



- Mrs Lewes And a lot more besides. In addition to our products what else do you think you should know in order to achieve a good turnover?
- Bob Stevenson Well, I should present myself professionally, of course.
- Mrs Lewes That goes without saying at Living Models. What I meant was you should also be well acquainted with the competition. What have our competitors got on the market? – And develop a system. Get organised. By the way, you will be given a laptop with a direct link-up to LM.
- Bob Stevenson So I'll be able to get data on pricing within seconds when I'm at the customers' sites.
- Mrs Lewes Of course, and perhaps more important, you can send queries and the terms and conditions you've agreed upon with new customers back to headquarters for immediate integration in our system. Anyway, I think that's it for now. Let's fetch Ronny and have a business lunch together. We can discuss the matter further at the pub.
- Bob Stevenson Well, actually since you've mentioned business lunch, I wanted to ask you about my expense account.
- Mrs Lewes A good question. We at Living Models pride ourselves on being generous with the allowances for our sales staff. You can be sure it's enough to treat your prospects with a bit left over for a bottle of good red wine with your boss when the contract is signed. Come on, let's find Ronny.

Aufgabe 2

15

Nr.	Aussage	richtig	falsch
1	Staatliche Unterstützungsmaßnahmen bei Konkurs gefährdeten Unternehmen müssen einsetzen, um die Interessen der Öffentlichkeit zu schützen.	X	
2	Gravierende Fehlentscheidungen der Unternehmensleitungen sind besonders bei großen Unternehmen Ursache des Scheiterns.		X
3	Wenn die Regierung sich einmischt, werden die Bedingungen im allgemeinen schlechter.		X
4	Ist ein Unternehmen durch äußere Faktoren in die Krise geraten, wächst die Verantwortung Dritter, Maßnahmen zu ergreifen.	X	
5	Erst bei genauerem Hinsehen erkennt man, dass nicht nur die Angestellten und Kunden unmittelbar von einem Konkurs betroffen sind.	X	
6	Sind weniger als 100 000 Menschen betroffen, bleibt dies auf nationaler Ebene weitgehend unbemerkt.		X
7	Steigt die Anzahl der Betroffenen über eine Million, besteht immerhin die Möglichkeit, dass die Auswirkungen weltweit gespürt werden.	X	
8	Besonders die kleinen Leute sind betroffen, wenn Energieversorgungsunternehmen in wirtschaftliche Schwierigkeiten geraten.	X	
9	Es ist nicht nachvollziehbar, wenn die Regierung den Konkurs eines großen Energieversorgungsunternehmens zulässt.		X
10	Grundsätzlich besteht die Möglichkeit, durch gezielte örtliche Investitionen einen Folgeschaden in zehn- bis zwanzigfacher Höhe zu vermeiden.	X	

**Aufgabe 3**

**30**

Dear Ms Dinnage

- Application for the position of assistant to marketing manager
- I have seen your advertisement in the Financial Times of 8 May 2003 and I am interested in the position you offer.
- Currently I work for ..... as a .....trainee.
- Before that I worked in the marketing department of Sun Advertising, New York, for one year where I had to draw up advertising campaigns.
- I now wish to take up the opportunity to work in Great Britain.
- I will be pleased to come to London for an interview at any time.
- For references please get in touch with Sun Advertising, New York.
- I look forward to hearing from you.

Yours sincerely

Enclosure: Curriculum Vitae

**Aufgabe 4**

**10**

Dear Sir or Madam

- Thank you very much for your order for the following items: 200 Thunderbird3 Printers at a total price of €100,000.
- Terms of Delivery: CIF Boston.
- Payment by letter of credit.
- As requested the printers will be packed in cases numbered "XW03/10/Cambridge/3200", marked "fragile".
- Please note that this order is subject to our General Conditions of Sale (see PDF-file attached).

**Aufgabe 5**

**30**

1. Ordering & Payment Information
2. You can order goods in our store, by telephone or online.
3. If you choose to order per catalogue you will need to know the article number.
4. You are under no obligation to buy if your order is not satisfactory.
5. If you order for another person, please ensure you have their full address and postcode to avoid delays in delivery.
6. Ordering online is simple and secure and can be done 24 hours a day, seven days a week.
7. Payment is very easy with our Marks & Spencer credit card. Our interest rate is 1.45% per month or 18.9% per year.
8. If you'd like to increase the limit on your credit card, just call Marks & Spencer's financial services on 01244 681 681.
9. If you pay by credit card you will have to pay 2.5% of the total to Marks & Spencer's card service.
10. For larger investments, e.g. furniture, why not consider a loan.