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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
Name: Paloma Diaz	Name: Ingrid Sandstrom	Name: Ian McIntyre
Company: Alicante, Spain	Company: Augustin Hotel in Bergen, Norway	Company: -
Phone: Office: 0034965797017... Mobile: 0034 602298258...	Phone: 0047 5530472...	Phone: Mobile: 0044 1802 3532555...
E-mail: -	E-mail: reservation@augustin... .no	E-mail: -
Message: Needs some more details about our enquiry for hand- made glass	Message: Room reservation for Mr Rottmann and Mr Weifels - non-smoking rooms? - dinner in the evening? - flight details?	Message: 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	1 letterhead
HW/mm	2 reference line
21 September 201_	3 date
Celtic Design 256 Lomond Drive Alexandria Dunbartonshire G83 3SW Scotland	4 inside address
For the attention of Ian McIntyre, Sales Manager	5 attention line
Dear Mr McIntyre	6 salutation
Your trip to Dresden	7 subject
	8 body
Yours sincerely Kunsth Handwerk aus aller Welt GmbH	9 complimentary close
Melanie Martin	10 signature
pp. Hans Weifels Purchasing Manager	11 signature block
	12 enclosure

2

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

3

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

4

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

5

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

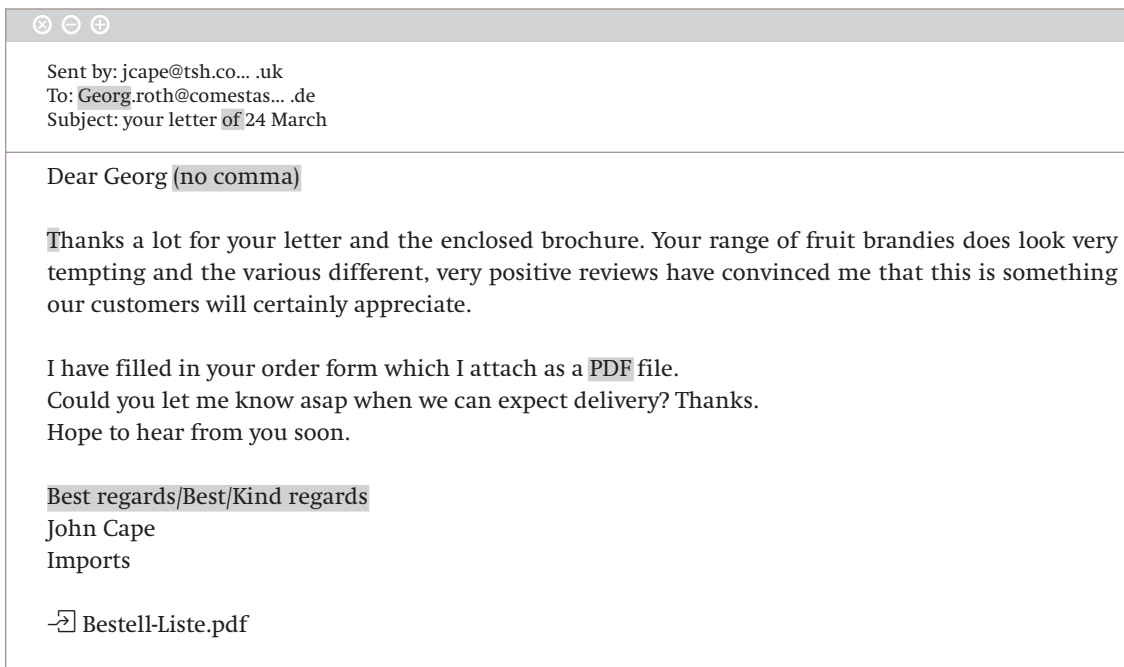
6

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

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.
 Chordsosforts is a fast-growing wholesaler of top-of-the-range musical instruments.
 Chordsosforts 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.

Unit 2 | Telephoning

A | Crossword

Across

- 2. foxtrot
- 7. underscore
- 10. case-sensitive
- 11. zip-code
- 13. accurate
- 14. landline

Down

- 1. cellphone
- 3. request
- 4. extension
- 5. hyphen
- 6. secretarial
- 8. dictate
- 9. back-up
- 12. dot

B | Word tiles puzzle

Mobile phones have revolutionised not only telephone communication, but our daily lives.

C | Telephone technology

smartphone	4
tablet	3
webcam	1
router	5
stylus	6
keypad	2

D | Useful phrases

1. Good morning this is Claire Hutchinson from Excalibur Security speaking
2. Could you put me through to Lea Wolf in accounts?
3. Certainly, one moment please. I'll put you through
4. Lea is speaking on the other line, I'm afraid. Would you like to hold?
5. I'm in a bit of a rush. Could you ask Lea to ring me back later today?
6. Certainly, could you give me your number please?
7. The area code for Cologne is 221, and the dialling code for Germany is 0049
8. Could you tell her that I'll be in my office till 6 today?
9. She can reach me on my mobile any time.
10. I'll spell that for you: it's e-x-c-a-l-i-b-u- and then r as in Romeo.

E | Taking messages**Callback request**

Name: Yvonne Esterhazy

Company: Austrian Manufacturers' Association

Phone: 0043 147 8186...

Message:

Would Mr Jameson please return the call. Ms Esterhazy will be in her office until 6 or 7 pm local time (one hour time difference).

F | Spelling

Listen to track 3 on the CD.

G | E-mail writing

2



From: eckehard.palmen@büdinger... .de
 To: j.castillo@cb... .es
 Cc:
 Sent: 201_-11-04 15:13
 Subject: cement workshop
 Attachment: conferencefolder.pdf

Dear José

Attached please find the conference folder containing the confirmation for the cement workshop plus any other relevant information you might require. I'm very sorry that I must have overlooked you when I sent out the confirmations last week. Should you have any questions or require additional information please do not hesitate to contact me.

Best regards

Eckehard Palmen
 Büdinger Zementwerke

 conferencefolder.pdf

H | Grammar

1. The use of landline telephones has dropped **significantly** over the past few years.
2. By contrast, the number of text messages **sent** from mobile phones has seen a **sharp** increase.
3. An **increasing** number of people communicate using smart apps on their phones or social networks.
4. The use of the fax machine seems to be in **terminal** decline.
5. Roaming charges within EU countries have been capped and may cut customers' telephone bills **drastically**.
6. The new G4 telecommunications technology provides mobile broadband internet access to smartphones and other portable devices much **faster** and more **reliably** than the old G3 technology.
7. In **developing** countries, mobile telephony is often the only way of communicating as a result of the often **disastrous** quality of landline infrastructure.
8. For some people, **particularly** younger ones, even e-mails are regarded as **inconveniently** slow and **hopelessly** old-fashioned.
9. If you are abroad and need to make **frequent** calls to stay in touch it may be **advisable** to buy a pay-as-you-go card from a local provider.
10. USB wireless modems provide ultra-fast internet access to laptops so that **working** on the go has become much more **convenient**.
11. Video chats and conference calls have **revolutionised** the business world and have opened up **fantastic** opportunities.
12. Free Wi-Fi access is **offered** by a fast **growing** number of cafés, restaurants and hotels to enable their customers to stay in touch while out of the office.

I | Translation

1. Today, mobile telephony is an important economic factor.
2. Private mobile telephone companies compete for shares in a market which has reached saturation point in Germany.
3. Mobile telephony technology played an important role in economic development and in the creation of a large number of new jobs.
4. In 2012, the volume of calls in Germany reached almost 110 billion minutes.
5. In the same year, almost 60 billion text messages were sent.
6. But modern smartphones can do much more than first generation mobile phones:
7. They can be used to listen to music, take photos, access the Internet, and read and reply to e-mails.

Unit 3 | Making arrangements

A | Making restaurant reservations

1

Correction

1. true
2. false Keira works for Connor Building Products.
3. true
4. false He will be having dinner with four important customers.
5. false The bay window has a nice view of the river.
6. true
7. false
8. true Dinner will start at 7.30 pm

B | Welcoming visitors

- Neil Rogers:** Good morning, I have an **appointment** with Sandra Stolte.
- Secretary:** Good morning. You must be Mr Rogers. Frau Stolte will **be with you** in a moment. She's **just finishing** a phone call.
- Neil Rogers:** Thank you.
- Secretary:** Would you **please come this way** to our conference room. How was your flight to Berlin?
- Neil Rogers:** The flight itself was fine, but there was an **hour's delay**. Fortunately, I arrived last night, so I didn't have to rush things this morning.
- Secretary:** **How long** will you be staying here?
- Neil Rogers:** **I'm afraid** I have to return to Manchester this afternoon which means sadly I won't **be seeing a lot** of Berlin.
- Secretary:** Oh, what a pity. There's so much to see here. **Here we are**. May I take your coat?
- Neil Rogers:** Oh, yes, please.
- Secretary:** **Would you like** some coffee or tea?
- Neil Rogers:** Thank you. Coffee would be great, with **a little cream**, please, no sugar.
- Secretary:** **I'll be along** in a couple of minutes. Ah, Frau Stolte. **This is** Neil Rogers.
- Sandra Stolte:** Hello Mr Rogers. I'm Sandra Stolte. **Very pleased to meet you**. Sorry to **keep you** waiting. Do have a seat.

C | Making hotel reservations

2

<p>From: AngelaSperber@IVETAG... .de To: women-on-the-board@royalplazabristol... .com Cc: Sent: Subject: Room reservation Attachment:</p>
<p>Dear Sir or Madam,</p> <p>Would you please reserve a single non-smoking room for Ms Susanne Montanus who will be staying for three nights from 15 to 17 June. Ms Montanus qualifies for the special discounted room rate of £170 per night, since she will be attending the “Women on the Board Conference”. She is booked on flight no. BA739 arriving in Bristol at 9.30 pm. I look forward to receiving your confirmation.</p> <p>Yours sincerely Angela Sperber IVET AG</p>

D | Enquiries on the internet

Enquiry Form	
If you would like to make an enquiry or booking, please complete the following form.	
Please choose	Enquiry <input checked="" type="checkbox"/> Booking <input type="checkbox"/>
Name	Kate Paxton
Company	Sports Unlimited
Address	76 The Mall Stratford
Postcode	E15 1XD
Phone	020 8226 3112...
E-Mail	kpaxton@spul.co... .uk
Item required	Clown Bouncer
Second item	Mega 4-in-a-Line
Third item	
Fourth item	
Delivery required	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Staffing required	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Booking date(s)	4 September 201_
Occasion	Stratford Town Festival
Any additional comments or questions you may have	
<input type="button" value="Send enquiry"/>	

Unit 4 | Enquiries

A | Word grid

erhalten	obtain
höflich	courteous
Kostenvoranschlag	cost estimate
Lieferzeit	delivery period
Muster	sample
Nachlass	discount
Prospekt	brochure

B | Enquiries in writing

1. a business friend in the UK
2. Because this friend is very impressed by the functional and elegant design of the storage systems.
3. full particulars on the range of storage systems and the terms of business
4. He refers to the attached company profile.

2

Vilaseca y Martinez
56 Puerta de Alcalá
10857 Madrid
Spain

Hotel Basler
Am See 23
8001 Zurich
Switzerland

(today's date)

Dear Sir or Madam

Reservation

Please reserve two single rooms with bath from 10 October to 12 October inclusive for Mr Vilaseca and Mr Martinez who will be attending the Annual Confectionery Congress in Zurich. The gentlemen would prefer non-smoking rooms with a nice view.

Please charge the deposit to our EXAM card #4845 1218 4860 0423 expiring June 201_.

Sincerely

Ana Gonzales
Head Secretary

3

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

FineFare Ltd.
Cottage Enterprises
Steeple Bumpstead
CB9
United Kingdom

7 June 201_

Dear Sir/Madam

Inquiry for jams, marmalades and chutneys

We saw your advertisement in this month's issue of the journal International Gourmet. We are a well-established company marketing a wide range of delicacies to delicatessens and high-end food stores throughout Germany. As we are always on the look-out for new high-quality delicacies we are interested in including your products in the range we offer on the German market. Please send us full details of your range of traditional jams, marmalades and chutneys, including your current price list. We look forward to hearing from you soon.

With best regards

(your name)

Chief Buyer

C | Polite phrases

1. Your company was recommended to us by a business partner.
2. Please send us your illustrated catalogue.
3. We are interested in importing top-grade bicycles.
4. Could you please let us have a price list of your range of household appliances.
5. We would appreciate it if you could demonstrate your products on our premises.
6. We would be grateful for details of your terms of payment and delivery.
7. A visit by your representative would be appreciated.
8. We look forward to receiving your early reply.

D | Prepositions

Dear Sir/Madam

Enquiry **for** Notebooks

We saw your advertisement **for** notebooks **in** the latest issue of the Business Traveller magazine.

Our company is a fast-growing distributor **of** paints and coatings **with** an extensive sales network **throughout** Germany and the Netherlands. We are currently in the process **of** equipping our sales force **with** new notebooks and are therefore interested **in** your Travel Ace range.

Could you please supply us **with** detailed descriptions **of** the products **of** this range together **with** your current price list.

Full details **of** your terms of delivery and payment would also be appreciated. Since we are thinking **of** buying 50 notebooks, would you be willing to grant a quantity discount? In addition, we would be grateful **for** information **on** your current delivery period as we need the notebooks **by** the end of next month.

Thank you **for** your attention **to** our enquiry.

We look forward to hearing **from** you soon.

Yours sincerely

E | Enquiries by telephone

- 2 1. Ms Ranya Khan, export manager of Masters Games of India.
2. She has seen the company's website on the internet.
3. Rita is interested in the MG Competition backgammon set.
4. She would like to order 100 units.
5. The price per unit is USD 45.00.
6. Rita is granted an initial order discount.
7. The final price per unit amounts to USD 40.50.
8. The terms of delivery are FCA Mumbai.
9. The goods can be delivered within 10 days from receipt of order.
10. The terms of payment for initial orders are payment in advance.

3

GESPRÄCHSNOTIZ

Für: Martin Strauss, Einkaufsleiter

Verfasst von: Rita Spielvogel

Gesprächspartner: Ranya Khan, Exportleiterin Masters Games of India

Betrifft: Anfrage nach Backgammonspielen

Frau Ranya Khan bietet uns das MG Competition Backgammonspiel zu einem Preis von USD 45,00 pro Stück an, wenn wir 100 Stück abnehmen. Zudem gewährt sie uns einen Erstbestellerrabatt in Höhe von 10%. Die Lieferbedingungen lauten FCA Mumbai. Lieferung kann innerhalb von 10 Tagen nach Auftragseingang erfolgen. Für Erstaufträge verlangt Frau Khan Vorkasse.
R.S.



GAMETOYS

Glückstrasse 57 93449 Spielberg

**F | Grammar**

1. supplies
2. are developing
3. not only requires
4. hire
5. attend
6. is spending
7. is looking into
8. believe
9. can
10. is
11. exercise
12. check
13. are looking for
14. seems
15. are becoming
16. means
17. likes

G | Translation

Es ist spannend, in der Event-Management-Branche zu arbeiten und bei der Organisation von Veranstaltungen mitzuwirken, die von Geburtstagspartys, Wiedersehensfeiern, Jubiläen und Abschlussfeierlichkeiten bis hin zu Modeschauen, Produkteinführungen, Promotions und Konferenzen reichen, um nur einige zu nennen. Diese besonderen Anlässe können vorwiegend geschäftlicher Art, rein gesellschaftlich oder eine Mischung aus beidem sein.

Das Event-Management umfasst eine breite Palette von Aktivitäten, von denen einige, wie das Entwerfen eines markanten Event-Designs einschließlich Dekor und Unterhaltung, eher kreativ sind und einige eher praktisch, wie die Organisation des Caterings, des Transports und der Unterbringung, falls erforderlich. Das Event-Management-Unternehmen beaufsichtigt die Veranstaltung, stellt Personal ein und koordiniert dessen Aktivitäten. Es ist von großer Wichtigkeit, potenzielle Gesundheits- und Sicherheitsrisiken vorzusehen und einzuschätzen. Große Veranstaltungen werden manchmal von unvorhergesehenen, aber abwendbaren Unfällen beeinträchtigt.

Unternehmen aller Größenordnungen betrachten das Event-Management als eines der strategischen Marketing- und Kommunikationsinstrumente. Dies beinhaltet auch, wo es möglich ist, den Versuch, das Interesse der Medien zu erwecken, deren Berichterstattung potenziell Tausende (oder gar Millionen) Menschen erreichen kann und ein höchst kosteneffektives PR-Instrument darstellt.

Man muss nicht eigens darauf hinweisen, dass das Event-Management kein üblicher Bürojob mit geregelter Arbeitszeit ist. Viele Events finden am Wochenende statt oder machen es erforderlich rund um die Uhr zu arbeiten, um Fristen einzuhalten.

Unit 5 | Offers

A | Crossword

Across

1. current
3. enclosure
5. discontinue
8. sizeable
9. negotiate
10. introductory discount
11. approval

Down

2. retail price
4. satisfactory
6. query
7. discount

B | Reply to an enquiry

- 7 Thank you for your enquiry of 25 February
- 12 With kind regards
- 2 To: jessica.mcguire@megaboutiques... .com
- 11 If you should need any further information, please do not hesitate to contact us.
- 8 I am afraid we no longer manufacture ...
- 4 Attachments: Latest catalogue of our luxury accessories
- 1 From: alexanderjones@trocaderoaccessories... .co.uk
- 6 Dear Ms Macguire
- 9 We would recommend the Cannes model which is very similar in design, price and quality.
- 5 Subject: Your enquiry about the San Tropez ladies' handbag
- 10 We enclose our latest catalogue and hope the Cannes model – and perhaps other items from our range – will find your approval.
- 3 Sent: 26 February 201_

C | Offers in writing

- 1 Dear Mr Walter

Thank you **for** your interest in our notebooks. We would be happy to supply your sales force **with** our Travel Ace notebooks. Enclosed we are sending you our special catalogue **for** the Travel Ace range together **with** our current price list. **For** our terms of payment and delivery please refer **to** our General Terms of Business **on** page 59 **of** the catalogue.

For orders exceeding €5000 we can grant a quantity discount of 5% **on** our list prices. Delivery can be effected immediately **on** receipt of order. If you have any further queries, we will be pleased to assist you **at** any time. We hope our offer comes **up to** your expectations and look forward to hearing **from** you soon.

Yours sincerely

2

Kirchner Büromöbel
Hessenweg 34
56357 Holzhausen

15 September 201_

Shatner Trading Ltd
861 Newton Lane
Maidstone
MD34 6BN
England

For the attention of Ms Susan Connelly

Dear Ms Connelly

Your enquiry for office furniture

Many thanks for your interest in our products.

As requested, we enclose our latest catalogue and price list for our shelves and filing cabinets. We should like to point out that our furniture is made of high-quality timber and carefully finished.

Our prices are quoted FOB Hamburg, export packing included.

Please note that we grant a 5 percent discount for orders exceeding – 2000. Our usual terms of payment are 30 days net, 10 days 2%. For initial orders, however, we would request payment in advance. Delivery can be made directly from stock.

We trust that our products will meet your requirements and find a ready market in the UK.

Should you require any further information, please do not hesitate to contact us. We look forward to hearing from you soon.

Yours sincerely
Kirchner Büromöbel

Hans-Peter Kirchner
Sales Manager

enc

3

Correction

1. true
2. false He encloses the latest catalogue and price list.
3. true
4. false They will only pay for the transport to the port of Hamburg.
5. false Export packing is included in the price quoted.
6. false She will be granted a quantity discount of 5 percent.
7. true
8. false Delivery can be made directly from stock.

D | Offers by phone

- 1**
1. She would like to discuss Hyflyer's terms and prices.
 2. Kate asks for an annual discount of 15 percent.
 3. Sports Unlimited will definitely order more than 1000 units per year.
 4. Rob will ring Kate to inform her about the sales manager's decision about the discount.
 5. The usual terms of payment are 30 days net.
 6. They finally agree on 30 days net for the first order and 60 days net for the following order.
 7. The bicycles are packed in sturdy cardboard boxes with 5 bicycles each. To avoid any movement in the boxes foam sheets are put between them.
 8. For an order of 100 bicycles Hyflyer will need five to six working days.
- 2**
1. Did you get the literature I sent out on Monday?
 2. The DX-2000 range is just what we are looking for.
 3. I'd like to discuss your prices and terms, though, if possible.
 4. I'll have to discuss that with our sales manager first.
 5. Could we agree on a longer credit period, 60 or even 90 days?
 6. Your prices don't include delivery, but do you arrange for suitable packing?
 7. How soon after placing our order could we collect the bicycles from your warehouse?
 8. I hope I can get back to you tomorrow. Will you be in all day?

E | Linking words

- | | |
|--------------|---------------|
| 1. Although | 5. both |
| 2. therefore | 6. finally |
| 3. whereas | 7. as well as |
| 4. Moreover | |

F | Past tense or present perfect

- | | |
|-------------|--------------|
| 1. started | 9. needed |
| 2. founded | 10. saw |
| 3. produced | 11. were |
| 4. marketed | 12. launched |
| 5. began | 13. followed |
| 6. dropped | 14. struck |
| 7. took | 15. has sold |
| 8. knew | 16. has set |

G | Discounts

1 1. c. – 2. e. – 3. a. – 4. b. – 5. d.

- 2
1. Since the customer is interested in buying large quantities I would grant a quantity discount.
 2. I would offer a rebate payable at the end of the year because the customer has been placing regular orders with us for a number of years.
 3. The recommended retail price is the price usually paid by the end consumer. Retailers should therefore be granted a trade discount.
 4. To facilitate the introduction of our new chocolate bar I would grant the health stores an introductory discount.
 5. I would offer a cash discount for payments within 10 days after receipt of invoice. This offer might encourage some companies to pay early.

H | Translation

In Europa und den USA ist der E-Handel die am schnellsten wachsende Sparte im Einzelhandel. Letztes Jahr wuchs der Online-Einzelhandel um durchschnittlich 21%. Allerdings wird erwartet, dass in dem Maße wie die wichtigsten Märkte ausreifen, das Wachstum im laufenden Jahr sich auf ca. 18% verlangsamt. Die Rezession in einigen EU-Ländern bewog viele Käufer online einzukaufen, statt in herkömmlichen Läden, da die Preise, die ohnehin dank niedrigerer Kosten im Allgemeinen konkurrenzfähiger sind, leichter verglichen werden können.

Die zunehmende Nutzung mobiler Technologien ist ein zusätzlicher Faktor, der das Einkaufen online attraktiv und praktisch macht. Es wird erwartet, dass in diesem Jahr in Großbritannien die Einzelhandelsgeschäfte mithilfe mobiler Geräte (Smartphones, Tablets, usw.) um 60% zunehmen werden, was ca. 17% des gesamten Online-Einzelhandelsmarktes entspricht.

Ein derart starkes Wachstum der Online-Absätze wird zwangsläufig die Attraktivität herkömmlicher Läden verringern. Man ist besorgt über die Auswirkungen leerstehender Läden in den Einkaufsmeilen überall in Großbritannien. Oberhalb einer Schwelle von ca. 5% des gesamten Einzelhandelsmarktes geht das Wachstum des E-Handels auf Kosten der herkömmlichen Geschäfte. Jedoch gibt es in den ausgereiften Märkten (USA, GB und Deutschland), wo der Online-Absatz ca. 10% des gesamten Absatzes ausmacht, Anzeichen dafür, dass das Wachstum sich tendenziell verlangsamt.

Unit 6 | Comparing offers

A | Anagrams

Y	T	I	L	I	B	A	L	I	A	V	A	V	X	O
P	G	G	S	R	Q	K	Q	Y	Z	H	K	W	B	T
E	H	S	K	Z	V	K	R	I	N	I	D	H	V	K
S	E	P	V	R	Q	L	R	A	C	B	I	X	A	S
E	U	L	S	M	B	P	Z	W	Q	T	B	C	P	Z
T	G	O	D	W	U	K	E	C	Y	I	N	D	G	U
A	Y	U	E	H	I	A	H	O	W	Y	N	F	X	Z
L	R	R	A	G	E	L	B	A	R	U	O	V	A	F
U	E	O	E	R	A	X	N	T	H	U	U	R	R	F
P	D	B	B	V	A	T	M	T	X	L	W	D	N	N
I	I	T	I	C	I	N	N	Y	T	H	D	C	R	L
T	S	A	D	Z	V	L	T	A	F	O	P	E	R	C
S	N	I	U	V	O	D	E	E	V	N	V	S	E	H
M	O	N	N	S	V	M	W	D	E	D	B	A	R	D
W	C	H	C	M	H	S	V	O	H	C	A	Q	H	Z

B | Matching verbs and nouns

1. e. to grant a discount
2. f. to submit a quotation
3. b. to indicate terms of payment and delivery
4. a. to quote a price
5. d. to choose an option
6. c. to compare offers

C | Listening comprehension

1. as early as
2. a wide range of colours
3. considerable weight
4. robust and sturdy
5. break easily
6. however
7. to put a finger
8. rotate the dial clockwise
9. a spring in the dial
10. Compared with
11. slow
12. did not offer any extras
13. a mechanical ringer
14. invention
15. increased use
16. to replace heavy hardware
17. became lighter
18. a lot faster
19. increased dialling speed
20. a large number of smart features
21. call-number identification
22. ring tones
23. much more exciting
24. same old boring black
25. to failure
26. the latest development
27. a wireless handset
28. a base station
29. to move freely
30. speed dial functions
31. an answering machine

D | Comparisons

1	rotary dial phone	push button phone	cordless phone
	old, black, heavy, robust, sturdy, slow, simple, boring, unexciting, dull	light, fast, colourful, red, blue, orange, smart, exciting, complicated, susceptible to failure	modern, new, wireless, advanced, sophisticated, portable, convenient, fast, stylish, complex

2	Comparative	Superlative
old	older than	the oldest
unexciting	more unexciting than	the most unexciting
heavy	heavier than	the heaviest
robust	more robust than	the most robust
sturdy	sturdier than	the sturdiest
slow	slower than	the slowest
simple	simpler than	the simplest
boring	more boring than	the most boring
dull	duller than	the dullest
light	lighter than	the lightest
fast	faster than	the fastest
colourful	more colourful than	the most colourful
smart	smarter than	the smartest
exciting	more exciting than	the most exciting
complicated	more complicated than	the most complicated
susceptible to failure	more susceptible to failure than	the most susceptible to failure
modern	more modern than	the most modern
new	newer than	the newest
advanced	more advanced than	the most advanced
sophisticated	more sophisticated than	the most sophisticated
convenient	more convenient than	the most convenient
stylish	more stylish than	the most stylish
complex	more complex than	the most complex

- 3
1. The rotary dial phone is not as light as the push button phone.
The push button phone is lighter than the rotary dial phone.
 2. The cordless phone is more sophisticated than the rotary dial phone.
The rotary dial phone is not as sophisticated as the cordless phone.
 3. The push button phone is not as stylish as the cordless phone.
The cordless phone is more stylish than the push button phone.
 4. The rotary dial phone is not as colourful as the push button phone.
The push button phone is more colourful than the rotary dial phone.
 5. The push button phone is not as smart as the cordless phone.
The cordless phone is smarter than the push button phone.
 6. The cordless phone is just as slow as the rotary dial phone.
The rotary dial phone is not slower than the cordless phone.
 7. The rotary dial phone is not as susceptible to failure as the cordless phone.
The cordless phone is more susceptible to failure than the rotary dial phone.
 8. The push button phone is not as complex as the cordless phone.
The cordless phone is more complex than the pushbutton phone.
 9. The cordless phone is newer than the rotary dial phone.
The rotary dial phone is not as new as the cordless phone.

E | Offers in writing

1



From: pw@strawberryfair... .de
To: paul.samuelson@thefashionhouse... .co.uk
Sent: 12.11.201_
Re: Beachwear 201_

Dear Mr Samuelson,

Thank you very much for your interest in our beachwear fashions. We were very interested indeed to hear about your chain of boutiques in the UK and northern France – they sound like the perfect outlet for our innovative beachwear.

We enclose our catalogue and pricelists. We do have a last minute programme and can supply items at short notice – we know how difficult it is to forecast demand in the summer months when so much depends on the weather! We also enclose the special catalogue for this programme.

We grant an introductory discount of 10% and a quantity discount of 5% on orders worth at least £5,000 and a 10% quantity discount on orders worth £7,500. We are as a rule able to dispatch orders within two weeks of receipt of order.

Please do not hesitate to contact us if you require any additional information. We very much look forward to doing business with you.

Kind regards,
(your name)
for Pia Westhoff

2

BritBike plc
483 Stourbridge
Industrial Park
Dudley
DY15 3E2

Tel.. 0044 3287 274900...
E-mail: md@britbike... .com

13 May 201_

Adventure Bikes
Wolfova Ulica 238
1514 Ljubljiana
Slovenia

Dear Mr Bukuvecs

Re: Your enquiry about the Everest mountain bike and the About Town city bike models.

Thank you very much for your enquiry of 12 May.

Unfortunately, the two models you saw advertised in "Cyclists' World" have now been discontinued. The new improved models will be available in roughly three weeks' time.

We will send you a copy of the new catalogue online with pricelists and specifications for the new range of bikes within the next few days.

We will also send an offer for 50 of each of the two updated models which will include a generous introductory discount. We regret this slight delay and look forward very much to doing business with you.

With best regards

Malcolm Davies
Head of Exports

F | Presentations

The line diagram shows the turnover achieved by Rubin Kosmetik AG in the past decade. Ten years ago sales stood at 50 million euros. Following the introduction of Supergloss Hairspray they rose sharply from 53m in 2005 to 65m in 2007. A slight downward movement to 63m in 2008 turned into a sharp fall as a result of the recession, with sales figures hitting a low of 52m in 2009. Fortunately the economy recovered and Rubin's sales picked up as well. In 2011 sales amounted to more than 60m euros. After one-minut nail varnish had established itself on the market there was a dramatic surge in sales to a peak of 70m in 2012. The strike in the chemical industry resulted in a slight drop to 68m last year. This year, however, has seen another marked increase in sales to a record high of 71 million euros. All in all, our turnover has risen noticeably in the last ten years, in spite of a severe setback in the middle of this period.

G | Incoterms

- | | |
|------------------|------------------|
| 1. DAT | 5. CPT, CIP |
| 2. DDP | 6. CFR, CIF, DAT |
| 3. FOB, CFR, CIF | 7. DAP, DDP |
| 4. EXW | 8. DAT |

H | Translation

1. Avoid unnecessary misunderstandings and conflicts in your foreign trade transactions.
2. The Incoterms, which have been issued since 1936 by the International Chamber of Commerce in Paris, are a great help in this respect.
3. The Incoterms are rules regulating terms of contract and delivery in foreign trade and thus form an important part of your contracts.
4. Anyone who is involved in foreign trade must familiarise him/herself with them in order to avoid unpleasant surprises.
5. It is often forgotten that other important stipulations in contracts such as terms of payment and place of jurisdiction are not regulated by the Incoterms.
6. The choice of the appropriate commercial term can save costs and reduce risks, so that a detailed knowledge of the Incoterms and their importance in foreign trade is of inestimable value.

Unit 7 | Orders**A | Synonyms and definitions**

1. consequence
2. required
3. accordingly
4. essential
5. contract
6. legal
7. amended
8. period

B | Types of orders

1. e. - 2. c. - 3. f. - 4. g. - 5. b. - 6. a. - 7. d.

C | Orders in writing

1. Attn.
2. accept
3. repeat
4. documents
5. Delivery
6. Chief

- 2 1 – Dear Ms Wilkins,
 2 – 5. c. Thank you for your letter of 12 June and the enclosed sales literature and price list.
 3 – 2. e. We have thoroughly studied your products and terms and have found them acceptable.
 4 – 4. a. We would therefore like to place an initial order for 1500 ValueRAM 1GB SDRAM modules on the following terms:
 5 – 3. b. List price €120.00 less 5% initial order discount as per your quotation.
 6 – 1. d. Delivery must be made by 4 July by International Parcel Service, as we require the modules very urgently.
 7 – Yours sincerely,

D | Order by telephone

1			
Lebkuchen Kaiser Bestellungen			
Nachricht für:	Fritz Kaermann		
Verfasst von:	Judith Schmidt		
Datum:	(heutiges Datum)		
Kundennummer:	211.649-3828		
Name:	Sam Walton		
Anschrift:	268 Bloor Street Toronto M3T 4R9 Kanada		
Artikelnr.	Beschreibung	Menge	Preis in Euro
19945	Weihnachtssortiment in Metalldose	1	34,95
19937	runde Lebkuchen mit Schokoglasur	5	9,95
19910	Kindersortiment in Bärchendose	1	29,75
Zahlweise:	Kreditkarte American Express 4781 7075 3329 3245 gültig bis März 201_		
Versand:	Premium EUR 47,00		
Anmerkungen:	Achtung, neue Adresse. Kunde ist vor drei Monaten umgezogen.		

E | Grammar

- 1 1. much
 2. many / a lot of
 3. a lot of
 4. a lot of
 5. much
 6. many
 7. a lot of
 8. much
 9. much
 10. many / a lot of
 11. a lot of

Please note that "much" is unusual in positive sentences. In these cases "a lot of" is preferred especially in spoken English.

- 2 1. much 7. many
 2. many 8. much
 3. much 9. much, many
 4. much 10. much
 5. much 11. many
 6. many 12. many

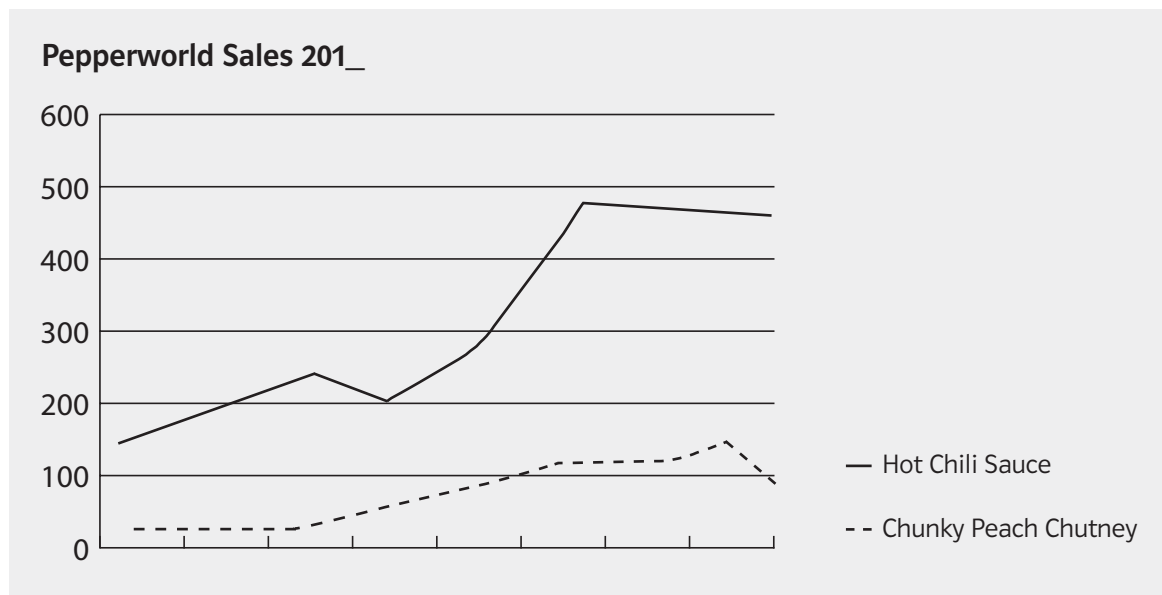
F | Cheque

St. Helier Commercial Bank		Date 06/08/201_
14 Castle Square		
St. Martin JE3 6UL		
Jersey		
Pay	(1) Mulberry Marketing (6) Eight hundred and fifty ninepounds + 95p only	(7) £ 859.95
	Payee	Janice Humble (4) Janice Humble
(5) 000573	(2) 76-09-44	(3) 00924335

1. This cheque has been made out to Mulberry Marketing.
2. It is a crossed cheque, because it says A/C Payee.
3. It can only be paid into the account of the payee.
4. Yes, it was signed by Janice Humble and is dated 6 August 201_.

G | Describing graphs and diagrams

- | | |
|------------|-----------|
| 1. of | 11. by |
| 2. between | 12. to |
| 3. At | 13. From |
| 4. for | 14. from |
| 5. per | 15. to |
| 6. up | 16. to |
| 7. to | 17. in |
| 8. For | 18. Since |
| 9. before | 19. at |
| 10. in | |



H | Cheques and banker's drafts

1. False. When you receive such a banker's draft or cheque and the buyer asks you to send the difference to him or a third party be very cautious, because the buyer might have fraudulent intentions.
2. False. A bank can recall a stolen cheque or banker's draft even after it has been credited to the recipient's account.
3. False. This method has also been used in connection with the sale of a horse and a canoe.

Lösungsvorschlag

Sie sollten besonders argwöhnisch sein, wenn eine Zahlung per Scheck oder Bankscheck erfolgt, der über einen höheren Betrag als den Kaufpreis ausgestellt ist. Bei Erhalt oder zu einem späteren Zeitpunkt werden sie eventuell gebeten, den gesamten oder einen Teil des Differenzbetrags an den „Käufer“ einen Dritten oder einen Schiffsmakler zu überweisen, unabhängig davon, ob der Scheck oder Bankscheck ihrem Konto bereits gutgeschrieben wurde.

Hier handelt es sich höchstwahrscheinlich um einen Betrugsversuch, dem sie zum Opfer fallen sollen. Denn ein gestohlener Scheck oder Bankscheck kann selbst nach Durchlaufen des Clearingverfahrens und Gutschrift auf ihrem Konto von der Bank zurückgerufen werden. Alle von ihnen überwiesenen Geldbeträge können hingegen nach Absenden der Überweisung nicht mehr zurückgerufen werden. Eine Erstattung des Verlustes durch ihre Bank ist nicht möglich.

2 Lösungsvorschlag

Achtung! Betrügerische Zahlungsmethoden!

Die britische Polizei warnt vor Zahlungen per Scheck oder Bankscheck, wenn diese auf einen höheren Betrag als den vereinbarten Kaufpreis ausgestellt sind und der Käufer zeitgleich oder anschließend um Überweisung des Differenzbetrags an einen Dritten bittet.

Hier handelt es sich häufig um gestohlene Schecks oder Bankschecks, die auch nach Gutschrift auf das Konto des Verkäufers von der Bank zurückgerufen werden können. Bei einer Überweisung ist dies hingegen nicht mehr möglich. Diese Betrugsmethode wird zwar überwiegend beim Kauf von Fahrzeugen verwendet, wird aber auch beim Erwerb anderer Produkte über das Internet angewandt.

Unit 8 | Order confirmation and cancellation**A | Crossword****Across**

1. promptly
4. engagement
6. opportunity
10. respond
13. acknowledge
14. encourage

Down

2. goodwill
3. appreciation
5. contract
7. skilful
8. spark
9. unusual
11. reservation
12. deserve

B | Order confirmations and cancellations in writing

- 1** 1. e. – 2. c. – 3. d. – 4. b. – 5. a.

2



From: lederwarenkaiser@t-online... .de
 To: p.forsdyck@aol... .com
 Sent: 18 May 201_
 Re: Briefcases

Dear Mr Forsdyck,

Thank you very much for your order for the briefcase "Unter den Linden".

Unfortunately, we are not a retail business and are unable to serve individual customers. However, we attach a list of retailers in South East England who stock our briefcases. If they do not have the briefcase you require in stock, they will be able to order it for you.

Thank you once again for your enquiry. We very much appreciate your interest.

With best regards

(Your name)

3



From: zisch@biobrause... .de
 Date:
 To: pbrzinsky@wisladrink... .pl
 Subject: BIOFIT wellness drink – your order dated

Dear Mr Brzinsky

Thank you for your order. Much to our regret, however, we are currently not in a position to supply 100,000 cans of BIOFIT by the end of next week, as requested, because demand for this wellness drink has been so high lately that our stocks are exhausted.

We could supply the quantity required in four weeks. Please let us have your instructions if you wish us to ship 100,000 cans by that time on the terms mentioned in your order.

We are very sorry that we are unable to execute your order at present.

Best wishes

C | Clarifying orders in writing

1

Catalan Car Hire



Booking Details

Pick Up City: Barcelona Airport Return City: Barcelona Airport

Pick Up Date: 15/01/201_ 9:30 Return Date: 18/01/201_ 17:00

Vehicle Class: Full size with A/C

Accessories: —

Personal Information

Title: Mr

Name: Jan

Surname: Olsen

Email: jolsen@all4kids... .dk

Telephone: +45 86750023...

Flight No.: SK116

What is included

Unlimited mileage

Local VAT

Full tank of gasoline (extra charge if car not returned with a full tank)

CDW

Important

Payment needs to be made by CREDIT CARD such as Visa or MasterCard by the main driver.

Collect/Return out of office hours (23:00 - 7:00) charge: € 20

Minimum age 23 with 3 years' driving experience

3



From: gjansen@all4kids... .dk
 Date:
 To: eservations@catalancarhire... .es
 Subject: Ref. No. DYS-3901977

Dear Catalan Car Hire

Thank you for the confirmation of the reservation. Unfortunately, there are three mistakes in the booking confirmation. The name of the client is Olsen and not Ollser. Mr Olsen will not need a child seat and CDW should be without any excess.

Would you please correct the reservation and send us an amended booking confirmation.

Best regards

4



**SPORT UND SPASS GMBH
 REUTLINGEN**

- Gesprächsvermerk -

Für: Dirk Hartmann

Verfasst von: Franziska Schramm am: 30. September 201_

Gesprächspartner: Thomas Williams von Racket Maker in Bristol, UK

Betrifft: Unsere Bestellung Nr. 745/KY vom 27. September

Herr Williams weist auf Unstimmigkeiten in unserer o.g. Bestellung hin.

Position 2, Artikelnummer TW12 sind 20 extra leichte Sport-Tennisschläger in schwarz, in der Beschreibung ist jedoch als Farbe grau angegeben.

Position 4, Artikelnummer BZ56, sind „Professional“ Badmintonschläger, in der Beschreibung steht jedoch „Azhar Khan“, eine etwas teurere limitierte Auflage zum Preis von £69,50 pro Schläger.

Zudem macht Herr Williams darauf aufmerksam, dass ab einem Bestellwert von mehr als £500 ein Mengenrabatt von 8% gewährt wird. Der Bestellwert unseres Auftrags liegt bei £457,80.

Bitte rufen Sie Herrn Williams zwecks Klärung dieser Punkte an. Er ist bis zum frühen Abend unter der neuen Durchwahl -105 im Büro zu erreichen.

Franziska Schramm

D | Grammar

- 1**
1. for
 2. for
 3. for
 4. at
 5. of
 6. for
 7. out of
 8. until
 9. in
 10. with
 11. to
 12. For
 13. of
 14. with

- 2**
1. for
 2. into
 3. through
 4. up
 5. out
 6. after
 7. forward to

- 3**
- | | |
|---------|---------|
| to take | down |
| | over |
| | along |
| | up |
| | off |
| | through |
| | out |

E | Translation

Berichte über Teilzeitkräfte auf dem Arbeitsmarkt heben meistens hervor, dass viele mehr Stunden arbeiten wollen. Jedoch zeigt eine neue Studie die aufgestaute Nachfrage unter Vollzeitarbeitern in Großbritannien nach weniger Stunden oder Möglichkeiten der Fernarbeit. Etwa 70% der Vollzeitarbeiter geben an, dass sie gern die Wahl hätten flexibel zu arbeiten und 42% sagen, dass sie sofort gern mehr Flexibilität hätten.

Diese Nachfrage wird allerdings nicht befriedigt. Personalreferenten weisen häufig nicht darauf hin, dass bei ausgeschriebenen Stellen flexibles Arbeiten möglich ist. Somit vernachlässigen sie ein wichtiges Instrument, um talentierte Fachkräfte anzuziehen. Diese Studie wurde kurz vor dem 30. Juni veröffentlicht, ab dem alle Arbeitnehmer das Recht erhalten sollen um flexible Arbeitszeiten zu bitten.

Trotz der Gesetzesänderungen befürchten Arbeitnehmer noch immer, dass die Bitte um flexible Arbeitszeiten ihren Aufstiegsmöglichkeiten schaden könnte. Eine kürzlich durchgeführte Umfrage hat gezeigt, dass ca. ein Drittel aller Frauen sich um die Sicherheit ihres Arbeitsplatzes Sorgen machen würden, wenn sie flexibles Arbeiten in Anspruch nähmen.

Unter Personalreferenten ist die Haltung gegenüber flexiblen Arbeitsmodellen uneinheitlich. Einige sagten, sie seien verärgert, wenn Bewerber nach den Möglichkeiten für flexibles Arbeiten fragen, besonders wenn die offenen Stellen als Vollzeitstellen ausgeschrieben wurden. Dennoch hat Großbritannien mit ca. 25% der Gesamtbeschäftigung eine der höchsten Raten für flexibles Arbeiten unter den hoch entwickelten Volkswirtschaften.

hiring personnel/recruiters = Personalreferenten

F | Organisational charts

NALCA Packing Inc.

Board of Directors Chief Executive Officer Simon Smart			
Chief Financial Officer Michael Laughton		Chief Communications Officer Charlotte Kingsley	
Sales Vice President Jeremy Pratt	HR and EHS Vice President Diana Krane	Procurement Vice President Enrique Ortega	Production Vice President Jean-Paul Rubinstein
Director Singapore Kevin Lee		Director Paris Michel Carnac	

Unit 9 | Payment

A | Mystery word

1. customer
2. proforma
3. quantity
4. IBAN
5. discount
6. supply
7. commitment
8. required
9. netweight

Lösungswort: transport

B | Payment by bank transfer

1. dramatically
2. single
3. easily
4. convenient
5. internal
6. economic
7. diverse
8. new
9. progressively
10. substantially
11. exactly

2. 1. SEPA is the Single European Payments Area simplifying cross-border payments within Europe.
2. SEPA comprises the member states of the European Union, the European Economic Area and Switzerland, 31 countries in total.
3. International payments within Europe under SEPA can only be made in euro.
4. Cross-border payments have not only become easier but also less expensive. This will boost the internal market, intensify competition, increase efficiency and ultimately lead to better economic conditions.
5. Euro notes and coins were introduced on January 1, 2002.
6. Multinational companies are increasingly concentrating their payment departments at one location, thus achieving considerable cost savings.

C | Commercial invoice

Commercial Invoice					
Sender: Kunsthandwerk aus aller Welt GmbH Torgauer Strasse 45 01127 Dresden Germany Contact: Peter Ehrlicher Phone Number: +49 (351) 18203604... Invoice Date: 2 September 201_ Carrier: DHL			Recipient: Overland Crafts Center 12954 Reeder Street Overland Park KS 66213 United States of America Contact: Katie Adams Phone Number: +1 (913) 405 6932... Invoice Number: 1986-08/OCC Recipient's Reference: Purchase Order No. G-2367		
Quantity	Country of Origin	Description of Contents	Unit Weight (kgs)	Unit Price (EUR)	SubTotal (EUR)
50	Germany	handcrafted nutcrackers	0.35	25.00	1250.00
25	Germany	Original Anna-berg Christ-mas pyramids	0.6	80.00	2000.00
100	Germany	Original Annaberg Christmas ornaments	0.15	8.00	800.00
10	Germany	Original Anna-berg Orchest-ras of Angels	1.2	119.00	1190.00
Total Net Weight: (kgs)		59.500	Total Declared Value: (EUR)		5240.00
Total Gross Weight: (kgs)		62.000	Freight & Insurance Charges: (EUR)		0.00
Currency Code:		EUR	Total Invoice Amount: (EUR)		5240.00
Terms of Delivery: Delivery Duty Unpaid – DDU: Overland Park					
General Notes: Payment to be effected on receipt of the invoice.					
The exporter of the products covered by this document declares that except where otherwise clearly indicated these products are of German origin.					
Name: Peter Ehrlicher Position in Company: Sales Manager Signature:			Company stamp:		

D | Terms of payment

- A 2. 100% risk.
- B 11. The buyer has total control and the seller is completely at risk.
- C 10. Easy to achieve sales.
- D 7. Payment is made in exchange for surrendering documents.
- E 6. If the collection is not paid, the seller may have to resell the goods to another buyer or ship them back.
- F 8. Either immediately or at some future date, but only once buyer has received shipping documents.
- G 4. Buyer's bank will make payment, once correct documents are received from seller, without reference to the buyer.
- H 1. Buyer's bank will only pay for goods when the terms of the letter of credit are met.
- I 9. The seller waits for payment before he/she dispatches the goods.
- J 12. 100% risk.
- K 3. The seller has total control and the buyer is at risk. Payment is received before goods are shipped.
- L 5. Prior to shipment of goods by the seller.

E | Grammar

- 1. c. If a new customer placed a substantial order with us, we would ask for bank or trade references.
- 2. e. If a regular customer asked for more favourable payment terms, we could grant open account terms.
- 3. a. If we had to install and start up a new machine, we would request staggered payment.
- 4. g. If an exporter wanted maximum security, he could ask the buyer to open a letter of credit.
- 5. f. If a customer with a bad reputation placed an order with us, we would turn down this order.
- 6. d. If our terms of payment were more favourable, we might attract more customers.
- 7. b. If we knew more about payment methods in international trade, we might do more business abroad.

F | Translation

EFTPOS, Electronic Funds Transfer Point of Sale, steht für eine Technologie, die es Einzelhändlern ermöglicht, das Bankkonto des Kunden über eine Debitkarte/EC/Maestro-Karte direkt zu belasten. Die Debitkarte/EC/Maestro-Karte wird wie eine Kreditkarte durch ein Lesegerät gezogen. Der Kunde muss dann seine PIN Nummer eingeben, die in der Regel nach Eingabe des zu zahlenden Betrags in das EFTPOS Terminal abgefragt wird.

Der Einsatz von EFTPOS bietet sowohl dem Einzelhändler als auch dem Kunden viele Vorteile. Der Einzelhändler wird 'sofort' bezahlt ohne Bargeld entgegennehmen zu müssen. Obwohl Bargeld Kreditkarten, die mit zusätzlichen Gebühren verbunden sind, oder Schecks, die platzen können, vorzuziehen ist, gibt es bei der Abwicklung großer Bargeldmengen viele Sicherheitsprobleme. Bargeld muss vom Kassierer beim Kassiervorgang manuell gezahlt werden, bei der Kassenaufnahme nochmals nachgezahlt werden und schließlich von einem Sicherheitsunternehmen abgeholt oder persönlich eingezahlt werden. Mit EFTPOS wird das Geld direkt auf das Konto des Händlers überwiesen.

Auch für den Kunden bringt EFTPOS Dank seiner Einfachheit und Bequemlichkeit Vorteile, da es praktisch und bequem ist. Käufer brauchen nicht länger Bargeld, Kreditkarte oder Scheckbuch, um etwas zu kaufen. Das ist besonders bei ungeplanten oder Spontankäufen sehr praktisch.

Unit 10 | Credit enquiries

A | Word tiles

1. creditworthiness
2. bureau
3. assess
4. prospective
5. numerous
6. confidential
7. reciprocate
8. request
9. questionnaire
10. compile

B | Matching verbs and nouns

1. c (a auch möglich)
2. d
3. b
4. a
5. f
6. e

C | Detailed credit enquiry

1. confidential
2. reference
3. dealings
4. credit
5. value
6. treated
7. confidence
8. assistance

D | Giving credit information

inform | dealings | satisfactory | met | punctually | sound | mentioned | on | expect | confidentially

E | Payment in international trade

1	Countries	Risks	Opportunities	Payment terms suggested
	Poland, Hungary, Czech Republic	not very high	stable economic and political situation, EU member states	20% down payment, remainder is due within 30 days from receipt of invoice
	Baltic States	no experience in the market, strong competition	enormous potential, EU-funded infrastructure projects, strong residential building, low mortgage loans, investment programme for environmentally-friendly insulation material	open account terms not generally possible
	Belarus, Ukraine	political and economic conditions relatively unstable	currently no considerable business potential	payment in advance, letter of credit

2 Lösungsvorschlag:

Since we have so far not done any business in the three Baltic States – Estonia, Latvia and Lithuania – the economic situation in these countries should be analysed thoroughly before determining our terms of business for these markets.

The main assets of the Baltic States are their favourable geographical location, their qualified workforce and excellent infrastructure. They have mastered the economic crisis in 2007 quite well and the construction industry is recovering. Although all three countries offer enormous potential, there are nevertheless some differences that should be taken into account:

Estonia has emerged from the economic crisis and there is growing interest from foreign investors as a result of the country's joining the euro. There is a lack of high-quality office space and the retail

sector is constructing, or planning to construct, a number of major projects. Overall, the construction industry is expected to grow by 5.83 % over the forecast period (2012–2017) and will offer considerable opportunities in the field of non-residential building construction.

Lithuania's decline in the construction industry was slower than in the other Baltic States during the review period (2008–2012), thanks largely to infrastructure investment, and is expected to grow by 3.52 % over the forecast period, so that there may also be some opportunities.

Latvia suffered a deep recession during the period under review and its construction industry contracted dramatically. However, the residential construction market has started to recover and the building industry is expected to grow at a rate of 5.21% over the forecast period.

All in all it can be said that the construction industry will continue to recover and grow. Considerable investments will be made by national governments but also by organisations from abroad. To benefit from this trend our terms should not be too restrictive. At the same time the financial standing of buyers as well as trade and bank references should be considered.

Unit 11 | Delivery

A | Anagram

- | | |
|------------|------------------|
| 1. concept | 6. community |
| 2. abolish | 7. respective |
| 3. invoice | 8. supplier |
| 4. qualify | 9. shipment |
| 5. replace | 10. introduction |

B | Confusing terms in transport

1. e
2. d
3. b
4. a
5. c

1. collection/dispatch
2. shipment
3. delivery
4. dispatch
5. dispatch/delivery
6. transport/delivery
7. shipment
8. transport
9. dispatch
10. shipment

C | Dispatch advice

CONNOR BUILDING PRODUCTS LTD.

Balton House
 Doncaster DN8 6HG
 UK
 Phone +44 845 722 5225...
 www.connorbp.co... .uk

 21 April 201_

Norgehus AS
 Rogelandsgate 92
 5501 Haugesund
 Norway

For the attention of Mr Morton Olsen

Dear Mr Olsen

Your order No. CB 6381/04 dated 12 April

We are pleased to let you know that the items listed below will be handed over to

North Sea Cargo on Monday.

Quantity	Description
<u>150</u> boxes	Supreme ceiling tiles, 600 x 600 x 19 mm, plain
<u>300</u> boxes	Standard ceiling tiles, 600 x 600 x 16 mm, perforated
<u>230</u> boxes	FixLite grid system, 24 mm, semi-concealed

The goods will be loaded on board MV Cometa due to leave Immingham on Tuesday,

26 April and arrive in Stavanger on Thursday, 28 April. As usual the goods are packed in sturdy cardboard boxes.

We hope the consignment will arrive punctually and in good condition.

Should you have any queries, please do not hesitate to contact us.

Yours sincerely
 Connor Building Products Ltd.

Sharon McGuire

Sharon McGuire
 Dispatch Department

D | Arranging for transport

1

✕ ◀ ▶ ⊕

From: sharon.mcguire@connorbp.co... .uk
To: morton.olsen@norgehus... .no
Cc:
Sent: 201_-22-04 14:38
Subject: Shipment to Trondheim
Attachment:

Dear Morton

I checked North Sea Cargo's schedule on the internet and found a vessel leaving Immingham on Saturday. Since we will not manage to have the new consignment ready for collection by tomorrow morning, the earliest possibility for shipment would be on Saturday, 30 April. The vessel is due to arrive at the port of Trondheim on Wednesday, 4 May.

Could you please get back to me to let me know whether these new shipping arrangements are OK. Thanks.

Best regards

Sharon McGuire
Connor Building Products

3 Shipment to Stavanger

FORWARDING INSTRUCTIONS					
Consignor Connor Building Products Ltd. Balton House, Doncaster DN8 6HG UK			Consignor's reference No. CB 6381/04		
Consignee Norgeshus AS Rogelandsgate 92, 5501 Haugesund Norway			Freight Forwarder North Sea Cargo West Riverside Road, Immingham Dock Immingham DN40 2NT		
Notify party Norgeshus AS Rogelandsgate 92, 5501 Haugesund Norway			Country of origin UK		Documentary credit
Goods ready for shipment Place: Connor Building Products Ltd. Date: 25 April 201_ 12.00			Conditions of sale		
Mode of transport Road/Sea MV Cometa			Transport insurance Covered by Consignee		
Place of destination Stavanger			Value insured GBP		
Marks & numbers 2) STANDARD perforated No. 1-300 Order CB 6381/04 3) FixLite 24mm, semi- concealed No. 1-155 Order CB 6381/04	Number and kind of packages 300 card-board boxes 155 card-board boxes	Descripti- on of the goods ceiling tiles grid system	Commodity code 4589621	Gross weight 11,425KG	Cube 215MTQ
				Net net weight 10,515KG	Value
Handling instructions (dangerous goods etc.)					
Dimensions/measurements and weight of each package 2) Gross Wt: 20KG; Cube: 0.25MTQ; Net net Wt: 18KG 3) Gross Wt: 35KG; Cube: 0.9MTQ; Net net Wt: 33KG					
Documents enclosed Commercial Invoice Certificate of Origin			Terms of delivery FOB Immingham		
			Place and date of issue Doncaster; 20 April 201_		

Shipment to Trondheim

FORWARDING INSTRUCTIONS					
Consignor Connor Building Products Ltd. Balton House, Doncaster DN8 6HG UK			Consignor's reference No. CB 6381/04		
Consignee Norgeshus AS Rogelandsgate 92, 5501 Haugesund Norway			Freight Forwarder North Sea Cargo West Riverside Road, Immingham Dock Immingham DN40 2NT		
Notify party Norgeshus AS Rogelandsgate 92, 5501 Haugesund Norway			Country of origin UK	Documentary credit	
Goods ready for shipment Place: Connor Building Products Ltd. Date: 25 April 201_ 12.00			Conditions of sale		
Mode of transport Road/Sea MV Astrea			Transport insurance Covered by Consignee		
Place of destination Trondheim			Value insured GBP		
Marks & numbers 2) SUPREME plain, No. 1 - 150 Order CB 6381/04 2) FixLite 24mm, semi- concealed No. 1-156 Order CB 6381/04	Number and kind of packages 150 card-board boxes 75 card-board boxes	Description of the goods ceiling tiles grid system	Commodity code 4589621	Gross weight 5,625KG	Cube 106MTQ
				Net net weight 5,175KG	Value
Handling instructions (dangerous goods etc.)					
Dimensions/measurements and weight of each package 2) Gross Wt: 20KG; Cube: 0.25MTQ; Net net Wt: 18KG 3) Gross Wt: 35KG; Cube: 0.9MTQ; Net net Wt: 33KG					
Documents enclosed Commercial Invoice Certificate of Origin			Terms of delivery FOB Immingham		
			Place and date of issue Doncaster; 20 April 201_		

E | Insurance

- | | |
|---------------|----------------|
| 1. to | 15. of |
| 2. of | 16. to |
| 3. whilst | 17. as |
| 4. if | 18. by |
| 5. many | 19. lower |
| 6. in | 20. in |
| 7. sufficient | 21. from |
| 8. as | 22. some |
| 9. following | 23. may |
| 10. take | 24. However |
| 11. on | 25. using |
| 12. which | 26. additional |
| 13. Since | 27. with |
| 14. on | |

F | Grammar

1. owing to
2. as
3. although
4. despite
5. while/although
6. because/as
7. owing to

G | Translation

Marine cargo insurance

Marine cargo insurance is particularly suitable for trading businesses which either ship or receive their merchandise and wish to obtain cover against transport risks. It is advisable for both buyers and sellers to be protected against such damage, since in many sales contracts the transport risks may pass from the seller to the buyer. The contractually agreed commodities are insured during transport and any storage relating to the transport. In the case of a loss the insurance company will bear the cost of repair or even replacement of the goods. Furthermore the sue and labour charges, expert fees as well as additional expenses incurred due to transshipment necessary for forwarding the goods are also included. Marine cargo insurance generally offers world-wide insurance cover, unless otherwise agreed. A further insurance option is the insurance of valuables providing cover during the transport of cash, savings books, shares or precious metals.

Unit 12 | Complaints and adjustments

A | Synonyms

consequences, results	implications
a business deal	transaction
settlement of a disputed claim	adjustment
adequate, fair	reasonable
to pay for a damage or loss	compensate
commodities	merchandise
compensation for damage or loss	damages
trouble, difficulties	inconvenience
execution, fulfilment	performance
to motivate, to stimulate	encourage

B | Style

1

Dear Mr Brown

Thank you for your shipment of lawnmowers which arrived yesterday.

Upon unpacking the items we noticed, however, that two of the mowers are badly scratched. As a result we will unfortunately be unable to sell these items.

We are not sure how the damage occurred, but as the packaging was intact we assume that the mowers were damaged before being packed and shipped. We enclose four photographs showing details of the damage.

As the gardening season has already begun and there is brisk demand from our customers we would appreciate it if you could send us a replacement as soon as possible.

We will keep the defective items in our warehouse until we receive further instructions from you.

Yours sincerely

2

Dear Ms Da Silva

We were extremely sorry to learn that you are not entirely happy with our espresso machines and that they have given rise to complaints by some of your customers.

May we suggest that you either send us the defective machines at our expense or, alternatively, send us photographic proof of the damage as an e-mail attachment so that we can thoroughly investigate the possible cause of the fault.

I would also like to point out that in rare cases damage may be caused by failure to follow the instructions when operating the machines. We therefore urgently recommend that customers read the manual very carefully before use.

I trust that we will be able to settle the matter as quickly as possible. In the meantime, please accept our sincerest apologies for the inconvenience caused to you and your customers as a result of the defect.

Yours sincerely

C | Complaints in writing

- | | | |
|------------------|-------------|---------------|
| 1. was delivered | 7. because | 13. by |
| 2. by | 8. in | 14. at |
| 3. containing | 9. As | 15. will deal |
| 4. Upon | 10. Since | 16. receiving |
| 5. discovered | 11. to | |
| 6. badly | 12. mid-May | |

D | Complaints on the telephone and their adjustments

1

Ebel & Co. Sicherheitstechnik

Gesprächsnotiz

Für: Dieter Preusser, Chefsingenieur
Verfasst von: Christoph Bierholz
Gesprächspartner: Emily Parker von Lakeside Safety in Bristol, UK
Betrifft: Auftrag Nr. 298 GA64 über ZH5 Alarmanlagen

Frau Parker hat vor sechs Wochen unsere ZH5 Alarmanlagen bestellt. Leider hat sie in der Zwischenzeit eine Vielzahl an Beschwerden von ihren Kunden erhalten. Die Alarmanlagen funktionieren teilweise gar nicht oder es werden Fehlalarme ausgelöst. Da das Problem nicht vor Ort gelöst werden kann, habe ich Frau Parker vorgeschlagen, zunächst 50 neue Alarmanlagen zu schicken und die defekten Geräte zur Überprüfung abholen zu lassen. Da Frau Parker große Probleme mit ihren sehr verärgerten Kunden hatte, bittet sie zudem um Wiedergutmachung. Bitte veranlassen Sie, dass die 50 Ersatzgeräte vor dem Versand sorgfältig geprüft werden, um ähnliche Probleme zu vermeiden. Sobald die defekten Geräte bei uns eingetroffen sind, müssen sie unverzüglich untersucht werden, um den Grund für die Fehlfunktionen zu ermitteln.

Christoph Bierholz

2

2 September 201_

Lakeside Safety

Ms Emily Parker
37 Cromwell Road
Bristol
BS6 5HD
UK



EBEL & CO.

Sicherheitstechnik
Grünstrasse 87
32657 Lemgo

Tel. 05261 - 17040...
Fax 05261 - 1704...-12
www.ebelco... .de

Dear Emily

Your order 298 GA64 for ZH5 alarm systems

We refer to your telephone call informing us about the faulty ZH5 alarm systems.

Please accept our apologies for the inconvenience you have been caused.

We were surprised to hear that the alarm systems are not working properly since no other customer has experienced any problems of this nature.

Our Chief Engineer has looked into the matter and found that the problem was caused by the power supply.

Apparently our supplier mixed up our order with another customer's order and since we are extremely busy during this time of the year this error went unnoticed.

To make up for the inconvenience caused we are willing to grant you a price reduction of 5% on this order.

We promise that we will do our utmost to ensure that similar occurrences are rendered impossible.

You may rest assured that your next order will not give you grounds for complaint.

Yours sincerely
Ebel & Co.

Christoph Bierholz

E | Charts and diagrams

- | | | | |
|-----------------|--------------------|----------------|----------------|
| 1. divided | 9. thirds | 17. 20 | 25. exercising |
| 2. address | 10. 18% | 18. upset | 26. 28% |
| 3. 80% | 11. unsatisfactory | 19. additional | 27. obviously |
| 4. time | 12. 6% | 20. negligible | 28. 18% |
| 5. glance | 13. dispatched | 21. four | 29. exposed |
| 6. emphasising | 14. indicates | 22. chipped | 30. 9% |
| 7. just-in-time | 15. irrespective | 23. Sloppy | 31. assume |
| 8. Otherwise | 16. account | 24. 45% | 32. prove |

F | Grammar

- Andrew informed us that we had been receiving an unusually large number of complaints from our customers in the past six months.
- He reported that almost 20% of our shipments did not reach our customers punctually.
- He pointed out that we would lose credibility unless we achieved considerable improvements.
- He underlined the fact that the carrier was responsible for the majority of the delays.
- Andrew suggested we should look at the damaged goods.
- He said that we could not afford to upset our customers.
- Andrew stressed that we had to exercise more care in packing. / Andrew called on us to exercise more care in packing.
- Andrew assumed that some of the damage was caused by the installers.

G | Translation

Wenn ein Kunde sich beschwert, ist das ein Zeichen dafür, dass es möglicherweise einen Problembereich gibt. Wenn mehrere Beschwerden über dieselbe Angelegenheit eingehen, wird deutlich, dass ein ernsthaftes Problem besteht, das unverzüglich angegangen werden muss. Aus diesem Grunde halten Unternehmen Beschwerden, die sie erhalten, fest und überprüfen sie dann, um festzustellen, ob es gemeinsame Faktoren gibt.

Eine positive Reaktion, in der der Kunde sich für den hervorragenden Service des Personals bedankt oder ein Produkt lobt, ist sehr wertvoll. Aus diesem Grund heften viele Unternehmen diese Reaktionen an das schwarze Brett oder erwähnen sie in ihren Rundbriefen.

Einige Firmen verteilen Fragebögen und analysieren die Reaktionen – sowohl die positiven als auch die negativen – um zu beurteilen, ob es Bereiche gibt, die verbessert werden können oder ob eine bestimmte Strategie erfolgreich ist.

Die Rückmeldungen von Mitarbeitern sind eine wichtige Informationsquelle für die Einschätzung von Kundenzufriedenheit. Viele Mitarbeiter haben unmittelbar mit externen Kunden zu tun. Daher können sie Kundenkommentare – sowohl positive als auch negative – weitergeben. Von Außendienstmitarbeitern wird zum Beispiel generell erwartet, dass sie sich regelmäßig mit Kunden unterhalten und deren Rückmeldungen an ihren Vorgesetzten weiterleiten.

Auf Beschwerden in angemessener Weise zu reagieren kann recht knifflig sein, und es gibt viele potenzielle sprachliche Fettnäpfchen. Es ist von äußerster Wichtigkeit, dass die Person, die eine Beschwerde einreicht, ernst genommen wird – ob die Beschwerde nun tatsächlich begründet ist oder nicht.

Unit 13 | Reminders

A | Follow the Shaded Brick Road

P	E	R	S	U	A	S	I	V	E	
D	E	A	D	L	I	N	E			
O	P	P	O	R	T	U	N	I	T	Y
O	C	C	U	R	R	E	N	C	E	
D	E	B	T	O	R					
A	R	R	E	A	R	S				
S	O	L	I	C	I	T	O	R		
R	E	C	O	N	S	I	D	E	R	
O	V	E	R	D	U	E				
C	O	N	S	E	Q	U	E	N	C	E

B | Intentions

- 1**
1. c.
 2. f.
 3. i.
 4. a.
 5. d.
 6. h.
 7. b.
 8. g.
 9. j.
 10. e.
- 2**
1. **We would like to draw your attention to** our invoice 89/10-GP of 24 May.
 2. **We must insist that** you remit the amount by 18 October at the latest.
 3. Should you fail to remit the amount in time **we shall be forced to** take legal steps.
 4. As you have always paid punctually **we are greatly surprised at** this delay in payment.
 5. **We trust that** you will look into this matter immediately.
 6. **You will certainly understand that** we will have to change our terms of payment unless you meet this deadline.
 7. **We would be grateful for** an early settlement.
 8. **We are deeply sorry that** there has been a delay in effecting payment.
 9. Due to the insolvency of a major customer **we are not in a position to** make any payments at present.
 10. **We assure you that** your invoice will be paid in full, once business has picked up.

C | First reminder

- 1 1. escaped 8. within
 2. note 9. settle
 3. overdue 10. cash
 4. late 11. delay
 5. oversight 12. convinced
 6. Nonetheless 13. disregard
 7. transfer

2

Connor Building Products

MEMO**From:** Keira Ferguson**To:** Robin Scott**Date:** 22 April 201_**Subject:** Invoice and reminder from the Riverside Inn

Robin,

Martin Shaw has just informed me that there must have been a misunderstanding on his part. He did not pay the Riverside Inn's invoice because he assumed that you had already paid by credit card and Jamie Frank had sent the invoice for our records. He apologises for the oversight and will remit the invoice amount immediately. The money should be credited to Jamie Frank's account within two days.

D | Replies to reminders

delay
 affected
 major
 somewhat
 respite
 temporary
 relations
 assured
 expecting
 receiving

E | Word usage

1	to tell someone something that may upset, disappoint, annoy or even worry them	to be frightened	to say either 'yes' or 'no'
	4. - 8. - 9.	1. - 2. - 5. - 10.	3. - 6. - 7.

- 2**
1. borrowed
 2. borrowed
 3. lent
 4. borrow
 5. lend
 6. borrowed
 7. borrow
 8. lend
 9. lend
 10. lent

F | Grammar

- 1**
1. While
 2. During
 3. while
 4. During
 5. While
 6. during
 7. While
 8. While
 9. while
 10. during

- 2**
1. During dinner John noticed that he had forgotten his mobile phone in the office.
 2. While Carole was on holiday Deborah looked after her customers.
 3. The HR manager was interrupted several times during his presentation.
 4. Our sales dropped considerably while the transport workers were on strike.
 5. The head engineer still made a lot of changes to the equipment during production.
 6. We are waiting for the remaining participants. Meanwhile I will hand out some questionnaires I would like you to fill in.
 7. Could you get some coffee and sandwiches. Meanwhile I will set up the equipment in the conference room.

G | Translation

Retail financial services are an essential part of the everyday lives of EU citizens. Examples include bank accounts, payments, private loans, mortgages, savings, pensions, financial investments and certain insurance products. They facilitate participation in economic activities, allow long-term planning and offer protection in case of unforeseen events.

However, despite significant progress in recent years, studies show that the integration of cross-border financial services for retail customers appears not yet to have completely exhausted its potential and that competition seems insufficient in some areas, leaving EU consumers unable to take full advantage of the benefits of the Single Market

One of the benefits of a single market is for instance increased competition. Competition in some markets, however, – above all in areas such as payment and other banking services – is not strong enough so that consumers frequently cannot benefit from better or less expensive services offered in other EU countries. Unless further efforts are made, European financial markets will probably remain fragmented.

Unit 14 | Marketing and sales

A | Crossword

Across

1. alienate
5. prestigious
7. enhance
8. professionalisation
14. upmarket
15. outlet

Down

2. sponsoring
3. donation
4. charity
6. ecological
9. vehicle
10. target group
11. preference
12. positioning
13. brand

B | Launching a new product

1

	Sound, Light & Pyromania	Elite	Celebrities Inc
Creativity	launch of Sun washing powder, illumination, special effects	events for top-ranking VIPs, access to really exclusive venues in and around Dallas	testimonials from celebrities
Experience	well-established agency, in the business for more than 15 years	very young agency, founded two or three years ago	set up ten years ago, father of owner is a Hollywood studio boss
Proximity	based in Dallas	just outside Dallas in Farmers Branch	New York
Price	slightly higher prices than competitors	affordable prices	might exceed our budget

- 3 1. c. – 2. e. – 3. g. – 4. h. – 5. b. – 6. a. – 7. f. – 8. d.

C | Fairs and exhibitions

1	DMC Messebau Eifelstrasse 87 Euskirchen
Gesprächsnotiz	
<p>Für: Markus Dern Verfasst von: Achim Böttcher Gesprächspartner: Heather McFarlane von Scotfood in Aberdeen, UK Betrifft: Anfrage Messestand ANUGA</p>	
<p>Frau McFarlane rief auf Empfehlung von Delicious Fruit aus Aberdeen an, für die wir seit mehreren Jahren Messestände für die ANUGA bauen. Da die Firma Scotfood im Oktober auch auf der ANUGA vertreten sein wird, bittet Frau McFarlane um ein Angebot für einen Messestand mit den Abmessungen 4 x 3 Meter. Der Stand soll mit einer Theke, einer Sitzgruppe mit einem Tisch und drei Stühlen sowie einem separaten Raum im rückwärtigen Bereich ausgestattet sein. Würden Sie Frau McFarlane bitte unsere Standardentwürfe sowie den Fragebogen per E-Mail zusenden, damit sie uns ihre genauen Anforderungen mitteilen kann. Ihre E-Mail Adresse lautet Heather.McFarlane@scotfood... .co.uk. Sie ist zudem telefonisch unter 0044 1224 59282-305... zu erreichen.</p>	

- 2 - catering services, kitchenette
 - security
 - telephone lines, internet access (wireless LAN), photocopier
 - fixtures and fittings such as electricity outlets, water, floor covering, additional furniture
 - waste disposal

**APPLICATION FORM
ITB BERLIN 201_**

Name of exhibitor: FunSports and Events Ltd	
Contact: Janet Aldrington	
Street: 157 Stourbridge Rd.	Telephone: 01926 73725...
Town and postal code: Warwick CV 38	Fax:
Country: UK	Email: Homepage: www.funsportsandevents... .co.uk
Please state the exact name of your company, full address and industry code (see page 6) for the catalogue. FunSports and Events Ltd, 157 Stourbridge Rd., Warwick CV 38	

I would like to order (please indicate)

<input checked="" type="checkbox"/>	Option 1 Pre-fixed stand of 9 sqm or 12 sqm EUR 269/sqm Additional Auma fee EUR 0.60/sqm + VAT
<input type="checkbox"/>	Option 2 15 to 30 sqm including stand construction EUR 309/sqm Additional Auma fee EUR 0.60/sqm
<input type="checkbox"/>	Option 3 Individual stand construction please contact Ms Judith Messer +49 (0) 30 30 38 2126...

Deadline for application 15 November 201_

We have read and acknowledge the Conditions of Participation and the General Terms of Business for Trade Fairs and Exhibitions of Messe Berlin (see appendix)

Place/date/signature

D | Grammar

- | | | |
|----------------------|-----------------------|---------------------|
| 1. haven't sent | 9. asked | 17. will consider |
| 2. have been | 10. Could | 18. met |
| 3. arrived | 11. are attached | 19. has been living |
| 4. spent | 12. saw | 20. had worked |
| 5. is booming | 13. turned out | 21. decided |
| 6. seems | 14. had been | 22. have received |
| 7. are being erected | 15. had also arranged | 23. will succeed |
| 8. visited | 16. followed | |

E | Distribution channels

1. True
2. False – These decisions might also be relevant for manufacturers of industrial goods.
3. True
4. False – The number of locations serving these markets is smaller than for mass markets.
5. True
6. False – Products are also given an exclusive note when their availability is restricted.

F | Translation

Die Werbung hat sich zu einer äußerst komplexen Kommunikationsform entwickelt, die einem Unternehmen eine Vielzahl von Möglichkeiten bietet, seine Botschaft dem Kunden nahezubringen. Eine vergleichsweise junge Werbungsart, die sich schnell ausbreitet, nutzt tragbare elektronische Geräte und schließt häufig die weitreichende Nutzung sozialer Medien ein. Unternehmen glauben, dass sie diese Medien nutzen können, um den Bekanntheitsgrad ihrer Marken zu erhöhen und neue Verbrauchergruppen zu erschließen.

Allerdings ist das Feedback aus Umfragen für Sozialmedien-Marketer wenig ermutigend gewesen. In einer Umfrage sagten fast zwei Drittel der Befragten, dass die sozialen Medien keinerlei Einfluss auf ihre Kaufgewohnheiten hätten. Nur 5% gaben an, in ihren Kaufentscheidungen von diesen Medien beeinflusst zu werden.

Das Werbepotential der sozialen Medien wird daher weiter diskutiert, wobei dieses Potential möglicherweise nicht in direkter Verbindung zu Verkaufserlösen steht. Sie geben Unternehmen die Gelegenheit neue Wege zu gehen, um eine Gemeinschaft mit ihren Kunden aufzubauen. Sie müssen sich allerdings mit den Kunden und deren Anliegen auseinandersetzen. Viele sind beunruhigt über die Art und Weise, wie ihre Browsing-Gewohnheiten getrackt werden, um sie mit persönlich zugeschnittener Werbung in den sozialen Medien gezielt anzusprechen.

Unit 15 | Job applications

A | Word tiles

1. bureaucratic
2. periodical
3. residence
4. opening
5. ease
6. workforce
7. palpable
8. downside
9. recruitment
10. competence
11. agency

B | Job advertisements

- 1**
1. d.
 2. j. (kilo)
 3. a.
 4. f.
 5. b. (per annum)
 6. i.
 7. c.
 8. g. (circa)
 9. e.
 10. h. (proportionally determines)

- 2**
1. vacancies
 2. journals
 3. seekers
 4. Recruitment
 5. training
 6. resource
 7. approaching
 8. application
 9. career
 10. contacts

- 3** talented
enthusiastic
ambitious
energetic
driven
flexible
committed
motivated

- 4** 1. for
2. in
3. under
4. of
5. for
6. to

C | Applications

- 1** correct:
1. a., b.
2. b., c.
3. a., b.

- 2** Hinweis
Es sollen nur überzeugende Gründe angegeben werden. Eventuell Diskussion in der Klasse, wer lieber welchen Job hätte.

D | Job interview

- 1** 1. d. – 2. c. – 3. a. – 4. f. – 5. e. – 6. b.

- 2** 1. since
2. for
3. since
4. since
5. for
6. since
7. for
8. since
9. for
10. since

- 3** 1. f. – 2. e. – 3. b. – 4. a. – 5. d. – 6. c.

E | Grammar

- | | |
|---------|----------|
| 1. by | 7. by |
| 2. in | 8. of |
| 3. of | 9. in |
| 4. to | 10. to |
| 5. from | 11. from |
| 6. in | 12. in |

F | Translation

Der Arbeitsmarkt wird kontinuierlich besser, in dem Maß wie die Erholung der britischen Wirtschaft ausgewogener und weniger abhängig vom konsumgetragenen Wachstum im Einzelhandel wird. Zu den Branchen, die wahrscheinlich auch in Zukunft weiterhin Arbeitsplätze schaffen werden, gehört der Gesundheits- und Pflegesektor. Die alternde "Baby Boomer"-Generation, die steigende Lebenserwartung und der Versuch, die Qualität der Pflege bei gleichzeitiger Reduzierung der Kosten zu verbessern, werden wahrscheinlich viele Karrieremöglichkeiten schaffen.

Die Investitionen in erneuerbare Energien werden durch die langfristig angelegte Politik der Regierung und in manchen Fällen großzügige Subventionen und andere Formen staatlicher Beteiligung unterstützt und schaffen ebenfalls neue Beschäftigungsmöglichkeiten. Im Bereich fossiler Brennstoffe zeigt die Forschung, dass ein Schiefergasboom in Großbritannien mit der Zeit über 100.000 Arbeitsplätze schaffen würde. Jedoch setzt das voraus, dass die Konflikte um das "Fracking" beigelegt werden können.

Die herstellende Industrie Großbritanniens erlebt so etwas wie eine Renaissance, wobei das Tempo der Schaffung von Arbeitsplätzen so schnell ist wie noch nie in den letzten drei Jahren. Die Selbständigkeit ist eine der großen Storys der wirtschaftlichen Erholung, wobei einer von sieben Arbeitnehmern in Großbritannien jetzt selbständig arbeitet. Für viele Menschen, einschließlich vieler, die bereits das Rentenalter erreicht haben, handelte es sich um eine freie Entscheidung. Für andere war es die letzte Möglichkeit, nachdem ihre Versuche eine Stelle zu finden, gescheitert waren.

1 | Introductions

Letter template, Exercise C.2

	1 letterhead
	2 reference line
	3 date
	4 inside address
	5 attention line
	6 salutation / subject
	7 subject / salutation
	8 body
	9 complimentary close
	10 signature
	11 signature block
	12 enclosure

11 | Delivery

Exercise D.3

FORWARDING INSTRUCTIONS					
Consignor			Consignor's reference No.		
Consignee			Freight Forwarder		
Notify party			Country of origin	Documentary credit	
Goods ready for shipment Place: Date:			Conditions of sale		
Mode of transport			Transport insurance		
Place of destination			Value insured		
Marks & numbers	Number and kind of packages	Description of the goods	Commodity code	Gross weight	Cube
					Net net weight
Handling instructions (dangerous goods etc.)					
Dimensions/measurements and weight of each package					
Documents enclosed				Terms of delivery	
				Place and date of issue	