

NEW BUSINESS MATTERS

Practice materials for business
communication in English

J. S. McKellen

M. D. Spooner



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NEW BUSINESS MATTERS

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Introduction

This is a practice book for students who need to learn how to use English in their business careers. It teaches by practice, not by exposition; it may be used with any of the standard coursebooks to supplement the exercise material they provide, or as a coursebook itself, with the teacher available to explain the main technical and linguistic points.

It is assumed that the students have an intermediate knowledge of English and a knowledge of business practice. The material is meant for students at all levels of business—from school leavers about to take up their first job to senior managers who find they need to use English to communicate with their counterparts in firms in other countries.

Students who have worked through this book—or the parts of it which they need—should have a sound knowledge of English business practice and be able to write clear and accurate letters, correctly set out.

They should be able to use the English they know accurately and appropriately in dealing with business correspondence and to use it with the fluency and confidence which comes from adequate, graded and progressive practice.

They should understand the standard forms used in business (such as order forms, invoices, statements, Bills of Lading and Exchange) and the standard terms and abbreviations (such as c.i.f., f.o.b., etc.) used in foreign trade.

In Part III — with a story line — students can follow a project through all its stages and apply the knowledge from other parts of the book to this particular situation.

Finally, they should have received sufficient practice in verbal communication to handle telephone conversations and take part in meetings with confidence.

We are pleased to acknowledge the help of our colleagues Jake Allsop and Joanna Gray; their help has made this a better book. But we have to admit that we, not they, are responsible for any mistakes. We should also like to record our thanks to Joan Cook for her suggestion of St. Clement's.

Royston 1984
Alford 1984

J. S. McKellen
M. D. Spooner

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PART I: The Layout of Letters

Here are two typical letters:

Letterhead	<p>Andrew Rogers and Company Limited Heating Engineers 59/61 Grovelands Road, Binley, Minshire VK32 19MS England Tel: Binley 324221/2</p>
Date	<p>Our Ref: EV/CE/613</p> <p>20th November 19__</p>
Inside address	<p>The Manager, Tilley and Hufton Limited, St Mary's House, Lower Guildford Road, Canford, Minshire VK41 17RA</p>
Salutation	<p>Dear Sir,</p> <p>I am interested in the fire alarm systems you advertise in today's <u>News</u>.</p>
Body of letter	<p>I should be glad if your engineer could call on Tuesday morning at 10.30 to inspect our premises. Could you let me have an estimate for the cost of installation by the end of the week?</p>
Ending	<p>Yours faithfully,</p>
Signature	<p><i>Eric Vincent</i></p>
Position in firm	<p>Eric Vincent Manager</p>

Drake and Hendrey Limited

39 Dyke Street,
Kingsley,
London S26 88A
Tel: 59-1575-7325

Our Ref:

Your Ref:

November 21st 19__

Mr W. E. Coles,
41 Bevington Lane,
West Green,
Hardwick.
Sellshire T081 7PY

Dear Mr Coles,

Thank you for your letter of 18th November
enclosing your catalogue.

I should be glad if you would send me
2 box files (No. 1768) at £1.75 each. I
enclose my cheque for £4.10, which
includes the cost of posting.

I hope to meet your representative the
next time he comes to London.

Yours sincerely,

Leslie Drake.

Leslie Drake
Secretary

Exercises

1. *Using the letters above as a guide, what salutation and ending would you use for the following? (Write out the address as it would appear as the inside address.)*
 - (a) T. Smith, Manager, Jones and Company, Booksellers, 1023 Old Queens Road, Bristol BR2 9HG, England.
 - (b) The Sales Manager, Cavendish & Sons Ltd, 723 Larson Street, Ipswich, Suffolk UP31 51QP.
 - (c) Mrs J. M. Green, 16 Great King Street, Gloucester XL13 51QP.
2. *Explain what is wrong with these salutations and endings:*
 - (a) Dear Personnel Manager / Yours faithfully
 - (b) Dear Mr Smith / Yours faithfully
 - (c) Esteemed Mrs Black / Yours faithfully
 - (d) The Sales Manager / Yours sincerely
 - (e) Dear A White (Miss) / Yours faithfully
 - (f) Dear Sir! / Yours sincerely
3. *Put the following addresses in the correct order:*
 - (a) Harrow / 24 Old North Road / Byron House / NT24 7XC / Middlesex.
 - (b) Hertfordshire / Little Oxborrow / 9 London Road / ST5 7HT / England.
 - (c) 26 High Road / Peterborough / Cambridge / PE3 8QT.
 - (d) Stevenage / Sullivan Avenue / The Grange / Hertfordshire.
 - (e) London / 196 Oxford Street / W16A 2EZ / England.
4. *The address on the envelope is the same as the inside address, except that the post-code is on a separate line after the county (or town, if it is a well-known, large town, e.g. London, Manchester):*



The Manager,
Bond, Crisp and Company Limited,
34 High Road,
Myddleton,
Devon,

MY16 7FD

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Set out the following as they would appear on the envelope:

- (a) Messrs Westcott & Co., Milk Products Exporters, 612 Old Street, Plymouth, Devon PY25 8XT England.
- (b) The Manager, Aurora Heating Co., Ltd, 112 North End Road, London NE11 5US.
- (c) The Sales Manager, The National Paint Suppliers Limited, Station Road, Walton, Norfolk WT6 0QT.
- (d) The Secretary, National Advertising Agency Limited, 183 Barchester Road, Liverpool LL8 3NZ England.
- (e) The Manager, The Grand Hotel, 15 Marine Road, Bowton BN2 2ST.

5. Date: Ordinal number 20th
 Month November (Nov.)
 Year 19—

Write these dates as they would appear in a letter:

- (a) the eighteenth of January 19—
- (b) June twenty nineteen hundred and ninety-two
- (c) 20/6/92 (*How would this be written in America?*)
- (d) Sixth June nineteen eighty
- (e) May twentieth 1984

6. *Explain what is wrong with the following:*

- (a) Hoping to hear from you shortly
- (b) Esteemed and honourable Sirs
- (c) Dear Miss
- (d) 1984: January the 15
- (e) With mv most agreeable compliments

7. *Why should you print or type the name below the signature?*

PART II: Business Practice

Unit One: Applications for Jobs

SECTION A

Here is an advertisement from a newspaper:

Secretary/PA

Our International Manager needs a Secretary/PA to replace his present secretary, who has been with him for four years and is being promoted. This is a small, friendly department and we are looking for a lively, well-organized person with good secretarial skills and who can take responsibility. At least one European language would be an advantage. Good salary, holidays, pension scheme. Write to: The Personnel Manager, Brown and Co., Ltd, 157/165 Green Street, Sheffield, Yorkshire DN5 7HX.

To answer this advertisement you should make a list of:

- (a) the things you need to know;
- (b) the things you want to say.

You should think about these points in your reply:

Checklist:

1. Decide who you are going to write to.
2. Refer to the advertisement.
3. Explain who you are (how old, where you were born and so on).
4. Give details of your education.
5. Say what languages you know.
6. Explain the job you do now.
7. Give your present salary.
8. Say how long you have done your present job.
9. Explain why you want to leave your present job.
10. Say when you could come for an interview.
11. Mention any other points.

Exercises

1. How would you complete these sentences in answering the advertisement?
 - (a) I have seen
 - (b) I am interested . . . because
 - (c) I was born in . . . and am . . . years old.

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- (d) I was educated
- (e) I speak
- (f) I want to leave
- (g) I have been working
- (h) My salary is
- (i) I can attend

2. Here is another advertisement:

Trainee Junior Manager

School-leaver with a good record required to train as Junior Manager of local shop in national bookshop chain. If you dress smartly, have a sense of humour, are good at figures, love books and ~~are~~ willing to work long hours doing every job in the shop during your training period, you could run one of our best bookshops with a good salary and long holidays within five years. Write to: The Training Officer, Shaftos Booksellers, 198 Queen's Cross Road, London NS2 14QT.

Answer it, using the checklist and sentences from exercise 1 as your guide. (You may not need to use every sentence.)

3. The following advertisement appeared in a national newspaper:

PA/Secretary

We are internationally known manufacturers of cosmetics. We are looking for a well qualified Spanish/English Secretary/PA. Ideally she will be aged 30-35, have a pleasant personality and the ability to deal with our many overseas visitors (another foreign language would be helpful, but not essential). She will possess all the normal secretarial skills and will have had at least five years experience.

We are offering a generous salary and a non-contributory pension scheme. Our offices are modern and set in pleasant surroundings with a subsidized canteen and sports facilities. Good holidays and other fringe benefits are offered.

Write for application form to:

The Personnel Manager, Marita Beauticians,
96 Spalding Avenue, Hintwood AV2 5SG,
England.

Study the application form below, complete it and write an accompanying letter to apply for the position.

APPLICATION FOR EMPLOYMENT

Position applied for

Date you are available to begin employment

Surname
Forenames

Address

Telephone number	Home	Work
-------------------------	-------------	-------------

Nationality	Date of birth	Age
--------------------	----------------------	------------

Married / Single / Divorced

Number of dependants	Number of children
	Ages of children

Please give details of your education from age eleven on a separate sheet

Experience

Sports and hobbies

How did you hear of this vacancy?

Signature

Date

SECTION B

The first paragraph in each of these letters (1, 2 and 3) can be followed by the second paragraph in any of the others (1, 2 or 3) and then by the third, etc. Each of these variations will give a perfectly correct letter.

1.

15 Denbigh Gardens, Morestone SZ34 IRS
23 June 19--

The Personnel Manager,
Fraser and Gilmore Co. Ltd.,
Whitegate Street,
Withington ZK45 1JT

Dear Sir,

Marketing : Assistant Manager

I saw your advertisement in yesterday's Courier and wish to apply for the post.

I am 28 years old and have had six years' experience in marketing. I enclose my curriculum vitae.

I could arrange to come for an interview any afternoon after 2.30 p.m.

Yours faithfully,
Dennis Morgan
Dennis Morgan

2.

'5 Denbigh Gardens, Morestone SZ34 IRS
23 June 19--

The Personnel Manager,
Fraser and Gilmore Company
Limited,
Whitegate St.,
Withington ZK45 1JT

Dear Sir,

Assistant Manager - Marketing

I have read your advertisement in the Courier and wish to be considered for the job.

I enclose my c.v. and the names and addresses of two referees.

I could come for an interview at any time.

Yours faithfully,
Dennis Morgan
Dennis Morgan

3.

15 Denbigh Gardens, Morestone SZ34 IRS
23 June 19--

The Personnel Manager,
Fraser and Gilmore Company
Limited,
Whitegate Street,
Withington ZK45 1JT

Dear Sir,

Marketing Department - Assistant Manager

I saw your advertisement in the Courier last night for an Assistant Manager in the Marketing Department and would like to apply for this position.

I am sending details of my education and experience.

I could be available for interview any day except next Thursday.

Yours faithfully,
Dennis Morgan
Dennis Morgan

SECTION C**Comprehension**

Study this reply to the advertisement in Section A:

7 Av. Leclerc,
756008 Paris,
France

20th January 19--

The Personnel Manager,
Brown and Co. Ltd.,
157/165 Green Street,
Sheffield,
Yorkshire DN5 7HX
England.

Dear Sir,

Secretary/P/A

I have seen your advertisement for this post in the Herald News and I should like to apply for it.

I am 25 years old, and I went to Greenlea School in London, and then took a two-year bilingual English/French secretarial course at Blackstrete College. For the last two years I have been living in Paris and attending a full-time P/A course at Worldcentre College.

Before I came to France I worked at Lane and Gregory Limited in Oxford for two years. I was secretary to Mr Orchard, the Sales Manager; my salary was £3,500. I left to come to France.

Mr Orchard will give me a reference, and so will the Principals of Blackstrete College and Worldcentre College.