

**Hinweis:** Die jeweils erste Aufgabe jeder Unit ist immer in Verbindung mit der entsprechenden Unit im Schülerbuch zu lösen.

## Unit 1 | Introductions

### A | Crossword

#### Across

5. turnover
6. facsimile
8. employee
10. ecological
11. transmission
12. distinctive
14. partnership
15. manufacturing
16. schedule
17. abbreviation

#### Down

1. attachment
2. salutation
3. complimentary close
4. punctuation
7. wholesaler
9. purchase
13. surname

### B | Listening comprehension

Caller 1	Caller 2	Caller 3
<b>Name:</b> Paloma Diaz	<b>Name:</b> Ingrid Sandstrom	<b>Name:</b> Ian McIntyre
<b>Company:</b> Alicante, Spain	<b>Company:</b> Augustin Hotel in Bergen, Norway	<b>Company:</b> -
<b>Phone:</b> Office: 0034965797017... Mobile: 0034 602298258...	<b>Phone:</b> 0047 5530472...	<b>Phone:</b> Mobile: 0044 1802 3532555...
<b>E-mail:</b> -	<b>E-mail:</b> reservation@augustin... .no	<b>E-mail:</b> -
<b>Message:</b> Needs some more details about our enquiry for hand- made glass	<b>Message:</b> Room reservation for Mr Rottmann and Mr Weifels - non-smoking rooms? - dinner in the evening? - flight details?	<b>Message:</b> Cannot keep 3.00 pm appoint- ment because flight is delayed. New date and time!

## C | Layout of business letters

1



Comestas-Gourmet GmbH  
Albert-Schweitzer-Allee 127  
22044 Hamburg, Germany

GR/mk

24 (not dot) March 201\_

The Schnitzel Heaven  
198 Cricklewood High St  
London NW13 TY2  
ENGLAND

For the attention of Mr John Cape

Dear John (not dot)

Thank you very much for your enquiry re Black Forest kirsch and raspberry brandy. We do indeed offer a wide selection of fruit brandies which we source from small, family-run distilleries that are renowned for their superb quality.

I enclose our latest brochure with all the necessary details.

Please don't hesitate to contact me if you have any further queries.

Kind regards/Regards/Best regards  
Comestas-Gourmet GmbH

*Georg Roth*  
Comestas-Gourmet GmbH

Enc

2 1

Kunsth Handwerk aus aller Welt GmbH Torgauer Str. 45 01127 Dresden Tel. +49 351 8203604... Fax +49 351 8203610... E-Mail info@kunsth Handwerk... .de	<b>1 letterhead</b>
HW/mm	<b>2 reference line</b>
21 September 201_	<b>3 date</b>
Celtic Design 256 Lomond Drive Alexandria Dunbartonshire G83 3SW Scotland	<b>4 inside address</b>
For the attention of Ian McIntyre, Sales Manager	<b>5 attention line</b>
Dear Mr McIntyre	<b>6 salutation</b>
Your trip to Dresden	<b>7 subject</b>
	<b>8 body</b>
Yours sincerely Kunsth Handwerk aus aller Welt GmbH	<b>9 complimentary close</b>
Melanie Martin	<b>10 signature</b>
pp. Hans Weifels Purchasing Manager	<b>11 signature block</b>
	<b>12 enclosure</b>

2

Hardwood Flooring 2698 Homer Watson Blvd Kitchener, Ontario N2A 1C2 Canada	<b>1 letterhead</b>
DM	<b>2 reference line</b>
December 11, 201_	<b>3 date</b>
Prince DIY Centre 75-95 New Hall Street Oxford OX1 7HH England	<b>4 inside address</b>
For the attention of Ms Joanne Prescott	<b>5 attention line</b>
Dear Ms Prescott	<b>6 salutation</b>
Offer for Hardwood Floors	<b>7 subject</b>
	<b>8 body</b>
Yours sincerely Hardwood Flooring	<b>9 complimentary close</b>
Diane McLean	<b>10 signature</b>
Diane McLean (Ms) Managing Director	<b>11 signature block</b>
Enc. Special hardwood flooring catalogue	<b>12 enclosure</b>

3

Breda Kunststof Fabriek Grote Markt 56 4811 XR Breda	<b>1 letterhead</b>
GB	<b>2 reference line</b>
5 May 201_	<b>3 date</b>
Harvard Plastics Inc. 1347 Broadway New York, NY 10018 USA	<b>4 inside address</b>
	<b>5 attention line</b>
Enquiry for Plastics	<b>6 subject</b>
Ladies and Gentlemen:	<b>7 salutation</b>
	<b>8 body</b>
Very truly yours,	<b>9 complimentary close</b>
Gerrit Bosch	<b>10 signature</b>
Gerrit Bosch Marketing Manager	<b>11 signature block</b>
Company profile	<b>12 enclosure</b>

4

Becker, Stich und Freund Rechtsanwälte Königsallee 48 40211 Düsseldorf	<b>1 letterhead</b>
SF/kd	<b>2 reference line</b>
(today's date)	<b>3 date</b>
Messrs Cotton, Gummershall & Palmer Windsor House 108 West End Terrace London SW6 7UJ England	<b>4 inside address</b>
For the attention of Ms Harriet Gummershall	<b>5 attention line</b>
Dear Ms Gummershall	<b>6 salutation</b>
Purchasing agreement	<b>7 subject</b>
	<b>8 body</b>
Yours sincerely Becker, Stich und Freund	<b>9 complimentary close</b>
Stefan Freund	<b>10 signature</b>
Stefan Freund Partner	<b>11 signature block</b>
Enc. Contract	<b>12 enclosure</b>

5

HyperPumpen KG Schützenstrasse 17 78315 Radolfzell	<b>1 letterhead</b>
PM/tv	<b>2 reference line</b>
18 February 201_	<b>3 date</b>
Table Mountain Hotel 101 Durban Avenue Cape Town 8001 South Africa	<b>4 inside address</b>
For the attention of the Reservations Manager	<b>5 attention line</b>
Dear Sir or Madam / Dear Sir / Madam	<b>6 salutation</b>
Room reservation	<b>7 subject</b>
	<b>8 body</b>
Yours sincerely / Yours faithfully HyperPumpen KG	<b>9 complimentary close</b>
Peter Meichle	<b>10 signature</b>
Peter Meichle Head Engineer	<b>11 signature block</b>
	<b>12 enclosure</b>

6

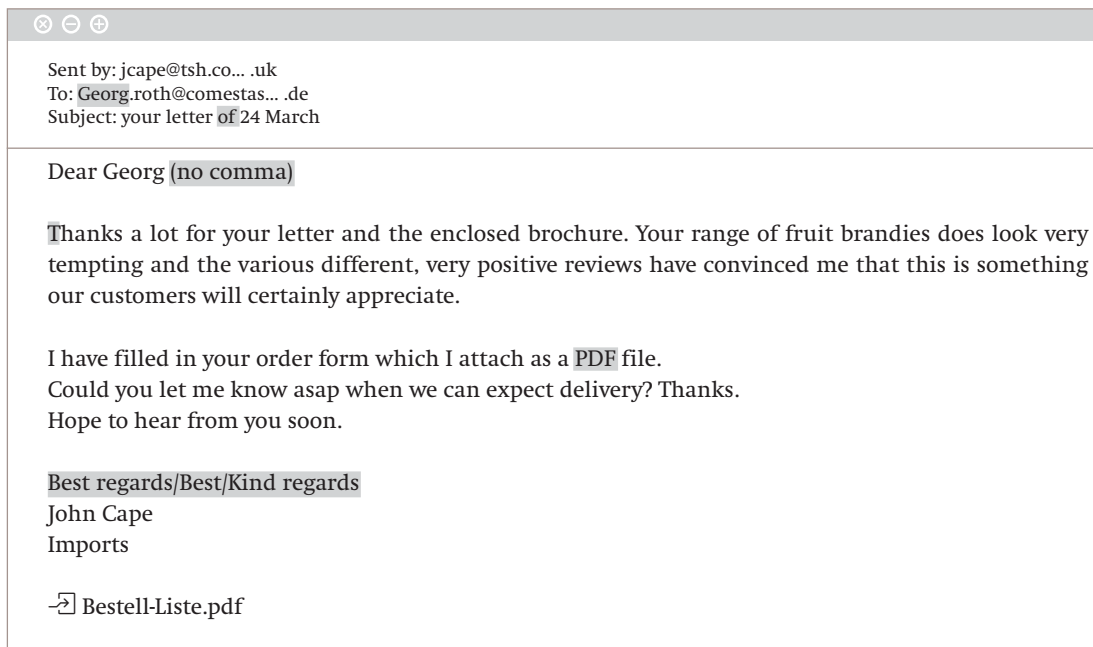
Games, Fun and Excitement Ltd 96 Regent Street Leamington Spa CV32 4XU UK	<b>1 letterhead</b>
RB	<b>2 reference line</b>
4 June 201_	<b>3 date</b>
Hitech Software Inc. 400 Sunnyvale Blvd San José, CA 94021 USA	<b>4 inside address</b>
For the attention of Dick Thornton	<b>5 attention line</b>
Room reservation	<b>6 subject</b>
Dear Dick:	<b>7 salutation</b>
	<b>8 body</b>
Regards, / Cordially,	<b>9 complimentary close</b>
Rebecca Bennington	<b>10 signature</b>
Rebecca Bennington Purchasing Manager	<b>11 signature block</b>
	<b>12 enclosure</b>



## D | Business cards

- 1** Garden of Eden is a specialist exporter of rare plants.  
 Garden of Eden is a leading supplier of high-quality seeds and bulbs.  
 Chordsofsorts is a fast-growing wholesaler of top-of-the-range musical instruments.  
 Chordsofsorts is a successful exporter of first-class guitars.
- 2** 1. high-quality / first-class / top-grade  
 2. exporter  
 3. upmarket  
 4. vendor  
 5. well-established  
 6. wholesaler

## E | Layout of e-mails



## F | Intercultural aspects of communication

- 1** 1. Hi, Caroline, pleased to meet you. My name is (your name).  
 2. Hello Jeremy, nice to meet you.  
 3. Good morning, my name is (your first name and surname). I have an appointment with ...  
 4. No, I haven't. Hello Paula, pleased to meet you.  
 5. Not too bad, thanks. Yourself?  
 6. I'm very well, thank you. And you?  
 7. Oh, hi there. I'm great, thanks. How are things with you?  
 8. Hello, Julian (or Mr Radcliff, if the context is very formal). Pleased to meet you. My name is (your name).

- 2** 3. Yes, certainly.  
I'm sorry I can't do it at the moment. Would you like me to go later?
4. No, thank you. I'll call again later.  
Yes, please. Could you tell him ...
5. Sure, how can I help?  
I'm afraid I haven't time. It will just have to do as it is.
6. That'll be fine.  
I'm afraid that would be too late.
7. I'm afraid it does.
8. Yes, I do. I also speak French and a little Italian.
9. They're fine. Thanks for asking.
10. Sure, that sounds good.  
No, I'm sorry. I'm very busy on Monday. What about...?

## G | Culture Quiz

- 2** 1.  
**B** Business in Arab countries is very much based on good personal relationships and mutual trust. Meetings are usually not structured, but topics are addressed randomly. A person's word is more valuable than a written contract. Not keeping one's promise results in loss of honour.
2.  
**C** Negotiations in India can be slow and should always be conducted in a very friendly and diplomatic tone. Final decisions are usually only taken when the owner of the business is present. To establish a good business relationship successful agreements should be celebrated in style.
3.  
**A** When doing business in Mexico first names are rarely used initially. It is advisable to wait until being invited to address someone by their first name. Professional titles underline a person's status and should therefore be used. Patting and hugging should be reserved for close and longstanding business friends.