**ESCUELA SUPERIOR POLITECNICA DEL LITORAL**

**ESCUELA DE DISEÑO GRAFICO Y COMPUTACION**

**FIRST TERM – MARKETING AND PUBLICITY**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ July 08-2010. Teacher: Hilda Flor P, MSc.**

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

1. **Choose the correct word or phrase to complete the sentences. (8 marks)**
2. **I think we need to look at the big picture.**

🞏 I’m share your views completely.

🞏 I share your views complete.

🞏 I share your views completely.

1. **I’m sure you’ll see that the additional fees aren’t such a big issue.**

🞏 I see you a little differently.

🞏 I see it a little differently.

🞏 I see a little differently it.

1. **We can reduce the price and extend the delivery times.**

🞏 Yes, I’m absolute in favour of that option.

🞏 Yes, I’m absolutely on favour of that option.

🞏 Yes, I’m absolutely in favour of that option.

1. **We think this special terms and conditions should meet your needs.**

🞏 Up to a point we could accept that, but there are problems.

🞏 Up to the point we could accept that, but there are problems.

🞏 Up to point we could accept that, but there are problems.

1. **I need confirmation of the order.**

🞏 You’ll receive an automatically confirmation email.

🞏 You’ll automatically receive a confirmation email.

🞏 You’ll automatic receive a confirmation email.

1. **I need to change an item in the order. Can you do that for me?**

🞏 Of course, it’s no problem.

🞏 Not at all, it’s no problem.

🞏 Sorry, it’s no problem.

1. **I need to talk to you about some mistakes in our latest order.**

🞏 Certainly. Could you say me which items are incorrect?

🞏 Certainly. Could you tell me which items are incorrect?

🞏 Certainly. Could you repeat me which items are incorrect?

1. **I’ll need to change the order.**

🞏 OK. I can take care of that for you.

🞏 OK. I can make care of that for you.

🞏 OK. I can put care of that for you.

1. **Choose the correct word or phrase to complete the sentences. (14 marks)**
2. We hope to come to an **accept / accepting / acceptable** conclusion for both of us.
3. I’d like to **speak / discuss / talk** some of the details in the offer.
4. Great! We agree. So that  **wraps / ends / finalizes** it up.
5. We’d like to  **catch / hear / listen** your proposals before we tell you what we can offer.
6. That sums **down / up / out** our side then.
7. There you have our proposal. I’m afraid that’s as far as we can **make / do / go**.
8. **Let / Let’s / Letting** me get back to you.
9. We are ready to make our first order under the frame **note / contract / item**.
10. We’d like to **lower / place / require** a call-off order for 1,325 units.
11. I’ll just write **down / along / over** the details.
12. We would appreciate delivery by June 1st. can you **participate / manage / trust** that?
13. How many items do you need for Tuesday **exact / exacting / exactly**?
14. Let me just check I’ve got **anything / nothing / everything** down right.
15. 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.**

**duration calculation competitive conditions**

**fee discount interim**

**(7 marks)**

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 massage 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?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_