

Anthony Howatt John Webb Michael Knight

A Modern Course in Business English

New Edition

Classbook



ANTHONY HOWATT · JOHN WEBB · MICHAEL KNIGHT

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Business English
NEW EDITION

CLASSBOOK

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CAPE TOWN IBADAN NAIROBI DAR ES SALAAM LUSAKA

DELHI BOMBAY CALCUTTA MADRAS KARACHI

KUALA LUMPUR SINGAPORE JAKARTA HONG KONG TOKYO

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To the Student

This book describes a business trip to Britain by a businessman called Mr Carlson. The Class Texts tell the story of his visit and at the same time present the basic grammar patterns for each unit of the course. In addition, there are everyday Dialogues which give examples of the kind of English you might need in situations like shopping, changing money or arriving at a hotel.

The Reading Texts on economic affairs seem at first sight more difficult, but they are especially for comprehension and for learning new vocabulary.

To help you improve your skill in English, there are many different kinds of exercises: reading, comprehension, pattern drills, acting, problem-solving and so on. The tapes, in particular, should give you plenty of practice in speaking English and also listening to examples of *real* English conversation.

If you want to study further on your own, you could look at the supplementary book of Programmed Units, which are intended for self-study and revision.

We hope that the course will help you to improve your English, give you a wide variety of different activities to do, and suggest matters of intelligent adult interest to discuss.

NOTE ON BRITISH CURRENCY

In 1971 Britain adopted a decimal currency system in which one pound (£1) is worth one hundred pence (100p). Under the new system banknotes remained unchanged at values of £1, £5, £10 and £20, but a new set of coins was introduced. There are three 'silver' (cupro-nickel) and three copper coins. The 'silver' coins are worth fifty pence (50p), ten pence (10p) and five pence (5p), and the copper ones are worth two pence (2p), one penny (1p) and a halfpenny ($\frac{1}{2}$ p). The old sixpence (now worth 2 $\frac{1}{2}$ p) was retained but will disappear soon.

When people talk about money under the value of a pound, they normally use the abbreviation *p* rather than the full word *pence*. The expression *new pence* was used for a time after decimalization but is rare now. When *pence* is used, it is normal for it to have the full vowel [pens] rather than the short vowel [pəns], and it is written as a separate word, e.g. *seven pence*. It is common for both *p* and *pence* to be omitted altogether. Here is an example of the three alternatives:

I'll have a whisky and soda, please – That'll be twenty-five, sir.
twenty-five p, sir.
twenty-five pence, sir.

The most likely is *twenty-five p* (no full stop after *p* in writing).

The abbreviation *p* is also normal with 1 and with $\frac{1}{2}$, e.g.

That'll be one p (1p).

Have you got the extra half p ($\frac{1}{2}$ p)?

However, the words *penny* and *halfpenny* (still pronounced [ˈheɪpnɪ]) are also used. In adjectival phrases the abbreviation *p* is normal and the phrase would be written with a hyphen, e.g.

A five-p (5p) ticket.

A four-and-a-half-p (4 $\frac{1}{2}$ p) stamp.

Here are some examples of prices:

£13.67 = thirteen (pounds), sixty-seven (p).

£1.25 = one (pound), twenty-five (p).

65p = sixty-five p, or sixty-five pence.

2 $\frac{1}{2}$ p = two-and-a-half p, or two-and-a-half pence.

MR CARLSON'S TIMETABLE

APRIL

Mon.	14	Arrival in London
Tues.	15	
Wed.	16	Arrangements and appointments
Thurs.	17	A useful interview
Fri.	18	The new plant
Sat.	19	
Sun.	20	Conversation over dinner
Mon.	21	Mr Carlson's report
Tues.	22	
Wed.	23	
Thurs.	24	Carter, Rawlings & Co.
Fri.	25	Mr Carlson goes to Birmingham.
Sat.	26	A visit to the works
Sun.	27	
Mon.	28	To buy or not to buy?
Tues.	29	
Wed.	30	The big deal
Thurs.	1	
Fri.	2	Mr Carlson returns to Sweden.
MAY		Building starts on the new plant in Sweden.
JUNE		Engine needed by the end of June.
		Last boat to Sweden leaves on June 26th.

CHARACTERS

Mr Carlson	EEC Division Manager of Olssons. He is on a visit to England to buy some machinery.
Mrs Carlson	His wife.
Mr Chapman	His host. He has to look after the Carlsons and see to their social life generally.
Mrs Chapman	His wife.
Mr Bridges	Mr Carlson's business contact. The British agent for Olssons.
Mr Johnson	The Export Manager of Giles Fox & Co. Mr Carlson is his customer for the engine.
Mr Carter	The Senior Partner in the firm of Carter, Rawlings & Co., Insurance Brokers.

contact *n.* [ˈkɒntækt]

customer *n.* [ˈkʌstəmə]

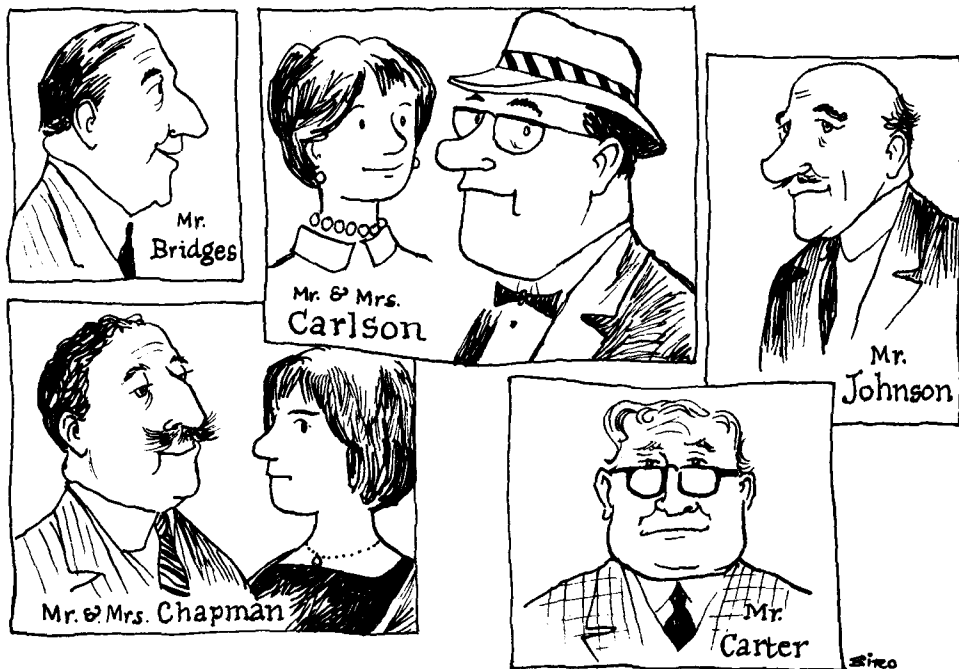
insurance broker *n.* [ɪnˈʃʊəns brəʊkə]

machinery *n.* [məˈʃɪnri]

see to *v.*

social life *n.* [ˈsəʊl]

He has to see to their social life generally = he has to make sure that the Carlsons enjoy themselves in London, take them out to dinner, arrange theatre visits, take them to parties and so on.



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Unit One

CLASS TEXT

A: Arrival in London

Meet Mr Carlson. He is a businessman and he often travels to London on business. Mrs Carlson is his wife. She likes to come with her husband. Mr Carlson comes from Stockholm, and he works in an office there too. His wife doesn't come from Stockholm. She comes from a small village near Gothenburg. But, of course, she lives in Stockholm now.

Mr and Mrs Carlson arrive at London Airport at half past four in the afternoon. Mr Carlson always travels by air when he goes away on business. Mrs Carlson prefers to travel by boat, but she doesn't mind flying.

Mr Chapman is their host. He works for a large firm in London. He goes to the airport with his wife to meet Mr and Mrs Carlson.

When the plane lands, Mr and Mrs Carlson get out, go through the Customs and Immigration and meet their host and hostess. They don't spend long at the airport. They get into Mr Chapman's car and he drives them to their hotel.

host *n.* [həʊst]

hostess *n.* [ˈhəʊstɪs]

mind *v.* [maɪnd]

prefer *v.* [prɪˈfɜː]

B: Interview

Interview your neighbour by asking him (or her) these questions:

What's your name?

Where do you come from?

Where do you live?

What's your job?

Where do you work?

Who do you work for?

When you have done this, report your conversation to your teacher:

Teacher:

What's your neighbour's name?

Where does he (she) come from?

Where does he (she) live?

What's his (her) job?

Where does he (she) work?

Who does he (she) work for?

You:

His (Her) name's.....

He (She) comes from.....

etc.

Note: Instead of 'who do you work for?' you can also say 'which firm do you work for?' or 'which organization do you work for?' etc. But we usually say *who* although the answer will be a firm and not a person. If you say 'what do you work for?' there would be two possible answers: 'because I need the money.' ('what ...for' means *why*) or 'twenty pounds a week.' (This is not so likely, but it is a possible answer to the question.)

neighbour *n.* [ˈneɪbə]

DIALOGUE

A: At the Customs

When Mr and Mrs Carlson arrive at London Airport, they decide to follow the green arrow because they have nothing to declare. Mr Carlson is unlucky because the Customs Officer stops him.

- C.O.: Are these your bags, sir?
Mr C.: Yes, that's right.
C.O.: And you have nothing to declare?
Mr C.: No, I've only got clothes and things like that.
C.O.: What's the purpose of your visit?
Mr C.: I'm here on business.
C.O.: I see. Would you mind opening this one, please?
Mr C.: Not at all.
The Customs Officer looks inside the case.
C.O.: What's inside this package?
Mr C.: Presents for some of my friends. They're glass vases and so on.
C.O.: Got any tobacco? Spirits?
Mr C.: I've got 200 cigarettes, but I haven't got any spirits.
C.O.: Would you mind showing me your camera, please, sir?
Mr C.: Not at all.
C.O.: I see. Thank you. . . . Right, that's all, thank you.

package *n.* [ˈpækɪdʒ]

unlucky *adj.* [ʌnˈlʌki]

purpose *n.* [ˈpʊrpəs]

B: Introductions

After the Customs, Mr and Mrs Carlson meet their host and hostess.

- Mr Chapman: Mr and Mrs Carlson?
Mr Carlson: Yes, that's right.
Mr Chapman: My name's Chapman. How do you do.
Mr Carlson: How do you do. May I introduce my wife Marianne?
Mr Chapman: How do you do.
Mrs Carlson: How do you do.
Mr Chapman: I hope you had a good trip.
Mr Carlson: Yes, thank you. Very good.
Mr Chapman: Good.



Drill 1

Here are some examples. Listen carefully to them. The woman's voice will show you how to answer.

EXAMPLES

1 I come from Sweden – and what about Mr Carlson?
HE COMES FROM SWEDEN TOO.

2 I work in Stockholm – and what about Mr Carlson?
HE WORKS IN STOCKHOLM TOO.

10

Drill 2

Here are some questions for you to answer.

1 Does Mr Carlson often travel to London on business?
YES, HE DOES.

2 Do the Carlsons live in Gothenburg?
NO, THEY DON'T

10

Dialogue 'At the Customs'

Yes, that's right.

No, I've only got clothes and things like that.

I'm here on business.

Not at all.

Presents for some of my friends. They're glass vases and so on.

I've got 200 cigarettes, but I haven't got any spirits.

Not at all.

READING TEXT

Transport in Britain

Britain is a small country. It is also an island. This means that when people travel from place to place within Britain, they usually go by road or by rail. On the other hand, when they want to travel abroad, they must go by sea or by air.

Road Transport

Britain has the highest density of road traffic in the world—over 60 cars for every mile of road. Fortunately, not all the cars are out on the roads at the same time. But during the rush-hours in the large cities, the traffic can be so dense that it is quicker to travel to work by train – and you don't have to park the engine!

Britain has a complex road system. There are motorways (M on the map) between the major cities, main trunk roads (A on the map) between other large towns and small country roads (B roads) between the smaller towns and villages. Twenty years ago there were not many motorways, but today you can travel for hundreds of miles without leaving one. In fact, you can take the motorway all the way from London to Scotland. You go up the M1 to Birmingham and take the M6 from there to the Scottish border, past 'Spaghetti Junction' (as people call the complicated junction near Birmingham where the M6 meets the M5) and up through the Lake District to Gretna Green.

Motorways are very expensive: each mile costs over a million pounds. So the Government pays for them, but the local authorities pay for the other roads and also for the streets in the towns and cities. Motorways are also very dangerous and there is a speed limit of 70 mph (miles per hour) on them. Britain makes very fast, powerful sports cars, but the British aren't allowed to drive them 'flat out'.

Rail Transport

Like the roads, the main railway lines radiate north, south, east and west from London—starting from famous termini like Victoria, King's Cross and Waterloo. The new passenger services—the well-known Inter-City services—are fast, modern and comfortable. The coaches are air-conditioned and there is always a restaurant car and a buffet car on long-distance expresses like the Flying Scotsman (King's Cross to Edinburgh).

British Rail also operates a modernized freight service. The old goods trains with their long lines of trucks are disappearing fast, and instead there are the new freightliners which carry heavy or bulky goods in large standardized containers.

Shipping

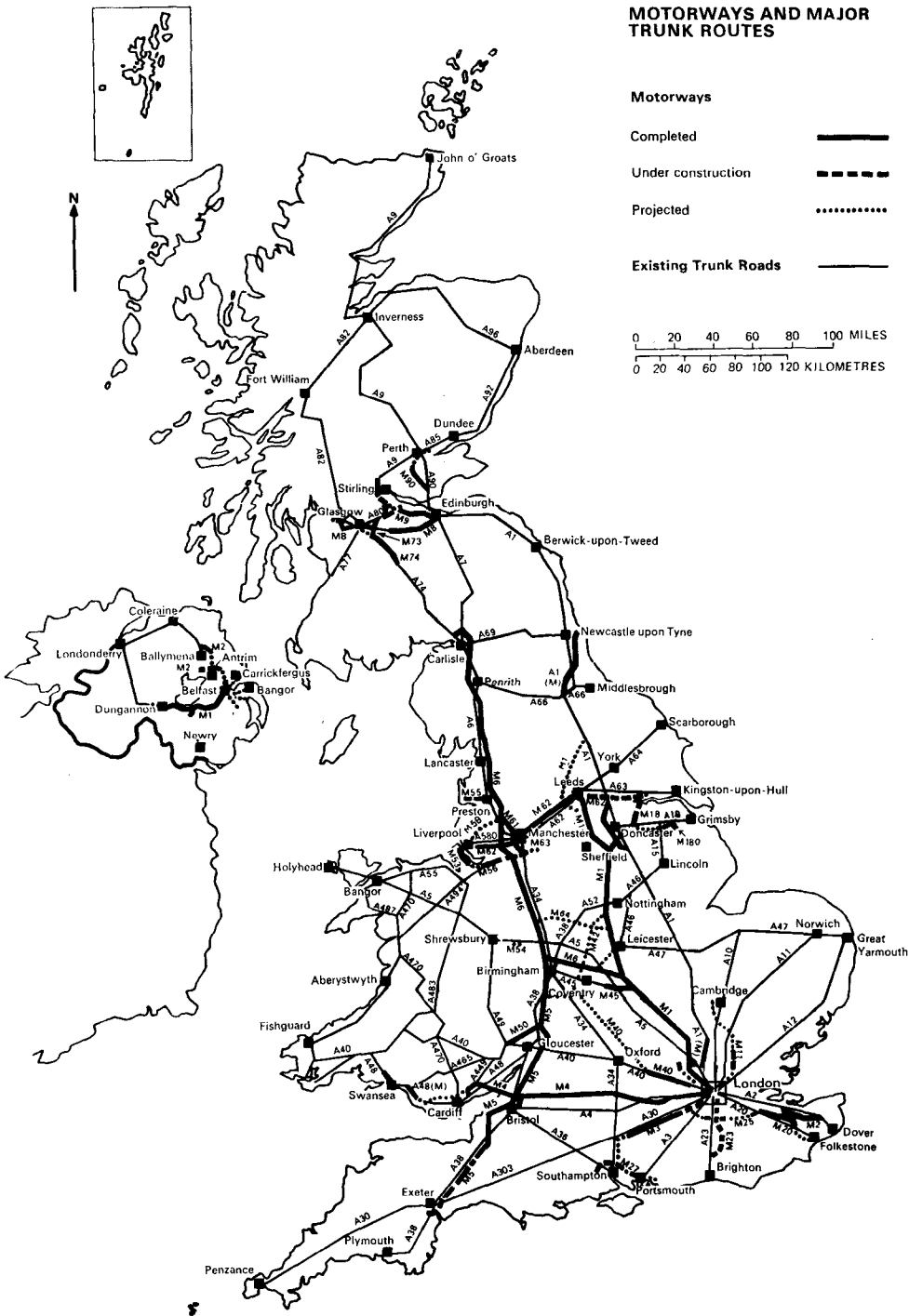
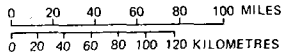
Britain depends on imports and exports in order to live and therefore on the ports through which they pass. London is one of the three largest ports in the world. In addition, there are three major west-coast ports—Liverpool, Glasgow and Bristol—which handle trade with North America and the Commonwealth, and the famous port of Southampton on the south coast where the great passenger liners like the QE2 (Queen Elizabeth the Second) begin and end their voyages. The east-coast ports (Hull and Newcastle, for instance) will become more important in the future since they face the countries of the Common Market.

Some ports provide specialized facilities. Dover, for example, handles cross-channel passenger and freight services. Aberdeen provides facilities for the

MOTORWAYS AND MAJOR TRUNK ROUTES

Motorways

- Completed
- Under construction
- Projected
- Existing Trunk Roads



unloading and marketing of fish and, with Dundee, will soon be a major terminal for the North Sea gas and oil industry.

Civil Aviation

In addition to the seaports, Britain's airports also provide facilities for passenger and freight services. London has two international airports at Heathrow and Gatwick and there are two to the north of the city, at Luton and Stanstead, which specialize in holiday charter services. Air services are operated by two major airlines: one is the state-owned British Airways (formerly BOAC and BEA), and the other is a privately run company called British Caledonian.

Altogether, transport employs about 5% (per cent) of the British labour force. It is one of the major industries.

air-conditioned *adj.* ['eə kən'diʃnd]
border *n.* ['bɒdə]
bulky *adj.* ['bʌlki]
charter *n.* ['tʃɑtə]
container *n.* [kən'teɪnə]
crack *adj.* [kræk]
dense *adj.* [dens]
density *n.* ['densəti]
flat out *adv.* ['flæt 'aʊt]
fortunately *adv.* ['fɒtʃʊnətli]
freight *n.* ['freɪt]
handle *v.* ['hændl]
junction *n.* ['dʒʌŋkʃn]
labour force *n.* ['leɪbə fɔ:s]
local authorities *n.pl.* ['ləʊkl ɔ'θɔrətɪz]
operate *v.* ['ɒpəreɪt]
provide facilities *v.* [prə'vaɪd fə'sɪlətɪz]
radiate *v.* ['reɪdɪeɪt]
run *v.* [rʌn]
speed limit *n.* ['spɪd lɪmɪt]
terminal *n.* ['tɜ:mɪnəl]
terminus *n.* ['tɜ:mɪnəs]
pl. termini ['tɜ:mɪnaɪ]
truck *n.* [trʌk]
trunk road *n.* ['trʌŋk 'rəʊd]

Pronunciation of Place Names etc.

Aberdeen [æbə'di:n]
Birmingham ['bɜ:mɪŋəmə]
Bristol ['brɪstl]
Britain ['brɪtən]
Caledonian *adj.* [kælə'dəʊnjən]
Commonwealth ['kɒmənwelθ]
Dover ['dəʊvə]
Dundee [dʌn'di]
Edinburgh ['edɪnbərə]
Gatwick ['gætwɪk]
Glasgow ['glæzgəʊ]
Gretna Green ['ɡretnə 'ɡri:n]
Heathrow [hiθ'rəʊ]
Hull [hʌl]
Liverpool ['lɪvəpʊl]
London ['lʌndən]
Luton ['lʊtən]
Newcastle ['nju:kəsl]
Scotland ['skɒtlənd]
Southampton [saʊθəmptən]
Spaghetti [spə'ɡeti]
Stanstead ['stænsted]
Victoria [vɪk'tɔ:riə]
Waterloo [wɒtə'lu:]

INFORMATION NOTES

Airlines The airlines run two kinds of services (i) scheduled services, which land and take off at regular times according to a timetable, and (ii) charter services, which provide facilities for special groups at special times.

Cars There are many names for different types of car. The most common are: the family saloon, the sports car and the estate car, which has a door at the back and can carry large parcels, prams, dogs and so on.

Freightliners Originally, a liner was a ship that belonged to a particular shipping company or 'line'. Many of these liners, like the Queen Mary, were large and

glamorous, so the word was borrowed by the airlines to make their aeroplanes sound glamorous as well. (Many words used in aviation come from ships and the sea e.g. port, captain, crew, pilot and fleet). 'Freightliner' is a new word that came in some years ago and British Rail hoped that it would help to make their new goods service attractive and successful.

Rush-hours 'Rush-hour' is the name given to the time of day when the traffic is especially dense. The morning rush-hour is usually between 8 and 9 o'clock, and the evening rush-hour between 5 and 6 o'clock.

Speed limits In built-up areas the speed limit is normally 30 mph. Elsewhere, except on motorways, it is 50 mph.

State-owned industries At the present time the railways, the postal services, the coal, steel, gas and electricity industries and British Airways are all owned and run by the state. Many of these were nationalized (taken over by the state) after the Second World War.

LANGUAGE STUDY

freight

Freight is a more technical word than *goods*. Both words are uncountable: *freight* is never plural, *goods* never singular.

go; drive; travel

These three words are normally *verbs*:

We *went* to the pictures last night.

We *drove* to Scotland last year.

We spent our holiday *travelling* around Europe.

To go does not necessarily mean on foot:

We *went* to Scotland by car/train/plane etc.

To drive means to go by road. If you go by train, you use *go* or *travel*:

We *went/travelled* by overnight train to Cornwall.

To drive can also be used in a sentence like:

He can *drive* very well (i.e. he is a very good driver).

Go is not used as a noun in this sense. *Drive* is used as a noun in sentences like:

We went for an interesting *drive* round London.

Travel is normally used as an uncountable noun:

Foreign *travel* is exciting and you learn a lot from it.

journey; trip; voyage

These three words are countable nouns:

Did you have a good *journey*?

He's away on a business *trip* to Paris, he'll be back next week.

The 'Titanic' sank on her maiden *voyage* to America.

Journey is the normal everyday word. A *trip* is a kind of visit away from home:

We went for a *trip* to London (i.e. we visited London).

A *trip* need not mean going a short distance, but it usually means going for a short time:

John's off on one of his sales *trips* to New York on Monday, but he'll be back by the end of the week.

A *voyage* is a long journey by sea (so it is an uncommon word today – a holiday on a ship is more common but is called a *cruise*, not a *voyage*).

motor; engine

Machines which use electricity, tape recorders for example, normally have *motors*. Other machines like cars and aeroplanes have *engines*. (So a motor-car doesn't have a motor! It has an *engine*.) In everyday English a railway locomotive is usually called an *engine*, even if it is pulling an electric train.

port; harbour; dock

You can say, for instance, that Liverpool is a *port*. The word can describe the whole city. *Harbours* and *docks*, on the other hand, are the special places in a *port* where the ships are tied up. *Docks* are usually large with special facilities such as cranes for loading and unloading ships. *Harbours* may be small—for example, you talk about a *fishing harbour* (not a *fishing dock*). *Dock* can be used as a verb: 'The ship *docked* (arrived) at 6 o'clock'.

terminus; terminal

A *terminus* (pl. *termini*) is a railway or bus station where a railway line or bus route starts or finishes. *Terminal* is used in aviation and shipping. An *air terminal* is the place where you get the bus to go to the airport. An *oil terminal* is where oil tankers unload their cargo.

COMPREHENSION QUESTIONS

1. When people travel within Britain, do they usually go by car, by train, by ship or by plane? Why?
2. How must people travel if they want to go abroad? Why?
3. Does the British Government pay for all the roads in Britain? Who does?
4. Do you have speed limits on the streets and roads of your country?
5. Which city is the centre of the British transport system? Why do you think this is so?
6. In Britain the railways and the major airline are both state-owned. What about your country?
7. What other industries and services in Britain are run by the state?

VOCABULARY EXERCISE

1. There is a lot of traffic at 8 o'clock in the morning. It is very
2. The highest of traffic is during the hours.
3. When you travel London Scotland, you drive the M1 Birmingham.
4. And then you the M6 all the way to the Scottish at Gretna Green.
5. Use phrases from the text which mean the same as *and* and *but*:
 - (a) The new passenger train services are fast. (2 words) they are comfortable.
 - (b) The west-coast ports are larger than the east-coast ports. (4 words) the east-coast ports will become more important in the future.
6. British Rail o..... p..... services for people, and f..... services for goods.
7. A very large lampshade is difficult to carry: it isn't heavy, but it is

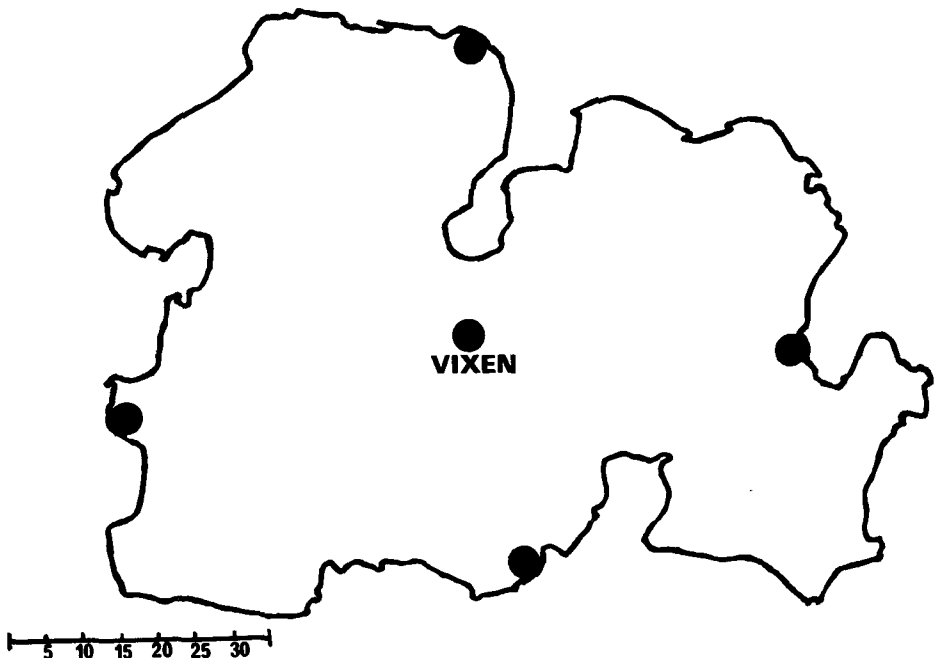
8. There are three words in the text which mean *important*.
- An important railway line is a line.
 - An important road is a t..... road.
 - An important industry is a industry.
9. 'Aberdeen has places where you can unload and market fish'. Or, in more technical language, 'Aberdeen p..... f..... for the unloading and marketing of fish'.
10. You can say *road transport* and *rail transport*—but not *ship transport*. Instead, you say
11. We took a taxi from the railway t..... to the air t.....

PROBLEMS

- Here are two hotel advertisements:
 - Come to the Wessex Hotel. Only 10 miles from Bristol. Conveniently situated on the A4.
 - Visit the Woodbridge Hotel. Only 20 minutes from Leeds. 5 miles from the A1 on the B1081.

Which hotel offers a convenient place for a business conference? Which offers a quiet rest?

- This is a map of an imaginary island called *Gander*. Fill in the transport system according to the instructions. Invent suitable symbols.



The main railway lines radiate from the capital, Vixen, north to Puddle, which has only 2,000 inhabitants, and south to Eggborough, which is larger with 10,000 inhabitants, east to Foxby, the largest town with a population of 50,000, and