

BGE NYVK	B2	Writing	
English for Business Communication		80 minutes	20 marks
Sample			

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

Please complete both tasks.

Task 1

You are Gabriella/Gábor Medve, HR assistant for a multinational telecommunication company in Hungary. You have just attended the largest job fair to meet potential employees for customer service positions. **Write a report in 120-140 words** to your manager, A. Hill in which you

- describe the event,
- outline your findings about the professional skills and experiences of those interested in your company,
- make suggestions on further positions to suit the participants.

Task 2

You are Andrea/András Sólyom, Marketing Promotions Specialist to Exchange Bank in Budapest. You are launching a new co-branded credit card with the airline HuzzAir. **Write a direct mail in 140-160 words** to your foreign clients in which you

- introduce your bank's HuzzAir credit card,
- describe how to use the card and make savings on air ticket purchases,
- encourage client to buy HuzzAir tickets using the card,
- give phone number and encourage client to apply for the card.

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KEY

Task 1

Job Fair Report

From: G. Medve
 To: A. Hill HR manager
 Subject: March 2017 Job fair report

Background

Consistent with our usual practice, H-telecom attended the annual job fair of the University of Applied Sciences in Budapest. An estimated 2000 students and 89 employers turned up in the Great Exhibition Hall of the University.

Students' professional skills

The CVs submitted as well as the personal discussions confirmed that graduates in general possess highly reliable professional skills in addition to computer literacy. They seem have less experience, however, in team work.

Overall impressions and suggestions

The majority of the students who showed an interest in the customer service position intended to apply for a part time job. It seems that students often combine work and study. Consequently, they either want to work flexitime or take a part time job. It is therefore suggested that the option of offering part-time customer service positions to students should be seriously considered.

Task 2

Exchange Bank
 Kossuth Lajos utca 11.
 1056 Budapest

Mr. Peter Brown
 Hegyhát utca 14.
 1023 Budapest

March 30 2017

Dear Mr. Brown

If you're wondering which airline credit card can offer you the quickest way to free airfare as well as travel perks and benefits, select Exchange Bank HuzzAir co-branded airline credit card.

Exchange Bank HuzzAir credit card saves you money on your air ticket purchases.

This credit card works just like every other credit card with one big exception: It saves you money. Every time you use Exchange Bank HuzzAir credit card, you earn credits toward your next purchase of air tickets using the services of HuzzAir anywhere in the world.

Why not book a HuzzAir flight to your favourite destination and save on your next ticket?

Phone (+361) 123-456 now to receive your Exchange Bank HuzzAir credit card. An operator will take your information and process your application within 48 hours. Then you can start earning credits that will save you money!

Sincerely,

Andrea/András Sólyom
Exchange Bank
Marketing Promotions Specialist

P.S. If you sign up before August 31, you will receive a free gift from Exchange Bank!