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**BUSINESS ENGLISH COURSE**



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*Рекомендовано до друку Вченою Радою*

*Львівського національного університету імені Івана Франка.*

*Протокол № 20/12 від 26 грудня 2007*

**Кріба І. Й.**

**Г** Business English Course: Навчальний посібник. - Видавничий  
Центр ЛНУ імені Івана Франка, 2009. – 194с.

Посібник призначений для вивчення курсу ділової англійської мови та вдосконалення навичок ділового спілкування англійською мовою студентами вищих навчальних закладів, що опанували рівень CEF B2 (upper intermediate). Підбір текстів з точки зору бізнес-тематики та мовного матеріалу дозволяє використовувати посібник різними групами тих, хто вивчає ділове спілкування англійською мовою.

**УДК**  
**ББК**

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## **Unit X**

### **Trademarks, Brands and Makes**

#### **What is a Trademark?**

A trade mark is a symbol or sign which differentiates one type of business from another. A sign can include a business logo, words/content or anything similar. In order for a trade mark to be registered, it must be sufficiently distinct for the services/goods it is applied to cover. Obviously, it must not be similar to existing trademarks, nor can it be deceptive or illegal in any way.

#### **Trademarks and Domain Names**

A domain name (e.g. Bytestart.co.uk) is a unique web address, purchased from any number of domain name suppliers. However, since the same mark could have been registered for a variety of different services/products, the fact that you have a registered trademark does not automatically mean you are entitled to an associated domain name. Similarly, if you have a domain name, it does not automatically entitle you to the same trademark.

#### **What is the ® symbol?**

This symbol stands for registered trade mark (RTM), and clearly can only be used once you are the owner of the mark. The ® symbol usually goes after the trade mark, in a smaller type size than the mark itself, and in a raised position, but this is not compulsory.

#### **Registering a TradeMark**

You cannot simply apply for a trademark and assume it will be accepted - there is a rigorous examining process which takes place before you will find out if your application has been successful. For instance, in Great Britain each trademark registration lasts for ten years.

#### **What is a Brand?**

A brand is a type of product made by a particular company, especially a type of food and drink. A brand is a name, sign, symbol, design, term or some combination of those, used to identify one company's offerings and to distinguish them from a competitor's. A brand name is that part of the brand that can be spoken. For instance, the lettering style on a Coca-Cola bottle is familiar throughout the world. That is part of the Coca-Cola brand or identity. But it cannot be spoken, while the words "Coca-Cola" can. Coca-Cola is the brand name. Brand names should be easy to pronounce,

recognize and remember; they should create a desirable idea or image in consumer's mind; and they should be legally protectable.

There are three levels of brand acceptance: recognition, preference and insistence. A new product with a new name aims for the first level, simply bringing the brand if it is easily available, though they may not go out of their way to find it. Brand insistence – “I will have this brand and no other” – is the goal of most companies, but it is seldom achieved.

### **What is a Make?**

A make is a type of product made by a particular company, especially a type of machine, car, furniture etc.

### **Packaging**

Packaging is the second major means of product identification. The original purpose of a package was to hold and protect its contents, but now it has much greater importance in marketing. For some types of consumer goods, the packaging is more important than the product itself. It may be the primary tool for selling the product. The package must communicate information: the brand name, the nature of the contents and any directions for the product's use. Finally, it must be distinctive and attractive enough to catch the attention of the customer. Colour is especially important. However, the designer of a package for foreign markets must be aware that colour can have very different meanings in different countries of the world.

### **Comprehension Check**

**Task I. Mark the statements as true (T) or False (F). Correct the false statements, using the following phrases:**

*It would be more correct to say that...*

*As far as I know...*

*In my opinion (to my mind)...*

*I presume that...*

1. A domain name is a symbol standing for a registered trade mark. ( )
2. A trademark can include business logo, words/content or anything similar. ( )
3. Colour is especially important in packaging. ( )
4. Application for a trademark is an immediate success. ( )

5. A make is a type of product made by a particular company, especially a type of machine, car etc. ( )
6. If you have a domain name, it automatically entitles you to the same trademark. ( )
7. A trade mark is a symbol or sign which differentiates one type of business from another. ( )
8. Brand insistence which is the goal of most companies is always achieved. ( )
9. A brand is a type of product used to identify one company's offerings and distinguish them from the competitor's. ( )
10. The original purpose of a package was to communicate information. ( )
11. Brand names shouldn't be easy to recognise and remember. ( )
12. The ® symbol usually goes after the trade mark, in a bigger type size. ( )

**Task II. Complete the following forks according to the text**

A brand is a name  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

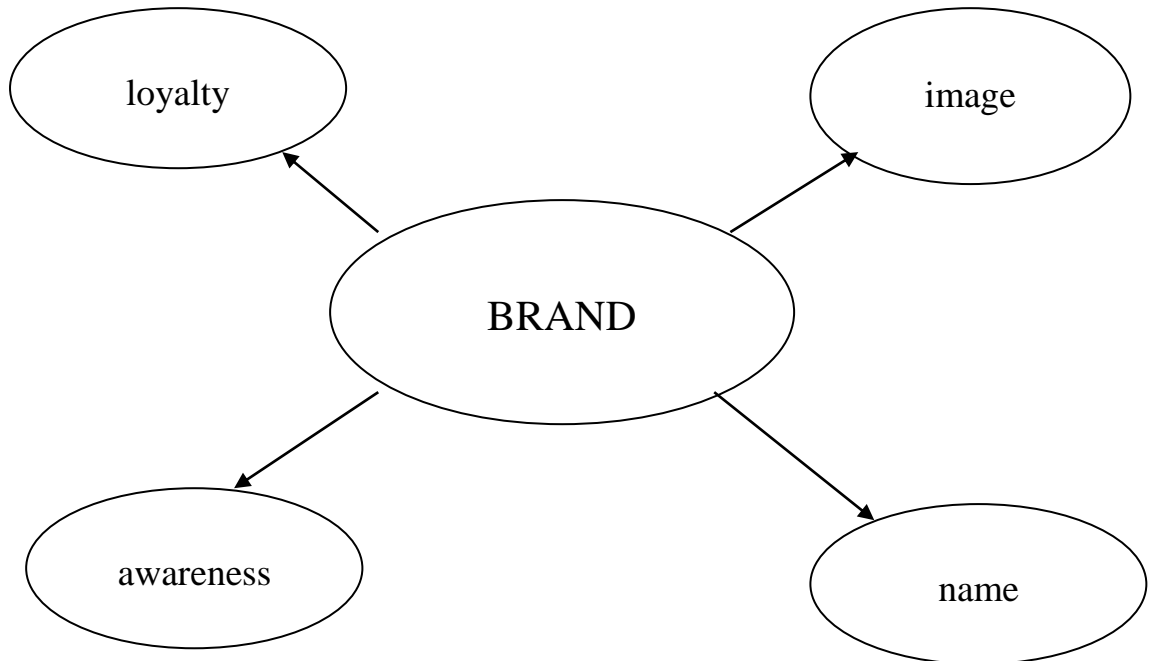
There are three levels of brand acceptance: recognition  
 \_\_\_\_\_  
 \_\_\_\_\_

The package must communicate information: the brand name  
 \_\_\_\_\_  
 \_\_\_\_\_

## Vocabulary

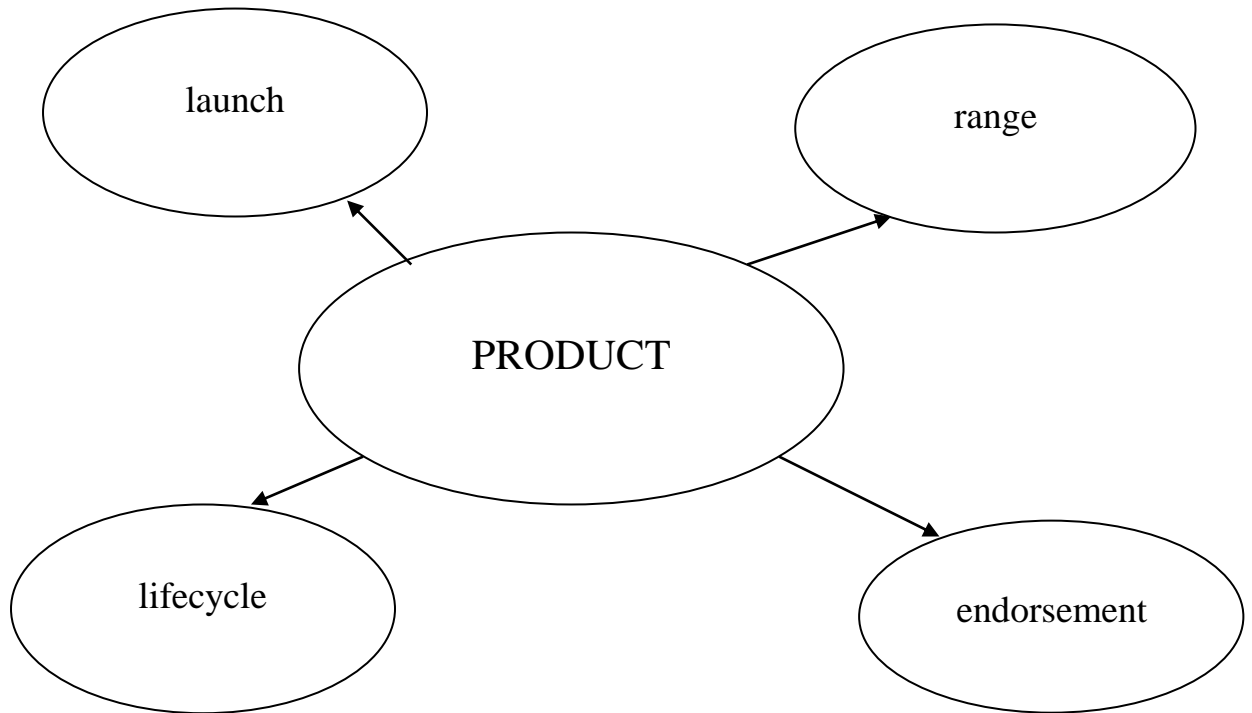
**Task III. Study the following collocation maps and match the given collocations with their definitions below the maps.**

### I



1. the ideas and beliefs people have about a brand
2. the tendency to always buy a particular brand
3. how familiar people are with the brand
4. the name given to a product by the company that makes it

### II



1. the set of products made by a company
2. the length of time people continue to buy a product
3. the introduction of a product to the market
4. the use of a well-known person to advertise products

**Task III. Use the above collocations in the sentences of your own.**

**Task IV. Translate the following into English using the vocabulary of the text.**

1. Бренд – це комплекс асоціацій у свідомості споживача, однією з яких є країна-виробник товару.
2. Споживачі, які завжди купують продукт однієї фірми для задоволення своїх потреб, демонструють відданість цьому бренду.
3. Для предметів розкоші значення бренду важко переоцінити.
4. Багато виробників предметів розкоші сьогодні схильні виробляти свої товари у третіх країнах, оскільки це вже не шкодить їх іміджу.
5. Рівень інформованості споживачів про певну торгову марку залежить від уміло спланованої рекламної кампанії.
6. Незважаючи на те, що різні товари неоднаково надаються до створення брендів, будь-який продукт може стати брендовим.
7. Сьогодні у багатьох країнах простежується тенденція купувати не брендові товари, а більш дешеві, хоч і не дуже відомих виробників.
8. Багато компаній підробляють товари відомих фірм, змінюючи у незначній мірі назву бренду.
9. Емоційне забарвлення, яке асоціюється з певним брендом, є важливою умовою життєздатності бренду.
10. Усі нові бренди без винятку стикаються з необхідністю жорстокої



конкуренції з уже існуючими.

11. Класик теорії і практики реклами Девід Огілві визначає бренд як невідчутну сукупність властивостей продукту: його імені, упаковки і ціни, його історії, репутації та способу рекламування.

12. Бренд відрізняється від торгової марки тим, що має довший життєвий цикл, приносить додатковий прибуток, дозволяє освоїти нові сегменти ринку.

13. Торгову марку можна визначити як власне ім'я, емблему, чи дизайн, або їх комбінацію.

14. У боротьбі за споживача компанії орієнтуються на такі показники як прихильність, лояльність та ступінь задоволення.

## Grammar Practice: Participle I vs Participle II

**Task V. In the examples from the text given below specify the difference in meaning between Participle I and Participle II. Transform the underlined Present Participles into the Past Participles and vice versa and make up sentences to illustrate their new meaning.**

1. A make is a type of product made by a particular company, especially a type of machine, car, furniture, etc.
2. Obviously, it must not be similar to existing trademarks, nor can it be deceptive or illegal in any way.
3. A domain name is a unique web address, purchased from any number of domain name suppliers.
4. The ® symbol usually goes after the trade mark, in a smaller type size than the mark itself, and in a raised position.
5. The fact that you have a registered trademark does not automatically mean you are entitled to an associated domain name.
6. You cannot simply apply for a trademark and assume it will be accepted - there is also a rigorous examining process.
7. A brand is a name, sign, symbol, design, term or some combination of those, used to identify one company's offerings and to distinguish them from a competitor's.
8. For instance, the lettering style on a Coca-Cola bottle is familiar throughout the world.
9. A brand is a type of product made by a particular company, especially a type of food and drink.
10. A new product with a new name aims for the first level, simply bringing the brand if it is easily available.

## Communication:

**Task VI. Marketing often involves spotting trends. Work in groups. Decide which well-known brands will remain on the market and which won't survive in the fierce competition within the next decade. Give your reasons.**