



MARKET LEADER

a new language course for tomorrow's business leaders

体验[®]商务英语

同步练习 2 *Practice File*

Pre-intermediate Business English



John Rogers Christine Johnson

《体验商务英语》改编组



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同步练习
Practice File

2

Pre-intermediate Business English



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Careers

Vocabulary

A Match each job with its description.

- | | |
|-------------------------|---|
| 1 An accountant | a) supplies information about a company to the public. |
| 2 The CEO | b) keeps and checks the financial records of a company. |
| 3 A computer programmer | c) studies business operations and uses a computer to plan changes. |
| 4 A systems analyst | d) writes instructions for computers to do certain tasks. |
| 5 A PR officer | e) helps a manager by doing some of their work for them. |
| 6 A PA | f) is the most senior manager in a company. |

B Fill in each blank with a suitable form of one of the items from the box.

~~to involve~~ to be in charge to deal to make sure to be responsible

- Michel Lacour works for Research and Development. His job *involves* developing new products and new ideas.
- Nevenka Babic is our Quality Control Inspector. She for monitoring our products and trying to improve their quality.
- Kate Hughes works for Personnel. She with staff problems, as well as with recruitment and training.
- Zoltan Jilly is our Security Officer. He that our staff and premises are protected against crime.
- Sergio Carboni is our new Maintenance Engineer. He checks all our equipment regularly and of all repairs.

C Look at exercise B again, and write down the words which follow these items.

- to be in charge
- to be responsible
- to deal
- to make sure

Language review

Ability

A Match the personal qualities with abilities. Then make sentences using *can*.

For example:

If you are outgoing, you can easily mix with people socially.

- | | |
|---------------|---|
| 1 outgoing | a) speak two languages fluently |
| 2 independent | b) work for a long time without a break |
| 3 bilingual | c) express your thoughts and feelings clearly |
| 4 creative | d) easily mix with people socially |
| 5 articulate | e) work well without the help or advice of other people |
| 6 energetic | f) find new solutions to problems |

Requests

B Complete the interviewer's questions with the words from the box.

contact let moving send sharing start working

- 1 Would you mind at weekends?
- 2 Could you us have your previous employer's details?
- 3 Would you mind our appointment to Monday?
- 4 Could you in two weeks' time?
- 5 Could you us as soon as possible?
- 6 Would you mind an office with three other people?
- 7 Could you us a copy of your certificates?

C Match the interviewee's responses to the interviewer's questions in exercise B.

- a) Not at all, as long as it's in the morning.
- b) Certainly. I'm free to start as soon as you like.
- c) Yes. I'll let you know my decision by Friday, if that's alright.
- d) Sure. I'll put copies in the post straightaway.
- e) That's fine, as long as it's a non-smoking area.
- f) How often would that be?
- g) Well, in fact they're all included in my CV.

Questions
3

Past abilities

D Complete the dialogues with *could* or *was able to*.

For example:

- 1 A: *Can you use a PC?*
B: *Yes, I can. In fact, I could use a PC when I was 12!* (general ability)
- 2 A: *So, were you late for the interview?*
B: *No. Sue gave me a lift, so I was able to get there in time.* (one occasion)
- 1 A: What foreign languages can you speak?
B: I speak Italian quite fluently when I was a child, but I've forgotten a lot.
- 2 A: What was your greatest achievement in your previous job?
B: Well, I reorganise the Sales Department in less than a month.
- 3 A: What did you like best about your previous job?
B: Well, my boss really trusted me, so I use my own initiative at all times.
- 4 A: So you worked in Turkey three years ago. Could you give us some details?
B: Certainly. As a matter of fact, I win a very important contract.
- 5 C: So how did the interview go?
B: Fine, I think. I answer all the questions!

Writing Curriculum Vitae

A Study Ana Lekic's CV below, and write each heading in the correct space.

~~Address~~ Achievements E-mail Experience Interests Personal details
Profile Qualifications Referees Special skills Telephone

Curriculum Vitae Ana Lekic

- 1 *Address* 89 Cara Lazara, 21000 Novi Sad, Yugoslavia
- 2 +381 21 633 177
- 3 analekic@EUnet.yu
- 4
An Assistant Marketing Director in a medium-sized company, Avala Airlines plc, seeking a more challenging position with more responsibility. Able to work on own initiative to tight deadlines.
- 5
 - Contributed to the development of a successful sales strategy
 - Coordinated the work of sales, marketing and advertising personnel
 - Designed Excel spreadsheets for sales records
- 6
 - Negotiating contracts with foreign and domestic airlines
 - Working as part of a team
 - Proficient user of MS Windows, MS Word, MS Excel, Quark XPress
- 7
 1999–present Assistant Marketing Director (Avala Airlines plc, Belgrade)
 July–Sept 1998 Work placement at Malev Hungarian Airlines (London office)
- 8
 1996–1998 MBA at Brentford College (UK/Distance course)
 1992–1996 BA in Economics at the University of Belgrade
- 9
 Date of Birth: 6 June 1973
 Driving Licence: Full, clean
- 10
 I sing in a choir and play basketball in an amateur team.
- 11

Dr Vanja Martinovic	Ms Celia Gutlerner
Professor of Economics	Director MBA Programmes
2 Dositeja Obradovica	Brentford College
11 000–Belgrade	27 Burrard Street
Tel: +381 11 316 3645	Brentford TW9 0AK
Email: marvan@ptt.yu	Email: mbadir@BMBA.ac.uk

B Under which headings in Ana's CV do the following items belong?

- 1 1996: IELTS Certificate (Academic) – Overall Band 8
- 2 Designed Avala's website
- 3 Excellent conversational Hungarian and some Italian
- 4 I enjoy helping other people design their websites.
- 5 An excellent team worker

Heading number
8

C This draft letter of application is not suitable. Rewrite it using some of the expressions from the Useful language box, and making any other necessary changes.

Hello

I saw your ad in our local paper last week, so I want to apply for the job of Communications Assistant.

I know I am the person you're looking for. I just got various A-levels from school, and all my friends say they love chatting with me.

So write soon, and tell me when you want me to come for an interview.

Regards

Useful language

Dear Sir or Madam,

With reference to your advertisement in ...

I would like to apply for the position of ...

I feel I am well qualified for the position because ...

I would be happy to give you more details and can be contacted at any time.

I would be happy to come for an interview at any time convenient to you.

I enclose a copy of my CV.

A full CV is attached.

I look forward to hearing from you.

Yours faithfully,

Editing D Read the passage below about how to prepare for a job interview.

- In each line 1 – 6 there is **one wrong word**.
- For each line, write the **correct word** in the space provided.

Before you go for a job interview, make sure that you do your homework. Find out as much as you could about the company, about its history, about what it doing, how many people it employ, and so on. During the interview, try to keep to the point. Give complete answers, but do not talk for longer then necessary. Finally, remember that you can ask the interviewer question. This will show that you are really interested in the opportunity.

- 1 can
- 2
- 3
- 4
- 5
- 6

Selling online

Vocabulary

A Read the definitions. Then supply the missing vowels for each word.

- 1 something you buy cheaply or for less than the usual price
- 2 a large building used for storing goods
- 3 to send goods to a place
- 4 a formal word meaning to buy
- 5 to give someone their money back (e.g., because they are not satisfied with what they have bought)

a b _ r g _ _ n
a w _ r _ h _ _ s _
to d _ s p _ t c h
to p _ r c h _ s _
to r _ f _ n d

B Match each word to its definition.

- | | |
|----------------|--|
| 1 a supplier | a) a request by a customer for goods or services |
| 2 a retailer | b) a document sent by a seller to a customer that lists the goods sold and says how much they cost |
| 3 a wholesaler | c) a person or company that sells a particular type of product to a customer |
| 4 an invoice | d) the value of the goods or services sold during a certain period of time |
| 5 an order | e) a person or company that sells goods in large quantities to businesses |
| 6 turnover | f) a company or a person that sells goods to members of the public |

C Complete each sentence with a word from exercise A or B.

- 1 The machines were faulty, so we returned them to our *supplier*.
- 2 AlphaTex will place an on condition that we give them an extra discount for cash.
- 3 They guarantee that they will our money if we are not fully satisfied.
- 4 Our shop has a of 3,000 euros a week.
- 5 They promised to the goods within two days of our order, but they haven't arrived yet.

D Complete the text with the best words.

Selling online successfully

To be a successful online business, first of all you need to have a good website. A good website looks professional and is quick and easy to use. For instance, many people do not like to have to register to visit a site. It is also important for the company to have its¹ on each page. This² the site and can be used by the visitor as a link back to the³.

Of course, your products need to be at least as good as your site. The site may be what⁴ customers in the first place, but it is certainly the quality of the products and of the service that keeps them.⁵ your prices down, and make a point of offering excellent customer service.

Inform your visitors that you offer⁶ online ordering. Finally, when you receive an order, e-mail the customer to⁷ receipt and to inform them when the goods will be⁸.

- | | | |
|----------------|----------------|------------------|
| 1 a) flag | b) symbol | c) logo |
| 2 a) brands | b) marks | c) impresses |
| 3 a) homepage | b) modem | c) search engine |
| 4 a) attracts | b) appeals | c) shows |
| 5 a) Take | b) Give | c) Bring |
| 6 a) safe | b) proof | c) secure |
| 7 a) thank | b) acknowledge | c) despatch |
| 8 a) exchanged | b) shipped | c) purchased |

Language review

Modals

A Match each sentence to the concept expressed by the modal in bold.

- | | |
|---|--|
| 1 Online retailers should offer secure online ordering. | <input type="checkbox"/> a) No obligation/No necessity |
| 2 You have to work very hard to attract visitors to your site. | <input type="checkbox"/> b) Advice |
| 3 If you need a password, you mustn't let anyone else use it. | <input type="checkbox"/> c) Obligation/Necessity |
| 4 People like it when they don't have to register to visit a site. | <input type="checkbox"/> d) Prohibition |

B Rewrite these sentences using an appropriate modal to replace the words in *italics*.

- If you want your website to be effective, *it is necessary to* work on it all the time.
If you want your website to be effective, *you have to work on it all the time*.
- It is a good idea* for online retailers to despatch orders quickly.
Online retailers
- One of the good things about their website is that *it is not necessary to* register.
One of the good things about their website is that you
- It is a good idea to* put your logo on every page of your site.
You
- If you order before March 15, *there's no obligation* for you to pay until July.
If you order before March 15, you
- This deal is very important for all of us, *so no mistakes please!*
This deal is very important, so we

C Match the following sentence halves, as in the example.

- | | |
|---|---|
| 1 We were all in agreement | a) so we had to order some more. |
| 2 You'll need your User ID and password each time | b) so we'll have to exchange them. |
| 3 We didn't have any more paper in stock | c) so we didn't need to discuss the deal any further. |
| 4 We ordered online, | d) which means we didn't have to queue! |
| 5 If they have an online catalogue | e) so you mustn't forget them! |
| 6 They say some of the goods are damaged | f) we won't have to ask them to send us one. |

D Look at the sentences in exercise C and complete the following table.

Past	Present	Future
.....	<i>have to</i>
.....	<i>don't have to</i>

Writing

Making an order

A Complete the online order form with the ten missing items.

- a) 5
 b) 10
 c) 50
 d) 83.20
 e) 155
 f) 1,581.3
 g) T-shirts
 h) Tim Atkinson
 i) Edinburgh
 j) Unit price

BEBOP TENNISGEAR *** SECURE ONLINE ORDER FORM

Quantity	Item	Code ¹	Total cost
1	Ball machine	BM/709	€750	€750
..... ²	'Champ' rackets	RCH43	€55	€550
50	'Tournament' balls	TB	€3.10	€..... ³
..... ⁴	'Regular' balls	RB	€2.49	€124.5
..... ⁵	Gear bags	B27-H	€10	€50
10 ⁶	T/12	€3.50	€35
Gross total				€1,664.5
Discount @ 5%				€..... ⁷
Net amount due				€..... ⁸

Name:⁹

Company: Atkinson's Ultimate Sports Centre

Address: 45 Dalston Gardens

.....¹⁰

Post code: EH5 5EY

Phone: 0131 548 8937

E-mail: atkinson@btinternet.com

THANK YOU!

Replying to an order

B Put the sentences in the correct order, 1 – 8.

To: atkinson@btinternet.com

Cc: bebopaccounts@easynet.co.uk

Bcc:

Subject: Your order 21.06



Dear Mr Atkinson



If you have any queries, please contact us at
<bebopsales@easynet.co.uk>.



We confirm that you have ordered the following items from our
online catalogue:

1 Ball machine: BM/709

10 'Champ' rackets: RCH43

50 'Tournament' balls: TB

50 'Regular' balls: RB

5 Gear bags: B27-H

10 T-shirts: T/12

- ☐ We are now dealing with your order.
- ☐ Looking forward to doing business with you again.
- ☐ The sum of €1,581.3 has been charged to your credit card, and the goods will be shipped on June 24.
- ☐ Yours sincerely
- ☐ Thank you for your order of June 21.

C These phrases are often used when replying to an order. Complete them with words from the box.

deliver doing hesitate receipt placing

Thank you for¹ an order with (name of the company).

Thank you for your order of (date).

We confirm² of your order dated ...

Shipping normally takes two to three days/a week/etc.

We can³ within a week/a month/etc.

Do not⁴ to contact us if you need further information/further details.

If you have any queries, please contact us.

We look forward to further orders from you.

Looking forward to⁵ business with you again.

Editing D Read this short text about writing business e-mails.

- In most of the lines 1 – 11 there is **one extra word** which does not fit. Some lines, however, are correct.
- If a line is **correct**, put a tick (✓) on the appropriate line.
- If there is an **extra word** in the line, write that word in the space provided.

Basically, the same rules apply for both business e-mails and letters: be clear, be polite, and be brief. Over the past of ten years, there has been a tendency for business correspondence to become a simpler, more informal, and this tendency is often even more visible in e-mails. But some things they have not changed. Clarity of layout is still important, so use paragraphs and can space them out. Grammar and spelling too need to be accurate if you want to make a good impression on your business and partners. Remember that even the best spellchecker cannot find all errors, so always to check your e-mails carefully for accuracy.

- 1 ✓
- 2 *of*
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11

Companies

Vocabulary

- A** Select the noun from the box which can combine with all three verbs in each group.

a profit interest money

1	make	
	earn
	invest	

2	make	
	earn
	forecast	

3	pay	
	earn
	charge	

- B** Complete the sentences with an appropriate combination (verb + noun) from exercise A.

- Put your money in a savings account, so it will
- An asset is something belonging to a business that has value or the power to
- The company did not It just broke even.
- Unfortunately the company ran out of money to on its bonds.
- Alfitel of 400,000 euros for next year.

- C** Fill in the missing letters to answer the questions.

What do you call the department in a company:

- ... that keeps a record of the money coming in and going out? _ c _ _ _ _
- ... concerned with studying new ideas and planning new products?
_ s _ _ _ h and _ v _ l _ p _ _ _
- ... involved with managing and organising its work? _ d m _ _ _ s t r _ _ _ _
- ... that deals with selling and promoting its products? S _ _ _ s and
m _ r k _ _ _ _
- ... that deals with employees, keeps their records and helps with any problems they might have? H _ _ _ n r _ _ _ _ _ s

- D** Complete the text with the best word.

Annual Report

Alfitel is committed to creating and delivering value – value to its customers, value to its employees, and value to the region. Our success in moving towards this goal is most evident in the financial¹ for this year. Our² at the close of the year was 140 million euros, that is, an increase of 12% over the previous year. This strong³ in a rather difficult year for the economy shows the value of the service the company provides to its⁴. It also shows the commitment of its staff to this goal.

The pre-tax profit was 15.6 million euros, while the profit after tax was 8.8 million, which is 11% above that for the previous year.

The Directors have pleasure in⁵ an ordinary⁶ of 10.2% and a 9.5% preference share dividend.

ALFITEL

2002

2003