

ДІЛОВА ІНОЗЕМНА МОВА АНГЛІЙСЬКА МОВА

Методичні вказівки

до НМП “Business Communication” до проведення практичної роботи для здобувачів вищої освіти першого (бакалаврського) рівня 3-4 курсів денної та заочної форм здобуття освіти за спеціальностями 015 «Професійна освіта (за спеціалізаціями)» (освітні програми: «Професійна освіта (Харчові технології)», «Професійна освіта (Технологія виробів легкої промисловості)», «Професійна освіта (Психологія дизайну та іміджу)», «Професійна освіта (Дизайн)», «Економічна та бізнес-освіта»), 053 «Психологія» (освітня програма «Практична психологія»), 032 «Історія та археологія» (освітня програма «Краєзнавчо-туристична робота»), 071 «Облік і оподаткування» (освітня програма «Облік і оподаткування»), 073 «Менеджмент» (освітня програма «Торговельний менеджмент»), 075 «Маркетинг» (освітня програма «Маркетинг»), 076 «Підприємництво та торгівля» (освітня програма «Митна справа»)

Електронний ресурс

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Д 46 **Ділова** іноземна мова. Англійська мова: методичні вказівки до НМП “Business Communication” до проведення практичної роботи для здобувачів вищої освіти першого (бакалаврського) рівня 3-4 курсів денної та заочної форм здобуття освіти за спеціальностями 015 «Професійна освіта (за спеціалізаціями)» (освітні програми: «Професійна освіта (Харчові технології)», «Професійна освіта (Технологія виробів легкої промисловості)», «Професійна освіта (Психологія дизайну та іміджу)», «Професійна освіта (Дизайн)», «Економічна та бізнес-освіта»), 053 «Психологія» (освітня програма «Практична психологія»), 032 «Історія та археологія» (освітня програма «Краєзнавчо-туристична робота»), 071 «Облік і оподаткування» (освітня програма «Облік і оподаткування»), 073 «Менеджмент» (освітня програма «Торговельний менеджмент»), 075 «Маркетинг» (освітня програма «Маркетинг»), 076 «Підприємництво та торгівля» (освітня програма «Митна справа») [Електронний ресурс] / уклад. В. В. Тупченко. – Харків : ХНУ імені В. Н. Каразіна, 2025. – (PDF 52 с.)

Методичні вказівки до НМП “Business Communication” до проведення практичної роботи з дисципліни «Ділова іноземна мова. Англійська мова» спрямовані на формування комунікативних письмових навичок здобувачів вищої освіти через опанування теоретичного матеріалу та виконання практичних завдань для вдосконалення знань з ділової англійської мови у професійному контексті. Методичні вказівки орієнтовані на надання здобувачам освіти можливості вільно використовувати англійську мову в таких аспектах, як написання ділових листів, запитів, розуміння культурних особливостей стилю ділового спілкування.

Видання призначене здобувачам першого (бакалаврського) рівня вищої освіти 3-4 курсів денної та заочної форми здобуття освіти за спеціальностями 015 «Професійна освіта (за спеціалізаціями)», 053 «Психологія», 032 «Історія та археологія», 071 «Облік і оподаткування», 073 «Менеджмент», 075 «Маркетинг», 076 «Підприємництво та торгівля».

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імені В. Н. Каразіна, 2025

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ВСТУП

«Методичні вказівки до НМП “Business Communication” до проведення практичної роботи для здобувачів першого (бакалаврського) рівня вищої освіти 3-4 курсів денної та заочної форм здобуття освіти спеціальностей: «015 Професійна освіта (за спеціалізаціями)», 053 «Психологія», 032 «Історія та археологія», 071 «Облік і оподаткування», 073 «Менеджмент», 075 «Маркетинг», 076 «Підприємництво та торгівля» є додатковою методичною розробкою до навчально-методичного посібника “Business Communication” і спрямовані на розвиток у здобувачів освіти навичок усного та письмового спілкування у професійно-діловій сфері. Методичні вказівки розроблені відповідно до змісту робочої програми дисципліни, мають логічний зміст і структуру. Матеріал систематизований, узагальнено теоретичний та практичний досвід.

Методичні вказівки складаються з чотирьох розділів, у кожному з яких є блок теоретичного матеріалу, практичні вправи та творчі завдання. Усі завдання мають комунікативну спрямованість, передбачають індивідуальний підхід, дають змогу розвивати творче критичне мислення. Представлений матеріал сприяє розвитку таких soft skills як комунікабельність, ввічливість, навички міжособистісного спілкування, знання професійної етики, гнучкість розуму, самонавчання, відповідальність, вміння дотримуватись дедлайнів.

Практична значущість методичних вказівок полягає в тому, щоб навчити здобувачів освіти складати різні види ділової кореспонденції, розвивати навички її сприйняття, актуалізувати та розширювати словниковий запас.

Представлені методичні рекомендації акцентують увагу на важливості використання англійської мови у професійно-діловому спілкуванні, що має практичну значущість в умовах інтеграції в міжнародні наукові та професійні спільноти. Вони сприяють формуванню здатності до аргументованого і логічного викладу думок як в усній, так і в письмовій формі, що є необхідним для фахівців, які працюють в умовах глобальних технологічних змін.

UNIT 1



BUSINESS CORRESPONDENCE POLICY

Correspondence as a form of written business communication is divided into business correspondence and private-official one. Business correspondence is carried out between legal entities (enterprises, organizations, institutions, firms) and helps to solve the most important issues of their economic and legal activities. In private-official correspondence one of the participants is necessarily a private person, and the other one is a private person. Business correspondence is carried out by means of business correspondence - various types of business letters and messages.

Peculiarities of official business style.

A distinctive feature of business correspondence, especially business letters, is the official business style of presentation of its content, which is characterized by the following features:

- emphasized formality and politeness;
- addressability, i.e. the presence of a letter writer (sender) and addressee (recipient);
- thematic limitation of business correspondence, which, as a rule, deals with 1-2 issues;
- neutrality of tone (absence of emotionally and expressively coloured words);
- compositional and lexical uniformity of content;

- accuracy and clarity of expression of thought;
- brevity and conciseness;
- wide use of stable word combinations and linguistic patterns (clichéd phrases);
- use of specialized terminology;
- use of means of logical connection.

A business letter in English usually contains the following obligatory parts:

Headline (including where the letter is written)

Indicating a reference

Date of mailing

Inside address

Salutation / greeting

Letter body

Complimentary close

Signature box

Optional parts of the letter include:

Attention

Subject line

Enclosure

CC notation

The basic rules for drafting business letters are as follows:

1. Most letters are written on letterheads that contain the organization's name and details so that the addressee can respond to it without additional effort. The sender's name and title are given only at the end of the letter.
2. An indication of the reference may be a sequential number of the letter or an abbreviation, such as the initials of the sender and the secretary who typed the letter.

3. There are the following variants of date spelling: British (BE) - 1 September 2025 / 1st September 2025 and American (AE) - December 1, 2025 / 1st September 2025. It is better to write the name of the month as a word, because one and the same date, for example, 01/09/2025 in the British version is perceived as 1 September 2025, and in the American version - 9 January 2025.
4. The recipient's address is placed on the left in the following order: name with a polite address (Mr./Miss/Mrs./Ms. Mr./Miss/Mrs./Ms.), position, department, name of the company, address (house, street, city, state/county, postcode (BE) / ZIP code (AE), country). Errors in spelling of the addressee may be perceived as disrespectful.
5. Possible addressing options:
 - To a man whose name you know: *Dear Mr. Black,*
 - To a man whose name you don't know: *Dear Sir,*
 - To a woman whose name you know: *Dear Ms./Miss/Mrs. Green,*
 - To a woman whose name you don't know: *Dear Madam,*
 - To a company, to an official: *Dear Sir/Madam,*
 - To a company or organization: *Dear Sirs, (BE) Gentlemen: (AE)*
6. The text of the letter is divided into paragraphs, each of which introduces a new topic. A business letter should cover 1-2 issues.
7. The final formula of politeness depends on the address used at the beginning of the letter.
 - Dear Sir(s)/ Dear Madam/ Dear Sir or Madam, - Yours faithfully,*
 - Dear Mr. Black/ Dear Ms./Miss/Mrs. Green, - Yours sincerely, (BE) Yours truly (AE) Respectfully yours (AE)*

If the addressee is very familiar to the author of the letter, you may use phrases 'Best wishes' or 'With best regards'.
8. The signature box includes the personal signature of the author of the letter and its identification (full name and position, if necessary - name of the department).

9. When writing to a company or department, if possible, the person to whom the letter is addressed is indicated, e.g., Attn. Marketing Manager.
10. Specifying the overall content of the email makes it easier to sort emails. A line is either underlined or bolded.
11. If there are enclosures, the name of the enclosure, number of sheets and copies should be written after the signature box.
12. If copies of the letter are sent to other addressees, the abbreviation 'cc' is used and their names are given.

A sample letter to show various parts of a letter:

PANKASH PAPER CO. BEACH ROAD,
COX'S BAZAR
October 28, 2024

Mr. Marad Farkhud

20 Ranking Street Dhaka-1000

ATTENTION: Mr. Farkhud

In answer to your inquiry about leasing lakeside areas at Cox's Bazar, we have no lands for lease in "highly remote areas." We have some limited number of leases available, but you would have to visit our office to know the exact location.

Dropby in any week day morning between 9:00 a.m. to 10:00 a.m. You need to apply for a building permit too.

Thank you for your inquiry.

Yours truly,

PANKASH PAPER COMPANY

PRIMA KABIR

Town Site Manager

PK/pc

E-mailing.

An electronic message (e-mail) is written in special programmes. Headline includes the following elements: the sender's address (appears automatically); the recipient's address (must be included); addresses of the persons to whom copies of the message are sent; indication of the message subject. Date is specified automatically by the programme. Then follows the text of the letter and signature. The style of the text is less formal compared to a business letter, and the rules of formatting are less strict.

From: dred@BFM.co.uk

To: dick_jones@isp.co.uk

CC:

Subject: fulfilling your order

Thanks for your e-mail of April 26. I'm sorry, but we can't fulfil your order by May 15. We'll need two more weeks to finish producing the last lot.

I see you haven't paid the invoice yet. We won't be able to deliver until you pay. Please deal with it a.s.a.p.

Best wishes

TASKS

1. Put the parts of the addresses in the correct order.

1 10/ Garston Road/ Worldwide Dealers Ltd./ Mr R. Stevenson/ Australia/ Melbourne;

2 75/ Mathews & Wilson/ Scotland/ Ladies' Clothing/ General Manager/ High Street/ Glasgow;

3 Chicago/ Illinois/ USA/ 300/ Lincoln Place/ The Modern Machine Tool Corporation;

4 36/ Canada/ Messrs. Williams & Werner Ltd./ Toronto/ Tower Street/ 4JS;

5 Messrs. Jones & Company/ William B. Brown/ 5/ Queensland/ Managing Director/ Brownside/ Australia/ Green Street;

6 1326/ Davenport/ Midwest Division/ John/ President/ Market Street/ Iowa/ B. Green/ Paint Company/ American;

7 11/ WI 53405/ United Packaging/ East Shore Drive/ Ms/ Marketing Coordinator/ Wisconsin/ USA/ Alison Freeman/ Green Bay/ Inc.;

8 Sales Manager/ Canberra/ Liverpool Street/ Mr/ Independent Products/ 18/ R.G. Flinders/ AUSTRALIA/ Pty/ NSW 2170.

2. What will you start a letter with, i.e. what greeting will be appropriate in each case, if you are writing it to:

- a) a British firm you do not know very well;
- b) Mr. J. Blake, your old trade partner;
- c) the company's President who is a woman;
- d) the Head of the Export Department of Sport Shoes Manufacturers whose name is Barbara Doe;
- e) International Office Equipment Inc., an American corporation.

How will you finish the letter, i.e. what complimentary close will you choose?

3. Match the phrases from the two columns and make meaningful sentences.

- 1. With reference to your advertisement on your website,
- 2. We would greatly appreciate
- 3. We look forward
- 4. We are a newly established chain of department stores,
- 5. Your prompt reply

- a) to hearing from you.
- b) we are interested in participating in the tender.
- c) and would like to have more information about your company's products.
- d) if you could send us your price list for tablets.

e) will be greatly appreciated.

4. Match the phrases in the right column with the corresponding parts of the letter.

Enclosures	a I look forward to hearing from you. Yours faithfully,
Date	b 18 March, 2025
Sender's address	c Dear Sir/Madam,
Body of the letter	d Interphone Inc. 1589 Sea Harbor Drive Orlando, Florida 35509 USA
Complimentary close	e With reference to our letter of 4 March 2025
Reader's address	f Enc: 2 pages
Subject line	g J Hutton J Hutton J. Hutton Sales Manager
Signature box	h Mr. M. Al Jalahma Managing Director Arabian Electronics PO Box 26180 Manama Bahrain
Greeting	i Re: Our order of precise electronic equipment

5. Look at the texts that contain easily confused words and choose the correct or most appropriate words.

1) I am writing with (1) connection / reference / regarding to our telephone conversation this morning about your order 7895LG. I must (2) regret / apologise / sorry for the delay in processing this order. I can now confirm that the goods have been shipped and should (3) arrive / reach / deliver you within 10 working days. We have taken special (4) care / attention / caution to make sure that the items are exactly as you requested.

Once again, please (5) take / have / accept our apologies. If you have any further questions, do not (6) stop / fail / hesitate to contact me again.

2) I was (7) sorry / unhappy / afraid to hear about the damage to the products that you received this morning. However, I am (8) afraid / apologise / regret that we cannot (9) accept / except / have responsibility in this (10) topic / material / matter. All our products are (11) controlled / checked / looked very carefully before leaving the factory, and the damage in this case must have been caused in transit. I (12) propose / suggest / tell that you contact the shipping company directly about possible compensation.

In the meantime, we can ship the same order to you again, if it would help. If you give us a firm instruction to do so (13) until / by / within the next few days, it should reach you (14) until / by / within the end of the month.

3) I am writing to you (15) affecting / connecting / concerning the meeting that we (16) combined / appointed / arranged for this Friday. I am afraid something urgent has come up and I will not be able to attend. Can we (17) cancel / postpone / schedule the meeting until next week? I can make any time Wednesday or Thursday.

I apologise for any (18) disadvantage / inconvenience / unfortunate this may cause, and I (19) look forward / wait / anticipate to (20) hear / hearing / know from you.

6. Put the parts of the letter in order and rewrite it with the correct layout.

- a) ...the choice is much greater and I need to know the exact measurements that are asked for on the bottom left side.
- b) However I have done a bit of guesswork and am replying as best as I can.
- c) VAT is payable in the EEC, unless you have a commercial TVA number.
- d) In this case, could you please complete page 2 of the order form as...
- e) Re: Fender
- f) Date 15/10/2025
- g) Best regards
- h) The maximum overall length of a fender is 1,870 mm.
- i) Pages: 2
- j) Unfortunately your letter was received with several blank areas.
- k) To: Molly Taxon
- l) The minimum inside width of a fender is 1,310 mm.
- m) From: Garry Winston
- n) Once you fill in the details on the form, I can calculate exactly what you require. o)
- Fax: 0709 60 75 96
- p) The transport cost to Manchester is £250+VAT.
- q) If the fender you require is greater than this, you will need to use the large order form.
- r) It is still time to order for Easter.

7. Complete the sentences with the e-mail terms below.

1. My address is Goods@hotmail.com, that's _____ W _____ o-o-d-s _____ hotmail _____ com.
2. I need my _____ to add / remove/ amend e-mail addresses.
3. My _____ is where my incoming messages are stored.
4. If I _____ a message it goes to another person.
5. With " _____ " I can write a new letter.
6. If I press _____ I connect with the Internet.
7. I look at _____ to see what messages I have sent.
8. Before being sent across the Internet, my messages are stored in the _____.

9. I need to send an answer to that message, so I'll use _____. 10. I'll have to finish that e-mail later, that's why I'll store it in _____

a ADDRESS BOOK f INBOX k FORWARD

b NEW MSG/NEW g DRAFTS l at
MAIL

c SEND & RECEIVE h small m REPLAY

d dot i SENT ITEMS

e capital j OUTBOX

9. Put the parts of the letter in the correct order and rewrite it in the block style.

a Attention: Mr N. Conshiwan j Re: Enquiry for National Dresses

b Bangkok k International Trading Company

c 13 January, 2025 l Our Ref: PM/ma

d Thailand m International Hotel Group

e Dear Mr N. Conshiwan n Telephone: 564-8643

f P. Morgan o Yours sincerely

g Your Ref: p We are opening a shop of national
Asian dresses and fabrics in one of our
hotels.

h Marketing manager

i Please send us your catalogue with
sizes and colours of female and male
national clothes of Thailand.

10. Read the e-mail and put two words from the list below into each gap.

*attachment know the be me which sure to wrong conference mean you (x3) it
open*

1 Kate, I've attached the sales figures for Q3, as requested. You'll see that we're up 6%! Things are really taking off in Central Europe. By the way, are you going to the conference?

2 (Kate has used the 'Reply' button so she includes the text of the e-mail she received.)

> Kate, I've attached the sales figures for Q3, as requested.

Sorry, Peter, you forgot to send ____ . Can you send it again?

> You'll see that we're up 6%! Things are really taking off in Central Europe. Great news. Do ____ 6% increase for the quarter or for the whole year?

> By the way, are you going to the conference? ____ ? The sales conference in Istanbul next month or the International Plastics Convention in Slough?

3) Sorry about that, Kate. Here it is again. Let ____ if you get it. I meant 6% for the quarter! Head Office are very pleased.

What do you mean 'Which conference?'!! I was talking about the sales conference, of course. But are ____ it's in Istanbul?

4) Okay, I've got the attachment this time. But you'll never believe it – I can't ____ ! Can you check that you saved it properly? 18 I thought the conference was in Istanbul, but I may ____ . I'll check and get back ____ . Anyway, I can't go this year – Cathy is going instead.

Good letter is carefully considered by the writer so that the content is worth reading, the organization is user-friendly, and the style is readable and clear. Always remember to do a little more than is required for the reader and maintain a balance between knowledge of the subject and skill in organizing and presenting the information.

Written Activity

Write a letter to HR manager of "Global Trade Company" stating that you have accepted their employment offer for the post of marketing assistant.

UNIT 2



BUSINESS TRIP CORRESPONDENCE

International business trips are an important aspect of doing business and require careful preparation. Letters related to travelling are mainly different requests (to book a hotel room or tickets, to make appointments, provide a car, etc.), confirmations of their fulfilment, and thanks for assistance.

A letter of request is sent to a hotel to book a room, to an airline to book tickets, etc. It states the essence of the request, all necessary data (names, dates, special requirements, etc.), thanks for the actions that will be taken and a request to send a confirmation.

Dear Sirs,

Kindly reserve for our customer, Mr. David Grant, a single room with a bath from 17 to 22 September. Mr. D. Grant is expected to arrive from Canberra at Gatwick at 19.25 on Monday 17 September and should get to your hotel at about 9 o'clock p.m.

We thank you in advance for your kind attention and look forward to your confirmation.

Yours faithfully,

Robert Hill

Various events are usually advertised in the media, but through personal correspondence, a select group of invitees can be chosen. The letter of invitation should state the date, time, location of the event, express the hope of a meeting, and end with a request to confirm attendance.

Dear Mr. Grant,

We would like to cordially invite you to the opening of the new premises of the Business Support Centre in Birmingham.

We hope that you will be able to join us at the party and meet our guests, the senior managers of the world's largest companies. We would be delighted to see you on Tuesday 18th September 2025 from 10.00 a.m. onwards on our premises in 15 Wood Road, Birmingham.

Refreshments will be provided.

We look forward to seeing you.

With warm regards,

Paul Brown

R.S.V.P.

A letter arranging a meeting states the proposed date, time, place, issues to be discussed or topic, and a list of participants. It may also include instructions on how to get to the location of the meeting if it is not known to the addressee. The letter writer may ask the addressee to perform any actions necessary to organize the meeting and thank him or her for his or her trouble. The letter ends with a request to confirm that you agree to attend the meeting.

Dear Mr Hill,

I am writing to inform you that I shall be in Birmingham from 18 to 21 September and I think it would be a good idea if we met on Wednesday 19 to discuss the renovation of the plant further. I should be pleased to visit your plant site in the morning before the meeting at the Country Hall. If it were convenient, I would like to suggest that I arrive at your office for a breakfast meeting, followed by a visit of the site and presentation of the new production and assembly lines.

If it suits you, I shall be arriving on flight No BA 301 from Canberra at Gatwick Terminal 3 at 19.25 on Monday 17 September. Could you possibly book hotel accommodation near your office for 5 nights? I would be grateful if you could arrange a meeting with Marketing Manager on Tuesday 18 September in the morning, if possible. I should also like to have an appointment with Quality Manager. I look forward to receiving confirmation of these arrangements.

Yours sincerely,

David Grant

A letter of confirmation is sent to confirm the addressee's attendance at an event or meeting, or in response to a request to book a room, ticket, car, etc. It begins with a reference to previous correspondence. When responding to an invitation should thank the addressee and again specify the date and time of the future meeting. If the response is negative, apologize, explain the reason for the refusal and suggest other options for resolving the problem.

Dear Mr. Grant,

Thank you for your letter of 28 August. We look forward to seeing you on Monday 17 September and I shall meet you at Gatwick on September 17. As requested, I have booked a single room at the Hilton Hotel for 5 nights.

I have fixed an appointment with Marketing Manager on Tuesday morning at 8 a.m. I regret to inform you that I shall be unable to make an appointment with Quality Manager on Tuesday morning as planned. I would like to suggest that we set up a meeting on the Tuesday afternoon at 3.20 p.m., and I should be pleased to take you out to lunch beforehand. Please accept my apologies for this inconvenience.

We look forward to seeing you.

Yours sincerely,

Robert Hill

It is very important to thank a business partner for services rendered, hospitality, donations, congratulations, etc. Thank-you letter is an economical and effective method of maintaining good relations. effective method of maintaining a good

relationship. It should be simple and concise and should contain the following elements: the word 'thank you', a sincere expression of gratitude at the beginning and concludes with an expression of goodwill towards the addressee.

Dear Mr. Hill,

Back now in my country I wish to thank you most warmly for your very excellent hospitality extended to me. The opportunity to meet yourself and your managers is something I had long looked forward to and I can only hope now that one day may be able to receive a visit here from you. I very much appreciated your kindness and that of Mr. Thompson in showing me round the plant.

Yours sincerely,

David Grant

TASKS

1 Match the parts of the sentences (in some cases there is more than one variant).

1 I am writing to ...	a you have a group rate?
2 It is with regret ...	b breakfast and all taxes.
3 Please find enclosed ...	c your quotation.
4 The price includes ...	d book a room for three days.
5 We require ...	e confirm this booking.
6 Could you let me know if ...	f a cheque for the deposit.
7 Is your quotation for ...	g from 17th to 21st October.
8 For all reservations we require ...	h a hotel with suitable facilities.
9 In the name of ...	i confirm your reservation for ...
10 We would be pleased to receive ...	j half board with English breakfast.

11 We are looking for ...	k an all-in tariff?
12 I would be grateful if you could ...	l a confirmation by e-mail.
13 We are pleased to ...	m John Tailor
14 For two days ...	n that I have to cancel the reservation.

2 Fill in the gaps in the letters with the words from the lists.

bedrooms suite floor single accommodation charges managing Trade Fair inclusive secretary

1) The Chairman and the ____ Director of this Company will be visiting Glasgow in September, for the World ____, and will require a ____ with two _____. A ____ room, on the same ____ if possible, will also be needed for their _____. Please let me know whether we can receive this ____ from 10 to 15 September _____. I shall be glad to have a reply by fax, with details of your _____.

account obliged plane technical go on book arriving fee attention instructions

2) Our ____ Director, Mr. Rogers, will be ____ in London next week and will then ____ to Sweden and Finland. We shall be therefore ____ if you will ____ a seat for him on a ____ leaving Britain on or about the 21st, for Stockholm. Your ____ for the fare and booking ____ will be paid by our National Bank, who have ____ to do so on our behalf. We thank you in advance for your kind ____ to this matter.

indicated private accommodate let advance available following board hotel much terms double tariff association

3) The name of your ____ has been given to me by the Hotels ____, and I shall be ____ obliged if you will ____ me know whether you have the ____ accommodation ____ for 3 weeks, from 15 July: one ____ room, if possible with ____ bathroom, and one single room. If you are able to ____ us at the time ____ please let me have your ____ or brochure giving inclusive ____ for full _____. I thank you in ____ for your reply.

service know transportation charge routes booking passengers arrangements crossing

4) We wish to make _____ for the _____ of a car and four _____ from France to England, and shall be glad to _____ what your _____ is for the car-ferry _____, also how much notice you require for the _____. At the same time please give us an idea of possible alternative _____ and the time required for the _____ in each case.

3. Match the formal and informal phrases. Then cover the left column and try to remember the formal equivalent for each phrase on the right.

Formal	Informal
1 The meeting will be held on...	a That suits me.
2 I would be pleased to take you out to lunch.	b Could we organize another meeting?
3 I think it would be a good idea if we meet to discuss this further.	c I would like to make an appointment.
4 I would be pleased to make an appointment...	d See you on Friday, then.
5 I would be grateful if you could...	e ...if it suits you.
6 I regret to inform you that I shall be unable to make the appointment.	f I am sorry about this.
7 Would it be possible to set up another meeting?	g I'm afraid I cannot make the appointment.
8 I would like to suggest that we put back the meeting.	h We are having a meeting on...
9 Please accept my sincere apologies	i I have fixed a meeting.

for this inconvenience.	
10 ...if it were convenient.	j Perhaps we should discuss this more.
11 I look forward to receiving confirmation of these arrangements.	k Could we postpone the meeting?
12 As requested, I have set up a meeting.	l Could you possibly / Could you...?
13 We look forward to seeing you on Friday.	m Please confirm these arrangements.
14 That would be convenient	n Would you like to meet for lunch?

4. Choose more formal phrases in the letter of reservation.

Reservations Manager
Carlton Hotel 78 Park Lane,
Bristol, BY12 3 GR

16 May 2025

Dear (1) John / Sir or Madam,

(2) I am writing / This is just a note to confirm a reservation that (3) was made / I asked you for this morning by telephone. The reservation, for (4) a couple of / two nights, is for myself, Jack Wood.

I (5) want / would like a room with a bathroom, from 11-13 June inclusive. I (6) will be attending / 'm going to pop into the Trade Fair that is being held in Bristol that week. (7) Thank you / Thanks for sending me the brochure (8) about / regarding your conference facilities, which I received this morning. They look (9) interesting / great. (10) Unfortunately / I'm sorry (11) I can't give you / am unable to provide you with

any definite dates (12) at the moment / now. (13) But / However, I (14) will contact you / 'll drop you a line as soon as possible.

(15) I look forward to meeting you / See you on 11 June.

(17) Jack Wood / Jacky

Marketing Manager

5. Sort out the sentences below and put them in order so as to get three thank-you letters to: a) colleagues for their hospitality during the business trip; b) another company for referring a customer; c) a customer for choosing the company's service.

1. We are, of course, pleased to take on a new client.
2. Be assured that we will continue to make every effort to live up to your expectations.
3. I would say that we spent an extremely interesting time, and I believe the discussions were of great value to the development of co-operation between our two organizations.
4. I am sure we can come to some worthwhile agreements.
5. Again, we thank you for being able to provide our service to you, and will be looking forward to serving you in the near future.
6. I thank you once again.
7. Thank you for referring Natalie Slate to us.
8. I very much appreciated your kindness and that of Mr. Dekker in showing me round the new plant.
9. The opportunity to meet yourself and your directors is something I had long looked forward to and I can only hope now that one day I may be able to receive a visit here from you.
10. You may be surprised to find out just how economical this service can be.
11. Thank you for choosing our company to deliver your air freight to Madrid.
12. We thought you might be interested in knowing that we can make deliveries anywhere in

the world and most of our overseas deliveries can be made overnight, directly to the address of the recipient.

13. Back now in my country I wish to thank you most warmly for your excellent hospitality extended to me.

14. While the cost for this service will vary depending on the ultimate destination of your package, our prices are highly competitive.

15. But even more, we appreciate your confidence in our legal services and your willingness to communicate this confidence to others.

6. Write three letters concerning an invitation to a meeting or event.

1. A letter to a business contact to invite them to a meeting or event. Prepare the situation, real or imaginary, using the questions below.

What is your company's business? What products/services do you offer?

What kind of meeting/event are you going to organise? What is the agenda/reason?

Who is the person that you are inviting?

Why would they be interested and want to come?

Do they need to prepare or bring anything?

What are the details? (date, time, place, etc.)

Are there any other practical details like lunch, refreshments, etc.?

Do you want them to reply by a certain date to tell you if they can come?

2. Exchange letters with your partner. Reply by email to the letter you receive. Some ideas are given below, but you may adapt and change them as you wish.

Thank them for their letter.

Agree that the meeting is important.

Say that the time is not good for you, and suggest an alternative.

Apologize for any inconvenience caused (if appropriate).

Say that you will call them to finalize the arrangements.

Respond to any other points in the letter you received.

3. Exchange your letters and reply by email to the letter you receive.

Confirm that the new time is fine.

Say that you look forward to their call (where you can finalize the arrangements).

Close in a friendly way.

7. Write the initial letter of reservation to which the confirmation below is the reply.

Dear Mr Jenkins

We hereby confirm that a single room has been booked for Mr Harry Brown from 11th to 14th June of this year at the Hilton Minneapolis 1001 Marquette Avenue South, Minneapolis, Minnesota 55403-2440, USA.

The hotel made the reservation as a guaranteed booking, which means that if Mr Brown arrives late, no problem will ensure. The price of \$120/night for a single room includes a breakfast buffet. If Mr Brown requires garage parking, please inform us by telephone.

Yours sincerely,

Marry Goodwich

Written Activity

You have recently attended a work experience course, where you were given an opportunity to observe the functioning of a busy office and perform a limited number of office duties. Write a thank-you letter to the manager of the company Mr. Douglas using the notes you made.

EXPERIENCE PLACEMENT

Gold Enterprises Ltd., 24-31 July

Remember to mention:

people really nice,

great to see a real, working office – not just theory,

fantastic chance to learn more about computers,

interesting talking to public,

useful for future career.

UNIT 3



EMPLOYMENT CORRESPONDENCE

The most important for career development are the CV and the accompanying letter of employment and references. They should present the candidate in the most favourable way so that the employer will make a positive decision to hire him or her.

A resume/CV is a brief description of what a candidate has to offer to a potential employer. The sections included in it may vary and depends on the specific job vacancy. In addition to those listed in the sample, the following sections are possible: Interpersonal skills, Research and analytical skills, Professional memberships, Extracurricular activities, Awards received, etc. The order of these sections may also vary: for example, graduates with little professional experience should first describe their education and then their work experience.

Barbara Gordon

JOB OBJECTIVE:

Professional position as an auditor

EDUCATION:

Bachelor of Science

Paul University's College of Commerce

COURSES IN ACCOUNTING:

Cost Accounting

Auditing Theory and Practice

EXPERIENCE:

Martin and Allen,

certified public Accountants

315 West Wabash Avenue

Chicago, Ill. 60503

Period from September 2021 till June 2024.

Duties: First Year – proof reading. Remaining two years – member of accounting staff – auditing: preparing individual and corporate tax returns, both state and federal.

Kopper Kitchen Restaurant

64 East Lake Street

Chicago, Illinois 60604

Period from October 2018 to August 2021.

Duties: First year – waitress. Remaining two years – assistant manager at night, supervising four persons.

Other part-time jobs: Stock person in pet shop; saxophone player in musical combo.

REFERENCES:

Mr. Jack Norman, CPA

Professor Edwin T. Sloan

Accountant Manager

Professor of Accounting

Martin and Allen

Paul University

214 West Wabash Avenue

Chicago, Ill. 60604

Chicago, Ill. 60604

Mr. Jorge T. Watson

Professor Michael S. Striven

Kopper Kitchen Restaurant, Inc.

Department of Finance

1900 East Queen Court

Northwestern University

Chicago, Ill. 60604

Evanston, Ill 60200

The purpose of the introductory paragraph of a letter of application is to draw the employer's attention to the candidate, why the author of the letter is interested in this particular company, what abilities and skills he/she possesses in order to get the job.

The second paragraph describes the skills, abilities and strengths that are directly relevant to the position. They should be supported with specific examples showing how the candidate has performed in the past and references to reputable referees.

The final paragraph describes the personal qualities and how they might be useful to the employer. The letter concludes with the hope of being to be invited for an interview or a personal meeting, which unobtrusively encourages the recipient to take action.

Dear Mr. Peterson:

The Peterson Clothing., Inc. employment advert in the March 22 edition of the Sunday Time has attracted my interest. Because I believe that I am qualified for the Sales Manager position in your office, I enclose a copy of my resume.

As manager in Blackpool Shoes Inc., I am directly responsible for providing helpful service to customers, monthly accounting reports, changes in product offerings and providing in-house training for new employees. I am familiar with designing and implementing computer based tools and programming Excel spreadsheet implemented to control sales strengths and weaknesses. I have traveled extensively, both locally and abroad. I am also proficient in German.

My work experience has helped me to develop an ability to deal with public, a valuable asset for a clothing retailer. I believe that my experience would be useful in your company.

I look forward to a personal interview at your convenience. Do not hesitate to contact me if you need any further information. My phone number is (401) 321-7756.

Yours sincerely,

Tom Digger

Encl.

The logical order of stages in application letter are the following:

Describing work record	I have 9 years experience of ... After leaving ..., I worked for 8 months in ... as a ... For the last 2 years, I have worked as ... with ...
Describing qualifications	My main qualification for the position is my 8 years sales experience with ... I trained for 3 years in ... as a ... 80 and have a Higher Certificate in ... I am quite fluent in English and use the language regularly.
Describing present job	My main duties are to sell to ... and to give demonstrations on ... My present responsibilities consist of ... I am in charge of ...
Describing achievements/personal qualities	I hope you will see this as evidence of my capacity for hard work. I believe that these qualities have enabled me to ...
Explaining reasons for applying	Due to ..., my contract expires at the end of ... I would like to apply as I would welcome the challenge / the opportunity to work for a ... I wish to gain experience in ...

Closing the letter	I can arrange for you to receive letters of reference ... Please do not hesitate to tell me if there is anything else you would like to know. I enclose my curriculum vitae and hope to hear from you soon.
--------------------------	--

5940 Sherman Avenue Studio City,
CA 91478
Mr. Donald Dark
Vice President, Personnel
Target Department Stores
537 South Lucas Avenue
Los Angeles, CA 90017

November 9, 2024

Dear Mr. Dark:

Since I have focused my education and training on retail management, your advertisement for a management trainee, appearing November 2 in Section E of the Los Angeles Times, captured my attention.

Recent sales and management experience at Walmart Department Store enabled me to develop the interpersonal and supervisory skills specified in the Target advertisement. I started as a salesperson and was soon promoted to assistant manager, a position demanding initiative and responsibility.

In addition to this experience, I am enrolled at Valley Community College and expect to receive an associate's degree in June. In my marketing major, I successfully completed courses in marketing, management, microcomputing, and communication, earning a 4 grade-point average in my major.

Please examine the attached resume for details of my qualifications. At your request, I would be pleased to provide the names of individuals who could verify my education, skills, and performance.

I would appreciate an opportunity to discuss with you how my background and training could contribute to Target Department Stores. Please call me at (719) 439-9810 to arrange an interview at your convenience.

Sincerely,

Enclosure

The purpose of recommendation letter is to recommend the candidate to the employer and to confirm that he/she is suitable for the position they have chosen. It contains a description and characterization of the candidate's qualities. In the final phrase, the writer of the letter advises the employer to hire the person referred to in the letter.

Dear Mr. Peterson:

I am happy to provide the information you requested regarding Tom Digger.

Mr. Digger was a student in my business administration course from 2020 to 2022. He was always an outstanding student and demonstrated his thorough grasp of the subject matter in his class performance as well as in written work. His assignments were always executed with punctuality. Moreover, he was an enthusiastic participant in class discussions and helped make the course a rewarding experience for everyone. Therefore, I can recommend Mr. Digger, without hesitation, for the position of Sales Manager in your firm.

Sincerely yours,

T. S. Oakwood

Professor

TASKS

- 1. Put the words and phrases into the appropriate categories and add five words of your own into each of them.**

capable trustworthy manager attended course Master dependable committed successfully completed office duties motivated part-time handling cash apprentice PhD

Work experience	Academic qualifications	Personal qualities
-----------------	-------------------------	--------------------

Use the words and phrases from those above to fill in the gaps in the sentences.

- 1 During my time in the retail outlet at Slane Clothing, I became used to _____.
- 2 While at Durham, I _____ in management practices.
- 3 I _____ my studies in 1999 and was awarded a first class Honours degree.
- 4 After two years in my previous job, I was promoted to the position of assistant _____.
- 5 I joined the Liverpool Echo as a(n) _____ printer in 2018.
- 6 At the same time as I was doing my degree, I also worked _____ for a parcel delivery service.
- 7 I performed the full range of _____ during my employment in the administration department of Halley's.
- 8 Since leaving school, I have been _____ to a career in marketing.

2. Fill in the gaps in the letters with the words from the list.

a) obtaining b) service c) attached d) interview e) qualifications f) myself g) publishing h) consider i) card j) ambition k) requirements l) hope

- 1 I should be glad if you would _____ how far my _____ (set out in the _____ resume) meet your _____. It has been my _____, ever since I was at school, to become a member of a _____ firm, and, if successful in _____ this post, I would do my best to give loyal and enthusiastic _____. I could come for an _____ at any time and I enclose a _____, addressed to _____, in the _____ that you will use it to tell me when I may come.

a) employment b) exploring c) responsible d) consideration e) working f) organization g) recent h) resume i) instructor j) experience k) effectiveness l) appreciate m) arrange n) confidential o) convenient

2 I am interested in _____ as Director of Studies for your _____. I am an EFL language _____ with nearly 10 years' _____ to offer you. I enclose my _____ as a first step in _____ the possibilities of _____ with Interplay Languages. My most _____ experience was implementing English Through Drama workshops for use with corporate clients. I was _____ for the overall pedagogical content. In addition, I developed the first draft of the teacher's handbook. As Director of Studies with your organization, I would bring a focus on quality and _____ to your syllabus design. Furthermore, I work well with others, and I am experienced in course planning. I would _____ your keeping this enquiry _____. I will call you in a few days to _____ an interview at a time _____ to you. Thank you for your _____.

a) enclosed b) extensive c) business hours d) skills e) aspect f) completed g) apply h) assistant i) participated j) operations k) work l) ability m) reach n) reservations o) course p) public q) available r) placement s) courteous

3 This month I _____ a two-year _____ of study in Travel and Tourism at the LA Business Institute, and my _____ counsellor suggested I _____ to you for a position as _____ travel agent. As you will see from my _____ resume, I have taken courses in nearly every _____ of the travel industry. I have _____ in workshops simulating computer and telephone _____, and I have had _____ practice in ticketing and _____. My _____ experience, moreover, has helped me to develop an _____ to deal with the _____ and to be customer oriented and _____. I would like very much to put my _____ to work for your agency. I am _____ for an interview Monday through Friday during _____. You can _____ me at 674-9755.

a) contribution b) recommend c) joined d) involved e) regret f) activity g) well-liked
h) proved i) efficient j) independently k) team l) valuable m) organization n) reliable
o) executive

4 James Blond _____ the KLM Company in July 1998. Since then he has _____ to be a most _____ and effective member of the sales team. James is professional and _____ in his approach to work and very _____ by his colleagues and _____ clients. He is well-presented and able to work both _____ and as part of a _____. His _____ to all areas of company _____ in which he has been _____ have been much appreciated. I believe that James will make a _____ addition to any _____ that he may join. We deeply _____ his decision to move on and I _____ him without hesitation.

3. Fill in the gaps in the sentences with correct prepositions (as, in, for, of, with).

1 Having lived ____ China ____ ten years, I have a wide knowledge ____ the Chinese language. 2 I have a degree ____ Middle Eastern politics and am fluent ____ Arabic. 3 I have been an accountant ____ the past fourteen years and am very familiar ____ the balance sheet. 4 I am very experienced ____ dealing ____ financial crises since I have worked ____ a financial advisor for nineteen years. 5 ____ an auctioneer, I feel that I have experience ____ assessing works ____ art. 6 Having worked ____ a foreign minister, I am an expert ____ foreign affairs. 7 I am currently employed ____ a chef and excel ____ catering for large groups. 8 ____ a consultant ____ the Special Olympics Committee, I am well aware ____ the needs ____ the disabled.

4. Put the sentences in the letter of recommendation in the correct order. Divide it into paragraphs and rewrite it in the modified block style.

1 James is professional and efficient in his approach to work and very well-liked by his colleagues and executive clients.

2 I would gladly answer any request for further information.

3 James Blond joined the A.N.Y. Company in June 2017.

4 Penny Farthing

5 Managing Director

6 Sincerely,

7 He is well-presented and able to work both independently and as part of a team.

8 I believe that James will make a valuable addition to any organization that he may join.

9 To Whom It May Concern:

10 Reference for Mr. James Blond

11 We deeply regret his decision to move on and I recommend him without hesitation.

12 Since then he has proved to be the most reliable and effective member of the sales team.

13 His contribution to all areas of company activity in which he has been involved have been much appreciated.

5. Choose more formal phrases in the letter of application.

Mrs. Lloyd

Personnel Manager

BLD Services

22 Oak Road

Oxford, OD 26 18L

June 22, 2025

Dear (1) Carol Lloyd / Mrs. Lloyd,

I am writing to (2) apply for the position / get the job of Marketing Manager in your Tokyo office, (3) I read about / as advertised in last week's Guardian newspaper on 2nd June.

As (4) you can read / outlined in my CV, which (5) I have enclosed / I'm sending with this letter, I (6) went to / attended Riverside Secondary School. In 1997, I graduated from the University of Wales with a BSc in Marketing.

(7) After graduation / When I finished my studies, I moved to Tokyo where I trained as a market researcher for two years. (8) When I came back / On my return to

England, I continued working as a market researcher until 2003 when I (9) obtained / got my present (10) job / position.

(11) I am currently employed / Now I work as Assistant Managing Director at Melton Enterprises. (12) My duties include / I have to control the organization of staff and stock. (13) I am generally noted for my good managerial skills / They say I am good at managing.

I believe that I would be (14) an ideal / great candidate for the position, as I have had extensive marketing training. I also have (15) a number / loads of good business (16) friends / contacts in Tokyo and (17) a basic understanding of the Japanese language / can speak Japanese a little.

I (18) enclose / am sending you my CV and (19) photograph / photo as requested, and (20) would be happy to supply you with further details / can give you every piece of information you need. I thank you for (21) reading / considering my application and (22) can come for / am willing to attend an interview at any time.

(23) Yours sincerely / Best regards,

William Dupset

6. Choose phrases which can be used in a letter of application for the job advertised below.

EXECUTIVE OFFICER (Payment) to supervise payment operations. You must be fluent in English and Mandarin, familiar with computer operations, and have a qualification in accounting and three years' relevant experience. We offer a competitive salary, generous holiday allowance, bonus scheme and free medical insurance. For further details and an application form, write to Personnel Officer, Jurong Ltd., 410 Huan Shi Rd W, Guangzhou, China 5110070

a Dear Sir or Madam b Personnel Officer Jurong Ltd. 410 Huan Shi Rd W Guangzhou China 5110070 c I wish to thank you for d I have been an

accountant... e Further to our telephone conversation yesterday, ... f
 Yours sincerely, g Yours faithfully, h Gentlemen: i I look forward to
 hearing from you. j I am writing with reference to ... k Congratulations on
 your promotions to ... l With apologies, m Please do not hesitate to
 contact me if you need any further information.

Write the application letter using the phrases you have chosen and the information from the CV below.

Curriculum Vitae	
Candidate	Amanda Lynn Tailor
Address	523 W. 24th Street, Topeca, Kansas 666 11 tel. (814) 539 842
Work Experience	6 years as Chief Accountant in Eterna-Tools, Inc. Responsibilities include preparing accounts payable/receivable, financial statements, checking receipts, keeping all books of account, general ledgers and balance sheets.
Education	BSc in Finance & Accounting, June 2010, Topeca Public College, Topeca, Kansas
Languages	English (native), Chinese (fluent), German (fair)
Computer Skills	Hardware: Macintosh, IBM PC Software: Excel, MS Word, Mac

	Write, Internet Explorer
--	--------------------------

7. Study the information on how to write an autobiography.

Employers can ask you to write your autobiography, which is a written account of the series of events that make up your life. A short autobiography gives the basic facts, i.e. date and place of birth, family information, lifetime accomplishments, major events of life. A longer autobiography includes that basic information, of course, with a lot more detail, but it also tells a good story. In this case, consider such questions as:

Was there anything in your childhood that shaped your personality?

Was there a personality trait that drove you to succeed or impeded your progress?

What adjectives would you use to describe yourself?

What were some turning points in your life? etc.

Use the following tips and write your short autobiography.

Include introduction and basic personal information in the first paragraph.

Use 1st person pronouns (I, me, my, myself).

Write in the past tense.

Put paragraphs in chronological order, one subject per paragraph.

Link your paragraphs with temporal connectives, e.g. “next”, “after that”, “later”, etc.

Give a summary in the last paragraph and bring the reader up to date.

Proofread and check for errors.

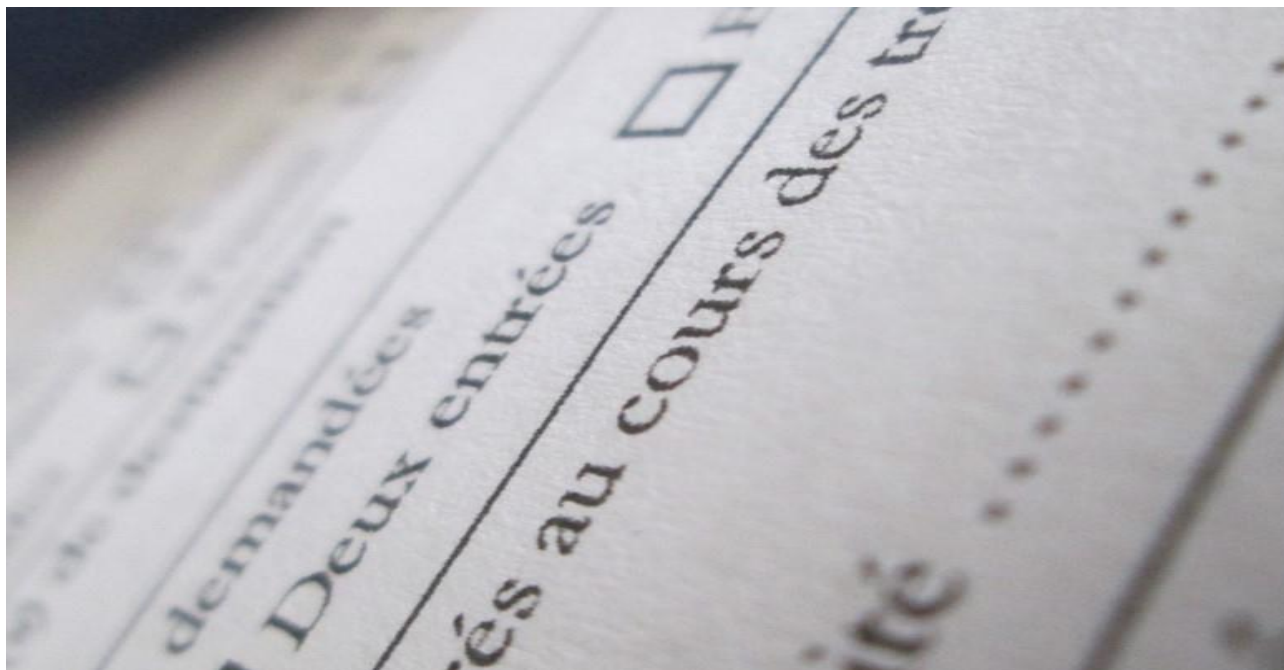
8. Look through some sources and find a job ad or think of a real-life job you would be interested in. (It doesn't matter if the position is not vacant at the moment.)

Written Activity

Make up your CV including some information relevant for the position.

Write a letter or e-mail applying for the job you have chosen.

UNIT 4



CORRESPONDENCE FOR BUSINESS

The first step in closing a deal is usually a letter of inquiry. In order to minimize further correspondence, the buyer should clearly state what information he wants to receive from the seller regarding the goods (catalogues, samples, prices, delivery terms and conditions, methods of payment, discounts, etc.), when he needs the goods, in what quantity, for what he plans to use it for. If the buyer writes to the seller for the first time, he should indicate where he learnt about him, and give brief information about his company and their line of business.

Dear Sirs,

In the German Export Magazine No. 4, 2025 we noticed an advertisement describing your new models of calculators and mini-computers. We are interested in these and, for that matter, in any other calculating devices you may manufacture.

As a major office supplier, we require large quantities of calculators and mini-computers to supply our clients in North Europe. Could you make us an offer for these products? Please quote your lowest price based on a monthly order of 600 items.

For your information we may add that our company was established nine years ago and has sales outlets all over Europe.

We look forward to your early reply.

Yours sincerely,

Edward Gatwick

Sales Manager

In response to an enquiry, the seller writes a letter of offer and encloses the requested materials (catalogues and price lists, etc.). It should persuade the buyer to buy the product/service and encourage further long-term co-operation. Firm offer contains a promise to deliver the goods on the terms and conditions specified in it, which are usually valid for a limited period of time and can be withdrawn by the seller. Free offers can be sent to regular and potential buyers without prior request for information.

Dear Mr. Gatwick,

Thank you for your letter of 21 October inquiring about our production.

Stationery World, Ltd. offers a full range of different modern office supplies and stationery. I have pleasure in enclosing our latest catalogue and price list from which you can see that our prices are highly competitive. The quotation you inquired about is attached herewith.

I look forward to calling you in a few days.

Sincerely yours,

Richard Franklin

Marketing Manager

Encl: 2

Most companies use special forms for placing orders (letters of order), which specify the type (article, product, etc.) and quantity of goods, terms and conditions of delivery and payment. The seller should acknowledge receipt of the order and thank the customer. If the conditions have changed or the goods are out of stock, the seller should inform the buyer of this and offer a replacement.

Dear Sirs,

Order № 834

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

Type of equipment:

Total amount of order:

Delivery: Free on board

Delivery time:

Terms of payment:

Consignee:

Quantities, description, prices and technical conditions – see following pages. This order contains ... pages.

Item	Quantity	Description	Price for unit	Amount

Kindly acknowledge the receipt and the acceptance of this order by return mail and indicate expected date of dispatch of relative goods.

Yours sincerely,

Unfortunately, various problems may arise during the order fulfilment process: incomplete delivery, inadequate or defective goods, failure to meet delivery deadlines, etc. In this case, the buyer sends a letter of complaint to the seller in which he clearly and logically explains the nature of the problem, based on facts and documents, and also describes the inconvenience caused to him. The conclusion suggests possible ways of solving the problem (monetary compensation, replacement of goods, etc.). It is necessary to avoid excessive emotionality, threats, intimidation; the tone of the complaint letter can be either neutral (mild complaint) or more insistent (strong complaint).

Dear Mr. Green,

Re: Shipment of Order No. 4332/08

We refer to our Order No. 4332/08 for office equipment which arrived here on 8 May 2025.

On examining the consignment, we found that ten of the calculators had been placed in the case without any padding with the result that their casings are smashed and the mechanisms exposed and damaged beyond repair. The surveyor's report with photographs is attached herewith.

We should be very much obliged if you would send us replacements at your earliest convenience.

We hope to hear from you soon.

Sincerely yours,

Edward Gatwick

Encl.

If the buyer's claim is justified, the seller writes a letter of apology in which he acknowledges his mistake, states the reasons for it and offers an apology for the inconvenience and offers a suitable settlement for the buyer. In case of unsubstantiated claims, the seller must explain to the customer why he disagrees with him, convince the customer that he is wrong, and then offer a compromise solution to the problem.

Dear Mr. Franklin,

We are in receipt of your letter dated 8th May re your shipment of office equipment under order No. 4332/08, and are sorry to hear about the faulty packing which resulted in ten calculators becoming unserviceable.

Our packing and dispatch department has been working overtime to clear the increase in orders which usually occurs at this time of year, and it would seem that one case was allowed to go through without proper inspection.

Please accept our apologies for the inconvenience caused. Replacement calculators have been dispatched today by container service, and should reach you by the end of the week.

Yours sincerely,

TASKS

1. Fill in the gaps in the letters with the words below.

a pleased b offer c anticipation d dates e importers f introduce g address h return i various

1 We are indebted to “Kelly’s Directory” for your name and ____ take the liberty to ____ ourselves as motor cycle ____ in Paris.

We should be very ____ if you would kindly let us have by ____ of mail your prices for the ____ types of motor cycles you can ____, together with the delivery _____. We thank you in ____ of a prompt reply.

a in particular b items c satisfactory d receive e range f export g buying h interest i specification j purchase k brief details l offer

2 We have a general ____ in ____ various ____ of machine tools from you, and should be glad to receive ____ of the ____ of equipment which you can ____.

_____ we are contemplating the _____ of a test lathe for hard metal and ceramic tools.

We should be glad to ____ your detailed ____ for this lathe together with three sets of ____ sheets. If possible, the latter should be in German, but failing this English would be _____.

a enclosing b catalogues c gather d interested e offer f thank g net h reply i line j up-to-date k discount l cover

3 We ____ you for your letter of May 13 from which we ____ that you are ____ in “Lindt” Biscuit Products.

We have pleasure, therefore, in ____ our ____ price-list for this _____. The prices are quoted ____, no ____ being granted. You will receive three ____ under separate _____. We trust our ____ will appeal to you and look forward to your ____ with interest.

a stock b reply c equipment d processed e advertised f quotation g catalogue h delivery i various j enclosing k supplied l letter m install n appearance o place p contractors

4 In _____ to your _____ of 18 October, we have pleasure in _____ a detailed _____ for bathroom showers. Besides those _____ in the “Builders’ Journal”, our illustrated _____ also enclosed shows _____ types of bathroom fittings and the sizes available. Most types can be _____ from _____. Four-six weeks should be allowed for _____ of those marked with an asterisk. Building _____ all over Britain have found our _____ easy to _____ and attractive in _____.

Any orders you _____ with us will be _____ promptly.

a appreciate b welcome c samples d processed e shipment f customer g workshop h representative i order j delivered

5 We are pleased to have received your _____ of August 12 and would like to _____ you as a new _____ of Payton’s Plastics. Your order (No. 344528) for one dozen 3’x4’ sheets of Lucite is being _____ and will be ready for _____ on August 25. It will be _____ to your _____ by our own van.

We are sure you will _____ the clear finish and tensile strength of our entire line of plastics. Mr. Tom Waltz, our sales _____, will call on you soon with a catalogue and _____.

2. Fill in the gaps in the sentences with correct prepositions (in, for, of, to, under).

1 This situation was due _____ an oversight, which resulted _____ a breakdown in communication and led _____ your losing the contract.

2 The company cannot be held responsible _____ any inconvenience caused as a result _____ bad weather.

3 Unfortunately, our client is _____ no obligation to offer any compensation according _____ the terms of the contract.

4 The recent strike _____ transport workers here has caused delay _____ the dispatch _____ a number _____ our export orders.

5 We have had great difficulties ____ getting our usual supplies, but have now been advised that a large shipment should reach us ____ two days' time.

6 We apologize once more ____ this most regrettable mistake and have taken measures to prevent a recurrence ____ similar errors ____ future.

3. Put parts of the sentences in the correct order. Then add punctuation marks and divide the inquiries into paragraphs where necessary.

1 a) if you can supply

b) by return of mail

c) importing your office equipment to Russia

d) catalogues and prices

e) we would appreciate

f) we are interested in

2 a) please let us know

b) we should be grateful for an early reply

c) some years ago we bought from you a consignment of "Handy" Paint Brushes in 3 different qualities

d) whether you are still manufacturing brushes in these qualities

e) as the matter is urgent

f) and quote your lowest prices CIF Istanbul

g) we should require delivery within 4 weeks of placing the order

3 a) we would be very grateful

b) if you have not got the necessary information in your records

c) we learn that in recent years

d) if you could give us a list of these firms

e) we have for many years been importers of Electric Clocks mainly from Switzerland

f) you would, perhaps, be good enough to pass our inquiry to the proper department in London

g) several English firms have started manufacturing this line

- h) whether their goods are suitable for the American market
- i) so that we can find out
- 4 a) if so
- b) will be much appreciated
- c) if your prices are competitive
- d) and understand that you are their agent
- e) if you could inform us
- f) we may be able to place larger orders
- g) we should be very pleased
- h) we are interested in Albert Kuntz Biscuit Products
- i) your current price-list together with your discount terms
- j) whether you are in position to supply

4. Choose more formal phrases in the letter of inquiry.

Wisteria Ltd.

14 Greenwood Street

Norfolk, ND 751 J3

June 9, 2025

Dear 1) Sirs / Wisteria Ltd.,

2) Your name was given to us by / We got your name from Messrs. KLM Ltd., who have been 3) buying from you / regular customers of yours for 4) some / a couple of years. We asked them if they knew of a manufacturer who 5) can send us / would be able to supply 6) immediately / right now the goods 7) specified / written on the enclosed list.

We 8) would explain / 'll tell you in confidence that our usual supplier has rather let us down this year on delivery dates and quantities, and we are in danger of getting into arrears with one or two of our contacts.

If you can 9) send / supply the 10) goods required / necessary goods, please accept this as our official order: 11) we'll pay / payment will be made on any basis 12) acceptable to yourselves / you like.

We hope you will be able to meet our requirements in this instance, and would add that if your products are 13) satisfactory / OK and terms of delivery 14) competitive / rather short we should be interested in doing business with you.

15) We should appreciate a prompt reply / Write soon.

16) Yours faithfully / Yours,

17) Thomas Hutson / Tom

Marketing Manager

5. Read the telephone conversation and present it in the form of business correspondence – an inquiry about the Auto Show and a response to it.

Hanna Kowalchik: Good morning, Warsaw Exhibition Services. How can I help?

David Brown: Oh, hello. I'd like some information about exhibiting at the next Warsaw Auto Show.

HK: Of course, let me just get the pack. So what would you like to know?

DB: First, can you give me an idea of how big the fair is?

HK: Well, 310 companies had stands last year, and that figure should be up to 350 next time.

DB: OK. What about visitor numbers?

HK: Over two days we had 14,000 visitors, so with more stands we'd hope for more people this time.

DB: And where did they typically come from?

HK: About 70% were from Poland and the remainder from other European countries and the Middle East.

DB: That's interesting. Now a couple of practical questions. We're thinking of taking a stand of about 30 square meters. How much will that cost us?

HK: 350 euros per square meter. So, if you're looking at 30 square meters it would be – let me see – 10,500 euros. But that's just the cost for a basic stand. DB: What does the price include?

HK: You get a listing in the catalogue in Polish, French, German and English, some basic furniture – a desk and four chairs – and electricity and lighting.

DB: OK. So anything else would be extra?

HK: That's right.

DB: OK. One final thing. When would we need to book by?

HK: The closing date is 15 January, but if you want your choice of location, you'd need to do it soon. A lot of companies who were here last year have already booked the space they want. I could take your booking if you like. DB: No. I need to talk to my colleagues, but I'll get back to you early next week...

Written Activity

6. You work for a firm producing perfumes. You have been preparing the draft for a firm offer and put your ideas as separate notes. Organize them into a letter according to the outline.

Your outline	Your notes
1 establish credentials	In view of this, we would be pleased to present you our new aroma Rose'n'Violet on profitable terms.
2 introduce our product	We look forward to receiving your esteemed order in due course.
3 give important details of our products	As you will see from the catalogue, which we enclose with this offer, we propose discounted prices for our new products such as Rose'n'Violet. We can quote a 10% discount for consignments of not less than 10,000 items.
4 point values of this offer	The quality of our new perfume is high, and we should like to take this opportunity of drawing your attention to the fact that all our products are manufactured from completely natural ingredients, and that we do not utilize any

	artificial additives whatsoever.
5 offer some incentives	We hope these terms will meet your approval. Our comprehensive stocks enable us to execute all orders promptly and to our customers' specifications, but we advise you to stock up, as the total number of Rose'n'Violet and some other aromas is restricted.
6 give details of the offer	Should you require further information, please do not hesitate to contact us. Our telephones and addresses are given above.
7 use pressure tactics	Please note that this offer is irrevocable, firm for 10 days from the date of sending, and is subject to contract.
8 offer help for further communication	Also, we would like to emphasize this is the first time that we have included Rose'n'Violet of the ten of our most popular aromas in the catalogue for sale.
9 enclose catalogue and samples	We have been informed by Messrs McDougall and Tonne of Banbury, who have been doing business with you for a number of years, that you are expanding your net of perfume boutiques, and may be interested in our new product
10 close politely	We also enclose samples of our ten best aromas, among which you can find Rose'n'Violet.

7. Write a letter of complaint to a supplier using the ideas given below. You may adapt and change them as you wish.

Wrong number of items delivered (you ordered 1,000 pieces but only 800 were delivered and you need them urgently).

Mistake in the paperwork (there is also a mistake on the invoice).

Poor service (when you called to speak to someone about it, no one could find a record of your order).

This is not the first time you have had problems like this.

Include what action you want the other person to take (to deal with the matter urgently, to send the correct items, to replace the goods, to give a refund, to do the job properly, etc.).

8. Write a letter apologizing to your customer for a delay in sending goods. Some ideas are given below, but you may adapt and change them as you wish.

What are the goods?

Why did the delay happen? Will you give the customer this reason?

When will you send the goods? Will you confirm shipping when it happens?

Will you take any other action?

Can the customer contact you for more information?

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Електронне навчальне видання комбінованого використання
Можна використовувати у локальному та мережному режимі

Тупченко Валерія Володимирівна

ДІЛОВА ІНОЗЕМНА МОВА АНГЛІЙСЬКА МОВА

Методичні вказівки

до НМП “Business Communication” до проведення практичної роботи
для здобувачів вищої освіти першого (бакалаврського) рівня 3-4 курсів денної
та заочної форм здобуття освіти за спеціальностями 015 «Професійна освіта
(за спеціалізаціями)» (освітні програми: «Професійна освіта (Харчові технології)»,
«Професійна освіта (Технологія виробів легкої промисловості)»,
«Професійна освіта (Психологія дизайну та іміджу)», «Професійна освіта
(Дизайн)», «Економічна та бізнес-освіта»), 053 «Психологія» (освітня програма
«Практична психологія»), 032 «Історія та археологія» (освітня програма
«Краєзнавчо-туристична робота»), 071 «Облік і оподаткування» (освітня
програма «Облік і оподаткування»), 073 «Менеджмент» (освітня програма
«Торговельний менеджмент»), 075 «Маркетинг» (освітня програма «Маркетинг»),
076 «Підприємництво та торгівля» (освітня програма «Митна справа»)

(Укр., англ. мовами)

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