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# BUSINESS ENGLISH



**Міністерство освіти і науки України  
Чернівецький національний університет імені Юрія  
Федьковича**

# **Business English**

**Ділова англійська мова**

**(для студентів спеціальностей «Комп'ютерні науки»,  
«Інженерія програмного забезпечення», «Комп'ютерна  
інженерія», «Телекомунікації та радіотехніка»)**

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**Д462**

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Вченою радою факультету іноземних мов Чернівецького національного університету імені Юрія Федьковича

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У навчальному посібнику зібрано тексти та вправи ділової англійської мови, що спрямовані на поглиблення знань ділового професійного іншомовного спілкування; містяться рекомендації щодо ведення ділового листування та вправи на повторення граматичного матеріалу.

Рекомендовано для студентів спеціальностей «Комп'ютерні науки», «Інженерія програмного забезпечення», «Комп'ютерна інженерія», «Телекомунікації та радіотехніка») для викладачів іноземної мови а також тих, хто хоче поглибити рівень володіння діловою англійською мовою.

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# **PART I**

## **COMMUNICATION**

### **LESSON 1 BUSINESS**

#### **Reading**

#### **WHAT MAKES A BUSINESS MORE AGILE?**

The introduction of text messaging, always-on internet connectivity and the possibilities of mobile working are prompting companies to fundamentally review their internal processes and the way they operate in order that they can keep up and survive in a more dynamic and demanding society.

As the world becomes increasingly interconnected through a *plethora* of fast and pervasive communications platforms and as customers demand service every day of the week, companies are having to introduce flexible working arrangements. The traditional *nine-to-five* model is no longer adequate in a 24/7 environment and employers also know if they want to retain skilled staff, especially those with children and other family obligations, they are going to have to be open to part-time working and job-sharing arrangements. Otherwise they could severely restrict the resources they can recruit from.

"Organisations can become more agile by deploying infrastructures that support them becoming agile. Your IT structure and networks have to permit flexible job patterns, instant messaging and videoconferencing," explains Danny McLaughlin, managing director of BT Major Business, a division of BT Retail. He argues that businesses need to take full account of the fact that electronic communications are fundamentally changing the nature of work. "Work is what you do and not where you go. We use web-based meetings so we can bring together the right specialists who may be based in different parts of the country. But there has to be the right infrastructure in place before you can have an *e-enabled* workforce."

Finding smart ways to apply technology is not easy. Technology can facilitate home working, for example, and create significant savings as space is not required in traditional office premises. Such practices are open to abuse and require a significant amount of trust. It is by no means clear to companies how you manage home workers effectively and keep them motivated. Nor is home working suited to everyone. Many prefer the social interaction of working with other people.

While there are clearly many new possibilities, there is still some way to go before the concept of business agility is successfully mastered by UK directors. "I don't think the process has been *cracked yet*," says Heath. "We're just at the stage where we are beginning to learn how to deal with this huge wave of technology innovation."

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## **Glossary**

- *a plethora* - a large amount
- *nine-to-five* - from nine a.m. to five p.m
- *24/7* - 24 hours a day, 7 days a week
- *e-enabled*- able to make use of the Internet communication
- *cracked* – mastered

### **A. Key word review**

Which paragraphs mention ideas which could be summarized by the following 'keyword' concepts?

- + teleworking
- + flexible working patterns
- + telecoms revolution

### **B. Vocabulary extension**

*Find words in the text which have the same meaning as the following:*

- 1) to keep
- 2) using or putting in place
- 3) people with particular skills

- 4) framework
- 5) place of work, building

### **C. Questions on the text**

1. Which word best describes business 'agility'?
  - adaptability
  - speed
  - reliability
2. Give examples from the text of:
  - technological innovation at work
  - flexible working arrangements

Add any of your own ideas to those mentioned in the text.

3. Explain in more detail why the writer says: '*Work is what you do and not where you go.*'

### **D. Discussion/Writing**

1. What are the advantages and disadvantages of working from home? Add to the ideas in the text.
2. Think about the following jobs. In what ways could they be made more 'agile'? Use ideas from the text to help you.
  - a) a design engineer for a car company
  - b) a sales person for a computer company
  - c) a university lecturer
  - d) an advertising executive
3. What are the advantages and disadvantages (for customers and employees) of:
  - 1) a 9-5 world
  - 2) a 24/7 world

***Which do you prefer and why?***

## LESSON 2 INTERNET

### Reading

#### THE INTERNET THE TELEPHONE IS THE TOOL

Mobile phones and their text messages have already changed the habits of a generation. Downloading *ring tones* and logos has prompted the first tentative use of phone bills to pay for other small services. The next step, paying in the same way for Internet content and other goods and services, is a good six months off. Vodafone is reluctant to get into the credit business, which it acknowledges banks do better. But Britain's BT announced on April 24th that it would offer an easier way, developed by Firstgate Internet in Germany, to make online *micropayments*. Initially, the payment would be charged to a bank or credit-card account, but in future it might be charged to a customer's phone bill, the company says. This might be particularly useful for paying to view or download Internet content.

Banks have been glacially slow under the threat of these developments. They have formed consortia among themselves, and with mobile-handset manufacturers, to explore payments by mobile phone. Still, banks and telecoms operators have *tiptoed around* each other. One bank consortium, the Mobey Forum, favours the use of a handset with two electronic cards, one for the telecoms company and one for the bank. This avoids the need for alliances between banks and telecoms firms. Mobipay in Spain, a venture between banks and telecoms companies, is an exception, but has yet to prove its worth.

How long *can* banks and telecoms companies keep their distance? The habit-forming power of the mobile may be the decider. People who were sceptical a year ago now believe that mobile phones will become the preferred tool for cashless payments. "They provide secure authorisation, everybody has one, and they're networked," says Tim Jones, an independent consultant. The technology for perfect ease of use is still a year or two away. Today you cannot wave your mobile at a ticket barrier, or a trolleyful of supermarket goods, and debit your



personal account; but that will come. The technology - short-range radio (that is, Bluetooth) or a radio frequency identity tag - can be stuck on anything, and not just a mobile phone. But for now the telephone is the tool, until the next generation finds an icon to replace it.

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## **Glossary**

- *ring tones* - tunes played by mobile phones when they ring
- *micropayments* - small payments
- *tiptoed around* - behaved very cautiously with

### **A. Vocabulary extension**

*Find words in the text that have the same meaning as the following:*

- 1) associations of similar organizations (*para. 2*)
- 2) cooperation, working together (*para. 2*)
- 3) permission to do something (*para. 3*)
- 4) connected to the Internet (*para. 3*)
- 5) business project (*para. 2*)
- 6) take money out of (*para. 3*)

### **B. Questions on the text**

1. *Are the following TRUE or FALSE according to the text?*

- a) Banks and phone operators are working closely together.
- b) It is already possible to pay for your shopping using your mobile phone.

2. Why is the mobile phone described as an 'icon'? Can you think of any other products which have such an 'iconic' status?

### **C. Discussion/Writing**

1. Mobile phone technology is changing very fast. How many different things can you do with your mobile phone? List as many as you can.
2. What do you think about the prediction that we will use our mobiles to pay for all kinds of goods or services? Is it happening yet? In what situations would it be useful? Are there any disadvantages?

### **D. Discussion**

1. It has been said that there are 4 main types of e-commerce:

- a) business to business
- b) consumer to business
- c) business to consumer
- d) consumer to consumer

Think of examples of the types of business that can be done for each one. For the 3 involving consumers, think of actual companies that are involved in each type of e-commerce.

2. Some people involved in e-commerce believe that *any* kind of product can be sold on the Web. Look at the examples of products below. Which ones are already popular for buying online and which might be soon? Are there any that you think will never be popular online?

*books clothes supermarket groceries financial services shoes holidays beauty products fruit and vegetables fast food white goods (fridges, cookers etc.) cars garden plants furniture*

### E. WORD SEARCH

Put the following words and phrases in the correct column in the table below, and then find them in the word search grid on the next page. Words can go up, down or diagonally, backwards or forwards. The first one is shown as an example.

<i>globalization</i> <i>deregulation</i> <i>just-in-time</i> <i>outsourcing</i> <i>freelance teleworking</i> <i>broadband</i> <i>state-of-the-art</i> <i>multinational</i>
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<b>production</b>	<b>IT</b>	<b>global issues</b>	<b>ways of working</b>
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F J U S T I N T I M E W H F O  
D S T A T E O F T H E A R T U  
B E K S K D I B S R O K L M T  
L R R G L E T H I M D A F G S  
D Y O E W X A M D S N F R N O  
E J J A G M Z A W O Q K E I U  
C L T V D U I W I M B X E K R  
U G J P I B L T I J B U L R C  
N I V V T B A A T X H E A O I  
K G L J X N B N T T F I N W N  
N N G O I B O G D I F R C E G  
E D G T R X L Y V W O T E L M  
Q S L P V Y G B J O Z N M E L  
N U M S I E E T N E S B A T Z  
M F P I V V G Y Q S S I D I Y