



KÖNYV

26

ENGLISH

today



BUSINESS LEVEL

ANGOLNYELV-OKTATÓ PROGRAM



NÉPSZABADSÁG
A tájékozottság magabiztossá tesz.

ENGLISH TODAY

BUSINESS Level COURSEBOOK FOUR

ENGLISH
TODAY

A fordítás az alábbi kiadás alapján készült:

26. Business level book four

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Anne, Gary és Rachel az irodában vannak. Belép Mr Stevens.

Mr Stevens: Who's in charge of delivery to the "Blue Moon" bookshop?

Gary: Err... Anne and I. Why?

Mr Stevens: They've just telephoned complaining that they haven't received anything yet.

Anne: Well, that's impossible! I sent the delivery five days ago.

Mr Stevens: That's just it. I don't understand what could have happened. The merchandise should have arrived by now. Anne, call the shipping agents to find out what's up.

Anne (a telefonba): Hello, am I speaking to "Fast" shipping? This is Anne Baxter from Pilgrim Publishing. I'd like to follow up on the merchandise we sent five days ago. Sorry? What? That's impossible! There must be some mistake. You can't have delivered it! Our client has just telephoned saying they haven't received anything yet! Okay, okay, I'll take a look at the paperwork and get back to you. Bye Bye. *(Leteszi a telefont, majd a többiek felé fordul.)* Well, "Fast" claims that the goods were signed for by the consignee.

Mr Stevens: Rachel, go get the bill of lading. We need to look into what caused this mistake. Gary, are you sure you provided the exact address?

Gary: Certainly! I still remember it. It's: 35, Lafayette Avenue – Orange.

Mr Stevens: That's it, alright. What about the duty? Do you remember paying it?

Gary: Duty? Excuse me, Mr Stevens, but we're EU members and aren't required to pay duty. Merchandise is free to move between the member states. And duty is no longer required, nor is documentation.

Mr Stevens: EU? What does Europe have to do with it?!

Gary: Excuse me, but Orange is in France, isn't it?

Mr Stevens: Good God, Gary! "Blue Moon" is in Orange, but not in France. Orange is a city in Massachusetts, USA! Call the bookshop immediately!

Gary: What an idiot! That's why I paid less on freight charges than was budgeted!

Anne nevetésben tör ki. Ebben a pillanatban megszólal a telefon. Anne felveszi.

Anne: Hello, Pilgrim Publishing. This is Anne Baxter, how may I help you?

Victoria: Hello, this is Victoria Lee. I'm calling in regards to the shipment. I was wondering if you had any news yet?

Anne: Oh yes, actually I was just about to call you. Unfortunately, there has been a misunderstanding. But, don't worry. We're taking care of things on our end. And you should receive the goods very soon!

Victoria: Could you tell me exactly what's happened? My boss is extremely upset. The shipping documents were in order. According to the bill of lading, the supplies should have already arrived. Can you explain why the merchandise is blocked in the customs warehouse?

Anne: At customs? No, you see, I'm afraid there's been a slight problem in addressing the goods. And they've been sent to a destination in France instead of Massachusetts.

Victoria: France? Massachusetts? What are you talking about? The merchandise was destined for China!

Anne: China? Well, excuse me, are you the owner of the "Blue Moon" in Orange, Massachusetts?

Victoria: No, I am not! I work for Spector – we're a multinational sporting goods manufacturer. I'm speaking with "Fast" shippers, aren't I?

Anne: Well, actually, no! This is Pilgrim Publishing! I'm afraid you've got the wrong number. But, we do have something in common. We both use the same courier.

What a strange coincidence!

2. JELENET

Victoria az irodájában van. Miközben leteszi a telefont...

Victoria: Life is funny! I dial a wrong number and who do I call? A publishing house! Maybe it's fate? Nice young woman, as well! What was her name? Anne Baxter, that's right. We use the same couriers and are both having problems with deliveries! What a strange coincidence!

Belép Mrs Collins.

Mrs Collins: Mrs Lee, have you spoken with "Fast" shippers yet?

Victoria: Uh... Not yet, the number is always busy!

Mrs Collins: We have to figure out what's happened. This delivery delay is costing us a lot of money. The courier assured us that the merchandise didn't have to pass through customs, that it would have left their warehouse with the customs bill already compiled without any additional customs' requirements.

Victoria: That's right! Considering the shipping costs... They're so high because they include all international delivery costs such as transit, loading and unloading, assembly, and warehouse storage costs.

Mrs Collins: Just a moment, I've got it! Did you remember to attach the certificate of origin, Mrs Lee?

Victoria: The certificate of origin? I don't really know what that is! It's never been required for our shipments!

Mrs Collins: The certificate of origin is that document which states the merchandise's country of origin for customs purposes. It's absolutely necessary for companies doing business in countries which don't belong to the EU to provide it upon customs officials request. And China is one of those countries!

Victoria: I'm sorry, Mrs Collins! I didn't know! I swear it! Up until now, I've never taken care of shipments!

Mrs Collins: This is going to be one very expensive mistake! Oh, by the way... I'll be taking our losses caused by this delay out of your salary!

Megértési gyakorlat

(Megoldások az 53. oldalon)

A jelenet megértésének ellenőrzésére válaszoljon az alábbi kérdésekre:

- 1** What has happened to the merchandise that was meant to go to the "Blue Moon" bookshop?
 - a) It has been held up in customs
 - b) It was sent to France by mistake
 - c) It was damaged during shipment

- 2** What do Anne and Victoria have in common?
 - a) They both do the same work
 - b) They both have children
 - c) They use the same courier

- 3** What did Victoria forget to do when she shipped the merchandise?
 - a) To attach the certificate of origin
 - b) To pay customs tax
 - c) To write the correct address

- 4** How does Mrs Collins intend to punish Victoria for the mistake?
 - a) She is going to deduct the cost of the mistake from Victoria's salary
 - b) She is going to fire Victoria
 - c) Victoria will be demoted

Tegyen próbát!

(Megoldások az 53. oldalon)

1. GYAKORLAT

Jelölje be, hogy a DHL-re vonatkozó mondatok igazak (*True*) vagy hamisak (*False*).

- | | T | F |
|--|--------------------------|--------------------------|
| 1 The company started operations on the west coast of the US. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 DHL expanded eastwards to Europe. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Today the company has almost 200,000 employees. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Customers can constantly find out where their shipment is. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 The company can manage the supply of goods to supermarket chains. | <input type="checkbox"/> | <input type="checkbox"/> |

2. GYAKORLAT

Illessze be az alábbi szavakat a mondatokba.

received
centre
quote
freight
deliver

- 1** Can our Chinese supplier the goods by June?
- 2** Did you send the for 4000 chips to Germany?
- 3** Do you send by sea?
- 4** We the letter of credit from Denmark last week.
- 5** The PC monitors will arrive at the distribution tomorrow.

3. GYAKORLAT

Párosítsa a kérdéseket és a válaszokat.

Where are the 5,000 mobile phones from China?

Sure, could I have your customer number?

How long will it take to get this contract to New York?

You could use air-freight or if it's not urgent send them by road.

Can I schedule a collection for tomorrow morning?

Near the M6 between Liverpool and Manchester.

How can we get these books to Frankfurt?

One day by express delivery.

Where's your nearest distribution centre?

They're being delivered this afternoon.

4. GYAKORLAT

Mindegyik mondatban van egy hiba. Keresse meg és javítsa ki.

1 The freights was sent by air.

.....

2 In reply to your enquirys...

.....

3 The shiping forwarder hasn't replied yet.

.....

4 These are our termens of payment.

.....

5 The goods will be sent by oshen freight.

.....

5. GYAKORLAT

Egészítse ki a mondatokat a hiányzó szavakkal.

1 We've asked them to send us a
(előleg)

2 As soon as we have it we'll place an
(rendelés)

3 The goods can be sent
(szárazföldi szállítás)

4 They'll send a
(proforma számla)

5 The 200 cameras from Shanghai are in the customs
..... (raktár)

Szószered

address (to) címez, küld
Air-freight légi áruszállítás
assembly összeszerelés
belong (to) tartozik vhoval, részét képezi vminek
bill of lading fuvarlevél
bookshop könyvesbolt
claim (to) igényel; követel; reklamál
country ország, állam
courier futár
customs vám
delay késés, késedelem
duty vám, adó
expand bővül, növekszik
expensive költséges, drága
Far East Távol-Kelet
figure out (to) megért
follow up (to) követ; végigcsinál vmit
freight charges szállítási költségek; rakodási költségek
logistics logisztika
Middle East Közel-Kelet
mistake hiba, tévedés
misunderstanding félreértés
owner tulajdonos
paperwork irodai munka; adminisztráció
pass through (to) áthalad, átmegy

provide upon (to) ellát
requirement szükséglet; követelmény, előfeltétel
ship (to) küld, szállít
shipment szállítmány
sign for sth. (to) aláír az átvétel igazolására
slight kicsi, könnyű, enyhe
storage raktározás; raktár
supply ellátmány, készlet; kínálat; (többes számban); élelmiszer, ellátmány
swear (to) esküszik
turnkey kulcsrakész (használatra kész, minden benne van, garántált)
unloading letöltés, lerakodás
upset mérges, dühös; ideges, zavart
warehouse raktár
westwards nyugati, nyugat felé
wonder (to) tudni szeretné, kíváncsi; csodálkozik

16. lecke

Enough surprises!

“Interesting” contacts from Frankfurt

1. JELENET

Anne és Rachel az irodában vannak. Belép Gary kabátban és kezében utazótáskával.

Rachel: Welcome back Gary. How was the International Book Fair in Frankfurt?

Gary: Great. I cultivated a number of interesting contacts that could lead to great opportunities. I also participated in a very important conference on the current state of affairs in the international book market.

Anne: Oh! Do tell, Gary.

Gary: Hum... Yes, okay, but just a brief summary because I've really got to get going. Mr Stevens wants a report on the trade fair ASAP and I've been away for three days, so I've got a ton of work to catch up on. In any case, a number of the top company representatives from the largest international publishing houses participated. The most interesting presentation was surely that of John Schuman, one of the top experts in the publishing sector.

Rachel: And what did he have to say?

SMS érkezését jelző hang hallatszik Gary mobilján.

Gary: Excuse me! Just a moment... *(Mosolyogva olvassa az üzenetet.)* It's one of my contacts from Frankfurt. Hum, I was saying... Hum, John Schuman! Using the most current data as his starting point, he determined that the publishing market is growing slowly, and that the number of readers is stagnant. It's the readers who already buy books and want to increase the size of their libraries who are responsible for sales.

Anne: To cut a long story short, the current crisis has been around for a while!

Gary: Unfortunately, yes! Just the other day, a friend of mine from Amsterdam in the publishing trade was telling me that his company has had to let fifteen people go since the beginning of the year.

Rachel: You're kidding?! Does that mean that we could become redundant?

Gary: No, Rachel! I've just finished telling you that the trade fair was a huge success. We've just got to look at these things over the long term. It's the latest technologies that will offer the most success in this market.

Anne: What do you mean?

Gary: I'm talking about digital editing. We're on the cusp of a revolution in publishing. In other words, the transition from printed publishing to digital publishing.

Rachel: I'm afraid I don't agree with you, Gary. Internet, e.mail, CD-ROM, DVDs, and all electronic gadgets put together will never substitute the joy of reading a book.

Gary: I know, I know, Rachel, you are a Luddite. But this is the future. The owner of a multimedia publishing house from Stockholm told me that they were able to greatly lower production, distribution and warehousing costs, all

due to digital publishing. Not only that, but just think of the interaction we can achieve with readers via the Internet. And besides that... *(Ismét hallatszik egy SMS-t jelző hang Gary mobilján.)* Just a moment, excuse me. *(Mosolyogva elolvassa az üzenetet, majd begépezi a választ.)*

Rachel: I bet it's one of your "important" contacts from Frankfurt!

Gary: Yes, as a matter of fact it is!

Rachel: Judging from your expression, I'd say that these "contacts" are mostly female!

A real dictator!

2. JELENET

Victoria az irodájában van. Belép Paul.

Paul: Oh! Hi Victoria! Why weren't you at the meeting this morning?

Victoria: Which meeting?

Paul: The meeting that Mrs Collins called with all the department heads to come to grips with the situation and, I quote (*Felemeli és megkeményíti a hangját, hogy Mrs Collins-t utánozza.*) "to discuss the means with which we can improve both production and company efficiencies."

Victoria: No one told me anything! I bet she did it on purpose – my "darling" boss. She wanted to get back at me for a mistake I made on a shipment! She always keeps me out of the loop on all the important developments and makes me do the work of a secretary! I hate her!

Paul: Come on, Victoria! Chin up! Things will get better.

Victoria: Not so sure about that, Paul. Anyway, tell me. What did you discuss at the meeting?

Paul: Well, you can imagine the tone Mrs Collins used. She prefers cold and distant. She urged us all to work even harder to overcome this difficult moment for the company.

Victoria: According to her, we should be working 24/7/365!

Paul: Listen to this: she told the warehouse manager to calculate the efficiency of workers more precisely as they go about their tasks, and if necessary, to lengthen their hours. Then she "invited" Mr Rover – the personnel director – to

evaluate the necessity of any new hiring. She told him that from now on, each and every short-term or long-term plan must first be evaluated and approved by her.

Victoria: I always said she was a dictator!

Paul: Yeah! And she claims that we should be delighted at her flexibility, and that many corporate heads she knows would just resort to huge personnel cuts to improve the situation.

Victoria: Oh, what an understanding woman!

Paul: You bet... Then she added that companies need to meet deadlines and to work within strict budget in order to keep clients satisfied and remain competitive in the market. Finally, referring to you, she reminded us all that delays and errors in projects are absolutely unacceptable. (*Észreveszi, hogy Victoria ír.*) What are you doing, Victoria? Are you taking notes?

Victoria: No! I'm writing my letter of resignation.

Megértési gyakorlat

(Megoldások az 55. oldalon)

A jelenet megértésének ellenőrzésére válaszoljon az alábbi kérdésekre:

- 1 What was the analysis of the market made by John Schuman, one of the top experts in the publishing sector?
 - a) Publishing is expanding rapidly
 - b) The market is going through a serious crisis
 - c) The market is growing slowly and the number of readers is stagnant

- 2 What is the future of publishing according to Gary?
 - a) New editions of the great classics
 - b) Digital publishing
 - c) Scientific publications

- 3 What was the reason for the meeting between Mrs Collins and the heads of department?
 - a) To decide whether to take part in the Hong Kong Trade Fair
 - b) To discuss how to improve production and create a more efficient company
 - c) To look at sales figures for the last six months

- 4 What does Victoria do after listening to Paul?
 - a) Resigns
 - b) Telephones to Mrs Collins to ask why she wasn't invited to the meeting
 - c) Prepares a report

Tegyen próbát!

(Megoldások az 55. oldalon)

1. GYAKORLAT

Jelölje be, hogy a CES-re vonatkozó mondatok igazak (*True*) vagy hamisak (*False*).

- | | T | F |
|---|--------------------------|--------------------------|
| 1 You can visit CES in February. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 CES is the world's largest technology related trade fair. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 DVDs were first shown at CES. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Bill Gates is a regular speaker at CES. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 CES includes a section on mobile phones. | <input type="checkbox"/> | <input type="checkbox"/> |

2. GYAKORLAT

Illessze be az alábbi szavakat a mondatokba.

How
Who's
Is
Can
When

- 1 giving the keynote address this year?
- 2 much does space for an exhibition booth cost?
- 3 can we set up the booth?
- 4 we hire a meeting room for one day?
- 5 Internet access included?

3. GYAKORLAT

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

- | | R | W | |
|--|--------------------------|--------------------------|----------------|
| 1 Do you like to try this sample? | <input type="checkbox"/> | <input type="checkbox"/> |
..... |
| 2 Pilgrim Publishing's office is at 23 Long Acre. | <input type="checkbox"/> | <input type="checkbox"/> |
..... |
| 3 Here's our price list. | <input type="checkbox"/> | <input type="checkbox"/> |
..... |
| 4 Our price is ex-works. | <input type="checkbox"/> | <input type="checkbox"/> |
..... |
| 5 Give me a call if you have any queries. | <input type="checkbox"/> | <input type="checkbox"/> |
..... |

4. GYAKORLAT

Egészítse ki a mondatokat a zárójelben levő kifejezések helyes fordításával.

- 1** Remember to take plenty of and promotional materials. (névjegykártya)
- 2** We're arriving a day early so that we can (berendezi a standot)
- 3** This is a make-or-break moment for the company. (Kereskedelmi Vásár)
- 4** It's important that our clients (szabadon nézelődhessenek)
- 5** We have to be ready to offer really good discounts for (előzetes fizetés)

5. GYAKORLAT

Fordítsa le magyarra a következő rövidítéseket.

- 1** CIF
.....
- 2** Ex-works
.....
- 3** FOB
.....
- 4** I.C.C.
.....
- 5** Incoterms
.....

Szószedet

according to vmi szerint,
vmi alapján

achieve (to) megvalósít,
véghezvisz, teljesít

announce a product
bejelenti egy termék
megjelenését

be around (to)

forgalomban,
kereskedelemben van;
bejárta az egész világot

become redundant (to)
elbocsátották

bet (to) fogad; feltesz

catch up (to) összeszed,
utolér

chin up! bátorság!,
fel a fejjel!

come to grips with sth.
(to) veszekedik vkivel,
szembekerül vkivel

corporate head társaság
vezetője

crash (to) beszorul

cusp (átvitt ért. is) csúcs,
orom

cut a long story short (to)
rövidre vág, lerövidít
(beszédet)

delighted boldog

department head
osztályvezető

digital imaging digitális kép,
számítógépes rajz

female nő, női

field mező, terület

get back at s.a. (to)

bosszút áll vkin

go about (to) hozzáfog,

foglalkozik vmivel

hate (to) utál, gyűlöl

high-tech csúcstechnológia

hire (to) bérel

hiring felvétel

home theatre házi mozi
rendszer

huge hatalmas, óriási

judge (to) ítélt

keep out of the loop (to)

kihagy vmiből

keynote address

programbeszéd,

rendkívül fontos jelentés

kid (to) bolonddá tesz,

becsap

lead (to) vezet vhová

lengthen (to)

meghosszabbít

letter of resignation

felmondó levél

lower (to) csökkent, esik,

leszállít

major nagyobb, fontosabb,
nagy

mobile electronics

mobil technológia

a must ac. szükséges

on display kiállításon

on purpose szándékosan,

abból a célból

overcome (to) meghalad

preview a product

előzetesen bemutat egy
terméket

related kapcsolatban álló,
vonatkozó

remind (to) emlékeztet,
eszébe juttat

resort (to) vmihez
folyamodik, igénybe vesz,

kérvényt nyújt be

run (with show) fut

speaker szónok; beszélő

starting point

kiindulópont

summary összefoglalás,

szintézis

take place (to) végbemegy,

megtörténik

ton tonna

trade fair/show

kereskedelmi vásár

try out (to) próbál, tesztel

urge (to) ösztönöz,

sürget, szorgalmaz

warehousing raktározás

while míg, mialatt,
időtartam

within bent; belül

17. lecke

A new position

I'm gonna miss your jokes

1. JELENET

Victoria az irodájában van. Belép Paul. Victoria nem veszi észre és Paul az íróasztalára ül.

Victoria (megfordul és észreveszi Pault az asztalon ülve): Paul!

Paul: Don't tell me this is true... Are you really gonna leave?

Victoria: Yes, Paul. I just can't stay here. Since Mrs Collins has arrived, the work climate has become unbearable! She never misses an opportunity to humiliate me and to assign me the most demeaning tasks.

Paul: And what are you gonna do now?

Victoria: Well, I've got in touch with a number of companies. This afternoon, for example, I have an interview with a publishing house.

Paul: A publishing house? You're not going to become an author, are you?

Victoria: Precisely! You know it's always been a dream of mine. I don't think the interview is gonna focus on my "literary talents". But, Paul, you look awful. What's the matter?

Paul: I'm a bit concerned about things. We're having a meeting with the major shareholders of Spector to take a look at the balance sheets.

Victoria: And, is that a problem?

Paul: Well, as you know, the year-end balance sheets provide an overview of the economic, fiscal and fiduciary effectiveness of our management. And I certainly hope that scrutinizing the books won't uncover inconvenient discrepancies that could lead to a change of a company leadership.

Victoria: What exactly are you referring to?

Paul: As you know, things haven't been rosy lately, even if there has been a slight improvement in share prices during the last quarter. However, at the same time, the outstanding debts to our suppliers have also increased. In other words, our revenues don't cover our expenses.

Victoria: The situation is serious, then!

Paul: That's right. I'm afraid we'll need to resort to additional outside financing. I've been calculating the various balance sheets entries to understand what's causing our debts and try to develop a plan of attack to get our weak points under control. The results are anything but encouraging. As you well know, the solidity and integrity of our financial core assets are indispensable to keeping our production capabilities intact and revenues flowing.

Victoria: I certainly wouldn't wanna be in your shoes at the meeting!

Paul: No kidding! I'm predicting lightning and thunder! I wish I didn't have to participate! Perhaps, I could come down with a sudden case of flu or something. How about kidney inflammation accompanied by high fever caused by a highly contagious virus mysteriously present in the company?

Paul: You laugh but now that you won't be here I'll have to double the work! By the way, they don't happen to need someone else at that publishing house that you were speaking about?

Victoria: So, you're a secret author as well?

Paul: Oh no! But I can do a lot of things. For example: use a computer, make photocopies, send faxes. That should be enough, shouldn't it?

Victoria: What a clown! I'm gonna miss your jokes, Paul!

I appreciate your frankness!

2. JELENET

Mr. Stevens telefonál az irodájában. Ez idő alatt bekísérik Victoriát az irodába, aki leül, és várja, hogy Mr. Stevens befejezze a telefonálást.

Mr Stevens: Yes. I see, I understand. But it has to be done by Friday, is that possible? Good. Good. It's very important. We'll be in touch. Thank you. Goodbye. *(Leteszi a telefont, majd észreveszi Victoriát és köszön neki.)* Mrs Lee! You've got an exceptional CV, Mrs Lee.

Victoria: Oh, thank you, Mr Stevens.

Mr Stevens: I don't quite understand why you left Spector. According to this, you're in a position of considerable responsibility.

Victoria: That's true, I was very satisfied with my job at the beginning. I had a prestigious position and many high-profile projects were sent my way. However, once Spector was taken over by a Japanese multinational, things just took a turn to the worse. My boss was let go, many of my colleagues were transferred and I was relieved of my duties. And, of course... Well, maybe I shouldn't tell you.

Mr Stevens: Please do! No reason to be afraid.

Victoria: Well, the truth is I just didn't get along with my new boss.

Mr Stevens: I appreciate your frankness! Sincerity is one of the main qualities that I look for in my employees. But tell me, Mrs Lee, how are your bookkeeping, invoicing and administrative skills?

Victoria: Excellent, I would say. But I wanted to speak to you about...

Mr Stevens: Are you familiar with the publishing market?
Victoria: Yes, to a certain degree. But, as I was saying... Ever since I was a child I've always been fascinated by...

Mr Stevens: You can tell me about your dreams at another time, Mrs Lee. Currently we're busy with the year-end balance sheet, and I need a well-trained assistant to prepare an assessment of our administrative expenses, and to study our assets and liabilities. You, considering your experiences, appear to be a perfect fit!

Victoria: Well, thank you, Mr Stevens! But once this emergency has blown over, perhaps you might take me into consideration as a... as a...

Mr Stevens: Yes...?

Victoria: As an author. I'm quite talented. My literature professor at university used to encourage me.

Mr Stevens: This is not a school, Mrs Lee! I got in touch with you to speak to you about our marketing office! That's what I'd like to hire you for! Please, don't be offended, but keep your dreams to yourself for the moment. As far as books are concerned, we can get started on the bookkeeping immediately!

Victoria: Certainly, but later?

Mr Stevens: We'll see, we'll see...

Megértési gyakorlat

(Megoldások az 57. oldalon)

A jelenet megértésének ellenőrzésére válaszoljon az alábbi kérdésekre:

1 Who is Victoria going to have an interview with?

- a) A fashion company
 b) A publishing house
 c) A lawyers' office

2 Spector's main shareholders have decided to call a meeting to...

- a) meet the new heads of department
 b) look at the balance sheets
 c) discuss new marketing techniques

3 What is the real reason that made Victoria decide to leave Spector?

- a) She didn't get on with her new boss
 b) She was looking for a new experience
 c) All her colleagues had left the company

4 What does Victoria want to do at the publishing house?

- a) Graphic design
 b) Personal assistant to Mr Stevens
 c) Write

Tegyen próbát!

(Megoldások az 57. oldalon)

1. GYAKORLAT

Jelölje be, hogy a KPMG-re vonatkozó mondatok igazak (*True*) vagy hamisak (*False*).

- 1** KPMG is a single multinational company. **T F**
2 The network of KPMG firms operates all over the world.
3 KPMG only provides accountancy services.
4 KPMG accountants use the Internet to carry out company audits.
5 If a company is considering taking over another company, KPMG can provide advice.

2. GYAKORLAT

Párosítsa az alábbi kérdéseket és válaszokat.

- | | |
|--|--|
| How's the budget coming along? | Sorry, I can't. Ask Sue, she'll be able to do it for you. |
| Bob, can you approve this expenditure for me? | I think there's going to be an overspend of about € 5,000. |
| Who has ownership of this budget? | By next Friday |
| When do I need to submit my budget for approval? | € 50,000 |
| How much is the marketing budget for next year? | Tom |

3. GYAKORLAT

Illessze be az alábbi szavakat a következő mondatokba.

mechanisms
agreed
prepare
within
to

- 1 I really need to bring this project in budget.
- 2 I've got to my budget for next year.
- 3 We need to put some financial control into place.
- 4 I'm not allowed make a spending decision by myself.
- 5 We the final budget yesterday.

4. GYAKORLAT

Rakja helyes sorrendbe a szavakat, hogy értelmes mondatot kapjon.

- 1 How the overspend much is?
.....
- 2 budget this Who prepared?
.....
- 3 you Are preparing annual the report?
.....
- 4 Sue cash flow Is managing the?
.....
- 5 looking How is balance the sheet?
.....

5. GYAKORLAT

Illessze be a mondatokba a zárójelben levő kifejezések helyes fordítását.

- 1 Things haven't been lately.
(nem mennek túl jól)
- 2 There has been a improvement.
(egy kis)
- 3 Our debts have increased.
(ki nem fizetett tartozások)
- 4 We're looking for financing.
(külföldről)
- 5 I'm afraid that the is not looking very good. (vagyoni állapot)

Szószedet

accountancy könyvelés

acquisition akvizíció,
megszerzés

advisory services
tanácsadás

a professional szakember,
szakértő

assessment értékelés,
felbecsülés

assets and liabilities
aktívák és passzívák

audit revisione könyvelő

balance sheet
vagyonkimutatás

be in s.o.'s shoes (to)
hasonló cipőben jár,

más bőrében van

be relieved (to) felmentik egy
megbízás alól

blow over (to) elmúlik,
elsimul

bookkeeping könyvelés

**come down with a disease
(to) (biz.)** elkap egy
betegséget

concern (to) illet vmit,
vonatkozik vmire

(as far as sth/

s.o. is/are concerned:

vkit vagy vmit illet)

core (átvitt ért. is) mag,
nukleáris központ, szív

corporate céges,
társasági

demeaning megalázó,
megszégyenítő, degradáló

double (to) megdupláz

effectiveness hatékonyság

flow (to) folyik; ömlik

flu hatás

frankness egyenesség

get along with (to) egyetért
vkivel

invoicing számlázás

kidney vese

lately mostanában

liability passzívák,
felelősség

lightning villám

look for (to) keres

management irányítás,

igazgatás, vezetés

matter ügy, dolog,

téma, probléma

(what's the matter?:

mi van?, mi a probléma?)

merger összeolvadás

(társaságok között)

network háló

operate (to) tevékenykedik

outside külső

outstanding hátralékos,

kifizetetlen

overview áttekintés

risk management

kockázatkezelés

scrutinize (to) kémlel,

aprólékosan megvizsgál

share prices részvény

árfolyamok

shareholder részvényes

supplier beszállító

take over (to) átvesz, átvállal

tax adó

thunder mennydörgés

unbearable elviselhetetlen

uncover (to) felfed, leleplez

weak gyenge; könnyű

well-trained tapasztalt,

jól felkészült

18. lecke

Welcome Victoria!

I'm a happily married woman!

1. JELENET

Victoria éppen most érkezett meg az irodába, de nincs bent senki. Kicsit ijedten néz körül. A vízadagoló automata mellett áll egy srác, aki a mobilján beszél.

Victoria: Excuse me, my name's Victoria Lee. Today's my first day at work and I'd like to know...

A srác a fejével int, hogy nem ér rá, majd távolabb megy.

Victoria: Great! Great way to start! Where is everybody? Mr Stevens told me I was gonna meet my new colleagues and they were gonna explain everything. I wonder if I've come to the wrong department!

Belép Rachel.

Rachel: Ah, you must be the new arrival. Pleasure to meet you, I'm Rachel.

Victoria: The pleasure's all mine. My name is Victoria Lee.

Rachel: Mr Stevens asked me to show you the office and explain everything. So... Over there is the fax and the photocopier. *(Megáll egy íróasztal előtt.)* This is your desk and your computer. What else? Oh, yes... You'll find the coffee machine down the hall, but, please remember...

Gary érkezik hátulról és nevetve emeli fel az ujját.

Gary: Few breaks and, please, keep them short!

Rachel: This "gentleman" is Gary Renolds, head of marketing.

Victoria: How do you do? I'm Victoria.

Gary: Mr Stevens tells me that we're going to be working closely together. I must say it's quite a pleasure to spend so much time with such a lovely young lady.

Victoria (*Felemeli a kezét, hogy megmutassa a jegygyűrűt.*): Happily married woman! Married with a son, as a matter of fact!

Rachel: Well done, Victoria! Let him know who's who! Gary's the kind of guy that can't control himself with attractive women! (*Rachel elmegy.*)

Gary: Ehm. Thank you for the compliment, Rachel! Let's get down to work! (*Egy papírlapot ad át Victoria-nak.*) Here is an analysis of last year's investments. As you can see, we've consistently improved our bottom line in all sectors. Even if, as far as I'm concerned, we need to move more aggressively into the market.

Victoria: What exactly do you mean?

Gary: Well, improve our e-commerce play, for example. Let's imagine for a moment that Pilgrim were to develop an advanced online catalogue that would allow users to purchase directly online. Don't you think that this way we could dramatically cut our distribution costs?

Victoria: Certainly, but what does Mr Stevens think?

Gary: Well, he's a bit "old-school" in his way of thinking. According to his world view, we should focus on sales through more traditional channels. I, on the other hand,

would be thrilled if you saw things more along my lines. Ehm, why don't we develop a realistic marketing strategy that includes possible e-commerce earnings? Perhaps, we could convince him together!

Victoria: I'm afraid I can't at the moment, Gary! I've got to focus on the bookkeeping to begin with.

Gary: Listen why don't we have a little dinner together tonight, and then continue working at my house?

Victoria: I'm married. Remember, Gary!

I'm sure we'll become good friends

2. JELENET

Victoria a kávéautomata előtt áll.

Victoria (*Magában*): Statistics, accounts, reports. Not much has changed from Spector. And I was hoping for a more creative position...

Hangok hallatszanak a folyosóról.

Anne: See you later!

Anne odamegy Victoria-hoz.

Anne: Oh, hello! You must be the new hire. I'm Anne Baxter.

Victoria: I'm Victoria Lee. I recognize your name... Have we met before?

Anne: I don't think so. Perhaps we met at the Red Lion Pub. I often go there with my friends.

Victoria: No, it doesn't sound familiar! Actually, I have a son so I don't get out much. But still, I've heard your name before! Just a moment... Now I remember... We met on the telephone when I was still working at Spector. We both had that problem with our courier "Fast"!

Anne: Oh yes! Oh yes, I remember now! You were having problems with a shipment to... to China! Gosh! What a coincidence! Well, who would have ever thought that we would have ended up working together! So, how are things going?

Victoria: Well, it's still too early to say. Today is my first day at work!

Anne: Well, I presume you've already met Gary...

Victoria: Yes, earlier. We're working on a project together.

Anne: And I bet he's already invited you out to dinner!

Victoria: Yes, as a matter of fact!

Anne: And he's probably told you that he loves working with charming young girls such as yourself.

Victoria: Yes, and how do you know?

Anne: He always uses the same line. He did the same with me. How original...

Mindketten nevetésben törnek ki.

Anne: Well, I'm pleased that you've joined us here. And I hope we'll become good friends.

Victoria: Yes, well, I'm sure we will! You're very nice... And, who knows, maybe that telephone call was destiny!

Megértési gyakorlat

(Megoldások az 59. oldalon)

A jelenet megértésének ellenőrzésére válaszoljon az alábbi kérdésekre.

1 Which marketing strategies does Gary think they should use to be more aggressive in the market?

- a) Improve e-commerce activities
- b) Specialize in a niche sector
- c) Find a major distributor

2 What does Mr Stevens think about Gary's ideas?

- a) He completely agrees and gives Gary the OK to go ahead
- b) He's not really convinced and wants a trial run
- c) He sees things differently and believes that it's necessary to focus on traditional sales techniques

3 What did Victoria hope Pilgrims would offer her?

- a) A creative role
- b) A higher salary
- c) Her own office

4 Anne and Victoria are amused by...

- a) Rachel's accent
- b) Gary's attitude to women
- c) The colour of Mr Stevens jacket

Tegyen próbát!

(Megoldások az 59. oldalon)

1. GYAKORLAT

Jelölje be, hogy az Üzleti Tervre vonatkozó mondatok igazak (*True*) vagy hamisak (*False*).

- | | T | F |
|--|--------------------------|--------------------------|
| 1 A good business plan can make it easier for your company to get a loan. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 An executive summary is a short version of the plan. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 The plan should show how the people working in the company are organised. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Information on pay rates should be included. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 The plan should include customer testimonials. | <input type="checkbox"/> | <input type="checkbox"/> |

2. GYAKORLAT

Illessze be az alábbi szavakat a mondatokba a kipontozott helyekre.

money
forecast
market
analysis
expenditure

- 1** Our break-even shows that we have to price our product at € 1.45 to make a profit.
- 2** Our research shows that customers are willing to pay more for an improved product.

3 One major this year has been the replacement of our computer system.

4 Our financial shows that we will be in profit next year.

5 We must avoid a cash-flow crisis – how much do we have in the bank?

3. GYAKORLAT

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

- | | R | W | |
|--|--------------------------|--------------------------|-------------------------|
| 1 I've completed the business plan last week. | <input type="checkbox"/> | <input type="checkbox"/> |
..... |
| 2 A well written business plan can really help a company succeed. | <input type="checkbox"/> | <input type="checkbox"/> |
.....
..... |
| 3 The executive summary is highlighting the main parts of the report. | <input type="checkbox"/> | <input type="checkbox"/> |
.....
..... |
| 4 There is many different ways of formatting the plan. | <input type="checkbox"/> | <input type="checkbox"/> |
.....
..... |
| 5 We'll be advertising on the Net and in specialist magazines. | <input type="checkbox"/> | <input type="checkbox"/> |
.....
..... |

4. GYAKORLAT

Párosítsa össze a kérdéseket és a válaszokat.

- | | |
|---|--|
| Is the business plan ready? | We're looking for € 100,000 for the first five years. |
| What is your advertising strategy? | We predict sales will increase by 10% to 66,000 items. |
| How much financing do you need? | No, not yet, I'll have it ready tomorrow. |
| What's your sales forecast for the coming year? | We're cheaper than our competitors and the quality is slightly higher. |
| Why will customers buy your product? | We'll be using TV and radio to target our customers. |

5. GYAKORLAT

Egészítse ki a mondatokat a zárójelben levő kifejezések helyes fordításával.

- Since I changed jobs my have increased by 25%. (fizetés)
- We need to a company delivery van and a new heating system this year. (vásárol)
- Our accounting systems are very (fejlett)
- We that competition is getting very intense. (elismer)
- We can't our debts to increase. (megenged)

Szószedet

advanced fejlett	forecast előrejelzés
allow (to) megenged, lehetővé tesz, hozzájárul, engedélyez	get down to work (to) beleveti magát a munkába
as a matter of fact valóban, az igazat megvallva	get out (to) elmegy, kimegy
assets vagyon, aktívák	gosh a mindenségit!
assumption feltételezés, hipotézis	hall terem, nappali
benchmark alappont, szintjel	hear (to) hall, hallgat
bet (to) fogad; céloz	highlight (to) kiemel, hangsúlyoz
break szünet, pihenés, megszakítás	hire felvétel
cash-flow pénzáramlás	hope (to) remél, kíván
channel csatorna	join (to) egyesül
charming elbűvölő, bájos	line (átvitt ért. is) vonal
closely nagyon figyelmesen, nagy odafigyeléssel	long-term hosszú távú
competitor versenytárs	lovely szép, csinos, bájos; szeretetre méltó
delivery van árukihordó kocsi, kézbesítő kocsi	marry (to) megházasodik
develop (to) fejleszt	purchase (to) vásárol, beszerez
dinner vacsora	projected tervezett, programozott
early korán	recognize (to) elismer; beismer
earnings kereset, jövedelem, bevétel	set targets (to) meghatározza a célokat
else más, egyéb (what else? Mi egyéb?)	son vkinek a fia
end up (to) befejez, végigvisz, végez	sound (to) csenget, megszólaltat; tűnik
expenditure kiadás, költés	state (to) kijelent, nyilatkozik
financing finanszírozás	stock planning készlet tervezés

testimonial termék
minőségére
vonatkozó nyilatkozat
thrill (to) lelkesít,
lelkesedik, megremeg,
megremegtet

A feladatok megoldása

15. lecke

DELIVERY MISTAKES

Megértési gyakorlat (12. old.)

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

Tegyen próbát! (13. old.)

1. GYAKORLAT

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

2. GYAKORLAT

1) deliver; 2) quote; 3) freight; 4) received; 5) centre

3. GYAKORLAT

1) Where are the 5,000 mobile phones from China? They're being delivered this afternoon.

2) How long will it take to get this contract to New York? One day by express delivery.

3) Can I schedule a collection for tomorrow morning? Sure, could I have your customer number?

4) How can we get these books to Frankfurt? You could use air-freight or if it's not urgent, send them by road.

5) Where's your nearest distribution centre? Near the M6 between Liverpool and Manchester.

4. GYAKORLAT

1) freight; 2) enquiries; 3) shipping; 4) terms; 5) ocean

5. GYAKORLAT

- 1) quote
- 2) order
- 3) by land
- 4) pro-forma invoice
- 5) warehouse

16. lecke**ENOUGH SURPRISES!****Megértési gyakorlat (22. old.)**

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

Tegyen próbát! (23. old.)**1. GYAKORLAT**

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

2. GYAKORLAT

- 1) Who's; 2) How; 3) When; 4) Can; 5) Is

3. GYAKORLAT

- 1) Wrong (Right; Would you like to try this sample?)
- 2) Wrong (Right; What are your delivery conditions?)
- 3) Right
- 4) Wrong (Right; Our price is ex-works)
- 5) Right

4. GYAKORLAT

- 1) business cards
- 2) set up the stand
- 3) exhibition
- 4) feel free to browse
- 5) up-front payments/cash in advance

5. GYAKORLAT

- 1) Költség, biztosítás, szállítás
- 2) Bérmentesen az üzemnél
- 3) Bérmentesen a fedélzetre szállítva
- 4) Nemzetközi kereskedelmi kamara
- 5) Nemzetközi kereskedelmi feltételek

17. lecke**A NEW POSITION****Megértési gyakorlat** (34. old.)

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

Tegyen próbát! (35. old.)**1. GYAKORLAT**

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

2. GYAKORLAT

- 1) How's the budget coming along? I think there's going to be an overspend of about € 5,000.
- 2) Bob, can you approve this expenditure for me? Sorry, I can't. Ask Sue, she'll be able to do it for you.
- 3) Who has ownership of this budget? Tom.
- 4) When do I need to submit my budget for approval? By next Friday.
- 5) How much is the marketing budget for next year? € 50,000.

3. GYAKORLAT

- 1) within; 2) prepare; 3) mechanisms; 4) to; 5) agreed

4. GYAKORLAT

- 1) How much is the overspend?
- 2) Who prepared this budget?
- 3) Are you preparing the annual report?
- 4) Is Sue managing the cashflow?
- 5) How is the balance sheet looking?

5. GYAKORLAT

- 1) going too well
- 2) slight
- 3) outstanding
- 4) outside
- 5) balance sheet

18. lecke**WELCOME VICTORIA!****Megértési gyakorlat (46. old.)**

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

Tegyen próbát! (47. old.)**1. GYAKORLAT**

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

2. GYAKORLAT

- 1) analysis
- 2) market
- 3) expenditure
- 4) forecast
- 5) money

3. GYAKORLAT

- 1) Wrong (Right; I completed the business plan last week)
- 2) Right
- 3) Wrong (Right; The executive summary highlights the main parts of the report)
- 4) Wrong (Right; There are many different ways of formatting the plan)
- 5) Right

ENGLISH *today*

BUSINESS LEVEL

ANGOLNYELV-OKTATÓ PROGRAM

Lesson 15: On the job. Delivery mistakes

- Nemzetközi kereskedelem • Egy kereskedelmi ügylet szakaszai
- Szállítás és fizetés • Logisztikai szereplők

Lesson 16: On the job. Enough surprises!

- Nemzetközi vásárok • Kiállítási stand • Vásárlatókat köszöntése • Információk nyújtása árakkal, fizetési formákkal és szállítással kapcsolatban

Lesson 17: On the job. A new position

- Pénzügyi jelentés • Pénzügyi terv ellenőrzése • Egy vállalat pénzügyeinek irányítása

Lesson 18: On the job. Welcome Victoria!

- Üzleti terv • Egy üzleti terv kulcselemei



KÖNYV

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