

**VOCABULARY +**  
**Collocations**
**C** Cross out the word that does not normally go with the word in the bubble.

|                                                                                                                       |                                                                                                                      |                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <p>1</p> <p>to offer      to get</p> <p style="text-align: center;">a discount</p> <p>to give      to place</p>       | <p>2</p> <p>to pay      to lose</p> <p style="text-align: center;">a deposit</p> <p>to e-mail      to ask for</p>    | <p>3</p> <p>to pay      to order</p> <p style="text-align: center;">goods</p> <p>to deliver      to return</p> |
| <p>4</p> <p>to promote      to receive</p> <p style="text-align: center;">an order</p> <p>to place      to cancel</p> | <p>5</p> <p>to ask for      to give</p> <p style="text-align: center;">a guarantee</p> <p>to say      to provide</p> |                                                                                                                |

**D** Match the words and phrases (1–6) to their definitions (a–f).

- |                       |                                                                      |
|-----------------------|----------------------------------------------------------------------|
| 1 after-sales service | a) a company or a person that provides a particular type of product  |
| 2 guarantee period    | b) help, advice or free repairs that you get after you buy a product |
| 3 retail              | c) a person who tries to be more successful than you                 |
| 4 wholesale           | d) the selling of goods to businesses, usually in large quantities   |
| 5 supplier            | e) time when the seller repairs or replaces a product free of charge |
| 6 competitor          | f) the selling of goods to the public, usually through shops         |

**E** Complete each sentence with a word or phrase from exercise D.

- Lantex never delivers on time. We have to look for another supplier.
- Our products are available in department stores and other ..... outlets.
- Sales are very good, but our main .....’s sales are also going up very quickly.
- Ten per cent discount and a two-year .....! That’s a very good offer.
- We are in the ..... trade and sell our clothes to retailers and fashion houses.
- If you have a problem with the machine, just contact our ..... department.

**LANGUAGE REVIEW**
**Past simple**
**A** Complete the sentences with *was* or *were*.

- Sandra was at the meeting.
- Jeff and Liz ..... at Head Office yesterday.
- There ..... a lot of sales representatives at the meeting.
- It ..... difficult to get a discount.
- The people ..... nice, but their questions ..... very difficult. Or maybe I ..... just a bit tired.
- The product presentation ..... last Tuesday. My boss and I ..... there to talk about our new brand of soft drinks.
- Their products ..... always the best on the market.
- Two or three of our customers from Korea ..... there.

**B Write the missing letters to complete the verb forms.**

| Infinitive | Past                                           | Infinitive | Past      |
|------------|------------------------------------------------|------------|-----------|
| 1 buy      | b <u>o</u> <u>u</u> <u>g</u> <u>h</u> <u>t</u> | 6 pay      | p _ _ _   |
| 2 c _ _ _  | cost                                           | 7 s _ _ _  | sold      |
| 3 fly      | f l _ _                                        | 8 spend    | s p _ _ _ |
| 4 get      | g _ _                                          | 9 t _ _ _  | took      |
| 5 g _ _ _  | gave                                           | 10 write   | w r _ _ _ |

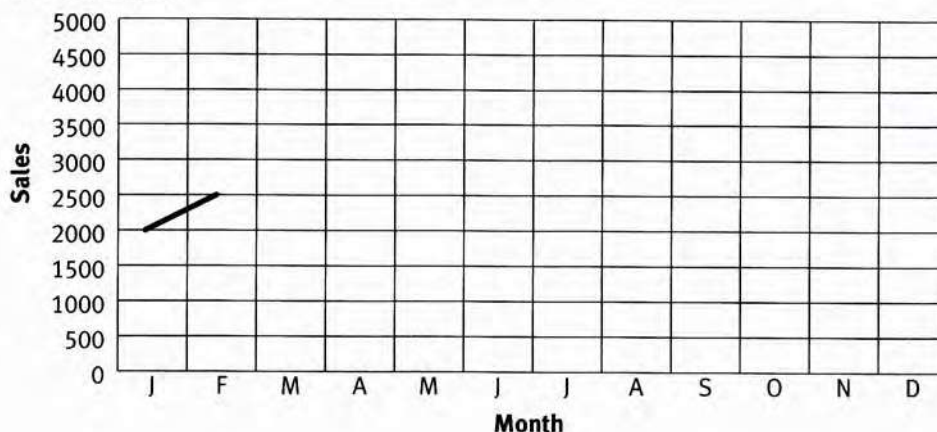
**C Complete the sentences with a past form. Use verbs from exercise B.**

- Last month, we bought ten new computers for our administrative staff.
- I ..... a memo to all reps yesterday.
- He ..... up at 9 o'clock so of course he was late for the meeting.
- Our company ..... a lot on promotion last year.
- They ..... for everything in cash.
- We ..... back to Zurich with Lufthansa.

**D Complete the information about the sales figures with the past form of the verbs given.**

Last year's overall sales figures were<sup>1</sup> excellent for Nielsen Electronics. In January, they .....<sup>2</sup> the RU20 CD player and sales .....<sup>3</sup> up from 2,000 to 2,500 the next month. In March, sales .....<sup>4</sup> 3,500. Sales then .....<sup>5</sup> at the same level through the next quarter, but they .....<sup>6</sup> to go up in July and August, when they .....<sup>7</sup> to 4,000. Nielsen .....<sup>8</sup> to launch their digital camcorder, the DCC-N300, in September, but production problems .....<sup>9</sup> the introduction of this new model. So Nielsen .....<sup>10</sup> it at the end of October. Overall sales .....<sup>11</sup> down after August and at the end of October they were at 3,500. However, the DCC-N300 .....<sup>12</sup> very popular and the overall volume of sales .....<sup>13</sup> until the end of the year, when it .....<sup>14</sup> 4,500.

be  
introduce  
go  
reach  
stay  
continue  
increase  
want  
delay  
launch  
go  
be  
grow  
reach

**E Use the information in exercise D to draw the approximate pattern of overall sales.**

## WRITING

## Editing

## A

Rewrite the sentences with the words from the box in the correct places.

a address ask ~~be~~ deposit for

- 1 Salespeople have to clear what their objectives are.  
*Salespeople have to be clear what their objectives are.*
- 2 Before they place an order, a lot of people like to questions.  
.....
- 3 Please quote us price for the goods listed below.  
.....
- 4 This special promotion is only a short time.  
.....
- 5 Unfortunately, we wrote the wrong delivery on the package.  
.....
- 6 We paid a €200 and the rest in 12 monthly instalments.  
.....

## B

Read the job advertisement.

In each line 1–6 there is **one wrong word**.

For each line, **underline the wrong word** in the text and **write the correct word** in the space provided.

We are a medium-sized cosmetics an toiletries company based in Victoria.  
Last year we increased our sales by 20 per cent and launch several new products.  
At present we are expanding our sale force, creating opportunities throughout  
the country for experience sales representatives. Our sales representatives  
manage their own areas and help customers to promote our brands. They showing  
customers how to increase sales. The advise customers on equipment,  
advertising and special promotions.

- 1 ..... *and* .....
- 2 .....
- 3 .....
- 4 .....
- 5 .....
- 6 .....

## VOCABULARY

**A Complete the sentences with adjectives about people.**

- 1 Luigi is a very q u i e t person. He never says anything in meetings.
- 2 I am \_\_\_\_\_ t \_\_\_\_\_ and I would really like to become head of my department one day.
- 3 Leila is very \_\_\_\_\_ d-w \_\_\_\_\_. She works longer hours than everyone else.
- 4 Our new manager has lots of new ideas and she always finds good solutions to problems. She's very \_\_\_\_\_ a t \_\_\_\_\_.
- 5 Heinrich likes going to parties and meeting new people. He's extremely \_\_\_\_\_ i a \_\_\_\_\_.
- 6 You're late again. Could you try to be a bit more \_\_\_\_\_ c t \_\_\_\_\_?

**B Complete the sentences with words from the box. Write Ø if no word is missing.**

|    |          |    |    |           |
|----|----------|----|----|-----------|
| at | for (x2) | on | to | with (x2) |
|----|----------|----|----|-----------|

- 1 A motivating manager encourages ..... employees to work well.
- 2 A sales rep should never be rude ..... customers.
- 3 Yasin is very helpful. He likes to do things ..... other people.
- 4 Sandra always meets ..... deadlines.
- 5 Claudia is very practical. She is really good ..... making things work.
- 6 Sakiko is never late ..... meetings.
- 7 Yeliz likes working in a team and she gets on well ..... others.
- 8 A good employee always arrives ..... time.
- 9 He was nice, but he was not very popular ..... his colleagues.
- 10 Their new manager really knows how to motivate ..... staff.

**C Match the sentence halves to make definitions for other adjectives about people.**

- |                          |                                                                 |
|--------------------------|-----------------------------------------------------------------|
| 1 A successful person    | a) does not let you down.                                       |
| 2 A confident person     | b) stays calm when they have to wait for a long time.           |
| 3 A knowledgeable person | c) can do tasks well without wasting time.                      |
| 4 A patient person       | d) is dressed in a neat and attractive way.                     |
| 5 A polite person        | e) knows a lot about a particular subject.                      |
| 6 A reliable person      | f) is sure that they can do something well.                     |
| 7 A smart person         | g) speaks or behaves in a way that is not rude to other people. |
| 8 An efficient person    | h) can always do what they try to do.                           |

LANGUAGE  
REVIEWPast simple:  
negatives and  
questions**A** Write the missing letters to complete the verb forms.

| Infinitive  | Past      |
|-------------|-----------|
| 1 begin     | b e g a n |
| 2 b r _ _ _ | brought   |
| 3 catch     | c a _ _ _ |
| 4 come      | c _ _ _   |
| 5 _ _ _ _ _ | drove     |

| Infinitive  | Past      |
|-------------|-----------|
| 6 find      | f _ _ _ _ |
| 7 go        | w _ _ _   |
| 8 know      | _ _ _ w   |
| 9 l _ _ _ _ | left      |
| 10 send     | s _ _ _   |

**B** Complete the sentences with the correct form of verbs from exercise A.

- I didn't know that you went on a training course last month.
- I didn't ..... to work because of the snow. I ..... a bus instead.
- Why did Emma ..... the company?
- Did he ..... the report by post or did he ..... it here himself?
- When did the training course ..... ?
- Our first manager really ..... how to motivate us, didn't he?
- I didn't ..... to the staff meeting. I was feeling very ill.
- This is very useful information. Where did you ..... it?
- Did you ..... the early morning train?
- Why didn't Peter ..... into partnership with Koreka Media?

**C** Now match the responses (a–j) to the sentences in exercise B.

- He certainly did. We all wanted to work hard for the company.
- He delivered it by hand yesterday afternoon.
- Well, he heard that they were in financial difficulty.
- It was all in last year's annual report.
- No, I didn't. I came by car.
- On 26th February.
- Really? I thought everyone in the office knew!
- Well, I think she didn't get on with the new manager.
- Were you? Did you see a doctor?
- Yeah. I left my car at home, too.

|   |
|---|
| 6 |
|   |
|   |
|   |
|   |
|   |
|   |
|   |
|   |
|   |

Question  
forms**D** Write the words in the correct order to make questions.

- they / punctual / Were / ?  
Were they punctual?
- a / Did / he / in / like / team / to / work / ?  
.....
- they / Were / hard-working / ?  
.....
- colleagues / her / popular / Mrs Whitehead / Was / with / ?  
.....
- motivate / know / Did / how / people / she / to / ?  
.....
- happy / Sandra / to / Were / with / work / you / ?  
.....

**E Match the short answers (a–f) to the questions in exercise D.**

- a) Yes, they were.
- b) No, she wasn't.
- c) Yes, she did.
- d) No, he didn't.
- e) Yes, I was.
- f) No, they weren't.

**F Complete the short answers to the questions.**

- 1 Was Philip on time? No, *he wasn't*.
- 2 Did you and Barbara go to the staff party? No, .....
- 3 Did the sales reps get all the information they need? ..... did.
- 4 Were Sue and Tom in the same team? ..... weren't.
- 5 Does Sue work in the research team? No, .....
- 6 Was the training course useful? Yes, .....
- 7 Were the participants satisfied? Yes, .....
- 8 Can you meet this deadline? Yes, .....

**G Read the text. Then make questions for the answers below.**

Birgitte Nielsen was born in Aarhus, but her parents moved to Copenhagen when she was only three years old.

She was a very successful student. Her favourite subjects were Physics and Maths. In fact, she was always very good with numbers, maybe because her father worked in a bank and her mother was a computer programmer.

At the age of 18, Birgitte wrote a book called FORTRAN for Beginners. The students liked it a lot and said it was better than the course book!

After secondary school, she went to Dublin for a few years, where she did an MBA. Her two passions, computer programming and business, led her to found her own company at the age of 25. Today, Nielsen Electronics is a very successful business, with branches in five different European countries.

- 1 In Aarhus. *Where was Birgitte born?*
- 2 To Copenhagen. ....
- 3 Yes, she was. ....
- 4 Physics and Maths. ....
- 5 In a bank. ....
- 6 Yes, they liked it a lot. ....
- 7 In Dublin. ....
- 8 She founded Nielsen Electronics. ....
- 9 Yes, it is. ....
- 10 Five. ....

**WRITING**

**Linkers:**  
*because/  
but/so*

**A Complete the sentences with linkers from the box.**

because (x4) but (x2) so (x2)

- 1 Management is very worried *because* sales are falling.
- 2 After graduating, Miguel wanted to help his parents ..... he worked for a year in the sales department of their company.
- 3 Leila studied law at university, ..... her dream was to find a job in marketing.

- 4 Our sales went up quickly ..... our new products were very successful.
- 5 Piers was voted salesperson of the year ..... he helped increase sales by 15 per cent.
- 6 Tamara wanted to improve her English ..... she decided to study for a diploma in business in Dublin.
- 7 Vladimir had a permanent position, ..... he changed his job after a year ..... he did not get on with his boss.

**Editing****B Read the first part of a letter of reference.**

In most of the lines 1–8 there is **one extra word** which does not fit. Some lines, however, are correct.

If a line is **correct**, put a tick (✓) in the space provided.

If there is an **extra word** in the line, write that word in the space provided.

Dear Ms Eastwood

Thank you for your letter of the 2nd February about Marcel Lacour's an application for the job of Deputy Director.

Marcel is worked with us for three years as Office Manager. Then he worked for two years in the same position in the our Paris subsidiary. He has a degree in Accountancy and Management and he is currently doing a part-time MBA. His knowledge of languages includes any French, English, Greek and Polish. This makes him a very suitable for work in a European of organisation.

- |   |              |
|---|--------------|
| 1 | .....✓.....  |
| 2 | .....an..... |
| 3 | .....        |
| 4 | .....        |
| 5 | .....        |
| 6 | .....        |
| 7 | .....        |
| 8 | .....        |

**C Now match the sentence halves to make the second part of the letter of reference.**

- |                                                           |                                                    |
|-----------------------------------------------------------|----------------------------------------------------|
| 1 He is an excellent manager, very dedicated to the staff | a) is a good team leader.                          |
| 2 He is hard-working and gets                             | b) for this post.                                  |
| 3 He motivates the staff and                              | c) his work and is a creative and flexible person. |
| 4 He is good at dealing with problems and is very good at | d) negotiating solutions.                          |
| 5 Marcel is completely reliable and always                | e) meets his deadlines.                            |
| 6 He has a very positive attitude to                      | f) and to the quality of his work.                 |
| 7 I highly recommend him                                  | g) very good results.                              |

Yours sincerely

Julian Ash  
Director

## VOCABULARY

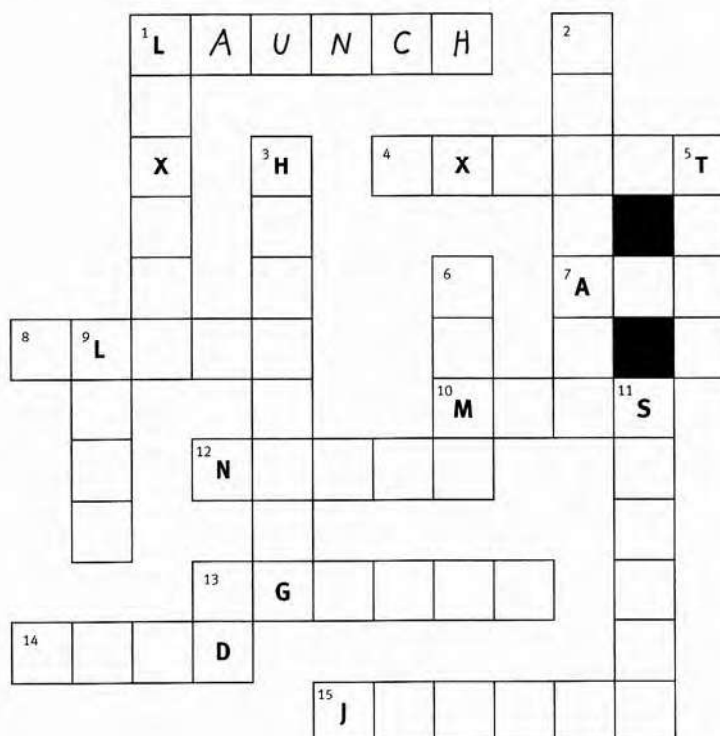
## A Use the clues to complete the crossword puzzle.

## Across

- 1 Volkswagen asked Deutsch, L.A. to create a TV commercial to ..... *launch* ..... its latest car. (6)
- 4 An ..... market is outside the producer's country. (6)
- 7 Your target market are the people you want to ..... at. (3)
- 8 A ..... is a small piece of paper advertising something. (5)
- 10 ..... market products sell to large numbers of people. (4)
- 12 A ..... market is a small, but often profitable market. (5)
- 13 An American advertising ..... created a TV commercial for the 2012 Beetle. (6)
- 14 The most common ..... in advertisements is 'you'. (4)
- 15 A ..... is a short song used in advertising. (6)

## Down

- 1 Ferrari sports cars are a .....-market product. (6)
- 2 'The world's local bank' and 'I'm lovin' it' are two famous advertising ..... (7)
- 3 'Billboard' is the American English word for '.....'. (8)
- 5 Advertising on prime ..... TV is very expensive. (4)
- 6 A ..... market is in the producer's country. (4)
- 9 A ..... is a special design that a company uses on its products. (4)
- 11 A free ..... is a small amount of a product that a company gives for people to try. (6)
- 13 '.....' is short for 'advertisement'. (2)



LANGUAGE  
REVIEWComparatives  
and  
superlatives**A Write the missing letters to make the comparative form of the adjectives.**

- |                    |                    |
|--------------------|--------------------|
| 1 small <u>e r</u> | 7 big <u>er</u>    |
| 2 larg <u>e</u>    | 8 happ <u>ier</u>  |
| 3 eas <u>ier</u>   | 9 earl <u>ier</u>  |
| 4 hot <u>ter</u>   | 10 quiet <u>er</u> |
| 5 young <u>er</u>  | 11 thin <u>ner</u> |
| 6 new <u>er</u>    | 12 nois <u>ier</u> |

**B Complete the sentences with the comparative form of words from the box.**

|                                                                |
|----------------------------------------------------------------|
| bad big competitive early expensive good <del>high</del> young |
|----------------------------------------------------------------|

- We spent a lot on Internet advertising last year, but the amount we spent in 2010 was even higher.
- We need to think about cost. We all know it's ..... to show a commercial on TV in the evening than in the afternoon.
- Germany is a ..... market for cars than Sweden. You can get some real bargains.
- Sales aren't very good, but don't worry, things could be .....
- The logo on the T-shirts is too small. It needs to be .....
- This is not a very good slogan. I'm sure you can think of a ..... one.
- I don't think it's a good idea to wait another month. We need to launch our winter collection ..... than our competitors.
- Our customers are ..... and richer than our competitors' customers.

**C Complete the sentences with words from the box.**

|                                                                     |
|---------------------------------------------------------------------|
| a difficult easier <del>easiest</del> less more most than the worse |
|---------------------------------------------------------------------|

- I think the easiest mobile to use is the Pronto-X.
- Is South Korea a ..... competitive market than Japan?
- It is more ..... to break into export markets than into home markets.
- It's not just another good product – it's ..... best product on the market.
- Pete is one of the ..... helpful colleagues I have.
- Sales this month are a bit better ..... they were last month.
- Sales are not going up. We need to find ..... better way of entering that market.
- The design of this model is not very attractive, but it's ..... to use than the RL202.
- The rate of exchange isn't very good this week, but it was even ..... last week.
- Toptek didn't spend much on outdoor advertising and it spent even ..... on radio advertising.

## LANGUAGE +

***much/a lot,  
a little/a bit*****D Study these sentences about large and small differences.**

|                       |                                  |                      |                         |
|-----------------------|----------------------------------|----------------------|-------------------------|
| The Chinese market is | <b><i>much<br/>a lot</i></b>     | more attractive      | than the Ukrainian one. |
|                       | <b><i>a little<br/>a bit</i></b> | harder to break into |                         |

**Note***Much* and *a little* are usually preferred in formal, written English.**Read the information about two smartphones. Then match the sentence halves to describe the differences between them.**

|                  | <b>Virga M100</b>                                                                                                    | <b>Pronto-X</b>                                                                                                      |
|------------------|----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| Price            | €299                                                                                                                 | €149                                                                                                                 |
| Weight           | 120 grams                                                                                                            | 90 grams                                                                                                             |
| Size             | 6 x 11 x 3 cm                                                                                                        | 6 x 10 x 2 cm                                                                                                        |
| Special features | Has 20 ringtones<br>Has built-in digital camera<br>Comes with 3 fun games<br>Get €80 of free calls when you buy one! | Has 5 ringtones<br>Has built-in digital camera<br>Comes with 10 fun games<br>Get €40 of free calls when you buy one! |

- |                                  |                                                   |
|----------------------------------|---------------------------------------------------|
| 1 The Virga M100 is much         | a) cheaper than the Virga M100.                   |
| 2 The Pronto-X is a lot          | b) than the Virga M100; it is only 6 x 10 x 2 cm. |
| 3 You get a lot more free calls  | c) heavier. It weighs 120 grams!                  |
| 4 The Pronto-X is a bit smaller  | d) fun games than the Pronto-X.                   |
| 5 The Virga M100 has a lot       | e) more expensive than the Pronto-X.              |
| 6 The Virga M100 has a lot fewer | f) more ringtones than the Pronto-X.              |
| 7 The Virga M100 is much         | g) when you buy a Virga M100.                     |

**E Read the information about a third phone. Then complete the sentences.**

|               |                  |                                 |
|---------------|------------------|---------------------------------|
| <b>Star 8</b> | Price            | €90                             |
|               | Weight           | 85 grams                        |
|               | Size             | 6 x 10 x 2 cm                   |
|               | Special features | 2 ringtones + €10 of free calls |

- The Star 8 is a lot cheaper than the Pronto-X.
- The Pronto-X is..... heavier than the Star 8.
- The Virga M100 is..... than the Star 8. It is 6 x 11 x 3 cm.
- The Star 8 has..... ringtones than the Virga M100.
- Both the Virga M100 and the Pronto-X are..... the Star 8, which costs only €90.
- The Star 8 weighs only 85 grams. It is..... the Virga M100.

## WRITING

## E-mails

A

Complete the e-mail with phrases from the box.

for sending like to know look forward to please confirm interested in

Dear Ms Werner

Thank you for sending<sup>1</sup> us the technical information about your range of air conditioners.

We are particularly .....<sup>2</sup> your Aeolis and Zephyr portable models and plan to buy five of each.

Could you .....<sup>3</sup> that you have those items in stock.

As this is a large order, we would also .....<sup>4</sup> what sort of discount you offer.

We .....<sup>5</sup> hearing from you.

With best wishes

João Ramos

## Tip

In many e-mails and letters, information is often presented in the following order:

- 1 greeting
- 2 thanks / reference to earlier contact
- 3 most important point
- 4 other point(s)
- 5 reference to future contact
- 6 closing
- 7 signature

B

Read the tip. Then number the sentences of the informal e-mail in the correct order.

- |                                                                                                                                                          |                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| a) Kind regards,                                                                                                                                         | <input type="checkbox"/> |
| b) I'm looking forward very much to seeing you next week.                                                                                                | <input type="checkbox"/> |
| c) I'm glad that we'll all be there to agree on the price of our new energy drink and how to promote it.                                                 | <input type="checkbox"/> |
| d) Thanks for sending the agenda for our marketing meeting next Thursday.                                                                                | <input type="checkbox"/> |
| e) However, I'd like to suggest that we once again discuss the name of this new product or am I the only one not to be wildly enthusiastic about 'Gulp'? | <input type="checkbox"/> |
| f) Hi Vicky,                                                                                                                                             | <input type="checkbox"/> |
| g) Max                                                                                                                                                   | <input type="checkbox"/> |

1

C

Rewrite the e-mail using paragraphs, punctuation and capital letters where necessary.

To: Tom  
 From: Kim  
 Subject: Impex account

hi tom mr stankov from impex contacted me this morning he is very unhappy because he hasnt received the samples of our new products he says he may not order from us again could you please send him another box of samples as soon as possible you know russia is a very important market for us and we dont want to lose this customer many thanks for dealing with this best regards kim