

BGE NYVK	B2	Writing	
English for Business Communication		80 minutes	40 marks
Sample			

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

Please complete both tasks.

Task 1

You are Antal/Anna Nagy, a Hungarian graduate with a few years' experience in commerce.

You are invited to give a talk at a training for start-up companies in the region.

Write an email of 120-140 words to A. Hill, conference organiser in which you

- accept the invitation and describe your field of expertise,
- suggest topics for your talk,
- inquire about practical details

Task 2

You work for the environment office of the local government.

You wish to highlight the significance of low carbon footprint in the area. **Write a promotional text for the town's website in 140-160 words** about a recently opened Market for Local Produce nearby in which you write about:

- the importance of buying local produce
- local specialities
- how to get there (environmentally friendly means of transport)
- encouraging town people to explore the place.

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KEY

Task 1

To: a.hill@gmail.uk
Subject: training talk

Dear Mr/Ms Hill,

Thank you for your kind invitation to your training in M. on 15 June. I am glad to agree and take the opportunity to pass on some experience and advice to people just about to set up their businesses.

As Purchasing Manager of a chain of clothes stores I could rely on my expertise in business deals from placing orders to negotiation skills. I could focus on the risks and benefits of dealing electronically or examine the comparative advantage of different modes of transport. Since you know your audience best, I will leave the choice to you.

Besides specifying the focus of my talk, I would like you to give me a time frame and some idea about the background and number of the participants.

Best regards,

Task 2

Come and Try the New Market

Our newly opened market offers you fruits, vegetables, meats, cheeses, and eggs from animals that graze on green grass and eaten natural diets. This will not only support your health but the local farmers. Buying directly from farmers gives them a better return for their produce and gives them a fighting chance in today's globalized economy.

The seasonal fruits and vegetables which are the specialities of the area are the freshest and tastiest available. Fruits can ripen fully in the field and are brought directly to you.

The new market is a short way from us. Take the advantage of our segways or rent bikes, e-bikes, electric scooters to reach the market. You can also enjoy the half-hour walk from the hotel which leads you through a scenic area with several vantage points.

At the market you can attend free seasonal cooking demonstrations. It is also a community hub – a place to meet up with the locals or just get a taste of small-town life.