

# **Business English II**

**Anul II Stiinte Economice  
Baia Mare  
Semestrul I/II**

**Lect.univ.dr. Eva Acqui**

## **Business organizations**

**Study the following words and phrases paying attention to their use in sentences:**

### **Use of specific terms**

Mr. Barnes has his own company, a private company.

The electricity company is a public company.

Only a public company may offer shares.

Mr. Brown owns shares: he is a shareholder.

The documents legally establishing a company are articles of incorporation (A.E.) / memorandum of association (B.E.)

This company does wholesale business.

You can buy on retail here.

Shares are bought on the stock exchange.

The capital a company starts business with is share capital.

Japanese firms have a wide electronic product range.

Scent Ltd. is a private company dealing in perfumery.

This is a multinational corporation with a wide distribution network.

You don't have to travel: do on-line shopping.

The parent company is Japanese, with branches in Asia.

This branch belongs to its parent company in France.

A joint venture is usually organized as a partnership.

Overseas companies are companies outside the UK.

This is a German-Romanian undertaking.

A company has to file annual accounts with the Registrar of Commerce.

For further information, refer to the Chamber of Commerce and Industry.

To do business legally, the company has to be incorporated.

Register yourself as a company at the CCI.

You have to obtain a trading certificate.

### **Words and phrases**

Private company

Public company

Shares

Shareholder

articles of incorporation

memorandum of  
association

Wholesale

Retail

Stock exchange

Share capital

Product range

To deal in

Distribution network

On-line shopping

Parent company

Branch

Joint venture

Overseas companies

Undertaking

Registrar of Commerce

CCI

To be incorporated

To register

Trading certificate

After that, you may commence business.

Commence business

The legal requirements have to be met.

Legal requirements

Companies that are not large are termed as small and medium sized.

Small and medium sized

Companies have to comply with the provisions of the Companies Act.

Companies Act

If you and I do business together, we have a partnership.

Partnership

**1. Build sentences with the following words:**

- corporate name
- business promoter
- logo
- by-laws
- head office
- partnership
- articles of incorporation
- bogus company
- overseas company
- business plan

**Find the Romanian equivalent of the following terms:**

- |                        |                         |
|------------------------|-------------------------|
| - distribution network | - legal requirements    |
| - logo                 | - shareholder           |
| - by-laws              | - Registrar of Commerce |
| - share capital        | - trading certificate   |
| - Chamber of Commerce  | - Companies Act         |

**Find the English equivalent of the following terms:**

- |                             |                |
|-----------------------------|----------------|
| - Consiliu de Administrație | - ordine de zi |
| - statutul unei societăți   | - filială      |
| - societate-mamă            | - angrosist    |
| - asociați                  | - acțiuni      |

- bursă de valori

- raport anual

### **Introducing your company:**

#### **Useful words and phrases :**

- let me introduce myself
- set out (points)
- flipchart
- mission statement
- to outline
- a summary
- a corporate brochure
- to set up, to establish, to incorporate
- to draw attention to
- a strength, a strong point
- a weak point
- an overview

### **More about company presentation**

People will be talking about you after your company presentation... so , make sure that it's for the right reasons.

Putting together a company presentation? Perhaps it is an investor presentation, a sales presentation or maybe just an overview of your role. However, let it display a very bright image of the company you represent. Use some guidelines. Ask yourself the following questions:

- What does the audience want to hear? (Don't focus on what you want to tell them, at this point!)
- Are they really interested in the details of your company structure?
- Aren't they more interested in your proposition and the way it could work to their advantage?
- Think about the main issues you want your audience to remember!!!
- Make your presentation understandable to everybody!!!
- Use visual aids, slides, Power Point, and speak to your audience at the same time. Don't just stand there , read headings, and point at them with a pen! Speak, comment, ask for feedback!

**Take a look at the following slide. How would you describe it to your audience?**

**VENTEX Corp. – First Quarter Sales 2008**

<b>Product</b>	<b>January sales in USD</b>	<b>February sales in USD</b>	<b>March sales in USD</b>	<b>April sales in USD</b>
Ventex 01 Office fans	8000	6500	7200	10680
Ventex 02 Store fans	10890	8790	11890	14980
Ventex 03 Warehouse fans	12870	15780	13890	18900
Ventex 04 HD lorry fans	6500	5800	9800	15230
<b>TOTAL MONTHLY SALES</b>	38260	36870	42780	59790

**Read the following example and then try to adapt it, change it, to draft your own presentation:**

These are the sales figures of the first quarter for the four types of fans that we sell, and in which our customers are interested. Even if nobody would expect fan sales in winter months, such as January and February, we are pleased to note the all types of fans are required by various customers, from office fans to heavy duty lorry fans. Some of our customers purchase these products at the beginning of the year to have them ready for use when the time comes. Usually, at the beginning of the year, budgets are available for procurement. This is the reason why sales in January are higher than those in February.

We supply our products nationwide: we have a showroom with these products, a mail order system, and an Internet store. We welcome orders through any of these systems, then we supply the required products. All items are available throughout the year. We also provide installation and service, as per requirements.

We are projecting these figures for you to see that are products are in demand all year long and we have no empty months. That is why, we believe that this chart can stimulate your interest in checking out our products and placing your orders through any of the order systems we provide. Our payment terms are also very acceptable. Ordering from us is an advantage to our customers.

We wish to welcome you among their ranks! Thank you for your kind attention and feel free to choose and order!

## **Recruitment**

### **Use of specific terms**

I look for jobs on the advertisement page.

She is looking for a promising job.

At the age of 18 you can hardly have work experience.

She pursues a career in overseas company management.

All you need to do is to apply! Apply then!

Your application is carelessly written.

The applicant is not qualified.

The new workers need training.

She has a rich educational background.

This is no hard labour. If you want the job, take it!

The main authority is the Ministry of Labour.

Even if you have a degree in finance, you can't get this job.

What position/post are you applying for?

Your qualification doesn't meet our demands.

What is your occupation?

Do you have any previous employment?

He is unemployed right now.

Our employer is very sympathetic.

Have you ever attended any training courses?

How many candidates do we have for this job?

Just schedule the interview for tomorrow!

Have you tested the candidates' linguistic ability?

Fill in this questionnaire with your personal data.

She is responsible for recruitment in this company.

I would like an appointment with the manager.

### **Words and phrases**

Advertisement

Job

Work experience

Career in ...

To apply

Application

Applicant

Training

Educational background

Labour

Ministry of Labour

A degree in...

Position/post

Qualification

Occupation

Previous employment

Unemployed

Employer

Training courses

Candidate

Interview

Linguistic ability

Questionnaire

Recruitment

Appointment.

I sent two follow-up letters, but no reply.	Follow-up letter
The company staff is very well qualified.	Staff
Do you agree to work for this salary?	Salary
They work on contract, so they receive wages.	Wages
You'll be on probation for a month.	Probation.
You've ruined out network twice: you're fired!	To fire

**Basic questions:**

**1. What can you do?** (it refers to the skills, competences one has)

I can drive and repair cars. I can do secretarial work. I can teach. I can do house-keeping.

**2. What qualifications do you have?** (Qualifications – refers to diplomas, certificates, licenses, university degree)

I have a university degree in accounting and finance. I have a certificate in secretarial duties.

**Fill in with the appropriate qualification:**

- I have a \_\_\_\_\_ in computing.
- She has a \_\_\_\_\_ in management.
- Mary obtained a \_\_\_\_\_ in word-processing two years ago.
- They got a \_\_\_\_\_ in computer courses.

**Choose and fill in with the appropriate word:**

Graduate, experienced, skilled, learns on the job.

- Someone with a university diploma is a \_\_\_\_\_ .
- Someone who has worked in a profession for a long time is an \_\_\_\_\_ person.
- Someone who really knows the job is a \_\_\_\_\_ person.
- Someone who learns while working \_\_\_\_\_.

**What are your hobbies/interests?**

Choose your own hobbies from the list:

- |                     |             |            |                  |
|---------------------|-------------|------------|------------------|
| - collecting stamps | - gardening | - painting | - swimming       |
| -playing football   | - reading   | -biking    | - mountaineering |
| -horse-riding       | -skiing     | -camping   | -cooking         |

- drawing

-writing

-playing computer games

**Use the following phrases to talk about your hobby: Example: I like drawing.**

3. I like ...

4. I enjoy ...

5. I'm interested in ...

6. I love ....

**Deny your statements using the following phrases:**

7. I don't like...

8. I dislike....

9. I'm not interested in ...

10. I hate ...

**4. Would you like to attend a course/ a training program? Choose two from the list below:**

- foreign languages

- public relations

-computer skills

- art and design

- car maintenance

- clothes

- photography

- cooking

- web design

- system administration

- accounting

- Feng Shui

- astrology

- project management

- fast reading

I would like to attend \_\_\_\_\_ courses.

I want a diploma in \_\_\_\_\_ .

I need training in \_\_\_\_\_ .

**Read and translate into Romanian:**

Careers should be planned ahead. You have to take important decisions about them. So if you are considering a career, perhaps in the financial services industry, why not start planning it right away. Within the increasingly competitive field of employee benefits and pension consultancy, our company has a good reputation for providing a professional service to clients. This reputation extends across the world. This is how we've become an international company. Such a status

ensures good prospects for you, the job candidate. If you are an ambitious young person, with a solid educational background, with lots of energy for a demanding financial environment, we would like to have you on our company's candidate list. There are opportunities within the following functions: pension systems and consultancy. We will give you a first class training and will develop your communication skills and agility of mind to translate complicated concepts into practical , intelligible solutions. We will make sure you have every chance to succeed. The rewards are very promising and the job is captivating. Just contact the personnel office if you would like an appointment.

**Words and phrases:**

**Build sentences with the following words:**

1. demanding environment
2. occupation
3. staff
4. applicant
5. interview
6. fill in
7. work experience
8. job as...
9. linguistic ability
10. first class training

**Fill in the gaps with the following words:**

Accounts, responsible, manage, experience, supervisor, salary, forward

We need an accounts manager to be \_\_\_\_\_ for the day-to-day control of challenging \_\_\_\_\_. Previous \_\_\_\_\_ is a must, plus a desire to \_\_\_\_\_ and the ability to work without \_\_\_\_\_. The position offers an excellent \_\_\_\_\_ package, including car and the chance to grow with one of the most \_\_\_\_\_ looking companies.

**Talk about your idea of a good job using the following words:**

- salary package
- car
- working environment
- business hours
- coffee breaks
- further opportunities
- possibilities

**Find the English equivalent of the following Romanian terms:**

- |                  |                     |
|------------------|---------------------|
| - candidat       | - condiții de lucru |
| - supraveghere   | - pachet salarial   |
| - interviu       | - angajator         |
| - șomer          | - personal          |
| - forță de muncă | - carieră           |

**Find the Romanian equivalent of the following English terms:**

- |                   |                 |
|-------------------|-----------------|
| - to apply for    | - questionnaire |
| - interviewer     | - to fill in    |
| - business hours  | - employee      |
| - work schedule   | - staff         |
| - Labour Ministry | - manager       |

**Read the following ad and fill in the application form provided below:**

We are a fast-moving manufacturing company in the north of Britain. We are seeking an operations manager, with at least three years of experience, and educational background in machine engineering. If you are interested in our offer, please contact our Personnel Manager at the following e-mail address: [manager@gmail.com](mailto:manager@gmail.com).

**PRIVATE AND CONFIDENTIAL APPLICATION FORM**

Complete this form and return it to the Personnel Manager

Which post are you applying for?

How did you hear about it?

Name

Permanent home address

Telephone, e-mail

Date of birth, Place of birth

Nationality

Citizenship

Marital status

Number of children (if applicable)

Have you ever been employed by this company before?

Please list schools, colleges, universities attended

Date

Name

Results

What training courses of further studies have you undertaken?

Languages (state proficiency)

Technical or professional qualification

Give names and addresses of previous employers, working backwards from present/last job

Date

Name and address

Salary

Job title

Reason for leaving

## Communication

### Use of specific terms

Please dial this number for me !  
You've got the right/wrong number.  
I can't get dialing tone !  
No telephone booths in this city?  
If I call Mother I'll make a collect call.  
Don't panic: it's only a local call.  
I've called all around the country: I've made long distance calls.  
Has any international call been made from here?  
Please hold on. Please hold the line.  
I can't hear you: please, speak up.  
Don't hang up before we finish talking.  
We were talking and it cut off.  
How many times should I call the operator?  
Please put me through to the janitor!  
There is no extension in her office!  
Don't talk funny business over/on the phone.  
They will trace the call, no matter how fast he is.  
There is an incoming call on line one!  
Memos are useful for short messages.  
The intercom is down: how shall we communicate?  
Doesn't he carry a pager? He is the chief surgeon.  
Electronic mail is fast.  
Cell phones are not for absent-minded people.  
Oh, you're back on- line! Great!  
Will someone answer that phone?  
Her answering machine has been on for days.  
The handset of that phone is damaged.

### Words and phrases

To dial  
Wrong/right  
Dialing tone  
Telephone booth  
Collect call  
Local call  
Long distance call  
International call  
Hold on/hold the line  
Speak up  
To hang up  
To cut off  
Operator  
To put through  
Extension  
On/over the phone  
To trace a call  
Incoming/outgoing call  
Memorandum/memo  
Intercom  
Pager  
E-mail  
Cell phone  
On-line  
To answer the phone  
Answering machine  
Handset

The keys on the keypad are stuck.

Keypad

How huge is your monthly telephone bill ?

Telephone bill

## Grammar issues

### Modals in the formulation of polite requests

Can/could	Can I .....	Could I.....
May/might	May I .....	Might I.....
Will/would	Will you.....	Would you.....
Should/shall	Shall I .....	Should I .....

#### Use:

Can you type this paper for me?      Could you type this paper for me?

May I borrow some sheets?      Might I borrow some sheets?

Will you take these downstairs for me?      Would you take these downstairs for me?

Shall I bold the headlines?      Should I bold the headlines?

**Formulate requests:** take a file to the Legal Department; download report from the net; dust the desk; bring you a coffee; show him the latest messages; wash your car; open the door; have the letter typed immediately; ask an insisting caller to call back the next day.

#### Build sentences with the following words:

- Exchange
- incoming call
- to speak up
- network
- check mail
- caller
- exchange
- telephone bill
- link

- answering machine

**Fill in the gaps with the following words:**

Transmission, answering machine, call, answer the phone, collect call, wrong number, dialing tone, on, trace, memo, costs.

The future of fax is faster communication on the public telephone networks, with more efficient \_\_\_\_\_ and reduced \_\_\_\_\_. I refuse to talk to a robot: I want to talk to her, not to her \_\_\_\_\_. "Danny, stop placing \_\_\_\_\_ to your grandma'!" Will somebody \_\_\_\_\_ or will it keep ringing until tomorrow? This phone is dead: no \_\_\_\_\_ ! "Lady, there is nobody with such name here: you've got the \_\_\_\_\_. No use running from one phone to another: they will \_\_\_\_\_ the call anyway. Send them a short \_\_\_\_\_ and ask them for new cartridges. She's been \_\_\_\_\_ that phone for an hour!

**Find the English equivalent of the following terms:**

- |                           |                       |
|---------------------------|-----------------------|
| - perioadă de transmitere | - conectat            |
| - la telefon              | - centrala telefonică |
| - vorbește mai tare       | - legătură            |
| - ton                     | -convorbiri județene  |
| - taste                   | - convorbiri locale   |

**Find the Romanian equivalent of the following terms:**

- |                     |                          |
|---------------------|--------------------------|
| - bill              | - wrong number           |
| - answering machine | - country access code    |
| - collect call      | - local area code        |
| - to cut off        | - to hang up on somebody |
| - on the phone      | - on line                |

**Study the following phrases:**

- |                   |                 |               |
|-------------------|-----------------|---------------|
| - get back to you | - keep in touch | -call me back |
|-------------------|-----------------|---------------|

-call later

- just returning your call

-just calling to say

**Fill in the gaps in the following messages using the phrases listed above:**

- I'm ..... thank you for your flowers.
- I think I asked you to ....., but you didn't.
- As soon as I have all the information, I'll \_\_\_\_\_ .
- Please, .....; I want to see what comes next.
- Sorry, I can't talk to you now, please .....
- I saw the messages you left here so I'm .....

**Fill in the gaps in the following telephone conversation, using the instructions on the left:**

- |                                 |                           |
|---------------------------------|---------------------------|
| Ask to speak to Mark Loyd.      | - Hello! May.....         |
| He is out right now.            | - I'm sorry, but he.....  |
| Ask when you can find him.      | -When .....               |
| Say you'll have to ask him.     | - I'm afraid, .....       |
| Ask to be called back tomorrow. | - OK, .....               |
| Ask for the caller's name.      | - Can you .....           |
| Give your name and number.      | - My .....                |
| Spell your name.                | - That is .....           |
| Confirm telephone number.       | - The number again: ..... |
| Say thank you and good bye.     | - .....                   |

**Your new receptionist brought in a few telephone messages written down without any punctuation mark. Re-write them in a readable form using punctuation marks.**

- Lisa from Telecom called asking you to settle the invoice for servicing and maintenance work done last month she said it was important for them to collect their money though she understood our financial difficulties and offered as much help as she could.
- Your wife called from the store where she carried the shoes she had bought yesterday she wanted a refund or a change because the shoes in the box were a different size from what she had tried on at the store she is asking you to call her back.

- The driver keeps on calling he says he has taken the car to the garage and awaits your instructions to help decide on the colour you want your car painted in so he is asking you to call him as soon as you return.
- The flower shop called to correct the mistake they made by sending that huge bunch of flowers to you they were meant for your secretary but they could not find her call card and used yours instead they are asking you to give the bunch of lower to the lady.

## The Legal Framework

### Use of specific terms and phrases

The long arm of the law.....	Law	Lege, legislație, drept, justiție
The representatives have tabled a bill.	To table a bill	A depune un proiect de lege
The Parliament passed the bill.	To pass a bill	A vota o lege
The previous law was repealed.	To repeal a law	A abroga o lege
Business law regulates business operations.	Business law	Dreptul afacerilor
These are all statute laws.	Statute law	Lege scrisă
There is a body of laws referring at immigration.	Body of laws	Ansamblu de legi
Regulations are a must in law.	Regulation/ Reglementation	reglementare
Companies shouldn't run up against the law.	To run up against	A merge împotriva legii
We have obtained a departure from rules.	Departure from rules	Derogare
If you infringe regulations, you are in trouble.	To infringe regulations	A încălca regulamentul
Do you have claims against the inheritance?	Claims	Pretenții, revendicări
You have to produce legal documents.	Legal document	Document legal
If the document is not legalized by a notary, it is not valid.	Legalized by a notary	Legalizat de notar
How much do we pay as notarial charges?	Notarial charges	Taxe notariale
The lawyer will draw up a deed.	To draw up a	A redacta un act

	deed	
We don't have an agreement to that effect.	Agreement	Contract, acord
I want the original of the deed.	Original of the deed	Originalul actului
You can take the counterpart agreement.	Counterpart agreement	Al doilea original
Are there any minutes for that meeting?	Minutes, record	Proces verbal
This is the document in witness whereof we have concluded the business.	In witness whereof	În virtutea căruia
Ask the vice-president to frank the deed.	To frank	A contrasemna
Is she empowered to act on your behalf?	To empower	A împuternici
She is the rightful holder of that position.	Rightful holder/owner	Titular de drept, proprietar de drept
The title deeds are in our possession.	Title deeds	Titluri de proprietate

### Grammar issues

Compound words used in the legal field:

- hereby                      - whereof                      -beneath
- hereunder                - whereby                      - therefore
- herewith                  - beyond                        - thereby

**Usage:** Please find the documents attached herewith.

The conditions are stated hereunder.

The means are beyond our reach.

We are asking you hereby to amend the contract.

**Practice:** Replace the blanks with suitable words, choosing them from the table above:

We are concluding the deal \_\_\_\_\_ .

Please state your conditions \_\_\_\_\_ .

The invoices are attached \_\_\_\_\_ .

What is \_\_\_\_\_ this glowing surface?

We have not received our payment, \_\_\_\_\_ we turned to the court for collection.

**Build sentences with the following words:**

- departure from rules
- hereby
- business law
- deed
- to frank
- to infringe regulations
- whereby
- minutes
- title deeds
- business law

**Fill in the gaps with the following words:**

Entitled, damages, breach, trade union, income tax, notice of dismissal, strike lawfully, the laws in force.

We cannot pay for those \_\_\_\_\_.

She is not legally \_\_\_\_\_ to any compensation.

The factory has a powerful \_\_\_\_\_ made up of workers.

You are liable for the \_\_\_\_\_ of this contract.

You have received a \_\_\_\_\_, you have to look for another job.

How much \_\_\_\_\_ do they pay on that income?

The workers are on \_\_\_\_\_.

The matter has to be dealt with according to the \_\_\_\_\_.

**Talk about the business you have with suppliers, using the following words and phrases:**

An agreement drawn up, to supply with, the main supplier, quality products, good payment terms, convenient discount, on time delivery, satisfied with services, favored customers.

**Find the English equivalent of the following words and phrases:**

- proces verbal
- contract
- a contrasemna
- în virtutea căruia
- titlu de proprietate
- deținător, posesor
- a împuternici
- taxe notariale
- daune
- dreptul afacerilor

**Find the Romanian equivalent of the following words and phrases:**

- labour law
- trial period
- income tax
- original of a deed
- payment terms
- to pass a bill
- breach of contract
- herewith
- hereby
- notice of dismissal.

**Banking**

**Use of specific terms**

- All transactions are in foreign exchange.
- You have to do card feeding to have money on the card.
- I have two personal accounts.
- Every bank has its banking operations.
- What is the number of your current account?
- My account balance is very low.
- What amount are you thinking of?
- You have only cash withdrawals !
- Card renewal is compulsory!
- What is the exchange rate of the Japanese yen?
- Introduce your PIN.

**Words and phrases**

- Foreign currency
- Card feeding
- Personal account
- Banking operations
- Current account
- Account balance
- Amount
- Cash withdrawal
- Card renewal
- Exchange rate
- PIN

The bank issues a monthly statement of account.	Statement of account
What payment system does the company prefer?	Payment system
I want to open an account at your bank.	To open an A/C
Close our account with that bank.	To close an A/C
The banking regulations are to be complied with.	Banking regulations
What is their banking policy?	Banking policy
The Central Bank is the mainstay of the banking system.	Central Bank
There is a branch expansion on at the moment.	Branch expansion
The bank has several representative offices abroad.	Representative office
BCR is a deposit and a savings bank.	Deposit/savings bank
The NHSB is an investment/merchant bank.	Investment/merchant bank
The bank is faced with a huge bank deposit withdrawal.	Bank deposit withdrawal
Due to mismanagement, they suffered a bank crash.	Bank crash/smash
My uncle has been a banker for 35 years.	Banker
The bank clerks are kind.	Bank clerks/officials
The FRB backs up unexpected expenses.	Federal Reserve Bank
They have the right to issue bank notes.	Bank notes
This is a fake, it is counterfeit money!	Counterfeit money
She has no drawing rights for that account.	Drawing rights
What are Romania's present gold reserves?	Gold reserves

**Read and translate:**

The main objectives of global risk administration are to reduce expenses associated to risks, to improve the economic performance of banking societies, and their image on the market.

In order to deal with risks in a professional way , they need to be identified first.

There are several steps to follow in global risk management :

- Risk identification
- Risk control
- Reduction of negative influence of risk factors
- Risk financing

The next topic of the chapter is the Basel II Accord and some of its regulations regarding risks that banks encounter in their daily activities. All Romanian banks are subject to this project starting this year.

The project is developed on three pylons:

1. Minimal requirements of capital – banks need to have a certain amount of minimal capital to cover credit risk, market risk, and operational risk.
2. Banking surveillance activity – every bank needs processes, policies, and internal resources to evaluate the minimal required rate capital and its risks.
3. Market discipline – banks have to publish information to market makers.

In Romania, there is an institution that operates in the name of the Romanian Central Bank, which collects, stocks, and centralizes information regarding risk exposure of banks in relation to their debtors. There are four types of Journals where all those with high exposure are listed. There are all kinds of information on borrowers: history of their payments, the type of collateral, the type of credits they have etc. This institution has the role of warning banks on high exposure.

(From: *Credit and Liquidity Risk Management*- Andra Serbac, Faculty of Commerce, A.S.E. Bucharest, Romania, 2008)

## **Words and phrases:**

### **Grammar issues**

#### **Prepositional idioms**

accede to	depend on	in the near future
according to	equal to	knowledge of
approve of	except for	of the opinion
bored with	from now on	on top of
capable of	from time to time	prior to
compete with	glance at	related to
composed of	incapable of	similar to
concerned with	in conflict	with regard to
conscious of	inferior to	respect for

**Usage examples:** We just can't depend on you. I don't want to be faced with this issue in the near future. Can we compete with you ?

**Insert the correct prepositions:**

The committee is composed \_\_\_\_\_ highly educated people. She can't compete \_\_\_\_\_ me. They are concerned \_\_\_\_\_ legal issues. Are you conscious \_\_\_\_\_ the outcome? Is this amount equal \_\_\_\_\_ the previous one? Have a glance \_\_\_\_\_ that deed. Is this issue related \_\_\_\_\_ yesterday's news?

**Build sentences with the following words:**

- currency instability
- rate of exchange
- banking
- savings bank
- counter
- national currency
- to open an A/C
- cash withdrawals
- card feeding

**Fill in the gaps with the following words:**

- |                     |  |
|---------------------|--|
| - Branch expansion  | Due to its _____ in business, the bank is under _____      |
| - Stability         | _____. Even if transactions are made in _____              |
| - National currency | the bank has a considerable reserve of _____: transactions |
| - Foreign exchange  | can be effected in foreign exchange, at the current _____  |
| - Bank              | _____. These _____ notes are all counterfeit.              |
| - Rights            | She has no drawing _____ for that account. She is          |
| - Holder            | a _____: she should receive a monthly _____.               |
| - statement of A/C  |  |
| - exchange rate     |  |

**A friend calls you from Great Britain. He wants to know whether there are any on-line banking services provided by Romanian commercial banks. You have the following details to formulate a response.**

- Through e-BCR you can carry out personal financial operations from any location, regardless of time, if you have a current account opened with this bank.
- E-BCR is an electronic means of carrying out banking operations by natural persons who have a current account at the bank.
- It is sufficient to sign a convention with the bank and have an Internet connection.
- The transfers are fast, the transactions are safe and confidential, and there is no waste of time.
- You can make payments in lei, from your current account, in inter- and intrabanking system.
- Currency transfer in the intrabanking system, among various personal accounts.
- Obtain statements of A/C for accounts in lei and foreign currency and for the debit card accounts
- Payment of local taxes and utilities
- Payment of credit installments in lei and in foreign currency, including credit cards
- Sale and purchase of foreign currency
- Access to useful banking information
- Sending of "text" type messages between the bank and its customers, in relation to the operations carried out.

**Find the English equivalent of the following terms.**

- |                        |                        |
|------------------------|------------------------|
| - vărsământ în numerar | - numerar              |
| - sucursală            | - sold debtor          |
| - extras bancar        | - ordin de virament    |
| - sold creditor        | - plata în numerar     |
| - a retrage bani       | - a acorda un împrumut |

**Find the Romanian equivalent of the following terms:**

- |             |                        |
|-------------|------------------------|
| - gold card | - notes in circulation |
|-------------|------------------------|

- credit card
- late payer
- claim
- pay to the order of
- bar gold, ingot of gold
- bar silver, ingot of silver
- payee
- drawer

**You are a credit officer at the bank. Ben Smith, who wants to establish a small company, comes to ask for a loan. Formulate interview questions/answers on the following issues:**

- Customers and company activity, what type, who benefits from it
- Loan and repayment – what loan amount and plan to repay
- Ability to repay the loan – how can he pay back
- Collateral – what collateral can he offer
- Current relationship with the bank – any other loans, accounts

***Interview Sheet***

Questions	Answers


**Will you grant him the loan ? Why “YES” or why “NOT” ?**

**Insurance**

**Use of specific terms**

We would like an insurance policy with your company.  
 They are compelled to invalidate your policy.  
 She will benefit from life annuity at the age of 60.  
 Many people requested a life insurance policy.  
 It’s much better to hold a blanket policy.  
 An all-risk insurance policy is useful for the business.  
 You can still negotiate if you hold an open policy.  
 We need a third party in this deal.  
 The children will benefit from this endowment.  
 You need a burglary/theft insurance policy for the store.  
 An accident insurance wouldn’t hurt.  
 If you open business in Portugal, keep fire insurance in mind.  
 At the age of 30, it’s good to have health insurance.  
 With such a fine car, a motor car insurance is a must.  
 Maritime insurance is for vessels, goods, and people.  
 She is the policy holder, talk to her.  
 Social insurance is part of social protection.  
 She can’t take part in the talks because of her disablement..

**Words and phrases**

Insurance policy  
 To invalidate  
 Life annuity  
 Life insurance  
 Blanket policy  
 All-risk insurance policy  
 An open policy  
 Third party  
 Endowment  
 Burglary/theft insurance  
 Accident insurance  
 Fire insurance  
 Health insurance  
 Motor car insurance  
 Maritime insurance  
 Policy holder  
 Social/state insurance  
 Disablement

We can all benefit from family allowances.	Family allowances
The company is under coverage.	Coverage
It required coverage against hail, lightning, floods.	To require coverage
The office wrote a policy at that time.	To write a policy
This is the premium to be paid.	Premium
This policy needs a rider: please, write it.	Rider
Our company can handle such risks barring unforeseen events.	Barring unforeseen events
This is real exposure to a tsunami !	Exposure
Hazards are present all over.	Hazard
Acts of God are excepted!	Act of God
We can't agree due to circumstances beyond control.	Circumstances beyond control
The salvage is less than we thought.	Salvage
He graduated and got a job as insurance broker.	Insurance broker
Our company is Lloyd's underwriter.	Lloyd's underwriter

**Read and translate:**

**Basic Principles**

The basic principle of insurance is that you pay a relatively small amount of money –a premium- in order to be covered against the risks of accidents, damage and theft that could lead to huge financial losses or even personal ruin. The first step in taking out an insurance is to contact an insurance broker or underwriter , who can advise you on the type of insurance that is best adapted to your specific requirements. Some forms of insurance, such as that against third party liability when driving a motor vehicle, are compulsory. When an accident takes place, the insured party fills in a notice of claims and sends it to the insurer. If need be, an independent surveyor assesses the compensation and the extent of that cover.

Home insurance covers damage to a house and its contents as a result of fire and flooding, but not Acts of God or arson, unless there are specific clauses in the contract (called riders) that stipulate this cover. Many people insure themselves against burglary.

Marine insurance has a jargon of its own. If goods are intentionally destroyed during a sea voyage in order to preserve other property, for example by jettisoning some of a ship's cargo in order to

keep it afloat during a storm, we talk about a general average loss, which is borne proportionately by all those whose property has been saved, including the shipowner and other cargo owners.

## **Words and phrases**

## **Grammar issues**

### **Study the following verbs:**

- to insure > insurance, insurer, insurance company, insured, insurance policy

The insurance company insures against all damages.

- to ensure > ensurance, ensured

Better conditions were ensured for the conference.

- to assure : assurer, assurance

I assure you of the best of my intentions.

Read the following sentences and translate them into Romanian:

If I don't insure the goods, we will not receive compensations. The company would ask for an all-risk insurance, if the situation so requires. The insurance company would have compensated the carrier, had the vessels been insured. If you asked more politely, they would be willing to talk to you.

### **Practice: Give the correct tense of the verb in brackets:**

If you talked to the insurance broker, you (get answers) to all your questions.

If it had been so, there (be) salvage saved from the wreck.

The manager (talk) to the transport company if they (agree) to wait for the insurance company to cover that transport.

We would appreciate if you (inform) us on time.

### **Build sentences using the following words.**

- coverage
- exposure
- salvage

- maritime insurance
- all risk insurance policy
- family allowances
- circumstances beyond control
- fire insurance
- motor car insurance
- underwriters

**Fill in the gaps using the following words:**

- |                               |   |
|-------------------------------|---|
| - endowment policy            | The party holding an insurance policy is an _____ .   |
| - insured party/policy holder | The _____ is useful for children. This document       |
| - rider                       | needs an annex, a _____ . The event being an _____    |
| - Act of God                  | _____ , we cannot take responsibility.                |
| - Insurance broker            | He is the insurance company representative, he is the |
| - Cover                       | _____ . The corporation also needs _____              |
| - Flooding                    | against political risk. _____ is an Act of God.       |
| - To assess                   | In such cases, they have to _____ the damages.        |
| - To cancel                   | Our services are terminated, _____ . We only take     |
| - Wear and tear               | into account what _____ _____ permits.                |

**Talk to an insurance broker about the type of the insurance policy you would require for your company, using the following words:**

- cover
- Act of God
- Political risk insurance
- Riots
- Civil war
- Do business under cover of all risks

**Find the English equivalent of the following terms:**

- |          |                           |
|----------|---------------------------|
| - poliță | - asigurare față de terți |
|----------|---------------------------|

- |                         |                           |
|-------------------------|---------------------------|
| - raport                | - mărimea acoperirii      |
| - avarii                | - condiții de asigurare   |
| - contract de asigurare | - certificat de asigurare |
| - prima de asigurare    | - societate de asigurări  |

**Find the Romanian equivalent of the following terms:**

- |                                       |                         |
|---------------------------------------|-------------------------|
| - political risk insurance            | - long term contract    |
| - insure against risk                 | - terms                 |
| - insure against kidnapping/hijacking | - premium income        |
| - trade embargo insurance             | - insurance certificate |

**Translate the following sentences into English, using the terms marked for each sentence.**

**Useful terms:**

1. file, mention
2. events, to cover, particular average
3. investments, revise
4. triple, as a consequence
5. third party insurance, comprehensive policy
6. to take out a policy, extent
7. shipment, of this kind
8. concerning, life insurance, endowment policies
9. fortnight
10. broker, assessed, surveyor, to appoint

1. Fără numărul poliței Dvs. nu putem completa dosarul asupra accidentului menționat.
2. Această asigurare nu acoperă avariile particulare, cu excepția celor din polița de asigurare.
3. Trebuie să ne revizuim contractul de asigurare împotriva incendiilor, pentru că avem două clădiri noi.
4. Prima de asigurare s-a triplat conform deciziilor firmei privitoare la riscurile implicate.

5. Nu cereți asigurare față de terți. Vă ofer asigurarea noastră împotriva tuturor riscurilor: aceasta vă protejează nu numai împotriva furtului și a incendiilor, ci și împotriva oricărui accident posibil..
6. Trebuie vă gândiți serios la o poliță care să conțină o clauză de “avarie particulară” .
7. Vă rugăm să ne trimiteți condițiile Dvs. obișnuite de asigurare pentru un transport de acest tip.
8. Sunt necesare informații în legătură cu asigurările Dvs. pe viață și cu cele plătite supraviețuitorilor accidentului de mașină în care ați fost implicat.
9. În termen de 15 zile vom pregăti certificatele de asigurare pe care le-ați solicitat.
10. Agentul de asigurări dorește ca evaluarea pagubelor provocate de inundație să fie făcute de către un expert în domeniu..

## **Advertising and Marketing**

### **Use of Specific Terms**

Our products have to meet consumer demand.

Do some research or we'll end up offering only dry crackers !

We have to insist for the development of that product.

You are in charge of product planning, so plan !

Sales promotion is an important part of the marketing mix.

Advertising is almost everything !

The economic climate is unfavorable for luxury items.

Even truck drivers can become potential customers !

The company is preparing to launch a smashing product!

What range of products are you planning for next year?

Product performance is not satisfactory.

Obtain some samples from the manufacturer.

What is the target population for marble jewel boxes?

Just what are these people aiming at?

Your products should satisfy consumer demand.

Use the best techniques of persuasion on buyers.

### **Words and Phrases**

Consumer demand

Research

Development

Product planning

Sales promotion

Advertising

Economic climate

Potential customers

To launch a product

Range of products

Product performance

Sample

Target population

To aim at

Satisfy consumer demand

Techniques of persuasion

You haven't paid attention to market trends, have you?	Market trends
This is canned food: it should comply with health regulations.	Health regulations
What consumer habits have you thought of ?	Consumer habits
Soap can be sold by retail.	Retail
They are wholesale distributors of Brazilian paper.	Wholesale
We purchased a huge quantity of paper from Brazil.	Purchase
Plan the distribution network carefully.	Distribution network
Do they have a funny distribution policy!	Distribution policy
Toblerone is a brand name.	Brand name
Are short jeans skirts really in fashion?	In fashion
They are complaining about the quality of the material.	To complain
Select your marketing manager carefully!	Marketing manager
It is irritating to interrupt a movie by commercials!	Commercial

**Read and translate into Romanian:**

It is often difficult to find new, original brand names. I heard a market researcher asking one of my friends about his opinion on the words honey crumby chum. Now, what would you think of? Would you think of sweets? Of chocolate ? Of wafers or biscuits? Of a new chocolate cake? This company produces biscuits and crackers. It has to think of a name for their products or else these can't be sold well. Once a name is chosen, the product has to be classified into one of the 42 internationally acknowledged classifications it conforms to. Then the name is checked for copyright. Finally, the registration comes. It takes about 6 months to launch a name and about two years to register it. Choosing a product name is not just a procedure, but a serious exercise, which has to insure good sales, increase income, boost borrowing powers, and provide a good market for the company.

**. Words and phrases:**

## Grammar issues

### Adjectives in Descriptions

<b>Order of adjectives:</b>		SIZE	AGE	COLOR	ORIGIN/PATTERN	MATERIAL	
	Huge	100-year old	black	French		wooden	clock
	Small	ancient	blue	Chinese		silk	dress

### Practice: Give the right form of the adjectives (comparative, superlative) in brackets:

Our product is (competitive) than yours.

Their advertising campaign is not as (suggestive) as ours.

The (bad) thing that may happen to us is power failure.

This room is (bright) than all the other rooms in the house.

You are the (good).

She is the (bad) candidate I have ever come across .

Our range of products are (expensive) than theirs.

The team told us to aim for a (narrow) profit margin.

That's the (bad) advert I've ever seen in my life.

We had (few) clients than we had expected.

Adverts are (well) researched than they used to be.

Cigarettes are (harmful) than alcohol.

This has proven to be our (little) popular product.

We were told to try a (varied) approach.

The use of adjectives is (tricky) than I thought.

### Study the following sentences and give their Romanian version:

- The earlier, the better.
- The more time we have, the better the results will be.
- Less automation, more attention.
- The sooner, the better.
- The later, the worse.

**Build sentences with the following words:**

- market research team
- planning
- advert
- popular product
- brand name
- retail
- rain-proof
- nationwide campaign
- sample
- trade fair

**Find the English equivalent of the following terms:**

- |                         |                            |
|-------------------------|----------------------------|
| - detailist             | - en-grosist               |
| - piață                 | - economie de piață        |
| - supermagazin          | - a comercializa           |
| - rețea de distribuție  | - punct de desfacere       |
| - magazin de prezentare | - a acapara / a monopoliza |

**Find the Romanian equivalent of the following terms:**

- |               |                     |
|---------------|---------------------|
| - hallmark    | - offer             |
| - trial order | - refund            |
| - to order    | - shop worn goods   |
| - customers   | - dead stock        |
| - competition | - delivery of goods |

Below there are fifty power words used in marketing, advertising, and product offer letters. Among many other types of letters, sales letters are hard to write, as they contribute to the sale of a product or service. A need must exist – or be imagined: the customer’s interest must be aroused. One technique for persuasion is to use POWER words. Using words to make people do things is the key

to business success. Study these and build paragraphs referring at a product of your choice, using the power words on the list.

able	free	powerful
absolute	great	professional
advantage	guarantee	proved
brilliant	hard-sell	quality
confidence	help	quickly
controlled	immediate	results
delighted	impelling	satisfaction
detail	insight	scientific
different	instant	solved
economical	know	stunning
effective	largest	successful
electronic	latest	super
emphasis	lowest cost	today
expert	money- making	tremendous
extensive	new	value
fact	now	volume
fair	oldest	you
flare	persuasive	yours

Build a paragraph presenting a product of your choice, offering it for sale, by the aid of words selected from the columns above.

---

---

---

## Production

### Use of specific terms

Japan's staple industry is electronics.  
Romania's key industry is heavy machinery.  
Smaller industries have developed in old medieval cities.  
Cottage industry has brought a substantial income in the country.  
Heavy machinery was the primary industry of Romania.  
Heavy engineering is no longer the primary economic sector.  
The steel works in Galati has been privatised.  
Baia Mare has tradition in machine tool industry.  
The Cernavoda power station is no longer safe.  
Which is Romania's most famous brewery?  
Bucharest used to have a thriving canning industry.  
The aircraft industry needs serious reforms.  
Computer industry development is uncontrollable.  
The French car industry is still important in Europe.  
What allied/related industries can you mention ?  
They used to have a huge industrial complex there.  
Our competitive power has been provided by the merger.  
What state run industries can you mention for Romania?  
Send the samples back to the manufacturer with "no, thanks".  
The plant manager has little to do with consumables.  
Choose a production officer with 10 years of experience.  
The supervisor is not amiable.  
Our foreman is a tough man.  
This plant has been idle for several years.  
The plant is fully operational.  
This is a small factory in full running.  
Faulty products do not leave the factory premises.

### Words and phrases

Staple industry  
Key industry  
Smaller industries  
Cottage industry  
Primary industry  
Heavy engineering  
Steel works  
Machine tool industry  
Power station  
Brewery  
Canning industry  
Aircraft industry  
Computer industry  
Car industry  
Allied industries  
Industrial complex  
Industrial merger  
State run industries  
Manufacturer  
Plant/work manager  
Production officer  
Supervisor  
Foreman  
Idle plant  
Operational plant  
In full running  
Faulty product

Job engineering is important for planning work.

There is a shortage of labour in the area.

The supply of work is quite rich.

Job engineering

Shortage of labour

Supply of work

**Read and translate the following text into Romanian:**

Several manufacturing companies import parts from other plants, transporting them by various means of transport. When huge quantities of parts are imported, the company sets up its own customs area to avoid waste of time. While queuing up at the customs of the entry ports. Some parts are manufactured by other companies. These are bought to the final manufacturer and assembled into a final product. Most companies have a computer department that handles several operations.

But what about the software used for engineering and manufacturing? This type of software helps in the designing, engineering, and manufacturing of various products, from bolts to airplanes or computer chips. CAD, for instance, stands for computer-aided design, allowing users to design products on the screen. Drawings used to take a lot of time to be completed, whereas now they can be made in three dimensions, rotated, shown in detailed sections. They may be easily corrected or revised. Another software, CAE, computer-aided engineering, simulates situations that test product design. CAM, computer-aided manufacturing, controls manufacturing equipment. It uses stored images and specifications from CAD and CAE software to automate machines that build parts of products.

**Words and phrases:**

**Grammar issues**

**Passive constructions**

- The parts are supplied on regular basis.
- This equipment has to be tested first.
- Offers are sent all over the country.
- They have been called upon to modernize the factory.
- You were told to leave negotiations.

- The packing will be carefully selected.

**Give the right form of the verb in brackets.**

The cars will be (sell) in Japan next year.

They were (tell) to go ahead with the contract.

The samples were (send) last week.

The containers are (ship) by this line.

We can be (contact) any time.

**Build sentences using the words below.**

- manufacturing
- production
- factory equipment
- production process
- component parts
- manufacturing network
- production schedules
- to supply
- delivery
- job engineering

**Fill in the gaps using the following words:**

- order                                      We need materials, so send the \_\_\_\_\_ . The
- spare parts                                \_\_\_\_\_ used in manufacturing are good quality. They
- warehouse                                are brought and kept in the \_\_\_\_\_ until they
- assembly line                            reach the \_\_\_\_\_ . In order to achieve the projected
- work schedules                         objectives, \_\_\_\_\_ are to be met.

**Find the English equivalent of the following terms:**

- verificat cu atenție                      - zona de ambalare
- conducerea uzinei                        - furnizor principal

- forța de muncă
- calificare
- piese de schimb
- remorcă
- macara
- rețea de producție

**Find the Romanian equivalent of the following terms:**

- storage
- shipped
- packing
- planning
- design
- prototype
- pilot production
- tooling
- plant
- quality check

**Talk about your cars using the following words:**

- make
- year
- performance
- manufacturing faults
- engine
- model
- speed
- Firestone tyres
- country of origin
- manufacturer
- safety
- higher fuel prices

**Accounting**

**Use of specific terms**

**Words and phrases**

- |  |                   |
|--|-------------------|
| I don't remember the account number.                 | Account A/C       |
| She has a degree in accounting.                      | Accounting        |
| The company needs an experienced, senior accountant. | Accountant        |
| Study the chart of accounts first !                  | Chart of accounts |
| Land is an asset.                                    | Asset             |
| A company also has liabilities.                      | Liabilities       |
| What is the company's turnover for last year?        | Turnover          |
| The interest on that loan is very high.              | Interest          |
| How much profit have you earned?                     | Profit            |

The main objective of a business is to earn profits.	To earn profit
Dividends are paid to shareholders.	Dividend
A corporation may issue shares.	Share
The corporation has quite a number shareholders.	Shareholder
Your expenses are higher than your income.	Income
The taxes on company income are too high in this country.	Tax
There will be changes in taxation.	Taxation
These activities are tax-exempt.	Tax-exempt
The acquisition of new machinery is a must.	Acquisition
What is the company's policy regarding employment?	Policy
We have to take operating costs into account.	Operating costs
For such an investment, you have to ask for a loan.	Loan
The loan is repayable within five years.	Repayable
What is the amount required?	Amount
These figures are not accurate.	Figure
Have you made any provisions for bad debts?	Provisions
What is the share capital called up?	Share capital
The bridge is not finished yet, it is work in progress.	Work in progress.
We deal only in finished goods.	Finished goods
We need substantial investment for such undertaking.	Investment
Have you ever applied for bank overdraft?	Bank overdraft

## Grammar issues

### Noun forming suffixes

**Noun To Noun** : suffixes: -ist, -ship, -ism, -er, -ful; -dom; -ese

**Examples:** capital –capitalist; partner-partnership; teach – teacher; spoon –spoonful ; king-kingdom; Japan – Japanese.

**Verb To Noun** : suffixes: -ment; -ing; -er; -ation/ (t)ion; ant; -ance/ence; -al; age.

**Examples:** develop- development; use- user, usage; write- er; account- accountant, accounting; employ – employer; produce –production; arrival- arrival; refuse-refusal; defend- defense.

**Exercise: Attach the suffixes to form nouns from the following verbs:**

- |              |            |
|--------------|------------|
| - Underwrite | - lose     |
| - Use        | - earn     |
| - Produce    | - service  |
| - Refuse     | - register |
| - Agree      | - invest   |
| - Collect    | - write    |
| - Pay        | - deposit  |
| - Tax        | - balance  |

**Build sentences with the following words:**

- underwrite
- collect
- lose
- profit
- reinvest
- share
- wear and tear
- to express
- figures
- amount
- liabilities
- assets

**Fill in the gaps using the following words:**

- |                            |  |
|----------------------------|--|
| - dividend                 | The _____ was paid in January. _____                       |
| - profit on share          | is calculated dividing the profit to the number of shares. |
| - calculation              | We can use an _____ method                                 |
| - accelerated depreciation | to encourage investment . You can pay cash to the _____    |

- cashier but the documents are forwarded to the company's \_\_\_\_\_
- certified accountant \_\_\_\_\_ . He also handles the payment of taxes
- to levy \_\_\_\_\_ on the company activities.

**Find the English equivalent of the following terms:**

- a scădea din - venit net
- costuri de exploatare - impozitare
- în creștere - fond de rulment
- în scădere - capital social
- scutiri fiscale - flux de numerar

**Find the Romanian equivalent of the following terms:**

- additions - loan
- balance sheet - social security costs
- profit and loss A/C - wages and salaries
- shareholders - interest payable
- turnover - interest earning

**Study the following balance sheet and comment upon the financial standing of the company:**

**Balance Sheet**

<b>Fixed assets</b>	US\$
Tangible assets	1,401.9
Investments	<u>189.9</u>
	<u>1,591.7</u>
<b>Current assets</b>	
Stocks	185.7
Debtors	198.1
Cash at bank and in hand	<u>51.1</u>

	434.9
Creditors-amounts falling due within one year	<u>( 436.1)</u>
Net current assets/liabilities	<u>( 1.2)</u>
Total assets less current liabilities	1,590.5
Creditors- amounts falling due after more than 1 yr.	(423.9)
Provisions for liabilities and charges	<u>( 22.1)</u>
	<u>1,144.5</u>
<b>Capital and reserves</b>	
Called up share capital	117.8
Share premium account	55.0
Other reserves- non distributable	147.9
Profit and loss account	<u>802.3</u>
	1,123.0
Minority interests	<u>21.5</u>
	<u>1,144.5</u>

## Financial Reports

### Use of specific terms

The cash flow is a measure of money a company reinvests.

The balance sheet shows the financial standing of the company.

The income statement shows the income and expenses of the company.

The owner's equity report is concerned with capital.

How much retained profit does this report show?

How much do they have as current liabilities?

### Words and phrases

Cash flow

Balance sheet

Income statement

Owner's equity

Retained profit

Current liabilities

What is the figure for “current assets”?	Current assets
You have entered quite an amount for “creditors”.	Creditor
Is this all we have as cash at bank?	Cash at bank
This is a huge amount for cash in hand.	Cash in hand
List land and buildings as tangible assets.	Tangible assets
Raw materials are part of the inventory.	Raw material
Consumables have doubled since last year.	Consumables
“Less” means minus.	Less
Payment falls due on December 13.	Fall due
What capital is employed for such an undertaking?	Capital employed
Company earnings have increased by 15%.	Company earnings
Any allowances for youth under 18?	Allowances
What is the company’s inventory made up of?	Inventory
These are taxable profits.	Taxable profits
What are the total earnings for this fiscal year?	Total earnings
How much is the profit per share?	Profit per share
You’ve deducted the figures but you haven’t rounded them up.	To deduct
How much do we have in fixed assets?	Fixed assets
The graphs show sudden increases and decreases.	Graphs
Any benefits from the Chinese deal?	Benefits
They have managed to self-finance the extension.	To self-finance
How many ledgers are there in this office?	Ledger

**Read and translate into Romanian:**

Objective evidence

Financial statements are based upon objective evidence subject to verification. This does not, however, imply that every accounting transaction can be verified. Estimates are sometimes necessary, as, for example, in determining an asset’s useful life, or in estimating bad debts, either of which a firm may have to provide for in the accounting function. Objectivity for accounting purposes means the elimination of personal bias. The goal of objectivity is to achieve a high degree

of reliability in the financial data that are processed by the company. This results in financial statements which reflect, to the fullest possible extent, dependable data based upon objectively determined facts.

**Words and phrases:**

**Grammar issues**

**Study the following linking words and then build sentences of your own.**

- **such as** \_\_\_\_\_
- **as** \_\_\_\_\_
- **instead** \_\_\_\_\_
- **if** \_\_\_\_\_
- **unless** \_\_\_\_\_
- **thus** \_\_\_\_\_
- **moreover** \_\_\_\_\_
- **consequently** \_\_\_\_\_
- **despite** \_\_\_\_\_
- **nevertheless** \_\_\_\_\_
- **for instance** \_\_\_\_\_
- **yet** \_\_\_\_\_
- **however** \_\_\_\_\_
- **providing that** \_\_\_\_\_
- **therefore** \_\_\_\_\_
- **although** \_\_\_\_\_
- **unless** \_\_\_\_\_
- **also** \_\_\_\_\_
- **so** \_\_\_\_\_
- **instead of** \_\_\_\_\_
- **likewise** \_\_\_\_\_
- **so that** \_\_\_\_\_

- **on condition that** \_\_\_\_\_
- **in addition** \_\_\_\_\_
- **finally** \_\_\_\_\_

**Translate the following sentences into English:**

- Fondul de rulment se calculează scăzând obligațiile curente din activele curente.
- 
- Activele imobilizate sunt formate în principal din terenuri, construcții și utilaje.
- 
- Avem dreptul la scutiri fiscale considerabile.
- 
- Costurile de exploatare din acest an sunt mai mari decât cele de anul trecut.
- 
- Angajaților li s-a oferit posibilitatea de a investi în propria lor companie.
- 
- Filiala franceză a înregistrat o creștere a venitului net de 100% față de anul trecut iar profitul dinaintea impozitării s-a triplat.
- 
- Firma a înregistrat o creștere considerabilă a cifrei de afaceri.
- 
- Profitul pe anul trecut va fi impozitat în următorul an financiar.
- 
- Contribuția la asigurările sociale se calculează asupra totalului brut al salariilor.
- 
- În activul bilanțului, contul stocurilor se împarte în trei grupe: materii prime, semifabricate și produse finite.
- 
- Fondul de rulment care până în prezent a permis autofinanțarea întreprinderii nu va mai fi de ajuns pentru a acoperi cheltuielile generale.

**Black listed words (words I still don't know!!!!)**

## Transport and Distribution

### Use of specific terms

The certificate of origin shows the origin of goods.  
TGV is a French experience in train speed.  
The company chooses rail transport for goods.  
They have built a whole transport network.  
Dispatch the goods as soon as you can.  
Firms specialized in transporting goods worldwide are international freight forwarders.  
To send goods by any means of transport is to consign them.  
The goods transported are a consignment.  
Containers are used in maritime, air, and rail transport.  
Road transport by lorries is called road haulage.  
We choose a commercial vessel for general cargo shipping.  
The crates are transported by rail.  
Perishable and valuable merchandise is sent by air.  
When he started the company he had only one lorry.  
Spell the consignee's name correctly!  
They have several ships: they are shipowners.  
The waybill is a transport document accompanying goods.  
President Basescu was an oil tanker commander.  
The TIR carnet is compulsory.  
You can't send the goods without an invoice.  
Choose packaging carefully.  
How long will delivery take?  
Inform the carrier that we are ready to talk to him.  
Leave the search in care of a forwarding agent.  
Shipping goods by air is costly.  
Someone will have to supervise transshipment.  
Ships used to fly a Liberian flag for franco privileges.

### Words and phrases

Certificate of origin  
High-speed train TGV  
Rail transport  
Transport network  
To dispatch  
International freight forwarders  
To consign  
Consignment  
Containers  
Road haulage  
General cargo shipping  
Rail  
Air  
Lorry  
Consignee  
Shipowner  
Waybill  
Oil tanker  
TIR Carnet  
Invoice  
Packaging  
Delivery  
Carrier  
Forwarding agent  
To ship  
Transshipment  
To fly a flag

What the carrying capacity of this old vessel?	Carrying capacity
They have no mercantile fleet: foreign ships fly the flag.	Mercantile fleet
Choose a cargo boat, not a submarine.	Cargo boat
The fishing company uses reefers to transport sea food.	Reefer
Please quote prices for the airfreight!	Air freight

**Read and translate into Romanian:**

The most important transport document is the bill of landing which –one- act as evidence of the contract between the importer and a shipping company to transport goods by sea; two- is a receipt for goods being transported and, three – is a document of title, which means that the company named on it has the right to possess the goods. A clean bill of landing is one that has no declaration of damage or defect to the goods written on it.

Whereas a bill of landing is used for sea transport, when goods are carried by air, an air waybill is used instead; and when rail transport is used, there is a railway consignment note. Where goods are transported by more than one means of transport – such as road and rail – a combined transport document is increasingly used. In addition, the European Community has forms for the transport of goods within the Community – known as “T” forms; and from or through the community to a non-community member – the TIR carnet. The important document is the invoice, which is basically a bill for the goods whose detailed description appears on it. Whenever goods of any value are transported, it is wise to insure them. An insurance company then issues a certificate of insurance to cover the risks involved. There are also other documents which are sometimes required.

**Words and phrases:**

**Grammar issues**

**Means of transport**

**BY** - train, car, ship, airplane

TRAVEL – BY

TRANSPORT – BY

Usage: fill in the gaps by preposition BY:

- We travelled to Marocco \_\_\_\_\_ plane.

- The company ensures transport \_\_\_\_\_ ship.
- We can't go there \_\_\_\_\_ car.
- In the countryside they transport crops \_\_\_\_\_ wagon.
- She always goes to work \_\_\_\_\_ bicycle.
- I prefer travelling \_\_\_\_\_ train.
- Commuters travel to work \_\_\_\_\_ bus.

**Build sentences using the following words:**

- ferry boat \_\_\_\_\_
- duty free \_\_\_\_\_
- freight \_\_\_\_\_
- traffic \_\_\_\_\_
- port \_\_\_\_\_
- Freeport \_\_\_\_\_
- road haulage \_\_\_\_\_
- reefer \_\_\_\_\_
- air cargo \_\_\_\_\_
- high-speed train \_\_\_\_\_
- subway \_\_\_\_\_

**Fill in the gaps using the following words:**

- bill of lading                      The most important transport document is the \_\_\_\_\_
- shipping                              which acts as evidence of the contract between the importer and a
- air waybill                            \_\_\_\_\_ to transport goods by sea; when goods are
- consignment note                    carried by air an \_\_\_\_\_ is used; when rail
- combined                              transport is chosen, there is a railway \_\_\_\_\_.
- T forms                                When goods are transported by more than one means of transport,
- Carnet                                  a \_\_\_\_\_ transport document is used. The EC
- has forms for the transport of goods within the Community, known
- as \_\_\_\_\_ and from or through the Community to a
- non-Community member, the TIR \_\_\_\_\_.

**Talk about the shipping method you would use to send a container of perishable goods to Taiwan, using the following words:**

- sea food
- reefer
- CIF price
- Convenient
- In care of
- International freight forwarders
- Reliable line
- Experience in handling such goods
- Wish a good receipt

**Find the English equivalent of the following terms:**

- |   |                           |
|---|---------------------------|
| - tanc petrolier                        | - certificat de asigurare |
| - vas comercial                         | - tren de marfă           |
| - port sosire pentru tancuri petroliere | - a expedia               |
| - port                                  | - franco la bord          |
| - transbordare                          | - fraht aerian            |

**Find the Romanian equivalent of the following terms:**

- |                           |                            |
|---------------------------|----------------------------|
| - delivered duty paid     | - CIF                      |
| - cost and freight        | - C & F                    |
| - carriage insurance paid | - freight forwarder        |
| - customs                 | - certificate of insurance |
| - invoice                 | -carrier                   |

Write a memo to the Shipping Department and state what transport documents they should attach to the two containers of glassware you are ready to ship to France by air, and to the five containers of earthenware to be shipped to Italy by TIR.

### **Useful terms in transport and distribution:**

- bill of lading
  - combined transport document
  - air waybill
  - railway consignment note
  - commercial invoice
  - certificate of insurance
  - certificate of inspection
  - certificate of health
  - EEC Transit Forms
  - TIR Carnet
  - movement certificate
  - certificate of origin
- 
- DDP – franco destinație vămuit (delivered duty paid)
  - DAT – delivered at frontier = transport la frontiera
  - DES – delivered ex ship = franco navă nedescărcată
  - DEQ – delivered ex quay = franco chei
  - DDU – - delivered duty unpaid = franco destinație nevămuit
  - FCA – franco carrying agent = franco transportator
  - CFR – cost and freight = cost și navlu
  - CIP – carriage insurance paid = transport și asigurare plătite la

### **More About Business Organizations**

**A reporter – A talks to a successful businessman B, with a wholesale and retail company, dealing in office accessories and stationery. Try to answer the questions taking into account the following information relating to the company:**

- |                               |                          |                          |
|-------------------------------|--------------------------|--------------------------|
| - private company             | established 10 years ago | joint venture            |
| - does wholesale distribution | sells by retail          | three showrooms          |
| - branches in 3 cities        | local managers           | main suppliers to 20 cos |
| - rich product range          | latest products          | quality products         |

A: I understand that you have a company, which is a successful one, don't you?

B:

A: What kind of company is it?

B:

A: Does your company have branches?

B:

A: Are you the only manager or do you have local managers?

B:

A: Does the parent company have only one showroom?

B:

A: When did you establish the company?

B:

A: I understand that your company is a Romanian-Italian joint venture, isn't it?

B:

A: Do you have a diversified product range?

B:

A: Do you distribute only the traditional products in the field?

B:

A: Do you have a number of already well-established business partners?

B:

A: Does your company have its own pattern that makes it successful?

B:

## 2. Fill in the blanks with the suitable words:

web page	A company nowadays needs to be known to the world. The
virtual image	Internet provides this possibility by attaching the _____
company location	which is the company's _____ . It provides
products dealt in	information on _____ , on _____
prices	_____ , on _____ , and gives detailed
latest products	information on the _____ .
Invite queries	It _____ from customers, _____



profits? The first idea is that companies are profit maximizers, they are not concerned only with short-run profit: most of them are concerned with long run profit. Many companies spend lots of money improving their reputations. They want to be known as good citizens. Such expenditures on reputation and goodwill can increase the long-run profit, but reduce the short-run profit. These policies are inconsistent with short-run profit maximization: they aren't inconsistent with long-run profit or wealth maximization.

### **Words and phrases:**

#### **6. Translate into English:**

Datorită problemelor impuse de existența virușilor electronici, o mică firmă de soft din Statele Unite, a elaborat un plan secret de marketing pentru programele lor antivirus. Ei au lansat pe Internet un virus nou, Chip-eater, permițându-i să apară în mesajele de mail și să își îndeplinească rolul de virus electronic: să șteargă, să transforme, fără ca utilizatorii să-l poată opri.

La o săptămână după ce Chip-eater s-a afirmat ca virus nou și a fost trecut pe lista distrugătorilor, firma americană a continuat cu lansarea unui program antivirus care să nu-i permită lui Chip-eater nici o acțiune și să-l facă inofensiv. Programul antivirus a fost solicitat de mulți utilizatori și s-a vândut foarte bine. Firma a înregistrat o creștere spectaculoasă a vânzărilor.

Un partner de afaceri din trecut al firmei, care cunoștea aceste tactici, s-a gândit să le facă o surpriză creatorilor lui Chip-eater. A trimis un mesaj în căsuța poștală a firmei, mesaj având ca subiect solicitarea programului antivirus. Mesajul însă, în momentul în care a fost deschis de către cei de la firmă, l-a lansat pe Chip-eater , care a „devorat” cu pasiune întreaga rețea.

### **Words and phrases:**

#### **More on Communication**

#### **Messaging – The Use of Message Slips**

**Take a look at the following message slips. Read your messages and comment on each :**

Larry is gone out! He will not be back in office till late in the afternoon. Cancel his meetings, please !

Carla

I bought you some lunch, it is in your left draw! Ok, I shouldn't have put it there, but your desk is always a pile of things!

Marie

Sally, let the Boss know that I am still running around for his special cat food... When I find it, I'll bring it, be it even tomorrow! (smile)  
Miky

I borrowed a box of paper clips from your right draw....Ok, nobody was here to help me! I'll bring the box back later.

Madelaine

A bunch of roses for you, from some guy calling himself "Dark Light"...OK, I shouldn't have read the call card!  
Ok, Ok, ...  
Larry

Sally, you people don't use telephones, answering machines, voice mail, nothing like that? Where do people leave messages for you ?

Stephanie

The second pizza has just come in, but since you haven't eaten the first one either....let us help you!

Jimmy

What is happening to the cat food? You know Jinksie is a naughty boy, he will not eat anything else.... Please find that type of food until I come back.

BOSS

Things I picked up from the supermarket for you:

- lettuce
- onion
- oil
- salt
- sugar
- bread
- soap
- tomato paste
- cheese
- pasta
- ice-cream
- biscuits
- dog food
- olives
- oranges

No money left!  
Husband

**Taking/sending telephone messages**

A busy secretary takes telephone messages for her boss. She has special forms to fill in and place on the boss’s desk. Read the following conversations and “take” the messages by filling in the form provided:

**An incoming call**

“Hello, this is Mary Smith from Zed. Inc. I would like to talk to Mr. White, please.”

“Hello. This is Mr.White’s secretary speaking. He is not in right now. Can I help you?”

“I want to inform him that the business meeting we had invited him to last week, meeting scheduled for tomorrow, has been postponed until next week, the date , hour, and venue to be announced on Friday. This change is due to our President’s change of schedule. He is flying to Asia tomorrow, so the meeting has to be postponed. I will get back to you on Friday with precise information.”

“Thank you for calling. I’ll inform Mr. White and we will be waiting for your call on Friday.”

“Thank you, do so. We will talk again on Friday.”

**Fill in the form with the caller’s details, with a fictitious date and time, and build a paragraph inserting all the information provided in the telephone conversation.**

Caller	
Date/time	
Message	

**An incoming call**

“Hello, this is Kevin Bright, from the Parking Space Administration. I would like to speak to your company president, Mr. White, please.”

“Hello, Mr. White is not in right now. This is his secretary speaking. How can I help you?”

“There is a sensitive issue I want to discuss with him. It seems that the company has been using more parking space than allotted for the past two months. We have received a notice from the

Research Institute, situated opposite your company building. I would like to discuss the matter with Mr. White.”

“He is not in right now, but I can ask him to call you back as soon as he returns.”

“I will appreciate if you give us a call when Mr. White returns. This is an urgent issue and we would like to solve it without further delay. Please put down our telephone number. It is 262-433-129, Kevin Bright.”

“I have written that down. We will call you as soon as Mr. White returns to the office.”

“Thank you. Have a nice day.”

“The same to you, Sir. Bye.”

**Fill in the message form:**

Caller	
Date/time	
Message	

**You have two message slips and a note on your desk .**

Please call the people on the two telephone numbers and leave my messages there. I have an appointment with the bank president in the morning, so I may not be in the office before 12 o'clock.  S. White
---

**Outgoing Call**

Call to	Mary Smith, Zed Inc.
Telephone no.	
Message	Thank them for letting us know the meeting was postponed. Unfortunately, I am leaving for India next week, so I will not be

	able to attend. Matters stay as formerly discussed with them. My presence or absence at the meeting will not change our position. We maintain our approach to their proposals as discussed before with them.
--	--

### Outgoing call

Call to	Kevin Bright
Telephone no.	262-433-129
Message	Tell Mr. Bright that we have an agreement signed with the President of the Research Institute for additional parking space, an agreement signed last month. We can provide a copy for him. I do not know who could have informed them about our using additional space illegally. Ask him if he wants a copy of the agreement and send him one if required.

### Supply the correct form of the verb in brackets in the following telephone message.

Mrs. Stanfield (call) \_\_\_\_\_ yesterday, at 3 o'clock. She (inform) \_\_\_\_\_ that she (can not) \_\_\_\_\_ make it to reach the Conference Center because her car (break down) \_\_\_\_\_ in the traffic. She (leave) \_\_\_\_\_ her office quite early for her to reach in time, but the car (have) \_\_\_\_\_ some engine problem and she (can not) \_\_\_\_\_ start it. She (leave) \_\_\_\_\_ the car there, (call) \_\_\_\_\_ the service people, and when they (arrive) \_\_\_\_\_, she (entrust) \_\_\_\_\_ the car to them and (look) \_\_\_\_\_ for a taxi. Due to the rush hours, the taxi (find) \_\_\_\_\_ it hard to reach the Conference Center, which (be) \_\_\_\_\_ almost out of town. So she (give up) \_\_\_\_\_ the idea of reaching there, and (return) \_\_\_\_\_ to her office.

Mr. Newman will call back tomorrow morning, to talk to you about your trip to New Delhi. He said that he (book) \_\_\_\_\_ the tickets with Air India, business class, for the two of you. He (call) \_\_\_\_\_ his partner in Calcutta for accommodation details. You (not worry) \_\_\_\_\_ as the people in Calcutta (choose) \_\_\_\_\_ the best business class hotel there. He mentioned that business in India (be) \_\_\_\_\_ very good and it (look ) \_\_\_\_\_ like it (stay) \_\_\_\_\_ so for some time. He also insisted that you (think) \_\_\_\_\_ and (decide) \_\_\_\_\_ on opening a branch in Calcutta, as our goods (be ) \_\_\_\_\_ in high

demand there. Mr. Newman will call back tomorrow and you (discuss)\_\_\_\_\_ all these with him personally.

**Translate the following sentences for your English partner, for him to understand what the problem is:**

- Numărul de telefon este greșit.
- 
- Nu am ton.
- 
- Cabina telefonică a fost mutată.
- 
- Convorbirile cu taxă inversă nu se practică aici.
- 
- Convorbirile internaționale se fac prin contul personal.
- 
- Nu vrea să vorbească mai tare.
- 
- L-am întrerupt fără să vreau.
- 
- Mi-a făcut legătura cu o altă persoană.
- 
- Nu poți discuta chiar orice la telefon.
- 
- Tastatura calculatorului este defectă.
- 
- Nu merge rețeaua.
- 
- Factura noastră telefonică este destul de încărcată.
- 
- Nu am primit mesaje e-mail de ieri.
-

- Iar am rămas fără antenă!
- 
- Mi-a trântit telefonul.
- 
- Cablurile s-au rupt din cauza furtunii.

### **Translate into English:**

Noi am încercat să luăm legătura cu firma respectivă în diferite moduri: am trimis un e-mail la adresa menționată pe catalogul lor de produse. Nu am primit nici un răspuns. Am încercat să-i contactăm telefonic, dar numerele apelate nu răspund. Am trimis un fax la numărul menționat pe catalog. Faxul a primit un raport de confirmare de primire, dar noi nu am primit nici un răspuns. Am trimis două scrisori, la interval de două săptămâni, la adresa poștală menționată pe catalogul lor. Nu am primit nici un răspuns. Am căutat, desigur, pagina web la adresa menționată pe catalogul lor. Nu există o asemenea pagină. Aceasta nu poate fi decât o companie fictivă.

### **Words and phrases:**

### **Translate into Romanian:**

Communication software consists of programs that access software and data from, and transmit data to, a computer in different location. Communication software has several features. One feature is the access to information services, that is the programs include protocols for communicating with information services, such as CompuServe. Another feature is file compression. Some programs have protocols that automatically compress files. The program can reduce the space taken up by data on a storage device before these are transmitted. The feature shortens the time taken to send a file. Error checking is another important feature, especially when complex data is sent. The software must have an efficient error-checking protocol. A very

important feature is the speed of transmission, as the faster the program can transmit, the lower the charges will be.

**Words and phrases:**

**Business Opportunities in Scotland**

Scotland -The population of Dumfries & Galloway is around 148,000. Population density is 60 people per square mile, compared with the Scottish average of 168. The largest town is Dumfries, with a population of 32,136. The business start-up rate is higher than the Scottish average, with approximately 300 new businesses starting up in 2002/2003

Dumfries & Galloway provides the shortest sea crossing to Ireland from the UK – just 90 minutes to Belfast. The west of the region has been boosted with a £39 million investment in a new Loch Ryan terminal. The region has 5 harbours along its 320 km coastline. The M74 is the only motorway link between England and Scotland

The local economy is based around agriculture, forestry, tourism, manufacturing (especially in plastics and rubber), engineering, and food production and processing, with a growing strength in the renewable energy sector.

Dumfries & Galloway is a special, unspoilt place full of open spaces and opportunities. Tranquil and relaxing’ yet dynamic and confident, Dumfries & Galloway is the natural place to live, work and do business.

**Complete the following table using the information provided by the text:**

Population and density	
Largest town	
Population of town	
Business start-up rate	
Sea crossing possibility	

Investments in the region	
Number of harbours along coastline	
Motorway link	
Local economy based on:	
Economic sector of growing strength	

The Subjunctive is used in **THAT-Clauses** after a main clause whose verb belongs to the **group** represented by: demand, require, ask, insist, suggest, urge, etc. The verb in the that-clause is the short infinitive unchanged for the Present or for the Past Tenses and with no concord for the 3<sup>rd</sup> person singular.

**Examples:**

He insists that we call him every week.- El insistă ca noi să-l sunăm în fiecare săptămână.

They demanded that we send them a detailed report. – Ei ne-au cerut să le trimitem un raport detaliat.

The lawyer asked that the company file for bankruptcy. – Avocatul a cerut ca firma să declare falimentul.

We can also use **should+infinitive forms** instead of the Subjunctive forms in the above sentences:

He insists that we should call him every week.

They demanded that we should send them a detailed report.

The lawyer asked that the company should file for bankruptcy.

**Both the Subjunctive and the should + infinitive forms can be used in that-clauses after verbs such as: recommend, demand, insists, urge, require, propose, ask, suggest:**

**Use these forms in the sentences below. Pay attention to the Romanian version.**

- She proposed that we (have )\_\_\_\_\_ a meeting at their company headoffice.
- Ea a propus ca noi să avem o ședință la sediul firmei lor.

- He urged that we (pay attention)\_\_\_\_\_ to the manner in which translations are handled.
  - El ne-a îndemnat să fim mai atenți la modul în care sunt făcute traducerile.
- The doctor insisted that our security officer (spend)\_\_\_\_\_ two days in hospital for check-up.
  - Doctorul a insistat ca ofițerul de pază să rămână două zile la spital pentru consultații.
- The lawyer demanded that the accountant (file)\_\_\_\_\_ for bankruptcy.
  - Avocatul a cerut ca contabilul să depună actele de faliment.
- She insists that the car (be repaired)\_\_\_\_\_ here in town.
  - Ea insistă ca mașina să fie reparată aici în oraș.
- He suggested that we (open) \_\_\_\_\_ a branch in that area.
  - El a sugerat ca noi să deschidem o filială în acea zonă.

**The same type of that-clause is used after it + Adjective constructions of the type: it is necessary, it is important, it is advisable, it is essential etc.**

**Examples:**

- It is necessary that we study the local economy. – Este necesar ca noi să studiem economia locală.
- It is advisable that we consider Dumfries for the opening of our company. – Este recomandabil ca noi să considerăm Dumfries pentru deschiderea firmei noastre.
- It is essential that the company focuses on the main business areas in Dumfries. – Este esențial ca firma să se concentreze asupra zonelor principale de afaceri din Dumfries.

**Arrange the following sentences using a that-clause after it+Adjective construction:**

- It is important that (we, to consider, the existence of five harbours).

- \_\_\_\_\_
- It is essential that (the company, to concentrate its attention on Dumfries).
- \_\_\_\_\_
- It is recommended that the business (benefit from open spaces and their opportunities).
- \_\_\_\_\_
- It is advisable that we (talk about a substantial investment).
- \_\_\_\_\_
- It is hazardous the they (provide little information about their operations).
- \_\_\_\_\_

There are verbs that can be followed only by **-ing forms** (verb+ing). Here are the commonest verbs and phrases followed by gerunds or gerundial constructions. These are widely used in Business English.

Appreciate	Give up	Miss
Avoid	Can't resist	Pardon
Consider (think about)	Can't stand	Practice
Delay	Can't help	Put off (postpone)
Detest	It is no use	Recollect
Dislike	To be worth	Stop
Escape	Go on (continue)	Understand
Excuse	Keep (on)	Deny
Finish	Mention	Postpone
Forgive	Mind	Risk

### Examples

- He avoids calling his boss at home.
- You deny having left those papers in the car!
- I can't resist eating sweets.
- It is no use crying for a man who ignores you.

- You postponed going for a check-up last week, what about this week?
- Is it worth wasting time over minor issues?

**Supply the *-ing* form of the verb in brackets:**

He goes on (talk) \_\_\_\_\_ about fire insurance each time we have guests.

I can't stop (ask) \_\_\_\_\_ myself what went wrong.

She mentioned (come) \_\_\_\_\_ home late.

I dislike (eat) \_\_\_\_\_ in the bus stop.

They can't help (think) \_\_\_\_\_ about the good old days.

It is not worth (spend) \_\_\_\_\_ so much money on these dresses!

I can't risk (be) \_\_\_\_\_ called in front of the commission for minor mistakes.

He can't stand (sit) \_\_\_\_\_ at his desk the whole day.

She avoids (be seen) \_\_\_\_\_ with that man.

I put off (write) \_\_\_\_\_ those letters each time I sit down to do it.

Stop (talk) \_\_\_\_\_ at once.

**There are verbs that can be followed by either gerund or infinitive. These are the commonest verbs belonging to this group:**

Advise	forget	prefer
Agree	hate	propose
Allow	intend	regret
Attempt	like	remember
Begin	love	start
Cease	mean	study
Continue	permit	try

**Examples**

- I advise you to start writing that report.
- I advise writing that report.

- She forgot to call the office.
- She forgot calling the office.
  
- I intend to leave this job.
- I intend leaving this job.

**Give the correct form of the verbs in the brackets:**

She continues (feed) \_\_\_\_\_ the grapevine with false news. He began (build) \_\_\_\_\_ that house two years ago. The company ceased (operate) \_\_\_\_\_ last year. I don't permit (leave) \_\_\_\_\_ the office before closing time. She loves (fish) \_\_\_\_\_ at the lake. My secretary forgets (call) \_\_\_\_\_ me whenever she is too busy. He attempted (open) \_\_\_\_\_ the store after the burglary. I don't intend (bother) \_\_\_\_\_ my partners if he doesn't want to do business with me. She prefers (carry) \_\_\_\_\_ the documents herself. He regrets (be) \_\_\_\_\_ so possessive about his things. I tried (call) \_\_\_\_\_ you several times last week.

**The Job Market**

Read the following job descriptions and answer the questions below:

**Project administrative assistant**

- have a detailed knowledge of the project
- identify deadlines and tasks to be performed
- write reports for the project manager
- supervise implementation of project tasks
- check and supervise expenditure
- submit financial report to the project accountant
- draft and design project materials
- participate in training courses
- write and submit reports at the end of each period stated in the project

Would you like to work as a project administrative assistant?	
Are you a careful supervisor?	
Is your work accurate and reliable?	
Do you like to take part in training programs?	
Would you take on the responsibility of a whole project?	

**Area product distributor**

- get latest information on the products
- have the price lists and catalogues
- know the business in the area
- identify demand
- suggest businesses to improve sales by using product
- obtain orders
- present orders to the company
- process orders
- get the products delivered
- collect money due to the company
- 

Are you interested in the newest products on the market?	
How much do you know about business in your area?	
Is there demand for products in your area?	
Can you sell products to customers?	
Do you find it easy to obtain orders?	

Can you collect money owed to your company in time?	
---	--

**Give the correct form of the verbs in brackets in the description of your job duties as a receptionist at a mountain chalet, a seasonal position you held in the winter sports season.**

I (ask) \_\_\_\_\_ for the position two years ago, as I (like) \_\_\_\_\_ winter sports and three months at a chalet in the mountains, in a winter resort (seem) \_\_\_\_\_ a good opportunity to combine leisure time with job duties. At the selection, I (be asked) \_\_\_\_\_ about my ability to ski, to ride a snowboard. I (answer ) \_\_\_\_\_ affirmatively and (add) \_\_\_\_\_ that mountaineering (be) \_\_\_\_\_ one of my favourite activities. They (find ) \_\_\_\_\_ my communication abilities very good, my physical abilities (be) \_\_\_\_\_ considered excellent, so they finally (hire) \_\_\_\_\_ me. I (start) \_\_\_\_\_ one December morning. The reception (be) \_\_\_\_\_ an important place. Telephone calls (come ) \_\_\_\_\_ in, people (come) \_\_\_\_\_ asking for lodging, messages (be left) \_\_\_\_\_ , messages (be asked for). \_\_\_\_\_ At the end of my shift I (have to) \_\_\_\_\_ make a report on the number of people who (call) \_\_\_\_\_, who (make reservations) \_\_\_\_\_, who (check in) \_\_\_\_\_ , who (check out) \_\_\_\_\_. It (be ) \_\_\_\_\_ not as easy as I (think) \_\_\_\_\_ and the time for me to be in the open (be ) \_\_\_\_\_ very short. If before holding this position I (have ) \_\_\_\_\_ an idealistic view of it, working on the job (prove) \_\_\_\_\_ to be a little different. It (teach) \_\_\_\_\_ me that patience and a display of good manners and politeness (be) \_\_\_\_\_ essential for someone who (claim) \_\_\_\_\_ to be a good receptionist.

**You are taking part in an interview for a job. Answer the following questions with real details about yourself ( I – interviewer: Y – you):**

I: Do you have any work experience?

Y:

I: Are you thinking of a career in management? Would you like to become a good manager?

Y:

I: What is the most important detail of your educational background?

Y:

I: Will you get your degree in management ?

Y:

I: Have you had any previous employment, full-time or part-time?

Y:

I: Have you ever attended any additional training courses?

Y:

I: What can you say about your linguistic ability? What level is your foreign language, according to your own opinion ?

Y:

I: Do you know the salary levels for the position you are asking for ?

Y:

I: Can you work well under conditions of stress?

Y:

I: Are you willing to work overtime?

Y:

I: Will you start right away once you are employed ?

Y:.

**Formulate your refusal for a job offer using the following words, by building only negative statements:**

**Formulas of polite refusal:** I can't, I am not able, I am unable, It is not possible for me to, I hardly have any chance in working as, I may not be the right person for the job as....

**Possible reasons:** demanding environment, work experience, inappropriate training, overtime as a rule, inappropriate qualification, working conditions, work schedule, low salary, no further possibilities, no coffee breaks, no week-ends, frequent out-of-town trips

**Draft job ads for the company according to the requirements on the following memo sent to you by the general manager:**

**To:** Personnel manager  
**From:** General manager  
**Date:** xx.xx.xxxx  
**Subject:** Request for urgent employment

Considering the changes in the very near future in company activities, I suggest that we look for candidates for the following positions: product distributors, local distribution office manager, administrative assistant to the local manager.

The product distributors should be people with experience, with driving license, with training in marketing and distribution, even if they are not higher education graduates. They should be reliable and willing to go on the field. Mention appropriate reward for overtime and extra activities.

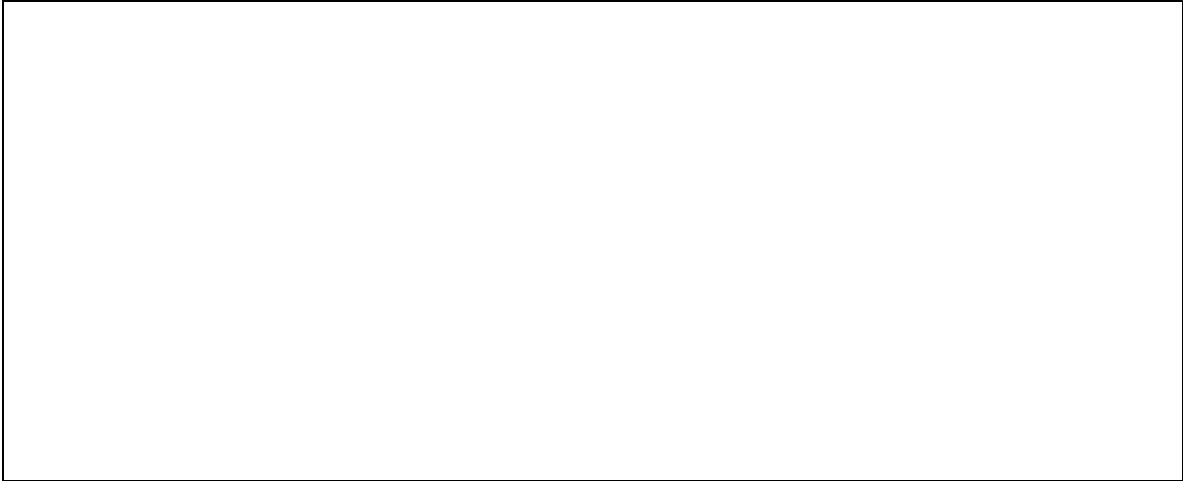
The local distribution office manager should be a person from the area where the office opens, higher education graduate, with real managerial abilities, motivated by higher sale figures-higher salary. Mention that he/she has to set up the office, build relationship and name for our company in that area, and be alert for business opportunities 24 hours around the clock.

The administrative assistant should also be from that area, have good training and strong willingness to work, he/she must backup the manager in each and every activity. Salary according to competence!

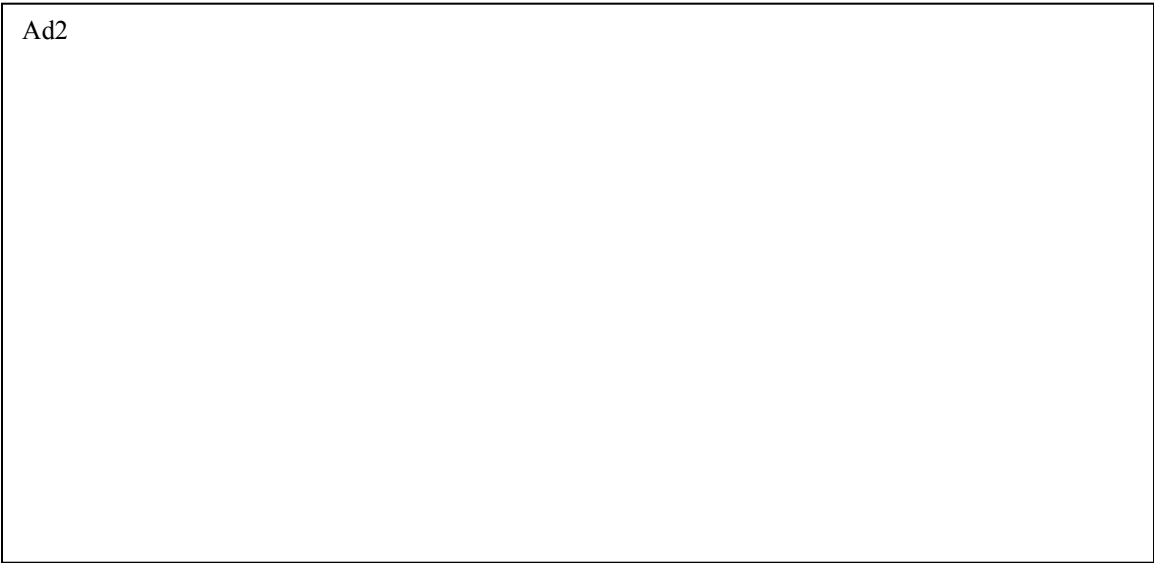
Please send the ads to the local newspapers first thing in the morning. Mention two weeks to receive applications and name yourself as contact person. After selection, I want to meet the people personally.

Good luck !

Signed: General manager



Ad2



Ad3



**The Personal Budget**

We all operate a budget so that we plan income, expenditure, borrowing, and saving. We have to plan to borrow money or buy on credit if we wish to spend more money than we have available. It is important to make “rational” spending decisions to ensure that we make the best use of our resources.

Use the form below to calculate a monthly personal budget. It records any income you receive (salary, wages, pocket money, gifts) and your weekly outgoings.

<b>PERSONAL MONTHLY BUDGET</b>	
<b>INCOME</b>	
Bills	
Fares (tickets)	
Gasoline	
Instalment(s)	
Entertainment	
Clothes	
Utilities: water, telephone, electricity	
Subscriptions	
Foodstuff	

**Choose any additional items from the following list to complete the table:**

- |             |                       |                    |
|-------------|-----------------------|--------------------|
| Cosmetics   | books                 | building materials |
| Spare parts | electronic appliances | medical expenses   |
| Course fees | sweets                | stationery         |
| Magazines   | newspapers            | membership fees    |
| Pet food    | plants                | cleaning materials |

**Perform the following tasks: add up all your expenses: deduct them from your income; establish the amount you can save monthly, then answer the following questions:**

1. Do you earn enough to cover all your expenses?

---

2. Is the amount for entertainment too low or too high?

---

3. Do you pay one or more monthly instalments?

---

4. Do you spend too much on clothes and accessories?

---

5. Is your telephone bill too high? Do you spend much money on gas?

---

6. Which of the expenditures on your list should be lower than it is now?

---

7. What do you spend the most money on?

---

8. Do you need to lower your expenses?

---

9. How can you make improvements?

---

**Complete the following sentences with choices of your own paying attention to the rules of the conditional clauses:**

1. If I plan my budget, I .....

2. She would save some money if.....

3. They could have paid their bills on time if.....

4. I wouldn't have bought the DVD player on credit if ...

5. Had he paid more attention to planning, he.....

6. We can't plan any budget if.....

7. You could travel by air if.....

8. If she is a good planner, she.....
9. We would have saved money if.....
10. I need more money if.....

**Give the correct tense of the verb in brackets:**

His daughter (go)\_\_\_\_\_ to college last year. He (decide) \_\_\_\_\_ to open a card account for her and feed it monthly . During the first three months, the young lady (take care)\_\_\_\_\_ of her expenses, but after that she (start) \_\_\_\_\_ spending more than she (get)\_\_\_\_\_. She used to send her bills home to her father. He (call) \_\_\_\_\_ her and they (agree) that she should stay within the limits of her budget. Her grades (start) \_\_\_\_\_ dropping and at the end of the year she (have)\_\_\_\_\_ five failed examinations. Her father (decide) \_\_\_\_\_ to cut down on her budget because she (spend) \_\_\_\_\_ too much on clothes and entertainment. The young lady (refuse)\_\_\_\_\_ to hear about that decision. She (object) \_\_\_\_\_ and (ask) \_\_\_\_\_ for more money. When her father (refuse) \_\_\_\_\_ to supplement her budget , she (decide)\_\_\_\_\_ to quit school.

**Translate into Romanian paying attention to the words and phrases underlined.**

A few years ago it was essential for every family to live within its monthly means. Since most people were paid at the end of the month, payday became important for family budgeting. Money would be put away for rent, fuel, groceries and the rest, clothes and others. Some would be saved in case of some problems yet unknown. There was little borrowing because it was considered dangerous to live beyond the monthly means and there were few opportunities to borrow.

Today the circumstances have changed and so have attitudes. Most people are paid through card accounts and the banks have different ways of lending money. There are also better opportunities for saving and less pressure to budget only on a monthly basis. Saving money is good not only for rainy days, but because of the interest we can earn of what we save.

**Build a coherent paragraph using the elements provided:**

1. monthly expenses exceed monthly income; problems saving money; wonder where all the money goes each month; life getting out of control financially; develop a personal system to

manage personal finances; have an idea about where the money goes; become disciplined with income; achieve financial independence.

2. identify monthly expenses; what other sources of income are available (interest, alimony, rent); expenses you don't even realize that exist; establish estimates for monthly expenses; need to keep track of the actual expenses incurred during the month.
  
3. debt repayments; tools for constructing a personal budget: pencil and paper, software; budget accuracy; budget a regular or irregular income concerned about creating a personal budget.

### **Sales Talk**

**You are recruiting personnel for the sales department of your company. You have interview three candidates for the position of a salesperson and you have found the following traits with each of them:**

#### **Mark**

- highly driven
- very competitive
- likes to get recognition
- independent
- direct ,to the point
- focused, persistent
- decisive

#### **Grace**

- extroverted
- very sociable
- likes good time
- talkative
- likes good time
- caring
- convincing

#### **Cameron**

- quieter
- more introverted
- loves accuracy
- great attention to detail
- dependable, loyal
- sticks to deadlines
- a good listener

-aggressive, but pleasant  
- imposing

-achieves a lot  
-ready to act

-creates emotional link  
-helps customer to decide

**Make a list of traits that you think a good salesperson should have, choosing from those listed above, and adding some of your own, then decide which candidate is more fit for the job, in your opinion, and motivate your decision.**

---

---

---

**Answer the following questions keeping your shopping habits in mind:**

- When was the last time you went shopping?  
- \_\_\_\_\_
- What did you buy?  
- \_\_\_\_\_
- Do you usually make a shopping list?  
- \_\_\_\_\_
- Do you plan how much money you can spend?  
- \_\_\_\_\_
- Have you ever bought something you had not planned to buy?  
- \_\_\_\_\_
- Are you a shopping addict?  
- \_\_\_\_\_
- Do you buy according to what you need or according to what you find attractive in stores?  
- \_\_\_\_\_
- Do you buy on impulse?  
- \_\_\_\_\_

**Write conditional sentences using the following clauses:**

- check prices in different stores/ decide where to buy
- you can afford the product offered/sign our contract

- the company requires a demonstration of the product/our representative will be happy to do so
- you save time/you shop online
- you want to order quickly/send an e-mail
- she wants an original French perfume/our representative in Paris can be contacted by telephone or e-mail

**Read the rights of the buyer then match each problem with the consumer expectation that is not met:**

**The buyer's rights**

1. Merchandise should be in a saleable condition without any faults.
2. All merchandise should match their description.
3. All pieces/parts of merchandise must be of the same quality as any sample.
4. Only qualified personnel should perform installation and service.

**Problems**

- a. The person who came to install your computer system is a mechanic.
- b. Your new glass table has scratches on it.
- c. The Shetland wool pullover you've just bought contains 40% synthetic fibers.
- d. Your friend bought 15 meters of white, lacy curtain and 3 yards are yellow.

**Answer the following questions:**

- Have you ever made a complaint about a product or service?
- If yes, how was your complaint met?
- If no, why haven't you made a complaint?
- Have you ever returned goods to the store?
- Have you ever received a refund?

**Study the following expressions:**

- I was wondering if you could change this...

- Can this... be returned?
- Is there anyone who could take a look at this....?
- Could you help me with/to ..... ?

**Use these expressions in the following situations, to formulate your request of returning unsatisfactory goods and state the reason you want to return it/them for.**

**Situation1:** You bought a Persian rug: the patterns on the right side are different from the patterns on the left side.

**Your complaint:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Situation 2:** Britney bought a pair of shoes. The heel of the left shoe is 0.5 cm higher than the heel of the right shoe. She goes back to the store.

**Her complaint:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Situation 3:** Larry bought himself a super fishing rod, with specifications of high resistance to weight and extra flexibility. While fishing and pulling out a heavy trout, the rod broke instantly. He went back to the store.

**Larry's complaint:** \_\_\_\_\_  
**Situation 4:** Bill bought a Canon printer, installed it, then printed out some pictures and about 50 pages. The printer blocked down and stopped working. He took the printer back to the store.

**Bill's complaint:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Some Phrasal Verbs Used in Business English

- to be fed up with = a fi plictisit de
- to give up = a renunța
- to speak up = a vorbi tare
- to bring a point up = a ridica o chestiune/problemă
- to back up = a sprijini
- to go up = a crește, a se mări
- to settle up = a achita o datorie
- to be held up = a fi reținut
- to call off = a anula
- to hold out = a rezista
- to give in = a ceda
- to ask someone out = a invita pe cineva
- to take on = a prelua
- to turn down = a respinge, a refuza
- to turn into = a se transforma
- to write off = a anula
- to take for = a confunda
- to stand for = a reprezenta
- to run up bills = a mări datoriile
- to let someone down = a dezamăgi
- to cut down = a reduce, a micșora
- to break down = a împărți, a categorisi
- to account for = a justifica

### Identify the phrasal verb in the following sentences using the list above:

- He is fed up with long reports.
- They will give up publishing a review of no interest .
- “I can’t hear you: speak up, please!”
- He will surely bring that point up at the meeting.
- Your attitude was not backed up by the team.
- Prices will go up again.
- Let me withdraw some money and settle up with you.
- I couldn’t attend the meeting: I was held up at the airport.
- She called off the meeting.
- How long can we hold out without tyres?
- He can’t resist my attack: he’ll give in.
- I would like to take on some tasks when you retire.
- Don’t turn down my request, please!
- She has turned into a witch!

- I don't think the IMF can write off the country's debts.
- Don't take me for an expert: I only know a few things!
- What does red colour stand for?
- If you don't pay on time, you'll run up those bills.
- She refused my offer: she let me down.
- We have to cut down the expenses!
- Please break down this customer list into age groups.
- How can you account for the amounts spent?
- He is asking me out! That's not what I want to hear!

**Read the following dialogues: translate them into Romanian paying attention to the meaning of the phrasal verbs:**

- a. "I'm fed up with this type of routine work: I think I'll give up working here..."  
 "I can't even hear you, Speak up, please!"  
 "You aren't listening!"  
 "Oh, I am, of course. But you keep on bringing up this issue five times an hour!"
  
- b. "My investment is backed up by two banks."  
 "What if bank charges go up?"  
 "I'll have to settle up with the bank anyway."
  
- c. "I'm sorry for being late, I was held up by a group of customers."  
 "Why didn't you phone to call off the meeting?"  
 "I was wondering how long you could hold out without my call."
  
- d. "I intend to take on some of your tasks when you leave."  
 "Yes, but my retirement application has been turned down. They don't give in to my insistence."  
 "OK, but don't turn into a monument of wrath now! They'll give in!"
  
- e. "How could we formulate our request to have that huge debt written off?"  
 "Don't take their accountants for dummies. They can't do such a thing. In fact, what does that debt stand for? Your own negligence, perhaps?"

- f. “By not paying these amounts due, you’ve managed to run up bill! You’ve really let me down.
- g. Why haven’t you tried to cut down your expenses? They are unbelievable!”  
 “How can I account for each cent spent?”
- h. “This list of names has to be broken down into age categories. Could you do that? “  
 “Do you want them in a tabular form?”
- i. “We could talk about issues over dinner. We have a nice restaurant in town...could I ask you out?”

**Complete the gaps with the right form of the phrasal verbs on the left:**

- Call off      She \_\_\_\_\_ writing long reports.
- Give up      The manager \_\_\_\_\_ the meeting.
- Give in      The shop assistant is very persuasive: the customer will \_\_\_\_\_ and buy.
- Turn down    Are you simply \_\_\_\_\_ my offer because of our differences in the past?
- Take for     There is no chance for you to have those debts \_\_\_\_\_ .
- Write off    Who do you \_\_\_\_\_ me \_\_\_\_\_ ?
- Let down    I know that losing such a deal \_\_\_\_\_ her \_\_\_\_\_ .
- Be fed up    Aren’t they \_\_\_\_\_ with reading such a long procedure manual?
- Cut down    I wonder how she managed to \_\_\_\_\_ a witch.
- Turn into    The only way we can resist is \_\_\_\_\_ expenses.

**Translate into English using the phrasal verbs given in brackets.**

- Nu vom anula întâlnirea. (to call off)
- \_\_\_\_\_
- Această cifră de afaceri reprezintă un efort de durată. (to stand for)
- \_\_\_\_\_
- El s-a săturat de rapoartele lungi și neclare. (to be fed up with)
- \_\_\_\_\_
- Sedința s-a transformat într-o adevărată ceartă. (to turn into).
- \_\_\_\_\_

- Renunț la biroul meu în favoarea noului șef. (to give up).
- \_\_\_\_\_
- Datoriile externe nu vor fi anulate. (to write off)
- \_\_\_\_\_
- Ea m-a dezamăgit când a refuzat misiunea de afaceri în Orient. (to let someone down)
- \_\_\_\_\_
- Drept cine mă iei? (to take for)
- \_\_\_\_\_
- Reduceți orele suplimentare: sunt prea multe. (to cut down)
- \_\_\_\_\_
- Cât mai putem rezista în acest birou fără căldură? (to hold out)
- \_\_\_\_\_

**Match the following phrasal verbs with their Romanian equivalents:**

- |                   |                                     |
|-------------------|-------------------------------------|
| - to settle up    | - a se transforma                   |
| - to give in      | - a achita o datorie                |
| - to turn into    | - a ceda                            |
| - to stand for    | - a se ridica, a se mări            |
| - to back up      | - a sprijini                        |
| - to go up        | - a rezista                         |
| - to write off    | - a prelua                          |
| - to hold out     | - a acumula datorii                 |
| - to take on      | - a justifica, a reprezenta         |
| - to take for     | - a renunța                         |
| - to run up bills | - a anula                           |
| - to account for  | - a reprezenta                      |
| - to give up      | - a confunda, a lua drept altcineva |

**At the Bank**

Bank

customer

traveller cheque

Counter	bank manager	cash
Bank clerk	business adviser	cheque
Cashier UK	in a queue	bills
Banknotes	teller US	money exchange
Purse	wallet	credit card
ATM US	cash machine UK	foreign currency
Hard currency	account	interest
Overdraft	statement of account	payment
Withdraw	to deposit	deposit
Withdrawal	amount	balance

**Practise: Read and translate into Romanian:**

- Are you a customer of our bank?
- If you want to see the bank manager, you need an appointment
- My wife is a bank clerk.
- If you want to use the ATM, you need a card.
- My statement of account has more withdrawals than deposits
- I have two bank accounts.
- I have bills and coins too.
- Only the manager has keys for the company's safe.
- She has two accounts in foreign currency.
- Don't you know your own account balance?
- What is the amount in that account?
- If you travel, you can use traveller cheques, you don't need only cash.
- I applied for an overdraft, but the bank turned down my application.
- I have so much money in my account that I need to talk to a business adviser about investments.
- I wait in a queue every time I go to the bank early in the morning.
- If you want foreign exchange, you need to go to the money exchange.
- I would like to open a savings account at your bank.
- What is the overdraft limit for this account?

**Answer the following questions formulating answers by using the choices given below:**

- What type of account do you have at the bank? / savings A/C, current A/C, business A/C
- \_\_\_\_\_
- How many times do you deposit money into your account? – once a month, twice a month, every week

- \_\_\_\_\_
- How much money can you have on overdraft? 100, 500, 1000 E
- \_\_\_\_\_
- How many times do you check your bank balance? – each time I withdraw money, every week, at the end of the month
- \_\_\_\_\_
- How do you pay for your shopping? Pay by cash, write a cheque, pay by credit card
- \_\_\_\_\_

**Replace the Romanian words in brackets with their English equivalent:**

- You have to speak to the (managerul băncii) \_\_\_\_\_ about this issue.
- All customers should wait (la rând) \_\_\_\_\_ in front of the (ghişeu) \_\_\_\_\_ .
- If you want to change your money into foreign exchange, please go to the (schimb valutar) \_\_\_\_\_ .
- I see that you have (bancnote și monede) \_\_\_\_\_ .
- You are one of our most important (clienți) \_\_\_\_\_ .
- Don't you know how to use a (bancomat) ? \_\_\_\_\_ .
- My sister works as a (funcționară) \_\_\_\_\_ at this bank.
- The (camerele de luat vederi) \_\_\_\_\_ are all over the bank.
- I don't see my (extras de cont) \_\_\_\_\_ !
- She wants to pay by (cec). \_\_\_\_\_
- I would like to apply for (descoperire de cont) \_\_\_\_\_ .
- How much is the (dobândă) \_\_\_\_\_ ?
- I don't know what is the exact (sumă) \_\_\_\_\_ in that account.
- How much money can you have (la descoperirea de cont) \_\_\_\_\_ ?
- Did you have money (în bancă) \_\_\_\_\_ on June 18<sup>th</sup>?

**Banking**

**Study the word list and translate the following text into English:**

## Organizarea și funcționarea sistemului bancar românesc

Reforma bancară din România a început în decembrie 1990 când a fost introdusă structura bancară pe două nivele: Banca Națională a României și băncile comerciale. În procesul de organizare a sistemului bancar de tip occidental, Banca Națională și-a asumat funcțiile tradiționale ale unei bănci centrale, iar operațiunile comerciale pe care le efectuase anterior au fost transferate unei bănci comerciale, Banca Comercială Română având loc o separare între cele două entități bancare atât ca activitate cât și ca sedii logistică personal. Stadiul de dezvoltare a sistemului bancar românesc este determinat de caracteristicile generale ale revoluției economice.

.....

Sistemul bancar este format din două mari verigi. Prima este Banca Națională ca și bancă centrală . Obiectivul major al băncii centrale îl constituie asigurarea stabilității monedei naționale, ca și o condiție a realizării politicilor monetare, valutare și de credit.

Banca Națională colaborează cu autoritățile statului la avizarea sau eliberarea actelor normative privind activitatea bancară, a regimului valutar, a politicii monetare , a datoriei publice. Participă de asemenea la elaborarea proiectelor bugetelor administrației publice centrale. Elaborează studii și analize privind evoluția masei monetare, a dobânzilor, a creditului și a sistemului bancar. Execută ca reprezentant al României drepturile și obligațiile țării în calitate de membru al Fondului Monetar Internațional. Colaborează cu organismele internaționale la activitățile organizate cu caracter financiar, bancar și monetar. Participă la tratative și negocieri externe în probleme financiare, monetare, de credit și de plăți. Încheie în numele statului sau în nume propriu acorduri de decontări și plăți cu instituții private sau publice.

*(Organizarea și funcționarea sistemului bancar din Romania –prof.univ.dr. Cecilia Iliescu, Facultatea de Științe Economice, Universitatea Bogdan Vodă Cluj-Napoca )*

### Word list

banking reform – reformă bancară	banking structure- structură bancară
commercial banks – bănci comerciale	banking system – sistem bancar
undertake functions – a prelua funcții	commercial operations- operațiuni comerciale
banking entities – entități bancare	logistics - logistică
staff, personnel – personal	headoffice - sediu

economic revolution- revoluție economică	market forces – forțe ale pieții
financial institution – instituție financiară	centralized economy- economie centralizată
market economy – economie de piață	transition economy- economie de tranziție
decision maker- factor decizional	stage - stadiu
currency market – piață valutară	payment system- sistem de plăți
inefficient loan - credit neperformant	balance- sold, bilanț
insuring system – sistem de asigurare	deposit- depunere
improvement – îmbunătățire	link - legătură
national currency – monedă națională	currency policy- politica valutară
hard currency – valută forte	to issue – a emite
to approve – a aproba	normative - normativ
banking activity- activitate bancară	currency regime – regim valutar
public debt –datoria publică	budget project – proiect de buget
public administration – administrație publică	
elaborate/commission a study – efectua un studiu	
interest - dobândă	
International Monetary Fund (IMF)- Fondul Monetar Internațional	
international organism – organism internațional	
negotiations, talks – negocieri	
reimbursement- rambursare	
private/public institution- instituție privată/de stat	

shareholder- acționar	general meeting –adunare generală
executive committee- comitet executiv	management committee- comitet de administrație
branch – filială	agency - agenție
annual strategy – strategie anuală	annual report – raport anual
business plan – plan de afaceri	development plan – plan de dezvoltare
president – președinte	vice-president – vice-președinte
director- director	general manager – director general
to implement – a implementa	decision- decizie
task – sarcină	Board of Administration – Consiliu de Adm.
credit committee – comitet de credite	operations - operațiuni
banking risk- risc al băncii	

**You are asked to make a short presentation of the legislative framework that governs banking activities in Romania. Start with those of a general character:**

- Law no. 101/1998 regarding the statute of Romania's National Bank as monetary authority and regulation of the entire banking system.
- Law no. 83/1994 regarding cheques.
- Law no. 83/1998 regarding bankruptcy of banks.
- Law no. 21/1998 regarding money laundering.

---

---

---

---

---

**Supply the correct tense of the verbs in the brackets:**

- In December 1990, Romania (introduce) \_\_\_\_\_ a two-level banking structure.
- Commercial operations that (carry out) \_\_\_\_\_ formerly by the National Bank (transfer) \_\_\_\_\_ to commercial banks.
- The development of the Romanian banking system (determine) \_\_\_\_\_ by the characteristic of the economic revolution.
- The Romanian banking system (register) \_\_\_\_\_ positive evolution.
- The banking system (consist of) two important entities. \_\_\_\_\_
- Romania (be ) \_\_\_\_\_ a member of the International Monetary Fund.
- She (get) \_\_\_\_\_ a job as development coordinator although she (apply) \_\_\_\_\_ for the position of economist last month.
- When they (submit) \_\_\_\_\_ the annual report they (find) that part of it (miss) \_\_\_\_\_.
- He (be appointed) \_\_\_\_\_ general manager of the bank two weeks ago.
- Right now they (work) \_\_\_\_\_ on the future development plans of the bank.
- She (graduate) \_\_\_\_\_ and (obtain) \_\_\_\_\_ a degree in finance and accounts but she (have to) \_\_\_\_\_ sit in for another exam to be certified as accountant.
- The company (open) \_\_\_\_\_ an account with our bank last year and since then it (not deposit) \_\_\_\_\_ once cent to the account.

- The founding members (be honoured) \_\_\_\_\_ by the bank in the meeting (to hold) \_\_\_\_\_ last week.
- The bank (have) \_\_\_\_\_ the right to check the identity of its customers.
- According to the outcome of the feasibility study, we (not wish) \_\_\_\_\_ to do business in an area where four other banks (be) \_\_\_\_\_ in operation.
- You (be) at the interview with our loan officer? \_\_\_\_\_

### **Banking - Types of Cards**

A customer comes to the counter. He is interested in opening an account, in getting a card. He asks for information related to the types of cards issued by the bank. He talks to the clerk at the counter.

“I would like to know more about the cards issued at the bank. Could you give me information?”

“Yes, of course. We have a debit card issued to natural persons, a card usable on the entire Romanian territory”.

“Who can issue such a card?”

“Such a card can be issued at any branch, upon the filling in of an application form and the depositing of the minimum amount required by the card account”.

“What is the minimum balance on such a card?”

“The minimum balance required by any card”.

“What can the card be used for?”

“The card can be used to obtain cash from the ATMs in our network, as well as of the other banks. It can be used for the payment of goods and services wherever you see the logo, in hotels, shops, gas-stations etc.”

“What about the fees and charges for such cards?”

“The bank has a so-called issuing fee which is franco for this card, an annual administration fee for the card account, which is franco again, there is a fee for PIN regeneration. If you want to liquidate the card account, there is a charge. There is a fee for the transfer from a card account into another account . There are other bank charges, for the acquisition of goods and services, for cash withdrawals , but it is franco if withdrawn at our ATMs. If you withdraw from other banks, then there is a charge. When you deposit money into the card account at the order of our customers, the service is franco: if you deposit at the order of economic agents that are not our customers, there is a charge per cardholder.”

“Is this the only type of card available?”

“There are several types of cards. One of them is Visa Business. This is a debit card , that is all transactions are carried out within the limit of the card account amount, it is issued in USD, it is usually used by companies whose employees travel abroad, for business. You can use this card abroad, where you see the VISA sign on display, for the payment of goods and services at companies that accept this card. You can also obtain cash from ATMs and from the bank counters that accept cards. “

“ What are the advantages of the Visa Business card?”

“There are advantages such as the 24-hour access to any ATM abroad to obtain cash. It eliminates the risks related to holding cash. It is also an efficient means to control business expenditure. It is issued under the VISA logo, which is the most widely used payment system in the world. “

“I would like to know about the conditions of issuing and using a Visa Business card”.

“There is a commission for the issuing of the card. If you want to renew it, there is a renewal commission payable to the bank. In case of loss, deterioration, demagnetization or stealing, the bank charges a commission. There is an annual administration fee of the card account. If you want to close the card account, there is a fee payable . You also pay for PIN regeneration. The feeding of the card is franco, as well as the commission for acquisition of goods and services. If you withdraw cash abroad, there is a commission of \$ 1.75% on the transaction value, a minimum of \$ 5. The currency conversion tax is 2% on the value of the transaction.”

“How much do I have to deposit if I want to open such an account and get such a card?”

“The minimum amount to be deposited is \$ 3000 at the opening of the card account.”

“What is the minimum amount to be kept on card?”

“The minimum amount is \$ 1000”.

“How much cash can I withdraw ?”

“You can withdraw up to \$ 500 per day”.

“What other types of cards do you issue and what are their advantages?”

You are a clerk at the bank. A customer comes to ask for information on various types of cards. Answer the questions below using details from the text:

If I work for a company which delegates me on several business missions a year, what card can I ask for?	
--	--

Can the company sign an agreement with the bank in this respect?	
Can such a card be used everywhere abroad?	
Is there any time restriction on cash withdrawal?	
How long can the card be used without renewal?	
What commission is paid for card issuance?	
If the card is lost or stolen, demagnetized or deteriorated, what happens?	
Is there any commission to be paid if I decide to close the account?	
Is there any commission for the purchase of goods and services?	
If I withdraw cash abroad, do I have to pay a commission?	
Do you issue a statement of account ?	

- **Match the English terms with their Romanian equivalent:**

- |                       |                      |
|-----------------------|----------------------|
| - electronic means    | alimentare card      |
| - transfer            | cont personal        |
| - foreign currency    | mijloace electronice |
| - card feeding        | transfer             |
| - personal account    | operațiuni bancare   |
| - banking operations  | conexiune Internet   |
| - utilities           | valută               |
| - taxes               | impozite             |
| - Internet connection | taxe                 |
| - current account     | sold                 |
| - account balance     | cifre                |

- amount	cont curent
- figures	eliberare numerar
- cash withdrawal	bancomat
- ATM	sumă
- card renewal	rata de schimb
- foreign currency conversion	reînnoire card
- exchange rate	conversie valutară
- personal identification code	a deschide un cont
- statement of account	cheltuieli de afaceri
- business expenditure	sistem de plată
- payment system	a închide un cont
- card replacement	rețea
- network	înlocuire card
- to close an account	extras de cont
- to open an account	cod numeric personal

**Put the verbs in brackets into the correct form:**

- If I (have) \_\_\_\_\_ extra money, I will go to Hawaii for the holidays.
- Should they have more inquiries, (refer) \_\_\_\_\_ the people to the manager.
- In case they call before noon, (tell) \_\_\_\_\_ them to contact me.
- If they had filled in the application form correctly, we (not face) \_\_\_\_\_ any problem of this kind.
- If I (have) \_\_\_\_\_ more cash, I would deposit it in my account. I would do real shopping if I (not have to) \_\_\_\_\_ spend on more serious things, like school fees and taxes.
- If your utility bills weren't so high, you (be able) \_\_\_\_\_ to pay two installments at once and get rid of this credit.
- The only help we can provide is to give you all the information on the transactions you can carry out as a VISA cardholder: if you (reduce) \_\_\_\_\_ your business expense, you would have more cash available in your card account.
- Do not ask me to extend your credit limit: if it (be) \_\_\_\_\_ possible, I would certainly give you a hand.

- It's about time you (pay)\_\_\_\_\_ more attention to the way you withdraw cash when you are abroad: the bank applies charges when you withdraw cash. If only you (be) \_\_\_\_\_more attentive with your money handling.
- You told me I could pay by credit card: if only I (can)\_\_\_\_\_ find it! If I (lose) \_\_\_\_\_ my card, the bank will charge me for card replacement! I can't find that card anywhere!
- If I (can) \_\_\_\_\_withdraw more money from my card, I would have bought something more serious than perfumes and other trinkets when I was in France.
- Call me if you (have) \_\_\_\_\_any difficulties in withdrawing cash.
- Had I seen that statement of account earlier, I (not approve) \_\_\_\_\_of her carrying the card on her trip to Sweden. I would have given her some cash instead.
- If you (be) \_\_\_\_\_careful with your cash, you will be left without it. Pay attention to your wallet.
- It is funny that our employees carry only some cards when they go abroad, hardly having any cash on them! If they (carry) \_\_\_\_\_cash, they would be under the stress of being stolen from.
- Don't call me for approvals anymore! If you (take care) \_\_\_\_\_of your money in that account, I wouldn't be forced to deposit money two times whenever you are on a business trip!

### **Accounting Transactions**

Perfect Buyer Company is a merchandising firm. It uses the following journals to record its financial transactions:

- Cash Receipts Journal \_\_\_\_\_
- Cash Payments Journal \_\_\_\_\_
- Sales Journal \_\_\_\_\_
- Purchase Journal \_\_\_\_\_
- General Journal \_\_\_\_\_
- General Ledger \_\_\_\_\_

All cash received is recorded in the Cash Receipts Journal, and all checks disbursed are recorded in the Cash Disbursements Journal. Merchandise sold on account is recorded in the Sales Journal. Postings from all special journals are made from column totals at the end of each month. Accounts maintained in the General Ledger include control accounts for Accounts Receivable and Accounts Payable. Details for the control accounts are found in the subsidiary Accounts Receivable and Accounts Payable ledgers.

The following transactions took place in the month of January 2xxx.

- sold merchandise on account to Smith & Co, for \$ 12,000, Invoice no. xxx.
- received payment from Spaceland for the amount due on a \$5,000 sale made to them last month, less a 5% discount.
- received \$600 from Ashi to apply on account. No discount was allowed on the payment.
- issued check no. 430 for \$ 680 in full payment on premium for one-year fire insurance policy.
- purchased merchandise on account from Fast Supplier & Co. for \$2,900, terms were n/30.
- paid \$ 200 for repair work done on store equipment, by check no. 431.
- paid Fast Carrier & Co. for transporting merchandise purchased by the company. Check 432 was issued for \$ 320.
- purchased new equipment for the store, which cost \$ 12,000 , by paying \$ 6,000 down and signing a 6% , 60-day note for the balance. Check 433 was issued.
- Cash sales for the month ending May 30 totaled \$ 14,800.
- Issued check 434 for \$2,100 representing travel costs incurred last week.
- A cash purchase of merchandise totaling \$ 3,400 was made and check 435 was issued.
- Purchased merchandise on account from Whim Inc. , \$ 5,400, terms n/30.
- Salaries for employees were paid . The payroll was paid by issuing check no. 436, in the amount of \$ 3,456
- The board of directors declared a regular full-year cash dividend of \$1.75 per share on their 1,00 preferred shares and \$ 1.00 per share cash dividend on their 5,200 common shares. The common dividend is payable along with the preferred dividend to the stockholders on record.
- issued check no. 437 for \$ 200 to replenish the petty cash fund. .

**Study the following specific words and phrases and give their Romanian equivalent:**

To record \_\_\_\_\_ to disburse a check \_\_\_\_\_

Sell on account _____	to post/posting _____
Maintain an account _____	control account _____
Transaction _____	less x% discount _____
Apply on account _____	allow a discount on payment _____
Issue a check _____	full payment _____
Pay down an amount _____	cash sales _____
Incur costs _____	payroll _____
Declare a dividend _____	preferred share _____
Common shares _____	payable along with _____
Replenish _____	petty cash fund _____

**Fill in the gaps with the suitable words:**

On account	The company sells merchandise _____.
Received	Payments are _____ according to payment terms.
full payment	Customers are happy when they can make _____.
recorded	Payments are _____ in special journals. There
Accounts receivable	is a special _____ journal to record receivables.
On cash	Sales are not made only _____ . Customers can
Down payment	pay partially, make a _____ . If they pay in
Allowed a discount	cash, they are _____ .
Less 5 % discount	Usually, there is a _____ clause on sales.
Applied on account	Customers can bring money that is _____.
Maintained	The accounts are _____ on regular basis. If you
payable along with	have another account too, the money for one account is
	_____ the money due for the other account.

**Translate into English:**

- Se vor înregistra toate tranzacțiile.
- \_\_\_\_\_
- Am vândut multe produse electronice pe credit.
- \_\_\_\_\_
- Firma a primit o sumă mare pentru a fi depusă în contul clientului.
- \_\_\_\_\_

- Nu s-a acordat reducerea de 10%.
- \_\_\_\_\_
- Se va emite un cec pentru reparațiile făcute la biroul secretarei.
- \_\_\_\_\_
- Mărfurile vor fi transportate cu tirul. Plata se va face prin virament bancar.
- \_\_\_\_\_
- Nu ne putem permite achiziționarea de noi utilaje în momentul de față.
- \_\_\_\_\_
- Vânzările pe luna trecută sunt peste limita așteptărilor noastre.
- \_\_\_\_\_
- Dividendele nu se vor plăti la sfârșitul acestei luni.
- \_\_\_\_\_
- El regretă că a cumpărat acțiuni la acea firmă.
- \_\_\_\_\_

**Insert the correct prepositions in the gaps:**

Of, for, to, along, by, on, from, in, per

Merchandise can be sold \_\_\_\_\_ account to customers \_\_\_\_\_ trust.. The payments received \_\_\_\_\_ them are recorded \_\_\_\_\_ special entry books. Discounts are usually allowed \_\_\_\_\_ cash payments. They issue checks \_\_\_\_\_ full payment in of merchandise they buy. They paid \_\_\_\_\_ the goods. The goods were transported \_\_\_\_\_ the store. They issue a check \_\_\_\_\_ the amount owed. Cash sales \_\_\_the month of January are satisfactory. Salaries are paid \_\_\_\_\_ checks. A full year cash dividend of \$ 1.00 \_\_\_\_ share was declared at the meeting. The common dividend is payable \_\_\_\_\_ with the preferred dividend \_\_\_\_\_ the stockholders \_\_\_\_\_ record.

**Translate into Romanian :**

Goodwill is a term used to indicate a company's value above that of competitors in the same field. Goodwill is related to certain advantages that allow a company to earn more on investment than the average rate earned by others. The advantages that can be attributed to goodwill include; a favourable

location, monopoly, favourable labour relations, favourable customer relations, superior quality of merchandise, superior company management. Over a period of time, certain companies have had the ability to generate some or all of these advantages., The cost of goodwill is the amount a buyer is willing to pay for a business over and above the value of the company's net assets. The buyer's willingness to pay an amount in excess on the value of the selling company's net assets is conditioned by the assumption that earnings greater than the industry's average will continue in the future. There are several methods to determine the value of goodwill: one of the methods is based on negotiation. The other methods illustrate that the value of goodwill may be determined by computation. It is also possible for a price for goodwill to be established and agreed upon by the seller and the buyer through negotiation, without using any of the computation methods.

## **Words and phrases**

## **Vocabulary**

### **Curs 1**

articles of incorporation- documente de constituire

branch- filială

Chamber of Commerce and Industry/CCI- Camera de Comerț și Industrie

commence business- a începe activitatea/afacerile

Companies Act- Legea firmelor

distribution network- rețea de distribuție

do on-line shopping.- a face cumpărături on-line

joint venture- firmă mixtă

legal requirements- cerințe legale

memorandum of association (B.E.)- documente de constituire

overseas companies- firme străine

parent company- firma mamă

partnership- parteneriat

product range- gamă de produse

public company- firmă de stat

Registrar of Commerce- Registrul Comerțului  
retail- cu amănuntul  
share capital- capital social  
shareholder- acționar  
shares- acțiuni  
small and medium sized- mici și mijlocii  
stock exchange- bursă  
to be incorporated- a se constitui  
to deal in – a face comerț cu, a-și desfășura activitatea în cadrul...  
to register- a se înregistra  
trading certificate- certificat de comerț  
undertaking- întreprindere  
wholesale- en-gross

## ***Curs 2***

advertisement- anunț, reclamă  
applicant- solicitant  
application – cerere, solicitare  
appointment.- programare, întâlnire  
candidate- candidat  
career in ...- carieră în  
degree in...- diplomă de studii în ...  
educational background- studii, pregătire  
employer- angajator  
interview- interviu  
job- post, slujbă, serviciu  
labour- muncă  
linguistic ability- aptitudine lingvistică  
Ministry of Labour- Ministerul Muncii  
occupation - ocupație  
position/post- poziție , post  
previous employment- loc de muncă anterior

qualification- calificare  
questionnaire- chestionar  
recruitment- recrutare, selectare  
to apply- a solicita, a cere  
training- instruire  
training courses- cursuri de pregătire, instruire  
unemployed- șomer  
work experience- experiență de muncă

### ***Curs 3***

answering machine – robot telefonic  
cell phone – telefon celular  
collect call – convorbire cu taxă inversă  
dialing tone- ton  
E-mail- poștă electronică  
extension – telefon interior  
handset - receptor  
hold on/hold the line – a rămâne pe fir  
incoming call = apel  
outgoing call = apel spre alt telefon  
intercom- sistem de comunicare internă  
international call – convorbire internațională  
keypad- tastatură  
local call – convorbire locală  
long distance call- convorbire interurbană  
memorandum/memo- notă informativă  
on/over the phone- la telefon  
on-line – pe fir  
operator- operator  
pager- pager  
speak up- a vorbi mai tare  
telephone bill – factură  
telephone booth- cabină telefonică

to answer the phone- a răspunde la telefon  
to cut off- a întrerupe  
to dial – a forma  
to hang up- a închide  
to put through - a face legătura  
to trace a call- a depista proveniența unui apel  
wrong/right number – număr greșit/corect

### ***Curs 4***

agreement-contract, acord  
body of laws-ansamblu de legi  
business law-dreptul afacerilor  
claims-pretenții, revendicări  
counterpart agreement-al doilea original  
departure from rules-derogare  
in witness whereof-în virtutea căruia  
law-lege, legislație, drept, justiție  
legal document-document legal  
legalized by a notary-legalizat de notar  
minutes, record-proces verbal  
notarial charges-taxe notariale  
original of the deed-originalul actului  
reglementation/ regulation-reglementare  
statute law-lege scrisă  
to draw up a deed-a redacta un act  
to infringe regulations-a încălca regulamentul  
to pass a bill-a vota o lege  
to repeal a law-a abroga o lege  
to run up against the law-a merge împotriva legii  
to table a bill-a depune un proiect de lege

## **Curs 5**

foreign currency- monedă străină  
card feeding- alimentare card  
personal account- cont personal  
banking operations- operațiuni bancare  
current account- cont curent  
account balance- sold cont  
amount- sumă  
cash withdrawal- retragere numerar  
card renewal- înnoire card  
exchange rate- curs de schimb  
PIN – cod personal de identificare  
statement of account- extras de cont  
payment system- sistem de plată  
to open an A/C- a deschide un cont  
to close an A/C- a închide un cont  
banking regulations- reglementări bancare  
banking policy- politică bancară  
Central Bank- Banca Națională  
branch expansion- extindere de filiale  
representative office- birou de reprezentanță  
deposit/savings bank- bancă de economii  
investment/merchant bank- bancă comercială/de investiții  
bank deposit withdrawal- retragere depuneri  
bank crash/smash- crah bancar  
banker- bancher  
bank clerks/officials- funcționari/oficialități ale băncii  
Federal Reserve Bank- Banca de Rezerve Federale  
bank notes- bancnote  
counterfeit money- bani falși  
drawing rights- drept de retragere

## **Curs 6**

accident insurance – asigurare contra accidentelor

Act of God – forță majoră

all-risk insurance policy – poliță de asigurare contra tuturor riscurilor

an open policy- poliță deschisă

barring unforeseen events- cu excluderea evenimentelor neprevăzute

blanket policy- poliță generală

burglary/theft insurance- asigurare contra furtului/spargerilor

circumstances beyond control- circumstanțe necontrolabile

coverage- acoperire de risc

disablement- invaliditate

endowment- dotă

exposure- expunere, risc

family allowances-alocații pentru familie

fire insurance- asigurare contra focului

hazard- hazard, neprevăzut

health insurance- asigurare de sănătate

insurance broker- agent de asigurări

insurance policy- poliță de asigurare

life annuity- rentă viageră

life insurance- asigurare de viață

Lloyd's underwriter- membru Lloyd

maritime insurance- asigurare maritimă

motor car insurance- asigurare pentru autoturisme

policy holder- deținător poliță

premium- primă

rider- document adițional, anexă, completare

salvage- marfă recuperată

social/state insurance- asigurare socială

third party- terț

to invalidate- a anula

to require coverage – a necesita acoperire

to write a policy – a emite o poliță de asigurare

## **Curs 7**

advertising – reclamă, publicitate, anunț publicitar

brand name- nume de marcă

commercial – spot publicitar

consumer demand- cerință a consumatorilor

consumer habits- obiceiuri ale consumatorilor

development- dezvoltare

distribution network- rețea de distribuție

distribution policy- politică de distribuție

economic climate- climat economic

health regulations- standarde de sănătate, reglementări privind sănătatea, igiena

in fashion- la modă

market trends- tendințe ale pieții

marketing manager- manager marketing

potential customers- clienți posibili

product performance- performanța produsului

product planning- planificarea produsului

purchase- achiziție, cumpărare

range of products- gamă de produse

research- cercetare

retail- cu amănuntul

sales promotion – promovarea vânzărilor

sample – mostră, eșantion

satisfy consumer demand- a satisface cerința consumatorilor

target population – populația vizată

techniques of persuasion- tehnici de convingere

to aim at – a avea ca obiectiv, ca țintă

to complain – a reclama, a se plânge de

to launch a product – a lansa un produs

wholesale – en-gross

## **Curs 8**

aircraft industry- industria de aeronave

allied industries – industrii anexe

brewery- fabrică de bere

canning industry- industria de conserve

car industry- industria de mașini

computer industry – industria de calculatoare

cottage industry- industrie artizanală

faulty product – produs necorespunzător, defect

foreman - maistru

heavy engineering – industria de mașini grele

idle plant – uzină nefuncțională

in full running – în plină avânt, în funcțiune

industrial complex – complex industrial

industrial merger – fuziune a întreprinderilor industriale

job engineering- ingineria postului

key industry – industria cheie, principală

machine tool industry – industria de mașini unelte

manufacturer - producător

operational plant – uzină în funcțiune

plant/works manager – manager de uzină

power station – hidro/termocentrală

primary industry – industria de bază

production officer – supraveghetor producție

shortage of labour – criză a forței de muncă

smaller industries – industrii mici

staple industry- industria principală

state run industries- industrii controlate de stat

steel works -oțelărie

supervisor- supraveghetor

supply of work – sursa de forță de muncă

## **Curs 9**

account A/C - cont

accountant - contabil

accounting - contabilitate

acquisition - achiziție

amount- sumă

asset – bun, activ

bank overdraft – descoperire de cont

cash flow – flux de numerar

chart of accounts – lista de conturi

dividend - dividend

figure- cifră

finished goods- produse finite

income -venit

interest - dobândă

investment - investiție

liabilities – datorii, obligații, pasive

loan - împrumut

operating costs – costuri de exploatare

policy - politică

profit- profit

provisions - provizioane

repayable - rambursabil

share - acțiune

share capital – capital social

shareholder - acționar

tax - impozit

taxation - impozitare

tax-exempt – scutit de impozit

to earn profit – a câștiga profit

turnover – cifră de afaceri

work in progress.- produse în lucru

## **Curs 10**

allowances –alocații, indemnizații

balance sheet – bilanț

benefits - beneficii

capital employed – capitalul investit

cash at bank – bani în bancă

cash in hand – numerar în casă

company earnings – câștiguri ale firmei

consumables - consumabile

creditor - creditor

current assets – active curente

current liabilities- pasive curente

fall due –a deveni scadent

fixed assets – active fixe

graphs- grafice

income statement – contul de profit și pierderi

inventory- inventar

ledger – registru

less - minus

owner's equity – dividende ale proprietarului

profit per share – profit pe acțiune

raw material – materie primă

retained profit- profit reținut

tangible assets – active corporale

taxable profits – profituri impozabile

to deduct – a scădea

to self-finance – a se autofinanța

total earnings – câștiguri per total

## Curs 11

air freight – transport aerian

cargo boat- vas de transport

carrier - transportator

carrying capacity – capacitate de încărcare

certificate of origin – certificate de proveniență

consignee – destinatar, beneficiar

consignment – bunuri, mărfuri expediate

containers - containere

delivery - livrare

forwarding agent – agentul de transport

general cargo shipping – expediere de mărfuri generale

high-speed train TGV- tren de mare viteză

international freight forwarders- transportatori internaționali de mărfuri

invoice- factură

lorry - camion

mercantile fleet- flotă comercială

oil tanker – tanc petrolier

packaging - ambalare

rail transport – transport feroviar

reefer – vas frigorific

road haulage – transport rutier

shipowner – proprietar de vas

TIR Carnet- carnet TIR

to consign – a expedia

to dispatch – a livra

to fly a flag- a naviga sub pavilion

to ship – a trimite, a expedia

transport network – rețea de transport

transshipment - transbordare

waybill- scrisoare de transport

## Frequently used words

### A

abroad – în străinătate  
absenteeism - absenteeism  
academic qualifications  
access - acces  
account manager- manager conturi  
acquisition - achiziție  
act in bad faith - a acționa cu rea credință  
act on - a acționa, a avea efect asupra  
added value – valoare adăugată  
advancement - avansare  
advice - sfat  
after-sale(s) service – întreținere după vânzare  
agenda - ordine de zi  
agree a deal - a cădea de acord,  
a ajunge la înțelegere  
annual - anual  
appeal - apel  
applicant - solicitant  
application form - cerere  
appoint - a numi  
appointee - numit  
approach - abordare  
approval - aprobare  
aptitude test - test de aptitudini  
asap- as soon as possible,  
cât mai repede posibil  
assembly plant - uzină de asamblare  
attachment – document atașat  
attitude - atitudine  
authoritarian - autoritar  
available - disponibil

### B

baccalaureate - bacalaureat  
back – a sprijini  
backfire – rateu  
backing – sprijin  
balance of trade – balanță comercială  
bank clerk - funcționar al băncii  
bank statement – extras de cont  
bankrupt - falimentar  
bar chart – grafic cu bare  
bar code - codul de bare  
bargain - înțelegere, târg, afacere  
barrier – barieră, impediment  
barter - schimb, barter  
based - stabilit, cu sediul în  
be charged with – a fi acuzat de  
be good at – a fi bun la  
be headhunted - a fi căutat (de angajatori)  
beat down – a învinge  
benefit – a beneficia, beneficiu  
bid - ofertă  
bill - factură, notă de plată  
bill of lading - conosament  
billion - miliard  
board - consiliu, comisie  
boarding card – permis de bord  
body language – limbajul corpului  
bond - obligațiune  
bonus - bonus, primă  
boom – avânt, explozie  
booming - în dezvoltare  
boycott - boicot  
branch - filială  
brand - marcă

breach of contract - încălcarea contractului  
break even- rentabilitate  
breakthrough - ieșire  
bribery - mită  
brief - dosar, scurt  
bring out – a scoate la iveală  
brochure - broșură  
broker - agent  
browse through- a răsfoi, a căuta  
budget - buget  
bull market – piață în creștere  
bureaucracy - birocrație  
business card - card  
business tourism - turism, călătorie de afaceri  
buyer - cumpărător

## C

campaign - campanie  
candidate - candidat  
career prospects – perspective de carieră  
cargo - încărcătură  
carry out – a îndeplini  
cartel - cartel  
cash flow - flux de numerar  
cash flow forecast – previziune a fluxului de numerar  
cash machine - bancomat  
catch up – a recupera  
cease - înceta  
chain -lanț  
chain store- rețea de magazine  
chair person - președinte  
channel - canal  
charity - caritate  
chase late payments – a urmări plăți restante  
chat online- a conversa

checkout - control  
cheque - cec  
civil servant - funcționar  
claim - reclamație, plângere  
client - client  
close a deal – a încheia o afacere  
closing line – data limită  
collapse - prăbușire  
colleague - coleg  
colonialism - colonialism  
come up with - găsi o soluție  
committed – angajat, dedicat  
commodity - marfă  
common language – limbaj comun  
commute – a face navetă  
compensation - compensație  
compete – a concura  
competence - competență  
competition - concurență  
competitive market – piață competitivă  
component- componentă  
compromise - compromis  
computer-literate - cunoscător al calculatorului  
concentrate on – a se concentra asupra  
concession - concesiie  
confirm – a confirma  
confrontation- confruntare  
conglomerate - conglomerat  
conscientious - conștiincios  
consignment – bunuri expediate  
consolidate – a consolida  
consortium - consorțiu  
consultant - consultant  
consumer base - bază de clienți  
consumer trends – tendințe ale consumatorilor

consumption - consum  
contact – contact, a contacta  
container - container  
copyright –drept de autor  
corporate language – limbaj corporativ  
corruption - corupție  
counteract criticism – a contracara critica  
course - curs  
co-worker - coleg de muncă  
credit - împrumut, credit  
credit card – carte de credit  
credit history – istoria de creditare  
creditor - creditor  
crisis management – managementul situațiilor criză  
currency - valută  
customer care – grijă pentru consumator  
customize - adapta

## **D**

damage a company's image – a dăuna imaginii unei firme  
damages – pagube, daune  
data - date  
day off - zi liberă  
dead-end job - post fără perspective de avansare  
deadline – dată limită  
deal - afacere  
deal in – a face afaceri cu  
deal with – a se ocupa de  
decline – decline, a refuza  
deliver - livrare  
delivery note – bulletin de livrare  
demand - cerere  
demand for payment – cerere de plată  
department - departament  
designed to last – proiectat pe lungă durată

developing country – țară în curs de dezvoltare  
diary- jurnal  
dictate terms – a impune condiții  
differentiate – a face diferența  
discontinue – a întrerupe  
discount - reducere  
discounted – cu reducere  
discriminate against somebody – a discrimina  
discrimination - discriminare  
dismiss – a concedia  
dismissal - concediere  
dispatch – a expedia  
display - a afișa  
disposable income – venit disponibil  
distribute – a distribui  
distribution - distribuție  
distribution channel – canal de distribuție  
distributor network - rețea de distribuitori  
dividend - dividend  
domestic – intern  
donate – a dona  
donation - donație  
donor - donator  
download – a descărca  
downmarket - piață în scădere  
downturn - decelerare, scădere, recesiune  
dress code – codul îmbrăcămînții  
driving force – forța de acționare  
dual income – venit dublu  
dynamic - dinamic

## **E**

e-commerce – comerț electronic  
economical - economicos  
economize – a economisi  
educational history – istoria educațională

efficient - eficient  
egalitarian - egalitarist  
elasticity of demand – elasticitatea cererii  
emerging market - piață în dezvoltare  
employment history – locuri de muncă anterioare  
enclosed - inclus  
endorse – a andosa  
enforce regulations – a impune reguli  
enquire – a cere informații  
enquiry – cerere de informații  
environment - mediu  
equities – valori cu dividend variabil, titluri cu profit variabil  
establish – a înființa, a stabili  
ethical - etic  
ethics - etică  
ethnic background – origine etnică  
evaluate - evalua  
exchange rate - rata de schimb  
exclusivity - exclusivitate  
executive - executiv  
exhibition - expoziție  
exhibitor - exponator  
expand – a se extinde  
expenditure - cheltuială  
expenses - cheltuieli  
exploit – a exploata  
extension - telefon interior

## F

face strong competition – a întâmpina concurență puternică  
facilities - facilități  
factory prices – prețuri de fabrică  
fair- târg  
fall behind in – a rămâne în urmă

fare – cost, taxă  
faulty- cu defecte  
feasible - fezabil  
features - caracteristici  
feedback - feedback  
field of work - domeniul de lucru  
final demand - solicitarea finală  
finance – finanțe, a finanța  
financial commitment – angajament financiar  
financial markets – piețe financiare  
fixed costs – costuri fixe  
flat charge – preț unic  
flexible working – program de lucru flexibil  
float – sume flotante, a lansa  
foreign currency – monedă străină  
fraction - fracțiune  
franchisee- francizer  
franchisor - francizor  
free trade – liber schimb  
freight - transport  
freight forwarder - transportor, agent de transport  
funding - finanțare  
fund-raising – colectare de fonduri

## G

get a message across - a face să înțeleagă  
get out of – a ieși din  
globalization - globalizare  
go ahead – a continua  
good faith – bună credință  
grade - notă, grad  
graduate - absolvent  
grant - grant  
guarantee - a garanta

## H

hand over - a preda, înmâna  
handle – a mânui, a se ocupa de  
head office – sediul firmei  
headhunter - recrutor de personal, forță de muncă  
headhunting – recrutare de personal  
headquarters - sediu  
hierarchical - ierarhic  
hierarchy - ierarhie  
higher education - învățământ superior  
hi-tech – înaltă tehnologie  
hold the line – a rămâne la telefon  
home page – pagină web  
household goods - articole de gospodărie  
Human Resources - resurse umane

## I

ID tag - ecuson cu nume  
in charge of – responsabil cu  
in chronological order - în ordine cronologică  
in transit - în tranzit  
income - venit  
in-depth interview – interviu detaliat  
inefficient - ineficient  
information pack – pachet de informații  
innovation - inovație  
insolvent - insolubil  
installment - rată  
intensive training programme – program intensiv de instruire  
interpreter - traducător  
introduce yourself – a se prezenta  
invest in – a investi  
investment - investiție  
investor - investitor  
invoice - factură

ISO standards - standarde ISO

issue – chestiune, problemă

IT – tehnologia informației

## J

job description – fișa postului  
job fair – târg de joburi  
job seeker – cel care caută un loc de muncă  
job title – denumirea postului  
join – a se alătura, a adera  
joint venture – întreprindere mixtă

## K

key customer – client important  
know-how – know-how (expertiză, cunoaștere)

## L

labour costs – costurile muncii  
language skills – aptitudini lingvistice  
launch – a lansa  
lay off – a concedia  
layout - plan, design  
leader - conducător  
leadership - conducere  
leading – principal, conducător  
leaflet - pliant  
lease - a închiria pe termen lung  
leave a message – a lăsa un mesaj  
letter of acceptance – scrisoare de accept  
letter of credit - acreditiv

leverage - efect de levier, efect multiplicator, indice de îndatorare, influență

liabilities - datorii

license – licență, permis

lifestyle- stil de viață

link - legătură

liquidate – a lichida

logistics – logistică

logo – siglă, emblemă

long-term goal - obiectiv pe termen lung

loss - pierdere

## M

maintain – menține, a întreține

make predictions – a face previziuni

make up – a inventa

marital status – stare civilă

market - piață

market share – segment de piață

marketing - marketing

mass production – producție în masă

mature – a se maturiza

maturity - maturitate

memo - notă internă

merchandise - marfă, produse

merger - fuziune

minutes - proces verbal

mission - misiune

moderator – moderator, prezentator

morale – moral, stare de spirit

mortgage - ipotecă

mother company - firma mamă

mother tongue - limbă maternă

motivation - motivație

multinational - multinațional

## N

nano-technology - nanotehnologie

native speaker – vorbitor nativ

negative publicity – publicitate negativă

negotiable - negociabil

negotiate a deal – a negocia o afacere

negotiator - negociator

network - rețea

network marketing – marketing pe net

neutralize – a neutraliza

niche - nișă

niche market – nișă de piață

night shift – schimb de noapte

notice - anunț

noticeboard - panou cu anunțuri

## O

objectives - obiective

obsolete - învechit

official language - limba oficială

on the brink - pe marginea, la limita

organigram - organigramă

organization – organizație, firmă

organize – a organiza

oriented - orientat

out of stock - epuizat

outgoings - cheltuieli, ieșiri

outlet – piață de desfacere

outsource – a externaliza

outstanding – deosebit

overdue - restant

overhead projector - proiector

overheads - cheltuieli cu utilități

overpriced – cu preț exagerat

overseas – străin, de peste hotare  
overstaffed – cu personal în exces  
overtake - a prelua  
overtime – ore suplimentare

## P

package - pachet  
partnership - parteneriat  
per annum - pe an  
perform – a efectua, a face  
permanent – permanent, continuu  
persevering - perseverent  
personal details – detalii, date personale  
Personnel - personal  
PIN - personal identification number  
piracy - piraterie, furt  
placement - amplasare  
policy - politică  
postpone - a amâna  
PR Public Relations  
PR consultant - consultant relații cu publicul  
predict – a prezice, a prevedea  
premises - locație  
presence - prezent  
press release - comunicat de presă  
previous experience - experiență anterioară  
price products competitively - a pune prețuri în mod competitiv  
prioritize – a face prioritar  
pro forma invoice - factură proforma  
produce in volume - a produce volum mare  
product life cycle - ciclul de viață al produsului  
profile - profil  
profit margin - profit  
profitable - profitabil

project an image - a proiecta o imagine  
projected- proiectat, prevăzut  
projected sales - vânzările prevăzute  
promote – a promova  
proposal - propunere  
proposition - propunere  
prospective employer – eventual angajator  
protectionism - protecționism  
pull strings - a trage sforile  
put off - a amâna  
put through - a face legătura (telefonic)  
put together a package – a alcătui un pachet

## Q

qualifications – diplome, calificări  
quality control - controlul calității  
quantitative research – cercetare cantitativă  
quasi- cvasi-  
questionnaire - chestionar  
queue – rând, șir  
quota - cotă  
quotation - cotație

## R

R&D (Research & Development) – Cercetare și Dezvoltare  
race discrimination - discriminare rasială  
raise capital – a aduna capital  
raise – a ridica  
range – șir, gamă  
raw materials - materie primă  
receipt - chitanță  
recession - recesiune  
recover a debt - a recupera bani datorați

recruitment - recrutare  
refer to - a se adresa la  
reference - referință  
reference number - număr de referință  
refund – a returna  
regular customer – client permanent  
regulations – reguli, regulamente  
reimburse – a returna  
relaunch - a relansa  
relocate – a reloca  
remind - a aminti  
reminder - atenționare  
reponsible for - responsabil cu  
report to – a se prezenta, a raporta la  
representative - reprezentant  
reputable - vestit  
reputation - reputație  
request for payment – cerere de plată  
resign - a demisiona  
respond to - a răspunde la  
retail chain - lanț en-detail  
retail outlet – punct de desfacere en-detail  
retailer -detail  
return on investment – câștig la investiție  
revenues - venituri  
risky - riscant  
rival - rival, concurent  
rivalry - rivalitate  
run through - a trece prin  
run your own business – a conduce propria afacere

## S

sales -vânzări  
sales history – istoria vânzărilor  
sales promotion – promovarea vânzărilor

sample - mostră, eșantion  
satisfy customers' needs - a satisface cerințele consumatorilor  
saturated market – piață saturată  
save – a economisi  
scandal - scandal  
schedule - program, orar  
second-hand - de mâna a doua  
secure - sigur  
segment - segment  
segmentation - segmentare  
set up – a alcătui  
setback -dezavantaj, regres  
settle - a așeza, a rezolva  
settle out of court - a rezolva în afara tribunalului  
share – acțiune, parte  
shift work – muncăpe schimburi  
ship – a expedia, a trimite  
shoplifting - furt din magazin  
shopping mall - mall  
showroom - magazin de prezentare  
site – sit  
skills - aptitudini  
sole agency – agenție unică  
solicitor - avocat  
solve - rezolva  
source - sursă  
specialize in – a se specializa în  
specifications - specificații  
sponsor - sponsor  
spread risk - risc de răspândire  
stable - stabil  
staff development – perfecționarea personalului  
staff - personal  
stagnant - stagnant  
stand - stand

stay ahead of the competition - a se afla în fruntea competiției

steady - ferm, constant

step down - a demisiona

stereotype - stereotip

stock - inventar, mărfuri aflate în stoc

stock control – controlul inventarului

storage - depozitare

street interview - interview de stradă

strength – putere, punct forte

stressful - stresant

stretch - a întinde

strong markets – piețe mari

subcontractor - subcontractant

subscription - abonament, subscriere

subsidiary - filială

sue - a da în judecată

suggest – a sugera

sum - sumă

superpower - superputere

supervisor – supraveghetor, maistru

supplier - furnizor

supply - a furniza

supply chain - lanț de furnizori

support – sprijin, a sprijini

switchboard - panou de comandă

## T

take a call - a prelua o convorbire

take over – a prelua

take up a challenge – a accepta provocarea

talk into - a convinge

talk out of - a convinge de contrariu

target - țintă, scop

target market – piață țintă

tariff - tarif

team - echipă

team-building – alcătuirea echipei

temporary - temporar

terms - termeni, condiții

territory - teritoriu

token of goodwill – semn de bunăvoință

top of the range – în fruntea clasamentului

Total Quality Management - Managementul calității totale

trade - comerț

trademark - marcă

trainee - cursant

training – perfecționare, curs

transport infrastructure - infrastructura de transport

trend – curent, tendință, trend

trial period - perioadă de probă

trust - încredere

trustworthy - de încredere

turn around – a schimba, a întoarce

turn down - a refuza

turnover – cifră de afaceri

tycoon - magnat

## U

under licence - sub licență

understaffed - cu puțin personal

undertake – a prelua, a asuma

unrealistic - nerealist

upgrade – a actualiza

use up – a epuiza

user-friendly – ușor de utilizat

...

## V

vacancy - post vacant

value added tax (VAT) - TVA

venture - afacere

venue - loc, locație

verbal warning - avertizare verbală

viable - viabil

vision - viziune

volunteer - voluntar

voucher - bon

## W

waste - risipă

weakness - slăbiciune

white-collar - funcționar

wholesale business – firmă en-gross

wind up – a accelera

wiped out - anulat, șters

withdraw – a retrage

word-of-mouth – pe cale verbală

work experience - experiență

work out – a exersa

workforce - forță de muncă

working knowledge – cunoștințe practice

working language – limba de lucru

workload - volum de muncă

workshop - atelier

workstation – punct de lucru

written warning – avertizare scrisă

## Y

yield - a ceda, producție, realizare