

**ESCUELA SUPERIOR POLITECNICA DEL LITORAL  
ESCUELA DE DISEÑO GRAFICO Y COMPUTACION  
FIRST TERM – MARKETING AND PUBLICITY**

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**From the book: ENGLISH FOR SALES & PURCHASING**

**A. Choose the correct word or phrase to complete the sentences. (8 marks)**

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| <p><b>1. I think we need to look at the big picture.</b><br/><input type="checkbox"/> I'm share your views completely.<br/><input type="checkbox"/> I share your views complete.<br/><input type="checkbox"/> I share your views completely.</p> <p><b>2. I'm sure you'll see that the additional fees aren't such a big issue.</b><br/><input type="checkbox"/> I see you a little differently.<br/><input type="checkbox"/> I see it a little differently.<br/><input type="checkbox"/> I see a little differently it.</p> <p><b>3. We can reduce the price and extend the delivery times.</b><br/><input type="checkbox"/> Yes, I'm absolute in favour of that option.<br/><input type="checkbox"/> Yes, I'm absolutely on favour of that option.<br/><input type="checkbox"/> Yes, I'm absolutely in favour of that option.</p> <p><b>4. We think this special terms and conditions should meet your needs.</b><br/><input type="checkbox"/> Up to a point we could accept that, but there are problems.<br/><input type="checkbox"/> Up to the point we could accept that, but there are problems.<br/><input type="checkbox"/> Up to point we could accept that, but there are problems.</p> | <p><b>5. I need confirmation of the order.</b><br/><input type="checkbox"/> You'll receive an automatically confirmation email.<br/><input type="checkbox"/> You'll automatically receive a confirmation email.<br/><input type="checkbox"/> You'll automatic receive a confirmation email.</p> <p><b>6. I need to change an item in the order. Can you do that for me?</b><br/><input type="checkbox"/> Of course, it's no problem.<br/><input type="checkbox"/> Not at all, it's no problem.<br/><input type="checkbox"/> Sorry, it's no problem.</p> <p><b>7. I need to talk to you about some mistakes in our latest order.</b><br/><input type="checkbox"/> Certainly. Could you say me which items are incorrect?<br/><input type="checkbox"/> Certainly. Could you tell me which items are incorrect?<br/><input type="checkbox"/> Certainly. Could you repeat me which items are incorrect?</p> <p><b>8. I'll need to change the order.</b><br/><input type="checkbox"/> OK. I can take care of that for you.<br/><input type="checkbox"/> OK. I can make care of that for you.<br/><input type="checkbox"/> OK. I can put care of that for you.</p> |
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**B. Choose the correct word or phrase to complete the sentences. (14 marks)**

1. We hope to come to an **accept / accepting / acceptable** conclusion for both of us.
2. I'd like to **speak / discuss / talk** some of the details in the offer.
3. Great! We agree. So that **wraps / ends / finalizes** it up.
4. We'd like to **catch / hear / listen** your proposals before we tell you what we can offer.
5. That sums **down / up / out** our side then.
6. There you have our proposal. I'm afraid that's as far as we can **make / do / go**.
7. **Let / Let's / Letting** me get back to you.
8. We are ready to make our first order under the frame **note / contract / item**.
9. We'd like to **lower / place / require** a call-off order for 1,325 units.
10. I'll just write **down / along / over** the details.
11. We would appreciate delivery by June 1<sup>st</sup>. can you **participate / manage / trust** that?
12. How many items do you need for Tuesday **exact / exacting / exactly**?
13. Let me just check I've got **anything / nothing / everything** down right.
14. Sorry I didn't understand. Could you **say that again / say this again / say all again** please

**C.- Complete the sentences with the words in the box. (7 marks)**

duration	calculation	competitive	conditions
fee	discount	interim	

1. The offer is \_\_\_\_\_. It's similar to offers from other companies.
2. The \_\_\_\_\_ of the contract is two years.
3. If you want 24-hour delivery, you'll need to pay an additional \_\_\_\_\_.
4. We'll send an \_\_\_\_\_ report for you to read before making a final decision.
5. The price is a little high. Is it possible to arrange a 3% \_\_\_\_\_?
6. Terms and \_\_\_\_\_ are the specific parts of a contract agreed by all parties.
7. I need to do a \_\_\_\_\_ to find out how much we actually have to pay.

**IV.- Match the descriptions with the words in the box. (8 marks)**

VAT   SKU   confirmation   warehouse   currency   delivery note   payment terms   contact

1. British sales tax.
2. This is the money of a country, such as the dollar or the euro.
3. A building to store goods before they are delivered.
4. A letter, email, or message that proves something has happened.
5. A person in a company that you usually talk to.
6. When you send goods, you include this document with the order.
7. You agree these conditions for the transfer of money.
8. Stock-keeping unit, a technical term for "item number"

LISTENING SECTION

**TRACKS 12 to 16 .- Write comments on the grid base don the conversations you hear (20 marks)**

TO CONSIDER	Conversation 1	Conversation 2	Conversation 3	Conversation 4	Conversation 5
Product					
Price					
Delivery					
Client's privileges					

**TRACK 21.- Listen and answer the following: (10 marks)**

- 1.- Which company is Roberto Branca from? \_\_\_\_\_
- 2.- Which company calls? \_\_\_\_\_
- 3.- Why does Anna call for? \_\_\_\_\_
- 4.- How Roberto solves the problem? \_\_\_\_\_
- 5.- What else does Anna need? \_\_\_\_\_
- 6.- Did the problem sort out? What did Roberto need to solve it? \_\_\_\_\_
- 7.- Which are the problems that Anna mentions? \_\_\_\_\_
- 8.- When and where will the delivery take place? \_\_\_\_\_
- 9.- What a client could do on line by the end of the next week? \_\_\_\_\_
- 10.- from your point of view.- How was the client service in this conversation? Why?  
\_\_\_\_\_