

2010年商务英语BEC初级模拟试题之五 _ 商务英语考试 _ PDF
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Presenting the company 1. Listening Listen to the presentation about Rossomon Plc. As you listen , complete the organization Chart below. Listening Task I ' d like to say a few words about the organizational structure of Rossomon. Now , if you look at the transparency you will see that the Managing Director , that is Mr. Bunce , is responsible for running the company and is accountable to the Board. Now , he is assisted by four executive departments. These are Human Resources , which is responsible for personnel , training and management development. then there is the Finance Department which takes care of corporate finance and accounting. next , we have the Management Services Department , led by Peter Jenkins who is in charge of rationalization throughout the company. and finally there is the RD Department - research and development - which works closely with the five regions on new product development. So this then brings me on to the regions. Directly under the Managing Director there are five Regional Managers. Each of them is responsible for the day - to - day management of a territory - these are geographically split into North , South , East , West , and Central Regions. Now then , the five regions are supported by two sections - Marketing and Technical Services. They are organized on a matrix basis with section leaders accountable to the Regional Managers. They work closely

with the regions on the marketing and technical side. Now , in addition to the parent company , Rossomon has three subsidiaries , namely Rossomon France , Germany and Japan. The subsidiaries report to the Export Sales Department , which in turn is accountable to the Board. Right , well that ' s a brief overview. Are there any questions ?

2. Presentation

This section demonstrates some of the language used to describe an organization in terms of :

- # Hierarchy
- # Responsibilities/functions
- # Titles
- # Affiliates

Structure

2.1 Hierarchy

The company is headed by the MD. The Sales Director reports to the MD. The Sales Director is under the MD. The sales Director is accountable to the MD. The Sales Director is supported by a sales team. The Sales Director is assisted by an Assistant Sales Manager.

2.2 Responsibilities/ functions

The finance Department is responsible for accounting. The RD Department takes care of new product development. The Administration Manager is in charge of personnel.

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