

Foreign plurals

*stimulus-stimuli, larva-larvae, stratum-strata, basis-bases, criterion-criteria, phenomenon-phenomena, datum-data, etc.*

### The Genitive

The analytical genitive is used with the preposition *of*, used with neuter nouns:

*the tower of London, the colour of oil, the cover of the book, etc.*  
The synthetic genitive ('s genitive) is used after:

- nouns denoting persons or other beings:  
*John's lecture, my parents' advice*
- nouns denoting measurement, time, space, quantity, value:  
*a two months' practice, yesterday's newspaper, a pound's worth of pears*
- collective nouns:  
*the government's decisions, the Parliament's laws*
- geographical names, vehicles, natural phenomena, etc.:  
*England's mountains, the spaceship's crew, the afternoon's heat.*

### Controlled practice

- Complete this newspaper article. Choose the correct singular or plural form in the brackets:

Johnson Factory for Milchester

The Johnson Clothing Company is going to build a new factory in Milchester. (This/These) news (was/were) announced by company chairman Mr David Johnson yesterday. Mr Johnson spent the morning in Milchester before returning to the Johnson headquarters at Edinburgh.

The Johnson company (has/have) been in existence for 100 years and (is/are) famous for its (product/products). The slogans "You're never alone with a pair of Johnson (trouser/trousers)" and "Johnson (jean/jeans) (is/are) the (one/ones) for you" are well known. The company's profit last year of two million pounds (was/were) the highest in the clothing business. Mr Johnson will not say how (much/many) new (job/jobs) there will be, but the information that there will be (work/works) (is/are) hard to find at the moment, and 2,000 unemployed people (is/are) a high figure for a small town.

## Grammar Reference

### Past Simple

Past Simple is used to express

- a finished action in the past (it is often used with past time expressions: *last year/ month/ week/ five years/ two days/ four weeks ago, yesterday, yesterday morning/evening, in 1985, etc.*):  
*The chemists reported that law in the late eighteenth century.*
- habitual, repeated actions in the past (with verbs denoting a permanent characteristic):  
*She always wore red.*  
*I met him every day on my way to the office.*
- Past Simple is used to describe a series of actions which follow one another in a story (narrative past)  
*Tom came into the room. He took off his shirt, put on a T-shirt and sat down in the armchair. Suddenly he remembered something. He stood up and went out of the room.*

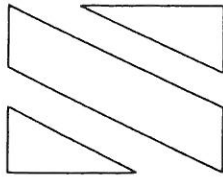
The form of the Past Tense Simple is the same for all persons.

### Affirmative

The positive of regular verbs ends in -ed.

There are many common irregular verbs. In order to create this tense you need the second form of the verb (see the list on page 239 – Appendix 1)

I	arrived	yesterday.
You	went to Sinai	
He/She		
We		
You		
They		



# A. ZIMMERLI A.G.

Import-Export Merchants ZURICH

Messrs. W.H. Strong and Co.  
73 Crimea Road  
London SE25 3NF  
England

23 April 1978

Dear Sirs

We have been given your name by our associates J.J. Mueller of Basle, who inform us that they have been doing business with you for some fifteen years. We asked them if they knew of a manufacturer who might be able to supply at very short notice the articles specified on the enclosed list, and they advised us to contact you.

We can explain in confidence that our normal supplier has rather let us down on delivery dates this year, and we are in danger of getting into arrears with some of our overseas contracts.

If you can supply the goods we require, please accept this as our order. Payment will be made in accordance with your usual terms of business.

We hope you will be able to help us in this instance, and can add that if your products and terms are as competitive as we have been led to believe, we will be interested in a long-term contract with you.

We would appreciate a reply by telex.

Yours faithfully

A. Zimmerli AG

Bruno Schmidt  
Export Manager

2. Complete the following passage with the correct form of the words in the box below.

- strategy                      right                      venture                      personnel                      finance                      skill
- planning                    drawback                    expertise                    set up
- delegate                    innovative                    trust                        segment

The problems of small high-tech firms have attracted a lot of attention recently. Research shows that many of these firms are ..... (1) by talented, creative scientists. Their owners have no trouble coming up with ..... (2) products but they often can't build on their early success.

One reason for this is that they don't have much management ..... (3). Therefore, they are unable to develop the ..... (4) which are necessary for their company's growth. They are in a rush to develop products, and don't think enough about how to market them. When they do try to sell their products, they spend too much time trying to gain the ..... (5) of potential customers. Another mistake they make is to underprice their products so that they have no ..... (6) for future development.

Once the firms begin to grow, their owners underestimate the future costs of developing and marketing new products. Lack of financial ..... (7) is a major weakness of such companies. It is difficult for the high-tech firm to attract the right ..... (8) because it cannot offer the same job security as a large organisation.

The high-tech firm can get round some of these problems by developing a specialist image. It can aim at a particular ..... (9) of the market. Customers then start seeking out the firm, so its marketing costs are reduced. The only ..... (10) is that it may take some time before customers accept the firm's new technology.

As soon as the high-tech business has reached a certain size, it will be a good idea to bring in professional management. The founder of the firm can then ..... (11) responsibility for activities like marketing and finance. If a high-tech firm needs money very badly, it may arrange a link-up with a larger company. It will offer that company exclusive ..... (12) to its technology.

Enthusiasm, bright ideas ..... (13) capital and technology are not enough to ensure success. Basic

management..... (14) - especially financial and marketing ones - are also vital.

3. Complete the following passage, using the suitable forms of the words given below.

achieve reach report feedback objective  
progress performance role stage view

My boss called me into his office to discuss my ..... (1) during the last six months. She said that I had made good ..... (2) and had had no difficulty in ..... (3) my goals. She made it clear that she was going to give me a good..... (4).

I suppose I should have been grateful to her. However, one thing bothered me. I wondered why she didn't ask me what I felt about the job. Why didn't she get some ..... (5) from me? I thought that was one of the main ..... (6) of the interview.

Since my ..... (7) was obviously to sit quietly and say nothing, I did just that. At this ..... (8) of my career, I can't afford to upset my boss. But if I ever..... (9) her position, I shall handle these interviews differently. In my..... (10), it's vital to listen to employees.

4. Rewrite the following sentences, using the word in capital letters, so that the meaning stays the same:

- a. My cousin is somebody I can really trust. CONFIDENCE
- b. I can recite Eminescu's poems from memory. HEART
- c. Your office is being redecorated at the moment, so temporarily you will have to share one with John. BEING
- d. He was going to leave for London when he heard his flight has been canceled. POINT
- e. It was proposed that a new church should be built. FORWARD
- f. Once the results of the experiment are made public, the Government will make a decision. OPEN
- g. Her answer took the audience by surprise. ABACK
- h. Our manager want us to call him „Sir“. ADDRESSED

**A. B. White & Co. Ltd.**  
Import and Export

567 Queen Street  
London, EC4 8YH

Directors: A.B. White, T.D. Pearson

Telephone: 494 6130

JR/ph

31 January 1978

The Excelso Company Ltd.  
High Wycombe, Bucks. B64 1WE

Dear Sirs

We have just received an enquiry from a multi-national organisation owning several luxury hotels in East Africa. They are opening a new hotel next spring, and have asked us to submit quotations for furniture and fittings in accordance with the attached list.

The articles in question must be hard-wearing and up-to-date in design, and delivery by February of next year is essential. Will you please let us know, therefore, whether you will be able to complete an order for the quantities required within the time at your disposal.

We will also be glad to have an estimate for the number of containers required and the approximate cost of packing.

Please let us have your quotation as soon as possible.

Yours faithfully  
A.B. WHITE AND CO. LTD.

Jennifer Ring

Jennifer Ring (Miss)  
Overseas Dept.

- h. They really ..... over my idea and threw themselves into creating the data basis. ENTHUSIASM
- i. To ..... the balloon they had to throw away their luggage. STABLE
- j. In childhood she was ..... by Mira who helped her a lot. FRIEND
- k. This is the PM's ..... RESIDE
- l. The doctor gave me pull to ..... the pain in my back. DEAD
- m. His writing style is really ..... IMITATE
- n. His disappearance is ..... EXPLAIN

**7. Supply the blanks with suitable nouns from those in brackets. Use the plural forms:**

- a. He threw a stone at the rock and ..... came back. (piano, volcano, echo)
- b. The ship was sunk by well-aimed ..... (potato, torpedo, dynamo)
- c. Winter fodder for cattle is kept in ..... (calico, casino, silo)
- d. The opera company was advertising for ..... (octavo, soprano, cuckoo)
- e. The delegates carried their ..... (portfolio, photo, piano)
- f. The ..... hit the island with tremendous force. (tornado, hobo, albino)
- g. They threw rotten ..... to show their disgust. (tomato, canto, halo)
- h. He was bitten by ..... and got malaria. (hero, soprano, mosquito)
- i. There are hundreds of ..... along the Mediterranean coast. (hero, casino)
- j. How many... (hero, cargo, kilo) of ..... (tomato, piano, photo) do you need to make 1 liter of juice?

**8. Fill in the correct forms of the nouns in brackets:**

- a. The (deer) have left their usual pastures.
- b. They don't even try to hunt (lion); it is too dangerous.
- c. There is no (mean) of learning what is happening.
- d. They say (fish) are good for the brain.
- e. They raise lots of (duck) on their farm.
- f. Despite their size (giraffe) are harmless creatures.
- g. The (Navaho) were almost completely destroyed.

**e. The salutation**

Below the address a double space at least is left, and the words "Dear Sirs" are typed. This is the usual salutation in British business letters addressed to a company rather than to an individual within the company. Very often a comma is typed after the salutation, but an increasing number of firms are eliminating this, considering the spacing to fulfil the function of traditional punctuation.

**f. The complimentary close**

This is typed above the name of the firm sending the letter, then a space is left for the signature. If the salutation is "Dear Sirs" or "Dear Sir", the complimentary close will read "Yours faithfully" or, less commonly, "Yours truly". If the correspondent is addressed by his or her name, "Dear Mr. Brown", "Dear Miss Prism" etc. the complimentary close will take the form "Yours sincerely."

**g. The signature**

It often happens that the person who has dictated a letter is unable to sign it as soon as it has been typed. Since it is often essential to send a letter as soon as possible, the typist or some other employee connected with the letter in question will sign it instead: in such cases he or she will write the word "for" or the initials "p.p." immediately before the typed name of the employee responsible for the letter. The name of the person signing the letter is typed below the space left for the signature, and is followed on the next line by his position in the company or by the name of the department he represents.

Traditionally the complimentary close and signature have been typed in the middle of the page, but it is becoming more and more common for firms to place them against the left-hand margin.

If an enclosure accompanies the letter, this fact is indicated both in the text itself and by the word Enclosure (often reduced to Enc. or Encl.) typed against the left-hand margin some distance below the signature. There are other ways of referring to enclosures – the use of adhesive labels, for instance, or the typing of lines in the left-hand margin beside the reference in the text to the document or documents enclosed – but typing the word Enclosure at the bottom of the letter is by far the most common.

c. 13 June 2003

d. Oliver Green and Co., Limited\25 King Edward VII. St.

Manchester M24 5 BD

e. Dear Sirs

We understand from several of our trade connections in Bolton that you are the British agents for Petrou and Galitopoulous AE of Athens.

Will you please send us price-lists and catalogues for all products manufactured by this company, together with details of trade discounts and terms of payment,

We look forward to hearing from you.

f. Yours faithfully,

Graden and Jones Ltd.

g. J.A. Stevens

Chief buyer

### Ways with words

#### 1. The parts of the letter

a. *The heading.*

b. *The reference*

This is typed on the same line as the date, but on the left, and consists of the initials of the person who signs the letter and those of the typist. Sometimes other initials or figures are added, according to whatever may suit the filing system of the firm in question. It is usual to quote the reference initials of the addressee company in a reply.

c. *The date*

The form in which the date is written in this letter -13 June 2003 is probably the simplest and clearest of all the current forms used in the English-speaking world, but there are alternative ways of writing the date:

- June 13 20003
- 13<sup>th</sup> June 2003, and
- June 13<sup>th</sup> 2003

d. *The inside address*

A few points concerning the name and address of the firm written to need to be made. Firstly, they are typed on the left, normally against the margin. The diagonal granding of the name and address is rare nowadays, and the style shown in the example is neater, as well as being quicker for the typist.

- h. He made a living by raising (goose).  
 i. A (series) of unexpected events prevented him from going on holiday to Scotland.  
 j. It's not allowed to hunt (bear). But still many (bear) are killed.

#### 9. Fill in the correct plural form of the words in brackets:

- a. Do other planets revolve on their ..... like the Earth? (axis)  
 b. It can be dangerous if chemists make mistakes in their ..... (analysis).  
 c. .... are rare in the desert. (oasis)  
 d. A great deal of ..... was collected by the scientist. (datum)  
 e. All good reference books contain ..... (index).  
 f. The consul sent several ..... back to London. (memorandum)  
 g. He spent his time playing with mathematical ..... (formula).  
 h. Geologists search the rock ..... for valuable minerals. (stratum)  
 i. There are not many types of ..... around the British coast. (alga)  
 j. There have been many international ..... since the war. (crisis)  
 k. The ..... of these lenses are perfect for distance photography. (focus)  
 l. What are the ..... of success? (criterion)  
 m. I've always found the idea of ..... in algebra rather difficult. (index)  
 n. There are many ..... of animals. (genus)  
 o. .... are exact positions of things. (locus)  
 p. The ..... of theorists must conform to the real world. (hypothesis)  
 q. Post-graduate students have to write ..... to obtain their Ph.D.s (thesis)  
 r. The optician found that both his patient's eyes had defective ..... (retina)  
 s. They were all well trained and so they responded like ..... (automaton)  
 t. Two ..... to the resolution were proposed. (addendum)

10. Decide which of the two verb forms should be used in the following sentences:

- a. Physics (was/were) my most difficult subject in high school.
- b. Ballistics (is/are) the study of the motion of projectiles.
- c. Athletics (has/have) been virtually abolished from smaller schools.
- d. His motives may be good, but his tactics (is/are) deplorable.
- e. In every group, politics (is/are) a subject that arouses interest.
- f. Radical politics (was/were) offensive to the Federalists.
- g. Acoustics (is/are) a branch of science that is growing fast.
- h. The acoustics of this room (is/are) not all they might be.
- i. Economics (doesn't/don't) require extensive knowledge of mathematics.
- j. His ethics (leave/leaves) a lot to be desired.
- k. Classics (take/takes) a back seat these days.
- l. Einstein's mathematics (was/were) a revelation.
- m. Tactics (is/are) really short term strategy.
- n. Your heroics (is/are) worthy of a better cause.
- o. Her hysterics (does/do) not move anybody that knows her.

11. What are the feminine forms of the following words: actor, son, lord, bachelor, marquis, duke, master, negro, hero, chauffeur, czar, executor, driver, clown, wizard, aviator, widower, landlord, stallion, drake, gander, ram, drone, peacock, fox

12. What are the masculine forms of the following words: madam, queen, countess, doe, hind, tabby cat, bitch, wife, maidservant, she-wolf, jenny-ass, czarina, governess, heir, niece, nurse, abbess, chauffeuse

## Unit 5

.....  
In this unit you will learn:

- > Business letters
- > Past Simple
- > Past Continuous
- > Expressions of quantity
- > The Adjective

### Pre-reading tasks

Have you ever written a business letter? What are the basic rules in composing a business letter?

### Reading

Read this text about composing business letters. Look at the tenses of the verbs. Translate the text into Romanian:

#### Business letters

Business letters are usually typed on notepaper bearing a specially designed heading which provides the reader of the letter with the essential information about the organisation sending it. Normally the heading will include the company's name and address, its telephone numbers and telegraphic addresses, the type of business it is engaged in, its telex code and V.A.T. number, and in many cases the names of the directors. It is becoming increasingly common for firms to print an emblem or trademark on their stationery.

Read the following business letter and try to distinguish the parts it contains:

a. GRAJO LEEDS  
Leeds 978653

GRADEN & JONES LIMITED  
Home and Overseas Merchants

Directors:  
Bridge Street  
L. L. Graden, P.G. Jones  
Leeds 2

b. JAS/DS

Upper

**Protejați mediul înconjurător!**  
**Consumați eficient hârtia!**

- Titlul proiectului: Îmbunătățirea eficacității organizaționale a Primăriei Orașului Eforie
- Material editat de Primăria Eforie
- Data publicării: iunie 2011
- Conținutul acestui material nu reprezintă în mod obligatoriu poziția oficială a Uniunii Europene sau a Guvernului României