

BGE NYVK	C1	Writing	
English for Business		80 minutes	20 marks
Sample			

*A megoldások piszkozatát erre a feladatlagra írhatja.
A megoldólapra a végleges megoldásokat írja.*

A feladatok megoldásához egy- és kétnyelvű általános szótár használható.

Kérjük, mindkét feladatot oldja meg.

Task 1

You are Gabriella/Gábor Boros, Marketing Manager of a Hungarian bank, Bibor. **Write a** (circular) **letter of 100-120 words** to your foreign clients, including the following information:

- announce the forthcoming merger of your bank with the famous major British Banco bank, new name: Bibanco
- list some new (e.g. investment) opportunities and services for clients
- inform clients about minor temporary problems and difficulties with the homebanking services

Task 2

You are Edina/Ernő Kiss, Marketing Manager at TROLUX LEHEL Kft, Hungarian subsidiary of TROLUX, a major household appliances manufacturer. You have researched the sales of fridges on the home market. **Write a report in 120-150 words** on your findings and your suggestions for improvement to the Hungarian directors and the parent company.

- describe how you collected data
- summarise your findings
- recommend changes to boost sales
- suggest ways of brand awareness

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KEY

Task 1

Dear Customer,

We are pleased to announce the merger of BIBOR bank with BANCO, a major financial institution with a favourable reputation across Europe. The new bank, BIBANCO is thus growing into a key player with an increased number of customers, branches and ATMs.

This will help us provide even better service for our private and business clients. Please find attached the list of new opportunities for investment.

You might experience minor problems in homebanking in the next couple of days, which will be solved as soon as the process has been completed.

We are pleased to assure you that your bank card will be valid until the expiry date.

Please visit our website for more details.

Yours faithfully,
Boros Gábor

Task 2

How to boost sales in the Hungarian market

Introduction

We have been commissioned to do some research into the sales of fridge freezers on the Hungarian market and explore the opportunities to increase turnover.

Findings and discussion

We assembled a questionnaire for our own employees, contacted sales staff and conducted a public survey.

Our products were said to be good quality, at reasonable prices compared with similar products. However, on a saturated market we need to provide some additional appeal.

Customers would like to see new colours and materials. Another request is to have the option of extended warranty.

Conclusions and recommendations

In order to boost sales we recommend the above changes to the products as well as impressive PR events where we can raise awareness of the brand. These actions can be supplemented by sales promotions such as the replacement of old appliances at a discount price and free delivery as an extra service.