**YTÜ DEPARTMENT OF MODERN LANGUAGES**

**2014- 2015 SPRING SEMESTER**

**3032 BUSINESS ENGLISH**

**FINAL REVISION TEACHERS’ COPY**

1. **Vocabulary.**

**Fill in the blanks with the correct word. Two words are extra.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **assessment** | **Prospective** | **participants** | **relocating** | **Interruption** | **priority** |
| **advisable** | **supervisor** | **commended** | **confidential** | **In compliance with** | **anticipated** |

1. Doctors are required to keep patients’ records completely **confidential**. They should not tell details about their health or any other personal information to anyone.

2.**In compliance with** her will, after her death, her houses and other valuable property were divided between her son and daughters.

3.Standart and Poors S&P Dow Jones Indices which is the world's largest, global resource for index-based data and research, **anticipated**  that next year the interest rates will fall.

4.Manufacturers are making safety a design **priority**. That is for them safety is the number one important quality in design projects.

5. What’s your **assessment** of the situation in Northern Ireland? What do you think will happen to companies there that we trade with?

6. The human resources manager of the company asked all **participants** of the job interview to come forward.

7.Regular meetings with the customers are **advisable** in case there are new issues to discuss or new proposals. We have to hear about these as soon as they arise.

8.Mary is a **supervisor** so she makes sure that all the workers in the company work properly and that there are no problems.

9. A lot of firms are **relocating** to Istanbul for many reasons. The first reason is the variety of trade opportunities in the region.

10.Batholomew’s work was highly **commended** because everybody approved of it and praised it publicly in the meeting yesterday.

1. **Complete the missing parts of the following letters using the words given in the boxes. 2 words are extra in the first letter, and in the second, one word is extra.**

|  |  |  |
| --- | --- | --- |
| **complain** | **enclosed** | **supplier** |
| **resolve** | **Queries (extra)** | **Apologies (extra)** |

BEEBOP FOOTWEAR

Koningsstraat 53 The Golden Boot

1020 Brussels 23 Birchington Road, Essex

Dear Sir/Madam,

Further to our phone call this morning, I am writing to complain about a number of items which are either missing or faulty in the above order.

Please find **enclosed** a detailed list of both missing and faulty items. I am sorry to have to remind you that this is the third time we have had occasion to **complain** of such mistakes. Every time, those errors have had an adverse effect on our production schedules. As a result, I will have to consider changing my **supplier** unless you can guarantee that such errors will not happen again in the future. I hope you will take the necessary action to **resolve** this matter speedily.

Your Faithfully,

Andrew Hopkins

|  |  |  |
| --- | --- | --- |
| delivery | apologies | requests |
| orders | Inquiry (extra) | queries |

BEEBOP FOOTWEAR- Wholesale & Retail

The Golden Boot Koningsstraat 53

23 Birchington Road 1020 Brussels

Chelmsford

Essex CM4 5FG

23 May

Dear Mr. Hopkins,

We were sorry to receive your letter complaining about a damaged and incomplete **delivery**, order ref. number. 20G/FF/103. We will surely take into account your complaint and **requests.**

Our staff have been under great pressure recently to deal with an unusually large number of **orders**, and unfortunately mistakes have occurred. We have already arranged for all replacements and missing items to be shipped to you.

You will also be pleased to hear that, under the circumstances, we have decided to offer you a 6% discount instead of the 4% formerly agreed.

Please accept our **apologies** for the inconvenience caused, and rest assured that we will do our utmost to ensure that such mistakes do not occur again in the future.

We look forward to doing business with you again. Should you have any further **queries**, please do not hesitate to write to us.

Yours sincerely,

Frans Vierstraete,

Sales Director

**C. REPORT ABOUT THE USE OF PRIVATE COMPANY JETS**

Consider the advantages and disadvantages of using a private company jet and write a report using the headlines given below.

|  |  |
| --- | --- |
| **NEGATIVE** | **POSITIVE** |
| Can only be used sparingly- travel budget of the company is too low to use the jet too often | Offers convenience and comfort |
| Not necessary for internal meetings that are nearby; shouldn’t be used for them. | More spacious |
| The technical service and maintenance is too costly. | impresses potential customers |
| In an emergency small private jet companies cannot send for a new jet | can discuss business matters during trip;  We have too many meetings; can do some of those on the plane |
| Small companies don’t have enough fleet. | No distraction by other passengers, good place to talk business |
| Large companies are a good choice to use a jet whenever you want, but they are too expensive. | saves on journey time; since in business, time is money, it saves money too! |
| Maintenance, technical equipment, spare parts- too expensive | offers more flexibility, don’t have to be prompt; the aircraft will be waiting for you. |
| The pilot and plane maintenance technicians demand a high salary. |  |
| The aviation fuel is too costly. |  |
|  |  |
|  |  |
|  |  |
|  |  |

**INTRODUCTION:**

The reason for writing this report is to summarize and recommend changes in the use of the company aircraft by senior managers at Florentino International.

**NUMBER AND PURPOSE OF FLIGHTS:**

The number of flights per year has risen from 56 last year to 63 this year, with 80 expected next year. Last year, the aircraft was mainly used to meet with clients (56%). Although this year the majority of flights have been for internal meetings, this is expected to change next year, when the plane will be used to meet customers on 60% of occasions.

**HIGH COMFORT AND BUSINESS MEETINGS ON BOARD:**

**Private jets offer high convenience and comfort and are more spacious than regular planes. Furthermore, they offer a chance to impress potential customers. The private company jets give the managers the opportunity to do most of the meetings aboard the plane which is a great advantage because there are too many meetings to do and not enough time for all. Also important business matters can be discussed aboard the plane because there are no distractions on private jets by other passengers. The jets also save journey time, and since in business, time is money, it saves money, too! However, the company jets can only be used sparingly because the travel budget of the company is too low to use the jet too often. They shouldn’t be used used for internal meetings that are in nearby cities. It also offers more flexibility, you don’t have to be prompt; the aircraft will be waiting for you.**

**EMERGENCY SITUATIONS AND AVAILABILITY:**

**If there’s an emergency in the air, small private jet companies cannot arrange for another jet, but popular jet services can always do this arrangement. However, they are more costly. Furthermore, availability can always be a problem for small jet companies because they don’t have enough fleet. But popular companies have a larger fleet. If we want to use the jet whenever and wherever we want, we must choose a popular jet service company and it will be more costly.**

**MAINTENANCE AND COSTS:**

**Also maintenance and servicing of jets is expensive. The technicians demand high fees for technical assistance. Also adequate technical equipment and spare parts are expensive. Furthermore, the aviation fuel is very expensive.**

**RECOMMENDATIONS:**

We need to use the plane less, since the travel budget has been reduced. I therefore recommend that the plane should be used exclusively for meetings with key clients, as this boosts the company image. Furthermore, managers should switch to using scheduled airlines to go to internal meetings.

**D.READING:**

**Olivia Mitchell is a leading industry expert who gives speeches about effective speech and presentation skills. Below Olivia Mitchell chats with Arte from Presentation Process about why presenters should use more natural style when speaking.**

**Read the dialogue and answer the questions according to the dialogue. Try to use your own words in your answers.**

**Arte: You mentioned this in your site - "Every piece of advice about presenting and public speaking can be taken too far. There can be too much of anything." Can you tell us more about this?**  
  
**Olivia**: There are some great pieces of advice about presenting, for example, pause more often, move to demonstrate your enthusiasm, be passionate. However, each of these can be taken too far. If a presenter pauses too often, their speech will become labored and difficult to listen to. If they move too much or in a repetitive pattern, some audience members will get distracted and irritated. You can even be too passionate. The viral youtube [video of Phil Davison is a great example of this.](http://www.youtube.com/watch?v=IMgyi57s-A4) **Arte: When people communicate one to one, they are natural. Why do they become unnatural when it is one-to-many communication?**  
  
**Olivia**: One on one communication is everyday communication. Most people aren't nervous about talking to one other person. But people do get nervous as soon as more than 2 or 3 people are listening, and that's why they become unnatural. Suddenly they're aware of the possibility of being judged by the audience, they feel vulnerable and concerned that the audience won't approve of them. They think that just being themselves is no longer good enough. This thought reflects in their [body language.](http://www.presentation-process.com/body-language.html)  
  
**Arte: Can you share any examples of what happens when the presenter appears too polished?**  
  
**Olivia**: People like a presenter they can relate to. And they like a presenter who speaks from their own knowledge - rather than a script. A presenter who is too polished - that is never makes a stumble and never pauses to think, is both too perfect to relate to and raises suspicions as to whether they really own what they are saying.  
  
**Arte: How can presenters practice being more natural? Will it make them appear less professional?**  
  
**Olivia**: To be more natural, use the same skills that you do in one-on-one conversation. You can do this by talking to just one person at a time, even when you are talking to a group. Talk to one person for a phrase, or for a short sentence before moving on to someone else. Look for the reaction of the person you're talking to just as you would in one on one conversation.   
Unless you're unprofessional in a one-on-one conversation, this will not make appear less professional.

**Arte: How does being natural reflect in presenter's gestures? What are more natural gestures?**  
  
**Olivia**: Natural body language is unplanned body language. Simply ensure that your body is free to move, as you talk. If you hold your hands together or hold onto a lectern you'll be stifling your natural expressions.  
  
**Arte: Doesn't being natural also require a lot of practice? If yes, what are the top 1 or 2 things presenters can do to appear more natural?**  
  
**Olivia**: No, it doesn't require a lot of practice. It just requires knowing the right things to practice. Given the right directions, a person can transform from stiff and formal to natural in 1-2 minutes.  
  
**Arte: Where can a presenter learn more about presenter body language? Where can they learn more about you?**  
  
**Olivia**: Unless you're a professional speaker speaking to large audiences (100 plus) there's no need to learn much about presenter body language. Free up your hands and your body, talk to one person at a time as if you were in an animated conversation and you will have natural body language.

**QUESTIONS:**

1.What might happen when a presentation tip is taken too far or done too much?**If any advice is taken too far, I may be too repetitive and distracting for the audience..**

2. When people are giving a speech to the public why do they find it difficult to be natural?**Because they're aware of the possibility of being judged by the audience, they feel sensitive and concerned that the audience won't approve of them. They think that just being themselves is no longer good enough. This thought reflects in their** [**body language.**](http://www.presentation-process.com/body-language.html)

3. What is bad about sounding too perfect (polished) when you are giving a speech?**A presenter who is too perfect is hard to relate to. The audience cannot identify themselves with this person.**

4. How should we use our body language to sound natural when we are presenting?**We should just be free and let ourselves move freely. Be unplanned if possible.**

5. According to Olivia, in what circumstances would using specific body language skills be more helpful?**If we are a professional speaker speaking to 100 people or more, we should learn more about presenter body language.**

**E. Complete the missing lines by choosing the right line from below.**

**Meeting Chairman:** If we are all here, let's get started. First of all, I'd like you to please join me in welcoming Jack Peterson, our Southwest Area Sales Vice President.

**Jack Peterson:** Thank you for having me, I'm looking forward to today's meeting.

**Meeting Chairman:** I'd also like to introduce Margaret Simmons who recently joined our team.

**Margaret Simmons:** May I also introduce my assistant, Bob Hamp.

**Meeting Chairman:** Welcome Bob. **1.** **(F)** **I'm afraid our national sales director, Anne Trusting, can't be with us today.**

**Meeting Chairman:** Let's get started. We're here today to discuss ways of improving sales in rural market areas. First, let's go over the report from the last meeting which was held on June 24th. Right, Tom, over to you.

**Tom Robbins:** Thank you Mark. **2. (A)** **Let me just summarize the main points of the last meeting.** We began the meeting by approving the changes in our sales reporting system discussed on May 30th. After briefly revising the changes that will take place, we moved on to a brainstorming session concerning after sales customer support improvements. You'll find a copy of the main ideas developed and discussed in these meeting sessions in the photocopies in front of you.

**Meeting Chairman:** Thank you Tom. **3.** **(E) So, if there is nothing else we need to discuss, let's move on to today's agenda.** Have you all received a copy of today's agenda? If you don't mind, I'd like to skip item 1 and move on to item 2: Sales improvement in rural market areas. Jack has kindly agreed to give us a report on this matter. Jack?

**Jack Peterson:** **4.** **(C)** **Before I begin the report, I'd like to get some ideas from you all.**

How do you feel about rural sales in your sales districts? I suggest we go round the table first to get all of your input.

**John Ruting:** In my opinion, we have been focusing too much on urban customers and their needs. The way I see things, we need to return to our rural base by developing an advertising campaign to focus on their particular needs.

**Alice Linnes:** I'm afraid I can't agree with you.I think rural customers want to feel as important as our customers living in cities. I suggest we give our rural sales teams more help with advanced customer information reporting.

**Donald Peters:** Excuse me, I didn't catch that. Could you repeat that, please?

**Alice Linnes:** **5.** **(B)** **I just stated that we need to give our rural sales teams better customer information reporting.**

**John Ruting:** I don't quite follow you. What exactly do you mean?

**Alice Linnes:** Well, we provide our city sales staff with database information on all of our larger clients. We should be providing the same sort of knowledge on our rural customers to our sales staff there.

**Jack Peterson:** **6. (H) Would you like to add anything, Jennifer?**

**Jennifer Miles:** I must admit I never thought about rural sales that way before. I have to agree with Alice.

**Jack Peterson:** Well, let me begin with this Power Point presentation (Jack presents his report).

**Jack Peterson:** As you can see, we are developing new methods to reach out to our rural customers.

**John Ruting:** I suggest we break up into groups and discuss the ideas we've seen presented.

***Finishing the Meeting***

**Meeting Chairman:** Unfortunately, we're running short of time. **7.** **(G)** **We'll have to leave that to another time.**

**Jack Peterson:** Before we close, let me just summarize the main points of our meeting today:

* Rural customers need special help to feel more valued.
* Our sales teams need more accurate information on our customers.
* A survey will be completed to collect data on spending habits in these areas.
* The results of this survey will be delivered to our sales teams.

**Meeting Chairman:** Thank you very much Jack. **8.** **(D)** **Right, it looks as though we've covered the main items.** Is there any other business?

**Donald Peters:** Can we fix the next meeting, please?

**Meeting Chairman:** Good idea Donald. How does Friday in two weeks’ time sound to everyone? Let's meet at the same time, 9 o'clock. Is that OK for everyone? Excellent. I'd like to thank Jack for coming to our meeting today. The meeting is closed.

**A. Let me just summarize the main points of the last meeting.**

**B. I just stated that we need to give our rural sales teams better customer information reporting.**

**C. Before I begin the report, I'd like to get some ideas from you all.**

**D. Right, it looks as though we've covered the main items.**

**E. So, if there is nothing else we need to discuss, let's move on to today's agenda.**

**F. I'm afraid our national sales director, Anne Trusting, can't be with us today.**

**G. We'll have to leave that to another time.**

**H. Would you like to add anything, Jennifer?**

Read more: Meetings: Adapted from: <http://esl.about.com/cs/onthejobenglish/a/a_meetex.htm>