

**МІНІСТЕРСТВО АГРАРНОЇ ПОЛІТИКИ УКРАЇНИ  
ВІННИЦЬКИЙ НАЦІОНАЛЬНИЙ АГРАРНИЙ УНІВЕРСИТЕТ**

# **Commercial correspondence**

**Навчальний посібник**

**Вінниця - 2010**



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**Матієнко О. С., Дакалюк О. О. , Гальчак Н. П.** Commercial correspondence: Навчальний посібник для навчання перекладу та написання ділової кореспонденції. – Вінниця: ВНАУ, 2010. – 110 с.

**Рецензенти:**

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Навчальний посібник «Commercial Correspondence» є практичним курсом навчання написання та перекладу ділової кореспонденції студентами, які вивчають курс «Ділова іноземна мова». Основний курс даного посібника містить 10 розділів (Units), які містять тексти, вправи, термінологічні словники, зразки ділових листів, резюме та іншої ділової документації.

Мета посібника – надання студентам необхідних знань у сфері ділового спілкування, забезпечити наявність у їхній свідомості термінологічних еквівалентів для роботи з англomовною фаховою літературою та документацією

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# Unit 1

## STRUCTURE OF A BUSINESS LETTER

### Active vocabulary:

correspondence – кореспонденція, листування  
letterhead – шапка (ділового листа)  
reference – посилання  
salutation – звертання  
the body of the letter – зміст листа  
complimentary close – ввічлива заключна частина листа  
signature – підпис  
enclosure – додаток  
courtesy title – ввічливе звернення  
job title - посада  
per pro/ p/pro/p.p. (from the Lat. – per procurationem) – за дорученням

### Task 1. Read and translate the text.

#### Components of a business letter

Business letters are usually written on printed company forms (letter-paper). They comprise the following components:

**1. The letterhead.** It includes the name of a company, its post address, telephone, telex number, e-mail address as well as some other information, name of directors, the particular official to whom all correspondence to be addressed, spaces for letter indexes (references).

**2. Address.** In correspondence that does not have a printed letterhead, the sender's address is written on the top right-hand side of the page:

	<i>British</i>	<i>USA</i>
№ of the house, name of the street	10 Spring Garden	145 Chinaville Rd
City, state (county), post/zip code,	London SW1A 2BN	Lake Forest, IL 60045
Country	United Kingdom	USA

**3. Date.** The date is written below the sender's address, sometimes separated from it by a space. It is also usually written on the right-hand side of the page.

<i>British</i>	<i>USA</i>
7 <sup>th</sup> April 2010	April 7 <sup>th</sup> , 2010
7 April 2010 (7 Apr. 2010)	April 7, 2010

**4. Inside address.** This is written on the opposite side of the page. The inside address is your reader's address. This includes the reader's: name; position; organization (as the company calls itself); complete mailing address.

If the surname of the person is known, it should be preceded by a courtesy title and either the person's initial(s) or his/her first name (e.g.: Mr P. E. Brown or Mr Peter Brown, not Mr Brown).

Courtesy titles used in addresses are as follows: **Mr** is the usual courtesy title for a man. **Mrs** is used for a married woman. **Miss** is used for an unmarried woman. **Ms** is used for both married and unmarried women. Many women now prefer to be addressed by this title, and it is a useful form of address when you are not sure whether the women you are written married or not. **Messrs** are used occasionally for two or more men (Messrs P.E.Brown and B.L.Parker) but more commonly forms part of the name of a firm (Messrs Collier & Clerke & Co.). If your reader has special titles, such as Professor (Prof.), Doctor (Dr.), Captain (Capt.) then use it.

**5. Attention line.** When you cannot address a business letter to a particular person, use an attention line (for the attention of): e.g. Attention: Product Manager.

**6. The references.** References are noted to indicate what a piece of correspondence refers to (“Your ref.”) and the correspondence to refer to when replying (“Our ref.”). References are written below the heading at the left margin of the letter.

**7. Salutation.** A business letter should always include a salutation. This is to whom the letter is addressed. Salutations add a personal touch to your letter (e.g. Dear Mr/Mrs/Miss/Ms Brown). “Dear Sir/Madam” opens a letter written to a man/woman whose name is not known. “Dear Sirs” is used to address a company. In the USA a letter to a company may open with “Gentlemen”, followed by a colon.

If you have no attention line, put the salutation two lines below the inside address.

**8. The subject title.** “Re:” is an abbreviation of the Latin “in re” which means “the subject title” and is used after salutation. This provides a further reference, saves introducing the subject in the first paragraph, and allows the writer to refer to it throughout the letter.

**9. The body of the letter.** The body of a business letter has three paragraphs: introductory paragraph; one or more main paragraphs; concluding paragraph. It is usual to leave a line space between paragraphs.

*First paragraph.* The first sentence or paragraph of a letter is an important one since it sets the tone of the letter and gives your reader his impression of you and your company. Generally speaking, in the first paragraph you will thank your correspondent for his letter (if replying to an enquiry), introduce yourself and your company if necessary, state the subject of the letter, and set out the purpose of the letter. For example:

*Middle paragraph.* This is the main part of your letter and will concern the points that need to be made, answers you wish to give, or questions you want to ask. As this can vary widely with the type of letter that you are writing, it will be dealt with in the relevant units. It is in the middle paragraph of a letter that planning is more important, to make sure that your points are made clearly, fully and in a logical sequence.

*Final paragraph.* When closing the letter, you should thank the person for writing, if your letter is a reply and if you have not done so at the beginning. Encourage further enquiries or correspondence, and mention that you look forward to hearing from your correspondent soon. You may also wish to restate, very briefly, one or two of the most important of the points you have made in the main part of your letter.

**10. Complimentary close.** Complimentary close depends on the form of salutation:

- “Yours sincerely” is used if the letter begins with “Dear Mr/Mrs/Miss/Ms”;

- “Yours faithfully” if the letter begins with “Dear Sir/Madam”;

- “Yours truly” or “Very truly yours” if the letter begins with “Gentlemen” and follow all phrases with a comma.

*The position of the complimentary close – on the left, right or in the center of the page – is matter of choice. It depends on the style of the letter (blocked letters tend to put the close on the left, indented letters tend to put them in the center) and on your firm’s preference.*

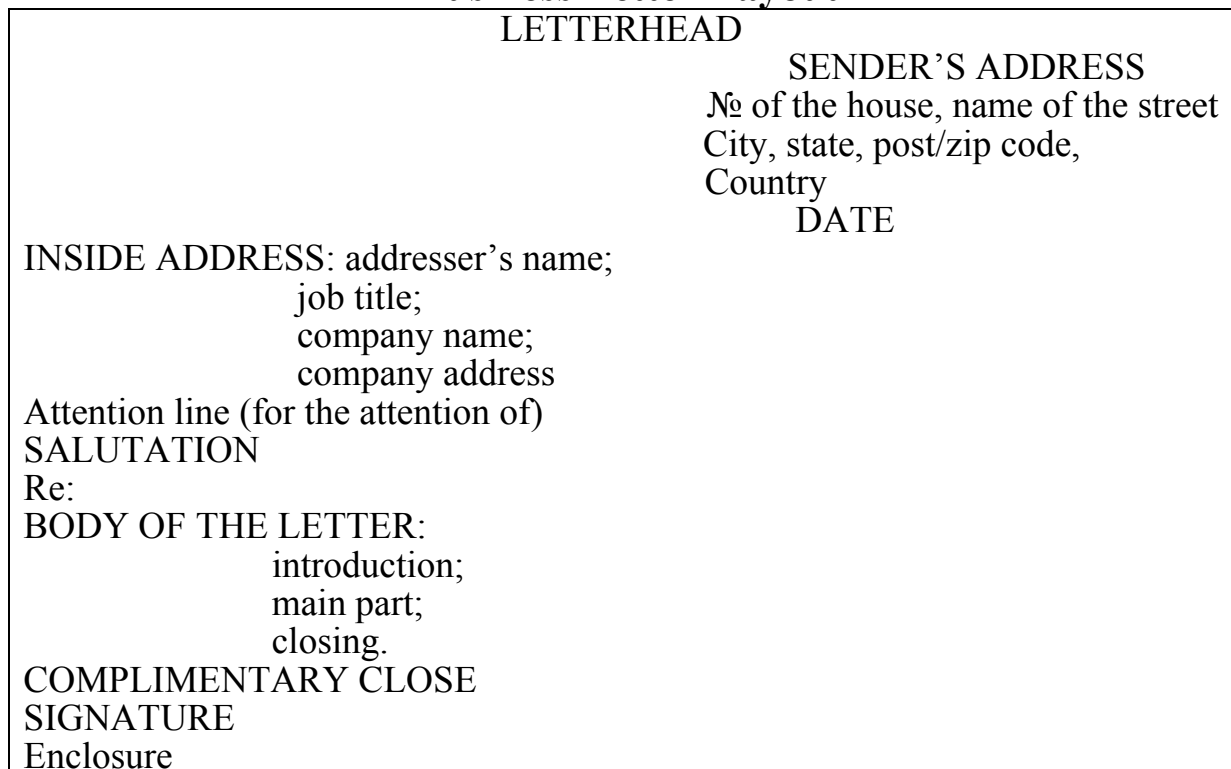
**11. Signature.** Always type your name after your handwritten signature and your position in the firm after your typed signature. This is known as signature block.

*Even though you may think your signature is easy to read, letters such as ‘a’, ‘e’, ‘o’, ‘r’, ‘v’ can easily be confused. It is, to some extent, a matter of choice whether you sign with your initial(s) (D. Jenkins) or your given name (David Jenkins), and whether you include a courtesy title (Mr, Mrs, Miss, Ms) in your signature block. But if you give neither your given name nor your title, your correspondent will not be able to identify your sex and may give you the wrong title when he/she replies.*

If the sender signs the letter on behalf of a company or another person, **per pro/p/pro/p.p.** (from the Lat. – per procuracyonem) means “for and behalf of” is used before the name. It means that letter is “by warrant”. The person signs letters and other documents.

**12. The enclosure.** If there are enclosures, e.g. leaflets, brochures, etc. with the letter they are mentioned at the bottom. “c.c.” originally meant “carbon copy”; today it tells who else received a copy of a letter.

### Business Letter Layout



#### Task 2. Answer the questions.

1. What is the purpose of a business letter today?
2. What does the letterhead of a business letter consist of?
3. What salutation is the most frequent in business letter at present?
4. What is the purpose of using “Re” in business letter?
5. What information is enclosed in the body of a business letter?



### Task 3. Read carefully the English expressions and their Ukrainian equivalents.

#### Opening Phrases

Dear Sirs. We have received your letter of...  
We thank you for your letter of...  
Your letter enclosing (stating that..., asking us to do..., requesting us to do...) has been considered (given proper attention)  
In reply (in response) to your letter of...  
In confirmation of our telephone conversation (talks, held in...) we wish to inform you that...  
With reference to (Referring to) your letter of... we wish to inform you that...  
We are pleased (We are glad) to inform you that  
We are sorry (regret) to have to remind you that  
We learn from your letter that...  
In connection with your letter of... and in confirmation of your cable of...  
We offer apologies for the delay in answering your letter  
Please accept our apologies for...  
  
We regret to learn from your letter of... that...  
We are sorry we are unable to meet your request  
Further to your letter of...  
We enclose (are closing) a copy of a letter from ... about... (in connection with...)  
Please note that

#### Binding Phrases

We express confidence that...  
  
At the same time we would like to remind you that  
We would welcome the opportunity...  
We wish to draw your attention to the fact that...(We would like you to note that...)  
In connection with the about said...  
Otherwise we shall have...  
As to your request (your claim)...

#### Для початку листа

Шановне панство. Ми отримали ваш лист від...  
Дякуємо Вам за лист від...  
Ваш лист із додатком (із вказівками..., проханням про) розглянуто  
У відповідь на Ваш лист від...  
На підтвердження нашої телефонної розмови (переговорів, що відбулись) повідомляємо, що  
Посилаючись на Ваш лист від... повідомляємо, що  
Раді повідомити Вам, що  
  
На жаль, ми вимушені нагадати Вам, що...  
Із Вашого листа ми дізнались, що  
У зв'язку із Вашим листом від... та підтвердження Вашої телеграми від...  
Перепрошуємо за затримку з відповіддю на Ваш лист  
Будь ласка, прийміть наші вибачення за...  
Нам прикро було дізнатись з Вашого листа від, що  
На жаль, ми не можемо задовольнити Ваше прохання  
На додаток до нашого листа  
Додаємо копію листа фірми... з приводу... (у зв'язку з...)  
Просимо прийняти до уваги

#### Зв'язуючі елементи листа

Ми виражаємо впевненість в тому, що...  
У той же час ми хотіли б нагадати вам, що  
Ми були б раді мати можливість...  
Звертаємо Вашу увагу на той факт, що  
  
У зв'язку із вищезазначеним...  
У протилежному випадку  
Що стосується Вашого прохання

The matter is...(The point is); We have to admit that

We cannot accept this point of view for the following reasons

Moreover ... Nevertheless...

### Closing Phrases

Your early reply will be appreciated.

If we can be of any assistance please do not hesitate to contact us

We expect to hear from you in the near future. We are looking forward to hearing from you (to receiving your concept (approval, confirmation).

We would like to assure you

We wish to maintain cooperation with you  
Your prompt execution of our order will be appreciated

We assure you that we shall get in touch with organizations concerned without delay

We assure you that we shall take prompt action to correct (remedy) the situation

We are expecting your representatives to arrive for the talks

(скарги)

Справа у тому, що... Необхідно визнати, що...

Ми не згодні з Вашою точкою зору з наступних причин...

Більш того... Тим не менш...

### Заключні вирази листа

Ми будемо вдячні за швидку відповідь

Просимо звертатись до нас, якщо Вам потрібна буде допомога

Сподіваємось отримати Вашу відповідь якнайшвидше (Чекаємо на Вашу згоду (схвалення, підтвердження)

Ми б хотіли запевнити Вас...

Сподіваємось на співпрацю з Вами  
Будемо вдячні за швидке виконання нашого замовлення

Запевняємо Вас, що без затримок зв'яжемося із відповідними організаціями

Запевняємо Вас, що ми зробимо все належне для виправлення ситуації

Чекаємо на Ваших представників для подальших переговорів

#### Task 4. Put the following phrases into three groups.

Opening Phrases	Binding Phrases	Closing Phrases
3,		

1. We confirm your fax message received this morning and we...
2. We have to admit that...
3. We are pleased to inform you that...
4. Looking forward to hearing from you...
5. Otherwise we shall have...
6. With reference to our letter of...
7. Please do not hesitate to contact me if you need further information.
8. In connection with your letter of...
9. We wish to draw your attention to the fact that...
10. We are looking forward to seeing you next month.
11. We assure you that we are doing all we can to...
12. We thank you for your attention.

**Task 5. Here is a sample letter. Read and translate into Ukrainian.**

<b>Letterhead or return address</b>	Letterhead or 51 Breadgade DK 1260, Copenhagen K, Denmark
2 spaces	
<b>Date</b>	7 <sup>th</sup> April 20____
2 spaces	Your ref. Our ref.
<b>Inside address</b>	
Addresser's name	Soundsonic Ltd.,
Job title	Warwick House,
Company name and address	London SE23 1JF United Kingdom
2 spaces	
<b>Attention</b>	For the attention of the Sales Manager
2 spaces	
<b>Salutation</b>	Dear Sir or Madame,
1 space	
<b>Introductory parag.</b>	With reference to your letter of... I wish to inform you that...
1 space	
<b>Main paragraph</b>	Please would you send me details of your sound system which were advertised in April edition of Sound Monthly?
1 space	
<b>Concluding parag.</b>	Your early reply will be appreciated.
2 spaces	
<b>Complimentary close</b>	Yours faithfully,
4 spaces	
<b>Signature</b>	<i>A. Robertson</i>
<b>Surname</b>	A. Robertson
<b>Company position</b>	Director General Service Division
<b>Enclosure</b>	Enc. c.c.

**Task 6. Suggest Ukrainian equivalents for the English expressions below. Use part b) of the exercise for the purpose.**

- a) 1. До уваги...
2. Підтверджуємо, що отримали Вашого листа.
3. Дякуємо Вам за Ваш лист від 3-го березня...
4. Що стосується Вашого листа...
5. Стосовно Вашого листа (телефонної розмови)...
6. Щодо нашого попереднього листування...
7. Щодо нашої зустрічі з приводу...
8. Ваш вищезгаданий лист...
9. Перепрошуємо за затримку з відповіддю...
10. Ми не отримали відповідь на наш лист від...
11. Повідомляємо Вам, що...
12. З вашого листа ми дізнались, що...
13. На жаль, повідомляємо Вам, що...
14. З радістю повідомляємо, що...
15. Запевняємо Вас, що...
16. У відповідь на Ваш лист...
17. Подробиці наступні...
18. Сподіваємось, що Ви знайдете можливість...
19. Будь ласка, повідомте нам...
20. Будемо вдячні, якщо Ви зможете...
21. Сподіваємось на Вашу швидку відповідь.

- b) 1. It would be appreciated if you could...
2. For the attention of...
3. I look forward to hearing from you soon...
4. You may rest assured that...
5. We thank you for your letter of the 3<sup>rd</sup> of March...
6. We hope you will find it possible to...
7. I am writing to inform that...
8. Following (Further) your letter (telephone conversation)...
9. We regret to inform you that...
10. Details as follows...
11. On referring to earlier correspondence...
12. Please inform us...
13. With reference to your letter...
14. Following our meeting on...
15. Your above-mentioned letter...
16. We have not received a reply to our letter of...
17. We are sorry not to have replied sooner...
18. We are pleased to inform you that...
19. We acknowledge receipt of your letter.
20. We see from your letter that...
21. In reply to your letter of ...

## **Task 7. Sight translation from Ukrainian into English.**

### **Структура та оформлення листів**

Діловий лист містить у собі обов'язкові складові частини: дані про відправника, дані адресата, інформаційну частину, кінцеву частину.

Дані про відправника розміщуються у правій верхній частині листа. Вони містять його ім'я, прізвище, адресу та телефон. Зверніть увагу на те, що адресу пишуть так: номер будинку, назву вулиці, номер квартири, місто, штат, поштовий індекс (zip code). Нижче, через два інтервали, вказують дату: місяць, число, рік.

Зліва, перед іменем адресата, відповідно ставиться "пан" чи "пані". У другому рядку – посада адресата, у третьому - назва фірми. Наступною є власне адреса. Якщо ім'я адресата невідоме, то перед назвою посади ставиться слово "Attn" (увага) і ставиться помітка.

Значно нижче і також зліва, пишеться прізвище адресата зі словом "Шановний/ Шановна". Якщо вам відомий учений ступінь адресата, вкажіть його, випустивши при цьому "Mr/Mrs". Якщо ім'я адресата невідоме, то можна написати "Dear Sir/Madam".

Після звертання ставиться двокрапка або кома. Сам текст листа пишуть з початку рядка (без абзацу) на 2 інтервали нижче звертання. Кінцева частина листа складається із формули прощання, підпису, імені та посади відправника. Кожен із цих елементів розміщується на окремому рядку. Із формул прощання найбільш доречним для ділового листа є "Щиро ваш/а".

Слово "Encl" (enclosure) ставлять у самому кінці листа зліва і це означає, що є додаток до листа.

## **Task 8. Read about business letter style.**

### **Business letter style**

As the main goal of business correspondence is to reach an agreement between partners, its style is strictly official, or formal. That means that words are to be used in their primary, not figurative, meaning. It is recommended to keep words to a minimum, to compose clear sentences, to use facts, not vague description, and to keep to the point. On the other hand, business correspondence is characterized by more sophisticated language comparing with informal style, like everyday spoken speech, and has its own terminology, phraseology, and standard abbreviation. Here belong some traditional obsolete words and foreign borrowing (primarily of Latin and French origin) like: per capita, per pro, a priori, per annum, appendix, index, curriculum vitae, and memorandum. In general the formal style is characterized by:

- more complex sentences;
- abstract nouns;
- frequent use of impersonal sentences;
- bookish vocabulary;
- avoiding contraction, colloquial words, and slang.

**Task 9. Compare two columns of synonyms and translate them.**

	<b>Formal Style</b>	<b>Informal Style</b>
<b>Opening</b>	Dear Mr Lones/Sir/Madame	Dear John/Mary
<b>Saying thank you</b>	Thank you for...	Thanks for...
<b>Reason for writing</b>	I'm writing to inform you that (asking you about) / apologize for...	I'm writing to tell you / I'm writing to say sorry for ...
<b>Asking for help</b>	Please could you...? I would be grateful if you could...	Could you...? Can you...?
<b>Offering help</b>	We will be pleased/ happy to (send you) ...	I'll (send you) ...
<b>Enclosed documents</b>	I enclose... Please find my enclosed ...	I'm sending you...
<b>Closing remark</b>	I look forward to hearing from you / meeting you /seeing you	(I'm) looking forward to hearing from you / seeing you again
<b>Finishing</b>	Yours sincerely Sincerely yours Yours faithfully	Best regards Yours Best wishes
<b>Others words and word combinations</b>	concerning, with reference to	as
	Authorities	boss
	Appointment	data
	Substantial	big
	a purchase	a buy
	Satisfactory	so-so
	To forward, to dispatch	to send
	To obtain	to get
	To supply	to give
	To indicate	to show
	To inform	to tell
	To be grateful	to thank
	Incorrect	wrong
	To improve	to get better and better
	To depreciate; to decline	to get worse and worse
	To keep apprise (informed)	to keep in touch
	To be in debt (obliged to) smb	to owe
	the company's proposal	our idea
	I would like to	I want
	the corporation required	we wanted
	the correspondence received	your letter to us
	you will be repaired the loan	you'll get your money back

**Task 10. Complete the table of synonyms with the words in the box.**

*a purchase; to give; to obtain; our idea; the corporation required; to owe; to send; to inform; wrong; correspondence; to improve; to thank; to show; big; the correspondence received ;*

Formal Style	Informal Style
	Letter
to be obliged to smb.	
	to get better
to forward	
	to tell
to supply	
Incorrect	
	a buy
to be grateful	
	to get
to indicate	
	we wanted
the company's proposal	
Substantial	
	Your letter to us

**Task 11. Rewrite the sentences in formal business style.**

1. We want you to give us your answer immediately.
2. We've got none of the items in stock.
3. Please don't change the supply.
4. We can't tell you about delivery because we don't know.
5. Your cheque is wrong.
6. You still owe us \$ 1000.
7. Our idea is very interesting.
8. We wanted new equipments.

**Task 12. Tick the correct sentence appropriate for a business letter.**

1. a) Could you send it quickly?  
b) Thank you in advance for sending the brochures.
2. a) We appreciate your cooperation in filling our order.  
b) You're not the only supplier, so do a good job for us.
3. a) Would you please send me a copy of your latest price list?  
b) Send me something, please.
4. a) I am applying for the position of the manager's assistant.  
b) I need a job.
5. a) We need the information.  
b) Our company is the leading distributor of equipment.
6. a) If you would like to discuss terms of payment, please call us.  
b) Your financial difficulty is not our problem.
7. a) I'll call you if we want to give you legal advice.  
b) If I can answer any other questions, please call me on my direct line.
8. a) Ask your office representative to call me.  
b) I would appreciate if your office representative calls me

**Task 13. Read the following piece of advice.**

**Points to remember**

1. Include just the right amount in your letter. (But better to include too much than too little).
2. Plan your letter before you start writing, to make sure it says everything you want to say and say it in logical sequence.
3. Use a simple but polite style of language. Beware of idioms.
4. Your letter should be clear and unambiguous. Take care with abbreviations and figures.
5. Accuracy is important. Pay special attention to titles, names and addresses. References, prices and specifications, enclosures.

**Task 14. Here are two letters confirming a future visit, but they are mixed up. One is formal, and one is informal. Decide which letter each sentence or phrase comes from, then put them in the right order, as in the example.**



Formal letter 5, ..., ..., ..., ..., ..., ..., ...

Informal letter 8, ..., ..., ..., ..., ..., ..., ...



### Task 15. Translate the letter into English.

*Шановний пане Браун!*

*Ми дуже вдячні Вам за Ваше замовлення (enquiry), яке отримали сьогодні.*

*Додаємо наш новий каталог. Ми б хотіли звернути Вашу увагу на сторінки 31-33 каталогу, де Ви знайдете більш детальний список усіх наших товарів.*

*Будемо раді будь-яким Вашим замовленням. Сподіваємось отримати Вашу відповідь якнайшвидше.*

*З повагою*

*Н. Сімсон*

*Менеджер з продажу*

## Unit 2

### INQUIRY LETTERS

#### **Active vocabulary:**

inquiry (enquiry) – запит

price quotation – розцінка, ціна, квотування

terms of payment – умови оплати

delivery terms – умови доставки

personal data – особисті дані

insurance – страхування

explanatory material – роз'яснювальний матеріал

supplier – постачальник

sufficient – достатня кількість, достатньо

availability of goods – наявність товару

CIF (cost, insurance, freight) – ціна включає усі витрати та страхування

sample – зразок

reply – відповідь

#### **Task 1. Read and translate the text.**

An inquiry can be made by telephone, telegram (cable), telex, fax or postcard. If you use a postcard, it is not necessary to begin with a salutation nor end with a complimentary close. Your address, the date, and reference are sufficient. If you need to give more information about yourself or ask the suppliers for more information, you will need to write a letter.

Inquiries (also spelt enquiry) are messages that ask for information. They may be price quotations, terms of payment, services available, personal data, leaflets or catalogues, articles or special data, availability of goods, delivery terms, insurance, and method of transportation. In order to write inquiries that will ask the proper questions and receive appropriate replies use the four-point plan:

1. state the subject of your inquiry;
2. add any explanatory material you feel will be helpful (details, definitions, descriptions, questions);
3. briefly give the reason for your inquiry, making it clear why the message is addressed to the reader;
4. end courteously.

If a response to inquiry will be a favour to you, enclose a stamped self-addressed envelope. This is not necessary if you have regular business correspondence.

## Task 2. Study the business letter.

### Sample Inquiry Letter

Pet products Ltd.  
180 London Road  
Exeter EX 4JY  
England

25<sup>th</sup> February, 2009

Dear Sir,

We read your advertisement in the “Pet Magazine” of 25<sup>th</sup> December. We are interested in buying your equipment for producing pet food. Would you kindly send us more information about this equipment:

- price (please quote CIF Odessa price)
- dates of delivery
- terms of payment
- guarantees
- if the price includes the cost of equipment installation and staff training.

Our company specializes in distributing pet products in Ukraine. We have more than 50 dealers and representatives in different regions and would like to start producing pet food in Ukraine. If your equipment meets our requirements, and we receive a favorable offer, we shall be able to place a large order for your equipment.

Your early reply would be appreciated.

Yours faithfully,

*V. Smurnov*

V. Smurnov

Export-Import Manager

### Task 3. Read carefully the English expressions and their Ukrainian equivalents.

#### Useful phrases:

We read your advertisement in...	Ми прочитали вашу рекламу у ....
With regard to your advertisement in...	У зв'язку із публікацією вашої реклами у
We have heard of your products from...	Ми дізналися про продукцію вашої компанії з
We have seen your current catalogue showing...	Ми звернули увагу на ваш останній каталог, у якому описується
We are interested in buying (importing)	Ми хотіли б купити (імпортувати)
Please inform us as soon as possible...	Просимо повідомити нам якнайшвидше
Would you please inform us if it is possible to deliver...	Просимо повідомити нас, чи зможете ви поставити ...
Please let us know what quantities you are able to deliver till...	Будь-ласка, повідомте нас, яку кількість ви зможете поставити до ...
Could you let us have a quotation for...	Повідомте нас, будь-ласка, про розцінки на
Would you kindly quote your prices and terms of delivery (terms of payment)...	Не могли б ви визначити нам ціни та умови поставки (умови оплати) ...
We would like to have further details about...	Ми б хотіли отримати більш докладну інформацію про ...
We would like to represent your product in...	Ми б хотіли представити вашу продукцію на
Please send us samples of... (your catalogues, leaflets)	Будь-ласка, надішліть нам зразки ... (свої каталоги, брошури і т.д.)
In connection with this...	У зв'язку з цим
We are distributors (importers, retailers, etc.)	Ми є дистриб'юторами (імпортерами, продавцями і т.д.)
We would like to get in touch with manufacturers (suppliers, sellers) of...	Ми б хотіли встановити контакт з виробниками (постачальниками, продавцями)
There is a large market here for your products.	Ваша продукція знайде у нас свого покупця
For over ... years our company has imported from	Більш, ніж ... років наша компанія імпортує із
We usually effect payment by letter of credit (cheque, bank transfer, etc.)	Зазвичай ми проводимо оплату шляхом відкриття акредитиву (чеком, переказом)
If your prices are competitive (the samples meet the standards, your equipment complies with our requirements, etc.) we may be able to let you regular orders.	Якщо ваші ціни влаштують нас (зразки будуть відповідати вимогам стандартів, ваше обладнання задовольнить наші потреби...), ми будемо регулярно замовляти вашу продукцію
We are looking forward to your early reply.	З нетерпінням чекаємо на вашу відповідь.
Your prompt answer would be appreciated.	Будемо вдячні, отримавши швидку відповідь

#### **Task 4. Read and translate the letter.**

This letter is from a Birmingham chain of retail shops to the Italian manufacturer. Here the retailer explains how he got to know about the manufacturer, and suggests that a quantity discount and acceptance of his methods of payment would persuade him to place an order. He is stating his term in his enquiry because he feels that as a bulk buyer he can stipulate conditions. But the Italian manufacturer wants the order, he does not like the terms, and suggests conditions that are more suitable to him.

#### **F. Lynch & Co. Ltd.**

(Head Office), Nesson House, Newell Street, Birmingham B 3 3EL  
Telephone No.: 021 236 6571 Fax: 021 236 8592 Telex: 431641

Satex S.p.A  
Via di Pietra Papa  
00146 Roma  
Italy  
Our ref: Inq. C351

6 February 20\_\_\_\_\_

Dear Sirs,

We were impressed by selection of sweaters that were displayed on your stand at the "Menswear Exhibition" that was held in Hamburg last month.

We are large chain of retailers looking for a manufacturer who could supply us wide range of sweaters for the teenage market.

As we usually place very large order, we would expect a quantity discount in addition to a 20 % trade discount off net list prices, and our terms of payment are normally 30-days bill of exchange, documents against acceptance.

If these conditions interest you, and you can meet order of over 500 garments at one time, please send us your current catalogue and price-list.

We hope to hear from you soon.

Yours faithfully,

*L. Crane*

L. Crane  
Chief Buyer

**Answer the questions on the Letter:**

1. How did F. Lynch & Co. get to know about Satex?
2. What market are Lynch & Co. interested in?
3. How many sweaters are they likely to order?
4. What discounts are they asking for?
5. How will payment be made?
6. What expression does Mr Crane use to show Lynch is a large firm?
7. Should any references be quoted in reply to this letter?
8. Which words in the letter correspond to the following: shown; group of shops; selection; less; present?

**Task 5. How much do you know about business mail? Try this quiz.**

		True	False	Corrections and explanations
1.	It is more polite to use <b>Sir</b> or <b>Madame</b> rather than the name of the person you are writing to.		<b>X</b>	If you know the name, you should always use it.
2.	<b>Ms</b> is used when you are writing to more than one woman.			
3.	<b>Mister</b> is more correct than abbreviated <b>Mr.</b>			
4.	In the USA a letter to a company usually starts with <b>Gentlemen:</b> not <b>Dear Sirs</b>			
5.	The <b>date</b> is written differently in British and American letters.			
6.	A letter start with <b>Dear Sir</b> or <b>Dear Madame</b> will close with <b>Yours sincerely.</b>			
7.	<b>p.p.</b> is used when someone signs a letter on behalf of someone else.			

**Task 6. Choose the correct words to fill the gaps in this letter.**

Dear *Mister/ Sir or Madame/ Director*

I *would/can/could* be *like/please/grateful* if you could *send/give/have* me a brochure and price list for new X-Flame range of fire extinguishers.

*Could/Do/Are* you also let me *tell/give/know* your terms of payment for new customers?

*Thank/Thanks/ Please* you for your attention.

I *look/see/am* forward to *letter/hearing/answer* from you.

Yours *sincerely/regards/faithfully*.

Grahan Burns

**Task 7. Translate into Ukrainian in writing.**

If in your business you need a lot of information and want to be given more details, you may ask about the following: description of the goods (services); supply of goods; delivery time; catalogues, leaflets, booklets; samples; prices, quotations.

Sometimes, if you are limited to certain price range, it is good to mention it in your Letter of Enquiry: terms of payment (sometimes given an option), method of delivery and insurance.

Terms relating to prices:

1. B/E – bill of exchange.
2. FOB (free on board) – the price includes delivery to a named port and loading on to a ship.
3. CIF (cost, insurance, freight) – the price includes all costs and insurance to a named destination (e.g. CIF Kyiv).
4. COD –cash on delivery.
5. CFR – cost and freight.

If you are writing to potential supplier for the first time include:

- where you found the supplier's name;
- information about your business;
- where the supplier can find references about your company.

**Task 8. Write the letter of inquiry using the following phrases:**

- We would greatly appreciate receiving any information, leaflets and price list;
- Our advanced in distributing the Product is making it possible to characterize product in detail...;
- Sincerely yours ...;
- We have heard of your Product from one of the international magazine;
- Please send such materials to: price, dates of delivery, terms of payment;
- Dear Sir;
- We are interested in buying your Product;
- We would like to represent your Product in the Ukrainian market;
- If your prices are competitive we may be able to let you have regular orders.

**Task 9. Offer your English version for the following Ukrainian letter of inquiry.**

*Шановні пані та панове!*

*Посилаючись на нашу домовленість із представниками вашої фірми від 12 листопада 2010 року, просимо надіслати нам пропозицію на постачання запасних частин до електрогенератора. У пропозиції просимо зазначити повне найменування, тип, технічні характеристики, ціну, а також можливий термін і загальний обсяг поставки.*

*Вкажіть, будь-ласка, точну дату висилання нам вашої пропозиції.*

*Заздалегідь вам вдячні.*

*З повагою...*

**Task 10. Write a letter of inquiry according to the following situation:**

You are Jenny Peach, the Director of a retail company Peach Style in Vinnytsia. Write a letter to the manager of wholesale company Thompson & Windson in London and ask about their conditions, quotation for winter coats for women (1,500 coats in each of the size 6-8). Inform that payments will be made by a Letter of Credit.



## **Task 11. Read and translate the text.**

### **Envelopes**

The envelope should be a standard size that match the stationary (approximately 4“x9S” for standard 8S“x11” stationery). Fold the letter twice so that is creased to make thirds. This will fit easily in a standard envelope, and it is easy to unfold.

The address of the recipient is in the middle of the envelope, beginning approximately half down. (Be sure it is mostly below the stamp, or it may get covered over by the cancellation).

The return address is in the upper left hand corner. This is not necessary to type in if the stationery is preprinted with the return address.

If you are using business envelopes with a window, fold the letter so that the inside address shows through the window.

Use the block style letters if the envelope has a double window. This will make the return address appear in the upper window of the envelope.

If the personal letter is in a small envelope the return address may be written on the envelope flap after the envelope is sealed.

## **Task 12. Look through the given situations and write down the address and the salutation to each of them following the rules of writing a business letter.**

- a) You are writing to the Chief Training Officer of a company called Newmark and Grayson Chemicals. They are based at 30-32, Dunmow Lane, London Eel 1.
- b) You are writing to Ann Bains, who works in the Accounts Department of company called Taylor and Johnson. Their offices are at 76 Davies Street, Liverpool 8.
- c) You are writing to Peter Andrews, the Marketing Manager of Drew and Aabel, who have their headquarters in Tonbridge, end at 22Main Street. You have worked closely with Peter Andrews before and know him well.

## Unit 3

### OFFER LETTERS

#### Active vocabulary

offer - пропозиція

engagement - зобов'язання

acceptance – акцепт; акцептований вексель

price list - прейскурант

stipulated – обговорений; домовлений;

carry conviction – переконувати; діяти переконливо;

description – опис

bulk discount – велика (значна) скидка

agreement – угода, домовленість

quantity - кількість

representative – представник

#### Task 1. Read and translate the text.

Offers made in writing usually state the specification and description of the goods offered, the quantity, the price, the terms of payment and the time and place of delivery. Offers may be firm (or binding) or without engagement.

A firm offer is made by the Seller to one potential Buyer only and usually indicates the time during which it will remain open for acceptance and price lists, catalogues or conditions of a typical contract are added. If the Buyer accepts the offer in full within the stipulated time, the goods are considered to have been sold to him at the price and on the terms stated in the offer.

A good sales letter consists of four essential elements. It must:

- arise interest; arise the reader's attention;
- create desire to make use of your offer;
- carry conviction; convince him that these products or services are the best ones for him;
- induce action; activate him to place an order.

The structure of the offers:

1. the aim of writing;
2. answers to questions of a potential buyer;
3. additional offers;
4. expression of hope for order.

While answering questions the Seller has to give exact description of goods and supply additional information (photos, samples of product). Making agreement on the price possible discounts must be taken into consideration.

## Task 2. Study the business letter.

### Sample Letter of Offer

**Satex S.p.A.**

Via di Pietra Papa, 00146 Roma

Telephone: Roma 769910    Telefax: (06) 6815473    Telex: 285136

Mr L.Grane, Chief Buyer  
F.Lynch & Co. Ltd.  
Nesson House  
Newell Street  
Birmingham B3 3EL  
United Kingdom

Dear Mr Grane,

We are pleased to receive your enquiry, and to hear that you liked our range of sweaters.

There would certainly be no trouble in supplying you from our wide selection of garments which we make for all age groups.

We can offer you the quantity discount you asked for which would be 5% off net prices for orders over £ 2,000, but the usual allowance for a trade discount in Italy is 15%, and we always deal on payment by sight draft, cash against documents. However, we would be prepared to review this once we have established a firm trading association with you.

Enclosed you will find our summer catalogue and price list quoting prices c.i.f. London.

We are sure you will find a ready sale for our products in England as have other retailers in Europe and America, and we do hope we can reach an agreement on the terms quoted.

Thank you for your interest; we look forward to hearing from you soon.

Yours sincerely,

*D.Causio*

D.Causio

### Answer the questions on the Letter:

1. How does Mr Causio confirm that he can supply the sweaters?
2. Does Mr Causio agree to all Mr Crane's requests concerning discounts?
3. How does Mr Causio suggest that the method of payment could be changed in the future?
4. What enclosures have been made?

5. What sort of payment does Mr Causio ask for?
6. How does Mr Causio suggest his firm deals internationally?
7. What expression does he use to say that his firm has different clothes in different styles?
8. Which words in the letter correspond to the following: bulk discount; bill paid on presentation; clothes; reconsider; discount?

### Task 3. Read carefully the English expressions and their Ukrainian equivalents.

#### Useful phrases:

We are pleased to learn that you are interested in...	Ми раді дізнатися про Вашу зацікавленість щодо...
We are pleased to know that you want to buy...	Ми раді, що Ви бажаєте купити...
We are glad to say that we can reserve you...	Ми раді повідомити, що можемо залишити для Вас ...
We are pleased to send you the required samples and offer...	З радістю надсилаємо Вам обрані зразки і пропонуємо ...
As to your inquiry of (date) we are informing you that...	На Ваш запит від (дата) ми повідомляємо Вам, що
We enclosed our catalogue with the latest price-list	Ми додаємо наш каталог з найновішим прейскурантом.
Our proposal is valid till ...	Наша пропозиція дійсна до ....
The price covers packing and transportation expenses.	Ціна включає пакування і транспортні витрати
We can give you a ...% discount.	Ми можемо надати Вам ...% знижку.
As you can see from our price-list, our prices are at least 5% lower than the market prices.	Як видно з нашого прейскуранту, наші ціни щонайменше на 5% нижчі від ринкових.
I especially call your attention to	Я особливо звертаю Вашу увагу на ...
I encourage you to order as soon as possible as the quantity of this product available at our warehouse is limited.	Я прошу Вас швидше оформити замовлення, так як кількість товару на складі обмежена.
We would appreciate receiving the order from you as soon as possible.	Ми були б раді отримати замовлення від Вас якомога швидше.
If you are not happy with our proposal please let us know why.	Якщо Вас не задовольнить наша пропозиція, просимо повідомити нам про причину.

**Task 4. Read and translate the following letter of offer.**

Mr. Arnold Sober  
Purchasing Manager  
Continental Equipment

November 5, 2006

Dear Mr. Sober,

Thank you very much for your enquiry. We are of course very familiar with your range of machines and are pleased to inform you that we have a new line of details that fit your specifications exactly.

The most suitable of our products for your requirements are the Challenger Plus batteries. This product combines economy, high power output and quick charging time and is now in stock.

I enclose a detailed quotation, specifications and delivery terms. As you will see from this, our prices are very competitive. I have arranged for our agent Mr. Manson to deliver five of these batteries to you next week, so that you can carry out the laboratory tests. Our own laboratory reports, enclosed with this letter, show that our new Challenger Plus batteries perform as well as any of our competitor's products and, in some respects, outperform them.

If you would like further information, please telephone or telex me: my extension number is 585. Or you may prefer to contact Mr. Jack Manson in York: his telephone number is 086437829.

I look forward to hearing from you.

Yours sincerely,  
Jeoffray Still

**Task 5. Match the synonyms.**

**A**

1. secret
2. when it best suits you
3. surname
4. mistake
5. I would be grateful
6. to give proofs
7. post
8. looks
9. offer
10. greeting

**B**

- a. error
- b. salutation
- c. layout
- d. proposal
- e. job title
- f. at your convenience
- g. confidential
- h. I would appreciate
- i. family name
- j. to present evidence

**Task 6. Put the sentences in the letter in the correct order.**

a. Should you require a demonstration of this or any other of our products, we will send one of our representatives to visit you when we could discuss your exact requirements.

b. Dear Ms...

c. Our representative, Mr Humphries, has informed me that you are interested in our range of word processing equipment.

d. I hope that you will not hesitate to contact me again if you require any further information, or if you wish to arrange a convenient time for a demonstration of our product.

e. Yours sincerely, ...

f. I am enclosing our current catalogue. In particular, I would draw your attention to model NX86.

**Task 7. Match the Ukrainian equivalents to the English words and expressions.**

1. urgent business matters
2. provide with details
3. to mark in the catalogue
4. to delay in replying
5. to suggest
6. to execute an order
7. therefore
8. reasonable price
9. to be convinced
10. in strict rotation
11. besides

- a. запізнення з відповіддю
- b. розумні (помірні) ціни
- c. за суворою чергою
- d. надавати деталі
- e. відповідно
- f. термінові ділові справи
- g. до того ж
- h. бути переконаними
- i. виконувати замовлення
- j. зазначати в каталозі
- k. пропонувати

**Task 8. Write a letter of offer according to the following situation:**

The wholesaler is out of stock of the adapters that his customer has made for, so he is offering a substitute. However, he has not yet tested the new product and knows nothing about its performance or safety.

**Task 9. Here is a typical of a sample of a commercial letter. Use the twelve different parts shown to put together the letter below:**

*e.g. 12= a*

1) letterhead	2) references
	3) date
4) addresser's name and address	
5) salutation	
6) subject title	
7) body of the letter	
8) complimentary close	
9) signature	
10) company position	
11) enclosure	
12) copies	

**a)** c.c. Martin Naylor, International Holdings, Singapore;

**b)** Due to change of programmer, Mr Gilbert Smethers will now be arriving in Singapore on 18 July and not 16 July as originally planned. Would it be convenient to re-schedule your meeting with him for 19 July at 10.30 a.m.? Please contact our agent, Martin Naylor, to confirm that this is possible or to suggest an alternative time.

**c)** Enc. Managing Director's itinerary;

**d)** Personnel Assistant to the Managing director;

**e)** Visit of Mr Gilbert Smethers, Managing Director, International Holding;

**f)** International Holding PLC, Nelson House, Grosvenor Street, WIX 9FH Tel: 071-444-2121, Fax: 071-443-0896, Telex: 514050;

**g)** Mr Alan Mexford, Financial Consultatnt, 2 Victoria Buildings, New Bridge Road, Singapore

**h)** *J. Hardy*

**i)** Dear Mr Mexford

**j)** Yours sincerely

**k)** Our ref: JH/298

**l)** 23 June 2010

## Unit 4

### ORDER LETTERS

#### Active vocabulary

order – замовлення

ship – перевозити, доставляти

draft – чек, вексель

transportation charges – транспортні витрати

freight – фрахт

clip – прикріпляти

quote – призначати ціну

a covering letter – супровідний лист

acknowledge – підтверджувати; повідомляти про одержання;

dispatch - відправка; відправляти, надсилати

consignment – вантаж; партія товару; накладна (на вантаж)

#### Task 1. Read and translate the text.

The letter ordering the goods should be so clear that it could not possibly be misunderstood. It should be exact and complete in every detail as to quantity, quality, size, number, catalogue page and number, shape style, colour, price of each, or other item (use sample of paper, cloth) helping toward exact identification. If the buyer is to pay transportation charges, he should specify how the order is to be shipped – mail, express, or freight – unless he leaves this matter to the one who ships. Give complete instruction for shipping.

Printed order blanks may be used, but in any case a few words should be written in addition to those giving the items and exact instructions relative to the order. Write each item on a separate line beginning at the paragraph margin. If payment is enclosed, state the exact amount and the form in which it is sent – stamps, currency, check, draft, or money order. An enclosure should be clipped to the letter, and in the lower left-hand corner should be written “*enclosure*”.

The advantages of the order form are obvious. All the necessary instructions are printed and therefore no important points can be forgotten. There is a space for method of transportation, packing, delivery, insurance, payment term and marks. But the most essential thing is to give an accurate description of the goods which you want to buy. When defining the quality or type of goods wanted, the catalogue should be quoted. The quantity of each item ordered should be clearly stated. Instructions must be given about all necessary documents – Bill of Lading, Certificate of Origin, Consular Invoices – and about the packing, marking and



forwarding of the goods. The Order Form number should be quoted in all correspondence. When a covering letter is sent with an order form, essential details will be contained in the form and additional explanations in the letter.

After receiving an order the usual practice is to *acknowledge* it at once. This is often done on ready-printed form. In this way the buyer knows that his order has been received and is receiving attention.

**Task 2. Study the business letters.** F. Lynch & Co. Ltd. have decided to place an order with Satex S.p.A. and are sending a covering letter with the form.

**F. Lynch & Co. Ltd.**

(Head Office), Nesson House, Newell Street, Birmingham B 3 3EL  
Telephone No.: 021 236 6571 Fax: 021 236 8592 Telex: 431641

Satex S.p.A  
Via di Pietra Papa  
00146 Roma  
Italy

9 March 20\_\_\_\_\_

Our ref: Order DR4316

Dear Mr Causio,

Please find enclosed our order, No. DR4316, for men's and boys' sweaters in assorted sizes, colours, and designs.

We have decided to accept the 15% trade discount you offered and terms of payment viz. documents against payment, but would like these terms reviewed in the near future.

Would you please send the shipping documents and your sight draft to Northminster Bank (City Branch), Deal Street, Birmingham B3 ISQ.

If you do not have any of the list items in stock, please do not send substitutes in their place.

We would appreciate delivery within the next six weeks, and look forward to your acknowledgement.

Yours sincerely,

*L. Crane*

L. Crane  
Chief Buyer

Enc. Order form No. DR4316

## Order Form

<b>ORDER</b>		<b>No. DR4316</b> (please refer to this number on all correspondence)	
<b>F. Lynch &amp; Co. Ltd.</b> (Head Office), Nesson House, Newell Street, Birmingham B 3 3EL Telephone No.: 021 236 6571 Fax: 021 236 8592 Telex: 431641			
Satex S.p.A Via di Pietra Papa 00146 Roma Italy			
			Authorized <i>L. Grane</i>
Quantity	Item description	Cat. No.	Price c.i.f. London
50	V Neck: 30 Red/20 Blue	R 432	£ 13.80 each
30	Roll Neck: 15 Black/ 15	N 154	£ 9.40 “
30	Blue	N 154	£ 16.00 “
40	Crew Neck: 15 Green/ 15 Black Crew Neck: pattern	R 541	£ 12.60 “
			9 March 20

### Answer the questions on the Letters:

1. When should the order be delivered?
2. Who is L.Grane?
3. If the order was faxed to Satex, which number would be used?
4. Besides the price, what other costs are covered to London?
5. How will Lynch & Co. pay?
6. How soon do they want the sweaters?

### Task 3. Read carefully the English expressions and their Ukrainian equivalents.

#### Useful phrases:

In reply (response) to your letter of (dated) ..., we thank you for...

У відповідь на ваш лист від..., ми дякуємо вам за...

We are pleased to enclose our order №...

Ми раді додати до цього листа наше замовлення №...

We accept your offer and have pleasure in placing an order with you for...

Please confirm that you can supply...

Please send the copy of this order to us, duly signed, as an acknowledgement...

Thank you for your order №... of (dated)...

As requested we enclose (are enclosing) the copy of your order, duly signed, as an acknowledgement.

We confirm that delivery will be made by...

We hope that you will have a good turnover, and that we will be dealing with your company in the future.

Delivery will be made in conformity (accordance) with your instructions.

We are sorry (we regret) to let you know (to inform you) that we cannot execute your order because of...

The goods you ordered are no longer available.

We can offer you a substitute.

Ми приймаємо вашу пропозицію та із задоволенням розміщуємо у вас замовлення на.

Просимо підтвердити, що ви можете здійснити поставку

У якості підтвердження замовлення просимо надіслати нам підписану вами копію замовлення...

Дякуємо вам за ваше замовлення №... від..

Як ви просили, ми додаємо копію вашого замовлення, підписану нами, як підтвердження вашого замовлення...

Ми підтверджуємо, що поставка буде здійснена до ... (дата).

Сподіваємося, що ви будете мати гарний обіг і що ми будемо плідно співпрацювати з вашою компанією і надалі.

Поставка буде здійснена відповідно до ваших інструкцій.

На жаль, ми змушені повідомити вам, що ми не зможемо виконати ваше замовлення через те, що ...

Товарів, які ви замовили, більше нема у наявності.

Можемо запропонувати вам заміну

#### **Task 4. Study the acknowledgement of order.**

Satex S.p.A. will now prepare Mr Crand's order, but in the meantime let him know that the order has been received.

#### **Sample letter of Acknowledgment**

**Satex S.p.A.**

Via di Pietra Papa, 00146 Roma

Telephone: Roma 769910 Telefax: (06) 6815473 Telex: 285136

Mr L.Grane, Chief Buyer

F.Lynch & Co. Ltd.

Nesson House  
Newell Street  
Birmingham B3 3EL  
United Kingdom

Dear Mr Grane,

Thank you for your order (No. DR 4316) which we are know making up. We have all the items in stock and will be advising you in the near future.

Yours sincerely,  
D.Causio

**This letter confirms that Satex S.p.A. have sent the order.**

**Satex S.p.A.**

Via di Pietra Papa, 00146 Roma

Telephone: Roma 769910 Telefax: (06) 6815473 Telex: 285136

Mr L.Grane, Chief Buyer  
F.Lynch & Co. Ltd.  
Nesson House  
Newell Street  
Birmingham B3 3EL  
United Kingdom

Dear Mr Grane,

We would like to advice you that your order has been shipped on the SS Marconissa and should reach you within next ten days.

Meanwhile our bank has forwarded the relevant documents and sight draft for £ 1,662.60 to the Northminster Bank (City Branch) Birmingham.

We are sure you will be pleased with the consignment and look forward to your next order.

Yours sincerely,  
D.Causio

**Task 5. Fill in this form of order.**

**Form of order**

Messrs .....

Vinnytsia.....20....

Dear Sirs,

Order № ...

Please supply and deliver the goods described below on the term and conditions specified herein and on the reverse of this order as well as those attached to the order

TYPE OF MECHANDISE: .....

TOTAL AMOUNT OF ORDER: .....

DELIVERY: free on board.....

DELIVERY TIME: .....

TERMS OF PAYMENT: .....

CONSIGNEE: Postal address .....

Destination .....

MARKETING: In England .....

In Ukraine .....

Quantities, description, price and technical conditions on separate pages.

This order contains ... pages.

ITEM	QUANTITY	DESCRIPTION	PRICE PER UNIT	AMOUNT

..... (Organization)

..... Director

..... Manager of ..... Department

## Task 6. Translate into English.

*Панове!*

*Ми вдячні вам за лист від 14 квітня. Ми вивчили ваш каталог та вибрали 2 моделі, на які ми додаємо наше замовлення. Це замовлення є пробним, і, якщо нас задовольнить ваша поставка, ви можете розраховувати на регулярні повторні замовлення.*

*Для того, щоб уникнути непорозумінь, забезпечте точне виконання наших інструкцій щодо відправки товару. За підтвердженням нашої кредитоспроможності можете звертатись до...*

*Щиро ваш...*

## Task 7. Read and translate the sentences below. Write the letter of order using these phrases.

1. We acknowledge the receipt of your letter of 20<sup>th</sup> June and enclose our order № ... for your models ... .

2. We have received your letter of 5<sup>th</sup> March and 10<sup>th</sup> April and enclosed our order № ... for ... .

3. We have studied your catalogue and have chosen 3 models for which we enclose our order. We would stress that this is a trial order and if we are satisfied with your shipment you can expect regular repeat orders.

4. With reference to our telephone conversation and your letter of 20<sup>th</sup> November we have immediately contacted ... and have been successful in securing their order.

5. Payment will be made by Letter of credit in London against document.

6. Please advise us when the goods are ready for shipment and await our final shipping instruction.

7. To avoid difficulties with the customers' authorities, please make sure that our shipping instructions are carefully observed.

8. We want to tell you how pleased we were with your order because it represents our first dealing with you.

9. We regret, however, that we cannot book the order at the prices we quoted 5 weeks ago.

10. We are obliged to your order № ... for ... .

11. We hope that you will find it possible to increase your order to ..., otherwise we shall be reluctantly obliged to turn down the order.

12. We trust you will understand that it is not a lack of co-operation and good will but sheer necessity, which makes it possible for us to meet your wishes in this case.

13. Before we send you official confirmation we must tell you that we cannot agree to your request for a special discount 3%.

14. We are glad to say that goods which you ordered in October are ready for dispatch.

15. Please let us have your instruction for packing and dispatch.

**Task 8. Make up the logical pairs.**

- A**
1. to acknowledge
  2. to send
  3. to look forward to
  4. to accept
  5. to discuss
  6. to enclose
  7. inspect
  8. receive
  9. arrange
  10. to execute

- B**
- a. a counter proposal
  - b. careful attention
  - c. a convenient time
  - d. receipt, delivery, acceptance of order
  - e. the project
  - f. goods
  - g. requirements
  - h. a quotation
  - i. orders
  - j. specification

**Task 9. Translate the letter into English.**

Шановні панове!

Підтверджуємо отримання Вашого запиту від ... (дата) на постачання (назва товару). Немає потреби надсилати зразки, оскільки Ви добре знайомі з якістю нашої продукції. Ваші відгуки були позитивними, а тому ми можемо розпочати відвантаження товару після отримання замовлення.

З повагою...

**Task 10. Write letter of order according to the following situation:**

a) You are Melany Johnson, a teacher of Business Scholl in London. Order some books (12 copies in each). Write to Book Company and enclose your check for £ 450... (a *letter of order*).

b) We acknowledge receipt and delivery of goods described in invoice and further acknowledgment that said goods have been inspected and are without defect... (a *letter of acknowledgment*)

## Unit 5

### PAYMENT LETTERS

#### Active vocabulary

payment – платіж, плата; погашення боргу  
a sight draft – оплата (тратта, вексель) по пред’явленню  
invoice – рахунок; накладна  
beneficiary – бенефіціар; отримувач грошей по акредитиву або страховому полісу  
overdue – прострочений, несплачений вчасно  
remittance – грошовий переказ  
transfer – переказ (грошей); перевезення (багажу); обмін; перерахування (суми);  
request – вимога, прохання, запит, заявка  
due – те, що належить до сплати; призначений як термін платежу; збір, мито, податок

#### Task 1. Read and translate the text.

Letters requesting payment of overdue accounts are called “collecting letters”. Their aim is to persuade the customer to settle his account and, at the same time, not to offend him, as this might lead to a loss of a business.

The first request for payment therefore should be friendly in tone, tactful and marked “confidential”. It may take the form of end-of-the-month Statement of account. If no reply is received, a second request, firmer in tone, should be sent. If payment is still not made, and no explanation received, the third letter must be sent. This time the writer may state what steps he intends to take to enforce the payment. Even this final letter threatening legal action must be written “with regret”.

Points to remember:

1. Invoices record goods that have been sold. The commercial invoice is one of the main documents used in trading; it may be accompanied by a short covering letter.

2. Pro-forma invoices are sent in the case of pre-payment, or to inform the customer of the price.

3. Statements of account are sent monthly or sometimes quarterly, and include details of all transactions within the period.

4. There are various methods of payment available through the Post Office and banks. Letters accompanying payments are usually short, giving information about the payment and what it refers to, but they can also be used to, say, propose new terms of payment or to make complaints.



5. Letters advising and acknowledging payments tend to be short and routine, but they may be used to, say, propose new terms of payment or to make complaints.

6. If you are asking for more time to pay, you should apologize for not having cleared the account in the due date, explain why you have not paid, and when and how you intend to clear the balance. Remember, your creditor is more interested in when he gets his money, than good excuses.

## Task 2. Study the sample letter of Payment.

### **F. Lynch & Co. Ltd.**

(Head Office), Nesson House, Newell Street, Birmingham B 3 3EL  
Telephone No.: 021 236 6571 Fax: 021 236 8592 Telex: 431641

Satex S.p.A  
Via di Pietra Papa  
00146 Roma  
Italy

16 June 20\_\_\_\_\_

Our ref: Order 14463  
Attn. Mr D. Causio

Dear Mr Causio,

Thank you for being so prompt in sending the document for our last order, №14463. We have accepted the sight draft, and the bank should be sending you an advice shortly.

We have been dealing with you on cash against documents basis for over a year and would like to change to payment by 40-daybill of exchange, documents against acceptance.

When we first contacted you last February you told us that you would be prepared to reconsider terms of payment once we had established a trading association. We think that sufficient time has elapsed for us to be allowed the terms we have asked for. If you need references, we will be glad to supply them.

As we will be sending another order within the month, could you please confirm that you agree to these new terms of payment?

Yours sincerely,

*L. Crane*

L. Crane  
Chief Buyer

### Task 3. Read carefully the English expressions and their Ukrainian equivalents.

#### Useful phrases:

Unfortunately there is some misunderstanding for the payment of the above mentioned sum.

Upon making a routine examination of our records I note that overdue for payment. I have enclosed a copy for your attention. An early remittance would be appreciated. Please let me know if you have any problem regarding this invoice.

Several months after the work is done I am still missing the final payment. Our contract states very clearly that the final payment has to be settled 60 days after completion the work. Please advise if and when you have transferred the amount to our bank account (number) at (address).

I would appreciate a reply to my letter of (date) relating to our outstanding invoices № ... . Please advise when we can expect payment.

With your letter of (date) you have let us know that you have made the payment for (...). However until now the money did not reach us. We ask you to find out whether the money has been transferred. Thank you in advance.

I have checked with our accounts department, and they have indeed received money due on...

I am writing to inform you that advance due on signature of agreement (final payment) was received in (date).

Нажаль виникло непорозуміння стосовно виплати вищезгаданої суми.

При звичайній перевірці наших бухгалтерських записів ми виявили, що цей рахунок прострочено до оплати. Доводжу до Вашого відома його копію. Будемо вдячні за найшвидший перерахунок грошей. Прошу повідомити, якщо у Вас виникнуть будь-які проблеми з цим рахунком.

Декілька місяців після того, як роботу було виконано, ми все ще не отримали кінцевий рахунок. Наш контракт передбачає дуже чітко, що розрахунок повинен бути здійснений протягом 60 днів після завершення роботи. Просимо повідомити, чи здійснили Ви розрахунок і коли переказали цю суму на наш банківський рахунок (номер) за адресою ...

Чекаю Вашої відповіді на наш лист від (дата) про несплачений рахунок №..., прошу повідомити, коли ми можемо очікувати ці гроші

Листом від (дата) Ви повідомили нам, що здійснили оплату за (...). Однак цих грошей ми досі не отримали. Просимо Вас з'ясувати, чи дійсно ці гроші були перераховані. Дякуємо заздалегідь.

Я перевірів у нашому фінансовому відділі, і вони дійсно отримали гроші перераховані за...

Пишу, щоб повідомити Вам, що аванс, належний нам після підписання договірної квитанції (кінцевий рахунок) отримано (дата).

#### **Task 4. Read and translate the following letters of payment.**

##### **First Letter requesting Payment**

Company name Return address	Date
Inside address	
Dear Sirs,	
We refer to our Statement dated 5 <sup>th</sup> May and want to remind you that the amount of \$ 2500 is overdue.	
We'll be grateful to receive your remittance by return.	
Yours faithfully, Financial Director	

##### **Second Letter requesting Payment**

Company name Return address	Date
Inside address	
Dear Sirs,	
Our quarterly statement was sent to you on 14 <sup>th</sup> May, but we have received no advice of payment yet.	
In accordance with our agreement, settlement should be made within 30 days of the date of statement.	
As your present balance of \$ 750 is now 5 weeks overdue we had to ask you to confirm by telex that you have arranged it for payment.	
Yours faithfully, Financial Director	

##### **Third Application for Payment**

Company name Return address	Date
Inside address	
Dear Sirs,	
We are both surprised and disappointed not to have heard from you in answer to our two letters of 5 <sup>th</sup> and 14 <sup>th</sup> May reminding you of balance of \$ 1750 still owing on our statement of the 4 <sup>th</sup> May.	
As things are, you can not blame us if we say that unless we hear from you within ten days we shall have to consider seriously the further steps we ought to take to obtain payment.	
Yours faithfully, Financial Director	

## **Task 5. Translate into Ukrainian.**

1. We write at once to say how grateful we are that you have stated for your complaint so frankly, because it gives us the opportunity to clear the matter up immediately.

2. We hope that this settles the matter to your full satisfaction and that our friendly connection will continue as before.

3. Our order control has pointed out to me that we have been without an order from you for ... . You can understand that this worries me a lot because we just can't afford to lose valued customers.

4. I have found that a few words are often sufficient to clear up misunderstanding.

5. We value friendly relations between our customers and ourselves and confident that you will allow us to serve you in the future as we have done so often in the past.

## **Task 6. Read and translate the letters.**

**a) Dear Mr Wilson**

*We have not yet received your payments. This is to remind you that both your first and second payments of \$ 100 are now overdue. This \$ 200 plus the balance of \$119.04 is due on August 15.*

*In the credit agreements you signed, you agreed to pay off your bill in three payments. The first payment of \$ 100 was due June 15, the second payment of \$ 100 was due July 15, and final payment of \$ 119.04 is due August 15. Please send the full amount in 10 days.*

*Failure to pay on time will affect your ability to charge merchandise at our store. If you want to discuss your account, call me at 800-555-9875. Perhaps we can arrange a more comfortable payment plan.*

*Thank you for your immediate attention.*

*Sincerely,...*

**b) Dear Mr Wilson**

*Is there some you have not paid your bill of \$ 319.04? In the credit agreement you signed, you agreed to pay off your bill in three payments. Your total bill is now overdue. Please send \$ 319.04 within 10 days. If you have any questions or concerns regarding this bill, please contact me at 800-555-9875 by September 10.*

*Failure to send the full amount by September 15 may mean that your bill is turned over to a collection agency. Your prompt attention is urgent to protect your credit.*

*c) Dear Mr Mueller*

*Thank you for your payment of \$563.89.*

*Your current balance is \$3,000 – your credit limit. A payment of \$500 is due May 1.*

*We appreciate your attention to your account status with us. Your patronage is important to our company.*

*If we can assist you, please contact us at 800-555-9000.*

*Sincerely,...*

**Task 7. Read the letter below and find the equivalents to the following:**

1. Якщо у вас немає копій ...
2. Включаючи номер серії дорожніх чеків Америка Експрес.
3. Ми переглянули свої записи...
4. Будь-ласка, надайте фотокопії чеків ...
5. Ми не можемо визначити, чи отримували ми коли-небудь вищезгаданий переказ.
6. Для того, щоб ми могли детальніше вивчити це питання.
7. Дякуємо вам за ваше співробітництво.
8. Сподіваємось отримати від вас швидко відповідь.

Dear Sir,

RE: Your remittance dated 3/25/08 for \$ 50.00

We refer to the letter dated 3 April 2008, copy enclosed for easy reference. Please be advised that we have reviewed our records and cannot locate every receiving that about remittance. So that we may further investigate this matter kindly supply us with photocopies of the checks, if copies are not available, with a complete description of each item, including American Traveler's Cheques.

We thank you for cooperation and hope to be hearing from you soon.

Yours faithfully,

Mrs S.Yensen

**Task 8. Study the words which mean “money you receive for work”. Match the words with their definitions.**

minimum wage	payment for work, made to an employee with a contract of employment.
tip	percentage of sales value given to the sales representatives
royalty	pay given to an employee who is away from work because of illness
stipend	money paid for work before it has done or money paid earlier than expected
salary	the lowest hourly pay rate that a business can legally pay its workers
basic pay	something you receive as well as your wages for doing a particular job
gratuity	A small amount of money in addition to the ordinary payment, which you give to someone such as a waiter or taxi-driver
advance	the salary of magistrate or a priest
sick pay	money paid to the author of a book or an actor in a film as a percentage of salary
commissions	a salary without extra payments
perks	a sum of money given to someone who leaves the job

**Task 9. Combine each two sentences as in the model:**

*Please forward further details. We wish to locate this transfer.*

*Please forward further details so that we may locate this transfer.*

1. Please advice us of the date of payment.  
We wish to locate the payment.
2. Kindly authorize us by return.  
We wish to effect payment.
3. Please send us your payment.  
We want to debit your account.
4. Kindly supply us the full name of the beneficiary.  
We wish to effect payment.
5. Kindly authorize us to debit your account with GBP 7.000.00.  
We wish to make the necessary refund to our principals.

**Task 10. Look at the standard phrases from business letters below. Find more examples of standard phrases on the document. Write them in the spaces provided.**

**Explaining the reason of writing** (I am writing: enquire about ... ; inform you about .... ; confirm ...)

.....  
.....

**Making reference** (With reference to your fax of ...)

.....  
.....

**Apologizing** (I am sorry about ...)

.....  
.....

**Requesting** (We would appreciate it if you would ....)

.....  
.....

**Agreeing to requests** (I would be pleased to ...)

.....  
.....

**Giving good news** (I am pleased to inform you that ...; I am delighted to tell you that ...;)

.....  
.....

**Giving bad news**

.....  
.....

**Explaining reasons** (This is the: result of ...; due to ...)

.....  
.....

**Enclosing documents**

.....  
.....

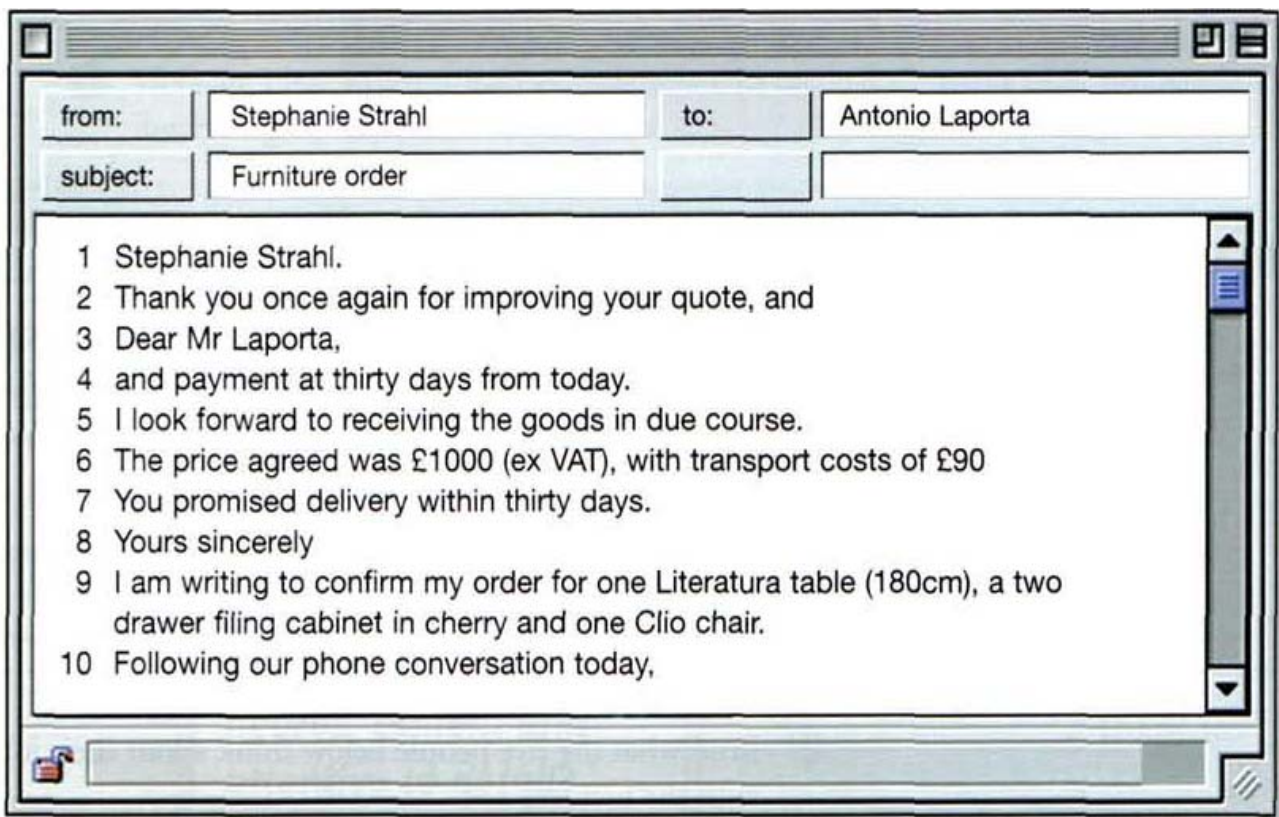
**Closing remarks** (Please contact us again if we can help in any way; Please pass on my best wishes to ...)

.....  
.....

**Referring to future contact** (Looking forward to seeing you soon)

.....  
.....

**Task 11. Read e-mail and put the sentences in the right order.**



**Task 12. Read and translate the text about the methods of payments: foreign trade.**

**Cheque (чек).** It is possible to pay an overseas supplier by cheque, but it takes a long time before the supplier gets his money.

**International Giro (міжнародний гіро-рахунок).** Payment by International Giro, which replaces Money Orders, can be made whether the buyer has an account or not, and to a supplier whether he has an account or not. The International Giro form is obtained from any Post Office, filled out, then handed to the Post Office who forward the order to the Giro center which will send the amount to the Post Office in the beneficiary's country where the supplier will receive a postal cheque. He can then either cash it, or pay it into his bank account.

**International Money Order (ІМО) (міжнародний грошовий переказ).** International Money Order can be bought at most banks in the UK and are paid for in sterling or dollars. The bank fills out the order of the customer, then for a small charge, hands the IMO over, and the buyer



sends into the beneficiary. IMOs can be cashed or credited to the recipient's account.

**Bank Transfer (банківський переказ).** Payment can be made by ordering a home bank to transfer money to an overseas account. If telegraphed, the transfer is known as a telegraphic transfer (TT), and if mailed, a mail transfer (MT). The Society for Worldwide Interbank Financial Communication (SWIFT) offers facilities for a 24-hour transfer of money to a beneficiary on its computer system.

**International Bankers Draft (міжнародний банківський рахунок, тратта).** This is banker's cheque which the bank draws on itself and sells to the customer, who then sends it to his supplier as he would an ordinary inland cheque.

**Bill of exchange (вексель, тратта).** The seller draws a bill on the buyer. The bill states that the buyer will pay the seller an amount within a stated time e/g/ 30 days. The bill is sent to the buyer either by post, or through a bank and the buyer signs (accepts) the bill before the goods are sent/ but shipping documents usually accompany bills when the bank acts as an intermediary in overseas transaction.

**Documentary credit (документарний кредит).** This term is used to distinguish the normal letter of credit, used in business, from the circular letter of credit, formerly used by foreign travelers and now largely replaced by Eurocheques, traveller's cheques, and cash cheques. Documentary credits have to be applied for from the buyer's bank, by filling out a form giving details of the type of credit, the beneficiary, the amount of money, how long the credit will be available for, the documents involved, and a description of goods. The money will be credited to the supplier's account as soon as confirmation of shipment is made.

### **Task 13. Write the letter requested for more time for payment.**

D. van Basten S.A. write to their suppliers to warn them that payment will be delayed.

## Unit 6

### COMPLAINT AND ADJUSTMENT LETTERS

#### Active vocabulary

complaint – претензія, скарга

adjustment – узгодження; урегулювання; коректування

regret – жаль; жалкувати

suggestion – порада; пропозиція

replacement – заміна

reply – відповідь

whereas – беручи до уваги

pursuant to (in accordance with) – відповідно до

to be responsible for – відповідати за що-небудь

to be satisfied with – бути задоволеним чим-небудь

inconvenience - незручність

rummage – проводити митний огляд; шукати контрабанду

#### Task 1. Read and translate the text.

Mistakes may occur in day-to-day business, and these give cause to complaint. If you complain, make sure you get your facts right. And if you have to answer an unjustified complaint, be polite and restrained, and remember that we can all make mistakes.

When making a complaint your letter should consist of the following:

- an expression of regret that there is a need to complain;
- the information about the date of the order and the date of the delivery;
- the nature of your complaint;
- some suggestions of how to put the matter right.

It's also necessary to remember to confine the complaint to a statement of facts and a polite inquiry about what the supplier will do to adjust the complaint.

The complaint must be acknowledged at once, and an explanation given that the matter is being investigated. There is no need to go into details concerning the occurrence of a mistake or error since the only thing the buyer is interested in is how the seller will deal with the complaint.

That's why a reply to complaint should contain the bare facts, information about the action taken by seller. A letter should be clear, brief and courteous. It must conclude with an apology for inconvenience caused and a promise that similar errors will not be repeated in the future.

## Task 2. Read carefully the English expressions and their Ukrainian equivalents.

### Useful phrases:

On receiving Order №... we found that... were missing (damaged, badly packed).

We regret to inform you that (a consignment, a cargo) only contains... instead of... entered on invoice.

We have to point out that the goods have arrived later than the agreed date.

We have to draw your attention to point out that these articles were ordered subject to their arriving by .... (date).

Unfortunately, on opening (checking) we found that a consignment contained different articles from those ordered.

Accounts have lately become overdue.

According to our conditions of sale, your remittance was on March 10.

We presume that a mistake has been made and must ask you to arrange for replacement to be dispatched at once.

Please examine the matter and send the replacement by Air Freight.

We should be grateful if you could ensure that this mistake does not occur again.

We must ask you to rectify the error (as soon as possible; without delay; immediately).

As the period of guarantee has not yet expired we hope you will put the machines on order or give us a free replacement.

Please accept our apologies for the delay and the inconvenience it has caused you; it was due to reasons entirely beyond our control.

We hasten to offer our sincere apologies for this mistake.

We apologize once more for this most regrettable mistake and have taken measures to prevent a reoccurrence of similar errors in future.

При отриманні замовлення №... ми з'ясували, що бракує (ушкоджено, погано запаковано).

Ми вимушені повідомити вам про те, що (партія товару вантаж) містить тільки... на відміну від зазначених у рахунку-фактурі.

Ми маємо звернути вашу увагу на те, що товар прибув пізніше встановленої дати.

Ми вимушені привернути вашу увагу до того, що товари були замовлені за умови їх прибуття до (дата).

Нажаль, при відкритті (перевірці) ми з'ясували, що партія містить не ті товари, які ми замовляли.

Останнім часом рахунки сплачуються із запізненням.

Згідно з умовами нашої угоди, ваш переказ повинен був надійти 10 березня.

Ми гадаємо, що мала місце помилка і мусимо просити вас організувати й негайно відправити заміну.

Будь-ласка, вивчіть це питання та відправте заміну повітряним транспортом.

Ми будемо вдячні, якщо ви гарантуватимете, що ця помилка ще раз не повториться.

Ми мусимо просити вас виправити помилку (як можна скоріше; без затримки; негайно).

Оскільки гарантійний термін ще не вичерпано, ми сподіваємось, що ви полагодили механізм або надасте нам безкоштовну заміну.

Прийміть, будь-ласка, наші вибачення за затримку і незручність, які спричинили Вам; це сталося з незалежних від нас причин.

Висловлюємо наші щирі вибачення за цю помилку.

Просимо вибачення ще раз за неприпустиму помилку і повідомляємо, що вжили заходів для запобігання появи подібних помилок у майбутньому.

### Task 3. Study the business letters.

#### Sample Letter of Complaint of damage

**F. Lynch & Co. Ltd.**

(Head Office), Nesson House, Newell Street, Birmingham B 3 3EL  
Telephone No.: 021 236 6571 Fax: 021 236 8592 Telex: 431641

Satex S.p.A  
Via di Pietra Papa  
00146 Roma  
Italy

15 August 20\_\_\_\_\_

*Attn. Mr D. Causio*

Dear Mr Causio,  
*Our Order № 14478*

I am writing you to complain about shipment of sweaters we received yesterday against the above order.

The boxes in which the sweaters were packed were damaged, and looked as if they had been broken open in transit. From your invoice № 18871 we estimate that thirty garments have been stolen to the value of £ 150.00. And because of the rummaging in the boxes, quite a few other garments were crushed or stained and cannot be sold as new articles in our shops.

As the sale was on a c.i.f. basis and the forwarding company your agents/ we suggest you contact them with regard to compensation.

You will find a list of the damaged and missing articles attached, and the consignment will be put to one side until we receive your instructions.

Yours sincerely,

*L. Crane*

L. Crane  
Chief Buyer

#### Answer the questions on the Letters:

1. How had the damage occurred?
2. Why can't the garments still be sold?
3. What does Mr Crane intend to do with the damaged consignment?
4. Why does Mr Crane suggest Mr Causio has to deal with the documentary details of the complaint?
5. What is enclosed with the letter?

### Sample Letter of Reply to Complaint of damage

Because Satex sells goods on a c.i.f. basis to their retailers, and in this case there was no special instruction to send the goods in a particular way, Satex will have to find out what happened and whether they can be compensated.

Mr Causio could have asked Mr Grane to keep those items which were not damaged, and return the garments which could not be sold. However, he wants the shipping company to inspect the whole consignment in case they do not accept that the damage was caused by pilfering.

#### Satex S.p.A.

Via di Pietra Papa, 00146 Roma

Telephone: Roma 769910 Telefax: (06) 6815473 Telex: 285136

Mr L.Grane, Chief Buyer  
F.Lynch & Co. Ltd.  
Nesson House  
Newell Street  
Birmingham B3 3EL  
United Kingdom

24 August 20 \_\_\_\_\_

Dear Mr Grane,

Thank you for informing us about the damage to our consignment (Inv. № 18871).

From our previous transactions you will realize that this sort of problem is quite unusual. Nevertheless, we are sorry about the inconvenience it has caused you.

Please would you return the whole consignment to us, postage and packing forward, and we will ask the shipping company to come and inspect the damage so that they can arrange compensation. It is unlikely that our insurance company needs to be trouble with this case.

If you want us to send you another shipment as per your order № 14478, please let us know. We have the garments in stock and it would be no trouble to send them within the next fortnight.

Yours sincerely,

*D.Causio*

D.Causio

**Task 4. Translate the letter of complaint into Ukrainian.**

Date:

To: \_\_\_\_\_ (Supplier)

Whereas we have now made full payment to you in sum of \$ 5,000, for all goods to be shipped pursuant to our order dated \_\_\_\_, 20\_\_; we demand delivery of said goods in accordance with our contract.

**Task 5. Translate the following complaints into Ukrainian.**

- There is a problem /error /a mistake in/on my account/bill/invoice/
- I am returning the enclosed sweater because it is the wrong color/size.
- The goods were faulty/damaged/ in poor conditions.
- The unit is too large/small for our need.
- I was very disappointed that this happened.
- This is unacceptable /unsatisfactory.
- The quality is very poor.

**Task 6. Match sentences 1-4 together with sentences a-d to make four separate complaints.**

1. Unfortunately, one of the machines you sent us was damaged.
2. Unfortunately, we have not yet received your payment.
3. Unfortunately, your driver took the goods to the wrong place.
4. Unfortunately, you forgot to mention the cost of your product.

- a. Please could you send us your check before 4 June.
- b. We would be grateful if you could send us a replacement.
- c. We would appreciate it if you could collect them and bring them to our office.
- d. Please could you send your price list as soon as possible.

**Task 7. Translate the letter into English.**

*Панове,*

*В нашому останньому замовленні Вашої компанії ми просили 25 машин. На жаль, коли ми відкрили контейнер, ми побачили зовсім інший товар, аніж був замовлений. Ми гадаємо, що мала місце помилка і мусимо просити вас організувати й негайно відправити заміну.*

*З повагою....*

### **Task 8. Read and translate the text about letters of apology and replying to complaint.**

The apology may have a special place in customer relations. “Two words will get you through many bad times in the business world: I am sorry” (Mary A. De Vries). A well-written apology for a business problem can make a satisfied customer out of an unsatisfied one. Sometimes you may add a refund discount, free pass, or other material apology for your customer’s inconvenience. When writing an apology to a customer, end with a positive statement: “We look forward to continuing to serve you” or “We value your patronage and your friendship”. The following scheme will help you to write letters of apology in a proper manner:

- Summarize the problem (“I understand you were twice given incorrect information”). In most cases, use the words “I apologize” or “I am sorry”.

- Thank the person for writing or calling or for bringing the problem to your attention.

- When appropriate, convey understanding of the other person’s position: “I can see how disappointing this must have been”; “You have every right to be upset”.

- Tell what corrective action you’re taking, if appropriate (“I will replace the kettle”; “A refund check is being sent”) or offer to make amends. Suggest several possible solutions and ask which person prefers.

- Assure the person this won’t happen again.

- In a business context, end the letter with a forward-looking comment about serving their future needs.

### **Task 9. Translate into Ukraine.**

- Please accept our apologies once again for the inconvenience you had.
- We are very/extremely sorry ...
- We must apology for ...
- We are able/unable to ...
- We afraid we have some bad news.
- We would like to apology for the problem you had.
- After careful consideration we have decided ...
- We were sorry to receive your complaint that ...
- We hope you will understand that we were not responsible for ...
- We assure you that we are doing all we can to ...
- We hope you will be satisfied with the replacements.

**Task 10. Translate the letter into English. Choose the proper Ukrainian equivalents to the English words and expressions. Use them in the sentences of your own.**

Dear \_\_\_\_\_,

Thank you for your letter dated October 15, 20\_\_ concerning your order for consignment of peat moss.

We must apologize for the delay in shipping this order. This was due to unforeseen circumstances. When your order was received we had already had so many orders that we could accept your order for November/December delivery only. We regret that it was not clearly pointed out that we were unable to confirm delivery by November as you requested.

However, your order is being dealt with and will be sent without further delay. You can count on delivery within the first days of December. With apologies once again.

Yours sincerely,

S. White

Manager.

*peat moss – партя товару;*

*delay in shipping – затримка у відправці*

*due to unforeseen circumstances – через непередбачені обставини;*

*be unable to confirm delivery – бути не в змозі підтвердити поставку;*

**Task 11. Put the parts of the letter in the right order. Translate it into Ukrainian.**

- A replacement of the aquarium is on its way to you. Expect it to arrive in three to four weeks. We want you to be one of our satisfied customers.

- Dear Valued Customer, ...

- We are sorry that the fish tank you ordered arrived with a crack in it. Unfortunately, glass products are subject to damage during shipment.

- P. James

Manager



- Thank you for taking the time to write to us. Your comments will help us streamline our shipping procedure so we can further minimize problems.

- Yours sincerely.

- Nevertheless, we have generally had much success in delivering aquarium sets intact. We have already switched to a new brand of packing boxes that we hope will be more durable.

### **Task 12. Match the Ukrainian equivalents to the English words and expressions.**

1. notice
2. whereby
3. to conform

4. agreement
5. unintentional
6. performing
7. to expire
8. to extend
9. in order

10. to cure
11. to replace

- a. відповідати (чомусь); співпадати
- b. замінити; відновлювати
- c. добігати кінця; вичерпуватись; закінчуватись (про термін)
- d. виправляти
- e. продовжувати (термін)
- f. повідомлення; попередження
- g. з тим, щоб
- h. ненавмисний
- i. за посередництвом; за допомогою чого
- j. виконання; здійснення
- k. домовленість; угода

### **Task 13. Write letters according to the following situations:**

1. Complaint of wrong delivery; reply to complaint of wrong delivery.
2. Complaint of bad workmanship; reply to complaint of bad workmanship.
3. Complaint of non-delivery; reply to complaint of non-delivery.
4. Complaint of accounting errors; reply to complaint of accounting errors.

## Unit 7

### JOB ADVERTISMENT

#### **Active vocabulary:**

advertisement (“ads”, “ad”) – об’ява, оголошення

a post (position, an appointment) – посада

job searching – пошук роботи

employment – працевлаштування

vacancy – вакансія

candidate – кандідат

assignment – призначення (на посаду); розподіл; завдання

skills – здібності

eye-catching – той, що приваблює увагу

hard-working – працьовитий

essential requirements – суттєві вимоги

#### **Task 1. Read and translate the text.**

Today jobs are being advertised through radio broadcasts, television, newspaper and magazine.

Newspaper advertisement is one of the easiest and most useful ways of researching interview possibilities. However, want “ads” can be misleading. In the career world, the best jobs don’t reach newspapers, which mean that you get limited sense of the jobs that are available.

But there are some different ways of job searching:

*Career centres.* Information about the kinds of jobs that are available is sometimes limited by the relationships between a college or university and certain employers.

*Recruiting firms.* The best thing about recruiting firms is that they advertise jobs that are actually open. If your employment experiences are not an exact match for the positions available, you may have difficulties using a recruiting firm.

*The Internet.* There are important things to keep in mind about the Web. First, competition is extremely stiff. You should also note that your resume might need to be written and presented in a particular way.

*Going to events* sponsored by companies or industries that interested you with the express purpose of meeting new people to network with.

*Networking.* One of the most useful resources to get the job in the people you know: college peers, friends and family, or people from your past, such as high school teachers or community leaders. Even the contacts you made in certain clubs or activities in high school can be helpful.

## Task 2. Read carefully the English expressions and their Ukrainian equivalents.

### Useful phrases:

We have vacancies for ...	У нас є вакансії для ...
The candidate should commence his duties on ...	Кандидат повинен стати до виконання обов'язків з ...
We require someone experienced in the field of ...	Нам потрібна людина, яка має досвід роботи у галузі ...
The person we are looking for will be in the age range ...	Ми шукаємо працівника віком від ... до ...
He will have at least 5 years experience.	Він повинен мати принаймні 5 років досвіду у галузі ...
The person appointed must be capable of work in a team.	Кандидат на посаду повинен уміти працювати у колективі.
He must be able to adapt to the needs of different clients and delegate representatives.	Він повинен бути здатним адаптуватися до потреб різних клієнтів та уміти розподіляти функціональні обов'язки.
The position includes a company car.	Посада передбачає службовий автомобіль.
Salary according to age and experience.	Заробітна платня – відповідно до віку та досвіду.
Salary is negotiable.	Заробітна платня за домовленістю.
Salary of not less than ... per month.	Заробітна платня не менше ... на місяць.
A bonus is payable.	Виплачується премія.
Accommodation will be provided free of charge by the company.	Компанія надає безкоштовне житло.
6 week paid holiday per year.	6 тижнів щорічної відпустки.
A 35-hour week	35-тигодинний робочий тиждень.
A flexible time scheme is in operation.	Діє схема гнучкого робочого графіку.
Applicants must be prepared to work overtime.	Кандидат повинен бути готовим працювати понад норму.
Please give the name of two persons who would be prepared to act as references (referees).	Вкажіть, будь-ласка, прізвища двох осіб, які згодні надати вам рекомендацію.

## Task 3. Read and translate the following examples of job advertisements.

**a) International Petroleum Company is looking for:**

**Financial adviser** – fluent English, experience with equal position in the past or no for international company to prepare monthly financial reports, loss and profit accounts, balance sheets and business plans.

**Lawyer** – English speaking experienced for local and international commercial matters and agreements.

The candidates have to send CV in English

Our address .....

**b) World Open Leading PR Agency  
needs Senior Account Managers**

3+ years experience of PR or advertising

Creative geniuses, team players and hard-workers only.

English essential, must be IBM competent.

Send your CV in English and two references to:

... address..., tel... , mob., ....

**c) Assistant Export Manager**

**We don't expect you be with us long \$12,000 +car+benefits**

Very long as an Assistant Manager. Here, in Export Department things change quickly. Say, some three years ago we were just one of export departments. Last year, however, our Export Department (Eastern Section) was awarded for export achievements.

We expect the right work background, ambition, the pragmatic business approach, communication skills. These are essential requirements. Also good-looking and fluent French are desirable.

The salary is competitive.

If you are a true professional, then please write to

Alan Croose, Personal Manager

... address...

**d) Bank Integrity is looking for a full-time  
Deputy Chief Accountant**

A successful candidate will meet the following requirements:

- University degree in Economics/ Finance
- Minimum 3 years experience in bank accounting
- Knowledge of NBU regulations and GAAP
- Knowledge of banking products
- Fluent English
- Energetic, self-motivated, well-organized person
- Very good written and verbal communication skills.

Please send you CV to

444-5555 for attention of

Andrew Sokolov. By June 20, 20\_\_\_\_

**e) Office manager / Administrator**

UF, 23, Higher education, English, Spanish, Italian, PC skills, work experience as an office manager, hard-working, ability to learn fast, seeks an employment as a secretary, office manager. Tel. 442-0621, Olha.

**Task 4. Choose the best words to complete the following sentences.**

1. A good way to establish a work history and get some \_\_\_\_\_ at the same time is to do some \_\_\_\_\_ work.
  - a) work experience / preparation;
  - b) practical experience / volunteer;
  - c) job practice / manual.
2. When are you doing a specific project or task, it is sometimes called an \_\_\_\_\_ .
  - a) assignment;
  - b) extra;
  - 3) interview.
3. Sometimes, the kind of work that you want may not be \_\_\_\_\_. It is good to be flexible and \_\_\_\_\_ other jobs as an alternative.
  - a) effective / establish;
  - b) free / complete;
  - c) available / consider.
4. If you are serious about your job research, you should use many different jobs search \_\_\_\_\_.
  - a) appointment;
  - b) lectures;
  - c) methods.
5. There are many things to remember when you are preparing yourself to be for the job ready. It is helpful to use a \_\_\_\_\_ of important items.
  - a) checklist;
  - b) method;
  - c) placement.
6. If you work hard at your job search, it will not be long before you get what you \_\_\_\_\_.
  - a) establish;
  - d) deserve;
  - c) complete.

**Task 5. Study the common abbreviations which you can see in any job advertisement.**

Most “ads” use abbreviated forms to announce conditions of employment, especially in the “small ad” section for appointments, e.g. Wntd. sec. full-time fr smll mnfg co. Gd slry. 5-day week, hrs 9-5 usl bnfts. (Wanted, secretary for full-time employment for small manufacturing company. Good salary, five days a week, hours of work 09.06 to 17.00, and the usual benefits in terms of conditions and holidays.)

Other abbreviations that might appear include clk (clerk), acctns (accounts), mngr (manager) asst (assistant), vacs (vacations). Terms like m. (male), f. (female), are no longer permitted by law.

Generally, the terms vacancy, post, position, or opening are used instead of the word job in applications.

ad./advt./advert.	Advertisement
DOE	Depends on experience. The work you have done before will affect the salary they offer.
dr.lic.	Driving licence.
EOE	Equal opportunity employer. Any person may apply for the job.
exc./excel.	Excellent.
exp.	Experience.
K	Thousand. Used with number to give salary. \$10K means \$ 10,000.
Nego	Negotiable. You can bargain with the employer.
PA	Personal assistant.
PC	Personal computer.
PR	Public relations. Communication with the public, usually by means of TV, radio or newspapers.
Refs	References. People who can give information about you or your work.
Uk	Ukrainian
WPM, w.p.m.	Words per minute. Usually refers to typing shorthand speed.
F/T	Full time
p.w.	Per week.
eves.	Evenings.
Co.	Company

## Task 6. Translate the following advertisements into English.

а) Редакція журналу «Економіст» оголошує конкурс на заміщення посад:

*Заступника головного бухгалтера.* Вимоги: жінка до 35 років, вища освіта, знання ІС-бухгалтерії. Досвід роботи. Вільне володіння українською мовою.

*Кур'єра-референта.* Вимоги: жінка до 35 років, освіта вища (бажано Інститут іноземних мов). Вільне володіння українською мовою, професійне знання іноземних мов, старанність, відповідальність.

б) Фірма «Консультант» оголошує конкурс на заміщення вакантної посади юриста. Стаж по спеціальності від 5 років. В/о, англійська мова базова (середня). Відповідальний, надійний, товариський, вільне володіння українською мовою. Жінка або чоловік віком до 50 років.

в) Фірма «Контакт» пропонує постійну роботу старшого офіс-менеджера по продажу автомобілів. Чоловік, в/о, стаж по спеціальності від 2 років. Віком від 30 років. Заробітна плата за домовленістю. Резюме надсилати за адресою ... .

## Task 7. Match the job titles with their Ukrainian equivalents.

- |                                       |  |
|---------------------------------------|--|
| 1. Recruiter                          | a. молодший касир  |
| 2. Legal Assistant (paralegal)        | b. головний економіст (у банку)  |
| 3. Chartered Financial Analysts (CFA) | c. спеціаліст з оподаткування  |
| 4. Corporate Sales Trainer            | d. керівний робітник служби маркетингу                                       |
| 5. Country Team Leader (CTL)          | e. спеціаліст з набору персоналу   |
| 6. Tax Specialist                     | f. консультант з банківських питань  |
| 7. Auditor                            | g. брокер з операцій з нерухомістю   |
| 8. Bookkeeper                         | h. торговий представник / агент  |
| 9. Marketing Executive                | i. корпоративний інструктор / тренер з навиків продажу                       |
| 10. Sales Representative              | j. помічник з правових питань; помічник юриста; референт                     |
| 11. Banking Adviser                   | k. дипломований фінансовий аналітик  |
| 12. Chief Economist                   | l. бухгалтер, діловод  |
| 13. Counselor                         | m. аудитор, ревізор  |
| 14. Real Estate Broker                | n. завідувач територіального відділу (у міжнародних фінансових організаціях) |
| 15. Cashier's Clerk                   | o. радник  |

**Task 8. Is it true or false? Prove point of view.**

- a. Skills are things that you know how to do well.
- b. It doesn't matter if you don't know what kind of jobs you want as long as you really want to work.
- c. You must match the things you know how to do well with the skill requirements of a job.
- d. If you do not speak good English, it is impossible to get a job.
- e. The skills that you use at home can be useful at work.
- f. Doing research on yourself is the first thing you must do if want to look for a job.
- g. Most entry level positions do not have minimum requirements.

**Task 9. Read the following article and be ready to discuss the information in the class.**

Advertising is basis of any business. That's why the exchange of advertising material giving complete information about product or service, leads to establishment of close business relations and successful co-operation in future.

The most popular means of advertisement are advertising leaflets, brochures, catalogues, press-releases etc.

If the list of your goods or services is rather extensive and you have many kinds of catalogues it would be polite to emphasize that you are sending them in case of interest.

Later on when you know your partner's interests better you may continue offering advertisement of your goods. You may also enquire for your partner's advertising materials. It will show that you are interested in your partner's company as well.

At the end of the letter you should thank your partner and express your hope for future negotiation.

What is an effective advertisement? It is one that attracts your attention. It is such an advertisement which keeps honest information about a product or a service. It often has a clever and interesting picture or drawing, skilful use of colors. It is also put in the right place.



**Task 10. Complete the text using these words and phrases. Add “the” if necessary.**

*lower price; most expensive; easiest way; best; larger; cheaper; less; better than; most suitable; smaller; more people;*

Company has to choose \_\_\_\_\_ way to advertise based on budget and suitability. TV adverts are \_\_\_\_\_ form of advertising, and only larger companies can afford them. A radio advert is \_\_\_\_\_ to produce, and is often more effective for \_\_\_\_\_ companies with a limited budget. Local radio reaches \_\_\_\_\_ and its message can be more direct.

Print ads in magazines, newspapers, and billboards are one of \_\_\_\_\_ to reach people. Advertising space in local newspapers costs \_\_\_\_\_ than in national papers and often very effective. Even big stores place adverts in local papers, although they have \_\_\_\_\_ adverts than local shops. National newspapers often carry adverts for computer or mobile phone companies offering \_\_\_\_\_ than their competitors.

Advertisers spend time selecting \_\_\_\_\_ publication. For shampoo manufacturers, women’s magazines are \_\_\_\_\_ sports magazines, because they are seen by the biggest audience of consumers.

**Task 11. There are many ways of attracting customers to your product and keeping your brand name in the public eye. Fill the gaps with suitable words from the box.**

*packaging; personal selling; point of sale advertising; public relations. publicity; sales literature; showrooms; sponsorship; telephone sales; trade fairs and exhibitions; word of mouth;*

1. Brochures, leaflets and catalogues can describe your product in more detail and give more information than an advertisement. Potential customers can be sent direct mail. Sales literature

2. Display in retail outlets (supermarket etc.) can attract the attention of potential customers. \_\_\_\_\_

3. Labels and presentation increase the impact of the product. \_\_\_\_\_

4. You can contribute to the cost of a sporting or artistic event, where your brand name or logo is displayed prominently. \_\_\_\_\_

5. Potential customers can come to your premises and see a display or a demonstration of your product and get hands-on experience.

\_\_\_\_\_

6. Your company takes a stand or mounts an exhibit to enable customer to see your product and talk to your representatives. \_\_\_\_\_

7. The public are informed of a new development through newspapers article. You can inform the press by issuing releases. \_\_\_\_\_

8. PR can ensure that your firm keeps a high profile, and that people are aware of your good reputation and image. \_\_\_\_\_

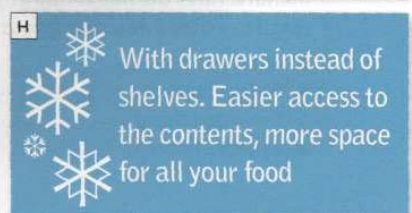
9. Existing customers tell their friends or colleagues about your product and hopefully recommend it to them. \_\_\_\_\_

10. Your staff can call customers, or customers can call to toll-free number to request sales literature or ask for information. \_\_\_\_\_

11. Your sales rep can visit customers: this is the most effective method of promotion, but also the most expensive. \_\_\_\_\_

**Task 12. Look at the extracts from advertisements and match them with the products:**

a holiday destination \_\_\_\_; washing power \_\_\_\_; fridge \_\_\_\_; furniture \_\_\_\_; pet food \_\_\_\_; ferries \_\_\_\_; beds \_\_\_\_; bathrooms \_\_\_\_.



**Task 13. Translate the following phrases into English. Use them to write a letter of advertising products or services of a firm.**

1. На ваше прохання додаємо екземпляр останнього каталогу.
2. Я щойно надіслав вам окремим пакетом наш останній каталог.
3. Додаємо ксерокопію опису цього обладнання з нашого останнього каталогу.
4. Якщо будь-який із зразків приверне вашу увагу (catches your eye), ми надішлемо вам екземпляр для детального розгляду.
5. Я буду радий надіслати Вам контрольний екземпляр.
6. Дозвольте іще раз подякувати вам за надану можливість.
7. Якщо вам знадобиться додаткова інформація, ми будемо раді її надати.
8. Сподіваюсь, що дана інформація буде корисною для вас.
9. Ми не маємо сумніву, що знайдемо достатній попит на ... у вашій країні.

**Task 14. Work in pairs. Write a mini-advertisement.**

- 1) for 3 different job advertisements;
- 2) for one of this products. Create the name of your product. Write a short description and an eye-catching slogan.
  - a car;
  - an MP3 player;
  - a breakfast cereal;
  - a shampoo;
  - a perfume.

## Unit 8

### RESUME (CV)

#### Active vocabulary

résumé (C.V.) – автобіографія, резюме  
applicant – кандидат (на посаду)  
prospective – майбутній  
reverse – зворотний  
responsibilities (duties) – обов'язки  
self-assessment – самооцінка  
self-inventory – самоперевірка  
accomplishments (achievements) – досягнення  
GPA (grade point average) – середній бал, показник успішності  
to recruit – приймати на роботу  
capabilities – здібності, можливості  
promotion – стимулювання; підвищення на посаді  
relevant - відповідний  
experience – досвід  
recruit – новачок; *v* набирати (на роботу, в організацію)

#### Task 1. Read and translate the text.

Résumé is a summary of education, work experience, and qualification. There are two terms which exist in parallel: C.V. (UK.) or a curriculum vita which comes from Latin and means autobiography, and résumé (Am. En.) which is borrowed from French and means a summary. There is no much difference between them except that a résumé is usually shorter (one page long) and written by those applicants who have little work experience.

A résumé is very important in job searching. It is your visit card purposed to arise interest to the prospective employer. There are two main formats of a résumé: chronological and functional. The most popular among the beginners is a chronological résumé. In a chronological résumé a list of education and work experience is presented in a reverse chronological order. This is followed by a statement explaining job responsibilities.

In the functional résumé experience and skills are given under the job title, without dates or places of an employment.

Your résumé also serves as a self-assessment tool, an opportunity to complete a self-inventory and see where you've been and where you'd like to go.

## Task 2. Read and translate the CV of Andrea Paganini.

### CURRICULUM VITAE



Name: Andrea Paganini  
Date of birth: .....  
Nationality: British / Italian  
Marital status: Married

#### QUALIFICATIONS

1987 Obtained Degree in Pharmacology, University of London  
1994 Obtained Diploma in Marketing Studies – London Institute of Marketing  
( ..... – year correspondence course)

#### PROFESSIONAL EXPERIENCE

19 .... – 1989 **University of London Hospital**  
Research scientist in Pharmacology unit

1989 – 1991 **European Commission, Brussels**  
Participated in European Community Drug Development Programme, co-ordinating and financing projects between hospitals and European pharmaceutical companies.

1991 – 1998 **AVRC Pharmaceuticals, Milan, Italy**  
As Head of Research ( ..... years), I was responsible for the development of a new range of anti-depressant drugs. I then worked as Marketing Manager for Italy (4 years).

1998 – present **Pharmaline, Paris**  
Pharmaline sells pharmaceutical products over the Internet. I joined the company as a product consultant. Since ..... I have been Marketing Manager for Europe.

#### LANGUAGES

English / Italian (native speaker)  
..... (fluent)

#### INTERESTS

Skiing, tennis, Modern European literature, architecture

**Task 3. Read carefully the English expressions and their Ukrainian equivalents.**

**Useful phrases:**

Seeks entry-level/full-time/part-time position with .../responsible and challenging management/sales position with specific opportunities	Шукаю роботу без стажу/на повний робочий день/неповний робочий день.../ відповідальну та перспективну роботу у сфері управління/збуту з певними можливостями.
Awarded ... degree in ...	Маю науковий ступінь з ...
Earned high average ...	Маю високий середній бал ...
Complete business courses in ...	Закінчив курси з бізнесу в ...
Attended school in ...	Відвідував школу в ...
Took part in student contest in ...	Брав участь у студентських конкурсах в ..
Strong computer skills, including detailed knowledge of Word 0.7.	Вмію працювати на комп'ютері, добре знаю програму Word 0.7.
Five years of legal experience.	П'ять років досвіду роботи юристом.
Worked with local firm for three years.	Працював у місцевій фірмі три роки.
Developed and implemented new program.	Розробляв і впроваджував комп'ютерну програму.
Performed general banking procedures.	Виконував банківські операції.
Trained and experienced in ...	Маю досвід і підготовку ...
Currently enrolled in ...	Зараз працюю над ...
Responsibilities include assisting customers, stocking merchandise, creating display, taking inventory.	Обов'язки включали обслуговування покупців, складування товарів, ведення інвентаризації.
Directly responsible for supervising two clerical workers.	Під моїм керівництвом працює двоє службовців.
Duties included ordering supplies, maintaining records, transcribing orders, greeting and assisting visitors.	В обов'язки входило замовлення поставок, реєстрація, облік замовлень, прийом та обслуговування покупців.
Did light typing filling and mailing.	Трохи друкував на друкарській машинці, сортував і відправляв кореспонденцію

**Task 4. Fill in the gaps with the words from the box.**

*relevant; goods; hire; sell yourself; suitable;  
abilities; research; long-term; purpose; material;*

Preparing a good resume is a very effective way to \_\_\_\_\_. If you want an employer to \_\_\_\_\_ you, you must show him that you have a clear idea of your \_\_\_\_\_ goals.

It is important to include all the information that is \_\_\_\_\_ to the job you are applying for. You want the employer to understand what kind of \_\_\_\_\_ you have and why you are a \_\_\_\_\_ person for the job. This means that you must do some \_\_\_\_\_ on the kind of \_\_\_\_\_ or \_\_\_\_\_ that are produced at the place you are applying for work. This will help you to write a resume or personal information sheet that will be appropriate for the kind of work you are applying for. Remember that the \_\_\_\_\_ of the resume is to show the employer why he should hire you.

**Task 5. Match the English words with Ukrainian equivalents.**

personal capabilities	подвоїти, збільшити у двічі торгівлю
screening and selecting criteria	великий торговельний досвід
a double sales	укладати угоди
achievements	критерії сортування та відбору
extensive sales experience	особисті якості
to close deals	досягнення

**Task 6. Study the components of chronological resume.**

*Name header* includes your full name (first and last name and middle initials), your post/e-mail address, and fax/phone number.

*Job objective.* Put it right under the name header and use a heading “Objective”, “Job Objective” or “Career Objective”. State exactly the type of position you want in 12 words or less: “A computer programmer for an aeronautics firm”.

*Summary of qualifications/skills* (optional) provides an opportunity to summarize your qualifications and convince the employer to read the rest of your resume. The summary should be targeted to your job goal and highlight experience, skills and training related to the position.

*Professional experience* can be headed as “Work Experience” or “Employment History”. It is the section most employers are interested in,

starting with your present or most recent job, list the jobs you have held. Give the description of your duties and accomplishment.

*Education* generally follows the experience section. However, your educational background can come before your experience if:

- you're recent college/university graduate with little job experience;
- you are changing your career and education in more impressive than your work experience.

The *Special Skills* section of your resume is the place to mention any special abilities you have related to the job you are seeking. Include the name of the course and date you completed the training.

*Memberships and activities*: your activities do not necessarily have to be career-related, but if they are, you may use the heading "Professional Affiliations". List any community activities you think are important.

### Model of a Chronological Résumé

**Name:**

**Date of birth:**

**Nationality:**

**Marital Status:** single, married

**Job objective:** (optional)

**Summary of qualifications/skills:** (optional)

**Work experience:** (job-by-job history in reverse chronological order, starting with the most recent position, including dates, companies and their location, positions, responsibilities, and duties, accomplishment and promotions. Include military service).

**Education:** (degrees, diplomas, and certificates listed in reverse chronological order, name and locations of schools/institutes/universities, graduation dates, GPA; if it is high)

**Special skills:** Computer literacy, name of software programs, hardware or other equipment: driving licence)

**Languages:** (level of proficiency, e.g. excellent, good, fluent)

**Activities and interests:** (name of organizations, societies, kind of sport, other activities)

**References:** (names, addresses, phone of 2-3 people who know your work well and can give confidential details about your character and ability)



## Chronological Résumé: bookkeeper

### Objective

To work for a large company where I can utilize my experience and background in general accounting/bookkeeping and payroll administration.

### Experience

Jason International Trading, Inc., Teaneck, New Jersey

Bookkeeper: March 1995-present

Major responsibilities include accounts receivable, accounts payable, cost accounting, profit calculations, credit investigations on all new clients, and biweekly EDP payroll procession, including overtime, bonuses, sales commissions, and incentive awards for 157 employees. I supervise for people.

Simpson and Tague Company, Hackensack, New Jersey

Accounting Assistant: August 1988-February 1995

Duties included processing of invoices, checks, accounts receivable and accounts payable.

### Education

Fairlawn Junior College, Fairlawn, New Jersey

Associate Degree in Business Studies: June 1988

Fairlawn Junior College, Fairlawn, New Jersey

Diploma, Accounting I,II, and III: May 1990

Paramus Business Institute, Paramus, New Jersey

Certificate, EDP for Business Accounting: December 1991

### Special skills

Fluency in Italian (spoken and written)

### Task 7. Match the words with their definitions.

personal	to dismiss from the job
sick leave	advancement in rank or position in the company
to fire	people who work for a firm or company
to strike	to look for and hire personnel
promotion	Absence because of illness
to recruit	to stop working in protest against something

**Task 8. Match the descriptions of CV's/résumé's elements with the title of the sections.**

Contact information	list most relevant skills/keywords for the target position
Objective	all relevant employment listed in reverse chronological order (most recent first), must include date, title, employer, and location
Employment history	computer programs and lab skills, for example
Summary of skills	list major experiences abroad, dates, and whether travel was through affiliated organizations or independent
Technical skills	one-sentence summary of your immediate work goals. Objective section follows the contact information at the top of the resume
Education	name, mailing address, telephone number, e-mail address, website
Travel	Degree, institution, location, date degree conferred

**Task 9. Put the parts of Gloria King's Resume in a right order.**

- |  |   |
|--|---|
| <ol style="list-style-type: none"> <li>1. Sales manager position leading to senior management</li> <li>2. B.A. (Bachelor of Art) on Marketing (2008); Memphis State University</li> <li>3. During 2 years at G.B.E. (Memphis, Tennessee) was involved in sales. Dealt with customer relations, in particular, with customer complaints.</li> <li>4. Gloria King, 15 April, 1999</li> <li>5. Peter Grossman, director</li> <li>6. Gloria King, 25 North Road, Memphis, 525300, the USA</li> <li>7. Single</li> <li>8. Memphis, Tennessee</li> </ol> | <ol style="list-style-type: none"> <li>a. Personal details</li> <li>b. Date of birth</li> <li>c. Place of birth</li> <li>d. Referees</li> <li>e. Marital status</li> <li>f. Education</li> <li>g. Experience</li> <li>h. Objective</li> </ol> |
|--|---|

## **Task 10. Study the functional resume.**

The functional resume is particularly effective and highly recommended for people without direct experience in the area of their career objective. Since it accents skills and achievements, it is effective and often desired by people who are well established in a career.

### **Functional resume: system programmer**

#### **Profession**

System programmer

#### **Objective**

A challenging position in the computer programming field where I can utilize my extensive experience and broad analytic design and problem-solving skills as a system programmer.

#### **Experience**

Member of MVS/OS395 Parallel Systplexx Conversion Team.

Involvement in high exposure state-of-the-art environment, including OS395 Parallel Systplexx Conversion with full data sharing, Open Edition, and Internet Connection Secure Server.

Solid experience in the installation, maintenance, tuning, and debugging of MFFS/ESA (OS395), SMPE, JES3, TOS/ISPF, VTAN, TCP/IP and BD2 and CICS.

Ability to multitask and adaptability to multiple environment; implementing complex system at network management application.

#### **Employment History**

1993-present	Sonomax Conversion Systems, San Jose, California
1989-1991	ATRAXX Computer Associates, Palo Alto, California
1985-1988	Innova Computer Programs, San Francisco, California

#### **Education**

Bachelor of Science – Mathematics (1983) University of California at Los Angeles

Master of Science – Computer Science (1985) University of California at Berkeley

### **Task 11. Read and translate the tips.**

- Adopt your resume to the position you apply for.
- Make it short – one or two pages.
- Emphasize your accomplishments and achievements.
- Be truthful. Do not exaggerate or minimize yourself.
- Use phrases instead of complete sentences, strong, action verbs.
- Avoid abbreviations and personal pronoun “I”.
- Use one or two fonts: the layout should be clear, easy to read and well-balanced.
- Make clear heading, capitalize or underline them.
- Leave spaces and wide margins to create a clean, professional impression.
- Proofread it to avoid mistakes in spelling, grammar, and punctuation.
- Print it neatly on high quality paper.
- Send an original, not photocopy.
- Don't sign or date your resume.
- Keep copies of your resumes on file for future references. Update them regularly.

### **Task 12. Match the given definitions with the résumé's sections.**

heading	The details of how capable you are in your occupation field
objective	A section provides a detailed description of your work credential
profile	A brief statement near the top of a resume that states the job seeker's goal
accomplishments	The section on the top of the resume, composed of the job seeker's name, address, and contact information (phone, fax, and e-mail)
experience	A report on someone's character and abilities
reference	A section that appears below your objective statement and summarizes your skills, experience, and knowledge

**Task 13. Are these statements true or false? Express your opinion using the following structures.**

<b>Agreeing</b>	<b>Disagreeing</b>
Yes, I agree with you	I don't agree
I think so too.	I don't think so.
Yes, I'll go along with that.	Maybe, but...
That's possible.	That's out of the question.
That sounds good to me.	I don't think that's the answer.
That sounds like a good idea	I am not sure about that because ...
Yes, I think that would you work really well because ...	I am afraid I don't really like that idea.

- 1) Emphasize your business capabilities and skills on your resume.
- 2) The more complicated the resume, the better your chances are of getting an interview.
- 3) There is no point to quantify the results of your previous job in your resume.
- 4) In your resume you should avoid the words making you look like a marketer.
- 5) In your resume you should illustrate that your favorite part of the job was understanding a customer.
- 6) Resume contains typographical errors (typos).
- 7) Resume is easy to write and can be completed quickly.
- 8) Your resume shouldn't state your salary expectation.
- 9) Your resume should state why you left your previous job or are leaving your current one.
- 10) You don't need a resume to get a job.
- 11) Once written your resume need not to be adapted.
- 12) Your resume shouldn't include references and personal information.
- 13) The best resume identifies your previous responsibilities.
- 14) Resume contains exaggerated information.
- 15) Resume doesn't explain missing years.
- 16) Page count doesn't matter.
- 17) You can write a great resume by simply filling in the blanks.

**Task 14. Answer the following questions.**

1. What is the main purpose of a resume?
2. What kind of papers is resume or C.V.?
3. What are the main resume sections?
4. Where should you put your contact information?
5. What should you highlight in your personal profile?
6. What information should be included in the “Professional experience” section?
7. What should you show on the “Education” section?
8. Where should you mention any special abilities you have that relate to the job you are seeking?
9. Is it necessary to list you references on your resume?

**Task 15. Talk about yourself with a partner. Use the following phrases.**

1. I was born in ...
2. I went to school in ...
3. After leaving school I studied ...
4. Such subjects as ... were taught to us.
5. I did a degree in ...
6. My first post was ...
7. When I was promoted ...
8. I have been helped ...
9. I have been given orders (instructions) by ...
10. My work involves ...
11. Now I am responsible for ....
12. I am responsible to ...

**Task 16. Discuss the following situation:**

- a) Your friend decided to write a resume (CV). He/she is looking for a new job. Give him/her advice how to do it.
- b) You are a Personnel Manager. Explain how to write a CV to an applicant.

**Task 17. Read the following words and learn their meaning by heart.**

accomplished - виконував	handled - обробляв документи
administered – управляв	instructed – навчав
applied – застосовував	liaised – підтримував зв'язок
arranged – влаштовував	maintained – обслуговував обладнання
assembled – збирав, скликав	monitored - контролював, відстежував
audited – перевіряв звітність	operated – працював (на машині)
chartered (ordered) – замовляв	performed – виконував
complied – укладав	processed – обробляв
contracted – укладав (угоди)	recorded – реєстрував
controlled – керував	recruited – приймав на роботу
delivered – постачав; читав лекції	regulated- упорядковував
distributed – розповсюджував	reviewed – перевіряв
elaborated – детально розробляв	scheduled – складав розклад
estimated – оцінював	searched – досліджував
evaluated – давав якісну оцінку	supervised – керував
examined – досліджував, вивчав	supported – забезпечував
expanded – розвивав (торгівлю)	trained – навчав
filed – сортував документи	verified – перевіряв

**Task 18. Write your own Resume (CV).**

## Unit 9

### APPLICATION LETTER

#### Active vocabulary

application letter – лист-заява

an applicant – прохач, кандидат, заявник

circular – реклама, проспект

solicited letter – закритий лист

unsolicited or “prospecting” letter – відкритий лист

present evidence – наводити докази

work background – професійна кваліфікація

relevant - відповідний

to look for a job - шукати роботу

a first time job seeker – вперше влаштовуватись на роботу

an interview - співбесіда

refuse - відмова

#### Task 1. Read and translate the text.

Application letter (sometimes called “cover letter” because it is sent with a resume/CV in the same envelope) is aimed at getting a job interview.

Special attention is paid to writing a letter of application for a job.

Suppose, there are a lot of applicants for a particular job. Consequently, there are a lot of CVs and letters of application. A good CV and a letter may get you an interview, whereas a bad CV and a letter may be ignored.

There is one common mistake many applicants make. That is, they phrase their letter of application in an unusual way. Remember a straightforward letter gives more favorable impression.

A letter of application must be handwritten. Do not use colored ink. Black or dark blue is best.

Generally, there are two types of letters of application. Solicited application letter is sent to a definite, or announced, job opening. Unsolicited or “prospecting” letter is sent to a company that did not announce an opening. The objectives of an application letter are:

- to get attention;
- to introduce qualification;
- to present evidence;
- to encourage action.

Remember: your application letter will represent you to the employer. If several applicants have the same qualification, only those writing impressive letters will be interviewed.



## Task 2. Read carefully the English expressions and their Ukrainian equivalents.

### Useful phrases:

Referring to the job advertisement in...	Стосовно оголошення про роботу в ...
I would like to apply for the position of...	Я б хотів подати заяву на посаду...
I recently heard from ... that there is a vacancy in your sales department.	Я нещодавно почув від... про вакансію у вашому торговому відділі.
I am particularly interested in the position you offer, as I know my previous experience and academic background would be valuable in this area ...	Посада, яку ви пропонуєте, викликає у мене особливий інтерес, тому що мій попередній досвід роботи та освіта могли б стати в нагоді у цій галузі.
This position would require someone who has had extensive experience which I gained both academically and commercially.	На цю посаду потрібен працівник, що має великий досвід роботи, якого я набув як під час навчання, так і працюючи в торгівлі.
At present I am employed at the company as an accountant where I deal with ...	На даний час я працюю у компанії бухгалтером, де мої обов'язки складають
I should be pleased to attend an interview	Буду радий пройти співбесіду.
To present oneself in resume.	Представити про себе відомості у резюме.
To tailor a position	Розраховувати на посаду.

## Task 3. Read and translate the following letters of application.

### Letters in reply to an advertisement

#### I

Dear Sir/Sirs/Madame,

I should like to apply for the post of the line product control manager advertised in The Time (14 July 20\_\_).

I am a first-time job seeker and have no experience in this field.

This year I have graduated from the New York University and have a relevant education background.

Please find enclosed complete curriculum vitae where I present myself.

I should be pleased to attend an interview at any time convenient to you. I can be contacted at the telephone number given in my CV.

I look forward to hearing from you.

Yours faithfully,

O.Johnson.

## II

Dear Sir/Sirs/Madame,

With reference to your advertisement in today's South Light, I would like to be considered for the above-mentioned post (position).

My present position is a bookkeeper of finance department. I was hired by this firm ten years ago. I am experienced in the field of bookkeeping. I feel that I would like to specialize in accounting.

Since my student days, I have been interested in accounting, here they have young but qualified and experienced accountants. That's why I'm seeking a position of an accountant.

I tailor to such a position in your company.

In an enclosed CV I present myself.

I hope to be invited to an interview. My work experience may fit you.

I look forward to hearing from you.

Yours faithfully,

D.Green.

## Speculative applications

### I

Dear Mr Smith,

I have heard from Mrs. Brown, the external auditor of the audit firm "Consulting" that you are looking for an internal auditor for your firm.

I go after this position in your company for I have a proper work background in the field of auditing and hope to demonstrate my abilities as an auditor working in your company.

Unfortunately, due to the closure of Davidson's I have to look for a new job. My chief, Mc Geerow, will be pleased to give any relevant information you want about my work.

Yours sincerely,

Jim Harrow.

**Task 4. Do the questionnaire. Put a tick (V) for “yes” or a cross (X) for “no”.**

*What's your style?* What kind of person are you? What's the right job for you? Find out with this questionnaire.

1 I enjoy teamwork. <input type="checkbox"/>	2 I am good at problem-solving. <input type="checkbox"/>	3 I like using technology. <input type="checkbox"/>	4 I like being independent. <input type="checkbox"/>
5 I am good at research. <input type="checkbox"/>	6 I like dealing with people. <input type="checkbox"/>	7 I don't like working under pressure. <input type="checkbox"/>	8 I like travelling and meeting new people. <input type="checkbox"/>
9 I am good at dealing with money. <input type="checkbox"/>	10 I am not very good at organizing information. <input type="checkbox"/>	11 I like being creative. <input type="checkbox"/>	12 I don't mind doing routine activities. <input type="checkbox"/>

**Compare your answers with your partner.**

**Example:** A) I enjoy teamwork. What about you?

B) No, I don't actually. I like being independent.

**Task 5. A piece of advice**

**A good application letter should:**

- be personal (have name and position to whom it is addressed):
- give the reason of applying for a particular company:
- be persuasive, i.e. written according to the AIDA formula: “attention-interest-desire-action”:
- use simple and direct language;
- have perfect spelling, punctuation and grammar;
- have ethic layout;
- be short (one page long), standard and businesslike;
- be original; photocopies are unacceptable.

**Task 6. Read the job ad, then put the expressions in the correct places in the letter.**



The image shows a job advertisement for Mazower Stadium. At the top is a green logo consisting of several horizontal bars of varying lengths, with curved ends on the left and right sides. Below the logo, the text reads: "Come and join our dynamic team at the" in a smaller font, followed by "MAZOWER STADIUM" in large, bold, red capital letters. Below this, there is a list of four bullet points: "Do you like sport?", "Are you good at languages?", "Can you use computers?", and "Have you got experience with the public?". At the bottom of the list, it says "Contact: Gary Olsen" in red text.

- *I am interested in;*
- *relevant work experience;*
- *I believe;*
- *to apply for;*
- *to meet with...;*

Dear Mr Olsen

I am writing \_\_\_\_\_ the job advertised in the Evening Mail of 5 June. I'm 22 years old and I worked in a degree in sport science. I also have \_\_\_\_\_. I have been an assistant in a sport center, and I have worked in an IT department. Last summer I worked in a travel agency where I dealt with customers. I speak Spanish, English, and French fluently and I have studied in the US.

I have never worked in a stadium before but \_\_\_\_\_ that I have necessary skills and qualifications. \_\_\_\_\_ working for your company because it would give me valuable experience in the sports industry.

I would welcome an opportunity \_\_\_\_\_. My phone number is 01268 55328. I enclose a copy of my CV.

Yours sincerely  
Juan Diaz

**Task 7. Confirm or contradict the following statements.**

1. I don't think that writing a good letter of application for a job is important. People overestimate its significance.
2. A letter of application can influence the future of the applicant.
3. Letters of application phrased in an unusual way produce, as a rule, favorable impression.
4. A letter of application must be handwritten.
5. There are six types of letters of application.
6. A typical solicited letter is written in reply to an advertisement.

**Task 8. Study the application letter. What's wrong with it? What information is missed, what is redundant or irrelevant? Rewrite it in more professional manner.**

*Dear Ms Collins,*

*I saw your advertisement for a new reporter, and I wish to apply for the job. Enclose my resume and some clips for your consideration.*

*Although I have made my living in marketing, writing and news have always been my first love. I have been writing features for a couple of local newspapers while working at market research. I majored in journalism at State University and did an internship at Island Hopper News in my junior year. While I have not had all hard news experience you are looking for, I certainly know how to write.*

*My best regards,  
Angela Reed*

**Task 9. Read the advertising and complete the letter of application with these phrases:**

<p><i>as you can see; for example; I am writing to apply for; my duties included; in addition I have; I am fluent in; although my work experience;</i></p>
--

## *Diamond Travel*

### *Admin assistant*

*Admin assistant required for this fun but hardworking business travel agency. Experience of Microsoft Word and Excel are essential, along with clear telephone manner. You must be reliable and have excellent communication skills. A sense of humor is an advantage.*

*Apply with a CV to Tim Greenaway, Human Resources, Diamond Services, 112Woodford Road, London SW 12 9AP.*

72 Park Road  
Sale M7 9EP  
16 January 20\_\_

Tim Greenaway  
Human Resources  
Diamond Services  
112Woodford Road  
London SW 12 9AP

Dear Mr Greenaway

\_\_\_\_\_ the position of admin assistant which I saw advertised in the January 14 issue of The Guardian. I enclose a copy of my CV as requested.

I would like to work for you because I am interested in working in a travel agency. \_\_\_\_\_ is limited, I believe I have the necessary skills for this position.

\_\_\_\_\_ from my CV, I have just finished a three month internship at TLC Travel. \_\_\_\_\_ business correspondence and administrative work.

\_\_\_\_\_ English and German, and also speak Spanish.

\_\_\_\_\_ excellent computer skills and can use Word, Excel, and Power Point.

I am hardworking and reliable person. \_\_\_\_\_ in my internship I had responsibilities because the manager trusted my abilities. I also have very good communication skills and good sense of humor.

I look forward to hearing from you.

Yours sincerely

*Alexander Kartsen*

Alexander Kartsen

## Task 10. Work in pairs.

**Student A:** You have read the notice advertising the vacancy for an accountant. You telephone the Personnel Department of a firm. You want to find out:

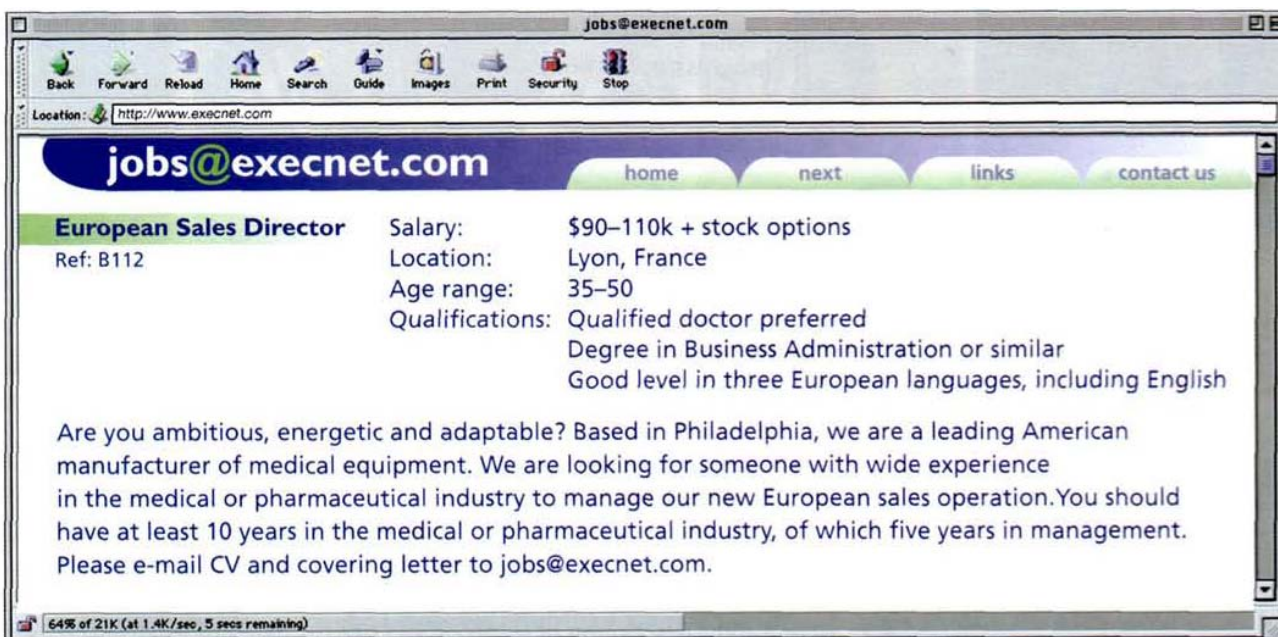
- Who can apply for the job.
- How applications should be made.
- What the pay is like, etc.

**Student B:** You are the member of the Personnel Department. You want to find out:

- If he/she is a first-time job seeker.
- If he/she has a relevant education background.
- If he/she has some work background.
- What the experience is.
- If he/she has a reference from his/her former employer, etc.

## Task 11. Look at this advertisement from a job website and answer the questions.

1. What kind of job is it?
2. Is it well-paid?
3. Where will the person work?
4. What qualifications, experience, and personal qualities will the person need?
5. If you're interested in the position, what do you have to do?



jobs@execnet.com

Location: <http://www.execnet.com>

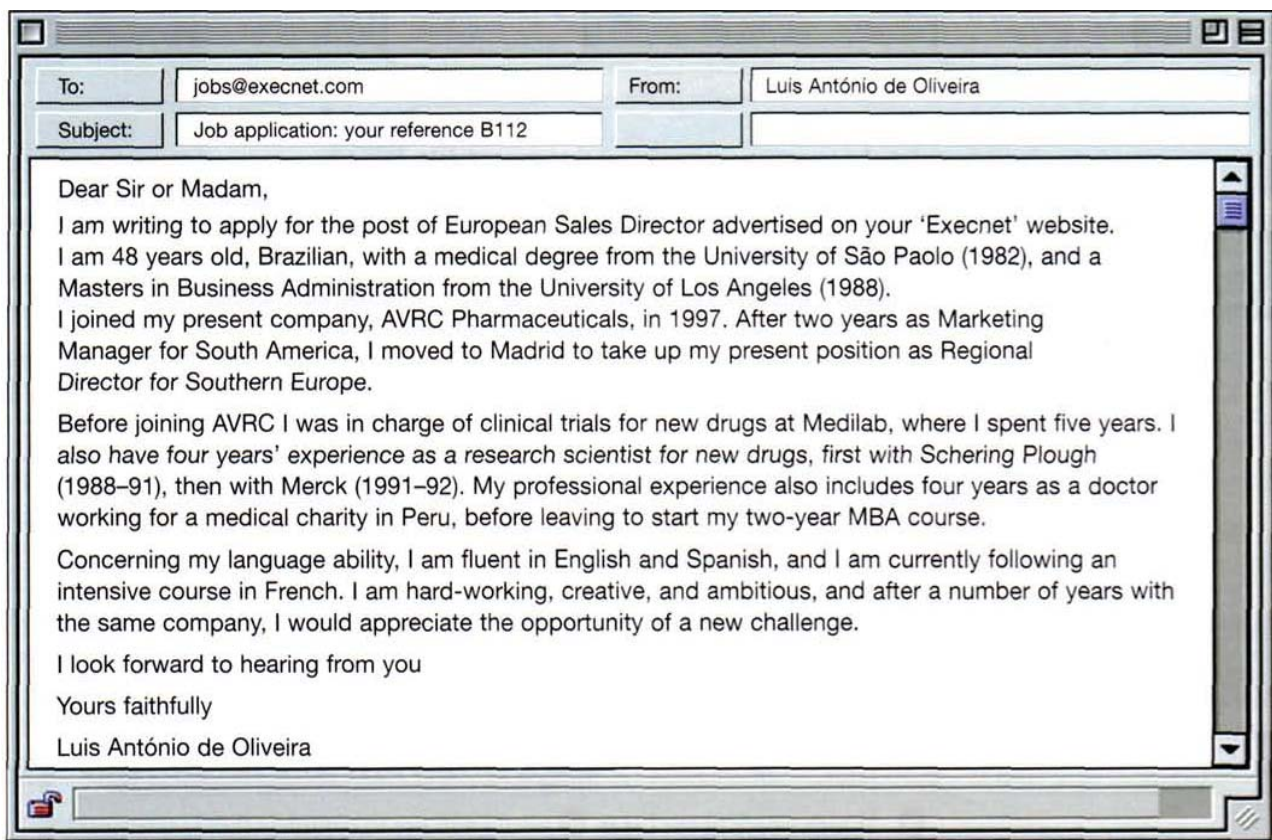
**jobs@execnet.com** home next links contact us

<b>European Sales Director</b>	Salary:	\$90-110k + stock options
Ref: B112	Location:	Lyon, France
	Age range:	35-50
	Qualifications:	Qualified doctor preferred Degree in Business Administration or similar Good level in three European languages, including English

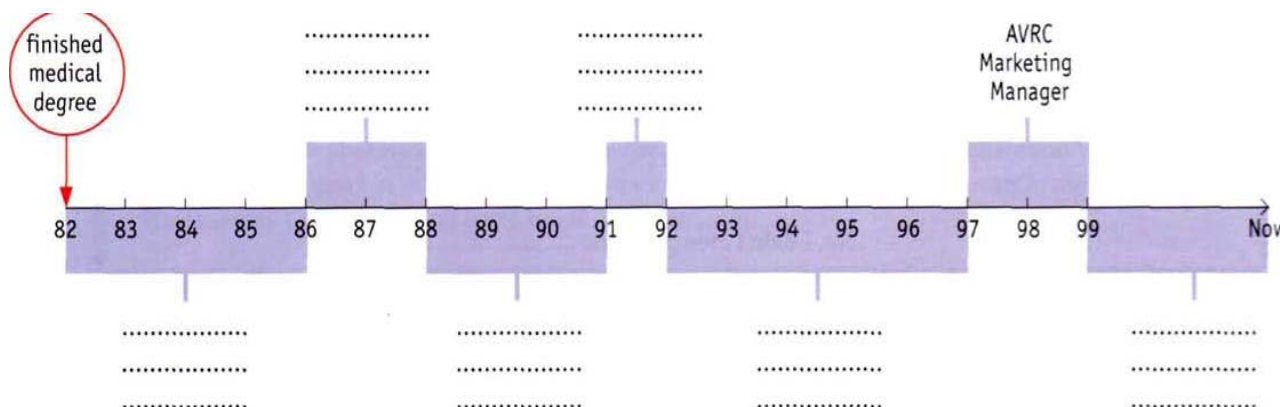
Are you ambitious, energetic and adaptable? Based in Philadelphia, we are a leading American manufacturer of medical equipment. We are looking for someone with wide experience in the medical or pharmaceutical industry to manage our new European sales operation. You should have at least 10 years in the medical or pharmaceutical industry, of which five years in management. Please e-mail CV and covering letter to [jobs@execnet.com](mailto:jobs@execnet.com).

64% of 21K (at 1.4K/sec, 5 secs remaining)

**Luis Antonio de Oliveira is applying for the job. Read his letter of application below. In what ways is he a good candidate for the post?**



**Look again at Luis's letter and take turn with a partner to describe his career. Complete the time line below with details of his professional experience.**



**Task 12. Read and translate the letters of:**



### a. Invitation for an interview

HILL MULTI-MEDIA CORPORATION  
301 E. Armour Blvd. Kansas City, MO 64111

Kay E. Anders  
7923 Noland Road  
Lenex, KS 66215-2528

Dear Ms Anders

Thank you for your application for the position of Communication Director. We are pleased to invite you to be interviewed for the position. Your interview has been scheduled as follows:

Date: 17<sup>th</sup> March 20\_\_

Time: 11:15 a.m.

Location: Conference Room A  
Second floor (Northeast)  
Gillham Plaza Building  
301 E. Armour Blvd.  
Kansas City, MO 64111

Parking: Underground area off Gillham Road

You can expect to meet with the committee for 30 to 45 minutes. If you have any questions, please contact me at 816-555-6889.

Again thank you for your interest in the position.

Sincerely yours

*Carol J. Kennedy*

Carol J. Kennedy

Interim Director of Program

### b) Refuse

Dear Mr Korslund

Your letter inquiring about employment in our company was forwarded for me from Personnel because of your interest in advertising and copy writing. I am pleased you thought of David Smith Advertising.

At this time, however, all our writing slots are filled, and I do not anticipate there being any openings this year. I will ask Personnel to keep your letter on file for three months. In April, let them know if you still want to be considered for an opening.

**Task 13 . Before you read the job description below, discuss these questions. ✍ Write a job description for your job or for a job you would like to do.**

1. What does a call center operator do?
2. What skills and qualities are needed?
3. What qualifications are needed?

*Job description: Call center operator (in a booking office)*

Call center operator:

- answers calls;
- helps callers with problems;
- provides information;
- deals with customer complaints;
- makes booking.

A call operator must:

- speak clearly;
- have good telephone manners;
- understand different accents;
- be able to work under pressure.

Qualifications:

- no formal qualifications needed;
- basic keyboard skills.

**Task 14. Write a letter of application for the position of a Chief Manager. Make notes using the plan before you start.**

- Addresses and Date laid out correctly;
- Opening salutation;
- Body:
  - Paragraph 1 – reason of writing, where you saw the advertisement;
  - Paragraph 2 – why you are interested in the job;
  - Paragraph 3 – experience, qualifications, skills;
  - Paragraph 4 – personnel qualities;
- closing salutation, signature, and printed name.

**The advertisement:** we require an experienced export manager to fill new position. You've got to be a hard-working and reliable person. You must be a creative thinker and a highly analytical person. You must be able to demonstrate outstanding strategic vision.

If you are a true professional, then please write to:

Michel Hill PLC  
11-15 Montague Street  
London EC1 5 DN

**Task 15. Complete the following application form for yourself.**

For many jobs, you will be given an application form to fill in. These forms may vary from company to company and questions on them may be

quite different. Take time to study the form before you write in the information. The easiest way to be prepared is to carry a summary of your personal information with you. People will form impression about you basing on the way you fill in the application form too.

### PERSONAL

Name \_\_\_\_\_  
Address \_\_\_\_\_ Phone Number \_\_\_\_\_  
Languages you are speaking \_\_\_\_\_  
Do you have a drive license? \_\_\_\_\_  
Position for which you are applying \_\_\_\_\_  
Rate of pay expected \_\_\_\_\_  
Other position(s) for which you would like to be considered \_\_\_\_\_  
Type of job desired: full time \_\_\_\_\_ part time \_\_\_\_\_  
If hired, on what date will you be available to start? \_\_\_\_\_  
Have you ever applied to this company before? If yes, when \_\_\_\_\_ where \_\_\_\_\_  
Source of referral: newspaper ad \_\_\_\_\_ current employee \_\_\_\_\_  
Recruitment agency \_\_\_\_\_ other (specify) \_\_\_\_\_

### EDUCATION

Please, list chronologically beginning with the most recent education  
University \_\_\_\_\_  
City \_\_\_\_\_ Years attended \_\_\_\_\_  
Qualifications, degree \_\_\_\_\_  
Courses now studying \_\_\_\_\_

### WORK EXPERIENCE

Account for all employment within the past 10 years, beginning with your present or last position. Include any periods of unemployment greater than 1 month in duration  
Dates (from-to) \_\_\_\_\_  
Name and address of employer \_\_\_\_\_  
Duties/responsibilities \_\_\_\_\_  
Exact reason of leaving \_\_\_\_\_

### PERSONAL OR BUSINESS REFERENCES

Please give the names of two persons who can be consulted regarding your suitability for this post.  
Name \_\_\_\_\_ Address \_\_\_\_\_ Phone Number \_\_\_\_\_

### ADDITIONAL EXPERIENCE OR QUALIFICATIONS

List any other experience, skills, honors or any other qualifications including hobbies, interests, which you believe should be considered in evaluating your qualifications for employment \_\_\_\_\_  
Date \_\_\_\_\_ Applicant's Signature \_\_\_\_\_

## Unit 10

### RECOMMENDATION LETTER

#### Active vocabulary

letter of recommendation – рекомендаційний лист  
a reference – рекомендація, відгук; особа, яка надає рекомендацію  
prospective employer – майбутній роботодавець  
particularly – особливо  
proficiency – досвідченість, уміння, майстерність  
self-motivation – наявність власної орієнтації, життєвої програми  
specifics – конкретика  
accomplishments – досягнення, здобутки  
positive evaluation – позитивна оцінка  
reinforce – підкріплювати, підсилювати

#### Task 1. Read and translate the text.

Letter of recommendation is written to present evaluation of an applicant's personality and give characteristic to his working abilities and qualifications. It is aimed at the objective and helpful information about the candidate. As a rule, this letter is written in response to a request from the applicant or a prospective employer.

Letter of recommendation is written only in positive. The better the reference knows the candidate the more effective would be recommendation. An applicant can provide a reference with necessary information about job requirements and job-related experience he already possesses.

Most employers are particularly interested in applicant's proficiency and such qualities as communication, abilities to work both in a team and independently, self-motivation, responsibility, and loyalty to the company. They want specifics, not generalizations. It is good to say that the applicant is hard-working but it should be backed by some example. Positive evaluation of a candidate may be reinforced by comparing and ranging him among their employees. It's worth describing the candidate's on-job accomplishments and achievements. General evaluation of the candidate's skills as excellent, very good or good should be further justified by true facts or data.

Letter of recommendation is confidential document and sometimes an applicant is not supposed to see it. It should be signed by a reference and bear his name, position, phone number, e-mail or post address in case a prospective employer would decide to check the information.

## Task 2. Read carefully the English expressions and their Ukrainian equivalents.

### Useful phrases:

At the request of... I submit this confidential information.

I am pleased to respond to... request for a reference regarding his application for the position of...

His excellent command of English and oral skills are obvious.

In 2000 he began serving at the...

His main task at the time was...

It quickly became evident that ...is extremely knowledgeable about...

During working period he demonstrated enthusiastic individual approach combined with pioneering spirit.

He has introduced several innovations into the technological process of production...

Mr... 's talents go far beyond the average level.

He is always willing to share his knowledge with other members of the staff.

In conclusion I should mention that Mr..., is extremely responsible.

He completes his task promptly and has never failed to fulfill duties.

He is always cordial and professional in his relation with our staff.

In my opinion, he would be an asset to your company.

I truthfully (heartily) recommend.

It is my pleasure to recommend (I am pleased to recommend).

I recommend ... without reservation.

На прохання ... я надаю цю конфіденційну інформацію

У відповідь на прохання ... я з приємністю надаю рекомендацію ... з приводу заяви на посаду ...

Його чудове знання англійської мови та ораторські здібності очевидні.

У 2000 році він почав працювати в ...

На той час його обов'язки складали...

Швидко стало очевидно, що ... надзвичайно багато знає про ...

В роботі він виявляв особистий, сповнений ентузіазму підхід, у поєднанні з ініціативним характером.

Він запровадив декілька новаторських рішень в технологічний процес виробництва.

Здібності пана ... набагато перевищують середній рівень.

Він завжди готовий поділитись своїм досвідом і знаннями з іншими співробітниками.

На закінчення я повинен нагадати, що пан ... надзвичайно відповідальний.

Він швидко виконує завдання і ніколи не ігнорує своїх обов'язків.

Він завжди сердечний і компетентний у стосунках із співробітниками.

На мою думку, він буде набутком для Вашої компанії.

Я щиро рекомендую ...

Я з приємністю рекомендую ...

Я рекомендую ... без застережень

### Task 3. Read and translate the letter of recommendation.

Dear Mr Doerter,  
Elizabeth Kidder, who has applied for the position of City of Burlington, has asked me to provide you a letter of recommendation. I am pleased to comply with her request.  
Ms Kidder was the personnel clerk at the City of Olathe, Olather, Kansas, when I began as personnel director in September 20XX. I found her to be very capable.  
During the two years that she reported to me, Ms Kidder was extremely skilled in handing the administration of all office functions,  
which included supervising the day-time clerk.  
Ms Kidder is self-started, a capable, efficient supervisor and exception worker; I give Ms Kidder my highest recommendation. She would be a valuable member of your team.  
Sincerely,

### Task 4. Use this vocabulary to diversify your letter of recommendation.

adaptable	здатний швидко адаптуватись
ambitious	амбіційний
broadminded	з широкими поглядами, інтересами
cheerful	привітний
co-operative	здатний до співпраці
creative	творчий
entrepreneurial	з підприємницькою жилкою
flexible	гнучкий
friendly	товариський
good natured	доброї вдачі
hard-working	працьовитий
intellectual	розумний, мислячий
purposeful	цілеспрямований
reliable	надійний
resourceful	винахідливий
responsible	відповідальний

self-confident	впевнений у собі
motivated	з чіткою життєвою орієнтацією
sociable	товариський
supportive	здатний надати підтримку
tactful	тактовний
thorough	сумлінний
trustworthy	гідний довіри

**Task 5. Fill in the blanks with the words from the text in the letter of recommendation.**

\_\_\_\_\_ Mr West,  
\_\_\_\_\_ for Lance Henderson

At the request of L. Henderson I submit this \_\_\_\_\_ information in support of his \_\_\_\_\_ for the position of a sales manager. Mr. Henderson served under my \_\_\_\_\_ as a sale representative. He was in \_\_\_\_\_ of many customer service programmers.

Mr. Henderson is a good \_\_\_\_\_. He got along well with fellow employees and managers. Mr. Henderson has a most pleasant \_\_\_\_\_. He is polite, tactful, and friendly. In my \_\_\_\_\_, he would be an \_\_\_\_\_ to your company. Were he to return to us, we would be glad to \_\_\_\_\_ him.

\_\_\_\_\_,  
Martina Nyman, Director  
ABC Corporation  
Tel.: 345-7282

**Task 6. Match the synonyms.**

**A**

1. ability
2. talent
3. personal qualities
4. skilled
5. responsible
6. experienced
7. dynamic
8. resourceful
9. flexible
10. friendly
11. patient
12. zealous

**B**

- a. reliable/dutiful
- b. hard-working
- c. expert/proficient
- d. tolerant
- e. well-wishing
- f. ingenious
- g. trained
- h. aptitude
- i. character traits/personality
- j. energetic
- k. gift/endowment
- l. diplomatic

**Task 7. Compose a letter of recommendation for your group mate according to the model; refer to the next task and useful phrases section if necessary.**

Date

Name

Position

Address of the company

Salutation (Dear Mr/Ms/to whom it may concern)

RE: /Reference for/Recommendation of (applicant's name)

Opening (name of the candidate and the position sought)

Body (description of qualifications, accomplishment and qualities)

Closing (summarizing and general evaluation)

Parting

Signature

Name of a reference

Title/position

Phone number/fax/e-mail/post address

**Task 8. Read and translate the following letter of recommendation.**

Recommendation for Ann Marchuk.

At the request of Ann I submit her confidential information in support of her resume.

I have known Ann since 2008 when she had practical training in the Research Station at the University. I found her a skilled and hardworking student, intelligent, polite and tactful, sociable and reliable. She is always willing to share her experience and knowledge with the other members of her group.

Ann's abilities and personal qualities, a team-worker among them, have been of great help in our mutual work. In conclusion I should mention that Ann is extremely responsible. She completes her tasks promptly and never failed to fulfill her duties.

It is my pleasure to recommend Ann for the Agricultural and ...  
a teacher of ... University



**Task 9. Complete the sentences below with the adjectives from the box.**

<i>adaptable</i>	<i>outgoing</i>	<i>good with figures</i>	<i>patient</i>	<i>energetic</i>
<i>ambitious</i>	<i>sensitive</i>	<i>active to detail</i>	<i>creative</i>	<i>persuasive</i>

1. She often gets angry with her secretary. She isn't very \_\_\_\_\_.
2. He never corrects his spelling mistakes. He's not \_\_\_\_\_.
3. He's not interested in getting a better job. He's not at all \_\_\_\_\_.
4. She's not good at coming up with original ideas. She isn't really a \_\_\_\_\_ person.
5. He never talks to anyone. He just sets at his desk. He isn't at all \_\_\_\_\_.
6. He never wins arguments in meetings with our boss. He's not a \_\_\_\_\_ person.
7. She's always tired, even first thing in the morning. She's not very \_\_\_\_\_.
8. He can't work out  $2 + 2$  without a calculator! He's not \_\_\_\_\_.
9. She always says the wrong thing and gets people angry. She isn't a \_\_\_\_\_ person.
10. He just refuses to use the new software program. He's not at all \_\_\_\_\_.

**Task 10. Use the following plan to a letter of recommendation and characterize someone as if you were a referee.**

**Plan to a letter of recommendation:**

1. How long have you known the applicant?
2. Evaluation of an applicant as a student (if a referee knew him as a student).
3. Professional background.
4. Professional competence and skills.
5. Maintenance of professional level by ongoing development of knowledge and skills.
6. Practical achievements.
7. Potential ability.
8. Personality.

## SUPPLEMENT

### Punctuation

Using a correct punctuation is an essential part of making your writing clear to your readers. Very often when sentences or text are difficult to read or do not seem to make sense, it is because they contain errors in punctuation. The following punctuation marks are used in English:

➤ **full stop •** The full stop, or period (US Eng), marks the end of a sentence (e.g. *The firm expect Brussels to approve the deal within three weeks*). Full stops are also used after some abbreviations and can be used after numbers which appear in lists (e.g. *1.2.*).

➤ **comma ,** Comma helps the reader to pause at the right point in sentence and to avoid confusion the meaning within a sentence (e.g. *After two month of dictation, the fate of one of the country's biggest companies been decided*).

Commas are also used when a clause is inserted in the middle of a sentence (e.g. *Lagardere, a huge media-to-missiles group, will not became Europe's biggest book publisher*).

➤ **question mark ?** Question marks are only used at the end of direct questions. They are not used in indirect questions. (e.g. *How long will Mr Marchionne be able to survive in his present position? Many analysts are wondering how the new strategy will work.*)

➤ **exclamation mark !** Exclamation marks give extra impact to a sentence and show surprise or shock: (e.g. *Take it or live it! No one was expecting that!*)

➤ **colon :** Colons indicate that what follows is an illustration or example of what has been referred to before: (e.g. *The company is in a strong position financially: its shares are now trading at 45 times their original price*).

Colons can also be used to introduce lists: (e.g. *The issues that will be discussed are the following:*

- *Education*
- *Trade*
- *Governance*

➤ **semi-colon ;** Semi-colons marks a pause that is longer than a comma and shorter than a full stop: (e.g. *Getting accurate results with method is tricky; two different will not produce the same result*).

➤ **dash —** Dashes introduce explanations and comments that are connected to what precedes and can, like brackets, show interruptions to the flow of a sentence: (e.g. *The company shouldn't have agreed to the merger – it wasn't its best interest. Last weekend in Sydney only half of the properties for auction – the most common methods of sale in Australia – were actually sold*).

➤ **brackets () or []** Brackets, or parentheses (US Eng), are used to present additional information: (e.g. *Lagardane wants to stop making missiles (his firm owns 15% of the European Aerospace Defence and Space group) and instead concentrate on the company's media interest*).

➤ **apostrophe ’** An apostrophe shows that something either belongs to a particular person, group or with another thing or things: (e.g. *Messiers's biggest mistake was to have understanding shareholder discontent*).

The apostrophe comes before the possessive *s* with a singular noun, even when the noun itself ends with an *s*: (e.g. *London's office problems*).

The apostrophe comes after the final letter of a plural noun ending with an *s*: (e.g. *the employers' complaints*).

But with irregular plural nouns it is followed by the *s*: (e.g. *women's preference*).

The apostrophe is also used to show that a letter (or letters) is missing: (e.g. *We'll agree to your offer if you don't make any further demands*).

➤ **inverted commas ‘ ’ or “ ”** inverted commas, or quotation marks, are used when citing the exact words that somebody used: (e.g. *'Just 50m out of 750m Africans have a mobile phone. There is much more room for growth', says Marten Pieters of Celtel*).

➤ **hyphen —** Hyphen connect two words when they are used as compound (e.g. *state-owed, debt-equity ratio*).

## Avoiding errors

The following is a list of typical mistakes of syntax and grammar that you should look out for when checking what you're written.

<b>Common mistakes</b>	<b>Corrected version</b>
<p><b>Nouns</b>            They need more <i>sellers</i>.            I am the <i>responsible</i> of Marketing.            One of the best <i>product</i> was ...</p>	<p>They need more salespeople.            I am responsible of Marketing.            One of the best products was ...</p>
<p><b>Who/which/whom</b>            The manager <i>which</i> looks after this...            It is the company <i>who</i> makes...  <i>Whom</i> is working with who?</p>	<p>The manager who looks after this..            It is the company which makes...            Who is working with whom?</p>
<p><b>Comparatives and superlatives</b>            His results were <i>worst</i> that hers.            This is the <i>better</i> idea we could find.</p>	<p>His results were worse that hers.            This is the best idea we could find.</p>
<p><b>Linking words</b>            Neither the invoices <i>or</i> the order arrived.            There is no change <i>despite</i> of the new machine.</p>	<p>Neither the invoices no the order arrived.            There is no change in spite of/            despite of the new machine.</p>
<p><b>Prepositions</b>            I am interested <i>by</i> the problem.            I've been waiting for order since two weeks.</p>	<p>I am interested in the problem.            I've been waiting for order for two weeks.</p>
<p><b>Articles</b>  <i>The</i> children are most affected by the advertising.  <i>A</i> document you requested has been sent.            I am accountant.</p>	<p>Children are most affected by the advertising.            The document you requested has been sent.            I am an accountant.</p>
<p><b>Modals</b>            We said that you <i>don't</i> have to smoke in the canteen.            You <i>must to</i> show your badge on entry.</p>	<p>We said that you must have to smoke in the canteen.            You must show your badge on entry.</p>
<p><b>Gerunds and infinitives</b>            We succeeded to <i>decide</i>...            We approve you to do it...            I would like to drive to the conference instead of to fly.</p>	<p>We succeeded in deciding...            We approve of you doing it...            I would like to drive to the conference instead of flying.</p>

## Abbreviations

Abbreviations are often used to refer to names titles when their full forms are long or complicated. They are also used for technical terms that often referred to in a particular profession or industry. They are pronounced giving the individual letters that make up the abbreviation and are sometimes preceded by an article: The BBC, The EU.

In formal written text abbreviations are often printed out in full, but in informal communication by email and over the phone they are normal left in their short forms.

### **Common abbreviations use in business:**

#### *Organizations*

EMU – European Monetary Union  
EU – European Monetary Union  
IMF – International Monetary Funds  
IRS – Inland Revenue Service  
TUC – Trade Union Congress  
UN – United Nations  
WTO – World Trade Organization

#### *Job titles*

CEO – Chief Executive Officer  
CFO – Chief Financial Officer  
CIO – Chief Information Officer  
CCO – Chief Communication Officer  
COO – Chief Operations Officer  
MP – Member of Parliament

#### *Companies*

BA – British Airways  
BMW – Bayerische Motoren Werke  
IBM – International Business Machines

#### *Business terms*

AGM – Annual General Meeting  
B2B – Business to Business  
B2C – Business to Consumer  
CIF – Cost, Insurance, Freight  
FOB – Freight on Board  
FY – Fiscal Year  
GDP – Gross Domestic Product  
HR – Human Resources

IPO – Initial Public Offering  
M&A – Mergers and Acquisitions  
MBA – Master of Business Administration  
MBO – Management Buy Out  
P&L – Profit and Loss  
PLC – Public Limited Company  
R&D – Research and Development  
ROI – Return on Investment  
SWOT – Strengths, Weaknesses, Opportunities, Treats  
TQM – Total Quality Management  
USP – Unique Selling Proposition  
VAT – Value Added Tax

*Measurements*

ETA – Estimate Time of Arrival  
GMT – Greenwich Mean Time  
kg – kilogram  
kph – kilometers per hour  
lb – pound (weight)

*Technology*

CAD – Computer Assisted Design  
CAM – Computer Assisted Manufacturing  
FAQ – Frequently Asked Question  
HTML – Hyper Text Markup Language  
PDF – Portable Document Format  
RAM – Random Access Memory  
ROM – Read Only Memory  
WWW – World Wide Web

*General*

AOB – Only Other Business  
ASAP – As soon As Possible  
ID – Identity  
i.e. – id est (= that is)  
PIN – Personal Identification Number  
U – You  
R – Are  
Y – Why  
2 – Too/to  
4 – For/ four

## Job titles

In business correspondence, it is important to put a job title after the name of the person you are writing to.

*Common job titles:*

Chairman (of the board) or President – the person at the top of the hierarchy.

Vice Chairman or Vice President – second in the hierarchy.

Managing Director or CEO (Chief Executive Officer) – in charge of the day-to-day running of the business.

Financial Director or CFO (Chief Financial Officer) – responsible for all matters concerning finance.

Accountant or Financial Controller – oversees the bookkeeping.

Marketing Manager/Director – coordinates all commercial activities.

Sales Manager/Director – in charge of the Sales Team.

Communication Manager/Director or CCO (Chief Communication Officer) – in charge of internal and external communication.

Product Manager/Director – manages one of the products in the product portfolio.

Legal Affairs Manager/Director – deals with legal matters.

IT (Information Technology) Manager/Director or CIO (Chief Information Officer) – responsible for all hardware and software in the company.

Production Manager/Director or COO (Chief Operations Officer) – responsible for output.

Plant Manager/Director – in charge of one factory.

Foreman – responsible for a group of workers.

Personnel Manager or Human Resource Manager/Director – heads the team that concerns staff.

Research and Development Manager/Director - heads the team that comes up with new ideas and products.

Purchasing Manager/Director – deals with supplies.

Facilities Manager/Director – head of maintenance, catering and other facilities.

PA (Personal Assistant) – deals with administrative duties.

## Vocabulary

### A

account – рахунок

activity – діяльність

advantage – перевага, привілей

advertising – рекламування

agreement – угода

amount – кількість, сума; підсумок, основна сума і відсотки

available – придатний, корисний; що є в розпорядженні, наявний,

average – середній

### B

behavior – поведінка

benefit – користь, пожиток, допомога

bond – облігації

business – бізнес

business activity – ділова активність

buy – купувати

### C

challenging – важкий, але цікавий

coincident – збігатися

commitment – зобов'язання

committee – комітет, комісія

commodity – товар

concern – турбота; інтерес, справа

conclude – включає

consumer – споживач

cost – коштувати

costs – витрати

custom – звичай

customer – покупець; замовник

### D

decision – рішення



defence – залежати  
demand – попит  
depreciation – знецінення  
determine – визначати  
desire – бажання  
disadvantage – недолік  
discuss – обговорювати  
dispute – диспут  
distribute – постачати

## **E**

earn – заробляти, заробітна плата  
economic – економічний  
economics – економіка (наука)  
elimination – вилучати, усувати  
employee – службовець  
employment – зайнятість  
enterprise – підприємство  
equipment – обладнання  
establishment – заклад  
exceed – перевищувати  
exchange trade – біржова торгівля  
exchange transaction – валютна операція  
excuse – пояснення, виправдання  
executive – керівник, адміністратор  
existing stock – існуючі акції  
explore – досліджувати, вивчати

## **F**

fascinating – цікавий, захоплюючий  
federal deficit – федеральний дефіцит  
fixed – основні; фіксовані  
fluctuation – коливання  
force – сила

## **G**

goods – товари

gross national product – валовий національний продукт

## **Н**

hold – проводити; тримати

## **І**

impact – поштовх; вплив

incentive – стимул, заохочення

income – прибуток

increase – зростати, збільшуватись

inflation – інфляція

influence – вплив

input – випуск

inquiry – опитування

instalment – внесок, розстрочка

insurance policy – страховий поліс

interest – проценти (на капітал); прибутки

inventory – запаси компанії, портфель

invoice – рахунок-фактура

involve – залучати, включати

issue – питання; емісія; випуск

item – вибір, пункт, річ

## **Л**

large extent – у значній мірі

liability – відповідальність

loan – позика

## **М**

manage – керувати

manning levels – рівні комплектування робітничої сили

marginal costs – маргинальні витрати, прибуткові витрати

market – ринок

matter – питання, справа

measure of value – міра вартості

middle – середній

mistake – помилка

monetary – грошовий, валютний

## **N**

need – потреба

## **O**

offer – пропозиція; запропонувати

output – випуск (продукції)

overwhelming – переважна більшість

## **P**

pay – платити

persistently – постійно

poverty – бідність

price – ціна

produce – виробляти

profit – прибуток

promotion – стимулювання

prosper – достаток, добробут; процвітання

provide – забезпечувати

purpose – мета

## **Q**

quantity – кількість

quest – пошук; шукати

quotation – квотування

## **R**

raw materials – сировина

receipt – грошові надходження, отримання, торговий чек

receive – отримувати

recession – спад

refer – належати

rent – ренда

retail – роздрібний

revenue – дохід, прибуток

retention – утримання

review – перегляд; рецензія, відгук  
ruling – ті, що існують; ті, що керують

## S

salary – зарплата  
sale – продаж; знижки  
seek – шукати  
securities – цінні папери  
senior – старший  
share – акція; пайова участь  
shares according – акційні рахунки  
sign – підписувати  
sole proprietor – одноосібне володіння  
society – суспільство  
stagflation – стагфляція  
steady – постійний  
stock – акція  
storage – зберігання  
strength – сила  
supply – постачати; постачання

## T

taxes – податки  
total costs – загальні витрати  
traffic – торгівля  
transaction – справа, угода, ведення ділових операцій;  
transfer – переводити

## U

unemployment – безробіття  
utilities – підприємства громадськ. користування; комунальні  
послуги

## V

value – цінність, ціна  
variable – мінливий; нестійкий  
variable costs – нестійкі витрати

## **W**

wage – зарплата

warehouse – склад

wholesalers – оптовий, гуртовий