

MEB  
Vocational High School

# Accounting & Finance

## Vocational High School STUDENT'S BOOK

### Authors

Aslı ATAR GÖKMEN  
Birsen DURMAZ  
Gökçe OKUMUŞ DİLEK  
Hakan ÇELİK  
Hülya UÇAR  
Işıl ANGUN  
Özlem PEKCAN  
Sevcan UĞURLU  
Sevda KIR ÇELİK  
Umut Kemal SEKRETER



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## HAZIRLAYANLAR

**Editör**  
**Mike SCHOLEY**

**Mesleki Danışman**  
**Suna HABİP**

**Görsel Tasarım**  
**Emel ULUFER**  
**Fatma KOCAMAN**  
**Gülşah UÇMAZ**  
**İpek ÖZDEMİR**  
**Mehmet YILMAZ**  
**Nur KARADİBAK**  
**Selim UĞURLU**  
**Tuba KILIÇ**

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## İSTİKLÂL MARŞI

Korkma, sönmez bu şafaklarda yüzen al sancak;  
Sönmeden yurdumun üstünde tüten en son ocak.  
O benim milletimin yıldızıdır, parlayacak;  
O benimdir, o benim milletimindir ancak.

Çatma, kurban olayım, çehreni ey nazlı hilâl!  
Kahraman ırkıma bir gül! Ne bu şiddet, bu celâl?  
Sana olmaz dökülen kanlarımız sonra helâl.  
Hakkıdır Hakk'a tapan milletimin istiklâl.

Ben ezelden beridir hür yaşadım, hür yaşarım.  
Hangi çılgın bana zincir vuracakmış? Şaşarım!  
Kükremiş sel gibiyim, bendimi çiğner, aşarım.  
Yırtarım dağları, enginlere sığmam, taşarım.

Garbın âfâkını sarmışsa çelik zırhlı duvar,  
Benim iman dolu göğsüm gibi serhaddim var.  
Ulusun, korkma! Nasıl böyle bir imanı boğar,  
Medeniyet dediğin tek dişi kalmış canavar?

Arkadaş, yurduma alçakları uğratma sakın;  
Siper et gövdeni, dursun bu hayâsızca akın.  
Doğacaktır sana va'dettiği günler Hakk'ın;  
Kim bilir, belki yarın, belki yarından da yakın.

Bastığın yerleri toprak diyerek geçme, tanı:  
Düşün altındaki binlerce kefensiz yatanı.  
Sen şehit oğlusun, incitme, yazıktır, atanı:  
Verme, dünyaları alsan da bu cennet vatanı.

Kim bu cennet vatanın uğruna olmaz ki feda?  
Şüheda fışkıracak toprağı sıksan, şüheda!  
Cânı, cânânı, bütün varımı alsın da Huda,  
Etmesin tek vatanımdan beni dünyada cüda.

Ruhumun senden İlâhî, şudur ancak emeli:  
Değmesin mabedimin göğsüne nâmahrem eli.  
Bu ezanlar -ki şehadetleri dinin temeli-  
Ebedî yurdumun üstünde benim inlemeli.

O zaman vecd ile bin secde eder -varsa- taşım,  
Her cerîhamdan İlâhî, boşanıp kanlı yaşım,  
Fışkırır ruh-ı mücerret gibi yerden na'sım;  
O zaman yükselerek arşa değer belki başım.

Dalgalar sen de şafaklar gibi ey şanlı hilâl!  
Olsun artık dökülen kanlarımın hepsi helâl.  
Ebediyyen sana yok, ırkıma yok izmihlâl;  
Hakkıdır hür yaşamış bayrağımın hürriyyet;  
Hakkıdır Hakk'a tapan milletimin istiklâl!

**Mehmet Âkif Ersoy**

## GENÇLİĞE HİTABE

Ey Türk gençliği! Birinci vazifen, Türk istiklâlini, Türk Cumhuriyetini, ilelebet muhafaza ve müdafaa etmektir.

Mevcudiyetinin ve istikbalinin yegâne temeli budur. Bu temel, senin en kıymetli hazinendir. İstikbalde dahi, seni bu hazineden mahrum etmek isteyecek dâhilî ve hâricî bedhahların olacaktır. Bir gün, istiklâl ve cumhuriyeti müdafaa mecburiyetine düşersen, vazifeye atılmak için, içinde bulunacağın vaziyetin imkân ve şeraitini düşünmeyeceksin! Bu imkân ve şerait, çok namüsaît bir mahiyette tezahür edebilir. İstiklâl ve cumhuriyetine kastedecek düşmanlar, bütün dünyada emsali görülmemiş bir galibiyetin mümessili olabilirler. Cebren ve hile ile aziz vatanın bütün kaleleri zapt edilmiş, bütün tersanelerine girilmiş, bütün orduları dağıtılmış ve memleketin her köşesi bilfiil işgal edilmiş olabilir. Bütün bu şeraitten daha elîm ve daha vahim olmak üzere, memleketin dâhilinde iktidara sahip olanlar gaflet ve dalâlet ve hattâ hıyanet içinde bulunabilirler. Hattâ bu iktidar sahipleri şahsî menfaatlerini, müstevlîlerin siyasî emelleriyle tevhit edebilirler. Millet, fakr u zaruret içinde harap ve bîtap düşmüş olabilir.

Ey Türk istikbalinin evlâdı! İşte, bu ahval ve şerait içinde dahi vazifen, Türk istiklâl ve cumhuriyetini kurtarmaktır. Muhtaç olduğun kudret, damarlarındaki asil kanda mevcuttur.

Mustafa Kemal Atatürk



MUSTAFA KEMAL ATATÜRK

We have prepared these new materials specially for you: students at Vocational High Schools in Turkey. This book is one of a series of four:

- Sales & Marketing
- Information & Communication Technology (ICT)
- Office Management & Secretarial Skills
- Accounting & Finance

Because this Student's Book is about your chosen occupation, its main purpose is to:

- help you learn the really useful and important language for your subject
- help you to improve your speaking skills
- increase your confidence when using English to communicate at work

### **Student-centred learning**

We have included lots of pair and group work activities for you. You will work together with your classmates (through pair and group work) in many activities (dialogues, vocabulary games, problem-solving). We hope that this will increase your motivation to speak and allow you to enjoy learning. We also hope you won't have to worry too much about grammar!

The unit topics in this Student's Book match the objectives in the syllabus. Teaching your students reading comprehension strategies and strengthening their decoding skills will help them become independent readers. By helping them to learn to read sight words, use contextual cues, engage in pre-reading activities, you will aid them in achieving their literacy goals.

We hope you will enjoy learning through this new approach!

Bu kitap, Türkiye'deki Meslek Liselerinde okuyan öğrenciler için özel olarak hazırlanmıştır. Yeni hazırlanan bu kitaplar dört alan içindir.

- Pazarlama ve Perakende
- Bilişim Teknolojileri
- Büro Yönetimi ve Sekreterlik
- Muhasebe ve Finansman

Bu eğitim materyalleri, ticaret sektörüyle ilgili olduğu için esas hedefimiz;

- Alanınızla ilgili yararlı ve önemli bir dil olan İngilizce'yi öğrenmenize yardım etmek,
- Konuşma becerinizi geliştirmenize yardımcı olmak,
- İş yaşamınızda İngilizce kullanarak iletişim kurarken kendinize olan güveninizi arttırmaktır.

### **Öğrenci Merkezli Eğitim**

Bunu başarabilmek için ikili ya da grup çalışmalarını içeren birçok aktiviteyi kitaba dahil ettik. Bu aktiviteleri beraber çalışacaksınız (diyaloglar, kelime oyunları, problem çözme). Bu aktiviteler fikir alışverişi yapmanıza olanak sağlayacak ve öğrenci merkezli bir öğrenme ortamı hazırlayacaktır. Böyle bir atmosferin sizin konuşma isteğinizi arttıracak ve sizi Mesleki İngilizce öğreniminde bizce önemli engel olarak görünen dil bilgisi (grammar) probleminden kurtaracağını umuyoruz.

Ünitelerdeki konular müfredatta belirtilen hedefler doğrultusunda seçilmiştir. Öğrencilerinize okuduğunu anlama stratejilerini öğretmek ve onların çözümlene becerilerini güçlendirmek onların bağımsız birer okuyucu olmalarını sağlayacaktır. Kelimeleri anlamsallaştırarak okumayı öğretirken, bağlamsal ipuçlarını kullanmak, ön okuma aktivitelerine odaklanmak, okuma yazma hedeflerine ulaşmada onlara yardımcı olacaktır.

Umarız ki bu yeni yaklaşım, İngilizce öğrenimimizi daha keyifli hale getirecektir.

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# UNIT 1

## SCHOOL AND TRADE



In this unit you will learn how to:

- fill in an ID card
- give a short presentation on your preferred choice of occupation

Warm Up

WHO AM I?

I live in .....

I'm .....

I'm a student at .....

Male/Female  
I'm .....

I'm studying .....

I was born in .....

I'm bad at .....

My ID number is .....

My e-mail address is .....

I'm good at .....

I'm in grade .....

Activity 1

Read the dialogue below and put the sentences into the correct order. Ted is an exchange student from a European Union Project. Burcu is a student at Ankara Vocational and Technical High School. They are talking to each other in the school garden.

**A**  
Burcu: What are you studying, Ted?

**B**  
Burcu: Yes, that's a good idea. It's on me.

**C**  
Burcu: Grade 11.

**D**  
Ted: Great! Let's go!

**E**  
Burcu: And what grade are you in?

**F**  
Ted: OK. Nice to talk to you, Burcu. Wait! Do you want to have a drink?

**G**  
Burcu: I'm studying Stock Market and Finance.

**H**  
Ted: I'm in Grade 10. What about you?

**I**  
Ted: Oh, I'm studying Foreign Trade. And you?

1	2	3	4	5	6	7	8	9
A								

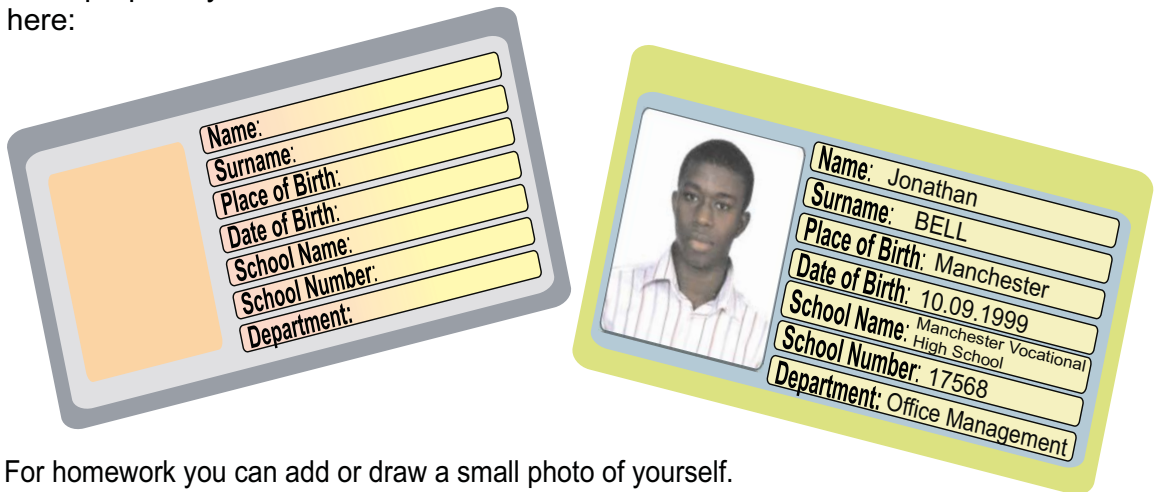
**Activity 2a**

What do you use your student ID card for? Do you receive any discounts with it? Tick in the boxes below if you use your card for any discounts.

shopping	bus	museum	sports matches	hospital	theatre	telecommunications

**Activity 2b** Look at the Student's ID card below.

Now prepare your own ID card here:



For homework you can add or draw a small photo of yourself.

**Activity 3**



**Memory Game**

Show your card to your friends in your group. Then turn them over. Try to find your own card. If you cannot find your card, let your friends take turn.



**Fun Corner**

**Lexical Mind Trick**

Have you ever wondered how human brain works? Do this little mind exercise. Follow the instructions and answer the question as quickly as you can.

X student asks the color of white things around the room. (paper, curtain...)

Y student keeps saying 'white' as in the example:

X: What color is this? (a piece of paper)  
Y: White

X student asks the same question for ten times. Finally asks the last question:  
What does a cow drink?

Write the answer of Y student .....

Warm Up



Here are some different types/kinds of trade school from around the world. Match them with the related pictures. One has been done for you.

**Vocational Schools**

- |                                                 |                                  |
|-------------------------------------------------|----------------------------------|
| 1- Online Trade School                          | 6- Business Trade School         |
| 2- Automotive Trade School                      | 7- Criminal Justice Trade School |
| 3- Cosmetology Trade School                     | 8- Culinary Arts Trade Schools   |
| 4- Health Care Trade School                     | 9- Aviation Trade School         |
| 5- Hotel and Restaurant Management Trade School | 10- Technical Trade School       |



a ..6..



b .....



c .....



d .....



e .....



f .....



g .....



h .....



i .....



j .....

## Activity 1

## WHY TRADE SCHOOLS?



A trade school is a bridge between school life and the world of trade, business and commerce.

It:



Which one(s) above is/are your reason(s) for choosing a trade school?

Write it/them here: \_\_\_\_\_

## Activity 2

Read the department names of trade schools in Turkey. Then use the words in the box below and write the department names in English.

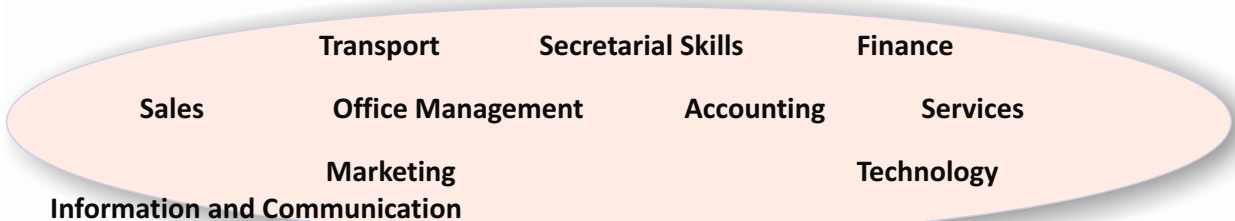
1 Muhasebe ve Finansman Alanı

3 Pazarlama ve Satış Alanı

4 Ulaştırma Hizmetleri Alanı

2 Büro Yönetimi Alanı

5 Bilişim Teknolojileri Alanı



1- .....

2- .....

3- .....

4- .....

5- .....

## Activity 3

## WHY TRADE SCHOOLS?

Look at the diagram that shows the fields of study in the Accounting and Finance Department. Then select the duties performed in each field. Write the numbers in the ovals.



- 1- prepares declaration for the Minister of Finance
- 2- operates pre-opening, opening, and post-opening session in the stock market
- 3- maintains contacts between the transport company and customs consultancy
- 4- efficient at using computerized accounting package programmes
- 5- follows the daily movements of money
- 6- prepares import and export documents

## Activity 4



Now take it in turns to answer your partner's questions about the three fields above. For example:

St. A: What does the Computerized Accounting Department do?

St. B: It follows the daily movements of money.

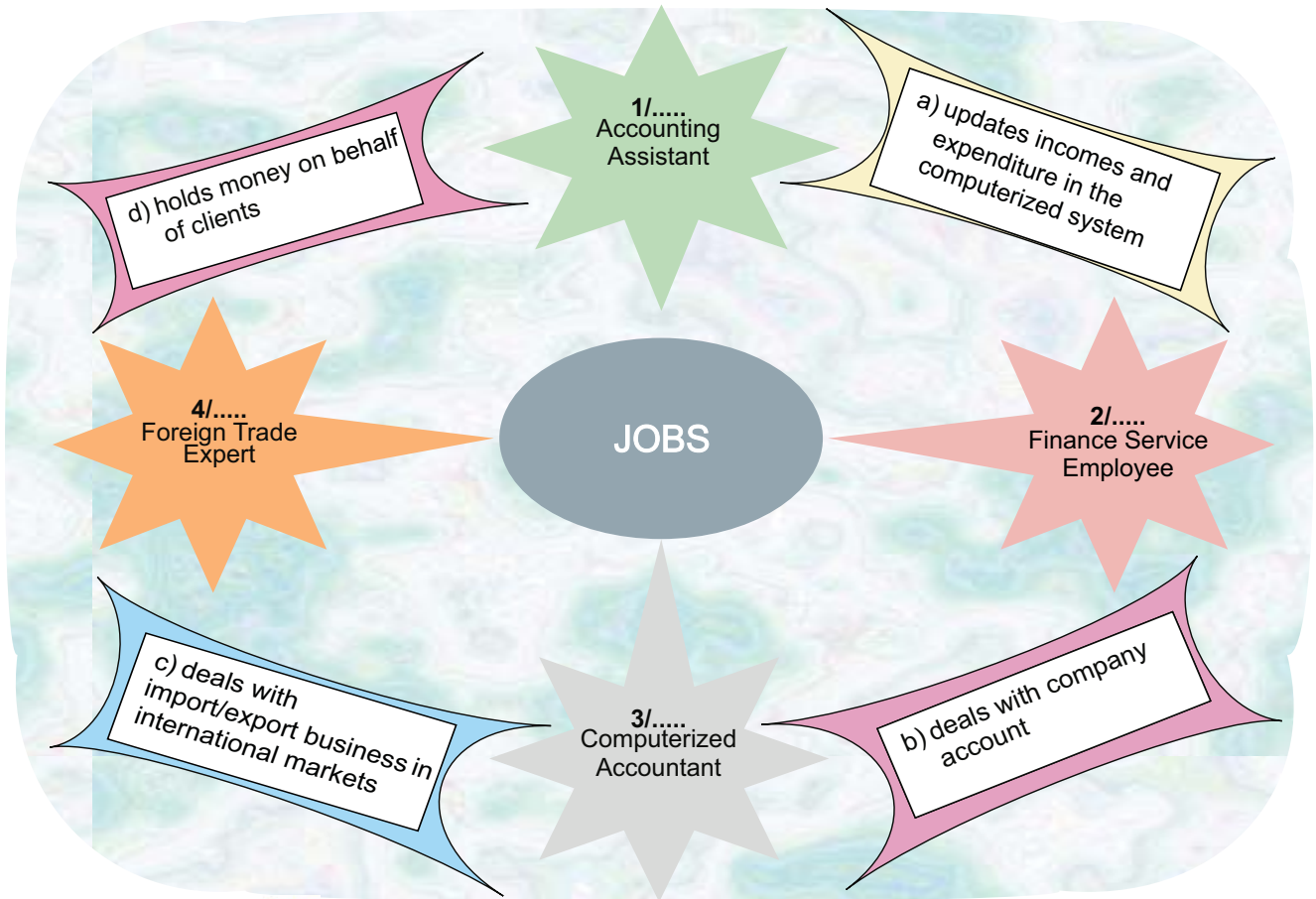
Warm Up

Write the name of a successful businessman/woman in your hometown or in your country.

.....

Activity 1

Look at the spidergram below. Then match the jobs with their functions in the stars.



Activity 2



Work with your partner. Using the diagram above say what you want to do.

WHAT DO YOU WANT TO DO?



I want to do computerized accounting.

I want to work in a foreign trade department.





Activity 3



Find someone in the class who wants to be a/an \_\_\_\_\_. You can add other jobs as well.

JOB	STUDENTS' NAMES			
Financial services employee				
Computerized accountant				
Accounting assistant				
Foreign trade employee				
.....				
.....				
.....				

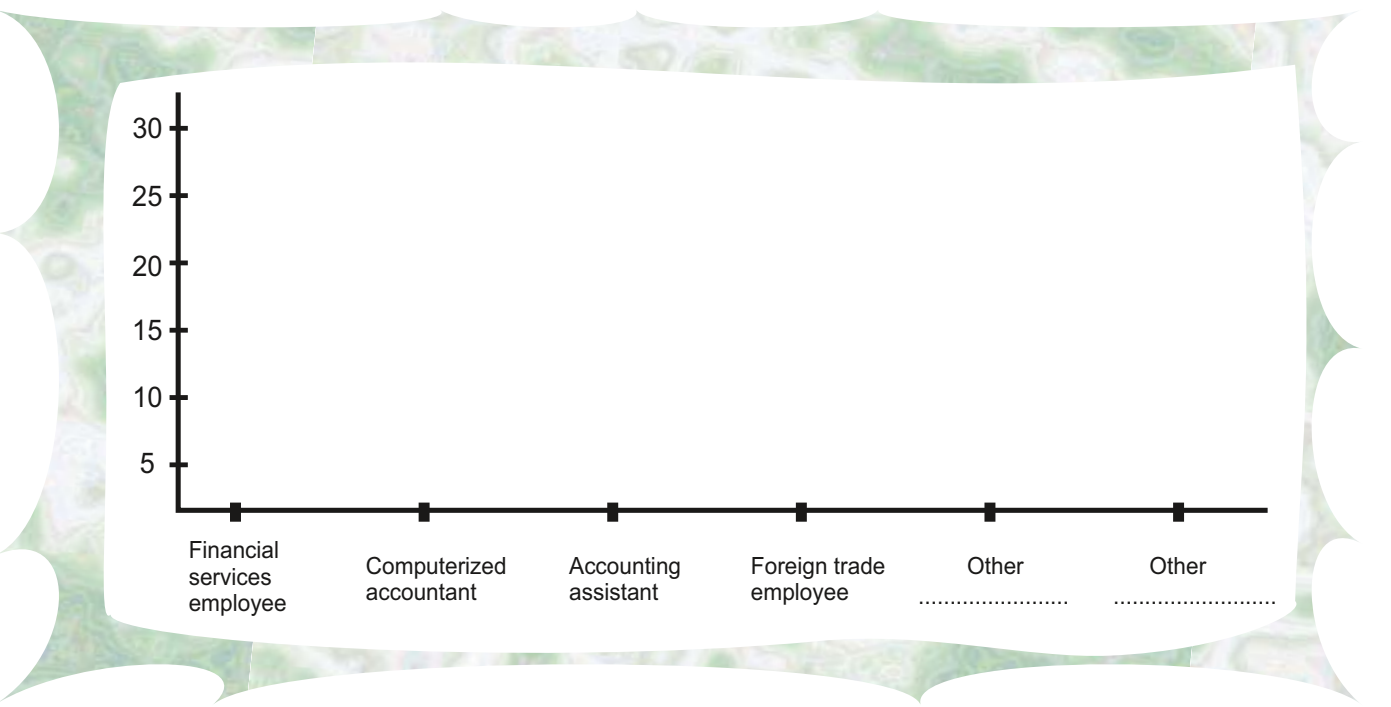
Activity 4

Now report your survey results above to the rest of the class.

According to the survey results,.....student(s) out of ....( class total) want(s) to be a ....., etc.

Activity 5

Draw a bar graph showing how many people in your class want to do different jobs.



Activity 1a

Read the phrases in the chart and match them with the items below. There may be more than one answer.

1. Are you .....?    2. Are you able to .....?    3. Do you know how to .....?  
 4. Can you .....?    5. Do you have .....?    6. Are you good at .....?

Skill or Ability	Your Answer (Activity 1b)		Your Partner's Answer (Activity 1c)	
	Yes	No	Yes	No
A .....?				
use Power Point?				
lead a group?				
speak another language?				
face a difficulty?				
B.....?				
neat?				
organized?				
punctual?				
hardworking?				
Internet savvy?				
outgoing?				
C .....?				
any work experience?				
a driver's licence?				
any certificates?				
D .....?				
use Microsoft Excel?				
communicate effectively?				
deal with angry clients?				

Skill or Ability	Your Answer (Activity 1b)		Your Partner's Answer (Activity 1c)	
	Yes	No	Yes	No
E .....?				
solving problems?				
calculating?				
negotiating?				
writing business letters?				
making sales?				
F .....?				
work alone?				
work under pressure?				
work well in groups?				
meet deadlines?				



Activity 1b

Now, answer the questions in Activity 1a by ticking them in the chart.

Activity 1c



Imagine that you are at a job interview. Choose the best questions that you can ask from Activity 1b. With your partner, ask and answer the questions. Then fill in the chart.

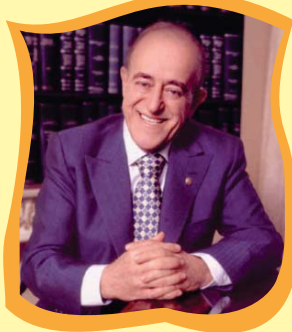
- e.g. Can you speak another language?  
 Yes, I can. / No, I can't.

Activity 2

First read the passage below about a famous Turkish businessman. Then fill in the blanks with the words below. You might need to use a capital letter.

wrote - received - became - died - founded - born

**A Brilliant Business Life  
- Sakıp Sabancı -**



\_\_\_\_\_ in 1933 in the village of Akçakaya in Kayseri in central Anatolia, Sabancı was the second of six sons of a cotton trader. He wrote many books mostly on his experience in business life. Some of them were translated into English and Japanese. In 1990 he \_\_\_\_\_ the book "Is it wage bargain or sheep bargain?" (Ücret pazarlığı mı, koyun pazarlığı mı?)

Sabancı \_\_\_\_\_ honorary doctorates from Southeastern University, Washington in 1998. He \_\_\_\_\_ Sabancı University in 1999. Sabancı was a humorous, folksy figure known as "Sakıp Ağa". In 2004 Sabancı \_\_\_\_\_ the 147th richest man on the Forbes List of the World's Top Billionaires.

Sabancı never went to university. After high school, he worked as a clerk in a bank and started to work for his family textile factory. Unfortunately, at the age of 71, he \_\_\_\_\_ of heart failure.

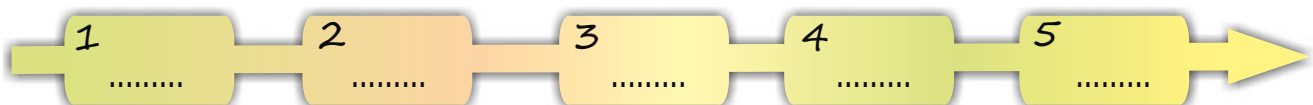
Activity 3

Here are some snapshots from Sakıp Sabancı's life. Fill in the dates in the boxes below. Then write the events in correct chronological order on the timeline underneath.



Chosen as one of the richest man <span style="border: 1px solid orange; border-radius: 50%; padding: 2px 5px;">a</span>	Received honorary degree <span style="border: 1px solid orange; border-radius: 50%; padding: 2px 5px;">b</span>	Died <span style="border: 1px solid orange; border-radius: 50%; padding: 2px 5px;">c</span>	Born <span style="border: 1px solid orange; border-radius: 50%; padding: 2px 5px;">d</span>	Founded university <span style="border: 1px solid orange; border-radius: 50%; padding: 2px 5px;">e</span>

Timeline



**PROGRESS AND SELF ASSESSMENT**

In this unit I liked 😊 .....

I didn't like 😞 .....

Now I know :

I also learnt about : .....

and how to : .....

I learnt the following important vocabulary:



**Assessment 1**

The verbs in the sentences below are mixed up. Sort them out. Then write the correct verbs in the spaces.

1  
I died of foreign trade at high school.

2  
I worked a business seminar last week.

3  
The council received me as the fastest typist in the school.

4  
My father studied as a clerk in a bank.

5  
I attended a certificate of appreciation.

6  
Atatürk chose a cirrhosis.

**Assessment 2**

Put the letters in correct order to make the words related to trade schools around the world.

- 1- TOLEMSCOGYO .....
- 2- TIMOAUTOVE .....
- 3- BSIENSSU .....
- 4- MICRINAL JSUTIEC .....
- 5- CLINARYU ATRS .....
- 6- HALETH ACRE .....
- 7- LONEIN .....
- 8- VAITIONA .....



**Lexical Mind Trick**

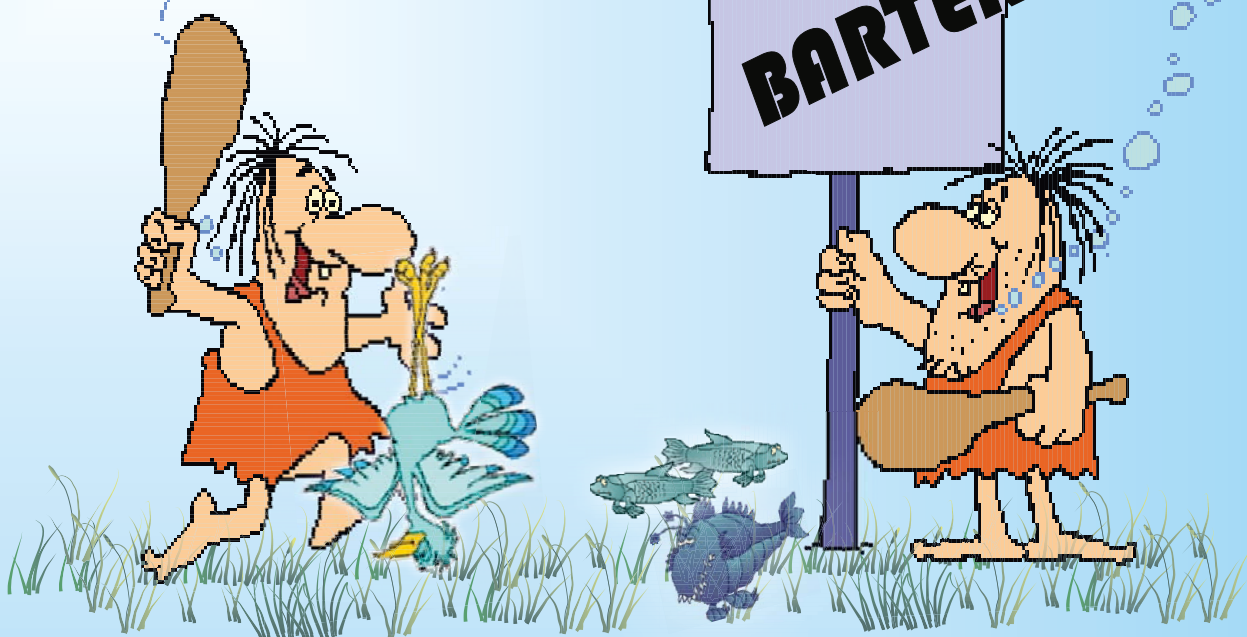
Answer: **Milk**

# UNIT 2

## THE WORLD OF TRADE

# WHAT IS TRADE?

**BARTER**



In this unit you will learn about:

- types of goods and foreign currencies
- Turkey's major import and export goods

Warm-up



Imagine that you live in ancient times in a village. Prioritize the listed items below from the most to the least important. Justify your reasons and report your decision to the class.

1 - crops

2 - pelt

3 - wares

4 - fish

5 - axe

6 - gem

7 - tools

8 - silk

9 - shells

10 - sheep

11 - arrows

10 - fruit and vegetables



Activity 1



BARTER GAME

You are farmers in an ancient village. You want to set up an animal farm. Think about what kind of things you want and need on your farm. Now with your partner, make a “have” list and a “need” list. Write 5 items for each list. Then use the expressions below and walk around the classroom to barter with the other students in the class. Use the items on your have list to barter with other students to get the items on your “need” list.

“I need a / an ..... .”

“Would you like to change.....?”

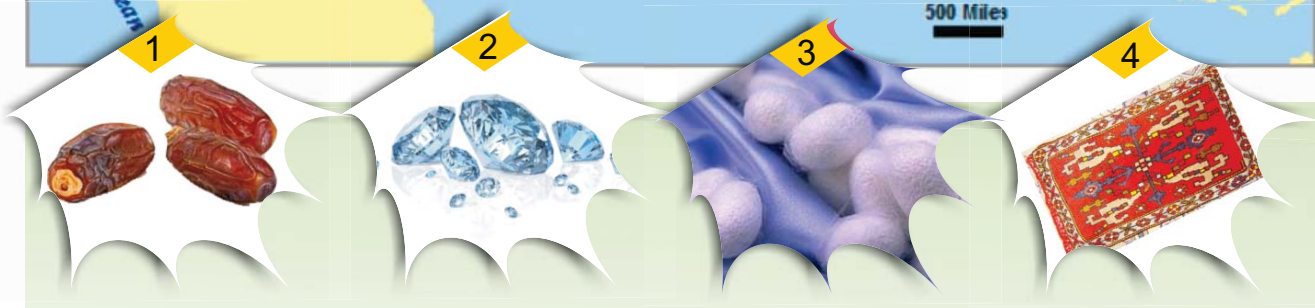
“Do you have .....?”

“I have a/an ..... . I would like to chance it for ..... .”

<p><u>have list</u></p> <p>1 .....</p> <p>2 .....</p> <p>3 .....</p> <p>4 .....</p> <p>5 .....</p>	<p><u>need list</u></p> <p>1 .....</p> <p>2 .....</p> <p>3 .....</p> <p>4 .....</p> <p>5 .....</p>
----------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------

Activity 2

Here is a Chinese trader's itinerary on the famous Silk Road. Read the instructions at the bottom of the page and answer the questions. Use the map to find the missing words.



1. Chen, a trader, has 200 silver coins and some silk at the beginning of the journey. In the port of Arabia, he spends 20 per cent of his money on \_\_\_\_\_.
2. Then he sets off for Rome and buys some precious \_\_\_\_\_ with half of the money he has left.
3. When he arrives in Istanbul, he sells his \_\_\_\_\_ for three times more money than he has in his pocket.
4. Next, he spends one quarter (1/4) of the money he has left to buy \_\_\_\_\_ in Kashgar.

- Q1 How much does he pay for the dates? .....
- Q2 How much does the silk cost? .....
- Q3 How much does he have at the end of his trip? .....

Activity 3

Follow the lines and find the right pictures/words.

container ship

freight/train

sled

canoe

glider

submarine

truck/lorry

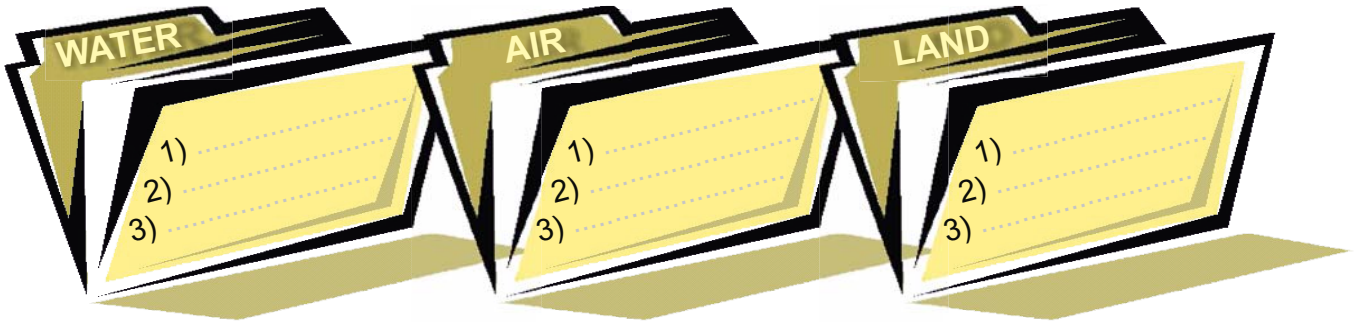
balloon

air-cargo/plane



Activity 4

Now categorize the vehicles above into 3 types.



Activity 5

WHAT A CHANGE!

Look at the changes in vehicle types from one era to another.



People have always transported goods all over the world by using different means of transport: road, rail, river, sea and air.

There are hundreds of different and amazing vehicles.

If you could choose one, what kind of vehicle or vessel would you like to drive/steer? \_\_\_\_\_

Why? \_\_\_\_\_

Which do you think is the most dangerous and risky vehicle/vessel to drive? \_\_\_\_\_

Why? \_\_\_\_\_



Activity 6



MEMORY TEST

Look at the currencies below. With your partner, try to memorize them.



- Now: Without looking at the table above answer the following questions.
- 1) Does the UK use the pound(sterling)?
  - 2) Does Saudi Arabia use the Euro?
  - 3) Does the Russian Federation use the Euro?
  - 4) What is the name of the USA currency?
  - 5) Which country uses the Yuan?
  - 6) Which countries use the UK pound?
  - 7) What currency does Iraq use?

YES/NO

YES/NO

YES/NO

\_\_\_\_\_

\_\_\_\_\_

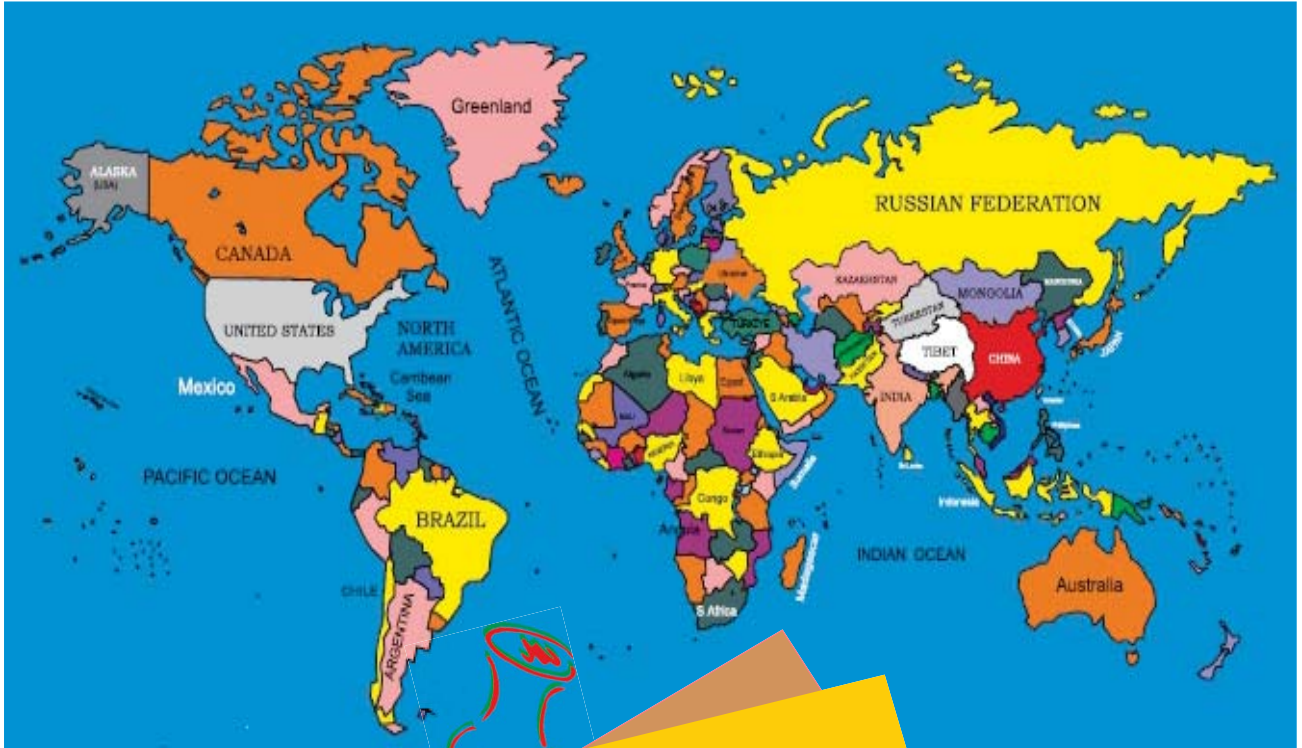
\_\_\_\_\_

Activity 7



CURRENCY BY COUNTRY

Look at the currency abbreviations and write the countries, their currencies and currency symbols.



<u>Code</u>	<u>Country</u>	<u>Currency</u>	<u>Symbol</u>
EUR	.....	.....	.....
USD	.....	.....	.....
GBP	.....	.....	.....
CNY	.....	.....	.....
JPY	.....	.....	.....
RUB	.....	.....	.....
SAR	.....	.....	.....
IQD	.....	.....	.....
IRR	.....	.....	.....
AED	.....	.....	.....

Activity 1

You are going to list on the board the everyday items you buy (e.g. fast food, mobile phone, etc). After finding out the foreign currency exchange rate, write the prices of the items in a foreign currency.

Lahmacun Menu: ₺8



Mobile phone: ₺1.500

If one Lahmacun Menu costs ₺8, how much will that be in the UK pound? \_\_\_\_\_

.....

.....

.....

.....

.....

Activity 2



Now you are kings and queens of your own island. Your island has its own currency. In pairs, first you decide a name for the currency. Then draw a map of your island. And give it a name. Don't forget to point out its exchange rate with the ₺!



Map of ..... island.

Currency: \_\_\_\_\_  
 Exchange rate: 1 \_\_\_\_\_ = \_\_\_\_\_ ₺

Activity 3



Here are some products. Work in pairs and match the pictures with the products. Then, write Turkish brands for these products.

a



j



i



b



Product	Brand Name
1- white goods	.....
2- soap	.....
3- ayran	.....
4- olive oil	.....
5- hand cream	.....
6- jeans	.....
7- curtain	.....
8- fruit juice	.....
9- car	.....
10- glassware	.....

h



c



g



d



e



f



Activity 4



Work with your partner and write some world - famous brand names under the titles given below.



SECTORS	WORLD-FAMOUS BRANDS		
	1-	2-	3-
BEVERAGE			
ELECTRONIC GOODS			
VEHICLES			
SEARCH ENGINE			
RECORD COMS			
COSMETICS			
TEXTILES			
AIRLINES			
FOOD OUTLETS			
DRINK			



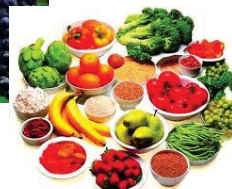
Activity 5



**What does Turkey export?**

**What does Turkey import?**

Look at the list below. With your partner, decide which items are imports and which ones are exports. Then write each one in the table below.



- SPICES
- IRON & STEEL
- MOTOR VEHICLES
- CITRUS FRUITS
- TEXTILES
- FIGS
- NUTS
- FRUITS & VEGETABLES
- COFFEE COCOA
- CHEMICALS
- BORON
- GRAPES
- OLIVES
- MACHINES



**TURKEY**  
**IMPORTS**

.....

.....

.....

.....

.....

.....

**TURKEY**  
**EXPORTS**

.....

.....

.....

.....

.....

.....

Activity 1



Work in pairs and write three goods/services/resources under each headings.

**Agricultural goods**

e.g. fruit

---

---

---

---

**Services**

e.g. banking / tourism / insurance

---

---

---

---

**Manufactured goods**

e.g. tables and chairs

---

---

---

---

**Natural resources**

e.g. water

---

---

---

---

**THINKING QUESTION**

Why do you think countries import and export goods and services? Discuss with your partner. Then write your reason below.

---

---

---

---

**Technological goods**

e.g. computers

---

---

---

---

Activity 2



Half of the class (Group A) is sellers. Another half of the class (Group B) is buyers. The teacher will hand out one trading card to each group. Then Group A students will walk around to find a partner from Group B for the products s/he needs.

We need.....  
 Do you sell.....?  
 What do you sell .....

We sell .....

Do you buy.....?  
 We don't sell .....

Country: The USA  
 Imports: cars, coffee  
 Exports: grain, computers

Country: Japan  
 Imports: metal, oil  
 Exports: cars, rice

Country: Colombia  
 Imports: grain, textiles  
 Exports: coffee, bananas

Country: Saudi Arabia  
 Imports: rice, aeroplanes  
 Exports: oil, textiles

Country: Great Britain  
 Imports: computers, bananas  
 Exports: metals, aeroplanes



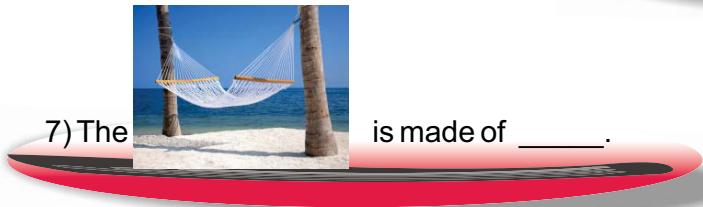
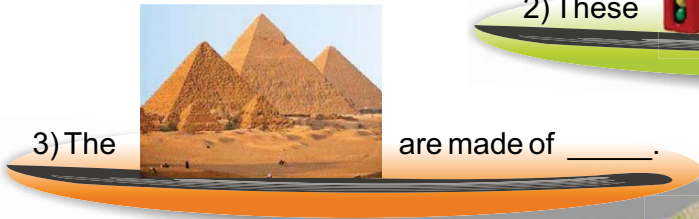
Activity 3

WHAT'S IT MADE OF?

Fill in the blanks in the sentences by using the raw materials given.

Raw Materials

glass - metal - rubber - stone - brick - paper - plastic - wool - cotton - cement - carbon- bamboo



Activity 4

Look at the raw materials below. Then write the names of order products that are made of this materials.

Raw Materials	Products
glass	e.g. jars
wood	
plastic	
metal	
wool	
cotton	

Activity 5



WHY DO WE BUY THINGS?

Read the chart below and tick your own reasons why you buy things. Then share your ideas with your partner.

Reasons why we buy things ✓

Low prices	.....	<input type="checkbox"/>
Basic needs	.....	<input type="checkbox"/>
Emotional needs (such as boredom, etc)	.....	<input type="checkbox"/>
Replacements (clothes are out of date/worn out)	.....	<input type="checkbox"/>
Scarcity (things may have limited availability or may run out)	.....	<input type="checkbox"/>
Brand name (persuaded by adverts)	.....	<input type="checkbox"/>
Window shopping (temptation)	.....	<input type="checkbox"/>
Fashion (pressure from peers)	.....	<input type="checkbox"/>

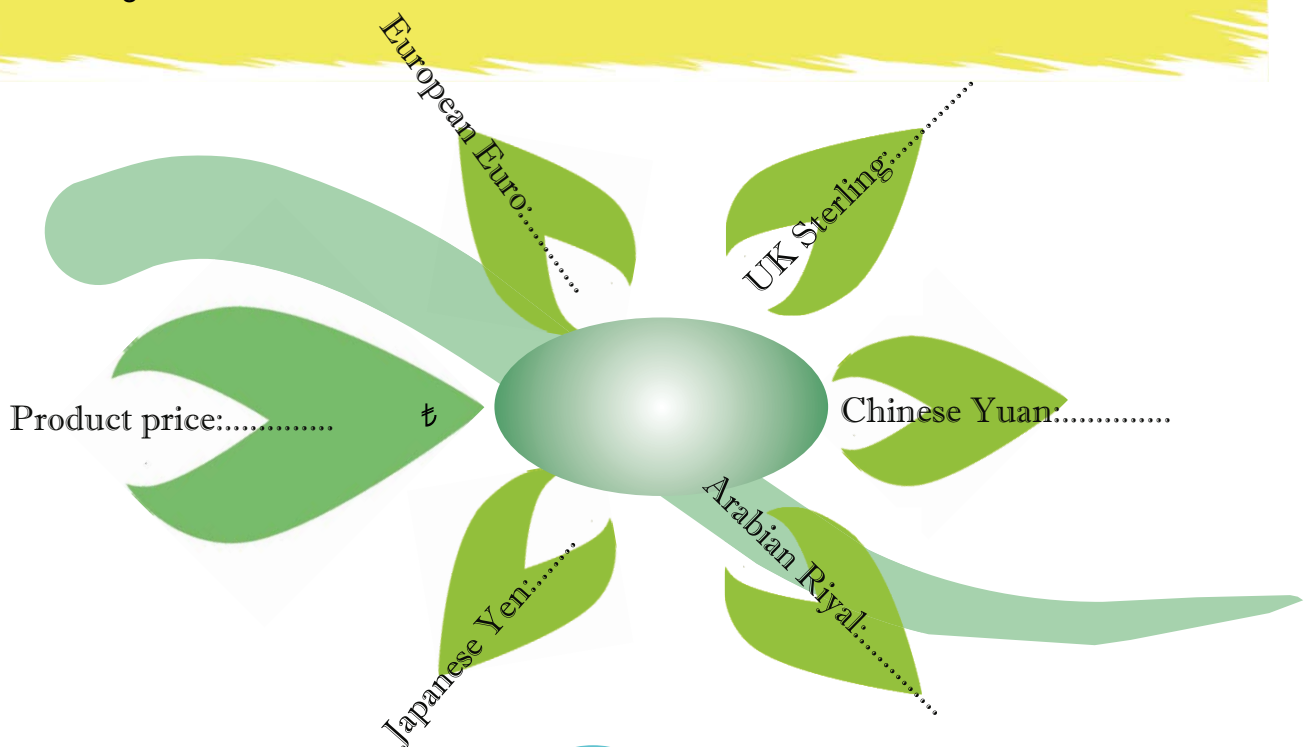
Activity 6

Invent a product and decide on the sector, raw material and product price. Design a product label.

<p>Product name:.....</p> <p>Raw material:.....</p> <p>Sector:.....</p> <p>Origin (Country):.....</p> <p>Unit price:.....</p>	
-------------------------------------------------------------------------------------------------------------------------------	--

Activity 7

Now decide on a product that you want to sell. Give it a price and calculate its price in five different foreign currencies.



**PROGRESS AND SELF-ASSESSMENT**

In this unit I liked 😊 .....  
 I didn't like ☹️ .....

Now I know:.....  
 I also learnt about:.....  
 and how to:.....

I learnt the following important vocabulary: [ ] [ ]  
 [ ] [ ] [ ] [ ] [ ]

**Assessment 1**

Read the questions and answer them.

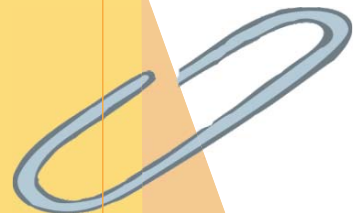
- 1- You've got ₺1.500 in a bank. Two months later, the value of your money is ₺1.710. What is the monthly interest? \_\_\_\_%
- 2- You borrowed \$500 from a friend. The exchange rate was \$1= 1.69₺ when you borrowed it. On the re-payment day, \$1 is now 1.₺61.
  - a) How much are you going to re-pay in Turkish Liras?.....
  - b) How many Turkish Liras did it cost you?.....



**Assessment 2**

Match the questions with the suitable answers below.

- |                                      |                         |
|--------------------------------------|-------------------------|
| 1- What's that? .....                | a- Metal.               |
| 2- What do we use it for? .....      | b- In Japan.            |
| 3- What's it made of? .....          | c- \$10                 |
| 4- How much is it? .....             | d- It's an iron.        |
| 5- Where is that iron made in? ..... | e- For ironing clothes. |



# UNIT 3

## IMPORTS

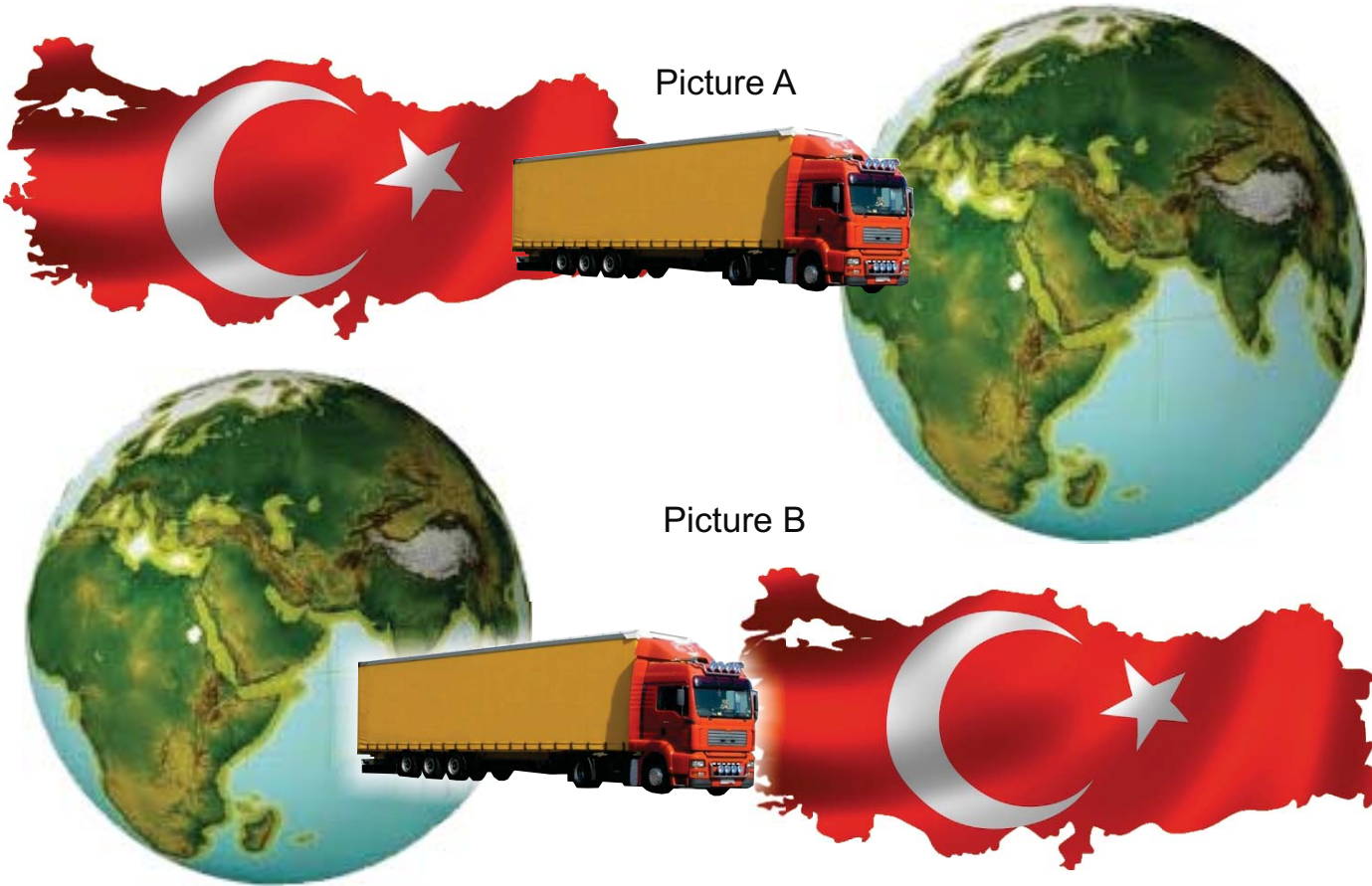


In this unit you will learn about:

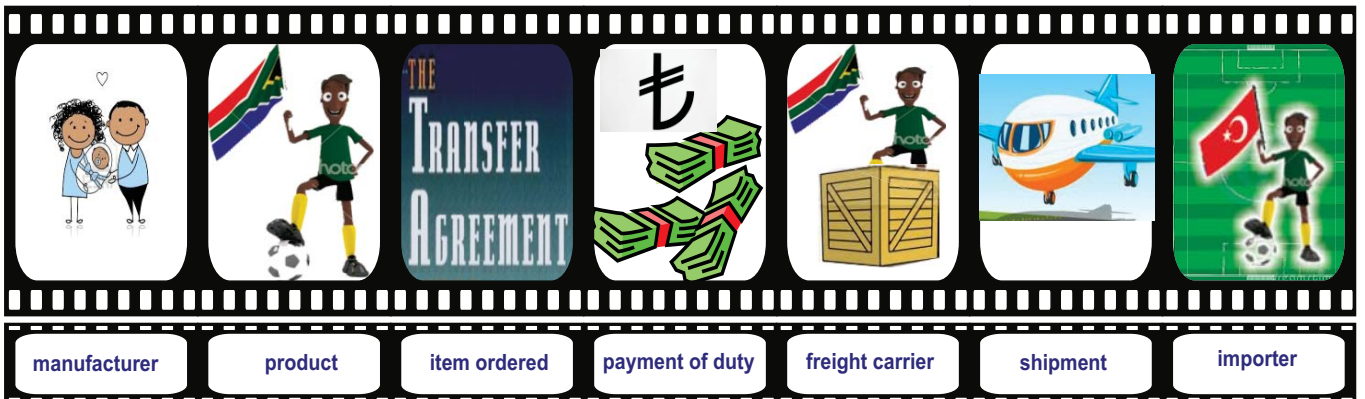
- how import process takes place
- import-related lexis

Warm Up

Look at pictures A and B below.  
Which one is export/import? \_\_\_\_\_



Now, have a look at import process of the goalkeeper from Africa to Turkey.



Activity 1

NEEDS ANALYSIS SURVEY

The school management conducts a survey about the products sold in the school canteen. Answer the questions in the survey.

1-Products in the school canteen are

cheap  expensive  average

2-Is there a variety of products? If not, write the kinds of products that you would like to buy? e.g. cakes, sweets, etc.

Yes  No  .....

3-Can you find high-quality of products in the canteen?

Yes  No

4-What specific brands of products would you like to purchase?

5-Do you want to buy home-made products?

Yes  No  Why/Why not .....

6-What kind of hot drinks do you prefer?

7-What kind of cold drinks do you prefer?

8- What kind of products do you buy most? Tick the boxes.

Cold drinks  hot drinks  fast food   
Biscuits  sweets  chocolate

Write your any other suggestions here:.....  
.....  
.....  
.....



THINKING QUESTION:

Why do you think the school management carries out a survey of the products in the school canteen? What are the survey results for? Discuss with your partner. Then share your ideas in your group/class.

Activity 2

Put the following words in the correct places in the diagram.

*Finding an Exporter, Needs Analysis, Market Research*



is all about consumer needs.

is all about getting appropriate information.

is all about purchasing the right product.

INFORMATION BOX

TURKEY'S IMPORTS



electrical machinery,  
automotive products



toys, stationery  
supplies



natural gas

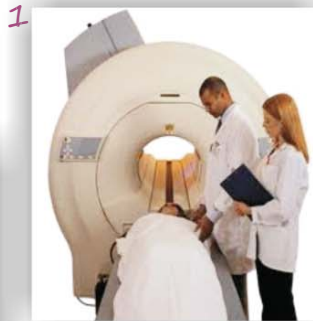


corn, wheat, soya beans,  
machinery and  
medical products



Activity 3

Look again at the spidergram on the previous page. Then look at the product pictures below. Write the correct country names in the blanks.



Task

Imagine that you are a coffee manufacturer and the coffee bean supplies are too low. Which countries can you find to trade with to get supplies or coffee bean? Find the biggest coffee exporters on the Internet.

INFO BOX

The word 'coffee' comes from the Ethiopian area of .....

## BUYER AND SELLER RELATIONSHIP



## Activity 4

Fill in the blanks in the chart above by listening to your teacher.

Import Company Profile	Export Company Profile
<b>Name:</b> Al Spor Malzeme İç ve Dış Tic.Ltd.Şti.	<b>Name:</b>
<b>Industry:</b> Sports equipment	<b>Industry:</b>
<b>Number of employee:</b> 50	<b>Number of employee:</b>
<b>Contact person:</b> General Manager Burak AKIN	<b>Contact person:</b>
<b>Address:</b> Yeniköy Mah.Hamamzade Sok. No:16 Gedikpaşa,İstanbul/TURKEY	<b>Address:</b>
<b>Telephone No:</b> +902124261278	<b>Telephone No:</b>
<b>Fax no:</b> +902124261279	<b>Fax no:</b>
<b>E-mail:</b> al@gmail.com.tr	<b>E-mail:</b>
<b>Web site:</b> www.alsports.com.tr	<b>Web site:</b>

Activity 1



Read the dialogue below and write a new dialogue using the similar expressions at the bottom of the page. Then act it out with your partner.



**Greg:** Hello, Greg Williams speaking.

**Burak:** Good morning, Mr. Williams! This is Burak Akın speaking. I work for Al Spor Malzemeleri İç ve Dış Tic. Ltd Şti. I'm the General Manager in charge of the Import Department in Turkey.

**Greg:** All right. How can I help you, Mr. Akın?

**Burak:** We know that you are a great well-known, trustworthy company with reputation. We are hoping to buy two thousand pairs of shoes, and are looking for a reliable supplier.

**Greg:** Can you give me detailed information about the products you need? Colour? Size? Quantity?

**Burak:** We need one thousand pairs of women's silver prom shoes sizes 36, 37 and 38 and one thousand five hundred pairs of women's white high-heeled shoes sizes 38 and 39.

**Greg:** We're really sorry but high-heeled shoes sizes 39 are currently out of stock. Have a look in our catalogue. You can see the product details for prom shoes (with the reference number AB045) and high-heeled shoes (with the reference number XT111).

**Burak:** What is the unit price for each product?

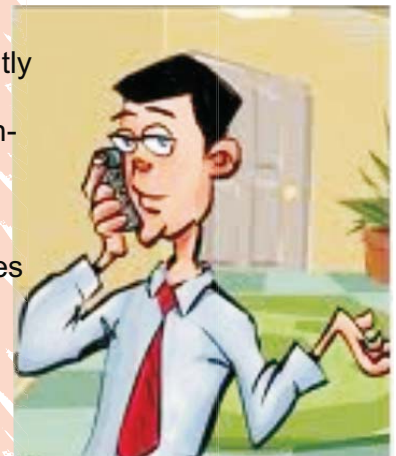
**Greg:** Unit price for prom shoes is \$25.00 and for high-heeled shoes \$22.00.

**Burak:** Thanks a lot. I will get back you regarding the proforma invoice.

**Greg:** You are welcome.

**Greg:** OK, I'll fax it to you.

**Burak:** Thank you.



Write a new dialogue using the similar expressions below and act it out.

**Useful Expressions:**

I work for .....

I'm with (the company name) .....

I represent (the company name) .....

I'm responsible for .....

I'm in charge of .....

Can you give me some detailed information about the products?

Tell me about (this product).....



## Activity 2a

## Order Letter

Now, read the dialogue in Activity 1 again. Then fill in the necessary information in the order letter below.

\_\_\_\_\_ **Al Spor Malzemeleri İç ve Dış Tic. Ltd. Şti.** \_\_\_\_\_

Yeniköy Mh.Hamamzade Sok.  
No:16 Gedikpaşa İstanbul, Turkey

February 5, 2013

From: Al Spor Malzemeleri İç ve Dış Tic. Ltd. Şti.  
To: TUD SHOE MANUFACTURING & MARKETING CO.  
Attention: Greg Williams

Dear Mr. Williams,

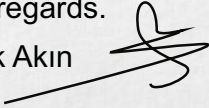
I would like to order the items listed in the table below. The reference numbers are from your new season catalogue. Would you kindly send a new catalogue with my order.

Quantity	Referance Number(Ref. No)	Description	Price	Total

I would like this order to ship CIF complete. Payment terms will be C.A.G. If you cannot ship the complete order within 10 days, please notify me immediately. I can be reached at +090-0-212-426-1278

Thank you for your attention.  
Kind regards.

Burak Akın



## Activity 2b

## PARTS OF AN ORDER (PURCHASE) LETTER

Mark/circle the three parts in the order letter above which refer to the instructions below.

1. Details of what you are ordering.
2. Directions for shipment.
3. Manner of payment.



Activity 3

Here is a sample of an Order (Purchase) Letter. Put the parts into the correct order by using the boxes below. Look at the example in Activity 2a to guide you.

a) Please send us 10.000 CDs and 10017" LCD monitors

b) SAVE AND DELETE COMPUTER CENTER  
East Daan Bago  
Samal, Bataan

c) Yours

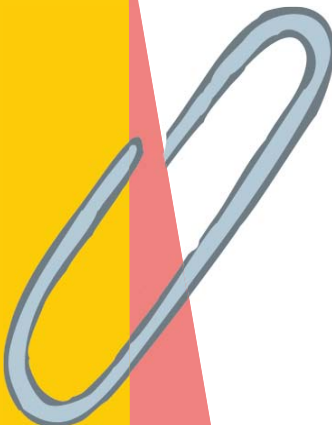
d) Mr. Eric Ramos  
Sales Manager  
Enigma Corporation

e) Dear Mr. Ramos

h) Terms of payment will be the same as those of our previous orders on March 28, 2013.

f) We would appreciate it very much if you could send these items immediately.

g) Merecel Navarro  
Manager



1	2	3	4	5	6	7	8

Activity 1

Match the questions in the bubbles with the questions below them. One has already been done for you.

documents (belgeler)

exchange rate (döviz kuru)

insurance (sigorta)

price (fiyat)

order (sipariş)

cash (nakit)

freight (navlun/ taşıma ücreti)

customs (gümrük)

manufacturer (üretici)

importer (ithalatçı)

delivery (teslimat)

tariff (gümrük vergisi)

What is the value of the goods called?

What are the formal forms used in trade called?

How is risk management in trade controlled?

What is the system for carrying goods by plane, ship, train or truck called?

Who produces goods for selling?

What is the payment for goods in currency or by cheque called?

What is the shipment of goods from seller to buyer called?

What government agency controls the flow of goods in and out of a country?

What is the customs tax that we pay in customs offices called?

By what means do we bring goods into the country?

What is a request to buy, sell or deliver goods called?

What is the relative value between two currencies called?

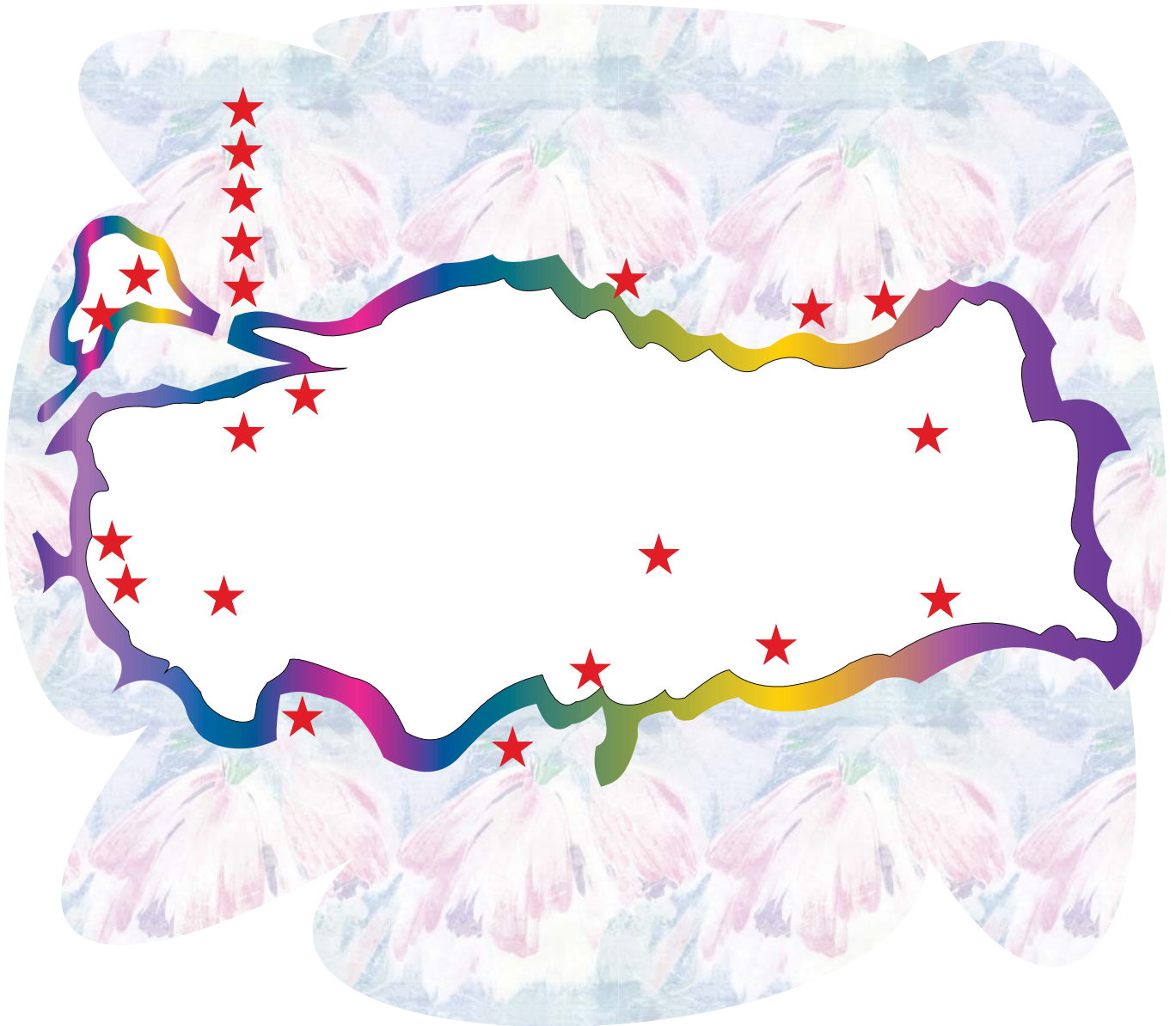
## Activity 2

## FREE TRADE ZONES IN TURKEY

**Free Trade Zone:** No tariff barriers

Look at the map below and write the names of the Free Trade Zones located in Turkey.

Avrupa, İstanbul, Trakya, İstanbul AHL, İstanbul Deri ve Endüstri, IMKB, Tübitak MAM, Kocaeli, Bursa, İzmir Menemen Deri, Ege, Denizli, Antalya, Mersin, Adana-Yumurtalık, Gaziantep, Mardin, Kayseri, Doğu Anadolu, Rize, Trabzon, Samsun.



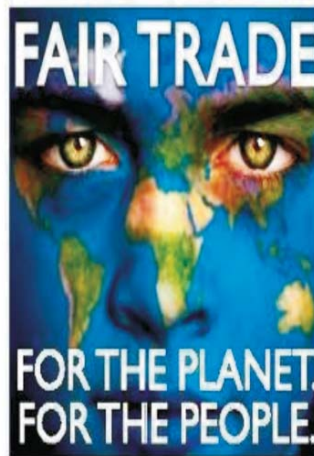
## INFORMATION BOX

**Benefits of fair trade**

- 1) It increases the income of the farmers.
- 2) Both farmers and workers have extra income with which to improve their lives.
- 3) Involves greater environmental protection.
- 4) Fair trade farmers organizations have foothold in the world market.
- 5) Fair trade provides a closer link between the producers and consumers.

## Activity 3

Close your books. Prepare two large pieces of paper and write “I agree” on one of the paper and “I disagree” on the other paper. Decide the statements if you agree or disagree. When your teacher tells the statement, raise your paper showing your idea.

**Statements**

- You should pay a fair price for the product.
- The issues in the banana industry really do not worry me.
- Fair Trade costs more. I can't afford it.
- I will always choose the best looking fruit.
- It's really not my responsibility to think about how the banana growers are treated.
- In Turkey, fair trade is not an issue.





## Activity 4

Look at the Co-op product list below and calculate them.

1. What is the price difference between Fair Trade and non-Fair Trade for each product?

a) snack bars ₪ \_\_\_\_\_      b) coffee ₪ \_\_\_\_\_      c) sugar ₪ \_\_\_\_\_

2. What would the price difference be between five bars of Fair Trade chocolate and five bars of non-Fair Trade chocolate? ₪ \_\_\_\_\_

3. How much would 4 kg of Fair Trade bananas cost? ₪ \_\_\_\_\_

4. You have ₪20 to pay for the products on shopping list on the right.

How much do you need more if you buy Fair Trade products? ₪ \_\_\_\_\_

5- You have ₪15 to pay for the products on your shopping list?

How much do you need more if you buy non-Fair Trade products? ₪ \_\_\_\_\_

## Co-op product price list

Product	Non-Fair Trade	Fair Trade
Snack bar	₪ 2	₪ 2.50/pkt
Shortbread	₪ 0.75	₪ 1/pkt
Chocolate	₪ 0.75	₪ 1.25/bar
Orange Juice	₪ 1.80	₪ 2.50/carton
Coffee	₪ 5	₪ 7.50/jar
Tea bags	₪ 1	₪ 1.25/pkt
Bananas	₪ 3	₪ 4/kg
Sugar	₪ 2.65	₪ 3.50/kg

## SHOPPING LIST

1 packet of snack bars  
2 kg of bananas  
1 jar of coffee  
1 carton of orange juice  
1 bar of chocolate  
1 packet of tea bags

PROGRESS AND SELF ASSESSMENT

In this unit I liked 😊.....  
 I didn't like ☹️.....

Now I know:  
 I also learnt about:.....  
 and how to:.....

I learnt the following important vocabulary:

**Assessment 1**

Which of these statements about fair trade products practices? Put a tick by the sentences.

1. Farmers often get a very low price for the crops they produce. \_\_\_\_\_
2. Farmers can form part of co-operatives which support them. \_\_\_\_\_
3. Workers are offered decent housing. \_\_\_\_\_
4. They have safe and healthy working conditions. \_\_\_\_\_
5. Chemicals that harm the environment are used. \_\_\_\_\_
6. Children are made to work long hours. \_\_\_\_\_
7. Workers are paid a decent wage. \_\_\_\_\_
8. Recycling and environment-friendly actions are carried out. \_\_\_\_\_



## Assessment 2

Write the names of four Turkish border controls.

1.	
2.	
3.	
4.	



## Assessment 3

Fill in the blanks with the words below.

supplier

out of stock

unit price

reference number

in charge of

product

- 1- If you have 20 bars of chocolate that cost €30 in total, the ..... will be €1.5 for each bar of chocolate.
- 2- MDT Electric Co. Ltd is one of the biggest ..... in the electric goods sector.
- 3- I'm sorry Miss, this product is ..... now but we can send e-mail when we have it.
- 4- I'm ..... sales department of Katherine's Make-up Co. Ltd. You can write me about your complaints for sales.
- 5- Online shopping helps shoppers to find and buy variety of a ..... on the net.
- 6- Customers must return the product they buy with its .....  
Otherwise, no return is acceptable.

# UNIT 4

## EXPORTS



In this unit you will learn about:

- Turkey's exports products and countries Turkey exports to
- border gates in Turkey

Warm Up

Can you remember any of Turkey's main imports and exports? Write two of each below:

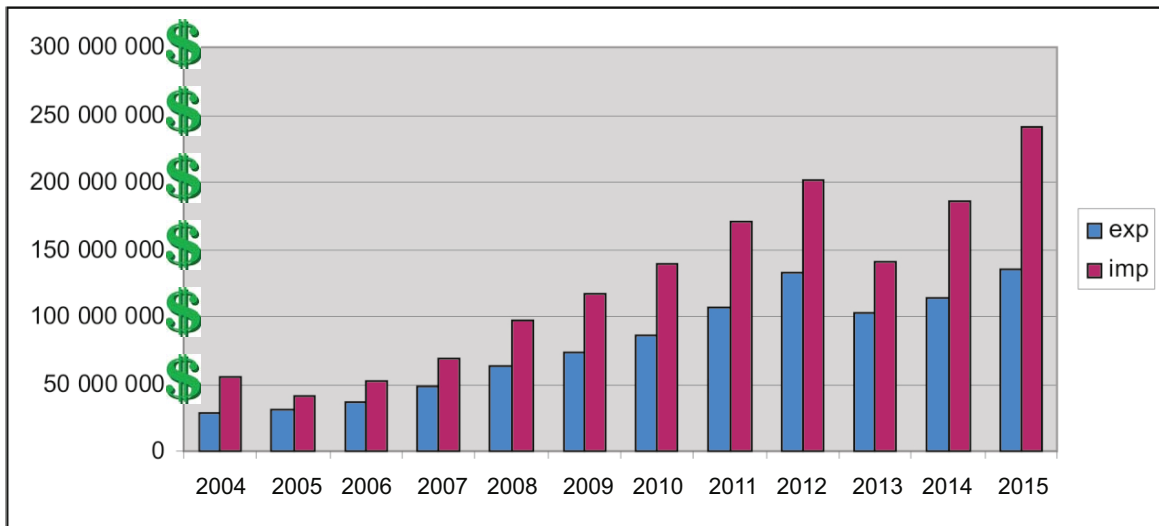
**IMPORTS**..... **EXPORTS**.....  
**IN** **OUT**

Activity 1

Now look at the bar graph below. It shows Turkey's total exports and imports in 2000-2011. Which is higher: imports or exports? Which one would you expect to be higher? Why?



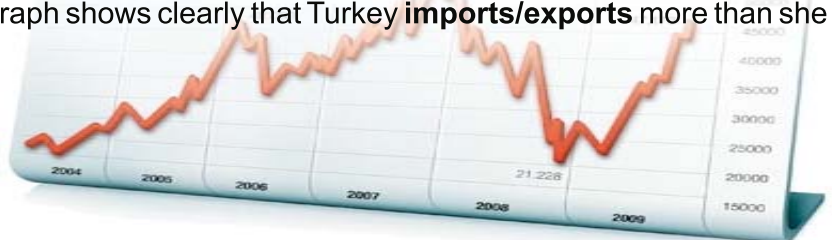
EXPORTS  IMPORTS



Activity 2

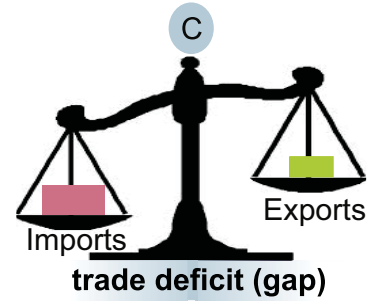
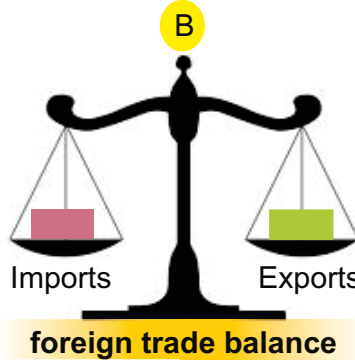
Read the graph interpretation below and circle the correct word.

According to the bar-graph above, both imports and exports **declined / increased** between 2000-2012. However, it is obvious that in the years 2009 and 2010, export and import rates both **declined/increased**. In 2011, the difference between exports and imports **declined/increased** twice as much as other years. The graph shows clearly that Turkey **imports/exports** more than she **imports/exports**.



**Activity 3**

Look at the diagrams below. Then answer questions 1-3.



- 1- Which diagram above refers to the state of Turkey's foreign trade according to the bar graph in Activity 1?
- 2- Which diagram above refers to a negative balance of trade?
- 3- Which diagram above refers to a positive balance of trade?

**INFORMATION BOX**

**FACTORS THAT INCREASE TRADE**



Activity 4

Read the text below about the 'Japanese Trade Deficit' and write the event numbers in the chain.

JAPANESE TRADE DEFICIT

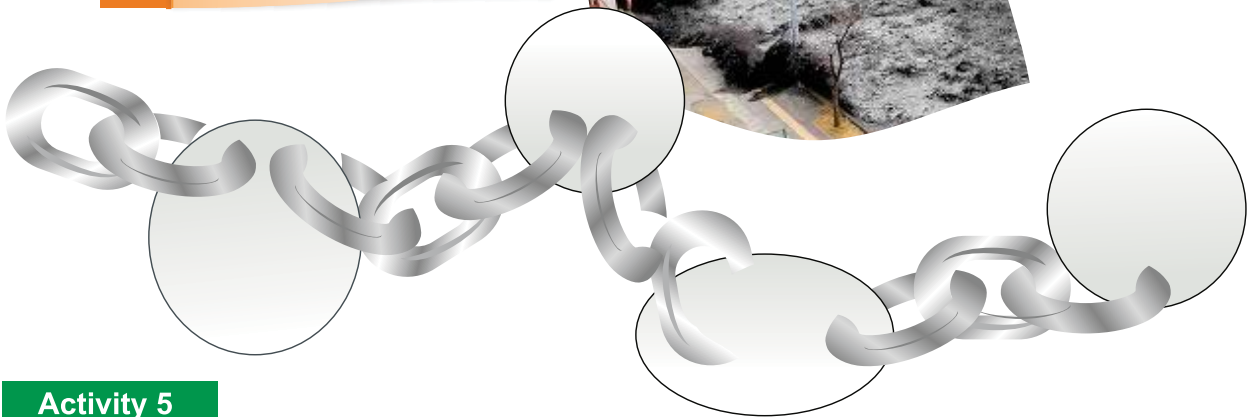
Japan is known as a powerful economy but they reported a trade deficit of 1479 million Japanese Yen (¥) in January 2012. However, imports rose 9.8 % from a year earlier, while exports were down 9.3%. Fuel imports went up because the earthquake and tsunami shut down its 54 nuclear reactors. So in 2011-2012 Japan fell into an annual deficit for the first time since 1980.

1 Japan reported a trade deficit.

2 Nuclear reactors were shut down because of the earthquake/tsunami.

3 The earthquake and tsunami happened.

4 Fuel imports went up.



Activity 5

Look at the six headings below. Write down any Turkish brands that you know under each one.



Clothes

.....  
.....  
.....



Automotive

.....  
.....  
.....



Chocolate

.....  
.....  
.....



Beverage

.....  
.....  
.....



Transportation

.....  
.....  
.....



Communications

.....  
.....  
.....

Activity 1



Do you prefer to buy Turkish or foreign brands, or does it depend? Why? Read the slogans below and tell your partner how we can encourage Turkish people to buy Turkish products rather than foreign ones? Then discuss and share with the class your ideas with your partner.

Activity 2

WHY DO WE NEED STANDARDS?

Look at the words in the left-hand column below. Then write their opposites on the right.

Standardized products

- ✧ safe
- ✧ healthy
- ✧ secure
- ✧ high quality
- ✧ multi-purpose

Non-standardized products

- ✧ dangerous
- ✧ .....
- ✧ .....
- ✧ .....
- ✧ .....



Activity 3

Standardization

When you are shopping for a cell-phone, what are your criteria for deciding which one to buy? Match the criteria (1-8) below with the standards (A-H). Write the correct numbers in the jigsaw spaces.

1- Call quality	..... <b>A</b> .....	Is it comfortable to hold against your ear?
2- Design	..... <b>B</b> .....	How long does your device's battery last before you recharge it?
3- Display	..... <b>C</b> .....	Does it have 2G, 3G or 4G support?
4- Durability	..... <b>D</b> .....	Are the camera specifications (specs) OK for taking a lot of high-quality photos?
5- Wireless network	..... <b>E</b> .....	Is it broken easily when it is exposed to damage?
6- Camera	..... <b>F</b> .....	Is it easy to use the menu?
7- Battery life	..... <b>G</b> .....	Is the screen large enough to use the Web or watch videos?
8- Usability (User friendliness)	..... <b>H</b> .....	Is the sound good enough?

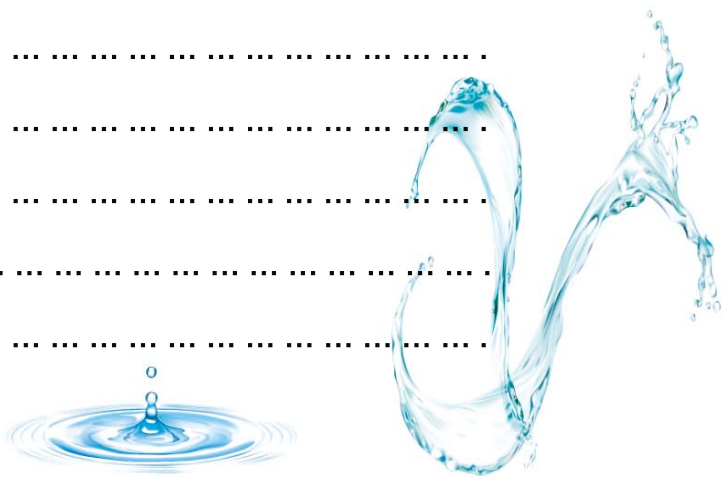
Activity 4



Work in groups. Imagine that you are working for a standards organization. You want to set quality rules for a drinking water manufacturer. Make the rules and then compare them with another pair's. Use drinking water-quality rules in the spaces below.



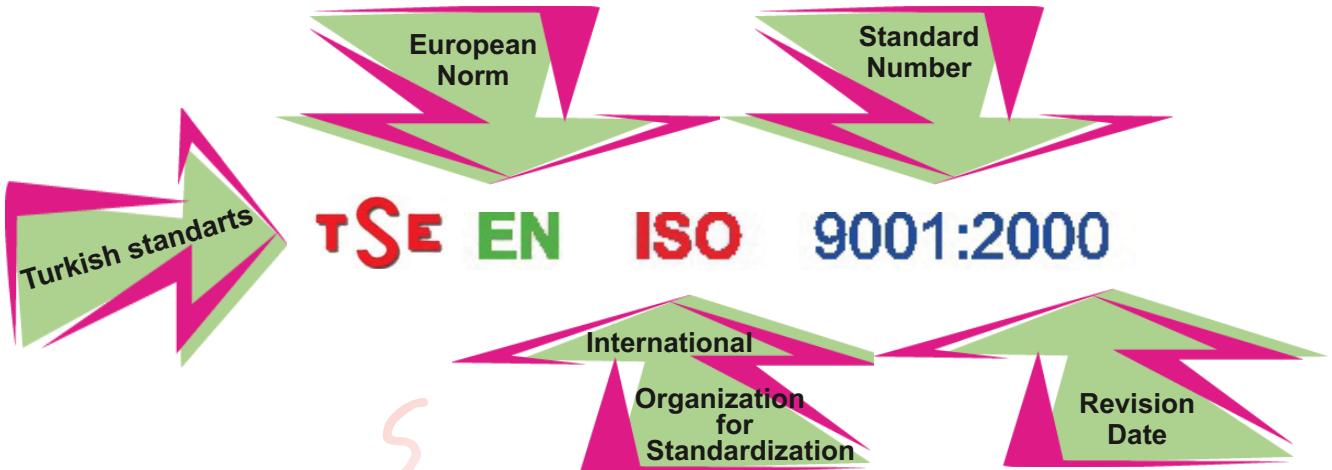
- 1 - .....
- 2 - .....
- 3 - .....
- 4 - .....
- 5 - .....



**Activity 5**

**Specifications required for an export item**

Below is a standard example of a Medical Electrical Instruments Certificate. Read it carefully, and transfer the necessary information to the boxes below. You might need a dictionary to help you.



Organization name:

Standard number:

Revision date:

Manufacturer:

Valid date:



## Activity 1

Look carefully at the shampoo advert below. Then decide the key word and write it in the blank spaces.

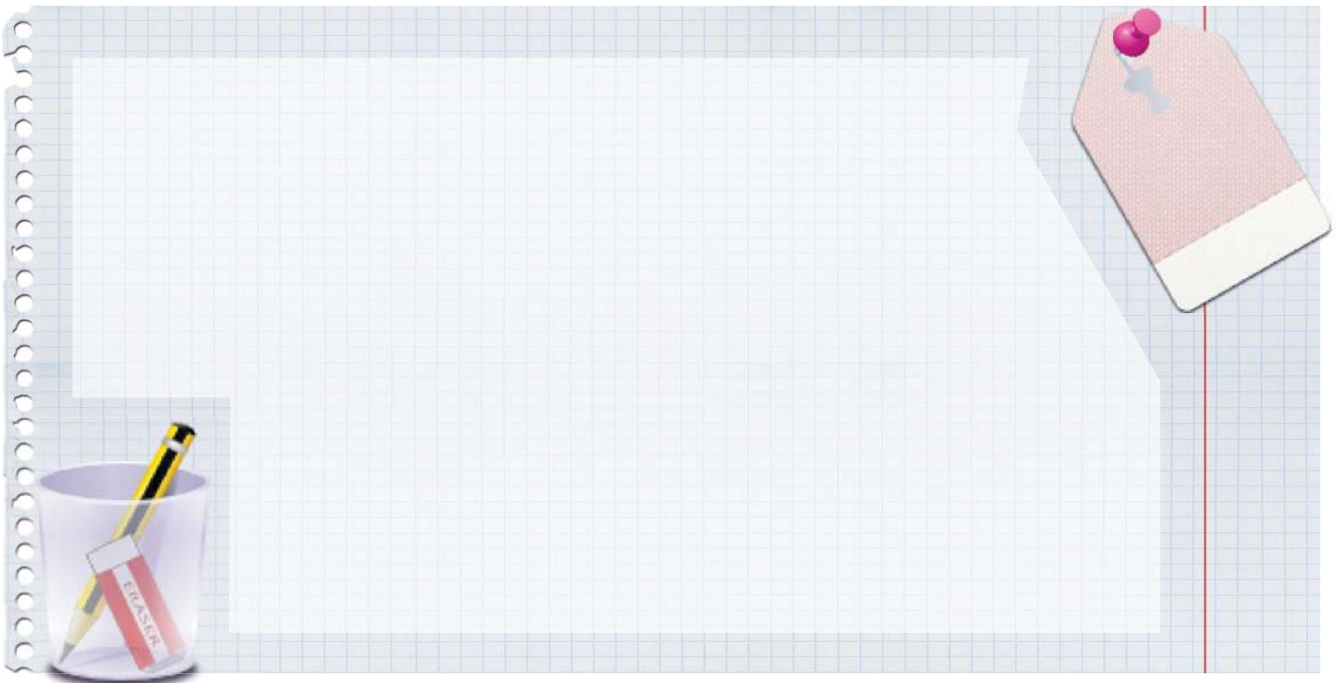


It could only be Space. Make your \_\_\_\_\_ soft and strong with Space, the new shampoo that will transform your look. With vitamins and minerals Space will add extra shine and vitality to \_\_\_\_\_ weakened pollution and modern living. Treat yourself today.

## Activity 2



Work in groups. Decide on a new product, give it a brand name, design a logo and packaging and price it.



**Activity 3**

Below is an online advert for a boat fair and exhibition. Read the advert about a boat on display at the fair. Then fill in the blanks in the online advert about the exhibition at the bottom of the page.

**The Eurasia Boat Show** is one of the most prominent boat shows in the world. It draws the attention of sea-lovers and marine industry enthusiasts each year with its different concepts and diversity of products and services.

The Eurasia Boat Show will take place from 10-19 February in CNR Expo Centre, İstanbul. İstanbul is one of the oldest fair cities in Turkey. The fair takes place in a big venue covering 75.000 square metres.

**The Eurasia Boat Show** will present the newest boating products and services conveniently under one roof. The organizers are expecting about 125.000 visitors and 500 exhibitors at the event.

**Eurasia Boat Show**

<b>Venue:</b>	.....		
<b>Country:</b>	.....		
<b>Start Date:</b>	.....	<b>End Date:</b>	.....
<b>Exhibitors:</b>	.....	<b>Visitors:</b>	.....
<b>Industry:</b>	.....		
<b>Coverage Area:</b>	.....		

Activity 4

Imagine that you are a visitor at the boat show in Activity 3. First decide your business type and fill in the enquiry form below. Then write your expectations about the exhibition

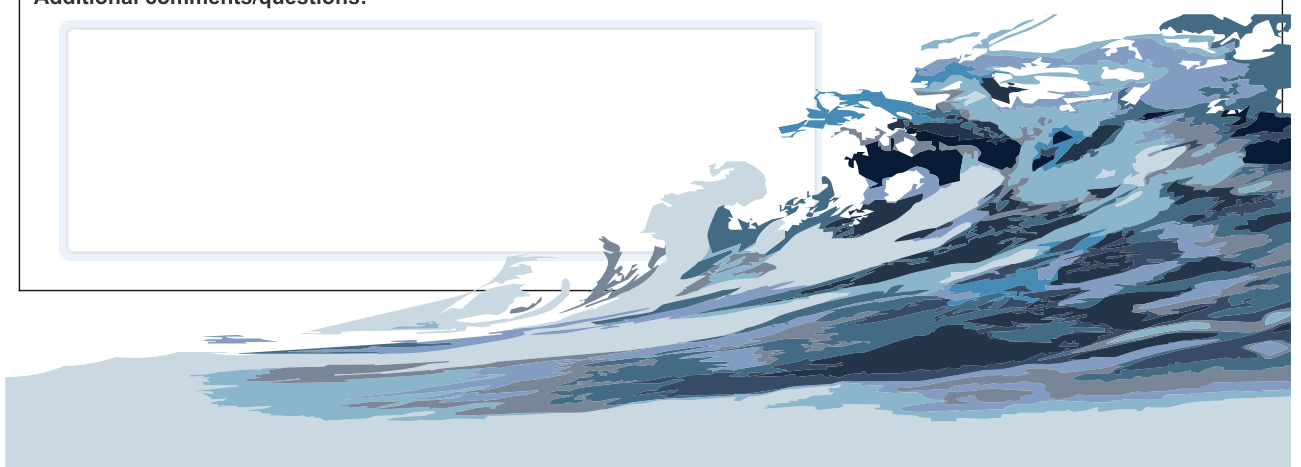


Eurasia Boat Show Enquiry Form

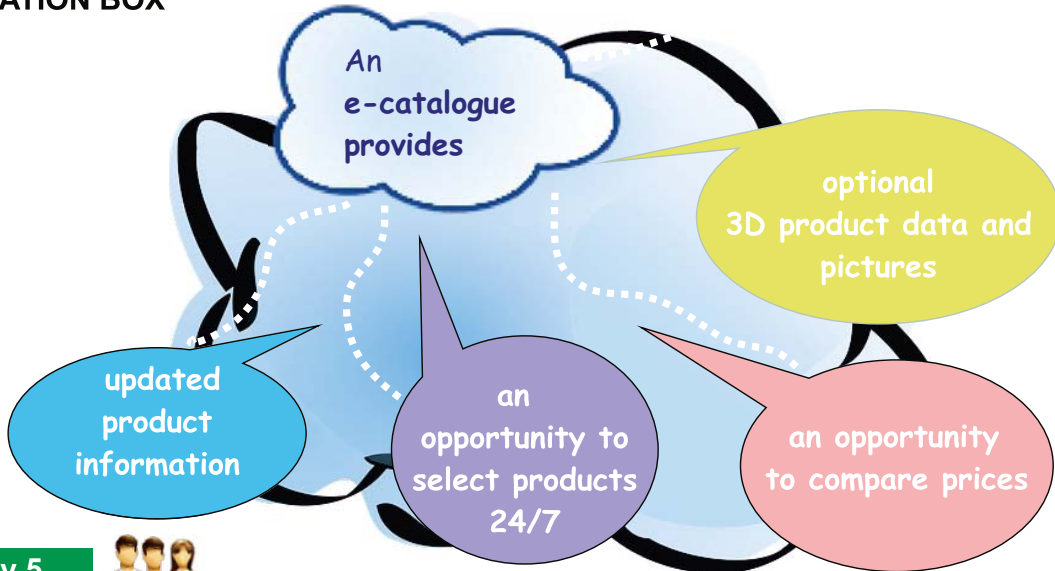
\*represents compulsory fields

Enquiry Type:*	<input type="checkbox"/> Enquiry for Stall Booking		<input type="checkbox"/> Sponsorship				
	<input type="checkbox"/> Enquiry for Visitor Registration						
Your Name:	<input type="text"/>		Your Email:*	<input type="text"/>			
Job Title:	<input type="text"/>		Company:	<input type="text"/>			
City/ State:	<input type="text"/>		Zip/ PIN:	<input type="text"/>			
Country:*	<input type="text"/>		Website:	<input type="text"/>			
Phone:*	Country Code	Area Code	Phone Number	Fax:	Country Code	Area Code	Phone Number
	<input type="text"/>	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>
Business Type:*	<input type="checkbox"/> Agent		<input type="checkbox"/> Manufacturer		<input type="checkbox"/> Importer		
	<input type="checkbox"/> Buying Office		<input type="checkbox"/> Retailer		<input type="checkbox"/> Exporter		
	<input type="checkbox"/> Consultant		<input type="checkbox"/> Trading Company		<input type="checkbox"/> Other		
	<input type="checkbox"/> Distributor		<input type="checkbox"/> Wholesaler				

Additional comments/questions:



INFORMATION BOX



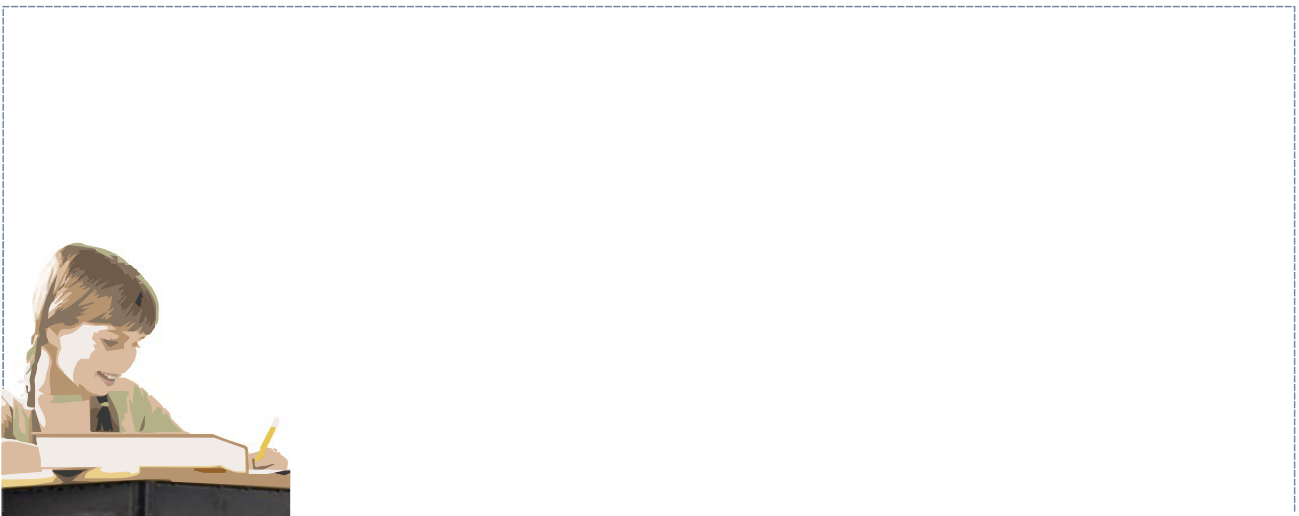
Activity 5

Now prepare a draft of an e-catalogue of a product of your choice at the bottom of the page. Work in groups. Give information about prices and pictures.

Color: Grey/Red  
 Composite Toe (ASTM F2413-05)  
 Leather/Mesh Upper  
 Taillex Lining  
 Removable EVA Cushion Insert with Sponge Rubber Heel Wedge  
 Tri-Density Rubber Outsole; EVA Cushion Midsole with Wrap Around Shank Stabilizer

Performance Cross Trainer  
 Taillex lining  
 Static Dissipative  
 ASTM-F2413-05 Approved  
 Removable EVA cushion insert with sponge rubber heel wedge  
 Dual-density, EVA cushion midsole and rubber traction bottom  
 100% non-metallic 100% non-metallic

Style Num	Men's Sizes	Price
C4890	(7-12, 13, 14 M) (7-12, 13 W)	\$104.99



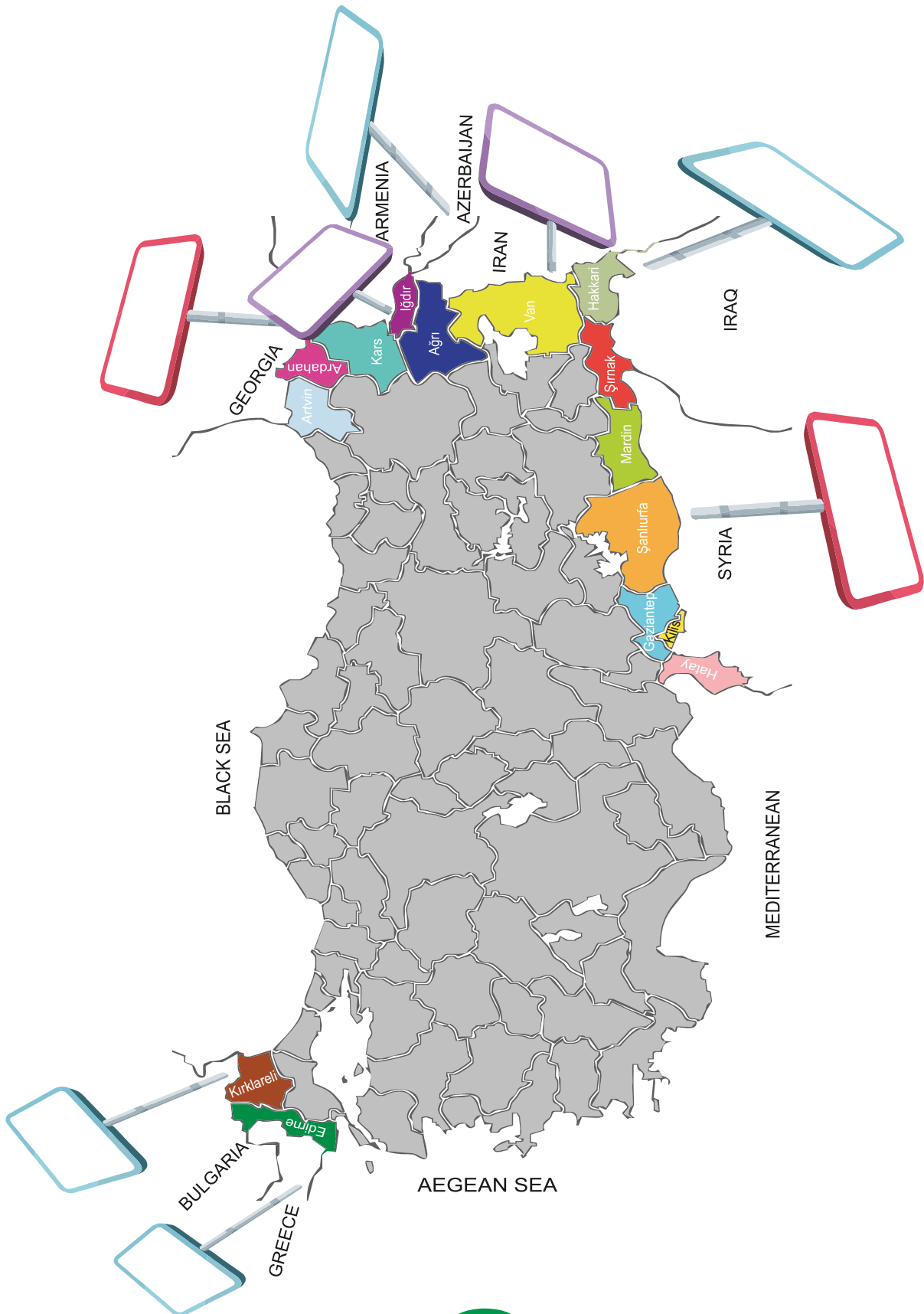
## Activity 6

Below are the border gates (controls/posts/crossings) of Turkey. Write down the names of the bordering countries in English for each border gate.



Activity 7










See Activity 6 on the previous page and write only one border gate for each bordering country.

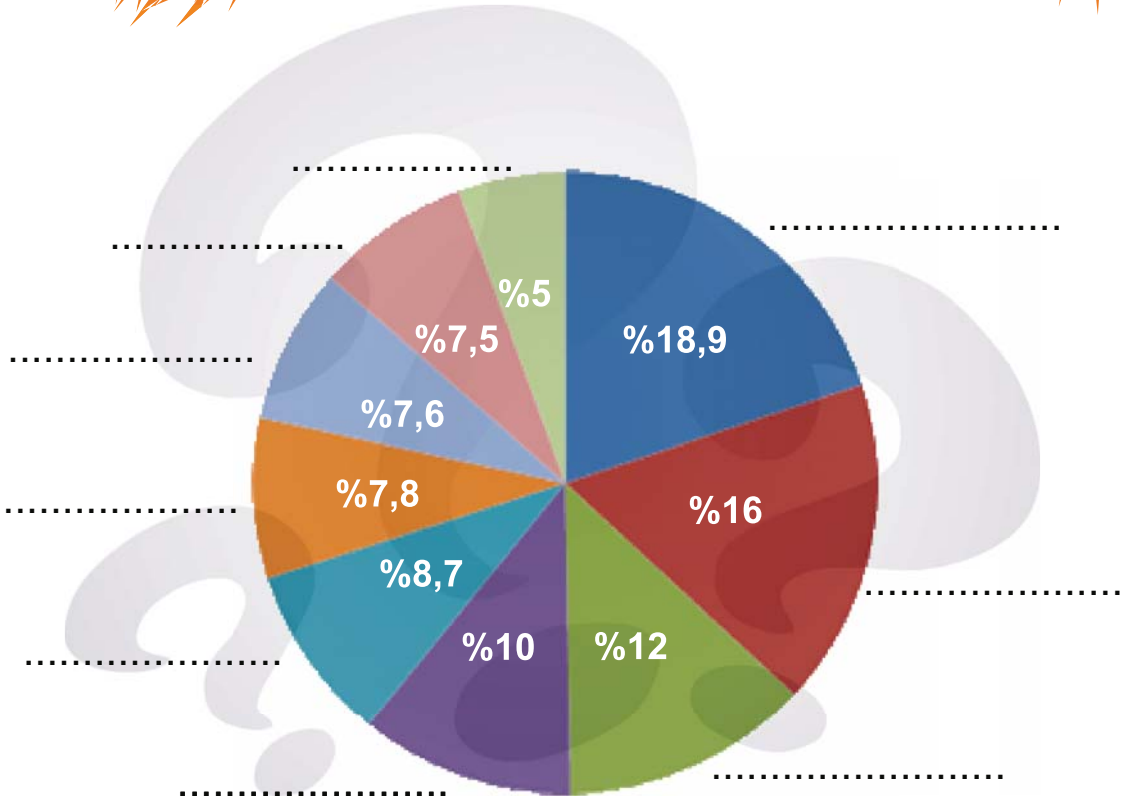




Activity 8

Here are the countries that imports from Turkey most to least. Look at the percentages in the chart graph and write the names of the countries in rank below.

Country	Export Products
	ready-to-wear clothes
	construction materials, machinery
	fruit & vegetables, semi-manufactured goods
	tourism
	leather goods, fibres
	cotton, cotton thread
	ready- made-clothing
	nuts, olive oil
	copper and steel rods



PROGRESS AND SELF ASSESSMENT

In this unit I liked 😊 .....  
 I didn't like ☹️ .....

Now I know:.....  
 I also learnt about:.....  
 and how to:.....

I learnt the following important vocabulary:                                            
                                                                                                        

**Assessment 1**

Circle the correct answers.

- 1) When a nation buys more goods from other countries than they sell to other countries, it is a \_\_\_\_\_.  
 a- trade surplus                      b- trade deficit                      c- free trade
- 2) When a country sells more goods and services to other countries than it imports or takes in from other countries, it is called \_\_\_\_\_.  
 a- trade surplus                      b- trade deficit                      c- fair trade
- 3) Goods and services sold to one country from another are \_\_\_\_\_.  
 a- contracts                      b- exports                      c- imports
- 4) \_\_\_\_\_ and \_\_\_\_\_ improve exports.  
 a- quality/advertisement                      b- high price/deficit                      c- communication/high price
- 5) Turkey exports \_\_\_\_\_.  
 a- olive oil                      b- cars                      c- medical supplies

**Assessment 2**

Write the names of four border controls.

- 1-.....
- 2-.....
- 3-.....
- 4-.....

Assessment 3



# The Good News and the Bad News



Use the phrases « The good news is that » or «The bad news is that» to make sentences that are true for Turkey. The first one has been done for you.

1) <b>The good news is that</b>	exports are decreasing.
2)	foreign trade balance is improving.
3)	imports is decreasing.
4)	the number of domestic brands are increasing.
5)	the number of companies attending export fair is decreasing.
6)	manufacturing automotive goods are less than the most of European countries.
7)	more countries are buying goods from Turkey .
8)	advertising and marketing of export goods are getting better.
9)	more domestic goods are getting international standardization certificates.
10)	taxes were higher than expected.

# UNIT 5

## DELIVERY & PAYMENT



In this unit you will learn how to:

- compare delivery and payment types
- identify international freight symbols
- use the container description patterns in official documents

**Warm Up**

Have you ever received an order in a large package? Why do you think the CD-ROM in the picture is packed into this large package ?



**Activity 1**

Circle the item (a-c) that cannot be carried by each of the five vehicles below.

1 motorcycles



a) furniture  
b) newspapers  
c) food

2 tankers



a) water  
b) poultry  
c) fuel

3 trailers



a) timber  
b) animals  
c) people

4 aircraft



a) international mail  
b) express packages  
c) cars

5 cargo ships











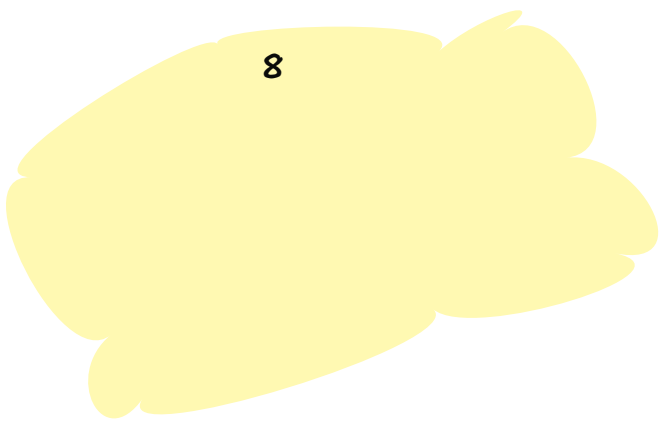
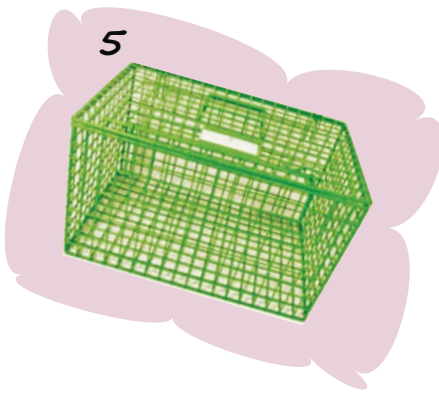
a) containers  
b) passengers  
c) pallets

Activity 2



Match five of the following packaging containers with their pictures. Draw the pictures of the other two containers.

- a)  sack
- b)  barrel
- c)  case
- d)  container
- e)  basket
- f)  drum
- g)  carton
- h)  bale



Activity 3a

Choose a container from Activity 2. Then use the patterns below to help you to describe it.  
 e.g. A sack is made of flax seed. It is closed and is used for carrying foodstuffs.

**Mystery container**

A ..... is made of

**Materials**

- cardboard
- cloth
- metal
- cotton
- flax seed
- wood
- wire
- plastic

It's

**Features**

- tied
- airtight
- waterproof
- closed
- open
- locked
- sealed
- refrigerated
- insulated against heat or cold
- strengthened with a metal band/wire

and is used for carrying

**Goods**

- foodstuffs
- textiles
- chemicals
- fruit
- machinery
- liquids
- meat
- flowers
- animals
- cotton

Activity 3b












Now choose another container from Activity 2. Then your partner should guess what container you are describing.

**e.g. St A:** It is made of cardboard or wood. It's strengthened with metal bands and is used for carrying foodstuffs.

**St B:** Carton.

Language Box

Markings

FRAGILE		Keep dry		Use No Hooks	
POISON		RADIOACTIVE		This side up	
BIOHAZARD		Corrosive		Perishable	

Activity 1




International Freight Symbols

Read the warnings below and put a tick in the correct box.




1- Only by air transport.

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
--------------------------	-------------------------------------------------------------------------------------	--------------------------	-------------------------------------------------------------------------------------	--------------------------	---------------------------------------------------------------------------------------

2- Be careful with the magnetic material.

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
--------------------------	-------------------------------------------------------------------------------------	--------------------------	-------------------------------------------------------------------------------------	--------------------------	---------------------------------------------------------------------------------------

3- Make sure the shampoo packages are facing in the right direction.

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
--------------------------	-------------------------------------------------------------------------------------	--------------------------	-------------------------------------------------------------------------------------	--------------------------	---------------------------------------------------------------------------------------

4- Be careful with chemical burns.

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
--------------------------	-------------------------------------------------------------------------------------	--------------------------	-------------------------------------------------------------------------------------	--------------------------	---------------------------------------------------------------------------------------



5- Pay attention to fragile shipments and handle with care.



6- Be careful with flammable substances.



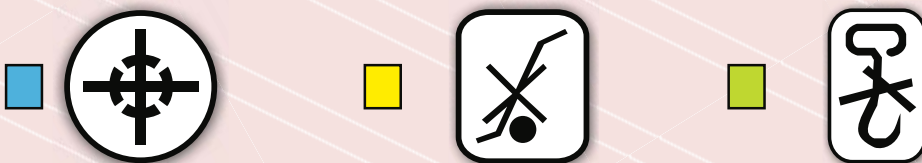
7- Keep away from heat.



8- Avoid breathing in dangerous vapours.



9- Don't use any hooks.



10- Don't use a hand trolley for transporting.



Activity 2

The following statements describe road, rail, sea and air transport. Tick the correct columns (1-10) in the table below.

- 1 low-capacity load
- 2 very high-capacity load
- 3 low freight rates
- 4 high freight rates
- 5 slow speed
- 6 high-speed delivery
- 7 restrictions on weight and size
- 8 world-wide transport
- 9 least risky
- 10 door-to-door delivery

Road	Rail	Sea	Air

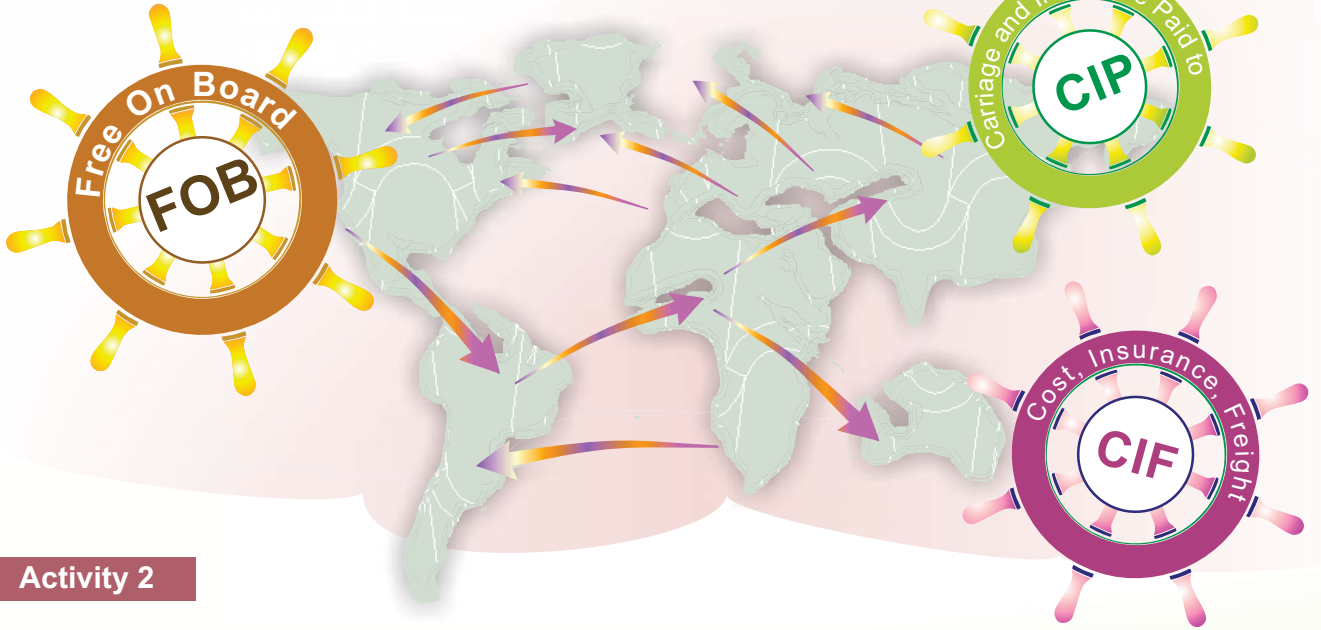


Activity 1



With your partner write only one abbreviation to indicate these three words:  
**International**, **Commercial**, **Terms**

.....



Activity 2

Pick the words from the chain and write them in the correct places below.

**English**

.....

.....

.....

.....

.....

**Turkish**

taşıma

sigorta

gemi bordası

mal bedeli

navlun

**Word Chain:** cost, insurance, freight, carriage, board, free

Activity 3

Read the three e-mails below. Decide on the delivery type for each one. Then put a tick (✓) in the table below.

**Email 1:**  
 Country: India  
 Dear Sir,  
 We would like to order a supply of coconut shell and want to have the best CIF price for it. We prefer a price which includes cost, marine insurance and freight.  
 Destination Port: Chennai  
 Payment Mode: Cash  
 Regards.

**Email 2:**  
 Country: Malaysia  
 Dear Sir,  
 We are interested in buying 500 netbook. Please send the CIF price for each piece. We will pay cost, cargo insurance and carriage.  
 Destination Port: Kuwait and Egypt  
 Payment Mode: Bank Transfer  
 Regards.

**Email 3:**  
 Country: India  
 Dear Sir / Madam  
 We are looking to import tutti frutti candy. Will you please send us the FOB price? We will pay freight, marine insurance and transportation from the port of destination.  
 Destination Port: Guwata Assan  
 Payment Mode: Cheque  
 Regards.

		FOB (Free On Board)		CIF (Cost, Insurance, Freight)		CIP (Carriage and Insurance Paid to)	
		Importer	Exporter	Importer	Exporter	Importer	Exporter
Transportation Cost	Freight						
	Carriage						
Insurance	Freight						
	Carriage						

PAYMENT

Warm Up

Imagine that you have no time to go to the bank to get money. What will you do? Discuss your ideas with your partner.

Activity 1

Here are some words related to money. Write them next to the correct heading: cheque, credit card, debit card, banknote, store card and coins.



Paper Money:

Plastic Money:

Activity 2

Now read the advantages and disadvantages of cards. Then write 'A' for advantages and 'D' for disadvantages.

- 1 - Extra safety
- 2 - Unwanted buying
- 3 - Loss and theft
- 4 - Time saving
- 5 - High interest rates
- 6 - Increased debt
- 7 - Easy to use
- 8 - Discount from stores

Activity 3

Complete the sentences about the misuse of cards. Use **'Don't'** where necessary.

- be a slave of shopping.
- go over your budget limits.
- be alert to any theft or loss.
- give your credit card details online to somebody else.
- check your credit card statement regularly.
- forget to pay your credit card bill.

**Activity 4**

Match the daily payment methods (1-9) with the sentences (a-i) below.

1  
barter

2  
credit  
cards

3  
debit  
cards

4  
cash

5  
Electronic  
Fund Transfer  
(EFT)

6  
biometric  
methods  
*(retina identification/  
hand geometry/  
fingerprint/facial  
recognition)*

7  
cheque

8  
gift  
certificate

- a. I don't like using cards. I always pay in .....
- b. I gave my friend a ..... as a birthday present so she'll buy whatever she wants.
- c. .... are like cash. You directly pay from your account.
- d. For security reasons, governments started to use ..... like retina identification.
- e. I made a good ..... and exchanged my old car for a new motorcycle.
- f. I cashed the ..... in the bank.
- g. Transferring money to someone else's account is called .....
- h. I don't have enough cash. I'll pay by .....

**Activity 5**

**Payment Quiz**

State whether the following statements are Right (✓) or Wrong (x).

- 1- Cash payments are made with coins and banknotes.
- 2- You shouldn't worry about using a fake banknote.
- 3- If you have a damaged banknote, you cannot get your money back from the bank.
- 4- You can get money from the bank in return for a cheque.
- 5- Your cheque will 'bounce' if you do not have enough funds in your account.
- 6- You must always keep your PIN number with your credit/debit card.
- 7- It isn't safe to reply to e-mails which request your credit card number.
- 8- 'ATM' stands for Automated Teller Machine.
- 9- You can buy a product on hire-purchase when it is very expensive.
- 10- Consumers can buy goods with a credit/debit card when they have no money in their accounts.

	✓	X
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

FUN CORNER

A JOKE

One day while Nasreddin Hodja was going shopping, the children in the street flocked around him and said: "Can you buy some whistles for us?"

The Hodja said: "OK. I will."

One of the children gave him some money and said: "Sir, can you please buy one for me too?"

The Hodja took the money and went shopping. In the afternoon, the Hodja came back from shopping and the

children were waiting for him. As soon as they saw him, they asked for their whistles enthusiastically.

However, the Hodja took only one whistle out of his shopping bag and offered it to the child who gave him the money. The others asked for their whistles and the Hodja said:

"....."  
 .....  
 ....."



1- Now choose the best ending for the joke.

- a) Sorry kids, I forgot to buy them and bought some sweets instead.
- b) Who gives money blows the whistles.
- c) I'm not your servant.
- d) I promise to buy them tomorrow.

2- Which one below comes first according to the joke?

- a) the payment    b) the whistle

3- If you were the Hodja, would you buy the whistle without getting the money?

- a) Yes, I would, because .....
- b) No, I wouldn't because .....

PAYMENT METHODS IN FOREIGN TRADE

**CASH IN ADVANCE**  
(Peşin Ödeme)  
Payment before goods  
Risky for the importer

**CASH AGAINST GOODS**  
(Mal Mukabili Ödeme)  
Payment after goods  
Risky for the exporter

**Activity 1**

Read the information above and write the appropriate payment types for different trading partners.

A new trading company

Exporter

A long-established trading company



**Activity 2**

Read the information above again and decide if these payment methods are preferable for the *importer* or *exporter*.

CASH IN ADVANCE

CASH AGAINST GOODS



**Activity 3**

PAYMENT METHODS IN FOREIGN TRADE

Read the info box below and choose the correct answer.

Info box:

The importer's bank guarantees the payment and issues a letter of credit from the importer.

- 1- The bank acts as \_\_\_\_\_  
a) warrantor (guarantor)      b) guide
- 2- If the importer's bank goes bankrupt which bank credits the payment? The \_\_\_\_\_  
a) exporter's      b) importer's



Activity 4

First read Germany and China's export criteria below. Then compare them and fill in the blanks in the sentences underneath.

**Germany**

- Payment Type : L/C
- Delivery Type: CIF
- Warranty : 5 years
- Standards : ISO 9001
- CE certificate
- RoHS certificate
- BEAB Approved
- Cost of Goods : € 25.000=57.500t

**China**

- Payment Methods: Cash in Advance with 10% discount
- Delivery Type: FOB
- Warranty : 1 year
- Standards : CCC (China Compulsary Certificate Mark) ISO 9001
- Cost of Goods: 170.000 CH¥=51.000t

1-The German company offers a ..... guarantee than the Chinese company.

2-The Chinese company offers ..... delivery.

3-The Chinese company has ..... standards.

4-The German company offers ..... prices.

longer/shorter

cheaper/more expensive

better/lower

higher/lower

PROGRESS AND SELF ASSESSMENT

In this unit I liked 😊 .....  
 I didn't like ☹️.....

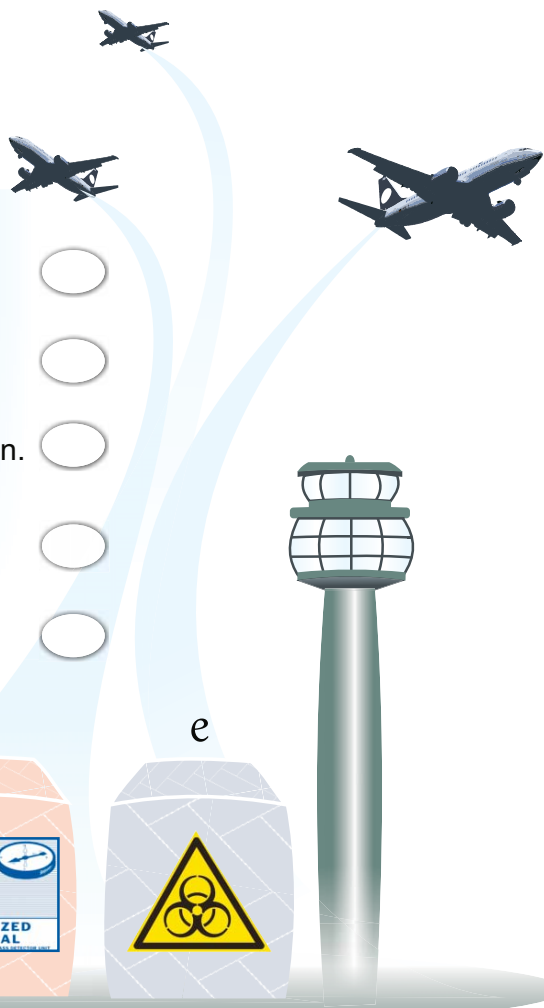
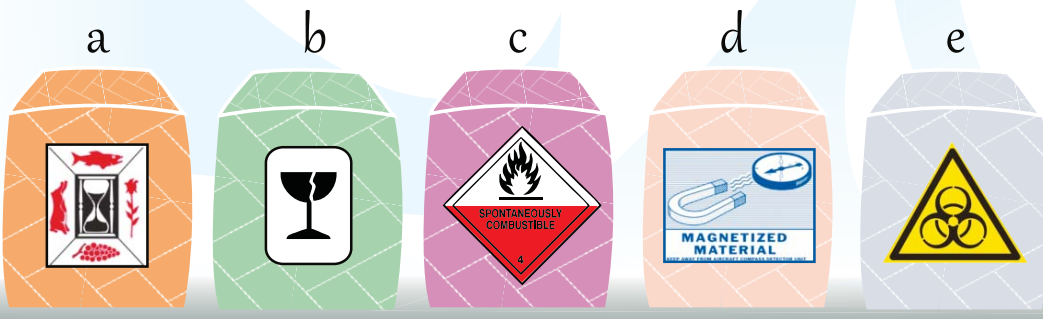
Now I know .....  
 I also learnt about : .....  
 and how to : .....

I learnt the following important vocabulary:

**Assessment 1**

Match the sentences with the appropriate symbols in the boxes.

- 1- We would like to import biological products from Germany.
- 2- We would like to export vases to Romania.
- 3- We would like to export fresh fruit to the Russian Federation.
- 4- We would like to import fridge magnets from China.
- 5- We would like to import glue from Japan.



## Assessment 2

Here are the main elements of trade. Tick the ones that differentiate Incoterms (FOB, CIP, CIF) from each other.

1-Responsibility for freight

2-Port of departure

3-Destination country

4-Types of payment

5-Trading partners

6-Responsibility for insurance

7-Risk takers



## Assessment 3

Read the text below and write the correct payment terms: Cash In Advance (CIA), Cash Against Goods (CAG), Letter of Credit (L/C) in the blanks.

### Scenario 1

Fabrizia Spa, an Italian shoe manufacturer, has received an order for 25,000 pairs of shoes from a chain of French shoe shops. Since this is the first time the companies have done business, Fabrizioa insists on \_\_\_\_\_.

Once Fabrizioa has the money, it can ship the goods to the customer. Fabrizioa, the exporter, is happy. It received payment before shipping the goods. However, the French importer took all the risk; he could not be sure Fabrizioa would send the goods.

### Scenario 2

Fabrizia Spa receives a large order for shoes from a Hong Kong trading company. It hasn't done business with this company before, so Fabrizioa asks for payment in advance.

The Hong Kong company, being well established and itself not certain that the goods will be shipped, refuses. It offers to make payment by \_\_\_\_\_.

### Scenario 3

Fabrizia places an order with a Turkish textile company for 50,000 bathrobes. They have done business for ten years, so they are happy with each other. The Turkish textile company accepts the order and sends the goods. Fabrizioa transfers the money according to the \_\_\_\_\_ payment terms.

# UNIT 6

## INSURANCE



In this unit you will learn:

- different transport problems
- insurance terms & types of insurance

Warm Up



What disasters, accidents and unlucky events can happen in your daily lives? With your partner list five of them below.

1)..... 2)..... 3)..... 4)..... 5).....

Activity 1

Look at the pictures below. Then write the nine types of event/disaster/accident names below each one.

- a) earthquake
- b) avalanche
- c) car accident
- d) robbery
- e) fire
- f) flood
- g) occupational accident
- h) thunderstorm



## INFO BOX

## TYPES OF INSURANCE IN DAILY LIFE



## Activity 2



In your group, look at the insurance diagram in the Info Box above. Then decide what kind of insurance each person below should have.

1

Jack Smith is getting older. He wants to make sure his wife and kids are financially secure when he dies.

(.....)

2

Hans Schweiz had an accident and is badly injured.

3

Özlem's flat is vandalized when a group of burglars break in to steal her TV and electronic equipment.

(.....)

4

Alperen Tunga's factory closed because of the economic crisis. He lost his job.

(.....)

5

Rosa broke her left foot when scoring the winning goal for her company's soccer team.

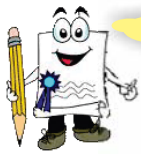
(.....)

6

During a storm, Henry Jordan's yacht is badly damaged.

(.....)

Warm Up



Write the missing vowels for the main terms of transport. Then compare your answers in pairs.

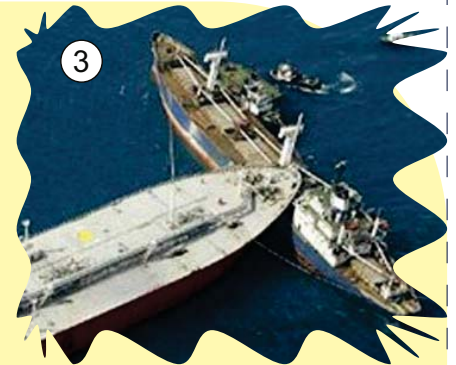
N	S	R	N	C	R	S	K	S
D	M	G	D	L	Y			
L	S	S						

WHY IS INSURANCE NEEDED?

Activity 1

Match the transport problems in the box below with the pictures below.

- a) stranding
- b) leakage
- c) explosion
- d) overloading
- e) improper loading
- f) collision
- g) attacks
- h) acts of war



Activity 2

Look at the info-box and discuss the difference between the two insurance types. Then underline the correct option in the three sentences below the table.

INFO BOX

	All-risk insurance	Total loss insurance
cover	complete and partial loss of cargo	complete loss of cargo
recommended for	most shipments: household goods, automobiles, electronics, retail products	industrial products, bulk cargoes, heavy machinery
rate	higher	lower

1- **All-risk insurance/Total loss insurance** rates are higher but coverage is full.

2- Because of the limited coverage, **all-risk insurance/total loss insurance** costs less.

3- **All-risk insurance/Total loss insurance** only applies to cases of complete loss. The whole shipment must be lost or destroyed for this coverage to apply.

Word Game

How many different words can you make in the word INSURANCE?  
You can add extra one letter.

Eg: insure

.....

.....

.....

.....

.....

.....





Activity 3

Look at the table below and calculate the premium. One is done for you.

**ALL-RISK cargo insurance for international shipping**

Destination	General Merchandise	Household Goods	Vehicles	Boats
Central & South America + Mexico	1.30 %	2.25 %	1.60 %	1.30 %
Asia, Australia, New Zealand + Pacific Islands	0.80	2.25	1.30	1.00
Western & Eastern Europe	0.80	2.25	1.30	1.00

**TOTAL LOSS cargo insurance for international shipping**

Any Destination	General Merchandise	Household Goods	Vehicles	Boats
<b>TOTAL LOSS</b>	0.45 %	1.30 %	0.70 %	0.70 %

e.g. You're importing toys (general merchandise) valued at \$50,000 from China to the USA using ocean container shipping and you require all-risk insurance coverage.

The Premium is: 0.80% of \$50,000 = \$400.

You're exporting a motorcycle valued at \$8,000 from the USA to Poland using ocean container shipping and you require total loss insurance coverage. What will your vehicle's premium be?

The Premium is:.....

You're exporting mobile phones valued at \$150,000 from South Korea using ocean container shipping and you require all-risk insurance coverage. What will the premium be for these goods?

The Premium is:.....

## Activity 1

Choose the correct alternative.

**Insurance clauses in a sales contract.**

- 1- Under CIF and CIP terms, insurance is covered by the **buyer / seller**.
- 2- Under FOB terms, insurance is covered by the **buyer / seller**.

## Activity 2a

First read **both** the proposal letter below **and** the proforma invoice in Activity 2b. Then make the calculations and fill in the blanks on the proforma invoice.

**DCH Chocolate Co. Ltd**

P.O. Box 260 5140 AG Waalwijk; Holland  
Tel: (708) 672-3582 Fax:(708) 672 4276

ZFT Gıda San. Tic.ve Ltd. Şti.  
Şehit Adem Yavuz Sk. 16/10  
Kızılay /Ankara

20 May, 2015

**QUOTATION NO 2204**

Dear Oğuz Kaan TÜRK,

Thank you for your enquiry. We have pleasure in submitting the following quotation:

Quotation Title	Our Reference	Quantity & Price
Flavour Brand Chocolate	200 grs chocolate	10.000- 30.000 boxes of chocolate @ €12 per box
		31.000- 50.000 boxes of chocolate @ €10 per box
		51.000- 80.000 boxes of chocolate @ €8 per box
Ice-cream	Stick ice-cream	10.000- 20.000 boxes of ice-cream @ €15 per box
		21.000- 40.000 boxes of ice-cream @ €12 per box
		50.000- 80.000 boxes of ice-cream @ €10 per box

**Delivery Address:** As above

**Payment Terms:** Cash In Advance

Please note this quotation is valid for 30 days from the date shown above. I hope these prices meet with your approval and I look forward to hearing from you soon. If you require any further assistance with this quotation, please do not hesitate to contact me.

Assuring you of our best attention at all times.

Yours sincerely,  
John Bolton

Sales Administrator

**DCH Chocolate Co. Ltd**

P.O. Box 260 5140 AG Waalwijk Holland  
 Tel: (708) 672-3582 Fax:(708) 672 4276

**ORDER ACKNOWLEDGEMENT**

**Invoice Number:** S6587008  
**Customer Order Number:** R43765439

**Invoice date: 13 Jun, 2015**

**Sold to** ZFT Gıda San.Tic. ve Ltd. Şti.  
 Şehit Adem Yavuz Sk. 16/10  
 Kızılay /Ankara

**Ship to:** ZFT Gıda San. Tic.ve Ltd. Şti.  
 Şehit Adem Yavuz Sk.  
 16/10 Kızılay Ankara

**Shipped Via**  
 T/T In ADVANCE

**Terms: FOB Istanbul**  
**Estimated Delivery Time: June 15th, 2015**

Part No.	Quantity	Description	U/M	Unit Price	Amount
1.	50.000	Chocolate	Box	.....	.....
2.	20.000	Ice-cream	Box	.....	.....

**Total Amount: € .....****Request:**

1. By bank transfer, payment 30% as deposit before production; 70% before shipment.
2. Production will be started after 30% deposit is received.

**Activity 2b**

Look at the delivery type in the proforma invoice above. Who is responsible for the insurance: the importer or exporter?.....

## INFO BOX



**Open Policy:** Cargo insurance that provides compensation for damage to or loss of goods that were carried in a specified vessel or by a specified company, within a specific period.

## Activity 3

ZFTGıda San.Tic. ve Ltd. Şti in Turkey imported chocolate and ice-cream from Holland. Unfortunately, the back of the freezer in the freezer truck was broken, so some of the products were spoiled during transport. They melted in their packages. The importing company took out an open policy and requested an insurance expert to assess the damaged goods. According to the report, there was:

**Damaged chocolate: 25%**

**Damaged ice-cream: 40%**

Using the percentages of the damaged products above, calculate the financial loss to the import company in the box.

Loss of chocolate : € \_\_\_\_\_

Loss of ice-cream : € \_\_\_\_\_

Total Loss : € \_\_\_\_\_

Warm up

You are a goods transporter. Look at the checklist below and tick the points you should pay attention to.

- 1) Ship quickly
- 2) Pack items carefully
- 3) Purchase transport insurance only for valuable goods
- 4) Use thin packaging
- 5) Be careful with markings
- 6) Be careful with packaging standards
- 7) Always prefer air transportation for safety
- 8) Consider additional packaging for fragile goods

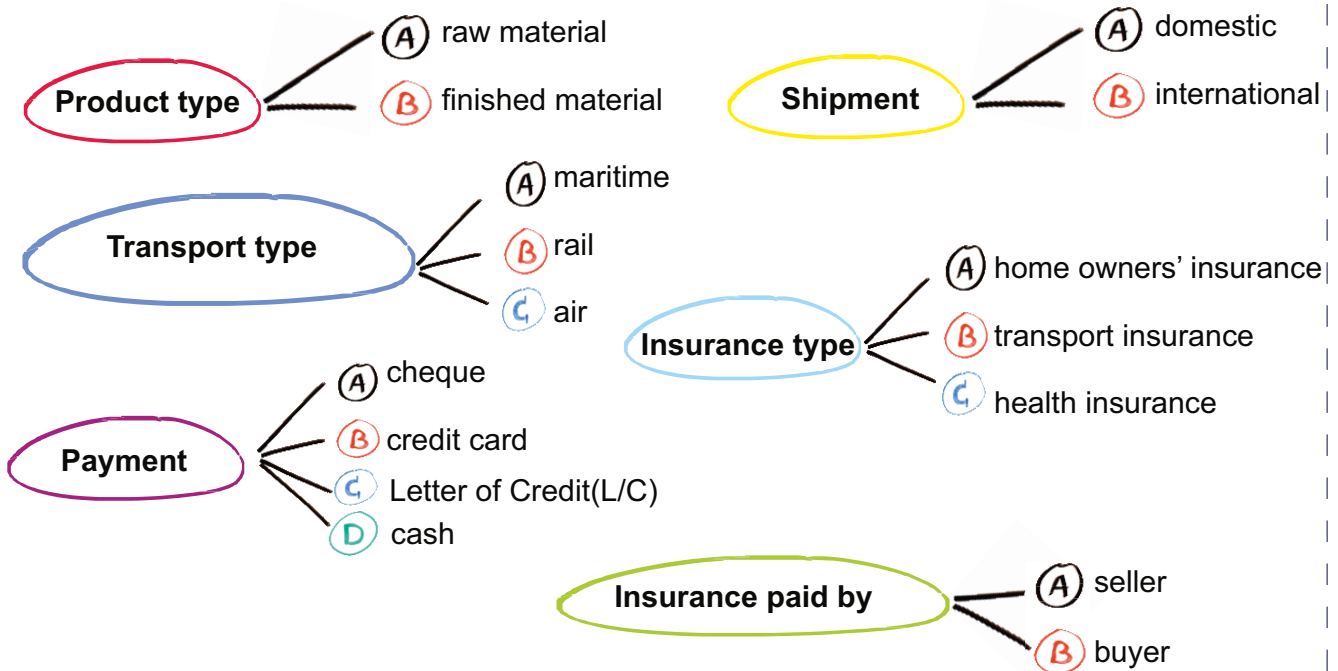


Activity 1

Look at the corporate offer extract below. Then choose the correct options:

Corporate Offer

**PRODUCT TYPE** : Organic Roasted Hazelnut Kernels (10-12 mm)  
**QUANTITY** : 30 tons total  
**ORIGIN** : Turkey  
**DELIVERY TERMS** : CIF-HAMBURG  
**PAYMENT** : T/T or Irrevocable Confirmed L/C with 20% down payment  
**FIRST DELIVERY** : Within 2 weeks after receipt of L/C



Activity 2

First read the text below and answer the questions.



The All Seasons Insurance Company provides insurance cover and risk management. The Bio-Ren Health Co.Ltd. is an import company. It imports rubber hot water bottle under FOB terms. The Bio-Ren Health Co. Ltd takes out insurance for 2000 hot water bottle. The goods cost \$1.500.000.00. The insurance company insures for all losses and/or damage.

1. The name of the insurance company is

.....

2. The hot water bottle is a product in the

.....sector.

3. The unit price of the product is

.....

4. The material of the product is

.....



**PROGRESS AND SELF-ASSESSMENT**

In this unit I liked 😊 .....  
 I didn't like ☹️ .....

Now I know: .....  
 I also learnt about: .....  
 and how to: .....

I learnt the following important vocabulary:      
         

**Assessment 1**

**Insurance Quiz**

Fill in the blanks with the words below.

cover – premium – all-risk – loss – risk



**1** The possibility of loss or damage that is covered by insurance is called .....

**2** ..... insurance covers almost everything.

**3** When something is damaged or stolen, the policy-holder suffers a .....

**4** A payment for an insurance policy is called a .....

**5** The guaranteed protection given by an insurance policy is called .....

**Assessment 2**

Look at the personal profiles below and calculate the value of the insured products.

<p><b>Roza Martinez</b>                  25                  Single                  Car saleswoman                  Wants to buy a house                  Owns a car                  Insured product: car                  Premium: \$144                  Premium rate: %0.80                  Value:</p>	<p><b>Hans Schweiz</b>                  32                  Married                  Financial consultant                  Just bought a new house                  Car owner                  Insured product: house                  Premium: \$1140                  Premium rate: %1.2                  Value:</p>	<p><b>Henry Jordan</b>                  54                  Married                  Owns an electronics company                  Spends most weekends on his luxury yacht                  Insured product: yacht                  Premium: €27600                  Premium rate: %2.3                  Value:</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Assessment 3**

Find the nine insurance-related words hidden in the word puzzle. Check horizontally and vertically.

F	I	R	E	I	W	L	I	F	E	P	O
Z	C	A	A	P	L	O	P	I	N	A	P
H	P	G	C	R	O	S	K	D	T	R	R
W	A	E	I	N	S	U	R	A	N	C	E
K	Y	K	N	Z	S	I	V	M	U	W	M
Z	C	D	E	G	V	E	K	A	S	T	I
A	P	B	R	I	S	K	X	G	C	L	U
M	P	O	L	I	C	Y	N	E	O	R	M

INSURANCE PUZZLE





# UNIT 7

## THE CV, THE JOB APPLICATION AND THE INTERVIEW



In this unit you are going to learn about:

- how to write a CV
- more about job interviews

**Warm-up**

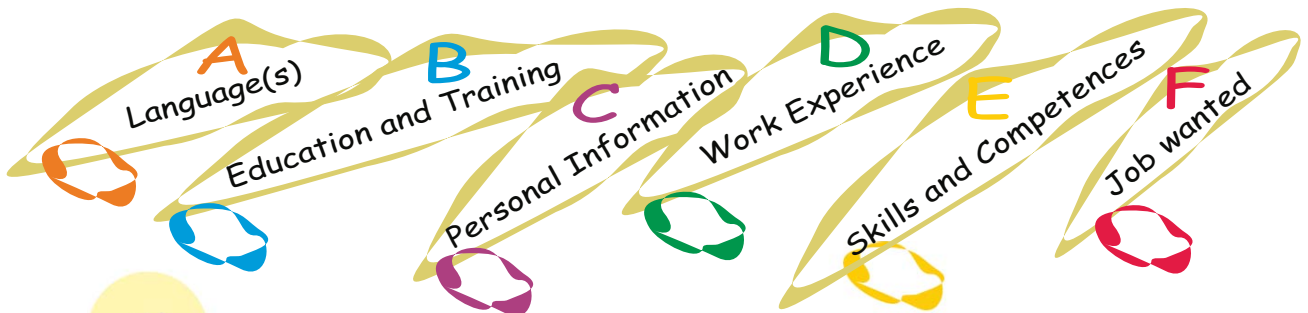
What is a CV? Where do we use it?

**Activity 1**



In pairs, look at the charts below. Then match the headings (A-F) with the e-forms (1-6).

*Headings:*



1)

Date of birth	11	3	1980	-- Format --	?
Surname(s)	Port				?
First name(s)	Zachary				?
<b>Address</b>					
Street number / Street	35				?
State street number and street of contact address, e.g.: 12, High Street					
City	Plymouth				?
Postal code	PL20 7PP				?
Country	England				?
Telephone(s)	+44 20 7123 4565				?
Mobile	+44 0774352515				?
Fax	+44 20 7123 4566				?
E-mail(s)	zacharyport@hotmail.com				?
Nationality	English				?
<a href="#">Add nationality</a> <a href="#">Remove nationality</a>					
Gender	<input checked="" type="radio"/> M <input type="radio"/> F <input type="radio"/> Do not indicate				
Photograph	<input type="text"/> <input type="button" value="Upload"/>				?

2)

Desired employment / Occupational field

Specify your job target or occupational field, e.g.:

**Database manager and administrator**

**NB:** This entry gives an immediate overview of your profile by focusing on your core competences

3)

From    -- Format --

To

Occupation or position held

Main activities and responsibilities

Name and address of employer

Name

Street number / Street

City

Postal code

Country

Type of business or sector

4)

From    -- Format --

To

Title of qualification awarded

Principal subjects / occupational skills covered

Organisation providing education and training

Name

Type

Street number / Street

City

Postal code

Country

Level in national or international classification

Educational field

5)

Enter mother tongue(s)

**Other language(s) - Self-assessment**

Enter a language

**Understanding**

Listening

Reading

**Speaking**

Spoken interaction

Spoken production

Writing

List of your other languages

6)

Good skills and competences

Organisational skills and competences

Technical skills and competences

Computer skills and competences

Artistic skills and competences

Activity 2

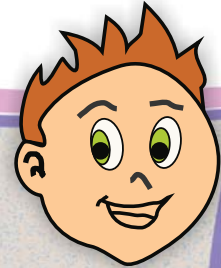
Read about the people's qualifications. Then look at the four job adverts below. And, decide which job the people are suitable for. Put a tick (✓) in the relevant column below.

Özlem Angun



- \* Age: 19
- \* Trade school diploma
- \* Knows English and French
- \* Out-going, independent worker, sociable, self confident,
- \* Good communication skills,
- \* Takes responsibility,

Hakan Sayar



- \* Age: 22
- \* Married
- \* Driving licence
- \* Has completed military duty
- \* Likes computer games, working independently
- \* Is prepared to work flexible shifts

	Web designer	Secretary	Accountant	Sales Manager
Özlem				
Hakan				

Hemel Hotel is looking for an Accountant

- \* At least 2 years' experience
- \* Ability to keep and update financial records
- \* Capable of preparing clear and accurate reports
- \* Military service completed
- \* Efficient at using common accounting package programmes

We are looking for a Sales Manager

- \* University degree
- \* Computer proficiency in MS-Office
- \* 2-3 years' sales experience
- \* Strong writing and communication skills
- \* Fluent English
- \* Good team worker

Full-time Office Secretary

- ∴ Preference will be given to those who have completed an Office Management course in school/college
- ∴ Applicants should be prepared for regular travel
- ∴ You will be required to take up other duties when required
- ∴ No previous experience necessary
- ∴ Minimum typing speed of 80 wpm required

Web-Designer

- \* Proficient at using design programmes
- \* Will have at least one modern foreign language
- \* Will be able to work independently on projects
- \* 2 years' experience required
- \* University degree
- \* You will be expected to regularly update web-sites
- \* Applicants should be creative and enthusiastic IT users

Activity 3



In pairs, discuss the advantages of a standardised CV.



**Europass Curriculum Vitae**

**Personal information**

First name(s) / Surname(s) **Zachary Port**  
 Address 15, Tavistock Road, Plymouth  
 PL20. 7PP, England  
 Telephone(s) +44 0774352515  
 E-mail(s) zacharyport@hotmail.com  
 Nationality English  
 Date of birth 11/03/1980  
 Gender Male



Mobile | +44 20 7123 4565

**Desired employment / Occupational field** **web designer**

**Personal skills and competences**

Mother tongue(s) **English**  
 Social skills and competences Creative, good communication skills, outgoing, friendly  
 Organisational skills and competences Good experience in team management  
 Computer skills and competences Good at web design and Ms-Office programmes  
 Artistic skills and competences Photography, music  
 Other skills and competences Cooking and sports  
 Driving licence(s) A, B

Activity 4

Now fill in the blanks in the CV form below. Imagine it's your own! Use the one above as a model to guide you.



**Europass Curriculum Vitae**

**Personal information**

First name(s) / Surname(s) \_\_\_\_\_

Address \_\_\_\_\_

Nationality \_\_\_\_\_

Date of birth \_\_\_\_\_

Gender \_\_\_\_\_



**Desired employment / Occupational field**

**Personal skills and competences**

Mother tongue(s) \_\_\_\_\_

Social skills and competences \_\_\_\_\_

Organisational skills and competences \_\_\_\_\_

Computer skills and competences \_\_\_\_\_

Artistic skills and competences \_\_\_\_\_

Other skills and competences \_\_\_\_\_

Driving licence(s) \_\_\_\_\_



Activity 5



Imagine that you are going to go for a job interview. Think about some of the personal qualities you have. Then write them in the blanks below. When you have finished, compare yours with your partner's.

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

Activity 6

Look at the list of interview-related items in the picture below. Then transfer the interview items (personal qualities and important tips) to the correct categories in the table underneath.

sit down only when asked

speak slowly and confidently

be neat

smile

be punctual

take your documents

be brief while speaking

be careful with gestures

look the interviewer(s) in the eye

sit up straight

be polite

ask questions about the job

dress modestly

be enthusiastic about the job

do some research about the job before you go

Appearance

Behaviour

Preparation

Body language

## Activity 7

Circle the best option (from 1-7 below) for a successful interview.

1) Good morning. My name's Ms Martin. You've applied for the Laboratory Assistant's position, right?

- a) Yes.
- b) Yes. When I saw it advertised I thought it would really suit me.
- c) Yes I have.

2) Can you tell me why you replied to our advertisement?

- a) I...I'm not really sure...Errr...
- b) I think that I'd be really good at this kind of work. In fact, I learn so fast that I'd be looking for promotion very shortly.
- c) Well, I've always enjoyed science and felt that this position would offer me an opportunity to extend my skills in this area.

3) What were your favourite subjects at school?

- a) I liked Science. It was good. Well, at least the bits I understood were OK.
- b) Maths and Science were my favourite subjects. I also enjoyed doing History.
- c) I'm afraid that I only liked the subjects I was good at. The others were so boring that I found them to be a through waste of time.

4) Have you ever had a job?

- a) Yes, I've worked part-time at a take-away food store. The one just around the corner.
- b) No, I've never really been brave enough to get one.
- c) No, I've really been too busy with all the study I've had to do.



5) We have a lot of other applicants for this position. Why do you think that you deserve to get the job?

- a) Well, I've discovered about this type of work and my research suggests that I'd be quite capable of doing the work involved. I also think that I'd be able to handle any training course reasonably well.
- b) I can't think of any special reason. I suppose I'm no different from most other people.
- c) I reckon I'd probably be the best applicant you are likely to get for the job.

6) Now, do you have any questions you'd like to ask me?

- a) No, I don't think so.
- b) Yes. Could you tell me what hours I'd have to work, and for whom I'd be working?
- c) Yes...What's the pay like?

7) I think I've asked you everything I wanted to. Thank you for coming along to the interview.

- a) Thanks. When will I know if I've been successful?
- b) Think nothing of it. Could I see where I'll be working?
- c) Thank you. Good Bye.

### Activity 8

Look at the qualifications for the Computer Programming job below. Then send an e-mail application to the employer.

Company email:

[salamar@xmail.com](mailto:salamar@xmail.com)

Company address:

Salamar Marketing

5th Street Bahçelievler Beşevler/ANKARA

Required qualifications:

- ☞ C++/Office/ Excel/Photoshop
- ☞ Good at English language
- ☞ 2 years' experience
- ☞ University degree
- ☞ Enthusiastic about Sales and Marketing



**PROGRESS AND SELF ASSESSMENT**

In this unit I liked 😊 .....

I didn't like 😞 .....

Now I know :

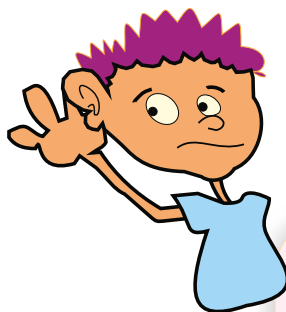
I also learnt about : .....

and how to : .....

I learnt the following important vocabulary:

**Assesment**

Read the questions below. Choose and circle only one answer (1-4) for each section.



MY ENGLISH

Listening

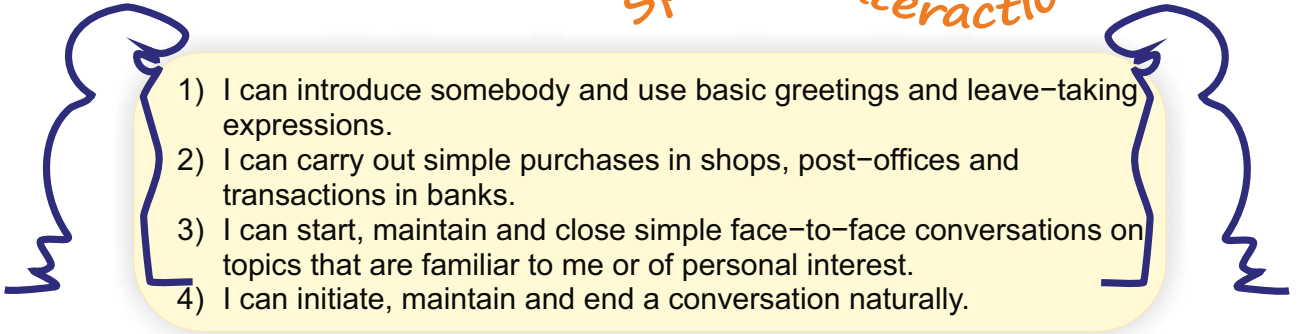
- 1) I can understand when someone speaks very slowly to me.
- 2) I can generally identify the topic of discussion when people speak slowly and clearly.
- 3) I can understand the main points of radio news and news bulletins.
- 4) I can understand in detail what is said to me in standard spoken language, even in a noisy environment.

Reading:



- 1) I can understand simple information about people in newspapers.
- 2) I can identify important information in news summaries or simple newspaper articles in which numbers and names play an important role and which are clearly written and illustrated.
- 3) I can understand the main points in short newspaper articles about current and familiar topics.
- 4) I can read and understand short articles and reports on topics connected with my interests or my job.

*Spoken Interaction*

- 
- 1) I can introduce somebody and use basic greetings and leave-taking expressions.
  - 2) I can carry out simple purchases in shops, post-offices and transactions in banks.
  - 3) I can start, maintain and close simple face-to-face conversations on topics that are familiar to me or of personal interest.
  - 4) I can initiate, maintain and end a conversation naturally.

*Spoken Production:*

- 1) I can give someone personal information.
- 2) I can describe myself, my family and other people.
- 3) I can narrate a simple story.
- 4) I can give clear, detailed descriptions on a wide range of subjects related to my field of interest.

*Writing:*



- 1) I can fill in a questionnaire with my personal details.
- 2) I can write short simple notes and messages.
- 3) I can write personal letters to friends or acquaintances asking for or giving them news and telling them about recent events.
- 4) I can write clear and detailed texts.

Now look at the results table below. Find which European language level you are at according to the answers you gave to the questionnaire above. Circle the answers you gave:

Number	Listening	Reading	Spoken Interaction	Spoken Production	Writing
1	A1	A1	A1	A1	A1
2	A2	A2	A2	A2	A2
3	B1	B1	B1	B1	B1
4	B2	B2	B2	B2	B2

Count the number of A1s, A2s, B1s and B2s you have. Then look at the chart on the next page. This tells you where you are and where you need to be as a language learner.

# My English Standard

Where I need to be

Where I am

B1

A2

A1

B1

Where I need to be

Where I am

A1

A2

## Listening

I can understand common words and phrases (lexis/vocabulary) when someone is speaking about their life and family, about shopping and their hometown, and about their jobs. I can also catch the main point when I listen to a short message or announcement.

## Speaking

I can understand someone talking about work, his/her CV, school or leisure activities. And I can understand the main points of some TV and radio programmes when they speak slowly and clearly.

I can begin a short conversation with somebody, although it is difficult for me to continue. I can talk about everyday things like family, school and my life, but I can't understand everything the other person says to

I can speak to other English speakers about myself, my hobbies, family, work and news topics. I can also describe, simply, my dreams, hopes, plans and opinions about things. And I can say which books and films I like.

## Reading

I can read advertisements, menus and time-tables and find the information I want from them. I can also understand short personal letters from someone.

## Writing

I can understand when I read if many common words are used and if the topic is about something that interests me, like jobs or sports. I can also understand simple personal messages about feelings and wishes and things that have happened.

I can write letters and e-mails about my experiences and impressions or feelings, if they are simple and I'm interested in them.

I can write short, simple messages and notes. And I can write a very simple personal letter to thank somebody, for example.

Fun Corner

This is a job application that Gordon, a 17-year-old boy, submitted to a restaurant in Florida. They hired him because he was so honest and funny!

Name: Gordon Bulmash

Address: Biscayne Bay 3000 N.E. 151st Street  
North Miami, Florida 33181

Desired position: Company President or Vice President. But seriously, whatever is available. If I was in a position to be picky, I wouldn't be applying here in the first place.

Education: Yes.

Salary : Less than I'm worth.

Most notable achievement: My incredible collection of stolen pens and post-it notes.

Reason for leaving: It was a mess.

Available to work: Of course! That's why I'm applying.

Preferred hours: 1:30 - 3:30 p.m., Monday, Tuesday and Thursday.

May we contact your current employer? If I had one, would I be here?

Do you have any physical condition that would prohibit you from lifting up to 50 LBS? Of what?

Do you have a car? I think the question here should be "Do you have a car that runs?"

Sign here: Aries.



What do you think about this application? \_\_\_\_\_

List any new words or phrases in Gordon's application that you came across.  
\_\_\_\_\_

**UNIT 1**

<b>Calculating</b>	Hesap yapma
<b>Communicate effectively</b>	Etkili iletişim kurmak
<b>Computerized accounting</b>	Bilgisayarlı muhasebe dalı
<b>Deal with angry clients</b>	Öfkeli müşterilerle uğraşmak
<b>Face a difficulty</b>	Bir güçlükle karşılaşmak
<b>Finance and stock market services</b>	Borsa ve finansman dalı
<b>Finance service employee</b>	Finans hizmetleri elemanı
<b>Foreign trade expert</b>	Dış ticaret uzmanı
<b>Foreign trade office service</b>	Dış ticaret dalı
<b>Honorary degree</b>	Fahri doktorluk
<b>Internet savvy</b>	İnternet düşkünü
<b>Lead group</b>	Grubu yönetmek
<b>Meet deadlines</b>	Teslim tarihlerine uymak
<b>Minister of Finance</b>	Maliye bakanlığı
<b>Neat</b>	Temiz, düzgün
<b>Negotiating</b>	Görüşme yapmak
<b>Organized</b>	Düzenli
<b>Outgoing</b>	Dışa dönük, sosyal
<b>Post-opening session</b>	Açılış sonrası oturumu
<b>Pre-opening session</b>	Açılış öncesi oturumu
<b>Punctual</b>	Dakik
<b>Work experience</b>	İş deneyimi
<b>Work under pressure</b>	Baskı altında çalışmak

**UNIT 2**

<b>Barter</b>	Takas
<b>Brandname</b>	Marka adı
<b>Currency</b>	Para birimi
<b>Exchange rate</b>	Döviz kuru
<b>Export</b>	İhracat
<b>Goods</b>	Ürün, mal
<b>Import</b>	İthalat
<b>Monthly interest</b>	Aylık faiz
<b>Raw material</b>	Hammadde
<b>Sector</b>	Sektör
<b>Unit price</b>	Birim fiyatı

**UNIT 3**

<b>Contact person</b>	İrtibat kişisi
<b>Documents</b>	Belgeler
<b>Exchange rate</b>	Döviz kuru
<b>Exporter</b>	İhracatçı
<b>Fair trade</b>	Adil ticaret
<b>Free trade zone</b>	Serbest ticaret bölgesi
<b>Industry</b>	Sanayi
<b>Insurance</b>	Sigorta
<b>Market research</b>	Pazar araştırması
<b>Needs analysis</b>	İhtiyaç analizi
<b>Order</b>	Sipariş
<b>Order letter</b>	Sipariş mektubu
<b>Out of stock</b>	Tükenmiş
<b>Price</b>	Fiyat
<b>Proforma invoice</b>	Proforma fatura,ön fatura
<b>Quantity</b>	Miktar
<b>Reference number</b>	Referans numarası
<b>Shipment</b>	Nakliyat
<b>Supplier</b>	Tedarikçi

**UNIT 4**

<b>Border gate</b>	Sınır kapısı
<b>Bordering countries</b>	Sınır komşusu ülkeler
<b>Branding</b>	markalaştırmak
<b>Consultant</b>	müşavir
<b>Country</b>	Ülke
<b>Coverage area</b>	Kapsama alanı
<b>Distributor</b>	dağıtımçı
<b>Durability</b>	dayanıklılık
<b>Enquiry form</b>	bilgi edinme formu
<b>European Norm(EN)</b>	Avrupa Standardı
<b>Exhibition</b>	Sergi
<b>Exhibitor</b>	Sergileyici
<b>Foreign trade balance</b>	Dış ticaret dengesi
<b>High quality</b>	Yüksek kalite
<b>International organization for standardization(ISO)</b>	Uluslararası Standart Teşkilatı
<b>Multi-purpose</b>	Çok amaçlı

<b>Retailer</b>	Perakendeci
<b>Revision date</b>	Gözden geçirme tarihi
<b>Semi-manufactured goods</b>	Yarı işlenmiş mallar
<b>Standard number</b>	Standart numarası
<b>Standardized products</b>	Standartlaştırılmış ürünler
<b>Start date</b>	Başlangıç tarihi
<b>Trade deficit</b>	Ticaret açığı
<b>Trade surplus</b>	Ticaret fazlası
<b>Trading company</b>	Ticaret şirketi
<b>Venue</b>	Alan

## UNIT 5

<b>BEAB Approved Mark (British Electrotechnical Approvals Board)</b>	Elektriksel güvenlikle ilgili bir sertifika
<b>Bill of lading</b>	Konşimento
<b>Carriage</b>	Navlun
<b>Carriage and Insurance Paid to (CIP)</b>	Taşıma ücreti ve sigortası ödenmiş olarak teslim
<b>Cash</b>	Nakit
<b>Cash the cheque</b>	Çeki bozdurmak
<b>Cost, Insurance, Freight (CIF)</b>	Satıcının mal bedeli, sigorta ve navlunu üstlendiği teslimat şekli
<b>Customs</b>	Gümrük
<b>Debit card</b>	Bankamatik kartı
<b>Destination country</b>	Teslimat ülkesi
<b>Door-to-door delivery</b>	Kapıdan kapıya teslim
<b>EFT</b>	Elektronik para transferi
<b>Free On Board (FOB)</b>	Gemi bordasında teslim
<b>Freight rates</b>	Navlun oranları
<b>High-speed delivery</b>	Hızlı teslimat
<b>High capacity load</b>	Yüksek kapasiteli yükleme
<b>Letter of Credit(L/C)</b>	Akreditif mektubu İthalat yapacak firmanın bir kredi mektubu ile kendi bankasına talimat vererek mal ihracatı yapan firmanın bankasına mal ihracatının gerçekleşmesi ile ilgili gerekli ödemeyi yapacağını taahhüt ettiği belgedir.
<b>Low capacity load</b>	Düşük kapasiteli yükleme
<b>Manufacturer</b>	Üretici
<b>Order letter</b>	Sipariş mektubu



<b>Payment</b>	Ödeme
<b>Risk taker</b>	Riske giren kişi
<b>RoHS Certificate (Restriction of Hazardous Substances Directive)</b>	Elektronik ve elektrikli eşyalarda bazı maddelerin kullanımını kısıtlayan standartlarla ilgili bir belge.
<b>Slow speed</b>	Düşük hız
<b>Sales contract</b>	Satış sözleşmesi
<b>Shipping documents</b>	Yükleme belgeleri

## **UNIT 6**

<b>All-risk insurance</b>	Bütün Tehlikeler Sigortası
<b>Amount</b>	Miktar
<b>Automated Teller Machine (ATM)</b>	Bankamatik
<b>Biometric methods</b>	Kişilerin fiziksel özelliklerine (parmak izi, el geometrisi,iris)bakarak tespit eden bilgisayar destekli kimlik tanılama sistemi.
<b>Cash Against Goods</b>	Mal mukabil Ödeme
<b>Cash in Advance</b>	Peşin ödeme
<b>Conformite' Europeenne (CE)</b>	Avrupa Uygunluğu (European conformity)
<b>Corporate offer</b>	Kurumsal teklif
<b>Description</b>	Tür/Cins(mal veya ürün)
<b>Enquiry</b>	Ticari sorgulama, soruşturma
<b>Estimated Delivery Time</b>	Tahmini teslim süresi
<b>Fake banknote</b>	Sahte kağıt para
<b>Go bankrupt</b>	İflas etmek
<b>Hire-purchase</b>	Taksitli alışveriş

<b>In advance</b>	Peşin ödeme
<b>Invoice Date</b>	Fatura tarihi
<b>Invoice Number</b>	Fatura Numarası
<b>Open Policy Unit</b>	Abonman poliçe
<b>Order acknowledgement</b>	Sipariş onay formu
<b>Payment methods</b>	Ödeme yöntemleri
<b>Proforma Invoice</b>	Proforma fatura, ön fatura
<b>Total Risk Insurance</b>	Tam Zıyan Sigortası
<b>Quantity</b>	Miktar
<b>Quotation</b>	Fiyat teklifi
<b>Shipped via</b>	Nakliye şekli
<b>T/T (Telegraphic Transfer)</b>	Banka havalesi
<b>Unit Price</b>	Birim fiyatı
<b>Warrantor</b>	Garantör
<b>Warranty</b>	Garanti

## UNIT 1

aviation  
criminal justice  
culinary arts  
commerce  
department  
exchange  
health care  
ID card  
trade

## UNIT 2

barter  
brand  
canoe  
cement  
country  
crop  
currency  
diamond  
exchange rate  
figs  
glider  
iron  
pelt  
raw material  
rubber  
sector  
silk  
sled  
steel  
stone  
truck  
vehicles  
ware

## UNIT 3

company  
consumer  
contract  
documents  
employees  
environment  
equipment  
export  
free trade zone  
freight  
import  
manufacturer  
order  
payment  
price

quantity  
seller  
supplier

## UNIT 4

border gate  
bordering country  
brand name  
customs  
design  
durability  
enquiry  
exhibition  
logo  
standardization  
trade deficit  
trade surplus

## UNIT 5

airtight  
bale  
bankrupt  
barrel  
basket  
BIOHAZARD  
bounce  
budget limits  
case  
commercial  
container  
corrosive  
debit card  
delivery  
drum  
enclosed  
flammable  
FRAGILE  
freight  
good stuffs  
hemp  
hire-purchase  
hook  
insulated  
payment  
perishable  
repay  
sack  
store card  
strengthened  
Use No Hooks  
vapour

## UNIT 6

attacks  
avalanche  
collision  
explosion  
household goods  
improper loading  
leakage  
occupational accident  
open policy  
overloading  
premium  
retail products  
shipwreck  
stranding  
tornado

## UNIT 7

accurate  
applicant  
background  
bulletin  
competence  
employer  
enthusiastic  
experience  
gesture  
independently  
interview  
military duty  
neat  
potential  
proficiency  
punctual  
purchase  
take up

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