

Beispielaufgaben aus vergangenen Prüfungen

Listening Comprehension

ca. 20 minutes

18 points

Incoterms are a very important topic in foreign trade, that you as a trainee in this area should be able to handle easily. You will listen to a dialogue in which Frank of Global Exports, a foreign trade company, who have not been in business for long, phones Hans of Transglobal Freight Services Ltd., a forwarding agency, to discuss the choice of the appropriate INCOTERM for a contract.

You will listen to the dialogue twice. Answer the following questions according to the information given in the dialogue. Answer in **German**.

1	Where did Hans and Frank meet?	Bei der Eurocargo Messe in Düsseldorf und bei der Eröffnung der Zweigstelle in Frankfurt von Transglobe	2
2	Which goods have to be shipped?	zweiteilige modische Herrenanzüge	2
3	Name the destination of the goods. (city, country)	Christchurch, Neuseeland	2
4	Of how many containers does the consignment consist?	10 (20- Fuß-) Container	1
5	How many items have to be sent altogether?	11.160 Anzüge	2
6	Are the Incoterms CFR and CPT "arrival contracts"? Answer with 'ja' or 'nein'.	nein	1
7	Who (buyer or seller) bears additional transport costs that for example occur because the ship has to take a different route?	der Käufer	2
8	When does the transfer of risks take place under the Incoterm CPT?	nachdem der Verkäufer die Güter dem ersten Frachtführer übergeben hat	2
9	Which Incoterm is recommended by Hans? Which reasons does he give?	CPT, da bei diesem Incoterm der Gefahrübergang genau dann stattfindet wenn auch die Güter dem Frachtführer übergeben werden und so bei Schäden feststellbar ist, wem dieser Schaden zuzurechnen ist	4

In the enclosed article (Attachment 1) you will find some information on Total Quality Management. You are a trainee in a foreign trade company (alternatively a forwarding or shipping agency). As your trainer (who is not very good at English) is very interested in this text, he asks you to give a summary of the information in German.

Read the text "Total Quality Management" and answer the following questions in German according to the information given in the article.

→ Answer in GERMAN - Antworten Sie bitte auf DEUTSCH

1) Explain why it is important for companies to introduce quality management. (3P)

Fehler sind teuer, nach Schätzungen wird ein Drittel der Bemühungen britischer Unternehmen für die Korrektur von Fehlern verwendet.

2) TQM is based on 'Company policy and accountability', 'Control' and 'Teamwork'. Explain these three aspects.

Company policy and accountability (5P)

TQM kann nur Erfolg haben, wenn eine unternehmensübergreifende Qualitätskultur vorhanden ist, die an der Spitze beginnt und auf jeden Beschäftigten übergreift, TQM betont die Rolle des Individuums und zielt darauf ab, jedem die Verantwortung für seine Leistung zu übergeben.

Control (7P)

Das Unternehmen muss die Steuerung und Kontrolle über alle menschlichen, verwaltungsmäßigen und technischen Faktoren, die die Produktqualität beeinflussen, innehaben. Geschäftsprozesse müssen immer in der gleichen Art und Weise ablaufen, zu diesem Zweck sollten sie dokumentiert werden. Es müssen regelmäßige Qualitätsüberprüfungen stattfinden. Informationen darüber müssen an die beteiligten Stellen weitergegeben werden.

Teamwork (5P)

Teamwork ist der beste Weg um Probleme zu lösen, da eine breite Bandbreite von Fähigkeiten und Wissen genutzt werden kann, abteilungsübergreifende Probleme besser behandelt werden können und sich Ideen eines Teams leichter durchsetzen lassen, Vertrauen geschaffen wird und die Kommunikation und Zusammenarbeit verbessert wird.

Text: Reading comprehension

Total Quality Management

Errors are costly for business. It is estimated that about one-third of all the effort of British business is wasted in correcting errors. There are benefits if something is done right the first time. Total Quality Management (TQM) is a method designed to prevent errors, such as poor quality products, from happening. The business is organised so that the manufacturing process is investigated at every stage. Every department, activity and individual is organised to take into account quality at all times.

Company policy and accountability: There will only be improvements in quality if there is a company-wide quality policy. TQM must start from the top with the most senior executive and spread throughout the business to every employee. TQM stresses the role of the individual and aims to make everyone accountable for their own performance.

Control: Consumers' needs will only be satisfied if the business has control of the factors that affect a product's quality. These may be human, administrative or technical factors. The process is only under control if materials, equipment and tasks are used in the same way every time. Take an example of a firm making biscuits. Only by cooking in the same way can the quality be consistent every time. These methods can be documented and used to assess operations. Regular audits must be carried out by the firm to check quality. Information is then fed back from the customer to the 'operator' or producer and from the operator to the supplier of inputs, such as raw materials.

Teamwork: TQM stresses that teamwork is the most effective way of solving problems. The main advantages are

- a greater range of skills, knowledge and experience can be used to solve the problem
- problems across departments are better dealt with
- team 'ideas' are more likely to be used than individual ones.

TQM strongly favours teamwork throughout the business. It builds trust and morale and improves communications and co-operations.

(Source: Dave Hall, Rob Jones, Carlo Raffa: Business Studies, Causeway Press 1997, p. 237 f)

Write a business letter in English according to the following information.

- Anrede (Mr. Tom Miller)
- Bestätigung, das Fax bezüglich des Schadensfalles erhalten zu haben.
- Bedauern zum Ausdruck bringen, dass 15 Kickboards beschädigt (zerkratzt) sind
- Unsere Nachforschungen ergaben, dass unser Personal in keiner Weise fehlerhaft gehandelt hat, die Verpackung war ausreichend (stark). Der Schaden entstand wahrscheinlich durch einen Unfall auf dem Container-Terminal in New York
- Lieferbedingung: Da CIP Boston geliefert wurde, übernimmt AllSports den Schaden
- Bitte um Photos zur Überprüfung des Schadens
- falls Güter unverkäuflich sind, bieten wir kostenfreie Ersatzlieferung an, falls Just for Fun die Kickboards behalten möchte, bieten wir angemessenen Preisnachlass
- erneute Entschuldigung
- Hoffnung äußern, die Angelegenheit zur Zufriedenheit aller regeln zu können
- Grußformel

Production - Preparing a presentation on your company in English**ca. 35 minutes****30 points**

Your company expects visitors who are interested in finding a new reliable supplier of goods (alternatively of transport services). These potential new customers especially focus on a constant high quality of your company's goods (or services). You are asked to prepare a presentation in which you

- 1) provide general information on your company (e.g. history, line of business, location, number of employees, organisation, branches, products, etc.) and
- 2) explain how your company ensures that errors and mistakes are avoided and succeeds in providing high- quality goods (or services) that satisfy your customers.

Write about 300 - 400 words in English. Count your words.