

Dialog (Teil 1):

- Ms Redcliff Good morning, Sir Christopher Gent. Welcome to BIZZneSS.
- Mr Gent Good morning, Ms Redcliff.
- Ms Redcliff It is hard to remember now what life was like before mobile phones. As little as fifteen years ago, they almost had to be carried around on a trolley and calls cost discouragingly large amounts. Think how different things are today. – Vodafone was at the core of those developments. Sir Gent, tell our listeners something about the man behind it.
- Mr Gent Well, I was born in Beckenham, Kent, in 1948. I began my vocational career as a management trainee with National Westminster Bank, until 1979 when I became Managing Director of Baric, a computer services company and in 1985 I joined Vodafone, one of the two mobile phone operators then recently licensed.
- Ms Redcliff After you took over from the company's founding father, Sir Gerald Whent, you built up a highly successful and profitable business, mostly in the UK, didn't you?
- Mr Gent Yes, that is correct. But within no more than two years, my team and I then managed to turn it into a global player. We bought the California based Air Touch Communications for \$61bn and created the world's largest cellular phone company.
- Ms Redcliff Oh, yes, the famous deal instigated by using your mobile phone from a cricket match in Sydney in 1999. That deal was then regarded as the biggest cross-border merger in history followed by the merging with Bell Atlantic's mobile division. And then Vodafone AirTouch set its sight on Mannesmann. What exactly do you think put you in the media spotlight for several months?
- Mr Gent It was a bold move, not only because of the size of the project, but also because until then hostile take-overs were not the sort of thing that happened in the relatively quiet world of German business. I did not only have to convince Mannesmann's shareholders, but also to neutralise opposition from the work force and in German political circles.
- Ms Redcliff But under your leadership Vodafone won the battle. Tell us about the way the media dealt with you.
- Mr Gent I very quickly was regarded as the "ruthless shark". But people have to understand that as a chief executive of Vodafone AirTouch you have to take big risks and I had to show some killer instinct in putting together the £112 bn Mannesmann deal.
- Ms Redcliff In 2003 you resigned as Vodafone CEO. What did you do afterwards?
- Mr Gent After retiring in July 2003, I was awarded the honorary title of Company's President for Life. It was a symbolic link to the business which didn't carry any advisory responsibilities.
- Ms Redcliff And then you resigned two years ago amid allegations that you have been part of a conspiracy to remove your successor Arun Sarin.
- Mr Gent Yes, I repeatedly made it clear that if there was a "whispering campaign" or "conspiracy", which I very much doubt, then I am not party to it. When I was an executive at Vodafone, relationships within the company and at board level were characterised by openness and trust. We were mercifully free of company politics and blame culture.
- Ms Redcliff Outside of business you are best known for your love of cricket and your equal zeal for the Conservative Party.

- Mr Gent True, at one point I was quite involved in politics and I have always remained a supporter of the Tories, although as a Europhile I was not always popular with all sections of the party. Cricket is my real passion. I am known for travelling long distances to attend matches.
- Ms Redcliff In March 2007 you called for a referendum on London's hosting of the 2012 Olympics. Can you explain our audience why?
- Mr Gent I cannot see that the long-term economic benefit of hosting the Games outweighs the costs and the horrific burden on the taxpayer, particularly London rate-payers.
- Ms Redcliff Thank you very much for this interview....

Nachricht (Teil 2)

Good afternoon, this is Beirheart Cadieux from Vintage Furniture in Urbana-Champaign, Illinois. I think I better spell that name, it's
 B - E - I - R - C - H - E - A - R - T - - C - A - D - I - E - U - X.
 I'm calling on behalf of Mrs Milsmith. She wants you to have a look at the following path on her notebook that she left with your Mr Schulze, it's
 D:data_a/15.php?
 She would like Mr Schulze to check the statistics of March 2008.
 If you or Mr Schulze have further questions don't hesitate to call Mrs Milsmith. Her phone number is 001 01937 20488 Extension 310.
 Thank you very much. Good bye.

Aufgabe 2

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Nr.	Aussagen (jeweils 1 Verrechnungspunkt)	richtig	falsch
1.	Trotz steigender Ölpreise und schwankender Geschäfte im Finanzbereich tragen mittelständische Unternehmen zum Auftrieb der Wirtschaft bei.	X	
2.	Die mittelständischen Unternehmen profitieren von der momentanen wirtschaftlichen Situation, denn ihnen gelingt es aufgrund niedriger Zinssätze Geld aufzubringen.	X	
3.	Heute spielen Kleinunternehmen beim Erhalt und der Schaffung von Arbeitsplätzen eine wichtige Rolle.	X	
4.	Mittelständische Unternehmen haben in wirtschaftlich schwierigen Zeiten immer immense Probleme, neue Stellen zu schaffen, da sie sich oft in die falsche Richtung entwickelt haben.		X
5.	Ein amerikanisches Unternehmen, das im Dienstleistungssektor tätig ist, expandierte im letzten Jahr gewaltig und erwartet zukünftig, dass sich die Umsätze alle zwei Jahre verdreifachen.		X
6.	Smoothstone IP Communications Corporation steht nicht stellvertretend für andere kleinere Unternehmen, denn eine Untersuchung zeigte, dass nicht alle Geschäftsinhaber so positiv in die Zukunft schauen.	X	
7.	Smoothstone IP Communications Corporation gibt jedes Jahr für andere mittelständische Unternehmen eine Informationsbroschüre heraus.		X
8.	SurePayroll veranlasste eine Erhebung, die Aufschluss über die Zahl der Einstellungen und des Gehaltes geben sollte.		X
9.	Der Vorteil mittelständischer Unternehmen gegenüber großen Konzernen ist, dass sie besser ausgebildete Unternehmer haben, die zudem schneller handeln können, wenn es die Situation erfordert.		X

Nr.	Aussagen (jeweils 1 Verrechnungspunkt)	richtig	falsch
10.	Borgman sagt, dass sein Unternehmen den Kunden speziell zugeschnittene Produkte anbietet und die Kunden so viel Geld sparen.	X	
11.	Herr Borgmann arbeitet eng mit Telekommunikationsfirmen zusammen.		X
Nr.	Verständnisfragen (jeweils 2-4 Verrechnungspunkte)		
12.	Welche Auswirkungen hat die unter Nr. 2 genannte Situation auf die Unternehmen?		(2 VP)
13.	- Möglichkeit zu expandieren; - Mitarbeiter einstellen		
15.	Welche Art von Betrieben untersuchte The Discover Small Business Watch?		(1 VP)
	- 1000 Betriebe mit weniger als fünf Angestellten		
16.	Um wie viele Personen hat sich die Belegschaft von Borgmann verändert?		(1 VP)
	- Zunahme um 50 Personen		
17.	Welche zwei Erkenntnisse wurden aus der Umfrage von SurePayroll gezogen?		(2 VP)
18.	- in kleinen Unternehmen wird mehr Personal eingestellt - Anstieg der Gehälter		
19.	Nennen Sie Vorteile, die mittelständische Unternehmen gegenüber großen Konzernen haben:		(2 VP)
20.	- diese Unternehmer haben ein Gespür für gute und erfolgreiche Geschäftsideen - sie können sehr schnell handeln		

Aufgabe 3

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09 May 2008

Mr Edward Dailey
 885 Concord Road
 Jonesville, Michigan
 49250
 USA

Dear Mr Dailey,

Open House at Badenpapier

- The staff of Badenpapier would like to invite you to our Open House to be held on 25 May 2008 at our location in Karlsruhe.
- The Open House will be on a Sunday, but we will be open for business on this day from 10 am until 6 pm – just like on any other business day.
- On this day we are introducing our new type of business paper with the highest possible quality classification XXP 100.
- At this point we would like to mention some of the special business conditions that we are offering on this special day:
 - deliveries will be free-of-charge for parcels of up to 20 kilograms of weight
 - there will be a special anniversary discount of 10%
 - you will have the chance to opt for service contracts at a reduced price
 - there will be an extended guarantee period for products with a value of more than € 300.-
 - you can opt for favourable conditions of payment (order now, pay in January 2009)
- For further information we would like to point to the enclosed leaflet and are promising you a fun and informative event. We are really looking forward to seeing you on 25 May.

Sincerely

Aufgabe 4

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- In designing our company operations model, we spent a lot of time thinking outside of the box.
- We planned to create a company model which achieves efficiencies which can benefit customers, employees, and the company.
- Current information technology enables a flexible, non-centralized, company structure.
- The result is that we provide services to the customer in the most efficient manner.
- We also looked for efficiencies in operations by outsourcing payroll and accounting,
- We have been able to streamline our administration and the savings are significant.
- The results are a satisfied and motivated workforce, extremely satisfied customers, and a successful, growing company.
- As a corporation, our primary goal is to provide our customers with the best possible service. To meet this objective, our employees use a balanced mix of working on-site at our customer's facilities, working at corporate-provided facilities, and telecommunication.
- This approach saves our employees time, automobile operating costs, and improves family relations.
- Internships are offered in all fields. The purpose of our program is to recruit dynamic, talented individuals who may be considering a career in our company.

Bewertungsvorschlag: 20 VP Inhalt, 10 VP Sprache/Form