

Модульна контрольна робота з навчальної дисципліни «Основи ділової комунікації»

**Examination Work  
in  
Basics of Business Communication**

of the \_\_\_\_\_ year student, group \_\_\_\_\_

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Option

**I. Choose the correct answer. (1 point for every correct answer → 10 x 1 = 10)**

1. A reply should **NOT** be:

- a) specific
- b) sales oriented
- c) delayed
- d) helpful

- c) be formal
- d) have personal remarks or references

2. Any order acknowledgment should **NOT** contain:

- a) the date of the order
- b) the order or invoice number
- c) the date and method of shipment
- d) the check of payment

4. Letters of congratulations should **NEVER**:

- a) say “Good luck”
- b) mention the reason for the congratulations
- c) have a personal or informal comment
- d) end with an expression of goodwill

3. Letters of congratulations must **NOT**:

- a) be sincere
- b) be enthusiastic

5. The message of condolence should **NOT**...

- a) begin by referring to the situation and the people involved.
- b) be a bland statement that avoids unpleasant reminders.
- c) describe the death.

d) have an encouraging reference to the future or a gesture of goodwill

6. A proper letter of appreciation does **NOT**...

7. Sales letters do **NOT**...

- a) convey enthusiasm for the product
- b) promise benefits
- c) demonstrate the writer's knowledge of both product and customer
- d) illustrate the advertising principles known as AIDA

8. Among the categories of sales letters there is **NO**...

- a) direct mail
- b) retail
- c) promotion
- d) invitation

9. A retail sales letter must **NOT** contain:

**II. For the social situation described, prepare a correspondence that is appropriate to business relationships. (20 points).**

You are employed by American Associates, Inc., 28 North Howard Street, Philadelphia, Pennsylvania 19122. Your boss, Jacqueline Austin, 4500 Poplar Street, Hanover, Pennsylvania 17331 has not been in the office for several days, and it has

- a) begin by saying "thank you"
- b) end with a positive and genuine statement
- c) make a sincere personal comment
- d) finish by "Thank you again."

- a) the reason for the sale (a seasonal clearance, holiday, special purchase)
- b) the advertisement of the product
- c) an honest description of the sale merchandise
- d) comparative prices and a statement encouraging the customer to act quickly

10. A direct mail letter must **NOT**:

- a) describe the product with any detail
- b) include a "hard sell"
- c) grab the reader's attention with its physical appearance
- d) provide a thorough physical description of the product by including several pictures from different angles

just been announced that her mother died. Since Ms. Austin will not be returning to work for week or two, write a letter to express your condolence.

**III. Translate the part of a contract. Name the part itself. (22 points for the correct answer)**

3.1. Датой отгрузки товара считается дата его таможенного оформления таможенным органом.

3.2 Товар отгружается согласно Дополнения к настоящему Контракту и наличия готового товара на складе Продавца.

3.3. Условия поставки – FCA, DDU (Incoterms 2000) согласно заявкам.

3.4. Товарно-сопроводительная документация:

- международная накладная автомобильного транспорта (CMR)
- счет-фактура (инвойс), 2 экземпляра.

IV. (2 points for every correct answer → 19 x 2 = 38)

<b>Type in the Business English word, which names the corresponding INTERNAL DOCUMENT in an organization.</b>	
<b>TASK</b>	<b>ANSWER</b>
<b>Type in the name of the corresponding part of a business letter.</b>	
printed and supplied by our employer, used only for the first page of a letter	
not always required and used when the letter is addressed to a company or organization as a whole, but we want it to be handled there by a specific individual	
the actual message of our letter	
signer's name and any relevant titles, printed four lines below the previous item to allow space for the signature	
a courtesy to tell the reader who has been sent a "carbon" copy of the letter	
<b>Type in the Business English word meaning ...</b>	
to agree with or match	
a duplicate copy, which is not seen by other recipients	
a reduction in rank, status	
relevant	
financial	
one who receives	
to save from destruction	
unrequested	
showy, attractive	
to take quickly	
an award, reward	
to seek, request	
a situation in which progress is impossible, especially because the people involved cannot agree	
documents attesting to the truth of certain stated facts	

