

Egzamin przeznaczony jest dla studentów wydziału Ekonomiczno-Socjologicznego (wszystkie kierunki z wyjątkiem socjologii) oraz dla studentów wydziału Zarządzania.  
 Celem egzaminu jest sprawdzenie znajomości języka biznesu według standardów unijnych: słownictwo i poprawność językowa – poziom B2; rozumienie tekstu czytanego i wypowiedź pisemna – poziom C1

**UNIVERSITY OF LODZ BUSINESS CERTIFICATE INTERMEDIATE LEVEL**

**I. Match the terms below with definitions placing the appropriate letter in the box against the number.**

1.	merger	A. somebody buying things in order to sell them to someone else
2.	counterfeiter	B. statement of the amount of money a company has
3.	quota	C. document in which a company sets out its general approach to doing business and its objectives
4.	outsourcing	D. an activity of selling products in an export market cheaper than in the home market
5.	middleman	E. using knowledge about a particular company in order to buy or sell shares
6.	dumping	F. amount of money owed to a supplier
7.	liability	G. official limit on the number or amount of something that is allowed in a particular period
8.	insider trading	H. when 2 or more companies join together to form a larger company
9.	mission statement	I. obtaining services from other companies
10.	balance sheet	J. someone who copies goods in order to trick people

(punktacja 10 x 1 = 10 punktów)

**II. Correct grammatical mistakes in these sentences (some can be correct). If a sentence is correct write OK next to it.**

1. You will not be able to get a bank loan if you will have no money.
2. Could you tell me how can I place an order.
3. I've got to reschedule my appointment I'm afraid.
4. Your success will depend of the speed of the operation.
5. You can update the informations later.
6. I'd rather you didn't wear jeans to the office.
7. The prices raised dramatically last year.
8. They've been on strike since 3 weeks.
9. The mistake caused the company to go bankrupt.
10. You shouldn't have sign the contract.

(punktacja 10 x 2 = 20 punktów)

### III. A. Complete the text below with the words given:

Effective communication is essential for all organisations. It links the activities of the various parts of the (1) \_\_\_\_\_ and ensures that everyone is working towards a common goal. It is also extremely important for motivating employees. Staff needs to know how they are getting on, what they are doing right and in which areas they could (2) \_\_\_\_\_.

Employees need to understand why their job is important and how it contributes to the overall success of the firm. Personal communication should also include target setting. People usually respond well to goals, provided these are agreed between the (3) \_\_\_\_\_ and subordinate and not imposed.

However, firms often have communication problems that can undermine their performance. In many cases, these problems occur because messages are passed on in an inappropriate way. There are several ways of conveying information to others in the organisation. These include speaking to them directly, (4) \_\_\_\_\_, telephoning or sending a memo. The most appropriate method depends on what exactly it is that you are communicating. For example, anything that is particularly sensitive or confident such as an employee's appraisal should be done (5) \_\_\_\_\_.

One of the main problems for senior executives is that they do not have the time or resources needed to communicate effectively. In large companies, for example, it is impossible for senior managers to meet and discuss progress with each (6) \_\_\_\_\_ individually. Obviously this task can be delegated but at the cost of creating a gap between (7) \_\_\_\_\_ management and staff. As a result, managers are often forced to use other methods of communication like memos or notes, even if they know these are not the most suitable means of passing on (8) \_\_\_\_\_.

The use of technology, such as e-mail, mobile phones and network systems, is speeding up communication immensely. However, this does not mean that more (9) \_\_\_\_\_ in technology automatically proves beneficial: systems can become outdated and employees may lack appropriate training. There are many communication tools now available but a firm cannot (10) \_\_\_\_\_ all of them. Even if it could, it does not need them all. The potential gain must be weighed up against the costs and firms should realise that more communication does not necessarily mean better communication.

*e-mailing*  
*organization*

*messages*  
*investment*

*employee*  
*face-to-face*

*senior*  
*improve*

*afford*  
*manager*

(puntuacja: 10 x 1.5 = 15 punktów)

### B. Mark the following statements TRUE (T) or FALSE (F).

1. The writer recommends that communication with staff should include some feedback on their job performance. \_\_\_\_
2. Managers should force their staff to meet objectives. \_\_\_\_
3. According to the writer the best way of achieving affective communication is to select the most suitable means of conveying a particular message. \_\_\_\_
4. The more technological tools you have the more effectively you communicate. \_\_\_\_
5. We should evaluate the communication tools in terms of the expenditure involved. \_\_\_\_

(puntuacja 5 x 2 = 10 punktów)



**VI. Ethics in business. Does business have any responsibilities to its employees, to the community, environment etc.?**

(punktacja: maximum 20 punktów)

**V. Match the following sentences** (punktacja: 10 x 1 = 10)

- |                                      |   |
|--------------------------------------|---|
| 1. Can I leave a message?            | A. Sorry, I can't make it then.               |
| 2. How do you feel about this idea?  | B. Yes, I'd love to.                          |
| 3. Let's get back to the main point. | C. I'm afraid, he's not available at present. |
| 4. I've lost the job.                | D. I'm sorry to hear that.                    |
| 5. Thanks, you've been very helpful. | E. I'm not sure about it yet.                 |
| 6. Could I speak to Mr White?        | F. Of course, I'll make sure she gets it.     |
| 7. Do you mind if I smoke here?      | G. I have to look at it in more detail.       |
| 8. Would you like to order now?      | I. It's a no-smoking area, I'm afraid.        |
| 9. Will you agree to our proposal?   | J. Not at all, it's my job to help clients.   |
| 10. Can we meet at 11:00 on Friday?  | H. That's a good idea.                        |

