



KÖNYV

23

ENGLISH

today



BUSINESS LEVEL

ANGOLNYELV-OKTATÓ PROGRAM



NÉPSZABADSÁG
A tájékozottság magabiztossá tesz.

ENGLISH TODAY

BUSINESS Level COURSEBOOK ONE

ENGLISH
TODAY

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23. Business level book one

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1. lecke

The job interview

You're just the person for this internship!**1. JELENET**

Anne a szerkesztőt várja a felvételi elbeszélgetésre az irodában. Észrevesz néhány szétszóródott lapot az íróasztalon és nem bírja megállni, hogy ne tegye rendbe azokat. Aztán talál egy ceruzát és elkezd kihegyezni. Ekkor belép a főnök és meglepődve látja Anne tevékenységét.

Mr Stevens: So, you are Anne Baxter?

Anne (zavartan, miközben befejezi a ceruza hegyezését): Yes. Yes, I am. I'm sorry. Really... I'm so sorry...

Mr Stevens: Nice to meet you, I'm Mr Stevens.

Anne: How do you do? I'm so sorry, Mr Stevens...

Mr Stevens: Anne, please, sit down. It's alright. How are you today?

Anne: I'm a little nervous. And this isn't a good start!

Mr Stevens: That's alright. Well Anne, where are you from?

Anne: I'm English. I'm from Oxford.

Mr Stevens: Great! A true Brit! Can you speak any other languages? French? German? Spanish?

Anne: I can speak French, a little Spanish, and a few words of Italian. My sister is in Rome studying history of art at university...

Mr Stevens: Okay, okay, very interesting! And can you use a computer? The Internet?

Anne: I'm not a genius with the computer, but I can use one.

Mr Stevens: Great, Anne! I have your CV here. And I see you already work here. What do you do exactly?

Anne: I do this and that. And I usually work from home. I have an office in my room with a big desk, and two chairs and...

Mr Stevens: Fine, fine... That's fine. And do you live alone?

Anne: No, I share a flat with my Australian friend Alice. And there's a new flatmate now. His name is Jack and he's from New York. He's very nice...

Mr Stevens: That's fine! That's fine! Great, Anne you're very well prepared, you have a good education... *(Fogja a ceruzát, amit Anne kihegyezett.)* And you're very precise! You're just the person for this internship!

Anne: Oh, thank you Mr Stevens! Thank you so much for this opportunity!

A lucky day

2. JELENET

Victoria jelentést ír a főnökének, és látszik, hogy unatkozik.

Victoria: This report is so boring! Numbers, accounts and statistics! I hate it! I'm an artist. When I was younger I used to write... Short stories, novels, poems... And I was good at it! What has happened to my inspiration? What am I doing here? A publishing house! That's where I would like to work!

Okay, Victoria, stop dreaming! Let's get back to the report! The boss wants it on his desk at five this afternoon! Oh... Isn't there anything more interesting to do? Like listening to some good music...

(Felrakja a fülhallgatókat, becsukja a szemét és magába vonul, miközben zenét hallgat. A telefon csörögni kezd, de ő nem hallja. A munkatársa leveszi a fülhallgatót és belekiabál a fülébe.)

Paul: Telephone!

Victoria: Oh, the phone... Hello, this is Victoria Lee... Oh, Lucy! What can I do for you? No, I'm not busy. Well, actually, I am very busy. I have to write a boring report for the boss. Anyway, what is it? Is there a problem? What? Mr Lewis wants to speak with me? Really? Yes, yes, of course, put him through. Good morning, Mr Lewis! It's a pleasure to hear from you. How are you? I'm fine, sir! What can I do for you? Yes, I know the product. It's very interesting, innovative and the marketing department thinks it has a lot of potential for the international market. What? Me? Really? Thank you, sir! Yes, yes, immediately.

(Victoria leteszi a telefont, és izgatottan feláll.)

Victoria: Yes, yes! Victoria, today is your lucky day! Bye-bye, boring report!

Megértési gyakorlat

(Megoldások az 55. oldalon)

A jelenet megértésének ellenőrzésére válaszoljon az alábbi kérdésekre:

1 Where is Anne from?

- a) England, Oxford
 b) Ireland, Dublin
 c) United States, New York

2 Does Anne live alone?

- a) No, she lives with her mother and her sister
 b) No, she shares the flat with an Australian girl and an American boy
 c) Yes, she does

3 When she was younger Victoria used to ...

- a) go to the cinema
 b) play the piano
 c) write short stories, novels and poems

4 What does Victoria think of the product?

- a) It's no good
 b) It's very interesting and innovative
 c) It's quite interesting but without any potential for an international market

Tegyen próbát!

(Megoldások az 55. oldalon)

1. GYAKORLAT

Jelölje be, hogy helyesek (T) vagy tévesek (F) az alábbi mondatok.

- | | T | F |
|---|--------------------------|--------------------------|
| 1 Anne went to high school in Manchester. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 She studied the publishing industry while at university. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Anne graduated with a Bachelor of Arts degree. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Anne studied how to write stories at university. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Anne also learned how to write clearly. | <input type="checkbox"/> | <input type="checkbox"/> |

2. GYAKORLAT

Egészítse ki a kérdéseket Anne szakmai tapasztalatára vonatkozóan, amit a Southern Design-nál szerzett.

- 1** Anne work in a team?
 Yes, she was a reliable team player.
- 2** Anne able to demonstrate organisational skills?
 Yes, she helped organise Southern Design's annual conference.
- 3** Anne had to work to deadlines?
 Anne has had to meet deadlines in all areas of her work so she realises that meeting deadlines is very important.
- 4** Anne interested in print media?
 Yes, since she has been working at Southern Media she has become more interested in traditional print media.
- 5** Anne work well under pressure?
 Yes, she keeps going when things get difficult.

3. GYAKORLAT

Égészítse ki a mondatokat a hiányzó igével.

- 1 Anne the adv. for the internship posted in the mail.
- 2 Anne involved in several large projects at Southern Design.
- 3 Anne the publishing industry at university.
- 4 She lot about how the publishing industry is organised.
- 5 At university Anne also interested in marketing issues.

4. GYAKORLAT

Jelölje be, hogy nyelvtanilag helyesek (*Right*) vagy tévesek (*Wrong*) az alábbi mondatok, és írja le azokat helyesen, ha szükséges.

- | | R | W | |
|---|--------------------------|--------------------------|----------------|
| 1 She studied at Manchester University. | <input type="checkbox"/> | <input type="checkbox"/> |
..... |
| 2 Pilgrim Publishing's office is at 23 Long Acre. | <input type="checkbox"/> | <input type="checkbox"/> |
..... |
| 3 Anne lives on 12 Southampton Street. | <input type="checkbox"/> | <input type="checkbox"/> |
..... |
| 4 Southern Design is an multimedia company. | <input type="checkbox"/> | <input type="checkbox"/> |
..... |
| 5 Anne likes speaking foreign languages. | <input type="checkbox"/> | <input type="checkbox"/> |
..... |

5. GYAKORLAT

Illesse be a mondatokba az alábbi kifejezéseket.

- in
- all
- to
- when
- of

- 1 I have been involved many projects.
- 2 I know the importance of working deadlines.
- 3 I have the ability to keep going things get difficult.
- 4 I was member a creative team of five writers and designers.
- 5 I can deal with people at levels.

6. GYAKORLAT

Párosítsa a kérdésekhez a megadott válaszokat.

- In London.
- No, she's from Oxford.
- She would like to work with a print media company.
- No, it's a multimedia company.
- In Manchester.

- 1 Is Anne from Manchester?
- 2 Is Southern Design a print media company?
- 3 Where did Anne go to university?
- 4 Where does Anne live now?
- 5 What would Anne like to do?

7. GYAKORLAT

Egészítse ki a mondatokat a hiányzó kifejezéssel.

- 1 does Anne work now? At Pilgrims.
- 2 does she usually arrive at work? At 9 o'clock.
- 3 What she do at lunchtime? She has a sandwich.
- 4 do you spell her name? A-N-N-E.
- 5 her job creative? No, it isn't.

8. GYAKORLAT

Illesse be a mondatokba a zárójelben levő kifejezések helyes fordítását.

- 1 Does Victoria often ?
(képzésekre jár)
- 2 Is her father ?
(nyugdíjban)
- 3 Would she like to work ?
(bírószágon)
- 4 Does she have a good ?
(fizetés)
- 5 Does she work in ?
(kiadónál)

Szószedet

account számla
application kérés,
kérelem, jelentkezés
boring unalmas
Brit British röv., brit
career karrier
covering letter bemutatkozó
levél
chair szék
desk íróasztal
dream (to) álmodzik
employer munkaadó
employee alkalmazott
feature jellegzetesség
form nyomtatvány
get back (to) visszatér,
visszajön
hear (to) hall
inspiration inspiráció,
művészi véna
internship szakmai
gyakorlat
interview elbeszélgetés,
interjú
job munka
key kulcs
marketing department
marketing osztály
novel regény
pleasure öröm
poem vers
publishing house kiadó
put through (to) közöl, kiad

qualification végzettség,
képesítés
reference referencia
share (to) megoszt
short story történet,
novella
start kezdet
word szó

2. lecke

Minor tasks and big results

Have a productive day!

1. JELENET

A szerkesztő elkíséri Anne-t az irodájába, és bemutatja neki Rachel-t és Gary-t.

Mr Stevens: Right, this way. Anne, this is Gary. And this is Rachel.

Anne: Hello! Pleased to meet you.

Rachel: Hi.

Mr Stevens: Rachel is a very important team member at our publishing house. She knows everything about the company. She was our first employee... In 1985!

Rachel: 1985!

Mr Stevens: And she can answer any question that you may have. Okay, Anne, you're in good hands. Have a productive day!

Rachel: Alright Anne, are you ready? Well, Mr Stevens founded this publishing house in 1985.

Anne: Oh, just a moment. *(Kinyitja a táskáját és kivesz belőle egy füzetet, hogy jegyzeteljen.)* Okay, I'm ready now.

Rachel: Our first product was a children's book. It was very successful and sold more than three million copies. We had 20 different translations. Over time, the company changed and diversified, and we have now fiction, cook books and tourist guides.

Anne (*figyelmesen követi és jegyzetel*): Cook books and... I'm sorry I didn't catch that...

Rachel: Tourist guides. We also have an encyclopedia of history and one of art history. Sometimes we publish economic texts. And our catalogue with over 10,000 titles makes us one of the most important publishers in the country. We also employ more than 150 people. Is everything clear?

Anne: Well, yes... I think so.

Rachel (*Gary-re néz*): Okay, as you know this is Gary. He works in the advertising office where he develops new client contacts and keeps in touch with our authors.

Gary: Pleasure to meet you, Anne. It's so nice to have such lovely colleagues in this company!

Rachel: Fine, Anne. Okay, let's move from theory to action. (*Megáll egy íróasztal előtt.*) This is your desk, here's your computer. You know how to use one, don't you?

Anne: Yes, yes. As I told Mr Stevens I'm not...

Rachel: Okay, okay! No need to waste time, okay! Over there is the fax and the photocopier. Okay. There's a coffee machine in the hall over there. But, please, few breaks and keep them short. Do you understand?

Anne: Oh, yes.

Rachel: Excellent, Anne! Get to it!

A very profitable meeting

2. JELENET

Victoria találkozik a kínai piac egyik magas beosztású képviselőjével.

Victoria: Oh good morning Mr Chang. Excuse me, I was just rearranging my office. Take a seat, please.

Mr Chang: Thank you, thank you. It looks very nice here.

Victoria: Thank you. Well, before we begin to talk about our new product, I would like to give you some information about our company. Spector is a multinational company which specializes in well-designed, high-tech sporting goods. Founded in Los Angeles in 1995, we now have 15 branches world-wide.

Mr Chang: That's very interesting Mrs Lee. How much is your company's revenue?

Victoria: Over the past few years, Spector's revenue has grown impressively. Today we have a turnover of more than 60 million euros of revenue. Our revenues abroad amount to more than 50% of that total.

Mr Chang: Very impressive. And what are your target-markets?

Victoria: We have product lines for men, women and children with gear covering head to toe. Our brand is synonymous with reliability. Spector is trusted around the world and we are considered one of the leaders in our sector.

Mr Chang: Great. So, what can you tell me about this new product?

Victoria: This is a revolutionary new tennis shoe. It's extremely durable thanks to our high quality materials. We're interested in the South-East Asian market. We believe that these shoes are the right product for that market.

Mr Chang: And where are they manufactured?

Victoria: Right. That's our strength. We have factories that meet all work-standards and regulations in the countries we would like to target.

Mr Chang: And what is your role Mrs Lee?

Victoria: In the past, I was responsible for the southern European market. Just last week, I took on a new role to test and distribute our products into the Chinese market. It's a very challenging position.

Mr Chang: That could deliver positive results. Together we can do great things, Mrs Lee.

Mr Chang: Well, goodbye, Mrs Lee. This meeting has been very profitable, for both of us. Let's talk soon.

Victoria: Thank you, Mr Chang! And yes, let's meet again soon.

Mr Chang: Great. Bye-bye.

Megértési gyakorlat

(Megoldások az 57. oldalon)

A jelenet megértésének ellenőrzésére válaszoljon az alábbi kérdésekre:

- 1 What was the first edition produced by the publishing house?
 - a) A tourist guide
 - b) A cook book
 - c) A children's book

- 2 What is Gary's job?
 - a) He works in the advertising office
 - b) He is a writer
 - c) He is a computer technician

- 3 What is Spector specialized in?
 - a) High fashion clothes
 - b) Office equipment
 - c) High-tech sporting goods

- 4 What is Victoria's new role?
 - a) She has to analyse the Southern European market
 - b) She has to test and distribute Spector products in China
 - c) She has to design a new range of products

Tegyen próbát!

(Megoldások az 57. oldalon)

1. GYAKORLAT

Rakja helyes sorrendbe a szavakat, hogy értelmes mondatokat kapjon.

- 1 strengths your What are?
.....
- 2 job do this Why you want?
.....
- 3 What long-term your aims are?
.....
- 4 you attracted What to company this?
.....

2. GYAKORLAT

Párosítsa a kérdéseket a hozzá tartozó válaszokkal.

What would you like to be better at?	My marketing plan has helped increase sales by 20%.
What do you know about our business?	They'd say I was hard working and enjoyed working in a team.
What's your greatest achievement so far?	I'd like to improve my Excel skills.
How would your colleagues describe you?	I know that you operate principally in the domestic market, I believe you are looking to extend your European operations.

3. GYAKORLAT

Illessze be a mondatokba az alábbi kifejezéseket.

customers
London
skill
team

- 1 We have a meeting at 8:30 every Monday, apart from this work here is very varied.
- 2 There are numerous online training courses you can take from your office PC.
- 3 The person who used to do this job is now working in our office.
- 4 Work here is very varied, you'll have contact with with very different requirements, this can be very stimulating.

4. GYAKORLAT

Illessze be a mondatokba a helyes kifejezést a megadottak közül.

- 1 I don't days when I can't get things done, maybe there's a technical problem or a person I need to talk with isn't there.
have
enjoy
do
- 2 I have two years' experience in online marketing, I learned a lot during this time and have launched some very successful campaigns.
did
have
was

3 Well I come Italy, from Pisa, and for the last two years I've been working for a Spanish multinational company.

of
out
from

4 I'm very good at motivating a team, I to what my colleagues have to say and I have experience of the latest online marketing techniques.

hear
listen
watch

5. GYAKORLAT

Illessze be a kérdő mondatokba a hiányzó kifejezéseket.

- 1** do you enjoy the least?
- 2** would your colleagues describe you?
- 3** should we give you this job?
- 4** attracted you to this company?

6. GYAKORLAT

Fordítsa le az alábbi kérdéseket.

- 1** Mikor tudna munkába állni nálunk?
.....
- 2** Van érvényes jogosítványa?
.....
- 3** Mi a legfontosabb dolog, amelyet a jelenlegi munkája során tanult?
.....
- 4** Tudna dolgozni a londoni irodánkban?
.....

Szószedet

abroad külföldön

achievement eredmény
(pozitív), siker, győzelem

amount (to) kitesz, felér vmivel

brand márka

catch (to) gyűjt, fog,
megragad (átvitt ért. is)

challenging ösztönző;
késztető

cook book szakácskönyv

cover (to) fed; tartalmaz,
magában foglal

deliver (to) átad,
visz, kioszt, kézbesít

develop (to) fejleszt

fiction regényirodalom

gear felszerelés,
szerszámok

grow (to) (pt. grew, pp. grown)
nö, növel

growth növekedés, karrier

skill készség, szakértelem

short rövid, kurta

waste time (to) időt veszít

weakness gyengeség,
gyenge pont

worldwide az egész világon
elterjedt, univerzális

3. lecke

A model colleague

I can't concentrate!

1. JELENET

Anne futva érkezik az irodába és köszönti a munkatársait.

Anne: Good morning. *(Senki nem válaszol. Felveszi a jegyzetfüzetet és Gary íróasztalához megy.)*

Gary: So, are you ready?

Anne: Yes, quite ready.

Gary: Okay then, let's begin. *(Egy telefonszámot tárcsáz.)* Hello, my name is Gary Renolds from Pilgrim Publishing. May I speak to Mr Jones? Oh... Mrs Jones? How are you? And how is that wonderful apple pie of yours? I'm fine, thanks. Certainly, I'll hold. *(Miközben vár, Anne-hoz fordul.)* With a wink and a nudge, you can get whatever you want... Even... An imaginary apple pie... This author is too important for us.

Anne: Right.

Gary (a telefonba): Hello, Mr Jones, how are you? I'm fine, thank you. I wanted to know if you are interested in contributing to a new cooking guide that we have to bring out soon. Yes, it's a six-volume collection of recipes to fit the needs of all tastes, with a detailed photo guide for preparation and cooking techniques. Ah, and we have to have the materials by the end of next month. Right, exactly.

(Miközben Gary beszél, véletlenül kiborítja az asztalon levő kávéscsészét. Anne papírzsebkendőjét vesz ki a táskájából és elkezdti feltakarítani az asztalt.)

Gary *(a telefonba)*: Sure. Of course. Yes. Excuse me, could you hold on for a moment? *(Anne-hoz fordul, aki fürgén takarít.)* Anne, that's enough... Stop now, I can't concentrate!

Anne: Oh yes! Sorry, sorry Gary, sorry! *(Abbahagyja a takarítást, kezébe veszi a tollat és a jegyzetfüzetet.)*

Gary *(ismét a telefonba)*: Yes. So, as I said earlier, if you accept, I can send you a copy of the contract that you should sign and return. No, no, I'm sorry. We can't wait until Tuesday. Well, I'll have to check with my boss. I need to ask Mr Stevens if we can organize a meeting for next week. In the meantime, do you need any prep materials? No, no problem at all. I can send you an e.mail immediately. Okay, goodbye, it was a pleasure speaking to you.

You're an asset to this company!

2. JELENET

Gary leteszi a telefont, Anne felé fordul, és látja, hogy jegyzetel.

Gary: Do you always have to take notes?

Anne: Yes, yes, I do. I have to learn as much as I can. There's so much to learn. I study my notes every evening.

Gary: What a model colleague! You're so serious, so diligent and... an absolute nut about cleaning. Truly an asset to this company!

Anne: You're making fun of me?!

Gary: No, no, of course not! It's such a shame such beautiful eyes shouldn't only read all the time.

Anne: Come on, Gary. Stop it. Let's get back to work!

Gary: Okay, okay! I mustn't pay you any compliments then! So, Miss Baxter, can you give me the notes from my conversation with Mr Jones?

Anne: Okay, so you said to Mr Jones that... I have to start from the beginning, right?

Gary: Anne, Anne, calm down. It's not an exam! I know what we should do. You should try a telephone call!

Anne: Me? No, no. I'm not ready yet!

Gary: Sure you are. It's not that difficult!

Anne: Okay, okay!

Gary: Here. *(Átad neki egy listát.)*

Anne: Who do we have to call next?

Gary: Try to call Mr Clifford.

Anne: Alright.

Anne *(a telefonba)*: Hello, this is Anne Baxter from Pilgrim Publishing. Please, may I speak to Mr Clifford? Oh, I see. Alright, alright, thank you very much. Right, goodbye.

Gary: Well, what happened? Come on, tell me.

Anne: I dialled the wrong number!

Megértési gyakorlat

(Megoldások az 59. oldalon)

A jelenet megértésének ellenőrzésére válaszoljon az alábbi kérdésekre:

- 1** What is going to be published by Pilgrim's soon?
 - a) A detective story
 - b) A new cook book
 - c) A history book

- 2** If Mr Jones collaborates with Pilgrim's, he will have to ...
 - a) sign a contract and send it back
 - b) have a meeting with Mr Stevens
 - c) meet the other authors

- 3** Why does Anne always take notes?
 - a) Because her boss has asked for a report
 - b) Because she has a bad memory
 - c) Because she wants to learn as much as possible

- 4** What does Gary think Anne should try to do?
 - a) Write an article for the cook book
 - b) Make some telephone calls
 - c) Prepare a contract for Mr Jones

Tegyen próbát!

(Megoldások az 59. oldalon)

1. GYAKORLAT

Párosítsa a személyt a hozzá tartozó munkahellyel.

- | | |
|---------------------------|--|
| Sue's a scientist. | She stays at home now. |
| Jim and Anne are waiters. | They work in a law court. |
| Tom and Paul are lawyers. | They work in an Italian restaurant in Liverpool. |
| My mum's retired. | She works in a laboratory. |

2. GYAKORLAT

Egészítse ki a mondatokat a hiányzó kifejezéssel.

- 1** My brother's a painter, he works in a huge by the sea.
- 2** Alison's father was a teacher, he taught in a near Edinburgh.
- 3** David's an air steward, he works on all kinds of
- 4** Mark's a DJ now, he works in a big in London.

3. GYAKORLAT

Rakja megfelelő sorrendbe a szavakat, hogy munkára vonatkozó kérdéseket kapjon.

- 1** your you like job Do?
-

- 2** job Is creative your?
-

3 in responsibility you have your Do job?

4 the good working are conditions?

4. GYAKORLAT

Egészítse ki a hiányzó szavakkal az alábbi kérdéseket.

manage - more - moving - with

1 My salary's fine but I would like training opportunities.

2 I'm responsible for sales in the north of England, so yes, my job does come responsibility.

3 There are opportunities for promotion but often it means to the head office in London and I don't want to do that.

4 I work in a bank in Manchester, I the business accounts of several large companies.

5. GYAKORLAT

Illessze be a mondatokba az alábbi kifejezéseket.

located - turnover - multinational - range - specialises

1 Fiat is a large car manufacturer.

2 The head office of IBM is in New York.

3 Benetton in the production of high quality clothes.

4 The annual of British Airways in 2004/5 was £7.8 billion.

5 Sony has a very extensive product

6. GYAKORLAT

Jelölje be, hogy helyesek (T) vagy tévesek (F) az alábbi mondatok.

	T	F
1 Spector is a small family company.	<input type="checkbox"/>	<input type="checkbox"/>
2 Decoreat specializes in childrens' clothes.	<input type="checkbox"/>	<input type="checkbox"/>
3 Spector has several branches and factories.	<input type="checkbox"/>	<input type="checkbox"/>
4 Decoreat's annual turnover is less than 1 million euro.	<input type="checkbox"/>	<input type="checkbox"/>
5 Spector's head office is located in the UK.	<input type="checkbox"/>	<input type="checkbox"/>

7. GYAKORLAT

Milyen munkaterületen dolgoznak az alábbi személyek? Válasszon az alábbi listából. Megj.: Ugyanaz a munkaterület többször is választható.

Human resources - Marketing - Finance - Production

- 1 I assemble computer screens.
- 2 I process payments to our suppliers.
- 3 Here we recruit new members of staff.
- 4 I manage the company's pension fund.
- 5 At the moment I'm planning the advertising campaign for our new range of paints.

Szószedet

apple pie almatorta

asset előny, erősség

bring out (to) kiad

compliment gratuláció

(to pay a compliment:

gratulál)

dial (to) tárcsáz,

telefonon hív

fit (to) megfelel,

alkalmas vmire, illeszkedik,

illik; felszerel, ellát

fun szórakozás, tréfa, hecc,

móka **(to make fun of sb:**

gúnyolódik vkivel)

hold (to) tart, megtart;

telefonnál: vonalban marad

(ebben az esetben:

to hold on)

need szükséglet, igény

nudge könyökkel meglök,

oldalba bök, hogy felhívja a

figyelmet **(to nudge:** finoman

meglök, taszít).

nut dió; átvitt ért.:

kemény dió, makacs;

nehéz ember

prep: preparatory rövid:

előkészítő, próbaidő

recipe recept

shame szégyen, gyalázat

(such a shame: micsoda

gyalázat)

sign (to) aláír

taste íz; ízlés; kóstolás

truly igazából, valóban

wink kacintás, hunyorítás

4. lecke

So much to learn!

Highest quality at competitive prices

1. JELENET

Stevens úr az irodájában van a nyomda egyik képviselőjével.

Mr Richardson: So, Mr Stevens, may I begin to explain our typographic services?

Mr Stevens: Just a moment, Mr Richardson. I'm still waiting for our new intern. She has a lot to learn and I think our meeting would be very useful for her.

(Sietve belép Anne. Új a frizurája és a szemei dagadtak, mert keveset aludt az éjjel.)

Anne: Good morning! I'm sorry I'm late, Mr Stevens.

Mr Stevens: Never mind, Anne. Anne, this is Mr Richardson.

Anne: How do you do?

Mr Richardson: Good morning.

Mr Stevens: Anne, I see you've had your hair done. Very nice.

Anne: Oh... Thank you, Mr Stevens.

Mr Stevens: It looks like you were out late last night. I hope you had fun. Were you at a party, or perhaps a club?

Anne: Oh no, no! I was at home. Actually, it was quite a

difficult night. And... anyway, I don't want to bore you with my personal problems.

Mr Stevens: Right, so Mr Richardson, tell us about your typographical services.

Mr Richardson: Founded by Charles Emerson, Montex has been active in the typographic market since 1985. From the beginning, we have been known for our innovation and high-quality products. Mr Emerson's children, John and Lucy, have continued the tradition by improving and enlarging the family business. The first Montex office was located in Russel street.

Anne: Ah Russel street... That's where the flower market is! I went there just the other day and bought two beautiful yellow orchids... I'm sorry... I'm sorry, Mr Richardson, I didn't mean to interrupt you.

Mr Richardson: And, as I was saying, over the years and following changes in the market, our company has diversified and extended its line of products. We've purchased the latest technology offering our customers the best package available on the market today. In 2000, we moved to a larger office space in order to improve production. Our new headquarters are located in Rodney Road and we have approximately 55,000 square meters at our disposal.

Anne: Oh, my God! That's a huge space!

Mr Richardson: Yes, that's right, it's very big. Anyway, our first success was with brochures, marketing flyers, pamphlets, and company catalogues. We also provided business cards, and general printing services. Over time, we moved into book publishing as digital technology and expansions in the market gave us the skills to enter the market. Currently, we are equipped to provide the highest quality publishing at an extremely competitive price. Our current capacity is more than 100 million pages per year.

I have no technological know-how!

2. JELENET

Mr Stevens (*Anne-hoz fordul*): So, Anne, have you understood everything? Would you like to sum up what Mr Richardson has said?

Anne: Me?

Mr Stevens: Yes, could you?

Anne: Alright, I'll try. Established in 1985 by Charles Emerson, Montex has successfully grown and adapted to changing client needs. In 2000, the company transferred to Rodney Road where – thanks to cutting-edge equipment capable of high volume – it has optimized its production and extended its offerings specialising in the publishing sector. Currently, it provides top-quality printing at extremely attractive pricing.

Mr Stevens: Well done, Anne. You have a great ability to summarize. (*Majd Richardson-hoz fordul.*) You know, Mr Richardson, we aren't very pleased with our current typographers. They don't meet deadlines.

Mr Richardson: Professionalism, efficiency and punctuality are the keys to our success! Do you realize that in just a few years the number of Montex clients has grown by 100 percent?

Mr Stevens: And what sort of printing do you principally use?

Mr Richardson: Digital printing, and offset printing in the case of high density needs.

Anne: What? Offset printing?

Mr Richardson (*csodálkozva néz Anne-ra*): Young lady, you work for a publishing house and you don't know what offset printing is?

Anne: No, sir, I'm afraid I don't. Is it important?

Mr Stevens: Anne, offset printing is the classic way in which a graphic project done on a computer is converted to the final printed page.

Anne: I get it! I get it! Well, it's important, it's extremely important! Oh... What an idiot I must seem... I basically told you I have no technological know-how! You know, Mr Stevens, I am studying the editor's manual you gave me, but I haven't got to the letter "O" yet!

Megértési gyakorlat

(Megoldások a 61. oldalon)

A jelenet megértésének ellenőrzésére válaszoljon az alábbi kérdésekre.

- 1** From the beginning Montex has been known for ...
 - a) its innovative, high quality products
 - b) competitive prices
 - c) specialisation in the publishing business

- 2** What happened to Montex in 2000?
 - a) It went bankrupt
 - b) It moved into bigger premises
 - c) There was a change of ownership

- 3** Why isn't Mr Stevens happy with the printers that he is using at present?
 - a) Because they don't meet their deadlines
 - b) Because their prices are too high
 - c) Because the quality of their printing is not good enough

- 4** Anne doesn't understand the term ...
 - a) brochures
 - b) flyers
 - c) offset printing

Tegyen próbát!

(Megoldások a 61. oldalon)

1. GYAKORLAT

Rakja helyes sorrendbe a szavakat, hogy értelmes mondatot kapjon.

- 1 2005 sales increased 40% since have by
- 2 in Paul Williams 1993 Decoreat founded
- 3 in to Pilgrim Publishing 2005 premises moved larger
- 4 Decoreat just has branch Germany opened a in
- 5 has found Decoreat some customers potential India in

2. GYAKORLAT

Jelölje be, hogy nyelvtanilag helyesek (*Right*) vagy tévesek (*Wrong*) az alábbi mondatok, és írja le azokat helyesen, ha szükséges.

- | | R | W | |
|---|--------------------------|--------------------------|-------|
| 1 BMW is founded in... | <input type="checkbox"/> | <input type="checkbox"/> | |
| 2 Google is diversifying its product range. | <input type="checkbox"/> | <input type="checkbox"/> | |
| 3 Zara, the Spanish clothing retailer, has increased sales in Italy by 35% this year. | <input type="checkbox"/> | <input type="checkbox"/> | |

- 4 Pirelli close its factory north of Milan.
- 5 Mittal steel is extending its market into Europe.

3. GYAKORLAT

Jelölje be, hogy a Sony Corporation-nel kapcsolatos állítások közül melyek igazak (T), és melyek hamisak (F).

- | | T | F |
|---|--------------------------|--------------------------|
| 1 Sony's head office is located in Shinjuku, Tokyo. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Sony is a leading manufacturer of motor vehicle components. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 The first all-transistor radio was made by Sony. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 The VHS VCR was invented by Sony in 1975. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 2006 was not a successful year for Sony. | <input type="checkbox"/> | <input type="checkbox"/> |

4. GYAKORLAT

Párosítsa a kérdésekhez a megadott válaszokat.

- | | |
|---|---------------------------|
| What was Sony's revenue in 2006? | In 1946. |
| What was Sony's first innovative product? | More than 4.1 million. |
| When was the Play Station first launched? | In 1995. |
| How many batteries did Sony recall in 2006? | \$68.39 billion. |
| When was Sony founded? | An automatic rice cooker. |

5. GYAKORLAT

Illesse be a mondatokba az alábbi kifejezéseket.

into
reduced
has
around
in

- 1 Today Sony has developed one of the world's leading media organisations.
- 2 More than 150,000 people work for Sony the world.
- 3 The development of innovative products always been Sony's strongest point.
- 4 Sony started operations 1946 with just 20 employees.
- 5 Faulty laptop batteries severely Sony's profits in 2006.

Szószedet

attractive vonzó, elbűvölő
(**attractive prices:** jó ár)
available rendelkezésre álló
basically alapvetően
bore (to) untat, bosszant
business card névjegy
kártya
carry out (to) véghezvisz
conglomerate összegyűjtött
consumer and professional markets fogyasztói és szakmai piacok
current aktuális, jelenlegi
(**currently:** jelenleg, aktuálisan)
cutting-edge élen
flyer (USA) szórólap
(reklám)
found alapít
get (to) (biz.) elér, megért
get to (to) eljut arra, hogy
headquarters székhely,
igazgatóság
huge hatalmas, óriási
improve (to) javít;
bővít, növel
lead the field (to) az
első helyen áll egy adott területen
located (to be) található,
letelepedett
never mind nem számít
orchid orchidea

package (átvitt ért.)
ajánlatcsomag
post-war háború után
printing nyomda
provide (to) ellát, beszállít
quarter negyed, negyedév
recall a product (to)
visszahív egy terméket
report a loss (to) bejelenti a
veszteséget
skill készség, képesség
solve a problem (to)
megold egy problémát
sum up (to) összefoglal,
összegez

5. lecke

How to conquer new markets

Fashion is law for young consumers

1. JELENET

Victoria: We're meeting here today to show Mr Chang our new Smarty tennis shoes. These innovative shoes are made of high-quality materials and are perfect for the South-East Asian market which, as we all know, is expanding rapidly. We're especially interested in the Chinese market, which is growing at a pace much faster than the rest of the world.

(Csörög Victoria telefonja.)

Victoria: Excuse me for a moment. *(Felveszi a telefont.)* Henry? Hi, I'm sorry but I'm in a meeting right now. Let's talk later, okay? Alright, tell me, but hurry up. No, Henry. I never told John he can watch TV all day... He must have misunderstood. All I said was that he can watch all the TV he wants but only after doing his homework. *(Észreveszi, hogy a munkatársai őt nézik és nevetgélnek.)* This really isn't the right moment, Henry. I'm sorry, can we continue this conversation later on this evening? *(A munkatársaihoz fordul.)* Pardon the interruption... Now, as I was saying...

Paul: Excuse me Victoria, but do you think this is the right product for the Chinese market? I think that before we export

Smarty in the South-East Asian market we need to take a close look at the local competition and the market's tastes in the sector.

Victoria: Excellent observation, Paul. We've actually already done market research and, as Mr Chang can confirm, demand for sporting goods in China has grown by 50 percent over the past ten years. Far Eastern consumers are increasingly interested in the latest fashion, they have become the most demanding consumers of fashion and quality in the world. Isn't that right, Mr Chang?

Mr Chang: Oh, yes. Your fashion have also reached our shores. Fashion is law – especially for young consumers. In fact, purchases are driven more by trends than by the actual products.

Paul: And what about the competition, Victoria? It's a well-known fact that labor costs are lower in China and that shoes produced in China are much more cost-competitive than in Europe.

Victoria: Right again, Paul! However, our shoes are manufactured with high-quality materials that target an upper level segment of the market. This market segment is quite happy to spend more on products that are well-equipped, last longer and are of higher quality.

Just a little domestic problem!

2. JELENET

Paul: Do you have any data on how Smarty sales are going in Europe and in the States?

Victoria: Yes, our marketing department sent me the latest report just this morning. And I'm happy to say it's very encouraging. Smarty has become one of our most

successful products of the last few years. Demand is growing exponentially and the satisfaction level of these shoes is much higher than that of similar shoes produced by other companies. In fact, Smarty shoes are considered the most durable, the most functional and – most importantly – the most popular amongst the youth market.

Paul: And what about the distribution? It's a very important aspect that we shouldn't underestimate!

Victoria: Yes, Mr Chang is here to help clarify this issue for us.

Mr Chang: It is extremely important to have a detailed distribution and promotion plan. We've also got to create a reputable chain of agents to distribute our products over the widest possible area. This, in turn, will help us make the importation easier and reduce taxes for entry into the Chinese market. Look, I'm very happy to provide you with any information you may need, as well as contacts inside the Ministry of Industry and the Chamber of Commerce. But, of course, success depends on your goals, your strategy and the type of financing plan you are willing to provide.

Victoria: And besides that... (Ismét csörög a telefonja.) Oh... Excuse me, yet again... (Felveszi a telefont.) John? What do you want? I told dad I'm in an important meeting. No, John, I didn't say that! First do your homework, then you can watch TV... Okay? And listen... Listen to me! I don't care if your friends aren't studying today just because tomorrow is a holiday. Do you understand? Tomorrow we're going to see your grandparents so you have to study today! That's enough of this story, John! No, that's not true! I'm a good mother and I love you! But it doesn't mean I don't have the right to tell you what to do. Listen, I don't want to talk about this anymore... Goodbye! (A munkatársaihoz fordul.) Pardon me... Just a little domestic problem!

Mr Chang: Oh, yes Mrs Lee, we all know that kids cause more problem than work!

Victoria: You're right, Mr Chang! Kids... Anyone who understands them is a genius!

Megértési gyakorlat

(Megoldások a 63. oldalon)

A jelenet megértésének ellenőrzésére válaszoljon az alábbi kérdésekre:

- 1 When can Victoria's son watch TV?
 - a) All day
 - b) After supper
 - c) When he has finished his homework

- 2 Why is the cost of shoe production cheaper in China than in Europe?
 - a) Because the quality is inferior
 - b) Because labour costs are lower
 - c) Because production quantities are higher

- 3 How are Smarty sales going in Europe and the USA?
 - a) Badly. Sales have dropped by 30%
 - b) Very well. Demand is growing exponentially
 - c) Demand is not moving

- 4 What does Mr Chang think is important to help Smarty conquer the Chinese market?
 - a) A detailed distribution and promotion plan
 - b) Competitive prices
 - c) Take part in the Hong Kong Trade Fair

Tegyen próbát!

(Megoldások a 63. oldalon)

1. GYAKORLAT

Rakja helyes sorrendbe a szavakat, hogy értelmes mondatokat kapjon.

1 entered Microsoft a new with market their Xbox console game

2 slowly the wine market is shrinking French

3 market Chinese luxury goods increasing is rapidly the

4 The saturated market European car is

5 Italian the for wines in US the well-established is market

2. GYAKORLAT

Jelölje be, hogy nyelvtanilag helyesek (*Right*) vagy tévesek (*Wrong*) az alábbi mondatok, és írja le azokat helyesen, ha szükséges.

R W

1 Demand in China for new cars is growing at a much faster pace than the rest of the world.

2 Production costs are far lower in India than in the EU.

3 Design in the EU is more innovative than design in China.

4 Labour costs are low in China. Furthermore shoes produced there are much more cost-competitive than those produced in Europe.

5 Milan is an important centre by innovative industrial design.

3. GYAKORLAT

Jelölje meg, hogy az indiai gazdaságra vonatkozó állítások közül melyik igaz (*True*) és melyik hamis (*False*).

T F

1 India is the fastest growing economy in the world.

2 30% of the Indian workforce earn their living from agriculture.

3 The high number of fluent English speakers is a key factor in India's growth.

4 Many foreign companies outsource their administration activities to Indian companies.

5 India has high telephone charges.

4. GYAKORLAT

Kösse össze a kínai gazdaságra vonatkozó kérdéseket a megfelelő válaszokkal.

What is unusual about the Chinese economy?

Machinery and electronic products.

How many people live in poverty in China?

It's a mixture of privately owned companies and state owned corporations.

What happened in 2006?

Car manufacturing and the petrochemical business.

What are China's main exports?

8% of the population, in 2001.

Which industries will grow quickly over the next 10 years?

The Chinese economy overtook those of France and the UK.

Szószedet

back office adminisztrációs munka

business process

outsourcing vállalati folyamatok kiszervezése

care (to) törődik, érdeklődik, aggódik

chain lánc, hálózat

Chamber of Commerce

Kereskedelmi Kamara

competition verseny

customer service

ügyfélszolgálat

decade évtized

digital age digitális korszak

diverse különböző, eltérő

drive (to) (átvitt ért. is)

vezet, hajt, terel

emerge (to) felmerül

employment munka,

foglalkoztatottság

enterprise vállalat

Far Eastern távol-keleti

fashion divat

game console állvány a videojátékoknak

goal cél, gól

grandparents nagyszülők

Gross Domestic Product (GDP)

Bruttó Hazai Termék

growth rate

növekedési index

handicraft kézműipari termékek

holiday ünnep, ünnepnap; (főként tsz.) szünidő, nyaralás

homework házi feladat

hurry up (to) siet, rohan

increasingly egyre több

issue kérdés, probléma

IT (Information Technology)

kid (biz.) kisgyerek

last (to) tart

law törvény

livelihood megélhetés

misunderstand (to)

félreért, félreismert

outsource (to) munka kiszervezése

overtake (to) utolér, meghalad

pace (átvitt ért. is) menet,

sebesség, lépés

petrochemical petrolkémiai

player játékos, versenytárs

purchase beszerzés, vásárlás

rank (to) vmilyen pozíciót,

rangot betölt

rapidly gyorsan

reputable tekintélyes,

jó hírnevű

sector szektor

service szolgáltatás
textiles textilipar
turn forgás, keringés;
 fordulat; műszak
underestimate (to)
 alulértékel
willing (to be) hajlandó,
 készséges
workforce munkaerő
youth fiatalság, fiatalok

A feladatok megoldása

1. lecke

THE JOB INTERVIEW

Megértési gyakorlat (10. old.)

1) a; 2) b; 3) c; 4) b

Tegyen próbát! (11. old.)

1. GYAKORLAT

1) Hamis; 2) Igaz; 3) Hamis; 4) Igaz; 5) Igaz

2. GYAKORLAT

1) Did; 2) Was; 3) Has; 4) Is; 5) Does

3. GYAKORLAT

1) saw; 2) has been; 3) studied; 4) knows; 5) became

4. GYAKORLAT

1) Wrong (Right; She studied at manchester University)
 2) Right
 3) Wrong (Right; Anne lives at 12 Southampton Street)
 4) Wrong (Right; Southern Design is a multimedia company)
 5) Right

5. GYAKORLAT

1) In; 2) To; 3) When; 4) Of ; 5) All

6. GYAKORLAT

- 1) No, she's from Oxford.
- 2) No, it's a multimedia company.
- 3) In Manchester.
- 4) In London.
- 5) She would like to work with a print media company.

7. GYAKORLAT

- 1) Where; 2) When; 3) does; 4) How; 5) Is

8. GYAKORLAT

- 1) take job training courses; 2) retired; 3) in court; 4) salary;
- 5) a publishing firm

2. lecke**MINOR TASKS AND BIG RESULTS****Megértési gyakorlat (21. old.)**

- 1) c; 2) a; 3) c; 4) b

Tegyen próbát! (22. old.)**1. GYAKORLAT**

- 1) What are your strengths?
- 2) Why do you want this job?
- 3) What are your long-term aims?
- 4) What attracted you to this company?

2. GYAKORLAT

What would you like to be better at?

I'd like to improve my Excel skills.

What do you know about our business?

I know that you operate principally in the domestic market, I believe you are looking to extend your European operations.

What's your greatest achievement so far?

My marketing plan has helped increase sales by 20%.

How would your colleagues describe you?

They'd say I was hard working and enjoyed working in a team.

3. GYAKORLAT

- 1) team; 2) skill; 3) London; 4) customers

4. GYAKORLAT

1) enjoy; 2) have; 3) from; 4) listen

5. GYAKORLAT

1) What; 2) How; 3) Why; 4) What

6. GYAKORLAT

- 1) When could you start working for us?
- 2) Do you have a valid driving licence?
- 3) What is the most important thing you've learned in your current job?
- 4) Could you work in our London office?

3. lecke**A MODEL COLLEAGUE****Megértési gyakorlat (30. old.)**

1) b; 2) a; 3) c; 4) b

Tegyen próbát! (31. old.)**1. GYAKORLAT**

Sue's a scientist.	She works in a laboratory.
Jim and Anne are waiters.	They work in an Italian restaurant in Liverpool.
Tom and Paul are lawyers.	They work in a law court.
My mum's retired.	She stays at home now.

2. GYAKORLAT

1) studio; 2) school; 3) planes/airplanes; 4) disco

3. GYAKORLAT

- 1) Do you like your job?
- 2) Is your job creative?
- 3) Do you have responsibility in your job?
- 4) Are the working conditions good?

4. GYAKORLAT

1) More; 2) With; 3) Moving; 4) Manage

5. GYAKORLAT

- 1) Multinational; 2) Located; 3) Specializes, 4) Turnover;
- 5) Range

6. GYAKORLAT

1) Hamis; 2) Hamis; 3) Igaz; 4) Hamis; 5) Hamis

7. GYAKORLAT

1) Production; 2) Finance; 3) Human Resources; 4) Finance;
5) Marketing

8. GYAKORLAT

1) Packaging; 2) Image; 3) Organize, 4) Manufacturing;
5) Abroad

4. lecke**SO MUCH TO LEARN!****Megértési gyakorlat (39. old.)**

1) a; 2) b; 3) a, 4) c

Tegyen próbát! (40. old.)**1. GYAKORLAT**

- 1) Since 2005 sale have increased by 40%.
- 2) In 1993 Paul Williams founded Decoreat.
- 3) In 2005 Pilgrim Publishing moved to larger premises.
- 4) Decoreat has just opened a branch in Germany.
- 5) Decoreat has found some potential customers in India.

2. GYAKORLAT

- 1) Wrong (Right; BMW was founded in...)
- 2) Right
- 3) Right
- 4) Wrong (Right; Pirelli is closing its factory north of Milan)
- 5) Right

3. GYAKORLAT

1) Hamis; 2) Hamis; 3) Igaz; 4) Hamis; 5) Igaz

4. GYAKORLAT

- What was Sony's revenue in 2006? \$68.39 billion.
- What was Sony's first innovative product? An automatic rice cooker.
- When was the Play Station first launched? In 1995.
- How many batteries did Sony recall in 2006? More than 4.1 million.
- When was Sony founded? In 1946.

5. GYAKORLAT

- 1) into; 2) around; 3) has; 4) in; 5) reduced

5. lecke**HOW TO CONQUER NEW MARKETS****Megértési gyakorlat (49. old.)**

- 1) c; 2) b; 3) b; 4) a

Tegyen próbát! (50. old.)**1. GYAKORLAT**

- 1) Microsoft entered a new market with their Xbox console game.
- 2) The French wine market is slowly shrinking.
- 3) The Chinese luxury goods market is rapidly increasing.
- 4) The European car market is saturated.
- 5) The market in the US is well-established for Italian wines.

2. GYAKORLAT

- 1) Wrong (Right; Demand in China for new cars is growing at a much faster pace than the rest of the world)
- 2) Right
- 3) Right
- 4) Wrong (Right; Furthermore, shoes produced there are much more cost-competitive than those produced in Europe)
- 5) Wrong (Right; Milan is an important centre for innovative industrial design)

3. GYAKORLAT

- 1) Hamis; 2) Hamis; 3) Igaz; 4) Igaz; 5) Hamis

ENGLISH *today*

BUSINESS LEVEL

ANGOLNYELV-OKTATÓ PROGRAM

Lesson 1: On the job. The job interview

- Beszéljünk a munkáról • Szakmák és foglalkozások • Curriculum Vitae és bemutatkozó levél írása

Lesson 2: On the job. Minor tasks and big results

- Beszéljünk a vállalatról általában • Felvételi elbeszélgetés • Tanácsok, hogyan válaszoljanak a jelöltek a nekik feltett kérdésekre.

Lesson 3: On the job. A model colleague

- Beszéljünk egy vállalatról • Mutassuk be egy vállalat szerkezetét: felelőség, munkakör és feladatok

Lesson 4: On the job. So much to learn!

- Meséljük el egy vállalat történetét • Mutassuk be a vállalat történetének kiemelkedő eseményeit

Lesson 5: On the job. How to conquer new markets

- Beszéljünk a piacokról • Hasonlítsunk össze egymással különböző piacokat



KÖNYV

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Kizárólagos kiadó és forgalmazó: Népszabadság Zrt.

Minden jog fenntartva! A szerzői jogvédelem alatt álló, nyelvkönyvtársomag film-, hang- és írott anyagát másolni tilos!
A DVD nyilvános helyen történő, engedély nélküli vetítése tilos! Minden ilyen cselekmény büntetést von maga után!

Kizárólag a Népszabadság engedélyével hozható forgalomba.