

Certificate in Advanced Business Communication jest egzaminem przeznaczonym dla studentów kończących cykl zajęć z języka specjalistycznego, głównie dla studentów piątego roku Stosunków Międzynarodowych . Składa się z części pisemnej, słuchania ze zrozumieniem i części ustnej w której student musi wykazać się znajomością problematyki z zakresu mikro i makro – ekonomii omawianej na zajęciach od piątego semestru :? Selected Marketing Strategies, Wstęp do finansów w języku angielskim i Korespondencji w języku angielskim’ na poziomach C1 i C2.

## **UNIVERSITY OF LODZ BUSINESS ENGLISH CERTIFICATE ADVANCED LEVEL**

### **I Writing**

Jako przedstawiciel firmy GSM Poland napisz do klienta w odpowiedzi na jego list z dnia ..... i przedstaw szeroką ofertę samochodowych telefonów komórkowych. Prześlij najnowszy katalog, specjalny pakiet promocyjny na DVD. Przedstaw możliwość preferencyjnych upustów na zamówienia powyżej 100 i 200 sztuk. Zaproponuj również prezentacje u klienta w dogodnym dla niego terminie.

(punktacja: max 15 pkt)

## **II Translate the following paragraphs into English:**

Do końca dekady UE zamierza stać się najbardziej konkurencyjnym rynkiem na świecie, zdolnym do stawiania czoła wyzwaniom globalizacji i konkurencji ze strony USA i Azji. Stanowi to główny cel tzw. Strategii z Lizbony ogłoszonej w 2000 r.

Uczestnicy kongresu w Warszawie omawiali sposoby przyspieszenia wzrostu ekonomicznego w UE, który, jak zakłada strategia, powinien osiągnąć 3% do roku 2010.

Według niezależnych obserwatorów prace nad wprowadzeniem w życie tej strategii postępują zbyt wolno, a EU pozostaje daleko w tyle za USA. Wprawdzie począwszy od lat 90-tych gospodarka unijna wykazuje pewien wzrost ale regiony słabo rozwinięte spowalniają jej rozwój. Stąd konieczność konsolidacji wysiłków i dostosowania unijnego budżetu do potrzeb nowych państw członkowskich.

(punktacja: max 18 pkt)

### III Translate the following sentences into English

1. W żadnym wypadku nie wolno ci ignorować akredytywy nieodwołalnej.
2. Nie powinieneś być zawierać kontraktu z partnerami, których sytuacja finansowa nie jest jasna.
3. Sądziłem, że postanowienia sądu arbitrażowego są wiążące dla obydwu stron.
4. Od dłuższego czasu zagraniczni inwestorzy niechętnie inwestują w Polsce, ponieważ polityka podatkowa rządu ulega ciągłym zmianom.
5. Wolałbym, abyś skonsultował się z panem Kowalskim, który jest upoważniony do prowadzenia negocjacji w imieniu firmy X.
6. Mówi się, że reklamy są głównym źródłem dochodu dla telewizji, radia i prasy.
7. Gdybyśmy podjęli wtedy tak ryzykowne przedsięwzięcie, zbankrutowalibyśmy.
8. Według polskiego prawa Polski Kodeks Handlowy reguluje sprawy związane z zakładaniem, działalnością i rozwiązywaniem spółek.
9. Najwyższy czas, żeby wystąpić o kredyt na warunkach preferencyjnych.
10. Pomimo ostrej konkurencji pozostał liderem na rynku paliw.

(punktacja: 20 pkt)

## IV Reading comprehension

Read the following text and do the exercises below.

Hedge funds have become popular and more democratic. The best made strong returns despite the stock-market shocks since 2000 by doing what they are designed to: hedge bets on stocks and other assets using a variety of strategies, like short selling and arbitrage. As a result, big institutions like pension funds have begun putting money in hedge funds, which previously catered to superrich individuals. At the same time, Europe is beginning to allow hedge funds to court the middle class; Germany, for example, introduced new rules at the beginning of the year which allow investors with only a few hundred euro to get into hedge funds. The result is flood of new money: hedge-fund holdings rose to \$ 817 billion worldwide in 2004 , up from \$ 488 billion in 2000. As the total market booms, the average size of hedge funds is shrinking fast, now that every star and wanna-be-star investment banker is jumping into the game.

Starting a hedge fund has become a lifestyle choice for anyone who's had a reasonable career in banking. Existing funds are aggressively recruiting fresh analysts to offer new investment options. These emerging managers might be unknown as individuals, but they have the aura of the existing fund around them.

Ninety percent of the people in the hedge-fund business right now shouldn't be there. The barriers to entry are so low that a couple of guys with \$ 500,000 sitting in their garage can hang out a shingle and call themselves a hedge-fund, which may pose a threat to the global economy.

Regulators in the United States seem to agree: the Securities and Exchange Commission is considering stricter rules for hedge-funds, which are now largely exempt from disclosure requirements.

1. Decide whether the statements are True or False placing T or F against each sentence:

1. Hedge-funds used to target superrich individuals.
2. Only affluent investors can invest in hedge-funds in Europe
3. Hedge-fund holdings rose by \$ 328 billion from 2000 - 2004
4. The size of funds is getting smaller because all the stars want to invest
5. Total markets facilitate raising money for hedge-funds
6. Sound career in banking helps to start a hedge-fund
7. The start-up managers profit from the image of the existing fund
8. Only 10% of the people in the hedge-fund business are real professionals
9. There are hardly any substantial barriers to entry now
10. More stringent rules have been considered for hedge-funds

(punktacja: 10 pkt)

2. Find synonyms of the following words and expressions in the text :

1. great quantity of money
2. get into business
3. try to win or attract sb
4. start - ups
5. set up business for the first time
6. free from
7. profits of an investment
8. coming or going in
9. protection against losses by supporting more than one investment
10. something of value that a company has

(punktacja: 10 pkt)

## V. Aural comprehension

You will hear a part of a radio program in which a business expert is being asked about consultants. As you listen to the program answer these questions :

1. What are three main types of consultants ?
  - 
  - 
  -
2. According to Mr Beeston, consultancy is criticised because
  - A it introduces unnecessary changes
  - B it has become too complicated
  - C it doesn't always work
3. The best kind of consultant
  - A makes the company aware of its failings
  - B works in an equal relationship with the firm
  - C knows solutions and presents them clearly
4. He says that recently
  - A Demand for consultancy has increased
  - B More specialised services are available
  - C The cost of consultancy has been reduced
5. The most successful projects take
  - A many years or months
  - B at least six months
  - C as little time as possible
6. What advice does he give for selecting a consultant ?
  - A Decide after several discussions with different consultants
  - B Make sure the consultant is competent
  - C Chose the one who takes part in big projects
7. According to him the best time to use a consultant is
  - A when the tax year starts
  - B before the problems develop
  - C when profits are reduced
8. His plans for the future are
  - A taking early retirement
  - B setting up his own company
  - C writing about his experiences

(puntuacja: 27 pkt)

## TEMATYKA EGZAMINU USTNEGO

1. What are the advantages and disadvantages of the following ways of entering a market joint venture, merger and franchising ?
2. Corporate hospitality . Advantages and disadvantages of mixing business with pleasure.
3. What is the most important thing in running a company in market economies ?
4. Why do many small businesses fail ? Is it only the matter of cash flow ?
5. How much should the government regulate business ?
6. Why do companies relocate ?
7. How can we measure the performance of a company ?
8. What are the most important characteristics of an entrepreneur?
9. Are leaders born or made ?
10. Globalisation.
11. Brands in the context of business ethics
12. Business ethics and its violation
13. Marketing mix
14. Give an outline of an advertising campaign of a product.
15. Business climate in Poland
16. Staff turnover
17. SWOT analysis
18. What's the caring company like ?
19. Polish capital market
20. The World Stock Exchange and main indexes
21. Poland and the EU
22. Recruitment and employment – past and present
23. International trade – forms of payment, tariffs and quotas.
24. International trade – incoterms, arbitrage
25. Modern banking
26. E-business – curse or blessing for developing countries ?
27. Role of change in business – management of change
28. What is business ?
29. How much a free market system can be free ?
30. The role of competition. Monopoly and oligopoly.
31. Sources of capital for different types of companies
32. The art of negotiating
33. Market mechanisms
34. Money and representative money
35. Explain the philosophy of J I T policy
36. Cultural awareness in running a business internationally
37. Company culture
38. What's important in setting up a company abroad ?
39. Explain the following financial arrangements : a hire purchase agreement, operating lease, finance lease ( based on unit 4 – HAL info systems )
40. Explain the idea of a part-work and continuity promotion ( based on Editions Comenius, unit 5 )
41. The role of cultural awareness in doing business in Kuwait ( based on unit 6 – Royce-Lytton )
42. Explain the nature of a global strategy of establishing the Cougar brand name at the top of the market sports shoes ( based on unit 2 )