

Success with Business

B2 Vantage

Student's Book Answer Key

MODULE 1

1.1 Ways of working

Different ways of working

VOCABULARY

2

1 F 2 H 3 A 4 G 5 C 6 I 7 D 8 E

3

Possible answers:

Freelance, temping, consultancy:

It's great because I'm my own boss, but I still work with lots of different people.

Teleworking:

It can get a bit lonely at times. And I miss my colleagues and all the office gossip.

Job-sharing:

When one of us wants a week off, the other person does a few extra days so it's fairly flexible.

Shift work:

The only problem is sleeping. Your body never knows if it's night or day!

Part-time, teleworking:

My children are at school, so it lets me spend more time with them.

Temping:

I like it because it's only for a couple of months and I'm saving up to go round the world.

Hot-desking:

I wish I had my own space. I have to carry everything around in my bag and sometimes there's nowhere to sit.

4

Possible answers:

	Possible advantages	Possible disadvantages
freelance	you choose the job	no job security
teleworking	you organise your work time	you need to be good at self-organisation
job-sharing	more free time	need to coordinate with other person
shift work	gives you your days free	tiring
part-time	more free time	less money
temping	lots of variety	hard to progress your career
consultancy	well paid	no job security
flexitime	good for work-life balance	not good for people who like routine
hot-desking	saves the company money	disruptive to employees

Offering your staff more flexibility

READING

5

- 1 Fixing core hours
- 2 You don't need to come in today
- 3 Taking days off in lieu
- 4 Focus on results not time-keeping
- 5 Two heads are better than one
- 6 Taking extended breaks
- 7 Communication and trust are key

Working from home

LISTENING

1 (Track 1.1)

- 1 Have a timetable and stick to it.
- 2 Advantages:
 - you spend more time with the children
 - more flexibility
 - the company saves money on office space
 - no commuting.

Disadvantages:

- sometimes you work in the evening
- you miss people and office news.

2 (Track 1.1)

- 1 7.00 – get up, get the kids ready
- 8.30 – take kids to school
- 9.00 – start work
- 12.00 – have lunch
- 14.30 – finish work
- 2 She's been with her current employer since she left school, but she's been home-working for five years.

3 She's going to the office nearly every day to meet visitors.

Present tenses

GRAMMAR

3

1 B 2 D 3 A 4 C

4

1 Present simple

2 Present perfect continuous

3 Present perfect simple

4 Present continuous

5

1 need

2 communicate

3 have escaped

4 have been working

5 have been

6 'm working

7 answer

1.2 Making contacts

Job responsibilities

LISTENING

1

work for

responsible for

report to

specialise in

involved in

deal with

in charge of

3

Possible answer:

'Networking' is the skill of making contacts and can help people progress in their career through knowing the 'right' people. The skill is important in areas such as sales where you need to develop relationships with potential customers.

How to be an effective networker

READING

4

1 C 2 D 3 A 4 C 5 A 6 B 7 B 8 A 9 C 10 C

5

1 Everyone

2 Non-linguistic (appearance and body language) and linguistic

3 Long sentences and open questions

Starting a conversation

LISTENING

6 (Track 1.2)

1 C 2 A 3 D 4 B

7 (Track 1.2)

1 D 2 I 3 C 4 J 5 A 6 E 7 K 8 L 9 F 10 G 11 H

Business correspondence

WRITING

1

1 The email and Post-it note are not related to her work.

2 The memo and the letter are formal because they are giving information and replying to a customer with a complaint. The language uses quite long and fixed expressions.

3 The memo is 'internal communication' because it was sent within the company. Everyone in the company received a copy of it.

4 The memo uses the *To/From/Date/Subject* headings. It doesn't require an opening salutation line (*Dear ...*) or closing salutation (*Best ... Yours ...*). Memos often have only one paragraph.

5 Tel. / asap / @ / RE

2

1 I am writing to ...

2/3 Further to our previous meeting / With regard to your letter ...

4 how about

5 I would like to apologise for

6 I'm sorry that ...

7 we are pleased to

8 Unfortunately

9 Can you

10 Do you want me to

11 May I remind you ...

12 Don't forget

13 we look forward to working with you again ...

14 See you soon

15 Yours sincerely

3

Possible answer:

To: All Staff

From: [Name of student]

Date: 25th July

Subject: Parental Leave

Further to our previous meeting, I am pleased to confirm that parental leave for fathers has been extended to three weeks. The new system will come into operation as from 25th September. May I remind you that your managers will require one

month's notice.

1.3 Speaking Test: Part One

EXAM SKILL

1

A Yes, I **think** English ...

B I'm from ...

C I'd like **to** work ...

D Actually, I'm just finishing my degree ...

E **For** about six years.

2

1 0 2 B 3 D 4 C 5 A 6 E

EXAM PRACTICE

5 (Track 1.3)

The examiner asks about:

- business in your home town or country
- present and future changes in working life.

6 (Track 1.3)

1 I suppose that

2 can you repeat

3 I think that

4 In my opinion

7

Possible questions:

1 What kind of business is very important in your home town?

2 Do you think English will continue to be important for business in the future?

3 Which technology has had the biggest effect on business in recent years?

4 In what ways do you think working life will change in the next ten years?

5 If you had a choice of work training, what would it be? Why?

6 How effective is selling over the phone?

MODULE 2

2.1 Company benefits

Benefits and incentives

VOCABULARY

2 (Track 2.1)

- 1 a company car
- 2 flexible working hours
- 3 parental leave
- 4 an impressive job title
- 5 a pension

More to a career than money

READING

3

- money
- flexible working hours
- attractive and engaging workspace
- space to relax
- fun spaces and bright colours
- element of surprise
- pension scheme
- end-of-year bonus
- paid weekend away or a meal out with the whole team

4

- 1 B 2 D 3 D 4 C 5 A

Asking questions about jobs

SPEAKING

1

- 1 How long have you been working at/for the company?
- 2 When did you join?
- 3 What was your first job?
- 4 What were you responsible for?
- 5 Where were you based?
- 6 What would you like to do in the future?

The past

GRAMMAR

3

Past simple: *started*

Present perfect: *has moved*

Present perfect continuous: *has been working*

4

- 1 began
- 2 trademarked
- 3 became
- 4 has been
- 5 has been working
- 6 has been

7 took part

5

1 have been working

2 joined

3 have had

4 have been considering

5 has expanded / has been expanding (we are unsure if the expansion has ended)

6 completed

7 have been studying

8 has agreed

A letter of application

WRITING

6

Possible answer:

Dear Sir or Madam

I saw your advert for the post of Personal Assistant to Overseas Sales Manager in yesterday's newspaper and I would like to apply for the position.

As you can see from my attached CV, I have been working for a travel agency for the last six months, which I have really enjoyed. Before that, I worked as a receptionist and secretary for two years.

I have a good knowledge of English as I completed a course at college and I am also fluent in Italian, having lived in Rome for the summer in 2016.

Please note that my current manager has agreed to write me a reference. I look forward to hearing from you.

Yours faithfully

[student's name]

2.2 Presenting a company

Presentations

LISTENING

2 (Track 2.2)

headquarters corporation divisions

3

ten billion

one hundred and sixty

thirty-five thousand

forty-eighth

twenty

twenty-eight

thirty-seven thousand

one billion

nineteen oh six

eighty-five billion

4 (Track 2.2)

10,000,000,000 turnover

160 countries
35,000 employees
48th largest employer in the USA
20% reduction in energy consumption
28% reduction in greenhouse gas emissions
37,000 tonnes of waste prevented from entering landfill
1,000,000,000 investment in R&D
1906 company founded
85,000,000,000 estimate of total market

5 (Track 2.2)

1 A 2 F 3 F 4 D 5 A 6 C 7 B 8 B
9 B 10 D 11 C 12 A 13 B 14 C 15 F

A memo

WRITING

4

- 1 All staff.
- 2 Any staff with a company-based pension scheme.
- 3 There have been changes in the government pension laws.
- 4 This will affect the current company-based pension scheme.
- 5 A presentation will be given by the Head of Finance on the changes and any effects.

5

presentation, changes, pension, scheme

6

Possible answers:

- Memo 1: Display of new factory plans
- Memo 2: Presentation on flexitime and home-working
- Memo 3: Spanish classes

7

Possible answer:

To: All staff
From: [name of student]
Date: 1st October
Subject: Presentation of new insurance policy
To offer staff a better health insurance scheme, we are now working with a new insurance company. Please note therefore that a representative from this company will present the new staff policy on 9th October at 2pm in the conference room. All staff are welcome to attend.

2.3 Reading Test: Part One

EXAM PRACTICE

1

They are all job adverts.

2

1 C 2 D 3 C 4 A 5 B 6 B 7 D

MODULE 3

3.1 Starting a business

Types of business

SPEAKING

1

Possible answers:

	Advantage	Disadvantage
Sole trader	You take all the profit.	If you go bankrupt, you lose everything.
Partnership	You share the pressure.	You might disagree on strategy.
Franchise	The business model is given to you so there is less risk.	Part of your profits goes to the franchisor.

To franchise or not to franchise? That is the question.

READING

2

Possible answers:

Becoming a franchisee:

- good if you don't have much business experience
- less risky than being a sole trader
- you have a business relationship with someone else
- only 0.9% of franchises fail
- doesn't suit people who don't like to follow other systems/people
- offers some independence and you don't work for someone else

3

1 C 2 D 3 H 4 G 5 F 6 A 7 E 8 B

Advice on franchises

LISTENING

5 (Track 3.1)

- You must be someone who likes to follow rules and have support from others.
- Choose a strong brand and something you are interested in.
- You need start-up capital.

6 (Track 3.1)

- 1 it's important when
- 2 Secondly, I'd say
- 3 For example
- 4 also think
- 5 Finally, there's

Planning a seminar

LISTENING

1 (Track 3.2)

- 1 Naunton
- 2 Launching your business online
- 3 Sunday evening

4 nine fifteen / 9.15

5 r.naunton@worldsyouroyster.com

2 (Track 3.3)

1 are opening the room

2 set up

3 4pm

4 twelve

5 seven

will and the future

GRAMMAR

3

1 E 2 C 3 D 4 B 5 A

4 (Track 3.3)

1 won't be setting

2 will be arriving

3 'll have finished

4 'll have gone

5

1 Sentences 1 and 2 are future continuous.

2 Sentences 3 and 4 are future perfect.

6

1 'll call

2 won't rise

3 're running

4 'm going to have

5 leaves

6 will be opening

7 will have started

8 's going to leave

9 'll be receiving

Discussing a schedule

SPEAKING

7

Possible changes (in **bold**):

Student A:

9.15–9.30 Registration and coffee (**Should we put everything back by fifteen minutes?**)

9.30–11.00 Introductions and workshop: **'You might want it but does your customer?'**

Speaker: R Thorne

3.30–5.00 Talk: **'A good idea does not necessarily make money'**

Speaker: Fiona Brewster.

Student B:

11.30–1.00 Talk: **'A good idea does not necessarily make money'**

Speaker: Fiona Brewster. (She can't do 9.30. What do we replace her with at 9.30?)

Workshop and mini-presentations by each participant.

(When do we do this?)

1.15–2.00 Lunch (**Can we shorten lunch or put**

events back by fifteen minutes?)

2.00–3.00 Workshop: Online businesses – the myth and the truth

Speaker: Laszlo Reiner (**He wants to speak for two hours!**)

3.2 Leaving and taking messages

Leaving messages

LISTENING

1 (Track 3.4)

1 D 2 H 3 B 4 G 5 C

3

A 2 B 6 C 3 D 3 E 2 F 4 G 7

H 5 I 4 J 6 K 7 L 5

Taking notes and messages

WRITING

1

1 on his home number

2 that the next meeting is on the 23rd

3 the final dates

4 for any confusion

5 the meeting

6 to call

7 bring the interviews forward

8 join us / them later

9 order number 01–X33

2 (Track 3.4)

Possible answers:

1 Please email Ralph details of next month's seminars at r.hensher@henckel.de.

2 Maria Monblot wants to attend next month's business breakfast meeting, not this month's. Confirm this with her on 768 4556.

3 Please call Jochen Anderson about the schedule for the 25th between two and five o'clock. He wants to change the time and length of his workshop.

4 Please call Jochen Anderson on behalf of Kirsten about the schedule on the 25th.

5 Bryan in security confirmed the opening arrangements for Sunday. Call him on 07786 678 8890 if there's anything else.

3 (Track 3.5)

1

Dates: The event is on the 25th.

Times: The schedule says Jochen is speaking at 9.30pm, but he's supposed to speak at 11am. He'd actually prefer to speak at 2pm.

Numbers: His mobile is 0778 890 8895.

2

Checking and clarifying details: *Let me check.*

So that's ... / Let me read that back to you.

Confirming action: I'll have to check ... then call you back. / I'll call you back in about an hour.

Requesting further information: Could you give me your ...?

4/5

Possible answers:

To: Kirsten

Caller: Andrzej Welanetz

Message: Please email details of the next telephone skills course to [email address]. He's sending five people, so also include details of discounts on group bookings.

To: Vanessa

Caller: Sergiusz Parteka

Message: He's sorry, but he's postponing his booking for the seminar on the 13th. Please send dates for the next seminar and explain if the course fee can be refunded.

3.3 Listening Test: Part One

EXAM PRACTICE

2 (Tracks 3.6, 3.7, 3.8)

1 Perkins

2 RAVE

3 IL0378JUL

4 (the) June

5 training video

6 printing factory

7 two weeks

8 confirm

9 application form

10 contact details

11 scheduled

12 how long

MODULE 4

4.1 Advertising

Types of advertising

VOCABULARY

2

- 1 mailshots
- 2 TV commercials
- 3 word of mouth
- 4 brochures
- 5 sample
- 6 newspaper adverts
- 7 banners
- 8 spam

3

Possible answers:

Types of advertising	Advantages	Disadvantages
mailshots	quick to deliver	not seen for long
TV commercials	memorable and can be fun	people remember the advert but not the product
word of mouth	you trust this form most	people can also spread bad news
brochures	give you more time to study information	expensive to produce and send out to your target market
sample	people can test before buying	expensive
newspaper adverts	read by many	read quickly or ignored
banners	you can target a market by choice of website	they disappear quickly
spam	very cheap to produce and deliver	people delete them before reading

Advertising on the web

LISTENING

4 (Track 4.1)

He mentions the following techniques:

- use search engines to put your name at the top of the listings
- get links on other sites
- through a site review
- get free advertising
- have a memorable domain name
- email campaigns (spam)
- send out a monthly newsletter
- have competitions or give something for free

5 (Track 4.1)

1 A 2 A 3 B 4 A 5 C

A short presentation

SPEAKING

6

Possible points:

Student A:

When deciding what type of advertising to use:

- How much will it cost?
- Will it reach your target market?
- Is it short-term or long-term promotion?

Student B:

What is important to know about your target consumer?

- Age and gender
- Typical income
- What do they read/watch in order to select an appropriate type of advertising?

Social media advertising

READING

2

Possible answer:

They are all about ways of using social media in business.

3

1 C 2 A 3 B 4 D 5 C 6 A 7 D

Modals

GRAMMAR

4

Possibility: can, could

Obligation: must, have to

Advice: should

Deduction: must have been, can't be, can't have been

Lack of obligation: didn't have to, didn't need to

No possibility: can't, couldn't

5

Sentences 2 and 4 refer to the past using *couldn't* and *didn't need to*.

6

1 should

2 didn't need to

3 mustn't

4 must

5 couldn't

6 don't have to

7 shouldn't

8 must

WRITING

7

Possible answers:

- You have to pay attention to what the customers want.
- You do not always have to spend a lot of money for the website/campaign/advertisement to be

successful.

- You must make use of impactful photos that grab attention.

4.2 Delegating

How to delegate

READING

2

1 E 2 G 3 F 4 A 5 C 6 B 7 D

A bad delegator

LISTENING

3 (Track 4.2)

The manager clearly doesn't follow:

1 The manager starts by saying how busy he is and then mentions that he has been off sick and on holiday the previous times that the schedules were due, so it looks as if he is delegating a job he doesn't like.

2 The manager says, 'I don't want to give you anything too difficult ...' so it isn't challenging.

4 He doesn't ask the employee to explain the instructions back to him.

5 He won't be available to answer questions.

7 He doesn't give any praise for the work the employee did on the schedules last time.

4

A 2 B 6 C 6 D 4 E 7 F 7

G 2 H 3 I 4 J 5 K 4 L 4

SPEAKING

5 (Track 4.3)

4.3 Listening script

Can I borrow your expertise in something?

I've asked you because ...

Let me know how it's going once a week, please.

I'll need a report on this with your findings and your recommendations.

So, let's go through this one more time to check it's clear.

One thing you might want to think about is ...

You've done a great job on this!

I've got a job here that will really interest you ...

I'd like you to be in charge of all of it.

What are you going to do?

Feel free to call me if you have any questions.

Can you give this priority because they need it as soon as possible?

The deadline for this is next Thursday.

A report
WRITING

1

Possible answer:

Report on visits to website and proposed marketing strategy

Introduction

The aim of this report is to comment on the number of people visiting the company website in the last three months and propose a marketing strategy for the next three months.

Findings

Over the last three months, the number of visitors has increased by 650. There are two reasons for the increase. First of all, we launched a newsletter for subscribers. Secondly, in May, we ran a competition which was very popular.

With regard to costs, banners have cost 3,200 Euros a month, but very few people seem to visit the website as a result of these.

On the other hand, the newsletter doesn’t cost anything (other than my time) but has helped to increase the number of visitors.

Recommendations

In order to increase this number, I would recommend that we continue with the newsletter and run more competitions and quizzes. I also propose that we stop using banners and put more resources into setting up links with other sites to increase the traffic.

2

<p>Introduction This report sets out to ... The purpose of this report is to ...</p>
<p>Findings In addition to ... Alternatively As a result of This means ...</p>
<p>Recommendations In conclusion I would propose/suggest that ... The findings clearly show that we should ...</p>

4.3 Writing Test: Introduction and Part One

EXAM PRACTICE

Possible answer:

From: [student’s name]

Subject: Confirmation of seminar details

Date: XXXX

To: Assistant seminar organisers

Please note that I have booked Rooms 101 and 102 for the seminar next week. I’d be grateful if you would now confirm this booking and the final

schedule for the event with security. Also note that Mr Singh will be one hour late on the Monday morning.

Reading Test: Part Five
EXAM SKILLS

1

prepositions	articles	conjunctions	auxiliary verbs	pronouns
for to of	the a	because so and	has are do	which who

2

Possible answers:

prepositions	articles	conjunctions	auxiliary verbs	pronouns
in at by	an (no article)	when while	have does	it him that

EXAM PRACTICE

3

- 1 MOST
- 2 FOR
- 3 A
- 4 CORRECT
- 5 MUCH
- 6 OF
- 7 PUT
- 8 CORRECT
- 9 WHO
- 10 AND
- 11 LIKE
- 12 CORRECT

MODULE 5

5.1 The workplace

Art at work

READING

2

1 A 2 B 3 B 4 A 5 C 6 D
7 C 8 D 9 B 10 B 11 A 12 D

An interview with an art consultant

LISTENING

4 (Track 5.1)

Draw up selection of possible artworks 2

Installation 5

Select or commission artworks 4

Art consultant makes initial visit 1

Present possible choices to client 3

5 (Track 5.2)

Overall, the speaker seems to be suggesting that modern artworks are a better choice to show you are a modern company and 'planning for the future'. Traditional artworks say that a company is old or lacks new ideas.

6 (Tracks 5.1, 5.2)

1 A 2 C 3 B 4 C 5 C 6 A

Reporting

GRAMMAR

1

- 1 We prefer
- 2 they preferred
- 3 I've always disliked
- 4 he'd always disliked
- 5 I'll need
- 6 she would need

2

- 1 She said that she wasn't happy with the arrangements.*
 - 2 He said they were moving the following week.
 - 3 They said they'd planned everything.
 - 4 He said that he'd left the company in 2015.
 - 5 The caller said she would call back the next day.
- *Note that if the fact of the sentence is still true we sometimes do NOT change the verb, eg in 1, if the woman still isn't happy at the time of speaking, the speaker could say: 'She said that she isn't happy with the arrangements.'

3

1 F 2 C 3 B 4 E 5 A 6 D

Having done this, students make full reporting sentences with these verbs. These may vary a little.
Possible answers:

- 1 He concluded that the company could offer a 2% pay rise.
- 2 She apologised for missing the deadline. / She apologised that she had missed the deadline.
- 3 He called to say he would be a few minutes late.
- 4 They agreed that management was spending too much time on paperwork.
- 5 He argued that they could buy new computers with that.
- 6 He asked if he could take a day off next / the following week.

Some opinions on art

LISTENING

4 (Track 5.3)

- Speaker 1 The picture on the top left.
Speaker 2 The middle picture on the bottom row.
Speaker 3 The picture on the bottom left.
Speaker 4 The picture on the right.
Speaker 5 The middle picture on the top row.

5 (Track 5.3)

- 1 B, D, F
- 2 A
- 3 H
- 4 E, G
- 5 C

5.2 Participating in a meeting

Let's not meet

READING

2

- 1 IT
- 2 TO
- 3 OF
- 4 WHO
- 5 CORRECT
- 6 MOST
- 7 CORRECT
- 8 VERY
- 9 WHY
- 10 CORRECT
- 11 EITHER
- 12 IN

Verb collocations

VOCABULARY

4

- 1 hold
- 2 run
- 3 see (also *take your point* is possible but see 6)
- 4 attend
- 5 set
- 6 take

- 7 move
- 8 go
- 9 reach
- 10 give

Expressions for meetings

SPEAKING

5

1 J 2 D 3 E 4 H 5 K 6 F 7 G 8 I 9 B 10 C

Report on a meeting

LISTENING

3 (Track 5.4)

Point 1: DZ agreed (not disagreed) and will go on the 7th (not the 6th).

Point 2: DZ didn't offer but has already found a hotel.

Point 3: HS suggests a lunchtime reception (not breakfast buffet). DZ agrees.

Point 4: The brochure has incorrect prices (not dates). RS will make new price lists (not HS).

Minutes of a meeting

WRITING

4

Possible answer:

Minutes of the meeting to discuss plans for Seattle conference

Participants: Robert Samuelson (Chair), Dahlia Zille, Hugo Sata.

Date: 27th November

RS opened the meeting and suggested that someone should arrive two days early to set up. HS disagreed and suggested that one day was enough time. DZ agreed to arrive on the 7th.

DZ confirmed that she had already booked a hotel and would book the flights.

RS wanted to discuss the issue of sponsoring an event for delegates. HS suggested that a lunchtime event might attract more visitors to the exhibition stand. Everyone agreed and RS said he would give HS a budget.

DZ raised the issue of the incorrect price lists. It was agreed that RS would make new price lists and include some offers.

5.3 Speaking Test: Part Two

EXAM PRACTICE

1 (Track 5.5)

- 1 F (Both candidates prepare.)
- 2 T
- 3 F (They have about a minute to prepare.)
- 4 F (You can make notes.)
- 5 T

4 (Track 5.6)

There are a number of points to consider when ...

First of all, there's ...

For example ...

The second point to remember is ...

You also need to consider ...

Something else is ...

5

Erica's question at the end is *People say that newspaper advertising isn't as effective as, say, a TV commercial. Do you agree with this?*

Erica's question is good because she starts with a statement and then asks Pierre to comment.

Ask students to suggest possible answers, eg *It's probably true that TV commercials are more effective because you have the person's attention, but on the other hand they're much more expensive.*

MODULE 6

6.1 Recruitment

Employment news

READING

2

1 A, C 2 B 3 C 4 A 5 A

Hiring and firing

VOCABULARY

4

give a job: *hire, recruit, employ*

take someone's job away: *dismiss, sack, fire, lay off, make redundant*

leave a job: *give notice, walk out, resign, take voluntary redundancy*

Employment case studies

LISTENING

5 (Track 6.1)

Speaker 1: E

Speaker 2: G

Speaker 3: C

Speaker 4: A

Speaker 5: B

Employment issues

SPEAKING

6

Possible answers:

1 Many people will respond that it is unethical; however, it is also a cultural issue since people from some countries would take the attitude that if it gets you the job then it is acceptable. It may also be the case that an applicant doesn't have the right qualification but is still able to do the job well.

2 You would expect that all managers should talk to the person in question about an issue and also to anyone involved such as colleagues of the person.

3 Good communication can avoid problems before they get out of control. Staff problems can be caused by problems at home or difficulties with other members of the team. By regularly talking to staff a manager might be able to predict issues even before they arise and take action.

4 This will often depend on the level of the post. Senior managers may often have three to six months as a notice period, whereas the basic employee may only have as little as a week in which to find a new job.

5 Responses will include qualifications, references, character and personality, how they work with others, reasons for leaving the other job, etc.

6 Many companies have a policy of one verbal warning, a written warning and finally the employee is fired. If your students work, find out from them what is normal in their company. Also discuss reasons for firing. For example, are issues such as sexual harassment, lateness or being caught using the Internet for personal use grounds for sacking?

7 Students might feel that if a company has not been honest with them that it is appropriate to leave.

Passives

GRAMMAR

1

1 's employed.

2 must have been asked

3 is hoped

4 are being made redundant

5 is to be looked at

6 were taken on

7 'll be fired

2

Present continuous 4

Present perfect 0

Past simple 6

Will (future) 7

Present infinitive 5

It + passive 3

Modal 2

3

1 are given

2 is being reviewed

3 've been offered

4 was set up

5 will be given

6 to be looked

7 is hoped

8 have been delayed

5

1 to assess

2 was unfairly dismissed

3 was followed

4 has been found

5 had failed

6 is reported

7 gave

8 was dismissed

9 appears

- 10 is recommended
- 11 should be carried out
- 12 will help

6.2 Electronic communication

Banning phones in the workplace

READING

2

1 E 2 A 3 G 4 F 5 C

Emailing terms

VOCABULARY

3

- 1 a computer
- 2 click
- 3 shut down
- 4 mouse
- 5 delete
- 6 break
- 7 dismiss
- 8 sender
- 9 icon

Possible answers:

- 1 Switch on the computer with this button here.
- 2 Double click on the icon.
- 3 Shut down the computer and restart it.
- 4 Use the mouse to move the cursor.
- 5 I deleted the email by mistake.
- 6 Put a page break in here.
- 7 Our company dismisses people who send personal emails.
- 8 This email doesn't say who the sender is.
- 9 Run the game by clicking on the icon.

Internal communication and emails

READING

1

The order they were each sent is 3, 2, 4, 1.

2

- Request information: *Please give me ...*
- Announce: *Would all staff note ...*
- Request action: *Please / I'd be grateful if ...*
- Suggest: *Why don't you ...*
- Thank: *We appreciate ...*
- Refer to: *With regard to ...*
- Explain reason: *The reason is ...*
- Offer: *Would you like me to ...*
- Apologise: *I'm afraid ...*

3

Possible answers:

- Request information: *I'd like ...*
- Announce: *Please note ...*
- Request action: *I'd like to request that ...*

Suggest: *How about ...*

Thank: *We thank you for ...*

Refer to: *With reference to ...*

Explain reason: *This is because ...*

Offer: *Can I ...*

Apologise: *I am sorry but ...*

An email

WRITING

4

Possible answers:

1 Dear [name]

Would you please send me details of the next health and safety training event? I'm aware that it is due in the near future.

Regards

[name]

2 Dear [name]

Thanks for reminding me. The training event takes place on the 3rd September from 9–5 in the conference rooms. Please inform all department managers and forward the attached documents which are to be read before the event.

Thanks

[name]

3 Dear Department Managers

Would you all please note that the next health and safety training event takes place on the 3rd September from 9–5 in the conference rooms. As you know this is a legal requirement, so please ensure that all your staff are informed that they must attend. Please also find attached documents which you should be familiar with before the event.

Thanks for your co-operation.

[name]

4 Dear [name]

Thanks for informing the managers.

Unfortunately, the training event has been postponed. The reason is the trainer is unavailable. He has suggested the 23rd September, so can you let all managers know?

Sorry for the inconvenience.

[name]

5 Dear Department Managers

Following my previous email, I am writing to inform you of a change in date to the health and safety training event. Due to the unavailability of the trainer on the 3rd September, the event will now take place on the 23rd. All other details remain the same.

Apologies for any inconvenience caused.

[name]

6.3 Reading Test: Part Two

EXAM FORMAT

1

1 F (there are 5, or 6 including the example)

2 T

3 F (only one per gap)

4 T

5 T

EXAM SKILLS

3

Suggested answers:

a Rich countries, typical worker, less time at work, twenty years ago

b Yes; European Union countries and Japan are mentioned in paragraph 4.

c Paragraphs 1, 4 and 5

5

1 A 2 D 3 E 4 G 5 F

MODULE 7

7.1 Job qualities

LISTENING

2 (Track 7.1)

1 A 2 C 3 D 4 B 5 E

4

1 B 2 B 3 C 4 A 5 B 6 B 7 A 8 C

VOCABULARY

5

1 version

2 rapport

3 aspect

4 freelance

5 myth

6 empathy

7 extrovert

8 crucial

The worst job in the world?

READING

1

1 B, C 2 A 3 A 4 C

Describing jobs

VOCABULARY

2

Possible answers:

Job A: frustrating, challenging

Job B: repetitive, boring

Job C: repetitive, boring, frustrating

3

adjective	noun	comparative form	superlative form
boring	bore / boredom	more boring	most boring
challenging	challenge	more challenging	most challenging
varied	variety	more varied	most varied
well-paid	pay / payment	better-paid	best-paid
frustrating	frustration	more frustrating	most frustrating
responsible	responsibility	more responsible	most responsible

Pronunciation

repeat

repetitive

repetition

boring

challenge

challenging

vary

varied

variety

payment

frustrate

frustrating
frustration
responsible
responsibility

Comparatives and superlatives

GRAMMAR

5

- You add *-er* / *-est* to form short comparative and superlative adjectives.
- You use *more* / *most* before longer adjectives.
- The structure *as* + adjective + *as* shows two things are equal.

6

- 1 bad
- 2 most
- 3 most enjoyable
- 4 more
- 5 than
- 6 better
- 7 as
- 8 better

7.2 Selling

Truths and myths about selling

READING

1

Possible answers:

- persuasiveness
- knowledgeable
- trustworthy
- believes in the product or service
- never gives up

2

- 1 B 2 A 3 D 4 C 5 D 6 B 7 C 8 A
9 B 10 A 11 B 12 D 13 B 14 C 15 C

Selling

LISTENING

3 (Track 7.2)

Salesperson 1: advertising

Salesperson 2: car

Salesperson 3: stationery

Salesperson 4: personal organisers

Salesperson 5: home improvements / insulation

4 (Track 7.2)

- 1 June
- 2 radio
- 3 previous
- 4 five seconds
- 5 design
- 6 red
- 7 logo

8 house

9 a representative

5 (Track 7.2)

A 4 B 3 C 1 D 5 E 1 F 3 G 3 H 2

6

Establish customer needs: B, D, F

Suggest possible requirements: C, E

Compare: A, H

Close the sale: G

A sales proposal

READING

1

1 The client needs office space for 12 months.

2 The salesperson can meet those needs and also wants to try and sell a little more in addition.

3 The second location offered has these benefits:

- offices on the same floor
- wonderful views
- more convenient than the other location for transport
- suitable parking facilities

2

Possible answers:

- Thank you for your order ...
- Further to your request ...
- I'd like to mention that I can also ...
- Please note ...
- As an interesting alternative, you might wish to consider ...
- It has the following features ...
- Please consider this possibility and note ...
- I would suggest a prompt decision ...
- I look forward to hearing from you.

WRITING

3

1 Mr Burr needs warehousing for 18 months. He needs 100 square metres in space, security and parking for at least 20 people, as well as good access.

2 Spacesaver can meet those needs at the W1 site if Mr Burr takes two spaces of 50 square metres (although this is expensive). However, parking and access are poor.

3 Spacesaver is more positive about the warehouse at Circular Storage because there is 100 square metres' space. It's also cheaper and has good access and parking as well as security. The only drawback is that the warehouse isn't as central so the proposal to Mr Burr will have to convince him that the benefits outweigh this problem.

4

Possible answer:

Dear Mr Burr

Further to your enquiry about the warehousing at the W1 site, I am delighted to say this space is still available. However, with regard to your additional requirements, please note that you would have to rent two separate spaces of 50 square metres, and the warehouse has limited parking for five cars only and limited access.

As an alternative, you might wish to consider a new storage option called Circular Storage that has recently become available to Spacesaver. While it is a little further from the centre of the city than W1, it has the following features:

- easy access for lorries and adequate parking for twenty
- security with CCTV
- space availability of 100 square metres (and more if required)

Please also note that it would be two-thirds the price of W1, and the 10% discount for a two-year booking would still apply. A visit to these premises can be arranged, although I would like to suggest a prompt decision on this second option.

I look forward to hearing from you in the very near future.

Yours sincerely

7.3 Reading Test: Part Four

EXAM FORMAT

1

1 T

2 F (there are 15)

3 T

4 T

EXAM PRACTICE

3

1 A 2 B 3 D 4 C 5 B 6 A 7 D 8 C

9 B 10 D 11 B 12 A 13 A 14 C 15 D

Possible answers:

Thank you for your recent enquiry

Please find below ...

Not only that

In addition to that

payable in advance

we would be delighted if ...

Please find enclosed ...

do not hesitate to call us ...

MODULE 8

8.1 Training

Training courses

READING

1

Possible reasons:

- the teacher
- the other people on the course
- the facilities
- the approach / methods
- how much it responds to your needs
- the extras (lunch, comfort, etc)

2

- The people in the first and fourth statement would probably benefit from the Effective Leader course because they are both having problems with their staff.
- The other people in the second and third statement refer to situations where people are not working well with others, so the Team Building course could be useful to them.

Assessing training needs

LISTENING

4 (Track 8.1)

1 Sergio wants to take both of the courses because they will help him with his new role.

2 They disagree on whether online training is as effective as face-to-face training.

5 (Track 8.1)

Online training:

- you don't need to go away
- you arrange things around your work
- you can communicate with other people on the course
- you can do it from home
- it's cheaper

Face-to-face training:

- you get new ideas from other people on the course
- networking
- you can ask the tutor questions

Giving reasons for and against

SPEAKING

6 (Track 8.1)

It's great because ...

You're right, but I also think ...

The other thing (reason) is that ...

The problem is that ...

I don't think ...

-ing forms and infinitive

GRAMMAR

1

- 1 for being
- 2 suggested doing
- 3 needed to speak

2

- 1 doing
- 2 telling
- 3 to enrol
- 4 to take
- 5 using
- 6 doing
- 7 to have
- 8 networking
- 9 to answer
- 10 to do

3

- 1 Big difference: A is an invitation to play tennis in the future. B is a question about the person's general interests. Also point out to students that when they see the verb *would* in this kind of question, the next verb will be in the infinitive.
- 2 Little difference. *Like* can be followed by either form and for these two questions, the answer will be the same.
- 3 Little difference.
- 4 Big difference: A refers to the end of a continued activity. B implies that one activity was interrupted in favour of another.
- 5 Little difference.

4

- 1 Would
- 2 to ask
- 3 hate
- 4 recommended
- 5 prefer

8.2 Showing you're listening

The importance of listening

READING

2

- 1 SUCH
- 2 THAT
- 3 AS
- 4 CORRECT
- 5 FOR
- 6 TO
- 7 BEEN
- 8 ON
- 9 FEW
- 10 BY

11 CORRECT

Good and bad listeners

LISTENING

3 (Track 8.2)

Conversation 1: Good. The person asks questions and uses encouraging words like *'Really?'*

Conversation 2: Bad. The person interrupts and gives an opinion straightaway.

Conversation 3: Bad. The person says what to do without finding out how the other person feels.

Conversation 4: Good. The person checks and shows understanding.

4

Let me check I've understood you.

So what you're saying is ... Is that right?

I see what you mean.

That's interesting.

I see.

Why do you think that is?

Really?

5 (Track 8.2)

Let me check I've understood you. **4**

So what you're saying is ... Is that right? **4**

Well, of course the answer is simple, isn't it? **3**

Let me just stop you there ... **2**

I see what you mean. **4**

That's interesting. **(not used)**

I see. **1**

Can I tell you what I think? **3**

Why do you think that is? **1**

Really? **1**

Well, what you need to do is ... **2**

Linking phrases

VOCABULARY

1

– The purpose is always in the first paragraph of the letter. In this case the purpose is to complain.

– The explanation of what happened is in the second paragraph where more detail is generally given in a letter to support the first paragraph. In this case, the trainer was late and sessions were delayed. The two members of staff also didn't like the trainer's approach.

– The final paragraph should explain the action the sender requires. The sender wants to receive an explanation.

2

1 Following 4 However

2 due to 5 Despite*

3 As a result of 6 In addition to

*Note the verb construction that follows this linker.

3

- 1 as a result of / due to / following
- 2 Furthermore / Moreover
- 3 However / Nevertheless
- 4 Despite
- 5 Furthermore / Moreover
- 6 Following / As a result of / Due to

Responding to a letter of complaint

LISTENING

5

(allow for some variation)

- 1 the 26th April
- 2 was unavailable at short notice
- 3 we had to get a replacement trainer
- 4 we added the lost time on the end of the two days.
- 5 your company sent an extra person
- 6 discovery
- 7 positive feedback

A letter of complaint

WRITING

6

Possible answers:

Dear Sir or Madam

Following my recent experience of your hotel, I have decided to send you some feedback in the hope that you can improve your services.

I arrived at reception at 6pm on 7th November to find there was no record of my booking. As a result of this, I waited 45 minutes. The following day, my two clients and I were delayed due to the meeting room being double-booked. Eventually, we were given another smaller room. Finally, towels were not changed overnight. Room service explained that this was because of the hotel's 'environmentally friendly' policy. While I agree with the sentiment of this policy, I do not think that changing at least one towel is unreasonable.

Despite having been very satisfied with your services in the past, I may have to reconsider using your hotel in the future. I would be grateful to hear any comments you have to make in writing.

Yours faithfully

Dear Mr/Ms ...

Thank you for your recent letter regarding your stay at our hotel. I regret that the experience did not meet with your normal expectations. I have now spoken to the staff involved, and as a result, I am in a position to comment.

Unfortunately, our online booking system has been

undergoing some changes and this may have affected both your booking of a room and the meeting rooms. I apologise for any delays, but please note that all our meeting rooms are equipped with the same level of services. With regard to the policy on towels, the hotel feels that it must play its part in working towards helping the environment and so we have recently considered a number of ways in which to achieve this. However, your comments on towels will be raised at our next meeting on this policy.

Following your letter, therefore, I wish to apologise for any inconvenience caused. I would like to offer you a free two-day voucher, which can be used at this hotel in the future. We look forward to your next visit and any further feedback you have.

Best regards/Yours sincerely

8.3 Listening Test: Part Two

EXAM FORMAT

1

1 T

2 F (Each part consists of five recordings.)

3 T

4 T (In this case the topic in 1–5 is 'training courses' and then in 6–10 the students listen for the function or purpose of the speaker.)

5 T

EXAM SKILL

2

(Views on key vocabulary may vary.)

1: Purpose: To describe a training course

Role: A trainee on a course

Opinion: Very critical

Key vocabulary: the parts on how to answer questions / working on convincing people / how to stand / when to use your hands / bit excessive / visual aids / pointless

6: Purpose: To confirm arrangements

Role: A colleague of Joe

Opinion: Neutral / No opinion

Key vocabulary: at three o'clock as planned / problems on planes / seems to be OK now / see you tomorrow

10: Purpose: To request help

Role: A bank customer

Opinion: Neutral / No opinion

Key vocabulary: overdraft facility / customers with online banking / not sure how to / tell me what... to do

EXAM PRACTICE

3 (Tracks 8.4, 8.5)

1 D 2 F 3 A 4 H 5 E

6 D 7 E 8 A 9 G 10 C

MODULE 9

9.1 Branding

VOCABULARY

1

1 G 2 E 3 B 4 F 5 H 6 D 7 A 8 C

2

Possible answers:

- luxury brands: Gucci, Rolex, Omega, etc.
- catchy tunes: the McDonald's jingle
- iconic logos: Apple, Nike, Coca-Cola
- how marketing campaigns can use different senses: music with adverts, smells to promote foodstuffs
- how you might interact with the product or brand as part of the company's marketing campaign: through social media, e.g. blogs, Facebook, Twitter, etc.

3

1 D 2 B 3 G 4 F 5 A

Relative clauses

GRAMMAR

1

- 1 which
- 2 when
- 3 who
- 4 whose
- 5 why
- 6 where

2

We're a Swedish company which has controlling shares in three subsidiaries and a large stake in one smaller division. It is recommended therefore that we focus our financial interests on the smaller subsidiary, which incidentally is also based in Sweden.

3

- 1 defining
- 2 non-defining
- 3 commas
- 4 that

4

- 1 Let me introduce you to David, who's the director of our company.
- 2 This is the main factory where we produce car parts.
- 3 This is our latest product, which is also our biggest seller.
- 4 The company had a turnover of about a million euros in 2004 when it was founded.

5

Possible answers:

I work for a company **which produces software**.

I study at a college **that specialises in business courses**.

The best kind of boss is someone **who doesn't interfere**.

6

1 My company, which is based in Sydney, has offices all over the world.

2 Mrs Sayers, who's waiting in reception, says she has an appointment with you.

3 The man, whose briefcase we found last night, called this morning to see if we had it.

4 The report, which I've just finished, is in your in-tray.

Chinese luxury obsession

READING

7

1 ~~which~~ where

2 ~~what~~ who

3 ~~who's~~ whose

4 where, (delete comma)

5 ~~when~~ why

6 ~~whose~~ which

7 ~~why~~ where

8 nowadays, (delete comma)

9.2 Getting through

Automated voicemail systems

LISTENING

2 (Track 9.1)

1 GH Loans.

2 The caller presses 3 because he wants to speak to an operator.

3 The caller reaches 3 on the scale before he puts the phone down because the system uses speech recognition technology which requires him to answer 'Yes' or 'No'.

3 (Track 9.2)

1 Abi Kaye

2 TI3662

3 21st April, 1981

4 loan early last month

5 statement

6 five thousand euros

7 0172443929

8 four

Telephone words

VOCABULARY

4 (Tracks 9.1, 9.2)

1 unavailable / take

- 2 hold
- 3 put / through
- 4 One
- 5 take
- 6 bear with me
- 7 put (you) on hold
- 8 call (you) back
- 9 So that was
- 10 suit

5

- 1 Let me call you back later.
- 2 Let me read that back to you.
- 3 I'm just looking up his number on the computer.
/ I'm just looking his number up on the computer.
- 4 Do you mind if we put the meeting back to Tuesday? / Do you mind if we put back the meeting to Tuesday?
- 5 We'll bring the schedule forward by a week. / We'll bring forward the schedule by a week.
- 6 Hold on a moment.
- 7 Sorry, the battery in my mobile is about to run out.
- 8 Sorry, he's tied up with something at the moment. Can I help?
- 9 I'm just putting you on hold for a moment.

Making phone calls

SPEAKING

6

Possible answers:

Student A's message (File 9.1):

Caller: Mr/Ms Jakuczik

Message: He/She rang to postpone meeting with Mr Vathone on 24th in Hong Kong.

Account number: YE99-087

Call back at: 7pm (US time).

Student B's message (File 9.2):

Caller: Mr/Ms Jingshan

Message: He/She paid \$3,760 into account, but it isn't on this month's statement.

Account number: HIE364 4756

Call back at: [students decide time] on 980 765 55 44

Writing a marketing email

READING

2

- 1 TO
- 2 AS
- 3 OF
- 4 BE
- 5 THE
- 6 CORRECT
- 7 LOTS
- 8 ALLOW
- 9 HAVE

- 10 CORRECT
- 11 KEEP
- 12 INTO

**Correcting and checking
WRITING**

5

- 1 email
- 2 capitals
- 3 attachment
- 4 'Important'
- 5 subject
- 6 inbox

6

Possible answers:

- With emails to people you don't know, use formal expressions such as *Dear ... , I am writing to ... , I look forward to ...* .
- Organise your emails into folders.
- Send many attachments in separate emails.
- Only cc emails to someone else when it's really necessary.

7

The person broke the following rules:

- 1 He/She didn't check for things like spelling, grammar and formality (eg *recieved / I look forward to see you then / Hi ...*).
- 2 and 4 He/She used capitals and marked it IMPORTANT!
- 5 The subject line wasn't short and clear.

8

Possible answer:

Dear Mr Kay

Further to your message regarding next week's brand development meeting, I can confirm that I will be able to attend. Please also find attached ScentAir's latest proposal, which we can discuss in more detail next week.

I look forward to seeing you.

Best regards

John Taylor

9.3 Writing Test: Part Two

EXAM FORMAT

1

- 1 A report
- 2 A market researcher
- 3 The client: A soft drinks company
- 4 Which drink flavour is more popular
- 5 The graphs and handwritten notes
- 6 120–140 words

EXAM SKILL

2

- a Good advice
- b Good advice
- c Bad advice
- d Good advice
- e Bad advice
- f Bad advice

EXAM PRACTICE

3

Possible answer:

Report on findings from focus group research

Introduction

The aim of this report is to make recommendations based on findings from ten focus groups.

Findings

Firstly, nearly three-quarters of responses to the cherry flavour were very positive, with only 7% being neither positive nor negative about the product.

On the other hand, about two-thirds said they disliked the strawberry flavour because of the sugar and artificial taste.

Finally, with regard to the normal and diet versions, approximately 20% more people preferred the diet cherry version, and nearly three times as many preferred the diet strawberry version.

Recommendations

Based on these findings, I would recommend that the company launches two types of cherry flavour drink (normal and diet). While I wouldn't suggest a normal strawberry version, the company could consider producing a diet version which was clearly more popular

MODULE 10

10.1 Management

VOCABULARY

3

1 b 2 g 3 f 4 d 5 a 6 e 7 c 8 h

How Jay Chou manages success

READING

7

1 F 2 B 3 C 4 A 5 E

Conditionals

GRAMMAR

1

1 C / No, the action didn't happen.

2 A (Note that students might also answer D which is correct. However it contains a modal verb so is also the answer to 5.)

3 E

4 B (Students may wonder why we use 'were' and not 'was' in this sentence. In fact, both forms are possible, however we often use the 'were' form as part of an expression to give advice.

Note that the Learning Tip refers to this and the structure reappears in exercise 3.)

5 D

Extension answers:

Zero: A, D

First: E

Second: B

Third: C

2

1 can't do

2 would happen

3 'd wanted

4 know

5 won't succeed

6 knew

7 would have done

3

1 C 2 A 3 G 4 E 5 D 6 F 7 B

Case study

SPEAKING

4

Possible answers:

The problems will include:

- their most recent album *Talk to the World* has received poor reviews by the music press
- according to the review the group sound similar to their previous albums

- the review also suggests they haven't changed their image or appearance
- since their second album, sales have fallen
- sales of merchandise have fallen.

10.2 Solving problems

Problems and solutions

LISTENING

1 (Track 10.1)

- 1 Linda is in charge of construction of a building.
- 2 The windows don't fit.
- 3 She wants her manager to call her back.

2 (Track 10.1)

- 1 site
- 2 windows
- 3 south side
- 4 four
- 5 1.5
- 6 manufacturer
- 7 architect
- 8 call her

3 (Track 10.2)

- 1 The windows don't fit.
- 2 Send the windows back to the manufacturer.
- 3 Make the space for the windows wider.
- 4 Solution A: it will take the manufacturer 16 weeks to redo them, and the architect will need to do more designs.
Solution B: it's a bit expensive but the people on the site are being paid anyway so they can make the space wider.
- 5 The best solution is probably the second solution (to make the space wider).

4 (Track 10.2)

We can worry about ... later.
The main thing is to find a solution.
What are our options?
If we do / did ... it will / would ...
My other idea is to ...
It'd have the advantage of ...
Good idea. / I agree.

Managing projects

VOCABULARY

1

- in time (+)
- on time (+)
- within budget (+)
- over budget (-)
- under budget (+/-)
- on schedule (+)
- behind schedule (-)

10.3 Listening Test: Part Three

EXAM FORMAT

1

1 Two: Dede McGee and the interviewer.

2 Eight.

3 Three.

4 Twice.

EXAM SKILL

2

1 D 2 A 3 B 4 F 5 C 6 G 7 E 8 H

3

The questions suggest the main speaker will probably give advice, opinions and describe problems.

EXAM PRACTICE

4 (Track 10.3)

1 C 2 C 3 B 4 A 5 A 6 B 7 B 8 B

MODULE 11

11.1 Ethical economics

How ethical is the economics of drinking coffee?

SPEAKING

1

Possible answers:

- coffee grown
- coffee picked
- coffee transported
- coffee packed
- coffee sold and shipped
- coffee sold on to shops
- coffee bought and drunk

READING

2

1 infographic

2 table

3 pie chart

4 bar chart

3

1 1%

2 Brazil

3 Ethiopia

4 European Union

5 Russian Federation

6 Coffee

7 \$1.30

4

1 D 2 B 3 A 4 F 5 E

Financial and trade terms

VOCABULARY

5

1 d 2 e 3 g 4 f 5 a 6 b 7 h 8 c

Articles

GRAMMAR

1

1 0 (*Fairtrade* is the name of the organisation)

2 an (singular noun)

3 a (singular noun mentioned for the first time)

4 the (before a superlative)

5 the (there is only one)

6 an (singular noun)

7 the (name of country)

8 a (singular noun)

9 the (refers to 'foundation' – there is only one)

10 0 (plural noun)

Fairtrade

LISTENING

3 (Track 11.1)

1 C 2 A 3 C 4 A 5 B 6 B 7 B 8 B

11.2 Discussing trends

Energy sources

VOCABULARY

1

wind, solar, wood, coal, wave, oil, nuclear, gas

2

Fossil fuels or non-renewable: oil, coal, gas, wood
(though wood is arguably renewable)

Green or renewable: wind, solar, nuclear, wave

READING

4

1 D 2 A 3 C 4 B 5 B 6 D 7 A
8 A 9 C 10 C 11 B 12 B 13 C

Describing trends

VOCABULARY

5

			
jump (v/n) increase (v/n) rise (v/n) overtake (v) go up (v)	remain steady (v) level off (v)	decrease (v/n) go down (v) drop (v/n) crash (v/n) fall (v/n)	fluctuate (v)

Reasons for trends

LISTENING

1 (Track 11.2)

- A no speaker
- B 2
- C 4
- D 3
- E 1
- F 5

2 (Track 11.2)

- 1 because
- 2 due to the fact that
- 3 Another reason for
- 4 as a result of
- 5 as

A proposal

WRITING

4

Possible answers:

(based on information given)

Reasons for:

- it has a new deal with Mainline Energy worth

190 million euros

- the company has over twenty years' experience in a relatively new field
- it hit a high earlier in the year
- the recent fall is described by many analysts as a short-term problem
- it has developed a new silicon-saving technology

Reasons against:

- its recent stock price fell by half
- there is a shortage of silicon

5

Possible answer:

Proposal for investment

In response to your enquiry about Sungreen Power, the company seems to be performing well.

Findings

One thing to consider is their new sales agreement with Mainline Energy, worth 190 million euros. This should help their share price, which recently halved. On the one hand, this was caused by a shortage of silicon, but on the other hand, Sungreen specialise in technology which requires less silicon.

Recommendations

So, despite the fall, I would still suggest you consider investing. The fact that solar power costs have continuously fallen since the early nineties and look set to equal normal energy costs in the next few years makes this a good investment opportunity.

11.3 Reading Test: Part Three

EXAM PRACTICE

1

1 A 2 D 3 B 4 D 5 B 6 D

MODULE 12

12.1 Business law

A colour problem

LISTENING

1

In this case both phone operators are using logos which use the same colour. One operator could argue that customers will therefore confuse the brand and that their competitor is making use of their brand image.

2 (Track 12.1)

- 1 TV commercials
- 2 T-shirts
- 3 orange
- 4 petrol company
- 5 green
- 6 shape
- 7 business
- 8 colours

Legal terms

VOCABULARY

3

1 I 2 A 3 F 4 G 5 B 6 E 7 H 8 J 9 C

Business law

READING

4

1 A 2 B 3 D 4 C 5 D 6 B 7 C

Indirect questions and tags

GRAMMAR

1 (Track 12.1)

- 1 don't they
- 2 you can use the same colour
- 3 there's anything else
- 4 you think the outcome will be

3

- 1 Do you think business **will** become ...
- 2 I was wondering **what** you think
- 3 ... a good product, **isn't** it?
- 4 ... by plane, won't **they**?
- 5 Do you think employees **can** work ...
- 6 ... what your plans for your future career **are**?
(or) ... what your plans **are** for your future career?
- 7 ... experience **do** you think would help ...
- 8 ... for three years, **haven't** you?

12.2 Handling questions

Difficult questions

LISTENING

1

Possible questions:

A The customer might ask: *Can I have a refund?*

Can I exchange this for something else? The

shop assistant might ask: *When did you buy it?*

Do you have the receipt? Did you pay by credit card or cash?

B The employee might ask: *Why wasn't I paid for*

that overtime I did? Why is the tax higher this

month?

C The student might ask: *What did I get wrong?*

Why was my mark so low? The teacher might

ask: *What went wrong? Did you revise?*

D The manager might ask: *Have you read our*

policy on sending emails? Why did you send so many?

E The journalists might ask: *What is the company*

doing to solve the problem? Will you be giving

customers a refund?

2 (Track 12.2)

Conversation 1: C

Conversation 2: E

Conversation 3: B

Conversation 4: A

Conversation 5: D

3 (Track 12.2)

1 E 2 F 3 C 4 B 5 A 6 D

4

1, 2, 3: A, C, E

4 F

5, 6: B, D

Responding to questions

SPEAKING

5

Possible answers:

1 Sorry, I didn't understand the question.

2 I'm afraid I'm unable to answer that at the moment.

3 That's a very good question.

4 I just need to check with someone first.

5 I'd like to come back to that point later on if that's OK.

6 I'm afraid I'm unable to answer that at the moment.

Press releases

READING

1

1 When they have important news, company announcements, or at any time when it's possible to give an 'interesting slant'.*

2 When the story explains how your company has helped the local community or has raised money for charity. Also the story might be about success or relate to other hot topics. They won't use it if it seems like an advert.

3 One advantage is that a press release is free publicity and also that the public tend to take more notice of the company than they would from seeing an advertisement.

*You may need to explain the term, 'interesting slant'.

This often refers to newspaper stories which take an ordinary or even potentially uninteresting event but manage to make it interesting in some way.

2

Text C isn't a good press release because it reads like an advertisement. It announces a sale with discounts and there is no suggestion that the company has done anything useful for the community.

3

1 C 2 D 3 A 4 A 5 B 6 C 7 B

5

- Introduces the news: *I am writing / It is always good to hear*
- Refers to reader's knowledge: *As many of you are aware / As many local people will know*
- Announces good news: *We are therefore pleased to announce / We are delighted / We are celebrating*
- Handles bad news: *Contrary to recent suggestions / We are taking this very seriously*

A press release

WRITING

6

Possible answer:

Dear Editor

Contrary to recent suggestions that the Everyman Theatre may be closing, we are pleased to announce the opening of our new café on 1st May. We are celebrating this event with a party for local people at 7pm. After that, the café will be open during the day for lunchtime shoppers as well as in the evenings for theatre audiences. We also intend to hold regular cabaret nights in the café.

Money for the café was raised by 'Friends of the Everyman' and this also helped pay for the Internet access facilities. Two days after the café opening, the musical 'Guys and Dolls' will start on 3rd May in the main theatre, starring well-known TV actor Rene Travis.

Please find enclosed designs for the new café.

Yours sincerely

12.3 Speaking Test: Part Three

EXAM FORMAT

1 (Track 12.3)

- 1 The other candidate(s)
- 2 30 seconds
- 3 Three minutes
- 4 Reasons for decisions and opinions
- 5 No
- 6 After three minutes have passed
- 7 The examiner will ask some more questions.

EXAM SKILL

2

Possible answers:

Express an opinion: *I think ... / In my opinion ... / I feel that ... / It's important that ...*

Compare and contrast information: *On the one hand ... on the other hand ...*

Ask the other person for their opinion: *What do you think? / How do you feel about ...? / Do you agree?*

Ask for clarification or repetition: *Do you mean ...? / Sorry, I don't quite follow you. / Can you repeat that?*

Agree: *That's right. / Yes, and ... / I agree ... / Sure.*

Disagree: *I know what you mean, but ... / Yes, but ... / Don't you also think, though, that ...*

3

- 1 B (In Part Three you should work together and support your partner so both of you have plenty of time to speak.)
- 2 G
- 3 G
- 4 B (Listen to what your partner says and respond appropriately.)
- 5 G
- 6 B (Only discuss the topic given to you for discussion.)
- 7 G*

*Note that candidates won't necessarily fail if they can't agree or can't reach a conclusion, but it is preferable.