should be composed similarly to a business letter	I am sending under separate cover a catalogue and a price list for our calculators as requested in your letter of 10 January 20__ . At the moment we have in stock both models you are interested in. but as these models are extremely popular we cannot make you a firm offer. Please, contact me if I can provide any further help.
A complimentary close is not necessary	Look forward to hearing from you. Jane Gartfield

Specimen Letter 3

e-mail letter

From	julliancolbourn@aol.com
To	Dupont@netscape.net
Sent	1 December 2004 10.27 a.m.
Subject	Christmas post card quotation

Attached December price list

Hi Leo

Nice to hear from you. Yes, we did enjoy the holiday which regretfully was too short.

As to request I've attached the December price list and a leaflet for the latest range of Christmas post cards.

Plenty to choose. Promise to do my best about the delivery dates but I have to hear from you asap.

Best wishes

Jullian

Note: asap – as soon as possible

I. Write out the following dates in all the possible ways in which they may appear at the top of a business letter:

- the second of December nineteen-seventy-nine
- the third of June nineteen-ninety
- the eighteenth of September nineteen-fifty-seven
- the twenty-first of October nineteen-eighty-five

II. Below are the names and addresses which may appear in the top left-hand corner of a business letter. Give the correct salutation and complimentary close in each case.

Inside address	Salutation	Complimentary Close
BBC Publications 35, Marylebone High Street London W1M5 YZ		
J.D. Barnley, Esq. 9, High Stree London W1M 4AA		
Managing Director Watkins and Peters Ltd. 166, London Road OXFORD OBM6 BY		
Ms A..Arafel Product Information Manager McCraw-Hill Book Co 1221 Avene of the Americans New York, N.Y., 10020 USA		

III. Compose a letter heading for a company producing software. Include all the information about your own company.

IV. Compose a letter heading from A. Kuznetsov to his English colleague working as a production manager in Smallcrown-Liverpool Ltd.

V. Write down your own business letter.

GRAMMAR

Continuous Forms of the Verb

I. Change the following sentences according to the pattern:

He usually has breakfast very early, but today he (to have) breakfast late.

He usually has breakfast very early, but today he *is having* breakfast late.

1. They usually have lunch in the canteen, but today they (to have) lunch in the café.
2. – Usually you type your reports.
– Yes, but today I (to write) it. Something's wrong with my computer.
3. Mr. Rogers usually drives to the office, but today he (to walk).
4. Mrs. Cartwright usually drinks tea with sugar, but today she (to drink) tea without sugar. She's on a diet.
5. He usually speaks to our sales manager, but today he (to discuss) something with the managing director.
6. At this time of the day Mrs. Brown usually receives visitors, but today she (to hold) a meeting.
7. Mr. Rogers usually speaks on the phone himself, but today his secretary (to answer) the calls.
8. We usually play tennis on Sundays, but today we (to play) football.

II. Use the Present Simple or the Present Progressive Tense instead of the infinitives in brackets:

1. – Can I speak to the managing director, please?
– I'm sorry. He (to have) lunch at the moment.
2. We (to look) for someone who (to want) to make money.
3. The world (to change) rapidly in such fields as business, art and medicine.
4. Who ... this suit-case (to belong) to?
5. We (to organize) a holiday walking tour in the Altay Mountains. We

- (to go) to cover 100 km of mountainous country in ten days. It (to go) to be a hard work. But it (to go) to be fun!
6. The coffee (to taste) delicious.
 7. We (to look) for new partners in Eastern Europe as we (to want) to expand our activities.
 8. They (to investigate) the Draft of Contract now.
 9. Our company (to produce) processing equipment.
 10. I (to see) that you (to have) some problems with this computer. Can I be of any help?
 11. – What ... we (to wait) for?
– We (to wait) for Mr. Brown. He (to talk) to the sales manager about packing and transportation of the product.

III. Complete the following sentences using the Past Progressive Tense instead of the infinitive in brackets:

1. At three o'clock yesterday Miss Elliot (to type) a report.
2. When the phone rang I (to read) my correspondence.
3. We saw an accident while we (to drive) to the Meeting of Shareholders.
4. When the director came in, the managers (to discuss) terms of payment.
5. He had a lot of doubts while he (to investigate) our business proposal.
6. We (to get down) to business when Mr. Starkov interrupted the talks.
7. They had a lot of problems while they (to organize) the exhibition.
8. The chairman interrupted me when I (to speak) about packing and transportation.

IV. Make the following sentences interrogative:

1. Now he will be looking for a new job.
2. He'll be talking to the director again.
3. I'll be waiting for you in the entrance hall.
4. The day after tomorrow we'll be talking about terms of delivery.
5. They'll be having a wonderful time.
6. Tim will be coming back in two days.
7. We'll be having talks tomorrow at six.
8. They will be investigating our business proposal all day long.

V. Translate into English:

1. .
2. .
3. ,
4. , -
5. ?
6. ?
7. , ?
8. ?

VI. Convert these sentences into the Passive Voice:

1. They were investigating a new plan when we arrived.
2. Miss Brown is typing a letter now.
3. We'll be discussing the terms of payment all day tomorrow.
4. He was writing a report when we came into the room.
5. I'm investigating your proposal now.
6. They are waiting for us. Hurry up!

UNIT 3

THE VISIT OF A FOREIGN PARTNER

Topics and situations: The Visit of a Foreign Partner

Text for reading: Moscow

Writing Practice: Types of Business Letters

Grammar: Perfect Forms

I. Read and translate the dialogues:

1. At the Airport

John: Excuse me! Are you Norman Baker?

Norman: Yes, that's right. I am Norman Baker from GLC Electronics.

John: How do you do, Mr. Baker? I am John Wiley from Lincoln Freight Services.

Norman: Nice to meet you. And please, call me Norman.

John: And you call me John.

Norman: Thanks!

John: I want you to meet Diana Eustace from our Sales department. Diana, this is Norman, Norman Baker.

Norman: How do you do, Miss Eustace. Pleased to meet you, and may I call you by your first name?

Diana: Do, please.

Norman: Thanks a lot! And may I introduce Miriam Miller? She is my secretary.

John and Diana: Hello, Miriam. Welcome to Lincoln!

Vocabulary Notes:

pleased (I am pleased)

O.K.!

to introduce

department

freight

services

freight services

sales department

2. At the Airport

Lorna Wright is leaving for Liberia.

Lorna: Good morning!

Ground stewardess: Good morning. Could I have your ticket and passport, please?

Lorna: Here you are.

Ground stewardess: And where is your luggage?

Lorna: Here it is. I've got one suitcase.

Ground stewardess: Any hand luggage on you?

Lorna: Just a small bag.

Ground stewardess: Thank you. Now, would you like a smoking or

Lorna: non-smoking seat?
 Non-smoking, please.
Ground stewardess: Fine. Here's your ticket, passport and boarding card. The flight is boarding through gate six at nine thirty.
Lorna: Thank you.
Ground stewardess: You're welcome.

Vocabulary Notes:

hand ,
 smoking seat
 board (); (,)
 boarding card
 flight
 gate , ,

3. At the Airport

Lorna Wright is arriving to Liberia.
Immigration officer: Good afternoon. Can I have a look at your passport and landing card?
Lorna: Yes, here you are.
Immigration officer: Thank you. So, you're from Great Britain?
Lorna: That's right.
Immigration officer: And what's the purpose of your visit?
Lorna: I'm here on business.
Immigration officer: And how long are you staying in Liberia?
Lorna: About a week, I suppose.
Immigration officer: O.K.! Welcome to Liberia!

Vocabulary Notes:

arrive
 to have a look
 purpose

4. In the Car

Driver: We are going to our office in the centre of the city. It'll take us

about half an hour to get there. Mr. Pospelov is waiting for you.

Paulson: Please remind me who Mr. Pospelov is.

Driver: He's our Director General. He is going to discuss the details of our future agreement with you.

Paulson: Which hotel am I staying at?

Driver: We've reserved a single room with private bathroom at a hotel near the centre.

Paulson: That's O.K. Thank you very much.

Vocabulary Notes:

to take smb. ()
to remind
to reserve a room

5. At the Office

Ivanov: I'd like you to meet Mr. Pospelov, our Director General.

Cartright: Glad to meet you, Mr. Pospelov.

Pospelov: Glad to meet you too. Have you ever been to Moscow before, Mr. Cartwright?

Cartright: No, it's my first visit to Moscow.

Pospelov: What are your first impressions of Moscow?

Cartright: I like Moscow, it's a very beautiful city and quite different from London.

Pospelov: I hope you'll enjoy your visit. Mr. Cartwright.

Cartright: ...

Pospelov: Let me introduce my staff to you. This is my secretary, Miss Pavlova.

Cartright: Nice to meet you, Miss Pavlova.

Pavlova: Nice to meet you too. Call me Ann.

Pospelov: I also want you to meet Victor Volgin, our Sales Manager. You've already met Mr. Ivanov.

Cartright: What does Mr. Ivanov do?

Pospelov: He is our Export-Import Manager... Do take a seat. Would you like a cigarette?

Cartright: Yes. Thank you.

Pavlova: Would you like something to drink?

Cartright: Er... Yes. I'd like a cup of coffee.

Pospelov: Ann, could you make coffee for us, please?

Pavlova: Certainly, sir. How would you like your coffee, Mr. Cartwright, black or white?

Cartright: Black, please.

Pavlova: With sugar?

Cartright: No, thanks.

Ivanov: By the way, Mr. Cartwright, what is your profession?

Cartright: I'm an engineer, but at Continental Equipment I work as a Sales Manager. Here's my card.

Pospelov: Let's get down to business, Mr. Cartwright. We're extending our business and want to buy equipment for producing some goods in Russia, rather than importing them from western countries as we do now. We know that some companies, including yours, produce the sort of equipment we need. Your company provides advanced technology and efficient service, which small companies can't provide. That's why we're interested in your company.

Cartright: Yes. I see. You'll be pleased to hear that the service life of our equipment has been increased, and also prices have been reduced.

Ivanov: Would you mind speaking a bit slower, Mr. Cartwright? I'm not very good at English.

Cartright: Sure. I said we had increased the useful life of our equipment.

Pospelov: It's very interesting, but first I would like to know if it's possible to adapt your equipment to our needs.

Cartright: To answer your question, Mr. Pospelov, I have to visit your factory and study your requirements.

Pospelov: I'll show you our factory tomorrow.

Cartright: What time?

Pospelov: Let me see... I have an appointment with my lawyer at 9 a.m. How about 10?

Cartright: That's fine.

Ivanov: At the moment we are looking for a Commercial Director for this project so in the future you'll have to deal with him. If we decide to buy your equipment, he'll visit your company and you'll discuss the contract with him in detail.

Cartright: Fine. I've got some advertising leaflets so you'll be able to

study the main characteristics of our equipment yourself.
Pospelov: Thank you, Mr. Cartwright. Our driver is at your disposal during your visit. His name is Oleg.
Cartright: Thank you very much, Mr. Pospelov.
Pospelov: Well. That's all ... our driver's waiting for you. He'll take you to your hotel.
Cartright: Goodbye, Mr. Pospelov.
Pospelov: Goodbye, Mr. Cartwright. See you tomorrow.

Vocabulary Notes:

to get down to business
 to extend business
 advanced technology
 efficient service

be interested in
 service life (useful life)
 requirements
 to look for
 advertising leaflets
 to be at the disposal

Notes:

, — . —
 , , ,
 , . « »
 , « »
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 « »
 . « » ,
 » — .

), :

I think –
 I suppose –
 I believe – ,
 I hope – . .
 I believe we may get down to business...

II. Translate the words of one of the talkers into English. Act the dialogues:

) - ... - ?
 - Yes.
 - « ».
 - How do you do?
 - ?
 - Yes, thank you. Thank you for coming to meet me.
 -
 - Thank you.

b) - 20 , .
 - Please remind me his name.
 - - .
 - Which hotel am I staying at?
 - « ».
 - That's OK. Thank you very much.

c) - I'd like you to meet Mr. Ivanov, our Production Manager.
 - , - .
 - Glad to meet you too. Did you have a nice trip?
 - , .
 - What are your first impressions of our city?

- ,

- Would you like anything to drink?

- , , , .

d) - Let's get down to business, Mr. Brown. We're extending our business now and want to buy some equipment for making dairy products in Rubtsovsk. We know that your company produces the sort of equipment we need.

- .

?

- First of all we are interested in churns.

-

- It's very interesting. But I wonder if it is possible to adapt your equipment to our requirements.

- , , - ,

- Would you like to visit our plant?

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III.

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IV.

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Let me introduce myself. I am

Let me introduce my staff to you. This is He (she) is

I'd like you to meet He (she) is

May I introduce ... to you. He (she) is

),
),
),
):

V. Read and translate the text:

Moscow

Moscow is the capital of Russia, its political, economic, commercial and cultural centre. It was founded 8 centuries ago by Prince Yuri Dolgoruky. Historians have accepted the year of 1147 as the start of Moscow's history. Gradually the city became more and more powerful. In the 13th century Moscow was the centre of the struggle of Russian lands for the liberation from the Tartar yoke. In the 16th century under Ivan the Terrible Moscow became the capital of the new united state. Though in 1712 Peter the Great moved the capital to St. Petersburg, Moscow remained the heart of Russia. That is why it became the main target of Napoleon's attack. Three-quarters of the city were destroyed by the fire during Napoleon's occupation, but by the mid-19th century Moscow had been completely restored. After the October revolution Moscow became the capital again.

Now Moscow is one of the largest cities in Europe. Its total area is about nine hundred square kilometers. The population of the city is over 8 million.

Moscow is one of the most beautiful cities in the world. The heart of Moscow is the Red Square. It has more historical associations than any other place in Moscow. The Kremlin and St. Basil's Cathedral are masterpieces of ancient Russian architecture. The main Kremlin tower, the Spasskaya Tower, has become the symbol of the country. On the territory of the Kremlin you can see old cathedrals, the Bell Tower of Ivan the Great, the Palace of Congresses, the Tzar-Cannon and the Tzar-Bell, the biggest cannon and the bell in the world. St. Basil's Cathedral was built in the mid-16th century in memory of the victory over Kazan. There is a legend that Ivan the terrible blinded the architects Barma and Postnik, because he didn't want them to create another masterpiece.

There are a lot of beautiful palaces, old mansions, cathedrals, churches and monuments in Moscow. Now Moscow is being reconstructed and we all hope that in a few years the city will become even more beautiful.

There are more than 80 museums in Moscow. The largest museums are the Pushkin Museum of Fine Arts and the State Tretyakov Gallery. Other unique museums include the All-Russia Museum of Folk Arts, the Andrei Rublev Museum of Early Russian Art, Alexei Bakhrushin Theatre Museum, Mikhail Glinka Museum of Musical Culture and many others.

Moscow is famous for its theatres. The best-known of them is the Bolshoi Opera House. Drama theatres and studios are also very popular.

Moscow is a city of students. There are over 80 higher educational institutions in it, including several universities.

Moscow is the seat of the Russian Parliament (the Duma) and the centre of political life of the country.

Vocabulary Notes:

ancient

blind

to destroy

legend

mansion

masterpiece

to reconstruct

to restore

studio

target

tartar yoke
unique

VI. Answer the questions:

2. When was Moscow founded?
3. When did Moscow become the capital?
4. In 1712 the capital was moved to St. Petersburg, wasn't it? When did Moscow become the capital again?
5. What is the total area of modern Moscow?
6. What's the population of Moscow?
7. What places of interest in the centre of Moscow do you know?
8. What do you know about St. Basil's Cathedral?
9. What is there on the territory of the Kremlin?
10. What are the most famous Moscow museums?
11. What theatres in Moscow do you know?
12. Have you been to Moscow?
13. What is your favourite place in Moscow?

VII. Tell about:

1. The history of Moscow.
2. The places of interest in Moscow.
3. Any city (town) you like.

VIII. Make a tour:

1. of Moscow;
2. of your native city.

WRITING PRACTICE

Types of Business Letters

There are numerous types of business letters.

The more often used are:

Inquiries; Replies to Inquiries; Offers and Quotations; Sales Letters; Orders; Packing Instructions; Order Confirmations; Order Acknowledgements; Invoices and accounts; Collection Letters; Complaints and Claims; Adjustments; Status Inquiries,

etc.

In addition there are letters of a semi-private nature:

Letters of Application; Testimonials; Congratulations; Condolences; Invitations; Hotel and Travel Bookings; 'Thank you' Letters; Letters Announcing an Arrival, etc.

Some types of business letters need more explanation. Here it is.

INQUIRIES – You send an inquiry when you wish to have some information on a product or its sale (after you have seen the product advertised, or displayed at a fair or exhibition, or you have only heard about it).

REPLIES TO INQUIRIES – are short letters enclosing the required catalogues and price-lists, a brochure, etc. Some 'sales talk', such as 'We are sure our high-quality products will meet your requirements, and we are looking forward to your early order' is generally included.

OFFERS AND QUOTATIONS. The word 'offer' refers to orally presented offers, introductory offers, or special offers in shops. A quotation (in Britain sometimes called a 'tender') is a reply to a request for a quotation, and always includes information on the terms of sale: the price, terms of payment, terms of delivery, time of delivery, packing, insurance, etc.

SALES LETTERS – are nothing but advertising, often used when the seller wants to introduce a new article, to offer a special reduction, or to promote sales. It is an offer not based on an inquiry.

ORDERS – are usually based on a received quotation, or on a catalogue. In Britain it is sometimes called an indent. It is short, accurate, detailed, and usually written on a printed order form.

PACKING INSTRUCTIONS – might be given in the order, or some correspondence on the subject might be necessary.

ORDER CONFIRMATION (or a Confirmation of Order) – is made by the buyer of the goods. For example:

Dear Sirs

We refer to our telephone conversation yesterday between Mr. ... and Mr. ..., and we confirm our order as follow: ...

ORDER ACKNOWLEDGEMENT (or an Acknowledgement of Order) or an Acceptance of Order – is made by the supplier of the goods, i.e. the seller. He informs the buyer that he has received the order and that he agrees to deliver the goods. He might also inform the customer about the shipping date, or other particulars of the delivery.

INVOICES AND ACCOUNTS. One stage in the execution of an order is to make out an invoice and send it to the customer, either at the same time with the goods, or later. There are several kinds of invoices (the Consular Invoice, the Customs Invoice, the Pro Forma Invoice) which are not meant for payment. The Commercial Invoice is sent to the customer to be paid. It is written on a printed invoice sheet, and on it should be shown the description, quantity and price of the merchandise, discounts, if any, packing weight, number of parcels or containers, names of forwarders, etc. – that is every piece of information on the merchandise and its transport. It is made in several copies (in export trade 1 original and 15 copies are considered necessary).

If the customer has got open account terms or monthly account terms with the seller, he settles his debt monthly or quarterly, or according to the agreement.

COLLECTION LETTERS remind the costumer of his debt. Nowadays in big enterprises it is taken care of by the computers, which automatically send out new invoices if the old ones have not been paid by a set date. Smaller firms still use collection letters.

STATUS INQUIRIES are sent by the sellers to acquire more information on their prospective customers, especially on their property status. Information is collected from banks and firms that have had business connections with that customer.

LETTERS OF COMPLAINT are sent by the customer when after having received the goods he finds that they are not up to order. They may

be of the wrong size or colour, their quality might be inferior, there might be a shortage of quantity or weight, etc.

LETTERS OF CLAIM are sent by the customer when he claims compensation for the inconvenience caused. However angry the customer might be, the letter should stay polite in tone.

LETTERS OF ADJUSTMENT are sent by the sellers in answer to complaints or claims.

Vocabulary Notes:

quotation

order confirmation

order acknowledgement

invoice

collection letter

status inquiry

testimonial

condolence

I. Read and translate the letters:

Letter A:

J. WHITE & CO. LTD.

Photographic Supplies

CAPE TOWN

20 April 20...

James Scott

Photographic Dealer

Durban

Dear Mr. Scott:

Many thanks for your letter of 15 April. We are interested to hear that

you saw our advertisement in the *Camera Review*, and appreciate your interest in the DERVIEW products we stock.

We are enclosing our Terms of Business, where you will find details of our quarterly discounts, and our price list for the complete range of DERVIEW products. As you will see, we can grant special terms for orders of the value you mention.

I will be in Durban myself on 28 April and will be happy to call on you at any time in the afternoon. Perhaps you would like to let me know whether this is convenient. I will, of course, bring the complete range of DERVIEW colour transparencies, which are described in the catalogue we have sent you today.

I am looking forward to meeting you.

Yours faithfully
(signature)

Letter B:

BARKERS plc
4-6 Kensington Road London SW3 7PM
tel: 020 73375474; fax: 020 73372101

WM/OP
30 January 20__
RUSSIAN FABRICS OAO
78 Leningradsky prospect
Moscow 120437 Russia
Dear Sirs

We learn from the Russian Trade Delegation in London that you produce for export cotton and other natural fabrics. There is a steady demand here for good and medium quality goods of this type, especially in pale colours.

Will you please send us your catalogues and full details of your export prices and terms of payment together with any samples you can let

us have.

We look forward to hearing from you.

Yours faithfully

William Mackenzie

Purchase Department Manager

Letter C:

Dear Mr. Stanton

I was shocked to hear about death of your partner, Mr. John Brendon and offer my condolences. He was a fine person and a well-liked man who will be sadly missed by all who knew him.

Please pass my sincerest sympathies on to his family, and assure them that all his associates will have only the fondest memories of him.

Yours sincerely

Letter D:

Dear Mr. Camington

I would like to offer my congratulations on your-being elected chairman of our Trade Association.

No one has done more to deserve the honour, or has worked harder to promote our interests. You can count on me and my company to give you any assistance you require in your term of office, and I wish you every success for the future.

Yours sincerely

II. Define the type of the letters (A, B, C, D).

III. Complete the sentences:

- | | |
|--|--|
| 1. Many thanks | a) for medium quality goods of this type. |
| 2. We are interested to hear | b) which are described in the catalogue we have sent you today. |
| 3. I am looking forward | c) to meeting you. |
| 4. I will, of course, bring the complete range of Derview colour transparencies, | d) for your letter of 17 April 20... . |
| 5. Perhaps you would like to let me know | e) that you saw our advertisement in the <i>Camera Review</i> , and appreciate your interest in the Derview products we stock. |
| 6. I will be in Durban myself on 28 April | f) and will be happy to call on you at any time in the afternoon. |
| 7. We are enclosing our Terms of Business | g) whether this is convenient. |
| 8. As you will see, | h) we can grant special terms for orders of the value you mention. |
| 9. There is a steady demand here | i) where you will find details of our quarterly discounts, and our price list for the complete range of Derview products. |
| 10. Will you please send us your catalogues | j) with any samples you can let us have. |

IV. Form the sentences from the following words and word combinations:

1. We, special, terms, orders, for, of, value, mention, you, can, grant.
2. We, enclosing, are, our Terms of Business, where, find, you, will, details of our quarterly discounts, price list, our, for, the complete range of Derview products.
3. Thanks, many, your letter, for, of 15 April 20... .
4. I, looking, you, forward to, meeting, am.
5. You, hope, us, we, a trial order, will send.

GRAMMAR

Perfect Forms

I. Explain the use of the tense forms:

1. By next August I shall have paid \$ 1,000 as income tax.

2. He has been Managing Director since 2005.
3. He had left his previous job by the end of December last year.
4. The phone has stopped ringing.
5. He will have finished this job by 2 o'clock.
6. We had passed our English exam by the 3rd of January.
7. By the end of his university course he will have attended 1,300 lectures.
8. We have been to Berlin trade fair this year.
9. I have never worked in the public sector.

II. Make up sentences from the following notes using Present Perfect:

Patterns:

- (a) We/sell/components/to the private sector/before/(*never*).
We have never sold components to the private sector before.
- (b) You/have/any experience/in electronics industry/(*ever*)?
Have you ever had any experience in the electronics industry?

1. Sykes Consultants/complete/the survey/on the use of/phones in cities (*just*).
2. Many companies/show/interest in/this market (already).
3. Since 2007/Smallcrown/renew/the patents (*annually*).
4. She/think of/changing/her job (*ever*)?
5. He/write/series of articles on/the communications means industry (*just*).
6. Murphy/not decide/to accept the offer of/a new job (*yet*).
7. The Directors/finish/discussing David's report/on the BSM-3 project (*almost*).
8. There/be/any consumer demand in/electrically driven vehicles (*never*).
9. David/not tell/them/about Smallcrown's development plans (*yet*)?

III. Put each verb in brackets into either the Past Simple, the Present Perfect or the Present Perfect Continuous:

It was announced in London this morning that the British Oil Corporation _____ (discover) oil under the sea near the Welsh coast. The company, which _____ (drill) for oil in the area since 1990, _____ (find) small amounts of oil near Swansea last month, and since then _____

6. How many orders have they placed with our factory this year?
7. I am sure that they will have delivered the telegram by seven.
8. We had drawn up the plan by that time.

UNIT 4

EXHIBITIONS AND FAIRS

Topics and Situations: At the Exhibition

Text for reading: Trade Exhibitions and Fairs

Writing Practice: The Letter of Enquiry

Grammar: The Infinitive

I. Read and translate the dialogue:

At the Exhibition

Victor Klimenko is at the exhibition which is being held in London. The stand of one of the American companies has attracted his attention. At the moment he is talking to Mrs. Foster, the Sales Manager of the company.

Klimenko: Good afternoon, Mrs. Foster. I'm the Commercial Director of a Russian company. Here's my card.

Foster: Good afternoon, Mr. Klimenko. Have you seen our advertising material?

Klimenko: Yes. Your Stand-Attendant gave them to me.

Foster: Does our new processing equipment interest you?

Klimenko: Yes. We are looking for new machinery for our factory in Novosibirsk. We need to decide what equipment to buy.

Foster: Our new equipment is not a bad choice, Mr. Klimenko. It corresponds to the highest technical level and the highest standards existing in the world today.

Klimenko: But your company has not been well-known until recently.

Foster: You're right. We have been often considered as a second-tier player behind some well-known companies like Continental Equipment and MGM Instruments. Our company was viewed as one that was only good for some things. That's changed,

we're now respected as a company as capable as Continental Equipment in our field.

Klimenko: I was impressed by the performance of your equipment. I've seen a lot of similar systems at the exhibition ... but your equipment outperforms them.

Foster: We've worked hard and we've achieved some success, Mr. Klimenko.

Klimenko: How long is the guarantee for your equipment, Mrs. Foster?

Foster: Twelve months from the start-up of the equipment, this is standard.

Klimenko: How long will it take you to deliver two sets of this equipment to Novosibirsk?

Foster: Of standard design?

Klimenko: Yes.

Foster: Two-three weeks from the date of payment.

Klimenko: And to put it into operation?

Foster: Two-five days depending on the model.

Klimenko: Is it possible to arrange training for our operators in your training centers?

Foster: What kind of training, Mr. Klimenko?

Klimenko: To teach them to operate the equipment properly.

Foster: There is no need to send your specialists to our training centres, Mr. Klimenko. The equipment is fully computerized. It's easy for even inexperienced personnel to operate it.

Klimenko: Fine. We are also very interested in maintenance.

Foster: We provide technical support for all our equipment.

Klimenko: And could you tell me if it's possible to adapt your equipment to our conditions?

Foster: I think you'd better discuss it with our Consultant, Mr. Berger. At the moment he's over there, by the next stand. He'll reply to all your questions concerning the design of our equipment.

Klimenko: Thank you, Mrs. Foster.

Vocabulary Notes:

processing equipment
to correspond to smth.
performance

-
,

W.: We've worked much and achieved some success, Mr. Starkov.

S.: _____

W.: Twenty four months from the start-up of the equipment.

S.: _____

b) *Starkov*: How long will it take you to put this equipment into operation?

Williams: _____

S.: Is it necessary to teach our specialists to operate the equipment properly?

W.: _____

S.: Fine. And what about technical support?

W.: _____

S.: Thank you, Mr. Williams.

V. Translate into English:

A.: _____ ,

B.: _____ ?

A.: _____ .

B.: _____ .

A.: _____ .

B.: _____ , _____ , _____ .

VI. Read and translate the text:

Trade Exhibitions and Fairs

Trade fairs and exhibitions usually attract thousands of visitors and many potential buyers among them. So trade associations of our country never lose a chance to exhibit their products at international fairs and exhibitions both abroad and at home. They help to promote goods to new markets and launch new products in the markets already developed.

A great deal of profitable business is done at commercial centres at

the exhibitions: new contacts are made, new transactions are concluded, new orders are placed and new markets are established.

This work goes on after the exhibitions as well: enquires are sent out for the goods our national economy requires and offers are made for new products.

There are traditional fairs and exhibitions that are held annually or twice a year. Some fairs and exhibitions are organized on and off and they are devoted to scientific achievements in this or that field of national economy. They are called accordingly: “Chemistry-2001”, “Automation-2003”, “Electronics-2008”, etc. There are also a lot of specialized exhibitions such as “Mining-2005”, “Technologies of Security” and the like.

Vocabulary Notes:

to attract	
chance	()
to lose (lost, lost) a chance	
to promote	,
to launch	, ,
to launch new products	()
to conclude	
to conclude a contract (a deal, an agreement)	(,)
order	
to place an order with smb.	-
annual	
on and off	
like	,

VII. Answer the questions:

1. Why do trade associations never lose a chance to take part in trade fairs and exhibitions?
2. Do fairs and exhibitions only help to promote the products that are being already produced? What else do they help to do?
3. What is done at commercial centres at the exhibitions?
4. What work is done after the exhibitions?

5. What kinds of fairs and exhibitions do you know? Give examples.
6. What is a specialized exhibition? Give examples.

VIII. Agree or disagree with the following statements. Give your reasons.
Use the formulas:

For agreement
That's right ...
Undoubtedly ...
Exactly ...

For disagreement
That's wrong ...
I don't think so ...
Quite the opposite ...

1. Trade fairs usually attract a lot of domestic and foreign companies.
2. Among visitors of exhibitions and fairs there are a lot of potential buyers.
3. Trade associations of our country take part only at the exhibitions and fairs held at home.
4. Trade fairs help to promote goods only to new markets.
5. A great deal of profitable business is done at commercial centres of the exhibitions.
6. Commercial work is completed after the exhibitions as a rule.
7. Traditional fairs are organized on and off.
8. Specialized exhibitions concern with a definite field of industry or science.

IX. Tell about an exhibition or a fair. The following questions will help you.

1. Have you ever visited a fair or an exhibition?
2. When was it?
3. What kind of exhibition was it?
4. Where was it held?
5. What were the commercial results?
6. What were your impressions of it?

X.

— ; ,
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 — , ;
 — , , ,
 — , ; ,
 — , , ,
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WRITING PRACTICE

- / Enquiries

- , -
 (printed enquiry forms).
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 - ()
 . , -
 , -
 . - - ,
 , -
 , -
 , -
 . -

1. ...
2. ...
3. ...
4. ...

**USEFUL PHRASES AND SENTENCES
FOR MAKING ENQUIRIES**

Opening lines

1. We read your advertisement in ...
2. We have heard of your products from ...
3. Your advertisement in this month's issue of ... states that you can offer ...
4. We have seen your current catalogues showing ...
5. Your name has been given us by ...
6. We saw your products demonstrated at the Leipzig Fair this year and would like to know whether you could send us ...

Indicating the state of the market

1. We are interested in buying (importing, etc.)
2. We are distributors / retailers () / wholesalers () / importers in the ... trade, and would like to get in touch with suppliers / manufactures of ...
3. There is a large market here for your products.
4. Our company was founded in ...
5. For over ... years our company has imported from western countries.
6. As distributors we have a large network of ...
7. There is a promising market here for high quality pocket calculators, and we may be able to place large orders with you.
8. There is a steady demand here for good and medium quality sports shirts of the type you manufacture.
9. You can count on a brisk turnover if prices are competitive/popular (/) and deliveries are prompt.
10. We would like to represent your products in the Siberian market.

Asking for information

1. Will you please send us your catalogues / leaflets () and price list for ...
2. We would be glad to receive specification of your new model, together with your current export price list and details of trade discounts.
3. We would appreciate a sample of each of the items listed above.
4. Would you kindly quote your best prices and terms of payment for ...
5. We would like to have further details about ...
6. We are also interested in your terms of payment and discounts offered for regular purchases and large orders.
7. Please let us know what quantity () you are able to deliver till ...

Closing sentences

1. Thank you in advance for any information you can give us.
2. We hope to hear from you shortly.

3. We would appreciate a prompt answer.
4. We are looking forward to hearing from you / receiving your detailed quotation () / prices / reply as soon as possible / full range of priced patterns ().

I. Read, translate and discuss the letters:

Letter A:

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

25th February, 2007

Dear Sirs,

We read your advertisement in the 'Pet Magazine' of 25th December. We are interested in buying your equipment for producing pet food. Would you kindly send us more information about this equipment:

- price;
- dates of delivery;
- terms of payment;
- guarantees;
- if the price includes the cost of equipment installation and staff training.

Our company specializes in distributing pet products in Russia. We have more than 50 dealers and representatives in different regions and would like to start producing pet food in Russia. If your equipment meets our requirements, and we receive a favourable offer, we will be able to place a large order for your equipment.

Yours faithfully,
(signature)

V. Smurov
Export-Import Manager

Questions:

1. What kind of equipment do the Buyers want to purchase?
2. What does the Buyers' company specialize in?
3. Do they want to extend their business?
4. In what case are they going to place a large order?

Letter B:

A. Zimmerli A.G.
Import-Export Merchants ZURICH

Messrs. W.H. Strong and Co.
73 Crimea Road
London SE 25 3NF
England

13 May 2008

Dear Sirs

Your name has been given us by our business associate Mr. J. Mieller, who informed us that they have been doing business with you for some years.

We are retailers in the leather goods trade, and would like to get in touch with suppliers of good quality leather articles. As retailers we have a network of boutiques all over the country.

Will you please send us your current catalogues and price list. We are also interested in discounts offered for regular purchases.

Thank you in advance for any information you can give us.

Yours faithfully

Zimmerli A.G.

Bruno Shmidt
Export Manager

Questions:

1. Where did the prospective customer learn the address of the manufacture?

2. What goods are the Buyers interested in?
3. What kind of information do they need?

Letter C:

EFHU Ltd.
7 Victoria Street
Oxford OX1 2BJ UK

MM/OP
15 May 20__
Mr. Peter O'Dennel
Head of Sales Department
UPF Electronics
15 Kildare Street
Dublin 2
Ireland

Dear Mr. O'Dennel

Some time ago we purchased from you JF 72 battery powered pocket calculators.

As this model was so popular with our customers, we would like to know if it is still available. If so, would you kindly advise us of your terms of payment and any quantity discounts available. Could you also include details of any new models in the same price range.

Sincerely yours

Maria Mann

Sales Assistant

Questions:

1. Is it the first enquiry?
2. Why does the Buyer want to know if the model is still available?
3. What information would the Buyer like to have?

Letter D:

e-mail

From: Peter Atkins <leatherworld@aol.com>
To: Beatrice Brezini <acad.brezini@it.com>
Sent: 23 March 20__ 13.54
...
Subject: enquiry

Dear Ms. Brezini

We learn from Farmex that you are producing for export hand-made gloves in a variety of natural leathers. There is a steady demand here for gloves of high quality and although sales are not particularly high, good prices are obtained.

Would you please send me a copy of your glove catalogue, with details of your prices and terms of payment. I would find it most helpful if you could also supply samples of the various skins in which the gloves are supplied.

With the best wishes

Peter Atkins

Sales Manager

Questions:

1. Where did the foreign importer learn the address of the firm?
2. Do you think the Manufacturer would be interested in doing business with the firm? Why?
3. What information does the writer of the enquiry want?
4. Why does the prospective customer ask for samples?

II. Give the English equivalents:

;

;

;

;

;

;

;

;

;

;

1. We () in the Business Magazine.
2. Your name has been given us by ().
3. We are () in the leather goods trade and () manufactures of medium quality leather articles.
4. You new range of Steam Irons () and we are interested in your () and discounts offered for ().
5. As retailers we have ().
6. There is a large market here for () and we may be able to () if prices are ().
7. We are also interested in new models in the same ().
8. If your equipment () we will be able to () with you.
9. There is () here ().
10. We are looking forward to receiving ().
11. Our company intends to place a substantial order provided you guarantee ().
12. A buyer is ready to place () provided the supplier allows ().
13. We usually allow a 30% trade discount to ().
14. We () from you.

V. Translate into English:

1. .
2. , ,
3. .
4. , .
5. , , .

- 6. _____ 500 _____ ,
- 7. _____ 15% _____ .
- 8. _____ , . . .

VI. Fill in prepositions in the letter:

Gentlemen:

We have heard _____ your products _____ your Sales Representative Mr. J.Marsh.

We are wholesalers _____ the footwear trade, and would like to get _____ touch _____ manufactures _____ sports shoes. There is a promising market here _____ high quality sneakers and we'll be able to place substantial orders with you.

We would appreciate a sample _____ each the items listed _____ your current catalogue. We are also interested _____ your terms of payment and _____ discounts offered _____ regular purchases.

We are looking forward _____ hearing _____ you.

VII. Translate the letter into English:

A) _____ !

_____ ,

_____ .

_____ ,

_____ , _____ (samples)

_____ , _____ , _____ , _____ (specimens)

...

B)

!

, .

(a

wide range of)

.

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VIII. Compose letters in English:

- A. You have seen an advertisement in the trade press for office furniture made in Italy. Write to the manufacturer, asking for full details.
- B. You have seen an advertisement in the "Overseas Electrical Review" for an English small motor. Your firm is an importer of electrical equipment. Write a letter enquiring for full details.
- C. Write a letter of enquiry on behalf of your firm to Yorkshire Woolen Company, England, asking for patterns of woolen cloth for men's suits.
- D. Write to Jackson & Sons for their current catalogue and price list of electric clocks. You are particularly interested in wall clocks for which you would probably have good sale if the prices are right. Ask for the terms and delivery dates.

GRAMMAR

Infinitive

I. Choose the correct variant:

1. I want them (to arrange/arrange) training for our operators.
2. You'd better (to discuss/discuss) it with our Consultant.
3. We need (to decide/decide) what equipment to buy.
4. Your company is known (to be/be) a second-tier player.
5. Please let me (to think/think) it over.
6. Would you rather (to go/go) home or stay here?
7. Why not (to organize/organize) an international exhibition next year?
8. Can I (to help/help) you?
9. Our Marketing Director made us (to visit/visit) this specialized exhibition.
10. Let us (to go/go) to the commercial centre.

II. Define the form of the Infinitive:

1. I am glad *to have been working* with you all these years.
2. I want *to learn* French.
3. I am sorry *to have troubled* you.
4. He does not like *to be asked* questions.
5. We are glad *to have been invited* to the fair.
6. He seems *to be reading* a report.
7. It is impossible *to put* the equipment into operation now.
8. When *to leave* will be announced later.
9. The letters *to be posted* are on the table.
10. They are declared *to have signed* a very big contract.

III. Define the function of the Infinitive:

1. What *to answer* them must be thought over.
2. Tell me how *to do* it.
3. I've got a call *to make*.
4. When *to begin* will be announced.
5. I don't know whether *to put* this equipment into operation or *to wait* for their specialists.
6. The first thing to do is *to promote* our goods to new markets.
7. He is hard *to deal* with.
8. They are certain *to exhibit* their products at our annual exhibition.
9. He was the first *to come*.

IV. Translate the sentences:

1. He is said to be working on his report.
2. The exhibition was supposed to be making good progress (a success).
3. Do you really want them to attend the fair?
4. I would like you to hurry them up.
5. I saw him watch our new machinery.
6. She told me to find out about the guarantee for the equipment.
7. He asked me to check the facts.
8. We expect them to take part in our annual exhibition.
9. We consider this company to be a second-tier player.
10. They were declared to have taken the first place.

V. a) Make up some sentences:

The first	thing to discuss	– is to work out a plan.
The main	problem to solve	– was to approve the plan.
The next	step to take	– is how to finance it.
		– is to get in touch with them.
		– is how to organize it.
		– was to provide technical support.

b) Translate the sentences:

1. , –
2. ,
3. , ,

VI. a) Make up some sentences:

I've got	nobody	– to do
We've got	a question	– to make
He's got	a call	– to consult
Have you got	nothing	– to be proud of
	a lot of things	– to ask

anything	<ul style="list-style-type: none"> – to be afraid of – to say – to speak of
----------	--

b) Translate the sentences:

1. .
2. .
3. .
4. . ,
5. , .

VII. a) Make up some sentences:

I	heard	him	– speak to the consultant
We	saw	her	– take part in the fair
You	watch	us	– go to the commercial centre
They	made	them	– discuss the prices
	let		– operate the equipment
	want		– to organize an exhibition
	wish		– to see their new machinery
	expect		– to show the new equipment
	would like		– to answer their questions

b) Translate the sentences:

1. , .
2. , .
3. , .
4. , .
5. , .
6. .

VIII. a) Make up some sentences:

Jack	is considered (to be)	– a good specialist
They	are known (to be)	– to have taken part in the fair
Fifteen companies	were reported (to be)	– a second-tier player – competent and efficient

b) Translate the sentences:

1. .
2. , .
3. - .
4. , .

UNIT 5

BUSINESS TRIP TO A FOREIGN COUNTRY

Topics and Situations: Business Trip to a Foreign Country

Text for reading: At the Customs House

Writing Practice: Customs declaration

Grammar: Indirect Speech / Reported Speech

I. Read and translate the dialogues:

1. Alex Volkov and Polina discuss the preparations.

A.V.: Hallo, Polina. How's life?

P.: Fine.

A.V.: Good. Now please report to me on what you managed to do yesterday.

P.: Well, I handed in our forms and photos for visas. They promised to get them ready by the 15th of April, they couldn't prepare them earlier.

A.V.: All right, what about the tickets?

P.: We'll just have to collect them at the Travel Agency.

A.V.: That's fine then.

- P.:* Well, I learned quite a lot about our taking our goods with us. First of all, if we want to send our freight by sea we have to obtain a bill of lading. But we must get a customs entry bill in any case. And if our cargo is dangerous, we must declare that it has been safely packed.
- A.V.:* Oh dear! By the way, have all the papers been prepared for the products we are taking to Canada?
- P.:* Oh no, not yet. The list of goods – 35 in all – has been confirmed by our Foreign Trade Department, that is it has been signed and sealed.
- A.V.:* What about the weight? Can we transport by air?
- P.:* Yes, we can. The paper showing the weight is also ready: gross weight 121 kilos, net weight 100 kilos. But we have to pay extra for overweight, we've got 20 kilos overweight. Oh, and we've got to get an air waybill.
- A.V.:* I see. What about the containers?
- P.:* There is only one container.
- A.V.:* Ah, that's good. How about insurance? And the certificate of value and origin?
- P.:* The certificate of value and origin is ready. The insurance certificate will have been prepared by tomorrow.
- A.V.:* That seems to be all.
- P.:* Yes, for the time being.

2. Polina contacts the booking office at Domodedovo Airlines.

- P.:* Good morning. The secretary of the managing director of *Wood Export Company* speaking.
- Clerk:* Oh, yes, I remember. I regret to say that there are no tickets available before May the 1st.
- P.:* Oh, don't say that. The Trade Fair in Canada begins on April 25th. We must be there, we're participating in the Fair. Our stand can't remain empty.
- Clerk:* I'm very sorry. I think the only chance for you is to go to Moscow and try something there. There may be cancellations, you know.
- P.:* Oh, we can't leave it to chance, we have to quite sure.
- Clerk:* You know, you could also try through either Stockholm or Helsinki. Sometimes there are possibilities this way. You'll have

to change planes anyway.

P.: Dear me. Can't you arrange that for us?

Clerk: Well, I'll try. Ring me back tomorrow, please.

P.: I'm very grateful to you. Good-bye.

Clerk: Good-bye.

3. Alex Volkov and Polina are talking about the flight.

P.: Well, today I got our tickets. We fly to Stockholm and from there by another plane non-stop to Montreal.

A.V.: Oh, what a bother. It's not a very comfortable flight, especially with our luggage. On what date do we fly?

P.: On the 21st.

A.V.: Thank God, we'll have at least a couple of days to look around and think things over.

Vocabulary Notes:

bill of lading ,

hand in a form

foreign passport

booking office

one never knows

as for

visa

tedious job /

prepare papers

Foreign Trade Department /

gross weight

net weight

pay extra (/

)

overweight ;

air waybill

container

insurance

certificate of value and origin ()

for the time being ;
 regret
 available ,
 cancellation ,
 leave it to chance
 inconvenience
 change planes
 foreign currency /
 non-stop flight /
 especially
 luggage
 at least

II. Match the following synonyms:

- | | |
|------------------|-----------------------|
| 1) obtain | a) additional |
| 2) refuse | b) take part in |
| 3) declare | c) discomfort |
| 4) report | d) possibility |
| 5) participate | e) get |
| 6) tedious | f) thankful |
| 7) inconvenience | g) say 'no' |
| 8) chance | h) state firmly |
| 9) extra | i) uninteresting |
| 10) grateful | j) give an account of |

III. Fill in the missing part of the conversation and reproduce it in pairs:

Clerk: Good morning, sir. Can I help you?
Mr. B.: _____
Clerk: We have one flight per day from Moscow to Stockholm.
Mr. B.: _____
Clerk: It departs ... yes ... it departs at 10.20 a.m.
Mr. B.: _____
Clerk: ... And arrives at 10.10 a.m. local time.
Mr. B.: _____
Clerk: A single ticket?
Mr. B.: _____
Clerk: ... To Stockholm, economy class, that's ... kroons.

Mr. B.: _____
Clerk: Yes.
Mr. B.: _____
Clerk: Er ... you don't want to make a reservation now?
Mr. B.: _____
Clerk: All right.
Mr. B.: _____
Clerk: Bye bye.

IV. Imagine that you are going to travel this year. Your friend asks you some questions about it. Work in pairs.

1. Are you going to go / travel / make a journey to Krasnoyarsk this year?
2. I'm going to travel all over India / to China as well.
3. How are you going? Are you going by plane / by boat / by train / by car / by coach?
4. It's quicker to go by ... / it's faster to go by ... / it's more comfortable to go by / it's more expensive / cheaper to go by ...
5. What's the quickest / safest / cheapest / best / easiest way to get there?
6. My business trip / the journey will take four days altogether.
7. I hope you'll have a good / enjoyable / restful time (on the boat).
8. I've got to apply for a visa / get some traveling cheques / cash a cheque / close my account in the bank.
9. It wouldn't have occurred to me / I would have forgotten it / it would have slipped my mind / it would have escaped me – if you hadn't mentioned it.
10. You've barely / hardly / just / plenty of / scarcely time to do / make it.
11. I'll see you off / say good-bye to you / kiss you good-bye at the airport.
12. You'd better run or you're going to miss your flight / train.
13. Don't forget to telephone / send us a telegram / write to say you've arrived safely.
14. It was a six-hour drive / flight / journey / boat trip / bicycle ride / walk.

V. Read and translate the text:

At the Customs House

Every country has its own customs regulations, which stipulate what articles are liable (subject) to duty and what are duty-free. Sometimes an article which falls under customs restrictions and is liable to duty is allowed as duty-free if a traveler does not exceed a certain fixed quota. These are listed in a duty-free quota list.

Customs restrictions also include a prohibited articles list. This is a list of items which may not be brought into a country or taken out of it.

An official paper (from the proper authorities) giving permission to take items, which fall under special customs restrictions, in or out of a country is known as an import or export licence.

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

It sometimes happens that a passenger's luggage is carefully gone through in order to prevent smuggling.

The formalities at the customs house usually take some time. Only after going through the customs (where a passenger's luggage has been cleared by the customs officers) a traveler is free to go to a hotel or any other place.

Vocabulary Notes:

customs house
customs regulations
stipulate
article
liable to duty

duty-free

()

fall under
customs restrictions
exceed

quota	,	
duty-free quota	,	
prohibit		
prohibited articles list		(
)
item		
proper	.	
authority		
licence		
declare		
state	.	
value	,	
particulars		
orally		
form		
fill in		
vary	()	
upon payment		
receipt		
personal effects		
go through		
prevent		
smuggle	()	
go (pass) through the customs		
be cleared	()	
customs officer		

VI. Translate these words and word combinations:

customs house; customs regulations; customs officer; articles liable (subject) to duty; duty-free articles; fall under customs restrictions; duty-free quota list; exceed a fixed quota; prohibited articles list; item; permission; import (export) licence; declare an item (thing); value; state a value; declaration; form; duty; payment of duty; receipt; personal effects; luggage; go through the luggage; smuggling; passing (going) through the customs; clear the luggage.

VII. Find the English equivalents for the following:

; ; ; ()
 ; ; ; ;
 ; (); ; ,
 ; ; ;
 (); ; ();
 ; .

VIII. Fill in the blanks:

1. Every country has its own customs
2. These regulations stipulate what articles are
3. Some articles are allowed as duty-free if a traveler does not exceed a certain
4. These articles are listed in
5. The prohibited articles list is a list of items which
6. If a traveler has any item which comes under customs restrictions, he is asked to
7. In this case a traveler must ... the form.
8. Upon payment of duty a traveler is given
9. As a rule personal effects (things) are
10. Only after ... a traveler is free to go to a hotel or any other place.

IX. Read these short conversations and translate them. Work in pairs.

1

Customs Official: Are these two bags all you have, madam?

Pauline: Yes, they're all I have.

O.: Well, would you please read this notice carefully.

P.: Thank you.

O.: Do you understand the notice?

P.: No, not very well.

O.: You must declare anything you have with you which is new, or which you got only recently. Also you must declare anything, whether it's new or not, which is in your luggage and isn't for your own use – any present, for example.

P.: I see. Yes, I have got some presents. I've got a bottle of brandy and some cigarettes.

O.: Would you show them to me, please?

P.: Yes, here they are.

O.: Oh yes, only half a bottle of brandy. You're allowed that. Now these boxes of cigarettes. That's more than I can allow you free. I'm afraid we'll have to charge you some duty on those. I'll tell you how much in a moment. But first let me see inside your bag.

2

Customs Official: Good morning. Can I see your passport?

Man: Certainly. Here it is.

O.: Yes, that's all right. Have you got anything to declare?

M.: Yes, I have.

O.: What have you got?

M.: I've got some whisky and some cigarettes.

O.: How much whisky have you got?

M.: A litre.

O.: That's all right. And how many cigarettes have you got?

M.: Two hundred.

O.: Fine. What about perfume? Have you got any perfume?

M.: Er... No, I haven't.

O.: Good. Open your case, please.

M.: Pardon?

O.: Open your case, please. Open it now! Oh, dear! Look at this! You've got three bottles of whisky, four hundred cigarettes and a lot of perfume.

X. Translate into English:

1.

2.

(article)

?

3.

4.

(carefully)

(is gone through)

5.

(search)

(prevent)

(goods),

- 6. (as soon as) (is cleared), (mark).
- 7. (considerable sum) .
- 8. ,
- 9. - (item),
- 10. , .

XI. Make up a dialogue “At the Customs House” using the expressions from the Topical Phrase List.

Topical Phrases List

- Customs declaration
- Have you (got) anything to declare? ()?
- I have (got) nothing to declare. .
- Here is my luggage. .
- I need a customs declaration form. .
- Fill in the customs declaration form. .
- Are these things subject (liable) to duty? ?
- No, they are duty-free. , .
- How much duty must I pay? ?
- Would you please read this notice. , , .

Would you mind unlocking this
suit-case?

?

What am I allowed?

?

I must go through your luggage.

.

These are my personal effects
(things).

.

I must check these things against
the invoice (contents list).

(

).

You must be cleared by the
customs.

.

We'll have to charge you some
duty (on) ...

...

WRITING PRACTICE

CUSTOMS DECLARATION

« » . , ,
, —
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, : , ,
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, , , .
, , , , , ,
, ... , ,
, - .
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, , .
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- ! : « ,
 » -
 .
 .
 V.
 - , -
 .
 ,
 .

(from "Modern Reading" by S.V. Shevtsova)

I. Render the text in English using the key words below:

Your luggage, please; the Customs; an inspection table; a frontier-guard; to check the documents; to fulfil certain formalities; to clear the customs, to fill in a customs declaration form; gold; jewelry; currency; fire-arms; a smuggler; a Customs officer; uninitiated in the subtleties of the trade; from under the lining; to spill on the table; coins with the image of King George V; a matter of experience; to develop intuition.

II. Translate these words and phrases into Russian, use them in the story of your own, describing how you cleared the Customs.

Customs restrictions; inspect one's luggage; duty-free items (goods); personal effects (belongings); smuggler; customs tariffs; go through the Customs; the Customs; a Customs officer; Customs inspection; to observe Customs regulations; a Customs declaration form; to go through the Customs; to clear the Customs; Have you anything to declare?; to declare in writing; duty-free articles; articles exempt from duty; to qualify for an exemption; articles to be declared; dutiable articles; to pay duty on articles; to have one's luggage ready for immediate inspection; to smuggle; a smuggler; to be on guard against; fast and friendly service.

III. Imagine that you're going abroad. Fill out the declaration.

Keep for the duration of your stay in Russia or abroad. Not renewable in case of loss.

Persons giving false information in the Customs Declaration or to Customs officers shall render themselves liable under the laws of Russia

CUSTOMS DECLARATION

Full name _____

Citizenship _____

Arriving from _____

Country of destination _____

Purpose of visit (business, tourism, private etc.) _____

My luggage (including hand luggage) submitted for Customs inspection consists of _____ pieces

With me in my luggage I have:

I. Weapons of all descriptions and ammunition _____

II. Narcotics and appliances for the use thereof _____

III. Antiques and objects of art (painting, drawing, icons, sculptures, etc.) _____

IV. Russian roubles, Russian State Loan bonds, Russian lottery tickets _____

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

Description	Amount/quantity		For official use
	in figures	in words	

VI. Russian roubles, other currency, payment vouchers, valuables and any objects belonging to other persons

I am aware that, in addition to the objects listed in the Customs Declaration, I must submit for inspection: printed matter, manuscripts, films, sound recordings, postage stamps, graphics, etc. plants, fruits, seeds, live animal and birds, as well as raw foodstuffs of animal origin and slaughtered fowl.

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

Date_____ Owner of luggage (signed)_____

GRAMMAR

Indirect Speech. Sequence of Tenses

I. Choose the proper tense form of the verb:

1. Polina said that she (handed, had handed) the photos for visas.
2. He says the weather forecast for tomorrow (is, was) good, no wind.
3. They hoped that their participation in the Trade Fair in Canada (will be, would be, won't be) successful.
4. The clerk said that he (had already checked out, have already checked out, has already checked out) their tickets.
5. Polina said that she (is going, was going) to prepare all the documents for the trip.
6. He says he (doesn't know, didn't know) what the weather (will be, would be) like in Stockholm and Montreal.
7. He told them he (is going, was going) to change planes for them.
8. The clerk said they (are staying, were staying) with their friends in Canada.
9. She said that they (have got, had got) 20 kilos overweight.
10. He told me he (had already registered, has already registered) the

tickets.

11. They said they (won't be able, wouldn't be able) to join us for a trip.

II. Transform direct speech into reported (indirect) speech making the necessary changes. Translate the sentences. The following table will help you:

Direct Speech	Reported Speech
this – these	that – those
now	then
today	that day
yesterday	the day before
the day before yesterday	two days before
tomorrow	the next day
the day after tomorrow	in two day's time
next week (year)	the following (the next) week (year)
next Monday	the following Monday
last week (year)	the previous week (year)
a year ago	the year before, the previous year
this June	the following June
here	there

1. She said to me, "They are planning to hold the Trade Fair in Boston next year."
2. He said, "I hope the weather will be better next week."
3. Mr. Brown said, "I've had three visitors today."
4. The secretary said, "Mr. Volkov left a message for you yesterday."
5. Polina said, "We fly to Stockholm on the 21st of April and the Trade Fair in Canada begins on the 25th of April."
6. He said, "This Trade Fair began its history a year ago."
7. John said, "My boss asked me to prepare all the documents for the trip last week."
8. The secretary said, "There isn't much traffic on this street today."
9. Mary said, "We'll come and pick you up tomorrow morning."
10. He said, "They have gone for a trip this June."

III. Convert into indirect speech using the following table:

a) Polina said: "Our tickets are ready. But they are at the Travel

Agency.”

“The paper showing the weight is also ready. But we have to pay extra for overweight.”

“The certificate of value and origin is ready.”

“The trade Fair in Canada begins on April 25th. We must be there. Our stand can’t remain empty.”

Clerk: “The only chance for you is to go to Moscow and try something there. Sometimes there are possibilities this way. You’ll have to change planes anyway.”

Polina “I handed in our forms and photos for visas yesterday.”

to Alex: “They promised to get the documents ready by the 15th of April.”

“They couldn’t prepare these lists earlier.”

“I learned quite a lot about taking our goods with us.”

“The list of goods has been confirmed by Foreign Trade Department. It has been signed and sealed.”

b) “Have all the papers been prepared for the products?” Alex asked.
Alex asked _____ .

“Is this the right decision?” he asked.
He asked _____ .

“Are you being served?” the waiter asked them.
The waiter wondered _____ .

“Will you sit down, please?” the manager asked her.
The manager asked her _____ .

“Do you know when Steve is coming back?” she asked.
She wanted to know _____ .

“Will you send us your catalogues and full details of your export prices?” she asked Mr. Klimenko.
She asked Mr. Klimenko _____ .

Mrs. Foster asked: “Does our new processing equipment interest you, Mr. White?”
Mrs. Foster wondered _____ .

“Have you got anything to declare?” the customs officer asked.
The customs officer asked _____ .

) “What’s the date today?” she asked.
She wondered _____ .

“Why didn’t somebody come and tell me?” he wanted to know.
He wanted to know _____ .

“What did you expect me to do about that?” Paula asked Allan.
Paula asked Allan _____ .

“How long will it take you to deliver two sets of this equipment to Novosibirsk?” the manager wanted to know.
The manager wanted to know _____ .

“Where will you find details of quarterly discounts and price list for Nestle production?” one of the buyers asked.
One of the buyers asked _____ .

“How long is the guarantee for your equipment?” Mr. Paulson wanted to know.
Mr. Paulson wanted to know _____ .

“When does the Trade Fair in Canada begin?” Mr. Virge asked the secretary.
Mr. Virge asked the secretary _____ .

“What is the quickest and cheapest way to get there?” the passenger asked.
The passenger asked _____ .

“How long did it take you to get to the office?” he wondered.
He wondered _____ .

“What was the weather like in Canada?” she wondered.
She wondered _____ .

d) “Who knows the results of this competition?” the coach of the team asked.

The coach of the team asked _____ .

“Which of your team is the best, Mr. Roger?” Mr. Potapov asked.

Mr. Potapov asked _____ .

“Who bought tickets two days ago?” the boss asked.

The boss asked ____ .

“Who helped you to prepare the documents?” she wanted to know.

She wanted to know _____ .

“Who is intending to participate in the coming international fair of Modern Digital Mass Communications?” Laura asked Roy.

Laura asked Roy _____ .

e) “Include details of any new model in this price range, please,” the manager said to his secretary.

The manager asked his secretary _____ .

“Don’t forget to send us a telegram!” Polina said to Alex.

Paula told Allan _____ .

“Declare anything you have with you which is new, or which you got only recently,” the customs officer said to the traveller.

The customs officer told the traveller _____ .

“Show me your passport, please,” the conductor said to the passenger.

The conductor asked the passenger _____ .

“Open your case, please,” the customs officer said to the visitor.

The customs officer asked the visitor _____ .

IV. Translate into English:

a) _____ , _____ | Travel Agency.

20

()

25

b)

UNIT 6

ADVERTISING

Topics and situations: A Telephone Call to an Advertising Agency

Text for reading: Advertising in the USA

Writing Practice: Replying an Enquiry, Offers or Quotations

Grammar: Participle

I. Read and translate the dialogue:

A Telephone call to an Advertising Agency

Secretary: The advertising agency "Pronin & Co." What can I do for you?

Kuznetsov: Hello. Can I speak to your director?

Secretary: I'm afraid Mr. Pronin is not in at the moment. And who is

calling?

Kuznetsov: It's a call from "Smallcrown-St. Petersburg Ltd." I want to get some information about your services. Could you help us? The thing is that we are intending to participate in the coming international fair of Modern Digital Mass Communications. The fair will take place in our city this spring. We would like to carry on an advertising campaign beforehand in order to let the business world and potential customers know our products better. What service can you offer us?

Secretary: Well, we are a full service advertising agency. So tell us what you want and we shall tell you what we can.

Kuznetsov: We would like you to advertise our goods in your specialized magazines, by distributing our advertising materials and through outdoor means. By the way, what places can you recommend for billboards?

Secretary: The choice will depend on how much you are prepared to pay. Advertising in the center of the city is very expensive. We can also offer you our services in making a TV advertising film about your company's activities.

Kuznetsov: How much will a TV spot cost?

Secretary: Usually it depends upon the time of going on the air and the TV Channel. You'd better discuss all these details with Mr. Pronin tomorrow at any time between nine and two o'clock p.m., if it suits you, of course.

Kuznetsov: Then, be so kind as to leave a message to your boss that I'll be at your office tomorrow at eleven.

Secretary: OK. You are welcome. Goodbye.

Vocabulary Notes:

to carry on an advertising campaign

a full service advertising agency

a TV spot

« »

the time of going on the air

II. Give English equivalents of the following Russian words and phrases:

;

;

;

;

;

;

.

III. Answer the following questions:

1. Why did Kuznetsov call the advertising agency?
2. In what type of fair was his firm going to participate?
3. How did they want the agency to advertise their goods?
4. What did the secretary say about the price of advertising?
5. What types of advertising through TV were suggested?
6. What did the secretary suggest Kuznetsov should do?
7. What was Kuznetsov going to do the next day?

IV. Read and translate the dialogue. Act it in pairs:

A.: It's clear that our advertising should be restructured.

B.: Why? Is our advertising not successful enough now?

A.: I'm afraid it is not. To make advertising successful we should rationally plan it.

B.: Isn't it planned?

A.: It is, but most trade firms use a financial planning system in advertising, that is they plan to allocate certain sums to specific advertising activities: organizing commercial exhibitions and fairs, printing booklets, catalogues and other printed matter, using the press printed ads, radio, TV, trade magazines and journals and promotional films, direct mail advertising, contests and competitions, producing promotional souvenirs and so on.

B.: Is it possible to define effectiveness of the advertising in this case?

A.: Unfortunately not. From the existing systems of planning of advertising you can never tell whether advertising is effective or not, that is you can't compare the expenditures against the results.

B.: I see. And in what way should advertising activity be changed?

A.: It should be remodeled from planning allocations for certain forms of advertising to planning on the basis "the commodity to the specific market".

B:

c) A:

B:

VII. Read and translate the text:

Advertising in the USA

The influence of advertising in the mass media market has both advantages and disadvantages. On the plus is the fact that people get an incredible variety of information, entertainment and culture at minimal cost. The disadvantage is that nearly all of America's mass communications are heavily overloaded with commercial or persuasive messages.

All advertising contains both information and persuasion. The classified advertisements in the daily newspapers are almost pure information. So are most of the supermarket specials.

In Latin *ad vertere* means "to turn the mind towards something". The American Marketing Association (AMA) points out that advertising is a tool of marketing along with the product price, distribution and personal selling. It also reminds us that advertising can be used to promote ideologies and services. This kind of promotion is "nonpersonal" – it is directed "to whom it may concern" – and therefore it is effective because the audience is very receptive to it.

The first function of advertising is to distinguish among identical products. This attempt was exercised at the end of the 19th century by means of brand name identification. It seemed that the brand name would become synonymous with the product or its quality. Today when we ask for Coca-Cola, or Xerox – it's due to this particular function of advertising.

While brand names were an effective advertising technique, something more was required to establish the product difference in the public mind. From the realm of political campaigning advertisers borrowed the slogan – a catchy summary of the product. Thus, the company “Pears’ Soap”, updated itself instantly with a catchy “Good morning, have you used Pears’ today?”

The slogan gave way to the Jingle, which was set to music and rhyme. “Winston tastes good, like a cigarette should” is an evident though an ungrammatical example.

The next technique applied to advertising was brand image. Its aim was to create an image for a product that puts it a little above the competition and hence makes it a little more desirable. Since the late 1960s, a new concept has come to national advertising called positioning. Positioning consists of segmenting a market by persuading the customer that the new product will meet the needs of a selective group. Positioning recognizes the differences in people as individuals and the impossibility of any product capturing the entire potential market.

Vocabulary Notes:

on the plus side is...

at minimal cost

persuasive messages

the classified advertisements ,

supermarket specials

to whom it may concern

brand name identification

from the realm of political

campaigning

a catchy summary

the jingle

positioning ; , « »

VIII. Translate the following words and learn their pronunciation:

message; realm; slogan; jingle; audience; ideology; individuals; synonym; entertainment; identification; entire; persuasive; receptive; capturing; distinguish; selective; evident; catchy.

IX. Answer the following questions:

1. What are the advantages of advertising in the mass media?
2. What are the disadvantages of advertising in the mass media?
3. What is the primary intention of supermarket specials?
4. What do the Latin words *ad vertere* mean?
5. What does the American Marketing Association point out concerning advertising?
6. What does the AMA recommend to do to make advertising effective?
7. What is the main function of advertising?
8. Why was the brand name identification introduced?
9. Where did advertisers borrow the method of using a catchy summary of the product?
10. What did the slogan give way to?
11. When was the concept of positioning introduced?
12. What does positioning recognize?

X. Translate into English:

1. ,
2. , « »
3. ,
4. .

5.

() .

XI. Sum up the contents of the text according to the following plan:

1. Advantages and disadvantages of advertising.
2. Types of presentation of ideas, goods or services in advertisements.
3. The brand names and other techniques of advertising.
4. Positioning as a new concept of advertising.

WRITING PRACTICE

- / **Replying an Enquiry. Offers or Quotations**

1.

2.

3.

4.

USEFUL PHRASES AND SENTENCES FOR MAKING ENQUIRIES

Opening lines

- Many thanks for your enquiry of 3 April...
- We are pleased to have your enquiry about...
- We thank you for your letter of 5 March, in which you enquire about/a full range of samples/specimens of our latest equipment/...
- In reply to your letter today/Replying to your enquiry for 2 June...
- ... we are pleased to inform you that...
- ... we have pleasure in confirming that...
- ... we can offer you (immediately)...
- In reply to your enquiry of 8 March we are enclosing: the brochures you requested and our revised price list.
- We thank you for your letter of 12 June 20... and have sent you today, by separate post, full particulars of our export models

Additional information

- I call your attention especially on item...
- Besides above mentioned goods our company produces also (see...)
- We would like to recommend you especially the following positions in the price-list...
- The model... will most meet your requirements.
- Kindly remember: this offer expires on May 24th.
- We can allow you 3% discount on orders exceeding \$500 in value / on repeat orders.

Closing sentences

- Our services are at your disposal.
- We look forward to the pleasure of serving you.
- We look forward to receiving a trial order from you.
- Please let us have your order as soon as possible, since supplies are limited.
- We are sure that these goods will meet your

- requirements, and we look forward to your first order.
- Our whole experience is at your service. We hope you will make use of it.
 - We think we have covered every point of your enquiry. If not, please do not hesitate to write to us again.

I. Read, translate and discuss the letters:

Letter A:

WESTERN SHOE COMPANY LTD.
VEOVIL, SOMERSET S19 3AF
ENGLAND

3 / G / EO

15 October 2007

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.

We think our articles will be just what you want for the fashionable trade, and look forward to the opportunity of doing business with you.

Yours faithfully
WESTERN SHOE COMPANY LTD.
(signature)
R. Granville
Export Sales Manager

Questions:

1. Have the Sellers sent the catalogue to the Buyers?
2. Is the catalogue enclosed with the letter?
3. What kinds of goods do you think the Buyers produce?

Letter B:

e-mail

To: David Eckenfield
Subject: Lawn Mowers

Dear Mr Smith

In immediate reply to your e-mail we are pleased to send you our latest catalogue of Lawn Mowers. We want to draw your special attention to our Mower Model KZ-7 which is modern and of high efficiency.

You will find all further information in our catalogue and we have quoted our best prices in the enclosed price list. If we receive your order by return we will make every effort to dispatch the goods within 8 to 10 weeks of order.

We shall be pleased to hear from you as soon as possible; you can be sure that your order will have our most careful attention.

Sincerely yours
Timothy Merton

Sales Department

Question:

1. What model did the Supplier draw the Buyer's special attention to?
2. What did the Supplier send with his letter?
3. How soon can the goods be dispatched?

Letter C:

SLUMBERLAND Ltd.

201187 Milano Italia via Amatore Sciesa 9

tel: +39 025418976; fax: +39 0254 188856

e-mail: slumberland@ied.it

AC/LM

21st August 20__

Ms Amelia Dove

Market Manager

129 High St. Dorking

Surrey KT119AF

UK

Dear Ms Dove

Replying to your enquiry of 18 April for a further supply of our Duvets, we are pleased to send you our quotation.

These prices include packing suitable for all types of transportation.

We can deliver from stock and will allow you a discount of 5% but only on items ordered in quantities of 100 or more. In addition, there could be a cash discount of 2.5% on total cost if payment is made within one month from date of invoice.

We hope you will find these terms satisfactory and look forward to the pleasure of your order.

Sincerely yours

Amatore Corradi

Sales Manager

Questions:

1. What do the prices include?
2. How soon can the duvets be delivered?
3. What discounts do the Suppliers offer?

Letter D:

THE DOWN WEAR
Svardliljigatan 17 Vasteras 72227 Sweden
tel: 46 2334880; fax: 46 2336890
e-mail: dwear@aol.sv

ES/OM
22 June 20__
Mr Oleg Nerov
Sales Manager
Gostinny Dvor OAO
Nevsky prospect 45/24
St. Petersburg Russia

Dear Mr Nerov

Thank you for your enquiry of 15 June. We were glad to receive it and learn of the enquires you have had for our Down Jackets. Our "Joy" range is particularly suitable for cold climates and during the past year we have supplied this range to dealers in several East European countries. From many of them we have already had repeat orders, in some cases more than one. This range is popular for its exquisite workmanship, up-to-date-styling, superior quality and comfortable wearing.

For the quantities you mention we are pleased to quote as follows:

100	"Joy" Jackets, men's	large	Euro	90	9000
100	-----	medium	Euro	85	8500
100	"Joy" Jackets, women's	large	Euro	100	10000
100	-----	medium	Euro	95	9500
					<hr/>
					37000.00
Less 33% trade discount					12210.00
					<hr/>
Net price, CIF St. Petersburg					24790.00
Insurance					247.90
					<hr/>
					25037.90

Terms: 2.5% one month from date of invoice
Shipment: Within 3-4 weeks of receiving order

III. Fill in the blanks with one of the following words, use the correct verb-form:

- | | |
|---------------------------------------|--------------------------------------|
| 1. earliest possible date of delivery | 8. items |
| 2. to draw your attention | 9. a cash discount |
| 3. best prices and terms | 10. the description in our catalogue |
| 4. further information | 11. trade and quantity discounts |
| 5. to make every effort to dispatch | 12. from stock |
| 6. to be of high efficiency | 13. to be listed |
| 7. within a week of order | 14. enquiry |
| | 15. to look forward |

1. We would like ... to our Mowers Models JH5 and KZ7 which ... and popular in the market.
2. We assure that we ... the goods within 6-7 weeks of order.
3. We usually deliver from stock and allow ... but only on ... ordered in quantities of 100 and more.
4. The goods can be delivered ... if they are available
5. If you need any ... we will be happy to send you our price list in which we quoted our
6. From ... you can see that our prices are competitive.
7. All the items you are interested in ... in our latest catalogue.
8. A supplier allows ... of 5% on the total cost if payment is made within a week.
9. We ... to the opportunity of doing business with you.
10. We thank you for your ... of 12 October.
11. When replying, please state discounts, terms of payment and

IV. Complete the following sentences in English:

1. We () within a week of order but due to the production problem () at the moment is 4 weeks from the date of receipt.
2. All () you requested () in the latest catalogue and are sold ().
3. () we feel that the latest range is () for the local climate.

4. When you place (,) you may stress the importance of price and ask the Seller ().
5. The goods () if the buyer agrees ().
6. The seller sent () and was ready () within 10 days of order.
7. Replying to your request for () please find enclosed our catalogue and current price list ().
8. We would like () the Mower Model GH5 ().
9. In reply to your request about the delivery date we assure you (,).
10. () you can get () about the prices and the terms we operate on. If you () we are ready to give you a discount.
11. We thank you () of 12 October.

V. Translate the following sentences into English:

1. , , .
2. , .
3. , .
4. , 28- .
5. , 10 .
6. , .
7. 6 - .
8. , 5%, .

9. 100 . ,
10. - , 6%
11. . ,
12. , , .

VI. Translate the letters into English:

- A) !
- 11 . ,
(a TV spot)
- 500 5% ,

() ,

- B) !
- 2 ,
- , . ,
- , .
- () , .

V. Compose letters in English:

- A) An enquiry has come to your company, a firm of cycle producer, from a German retailer. Write a reply and send your price list. Quote your terms and add any information you think might persuade your correspondent to place orders with you.
- B) A firm of wholesales jewelers have received an enquiry for watches from a retailer. Reply to the enquiry sending an illustrated catalogue and a price list and quoting discounts and terms of payment. There are prospects of regular orders from the retailer and you are anxious to get the business.
- C) Your firm are manufacturers of a wide range of modern office equipment, write a letter to your important retailers, drawing their attention to some of your latest products and offering a special discount on orders placed within the next month.
- D) Cross & Sons have written to you for a quotation for your electric lamp bulbs. Send them your latest price list and tell them you are prepared to allow a special discount of 15 per cent on orders over 500.

GRAMMAR

Participle

I. Define the function of participles:

1. People coming to the fair can see modern digital means of communication.
2. Besides above mentioned goods our company produces some new models.
3. Being impressed by the performance of the equipment they decided to place a trial order.
4. After receiving the promised invitation I went to the conference.
5. He spent the whole day answering the questions of the visitors.
6. They stood talking and we sat reading.
7. While planning an advertising campaign he came across many difficulties.
8. Having advertised our goods in some specialized magazines we decided to make a TVspot.

II. Translate the words in brackets using participles:

1. The fair () in our city now is very interesting.
2. () the Buyers got a substantial quantity discount.
3. () our goods on TV we decided to use some outdoor means.
4. Each time () she could not help smiling.
5. () he said he wouldn't come to the party.
6. () it looked beautifully.
7. (), we decided to place a trial order.
8. Your range of products () on your stand impressed us greatly.
9. The project () was proposed by our team.

III. a) Make up some sentences:

We	saw	the question repeated
All of us	heard	a salute being fired
I	watched	that name mentioned
Many of them		the news being announced
He		

b) Translate the sentences:

1. , .
2. , .
3. , .
4. , .
5. , ?

IV. Translate the sentences:

1. The chief wants the job done by tomorrow.
2. We want them punished.
3. I saw him taking the picture of the factory.
4. I want the letter posted at once.
5. They watched Mr. Brown entering the office.

I. Read and act the following dialogues:

a) between John Cartwright and Victor Klimenko

J.C.: John Cartwright.

V.K.: Hello, John. I am Victor Klimenko, from Moscow.

J.C.: Hello, Victor. Any problems?

V.K.: Yes. Did you receive our fax yesterday?

J.C.: Yes, I did.

V.K.: I'd like to know your reaction to it.

J.C.: We've carefully studied your complaints, Victor. You're perfectly correct. Items 2.5 and 2.6 were 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.

V.K.: When will you send us these parts?

J.C.: This week. By air. We'll also send you some documents to facilitate customs clearance at your end.

V.K.: Fine.

b) between Oleg Pavlov, John Cartwright and secretary

O.P.: Can I speak to the Managing Director, please?

Secretary: Who is calling, please?

O.P.: This is Oleg Pavlov from TST Systems.

Secretary: Hold on, please. I'll find out if he is in.

J.C.: Hello? Is that Mr. Pavlov?

O.P.: Yes.

J.C.: John Cartwright. Has anything happened?

O.P.: Yes, it has. The cover of one of the containers was badly damaged. The equipment in this container was damaged a little too.

J.C.: It wasn't our fault, Victor. The equipment was packed in the required way. You should take this up with the captain of the ship.

O.P.: We've already done it, John. He believes that your packing is to blame.

- J.C.:* I must disagree totally with him. Perhaps you should have been firmer in dealing with him.
- O.P.:* Let's come back to this matter in a couple of days, John. I'll try to discuss it with the shipowners.

c) between John Cartwright and Steven Rogers

- S.R.:* The next point on the agenda is the claim of TST Systems. Could you bring us to date on this problem, John?
- J.C.:* Yes. There was a three-week delay in delivery of the equipment for them. They want us to pay compensation.
- S.R.:* I don't think that their claim is well-grounded. The delay was caused by that strike at the port. They won't win if they refer their claim to arbitration. I think we should reject this claim.
- J.C.:* I'm not sure about that. I've just spoken to Mr. Klimenko, the Commercial Director of the company. He's ignored all my remarks. They're ready to start taking legal action to show that they're serious.
- S.R.:* If they do that, we'll have to get our lawyers in.
- J.C.:* I don't think it's a good idea, Mr. Rogers. They are going to place a large order with us next year. If we decline their claim, we may lose this order.
- S.R.:* How much do they want us to compensate for the delay?
- J.C.:* Approximately ... pounds.
- S.R.:* Perhaps we shall offer them half of the sum.
- J.C.:* That's a good idea. I'll try to settle it with Mr. Klimenko.
- S.R.:* Yes. But if they disagree, we'll have to reject their claim ... And negotiate a longer delivery time with them next year.

Vocabulary Notes:

complaint , (: claim -)

to overlook smth , -

oversight ,

to be damaged

fault 1) , ; 2) ,

in the required way

to claim compensation
to be caused by
well-grounded
to compensate

() -

to reject

II. Give English equivalents to the following Russian words and expressions:

- a) ; ; ;
; ;
;
- b) ; ; ;
; ; ;
; ; ;
- c) ; ; ;
; ; ;
; ; ;
; ; ;

III. Complete the dialogues and reproduce them in pairs:

- a) *Williams*: John Williams
Starkov: ...
W.: Hello, Oleg. Any problems?
S.: ...
W.: We carefully studied your complaint, Victor. We apologize for the shortage of parts. It is the fault of our controller.
S.: ...
W.: In two days' time.
S.: ...
W.: Bye, Victor.
- b) *Starkov*: This is Victor Starkov from TCT Systems.
Williams: ...

S.: Did you receive our fax yesterday?
W.: ...
S.: The captain of the ship believes that your packing is to blame.
W.: ...
S.: OK. I'll try to discuss it with the ship owners.

c) *Starkov*: There is one more problem: the three-week delay in delivery of the equipment. I'd like to remind you that according to the sanctions clause of our contract we have the right to claim compensation.

Williams: ...
S.: I don't agree John. English ports are often hit by strikes. You were able to foresee this complication. Moreover, you could have delivered the equipment to other port.
W.: ...
S.: If we don't reach mutual understanding, our company will have to go through arbitration procedures.
W.: ...
S.: All right. I'm waiting for your call, John.
W.: ...

IV. Translate into English:

a) —
— , .
— , . - ?
— . ,
— 3.6 3.7.
— ?
11
(a meeting of our top executives).

— . , .
— , .
b) — — T .
— , ?
— . , ,

— ,
 — ,
 — .
 — ,
 — .
 — .
 — , - .
) — ?
 — , ,
 — ,
 — - (through)
 — , .
 — , (a force-majeure
 circumstance).
 — , .
 — ,
 — (to go through arbitration procedures).
 — (to get aggressive), .
 — .
 — , .
 — , .

V. Read and translate the text. Study some clauses of the contract for the supply of processing equipment:

Contracts

Brighton, England

April 10, 2007

Continental Equipment Plc, Brighton, England, hereinafter referred to as “the Seller”, on the one part, and TST Systems Ltd., Kiev, Ukraine,

hereinafter referred to as “the Buyer”, on the other part, have concluded the present Contract as follow:

1. Subject of the Contract

1.1. The Seller has sold and the Buyer has bought the machinery, equipment, materials, and services (“Equipment”) as listed in Appendix 1 being an integral part of this Contract.

2. Prices and Total Value of the Contract

2.1. The Total Contract Value is as follows:

Equipment and engineering FOB U.K. port + documentation	£ _____
Supervision, start-up and training	£ _____
Spare and wear parts	£ _____
Freight	£ _____
Total price CIF Odessa	£ _____
Discount	£ _____
Total Contract Value	_____

2.2. The prices are understood to be CIF Odessa including cost of packing, marking, loading on board, stowing and fastening the equipment in the hold, and the cost of the materials used for this purpose.

2.3. The prices are firm for the duration of the Contract and shall not be subject to any revision except on account of any mutually agreed changes or modifications to equipment specification and/or quantities listed in Appendix 1 to this Contract.

3. Time of Delivery

3.1. The equipment specified in Appendix 1 of the present Contract is to be delivered within two (2) months from the date of opening the Letter of credit specified in Clause 4.1 of this Contract.

3.2. The delivery date is understood to be the date of the clean Bill of Lading issued in the name of the Buyer, destination Odessa, Ukraine.

4. Terms of Payment

4.1. Within thirty (30) days from the date of signing this Contract, the Buyer is to open in favour of the Seller an irrevocable confirmed Letter of Credit with CityBank, London, for hundred per cent (100%) of the total contract value. The Letter of Credit is to be valid for three (3) months.

4.2. Payment from this Letter of Credit at the rate of hundred per cent (100%) of the total contract value is to be effected in GB pounds against the following shipping documents:

4.2.1. Original Bill of Lading issued in the name of the Buyer, destination Odessa, Ukraine.

4.2.2. Shipping Specification.

4.2.3. Certificate of Quality.

4.2.4. Certificate of Origin.

4.2.5. Packing List.

4.2.6. Insurance Policy

5. Technical Documentation

5.1. Within five (5) days from the delivery date the Seller shall send two (2) sets of the technical documents as listed in Appendix 2 to the address of the Buyer.

5.2. All instructions on the drawings are to be in English, with all the instructions contained in Items 1,2,3 and 4 of Appendix 2 translated into Russian.

6. Guarantee of the Quality of the Equipment

6.1. The guarantee period is twelve (12) months from the date of the start-up of the equipment, that is reflected in an appropriate Act signed by the representatives of the Parties to the present Contract, but not more than eighteen (18) months from the date of delivery of the equipment.

6.2. If the equipment proves to be defective or faulty during the guarantee period, the Seller has at its expense at the choice of both Parties either to remedy the defects or to replace the faulty equipment of good quality which is to be delivered without delay to the port of delivery.

7. Packing

7.1. The equipment is to be shipped in export sea packing suitable for the type of equipment delivered. Packing should also be suitable for transshipment in transit and reasonable long storage of the equipment.

7.2. Each container is not to exceed the following dimensions: length = 2,500 mm, width = 2,500 mm, height = 2,500 mm.

7.3. The Seller is responsible to the Buyer for any damage to the equipment resulting from inadequate packing of the equipment.

8. Marking

8.1. All the containers are to be marked on three (3) sides. Each container should bear the following markings made in indelible paint (in Russian and English):

Contract No.

Seller: Continental Equipment Plc (Address)

Buyer: TST Systems Ltd. (Address)

Railway Station of Destination: Kiev

Container No.:

Gross weight: _____ kg

Net weight: _____ kg

Case dimensions in cm (length × width × height)

8.2. If a case required special handling it should bear additional marks: “Fragile”, “Top” or “This side up”, etc.

9. Shipping Instructions and Notifications

9.1. Within twenty-four (24) hours after shipment, the Seller is to inform the Buyer by fax regarding the date of shipment, the Bill of Lading number, number of containers, their weight, the vessel name.

10. Insurance

10.1. The Seller is to take care of and cover expenses for insurance of the equipment under the Contract from the moment of its dispatch up to the moment of its arrival at the port of Odessa.

11. Sanctions

11.1 In the event of delay in delivery of the equipment the Seller is to pay the Buyer a penalty at the rate of 1.0% of the total contract value for every week of delay. However, the total amount of penalty for delay in delivery is not to exceed 10% of the total contract value.

11.2. While calculating penalty for delay, the amount of days comprising over half of a calendar week is considered to be a full week.

12. Force Majeure

12.1. The Parties are released from their responsibility for partial or complete non-execution of their liabilities under the Contract should this non-execution be caused by the force majeure circumstances including, but not limited to: fire, flood, earthquake, and if these circumstances have had a direct damaging effect on the execution of the present Contract.

12.2. The Party which is unable to fulfil its obligations under this Contract is to inform the other Party within ten (10) days from the beginning of force majeure circumstances.

13. Arbitration

13.1. The Seller and the Buyer will take all possible measures to settle amicably any disputes or differences which may arise out of the present Contract or in connection with it.

13.2. If the Parties do not come to an agreement, all the disputes and differences are to be submitted for Arbitration in Stockholm, Sweden, in accordance with the rules and regulations of the Chamber of Commerce in Stockholm and applying the substantive laws of Sweden.

14. Other Terms

14.1. The Seller upon written consent of the Buyer shall be permitted to substitute equipment of comparable quality and conforming to the technical requirements for any item of equipment that may not be available

for one reason or another.

14.2. Any changes, amendments or supplements to the terms and conditions of this Contract shall be valid only if set forth in a written document duly signed by authorized representatives of both Parties to the present Contract.

14.3. After the Contract has been signed all the preliminary agreements, discussions and correspondence between the Parties concerning this Contract are to be considered null and void if conflicting with this Contract.

14.4. The Contract becomes effective and comes into full force from the date of signing.

15. Legal Address of the Parties

SELLER ():
Continental Equipment Plc
9 North Road
Brighton BN1 5JF
England

For and on behalf of the Seller ()

Alfred Rogers

Chairman ()

Vocabulary Notes:

contract ,
to sign a contract
to draw up (to make up) a contract
to execute a contract
to break (to infringe) a contract
to cancel a contract
subject of the contract
an integral part of the contract
total value of the contract
total contract value spare and wear parts

FOB, CIF ,

loading
to load into/onto ...
load
time of delivery
irrevocable confirmed Letter of Credit

to ship

shipping specification
shipment, consignment
shipment
shipping documents
destination
vessel
Bill of Loading
liabilities (obligations, commitment)
under the contract
insurance
insurance risk
fire insurance, insurance against fire
insurance against all risks
delay in delivery (in shipment, etc.)

force majeure circumstances
arbitration

VI. Translate into English using active vocabulary:

;
;
;
;
;
;
;
;
;
(to be shipped)
(by the first vessel available);
;
;
;

; CIF ;
,
(to meet the requirement) 5;
;
;
;
;
;

VII. Answer the following questions:

1. What is the subject of the Contract?
2. In what cases can the prices be subject to revision?
3. When is the equipment to be delivered according to the Contract?
4. What date is understood to be the date of delivery?
5. Against what documents is payment to be effective?
6. All instructions on the drawings are to be in English, aren't they?
7. How long is the guarantee period?
8. What does the Seller have to do if the equipment proves to be defective or faulty during the guarantee period?
9. Is the equipment to be shipped in export sea packing?
10. What information should the Seller give within 24 hours after shipment?
11. Who is to cover expenses for insurance of the equipment?
12. What is the total amount of penalty for delay in delivery?
13. Can you have any force majeure circumstances that can release the Parties from their responsibility for non execution of their liabilities under the Contract?
14. For what organization are all the disputes to be submitted if the Parties do not come to an agreement?
15. When does the Contract become effective?

VIII. Translate into English:

WRITING PRACTICE

Letters of Complaint. Answering a Complaint

(*letters of complaint, claim letters*)

(*short-delivery, short shipment*);

(*substandard or wrong goods*);

(*delay in delivery*);

(*misdirection and errors in*

addressing);

(*damages of goods*);

(*manufacturing defects*),

(*equipment operating*).

(*in handling complaints*).

-

(Sample of Letter of Complaint)

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

18th April, 2007

Ref: Our Order No.142 of 21st March, 2007

Dear Sirs,

Thank you for your delivery of men's silk shirts, which we ordered on 21st March, 2007. At the same time we would like to draw your attention to the following.

After examination of the shirts we discovered some manufacturing defects:

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

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

<i>Size</i>	<i>Colour</i>	<i>Quantity</i>
15	white	9
17	white	1
14	blue	6
16	blue	2

We would appreciate a prompt reply.

Yours faithfully,
(signature)

Vladimir Smurov
Export-Import Manager

(Sample of Answer)

Visteria Ltd.
P.O.Box 82
Kiev 253206
Ukraine

21st April, 2007

Ref: Order No.142 of 21st March, 2007

Dear Mr. Smurov,

Your letter of 18th April, 2007, was duly noted. The shirts you returned to us are indeed defective. We have to admit that these defects were overlooked by our controller and offer apologies for the oversight.

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

If any other problems arise, please do not hesitate to contact us.

Yours sincerely,
(signature)

Jack Beown
Claims Department

USEFUL PHRASES AND SENTENCES FOR WRITING
A LETTER OF COMPLAINT

- We would like (have) to remind you that ...
- We wish to draw your attention to the fact that ...
- We are disappointed to find that the quality of the equipment (goods) you supplied does not meet (comply with, satisfy, match) the requirements of ...
- To prove our statement we enclose (are enclosing) ...
- The delay in delivery is causing us great inconvenience, as ...
- We find it necessary to note ...
- We are returning ... and would ask you to replace ...
- So far we have received no reply ...

- Four containers in the consignment were found to be damaged.
- We duly informed you about the breakdown of the equipment.
- At present your failure to deliver the goods greatly worries us.
- When we installed the equipment, we found that it was faulty.
- When we examined the goods, it turned out that ...

USEFUL PHRASES AND SENTENCES FOR ANSWERING A COMPLAINT

- We have carefully studied your claims ...
- You were right to let us know about ...
- You are perfectly correct in saying that ...
- After investigating your complaint, we have to admit that ...
- We can assure you that ...
- Steps are being taken immediately to avoid such mistakes in the future.
- Please accept our apologies for ...
- We apologize for ...
- A replacement for the substandard goods will be delivered next week.
- We would ask you to return the faulty equipment at your convenience, carriage forward.
- May we remind you, however, that ...
- However we hope you will also try to see our point of view.
- We regret that we cannot exchange ... since ...
- We regret to inform you that we cannot accept your claim because of ...
- We would like to inform you that the delay in delivery occurred through no fault of ours.
- It is not our fault that ...
- Needless to say that both our companies suffered unnecessary losses that hopefully will be avoided in the future.

I. Give nouns corresponding to the following verbs:

to draw; to meet; to satisfy; to prove; to deliver; to install; to examine; to study; to investigate; to avoid; to accept; to return; to suffer; to compensate; to damage; to supply.

V.

—
—
—

VI.

GRAMMAR

Subjunctive Mood

I. Name the type of the conditional sentences. Translate them:

1. If they offer us their help, we'll accept it.
2. If they were here now, we'd speak to them.
3. If they had carefully studied our complaints, they would have apologized for the oversight.
4. If they do that, we'll have to get our lawyers in.
5. If we had declined their claim we might have lost this order.
6. If we didn't reach mutual understanding, our company would have to go through arbitration procedures.
7. If they hadn't agreed, we would have to negotiate a longer delivery time with them next year.
8. They won't win if they refer their claim to arbitration.
9. If he hadn't ignored all my remarks, they wouldn't take legal actions now.

II. Make up some sentences:

If he were here If you asked him	he we	would could might	help you suggest something settle it reach mutual understanding interfere arrange everything
If he had interfered	everything they their claim	would could might	have been different have been arranged have been settled have been rejected have been pleased

III. Change the sentences according to the model:

Model: If he comes, we'll discuss it.
 If he came, we'd discuss it.
 If he'd come, we'd have discussed it.

1. If you interfere in their affairs, they'll get angry.
2. If you send them a telegram, they'll meet us at the station.
3. If they disagree, we'll reject their claim.
4. If we decline their claim, we'll lose this order.
5. If you deliver the equipment to other port, you'll meet the deadline.
6. If the equipment is damaged, I'll try to discuss it with the ship owners.
7. If you don't send us these parts next week, we'll start taking legal action.

IV. Translate the sentences:

1. _____ ,
 . (_____) _____ ,
2. _____ ,
 . (_____) _____ ,
3. _____ ,
 . _____

4. ,
5. .
6. ,
7. .
8. ,
9. ,
10. (),

ADDITIONAL INFORMATION

I. THE EAN CODE



EAN means European Article Numbering. Each article has its own number. There are always thirteen numbers on the package. The first two show the country where the article comes from. Finland is number 64, Great Britain is number 50, Japan's numbers are 45 and 49 and Russia's code is 460. The 13th number is for checking. The code of the article is a symbol of stripes. They are of different shades and thicknesses. A special Scanner cash register reads them with its optic eye. The EAN system saves time at the cash register.

II. ISO CODES

In international trade it is recommendable to use the official ISO codes (drawn up by the International Standardization Organisation) to mark currencies.

Here is a list of the codes for some currencies.

Armenia	ARD (Drachma)	Kazakhstan	KAT (Tenge)
Australia	AUD (Dollar)	Kyrgyzstan	KYS (Som)
Austria	ATS (Shilling)	Latvia	LVL (Lat)
Azerbaijan	AZM (Manat)	Lithuania	LTL (Litas)
Belarus	BUR (Rubel)	Moldova	MOL (Leu, Lei)
Belgium	BEF (Franc)	Netherlands	NLG (Guilder)
Bulgaria	BGL (Lev)	Norway	NOK (Krone)
Canada	CAD (Dollar)	Poland	PLZ (Zloty)
Denmark	DKK (Krone)	Portugal	PTE (Escudo)
Estonia	EEK (Kroon)	Romania	ROL (Leu)
Finland	FIM (Mark)	Russia	RUR (Rouble)
France	FRF (Franc)	Spain	ESP (Peseta)
Georgia	GRL (Lari)	Sweden	SEK (Krona)

Germany	DEM (Mark)	Switzerland	CHF (Franc)
Hong Kong	HKD (Dollar)	Tadjikistan	TAR (Rouble)
Hungary	HUF (Forint)	Turkey	TRL (Lira)
Ireland	IEP (Pound)	Turkmenistan	TUM (Manat)
Iceland	ISK (Krona)	Ukraine	UGR (Grivna)
Israel	NIS (New Sheqel)	United Kingdom	GBP (Pound)
Italy	ITL (Lira)	USA	USD (Dollar)
Japan	JPY (Yen)	Uzbekistan	UZS (Sum)

III. ABBREVIATIONS

Certain words are repeated quite often in telex messages, and it has become a habit to use abbreviations. It is almost a must for the operator to know the most common ones by heart.

Some of the most common abbreviations are given in the following list.

asap	as soon as possible	;
bal	balance	,
beg Apr	(at the) beginning of April	
bk	break	;
canu	can you	?
cfm	confirm	
comp	complete	
cstr	customer	
der	deranged = out of order	
dly	delivery	/
e e e	error	
fin	finished	
ga	go ahead	« »
inf	call the Information Service	
max / min	maximum / minimum	/
mns	minutes	...
mom	moment = wait / waiting	/
n	and	

na	no admittance	/
nc	no circuits	
np	non-party = not a subscriber	
occ	occupied	
ok	O K	« »
pls	please	
prc(s)	price / prices	/
qlty	quality	
qnty	quantity	
rec / rcvd	received	
rfd	ready for delivery	
rfs	ready for shipment	
rgds	regards	
rpt	repeat	
rpt aa	repeat all after	, ...
rpt wa	repeat word after	...
rqd	required	
rytx	refer to your telex	
rotx	refer to our telex	
svp	S'il vous plait = if you please	,
tk	thanks	/
thru	through	
txr	telex reply	/
u	you	/
vry	very	
vsls	vessels	
w	word	
wru	who are you	?
yinv	your invoice	-
yq / oq	your quotation / our quotation	/ ()
yl / ol	your letter / our letter	/
yr	your	
ytx / otx	your telex / our telex	/
*	indicates the end of the message	

**** indicates the end of transmission**
+ no answer required
+? an answer required

/

IV. SOME COMMON ABBREVIATIONS

a/c (account)

am (ante meridiem) = before noon

B/D (Banker's Draft)

B/E (Bill of Exchange)

BA (British Airways)

(

)

B/L (Bill of Lading)

;

C (Centigrade; Cent)

;

cc (carbon copy to)

...

-

CAD (Cash against Documents)

C & F (Cost & Freight)

/

cf. (confer) = compare

/

CI (Cost, Insurance, Freight)

,

,

c/o (care of)

-

;

;

Co (company)

COD (Cash on Delivery)

;

C/P (Carriage paid)

CWO (Cash with order)

dbl (double)

d/d (delivered)

(

)

DDP (delivered duty-paid)

dep (departs, departure)

;

dept (department)

D/P (Documents against Payment)

d/s (days after sight)	...
E. & O.E. (Errors and Omissions excepted)	
EU (European Union)	
EFTA (European Free Trade Association)	
e g (exempli gratia) = for example	
Enc(l) (s) (enclosure(s))	;
e t a (estimated time of arrival)	/
etc. (et cetera)	.. ()
e t d (estimated time of departure)	
excl (excluding, -ed, exclusive)	,
ex-works	-
FOB (Free on Board)	, - ,
FOR (Free on Rail)	-
FOT (Free on Truck)	- ; -
ft. (foot, feet)	= 30,5 ,
GATT (General Agreement on Tariffs and Trade)	
GMT (Greenwich Mean Time)	
H.P. (Hire Purchase)	
h(rs) (Hour(s))	
i.a. (inter alia)	/
i.e. (id est) = that is	.. /
Inc. (Incorporated) (<i>Am</i>)	
incl. (including, -ed, inclusive)	/
I.O.U. (I owe you)	
Jr. (junior)	
lb / lbs (pound / pounds)	= 0,454
L/C (Letter of Credit)	
Ltd (Limited) (<i>Br</i>)	()
m (metre, mile)	,

Ms (Mrs or Miss) ()
M/V (Motor vessel)
NCR (no carbon required)
No/Nos (number, numbers) /
OECD (Organization for Economic Cooperation and Development)
oz. (ounce) = 28
p (page, penny, pence) ; ;
p.a. (per annum) ;
pkt (packet)
pm (post meridiem) = after noon ,
PO Box (Post Office Box)
p.p. (per procurationem) = on behalf of (,)
P.S. (post scriptum) ()
PTO (Please turn over) ,
re/ref (reference)
Rd. (Road) ;
R.S.V.P. (Repondez, s'il vous plaît) ,
S/D (sight draft)
sq. (Sq.) (square) , ,
Sr. (Senior)
s/s, S/S (steam ship)
St (street)
Sta (station)
STD Code (Subscriber trunk dialing code) ()
tel (telephone)
UK (the United Kingdom) ()
UN (the United Nations) ,
VIP (a very important person) ()
viz. (videlicet) = namely ;
yd./yds. (yard / yards) = 0,9144
wt. (weight)

yr. (year; your) ;
ZIP Code(Zone Improvement Plan
Code) (*Am*)
Post Code (*Br*)

PROJECT SUGGESTIONS

Topic 1: Labour Market Survey.

End Product: an article

1. Study the demographic situation in Rubtsovsk.
2. Examine the labour market demands and list the most wanted professions in the town.
3. State employment restrictions.
4. Classify the reasons of unemployment.
5. Work out a list of recommendations to facilitate the process of getting a job.

Topic 2: A Small Business Project

End Product: a project of a small business in Rubtsovsk

1. Discuss business potential of the town with the teacher of economics.
2. Select the suitable segment of the market.
3. Substantiate the expediency of setting up a small business in this field.
4. Define a form of organizing your business.
5. Work out the economic basing of your project. Make the necessary calculations.
6. Try to predict eventual problems and think over the ways of solving those problems.

Topic 3: Altai Region

End Product: an exhibition / a display

1. Study some aspects of the region:
 - physical characteristics;
 - historically significant events;
 - places of interest and attractions;
 - people, their character, occupations and living standards;
 - outstanding people.
2. Summarize the information in articles, notes, essays, charts, graphs, pictures, etc.

Topic 4: Exhibitions and Fairs

End Product: a stand for an exhibition of agricultural machinery

1. Familiarize yourself with the latest models of agricultural machinery produced in Rubtsovsk and choose one or several models for your prospective stand.
2. Consider some aspects of the model:
 - performance;
 - serviceableness;
 - warranty assurance;
 - maintenance;
 - some advantages in comparison with models of similar manufactures.
3. Prepare a stand for an exhibition.

Topic 5: Advertising in Russia.

End Product: a report

1. Conduct an opinion survey. Interview people about their attitudes towards advertising.
2. Study advantages and disadvantages of advertising.
 - find out types of presentation of ideas, goods or services;
 - examine different techniques of advertising;
 - look at the effectiveness of advertising from the point of view of
 - a) a manufacturer
 - b) a customer
3. Find some demonstrative examples of successful, useful or harmful advertising.
4. Prepare a report about the results of your research.

Topic 6: Britain in Russia (the key political, commercial and cultural links between Russia and Britain, from the 16th century to the present day)

End Product: a display / a brochure

Despite geographical distances, contacts between Russia and Britain have been rich and varied.

1. Investigate some historical or present-day links.
2. Compare accounts of historical periods or events as described by British authors and historians from your country.
3. Summarize the information in notes, articles, essays, charts, graphs, tables of figures, etc.

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AUDIO/VIDEO MATERIALS
recommended for using together with this textbook

1. "Business Connections". Longman, 1990.
2. "The B.B.C. English". B.B.C., 1985.
3. "Business Assignments". Oxford University Press, 1993.

BUSINESS ENGLISH IN PRACTICE

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