

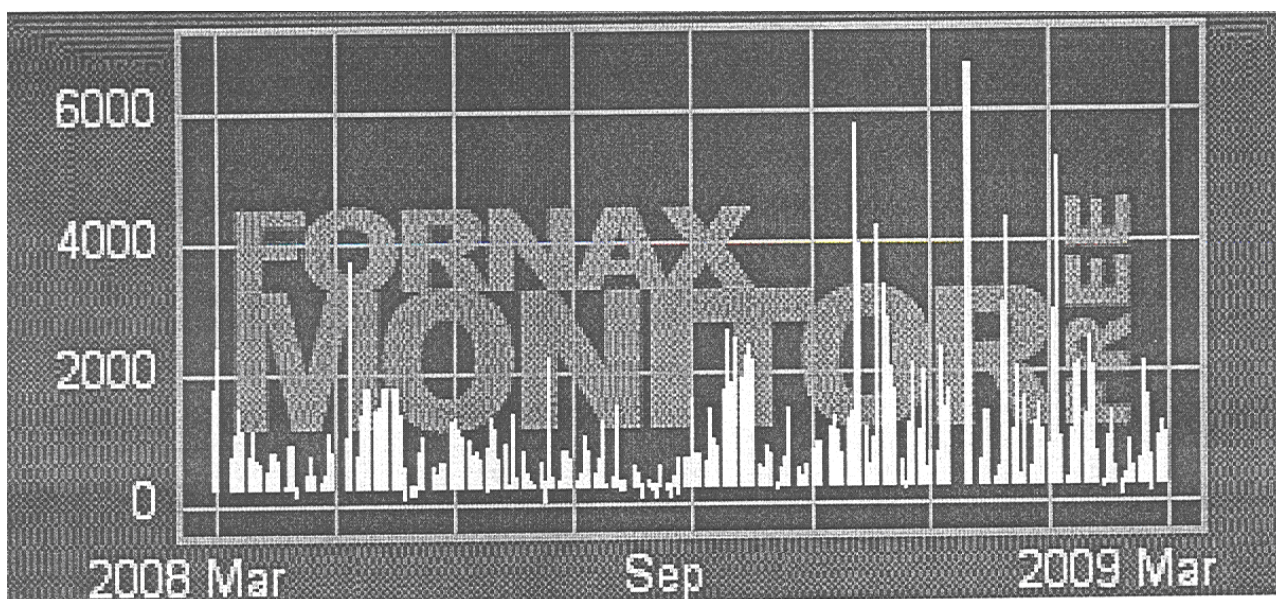
	BGF NYTK		C1	Speaking Test	
	English for Business			30+30 minutes	70 marks

SAMPLE

Part 1: Give a presentation of five minutes on one of the topics below.

- A) Market Structure and Competition
- B) Methods of Payment

Part 2: Interpret and explain the following graph(s).



(A kérdések csak a vizsgáztató példányán szerepelnek.)

- What can lead to fluctuations in the price of shares?
- What indices do you know?
- What are some trends in the operation of stock exchanges?
- List some other ways of raising money for a company.
- List some other types of investment.

Part 3: Negotiate the following situation. Your partner is the examiner.

Candidate

You are Andrea/András Nagy, Human Resources Director at Textiles, a company which makes leisurewear products. For forty years the company has been based in the home town of the former managing director. Now the next generation of the family own the company and it is expanding rapidly.

Caroline/Charles Wright, the Financial Director has made the suggestion to relocate the company to Latin America where labour costs are much lower. Before the meeting of the board of directors you meet and try to convince each other. You are definitely against the proposal to move for the following reasons:

- Knock-on effect on local employment.
- You have extensive sales network in the area.
- Expansion overseas is possible without the need to close the present plant.
- Would prefer other ways to cut costs.
- It is not ethical to relocate to countries with very low wages.
- Is there skilled labour in Latin America?
- Local shareholders will not support the suggestion.

Try and convince your partner. You start.

Examiner

(A vizsgáztatói szituáció leírása csak a vizsgáztató példányán szerepel.)

You are Caroline/Charles Wright, Financial Director at Textiles, a company which makes leisurewear products. For forty years the company has been based in the home town of the former managing director. Now the next generation of the family own the company and it is expanding rapidly.

It is your proposal to relocate the company to Latin America where labour costs are much lower. Your partner, Andrea/András Nagy, Human Resources Director is fiercely against this suggestion. Talk to him/her before the board of directors meeting and try to convince them of the benefits of your proposal.

Your arguments

- The move could result in a substantial cut in labour costs.
- The new plant would have new technology and therefore higher productivity.
- Shareholders would support the move which would bring higher profits.
- Latin Americans would welcome new job opportunities.
- The sale of the present plant would pay for the construction of the new one.

Try and convince your partner. Candidate starts.

Part 4: Translate the following text into Hungarian.

Andersen: the price of a lost reputation

The implosion of Andersen, the audit firm tainted by the Enron scandal, "shows that once reputation is lost, the immortal essence of a business goes too", says Peter Martin. What remains is "all too human: the scramble for self-protection, the emergence of regional rivalries, the triumph of *saute qui peut*". The speed with which Andersen is unraveling has taken everyone by surprise; many of the lessons of its demise are specific to the audit business, but others are relevant to "any business built on human capital". Three points stand out: first, bad judgement will hurt you but a cover-up is lethal" or more simply, "shredding looks bad", so never permit or encourage any destruction of records if an investigation looms. Second, "your values are what you are willing to enforce": value statements and ethics codes are meaningless unless the firm is prepared to fire people for breaching them. Third, "human capital can walk": the intellectual capital of a professional services firm "resides in the heads of its employees", who will swiftly "negotiate alternative future for themselves" if scandal hits.