

University Department of Professional Studies

University of Split

Foreign Languages Unit

Course title: English Language II

Course of study Business Trade

(1st year of stdy 2nd semester)

Additional materials and grammar practice

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Split, September 2015

| OSNOVNI PODACI O PREDMETU | | |
|--|---|----|
| <i>Vrsta studija</i> | Stručni studij - 180 ECTS | |
| <i>Naziv studija</i> | TRGOVINSKO POSLOVANJE | |
| <i>Naziv predmeta</i> | ENGLJSKI JEZIK II | |
| <i>Kod predmeta</i> | STP011 | |
| <i>ECTS - bodovi</i> | 4 | |
| <i>Status predmeta</i> | Obvezan - temeljni predmet | |
| <i>Godina studija</i> | Prva | |
| <i>Semestar studija</i> | Drugi | |
| <i>Web stranica predmeta</i> | http://www.oss.unist.hr/ | |
| <i>Aktivna nastava (ukupno sati po semestru)</i> | Seminari | 60 |
| | | |
| | | |
| <i>Preduvjeti za upis</i> | Nema | |
| <i>Nastavnici</i> | Mr. Jasmina Rogulj, viši predavač, Ivana Vodogaz, viši predavač, Edita Šalov, viši predavač | |
| <i>Jezik nastave</i> | Engleski | |

| OPIS PREDMETA | |
|--|--|
| <i>Ciljevi predmeta su:</i> | . Cilj kolegija je uputiti studente u svijet međunarodnog poslovanja, omogućiti im snalaženje u različitim poslovnim situacijama, usvajanje pripadajućih leksičkih i gramatičkih elemenata te razvijanje jezičnih vještina, i jezičnih funkcija najčešće korištenih u poslovnom govoru, ali i uz to vezanim neformalnim situacijama. |
| <i>Ishodi učenja</i> <i>Nakon uspješno položenog predmeta studenti će moći:</i> | <ol style="list-style-type: none"> 1. Definirati temeljne pojmove iz područja poslovnog engleskog jezika vezanih uz teme kao što su brendovi, putovanja, promjena, organizacija, reklamiranje, novac. 2. Dati primjer za zamišljenu reklamnu kampanju, opisati omiljene brendove, diskutirati o odnosu prema novcu. 3. Primijeniti gramatička, sociolingvistička i komunikacijska znanja i vještina. 4. Održati prezentaciju o temi iz odabranog obrađenog područja. |
| <i>Okvirni sadržaj</i> | <p>Introductory lesson. Brands - talk about your favourite brand, words that go with <i>brand, product and market</i>, taking part in meetings. Travel - talk about your travel experience, British and American travel words, talking about the future, telephoning, making arrangements. Change - discuss attitudes to change in general and at work, words for describing change, managing meetings. Organisation - talk about the status within an organisation, words and expressions to describe a company status, socialising, introductions and networking. Advertising – discuss authentic advertisements, words and expressions for talking about advertising, starting and structuring a presentation. Money – do a quiz and discuss attitudes to money, words and expressions for talking about finances, describing trends, dealing with figures.</p> |

| LITERATURA | |
|---------------------------|--|
| <i>Obvezna literatura</i> | 1. Cotton, D., Falvey, D., Kent, S., (2010) Market Leader – Intermediate 3rd Edition (cjeline 1-6 iz udžbenika i radne bilježnice), Pearson, Longman |

| | |
|----------------------------|---|
| Dopunska literatura | <ol style="list-style-type: none"> 1. Mascull, B. (2007) <i>Business Vocabulary in Use</i>. CUP. Cambridge. 2. Murphy, R. (2004) <i>English Grammar in Use</i>. CUP. Cambridge. 3. <i>Oxford Business English Dictionary</i> (2006) OUP. Oxford. |
| Pravni izvori | |
| web stranice | <ul style="list-style-type: none"> • http://www.businessdictionary.com/ • http://www.bbc.co.uk/worldservice/learningenglish/ |
| Časopisi | |

| POVEZIVANJE AKTIVNOSTI STUDENATA S ISHODIMA UČENJA | | |
|---|---|--------------------------|
| Aktivnost | Sati rada studenta ECTS bodovi | Ishodi učenja |
| <i>Seminari</i> | 60 sati / 2 ECTS | 1,2,3,4 |
| <i>Međuispiti - priprema i izvedba</i> | 15 sati / 0.5 ECTS | 1,2,3,4 |
| <i>Samostalno učenje</i> | 15 sati / 0.5 ECTS | 1,2,3,4 |
| <i>Konzultacije i završni ispit</i> | 30 sati / 1 ECTS | 1,2,3,4 |
| UKUPNO | 120 sati/4 ECTS | 1,2,3,4 |

| KONTINUIRANA PROCJENA | | |
|--|--|--|
| Pokazatelji kontinuirane provjere | Uspješnost A_i (%) | Udjel u ocjeni k_i (%) |
| <i>Nazočnost i aktivnost na nastavi (pred. + vježbe)</i> | 70 - 100 | 10 |
| <i>Portfelj radova</i> | 0-100 | 25 |
| <i>Prezentacija</i> | 50-100 | 15 |
| <i>Prvi kolokvij</i> | 50-100 | 25 |
| <i>Drugi kolokvij</i> | 50-100 | 25 |

| ZAVRŠNA PROCJENA | | |
|---|--|--|
| Pokazatelji provjere - završna ispit (prvi i drugi ispitni termin) | Uspješnost A_i (%) | Udjel u ocjeni k_i (%) |
| <i>Teorijski ispit (pisani)</i> | 50 - 100 | 40 |
| <i>Prethodne aktivnosti (uključuju sve pokazatelje kontinuirane provjere)</i> | 50-100 | 60 |
| Pokazatelji provjere - popravni ispit (treći i četvrti ispitni termin) | Uspješnost A_i (%) | Udjel u ocjeni k_i (%) |
| <i>Teorijski ispit (pisani)</i> | 50 - 100 | 40 |
| <i>Prethodne aktivnosti (uključuju sve pokazatelje kontinuirane provjere)</i> | 0 - 100 | 60 |

| ODNOS POLUČENOG USPJEHA I PRIPADNE OCJENE | | |
|--|--|-----------------------|
| Postotak | Kriterij | Ocjena |
| <i>od 50% do 62,4%</i> | <i>zadovoljava minimalne kriterije</i> | dovoljan (2) |
| <i>od 62,5% do 74,9%</i> | <i>prosječan uspjeh s primjetnim nedostacima</i> | dobar (3) |
| <i>od 75% do 87,4%</i> | <i>iznadprosječan uspjeh s ponekom greškom</i> | vrlo dobar (4) |
| <i>od 87,5% do 100%</i> | <i>izniman uspjeh</i> | izvrstan (5) |

DODATNE INFORMACIJE

Nastavni materijali za studente (skripta, zbirke zadataka, riješeni primjeri,...), listovi predmeta, evidencija nastave, detaljni izvedbeni program predmeta, primjena e-učenja, tekuće obavijesti i sve druge informacije dostupne su studentima na sustavu MOODLE (<https://moodle.oss.unist.hr/>).

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UNIT 1

Brands

Definition: a **brand** is a name, term, design or other feature that distinguishes one seller's product from those of others. Brands are used in business, marketing, and advertising. Initially, livestock branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron. A modern example of a brand is *Coca-Cola* which belongs to the Coca-Cola Company.

VOCABULARY

Word partnerships

| | |
|---------|-------------|
| BRAND | loyalty |
| | image |
| | stretching |
| | awareness |
| | name |
| PRODUCT | launch |
| | lifecycle |
| | range |
| | placement |
| | endorsement |
| MARKET | leader |
| | research |
| | share |
| | challenger |
| | segment |

Brand name

A brand name are words that identify not only a product but also its manufacturer or producer, such as Apple, Coca Cola, IBM, Mercedes, Shell, Sony, Toyota.

Brand image

The impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience.

Brand awareness

Extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction.

Brand stretching

When a company starts to use an existing brand name on another different type of product, hoping that people will buy it because they recognize the name.

Brand loyalty

When consumers become committed to your brand and make repeat purchases over time. Brand loyalty is a result of consumer behavior and is affected by a person's preferences. Loyal customers will consistently purchase products from their preferred brands, regardless of convenience or price. Companies will often use different marketing strategies to cultivate loyal customers, be it is through loyalty programs (i.e. rewards programs) or trials and incentives (ex. samples and free gifts).

Product endorsement

If you are a well-known public figure or celebrity, endorsing a brand, product or service can be an effective way of commercially exploiting your fame and raising your public profile. For brands, endorsement is an extremely effective marketing tool which, if implemented correctly, can generate significant sales revenues and brand awareness.

Product placement

An advertising technique used by companies to subtly promote their products through a non-traditional advertising technique, .Some brands, notably Pepsi and Nike, have embraced the opportunity and made **examples** of great **product placement**.

Product lifecycle

As consumers, we buy millions of products every year. And just like us, these products have a life cycle. Older, long-established products eventually become less popular, while in contrast, the demand for new, more modern goods usually increases quite rapidly after they are launched.

Market research

Market research is any organized effort to gather information about target markets or customers. It is a very important component of business strategy.

To describe the image and qualities of a brand we can use the following adjectives

- value for money
- timeless
- fashionable
- upmarket
- durable
- inexpensive
- cool
- sophisticated
- reliable
- well-made
- fun
- stylish

What are your favourite brands of the following products?

















soft drinks clothes cars shampoo

Why do you prefer those to other brands?

Now choose one of the products you use and consider the marketing mix for that brand. Think about the following:

- Product – what are the product features?
- Price – in comparison with similar products
- Promotion – where and how is it advertised?
- Place – where can you buy the product?
- Do you think you are typical customer for the brand?

The Forbes list of the world's 10 most valuable brands in 2015

| Rank | Logo | Name | |
|------|---|----------------------|---|
| 1 |  | <u>Apple</u> |  |
| 2 |  | <u>Samsung Group</u> |  |
| 3 |  | <u>Google</u> |  |
| 4 |  | <u>Microsoft</u> |  |
| 5 |  | <u>Verizon</u> |  |
| 7 |  | <u>AT&T</u> |  |
| 8 |  | <u>Amazon.com</u> |  |
| 6 |  | <u>GE</u> |  |

1.1. Complete the sentences about brands and products with word partnerships

- In marketing, the length of time that people continue to buy a particular product is called the p_____ l_____.
- By expanding their p_____ r _____, many companies hope to attract new customers.
- Ferrari's b_____ i_____ is that of an upmarket, well-engineered, well-designed and sophisticated car.
- In many countries, the 'bic' b_____ n_____ has become a synonym for ballpoint pens.
- When Bic, the manufacturer of ballpoint pens, moved into windsurf boards, disposable lighters and razors, it was a typical example of b_____ s_____.

GRAMMAR: Present Simple and Present Cptinuous

Do you want to express that something happens in general or that something is happening right now?

| Simple Present | Present Continuous |
|---|---|
| <p>Routine activities or habits</p> <p>Colin plays football every Tuesday.</p> <p>Factual information</p> <p>Colin lives in the UK.</p> | <p>right now (ongoing situations)</p> <p>Look! Colin is playing football now.</p> <p>Temporary situations</p> <p>This week Colin is attending a conference in Madrid.</p> |
| Signal words | |
| <p>always</p> <p>every ...</p> <p>often</p> <p>normally</p> | <p>at the moment</p> <p>at this moment</p> <p>today</p> <p>now</p> |

| | |
|-----------|-----------|
| usually | right now |
| sometimes | ! |
| seldom | |
| never | |

The following verbs are usually only used in Simple Present (not in the progressive form).

- **state:** be, cost, fit, mean, suit
Example: We are on holiday.
- **possession:** belong, have
Example: Sam has a cat.
- **senses:** feel, hear, see, smell, taste, touch
Example: He feels the cold.
- **feelings:** hate, hope, like, love, prefer, regret, want, wish
Example: Jane loves pizza.
- **brain work:** believe, know, think, understand
Example: I believe you.

1.2. Complete these sentences, putting the verbs into the correct tense.

1. What boog _____ (read) at the moment?
2. Snakes _____ (sleep) most of the day.
3. She _____ (write) to me every week.
4. Sorry, you can't talk to him. He is _____ (have) a shower.
5. Many people _____ (not like) this kind of food.
6. Her son _____ (not visit) her very often.
7. My boss _____ (fly) to New York every month.
8. Could you be quiet, please! I _____ (listen) to the radio.
9. The business usually _____ (make), though it _____ (do) rather badly now.

10. I _____ (study French at the moment, but I _____ (not speak) it very well yet.

1.3. Choose a verb from the box and complete the following sentences with either Present Simple or Present Continuous form of the verb.

| |
|---|
| wear be do want live stay have come |
|---|

1. James _____ from a little village.
2. After school, James _____ to become a banker.
3. So this week, he _____ a practical course in a bank.
4. There _____ a bank in a nearby town, but James _____ to take the bus to get there.
5. At the moment he _____ with his aunt who _____ in a town.
6. James usually _____ jeans and T-shirt, but today he _____ a suit and a tie.

1.4. Write questions to go with the answers. Use either Present Simple or Present Continuous.

Example:

1. Where do you come from ?

I come from a little town called Zug.

2. _____

I'm writing to Markson's to ask for an up-to-date catalogue.

3. _____

I think he is a consultant.

4. _____

I usually cycle in, but sometimes I go by car.

5. _____

No, not at the moment, but we'll start taking new staff again in May.

SKILLS: Meetings

So what makes a meeting effective? This really boils down to three things:

1. They achieve the meeting's objective.
2. They take up a minimum amount of time.
3. They leave participants feeling that a sensible process has been followed.

If you structure your meeting planning, preparation, execution, and follow up around these three basic criteria, the result will be an effective meeting.

1. The Meeting's Objective

Too often, people call a meeting to discuss something without really considering what a good outcome would be.

- Do you want a decision?
- Do you want to generate ideas?
- Are you getting status reports?
- Are you communicating something?
- Are you making plans?

2. Use Time Wisely

To ensure you cover only what needs to be covered and you stick to relevant activities, you need to create an agenda. The agenda is what you will refer to in order to keep the meeting running on target and on time.

To prepare an agenda, consider the following factors:

- Priorities – what absolutely must be covered?
- Results – what do need to accomplish at the meeting?
- Participants – who needs to attend the meeting for it to be successful?
- Sequence – in what order will you cover the topics?
- Timing – how much time will spend on each topic?
- Date and Time – when will the meeting take place?
- Place – where will the meeting take place?

3. Satisfying Participants

Once in the meeting, to ensure maximum satisfaction for everyone, there are several things you should keep in mind:

- If certain people are dominating the conversation, make a point of asking others for their ideas.
- At the end of each agenda item, quickly summarize what was said, and ask people to confirm that that's a fair summary. Then make notes regarding follow-up.
- Note items that require further discussion.
- Watch body language and make adjustments as necessary. Maybe you need a break, or you need to stop someone from speaking too much.
- Ensure the meeting stays on topic.
- List all tasks that are generated at the meeting. Make a note of who is assigned to do what, and by when.
- At the close of the meeting, quickly summarize next steps and inform everyone that you will be sending out a meeting summary.

E-MAILS

TIPS FOR WRITING BUSINESS E-MAILS

Begin your e-mail with a greeting. The greeting should be concise and formal. You may or may not choose to address a person specifically by name, depending on the context of the message. A message to another business or to an unspecified person does not require a name.

- Some examples of greetings are:
- Good afternoon,
- Greetings,
- Dear Dr. Smith,
- Mrs. Campbell,

End the email with a closing. An appropriate closing is polite and it signals that the email has come to an end.^[10] While the closing of an email may not always bear a more common letter closing such as “Best Wishes” or “Sincerely,” it is considerate to provide a closing to your email.

- Some closings could be:
- I look forward to your response,
- I hope to hear from you soon,
- Thank you for your time,

- You may end your Pets Alive! email to the snake distributor by saying, “Thank you for your attention to this matter.”

Sign your name. It is appropriate to write your name at the end of an email.^[12] Many email programs allow you to provide an automatic signature that can be customized to your liking. Be sure that the formality of your response corresponds to the details of the email. You may want to provide your full name and title in a work email to another business or to someone you have not met, while your first name alone may be appropriate in an email to a coworker you see every day.

- Some signature options are:
- Dr. Jane Smith (most formal)
- Dr. Smith (slightly less formal)
- Jane Smith (somewhat informal)
- Jane (informal)

Example of a business e-mail:

Dear Mr. Siva,

Welcome! Your application to Woculus has been approved. We are proud to have you as one of our editors.

Siva, like I said before, our vision at Woculus is to be the one-stop site where business owners, marketers and sales personnel can learn how to use technology profitably for their businesses. Our posts are well-research, practical and rich. As an upcoming blog, we constantly strive to provide the highest quality posts to our readers. If there is a better post about any of our areas of interest on the Internet, we are not doing our job well.

Find your login details below:

- Username: Don Siva
- Password: siVA2013

The entire Woculus team looks forward to a very professional working relationship with you; and we ready to support you in any way possible to serve our audience better.

Yours very truly,

1.5. Complete the e-mail below using the correct word or expressions from the box.

Best regards

Could you possibly...

Re...

I am writing to confirm...

I look forward to seeing ...

I would also be grateful ... Please send my regards to ...

Dear Mr. Keats,

_____ our phone conversation this morning, _____ that I will be arriving in Beijing on July 23 at 10.30. _____ arrange for someone to pick me up from the airport? If it is not too much trouble, _____ if you could book me into a hotel for three nights _____ Frank Bates and tell him that _____ him again.

Jo Raymond

1.6. Write a reply to Jo Raymond's e-mail using the structure below.

- Thank to Roca for the message.
- Confirm arrangements for airport.
- Ask if Jo Roca can bring samples for the products your company is interested in.
- Conclude e-mail appropriately..
- Add appropriate final salutation.

Travel

Travel is the movement of people between relatively distant geographical locations, and can involve travel by foot, bicycle, car, train, boat, airplane, or other means, with or without luggage, and can be one way or round trip. Travel can also include relatively short stays between successive movements.

The difference between travel and tourism

Being a traveller is more than just being a holidaymaker. A holiday is just a short time away, and it normally involves relaxation. Tourists stay in holiday resorts, not travellers. Travellers go for the experience and their journeys are usually much longer and more challenging. For example travellers tend to avoid tourist traps and like to discover new places. Travel is an age-old phenomenon, but tourism is a relatively recent invention.

Package holiday or **package tour** consists of transport and accommodation advertised and sold together by a vendor known as a tour operator. Other services may be provided like a rental car, activities or outings during the holiday. Transport can be via charter airlines to a foreign country. Package holidays are organised by a tour operator and sold to a consumer by a travel agent. Some travel agents are employees of tour operators, others are independent.

TRAVEL TIPS

2.1. Complete these travel tips with the words in the box.

| | | | | |
|---------------|-----------|---------|-----------|----------|
| accommodation | be | customs | documents | find out |
| inoculations | insurance | read | respect | take |

1. _____ about the local news and customs.
2. _____ aware of people acting suspiciously.
3. Obtain a comprehensive _____.
4. Check what _____ and healthcare you need.
5. Make copies of _____, e.g. tickets, passport, insurance policy and leave one copy at home.
6. _____ enough money.
7. _____ about local tricks used on tourists.
8. Never carry packages through _____ for others.

9. _____ local dress code; think about what you wear.
10. Stay in locally owned _____ and try to eat in locally owned restaurants.

TYPES OF TRAVEL

2.2. Put the words (1-9) into the appropriate spaces.

- | | | |
|---------------------|------------------|-----------------|
| 1. winter sports | 4. safari | 7. adventure |
| 2. self-catering | 5. cruise | 8. package tour |
| 3. special interest | 6. weekend break | 9. homestay |
- a. a relaxing _____ holiday with old-fashioned hospitality on a family farm
 - b. a month's _____ holiday lost in the Amazon rain forest
 - c. a fortnight's _____ holiday for the family in a rented Swiss chalet.
 - d. a ten-day _____ to Thailand, including flights, deluxe hotels and visits to the national park and the pagodas
 - e. a two-week _____ in the Baltic Sea aboard the luxury liner Argenta
 - f. a _____ holiday skiing on the slopes of the Pyrenees.
 - g. a _____ in Amsterdam to visit the Rijksmuseum and be back in time for work on Monday.
 - h. a stay in Mombasa combined with a _____ in the famous Tsavo game park.
 - i. _____ holiday excavating Aztec temples or learning English in London.

2.3. How would you describe the holidays in the above exercise? Choose from the list in the box below and justify your choice.

| | | |
|--------------|----------|--------------------|
| frightening | relaxing | for the family |
| exhausting | cultural | once-in-a-lifetime |
| entertaining | romantic | adventurous |

WHY PEOPLE TRAVEL

Travel and tourism are not just about going on holiday. There are other forms of tourism which create revenue for the travel industry. **Business travel**, for example, is an increasingly important sector since it is often of high value and earns significant income for tour operators, hoteliers, caterers and transport operators. **Visiting friends and relatives** is also an important contributor to tourism revenue. Although the visitor enjoys free accommodation he or she is likely to spend money on other goods and services, such as food, entertainment and transport and, in doing this, contribute to the local economy.

Air travel is a form of travel using an airplane. The comfort experienced when traveling by air depends on several factors starting with the airport, the choice of the airline and the travel class. Travel class on an airplane is usually split into a two, three or four class model. US Domestic flights usually have two classes: Economy Class and a Domestic First Class. International flights may have up to four classes: Economy Class, Premium Economy, Business Class and First Class. The price difference between an economy class ticket and a first class ticket are often extreme. However, air travel has been shaken up by low cost airlines. A low-cost carrier or low-cost airline (also known as a no-frills, discount or budget carrier or airline) is an airline that offers generally low fares in exchange for eliminating many traditional passenger services.

Most air travel starts and ends at a commercial airport. The typical procedure is *check-in, border control, airport security baggage and passenger check* before entering the gate, *boarding, flying and pick-up of luggage*.

VOCABULARY

Problems that irritate passengers when travelling by air:

- not enough leg room
- lost luggage
- delayed or cancelled flights
- jet-lag
- overbooking of seats
- long queues at check-in

Long-haul flight describes things that involve transporting passengers or goods over long distances. Opposite of that is a **short-haul flight**.

Jet-lag is a physiological condition which results from alterations to the body's rhythm resulting from rapid long-distance travel on high-speed aircraft. For example, someone traveling from New York to California feels as if the time were three hours later. The symptoms are: disturbed sleep, daytime fatigue, difficulty concentrating and functioning, ..

BRITISH AND AMERICAN ENGLISH

British people and American people can always understand each other – but there are a few notable differences between British English and American English

| BRITISH | AMERICAN |
|---------------|-------------|
| Autumn | fall |
| underground | subway |
| angry | mad |
| taxi | cab |
| mad | crazy |
| dustbin | Garbage can |
| single ticket | One way |
| shop | store |
| ill | sick |
| Ground floor | First floor |
| timetable | schedule |
| lorry | truck |
| biscuit | cookie |

GRAMMAR: Talking about the future

We can use different language forms to talk about the future

Be Going To

1. When the speaker is making a prediction based on evidence.

There's a cloud in the sky. It'S GOING TO rain.

2. When the speaker already has an intention or plan.

We'RE GOING TO paint our bedroom tomorrow.

Szymon has won the lottery. He says he'S GOING TO go to buy a house in Skwiezyna.

Will

1. When the speaker is making a prediction.

Tomorrow WILL BE hot and sunny.

People WILL GO to Mars in the next decade.

2. When the speaker decides to do something at the time of speaking. He had no previous plan. Spontaneous.

Hold on. I'LL GET a pencil.

We WILL SEE what we can do to help you.

Maybe we'LL STAY IN and WATCH television.

Present Simple

1. In sentences that concern events that are on a definite schedule or timetable. These sentences usually contain **future words**. Only a few verbs are used in this way, eg: to be, open, close, begin, start, end, finish, arrive, come, leave, return.

The train LEAVES Gorzów at 9pm tonight.

Joanna STARTS work next week.

Tomorrow IS Thursday.

Present Continuous

1. In sentences that concern a definite plan or arrangement. These sentences usually contain **future words**, or the future is understood from the context.

Mietek IS TAKING his CAE exam next year.

They can't play tennis with you tomorrow. They'RE WORKING.

We'RE GOING to the cinema on Friday.

2.4. Complete the sentences with the correct future form (will, going to, Present Continuous or Present Simple).

I'm hungry! Oh, I _____ (make) you a sandwich.

He _____ (study) law at Sheffield University next year.

The flight _____ (leave) at 8 p.m.

Look at those clouds! It _____ (rain) any minute.

Jack _____ (meet) Kim tomorrow afternoon.

I think he _____ (be) very successful.

Class _____ (begin) at 9 and _____ (finish) at 10.

This exercise looks difficult. I _____ (help) you.

He _____ (not leave) tomorrow.

_____ he _____ (go) to the football match?

I offered him this job. I think he _____ (take) it.

2.5. Match the sentences on the left with their functions on the right. Study the forms in bold.

1. As you know, **we're going to increase** our offer.

A. instant decision

- | | |
|--|---|
| 2. We're leaving at five o'clock. | B. pre-planned decision |
| 3. Most probably, airport hotels will become popular. | C. prediction based on present evidence |
| 4. Hold on. I'll call our Travel Service and ask them | D. general prediction about the future. |
| 5. Flights are going to be delayed again. | E. future arrangements |

SKILLS: TELEPHINING/MAKING ARRANGEMENTS

2.6 Put the sentences into a logical order to make a conversation.

- a) This is Lee Simpson.
- b) No problem. How about Tuesday at ten o'clock?
- c) Great. So I'll see you on Tuesday. Goodbye.
- d) I'd like to speak to Lee Simpson, please.
- e) Hello, Lee. This is Dana Kirk. We've got an appointment next Monday but I'm afraid something's come up. Could we fix another time?
- f) That's OK for me.

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

2.7. Complete the conversation. Write one word in each blank.

- A Travel Section. Good afternoon. How can I help you?
- B I'd like to speak to Zehra Kadic, _____. That's extension 211.
- A Thank you. Who's calling, please?
- B Jan Degraaf, from Smets Electronics.
- A Just one moment please, Mr Degraaf. I'm putting you through.
- C Hello, Zehra Kadic speaking.
- B Hello, Zehra. Jan here. The _____ I'm calling is that I'd like to fix another time for our Friday meeting. I'm afraid something's _____ up, and I'm tied up all day. Sorry about that.
- C No problem. How _____ Thursday morning instead?
- B I can't _____ it then, I'm afraid. But I'm free in the afternoon after 15.00.
- C OK. Shall we say 15.30?
- B That's fine for me.
- C Good. So I'll see you on Thursday at 15.30.
- B That's great. See you then!

READING

The Travel Bug

travel bug (idiom)- strong desire to travel

to be bitten by the travel bug (idiom)- kind of a cute way to say when someone begins to want to travel. After the "bug" bites you, you will really want to travel.

to wander- to go from one place to another without any definite plans

to be in the comfort of (one's) own home- to be at home, in a familiar or comfortable place

to explore- to look around and find out new things

exotic (adjective)- strange, mysterious, exciting, unknown

mystery- something unknown, something that needs to be found out

to flock- large amounts of people go to the same place at the same time

vast (adjective)- very large

perspective- view, way of seeing things

accomplishment- feeling like you have done something important and good

Have you ever had the desire to wander the world and see what was out there? While some people prefer to stay in the comfort of their own home, others have been bitten by the travel

bug and can't wait to explore the world. Exotic places call to them. "Come visit me and I will show you my mysteries," they say.

Every year millions of people pack their suitcases or put on backpacks and flock to visit the seven continents of the world. They wander through the castles and museums of Europe, and the cities and natural wonders of North and South America. Some visit the vast exotic cultures of Asia, Africa and the Middle East. The great outback of Australia is a wonderland for those who go there. And a few lucky people even make to the most mysterious continent on the earth- Antarctica.

Why do people want to explore the world? It gives them a better perspective about the earth and the people living on it. It opens their minds, it gives them a feeling of accomplishment, and it makes them feel alive. So save some money, get your passport ready, and see the world. It will change your life forever.

Answer the following questions:

1. What do people who have been bitten by the travel bug want to do?
2. Why do people want to explore the world?

UNIT 3

Change

Although change may be an inevitable part of doing business, it is not always embraced with open arms by employees, managers or business owners. Workers may be hesitant to leave the familiarity of their comfort zone or fear that they won't be able to adapt to the change. While the short-term effects of change can sometimes be painful, it can have a positive impact on a business' success in the long run. Change can help a business stay current with industry trends, which can make it more attractive to potential customers as well as help maintain current customers. For example, if a competitor develops and markets a successful new product, a business can ensure that it doesn't fall behind by developing and marketing a similar product of its own. The ability to embrace change can help employees in a business by creating new opportunities. It may be necessary to restructure the company. It is the act of reorganizing the legal, ownership, operational, or other structures of a company for the purpose of making it more profitable, or better organized for its present needs. Other reasons for restructuring include a change of ownership or ownership structure. Downsizing is not something business owners like to think about but it can be a necessary part of running a business, especially if you want to cut costs, change direction or survive an economic downturn. In this scenario there will be redundancies or laying off of workers. Many companies have realized that their most precious asset are the people and their knowledge. Knowledge management is a new skill which has the role to manage this intellectual capital.

VOCABULARY

3.1. Match prefix and verb combinations and then complete the following sentences with the correct form of verbs.

Prefixes: de down re up

Verbs: regulate, assess, grade, train locate, centralise, date, develop, launch, organise, size, structure

1. If we want to increase sales, we have to _____ the product under a different name.
2. In order to make the industry more competitive, the government will _____ all domestic flights.
3. Unfortunately the company is doing badly and will have to _____ its workforce.
4. Our company is planning to _____ its operations to the city limits where the rent is cheaper.
5. We have recently _____ our computer programme and it will be necessary to _____ the staff to use it.
6. We need to _____ the situation before taking any decisions.

7. The city council is planning to _____ this area and build a new shopping center on the site of the old car park.

8. Can you please _____ me on the progress of our project?

GRAMMAR: Past Simple and Present Perfect

| Present Perfect Simple | Past Simple |
|---|---|
| <p>Unfinished actions that started in the past and continue to the present:</p> <ul style="list-style-type: none"> • I've known Julie for ten years (and I still know her). | <p>Finished actions:</p> <ul style="list-style-type: none"> • I knew Julie for ten years (but then she moved away and we lost touch). |
| <p>A finished action in someone's life (when the person is still alive: life experience):</p> <ul style="list-style-type: none"> • My brother has been to Mexico three times. | <p>A finished action in someone's life (when the person is dead):</p> <ul style="list-style-type: none"> • My great-grandmother went to Mexico three times. |
| <p>A finished action with a result in the present:</p> <ul style="list-style-type: none"> • I've lost my keys! (The result is that I can't get into my house now). | <p>A finished action with no result in the present:</p> <ul style="list-style-type: none"> • I lost my keys yesterday. It was terrible! (Now there is no result. I got new keys yesterday). |
| <p>With an unfinished time word (this week, this month, today):</p> | <p>With a finished time word (last week, last month, yesterday):</p> |

| | |
|------------------------------------|--------------------------------|
| • I've seen John this week. | • I saw John last week. |
|------------------------------------|--------------------------------|

Signal words

| Simple Past | Present Perfect Simple |
|---------------|------------------------|
| yesterday | just |
| ... ago | already |
| in 1990 | up to now |
| the other day | until now / till now |
| last ... | ever |
| | (not) yet |
| | so far |
| | lately / recently |

3.2. Complete the sentences with either Past simple or Present Perfect form of the verbs.

1. This is my house.' 'How long have you lived here?' 'I _____ (live) here since 1997.'
2. He lived in London for two years and then he _____ (go) to Edinburgh.
3. When I left school, I cut my hair and _____ (wear) it short ever since.
4. Shakespeare _____ (write) a lot of plays.
5. My brother _____ (write) several plays. He has just finished his latest.
6. I _____ (not see) him for three years. I wonder where he is.
7. He _____ (not smoke) for two weeks. He is trying to give it up.
8. Chopin _____ (compose) some of his music in Majorca.
9. 'When _____ (he/arrive)?' 'He arrived at 2 o'clock.'
10. I read his books when I was at school. I _____ (enjoy) them very much.
11. I can't go out because I _____ (not finish) my work yet.

3.3. Complete the sentences with a verb from the box in Present Perfect or Past Simple.

| | | | | | | | |
|----|--------|------|-------|-----------|-------|-----|------|
| be | finish | stop | watch | not smoke | enjoy | win | live |
|----|--------|------|-------|-----------|-------|-----|------|

1. She smoking two months ago.
2. She for two months.
3. you ever to Florence?
4. you that TV show last night?
5. They still live in that town. They there for ages.
6. A friend of mine the lottery three years ago.
7. When you your homework?
8. They themselves at the party last summer.

3.4. Complete the sentences with for or since.

1. He's only been in the job _____ May 2010.
2. I haven't seen him _____ a long time.
3. I haven't had a holiday _____ I started work.
4. The new office has been open _____ March.
5. I have lived in this town _____ 2 years.

3.5. Put the words in brackets in the correct place in each sentence.

1. Have you been to France? (ever)
2. I've told you that - Don't ask me again. (already)
3. Bill and Martin have seen it. So let's watch it now (never)
4. Haven't you finished it? (yet)
5. Have you finished your lunch? (already)
6. I haven't had time to speak to her. (yet)
7. Has he been late for class? (ever)

SKILLS: Managing meetings

3.6. Complete the expressions. Write one word in each blank.

1. Starting: 'OK. Let's get _____ to business.'
2. Setting objectives: 'The _____ of this meeting is to map out a new marketing strategy.'
3. Asking for reactions: 'How do you _____ about this suggestion?'
4. Dealing with interruptions: 'Could you let him finish, _____?'
5. Keeping to the point: 'Perhaps we could get _____ to the point.'

6. Speeding up: 'I think we should move _____ now.'
7. Slowing down: 'Hold _____, I think we should look at this in a bit more detail.'
8. Summarising: 'Right, let's go _____ what we've agreed.'

3.7. Match the quotes with the statements about the meetings.

- | | |
|--|-------|
| 1. Sophie welcomed the participants. | _____ |
| 2. She checked to see who was present. | _____ |
| 3. She opened the meeting. | _____ |
| 4. She stated the main objectives. | _____ |
| 5. She invited Sebastian to introduce the first point. | _____ |
| 6. Naomi strongly supported Sebastian. | _____ |
| 7. Jacob tried to interrupt. | _____ |
| 8. Felix asked Jamie for clarification. | _____ |
| 9. Sophie summarized the discussion. | _____ |
| 10. She closed the meeting. | _____ |
-
- a. Thanks to everyone for coming.
 - b. It's an absolutely great idea. I couldn't agree more.
 - c. Let me just go over the main points.
 - d. Is everyone here?
 - e. If I understand you correctly, you're saying that ...
 - f. Could you lead on this one?
 - g. Could I just say something?.
 - h. Ok, let's make the start.
 - i. I'm grateful to all of you for your time.
 - j. The reason we're here today is to ...

UNIT 4

Organisation

A business organisation (organization) is an entity formed for the purpose of carrying on commercial enterprise. Such an organization is based on systems of law governing contract and exchange, property rights, and incorporation.

Business enterprises customarily take one of three forms: individual proprietorships, partnerships, or limited-liability companies (or corporations). In the first form, a single person holds the entire operation as his personal property, usually managing it on a day-to-day basis. Most businesses are of this type. The second form, the partnership, may have from 2 to 50 or more members, as in the case of large law and accounting firms, brokerage houses, and advertising agencies. This form of business is owned by the partners themselves; they may receive varying shares of the profits depending on their investment or contribution. Whenever a member leaves or a new member is added, the firm must be reconstituted as a new partnership. The third form, the limited-liability company, or corporation, denotes incorporated groups of persons—that is, a number of persons considered as a legal entity (or fictive “person”) with property, powers, and liabilities separate from those of its members. This type of company is also legally separate from the individuals who work for it, whether they be shareholders or employees or both; it can enter into legal relations with them, make contracts with them, and sue and be sued by them. Most large industrial and commercial organizations are limited-liability companies.

Small and medium-sized enterprises (SMEs); sometimes also small and medium enterprises or small and medium-sized businesses (SMBs) are businesses whose personnel numbers fall below certain limits. The abbreviation "SME" is used in the European Union and by international organizations such as the World Bank, the United Nations and the World Trade Organization (WTO). Small enterprises outnumber large companies by a wide margin and also employ many more people. SMEs are also said to be responsible for driving innovation and competition in many economic sectors.

A multinational corporation (MNC) or multinational enterprise is an organization that owns or controls production of goods or services in one or more countries other than their home country. It can also be referred as an international corporation.

Company structure

Here are a number of structures that you can choose from when starting or expanding your business.

Four main structures

The four main business structures commonly used by small businesses are:

- **Sole trader**: an individual trading on their own.
- **Partnership**: an association of people or entities running a business together, but not as a company.
- **Trust**: an entity that holds property or income for the benefit of others.
- **Company**: a legal entity separate from its shareholders.

An example of a company structure:



Main departments of a company:

Production/Operations (operate assembly lines)

Sales and Marketing (run advertising campaigns)

Human Resources (hiring, benefits , training etc..)

Financial (prepare budgets, accounts)

IT (install and maintain systems)

Customer Services (deal with complaints)

Legal (draw up contracts)

Research and Development (carry out research)

GRAMMAR: Noun combinations

Two or more nouns can be combined in several ways:

1. 's possessive - we use 's to express relationship between two nouns: Cadbury's chocolate

2. one noun used as an adjective: Internet company

3. phrases with *of* - two nouns are joined by *of* when the ideas are more abstract: business of work

4. compound nouns forming one word: workplace

4.1. Match each noun to two other nouns to make word partnerships:

- | | | | |
|----------------|----------|---------------|--------------|
| 1. information | a) force | b) technology | c) desk |
| 2. sales | a) team | b) trade | c) revenue |
| 3. product | a) range | b) profit | c) placement |
| 4. consumer | a) goods | b) plan | c) awareness |
| 5. insurance | a) life | b) health | c) policy |

Compound nouns are sometimes formed with a number to make expressions of measurement.

In that case the first noun is in singular.

Example: a plan which lasts for 10 years – a ten-year plan

4.2. Change these phrases to make compound nouns:

1. a hotel with five stars _____
2. a budget worth three million dollars _____
3. a presentation that lasts 20 minutes _____
4. a contract worth 200.000 dollars _____
5. a company that is 100 years old _____

4.3. Match a word from box A with a word from box B to complete the sentences below.

| A | B |
|-------------|-------------|
| computer | commercials |
| government | fair |
| information | force |
| labour | policy |
| research | project |
| trade | technology |
| TV | virus |

4.4. Business collocations

1. Match the words on the left to the words on the right to make noun collocations.

| | |
|-------------|----------|
| competitive | economy |
| commodity | costs |
| labour | prices |
| maintenance | rates |
| tourist | receipts |
| occupancy | fares |
| global | force |

Write the correct noun combinations in these sentences.

- _____ = the amount of money a country receives from tourism.
- _____ = the amount of money that is required to keep a building in good repair.
- _____ = what you have to pay for food and other basic materials on the world market.
- _____ = the amount of money the hotel must pay its staff.
- _____ = the percentage of hotel rooms that are throughout the year.
- _____ = cheap flights
- _____ = all the goods and services produced and traded in the world

4.5. Change the following phrases in the same way as in the example.

Example: a hotel with five stars: a five-star hotel

- 16 a sales conference which lasts three days: _____
- 17 a takeover bid worth five million dollars: _____
- 18 a company which is 75 years old: _____
- 19 an office block that has 40 storeys: _____
- 20 a train journey that lasts five hours: _____

4.6. Complete the phrases 1-6 with a verb from the box.

| | | | | | |
|-----------|---------|-------|----------|-------|-----------|
| carry out | draw up | issue | maintain | train | transport |
|-----------|---------|-------|----------|-------|-----------|

1. _____ contracts
2. _____ goods and equipment
3. install and _____ systems
4. _____ press releases
5. _____ research
6. _____ staff

SKILLS: Socialising

Communication skills are the key to developing (and keeping) friendships and to building a strong social support network. They also help you take care of your own needs, while being respectful of the needs of others. People aren't born with good communication skills; like any other skill, they are learned through trial and error and repeated practice.

Networking (in general) involves building a network of people who you are connected to in some way (e.g. old school friends, ex-colleagues, people you meet at conferences). The principle is that you can get to know new contacts because they already know some of your existing contacts. An important part of networking is maintaining relationships with people in your network, e.g. by sending them messages from time to time. Social networking is the same as traditional networking, but it involves using internet sites and tools to make the process much easier and more effective.

General socialising tips

Treat people well

- act like a host – introduce them to one another
- include them in activities or conversations
- notice when they are feeling bad or being oppressed

Track particular people down and talk to them

- attend a presentation if they are giving one and think of some low key questions and conversation topics
- remind them you wrote them a letter or emailed them after a few minutes
- ask questions about their work that you genuinely want answered
- work out who you know in common professionally
- articulate shared values – keep the conversation focused on professional topics that will provide the opportunity for this to happen.

4.7. Complete the dialogues below with expressions a–e.

1. A: Has your company been in business long?

B: _____

2. A: How's everything going?

B: _____

3. A: Hi Renata, good to see you again.

B: _____

4. A: Hi, my name's Ken Akiba.

B: _____

5. A: What sort of projects do you work on?

B: _____

a) Hello Emir. How are you?

b) Well, we're essentially an outsourcing business.

c) Pleased to meet you. I'm Petra Tauber.

d) Not too bad, thanks.

e) Yes, we are well established.

UNIT 5

Advertising

Advertising is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertising messages are usually paid for by sponsors and viewed via various old media; including mass media such as newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Commercial advertisers often seek to generate increased consumption of their products or services through "branding", which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies.

The advertising industry is a global, multibillion-dollar business that serves as a conduit between manufacturers and consumers. Whether for nonprofit organizations or Fortune 500 companies, advertising agencies are hired to cultivate brand identities, persuade consumers to switch brands, launch new products, and lobby for political issues. The advertising industry creates and manages the connection between companies, products, and consumers, translating their clients' messages into effective campaigns. Advertising can stimulate buying, increase sales, and help to boost the economy. The economy, though, can also affect the advertising business. When the economy slows down, consumers tighten their wallets, and manufacturers, in turn, reduce production and scale back on promotions. Ad spending decreases and so, too, does ad revenue.

When the economy is healthy, the advertising industry thrives. Companies are more willing to budget for ad and marketing campaigns because consumers have more expendable income, and ad revenue likewise increases. The advertising industry has been enjoying strong revenues in recent years. Analysts at eMarketer estimate that the global market totaled \$546 billion for 2014, and will grow to \$578 billion in 2015. ZenithOptimedia forecasts ad spending growth of 4.9% for 2015 and 5.6% for 2016.

Advertisers are faced with daunting new realities when considering the various media they might use to get their messages across. Traditional media are losing control over their audiences. That means that advertisers can no longer feel secure that their ads on TV, on the radio or in print are going to receive mindshare. Gone are the days when television and radio programmers enjoyed captive audiences over a handful of networks, people who happily sat through ad after ad, or planned their schedules around favorite shows.

Major Methods of Advertising

Brochures or flyers - Brochures can contain a great deal of information if designed well, and are becoming a common method of advertising.

Direct mail -- Mail sent directly from you to your customers can be highly customized to suit their nature and needs. You may want to build a mailing list of your current and desired customers.

E-mail messages -- These can be wonderful means to getting the word out about your business.

Magazines -- Magazine ads can get quite expensive.

Newspapers (major) - Almost everyone reads the local, major newspaper(s). You can get your business in the newspaper by placing ads, writing a letter to the editor or working with a reporter to get a story written about your business. Advertising can get quite expensive.

Posters and bulletin boards -- Posters can be very powerful when placed where your customers will actually notice them. But think of how often you've actually noticed posters and bulletin boards yourself. Your best bet is to place the posters on bulletin boards and other places which your customers frequent, and always refresh your posters with new and colorful posters that will appear new to passers by.

Radio announcements -- A major advantage of radio ads is they are usually cheaper than television ads, and many people still listen to the radio, for example, when in their cars. Ads are usually sold on a package basis that considers the number of ads, the length of ads and when they are put on the air. A major consideration with radio ads is to get them announced

Television ads -- Many people don't even consider television ads because of the impression that the ads are very expensive. They are more expensive than most of major forms of advertising. However, with the increasing number of television networks and stations, businesses might find good deals for placing commercials or other forms of advertisements.

Internet

Viral marketing, viral advertising, or marketing buzz are buzzwords referring to marketing techniques that use pre-existing social networking services and other technologies to try to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of viruses or computer viruses. It can be delivered by word of mouth or enhanced by the network effects of the Internet and mobile networks. Most of the well-known viral ads circulating online are ads paid by a sponsor company, launched either on their own platform (company webpage or social media profile) or on social media websites such as YouTube. Consumers receive the page link from a social media network or copy the entire ad from a website and pass it along through e-mail or posting it on a blog, webpage or social media profile.

A **publicity stunt** is a planned event designed to attract the public's attention to the event's organizers or their cause. Publicity stunts can be professionally organized, or set up by amateurs. Such events are frequently utilized by advertisers, celebrities, athletes, and politicians.

VOCABULARY

Advertising media: cinema, exhibitions, internet, outdoor advertising, point-of-sale, press, radio, television.

Methods of advertising: advertorials, banner ads, billboards/hoardings, commercials, free samples, leaflets/flyers, pop-ups, posters, product placement, sponsorship, viral advertising.

Verbs to do with advertising; communicate (a message), endorse (a product), place (an advertisement), run (a campaign), sponsor (an event), target (a consumer).

5.1. Complete the sentences with a word from the box.

| | | | |
|----------|----------------|-----------|-----------|
| leaflets | advertisements | campaign | corporate |
| sponsors | mouth | relations | endorse |

1. We don't do much advertising. We rely on word of _____.
2. Mc Donalds and Coca Cola are huge _____ of football.
3. We need a global _____ starting three month before the launch.
4. I have a small company and print small black and white _____.
5. Comanies need to manage their _____ identity carefully.
6. My favourite _____ are made for Adidas.
7. Celebrities are paid millions to _____ a product.
- 8/. Sponsoring a local team is good for public _____.

5.2. Choose the correct word and complete the gaps.

In today's material world, we are _____ (inundated/exposed) with various forms of advertising. In my view, this can be dangerous as it _____ (provides/encourages) us to spend without thinking and young people, in particular, need some protection from it.

The first point to make is that advertising does make us spend money we do not need to. There are nowadays so many different ways companies _____ (promote/display) their products and services, ranging from television commercials to simple flyers that we cannot escape it. If, for example, you watch a football match on television, you will see the _____ (images/logos) of the tournament sponsors. Likewise, if you watch the latest blockbuster movie, very probably you will see a _____ (product/consumer) placed in the film by some advertising agency. The volume of this advertising means that we, as _____ (consumers/advertisers), tend to be profoundly influenced by it and buy without thinking.

It is not easy to decide how to _____ (regulate/promote) advertising. Clearly, governments ought to restrict advertisements for harmful products such as alcohol and tobacco. They do not have the power, however, to control other forms of advertising. This means we need to use our commonsense when we go to the shops, and ask ourselves whether we really need to make that purchase. Parents should, however, ensure that young people are protected from too much _____ (exposure/influence) to advertising. This can

mean simply explaining that it is not in fact necessary to buy the newest Xbox, or simply turning the television off.

My conclusion is that while we cannot escape advertising or its effects in the modern world, children should be encouraged not to pay too much attention to it.

5.3. Choose the correct word.

1. In your country what kind of adverts for what kind of products are aimed *at/on* children or teenagers?
2. How much attention do you *make/pay* to TV adverts?
3. What kind of adverts really *catch/pull* your attention?
4. Does your company *set/get* annual targets?
5. What happens if you fail to *get/meet* such targets?
6. How much time do you have to *arrange/meet* a deadline?
7. What media does your company use to *promote/position* its products and services?

GRAMMAR: Articles

English has two articles: **the** and **a/an**.

The is used to refer to specific or particular nouns; a/an is used to modify non-specific or non-particular nouns. We call the *the* the *definite* article and a/an the *indefinite* article.

the = definite article

a/an = indefinite article

For example, if I say, "Let's read *the* book," I mean a *specific* book. If I say, "Let's read *a* book," I mean *any* book rather than a specific book.

The is used to refer to a *specific* or *particular* member of a group. For example, "I just saw *the* most popular movie of the year." There are many movies, but only one particular movie is the most popular. Therefore, we use *the*.

"A/an" is used to refer to a *non-specific* or *non-particular* member of the group. For example, "I would like to go see *a* movie." Here, we're not talking about a *specific* movie. We're talking about *any* movie. There are many movies, and I want to see *any* movie. I don't have a specific one in mind.

Indefinite Articles: a and an

"A" and "an" signal that the noun modified is indefinite, referring to *any* member of a group. For example:

- "My daughter really wants *a* dog for Christmas." This refers to *any* dog. We don't know which dog because we haven't found the dog yet.

Remember, using a or an depends on the sound that begins the next word. So...

- **a** + singular noun beginning with a consonant: *a boy; a car; a bike; a zoo; a dog*
- **an** + singular noun beginning with a vowel: *an elephant; an egg; an apple; an idiot; an orphan*

If the noun is modified by an adjective, the choice between **a** and **an** depends on the initial sound of the adjective that immediately follows the article:

- **a** broken egg
- **an** unusual problem
- **a** European country (sounds like 'yer-o-pi-an,' i.e. begins with consonant 'y' sound)

In English, the indefinite articles are used to indicate membership in a group:

- I am **a** teacher. (I am a member of a large group known as teachers.)
- Brian is **an** Irishman. (Brian is a member of the people known as Irish.)
- Seiko is **a** practicing Buddhist. (Seiko is a member of the group of people known as Buddhists.)

Definite Article: the

The definite article is used before singular and plural nouns when the noun is specific or particular. **The** signals that the noun is definite, that it refers to a particular member of a group. For example:

"**The** dog that bit me ran away." Here, we're talking about a *specific* dog, the dog that bit me.

"I was happy to see **the** policeman who saved my cat!" Here, we're talking about a *particular* policeman. Even if we don't know the policeman's name, it's still a particular policeman because it is the one who saved the cat.

"I saw **the** elephant at the zoo." Here, we're talking about a *specific* noun. Probably there is only one elephant at the zoo.

Geographical use of the

There are some specific rules for using **the** with geographical nouns.

Do not use **the** before:

- names of most countries/territories: *Italy, Mexico, Bolivia*;
however, *the Netherlands, the Dominican Republic, the Philippines, the United States*
- names of cities, towns, or states: *Seoul, Manitoba, Miami*
- names of streets: *Washington Blvd., Main St.*
- names of lakes and bays: *Lake Titicaca, Lake Erie* except with a group of lakes like *the Great Lakes*
- names of mountains: *Mount Everest, Mount Fuji* except with ranges of mountains like *the Andes* or *the Rockies* or unusual names like *the Matterhorn*
- names of continents (Asia, Europe)
- names of islands (Easter Island, Maui, Key West) except with island chains like *the Aleutians, the Hebrides, or the Canary Islands*

Do use **the** before:

- names of rivers, oceans and seas: *the Nile, the Pacific*
- points on the globe: *the Equator, the North Pole*
- geographical areas: *the Middle East, the West*
- deserts, forests, gulfs, and peninsulas: *the Sahara, the Persian Gulf, the Black Forest, the Iberian Peninsula*

Omission of Articles

Some common types of nouns that don't take an article are:

- Names of languages and nationalities: *Chinese, English, Spanish, Russian* (unless you are referring to the population of the nation: "**The** Spanish are known for their warm hospitality.")
- Names of sports: *volleyball, hockey, baseball*
- Names of academic subjects: *mathematics, biology, history, computer science*

5.4. Fill in the article a, an or the where necessary. In some sentences no article is needed.

1. I like _____ blue T-shirt over there better than _____ red one.
2. Their car does 150 miles _____ hour.
3. Where's _____ USB drive I lent you last week?
4. Do you still live in _____ Bristol?
5. Is your mother working in _____ old office building?
6. Carol's father works as _____ electrician.
7. The tomatoes are 99 pence _____ kilo.
8. What do you usually have for _____ breakfast?
9. Ben has _____ terrible headache.
10. After this tour you have _____ whole afternoon free to explore the city.

5.5. Decide whether to use the definite article the or not.

Hi John,

I arrived in _____ USA last Monday. We left _____ Rome, flew over _____ Alps and made a quick stop in _____ London. There we went shopping at _____ Harrods, visited _____ Tower and enjoyed a sunny afternoon in _____ Hyde Park. On the following day we left for _____ New York. _____ time on board wasn't boring as there were two films to watch on _____ monitor. _____ people on _____ plane were all _____ Italian. Before we landed at _____ JFK airport, we saw _____ Statue of Liberty, _____ Ellis Island, and _____ Empire State Building. _____ hotel I stayed in was on _____ corner of _____ 42nd Street and _____ 5th Avenue. I don't like _____ hotels very much, but I didn't have _____ time to rent an apartment.

Yours,

Peter

5.6. Put the definite article *the* where it is necessary.

1. _____ St. Paul's Cathedral
2. _____ Australia
3. _____ Lake Garda
4. _____ West Indies
5. _____ Mount Everest
6. _____ Tower of London
7. _____ Nile

SKILLS: Presentations

Making a good oral presentation is an art that involves attention to the needs of your audience, careful planning, and attention to delivery..

The audience

Some basic questions to ask about an audience are:

1. Who will I be speaking to?
2. What do they know about my topic already?
3. What will they want to know about my topic?
4. What do I want them to know by the end of my talk?

Planning your presentation

In an effective presentation, the content and structure are adjusted to the medium of speech. As a general rule, expect to cover much less content than you would in a written report. Make difficult points easier to understand by preparing the listener for them, using plenty of examples and going back over them later. Leave time for questions within the presentation.

Give your presentation a simple and logical structure. Include an introduction in which you outline the points you intend to cover and a conclusion in which you go over the main points of your talk.

Delivering your presentation

People vary in their ability to speak confidently in public, but everyone gets nervous and everyone can learn how to improve their presentation skills by applying a few simple techniques.

The main points to pay attention to in delivery are the quality of your voice, your rapport with the audience, use of notes and use of visual aids.

Voice quality involves attention to volume, speed and fluency, clarity and pronunciation. The quality of your voice in a presentation will improve dramatically if you are able to practise beforehand in a room similar to the one you will be presenting in.

Rapport with the audience involves attention to eye contact, sensitivity to how the audience is responding to your talk and what you look like from the point of view of the audience. These can be improved by practising in front of one or two friends or video-taping your rehearsal.

Effective use of notes

Good speakers vary a great deal in their use of notes. Some do not use notes at all and some write out their talk in great detail. If you are not an experienced speaker it is not a good idea to speak without notes because you will soon lose your thread. You should also avoid reading a prepared text aloud or memorising your speech as this will be boring.

The best solution may be to use notes with headings and points to be covered. You may also want to write down key sentences. Notes can be on paper or cards. Some speakers use overhead transparencies as notes. The trick in using notes is to avoid shifting your attention from the audience for too long. Your notes should always be written large enough for you to see without moving your head too much.

Visual aids

Visual aids help to make a presentation more lively. They can also help the audience to follow your presentation and help you to present information that would be difficult to follow through speech alone.

The two most common forms of visual aid are overhead transparencies (OHTs) and computer slide shows (e.g. PowerPoint). Objects that can be displayed or passed round the audience can also be very effective and often help to relax the audience. Some speakers give printed handouts to the audience to follow as they speak. Others prefer to give their handouts at the end of the talk, because they can distract the audience from the presentation.

UNIT 6

Money

People are always looking to place money where it will be most profitable and earn the greatest **return on investment**. You can put your money in a bank and get **interest**. Many people invest in dividend-paying **stocks or shares** to take advantage of the steady payments and the opportunity to reinvest the dividends to purchase additional shares of stock. Since many dividend-paying stocks represent companies that are considered financially stable and mature, the stock prices of these companies may steadily increase over time while shareholders enjoy periodic **dividend** payments.

A company that pays consistent, rising dividends is likely a financially healthy firm that generates consistent cash flow (this cash, after all, is where the dividends come from). These companies are often stable, and their stock prices tend to be less volatile than the market in general. As such, they may be lower risk than companies that do not pay dividends and that have more volatile price movements.

A **bond** is a debt investment in which an investor loans money to an entity (typically corporate or governmental) which borrows the funds for a defined period of time at a variable or fixed interest rate. Bonds are used by companies, municipalities, states and sovereign governments to raise money and finance a variety of projects and activities. Owners of bonds are debtholders, or creditors, of the issuer.

Equity is important because it represents the real value of one's stake in an investment. Investors who hold stock in a company are usually interested in their own personal equity in the company, represented by their shares. This is called **equity stake**.

Stock market (stock exchange) is a place or organization by which **stock traders** (people and companies) can trade stocks. Companies may want to get their stock listed on a stock exchange. Other stocks may be traded "over the counter", that is, through a dealer. A large company will usually have its stock listed on many exchanges across the world. Exchanges may also cover other types of security such as fixed interest **securities** or interest **derivatives**.

In economics, a **recession** is a business cycle contraction. It is a general slowdown in economic activity. Macroeconomic indicators such as GDP (gross domestic product), investment spending, capacity utilization, household income, business profits, and inflation fall, while bankruptcies and the unemployment rate rise.

VOCABULARY

6.1. Match the words in the word pairs (1-6) to their meaning (a-f).

- | | |
|-----------------|---|
| 1. Recession | a. money risked when a business owns part of another company |
| 2. Debt | b. a place where company shares are bought and sold |
| 3. Stock market | c. money owed by one person or organisation to somebody |
| 4. Equity stake | d. a period of time when business activity decreases |
| 5. Shares | e. a description of what is likely to happen in the future |
| 6. Forecast | f. equal parts into which the capital or ownership is divided |

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

GRAMMAR: Describing trends

In business and everyday English, you sometimes have to describe changes in trends (movement or tendency), graphs, and diagrams.

In the business context, you may have to describe trends in reports, meetings, and presentations. In everyday life, you could describe changes in any subject because things change all the time!

Describing changes and trends generally consists of three parts:

- Use a verb (or an adjective and a noun) to describe movement
- Describe the speed or size of the movement
- Explain the reason or consequence of the change

You can also view it this way: **Verb + Speed or Size + Result/Reason/Consequence**

Example

In 2011, Samsung's profits **increased considerably thanks to** its successful Galaxy S series.

Here are some verbs you can use to describe change and movement.

Upward Movement

To climb
To rise
To go up
To improve
To pick up
To recover
To increase
To reach a peak
To improve
To gain

Downward Movement

To fall
To decline
To decrease
To drop
To plummet
To deteriorate
To hit a low
To go down

Speed of Change

Rapid – Rapidly
Slow - Slowly
Sudden – Suddenly
Sharp – Sharply
Steady – Steadily
Gradual – Gradually

Size of change

Noticeable - Noticeably
Substantial - Substantially
Considerable - Considerably
Slight - Slightly
Significant - Significantly
Dramatic - Dramatically

Fast – Quickly

Negligible - Negligibly

Adjectives and adverbs

Look at the following uses of adjectives.

- before nouns

There was a **dramatic** fall in profit last year.

- after stative verbs such as be, become, seem, appear, look, etc.

The similarities between Ahold and Enron are **striking**.

Look at the following use of adverbs.

- after verbs

Sales fell **sharply** on the news.

- before an adjective or adverb

... his anger and pride became quickly **apparent** ...

Look at the following expressions to describe the performance of ...

fluctuated mildly a sharp increase reached a peak rose steadily

dropped slightly a dramatic and sudden fall

6.2. Complete these tables.

| VERB (action) | NOUN (thing) |
|------------------|-----------------|
| to rise | |
| to fall | |
| to increase | |
| to decrease | |
| to improve | |
| to recover | |

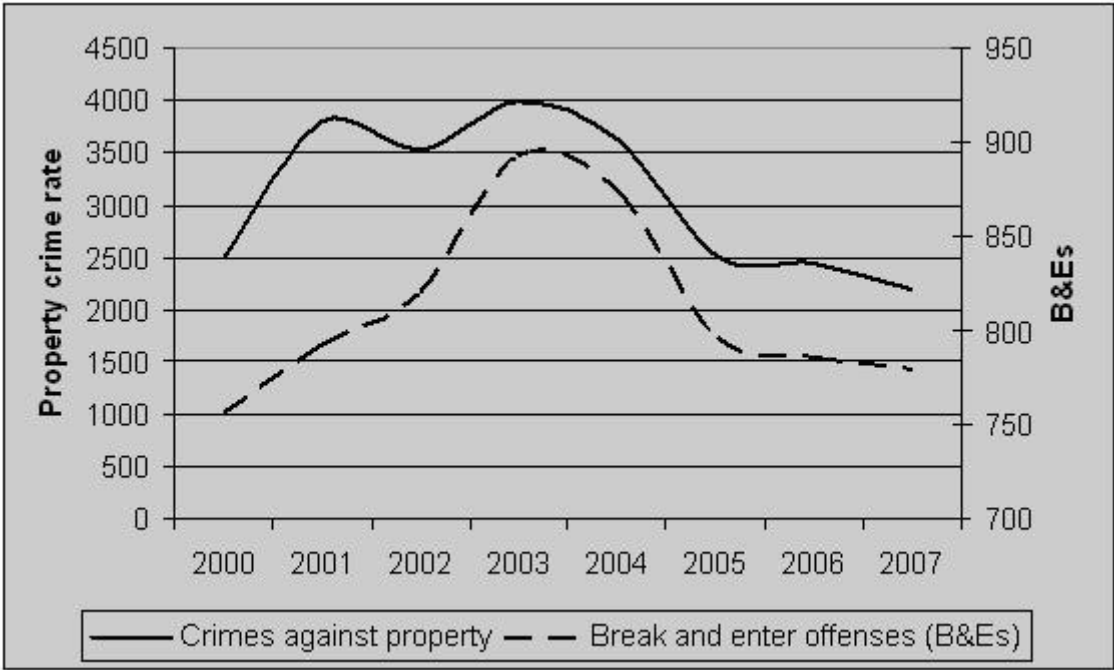
| ADJECTIVE (describes a noun) | ADVERB (describes a verb) |
|---------------------------------|------------------------------|
| slight | |
| sharp | |
| dramatic | |
| steady | |

6.3. Which adjective describes:

- 1. A sudden, very large change _____
- 2. A sudden, large change _____
- 3. A very small change _____
- 4. A regular change (not sudden) _____

6.4. Fill in all the gaps with the correct word.

The total property crime rate and B&E rate between 2000 and 2007



1. Introduction

This report examines the changes in the total property crime rate and the break and enter rate between 2000 and 2007.

2. Findings.

In 2000 the total property crime rate was 2500 offences per 100 000 population. Then the rate 1) rose _____ (sharply/sharp) and reached 3800 in 2001. After a 2) _____ (moderate/moderately)fall in 2002, the rate started to 3) _____ (increase/decrease) again and reached a 4) _____ (peak/top) in 2003. However, after 5) _____ (stabilizing/fluctuating) for some months, the total property crime rate dropped 6) _____ (considerably/considerable) throughout 2004 and the

beginning of 2005. The rate stayed at about 2400 offences from mid-2005 7)

_____ (to/until) mid-2006 before 8) _____

(decreasing/decrease) again.

In 2000 the break and enter rate was about 760 offences per 100 000 population. 9)

_____ (From/since) 2000 to 2003, there was a steady 10) _____

upward/downward)trend in the B rate. The rate 11) _____ (reached/arrived) its
highest point in 2003 and then 12) _____ (showed/fell) a significant downward

trend until mid-2005. After being stable for a few months, the rate continued to fall 13

_____ (slightly/slight), dropping to around 780 in 2007.

3 .Conclusion

The total property crime rate fluctuated from 2000 to 2003, whereas the break and enter rate showed a general upward trend. Both rates peaked in 2003, fell significantly until mid-2005, stabilized for some months and 14) _____ (fell/grew) slightly.

6.5. Complete these sentences about the sales figures. Use a preposition (to, from, by, at, etc.).

1. Sales stayed _____ 6000 in February.
2. They increased _____ 7000 in March _____ 8000 in April.
3. They decreased _____ 3000 in May.
4. They fell _____ in June.
5. They rose _____ 5000 _____ 6000 in august.
6. They increased _____ 7000 between August and October.
7. They remained steady _____ 7000 in December.

6.6. Choose the word from the box that can be combined with the verbs in the following expressions.

| | | | | | | |
|------------|--------|------------|-----------|----------|-----------|-------|
| bankruptcy | shares | investment | recession | forecast | dividends | debts |
|------------|--------|------------|-----------|----------|-----------|-------|

1. A business can face / be close to / go into
2. Many countries want to attract / encourage / stimulate foreign
3. A company can clear / pay off / reşay its
4. A country can go into / plunge into / come out of / emerge from

FINAL TEST (Units 1 – 6)

Name: _____

Class: _____

1. Complete the following sentences. Put the verbs in brackets into the Present Simple or Present Continuous.

1. A: Where _____ (you/come) from ?
B: I' m from India.
2. I'm in the pharmaceutical research division. Currently we _____ (develop) a new drug for heart disease.
3. I'm afraid Mr Brasseler is out. He _____ (have) lunch with a client.
4. As a rule, cuts in interest rates _____ (help) companies to create jobs.
5. TJR is a small company that _____ (produce) software for engineering companies.
6. I _____ (use) a company car this week because mine is in the garage.

2. Choose the best word or phrase to complete these sentences.

1. When a famous actor says he uses a product, that's called an _____.
a) endorsement b) lifecycle c) share
2. When you reduce the number of employees in an office, you call it _____.
a) downsizing b) recruitment c) resizing
3. At the end of a meal, a British person usually asks for the _____.
a) check b) cost c) bill
4. A market _____ is customers of a similar age, income or social group.
a) share b) segment c) leader

3. Complete the table with the appropriate words.

| British English | American English |
|-----------------|------------------|
| motorway | |
| | elevator |
| | line |
| underground | |
| timetable | |

4. Complete the sentences with the correct future form (Present, Continuous, Present Simple, going to or will)

1. The coach _____ (depart) from Victoria Station at 8:00.
2. We _____ (stay) at the Ritz for the next week's conference.
3. Some airlines _____ (increase) their prices next month.
4. Thank you for everything you've done for me. I _____ (never/forget) it.
5. It's all arranged, We _____ (meet) Tom on Monday.

5. Complete the sentences with a verb from the box.

| |
|---|
| relocate downsize deregulate retrain reassess |
|---|

1. If your company _____ and you are over 50, your working life may be over.
2. The government will soon _____ all internal flights, so the industry will probably become more competitive
3. We need to _____ the situation before taking any decision.
4. People are often reluctant to _____ until they are convinced that their skills are not sufficient to enable them to find work.
5. They are planning to _____ their offices from the city centre to the suburbs.

6. Complete the text below with the correct form of the verbs in brackets. Use either Past Simple or Present Perfect.

I _____ (do) lots of terrible jobs in my life, but the worst job I _____ (ever have) was selling hotdogs. I _____ (always be) vegetarian and I _____ (never eat) a hotdog in my life. I _____ (start) the job two years ago at the beginning of the summer holidays because I _____ (need) the money to pay for my studies. The customers _____ (be) very rude and we often _____ (have) problems with the police. One day, the police _____ (arrest) my boss. I _____ (never be) so happy in my whole life.

7. Match the names of the departments (1-9) with the phrases (a-i) to make a short description of each department.

- | | |
|------------------------|-------------------------------------|
| 1. Sales and marketing | a. transports the products |
| 2. IT | b. pays the salaries |
| 3. Customer service | c. sells the products |
| 4. Human resources | d. makes the products |
| 5. Production | e. thinks of ideas for new products |
| 6. R&D | f. recruits new staff |
| 7. Finance | g. processes orders from customers |
| 8. Distribution | h. looks after the computers |

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____ 7. _____ 8. _____

8. Match a word from box A with a word from box B.

| A | B |
|-------------|-------------|
| computer | fair |
| information | virus |
| government | commercials |
| trade | force |
| TV | policy |
| labour | technology |
| research | project |

9. Complete the sentences with the words in the box.

| | | | | |
|---------|------|------|----------|---------|
| decline | down | fell | increase | recover |
|---------|------|------|----------|---------|

- From the previous year to last year, Hovis's profits _____.
- Hovis believes that they will _____ the advertising costs as profits increase.
- Hovis sales were _____ 11 per cent two years ago.
- The relaunch led to a small _____ in market share.
- The Gorilla ad stopped the _____ in Cadbury's sales

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