

<b>BGE NYVK</b>	<b>B2</b>	<b>Writing</b>	
<b>English for Business Communication</b>			<b>40</b>
<b>Sample 3</b>			<b>marks</b>

***Write your draft on this sheet.  
Write the final texts on the Answer Sheet.***

*Please complete both tasks.*

### **Task 1**

You are **Katalin/Károly Horváth, PR Manager of an international sportswear company**. Your company has just launched a new product line, and you want to build strong media coverage worldwide.

Write an email of **120–140 words** to a popular lifestyle magazine editor in which you:

- ✓ introduce the new product line briefly,
- ✓ suggest why it could be interesting for their readers,
- ✓ offer to send samples or arrange an interview with a designer.

### **Task 2**

You are **Eszter/Endre Kiss, HR Manager at BrightPath Consulting**, a training and coaching company.

Write a **140–160 word text** for your company's website in which you:

- ✓ introduce your employee mentoring program,
- ✓ explain what kinds of guidance and support mentors provide,
- ✓ describe how the program benefits both junior and senior staff,
- ✓ emphasize the positive effect on company culture.

✓

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## KEY

### Task 1

Dear Editor,

I am writing on behalf of **SportStyle Ltd.**, where I work as PR Manager. We have just launched our **new eco-friendly sportswear collection**, and I believe it could be of real interest to your readers.

The line combines **modern design with recycled materials**, appealing to people who want both comfort and sustainability. As your magazine regularly features innovative lifestyle products, I am convinced this launch would fit perfectly into your upcoming issues.

I would be delighted to send you **samples for review** or arrange a short interview with our lead designer, who can explain the concept in more detail. Please let me know if you are interested, and I will make the necessary arrangements immediately.

Kind regards,  
Katalin Horváth

### Task 2

At **BrightPath Consulting**, we believe that continuous learning is the key to success. Our **employee mentoring program** pairs experienced staff with newer colleagues to provide guidance, support, and career development advice.

Mentors help with **skills development, goal setting, and problem-solving**, while mentees gain confidence and insight into company practices. The program also encourages **knowledge sharing**, helping senior employees refine their leadership abilities.

By participating, employees strengthen both professional skills and workplace relationships, which boosts **job satisfaction and productivity**. Our mentoring program also fosters a **positive company culture**, improving collaboration and communication across teams.

Investing in mentoring ensures that every employee can reach their potential, benefiting **individuals and the company as a whole**.