



ALFRED NOBEL UNIVERSITY

**BUSINESS**

**ENGLISH**



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Посібник з ділової англійської мови призначено для студентів III курсу мовних спеціальностей – майбутніх фахівців з лінгвістичної і міжкультурної комунікації і має на меті комплексне формування та розвиток професійно орієнтованих англійських комунікативних умінь за різними видами мовленнєвої діяльності, а також навичок міжкультурної взаємодії.

У посібнику подано основні види письмової та усної ділової комунікації англійською мовою.

Тексти посібника можна використовувати і для аудиторної, і для самостійної роботи.

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# INTERNATIONAL TRADE. INTERNATIONAL TRADE ORGANIZATIONS

## Text A

### International Trade

International trade is *exchange of capital*, goods, and services across international borders or territories. In most countries, it represents a significant *share* of *gross domestic product* (GDP). While international trade has been present throughout much of history (see Silk Road, Amber Road), its economic, social, and political importance has been on the rise in recent centuries.

Industrialization, advanced transportation, globalization, multinational corporations, and *outsourcing* are all having a major impact on the *international trade system*. Increasing international trade is crucial to the continuance of globalization. Without international trade, nations would be limited to the goods and services produced within their own borders.

International trade is in principle not different from *domestic trade* as the motivation and the *behavior of parties involved in* a trade do not change fundamentally regardless of whether trade is across a border or not. The main difference is that international trade is typically more costly than domestic trade. The reason is that a border typically *imposes* additional *costs* such as tariffs, time costs due to border *delays* and costs associated with country differences such as language, the legal system or culture.

Another difference between domestic and international trade is that *factors of production* such as capital and labour are typically more mobile within a country than across countries. Thus international trade is mostly *restricted* to trade in goods and services, and only *to a lesser extent* to trade in capital, labour or other factors of production. Then trade in goods and services can serve as a *substitute* for trade in factors of production.

Instead of importing a factor of production, a country can import goods that make intensive use of the factor of production and are thus embodying the respective factor. An example is the import of labor-intensive goods by the United States from China. Instead of importing Chinese labor the United States is importing goods from China that were produced with Chinese labor.

International trade is also a branch of economics, which, together with international finance, forms the larger branch of international economics.

## Text B

### Economic cooperation

A number of countries can form economic unions. These unions, or alliances, are agreement between nations to reduce trade barriers so that they can *take advantage* of economic specialization. The best known economic union is the European Economic Community (EEC).

The **European Union (EU)** is an economic and political union of 27 member states which are located primarily in Europe. Committed to regional integration, the EU was established by the Treaty of Maastricht in 1993 upon the foundations of the European Communities. With over 500 million citizens, the EU generated an *estimated* 28% share (US\$ 16.5 trillion) of the nominal and about 21% (US\$14.8 trillion) of the **PPP gross world product** in 2009.

The EU traces its origins from the Treaty of Rome formed in 1957 by six states. Since then, it has grown in size through enlargement, and in power through the addition of policy areas to its remit.

The EU has developed *a single market* through a standardised system of laws which *apply* in all member states, and ensures the free movement of people, goods, services, and capital, including the abolition of passport controls by the Schengen Agreement between 22 EU states. It enacts legislation in justice and home affairs, and *maintains common policies* on trade, agriculture, fisheries and regional development. Sixteen member states have adopted a common currency, the euro, constituting the eurozone.

Having a legal personality, the EU is able to conclude treaties with countries. It has *devised* the Common Foreign and Security Policy, thus developing a limited role in European defence and foreign policy. Permanent diplomatic missions of the EU are established around the world and representation at the United Nations, WTO, G8 and G-20 *is maintained*. EU delegations are headed by EU ambassadors.

Important institutions of the EU include the European Commission, the Council of the European Union, the European Council, the Court of Justice of the European Union, and the European Central Bank. The European Parliament is elected every five years by EU citizens.

## Text C

### World Trade Organization (WTO)

The WTO's overriding objective is to help trade flow smoothly, freely, fairly and predictably. It does this by:

- **Administering** trade agreements.
- Acting as a forum for **trade negotiations**.
- **Settling** trade **disputes**.
- Reviewing national trade policies.
- Assisting developing countries in trade policy issues, through technical assistance and training programmes.
- Cooperating with other international organizations.

The WTO has more than 130 members, accounting for over 90% of world trade. Over 30 others are negotiating membership.

Decisions are made by the entire membership. This is typically by consensus. The WTO's agreements have been ratified in all members' parliaments.

The WTO's top level decision-making body is the Ministerial Conference which meets at least once every two years.

Below this is the General Council (normally ambassadors and heads of delegation in Geneva, but sometimes officials sent from members' capitals) which meets several times a year in the Geneva headquarters. At the next level, the Goods Council, Services Council and Intellectual Property (TRIPS) Council report to the General Council.

The WTO's rules – the agreements – are the result of negotiations between the members and **deal with** trade in services, relevant aspects of intellectual property, dispute settlement, and trade policy reviews. Through these agreements, WTO members operate a non-discriminatory trading system that spells out their rights and their obligations. Each country receives guarantees that its exports will be treated fairly and consistently in other countries' markets. Each promises to do the same for imports into its own market. The system also gives developing countries some **flexibility** in implementing their commitments.

### TERMS TO REMEMBER

gross domestic product (GDP)  
gross world product (GWP)  
outsourcing, to outsource  
globalization  
domestic trade  
tariff

factors of production  
labour force  
legal system  
purchasing power parity – PPP  
non-discriminatory trading system

## ACTIVE VOCABULARY (Text A)

- 1) exchange of capital – обмен капиталом / обмін капіталом  
– goods – товарами /товарами  
– services – услугами /послугами
- 2) share – часть, доля / частка  
*Syn.: part*
- 3) gross domestic product – валовый внутренний продукт / валовий внутрішній продукт
- 4) outsourcing – поиск рабочей силы вне компании для выполнения определенной работы для компании, поиск материалов / пошук робочої сили за межами компанії для виконання певної роботи для компанії, пошук матеріалів  
*to outsource*
- 5) major – главный, основной, крупный, важный / головний, основний, великий, важливий  
– *major companies, major import items*  
*Syn.: large, big, important, basic*
- 6) trade – торговля/ торгівля  
*Syn.:commerce*  
*to trade in smthing. – торговать чем-либо / торгувати чимось*  
*to trade with smb – торговать с кем-либо / торгувати з кимось*
- 7) foreign  
international | trade – внешняя торговля / зовнішня торгівля  
global  
overseas
- 8) domestic trade – внутренняя торговля / внутрішня торгівля
- 9) party – сторона договора контракта, сделки /сторона договору, контракту, угоди; участник / учасник  
– *behaviour of parties – поведение сторон, участников / поведінка сторін, учасників*
- 10) impose – налагать, облагать, вводить / накладати, обкладати, вводить  
– *to impose additional costs – требовать дополнительных затрат / вимагати додаткових витрат*  
– *to impose duties; a tax, restrictions*



11) involve (in) – повлечь за собой, вызвать, вовлечь, затрачивать, включать, втянуть / спричинити, призвести, залучати, витрачувати, включати, втягнути

– *to be involved in trade* – *заниматься торговлей / займатися торгівлею*

12) delay – задержка, опоздание, промедление, отсрочка / затримка, запізнення, зволікання

*to delay* – *задерживать, откладывает, медлит / затримувати, відкладати, зволікати*

– *delay in delivery* – *задержка в поставке / затримка в поставці*

13) costs – затраты, расходы, издержки / витрати,

– *costs of production* – *издержки производства / витрати виробництва*

14) to restrict – ограничивать / обмежувати

– *to restrict trade* – *ограничивать торговлю / обмежувати торгівлю*

restriction – ограничение / обмеження

– *import restrictions* – *импортные ограничения / обмеження на імпорт*

– *to impose restrictions on imports* – *вводит ограничения импорта / вводити обмеження на імпорт*

15) extent – размер, степень, мера / розмір, ступінь, міра

– *to a certain extent* в известной мере / певною мірою; в пределах / в межах

– *to a great extent* в большой мере / великою мірою

– *to the extent of...* до размеров... / до розмірів

16) factor of production – производственный фактор, фактор производства / виробничий фактор, фактор виробництва

17) substitute – замещение, замена / заміщення, заміна

substitution – заменитель, субститут / замітник, субститут

– *substitution of capital for labour* – *замещение капитала трудом / заміщення капіталу працею*

18) labour – intensive good – трудоемкие товары / трудомісткі товари

## ACTIVE VOCABULARY (Text B)

19) to generate – выполнять, создавать, производить вызывать / виконувати, створювати, виробляти, викликати

20) **to take advantage of smth** – воспользоваться чем-либо / скористатись чимось

to estimate – оценивать, исчислять / оцінювати, обчислювати

21) **nominal** – номинальный, нарицательный, основной / номінальний, основний

– *nominal capital* – основной, уставной капитал / основний, статутний капітал

22) **PPP** – purchasing power parity – паритет покупательной способности / паритет купівельної спроможності

23) **gross world product (GWP)** – валовый мировой продукт / валовий світовий продукт

24) **market** – рынок / ринок

– single	market	единый рынок / єдиний ринок
– domestic		внутренний рынок / внутрішній ринок
– foreign		внешний рынок / зовнішній ринок

25) **to enact legislation** – вводить в закон, постановлять, принимать закон / вводити в закон, постановляти

26) **to apply** – применять (ся) / застосовувати, распространять (ся) / розповсюджувати, относить (ся) / стосуватися, обращаться / звертатися

27) **to maintain policy** – проводить политику / проводити політику, обеспечивать, поддерживать / забезпечувати, підтримувати

28) **to devise** – придумывать, изобретать, разрабатывать / придумувати, винаходжувати, розробляти

29) trade		delegation – торговая делегация / торговельна делегація
		mission – торговая миссия / торговельна місія
		representation – торговое представительство / торговельне представництво

30) **to implement commitments** – выполнять обязательства / виконувати зобов'язання

### ACTIVE VOCABULARY (Text C)

31) **to administer** – управлять, руководить / управляти, керувати

32) **to negotiate** – вести переговоры / вести переговори

– *to negotiate a price* – обговорювати, домовлятися про ціну // обговорювати, домовлятися про ціну

– *to negotiate a contract* – заключити договір / укласти угоду

– *to negotiate membership* – обговорювати, домовлятися про членство / обговорювати, домовлятися про членство

negotiations – переговори, обговорення / переговори, обговорення

33) flexibility – гнучкість, еластичність / прискосовуваність / гнучкість, еластичність, прискосовуваність

34) dispute settlement – урегулювання спору / врегулювання спору

– *to settle disputes* – урегулювати, вирішувати спори / врегулювати, вирішувати спори

35) trading system – система торгівлі / система торгівлі

36) implement – виконувати, виконувати / виконувати / виконувати

– *to implement commitments* – виконувати зобов'язання / виконувати зобов'язання.

Суп.: *to fulfil*

37) to come into force – вступити в силу / набрати чинності

## COMPREHENSION QUESTIONS

### Text A

1. What is international trade?
2. What factors influence international trade system?
3. What is the main difference between international and domestic trade?

### Text B

4. How can countries reduce trade barriers?
5. What are the advantages of such economic unions as the European Union?

### Text C

6. What is the main objective of WTO?
7. What are the main decision-making bodies in WTO?

*Ex. 1. Memorize the following definitions.*

**Gross domestic products** – the annual total value of goods produced and services provided by a country;

**Domestic trade/home trade** – trade between buyers and sellers in the same country;

**Tariff** – an amount that must be paid when particular goods are imported into a country or when they are exported;

**Factor of production** – one of the elements that contributes to the production of goods. These elements are usually listed as land, labour and capital;

**Import** – an item, a service, an idea or a person that is brought into one country from another;

**Export** – an item, a service or a person that is sent from one country to another to be sold.

**Substitute** – something that is used instead of something else;

**Labour-intensive goods** – the goods for which production a lot of people are needed to do the work;

**Free trade** – a system which allows certain countries to buy and sell goods from each other without any financial restrictions such as taxes;

**Visible exports/ Visible imports** – trade in goods such as food, raw materials and manufactured goods;

**Invisible exports/ Invisible imports** – trade in services such as banking, insurance and tourism.

**Balance of payments** – difference between the payments it makes to other countries for imports and the payments it receives from other countries for exports;

**Exchange rate** – the amount of another country's currency that you get in exchange of your country's unit of currency;

**Protectionism** – the policy some countries have of helping their own industries by putting a large tax on imported goods;

**Custom duty (duties)** – taxes that people pay for importing and exporting goods;

**Quota (quotas)** – an official limit on the minimum or maximum number of goods or services that is allowed;

*Ex. 2. Give English equivalents to the following words or phrases. Make your own sentences with them.*

A. Ukrainian

1. Обмін капіталом; 2. Значний/а ступінь/частка. 3. Транснаціональна компанія; 4. Важливий; 5. Важливий фактор для розвитку

ку глобалізації; 6. Поведінка сторін; 7. Вимагати додаткових витрат; 8. Через затримку на кордоні; 9. Законодавча система; 10. Виробничі фактори; 11. Робоча сила/трудові ресурси; 12. У меншому ступені; 13. Широко використовувати; 14. Трудомісткі товари; 15. Скористатися; 16. Приблизно; 17. Єдиний ринок; 18. Єдина система законів, що діє у всіх країнах – членах Європейського Союзу; 19. Скасування паспортного контролю; 20. Здійснювати загальну/єдину політику; 21. Юридична особа; 22. Важлива мета; 23. Урегулювання торговельних спорів; 24. Програми навчання; 25. Вищий керівний орган; 26. Інтелектуальна власність; 27. Виконання зобов'язань.

B. Russian

1. Обмен капиталом; 2. Значительная степень/доля. 3. Транснациональная компания; 4. Важный; 5. Важный фактор для развития глобализации; 6. Поведение сторон; 7. Требовать дополнительное затрат; 8. Из-за задержек на границе; 9. Законодательная система; 10. Производственные факторы; 11. Рабочая сила/трудо-вые ресурсы; 12. В меньшей степени; 13. Широко использовать; 14. Трудоемкие товары; 15. Воспользоваться; 16. Приблизительно; 17. Единый рынок; 18. Единая система законов, которая действует во всех странах – членах союза; 19. Отмена паспортного контро-ля; 20. Осуществлять общую/единую политику; 21. Юридическое лицо. 22. Важная цель; 23. Урегулирование торговых споров; 24. Программы обучения; 25. Высший руководящий орган; 26. Интел-лектуальная собственность; 27. Выполнение обязательств.

**Ex. 3. Find synonyms to the following words and word-combinations in the texts:**

1. International trade; 2. Home trade; 3. A considerable share; 4. To be important; 5. A nation; 6. Human resources; 7. Economic alli-ances; 8. To be set up; 9. To fulfil commitments; 10. Overriding task / goal; 11. A major influence/ effect.

**Ex. 4. Match the words and word-combinations to their defini-tions.**

1. import restrictions	a) the amount of money that a person and organization or a country has to pay to buy goods and services;
2. nominal capital	b) the whole group of people who work for a living;

3. economic union	c) the amount of money that a company is allowed to raise from the issue of shares;
4. domestic market	d) the total amount of money involved in operating the business;
5. labour	e) an agreement between nations to have free trade and movement of workers and capital;
6. costs	f) an organization that represents its country's companies, firms and enterprises in another country;
7. tariff	g) the market which exists within a particular country;
8. purchasing power	h) a tax that a government collects on goods coming into a country;
9. trade delegation	i) regulations that control the import of goods or currencies from other countries;
10. free trade	j) products available to anyone willing to buy;

**Ex. 5. Match the words to make collocations and make up your own sentences with them.**

- |                      |                  |
|----------------------|------------------|
| 1. domestic          | a) of production |
| 2. legal             | b) states        |
| 3. additional        | c) property      |
| 4. factors           | d) capital       |
| 5. trade             | e) costs         |
| 6. member            | f) market        |
| 7. free              | g) barriers      |
| 8. intellectual      | h) movement      |
| 9. nominal           | i) goods         |
| 10. labour-intensive | j) system        |

**Ex. 6. Complete the sentences with a noun made from the verbs in brackets. Translate the sentences.**

- Any country's government wants to protect its own manufacturers by imposing import (restrict).
- Another (regulate) is that importers must pay import duty on the goods imported.
- One country may have an advantage over others in (produce) of certain goods or services.

4. By reducing trade barriers countries can take advantage of economic (specialize).
5. They have created new rules for dispute (settle).
6. Countries agreed not to show trading (discriminate) towards each other.
7. The greatest tariff (reduce) were achieved in 1967.
8. The (differ) between a country's total earnings and its total expenditure is called its balance of (pay).

**Ex. 7. Use the terms in the box to complete the paragraph.**

*free trade protectionism tariffs customs duties quotas imports  
exports exchange rates*

The WTO was set up in 1995 to encourage free trade in the global marketplace. It is therefore designed to resist \_\_\_\_\_. No new barriers to trade can be set up, and governments cannot set new \_\_\_\_\_ or \_\_\_\_\_ or **increase ones that already exist** as these are really taxes that prevent \_\_\_\_\_.

Similarly the WTO opposes the use of \_\_\_\_\_ since these limit the amount of \_\_\_\_\_ coming into a country. This may protect a country's industry in the short term, but if its trading partners reply with similar measures, then \_\_\_\_\_ will suffer. The WTO governs trade in many products and raw materials, but the world of finance is largely outside of its scope, therefore it has no control over \_\_\_\_\_.

**Ex. 8. Circle the terms below which encourage the movement of goods across borders.**

*favourable exchange rates      customs duties      WTO tariffs  
import quotas      protectionism      free trade agreements*

**Ex. 9. Match each headword on the left with a set of examples on the right.**

- |                          |  |
|--------------------------|--|
| <b>a</b> imports         | <b>1.</b> taxes, tariffs, quotas on imported goods           |
| <b>b</b> free trade      | <b>2.</b> wheat, oil, tobacco being brought into the country |
| <b>c</b> domestic market | <b>3.</b> no taxes, restrictions or quotas on imports        |
| <b>d</b> exports         | <b>4.</b> rice, chocolate, wool being sent abroad            |
| <b>e</b> open market     | <b>5.</b> customers in the same country                      |
| <b>f</b> exchange rates  | <b>6.</b> products available to anyone willing to buy        |
| <b>g</b> protectionism   | <b>7.</b> £1.00 = \$2.50                                     |

**Ex. 10. Chose the best alternative to complete the sentence.**

1. Many countries, such as the United Kingdom and New Zealand, are..... dependent on international trade.
  - a. favourably
  - b. heavily
  - c. perfectly
  - d. grossly
2. The fact that labour costs are lower in other countries.....us at a tremendous disadvantage.
  - a. makes
  - b. does
  - c. puts
  - d. sells
3. If a country has a ..... currency, importers and exporters may have to keep changing the prices of their goods.
  - a. swimming
  - b. flying
  - c. flowing
  - d. floating
4. Some countries try to be.....in certain commodities so that they are not dependent on imports.
  - a. economic
  - b. sufficient
  - c. self-sufficient
  - d. self-financing
5. It's better to start exporting on a small.....and then, expand if things go well.
  - a. measure
  - b. measurement
  - c. scale
  - d. rate
6. The government has imposed protective tariffs to stop the..... of cheap imports which threatened to destroy domestic industries.
  - a. rain
  - b. famine
  - c. flood
  - d. storm
7. Some manufacturers were accused of....., in other words selling goods abroad at a lower price than they were sold domestically.
  - a. dumping
  - b. revaluing
  - c. flooding
  - d. devaluation
8. Many goods coming here are subject ..... customs duty.
  - a. for
  - b. to
  - c. of
  - d. with
9. She looked at the.....to check where the goods were produced.
  - a. certificate of origin
  - b. test certificate
  - c. postmark
  - d. trademark

**Ex. 11. Match the beginning of each sentence on the left with the end of the sentence on the right. Translate them into your mother tongue.**

1. For some countries raw materials...	a. in order to make imported goods more expensive compared to the domestic products.
2. A tariff may be imposed...	b. the negotiations have helped to liberalized trade.



3. All countries have regulations...	c. discriminate between their trading partners.
4. WTO is a place where member governments go to try to sort out...	d. the most obvious means of encouraging trade.
5. Imported and locally produced goods...	e. are major imports
6. Lowering trade barriers is one of...	f. about standards for products.
7. Under the WTO agreements countries cannot...	g. come from foreign lands.
8. A country can change its commitments...	h. the trade problems they face with each other.
9. A lot of products we consume...	i. but only after negotiating with its trade partners.
10. Where countries have faced trade barriers and wanted them lowered...	j. should be treated equally.

**Ex. 12. Translate the following sentences into English.**

A. Ukrainian

1. За останні роки частка імпорту в народному господарстві нашої країни значно збільшилась.

2. Зазвичай **тарифи на імпорт є досить високими, і це дозволяє** вітчизняним виробникам легко конкурувати з імпортною продукцією.

3. Єдиний європейський ринок зруйнував **економічні кордони** у Європі та збільшив конкуренцію, що привело до поліпшення якості й зниження цін на товари та послуги.

B. Russian

4. Валовый внутренний продукт (ВВП) Европейского Союза (ЕС) постоянно увеличивается.

5. Экономисты обычно используют термин «глобализация» в отношении международной интеграции на рынках товаров, капитала и рабочей силы.

**Ex. 13. Oral presentation.**

Prepare yourself to talk for one or two minutes about any institution, organization or bank that operates within the framework of European Union.

**UNIT 2****INTERNATIONAL FAIRS  
AND EXHIBITIONS.  
INTERNATIONAL CHAMBER  
OF COMMERCE (ICC)****Text A****Fairs and Exhibitions**

A *fair* is a gathering of people *to display* or trade *produce* or other goods. It is normally of the essence of a fair that it is temporary; some last only an afternoon while others may ten weeks. Activities at fairs vary widely. Some trade fairs are important regular business events where either products are traded between businesspeople, as at the Frankfurt Book Fair, where publishers sell book rights in other markets to other publishers, or where products *are showcased* to largely consumer *attendees*, as for example in agricultural districts where they present opportunities to display and demonstrate the latest machinery on the market to farmers.

Fairs are also known by many different names around the world, such as agricultural show, exhibition or state fair, market and show. Flea markets and auto shows *are* sometimes *incorporated* into a fair.

The fair is an ancient tradition, and many communities have long had dedicated fairgrounds; others hold them in a variety of public places, including streets and town squares, or even in large private gardens.

An exhibition, in the most general sense, is an organized presentation and display of a selection of *items*. In practice, exhibitions usually occur within museums, galleries and exhibition halls, and World's Fairs.

Exhibitions may be permanent displays or temporary, but in common usage, "exhibitions" are considered temporary and usually scheduled to open and close on specific dates. While many exhibitions are shown in just one venue, some exhibitions are shown in multiple locations, such exhibitions are called travelling exhibitions.

Though exhibitions are common events, the concept of an exhibition is quite wide and *encompasses* many variables. Exhibitions range from an extraordinarily large event such as a World's Fair exposition to small one-artist solo shows or a display of just one item. Writers and editors are sometimes needed to write text, labels and *accompanying printed material* such as catalogues and books. Architects, exhibition *designers*, graphic designers and other designers may be needed *to shape* the exhibition space and give form to the editorial content.

Exhibitions may occur in series or periodically. There are traditional fairs and exhibitions that **are held** annually, for example the Leipzig fair that is organized twice a year – in spring and in autumn in Germany. Also, there are specialized exhibitions organized on and off to show the achievements in this or that **field** of national economy.

Commercial exhibitions, generally called trade fairs, trade shows or expos, are usually organized so that organizations in a specific interest or industry can showcase and demonstrate their latest products, service, study activities of **rivals** and examine recent trends and opportunities. Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press.

In the commercial world exhibitions play an important role. They are an ideal place of advertising what exhibitors have for sale, so they always attract attention of businessmen and many potential buyers. At different stands and stalls **stand-attendants** not only explain what is exhibited but also can sell some goods and exhibits to visitors, thus promoting their goods, produce or service.

So foreign trade associations of Ukraine never **lose a chance** to exhibit their products at international fairs and exhibitions. They help **to promote** our goods to new markets and launch new products in the markets already **developed**.

A great deal of profitable business is done at commercial centers at the exhibitions: new contracts are made, new **transactions** are concluded, new **orders** are placed and new markets are established.

Many national and international fairs and exhibitions devoted to scientific achievements and new technologies are held in various Ukrainian cities every year to help our companies, associations and enterprises **establish** new contacts and promote cooperation in different fields of national economy.

This work goes after exhibitions as well: **enquiries** are sent out for the goods required and offers are made for the product that new contacts are interested in.

## Text B

### World's Fair

#### Expo. History

World's Fair, World Fair, Universal Exposition, and Expo are names given to various large public exhibitions held in different parts of the world.

The first Expo was held in The Crystal Palace in Hyde Park, London in 1851 under the title “Great Exhibition of the Works of Industry of All Nations”. “The Great Exhibition”, as it is often called, was an idea of Prince Albert, Queen Victoria’s husband, and was the first international exhibition of manufactured products.

It was the first in a series of World’s Fair exhibitions of culture and industry that were to become a popular 19<sup>th</sup>-century feature. It was attended by numerous notable figures of the time, including Charles Darwin, members of the Orleanist Royal Family and the writers-Charlotte Bronte, Lewis Carroll, and George Eliot

The Crystal Palace is the symbol of First Expo. The Crystal Palace was a cast-iron and glass building originally erected in Hyde Park to house the Great Exhibition of 1851. More than 14,000 exhibitors from around the world gathered in the Palace to display examples of the latest technology developed in the Industrial Revolution.

In modern times, the Great Exhibition has become a symbol of the Victorian Age, and its thick catalogue illustrated with steel engravings is a primary source for High Victorian design. As such, it influenced the development of several aspects of society including art and design education, international trade and relations, and even tourism. Also, it was the precedent for the many international exhibitions, later called “World’s Fairs”, which were subsequently held to the present day.

### Expo 2010

Expo 2010 was held in the city of Shanghai, China, from May 1 to October 31, 2010. It was a World Expo in the tradition of international fairs and expositions. The theme of the exposition was “*Better City – Better Life*” and signified Shanghai’s new status in the 21<sup>st</sup> century as the “next great world city”.

More than 190 countries and more than 50 international organizations have registered to participate in the Shanghai World Expo. China received almost 100 foreign leaders and millions of people from across the world to come and visit the World Expo.

After winning the bid to host the Expo in 2002, Shanghai began a monumental task to reshape the city.

– Six new subway lines were opened between 2008 and 2010. Four thousand brand new taxis were added in the month preceding Expo 2010 opening. The city night lights were once again improved.

– The expo site was crowded with national pavilions, sculpture gardens, shops, and a sports arena and performing arts centre which was shaped like a flying saucer.

The World EXPO has provided an unparalleled opportunity for the tourism industry. During the Spring Festival, Shanghai received 2.79 million tourists.

**Expo 2010 pavilions** included both theme pavilions and national pavilions. 189 of the world's 196 nations were represented at Expo 2010, either in stand-alone pavilions or within larger pavilions. The three largest national pavilions were the China Pavilion, the Africa Pavilion, and the Pacific Pavilion, respectively.

Ukrainian pavilion impressed visitors by decorations of red, black and white on the wall that looked like eight trigrams but actually were symbols originating from ancient cultures of local tribes. Exhibitions in the pavilion followed the theme of "From Ancient to Modern City" and displayed the development of Ukraine from its agricultural time to the modern culture and architectures of the future.

### Notes to text B.

1. manufactured products – промышлєнные товары / промислові товари
2. notable figures – известные деятели / відомі діячі
3. to gather – собирать (ся) / збиратися
4. engravings – гравировка / гравірування
5. to participate – принимать участие, участвовать / брати участь
6. to be crowed with smb/smith – переполненный чем-либо / переповнений чимось
7. unparalleled opportunity – беспримерная возможность / небувала можливість
8. to impress visitors – призвести впечатление на посетителей / вразити відвідувачів

### TERMS TO REMEMBER

exhibition	a competitor
commercial exhibition	an exhibitor
specialized exhibition	an enquiry
trade fair	an offer
agricultural show	an order
a produce	to be on display
a trend	

## ACTIVE VOCABULARY (Text A)

- 1) fair – ярмарка / ярмарок  
*annual fair – ежегодная ярмарка / щорічний ярмарок*  
*trade fair – торговая ярмарка / торговельний ярмарок*  
– *Exhibiting at a trade fair is a good form of publicity.*
- 2) to exhibit – выставлять, экспонировать / виставляти, експонувати  
*Syn. to demonstrate; to show, display*
- 3) an exhibit – экспонат / експонат  
*exhibitor – експонент / експонент*
- 4) exhibition – выставка / виставка  
– *Join us on our stand at the local industry exhibition.*
- 5) to display – показывать, выставлять на показ, проявлять / показувати, виставляти на показ, виявляти  
*to be on display – быть выставленным на показ / експонуватися*  
*a display – показ, выставка /показ, виставка*  
– *The goods were displayed in the shop window.*  
– *The text will be displayed on screen.*
- 6) to produce – производить, вырабатывать, давать продукцию, изготавливать / виробляти, давати продукцію, виготовляти  
*a produce – продукція; с/х продукти / продукція, с/г продукти*  
– *To sell produce directly from the farm.*
- 7) to trade – торговать, обменивать /торгувати, обмінюватися  
*to trade in something – торговать чем-либо / торгувати чим-небудь*  
*to trade with somebody – торговать с кем-либо/ торгувати з ким-небудь*  
– *The company trades in man-made textiles*  
*Syn. To deal in*
- 8) to showcase – выставлять на витрине, на стенде / виставляти на вітрині, стенді
- 9) a visitor – посетитель / відвідувач  
*Syn. – attendee*
- 10) to incorporate – объединять(ся), включать, присоединять / об'єднувати(ся), включати, приєднувати

11) item – товар, предмет, деталь, элемент, изделие; пункт, позиция, статья (экспорта или импорта) / товар, предмет, элемент, виріб; пункт, позиція, стаття (експорту чи імпорту)

12) to schedule – составлять расписание; включать, вносить в график / складати розклад; включати; заносити у графік  
*a schedule – расписание, график / розклад, графік*  
– *A factory visit is included on the schedule*

13) to encompass – заключать в себе, касаться / містити, стосуватися

14) to vary – меняться, изменяться, отличаться, различаться, расходиться / мінятися, змінюватися, відрізнятися, розходитися  
*various – различный, разный, разнообразный (отличный от другого) / різний, різноманітний (відмінний від іншого)*  
*variable – изменчивый, переменчивый, непостоянный, неустойчивый / мінливий, непостійний, нестійкий*

15) to accompany – сопровождать, сопутствовать / супроводжувати

16) printed material – печатный материал / друкарський матеріал  
*Syn. – printed matter*

17) to design – проектировать, конструировать / проектувати, конструювати  
*a design – конструкция / конструкція*  
*a designer – проектировщик, конструктор / проектувальник, конструктор*  
– *Environmental issues will have an important effect on future car design.*

18) to shape – оформлять, создавать; выражать словами / оформляти, створювати; висловлювати  
*a shape – форма, очертание, вид, образец, модель / форма, обрис, вид, зразок, модель*

19) to hold an exhibition – проводить выставку / проводити виставку  
to organize | an exhibition – організовувать выставку /  
to arrange | організувати виставку

20) industry – промышленность; отрасль промышленности / промисловість; галузь промисловості

– *The computer industry needs more people with advanced technical skills.*

*Syn. field, branch, sector*

21) competitor – конкурент, соперник / конкурент, суперник

*Syn. rival*

– *Competitors in the book trade did their best to undercut each other's prices.*

22) stand-attendant – стендист / стендист

23) chance – возможность, шанс, удобный случай / можливість, шанс, нагода

*to lose a chance – упустить случай (возможность) / упустити нагоду (можливість)*

24) to promote – способствовать, содействовать, поощрять, внедрять, продвигать (с помощью рекламы) / сприяти, заохочувати, впроваджувати, просувати (за допомогою реклами)

– *To promote goods onto the foreign market*

25) to launch – пускать в ход, начинать, запускать, выпускать / пускати в хід, починати, запускати, випускати

– *They spent thousands launching their new line of lipstick.*

– *We have just launched a publicity campaign.*

26) to develop – развивать, разрабатывать, осваивать / розвивати, розробляти, освоювати

– *To develop new markets*

27) a transaction – сделка / угода

*to make*

*to sign*

*to conclude*

*a transaction – заключить сделку / укласти угоду*

*Syn. a deal; a contract*

28) to establish – устанавливать, учреждать, основывать, открывать / встановлювати, засновувати, відкривати

*to establish a new market – установить новый рынок / заснувати новий ринок*

29) an order – заказ / замовлення

*to place an order with the company – розмістити заказ в компанії / розмістити замовлення*

30) an enquiry – запрос / запит



*to send an enquiry for the goods – отправить запрос на товар/  
надіслати запит на товар*

31) an offer – предложение, оферта / пропозиція  
*To make an offer – сделать предложение / зробити пропозицію*

## COMPREHENSION QUESTIONS

### Text A

1. For what purpose are fairs and exhibitions arranged?
2. At what places are fairs and exhibitions usually held?
3. What kinds of fairs and exhibitions are described in text A?
4. How long may fairs and exhibitions last?
5. How do activities at fairs and exhibitions vary?
6. Why do exhibitions play an important role in the commercial world?

### Text B

1. When and where was Expo 2010 held?
2. What was the motto of the exposition?
3. How many countries and international organizations participated in the World Expo?
4. What was the task of the city of Shanghai after it won the bid to host Expo 2010?
5. At what sites were countries' participants of Expo2010 represented?

### *Ex. 1. Memorize the following definitions.*

- Exhibition** – a collection of objects that are shown to the public; an event when such objects are shown.
- Produce** – commodities produced by agricultural industry.
- Exhibitor** – a person or a company that displays goods or services at an exhibition.
- Industry** – an organized activity in which money and work are used to produce goods and services to sell.
- Competitor** – a person or a company that offers the same or better goods and services as another company and therefore competes for the same customers.
- Potential buyer** – possible or prospective buyer.
- To promote** – to advertize goods/products in order to increase the demand for them.

- To launch –** to introduce a new product, an idea, a campaign.
- Transaction –** the act of doing business or carrying out a business deal.
- To win a bid –** to obtain or achieve an order from the company to whom you want to sell your goods, services or idea.

*Ex. 2. Give English equivalents to the following word-combinations and phrases. Make your own sentences using them*

A. Russian	B. Ukrainian
1. Показывать (выставлять) на выставке	1. Показувати (виставляти) на виставці
2. Предоставлять возможность	2. Надавати можливість
3. Современное образование	3. Сучасне обладнання
4. Блошиный рынок	4. Блошиний ринок
5. Выставка (показ) отобранных изделий	5. Виставка (показ) дібраних виробів
6. Постоянная или временная экспозиция	6. Постійна чи тимчасова експозиція
7. Демонстрировать в разных местах	7. Демонструвати в різних місцях
8. Проводить выставку ежегодно	8. Проводити виставку щорічно
9. Специализированная выставка	9. Спеціалізована виставка
10. Отрасль национальной экономики	10. Галузь національної економіки
11. Изучить деятельность конкурентов	11. Вивчати діяльність конкурентів
12. Исследовать новейшие (последние) тенденции	12. Досліджувати найновіші (останні) тенденції
13. Представители компаний	13. Представники компаній
14. Потенциальный покупатель	14. Потенційний покупець
15. Продвигать (рекламировать) товар	15. Просувати (рекламувати) товар
16. Упустить возможность	16. Пропустити можливість
17. Внедрять товар на международном рынке	17. Просувати товар на міжнародний ринок
18. Выгодные сделки	18. Вигідні угоди
19. Размещать заказ	19. Розміщувати замовлення

A. Russian	B. Ukrainian
20. Заключать сделки	20. Укладати угоди
21. Развивать сотрудничество в различных отраслях экономики	21. Розвивати співробітництво в різних галузях економіки
22. Отсылать запросы	22. Надсилати запити
23. Новые партнеры	23. Нові партнери
24. Выдающиеся/известные деятели	24. Видатні/відомі діячі
25. Развитие некоторых сфер общественной жизни	25. Розвиток певних сфер суспільного життя
26. Тема (девиз) выставки	26. Тема (девиз) виставки
27. Зарегистрировать (заявить о) участие	27. Зареєструвати (заявити про) участь
28. Огромная (всеобъемлющая) задача	28. Величезне (всеосяжне) завдання
29. Произвести впечатление на посетителей	29. Справити враження на відвідувачів

**Ex. 3. Find synonyms to the following words and phrases in the texts.**

1) to display; 2) a produce; 3) exposition; 4) to hold an exhibition; 5) from time to time; 6) industry; 7) exhibitor; 8) prospective customer; 9) opportunity; 10) to establish a new market; 11) to make a deal; 12) exhibitions of produced items; 13) recent event; 14) to participate in the fair; 15) up-to-date technology; 16) to demonstrate the latest products) 17) Activities of rivals.

**Ex. 4. Match the words and expressions to their definitions.**

1) trade fair	a) goods or services that are put forward to be accepted by a potential buyer.
2) a produce	b) a person or company that displays goods and services at an exhibition or fair.
3) printed material	c) to buy or sell something
4) a design	d) to put something where people can see it; show or to exhibit something
5) a competitor	e) a big exhibition where manufacturers and sellers of similar products show their goods
6) an exhibitor	f) commodities produced by agricultural industry

7) to trade in	g) a public event or show of industrial products or technology
8) to display	h) information produced in a printed form such as leaflets, brochures, etc
9) an exposition	i) someone whose job is to help customers or people who visit an exhibition
10) a bid	j) a building or tent at an exhibition or show
11) to showcase	k) a chance to do something or a situation in which it is easy to do something
12) a stand-attendant	l) a person or a company that offers the same goods or services as another company
13) an opportunity	m) something that happens especially something that involves people
14) a pavilion	n) a plan, drawing or model used to decide how something will look or work
15) an event	o) to show something in a way that attracts attention and emphasizes the goods qualities

**Ex. 5. Match the words to make collocations and make your own sentences with them.**

- |                   |                        |
|-------------------|------------------------|
| 1. trade in       | a) the latest products |
| 2. agricultural   | b) buyers              |
| 3. a selection of | c) a transaction       |
| 4. commercial     | d) visitors            |
| 5. potential      | e) items               |
| 6. to showcase    | f) fair                |
| 7. to conclude    | g) goods or services   |
| 8. national       | h) centre              |
| 9. to win         | i) show                |
| 10. to impress    | j) a bid               |

**Ex. 6. This is an extract from a letter giving information about a business exhibition. Fill in each blank by using a word or phrase from the list below. Use each item once only.**

emphasis enclosed map company details complimentary tickets  
 enter great pleasure comprehensive range conveniently situated  
 field look forward ideal opportunity in-depth discussion  
 speakers up to date new feature series of lectures

We have 1.....in enclosing two 2. .... for this year's Business Scene Exhibition.

As your business grows it is important to keep 3. .... with the latest developments. With over 400 exhibitors this year the Exhibition is bigger and better than ever. This is the 4. ....to see a 5. .... of the latest products, services and publications.

A 6. ....of the Exhibition this year is a 7. .... on international trade and investment. Distinguished 8. .... from around the world will give their views on the changes taking place. Special 9..... will be given to the ever-increasing role of the new technologies especially in the 10. ....of international communications.

At the end of each lecture there will be opportunities for 11..... of the issues raised.

As you will see from the 12....., the Exhibition takes place at a venue 13.....only a few minutes' walk from the station.

The Exhibition is open from 10 a.m. to 6 p.m. on 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> May.

Simply 14.....your names and 15.....on the badges provided and bring your tickets to the business show of the year!

We 16 .....to seeing you there.

***Ex. 7. Form derivatives of the given verbs using suffix -tion and translate them into your native language:***

to exhibit, to demonstrate to expose; to inform, to explain, to organize, to examine, to associate, to promote, to produce, to transact, to cooperate, to select.

***Ex. 8. Complete the sentences with an appropriate part of speech from the words in brackets. Translate the sentences.***

1. Ukraine stands for (develop) of trade with all countries.
2. Exhibitions show the country's great (achieve) in science, industry, agricultural and other fields of (nation) economy.
3. Ukraine was one of the main (participate) in the World's Fair.
4. Our new products were widely (advertize) at this exhibition.
5. The visitors were greatly (impress) by the machines shown in the Ukrainian pavilion.
6. At the (exhibit) of British (agriculture) machinery our representative got interested in a new model of tractor.

7. Many countries and foreign trade (associate) take part in the fairs and exhibitions.

8. A lot of business contacts are (establish) at international fairs and exhibitions.

9. The Crystal Palace was considered not only an (architecture) marvel but also an (engineer) triumph.

10. (Differ) governments have gained international experience in (participate) in fairs and exhibitions.

**Ex. 9. Paraphrase the words and word combinations given in the bold type.**

1. The fairs and exhibitions do a lot to promote trade.

2. One of the biggest international exhibitions was held in Ukraine.

3. They showed the progress that Ukrainian chemical industry and science have made for the last few years.

4. Foreign firms were interested in introducing their goods to new markets.

5. The exhibition influenced the development of several aspects of society.

6. "Exhibit" is a word that generally refers to a single item being exhibited within an exhibition.

7. At the exhibitions the participants demonstrate their latest products and services and examine recent trends and opportunities.

**Ex. 10. Suggest appropriate notions to the given definitions.**

1) a notice or message in a newspaper, or on a poster offering or asking for a product or service.

2) the shape, form or characteristics of something made, built or manufactured.

3) a request to make, supply or deliver goods.

4) one of the planned activities; an organized occasion;

5) commodities produced by an agricultural industry.

6) a movement to a certain direction; a tendency.

7) to put something where people can see it; to show or exhibit something.

8) an organized activity in which money (capital) and work (labour) are used to produce goods or services to sell.

9) information produced in a printed form like books, leaflets, catalogues, etc.

10) a written request asking for information about catalogues, price lists, etc. for the goods you want to buy.

**Ex. 11. Translate the following sentences into English.**

**A. Ukrainian**

1. Виставки – це важливий захід у діловому світі, де продаються чи демонструються нові товари, продукти чи послуги.
2. На виставках чи ярмарках учасники не тільки виставляють свої новітні товари, але й досліджують діяльність своїх конкурентів.
3. Якщо ви бажаєте познайомитися із сучасними тенденціями та можливостями в тій чи іншій галузі, вам необхідно брати участь у виставках.
4. Ярмарки та **виставки значною мірою впливають на розвиток** різних сфер суспільства, включаючи освіту, промисловість, міжнародну торгівлю і навіть туризм.
5. На виставках та ярмарках укладають багато вигідних угод.

**B. Russian**

6. Ежегодно проводятся международные выставки, посвященные научным достижениям и новым технологиям.
7. Выставки – идеальный способ для рекламы и продвижения товаров на новые рынки.
8. Выставки помогают компаниям, объединениям, предприятиям и бизнесменам устанавливать новые связи и выпускать свою новую продукцию на рынки.
9. Более 190 стран и 50 международных организаций зарегистрировались для участия в ЭКСПО-2010 в Шанхае.
10. Многие участники выставки не упускают возможности заключить новые контракты и разместить заказы на товары, в которых нуждается их народное хозяйство.

**Ex. 12. Read the text about International Chamber of Commerce. Choose the best sentence from below to fill the blanks.**

**The International Chamber of Commerce**

ICC is the world business organization, a representative body that speaks with authority on behalf of enterprises from all sectors in every part of the world.

The fundamental mission of ICC is to promote international trade and investment across frontiers and help business corporations meet the challenges and opportunities of globalization. (1...) The small group of far-sighted business leaders who founded ICC called themselves “the merchants of peace”

ICC has three main activities, rule setting, arbitration, and policy. Because its member companies and associations are themselves engaged in international business, ICC has unrivalled authority in making rules that govern the conduct of business across borders. (2...)

ICC also provides essential services, foremost among them the ICC International Court of Arbitration, the world's leading arbitral institution. (3...)

Business leaders and experts drawn from the ICC membership establish the business stance on broad issues of trade and investment policy as well as on vital technical and sectoral subjects. (4...) ICC enjoys a close working relationship with the United Nations and other intergovernmental organizations, including the World Trade Organization, the G20 and the G8.

ICC was founded in 1919. (5...) National committees work with their members to address the concerns of business in their countries and convey to their governments the business views formulated by ICC.

**A. Today it groups hundreds of thousands of member companies and associations from over 120 countries.**

**B. These include financial services, information technologies, telecommunications, marketing ethics, the environment, transportation competition law and intellectual property, among others.**

**C. Although these rules are voluntary, they are observed in countless thousands of transactions every day and have become part of the fabric of international trade.**

**D. Its conviction that trade is a powerful force for peace and prosperity dates from the organization's origins early in the 20th century.**

**E. Another service is the World Chambers Federation, ICC's worldwide network of chambers of commerce, fostering interaction and exchange of chamber best practice.**

*Ex. 13. Work with a partner. Use information in the text to ask questions about:*

- Main tasks of ICC
- Main activities of ICC
- Services that ICC provides
- Cooperation with other international organizations



***Ex. 14. Oral presentation.***

Prepare yourself to talk for one or two minutes about any specialized or general exhibition that is held / was held in your country or in any city of your country.

## Text

## Barriers to cross-cultural communication

## CULTURE

In today's business world it is both useful and necessary *to be aware of* intercultural differences. The first step in learning to communicate with people of other cultures is to become aware of what culture means.

Culture can be defined as "the way of life", or the system of common attitudes, symbols, values, beliefs, and norms of behaviour. Culture is a rigid system, highly resistant to change and is built on a *foundation* of the following elements:

*language, values and attitudes, religion, law, society, norms, knowledge.*

The various components of culture are interrelated and shared, common to many individuals. Culture *is manifested* in traditions, customs, institutions, ways of thinking, and language.

English is the main language in the United States, Great Britain, Canada, South Africa, Australia, New Zealand. It is the language of business in the Netherlands, the Caribbean, India, and Japan. Keep in mind that all these cultures are different odd that even the English language used in each of these countries is different.

Misunderstandings are especially likely to occur between the people of different cultures because of the following "barriers" to communication:

- stereotypes
- time *concepts*
- space concepts
- body language
- etiquette standards
- translation problems

## STEREOTYPES

All cultures have stereotypes or *preformed* ideas about other cultures. These stereotypes generalize the main characteristics of a group of people and can *get in* the way of communication when people interact on the basis of the *imaginary*, generalized picture and not on reality.

The stereotypical American, for example, is a *straight-forward, get-to-the-point, aggressive-in-business* person for whom “time is money.” On the other hand, the American in everyday life is *perceived* as easygoing, loud, friendly, and smiling.

It should be stressed that one must not *jump to conclusions* based on such stereotypes. All individuals are different, and stereotypes, though true to some extent, are often *exaggerated* and generalized.

#### TIME

Different perceptions of time can also lead to misunderstanding.

American *straightforwardness*, for instance, leads Americans to make strict *schedules*, appointments, and arrangements whereas in Ukraine delays in meeting visitors and in *responding* to correspondence are not uncommon. However, a Ukrainian partner who is late for an appointment will probably then spend more time with you than originally scheduled. The same *nonchalant* attitude toward time can be found in Mexico. We can say that there exist two perceptions of time in Ukraine or in Mexico: the time on the clock and “Ukrainian time” or “Mexican time” – that is, “when I get there.”

The Japanese, knowing that North Americans are *impatient*, use time to their advantage in *negotiations*. Perhaps they think: “You Americans have one terrible weakness. If we make you wait long enough, you will agree to do anything.”

#### SPACE

Space *operates* as a language as much as time does.

In different cultures the “*personal space*” or “body bubble” (that is, the personal territory or the distance between people in communication) varies.

When a Ukrainian is conducting a business conversation with an American or a Canadian, he (she) should keep in mind that North Americans stand about five feet apart. For an Englishman, the space will be larger, while an Arab or Latin American will find this distance uncomfortable and so will move closer. This action does not mean they are *pushy* or *aloof*, and we should not react negatively to it.

By observing the *behaviour* of others, we can *gain* some *idea* of their concepts of personal territory, which can assist us in our own attempts to communicate.

#### BODY LANGUAGE

Another *non-verbal* factor in international communication that *springs* from cultural background is body language.

The familiar American symbol for “OK” means “zero” in France and “money” in Japan. In Latin America, it is sign of vulgarity. The familiar V (victory) sign will be an *obscene, insulting* sign in most of Europe, especially in Great Britain (unless the palm of the hand faces the receiver of the message).

In Saudi Arabia and Thailand, communication breakdowns may result if you *sit with your legs crossed* with the sole of your shoe *visible*. It is considered to be the dirtiest part of your whole being.

In Ukraine, as well as in Europe or North America, we “read” each other through eye contact. *Avoiding* eye contact can be *regarded* as *evasive* or *dishonest*. But in many parts of Latin America and Africa, keeping your eyes lowered is a sign of respect.

## ETIQUETTE

Social behaviours and manners are important factors in communication. Here are some examples of the *etiquette* for communicating more effectively when *conducting* international business.

- In Spain, let a *handshake* last five to seven strokes; pulling away too soon may be *interpreted* as a sign of *rejection*. In France, however, the preferred handshake is a single stroke. In Ukraine, the length of the stroke depends on the feelings you want to express: a short *casual* stroke is good for business and the longer the handshake, the warmer the welcome. In Canada, a weak, “fishy” handshake is disliked. A strong, firm handshake is most *desirable*.

- Never *give a gift* of liquor in Arab countries.

- In England, never *stick* pens or other objects in your front suit pocket. Doing so is considered *gauche*.

- In Pakistan, remember the Moslems *pray* five times a day, so don’t be surprised when, *in the midst of* negotiations, your partners excuse themselves and conduct prayers.

- In Africa and in India, people may *distrust* you and avoid doing business with you if you get strictly to business. Africans need *plenty* of time to get to know their future partners and *are suspicious of* those who are in a hurry.

- In Arab countries, never *turn down* food or drink; it’s an insult *to refuse hospitality*. But don’t be too quick *to accept*, either. A ritual refusal (“I, don’t want to put you to any trouble”) is expected before you finally accept.

- In India, an invitation (“Come anytime”) can be considered an official invitation, and you don’t need to wait for another, more formal one. Being *reluctant* to make an *unexpected* visit might insult the hosts.

- Stress the **longevity** of your company when dealing with Germans, Dutch, and Swiss; if possible, print the founding date on your business card.

### TRANSLATION PROBLEMS

Often, words in one language do not have an equivalent meaning in other languages, and the concepts the words describe are often different as well. When the meaning of a word is not agreed on in advance, later misunderstanding is a strong possibility.

For example: In Ukraine, the name of a painting is “Doky sontse zijde rosa ochi vyist.” which is a famous Ukrainian proverb meaning, “Dew will make your eyes sore if you wait too long for the sunrise.” When the picture was taken to an art gallery in Japan, the name in Japanese translation became, “When a new day is born, the sun rays give birth to a blind baby.”

In reading and responding to foreign-origin documents written in English, a Ukrainian business person needs to realize that differences exist in vocabulary. Success in international communication will be achieved partly through willingness to investigate and understand the differences and to use words and expressions **relevant** to the country involved. For example, in writing to someone in Britain you should use the British variant of the word, but in communication with American partners, use the American variant.

### Notes to text B.

1) get-to-the-point – относящийся к делу / той, що стосується справи

2) aggressive in business – настойчивый, напористый в бизнесе / наполегливий

3) personal space – личное пространство / особистий простір

4) pushy – напористый, энергичный / наполегливий, енергійний

5) non-verbal factor – невербальный фактор / невербальный фактор

6) sing of vulgarity – признак невоспитанности, грубости / ознака невихованості, грубості

7) to sit with one’s legs crossed – сидеть, положив ногу на ногу / сидіти, поклавши ногу на ногу

8) the sole of one’s shoe – подошва ботинка / підошва черевика

9) evasive or dishonest – неискренний или нечестный / нещирый або нечесний

## TERMS TO REMEMBER

communication	law
culture	concept
attitude	stereotype
religion	etiquette
society	behaviour

## ACTIVE VOCABULARY

1) to be aware of – быть осведомленным о чем-либо, осознавать, понимать / бути обізнаним, розуміти

– *Let's just say that we are aware of the problem and that we are trying to do something.*

2) to resist – сопротивляться, противостоять, воздерживаться от чего-либо / протистояти, усвідомлювати, утримуватися від чогось

3) resistant – стойкий, прочный (зд. – не поддающийся чему-л.) / стійкий, міцний (тут – такий що не піддається чомусь)

4) foundation – основание, база, основа, базис, исходный пункт / основа, база, базис, вихідний пункт

5) to manifest – делать очевидным, показывать, проявлять, служить доказательством / робити очевидним, явним; показувати; виявляти; бути доказом;

6) concept – понятие, идея, общее представление, концепция / поняття, ідея, загальне уявлення, концепція;

7) to perform – формировать заранее, определять заранее, предопределять / формувати заздалегідь, виявляти наперед, визначати

8) to get in the way – встать на пути (вмешаться), помешать, затруднить / встати на дорозі, (втрутитися), перешкодити, ускладнити

9) to perceive – понимать, осознавать, постигать, различать, ощущать, чувствовать / розуміти, усвідомлювати, осягати, розрізняти, відчувати

10) to jump to conclusions – делать поспешные заключения / робити поспішні висновки

11) to imagine – воображать, представлять себе, предполагать, думать, полагать / уявляти, припускати, думати

*imaginary* – воображаемый, мнимый, нереальный / уявний, не-реальний

– *They couldn't imagine how they would do it.*

12) *straight-forward* – прямой; честный, откровенный / прямой, чесний, відвертий

– *a straight-forward explanation*

*Syn. simple, honest*

13) *to exaggerate* – преувеличивать; увеличивать, расширять / перебільшувати, збільшувати, розширювати

14) *to schedule* – составлять список, вносить в каталог, составлять расписание, включать в график, планировать / складати список, вносити до каталогу, складати розклад, включати до графіка, планувати

*Syn. to plan*

15) *a schedule* – каталог, описание; расписание, график; программа, календарный план / каталог, опис, розклад, графік, програма, календарний план

– *a production schedule*

– *The train arrived on schedule*

*Syn. list, plan*

16) *to respond* – отвечать, делать что-то в ответ, реагировать, отзываться на что-либо / відповідати, робити щось у відповідь, реагувати, відкликатися на що-небудь

– *An official sent to respond to these criticisms sounded irritated about the whole business.*

*Syn. to reply, to answer*

17) *to operate* – действовать, работать; оказывать влияние, воздействовать; приходит в движение, действие / діяти, працювати, впливати, рухатися

– *The light was not operating properly.*

*Syn. to work, to be in action*

18) *behaviour* – поведение, поступки, манеры / поведінка, вчинки, манери

– *Some people believe that violence on TV can cause aggressive behaviour in children.*

*Syn. manner, conduct*

19) *to gain an idea* – получить представление о чем-либо / отримати уяву про що-небудь

20) to spring – скакать, прыгать, перепрыгивать, появляться, возникать, быстро переходит в другое состояние, происходит, давать начало / скакати, плигати, стрибати, переплигувати, з'являтися, виникати, швидко переходити до іншого стану

21) obscene – непристойный, неприличный; / непристойний

22) to insult – оскорблять, наносить оскорбление, обижать / ображати, кривдити

– *to insult smb. by word or act.*

23) to be visible – быть видимым; быть зримым / бути видимим

– *The lights are no longer visible.*

24) to avoid – избегать, сторониться, уклоняться / уникати, ухилятися

– *She's a good manager, because she never avoids dealing with the problems of her staff.*

25) etiquette – этикет, правила поведения в обществе, нормы учтивости, такта / етикет, правила поведінки, норми чесності, такту

26) to interpret – толковать, интерпретировать, истолковывать, объяснять, переводить (устно) / тлумачити, інтерпретувати, пояснювати, перекладати / усно

– *We interpreted his silence as a refusal*

27) reject – отвергать, отклонять / відкидати, відмовляти

– *to reject an offer – отклонять предложение*

– *signal rejection – знак отрицания*

28) casual – случайный, небрежный (зд. – обычный, обиходный) / випадковий, недбалий (тут – звичайний, повсякденний)

– *casual dress – повседневная одежда*

29) to distrust – не доверять, сомневаться, подозревать / не довіряти, сумніватися, підозрювати

– *to distrust one's own eyes.*

*He distrusted those who were to friendly too quickly.*

*Ant. to trust*

30) to turn down – отказывать кому-либо; отвергать / відмовляти комусь

31) hospitality – гостеприимство, радушие / гостинність, привітність



32) to refuse – отказывать, отвергать; отказываться / відмовляти, відмовлятися

*Syn. to decline; to reject, to deny; to turn down*

33) reluctant – делающий что-либо с неохотой; сопротивляющийся чему-либо / той, хто робить будь що з небажанням, чинить опір чомусь

*– He seems reluctant to join us*

34) longevity – долгая жизнь, долголетие, долговечность (зд. – период существования компания) / довге життя, довголіття, довговічність (тут – період існування компанії)

35) to investigate – расследовать, тщательно рассматривать, получать сведения, исследовать, изучать / розслідувати, розглядати старанно, отримувати дані, досліджувати

*– We can assure you that your complaint will be fully and properly investigated.*

*Syn. to look into to study*

36) relevant – уместный, относящийся к делу / доречный, той, що стосується до справи

*– to have all the relevant documents*

## COMPREHENSION QUESTIONS

1. What is the first step in learning to communicate with people of the other countries?
2. How can you define a term “culture”?
3. Why do misunderstandings occur between the people of different cultures?
4. What stereotype of an American exist in other cultures?
5. How difference in perception of time lead to the misunderstanding in business?
6. What non-verbal factors in international business communication are considered to be important?
7. Why should you keep in mind the idea of your business partners concepts of personal territory?
8. How can the concept of social behaviours and manners help in conducting international business?

**Ex. 1. Memorize the following definitions.**

**concept**      someone’s idea of how smth is, or should be, done

<b>behaviour</b>	way of behaving, manners (good or bad) the treatment shown towards others
<b>etiquette</b>	rules for formal behaviour among people or in a class of society or in profession
<b>interpret</b>	to show or explain the meaning of smth; to act as interpreter
<b>longevity</b>	long life
<b>investigate</b>	to try to find out the truth about smth such as a crime, an accident or a scientific problem or any other problem
<b>hospitality</b>	friendly and generous reception and entertainment of guests, esp. in one's own home
<b>perception</b>	process, act, by which we become aware of changes or happenings
<b>to respond</b>	to answer someone, especially someone who has criticized you or disagreed with you
<b>schedule</b>	list or statement of details, esp. of times for doing things; programme or timetable for work
<b>straight – forward</b>	honest; without avoiding anything; easy to understand or do

**Ex. 2. Give English equivalents to the following word-combinations and phrases. Make your own sentences using them.**

1) быть осведомленным о чем-либо; 2) межкультурные отношения; 3) ценности; 4) основа; 5) прочный; 6) проявляться; 7) предопределять; 8) делать поспешное заключение; 9) представлять себе; 10) откровенный человек; 11) составлять расписание; 12) производственная программа; 13) ответить на вопрос; 14) агрессивное поведение; 15) составить четкий (строгий) график; 16) воображаемая ситуация; 17) отклонять предложение; 18) воспринимать как веселого, добродушного человека; 19) личное пространство; 20) во время переговоров; 21) относиться подозрительно; 23) желание изучить и понять различия.

**Ex. 3. Find synonyms to the following words and phrases in the texts.**

1) to know; 2) an idea; 3) to show clearly; 4) unreal; 5) production plan; 6) to reply to correspondence; 7) good manners; 8) to reject exported goods; 9) to look into the matter; 10) the meeting is planned for tomorrow; 11) to manage two factories; 12) everyday clothes; 13) an honest person; 14) the meaning of the words described; 15) to hold a business talk.

**Ex. 4. Match the words and expressions to their definitions.**

<b>1) concept</b>	all the rules established for regulating the behaviour of members of a community or country.
<b>2) schedule</b>	honest; easy to understand or do without avoiding smth.
<b>3) hospitality</b>	a system in a which people live together in organized communities.
<b>4) straight-forward</b>	believe in the existence a God or Gods esp. in that they created the universe and human beings.
<b>5) body language</b>	someone's idea of how something is or should be done.
<b>6) perception</b>	a way of thinking about somebody or something or behaving towards smb/smith.
<b>7) attitude</b>	friendly and generous reception and entertainment of guests.
<b>8) religion</b>	non-verbal factor of communication; the process of communication by the way one sits, stands, moves, rather than by words.
<b>9) law</b>	list of statement of details, esp. of times for doing things; programme or timetable for work.
<b>10) society</b>	process, act, by which we become aware of changes or happenings.

**Ex. 5. Complete the following sentences with an appropriate part of speech from the words in brackets. Translate the sentences.**

1. Ukraine has gained its (*depend*) and now is catching up with the word of business.

2. Contraversies between different national groups may rock the (*found*) of social and word life.

3. The secretary has a lot of (*correspond*) to deal with.

4. Misunderstandings and problems between (*differ*)countries may occur because people assume that what is natural and appropriate for them must be natural and appropriate to others.

5. After months and months of (*negotiate*) they have reached the agreement.

6. The computer performs the whole (*operate*) in less than 3 seconds.

7. In fact most telephoned and telegraphed (*communicate*) have to be confirmed in writing.

8. The firm must overcome its (*resist*) to new technology.
9. Most of businessmen prefer (*straightforward*) in their business dealings.
10. Business partners should sell all their (*differ*) in an amicable way.

**Ex. 6. Match the words to make collocations and make your own sentences with them.**

- |                     |                 |
|---------------------|-----------------|
| 1. business         | a. clothes      |
| 2. straight-forward | b. language     |
| 3. strict           | c. invitation   |
| 4. body             | d. person       |
| 5. social           | e. contact      |
| 6. eye              | f. space        |
| 7. official         | g. behaviour    |
| 8. foreign-origin   | h. conversation |
| 9. casual           | i. schedule     |
| 10. personal        | j. documents    |

**Ex. 7. Paraphrase the words and word combinations given in the bold type.**

1. Do not try to fix meetings during summer, as this is a common vacation period.
2. This manner of conducting the talk should not be considered dishonest.
3. Private life is kept separate from business.
4. In replying to documents written in English a Ukrainian business person needs to realize that differences exist in vocabulary.
5. Economists are studying the causes of the recent financial crisis.
6. The Dutch do not ask personal questions and will reject to answer considering them an intrusion on the privacy.
7. Americans value logic and expect people to speak clearly and in a direct and sincere manner.
8. Most people who come to the USA may already know a few things about the people through TV.

**Ex. 8. Form all possible derivatives from the root words below and arrange them in the appropriate order, then translate them.**

Culture, to differ, to communicate, to resist, to found, crime, to know, to vary, to perceive, friend, to conclude, straightforward, to appoint, to arrange, to correspond, probable, origin, exist, to negotiate,

weak, person, to converse, to behave, to comfort, to desire, to invite, to refuse.

-al            -ent / -ant    -ence / -ance    -tion / -sion    -edge            -ness  
-ment       -ly            -our            -ous            -able

**Ex. 9. Suggest appropriate notions to the given definitions.**

- The customs, arts, social institutions, etc. of a particular group or nation.
- The system of sounds and words used by humans to express their thoughts and feelings.
- A way of thinking about smb/smth or behaving towards smb/smth.
- A particular system of faith and worship based on belief in the existence of God or Gods.
- A fix idea, image, etc. that many people have of a particular type of person or thing, but which is often not true in reality.
- Exchange of information, news, ideas, etc. with somebody.
- Looking directly at each other.
- The formal standards or rules of correct and polite behaviour in society or among members of a profession.
- To have no confidence or believe in smb/smth; lack of trust; suspicion.
- Long life.

**Ex. 10. This is an extract about American culture and ways of conducting business. Fill in each blank by using a word or phrase from the list below. Use each item only once.**

conduct business	good taste	attitudes
direct	official language	straightforward manner
friendliness	face-to face meeting	punctuality
small talk	conclusion	oral agreement
casual clothes	informality	dress

The United States does not have an (1)....., but English is spoken by about 82% of the population. America is a nation of immigrants, people came from foreign countries bringing with them their own tradition values, (2)..... and norms. Many people already know a few things about Americans though TV, especially about American (3)..... and (4)..... . Visitors

can often be surprised when Americans are so informal to the point of being very (5)..... . In business communication Americans are direct, they value logic and expect people to speak clearly and in a (6)..... . Americans may use telephone to (7)..... that would require a (8)..... In most other countries.

Since concept of time and (9)..... are important for Americans, be sure to arrive on time for meetings. Expect very little (10)..... before getting down to business. It is common to attempt to reach an (11)..... at the first meeting. At the (12)..... Of the meeting there will be a summary of what was decided. As to the dress code, it varies by geographic region, day of the week and industry. Executives usually (13)..... formally. High technology companies often wear (14)..... every day. For an initial meeting, dressing conservatively is always in (15)..... .

***Ex. 11. Read the extract about the Dutch business culture and etiquette and mark the statements given below TRUE or FALSE.***

Many Dutch are familiar with doing business with foreigners since the Netherlands has a long history of international trade. If you want to better understanding and avoid offence when dealing with the Dutch businessmen you should bear in mind that they are reserved and formal when dealing with foreign partners and prefer not to put their emotions on display. Personal life is kept separate from business, so they do not like to be asked personal questions and will refuse to answer should their partner intrude on their privacy. The Dutch are hospitable, yet this hospitality is reserved to family and friends.

In communicating with the Dutch one should keep in mind that they do not like to touch one another and appreciate it when those they do business with maintain the proper distance. The Dutch like the handshake to be firm and swift and accompanied by a smile and repetition of your name. They dislike the meetings to be scheduled during summer as this common vacation period. Punctuality for meetings is taken seriously being late for meetings may mark you as an untrustworthy and unreliable person. The Dutch prefer to get down to business quickly and engage in relatively little small talk. Maintain direct eye contact while communicating with you Dutch partners. If you want your negotiations to be a success do not attempt to deviate from agenda.

**A. The Dutch use exaggerated hand gestures or may even lose their temper when negotiating with foreign partners.**

**B. The Dutch see the family as the foundation of the social life but they dislike to discuss personal matters even with their friends.**

**C. The Dutch are hospitable but seldom invite foreign partners for dinner at home.**

**D. When communicating with business partners the Dutch prefer a closer personal space.**

**E. Meetings may start with a great deal of delay and it is possible that no business will be discussed at the first meeting.**

**F. Meetings may appear relaxed and if there is an agenda it may not be strictly followed.**

*Ex. 12. Prepare yourself to talk for two or three minutes on the topics suggested below.*

1. To get to know other cultures, you should first get to know your own. In other cultures, a stereotype of a Ukrainian does exist. What do you think it is?

2. What is your stereotype of an Englishman? A Japanese? An Italian? How did you develop these ideas?

3. Give a stereotype of a representative of a nation. Your group-mates will try to guess what nation it is.

## **UNIT 4 BUSINESS CORRESPONDENCE. THE LAYOUT OF A BUSINESS LETTER. WRITING ENQUIRIES**

### **Text A**

#### **Business letter writing**

We are living in a world of constant political and economic change.

Many businesses nowadays rely on overseas markets and suppliers, employ workers and managers from different countries, and maintain plants and offices abroad. Such companies need to communicate effectively with people from diverse cultural and linguistic backgrounds.

Our country is now catching up with the world of business by establishing and developing more business contacts.

University graduates who go into business will or even work for multinational firms. In fact, the growing international business area may require them to work abroad as part of the career process.

Letter writing is an essential part of business. Proper business letter writing is very important for normal commercial activity. In spite of telephone, telex and telegraphic communication and the increasing personal contact in international trade the writing of letters continues, in fact, most telephoned and telegraphed communications have to be confirmed in writing.

The letter is often evidence of an arrangement or a contract and must therefore be written with care. In reading and responding to foreign-origin documents written in English a business person needs to realize that differences exist in vocabulary. So every good businessman should be competent in writing effective business letters in English. It is in any case impossible to translate all business



phrases literally as each language has its own characteristic idiom or phrases.

The commercial correspondence in English has changed over time. It has lost its bombastic and *formal style*, but nevertheless the business letter differs in some respects from the personal letter. Because of the aim of the business letter is to secure the interest of the reader and his co-operation, the letter should begin with the sentences that will introduce the matter without undue delay, and polite forms to help the introduction must not be too long. The letter should continue with the *subject* itself and all the necessary information or arguments connected with it, but the *wording* must carry the reader along smoothly. The letter should have a suitable ending – one that is not long but makes the reader feel that his point of view is being considered. This is especially necessary when sellers are writing to buyers. It is useful to remember that the subject of the routine business letters in export-import trade lacks variety; business letters are always written according to standard practice.

Therefore, first certain accepted standard phrases are in general use and secondly “letter forms” or standard letters may be used: it facilitates the communication because the repetitive nature of many business transactions and situations makes use of standard letters a time-saving device.

However, whether one writes a special letter or makes use of a standard letter, one should know the main parts of any business letter and its *layout*.

The fully *blocked layout* is now the most widely used method of display for all business documents. The style is considered to have a businesslike appearance. Open punctuation is often used with the fully blocked style. However some companies may prefer the *indented style*, but whichever layout you use for your business documents, the most important is consistency, i.e. ensuring all the documents are displayed in the same format.

## Text B

### The layout of the business letter

	CHARLES P. STEVENSON Chairman of the Board	WADE STEVENSON II President	ROBERT L. STEVENSON Treasurer
letterhead	<b>Westman Export Corporation</b> EXPORTERS OF <b>Cloth Cutting Machines</b>		
	General office & Factory 187 Washington Street Buffalo, N.Y. 14203 U.S.A.	Telex 91-9141 EMCO BUF Cable Address: EMCO Telephone: 716-856 2200	
references	Your ref : MV/rj 80 Our ref : DL/sk 80/190-09		
receiver's name and address	Mr Michel Vega Diffumatex S.A. 18 Rue St. Denis 75011 Paris France	date {	September 7 1991
opening salutation	Dear Mr Vega,		
body of letter	We are pleased to advise you of our air parcel post shipment of your order no. 80/190-09 for Westman spare parts.		
	We are enclosing for your reference copies of our commercial invoices as well as a copy of the certificate of mailing.		
	We trust this shipment will reach you promptly and in good order.		
closing salutation	Very truly yours,		
signature	<i>Doreen Stevens</i>		
name	Doreen Stevens (Ms)		
position	Sales Manager		
enclosure	Enc: 3 Commercial invoices, 1 certificate of mailing		

### Parts of a business letter

#### Letterhead

Letterhead normally includes the company's name and address, its telephone numbers and telegraphic addresses, the type of business it is engaged in, its telex code and in many cases the names of the directors.

It is becoming increasingly common for firms to print an emblem or trade mark on their stationery.

***Reference***

The reference includes the initials of the writer and the typist, a file or departmental reference may also be included. Normally the reference is inserted on the line above the date.

***Example***

DH/FN

***Date***

The date should be always shown in full. In the UK it is usual to show the date in the order day/month/year. No commas are used.

***Example***

14 June 20\_\_

In some other countries the date is typed in the order month/day/year

***Example***

June 14 20\_\_

The month in the date should not be written in figures as they can be confusing: for example, 11.01.02 means 11 January 2002 in the UK but 1 November 2002 in the USA.

***Inside address***

The name and address of the *recipient* should be typed on separate lines as it would appear on an envelope. Care should be taken to address the recipient exactly as they sign their letters. For example, a person signing as “June Mackenzie” should be addressed as such in the inside address preceded with the courtesy title “Ms”. To address her as “Ms J. Mackenzie” would be inappropriate.

***Example***

Ms June Mackenzie  
Marketing Manager  
Abacus College  
Threeways House  
George Street  
Oxford OX1 2BJ  
UK

The name of the country should be always shown on the final line when writing letters overseas.

If a letter is sent by airmail, this should be indicated one clear line space above the inside address.

***Example***

AIRMAIL

Mr. Roland Ernst  
General Manager  
Actilingva GmbH  
Gloriettegasse 8  
A-1130 Wien  
Austria

***Special markings***

If a letter is confidential it is usual to include this as part of the inside address, one clear line space above it. This may be typed in capital letters or in initial capitals with underline.

***Example***

CONFIDENTIAL  
Mrs. Jane Morell  
Development Director  
636 Broadway, Surte 210  
San Diego California 92101  
USA

It should rarely be necessary to use an attention line in today's business communications where we almost always know the name of the person we are writing to. As shown in the above examples, the name of the recipient is included in the inside address, and a personalized salutation will be used.

In the past, however, an attention line was used when the writer simply wanted to ensure that the letter ended up on a certain person's desk, even though the letter was addressed to the company in general, and always began with "Dear Sirs".

***Example***

LAL Group  
Possidonos Avenue  
16675Glyfada  
Greece

**FOR THE ATTENTION OF MR. PETER CASSALETTE,  
SALES MANAGER**

Dear Sirs

***Salutation***

If the recipient's name has been used in the inside address, it is usual to use personal salutation.

***Example***

Dear Mr Hofmann      Dear Eric      Dear Mrs Hamwee

If your letter is addressed generally to an organization, then the more formal salutation "Dear Sirs" should be used. Note that in the USA a letter to a company usually opens with Gentlemen, followed by a colon, not Dear Sirs.

***Example***

Dear Sirs                      Gentlemen:  
in the UK                      in the USA

If your letter is addressed to the head of a department or the head of an organization whose name is not known, then it would be more appropriate to use salutation as shown here.

***Example***

Dear Sir or Madam

***Heading / Subject title***

The heading gives a brief indication of the contents of the letter. It is usually placed one clear line space after the salutation. Capital letters are generally used, although initial capitals with an underline may be used if preferred.

***Example***

Dear Mrs Jackson

IGF Conference Prague November 10-11 20...

***Complimentary close***

It is customary to end the letter in a polite way by using a complimentary close. The two most common closes are "Yours faithfully" (used only with Dear Sir/Sirs/Sir or Madam) and "Yours sincerely" (used with personalized salutation). Note that Americans tend to close even formal letters with Yours truly or Truly yours.

### *Examples*

Dear Sir Dear Sirs Dear Madam Dear Sir or Madam Gentlemen:	Yours faithfully  Yours truly/Truly yours
Dear Mr. Leighton Dear Mrs. Jackson	Yours sincerely
Dear Melanie Dear John	Best wishes

### *Signature*

After the complimentary close 4 or 5 clear spaces should be left so that the letter can be signed. The name of the sender should then be inserted in whatever style is preferred – capital letters, or initial capitals only. The sender's position in the company or department should be shown directly beneath his/her name. In these examples note that the title «Mr.» is never shown when the writer is male. However, it is usual to add a courtesy title for a female; this is shown in brackets after her name.

### *Examples*

**Yours faithfully**

Ronald Jones  
Chairman

**Yours sincerely**

Emma Ernst (Mrs)  
General Manager

When a letter has to be signed on behalf of the sender, it is usual to write “for” or “pp” in front of the sender’s printed name; “pp” is an abbreviation for “per pro(curationem)”, which simply means “on behalf of.”

### *Example*

Yours faithfully

**for Ronald Jones**  
Chairman

Yours faithfully

**pp Jillette Ltd**  
Marketing Manager

### *Enclosures*

There are many different methods of indicating that an enclosure is being sent along with the letter and “Enc” or “End” at the foot of the letter is the most common for indicating enclosures.

***Example***

Yours sincerely  
Hugo O'Donnell  
Marketing Manager

Enc.

***Copies***

When a copy of a letter is to be sent to a third party (usually someone in the Sender's organization) this may be indicated by typing "c.c." (carbon copy) or "Copy" followed by the name and designation of the copy recipient. If there are two or more copy recipients, it is usual to show these in alphabetical order.

***Example***

Copy Mr Paul Norman, General Manager  
Mrs Susan Wright, Accountant  
Ms Judy Slight, Company Secretary

If the writer does not wish the recipient of the letter to know that a third person is receiving a copy of the letter, then "b.c.c." (blind carbon copy) is used. This should not be shown on the top of the letter, only on the file copy and bcc copy/ies.

***Example***

Bcc Mr James Freeman, Sales Manager

**POINTS TO REMEMBER**

1. The layout and presentation of your letter are important as they give the reader the first impression of the firm's efficiency.
2. There are two styles of letter: blocked and indented. Both are acceptable, but the blocked style with open punctuation is most common.
3. Write both addresses in as much detail as possible in the correct order.
4. Make sure you use the recipient's correct title in the address and salutation. If in doubt as to whether a woman is single or married, use Ms.
5. Do not abbreviate dates. The use of figures instead of words for dates create problems.
6. Choose the correct salutation and complimentary close. When you begin with Dear Sir or Dear Sirs or Dear Madam or Dear Sir or

Madam, end with Yours faithfully. But if you use a personal name in the salutation, then close with Yours sincerely.

7. Make sure your references are correct.

8. Make sure your signature tells the reader what he/she needs to know about you.

### TERMS TO REMEMBER

Supplier	open punctuation
Customer	indented style
Seller	layout of a letter
Buyer	enquiry
subject of the letter	price list
a standard letter	quotation
blocked style	confidential information

### ACTIVE VOCABULARY

1) a buyer – покупатель / покупець  
*a regular buyer – постоянный покупатель / постійний покупець*

*a prospective buyer – потенциальный покупатель / потенційний покупець*

*We are regular buyers of home appliances.*

syn. purchaser

2) a seller – продавец / продавец

*Both the Buyer and the Seller should agree on the price and the terms before the contract is signed.*

3) a supplier – поставщик; продавец / поставчальник, продавец

*We are looking for suppliers of cotton clothes.*

*a major supplier;*

*overseas supplier;*

*obtain smth from the supplier*

4) a customer – клиент, покупатель, заказчик / клієнт, покупець, замовник

*Our customers are not satisfied with the quality of the goods you supplied.*

5) to communicate to – сообщать, передавать / повідомляти, передавати

to communicate with – связываться / зв'язуватися



6) communication – сообщение; связь; средство сообщения / сполучення, зв'язок, засіб сполучення

*to be in communication with* – *связаться или переписываться с кем-либо / зв'язуватись чи листуватись з кимось*

7) formal style – официальный стиль / офіційний стиль

8) informal style – неофициальный стиль / неофіційний стиль

9) wording – текст, формулировка, редакция / текст, формулювання, редакція

*the wording of the letter* – *текст письма, редакция письма / текст листа, редакція листа*

*to change the wording of smth* – *изменить формулировку (редакцию) чего-либо / змінити формулювання (редакцію) чогось*

10) layout – план, схема, структура / план, схема, структура

*a layout of a business letter* – *схема / структура делового письма / схема/структура ділового листа*

11) reference – ссылка / посилання

*reference to* – *указание на.../ посилання на...*

*to take a reference to...* – *ссылаться на/посилатися на...*

12) recipient – получатель/отримувач

*syn. receiver, addressee*

13) confidential – конфиденциальный, секретный / конфіденційний, секретний

*strictly confidential* – *строго секретно/ строго конфіденційно*

*confidential information* – *секретная информация/ секретна інформація*

*syn. secret*

14) salutation – приветствие / привітання

*"Dear Sirs" is the usual salutation in British business letters addressed to a company.*

15) complimentary close – заключительное приветствие / заключне вітання

16) sender (of the letter) – отправитель письма/ відправник листа

17) enclosure – приложение (к письму)/ додаток (до листа)

*If an enclosure accompanies the letter, this fact is indicated in the text itself.*

- 18). enquiry (or inquiry) – запрос / запит  
*letter of enquiry* – письменный запрос / письмовий запит  
*to send an enquiry for goods* – посылать запрос на товар/ надсилати запит на товар  
syn. request (a letter of request)
- 19) catalogue – каталог / каталог  
*catalogue of the machines* – каталог машин / каталог машин  
*We are sending you our latest catalogue of the following machines...*
- 20) price list – прейскурант / прейскурант  
*The prices for the goods you require are indicated in the price list sent to you.*
- 21) sample – образец, проба / зразок  
*to be according to the sample* – соответствовать образцу / відповідати зразку
- 22) pattern – образец, модель, шаблон, рисунок, узор / зразок, модель, шаблон, малюнок, узор, візерунок
- 23) details – подробности, детали / подробности, детали  
*further details* – дальнейшие (дополнительные) подробности / подальші (додаткові) подробности  
*detailed instructions* – подробные указания (инструкции) / детальні вказівки (інструкції)
- 24) discount – скидка / знижка  
*at a discount* – со скидкой / зі знижкою  
*to make a discount* – делать скидку / робити знижку
- 25) method of payment – способ платежа / спосіб платежу
- 26) delivery terms – сроки поставки / строки поставки
- 27) publication – печатное издание / друкарське видання  
publications – печатные материалы / друкарські матеріали
- 28) to advise – сообщать, извещать, уведомлять, информировать, советовать / інформувати, повідомляти, радити
- 29) to be interested in smth / doing smth – интересоваться, заинтересоваться ч.-л. / цікавитися, зацікавитися ч.-н.
- 30) to be of interest to smb. – представлять интерес для к.-л. / становити інтерес для к.-н.

31) steamship

s.s., s/s, S.S., S/S – пароход / пароплав

32) m.v., m/v, M.V., M/V – motor vessel – теплоход / теплохід (теплоплав)

### Questions to Text A

1. What styles can be used when writing business letters?
2. What information does the printed letterhead give about the company?
3. Where do you write the date? Should you abbreviate dates?
4. What details do you have to know when writing the inside (receiver's) address?
5. In what order should you write the inside address?
6. Why do you have to be careful when choosing the correct salutation and complimentary close?
7. Why is it advisable to type your name after your handwritten signature and include your title?
8. Why are references quoted in the letter?
9. In what way do you indicate that you are sending with the letter leaflets, etc.?
10. What will you write if the letter is intended only for the eyes of the named recipient?
11. What does "c.c." stand for? When do you write "b.c.c."?

*Ex. 1. Memorize the definitions of the following words and word combination.*

1. **a customer** – a person who buys smth from a shop, pays for a service; a person or a company who orders smth from another company
2. **discount** – a reduction in the price of goods and services
3. **payment** – an amount of money that is paid for smth, when this is the full amount or one of a number of payments
4. **price** – the amount of money for which a particular kind of goods or services is bought or sold
5. **supplier** – a person or organization that provides necessary goods or commodities
6. **catalogue** – generally quite a large publication that contains a list of goods with prices and illustrations that can be bought from a manufacturer or supplier.
7. **enquiry** – a letter of request sent by a potential buyer to a seller asking for some information about the goods he wants to buy.

**8. a price list** – a document containing information about prices for goods in a particular order.

**9. an offer (a quotation)** – a statement by the Sellers usually in written form expressing their wish to sell the goods.

**10. sample** – a single item or part of a whole product that can be looked at to see what the quality of the product is like.

*Ex. 2. Write out the following dates in three or four different ways.*

20.10.2011; 15.07.2009; 03.12.2012; 05.07.2010; 02.05.2011;  
11.11.2011.

*Ex. 3. Rearrange these items so that the letter is correctly laid out. Add anything that is obviously missing.*

a) LGM / hp

b) Presser UK Limited  
199 Knightsbridge  
London SW7 1RJ  
Tel.: 071 586 5733  
Telex: 22498  
Fax: 071 586 9474

c) Linda Morgan (Mrs)

d) Miss Juliette Rocache  
84 Ave du General de Gaulle  
91160 Longjumeau  
France

e) Yours sincerely

f) Managing Director- Administration

g) Thank you for your letter of 6 May which has been passed on to me by Mr Webb.

Mr Webb has asked me to inform you of your conditions of employment regarding Social Security arrangements. In cases like yours where we provide work experience facilities for overseas students, an individual is not covered by UK Social Security as he/she is not considered as an employee.

If you have any questions to ask on this or any other matter, please do not hesitate to get in touch.

## Text C

### Enquiries

Enquiries for information about goods or services are sent and received in business all the time.

When a Buyer wants to know at what price and on what terms he could buy the goods required by him he usually sends out enquiries to firms, companies or organizations manufacturing such goods or dealing in them. Often the Buyer asks the Seller to send him illustrated catalogues, price lists or other publications and, if possible, samples or patterns of the goods he is interested in. When asking the Seller to send him a quotation (or to make him an offer), the Buyer gives as far as possible a detailed description of the goods required by him.

Nowadays an enquiry is very often made by telephone, fax or e-mail. But if you need to give more information about yourself or your company or ask the Seller for more information, you will certainly have to write a letter.

A first enquiry – a letter sent to a Seller (or Supplier) with whom you did not previously do business – should include:

- A brief mention of how you obtained your potential supplier's name, your source may be an embassy, consulate, or chamber of commerce; you may have seen the goods in question at an exhibition or trade fair; you may be writing as a result of a recommendation from a business associate, or on the basis of an advertisement in the daily, weekly or trade press.

- Some indication of the demand in your area for the goods which the Seller (Supplier) deals in.

- Details of what you would like your prospective seller to send you. Normally you will be interested in a catalogue, a price list, discounts, methods of payment, delivery times, etc.

- A closing sentence to round off the enquiry.

Here are some useful phrases which you may include in a routine enquiry.

1. Your name has been given us by the British Chamber of Commerce in Kyiv...

2. The British Embassy in Kyiv has advised us to get in touch with you concerning...

3. We saw your products demonstrated at the Hanover Fair earlier this year, and would like to know whether...

4. We have seen your advertisement in this month's issue of "The Observer"...

5. We are interested in the goods advertised by you in...

6. Will you please send us your catalogue and price list for ...
  7. Will you please quote prices c.i.f. Odessa for the following items in the quantities stated ...
  8. We would appreciate a sample of each of the items listed above...
  9. We are looking forward to hearing from you.
  10. We would appreciate a prompt reply (answer).
  11. We hope to hear from you shortly.
- These model letters are examples of routine first enquiries addressed direct to suppliers (sellers).

***Ex. 4. Read and translate the following patterns of business letters.***

1. Dear Sirs.

We have received your letter of the 10th October for which we thank you.

Yours faithfully

2. Dear Sirs.

We have received your letter of the 4th May sent by air-mail and thank you for the information you sent us.

Yours faithfully

3. Dear Sirs.

s.s. "Clyde"

In reply to your telegram of the 27th June we are glad to inform you that the s.s. "Clyde" will arrive in Liverpool on the 2nd July next.

Yours faithfully

4. Dear Sirs.

We thank you for your letter dated the 18th September with which you sent us your catalogue of Compressors.

Yours faithfully

5. Dear Sirs.

We have received your letter of the 28th February and sent it to our Clients for their consideration.

Yours faithfully

6. Dear Sirs.

Lada Cars. Contract dated 5th June, 2010

We are obliged for your letter of the 5th December. We are contacting the plant producing Lada Cars on the question raised by you and will write to you immediately upon receipt of their reply.

Yours faithfully

**Ex. 5. Below you will see parts of three letters of enquiry. Put the correct word or phrase in each blank. Choose from the following list. Use each item once only.**

- |                      |                    |                         |                        |
|----------------------|--------------------|-------------------------|------------------------|
| <b>advertisement</b> | <b>discount</b>    | <b>latest catalogue</b> | <b>price list</b>      |
| <b>advise</b>        | <b>faithfully</b>  | <b>model</b>            | <b>price range</b>     |
| <b>current issue</b> | <b>forward</b>     | <b>particularly</b>     | <b>reference</b>       |
| <b>Dear</b>          | <b>information</b> | <b>payment</b>          | <b>still available</b> |

**A.**

1. .... Sir

I have seen your 2. .... in the 3. .... of 'Office Weekly' and am interested in your range of office stationery.

Could you please send me your 4. .... and 5. .... I look 6. .... to hearing from you.

Yours 7. ....

**B.**

With 8. .... to your advertisement in today's 'Times', could you please send me 9. .... about your office furniture. I am 10. .... interested in your adjustable typist's chairs.

**C.**

Some time ago we purchased from you some JF72 solar-powered pocket calculators.

As this 11. .... was so popular with our customers, we would like to know if it is 12. .... If so, would you kindly 13. .... us of your terms of 14. .... and any quantity 15. .... available. Could you also include details of any new models in the same 16. ....

**Ex. 6. Match the words and the word-combinations to their definitions.**

<b>1) layout of a letter</b>	a. exchanging information verbally or by means of a letter
<b>2) enquiry</b>	b. the words used to express smth, the way smth is written in a document, a letter, a contract, etc
<b>3) communication</b>	c. a person who accepts smth, a letter, a payment, goods delivered
<b>4) reference</b>	d. a reduction of the selling price of goods or services
<b>5) recipient</b>	e. the arrangement of parts of a letter
<b>6) discount</b>	f. numbers and letters that identify a document or a letter

<b>7) delivery</b>	g. a request sent by buyer to a company or a person who sells the goods or services
<b>8) wording of a letter</b>	h. taking goods to the place or customers they are addressed

**Ex. 7. Make up sentences by arranging the given cues in appropriate order.**

- 1) in / advertisement / we / your / have seen / magazine / the.
- 2) request / your / in / have / we / pleasure / at / sending / catalogue / our / latest.
- 3) price list / your / send / will / you / shall be / we / obliged / if / us / catalogues / latest / and.
- 4) would / glad / be / specifications / we / to receive / model / new / of / your / export / with / together / prices.
- 5) terms / we / in / interested / are / also / the / payment / of / discounts / and.
- 6) a / reply / appreciate / we / prompt / would.

**Ex. 8. Fill in the gaps with one of the following words or word combinations. Use the appropriate tense form.**

*further model urgent discounts together with orders to state latest to supply competitive texture export return to advise patterns to list particulars to quote chain of retailers to meet importers to place demand dates invoice deliveries quantity stock availability to interest*

1. We have an ..... request for the following items in the quantities .....
2. Please advise price and ..... by .....
3. We are a large ..... in Russia and we ..... in purchasing personal computers of the ..... model.
4. We may be able to ..... a substantial order with you if your prices are ..... and your ..... prompt.
5. Will you please send us ..... concerning technical characteristics of your latest .....
6. The British Chamber of Commerce ..... us that you are producing for ..... first-class silk cloth.
7. We are one of the main ..... of fabrics in Norway and we would like to have more information about your products as they are in great ..... in our country.
8. Could you send us your price list ..... some ..... of your fabrics so that we can examine the ..... and quality?



9. As we usually place very large ..... we would expect a ..... discount.
10. Our usual terms are payment on ..... .
11. We would need your assurance that you could ..... all delivery.....
12. We would like to draw your attention to our Special Purchase section in which you can find details of our trade and quantity ..... .
13. We will be pleased ..... any ..... information you require.
14. We are glad to inform you that we can deliver all the items ..... in your enquiry from ..... .
15. Prices as ..... are ex-warehouse London.

***Ex. 9. Fill in the gaps with prepositions / particles where necessary.***

1. We have an urgent request ..... the following items ..... the quantities stated.
2. Please advise availability ..... return, bearing ..... mind that prompt delivery is the most important factor.
3. We have heard ..... the British Embassy ..... Moscow that you are one ..... the main producers ..... electronic equipment ..... Great Britain.
4. We are a large chain ..... retailers ..... Russia and we are interested ..... purchasing personal computers ..... the latest model.
5. We are one .....the main importers ..... fabrics ..... Norway and we would like to have more information ..... your products as high-quality silk cloth is .....great demand ..... our country.
6. Our usual terms are payment ..... invoice.
7. We would like to draw your attention ..... our Special Purchase section ..... which you can find details ..... our trade and quantity discounts.
8. The items can be shipped ..... 2 days ..... receiving your order.
9. We thank you ..... your enquiry and appreciate your interest .....our products.
10. We enclose ..... this letter details ..... our export prices and terms ..... payment together ..... a booklet explaining technical characteristics ..... our latest model.
11. We have arranged ..... a copy ..... our catalogue to be sent ..... you today.
12. We suggest that you visit our agent's showroom ..... Moscow where you can see a wide range ..... units.
13. We look forward ..... the opportunity ..... doing business ..... you.
14. Our representative ..... Europe will be ..... Moscow ..... a week.

15. We hope to hear ..... You soon, and can assure you that your order will be dealt ..... promptly.

**Ex. 10. Translate the following sentences into English.**

A. Ukrainian

1. Запит може бути зроблено по телефону, надіслано за допомогою телексу чи факсу.
2. Багато фірм використовують друковані бланки запитів.
3. Просимо надіслати нам Ваш останній каталог та діючий прейскурант.
4. Ми бачили Ваші товари на щорічному літньому ярмарку в Києві, і вони справили на нас дуже велике враження.
5. Ми надіслали Вам зразки наших виробів, щоб Ви змогли оцінити їх неперевершену якість та зробити свій вибір.
6. Ми є великою торговою фірмою та зацікавлені у закупівлі продуктів харчування.

B. Russian

7. Представители Торговой палаты Ирландии сообщили нам, что Вы производите высококачественные шерстяные ткани.
8. Мы являемся одним из ведущих украинских импортеров обуви, и хотели бы получить полную информацию о Ваших товарах, которые пользуются в нашей стране большим спросом.
9. Просим прислать образцы Ваших изделий, чтобы мы могли оценить качество и фактуру ткани.
10. Сообщите нам, какие скидки Вы предоставляете в случае больших заказов.
11. Обращаем Ваше внимание на раздел 6 нашего каталога, в котором содержится подробная информация о предоставляемых нами скидках.
12. Мы будем рады представить любую интересующую Вас информацию.

**Ex. 11. Translate the following letters of enquiry into English.**

**Letter 1**

*Запрос импортера*

Уважаемые господа!

Мы хотим разместить у Вас заказ на 10 000 метров портьерной ткани серого, синего и зеленого цвета. Прилагаемый к письму образец даст Вам представление о наших требованиях относительно качества ткани.

Мы будем признательны, если Вы вышлете нам образцы материалов, а также укажете Вашу самую низкую цену с поставкой на условиях ф.о.б. Манчестер в первых числах июля.

Если образцы ткани окажутся подходящими, а цена приемлемой, заказ будет размещен немедленно. Надеемся, что Вы уделите нашему запросу максимум внимания.

С уважением,  
П. Миллер.

## **Letter 2**

Уважаемые господа!

Коллекция свитеров, представленная на Вашем стенде на Выставке мужской одежды, которая состоялась в прошлом месяце в Гамбурге, произвела на нас большое впечатление.

Мы представляем сеть розничных магазинов (chain of retailers) и ищем изготовителя, который мог бы поставить широкий ассортимент свитеров для подростков.

Так как обычно мы размещаем очень большие заказы, мы рассчитываем получить “скидку за количество” помимо 20% скидки с преysкурантных цен.

Если наш запрос представляет для Вас интерес и Вы можете выполнить заказ в 1000 свитеров с немедленной отгрузкой, вышлите, пожалуйста, текущий каталог, а также преysкурант.

Надеемся на скорейший ответ.

С уважением,  
Л. Крайн.

## Text A

## Replying to Enquiries

Replying to your customer enquiry, thank the writer for his or her enquiry. Mention the date of his or her letter and **quote** any other references.

*Thank you for your enquiry of 6 June 20\_\_ in which you asked about...*

*I would like to thank you for your enquiry of 10 May 20\_\_, and am pleased to tell you that we would be able **to supply** you **with** the...*

*We were pleased to learn from your letter of 10 December that you are impressed with our selection of...*

*Thank you for your letter, NJ 1691, which we received this morning.*

Let the enquirer know near the start of your reply if you have **the product** or can provide a service he or she is asking about.

*We have a wide selection of sweaters that will appeal to the market you specified.*

*Our factory would have no problem in producing the 6000 units you asked for in your enquiry.*

*We can supply **from stock** and will have no trouble in meeting your delivery date.*

*I am pleased to say that we will be able to supply the **transport facilities** you require.*

Encourage or **persuade** your prospective customer to do business with you. A simple answer that you have the goods in stock is not enough. Your customer might have made ten other enquiries, so remember it is not only in sales letters that you need to persuade. Mention one or two **selling points** of your product, including any guarantees, special offers, and discounts.

*When you have had the opportunity to see the samples for yourself, we feel sure you will agree that they are of the highest quality; and to see a wide selection online, go to [www.bettaware.co.uk](http://www.bettaware.co.uk).*

*Once you **have seen** the Delta 800 **in operation** we know you will be impressed by its **trouble-free performance**.*

*We can assure you that the Alpha 2000 is one of the most outstanding machines on the market, and our confidence in it is supported by our five-year guarantee.*

You may not be able to handle the order or answer the enquiry. If this is the case, tell the enquirer and, if possible, refer them to another company which can help them.

*I regret to say that we no longer produce the type of stapler you refer to as there is no longer sufficient demand for it. I am sorry we cannot help you.*

*The book you mention is not published by us, but by Greenhill Education Ltd. Their address is...*

Remember to enclose current catalogues and **price lists** with your reply. If prices **are subject to change**, let your customer know. And if you are sending samples UNDER SEPARATE COVER, let your customer know when they are likely to arrive.

*Please find enclosed our current catalogue and price list quoting CIF prices Kobe. **The units** you referred to in your letter are featured on pp. 31-34 under catalogue numbers Y32-Y37. When ordering could you please quote these numbers? The samples you asked for will follow **under separate cover**.*

*We enclose our booklet on the Omega 2000 and are sure you will agree that it is one of the finest machines of this kind. It can be adapted to your specifications (see the section 'Structural changes' on page 12).*

Always thank the customer for contacting you. If you have not done so at the beginning of the letter or email, you can do so at the end. You should also encourage further enquiries.

*Once again we would like to thank you for writing. We would welcome any further questions you might have.*

*Please contact us again if you have any questions, using the above telephone number or email address.*

*I am sorry we do not have the model you asked for, but can assure you that the alternative I have suggested will **meet your requirements**. Please remember that we offer a full three-year guarantee.*

*We hope to hear from you again soon, and can assure you that your order will be dealt with promptly.*

Writing a reply to enquiry you may use the following expressions :

***Beginning the letter:***

- 1. Many thanks for your enquiry of 3 April...*
- 2. We are pleased to have your enquiry about...*
- 3. We thank you for your letter of 6 January, in which you enquire about...*
- 4. In reply to your telex of today...*
- 5. Replying to your enquiry of 2 June...*

6. ... we are pleased to inform you that...
  7. ... we have pleasure in confirming that we can...
  8. ... we can offer you immediately...
  9. We thank you for your enquiry, and are pleased to inform you that our Brazilian agents hold stocks of all our products.
  10. In reply to your enquiry of 8th August we are enclosing...
  11. ...the brochures you requested.
  12. ...full particulars of our export models.
  13. ...our revised price list.
  14. ...We thank you for your letter of 4 July and have sent you today, by separate post...
  15. ...samples of all our wax polishes.
  16. ...pattern of our new silk fabrics.
  17. ...specimens of our latest ball-point pens.
  18. ...a full range of samples.
  19. Thank you for your letter of ... As requested we enclose...
  20. In reply to your enquiry of ... we are sending by separate post
- ...
21. I was pleased to learn ... that you are interested in our ...

#### **Ending the letter:**

1. We look forward to receiving a trial order from you soon.
2. We shall be pleased to send you any further information you may need.
3. Any orders you place with us will have our prompt attention.
4. Please let me know if you need any further details.

#### **Texts B**

##### *Enquiry 1*

JdP / AG 12

October 2010

The Western Shoe Co. Ltd.  
Yeovil, Somerset S19 3AF  
ENGLAND

Dear Sirs

We have heard from the British Embassy in Paris that you are producing for export **hand-made** shoes and gloves in natural materials.

There is a steady demand in France for high-quality goods of this type. Sales are not high, but a good price **can be obtained** for fashionable designs.

Will you please send us your catalogue and full details of your export prices and **terms of payment**, together with samples of leathers used in your **articles** and, if possible, specimens of some of the articles themselves.

We are looking forward to hearing from you.

Yours faithfully  
J. du Pont  
Managing Director

## **Enquiry 2**

25 June 2010

The Aluminium Alloy Co. Ltd.  
79 Prince Albert St.  
Birmingham B21 8DJ  
Great Britain

Dear Sirs

We have seen your advertisement in the Metal Worker, and would be grateful if you would kindly send us details of your aluminium fittings.

Please quote us for the supply of **the items** listed on the enclosed enquiry form, giving your prices c.i.f. Melbourne. Will you please also indicate **delivery times**, your terms of payment, and details of discounts for regular **purchases** and large orders.

Our annual requirements for metal fittings are considerable, and we may be able **to place substantial orders** with you if your prices are competitive and your deliveries **prompt**.

We look forward to receiving your quotation.

Yours faithfully  
H. Smithers  
Buyer

## **Reply to Enquiry 1**

15 October 2010  
Fournier et Cie SA  
Avenue Ravigny 14  
Paris XV  
France

Dear Sirs

We thank you for your enquiry of 12 October, and appreciate your interest in our products.

Details of our export prices and terms of payment are enclosed, and we have arranged for a copy of our catalogue to be sent to you today.

Our representative for Europe, Mr. J. Needham, will be in Paris from the 24<sup>th</sup> to the 30<sup>th</sup> of this month, and we have asked him to make an appointment to visit you during this period. He will have with him a full range of samples of our hand-made lines, and *is authorised* to discuss the terms of an order with you or to negotiate a contract.

We think our articles will be just what you want for the fashionable trade, and look forward to the opportunity of doing business with you.

Yours faithfully  
S. Granville  
Export Sales Manger

### **Reply to Enquiry 2**

2 July 2010

The Jameson Construction Co. Pty.  
Harbour Road  
Melbourne 6  
Australia

Dear Sirs

We thank you for your letter of 25 June, and are glad to inform you that all the items listed in your enquiry are *in stock*. We are enclosing *a proforma invoice* for the aluminium fittings you are interested in: if you wish *to place a firm order*, will you please arrange for *settlement of the invoice* by *draft* through your bank, and advise us at the same time.

We can guarantee delivery in Melbourne within 3 weeks of receiving your instructions. If you require the items *urgently*, we will arrange for them to be sent by air, but this will, of course, *entail* higher *freight charges*.

We are enclosing details of our terms of payment, and would be happy to discuss discounts with you if you would kindly let us know how large your orders are likely to be.

We are also enclosing a copy of the report, which appeared in the March issue of The Metal Worker, on our ALUMOY fittings.



We are looking forward to hearing from you, and assure you that your orders will receive our immediate attention.

Yours faithfully

### ACTIVE VOCABULARY

1) to quote smth. – назначать, указывать ч.-л. / визначати, зазначати що-небудь

to quote a price – назначать цену / визначати ціну

*Please quote us for your TV sets.*

2) to supply smb. with – поставлять к.-л. ч.-л. / постачати к.-н. щ.-н.

*Can you supply us with two machines Model FX 7714?*

3) stock – запас / запас

to have in stock – иметь на складе / мати в наявності на складі

to sell/ supply from stock – поставлять со склада / постачати зі складу

to buy from stock – покупать со склада / купувати зі складу

*We have the instruments in stock and will ship them as soon as we receive your order.*

4) transport facilities – транспортные средства / транспортні засоби

*Our Customers have experienced serious trouble with transport facilities.*

5) to persuade smb. – убеждать к.-л. / запевняти к.-н.

*Syn. to convince*

6) a selling point – отличительное свойство товара или услуги, способствующее спросу на данный товар или услугу / **відмінна властивість** (риса) товару чи послуги, що сприяє попиту на цей товар

7) an offer – предложение / пропозиція

*Syn. tender, quotation*

free offer – свободное предложение / вільна пропозиція

*Syn. offer without obligation/ engagement/ voluntary offer/ unsolicited offer*

firm offer – твердое предложение / тверда пропозиція

*Syn. solicited offer*

*This offer is firm for 7 days.*

to handle an offer – обрабатывать предложение / обробляти пропозицію

8) *parate cover* – отдельный пакет / окремий пакет  
*under separate cover* – отдельным пакетом, почтой / окремим пакетом, поштою

*Syn. separate post (mail), by separate mail.*

*We have sent our price-list and catalogue under separate cover.*

9) *a price* – цена / ціна

*retail price* – розничная цена / роздрібна ціна

*competitive price* – конкурентная цена / конкурентна ціна

*reasonable price* – приемлемая цена / прийнятна ціна

*high price* – высокая цена / висока ціна

*low price* – низкая цена / низька ціна

*best price* – лучшая цена, самая низкая / найкраща ціна,  
мінімальна ціна

*list price* – преysкурantная цена / преysкурantна ціна

10) *to meet* – удовлетворять, вкладываться / задовольняти

*to meet delivery dates* – вложиться в сроки поставок / вкладатися у строки постачання

*to meet requirements* – удовлетворять требования / задовольняти вимоги

*Unfortunately we will not be able to meet your delivery dates.*

11) *urgent* – срочный / терміновий

*Syn. prompt*

12) *urgently* – срочно / терміново

*promptly*

*Your urgent reply will be appreciated.*

13) *to accept* – принимать / приймати

*to accept an offer* – принимать, акцептировать предложение / приймати, акцептувати пропозицію

*to accept goods* – принимать товары / приймати товари

14) *an acceptance* – приемка, принятие / приймання, прийняття

*to be open for acceptance* – открыт к принятию / відкритий до прийняття

15) *to stipulate* – указывать / вказувати

*Syn. to state*

*to specify* – уточнять / уточнювати

*stipulated time* – указанное время / зазначений строк

16) *subject to* – при условии, в случае / за умови, у випадку

this offer is made subject to...это предложение делается при условии... / ця пропозиція робиться за умови...

*Our offer is made subject to your acceptance by the end of June.*

17) to be subject to... – подлежать / підлягати

the price is subject to a discount – цена подлежит скидке.../ ціна підлягає знижці

18) on our part – с нашей стороны / з нашого боку

*Syn. from our side*

19) to bind – обязывать / забов'язувати

to be binding – быть обязательным / бути обов'язковим

20) to confirm – подтверждать / підтверджувати

to confirm an offer/ a price – подтверждать предложение/ цену / підтверджувати пропозицію/ціну

confirmation – подтверждение / підтвердження

21) to obtain – получать / отримувати

to obtain the price – получать представление о цене / отримувати уявлення про ціну

22) an article – товар / товар

*Syn. an item/ a good / a product*

*We would like to obtain the prices for the articles mentioned above.*

23) a purchase – покупка / покупка

to purchase – покупать, приобретать / купувати, придбати

*syn. to buy*

*if you offer us reasonable prices we will be ready to purchase even 5 machines.*

24) hand-made goods – сделанные вручную (на заказ) товары/ товары, що зроблено руками (товари на замовлення)

*We deal in hand-made goods.*

25) to be authorized to do smth. – быть уполномоченным делать что-либо / бути уповноваженим

*syn. to be entitled to do smth.*

*Are you authorized to sign contracts?*

26) a proforma invoice – бланк счета-фактуры/ бланк рахунка-фактури

*Please send us your proforma invoice.*

27) to settle the invoice – оплачивать счет-фактуру / оплачувати рахунок-фактуру

*You should settle the invoice by the end of the week.*

28) a draft – тратта, вексель / тратта, вексель

*We prefer payment by draft.*

to settle the invoice by draft – оплачивать счет-фактуру с помощью векселя / сплачувати рахунок-фактуру за допомогою векселя

29) to entail – включать, предполагать, предусматривать / включати, передбачати

*syn. to involve*

30) charges – расходы, затраты / витрати

freight charges – стоимость провоза / вартість транспортування

*The freight charge is the charge for carrying the goods.*

### TERMS TO REMEMBER

Selling point

Transport facilities

Terms of payment

Terms of delivery

Delivery dates/ time

Settle the invoice

Trouble – free performance

Subject to

Proforma invoice

Draft

Freight charges

### COMPREHENSION QUESTIONS

**Read the texts of part A and answer the following questions.**

#### **Enquiry 1.**

1. Where did the Customers learn about their potential Suppliers from?

2. What goods are the Customers interested in and why?

3. What information about the goods do the Customers want to receive from the Suppliers?

#### **Enquiry 2.**

1. In what magazine was the product of the company advertised?

2. What do the Customers ask the Sellers to send them?

3. Do the Customers plan to do business with the Sellers in future?

#### **Reply to Enquiry 1**

1. What documents are attached to the letter of reply?

2. What do the Sellers promise to send to the Customers?
3. When is the representative of the Sellers going to visit Paris?
4. Is he authorized to discuss a deal with the Customers?

### **Reply to Enquiry 2**

1. What do the Sellers inform the Buyers about in their reply?
2. What do they attach to the letter?
3. By what method do the Sellers ask the Buyers to pay for the order?
4. What do the Sellers guarantee to do when delivering goods?
5. Do the Sellers agree to make a discount and on what conditions?

### ***Ex. 1. Memorise the given definitions.***

**Quote** – to give a price, especially one that will be charged for doing a piece of work.

**to supply with** – to provide something that is wanted or needed, often in large quantities and over a long period of time.

**Enquirer** – someone who asks about something

**a service** – the process of serving customers or a check made of all parts of a machine etc to ensure that it is in a good condition.

**a selection of** – a choice, range, or different types of something

**from stock** – to supply smth. from warehouse.

**delivery date** – the date on which goods that have been bought will arrive at a place:

**transport facilities** – means transport/vehicles, ships, trucks, planes by which goods are delivered to the Customer.

**selling point** – a characteristic of a product which will persuade people to buy it.

**guarantee** – a promise that something will be done or will happen, especially a written promise by a company to repair or change a product that develops a fault within a particular period of time.

**operation** – the process of working.

**performance** – how well a person, machine, etc. does a piece of work or an activity.

**running** – the activity of controlling or looking after something.

**to handle the order** – to control, manage or deal with the order.

**demand for** – a need for something to be sold or supplied.

**specification** – a detailed description of how something should be done, made, etc. to meet your requirements.

**for acceptance** – the act of agreeing to an offer, plan or invitation.

**binding** – (especially of an agreement) which cannot be legally avoided or stopped a difficult situation in which you are prevented from acting as you might like.

**Ex. 2. Give English equivalents to the following word-combinations and phrases. Make your own sentences using them.**

A. Ukrainian

1) це є вільна пропозиція за умови Вашого підтвердження до...

2) вартість провезення

3) я не уповноважений вирішувати подібні питання

4) забезпечити необхідний тоннаж

5) відкритий до прийняття

6) ваше замовлення опрацюють (розглянуть) негайно

7) ми надсилаємо Вам зразки окремим пакетом

8) будемо раді відповісти на всі Ваші подальші запитання

9) надсилаємо Вам нашу котировку на умовах сіф

10) надана пропозиція робиться нами твердо.

B) Russian

11) поставлять со склада

12) оплачивать счет-фактуру с помощью векселя

13) вложиться в график поставки

14) с нашей стороны мы гарантируем высокое качество и широкий ассортимент товаров

15) товары были произведены в полном соответствии с Вашими спецификациями

16) видели ли вы нашу модель WX 77 в действии?

17) существует огромный спрос на этот товар на нашем рынке

18) упоминать уникальные продажные характеристики продукта

19) обязательный к принятию

20) на нас произвела впечатление бесперебойная работа вашего оборудования.

**Ex. 3. Give synonyms to the following word-combinations and phrases in the texts.**

1) Free offer, 2) to be entitled to do smth., 3) to buy, 4) a product, 5) on our part, 6) to quote smth., 7) urgent, 8) to stipulate, 9) under separate cover, 10) a selection of.

**Ex. 4. Match a word on the left with a word on the right to form a word combination. Translate them into your mother tongue.**

- |                   |                   |
|-------------------|-------------------|
| 1. early          | a. offer          |
| 2. under separate | b. date           |
| 3. transport      | c. performance    |
| 4. three-year     | d. guarantree     |
| 5. trouble-free   | e. selection      |
| 6. further        | f. reply          |
| 7. firm           | g. specifications |
| 8. delivery       | h. cover          |
| 9. wide           | i. facilities     |
| 10. customer      | j. questions      |

**Ex. 5. Complete the given sentences with the appropriate expressions from the above exercise**

1. We would like to thank you for your offer and we are looking forward to your \_\_\_\_\_.

2. Our company is satisfied with the quality of the machines you supplied us, though you did not manage to meet the agreed \_\_\_\_\_, thus we want to demand a compensation.

3. We guarantee you 10-year \_\_\_\_\_ of our cars as they are assembled in Japan by the best specialists.

4. Please do not hesitate to contact us if you have any \_\_\_\_\_.

5. The Coca-Cola company has made us a \_\_\_\_\_ for the supply of 10000 bottles of their beverages subject to our acceptance until the 5<sup>th</sup> of June 2012.

6. We are glad that you are interested in our silk and with this letter you will find our latest catalogue enclosed, though we had to send you the samples \_\_\_\_\_.

7. Your firm should have no doubt in high quality of our lawn mowers, furthermore, we provide a \_\_\_\_\_ for all our range of products.

8. All our office equipment meets highest standards as well as EU safety regulations and is manufactured according to \_\_\_\_\_.

9. The \_\_\_\_\_ that we usually use are railway and ships as they are relatively cheap and fast methods of delivery.

10. We provide a \_\_\_\_\_ of services related to international trade.

**Ex. 6. Complete the table below with the words formed from the given verbs. Use appropriate suffixes. Translate them into your mother tongue.**

Verb	Noun-notion	Noun-people	Adjective	Translation
1) to enquire				
2) to supply				
3) to produce				
4) to compete				
5) to negotiate				
6) to accept				
7) to pay				
8) to ship				
9) to advertise				
10) to receive				

**Ex. 7. Choose the correct word for each sentence**

1. We shall be *obliged/obliging* if you will send us your latest catalogues.

2. Our customers are *interested/interesting* in the new assortment of goods.

3. Last year we tried to work with a new supplier, which was a *disappointed/disappointing* experience as he provided us goods with a 6-month delay.

4. We were *surprised/surprising* to find out that our distributors were selling goods at a much lower price than their competitors in the same market.

5. The business coach, who conducted the team-building event for us last year was very *bored/boring*, that is why we are not planning to invite him again this year.

6. The majority of our customers were *tired/tiring* of waiting for the promised brand-new model of Toyota and bought other cars when it was finally presented to public this summer.

7. We decided not to work with this American firm as the terms of delivery they offered us were very *confused/confusing*.

8. During negotiations with our British counterparts we were *amazed/amazing* by their knowledge of Ukrainian market conditions.

9. Suppliers were *dissatisfied/dissatisfying* with the offered terms of payment and made a decision to postpone the signing of the contract.

10. Our buyers were *annoyed/annoying* us with their phone calls asking whether we have already dispatched the product, when we only had to ship them by next month.



*Ex. 8. Complete each sentence with the correct form of the word in the capital letters. In some cases you will have to a negative form by using the prefix “in” or “un”.*

**1. ACCEPT**

Orders can only be (.....) as long as stocks last.

We have just received your letter of (.....).

We regret to inform that your terms of payment are totally (.....) to us.

**2. ADVERTISE**

We have seen your (.....) in last Sunday’s Observer and would be grateful if you will send us your latest catalogue.

We are interested in your products (.....) in the last issue of Metal Worker.

An exhibition is a good means of (.....) goods.

Please contact any (.....) agency.

**3. COMPETE**

Our (.....) are worried about our new range of products.

There is a fierce (.....) on the market for this type of goods.

We have to be very (.....) to succeed in this business.

**4. DELIVER**

Will you please indicate (.....) times and your terms of payment.

We guarantee that the equipment (.....) under contract # 225 conforms to the technical conditions of the order.

**5. ENCLOSE**

Details of new prices for your market are (.....) with this letter.

We have pleasure in (.....) detailed description of our products.

If an (.....) accompanies the letter, this fact should be indicated both in the text itself and below the signature.

**6. INFORM**

Please let us know if you need any further (.....).

We promise to keep you (.....) about any alterations introduced in the project.

The presentation was very (.....).

Thank you for your telegram of the 27 th of June (.....) us about the shipment of the goods.

## 7. MANUFACTURE

Our country exports and imports various (.....) items, raw materials and food products.

We are contacting the (.....) works in order to find out when the machine is ready for shipment.

This company is the leading (.....) of the trucks.

## 8. NEGOTIATE

We intend to start (.....) with our Customers for the Sale of our goods in the first week of September.

The salary is (.....) so how much you think I should ask for?

## 9. PRODUCE

Please send us price lists and catalogues for all your (.....).

The model you ask for is out of (.....).

We have increased (.....) by 10 % in this factory.

I am afraid our talks with manufacturers have been (.....).

## 10. QUOTE

We have already received (.....) from three companies who offer us machines of similar design.

The prices (.....) by you are rather high.

We request you to send us a list of spare parts (.....) the price of each part separately.

## 11. REQUIRE

Our annual (.....) for these machines are considerable.

At the same time we promise to do our best to supply TV sets by the date (.....) by you.

## 12. SHIP

The payment is to be made in cash against (.....) documents.

We need the goods for immediate (.....).

The machine can be (.....) in the second half of September.

*Ex. 9. Choose the best alternative to complete the sentence. More than one correct answer is possible.*

1. When ordering, please quote the...

- |                       |                     |
|-----------------------|---------------------|
| a. numbered catalogue | b. catalogue        |
| c. figure             | d. catalogue number |

2. We are grateful for your letter...

- |                                     |                                    |
|-------------------------------------|------------------------------------|
| a. of the 6 <sup>th</sup> of May    | b. from the 6 <sup>th</sup> of May |
| c. as on the 6 <sup>th</sup> of May | d. on the 6 <sup>th</sup> of May   |

3. We are glad to \_\_\_\_\_ with this letter our latest price-list  
 a. attach                      b. put                      c. stick                      d. enclose
4. I am \_\_\_\_\_ to inform you that we no longer produce Z-5 machines required by you.  
 a. excited                      b. sorry                      c. regret                      d. happy
5. We thank you for your interest in our company and would welcome any further \_\_\_\_\_ you might have.  
 a. problems                      b. disasters                      c. questions                      d. replies
6. We hold this offer open for your acceptance \_\_\_\_\_ the 15<sup>th</sup> December.  
 a. after                      b. to                      c. on                      d. until
7. By next month we will be able to supply you \_\_\_\_\_ our latest model of computer.  
 a. for                      b. with                      c. in                      d. on
8. We are writing to inform you that we stop producing D-76 lights as there is no \_\_\_\_\_ for it.  
 a. demand                      b. supply                      c. offer                      d. question
9. This offer is made without any \_\_\_\_\_ on our part.  
 a. responsibility                      b. interest                      c. obligation                      d. desire
10. If the buyer accepts the goods within the \_\_\_\_\_ time, the goods are considered to have been sold to him.  
 a. unstated                      b. stipulated                      c. day                      d. best

**Ex. 10. Complete the given sentences with the appropriate expressions from the provided Russian word combinations.**

1. Its best (уникальная продажная характеристика) is the price – it's the cheapest on the market.
2. The system costs £99.95 including postage, packing and a 12-month (гарантия качества).
3. The architect has (назначили цену) £40,000 to build an extension.
4. cars (Машины с высокими рабочими характеристиками ) are the most expensive.
5. She has control of the day-to-day(функционирование) of the business.
6. If you need your goods urgently, you should agree (срок поставки) at the point of sale and get it down in writing.

7. All products are made exactly to the customer's (спецификациям).

8. The company (поставляли) the royal family for years.

**Ex. 11. These are parts of three letters answering an enquiry. Put the correct word or phrase in each blank. Choose from the following list. Use each item once only.**

<b>additional features</b>	<b>enclosed leaflet</b>	<b>further details</b>	<b>pleasure</b>
<b>competitive price</b>	<b>enquiring</b>	<b>hesitate</b>	<b>range</b>
<b>date</b>	<b>enquiry</b>	<b>In addition</b>	<b>sincerely</b>
<b>doing business</b>	<b>full details</b>	<b>in production</b>	<b>supply</b>

**A.**

Dear Ms Prentice

Thank you for your 1.....of 3rd May about our office stationery.

We have 2..... in enclosing our latest catalogue and price list. We hope you will find it of interest.

If you require any 3....., please do not 4..... to contact us.

Yours 5.....

**B.**

Thank you for your letter of January 4th, asking about office furniture.

The enclosed catalogue contains 6..... of our range. In most cases we are able to 7..... you with the goods you require within fourteen days.

We look forward to receiving an order from you.

**C.**

Thank you for your letter of 1st June, 8..... about the JP7S pocket calculator.

This model is no longer 9..... as it has been superseded by the JP73 solar-powered pocket calculator. As you will see from the 10....., the new model has several 11..... at an extremely 12.....

We have also enclosed our latest catalogue giving details of the vast 13..... of electronic goods we supply.

We allow a discount of 30% on purchases of not less than 50 of the same model, and 35% on quantities of not less than 100. 14.....,

we give a discount of 3% for payment within fourteen days from 15..... of invoice.

We look forward to 16..... with you in the near future.

**Ex. 12. Make up letters using the given keys. Put the verbs in the correct tense forms and use prepositions and conjunctions where necessary. Translate the letters into your mother tongue.**

1. Dear Sirs,

We/ to be interested in / the purchase / your product / immediate shipment / and / shipment / regular intervals / during this year. / We / to appreciate / it / you / to inform / us / the name / address / the firm / to engage / the export / this product / Ukraine. / We / to thank you / advance / your trouble /.

Yours faithfully

2. Dear Sirs,

We / to thank/ you / your letter / the 16 th January./ We / to be pleased / to learn / you / to be interested / our products. / We (to send) / you / few days / particulars / to concern / the quantity / products / , the assortment / the time / shipment/ to require / you.

We / to hope / that /we / to have the pleasure / to establish / business relations /your company.

Yours faithfully

**Ex. 13. Match the words and expressions on the left with their definitions on the right.**

1) to quote	a. to be given official power or a permission to do something
2) transport facilities	b. a quotation sent to several Buyers who may be interested in purchasing the offered goods
3) guarantee	c. to make a payment for goods or services listed in the bill
4) firm offer	d. a document stating that a promise to do or provide smth. has been made
5) free offer	e. an order in writing to pay on demand or on a named date a certain sum of money to the Seller/ Creditor
6) selling point	f. to give a price for a good to be produced or a service to be provided

7) to be authorized	g. the amount of money paid or charged for transportation of goods by sea or air
8) to settle an invoice	h. a characteristic of a product or service that makes it sell well
9) a draft	i. a promise to supply goods on the terms stated, at a stated price and within a stated period of time
10) freight charges	j. means of transport used to deliver the goods to the Buyer

***Ex. 14. Fill in the blanks with prepositions.***

**A**

1. We have learnt...your advertisement...the trade press that you specialize... producing cotton...export.
2. We would appreciate it if you could send us full details...ex-  
port prices and terms...payment together...samples.
3. There is a steady demand...goods...this type...reasonable  
prices.
4. A full range...the priced patterns has been sent...you...post.
5. All fabrics are...fine quality and can be supplied...stock.
6. ...case...an order...more than 1500 metres we will allow a dis-  
count...5%.
7. We have not raised our prices...March but we may have to do  
so when the present stocks run....
8. We have learnt... the Embassy...Warsaw that you are inter-  
ested... quartz watches...German manufacture.
9. We wish to extend the present range of watches and would like  
you to supply them...a consignment basis.
10. Please inform-us ... the names and addresses ... some compa-  
nies engaged ... the manufacture ... Diesel Locomotives.
11. We are interested ... the purchase ... Coffee ... immediate ship-  
ment.
12. The goods will be shipped ... regular intervals ... 2010.
13. ... the beginning...January we intend to begin negotiations ...  
the sale ... Timber ... shipment ... Odessa.
14. We thank you ... advance ... your trouble.
15. We intend to buy large quantities ... Iron Ore ... Ukrainian ori-  
gin.
16. We have forwarded your letter ... the Manchester Chamber of  
Commerce who will contact ...you direct.

17. We cannot make you an offer... Oil ... shipment ... May. ;
18. ... reply ... your enquiry ... the 20<sup>th</sup> May we have pleasure ... offering you Caviar... immediate shipment.
19. Please let us know ... the quantity ... Timber and the time ... shipment required ... you.
20. We will send you ... a few days some technical data ... the new models ... machines exported... our organization.
21. We hope that we shall have the pleasure ... seeing you ... the exhibition ... Odessa.
22. We have pleasure ... informing you that the M. V. «Taras Shevchenko» arrived ... London yesterday.

## **B**

Thank you...your enquiry...5 July...which you express your interest ... our present range...watches.

We enclose...the letter our current catalogue and price list.

You may be also interested...visiting our website.

As...your request...a 20% trade discount we regret that we cannot offer more than 15%. However we do give a quantity discount \_\_\_5%\_\_\_ orders...\$15000.

...comparison...similar companies...the UK these terms are extremely competitive Look forward...hearing...you soon.

***Ex. 15. Arrange the suggested phrases in the correct order to make up two business letters: one – the enquiry from the Buyer, the other – the reply to the enquiry from the Seller. Translate them into your mother tongue.***

1. We thank you for your enquiry of 31<sup>st</sup> January.
2. Dear Sirs (use twice).
3. We are opening a new hotel next spring.
4. For the balance of good we inquire approximately three weeks from the date of receiving your confirmation that this arrangement is acceptable.
5. Yours faithfully (use twice).
6. The articles in question must be hard-wearing (прочные) and up-to-date in design.
7. We would like to ask you to submit quotations for furniture and fittings in accordance with the attached list.
8. We are glad to confirm that we can deliver part of the goods required from stock, in accordance with the enclosed detailed offer.
9. Prices as quoted are f.o.b. London.

10. We are a multinational organization owing several luxury hotels in East Africa.

11. Packing in wooden cases.

12. We will also be glad to have an estimate for the number of containers required and the approximate cost of packing.

13. We hope you will find our terms and delivery dates satisfactory.

14. Will you please let us know, therefore, whether you will be able to complete an order for the quantities required within the time at your disposal.

15. We can assure you that you may count on our full cooperation and attention in this matter.

16. Delivery as specified above.

17. Please let us have your quotation as soon as possible.

18. Payment against documents, by banker's draft.

19. Moreover we would like them to be delivered by February of next year.

*Ex. 16. Paraphrase the expressions in the bold using the active vocabulary. Translate the letter into your mother tongue.*

Dear Sirs

We **have been given** your name by our associates J. J. Mueller of Basle, who inform us that they **have been doing business with you** for some fifteen years. We asked them if they knew of a manufacturer **who might be able to supply** at very short notice **the articles specified on the enclosed list**, and they advised us **to contact you**.

If you can supply the goods we require, please accept this as our order. Payment will be made in accordance with your usual **terms of business**.

We hope you will be able to help us in this instance, and can add that if your products and terms **are as competitive** as we have been led to believe, we will interested in **a long-term contract** with you.

We would appreciate a reply by telex.

Yours faithfully

A. Zimmerli AG

*Ex. 17. Read the letter and translate it into your mother tongue. Answer the questions below.*

Dear Mrs Harrison

I was very pleased to receive your enquiry of 15 January and enclose our illustrated catalogue and price list giving the details requested.



A full range of samples has also been sent by separate post. When you have had an opportunity to examine them, I feel confident you will agree that the goods are excellent in quality and very reasonably priced.

On regular purchases of quantities of not less than 500 individual items, we would allow a trade discount of 33 %. For payment within 10 days from receipt of invoice, an extra 5% of net price would be allowed.

Polyester cotton products are rapidly becoming popular because they are strong, warm and light. After studying our prices you will not be surprised to learn that we are finding it difficult to meet the demand. However, if you place your order not later than the end of this month, we guarantee delivery within 14 days of receipt.

I am sure you will also be interested to see information on our other products which are shown in our catalogue; if further details are required on any of these please contact me.

I look forward to hearing from you.

Yours sincerely

## QUESTIONS

1. What kind of letter is it?
2. Who is this letter written to?
3. What data are sent together with the letter?
4. What is the reason of sending a full range of samples?
5. On what conditions may the discounts be allowed if the Buyer agrees to buy the goods?
6. Within what time does the Seller promise to deliver the goods?

### *Ex. 18. Translate the following sentences into English.*

A. Ukrainian

1. Ми будемо Вам вдячні, якщо Ви надішлете нам **повний асортимент зразків із зазначенням цін**, а також Ваші умови платежу.

2. У нашій країні існує **стійкий попит** на товари доброї та середньої якості.

3. Ми сподіваємося, що Ви будете у змозі надати цю інформацію зі своєї бази даних, а інакше, будь ласка, надішліть наш **запит у відповідну організацію**.

4. Наше обладнання користується попитом, тому що ми пропонуємо **післяпродажне обслуговування** у всіх країнах, де ми його продаємо.

5. Від Торгової палати ми дізналися, що Ви **виробляєте на експорт** натуральні тканини та хотіли би знати, на яких умовах Ви працюєте.

6. Ми вдячні за Вашу **швидку відповідь** та за примірники, які Ви надіслали нам окремою поштою.

7. Хоча ціни на цей вид товару постійно зростають протягом останнього року, ми не будемо підвищувати ціну, доки **наявний товар не буде розпродано**.

8. Наша фірма може **гарантувати** Вам **поставку** товару за умови Вашого підтвердження впродовж 3 діб.

9. Якщо Ви розмістите пробне замовлення, ми зможемо **надати Вам 10%-ну знижку**.

10. Ми готові придбати у Вас 500 метрів тканини за **умови надання Вами 15%-ної знижки**.

V. Russian

1. Мы будем признательны, если Вы вышлите нам **полный ассортимент образцов с указанием цен**, а также Ваши условия платежа.

2. В нашей стране существует **устойчивый спрос** на товары хорошего и среднего качества.

3. Мы надеемся, что Вы сможете предоставить эту информацию из своей базы данных, в противном случае, пожалуйста, направьте наш **запрос в соответствующую организацию**.

4. Наше оборудование пользуется спросом, т.к. мы предлагаем **послепродажное обслуживание** во всех странах, где мы его продаем.

5. От Торговой палаты мы узнали, что **вы производите на экспорт** натуральные ткани и хотели бы знать на каких условиях Вы работаете.

6. Мы признательны за Ваш **быстрый ответ** и за образцы, которые Вы послали отдельной почтой.

7. Хотя цены на этот вид товара постоянно растут в течение последнего года, мы не будем повышать цены, **пока имеющийся в наличии товар не будет распродан**.

8. Наша фирма может **гарантировать** Вам **поставку** товара при условии Вашего подтверждения в течение 3 дней.

9. Если Вы разместите пробный заказ, мы сможем **предоставить Вам 10%-ю скидку**.

10. Мы готовы купить у Вас 500 метров ткани **при условии, что Вы дадите 15%-ю скидку**.

***Ex. 19. Translate the enquiry into your mother tongue.***

17 October, 20  
Thunderbolt Computers Ltd.  
18 ChesholmRd  
London N17 ZB2  
United Kingdom

Dear Sirs,

We have heard from the British Embassy in Kyiv that you are one of the main producers of electronic equipment in Great Britain.

We are a large chain of retailers in Ukraine and we are interested in purchasing personal computers of the latest model.

There is a brisk demand for this type of equipment in our country and we may be able to place a substantial order with you if your prices are competitive and your deliveries are prompt.

Will you please send us your catalogue and full details of your export prices and terms of payment as well as particulars concerning technical characteristics of your latest model? We would also like to know about your warranty and after-sale service.

We are looking forward to your reply.

Yours faithfully,

*AMisUn*

A. Mishin

Chief Buyer

***Ex. 20. Read a reply to the enquiry and make up questions to it.***

Dear Sirs

We thank you for your letter of 25 June, and are glad to inform you that all the items listed in your enquiry are in stock. We are enclosing a proforma invoice for the aluminium fittings you are interested in: if you wish to place a firm order, will you please arrange for settlement of the invoice by draft through your bank, and advise us at the same time.

We can guarantee delivery in Melbourne within 2 weeks of receiving your instructions. If you require the items urgently, we will arrange for them to be sent by air, but this will, of course, entail higher freight charges.

We are enclosing details of our terms of payment, and would be happy to discuss discounts with you if you would kindly let us know how large your orders are likely to be.

We are also enclosing a copy of the report, which appeared in the March issue of

**The Metal Worker**, on our ALUMOY fittings.

We are looking forward to hearing from you, and assure you that your orders will receive our immediate attention.

Yours faithfully

**Ex. 21. Write a reply to the enquiry of the Ukrainian retailers who are interested in purchasing personal computers:**

– Thank them for their enquiry and their interest in your products.

– Indicate that you sent details of the export prices and terms of payment enclosed with the letter.

– Inform that you also send a booklet describing technical characteristics of the latest model and your catalogue of the computers.

– Give some important information about the model and the 2-year guarantee.

– Invite to visit your agents showroom in Kiev to see a wide range of units and obtain any information they may require.

– Express your hope in accepting your offer and in opportunity of doing business with you.

**Ex. 22. Act as an interpreter.**

A We have seen your collection of hand-made gloves on your stand at the Pans Fair and we are interested in buying a trial consignment.

В Рад слышать это. У нас широкий ассортимент перчаток разных цветов. Мы также продаем кожаные дамские сумки таких же цветов. Как вы видите, качество кожи отличное, и наши изделия нравятся самым разборчивым покупателям.

A I agree with you there. Our overseas director Mr. Owen who visited the Fair noted the high standard of order. If we place an order for 30 pairs of gloves and for the same number of lady's hand bags in matching colours what discount shall we get? For a trial order it's a lot, isn't it?

В Да, вы правы. Конечно, мы дадим вам торговую скидку в 24%. Она несколько выше нашей торговой скидки. Мы заинтересованы в вашем рынке, поэтому, чтобы вы смогли стимулировать спрос своих покупателей, мы даем специальную скидку за первый заказ в размере 10%. Я думаю, что это вас устроит.

An *offer* (or a *quotation*) is a statement made by the Sellers usually in a written form expressing their wish to sell goods. However, offer is not a *legal document* and if Sellers *for any reason* decide not to sell, Buyers have no *legal remedy*. An offer is only the first step in a deal (or a contract). Offers can as well be made orally, but they in any case must be confirmed in writing *to prevent disagreements* (any future misunderstandings).

An offer of goods is usually made by either the way of advertisements, *circulars* and letters, or as a reply to an enquiry.

In response to an enquiry you may want to give your prospective customer a quotation, which constitutes an offer to deliver goods at a set price and on the terms and conditions stated.

There may be different types of offers. Sometimes Sellers may offer their goods to regular customers without waiting for an enquiry or they may *be forced* to take an initiative under present condition and to send the quotation to those customers who may be interested in their goods. These are *voluntary offers* or sometimes they are called *free offers*. They may also be called *offers without obligation* or *offer without engagement*.

Thus an offer without obligation may be sent to several prospective buyers. And there must be an indication in the offer that it is made *subject to* the goods being unsold (or available) when the order is received.

A *firm offer* is made by the Seller to only one prospective Buyer and indicates the time it *remains open for acceptance*. If the Buyer *accepts the offer* the goods are considered to have been sold at the price and on the terms stated in the offer.

A standard quotation will cover the following points:

- An expression of thanks for the enquiry.
- Details of prices, discounts and terms of payment.
- Clear indication of what the prices cover (*packing, insurance, carriage*).
- Standard *delivery time (dates)*.
- The period of *validity* of this quotation.

We will look into each of the above points in detail.

**Prices.** When a supplier quotes a price, he may or may not include other *costs* and *charges* such as *transport*, insurance and *taxes*. Prices, which include these *extra costs*, are known to be *gross prices*, and those which exclude them are known to be *net prices*. A firm's quotation is

not necessarily binding, i.e. they do not always have to sell goods at the prices previously quoted in their reply to an enquiry. However, when prices *tend to fluctuate*, the supplier will add a provision to their quotation stating that the offer may be valid for a stated period of time and their prices *are subject to change*.

If the company makes a firm offer, it means they will hold the goods for a certain time until you order. Again, such agreement is not legally binding, and this provision varies in different countries depending *on local regulations* and *trading practices*, but suppliers generally *keep to their original offer* to protect reputation. When prices are quoted in the customer's *currency*, they should allow for currency *exchange fluctuations*.

**Transport and insurance costs.** The International Chamber of Commerce use a set of terms for delivery in overseas contracts – these are called *Incoterms*.

Their use is *optional*, but suppliers normally refer to them in the quotations.

**Discounts.** Manufacturers and wholesalers sometimes allow discounts to *be deducted* from the net or gross price. They may allow *a trade discount* to sellers in similar trades, or *a quantity discount* for orders over a certain amount, or *a cash discount* if payment is made within a certain time, or *a loyalty discount* when firms have a long association.

**Methods of payment.** When quoting terms, you may require, or at least suggest, any of several *methods of payment*.

**Delivery dates.** If the enquiry specifies a delivery date, confirm that it can *be met*, or if not, suggest an alternative date. Do not *make a promise* that you cannot keep.

**Fixed terms and negotiable terms.** It is possible to quote terms in two ways: by stating your price and discounts without *leaving room for negotiation*, or suggesting that the customer could write again and discuss them.

For the prospective buyer it is extremely important to establish clearly whether the prices are to include additional charges such as carriage or *freight*, insurance, *import duties*, etc. If these details are not specified in the supplier's quotation it may lead to serious disagreement especially in foreign dealings where such charges are heavy (substantial).

In international contracts there are a number of incoterms and abbreviations that explain which price is being quoted by the Seller to

the Buyer and their responsibilities. Here are several incoterms that are most commonly used in foreign deals.

EXW ( ex-works) – свободно с завода/франко-завод.

The buyer pays for the goods (packed) when he collects them from the Seller's factory. He is responsible for all other costs (insurance, transportation, etc.) once the goods have left the factory, mill or warehouse.

FOB (free on board) – свободно на борту/ франко борт- фоб.

The price covers all delivery costs including loading the goods onto the ship, all other charges are the buyer's responsibility.

CIF (cost, insurance and freight) – стоимость, страхование и фрахт – сиф. As the term indicates, the price includes all costs up to the named destination including insurance.

Some of the expressions used in firm offers are as follows:

*We have pleasure in offering you, subject to your acceptance by cable, 1000 tons...*

*This offer is made subject to your acceptance by cable (or subject to an immediate reply).*

*We offer you the goods subject to receiving your confirmation within ... days of the date of this letter.*

*We hold (We are holding) this offer open for your acceptance until the 15<sup>th</sup> May.*

Here are some expressions used in free offers:

*We have pleasure in offering you, without engagement (or without obligation), 1000 tons...*

*This offer is made without (any) engagement (or without (any) obligation) **on our part.***

*This offer is subject to the goods being unsold on receipt of your reply.*

*This offer is made subject to the machine being free on receipt of your reply.*

*This offer is subject to prior sale (or is made subject to prior sale).*

## TERMS TO REMEMBER

Free offer

Firm offer

Packing

Insurance

Carriage

Validity

Delivery time (dates)

Costs

Charges

Trade discount

Quantity discount

Loyalty discount

Cash discount

## ACTIVE VOCABULARY

- 1) an offer – предложение, оферта/ пропозиція, оферта.  
*Syn. quotation, tender, bid.*  
• a free offer/an offer without obligation; an offer without engagement; voluntary offer – свободное предложение; предложение без обязательства/ вільна пропозиція; пропозиція без зобов'язань  
• a firm offer – твердое предложение/ тверда пропозиція.  
*Syn. a binding offer*  
– *We would ask you to send us your offer in accordance with the specification and technical conditions enclosed.*
- 2) legal document – юридический документ/ юридичний документ
- 3) legal remedy – юридическая защита; возмещение/юридичний захист; відшкодування
- 4) for any reason – по той или иной причине/з тієї чи іншої причини
- 5) to prevent disagreements – избежать разногласий/уникнути розбіжностей
- 6) to force – вынуждать, заставлять что-либо сделать/змушувати, примушувати що-небудь зробити  
to be forced to do smth. – быть вынужденным сделать что-либо/бути вимушеним зробити що-небудь  
*Syn. to be compelled to do smth.*  
– *If you do not deliver the goods in time we shall be forced to refuse to accept them.*
- 7) circular – зд. – реклама (печатное издание) / тут – реклама (друковане видання)
- 8) to accept – принимать/приймати  
to accept the goods – принимать товар/ приймати товар  
to accept an offer – принять предложение/прийняти пропозицію
- 9) acceptance – принятие; приемка; акцепт/ прийняття, приймання, акцепт  
acceptance of an offer – принятие предложения/прийняття пропозиції
- 10) to be (remain) open for acceptance – быть (оставаться) открытым для принятия/акцепта/ бути (залишатися) відкритим для прийняття / акцепта



11) to cover – покрывать, охватывать/ покривати, охоплювати  
to cover expenses – покрывать расходы/покривати витрати  
to cover the following point – охватывать; включать следующие  
пункты/ охоплювати; включати такі пункти  
to cover requirements – покрывать / удовлетворять потребности/  
покривати / задовольняти потреби.

– *The amount covers only half of our expenses.*

12) to pack – паковать; упаковывать/пакувати; упаковувати

13) packing – упаковка/упаковка

14) insurance – страхование/страхування

insurance against all risks – страхование от всех рисков/  
страхування від усіх ризиків

15) carriage – перевозка; транспорт; провоз/перевезення;  
транспорт; провозення

*Syn. transportation, transport*

– *You will have to pay for the carriage of the goods*

16) delivery time – сроки поставки/сроки поставки

*Syn. delivery dates*

– *When selling goods the delivery dates should be strictly observed*

17) validity – действительность; законность / дійсність;  
законність

period of validity – срок действия/термін дії

18) valid – действительный; действующий/дійсний; діючий

to be valid – быть действительным; действовать/бути дійсним;  
діяти

– *This quotation is valid for 14 days*

19) detail – подробность; деталь/подробиця; деталь

in detail – подробно/детально

further details – дополнительная информация/додаткова  
інформація

detailed data (information) – подробная информация/детальна  
інформація

20) costs – расходы; издержки; плата; затраты/плата; витрати

extra costs – дополнительные расходы/додаткові витрати

*Syn. charges – расходы, издержки, плата/витрати, плата*

transport charges – транспортные расходы / транспортні витрати

21) tax, (pl. Taxes) – налог; налоги/податок; податки

22) gross price – цена брутто; валовая цена; цена без к.-л. вычетов; общая цена/ціна брутто; валова ціна; ціна без б.-як. вирахувань; загальна ціна

net price – цена нетто; цена после вычета всех скидок; окончательная цена/ціна нетто; ціна після вирахування всіх знижок; остаточна ціна

23) to tend to fluctuate – иметь тенденцию к колебанию/мати тенденцію до коливання

24) provision – условие/умова

*Syn. condition*

25) to be subject to change – подлежать изменению/підлягати зміні

26) local regulations – местные постановления; распоряжения/місцеві постанови; розпорядження

27) to keep to smth. – придерживаться; держаться ч.-л.; соблюдать ч.-л./дотримуватися; триматися ч.-н.

to keep to their offer – придерживаться условий предложения/оферты/дотримуватися умов пропозиції / оферти

28) exchange fluctuations – колебания валютного курса/коливання валютного курсу

29) Incoterms – International Commercial Terms – «Инкотермс» (или Инкотермины) – базисные условия поставки товаров в договорах купли-продажи/«Инкотермс» (або Інкотерміни) – базисні умови поставки товарів у договорах купівлі-продажу

30) to be optional – зависеть от ч.-л. усмотрения; зависеть от ч.-л. выбора/залежати від ч.-н. розсуду; залежати від ч.-н. вибору

to deduct – вычитать; удерживать/вираховувати; утримувати  
trade discount on smth. – торговая скидка на...! скидка розничным торговцам/торгова знижка на ...; знижка роздрібним торговцям

31) quantity discount – скидка на количество/знижка за кількість

32) cash discount – скидка за оплату наличными/ знижка за оплату готівкою

33) loyalty discount – скидка, предоставляемая давним торговым партнерам/знижка, що надається давнім торговим партнерам

34) method of payment – метод / способ платежа/ метод /спосіб платежу

*Syn. manner of payment*

35) to meet the delivery dates – поставить в требуемые / установленные сроки/поставити в необхідні / встановлені терміни

36) to make a promise – обещать/обіцяти

37) negotiable terms – условия, могущие быть предметом обсуждения/ умови, що можуть бути предметом обговорення

38) to leave room for negotiation – оставлять возможность для переговоров/залишати можливість для переговорів

39) freight – перевозка морем; фрахт/перевезення морем; фрахт

40) insurance – страхование/страхування

41) import duties – импортная пошлина/імпортне мито

42) to collect the goods – забирать товар; получать товар/забирати товар; отримувати товар

43) loading – погрузка/погрузка

loading of the goods – погрузка товара/ навантажування товару

44) named destination – указанный пункт назначения/азначений пункт призначення

### Notes to the text

**<sup>1</sup>Subject to** (после **to be** или как определение после существительного) / (після **to be** або як означення після іменника) :

1. подлежащий, могущий подлежать, зависящий от ч-л; подпадающий под действие ч-л. / той, що підлягає, який може підлягати, залежний від ч-н;

2. действительный, имеющий силу лишь в случае/при условии / дійсний, який має силу лише у випадку/за умови

to be subject to a discount	подлежать скидке / підлягати знижці
to be subject to the goods	быть действительным, при условии,
being unsold = to be subject	что товар не будет продан /бути
to prior sale	дійсним, якщо товар не буде продано
to be subject to licence /	зависеть от лицензии/ колебания
market fluctuation	цен на рынке /залежати від ліцензії /
	коливання цін на ринку

prices are subject to change	цены могут быть изменены / ціни може бути змінено
the offer is subject to your confirmation	предложение действительно лишь в случае Вашего подтверждения / пропозиція дійсна лише за умови Вашого підтвердження
to buy subject to a 5% discount	купить при условии предоставления 5%-ной скидки / придбати за умови надання знижки у розмірі 5 %
to buy subject to inspection	купить в зависимости от результатов осмотра / придбати залежно від результатів перевірки
to be subject to call	подлежать возврату по первому требованию / підлягати поверненню на першу вимогу
the goods will be sent subject to availability	товар будет отправлен при условии, наличия на складе / товар буде відправлено за умови наявності на складі

**<sup>2</sup>to acknowledge receipt** (of your letter) – подтвердить получение (только факт получения письма) / підтвердити отримання (тільки факт отримання листа);

**to confirm sth** (telephone conversation, letter) – подтвердить (информацию, содержащуюся в телефонном разговоре, письме / підтвердити (інформацію, що міститься у телефонній розмові, листі).

## COMPREHENSION QUESTIONS

1. What do offers usually state?
2. What types of offers are described in the text?
3. What is the firm offer?
4. When are the goods considered to be sold to the Buyer under the firm offer?
5. What is a free offer?
6. When are the goods considered to be sold to the Buyer under the free offer?
7. What costs and charges can be included in the quoted price?
8. Give the definitions of ex-works, fob prices, cif prices.
9. In what way can the delivery terms be quoted?

10. What kind of points does a standard quotation cover?
11. What are the benefits of the Incoterms introduction in an international trade?

*Ex. 1. Memorize the definitions of the following words and word-combinations.*

**1. Offer (a quotation)** – a statement by the sellers usually in written form expressing their wish to sell the goods or services.

**2. Voluntary offer (free offer)** – an offer made by the sellers to several prospective buyers. If the buyer accepts such an offer, the goods are considered to have been sold to him upon the receipt by the seller the buyer's acceptance.

**3. A firm offer** – an offer made by the seller to only one prospective buyer and indicates the time it remains open for acceptance.

**4. Insurance** – providing money to repair or to replace damages or losses in return for the payment of a sum of money (the premium) according to the degree of risk.

**5. Carriage (transportation)** – the cost of transporting goods from one place to another.

**6. Delivery time (dates)** – a period of time within which the seller promises to supply goods to the buyer.

**7. Validity** – a period of time within which the document remains legally effective or acceptable.

**8. Gross price** – the price for the goods that include extra costs or charges such as transport and taxes.

**9. Net price** – the amount of money paid by the buyer to the seller excluding other costs or charges.

**10. Incoterms** – a set of international rules drawn by the International Chamber of Commerce (ICC) for the interpretation of the most commonly used terms in foreign trade.

**Study the examples of the offers given below:**

**Letter 1**

**Free offer**

*Wholesaler's special offer of woollen blankets*

Dear Sirs

A few weeks ago we were fortunate enough to have the offer of the **entire stock** of the Hartley Blanket Company, which has now **ceased to manufacture** woollen products. We **took advantage** of this exceptional

opportunity, and **are** now **in a position** to offer these famous all-wool blankets well below **the market price**.

This is a 'once-in-a-lifetime' opportunity, and we expect **to clear our stock** in a few days. We must ask you, therefore, **to give** the enclosed special price list your **immediate attention** and to let us have your order at once.

Orders will **be executed in strict rotation** and can only be accepted as long as stocks last.

Yours faithfully

## Letter 2

### Firm offer

Dear Sirs

Confirming our telephone conversation of this morning, we are pleased to be able to offer you the following South African fruit, which arrived yesterday with the S.S. *Durham Castle*:

300 boxes 'Golden Rivers' plums £ 0.55 per box

100 boxes 'Golden Glory' peaches £ 1.10 per box

200 boxes 'Prime Yellow' apricots £ 0.50 per box

These brands are well known to you, and **the consignment in question** is well **up to** the high quality of previous years. The fruit is excellently **packed** and would reach you **in perfect condition**.

We would be glad **to send** the goods **by rail** on receipt of your order, which should be sent by telephone or telex. The price includes **carriage**, and is firm for 24 hours only.

Yours faithfully

## Letter 3

### Firm offer

*Offer of Brazilian coffee*

Dear Sirs

You will be interested to hear that we have been able **to obtain a further supply of** Brazilian coffee of the same quality as that we supplied you with last year. The total consignment is only 10 000 kg., and we are pleased to offer it to you at 60 p per kg. With the increases in freight charges which **become effective** next month, the next consignment will be rather **dearer**, so we recommend you to take advantage of this offer, which is firm for five days only, and to telex your order **without delay**.

Yours faithfully

## Letter 4

Dear Mr. Pavlenko

Thank you for your enquiry of 12<sup>th</sup> October concerning our equipment which you saw at the International Machinery Fair in Leipzig.

In answer to the specific questions in your letter, first let me say we are willing to consider *substantial discounts* on orders over 200 000 Euros.

All our machinery is guaranteed for three years *against normal use* and we have several agencies in your country with home-trained mechanics *to service* all our products.

With regard to the terms of payment mentioned, we would consider payment *by a 30-day bill of exchange*, documents against acceptance.

We can fulfill orders within three months and you can buy equipment from us or through our agents in your country.

We are enclosing our current catalogue and price list quoting *ex-works prices*. If you require any further information please contact us and will be happy to do business with you.

Yours sincerely

Peter Haag

## VOCABULARY TO LETTERS

### Letter 1

entire stock – весь запас товара / весь запас товару

to cease to manufacture – прекращать производить / производство / припиняти виробництво

to take advantage of smth. – воспользоваться ч.-л. / скористатися ч.-н.

to be in a position to do smth. – быть в состоянии сделать ч.-л. / бути здатним зробити щ.-н.

syn. to be able to do smth.

market price – рыночная цена / ринкова ціна

to clear the stock – продать запас товара со склада, распродать товар / продати товар зі складу

to give smth. one's immediate attention – уделять ч.-н. безотлагательное внимание / приділяти ч.-н. пильну увагу

to execute an order – выполнять заказ / виконувати замовлення  
syn. to fulfill

in strict rotation – в строгой очередности / у суворій черговості

## Letter 2

a consignment in question – партия товара, о которой идет речь / партия товару, про яку йдеться

*syn.* a lot

to be up to – соответствовать / відповідати

*syn.* to correspond to

to pack – упаковывать / упакувати

in perfect condition – в прекрасном состоянии / у прекрасному стані

to send by rail – отправить (отгрузить) ж/д транспортом / відправити залізничним транспортом

carriage – транспортировка, перевозка / транспортування, перевезення

*syn.* transportation

## Letter 3

to obtain a supply of smth – получить партию ч.-л. / отримати партію ч.-н.

to become effective – вступать в силу, стать действительным / вступати в силу, стати дійсним

*syn.* to become valid

dear – дорогой / шановний

without delay – немедленно, без задержки / терміново, без затримки

*syn.* immediately, promptly

## Letter 4

substantial discounts – значительные скидки / значні знижки

against normal use – при правильном использовании / при правильному використанні

to service (machines, equipment) – обслуживать оборудование / обслуговувати обладнання

a 30-day bill of exchange – вексель (тратта) со сроком оплаты в течение 30 дней / вексель (тратта) зі строком сплати протягом 30 днів

*syn.* a draft

ex-works price – цена франко-завод / ціна франко-завод

## Ex. 2.

### Questions to letter 1

1. What kind of letter is it?
2. What phrase in the letter indicates that this letter is a free offer?



3. What is the subject of the letter?
4. Why do the Sellers offer the goods at a lower price?
5. What do the Sellers ask the Buyers to do at once?

### **Questions to letter 2**

1. What kind of letter is it?
2. What is the subject of the letter?
3. Do the Sellers give the description of the goods offered?
4. On what conditions are the Sellers ready to send the goods?
5. What does the price for the goods involve?

### **Questions to letter 3**

1. What kind of letter is it?
2. How long will this offer be open for acceptance?
3. What goods do the Sellers offer the Buyers?
4. What quantity do the Sellers offer?
5. Why may the next consignment be more expensive?

### **Questions to letter 4**

1. Where did the Buyers see the goods offered by the Sellers?
2. In what case do the Sellers promise to grant a discount?
3. For what period is the machinery guaranteed by the Sellers?
4. Do the Sellers promise to service the equipment bought from them and why?
5. What terms of payment do the Sellers propose to the Buyers?
6. Within what period of time can the Sellers execute the order?

***Ex. 3. Match a word on the left with a word on the right to form a word combination. Translate them into your mother tongue.***

- |               |                   |
|---------------|-------------------|
| 1. legal      | a. to change      |
| 2. net        | b. time           |
| 3. voluntary  | c. discount       |
| 4. negotiable | d. casts          |
| 5. exchange   | e. terms          |
| 6. quantity   | f. offer          |
| 7. open       | q. for acceptance |
| 8. subject    | h. document       |
| 9. extra      | i. price          |
| 10. delivery  | j. fluctuations   |

***Ex. 4. Give the English equivalents to the following:***

Ukrainian

Пропозиція (3), термін дії (документа), оптовий/роздрібний продавець, визначити ціну, ціна бруто/нетто, мати тенденцію до

коливання, коливання валютного курсу, торгіві знижки (скидки); кількісні знижки (скидки), знижки (скидки) за оплату готівкою протягом 7 днів після одержання замовлення, акредитив, вексель, банківська тратта, транспорт (перевезення), перевезення морем, імпортне мито, залишати можливість для переговорів, відмовитись від товару, тверда пропозиція, пропозиція без зобов'язань, проданий за ціною та умовами....

### Russian

Нам повезло; прекратить выпуск (производство); воспользоваться возможностью; быть в состоянии; рыночная цена; распродать товар (продать весь товар со склада); в строгой очередности; партия товара, о которой идет речь; соответствовать высокому качеству; быть в прекрасном состоянии; отгрузить товар железнодорожным транспортом; цена включает транспортировку (перевозку); получить еще одну партию кофе; повышение транспортных тарифов; без задержки; значительные (существенные) скидки; при нормальной эксплуатации; обслуживать оборудование; цена франко-завод.

**Ex. 5. Fill in the blanks with the one of the following words; use the correct verb-form.**

to be subject to change

net prices

to tend to fluctuate

the validity

gross prices

a prospective buyer

a quotation

exchange fluctuation

carriage

import duty

insurance

quantity discount

cash discount

reject the goods

an alternative date

to have room for negotiation

an offer without obligation

upon receipt

a firm offer

A prospective buyer

1. \_\_\_ who requests \_\_\_ is under no obligation to buy the goods.
2. \_\_\_ of the quotation is for 2 weeks.
3. \_\_\_ include extra costs, those prices which exclude them are known as \_\_\_.
4. When prices \_\_\_ the supplier will state in his quotation that the prices \_\_\_.
5. It is advisable to quote the prices in the customer's currency to allow for \_\_\_.

6. It is regular practice that Sellers offer a number of discounts: \_\_\_\_\_, trade discount, \_\_\_\_\_.
7. In the international business the quoted prices often include freight, \_\_\_\_\_ and \_\_\_\_\_.
8. If a supplier cannot meet the delivery date he should suggest \_\_\_\_\_.
9. If the supplier does not meet the delivery date the customer could \_\_\_\_\_.
10. When stating the price the supplier always \_\_\_\_\_.
11. If the buyer accepts \_\_\_\_\_ the goods are considered to have been sold when the Seller \_\_\_\_\_ of the Buyer's acceptance confirms having sold the goods to the Buyer.
12. \_\_\_\_\_ is made by the Seller to only one \_\_\_\_\_.

***Ex. 6. Fill in the gaps with prepositions where necessary.***

1. We took advantage ..... the opportunity to offer ..... you our goods.....stock.
2. We are not.....a position to supply.....you.....leather gloves..... quantity you require.
3. The goods .....question are.....high quality and modern design.
4. We are ready to dispatch the machines both.....sea or..... rail.....receipt.....your order.
5. We have obtained a further supply of Ahmad tea.....the same quality but.....higher price.
6. If you want the goods to be delivered.....a week, please telex your order.....delay.
7. Details.....the new prices.....our market are enclosed.
8. As a matter.....fact, our sales.....these goods have greatly increased.
9. These instruments are kept.....stock and can be dispatched..... your address immediately.....receipt.....your order.
10. We agree.....the price and terms.....payment stated.....in your letter dated.....the 10<sup>th</sup> May.
11. .... our contract you are to pay.....the goods.....cash..... shipping documents.
12. Shipment will be made.....Odessa.....five weeks.....receipt..... your order.
13. The goods were offered.....engagement.....the part.....the Sellers.
14. We request.....you to indicate the time.....which your offer will remain open.....acceptance.

15. The period \_\_\_\_\_ validity \_\_\_\_\_ the quotation should be stated \_\_\_\_\_ the Supplier.

16. It is advisable to quote the prices \_\_\_\_\_ the customer's currency to allow \_\_\_\_\_ exchange fluctuations.

17. A seller can give a trade discount \_\_\_\_\_ a seller \_\_\_\_\_ similar trade, or quantity discount \_\_\_\_\_ orders \_\_\_\_\_ a certain amount.

18. If the quotation does not give the details \_\_\_\_\_ the terms it may lead \_\_\_\_\_ serious disagreement especially \_\_\_\_\_ foreign trade.

19. If a buyer agrees \_\_\_\_\_ ex-works terms, he will pay the cost \_\_\_\_\_ the goods only. All other costs will be \_\_\_\_\_ his account.

20. A seller can quote the terms \_\_\_\_\_ stating his price and discounts \_\_\_\_\_ leaving room \_\_\_\_\_ negotiation.

21. Sometimes a supplier is interested \_\_\_\_\_ selling their goods \_\_\_\_\_ a regular customer and \_\_\_\_\_ waiting \_\_\_\_\_ an enquiry \_\_\_\_\_ his customer sends him an offer.

22. If an offer is sent \_\_\_\_\_ a regular customer there must be something in it that will appeal \_\_\_\_\_ the client.

23. The firm offer is made \_\_\_\_\_ the seller \_\_\_\_\_ only one prospective buyer and stipulates the time it remains open \_\_\_\_\_ acceptance.

24. The goods are considered to have been sold \_\_\_\_\_ the price and \_\_\_\_\_ the terms stated \_\_\_\_\_ the offer.

***Ex. 7. Complete the following sentences in English.***

1. (Твердое предложение) is made by the Seller to only one (будущему покупателю) and indicates that it remains (открытым) for acceptance for 10 days.

2. (Оптовый продавец) offers (скидки за количество) on orders over a certain amount only.

3. In order to avoid (колебаний валютного курса) prices should be quoted in the customer's currency.

4. (Цена брутто) includes (дополнительные расходы) and wholesalers allow (скидки) on these prices.

5. In the international trade the prices usually include (стоимость, транспортировку, страховку и импортную пошлину).

6. The Buyer agreed to (цену с завода) as his company can provide their own transport facilities.

7. If the Supplier failed to meet the delivery dates the Buyer can (разорвать контракт) and (отказаться от товара).

8. Stating the prices and the terms in the quotation the Seller (должен оставлять место/возможность для переговоров) or (подразумевать) that the customer could discuss them.

9. If the Buyer accepts the offer the goods are considered to have been sold (по цене и на условиях) stated in the offer.

10. An offer (без обязательств) can be made by the seller to several potential buyers.

***Ex. 8. Translate the following sentences into English.***

**A. Ukrainian**

1. На жаль, повідомляємо, що не зможемо виконати Ваше прохання, тому що ми припинили виробництво цих товарів.

2. Нам пощастило отримати пропозицію на нову партію товару за меншу ціну від наших постійних партнерів.

3. Замовлення будуть виконуватися у суворій черговості за умови наявності товару (що товар не продано).

4. Просимо Вас терміново телеграфувати нам, чи згодні Ви надати нам знижку у 10% з призначеної Вами ціни.

5. На жаль, ми не зможемо постачати Вам вироби, про які йдеться у Вашому запиті, тому що їх немає у наявності (на складі).

6. Ми будемо раді відвантажити Вам дві партії товару залізничним транспортом після одержання підписаного Вами екземпляра замовлення.

7. Ми згодні, щоб Ваша оферта від 10 березня залишалась відкритою для прийняття до 25 березня.

8. Із задоволенням повідомляємо Вам, що ми одержали партію товару, яка була відправлена Вами 10 травня, у відмінному стані.

9. Зазначена ціна включає вартість перевезення і страхування.

**B. Russian**

10. Мы рекомендуем Вам воспользоваться возможностью этого предложения, так как цены на следующую партию будут выше.

11. С удовольствием сообщаем Вам, что мы готовы рассмотреть предоставление существенных скидок на большие заказы.

12. Мы предоставляем трехлетнюю гарантию и бесплатное техническое обслуживание всей нашей продукции в течение пяти лет.

13. Оптовый продавец может предоставить торговые скидки, а также скидки за количество на заказы свыше определенного количества.

14. Для будущего покупателя очень важно знать, включают ли назначенные цены дополнительные расходы по транспортировке товара, страхованию и уплате импортной пошлины.

15. Если цены имеют тенденцию к колебанию, то продавец должен указать в предложении, что цены подлежат изменению.

16. Цена на условиях «покупки с завода» включает стоимость товара и упаковку. Все остальные расходы, в том числе по транспортировке товара, оплачивает покупатель.

17. Если продавец не соблюдает даты поставки, покупатель может отказаться от товара, разорвать контракт или даже подать в суд на поставщика.

18. Твердое предложение делается только одному потенциальному покупателю.

19. Когда продавец назначает условия, он должен показать, что у покупателя есть возможность договориться о ценах и скидках.

20. Предложение «без обязательства» делается продавцом сразу нескольким потенциальным покупателям.

21. Если покупатель принимает предложение, товар считается проданным по цене и на условиях, указанных в предложении.

### ***Ex. 9. Translate the replies to enquiries into English.***

#### **Letter 1**

*Ответ экспортера*

Уважаемые господа!

Благодарим за Ваш запрос от 10 мая и с удовольствием прилагаем образцы портьерного материала, который мы можем поставить со склада. Подробная информация дается в прилагаемом каталоге. Цены назначены на условиях ф.о.б. Манчестер. Если мы получим заказ до конца месяца, то можем гарантировать поставку до 30 июня.

Ждем Ваш заказ.

С уважением,

#### **Letter 2**

Уважаемый г-н Крайн!

Мы были рады получить Ваш запрос, а также узнать, что Вам понравилась коллекция свитеров. Мы производим широкий ассортимент изделий для всех возрастных групп, поэтому выполнение Вашего заказа не представляет для нас трудностей. Мы можем предложить скидку за количество в размере 5% с цены нетто на за-

казы стоимостью свыше 2000 фунтов, но обычная скидка, предоставляемая розничным торговцам в нашей стране, составляет 15%.

К письму прилагается летний каталог и прейскурант, цены указаны с.и.ф. Лондон.

Мы уверены, наш товар будет пользоваться спросом у Вас в стране и надеемся, что сможем договориться относительно размера скидок.

С нетерпением ждем Вашего ответа.

Искренне Ваш  
Д. Казио  
Отдел продаж

***Ex. 10. Here is a typical offer. Read it and answer the questions below.***

Dear Sirs,

The foreign trade department of our bank informs us that you are an importer of quality Scottish goods. Our company is one of the leading manufacturers of traditional Scottish knitwear and we are sending you our catalogue in the hope of doing business with you.

Should you be interested, we can offer you the following very favorable terms:

- Children's aran sweaters at \$59 each
- Ladies' aran sweaters at \$79 each
- Gentlemen's aran sweaters at \$99 each

The prices stated above are CIF Glasgow and include seaworthy packing.

We can grant you a quantity discount of 5% off orders of 200 sweaters or more. Delivery can be effected within 6 weeks of receipt of order. Payment is to be effected by letter of credit.

This offer is subject to confirmation.

We hope to hear from you soon and assure you that your order will be executed to your best satisfaction.

Yours faithfully,  
McLeaod Knitwear

## QUESTIONS

1. Is it a firm offer or an offer without engagement? How do you know?

2. What kind of goods are being offered and how much do they cost?
3. What are the terms of delivery?
4. What is a delivery time?
5. What are the terms of payment?
6. What incentive does the Seller offer in the hope of convincing the buyer to place a large order?

***Ex. 11. Write a firm offer to a prospective customer:***

- offering a new range of goods
- stating the terms and conditions of the deal
- indicating the validity of the proposal
- pointing out that the amount of goods in stock is limited.

***Ex. 12.*** A sales follow-up email is also a common way to keep in contact with potential customers and try to sell them things. Unfortunately, most sales follow-up emails are not effective because people focus too much on selling the product when writing them (so people don't read them). A good sales follow-up email has to first engage the reader and provide them with something which they'll be interested in or useful before trying to sell. Therefore, in order to find out what makes a good sales follow-up email read the following eg.:

Hi Peter,

**You recently downloaded** a 'buying car insurance guide' from our website (loanfinder.com). I'd just like to confirm that you've received it and found it very useful?

We've also produced a number of other guides for buying other types of insurance products (life, home etc...). Click here to see the guides.

**By the way,** have you heard that we've got an excellent offer on car insurance from Live Safe (only available on our website)?

**If you buy before** Tuesday 25th May, you'll get a 15% discount. **Plus** we'll add a further discount of 10% onto the offer. So that means that you're going to save 25% on any insurance product you buy through our website for Live Safe. Click the below link and **take advantage of this superb offer:**

[www.loanfinder.com/offers/live\\_safe.html](http://www.loanfinder.com/offers/live_safe.html)



If you haven't received your guide or have any questions, don't hesitate to contact me (Gary Tate) by email (gary.tate@loanfinder.com) or by phone (0895 657 1004).

I look forward to hearing from you.

Regards,

Gary  
Sales  
Loanfinder.com

Tate  
Executive

P.S. To receive advice and hear about insurance promotion and offers, follow us on face book or Google plus.

### QUESTIONS

1. What is the purpose of the email above?
2. What kind of a phrase is used to introduce a reason why you are sending the person an email?
3. A phrase that is used to recommend the person to do something, is...?
4. A phrase that is used to tell the person when an offer ends, is ...?
5. An abbreviation which is used to introduce a different topic at the very end of the email, is ...?

Write a reply to the email above.

**Ex. 13.** You are in the market for pumps for heavy oils. You have learnt an address of the manufacturer of this special equipment from the Sheffield Chamber of Commerce. Write a letter of enquiry to this company expressing you wish to buy two pumps from them.

– asking them to make you an offer for pumps in accordance with the enclosed technical conditions, stating EXW prices, terms of payment and delivery dates.

– adding that you want to receive 3 copies of their catalogue with the description of pumps.

– asking them to send you the list of firms to whom they supplied similar pumps.

**Ex. 14. Act as an interpreter**

A. Good morning, Mr. Bilenko

B. Доброе утро, г-н Белл.

A. Happy to meet you again

B. Я тоже. Давайте перейдем к делу. Я бы хотел начать с цены. Очень сожалею, но она для нас неприемлема. Вы назначили очень высокую цену.

A. Oh, \$350 per unit is quite a reasonable price. As you know we have improved the model. And besides the price includes export packing.

B. Да, нам это известно. Но нам также известно, что на мировом рынке цены на насосы такого типа значительно ниже ваших.

A. But the quality of our pumps is higher and we've delivered a lot of pumps to different countries of the world at this price

B. И все-же, г-н Белл, мы находим что цена несколько высока. Я бы хотел подчеркнуть, что это наш пробный заказ. И если мы будем удовлетворены нашей сделкой, вы можете ожидать от нас повторных заказов.

A. Well, the only thing we can do is to give you a discount of 2% off the value of the contract.

B. Хорошо. Будем считать что мы договорились о цене.

A. Thank you, Mr. Belenko. We are looking forward to establishing good business relations with your company.

B. Спасибо, г-н Белл. До свидания.

A. Good bye.

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