

BGE NYVK	C1	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 A. Nagy, HR assistant in a multinational company. You have attended a 3-day training session for HR assistants in the company headquarters. **Write a business trip report in 140-160 words** to the HR manager, A. Wilkins, in which you

- describe the program, participants and the presenter(s),
- give examples of different activities,
- explain how you and the company can benefit from your participation.

Task 2

You work as a marketing assistant for Jucy, a Hungarian fruit drink producing company which is the official sponsor of the popular Budapest International Film Festival in the summer. **Write a text in about 180-200 words** for the English version of the company blog about the upcoming event.

In the **promotional blog article**

- write about the details of the festival,
- describe what the sponsorships includes,
- introduce your product,
- hint at the benefits the healthy drink and the cultural experience bring.

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KEY

Task 1

Business Trip Report

To: Amy Wilkins, HR manager
 From: A. Nagy, HR assistant
 Subject: HR training event in HQ

Business Trip Overview

I was selected by the management to take part in the annual HR training session in the company headquarters in Bremen. 80 participants, all junior HR employees, attended the event, the venue of which was the company headquarters' main conference hall and meeting rooms.

Summary

The three-day program included plenary presentations by internationally renowned HR professionals as well as workshops run by communication experts. The aim of the plenary sessions was to provide state-of-the-art theoretical knowledge about employee selection through the recruitment process, training, rewarding and assessment. The workshop activities during the training event focused on the role of the HR staff to initiate, establish and improve internal communication.

Conclusion

This training course has helped me to improve the HR skills demanded in today's tough business environment. Based on the experience obtained in the training event, I will hopefully be able to improve communication effectiveness and strengthen interpersonal relationships within our company.

Task 2

SIP'N WATCH

There are two really enjoyable things in the summer: great soft drinks and compelling films. The Budapest International Film Festival offers both.

The annual Budapest International Film Festival (BIFF) is the largest, most highly attended film festival in Central Europe. More than 250 films from 12 countries over 8 days will be featured. The festival runs from July 28 through August 4.

Jucy, Hungary's leading pure-fruit based beverage manufacturer, has been the Official Soft Drink of the BIFF since 1994. During the festival Jucy will conduct a variety of BIFF-themed activities, including events as well as digital and under-the-cap promotions to connect with those who enjoy booze-free festivals.

In addition to supporting your cultural experience, Jucy also strives to keep you healthy. Our drink is made from nothing but pure, crushed fruit and juice, with absolutely no sugar added. Our delicious drinks contain all the good stuff that fruit does (like fibre and vitamin C).

We offer you an exclusive collection of three of the festival's short films. We will highlight a new film every few days. Just click on the film below, grab a Jucy and enjoy!