

Министерство образования и науки Российской Федерации  
Федеральное государственное бюджетное образовательное  
учреждение высшего профессионального образования  
«Кузбасский государственный технический университет  
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**ДЕЛОВОЙ ИНОСТРАННЫЙ ЯЗЫК» (АНГЛИЙСКИЙ)**

**Методические указания по выполнению контрольной работы**

Рекомендовано учебно-методической комиссией  
Направления 23.03.01 (190700.62)  
«Технология транспортных процессов»  
в качестве электронного издания  
для использования в учебном процессе

Кемерово 2015

Рецензенты:  
Стрельников П. А. – доцент кафедры иностранных языков

**Губанова Инна Владимировна, Герасимцева Маргарита Михайловна Деловой иностранный язык (английский):** методические указания по выполнению контрольной работы [Электронный ресурс] для студентов направления 23.03.01 (190700.62) «Технология транспортных процессов» заочной формы обучения / сост. И. В. Губанова, М. М. Герасимцева. Электрон. дан. – Кемерово : КузГТУ, 2015. – Систем. требования: Pentium IV; ОЗУ 8 Мб ; Windows 2003; мышь. – Загл. с экрана.

Предлагаются тексты из современных источников и упражнения, содержащие необходимую лексику для использования в рамках профессионального общения и ведения деловой переписки.

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составление, 2015

Целью данных методических указаний, как и самой дисциплины, является обучение практическому владению иностранным языком для его активного применения в бытовом и профессиональном общении

- дальнейшее развитие компетенций иноязычного общения, сформированных в рамках дисциплины «Иностранный язык»;
- усвоение правил, норм и особенностей делового общения на иностранном языке в профессиональной сфере;
- формирование коммуникативных умений, навыков и компетенций, необходимых для делового общения в сфере профессиональной деятельности.

В соответствии с ФГОС, методические указания направлены на формирование следующих общекультурных компетенций:

– умеет логически верно, аргументировано и ясно строить устную и письменную речь, способен в письменной и устной речи правильно (логически) оформить результаты мышления (ОК-2)

– способен и готов к кооперации с коллегами, работе в коллективе (ОК-3);

– владеет основными способами и средствами информационного взаимодействия, получения, хранения, переработки, интерпретации информации, имеет навыки работы с информационно-коммуникационными технологиями; способен к восприятию и методическому обобщению информации, постановке цели и выбору путей ее достижения (ОК-8);

– владеет одним из иностранных языков как средством коммуникации в рамках сложившейся специализированной терминологии профессионального международного общения (ОК-14).

В результате освоения дисциплины студент должен:

- знать:
  - базовую лексику, представляющую стиль делового общения в профессиональной сфере;
  - основные грамматические явления, характерные для языка делового общения в профессиональной сфере;
  - нормы делового общения в профессиональной сфере;
- уметь:

- читать и обрабатывать деловую документацию на иностранном языке;
- понимать устную речь в ситуациях делового общения в профессиональной сфере;
- разрабатывать стратегию делового общения с учетом особенностей межкультурной коммуникации;
  - владеть навыками:
    - устной речи для делового общения в профессиональной сфере;
    - грамматически и стилистически корректного письма для ведения деловой корреспонденции на иностранном языке.

Электронные методические указания помогут студентам в результативном освоении дисциплины на данном этапе обучения в логике требований экзамена: умение воспринимать речь на слух и воспроизводить основное содержание услышанного, формирование навыков составления и оформления деловой корреспонденции (подготовка и оформление делового письма), а так же навыков монологической и диалогической речи в рамках делового общения в профессиональной сфере (подготовка высказывания и диалога на предложенную тему).

## **Уважаемые студенты!**

Особенностью изучения иностранного языка в заочной системе обучения является то, что большая часть языкового материала должна прорабатываться самостоятельно.

В данных методических указаниях предлагаются контрольные задания и ссылки на интернет-ресурсы, которые помогут вам успешно выполнить задания по темам дисциплины. В соответствии с учебным планом вам предстоит изучить 10 тем и выполнить 2 контрольных задания.

В случае возникновения вопросов обращайтесь к преподавателю по электронной почте.

**Выполненные задания необходимо высылать на электронный адрес преподавателя за 2 недели до начала сессии. На занятия необходимо приносить распечатанные задания, зарегистрированные в вашей дирекции.**

Студент заочной формы обучения, защитивший контрольную работу в третьем семестре, получает зачёт. В четвертом семестре студенты допускаются к экзамену после защиты контрольной работы.

### **Требования, предъявляемые к студенту на экзамене:**

1. Аудирование (Умение воспринимать речь на слух и воспроизводить основное содержание услышанного).
2. Подготовка и оформление делового письма (Навыки составления и оформления деловой корреспонденции).
3. Подготовка высказывания и диалога на предложенную тему (Навыки монологической и диалогической речи в рамках делового общения в профессиональной сфере).

Контрольные задания по дисциплине «Деловой иностранный язык» (пример):

1. Прослушайте текст (продолжительность звучания до 4 мин.) два раза. Перескажите его содержание в 8-10 предложениях. Время подготовки – 15 минут.
2. Составьте и оформите резюме. Время подготовки: 30 минут.
3. Составьте диалог на тему: Заказ билетов и отеля для заграничной деловой поездки (заказчик и принимающая сторона). Время подготовки – 15 минут (10 – 12 предложений с каждой стороны).

## **Правила оформления контрольных работ**

Страницы текста и приложений должны соответствовать формату А 4 (210×297). Выполнение работы осуществляется машинописным способом на одной стороне листа белой бумаги через 1,5–2 интервала. Высота букв и цифр должна быть не менее 1,8 мм. (Обычно шрифт 12 Times New Roman С двойным интервалом или шрифт 14 Times New Roman С полуторным интервалом). На странице около 1800 знаков, включая пробелы и знаки препинания, т.е. 57–60 знаков в строке, 28–30 строк на странице.

Текст следует печатать, соблюдая следующие размеры полей: левое – не менее 30 мм, правое – не менее 10 мм, верхнее – не менее 15 мм, нижнее – не менее 20 мм.

Образец оформления титульного листа контрольных работ представлен на следующей странице.

Министерство образования и науки Российской Федерации  
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«Кузбасский государственный технический университет имени Т.Ф. Горбачева»

**Контрольная работа .....**  
по дисциплине деловой иностранный язык  
(английский, немецкий, французский)

Выполнила студентка гр. \_\_\_\_\_

Ф.И.О. \_\_\_\_\_

Преподаватель: \_\_\_\_\_

Оценка \_\_\_\_\_

Дата \_\_\_\_\_

Кемерово 2015

## Контрольное задание 1

Чтобы правильно выполнить задание 1, необходимо повторить следующие разделы курса английского языка по рекомендованному учебнику: «Самопрезентация, резюме». «Устройство на работу, собеседование», «Деловые письма», «Счета, контракты», «Телефонные переговоры».

### *Тема 1. Самопрезентация. Резюме*

#### *1.1. Переведите предложения и запомните выделенные слова и выражения*

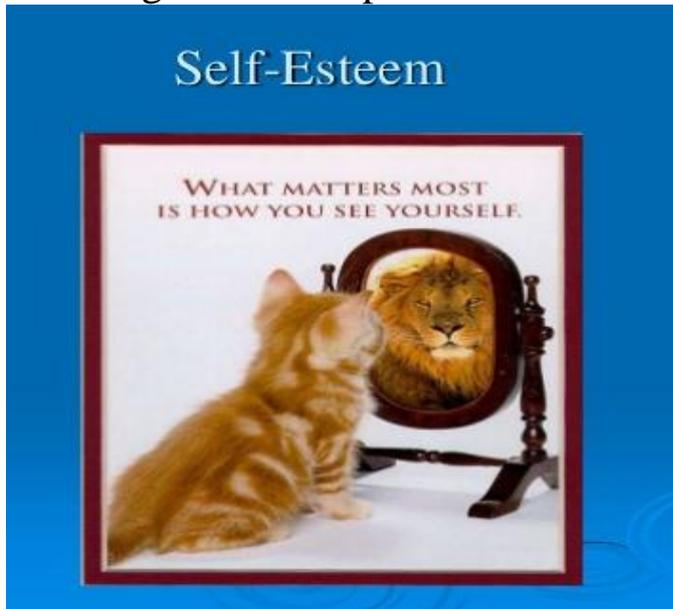
1. I'm *quite ambitious*, and this job would be a great opportunity for me.
2. I'm *confident* that I would make a valuable addition to your team.
3. I'm very *conscientious*. I take care to make sure I do a good job.
4. I'm very *diligent* person. *I'm good at* applying myself to tasks.
5. I'm pretty *easy-going*. *I find it easy to get along with people*.
6. I'm *very hard-working*. I put a lot of effort in what I do.
7. I pride myself in being *honest*, because I believe it is important.
8. I'm *loyal*. My loyalty can be relied upon, I will not disappoint you.
9. I'm very *methodical*. I take care over my work.
10. I'm very *motivated* and love doing what I do.
11. I'm very *punctual*. I always arrive at work on time.
12. I'm *reliable*. You can depend on me to get the job done on time.
13. I'm a *team player*. I'm happy to collaborate with other people on projects.

## ***1.2. Прочитайте и письменно переведите текст***

### **Personal Presentation**

Personal presentation is all about marketing YOU, the brand that is you. What others see you do and hear you say will influence their opinion of you – so personal presentation is about painting yourself in as positive a light as possible – always.

Organisations spend a lot of time and money working on their



image, developing their brand and producing as many positive signals as possible. Staff in organisations should know that everything they do is marketing for the organisation, every email they send, every phone call they take, every time they interact with a client or customer.

Organisations also spend a lot of time and money recruiting and training the right kind of people to project the right kind of image.

Although personal presentation is key in one-to-one situations such as a conversation, in a group situation such as a meeting, or when giving a presentation such as a talk or speech it is also important in less formal situations, when socialising with friends, for example. How people perceive you is important to communication and you should always aim to be viewed as positively and confidently as possible.

Personal presentation is about you and how you present yourself in everyday situations. However, personal presentation always involves at least two people – the person presenting themselves (you) and the person receiving the presentation. It can therefore be described as an interaction.

Personal presentation is concerned with conveying appropriate signals for the situation and for the other individuals involved. People who lack self-esteem and confidence may fail to convey their message effectively or fully utilise their skills and abilities because of the way

they present themselves. By improving your personal presentation you improve your communication skills and reduce barriers to understanding. Everybody presents themselves differently and most can improve their personal presentation.

Self-esteem is not a static thing; it varies based on numerous factors, different situations and the presence of different people, personal stress levels and change. Think about how you value yourself and learn to manage the highs and lows of self-esteem, find ways of appearing more confident even when you are not and learn some powerful techniques to boost your self-esteem and learn about your personality.

Your voice says a lot about you and learning how to use it more effectively has many benefits. Our Effective Speaking page examines aspects of your voice, accent, tone, pitch, volume and encourages you to learn more about your voice and how you use it to its full potential. Learn to communicate more dynamically, fluently and with passion and enthusiasm.

The way you dress and take care of your general appearance are important factors in personal presentation, what messages does the way you dress send to others? Your personal appearance also includes the body language, gestures and other non-verbal messages that you use. By being aware of positive and negative non-verbal signals you can improve your image and the way people perceive you.

If you don't manage your time wisely you are less likely to be able to get everything done effectively. You are also more likely to be disorganised and run late for meetings or other appointments. Poor time management has an effect on how you are perceived by others. Learn some simple techniques to help you improve your time management skills, get more done and avoid being late.

**1.2. Письменно обобщите содержание прочитанного (10 – 15 предложений)**

**1. 3. Напишите свою самопрезентацию**

**Тема 2. Устройство на работу. Собеседование**

**2.1. Сопоставьте вопросы и ответы одного собеседования**

<i>interviewer</i>	<i>applicant</i>
1. Why did you choose our company?	a. I always support my colleagues and believe we should work towards a common goal.
2. What are your strengths / weaknesses?	b. People say I'm sociable, organized, and decisive.
3. How would your friends describe you?	c. My aim is to have a position in the Management Team.
4. What is your greatest achievement?	d. I have excellent time management, but I can be impatient for results.
5. How well do you work in a team?	e. Leading the University football team to the National Championship.
6. Where will you be in five years' time?	f. Because I think I will find the work environment both challenging and rewarding.

**2.2. Переведите вопросы, которые могут быть заданы вам во время собеседования и ответьте на них**

It's always a good idea to try to predict what questions you will get asked in an interview and prepare some answers before you go in. Here are some examples of quite common interview questions.

1. "Why do you want this job?"
2. "Would the salary / hours / location be a problem for you?"
3. Do you work well with other people?
4. Do you take work home with you?
5. How do you view yourself? Who do you compare yourself to?
6. How many hours do you normally work?
7. How would you adjust to working for a new company?

8. How do you handle stress and pressure?
9. What motivates you?
10. What do you find are the most difficult decisions to make?
11. What has been the greatest disappointment in your life?
12. What are your hobbies?
13. What are your pet peeves (вредные привычки)?
14. What do people most often criticize about you?
15. What is the worst thing that you have ever gotten away with (отделываться, сходить с рук)?
16. What is your dream job?
17. What is your professional development plan?
18. What makes you angry?
19. When was the last time you were angry? What happened?
20. Why did you choose your major (направление подготовки)?
21. Why should I take a risk on you?
22. Do you prefer to work independently or on a team?
23. Give some examples of teamwork.
24. What type of work environment do you prefer?
25. How do you evaluate success?
40. Describe a difficult work situation / project and how you overcame it.

*Здесь вы сможете найти оптимальные варианты ответов на вопросы*  
<http://jobsearch.about.com/od/interviewquestionsanswers/a/interviewquest.htm>

**2.3. Прочитайте образцы резюме, сопроводительного письма и характеристики, которую работодатель также может запросить, переведите их. Напишите свои резюме, сопроводительное письмо и характеристику на английском языке, используя данные образцы**

### **Sample Resume / CV**

Thomas Crown

**Objective** Seeking an International Sales Management position in Information Technology where my extensive sales experience will be used to the full

**Experience** 2003 – present Intel Inc. London, UK

*National Sales Manager*

Increased sales from £60 million to £100 million.

Implemented Internet sales grossing £25 million.

Doubled sales per representative from £5 to £10 million.

2001 – 2003 Teletrona Systems Edinburgh, UK

*Northern Sales Manager*

Increased regional sales from £95m to £200m.

Suggested new services adding £35m to revenue.

Expanded sales team from 30 to 60 representatives.

1999 – 2000 ESS Holdings Cambridge, UK

*Senior Sales Representative*

Increased sales by 300% annually.

Closed deals with 100 major new accounts.

Won over 25 competitor clients - adding £50 million to revenue.

1996 – 99 ESS Holdings Cambridge, UK

*Sales Representative*

Increased sales by 300% annually.

Awarded company's top sales award each year.

Developed 'Winning Presentations' training course.

**Education** 1992 – 96 London University London, UK

BA, Business Administration & Information Systems

Captain of University Rugby Club

1988 – 92 St Andrew's School Plymouth, UK

4 GCE 'A' Levels

President of school's Drama Society

**Interests** St Andrew's Board of Governors, rugby, drama, chess  
17 King's Terrace, Richmond, Surrey, UK

**Tel:** +44 181 123 456 **Email:** tc@repu.co.un

## Sample Covering Letter for Resume or CV

26 rue Washington  
75008 PARIS  
France  
tel: +33 1 77 77 77 77  
email: rachelking@eflnet.fr

Date

The Principal  
Interplay Languages  
77 bd Saint Germain  
75006 PARIS

Dear Madam  
Director of Studies

I am interested in working as Director of Studies for your organisation. I am an EFL language instructor with nearly 10 years' experience to offer you. I enclose my resume as a first step in exploring the possibilities of employment with Interplay Languages.

My most recent experience was implementing English Through Drama workshops for use with corporate clients. I was responsible for the overall pedagogical content, including the student coursebook. In addition, I developed the first draft of the teacher's handbook.

As Director of Studies with your organisation, I would bring a focus on quality and effectiveness to your syllabus design. Furthermore, I work well with others, and I am experienced in course planning.

I would appreciate your keeping this enquiry confidential. I will call you in a few days to arrange an interview at a time convenient to you. Thank you for your consideration.

Yours faithfully  
Rachel King

## Sample Letter of Reference

A.N.Y. Company Ltd  
69 Any Street, Anyville, Anystate  
Tel: 0123456789

Date

To Whom It May Concern:

Reference for Mr James Blond

James Blond joined the A.N.Y. Company in July 1998. Since then he has proved to be a most reliable and effective member of the sales team.

James is professional and efficient in his approach to work and very well-liked by his colleagues and executive clients. He is well-presented and able to work both independently and as part of a team.

His contribution to all areas of company activity in which he has been involved have been much appreciated.

I believe that James will make a valuable addition to any organization that he may join. We deeply regret his decision to move on and I recommend him without hesitation.

I would gladly answer any request for further information.

Sincerely,  
Penny Farthing

Penny Farthing  
Managing Director  
penny.farthing@a-n-y.com

### *Тема 3. Деловые письма.*

#### ***3.1. Прочитайте основные правила написания деловых писем и письменно переведите. Обобщите содержание на русском языке***

The basics of good business letter writing are easy to learn. The following guide provides the phrases that are usually found in any standard business letter. This basic of business letters are important because certain formulas are recognized and handled accordingly.

Think of a basic business letter in three steps:

##### **1. *Introduction*** – The reason for writing

The introduction helps the reader understand in which context the letter should be considered. Possibilities include job interview inquires, business opportunity requests, complaints, and more. Of course, each type of business letter has its own standard phrases.

##### **2. *Details*** – What you would like to accomplish

The detail section of a business letter is extremely important. This is where you achieve your goals in writing a business letter.

**3. *Conclusion / Next Steps*** – What you would like to happen in the future

Provide a call for future action. This can be a chance to talk in person, a follow-up letter or more. It's important and expected to make it clear what you would like for the next step from the person reading your business letter.

The phrases presented below provide a frame and introduction to the content of business letters. By using these standard phrases, you can give a professional tone to your English business letters. Once you understand these basics, you can refine your business letter writing skills by focusing on different types of business letters, as well as other business documents to refine your skills for your business needs at your employers or your own small business organization.

#### **Five tips for writing good business letters**

Think carefully about exactly what you need to say before you write.

Give your letter a heading so that the person you are writing to can see at a glance what it is about.

Use short sentences and short words that everyone can understand.

Decide on order of importance and put each idea into a separate paragraph. Make sure it is concise: delete anything that is irrelevant or can be omitted.

Check your letter after you have written it. Will your reader understand exactly what you mean and will it create the right impression? Get the person in your organisation with the best English to read it through for any spelling or grammar or layout errors.

**The Start** – The start of any business letter begins by addressing the recipient of the letter.

*Dear Personnel Director,*

*Dear Sir or Madam:* (use if you don't know who you are writing to)

*Dear Dr, Mr, Mrs, Miss or Ms Smith:* (use if you know who you are writing to, and have a formal relationship with – VERY IMPORTANT use *Ms* for women unless asked to use *Mrs* or *Miss*)

*Dear Frank:* (use if the person is a close business contact or friend)

**Note:** If you are unsure how formal you should be, always choose a more formal form. Writing to a specific person is always preferred if at all possible.

**The Reference** – Begin by referencing a specific conversation or other contact means. If this is the first letter in a conversation, you can also provide the reason for writing.

**3.2. Прочитайте и переведите образцы деловых писем. Напишите письмо-запрос, письмо-претензию, письмо-подтверждение**

### *A Letter of Claim*

Drivers Co.  
3489 Greene Ave.  
Olympia, WA 98502  
August 17, 2001  
Richard Brown, President  
Document Makers

Salem, MA 34588

Dear Mr. Brown:

As someone who has worked with your company for over 3 years, we were very disappointed to see the documents you produced for our latest Drivers Co. publicity campaign.

As our written agreement stipulated, we expected full color leaflets with fancy explanatory texts, but instead, we found that black and white photos had been included in the prepared leaflets. I think you will agree that a communication problem exists.

We would like you to send out a photographer to provide us with the promised color coverage, or provide us with a refund.

Yours truly,

(signature here)

*A Letter of Inquiry*

Kenneth Beare  
2520 Visita Avenue  
Olympia, WA 98501

Jackson Brothers  
3487 23rd Street  
New York, NY 12009

September 12, 2000

To Whom It May Concern:

With reference to your advertisement in yesterday's New York Times, could you please send me a copy of your latest catalog. I would also like to know if it is possible to make purchases online.

Yours faithfully

(Signature)

Kenneth Beare  
Administrative Director  
English Learners & Company

*A Letter of Confirmation*

Ken's Cheese House  
34 Chatley Avenue  
Seattle, WA 98765  
Tel:  
Fax:  
Email: kenny@cheese.com

October 23, 2006

Fred Flintstone  
Sales Manager  
Cheese Specialists Inc.  
456 Rubble Road  
Rockville, IL

Dear Mr Flintstone:

With reference to our telephone conversation today, I am writing to confirm your order for: 120 x Cheddar Deluxe Ref. No. 856

The order will be shipped within three days via UPS and should arrive at your store in about 10 days.

Please contact us again if we can help in any way.

Yours sincerely,  
Kenneth Beare  
Director of Ken's Cheese House

*Ссылки, где вы можете найти дополнительную информацию для оформления деловой корреспонденции*

<http://esl.about.com/od/businessenglishwriting/a/Types-Of-Business-Letters.htm>

## **Тема 4. Счета. Контракты**

### **4.1. Подберите слова и их определения**

1. discount	a. an aim or purpose
2. guarantee	b. a punishment for breaking a rule or agreement
3. penalty	c. getting goods to customers
4. cancellation	d. a reduced price
5. delivery	e. an agreement that satisfies both parties
6. goal	f. a promise
7. compromise	g. an action to stop an order

### **4.2. Переведите предложения**

1. We can consider your offer if you can accept some conditions.
2. The issue is that we're in an unstable environment.
3. The issue is the exchange rate.
4. Would that be variable depending on currency fluctuations?
5. If the currency changes, will the price change?
6. The exchange rate could affect us negatively.
7. We could consider hedging against currency in both directions.
8. Would you consider hedging against currency?
9. Would you agree to hedging (изменение курса) against currency?
10. We could consider hedging against currency.
11. We could agree to hedging against currency.
12. That would be acceptable.
13. We can agree to that.
14. That wouldn't be acceptable. I'm afraid.
15. If we do get large orders, we need to guarantee delivery – so we need to stockpile.
16. The difficulty there is the capital outlay.
17. How would you feel about a partial offset against our sales?
18. Would you be agreeable to a differed payment? We can prove security of course.
19. Unfortunately, I would need to get Board approval for it.
20. Then, I think we might have a deal.

### **4.3. Подберите синонимы к словам и выражениям**

- |                        |   |
|------------------------|---|
| 1. condition           | a. think about                              |
| 2. scenarios           | b. the is the problem that needs discussing |
| 3. consider            | c. a change necessary before agreeing       |
| 4. issue               | d. changes                                  |
| 5. fluctuations        | e. buy now, pay later                       |
| 6. affect negatively   | f. things that could happen                 |
| 7. acceptable          | g. have a negative effect                   |
| 8. agree with someone  | h. think they are right                     |
| 9. agree to something  | i. not authorized yet                       |
| 10. a deferred payment | k. able to be accepted                      |
| 11. in principle       | l. accept a proposal                        |

## **Тема 5. Телефонные переговоры**

### **5.1. Прочитайте диалоги и переведите их**

#### **Диалог 1**

**Michelle:** Hello, you've reached the marketing department. How can I help?

**Male:** Yes can I speak to Rosalind Wilson, please?

**Michelle:** Who's calling please?

**Male:** It's Richard Davies here

**Michelle:** Certainly. Please hold and I'll put you through.

**Male:** Thank you.

#### **Диалог 2**

**Michelle:** Hello, marketing. How can I help?

**Male:** Could I speak to Jason Roberts please?

**Michelle:** Certainly. Who shall I say is calling?

**Male:** My name's Mike Andrews.

**Michelle:** Just a second – I'll see if he's in. Hello, Jason, I've got Mike Andrews on the phone for you ... OK – I'll put him through. Hang on a moment, I'm just putting you through.

### *Диалог 3*

**Claire:** Hello, finance department  
**Female:** Hello, can I speak to Adrian Hopwood, please?  
**Claire:** I'm afraid he's in a meeting at the moment. Can I help?  
**Female:** No I need to talk to Mr. Hopwood, I think. What time will he be out of the meeting?  
**Claire:** In about an hour. Can you call back later?  
**Female:** Okay, I'll do that.  
**Claire:** Or can I take a message?  
**Female:** Actually, would you mind? Could you tell him that Jennifer McAndrews called and that I'm in the office all day if he could call me back.  
**Claire:** Can I take your number, please?  
**Female:** Yes, it's 5556872.  
**Claire:** 5556872. Okay, I'll make sure he gets the message.  
**Female:** Thanks very much for your help, bye!  
**Claire:** Goodbye!

### *Диалог 4*

**Male:** Hello, this is the press office.  
**Michelle:** Rachel Allsop please.  
**Male:** I'm sorry, you must have the wrong number. There's no-one of that name here.  
**Michelle:** Oh. Can I check the number I've got.... is that not 5568790?  
**Male:** No, it's 5558790.  
**Michelle:** Oh sorry about that. I must have dialled the wrong number.  
**Male:** No problem! Bye!

### *Диалог 5*

**Male:** Hello, press office, can I help you?

- Ruth:** Hello. Paul Richards, please.
- Male:** I'm sorry, you've got the wrong number, but he does work here. I'll try and put you through. In future his direct number is 5558770.
- Ruth:** Did I not dial that?
- Male:** No you rang 5558790.
- Ruth:** Oh, sorry to have troubled you.
- Male:** No problem. Hang on a moment and I'll put you through to Paul's extension.
- Ruth:** Thanks.

### ***5. 2. Переведите на английский язык***

Не кладите трубку, вы набрали неверный номер, я набрал(а) неверный номер, большое спасибо за помощь, не мог бы он мне перезвонить, я весь день буду в офисе, как мне вас представить (сказать, кто звонит), прямой номер, я могу поговорить с..., попробую вас соединить, перезвоните попозже, извините за беспокойство, чем я могу вам помочь, не хотите оставить сообщение

### ***5.3. Составьте диалоги по предложенной схеме***

#### ***Диалог 1***

**Speaker 1.** Возьмите трубку, поздоровайтесь, назовите свою компанию и представьтесь.

**Speaker 2.** Представьтесь, попросите к телефону начальника отдела кадров.

**Speaker 1.** Ответьте, что его нет на месте, спросите, не можете ли вы ему помочь.

**Speaker 2.** Попросите оставить сообщение, что вы не сможете прийти на собеседование в 14-00, попросите изменить время, если это возможно на любое до обеда.

#### ***Диалог 2***

**Speaker 1.** Возьмите трубку, поздоровайтесь, назовите свою компанию и представьтесь.

Speaker 2. Представьтесь, попросите к телефону мистера Уотсона.

Speaker 1. Извинитесь и объясните, что человек набрал неверный номер.

Speaker 2. Уточните, тот ли номер вы набирали.

Speaker 1. Ответьте, что это номер 22 - 57 - 01. Сообщите верный номер – 13 - 98 - 15

Speaker 2. Поблагодарите и извинитесь за беспокойство.

### *Диалог 3*

Speaker 1. Возьмите трубку, поздоровайтесь, назовите свою компанию и представьтесь.

Speaker 2. Представьтесь, попросите к телефону мистера Уотсона.

Speaker 1. Извинитесь и объясните, что он занят, попросите перезвонить через час.

Speaker 2. Попросите говорящего помочь вам. Объясните, что звоните уточнить время завтрашней встречи с вашим начальником.

Speaker 1. Согласитесь. Скажите, что встреча состоится завтра в 10-30 в офисе мистера Уотсона.

Speaker 1. Повторите время встречи, поблагодарите и попрощайтесь.

Speaker 2. Попрощайтесь.

### **Контрольное задание 2**

Чтобы правильно выполнить задание 2, необходимо повторить следующие разделы курса английского языка по рекомендованному учебнику: «Международное сотрудничество», «Деловые нормы и этикет, стратегия делового общения», «Переговоры, подписание контракта», «Деловая поездка» «Выставка»

## *Тема 6. Международное сотрудничество*

*6.1. Прочитайте текст радиопрограммы, в которой представители трех компаний обсуждают свой опыт глобализации и ответьте на вопросы под текстом*

### **Going global**

**Presenter:** The much talked about ‘global market’ is seen by nearly everyone in the business community today as being the only market. We know that advances in technology mean you could be offering your products and services to people in Brighton, Beijing or Buenos Aires at the same time. But is it really that easy? And is it really the solution that everyone is looking for, or needs? We talk to three very different companies about their very different experiences of trying to go global. Nicola Melizzano of Caffè Perfetto.

**Nicola:** I didn’t think it was for us at all ... We’re a small family company, founded by my grandfather. We produce small amounts of high quality coffee, and supply mostly to bars – we don’t do much in the way of direct retail at all.

**Presenter:** Yet things changed very quickly for this small company after an unexpected offer.

**Nicola:** The local chamber of commerce had invited a group of Japanese investors to the area. They saw our factory, tasted our product – and wanted to buy as much of it as we could produce!

**Presenter:** This was followed up by a trip to Japan.

**Nicola:** It was great, people loved our coffee – mostly (I think!) because of the retro 50s-style packaging! The Japanese contacts just grew and grew, and now we export all over South-East Asia, and we’re moving into China too. Two years ago, we didn’t even have a website!

**Presenter:** Nicola admits he’s been in the right place at the right time.

**Nicola:** There’s been a worldwide growth in coffee sales over the last ten years, it’s a really fashionable thing to drink, all these coffee chains. Plus, coffee is something that’s drunk all over the world, in pretty much every culture. I think luck helped us as much as the changing global situation.

**Presenter:** ‘Going global’ happened in a completely different way for AKZ Engineering, a medium-sized company based in the English Midlands. Derek Chalmers, their MD, explains.

**Derek:** In the mid 1990s things were looking bad for us. The global recession hit badly, many other firms round here were closing down or shipping out to China. We were forced to downsize, but then saw the changing situation as an opportunity, rather than a threat. We concentrated on our strengths – manufacturing small-size metal objects, anything from paper clips to staples up to parts for computers and televisions. Using web technologies, we managed to expand our turnover by around 300%, and now we export to Europe principally, but also the Americas and South-East Asia, even ...

**Presenter:** A success story, then. Our third guest, however, has a different story to tell ...

**Heike:** I’m Heike Zweibel and I design lighting systems – though I prefer to think of them as ‘light sculptures’. They’re more like art objects. Each one is built to order, depending on exactly what the client wants. I only employ one or two assistants, depending on how busy I am, because I prefer to do all the work myself. I’m not really interested in ‘going global’ – I have enough work for myself, I make enough money ... I could expand, but wouldn’t want to compromise the quality of the work.

**Presenter:** So you’d never go global?

**Heike:** Well, no, I wouldn’t say that exactly ... I have a great website and that leads to orders from the United States, or – more recently – Russia, a lot. I design, perhaps, two or three systems every year for overseas clients ... so I don’t really know if that counts as ‘global’ or not!

**Presenter:** The advice, then, is to find the market that suits your company – whether it’s on your doorstep, or the other side of the planet!

Who is referred to in these questions?

1. Going global changed the fortunes of which person?

A Nikola Melizzano

B Derek Chalmers

C Heike Zweibel

2. Which person changed their company's orientation?

- A Nikola Melizzano  
B Derek Chalmers  
C Heike Zweibel
3. Which person has a changing workforce?  
A Nikola Melizzano  
B Derek Chalmers  
C Heike Zweibel
4. Which person has changed their mind about going global?  
A Nikola Melizzano  
B Derek Chalmers  
C Heike Zweibel
5. Which person has made the greatest use of new technology to go global?  
A Nikola Melizzano  
B Derek Chalmers  
C Heike Zweibel
6. Which person is happy not to change?  
A Nikola Melizzano  
B Derek Chalmers  
C Heike Zweibel
7. Which person thinks they make the right product for a global market?  
A Nikola Melizzano  
B Derek Chalmers  
C Heike Zweibel
8. Which person works for a family company?  
A Nikola Melizzano  
B Derek Chalmers  
C Heike Zweibel
9. Which person's experience of going global began unexpectedly?  
A Nikola Melizzano  
B Derek Chalmers  
C Heike Zweibel

**6.3. Прочитайте текст еще раз и заполните пропуски**

1. We know that advances in technology mean you could be offering your \_\_\_ and services to people in Brighton, Beijing or Buenos Aires at the same time.
2. We're a small family company, \_\_\_ by my grandfather.
3. The local chamber of \_\_\_ had invited a group of Japanese investors to the area.
4. There's been a worldwide \_\_\_ in coffee sales over the last ten years.
5. The global \_\_\_ hit badly, many other firms round here were closing down or shipping out.
6. We were forced to downsize, but then saw the changing situation as an opportunity, rather than a \_\_\_ .
7. Using web-technologies, we managed to expand our \_\_\_ by around 300%.
8. Each one is built to \_\_\_, depending on exactly what the client wants.
9. I could \_\_\_, but wouldn't want to compromise the quality of the work.
10. I design, perhaps, about two or three systems every year for overseas.
11. The advice, then, is to find the market that \_\_\_ your company.

**6.4. Поставьте глаголы в скобках в правильные формы.**

1. In the mid-1990s things \_\_\_ (look) bad for us. 2. The global recession \_\_\_ (hit) badly, many other firms round here \_\_\_ (close) down or \_\_\_ (ship) out to China. 3. We \_\_\_ (force) to downsize, but then \_\_\_ (see) the changing situation as an opportunity. 4. We \_\_\_ (concentrate) on our strengths. 5. Using web-technologies, we \_\_\_(manage) to expand our turnover, and now we \_\_\_ (export) to Europe, the Americas and South-east Asia.

**6.5. Прочитайте и письменно переведите текст. Подберите название текста на английском языке.**

Most companies in an increasingly globalised world do business with other firms abroad. Company cultures vary worldwide, and it is important for delegates from our company to recognise how company

culture overseas might be different from our own. This document will give you a brief guide to company culture in the countries we associate with.

**Russia.** Until recently, people and businesses were oppressed by the state and this has affected people's attitudes. It is not uncommon for laws to be ignored and taxes to go unpaid. In some cases, only contracts between close personal friends are acknowledged. Therefore, networking is vital for successful business. Presently, the legal situation in Russia is in a state of flux, with laws constantly being rewritten. Those that exist are often unenforceable. Most agreements are therefore made on a trust basis, so it is vital that personal relationships do not break down. The management style is centralised and directive. Too much debate can indicate a lack of decisiveness. Subordinates take orders from the 'big boss'. Many westerners see this as a lack of initiative on the part of middle managers, but in actual fact, middle managers have little power. Most delays occur because the question has not been presented to actual decision-maker. However, things are changing in Russia. The old regime is gradually being replaced by western business style, and younger managers will have a much more modern approach than their older counterparts.

**South Korea.** South Korea is one of the world's most successful economies, having seen five consecutive decades of high economic growth. When faced with adversity, South Koreans change direction quickly and effectively. Despite the frantic economic growth, South Korean society is still very conservative and conformist due to the influence of Confucian values. Companies are hierarchical and regimented and 'face' is very much valued. Consequently, change can sometimes be slow and painful. Managers are paternalistic, authoritative figures who expect their instructions to be carried out obediently and respectfully. In return, they give their subordinates support and help, not only in work issues but in home issues as well. Group harmony is important, so South Koreans avoid confrontation and blame, especially among people of equal rank. Friendship is therefore vital to business success. The Korean saying 'make a friend first and a client second' sums this up exactly.

**Australia.** Australia has a relatively small population in relation to its vast size. Its geographic isolation and its small domestic market

mean that international trade is essential to guarantee future prosperity. Increasingly, this is done in countries in Asia rather than Commonwealth countries. Australian managers are not considered to have superior status to other workers. Their jobs are just different. Authoritative management styles are not appreciated among Australians workers. Instead, managers adopt a more consultative and inclusive style which encourages open debate. Challenging superiors is acceptable, indeed it is a sign of commitment and professionalism. Outsiders may consider such dialogues confrontational, but Australians regard them as effective ways to communicate ideas. Australian managers like to be seen as ‘one of the boys’ and they are more likely to socialise with their team than segregate themselves and just mix with other managers.

**UK.** In the last half century, Britain, like many industrialised countries, has moved away from heavy engineering towards service and high-tech industries. With this has come a major shift in management style. Hierarchical systems have been swept aside and replaced by modern business models, heavily influenced by the US. The ‘job for life’ is rare. Neither managers nor junior workers expect to climb the corporate ladder within one company; rather, they manage their own career paths by progressing from company to company. Such short-termism can be frustrating for outsiders. British managers tend to be generalists rather than specialists, and are not necessarily the most technically competent person in the team. Instead, they are expected to have the necessary interpersonal skills to ensure the team works together effectively. They cultivate a close and humorous relationship with subordinates, which may be considered too soft. Giving direct orders can be seen as impolite, so managers often make indirect requests rather than explicit instructions, which is sometimes confusing for non-British people.

### ***6.6. Ответьте на вопросы к тесту***

Which country (Russia, UK, South Korea, Australia) is being referred to in the statements below?

1. “The people I deal with keep moving on to new jobs.”
2. “Unless you’re friends, they may not honour your agreement.”
3. “It’s frustrating because the official regulations keep changing.”

4. “Disagreements between colleagues are frowned upon.”
5. “I thought the manager had the authority to make a decision, but it turned out that he didn’t.”
6. “The manager and another member of staff had a huge disagreement in the meeting, and no-one seemed to care.”
7. “They weren’t terribly charming – they just wanted to get on with making the deal.”
8. “I expected the manager to have more technical knowledge than he actually did.”
9. “I dealt with two companies in this country last year. One was really hierarchical, but the other was really modern.”
10. “The manager kept asking me about my wife and children. I don’t know why it was so important to him.”
11. “He has a PhD but he never refers to himself as a doctor.”
12. “I thought that there’d be tariffs to pay, but the firm seemed quite content to overlook them.”
13. “I didn’t realise I was expected to do it this way. I thought the manager was just offering a tip.”
14. “The managers sat with the junior workers at lunch. I expected them to have their own table.”
15. “I hoped the senior manager would be prepared to discuss the matter with me, but he refused to engage in any form of debate.”

## ***Тема 7. Международное сотрудничество***

***7.1. Прочитайте текст, переведите его на русский язык и обобщите содержание прочитанного на английском языке (10-15 предложений)***



*Business Ethics are moral principles that guide the way a business behaves. The same principles that determine an individual's actions also apply to business.*

Acting in an ethical way involves distinguishing between “right” and “wrong” and then making the “right” choice. It is

relatively easy to identify unethical business practices. For example, companies should not use child labour.

They should not unlawfully use copyrighted materials and processes. They should not engage in bribery.

However, it is not always easy to create similar hard-and-fast definitions of good ethical practice. A company must make a competitive return for its shareholders and treat its employees fairly. A company also has wider responsibilities. It should minimise any harm to the environment and work in ways that do not damage the communities in which it operates. This is known as corporate social responsibility.

The law is the key starting point for any business. Most leading businesses also have their own statement of Business Principles which set out their core values and standards. In Anglo American's case, this is called “Good Citizenship”.

A business should also follow relevant codes of practice that cover its sector. Many companies have created voluntary codes of practice that regulate practices in their industrial sector. These are often drawn up in consultation with governments, employees, local communities and other stakeholders. Anglo American has played an active part in initiatives such as the Extractive Industries Transparency Initiative, the United Nations Global Compact and the Global Reporting Initiative.

Ethical business practices are actions performed and attitudes held by a business and its employees that are considered professionally and morally responsible. These types of practices typically seek to promote the goals of the company without sacrificing the common

good of its employees, customers, and even competitors. This often includes programs to ensure fair hiring and promotion within a company, treating customers fairly, and being honest in regard to programs to increase sales. Ethical practices are often initiated as a “top down” program, with corporate officers and the heads of the company acting as role models of behavior for other employees.

For many companies, ethical business practices do not have to disrupt the pursuit of profits and professional growth. There is often an incorrect assumption that a business should do anything to make money and get ahead, but many companies have been successful while still acting in a way that is ethical and serves the common good as well as the corporate good. These sorts of business practices can begin with programs that donate money to charities or other needy organizations, and extend to how customers and employees are treated by a company.

Many ethical business practices are related to how employees within a company are hired, treated, and promoted. This often includes policies that discourage discrimination, attempt to avoid issues regarding fraternization between different levels of employees, and seek to find fair ways to settle conflict within the company. These practices also often include ensuring employees are given reasonable working conditions, are treated with respect, and have any investments toward retirement protected appropriately.

These practices often include treating customers with respect and honesty, not using personal information provided by customers in unscrupulous ways, and charging customers fairly for goods or services. When these types of practices are not observed or are broken, many customers show their dissatisfaction by no longer giving the company their business.

One of the best ways to implement and ensure the proper establishment of ethical business practices is as a “top down” program. Those at the top of a company are often seen as professional role models for other employees, and if they are acting in a way that is unethical, many lower level employees will follow suit. This can lead to additional costs to a company due to theft, reduced productivity, and potential lawsuits. There may also be negative consequences for the value of a publicly traded company if the officers in charge of the company are unethical.

## **7. 2. Ответьте на вопросы к тексту**

1. What is business ethics?
2. What does “acting in ethical way” mean?
3. According to the text how does an “ethical company” act?
4. What are “ethical business practices”?
5. What policies does ethical business practice?
6. What is “top down” program?

## **7.3. Напишите сочинение о том, как вы видите этическую компанию (предприятие) – 15 – 20 предложений**

### **Тема 8. Переговоры. Подписание контракта**

**8.1. Прочитайте текст, переведите его и обобщите полученную информацию (10-15 предложений). Запомните фразы, необходимые для ведения переговоров, выделенные курсивом**

#### **Negotiating in English**

You might find yourself in a negotiation situation if you have to ask for a pay rise or promotion, or to get the best possible deal from your suppliers. The ideal outcome is when you give the other party what they want, and they can also give you what you want. But sometimes, one person has to compromise and will probably try to negotiate something in return. The important thing is that both parties feel happy with the final result: a "win-win" situation.



Although some negotiations are more "important" than others, there are some useful phrases you can use at different stages of the negotiation to make your position clear and to make sure that the other party agrees with you.

#### **Preparation for the negotiation**

Be prepared! Think about your goals (as well as those of the opposing party) to make sure you are clear about what you want. What can you trade with the other party? Do you have any alternatives that are acceptable to you? If you can also work out possible solutions, then it is easier to find an acceptable outcome. Finally, you should be clear about your "bottom line": the point at which you can offer no more. In rare cases you may even have to be prepared to walk away from the negotiation if you reach a stalemate: a position from which it is impossible to negotiate any more.

**8.2. Прочитайте и переведите текст о том, как правильно представить свою компанию потенциальным партнерам / клиентам. Запомните фразы, выделенные курсивом.**

### **Talking about your company**

You may need to present your company to visitors, potential investors or partners, or new suppliers and clients. Here is some useful English vocabulary to learn that will help you talk clearly, concisely and positively about what your company does.

### **Giving the history of your company**

*We were founded / set up / established in 1981.*

*We merged with X company in 1990.*

*We set up a subsidiary in the UK.*

The subsidiary was sold off two years after and the remaining company was split into five different divisions.

We floated on the stock exchange last year, and we are now listed on the London Stock Exchange.

### **Talking about your products and services**

*We make / produce packaging material.*

*We manufacture car engines.*

*We supply paper products.*

*We launched* a new washing powder last month. It has revolutionised the washing process. *We have pioneered new ways of* reducing energy costs in domestic appliances.

*We are researching new products for the home entertainment industry. We hope to roll them out early next year.*

*We are developing new software for the internet. Our R&D department is working closely with our international partners.*

### **Company performance**

*We are the market leaders in three countries.*

*We have expanded our operations.*

*Our company has grown by one-third.*

*We make annual profits of \$1 million.*

*Our turnover is in excess of \$2 million.*

### **Company structure**

*At the head is the President, or CEO.*

*Below the President is the Managing Director, who has overall responsibility for the day-to-day running of the company.*

*The company is divided into different departments, each with its own director.*

*The Marketing and Sales department consists of the sales team, and customer services.*

*The Administration department also includes Human Resources.*

*We employ more than 2000 people worldwide.*

### **Responsibilities**

*I report to the Marketing Manager.*

*I deal with customer enquiries.*

*We work closely with the sales team, who are in charge of customer accounts.*

*We co-operate with our offices worldwide.*

*We have more than one branch in some countries.*

*We are responsible for our own markets.*

**8.3. Подготовьте презентацию своей компании в письменном виде**

## **Тема 9. Деловая поездка**

### **9.1. Переведите и запомните фразы**

1. I'd like to enquire about flights to –
2. Could you tell me about the flight availability and prices. –
3. Do you want to go economy, business or first class? –
4. Does that include airport tax? –
5. Can I book ... –
6. I'd like to book ... –
7. Is there a discount rate for ... –
8. Do you mind if I book it provisionally ... –
9. I'll call you back later to confirm. –

### **9.2. Выберите правильный ответ**

1. Heathrow airport has got five \_\_\_\_  
a. check-ins      b. departures      c. terminals
2. Our \_\_\_\_ to Toronto took 7 hours  
a. flight      b. travel      c. departures
3. Please, return your \_\_\_\_ to reception before you leave  
a. safe      b. key card      c. luggage
4. There is a \_\_\_\_ bus between terminals every five minutes  
a. shuttle      b. transfer      c. transport
5. He's gone on a business \_\_\_\_ to Moscow  
a. travel      b. journey      c. trip
6. The flight to Rome is \_\_\_\_ now in Gate Have your passports ready  
a. boarding      b. arriving      c. departing
7. We've got a two-hour \_\_\_\_ because of bad weather  
a. delay      b. waiting      c. stoppage

### **9.3. Дополните диалог, используя слова:**

*safe check out Guests reservation key card valuables*

**CUSTOMER:** Hello. I have a \_\_\_\_\_. A double room for one night

**RECEPTIONIST:** Ok, sir. Could you tell me your name, please?

**CUSTOMER:** Yes, it's Vladimir Ivanov. Does the room have a \_\_\_\_\_  
for my \_\_\_\_\_?

**RECEPTIONIST:** Yes, sir. It's room 408. Here's your \_\_\_\_\_

**CUSTOMER:** Thank you. What time do I need to \_\_\_\_\_?

**RECEPTIONIST:** All \_\_\_\_\_ must leave the room by 12:00

**CUSTOMER:** Great. Thank you.

**9.4. Составьте словосочетания, используя слова из колонок A и B**

A

1. shuttle
2. departure
3. double
4. key
5. one-way
6. full
7. business
8. check-in
9. flight
10. terminal

B

- a. room
- b. ticket
- c. trip
- d. desk
- e. lounge
- f. attendant
- g. bus
- h. building
- i. desk
- j. card

**Тема 10. Выставка**

**10.1. Выберите правильные ответы из предложенных вариантов**

1. For many companies, trade show marketing can be a \_\_\_\_\_.

- a. bad dream
- b. nightmare
- c. bad scene

2. One of the things you have to consider are the \_\_\_\_\_ for your space.

- a. rent fees
- b. payment fees
- c. rental fees

3. The trade show is tomorrow and the print shop hasn't finished printing our \_\_\_ yet!

- a. sales things
- b. sales materials
- c. selling materials

4. Our \_\_\_ production costs are low, since we're setting it up ourselves.

- a. booth
- b. box
- c. boot

5. I \_\_\_ five trade shows last year.

- a. attended
- b. went
- c. atoned

6. Stacks of business cards = \_\_\_ business cards

- a. A couple of
- b. No
- c. Lots of

7. A trade show isn't worth your time and effort if it doesn't produce good \_\_\_.

- a. leads
- b. loads
- c. experiences

8. One of the main reasons we're attending the trade show is to connect with \_\_\_\_.

- a. potential partners
- b. potential partnerships
- c. potent partners

9. Trade shows produce about 20 \_\_\_\_ of our annual leads
- percentage
  - percent
  - average
10. Setting up a professional looking booth and presentation will help up to raise our \_\_\_\_.
- opinion
  - look
  - profile

**10.2. Выберите правильные ответы**

1. Good morning. Welcome to the travel conference. Are you a visitor or a delegate?
- I am a visitor
  - I am a delegate
  - I am staying at the Busby Hotel
  - Here is my passport
2. Do you have a stand here?
- I need a chair
  - Yes, I booked a stand
  - My name is Tony
  - I want to register please.
3. Do you have some identification, with your name and address?
- Yes, here's my passport
  - Yes, I am a delegate
  - Yes, my name is Tony
  - Yes, tomorrow
4. The registration fee is twenty pounds. How would you like to pay?
- I'll pay by cheque
  - I'll pay later
  - I'll pay after the conference
  - I'll buy some coffee

5. Thank you. Here is your registration card. Would you like a receipt?

- a. Yes, give me one
- b. Where is the stand?
- c. Where are the toilets?
- d. Yes, please.

**10.3. Вам нужно оформить стенд на конференции. Прочитайте отрывки из дневника Мей Хантер и ответьте на вопросы ниже**

Hello again, I'm May Hunter. I'm with my colleague, Tony Marshall, at a travel conference and exhibition in Manchester, England. We're representing our company, 'Comfort Tours'. Manchester is a fantastic place! It's full of life, lots to see and do in the evenings. Yesterday was our first day. We checked in at the hotel and then we went out to Chinatown, which has some great Chinese restaurants and things to see. I love that kind of atmosphere; the wonderful Chinese supermarkets and clothes shops. I want to go back there later to do some shopping.

In the end, we found a restaurant called Yang Sing which had more than 50 special dishes. It seems as if we are going to enjoy ourselves here for these ten days.

1. Are Tony and May happy in Manchester?
  - a. Yes, they are enjoying themselves
  - b. No, they are tired
  - c. They like the work but not the city
  - d. They like the city but not the work
2. What did they do yesterday?
  - a. They went to the Sun, Sea and Sand travel conference
  - b. They went shopping
  - c. They checked into the hotel and went to Chinatown
  - d. They stayed in the hotel

Today, back to work! We went to the conference to register and to set up our exhibition stand.

We found everything ready for us. The registration was easy and straightforward, and the staff were friendly. We discussed the conference with the manager. We found that our stand is in a good position, near the coffee shop. So we should get lots of people passing and buying our holidays and tours.

Things are going well! We set out our brochures ready for the official opening, and then we went to look at the other stands. This afternoon we want to go out again to do some shopping. Tony wants to buy some presents for his girlfriend.

4. What did they do today at the conference?
  - a. They set up their exhibition stand
  - b. They drank coffee
  - c. They spoke to many people
  - d. They did a lot of business
  
5. Where is their exhibition stand?
  - a. Near the main door
  - b. Near the coffee shop
  - c. In a bad position
  - d. Far from the door
  
6. What will they do in the evening?
  - a. They will do some more work
  - b. They will go to watch the football
  - c. They will go to Chinatown again
  - d. They will go shopping

***Прочитайте беседу Тони и Мей с членом оргкомитета конференции и ответьте на вопросы***

(CA =Conference Assistant, T = Tony, M = May)

**CA:** Good morning. Can I help you?

**M:** Yes, good morning. Er, well, we've come to register for the conference. I'm May Hunter and this is my colleague, Tony Marshall.

**CA:** Ah, yes. Here are your conference badges and this is your information pack.

**T:** Thanks. Is there somewhere we can get some coffee?

**CA:** Of course...Now, you're with 'Comfort Tours', so your stand is number 35, over there, right by the coffee shop. It should be open by now.

**T:** Thanks, that's great. That's a good place to have the stand May, lots of people will pass by, and we can always pop across for a coffee ourselves!

**M:** Can we set up the stand now?

**CA:** Yes, whenever you wish.

7. What are Tony and May doing?

- a. Walking around Manchester
- b. Checking in at the hotel
- c. Speaking to their boss
- d. Registering at the conference

8. What is the name of their company?

- a. Comfort Tours
- b. Go on Holiday
- c. Visit Overseas
- d. Comfortable Tours

9. Where is their exhibition stand?

- a. near the entrance
- b. near the restaurant
- c. near the coffee shop
- d. near the wine bar

***Прочитайте разговор с менеджером конференции и ответьте на вопросы***

(CM = Conference Manager, T = Tony, M = May)

**M:** Oh look, there's the Conference manager. Shall we say hello?  
Excuse me...

**CM:** Oh, hello. Pleased to meet you. I'm John Smyth, the Conference Manager.

**M:** Pleased to meet you.

**CM:** No problem. If you need anything, just ask me or one of my staff.

**T:** Thank you. Well, this is lucky. It looks as if the exhibition's well-organised. I think we are going to have a good time here!

**M:** I suppose we should contact Head Office to report that we've got here ok?

**T:** Well... can't we do that tomorrow? Let's go and have a coffee!

**M:** OK. But after we have set up the stand, Tony!! And then we can go and look at the other stands and the conference hall.

**T:** That's a deal May; stand first and then some coffee.

10. Who is John Smyth?

- a. Tony's boss
- b. Tony's girlfriend
- c. the conference manager
- d. the receptionist

11. When will Tony and May phone their boss?

- a. next week
- b. tomorrow
- c. this evening
- d. now

12. What did they decide to do?

- a. have a coffee
- b. set up the stand and then have a coffee
- c. go home
- d. phone their boss now

<http://www.bbc.co.uk/worldservice/learningenglish/business/tendays/day2wordplaygd.shtml>

**Dolores:** Hello! Dolores speaking ...

**Tim:** Ah yes, hello. I'd like to enquire about flights to Hong Kong from Kennedy Airport in New York, please. I'm off to a conference at the end of the month – Thursday 22nd until

Tuesday 27th. Could you tell me about the flight availability and prices?

**Dolores:** Certainly. Do you want to go economy, business or first class?

**Tim:** Well, I'd like to go first class, but unfortunately I'll have to go economy – company rules, you see.

**Dolores:** Yes, sure, I understand. How many of you will be travelling?

**Tim:** Ah, it's just me.

**Dolores:** Okay, so that's one seat ... economy ... New York – Kennedy to Hong Kong Airport.

**Tim:** And how much will that be?

**Dolores:** Let me see ... to qualify for the discount rate, you need to stay over a Saturday, which you are doing ... Yes, that'll be \$830.

**Tim:** Right, and does that include airport tax?

**Dolores:** No, tax is another \$70 on top of that.

**Tim:** Okay. Can I book that, then?

**Dolores:** Certainly.

**Dolores:** Can I help you with anything else?

**Tim:** Yes, I'd like to book a hotel room too, for the full five nights. Could you check if the Regency Hotel has any rooms free?

**Dolores:** Yes, they do.

**Tim:** And is there a discount rate for conference delegates?

**Dolores:** Yes, there is. I think it's 10% but I can check that for you.

**Tim:** Okay, do you mind if I book it provisionally for now and I'll call you back later to confirm? I just need to check one or two details.

**Dolores:** That's fine, sir. Can I help you with anything else?

**Tim:** No, that's all for now. As I said, I'll call you back.

<http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/unit1telephone/5flights.shtml>

*Список источников, рекомендованных составителем*

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