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# Contents

<b>1</b>	<b>Looking for a Job</b> .....	<b>1</b>
<b>2</b>	<b>Job Application Letters</b> .....	<b>3</b>
<b>3</b>	<b>The Curriculum Vitae (CV)</b> .....	<b>4</b>
<b>4</b>	<b>How to Write a CV</b> .....	<b>5</b>
<b>5</b>	<b>Job Interviews</b> .....	<b>8</b>
<b>6</b>	<b>Interview Language</b> .....	<b>9</b>
<b>7</b>	<b>Business Organisations</b> .....	<b>10</b>
<b>8</b>	<b>Business Communication</b> .....	<b>12</b>
<b>9</b>	<b>Faxes</b> .....	<b>14</b>
<b>10</b>	<b>Language of Faxes</b> .....	<b>15</b>
	<b>Test 1: Purposes, Organisation and Tone</b> .....	<b>17</b>
	<b>Test 2: Formats &amp; Writing Methods</b> .....	<b>19</b>
	<b>Test 3: Language and Writing Principles</b> .....	<b>20</b>

# 1 Looking for a Job

## Activity 1 (pages 2-3)

1. Students' own answers

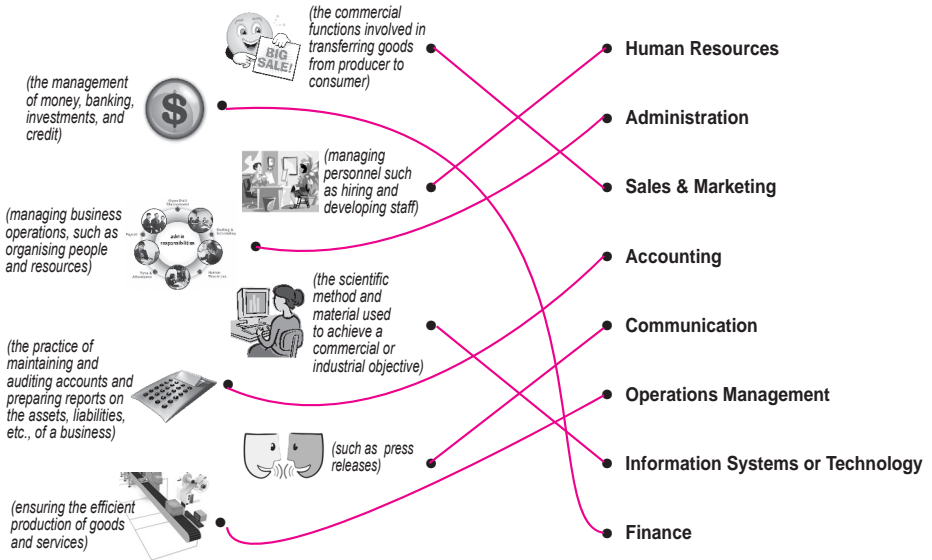
2.

Work skills	Work attitude	Personal qualities
E.g. <i>telephoning language &amp; communication, typing, problem solving, management, etc.</i>	E.g. <i>punctuality willingness, enthusiasm, cooperativeness, punctuality, helpfulness, etc.</i>	E.g. <i>honesty independence, reliability, tolerance, honesty, patience, intelligence, etc.</i>

3.

Job types	Work skills	Work attitudes	Personal qualities
1) Receptionist	<i>telephoning, language &amp; communication, etc.</i>	<i>attention to detail, cheerfulness, willingness to learn, etc.</i>	<i>independence, concern for others, patience, etc.</i>
2) Waiter/waitress	<i>language &amp; communication, serving and balancing, taking orders, table setting, etc.</i>	<i>willingness to serve people/work long hours, punctuality, teamwork, etc.</i>	<i>modesty, diligence, concern for others, etc.</i>
3) Boutique shop supervisor	<i>language &amp; communication, problem-solving, management &amp; leadership, etc.</i>	<i>enthusiasm, punctuality, willingness to take up responsibilities, etc.</i>	<i>flexibility, concern for others, independence, integrity, etc.</i>

## Activity 2 (page 3)



## Activity 3 (page 4)

1. Students' own answers.
2. Students' own answers.

## Activity 4 (page 6)

<b>Job duties</b>	handling documents for Performa Invoice, purchase order, telephone enquiries, follow-up sampling, filing
<b>Work experience</b>	any an advantage
<b>Work skills</b>	good spoken & written Cantonese, English & Mandarin proficiency in MS Word / Excel / PowerPoint / Photoshop good typing and Chinese inputting skills, good telephone manner
<b>Work attitude</b>	willing to work overtime
<b>Personal qualities</b>	independent, responsible and hardworking

# 2 Job Application Letters

## Activity 1 *(page 10)*

Post of Clerk

Hong Kong Daily

CCE Secondary School

three

fluent

good

## Activity 2 *(page 13)*

Paragraph 1: Introducing candidacy

Paragraph 2: Stating qualifications

Paragraph 3: Detailing work experience

Paragraph 4: Providing a reason for a new challenge & detailing work experience

Paragraph 5: Enclosing a CV

Paragraph 6: Asking for an interview

Paragraph 7: Ending politely

## Consolidation Task *(page 15)*

Students' own answers.

# 3 The Curriculum Vitae (CV)

## Activity 1 (page 18)

- |                 |               |                  |
|-----------------|---------------|------------------|
| 1. Necessary    | 8. Optional   | 15. Optional     |
| 2. Necessary    | 9. Necessary  | 16. Not required |
| 3. Optional     | 10. Necessary | 17. Optional     |
| 4. Necessary    | 11. Optional  | 18. Not required |
| 5. Necessary    | 12. Optional  | 19. Optional     |
| 6. Not required | 13. Necessary | 20. Not required |
| 7. Optional     | 14. Necessary |                  |

## Activity 2 (page 20)

Students' own answers

# 4 How to Write a CV

## Activity 1 (page 26)

To describe skills, attitude & qualities	Examples of use
<p><b>Adjectives:</b> E.g. good</p> <ul style="list-style-type: none"> <li>• excellent</li> <li>• fluent</li> <li>• creative</li> <li>• innovative</li> <li>• consistent</li> </ul>	<p>have a <i>good</i> eye for detail I have an <i>excellent</i> command of English I am a <i>fluent</i> speaker of Putonghua I am <i>devoted</i> to doing volunteering Produce <i>innovative</i> ideas <i>Consistent</i> work performance</p>
<p><b>Adverbs:</b> E.g. professionally</p> <ul style="list-style-type: none"> <li>• very</li> <li>• independently</li> <li>• extremely</li> <li>• well-versed in</li> <li>• certainly</li> </ul>	<p><i>professionally</i>-trained secretary A <i>very</i> efficient writer Can work <i>independently</i> <i>Extremely</i> well-organised person I am <i>well-versed</i> in French <i>Certainly</i> good at dealing with unhappy customers</p>

## Activity 2 (page 27)

### WORK EXPERIENCE

**Global-semic Information Technology Ltd, Human Resources Officer, 8/20xx – NOW**

- Develop staff training programmes
- Implement HR work procedures
- Prepare monthly HR reports

**W K Taxation Management Limited, Assistant Human Resources Officer, 12/20xx – 7/20xx**

- Assisted the assistant human resources manager in HR operations such as recruitment, MPF management, management of staff development
- Handled staff recreation activities

### SKILLS

- Have excellent communication skills
- Am a team player
- Can work under pressure to meet deadlines

### ATTITUDE

- Flexible and well-motivated
- Enthusiastic about my work
- Willing to offer help when required



## Activity 3 (page 28)

Highlighting methods	Examples
E.g. Bold print	<b>OBJECTIVE</b>
Headings & columns (boldfacing, underling)	WORK EXPERIENCE, SKILLS, etc.
Bullets	E.g. <ul style="list-style-type: none"><li>• Possess excellent skills in writing business correspondence</li><li>• Am fluent in Putonghua and Korean</li><li>• Have some functional knowledge of French</li></ul>
Font & size	(e.g. Arial, Times New Roman, sizes 11 or 12)

## Activity 4 (pages 29-30)

### Curriculum Vitae

#### Personal Particulars

**Name:** Joey Yung Chao Yee (Ms)

**E-mail:** joey@abcmail.com.hk

**Address:** 20B, Mega Tower  
14, Stubbs Road  
Wanchai

**Phone:** 1234-5678

---

#### OBJECTIVE

To develop my career in marketing in a well-established company

#### SKILLS & CAPABILITIES

1. Language
  - Possess excellent skills in writing business correspondence
  - Am fluent in Putonghua & Korean
  - Have some functional knowledge of French
2. Management
  - Work under pressure and meet deadlines
  - Have strong organising skills

#### WORK EXPERIENCE

1. Maria Bakery Co. Ltd., 20xx – Now  
Marketing Assistant
  - Organise promotional activities in shopping centres
  - Write sales promotion letters & leaflets
2. Sun Dynamic Diving Ltd., 20xx – 20xx  
Marketing Clerk
  - Handled phone contacts
  - Performed general office duties

#### EDUCATION

1. The Open University of Hong Kong, BBA degree in Management, 20xx - Now
2. Hong Kong Secondary School, full-time, 20xx – 20xx
  - English Level 4
  - Business Studies Level 4
  - Maths Level 2
  - History Level 2
  - Chinese Level 2
  - Geography Level 2

### Consolidation Task (page 31)

*Students' own answers.*

# 5 Job Interviews

## Activity 1 (page 34)

Information about the company:	<ul style="list-style-type: none"><li>▪ Locations: headquarters, branches</li><li>▪ History, i.e. how long the company has been in business</li><li>▪ Types of products</li><li>▪ No. of employees</li></ul>
--------------------------------	--

## Activity 2 (page 37)

Students' own answers.

## Activity 3 (page 38)

Students' own answers.

## Activity 4 (page 40)

Questions	Question Number
(a) Warming-up questions	1, 5, 7
(b) Job-related questions	3, 4, 14
(c) Skills and work experience questions	2, 9
(d) Attitude and personality questions	8, 11, 12
(e) General knowledge questions	10
(f) Ambitions questions	13

## Activity 5 (page 43)

Students' own answers.

# 6 Interview Language

## Activity 1 (page 47)

Students' own answers.

## Activity 2 (page 47)

Students' own answers.

## Good and Bad Interview Practices (page 49)

Students' own answers regarding the order of importance.

√ 10 'should have' items	X 10 'shouldn't have' items
<ul style="list-style-type: none"><li>• Willingness to start at the bottom</li><li>• Relevant work experience</li><li>• Volunteer work</li><li>• Keeping your answers to no more than two minutes</li><li>• Apologising a little if you can't understand questions asked in English</li><li>• Feeling comfortable during the interview</li><li>• Ability to express ideas clearly &amp; logically</li><li>• Providing additional answers after the first response</li><li>• Punctuality</li><li>• Planning for career</li></ul>	<ul style="list-style-type: none"><li>• Educational qualifications are more than required</li><li>• Lack of knowledge about the company and the job</li><li>• Poor appearance</li><li>• Over-aggressiveness, and being too proud of themselves</li><li>• Poor English/Putonghua skills</li><li>• Bad breath</li><li>• Poor examination results</li><li>• Use of mobile phone in the interview</li><li>• Unwillingness to work overtime</li><li>• Overseas experience under a student exchange programme</li></ul>

## Activity 3 (page 49)

Students' own answers.

## Consolidation Task (page 50)

Students' own answers.

# 7 Business Organisations

## Activity 1 (page 53)

Departments		Activities	
1.	Human Resources Department	●	a) Maintain records detailing financial business transactions (e.g., disbursements, expense vouchers, receipts, accounts payable).
2.	Sales & Marketing Department	●	b) Visit a new market (country) to explore business opportunities.
3.	Accounting Department	●	c) Deal with staff recruitment, training and payroll.
4.	Production Department	●	d) Provide after-sales services and handle customer complaints.
5.	Information & Technology Department	●	e) Establish computer systems to enhance work efficiency, e.g. inventory systems.
6.	Purchasing Department	●	f) Issue reminders to ensure work orders are done before deadlines.
7.	Public Affairs Department	●	g) Manage office equipment such as copiers.
8.	Customer Services Department	●	h) Negotiate with suppliers of computers for product discounts.
9.	Research & Development Department	●	i) Participate in community services to enhance the image of companies.
10.	Administrative Department	●	j) Advertise products in newspapers and on buses.

## Activity 2 (page 55)

1. The Accounting Clerk _____ <b>reports to/works under/is accountable to</b> _____ the Accounting Supervisor.
2. Each manager _____ <b>is in charge</b> _____ of a department.
3. L'EPEE International Group _____ <b>is the parent company of</b> _____ L'EPEE (Korea) Ltd.
4. The Section Leaders _____ <b>report/are accountable</b> _____ to the District Managers.
5. The subsidiaries _____ <b>consist of/comprise</b> _____ Snack China, Snack Macau and Snack Malaysia of Uncle Fong.

## Activity 3 (page 56)

Items	Job advertisement
Work hierarchy	<ul style="list-style-type: none"> <li>In this role, you will be <i>working with a professional team</i> ...</li> </ul>
Functions	They <i>focus</i> on driving strategic business growth, with the combination of financial discipline and industrial expertise.
Responsibilities	<ul style="list-style-type: none"> <li><i>Perform data ...</i></li> <li><i>Participate in ...</i></li> <li><i>Perform ... prepare ... and handle</i></li> <li><i>Work ... with ...</i></li> </ul>
Composition	<ul style="list-style-type: none"> <li><i>... an affiliated member of ...</i></li> </ul>

## Activity 4 (page 57)

Students' own answers.

## Activity 5 (page 58)

Students' own answers.

# 8 Business Communication

## Activity 1 (page 60)

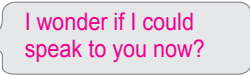
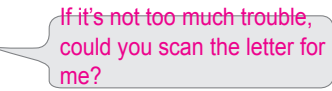
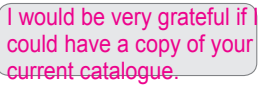
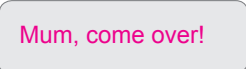
<p>What is communication?  <i>"It refers the sending of messages from one person to another one, including the use of body language signals such as eye contact, hand gestures, dress and appearance."</i></p>	<p>Examples:</p> <ul style="list-style-type: none"> <li>• <i>Private e-mails</i></li> <li>• <b>Fact-to-face conversations</b></li> <li>• <b>Oral presentations</b></li> <li>• <b>Christmas cards, etc.</b></li> </ul>
<p>What is business communication?  <i>"It refers to the sending of messages from one person to another one in any means for business purposes rather than personal purposes."</i></p>	<p>Examples:</p> <ul style="list-style-type: none"> <li>• <i>Business letters</i></li> <li>• <b>Agendas &amp; minutes</b></li> <li>• <b>Reports &amp; proposals</b></li> <li>• <b>Notices</b></li> <li>• <b>E-mails</b></li> <li>• <b>Meetings, etc.</b></li> </ul>

## Activity 2 (page 62)



The gesture implies defensiveness and hostility.

## Activity 3 (page 65)

Students' own answers.

- Your boss:  A formal tone is required.  
For example, "May I come in?"
- Your work friends:  Use an informal tone. For example, "Can you do me a favour?"
- Your customers:  A tentative approach is needed.  
For example, "May I help you?"
- Your family members:  A direct approach is fine like 'Hey, ...'

## Activity 4 (page 66)

Language	Spoken 	written 
1. Hello.	✓ This is a formulaic expression.	
2. Why not give me a call?	✓ This is an incomplete expression – conversational language	
3. The cancellation of the class has been due to bad weather.		✓ The sentence structure is complex and the main feature is the use of noun phrases (e.g. <i>the cancellation of the class</i> ).
4. The reason for my early return is the death of my father.		✓ The sentence structure is complex and the main feature is the use of noun phrases (e.g. <i>the death of my father</i> ).
5. Don't forget to close the door.	✓ The subject is not contained; this is a conversational expression.	

### Consolidation Task (page 66)

1. I am sorry to tell you that our office is closed on Saturday afternoons.
2. I am looking (I look) forward to hearing from you shortly.
3. If it is not too much trouble, would you please send me the document?
4. We are sorry that the sample you requested is not available now.
5. I am happy to have received your letter. / Thank you for your letter of (date).
6. Please let me know if I could see the manager.
7. Can you please sign and return one copy of each of these documents?
8. We regret to inform you that your application (for the post of ...) has been unsuccessful.



# 9 Faxes

## Activity 1 (page 71)

Step 1 — 4, 6, 10

Step 2 — 2, 3, 5, 8

Step 3 — 1, 7, 9

## Activity 2 (page 72)

### FACSIMILE TRANSMISSION

To: Andy Lau, *Office Manager*

Fax: 2562-2684

From: Simon Wong, *Administrative Manager*

No of Pages: ~~2~~ 1

Date: 15 June 20xx

#### *Enquiry about Office Copier*

~~Enquire about office copier~~

We are ~~interested~~ *interested* in the ~~copy~~ *copying* machine we ~~see~~ *saw* in the latest edition ~~of~~ *of* ~~Business Magazine.~~

#### *If possible, can/could/would you*

~~Do~~ send us a copy of your current catalogue and price ~~list?~~ *if/whether*

~~listing.~~ We would also like to know ~~which~~ *in/by* you can offer us any discounts if we pay ~~with~~ *with* cash.

We look forward to ~~hear~~ *hearing* from you shortly.

~~Yours sincerely~~

~~Christopher Chun~~

*Simon Wong (optional)*

Note: The complimentary closing *Yours sincerely* is not required in faxes.

# 10 Language of Faxes

## Activity 1 (page 74)

Formal or tentative:	1, 4, 5, 6, 8, 9, 10
Informal or direct:	2, 3, 7

## Activity 2 (page 75)

1. Advice
2. An offer
3. Ability
4. A request
5. A suggestion
6. Certainty
7. Possibility
8. An offer
9. Obligation
10. A request

## Activity 3 (page 76)

2. ... enclosing the current catalogue you asked for.
3. ... the quotation for the project.
4. ... page 4 of the brochure, the price of the product is ...
5. ... delivery by air express.
6. ... the payment should be made 2 days after you have received the consignment of paper.
- 7.&8. ... contact us at 1234-5678.

## Activity 4 (page 77)

2. He will present the report in the meeting.
3. The manager made the presentation in a staff meeting.
4. They say the new Human Resources policy will be approved.
5. We thank you for your continued support.

## Activity 5 (page 78)

### Hsin Tien Trading Co. Ltd.

145 Wai Yip Street, Kwun Tong, Kowloon

Tel: 2815 5823 Fax: 2815 5967 Email: info@wktaxation.com

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#### FAX MESSAGE

**To:** Ms Gil Lee, Assistant Operation Manager      **Fax:** (02) 859-8444  
W K Taxation Management Limited

**From:** Tony Chan, Sales Manager      **No of Pages:** 1

**Date:** 11 November 20xx

#### Enquiry about Computer Paper

Thank you for your fax of 10 November, in which you asked about our products. I have the pleasure to enclose our current catalogue and price list.

We can offer a discount of 20% if you order 5,000 pieces or more. Please note that the catalogue gives all the essential details such as terms of payment and delivery. But if I can be of further assistance, please feel free to contact us at 2345-7890.

We look forward to the opportunity to do business with you.

## Consolidation Task (page 79)

Students' own answers.

# Test 1: Purposes, Organisation and Tone (pages 80-86)

1. D
2. D
3. A
4. D
5. C
6. B
7. To inform drivers of a mobile phone allowance
- 8.

	What is the message tone?	How is the tone realised in terms of language use?
<b>Letter 1</b>	Formal	<ol style="list-style-type: none"> <li>1) Use of noun phrases as the Subject, as in <i>TYoshinya Fast Food (Hong Kong) Ltd. will hold ...</i></li> <li>2) Modal verbs, as in <i>... may I extend ...</i></li> <li>3) Proper nouns, as in <i>... your availability with Miss Shirley Chan at ...</i></li> </ol>
<b>Letter 2</b>	Rather informal	<ol style="list-style-type: none"> <li>1) Informal salutation &amp; complimentary closing, i.e. <i>Dear Tuck &amp; Kind regards</i></li> <li>2) Use of personal pronouns such as <i>I, me, we, your</i>, etc.</li> <li>3) Conversational language such as               <ol style="list-style-type: none"> <li>i) <i>I got your details ...</i></li> <li>ii) <i>I understood that ...</i></li> <li>iii) <i>Looking forward to hearing from you shortly.</i></li> </ol> </li> </ol>

9.
  - a) A letter of enquiry
  - b) Asking for a permit to do surveys
  - c) Organisation as follows:
    - Step 1: Showing the purpose
    - Step 2: Reasons for the surveys
    - Step 3: Details of the surveys
    - Step 4: Expressing an assurance
    - Step 5: Enclosing a document (questionnaire)
    - Step 6: Asking for a response

## Memo

**To:** All Centre Supervisors  
**From:** Moss Chan, Operations Department  
**Date:** 16 May 20xx  
**Subject:** Lunch Hours for Frontline Staff

I have noticed that some staff members are taking longer than their scheduled lunch break of one hour.

This not only means that members of staff who are on time have more work to do, but we have also had many complaints from customers that they have had to wait to speak to someone else.

This situation is not acceptable. Please take some action to improve staff punctuality.

*Moss Chan* (This is optional.)

## Test 2: Formats & Writing Methods (pages 87-89)

---

1. B
2. D
3. B
4. C
5. C
6. A
7. A
8. C
9. A
- 10.

### Memo

**To:** All Operations Supervisors  
**From:** Joyce Shih, Sales Manager  
**Date:** 9 April 20xx  
**Subject:** Extended Business Hours during Lunar New Year

All our shops will extend their opening hours for the Lunar New Year holiday, details of which are as follows:

- Wednesday, 23 January : 10:00 a.m. – 02:00 a.m.
- Thursday, 24 January : 10:00 a.m. – 03:00 a.m.
- Friday, 25 January : 10:00 a.m. – 11:00 p.m.

Please bring the above changes to the attention of all your frontline staff. If you have further enquiries, please contact me at ext.1234.

*Joyce Shih* (This is optional.)

## Test 3: Language and Writing Principles *(pages 90-94)*

---

1. D
2. A
3. C
4. C
5. C
6. D
7. We need to cancel the meeting because Mr Chan is feeling sick.
- 8.

**From:** Ho Kim Kin [mailto:hokimkin@hk-ice.com]  
**Sent:** Wednesday, 30 September 2009 4:33 PM  
**To:** info@pacificcaribbean.com  
**Subject:** Cold Storage Quotation

Dear Ms Valerie,

Thank you for your enquiry. Please refer to the quotation attached, as requested *(avoid using old-fashioned English)*. If you have any queries, please contact Mr Ho at 2554-1105 *(avoid using clichés)*.

Best regards,  
KK Ho  
Warehouse Manager  
Hong Kong Ice & Cold Storage Co. Ltd  
11 Tin Wan Praya Road, Aberdeen, Hong Kong  
Off Tel (852) 25541105  
Fax (852) 25545425  
[www.hk-ice.com](http://www.hk-ice.com)

9.
  - 1) dated / of
  - 2) enclosing
  - 3) payment / settlement
  - 4) caused
  - 5) understanding
  - 6) dealing / working
  - 7) future
  - 8) sincerely
  - 9) (Ms) or (Miss)

2 March 20xx

Dear Mr Chun

**Motors for Home Appliances**

We are an international trading company specialising in making motors. You were pleased that you were recommended to us by Mr Park Ji-sung of Samsung Korea.

I understand that you are interested in importing quality motors from China. At the moment, we are a leading supplier of motors to large organisations in Korea, Japan and Singapore.

I would be most grateful if I could have more information about your needs for our products, for example, the type(s) of motors and quantity.

For further discussion, please contact me at (852) 1234-5678 or [donald@hjmotors.org.hk](mailto:donald@hjmotors.org.hk). I would be more than happy to discuss our products with you.

We look forward to hearing from you shortly.

Yours sincerely

Donald Tsang  
Chief Executive Officer