

IRÁNYVONALAK A BESZÁMOLÓ FELADAT MEGÍRÁSÁHOZ

Figyelmesen olvassa el a feladatkiírást és adekvátan, megfelelő terjedelemben fejtse ki az irányító szempontokat.

A beszámoló címébe foglalja bele, hogy konkrétan miről szól a beszámoló.

Az első mondatban fejtse ki, hogy milyen kérdést fog elemezni a beszámolóban.

A következő négy bekezdésben a négy irányító szempontra koncentráljon. Egy bekezdésben egy szempontot fejtsen ki, megfelelő részletességgel. Ügyeljen arra, hogy a szempontokat objektíven, a tényekre szorítkozva fejtse ki. Személyes véleménye ebben a részben nem kaphat teret.

Az utolsó bekezdésben egyértelműen foglaljon állást, fejezze ki konkrét javaslatát.

A beszámoló aláírással, a pozíció és a dátum feltüntetésével zárul.

A beszámoló stílusa formális, amely megfelel a jelenlegi üzleti környezet kívánalmainak. Kerülje a rövidítéseket, összevonásokat, informális kifejezéseket.

Ügyeljen arra, hogy a beszámoló műfaja eltér a levélétől, nem szerepel benne megszólítás, nincs benne elköszönés, a beszámolóban nem szólíthatjuk meg azt a személyt, akinek a beszámoló íródott.

A szövegnek logikusan felépítettnek kell lennie, bekezdéseket kell tartalmaznia.

A beszámolóban a vizsgázónak a szinten elvárható szakmai szókinccs és nyelvtani szerkezetek használatával kell megjelenítenie a szakmai tartalmat.

Az angol nyelvű üzleti életben nemcsak egyféleképpen készítenek beszámolót. Az alábbi mintamegoldás csak az egyik lehetséges változat. A vizsgán minden olyan beszámolót elfogadunk, mely valamely, a szakmai életben bevett formát követi.

Writing 1 – Report

MINTAFELADAT:

You are Andrea/András Fehér, assistant to the CEO of a Hungarian confectionery company. This year there will be several international and domestic trade fairs held focusing on the sweets industry. However, you only have the budget allowance to participate in **one** of the events. Your superior has requested you to write a report of 160-200 words on whether the company should take part in a foreign or domestic trade fair.

You will have to include the following content points in your report:

- costs of participating in trade fairs
- foreign language abilities of the staff of the company
- which trade fair is more beneficial from a professional point of view
- the more favourable trade fair in order to attract or retain customers

Please make sure the text is structured and the layout of the report is proper. Except for the use of the specified names, please use invented data. Please write legibly.

You may use a dictionary.

MINTAMEGOLDÁS:

Report on Participation at a Hungarian or International Trade Fair

This report looks into the question of whether our company should take part in a trade fair in Hungary or abroad.

The costs of participating in fairs include the costs of travelling to the fair, transporting our promotional material, accommodation and food. All these costs are considerably higher if we take part in a foreign trade fair. It is also more complicated to transport a large amount of promotional material to a trade fair held abroad. Participating in a trade fair in Hungary would allow us to spend more money on promotion.

The language skills of those representing our company will not be a challenge. All our staff were able to demonstrate that their foreign language skills are adequate.

International fairs are better known and would offer us the opportunity to see the stands of our foreign competitors. We could see what the international trends and latest novelties are in the sweets industry.

However, all of our customers are local and it is unlikely that they would travel abroad to see us. At a trade fair abroad we might not be able to attract new customers. Furthermore, not being present at Budapest Sweets Fair might be risky, as all our customers visit the event.

Personally, I recommend participating in the Budapest Sweets Fair and if this is successful, we could plan to go abroad next year.

Andrea Fehér
Assistant to the CEO

1 Jan 2017

Writing 2 – E-mail

MINTAFELADAT:

You are Magdolna/Márk Kovács, assistant to the managing director of a Hungarian company producing goose liver paté. Your American partner, a catering company named *Good Foods Catering*, has not placed an order with you for quite a while. On behalf of your superior write an e-mail of 100-150 words in which you:

- refer to your long-standing successful business co-operation
- highlight the benefits of your products again and offer a more favourable price or discount
- invite the partner to a food fair
- express your hope of strengthening your business partnership

Please make sure the text is structured and the layout of the email is proper. Except for the use of the specified names, please use invented data. Please write legibly. You may use a dictionary.

MINTAMEGOLDÁS:

To:	gerald.green@goodfoodscaters.com
Subject:	enquiry
Attachments:	none
<p>Dear Mr Green</p> <p>With reference to our business relationship of many years, I am writing to inquire about possible new orders that you may want to place with our company in the near future. As our business relationship has been fruitful for a long time, I hope to receive orders from you soon.</p> <p>We would like to draw your attention to the high quality of our goose liver paté, which has won us a well-deserved reputation in the market.</p> <p>As a client of long-standing, you are entitled to a discount of 10 per cent. We are pleased to inform you that we can offer you an additional five per cent discount if you place an order by the end of this month.</p> <p>Furthermore, let us draw your attention to the food fair in Vienna in June 2017, where all our products will be on display and our staff will also be available to answer any questions you may have.</p> <p>We look forward to strengthening our business relationship.</p> <p>Yours sincerely</p> <p>Márk Kovács Assistant to the MD Aranymáj Kft (Hungary)</p>	