

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 ENGLISH CERTIFICATE
INTERMEDIATE LEVEL (SAMPLE)

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

1.	offshoring	A. job cuts
2.	minutes	B. a payment for a service
3.	boom	C. land and buildings
4.	margin	D. to increase dramatically
5.	real estate	E. having the qualities needed to find and maintain a job and progress in the workplace
6.	severance package	F. sudden increase in buying and selling
7.	soar	G. relocation of business processes from one country to another to reduce costs
8.	downsizing	H. difference between a product's price and costs
9.	employable	I. an official record of what was said and/or decided at the meeting
10.	royalty	J. pay and benefits an employee receives when employment at a company is terminated

(punktacja: 10 x 1 = 10 punktów)

II. Put the verbs in brackets into the appropriate verb form.

In just forty years Taiwan has become an economic giant. It is now the world's 13th trading nation. The country's rapid development (come) mainly from a great number of industries requiring considerable amount of labour, such as textiles and footwear. The country's competitively priced goods can (find) all over the world. This prosperity (improve) the standard of living of many Taiwanese.

However, due to rapidly increasing land and labour costs, entrepreneurs (seek) opportunities in other Asian countries. Taiwan's government has therefore introduced measures (invest) in advanced technology, such as computers and components. The Ministry of Economic Affairs is presently examining ways to attract foreign investors. Incentives (offer) to foreign corporations that (assist) in the development of strategic industries. Banking and financial regulations have undergone a thorough liberalisation and foreign banks probably (set up) branch offices more willingly than before. Taiwan's entry into the WTO has increased its global perspectives and trade restrictions (reduce). Taiwan's main export markets are the United States, Hong Kong and Japan, but exports to mainland China (increase) steadily for years.

(punktacja: 10 x 2 = 20)

III.

A. Complete the text below with the words or expressions given below:

It is true advertising and are integral parts to any business marketing. Advertising takes money and money could be a limited resource to small businesses in particular. The biggest advertising budget in the world is worthless if an owner does not really know his customer and his highest level of need.

The successful business today, one that is experiencing the joy of increased sales, is the one that knows the, his need and then creates and integrates programmes that address that need. So put down your pen and do not another new item for your business until you have accomplished a key element to increase sales – meeting customer

Far too often businesses make the mistake of offering programmes that may approach the customer in a friendly manner but really do nothing to satisfy the needs and offer

What is the point of rewarding your customer, say, with a handy seven-function clock radio when her real need is to buy one more pair of jeans for their rapidly growing son?

This is just what large stores do with programmes – they award future discounts for customers who purchase frequently in the children's clothing department. Under the programme, customers' purchases are tracked in a point of sale computer database until their purchase total reaches a certain amount. At that point, the customer is with a percentage discount on the next purchase.

The amount of the discount is proportionate to the level of purchases accumulated. Result? Customers are given to buy and save, instead of receiving yet another redundant radio! Tracking research proves that after the implementation of the programme customers were spending more in the department than before.

As businessmen you should challenge yourself to really meet a customer's need and you will be rewarded with sales! Before implementing any promotion or programme however, we need to make sure we can effectively the need. To do that, we must identify key considerations or the highest level of need.

1. meet; 2. needs; 3. rewarded; 4. incentive; 5. retail; 6. increased;
7. customer; 8. solutions; 9. launch; 10. promotions

(punktacja: 10 x 1.5 = 15 punktów)

B. Decide whether the following statements are TRUE or FALSE.

1. Advertising budget is the most important thing in a company.
2. Approaching the customer in a friendly manner equals knowing his needs.
3. Large retail stores often award their customers with a seven-function clock radio.
4. The customers are rewarded with a discount on next purchase.
5. The discount is on a seven-function radio.

(punktacja: 5 x 2 = 10 punktów)

IV. Complete the following text with the appropriate forms of the words written in bold.

Employees' is one of the most important factors contributing to decreased efficiency. Although in fact a whole of reasons may be found for this discontent it should be pointed out that a very important rolethe well-being of employees is played by the manager. And at this point a question arises: what kind of people should perform this function and in what way should they satisfaction of their subordinates? It is indispensable for the manager to be One of the ways to build trust is to display a good sense of character composed of , values, skills and traits. As for this last component many employees subscribe to the opinion that a good leader should be charismatic, creative and Another feature which is ranked high by subordinates is the of the manager. Employees appreciate the fact that they can always approach their leaders and share with them their concerns and doubts or ask them for Moreover, as the manager's actions set the pace in a company the manager should be and thus inspire his or her employees. Above all, in order to secure job satisfaction of the subordinates the manager should focus on their development and help them learn through training and coaching.

satisfy
vary
regard
sure
trust
believe
empathy
access
advise
passion

(punktacja: 10 x 1 = 10 punktów)

V. Express your views on one of the following topics (minimum 100 words) :

- "Ethical issues are becoming more and more important in doing business in Poland."
- Some measures taken by companies in order to survive on the market.

(punktacja: maksimum 15 punktów)

VI. Write a letter of enquiry (120 – 160 words) using the prompts given below:

- a) information how you learned about their company
- b) request for their catalogue and price list
- c) request for more detailed information concerning
 - earliest delivery dates
 - terms of payment
 - any discounts for cash payments
 - a special discount for regular large orders.

(punktacja: maksimum 20 punktów)