

UNIT B ►► REVISION

VOCABULARY

6 Buying and selling

Read this advertisement. Choose the best word to complete each sentence below.

The Bristol Chair and Sofa Company

This weekend, we're offering great deals on sofas:

- 20% discount on everything in our shop
- 66% discount on selected sofas
- two for the price of one on selected chairs
- free delivery in the Bristol area
- interest-free credit for one year
- low deposit

- 1 *Some /All* of the shop's products have special lower prices this weekend.
- 2 Some sofas are *half /a third* of the usual price.
- 3 The price for *two chairs /one chair* is half of the usual price.
- 4 There is a *small price /no charge* for bringing a sofa to your house in Bristol.
- 5 It *costs /doesn't cost* extra to pay for the sofa over one year.
- 6 There is a *small amount of /no* money to pay at the beginning.

PAST SIMPLE

Complete the text below using the past tense of the verbs from the box.

become decide do graduate join offer start work

Emily Sykes¹ from London University in 2005 with a degree in accountancy. As part of her course, she² an internship in the accounts department of an advertising agency. After her degree, the firm³ her a permanent job as an accountant. She⁴ there from 2005 to 2007. During this time, she⁵ to do a Master's degree in accountancy. In 2007, she⁶ a one-year course at the London School of Economics. Following her Master's course, she⁷ an import-export firm in London. Two years ago, she⁸ the head of the accounting department.

WRITING

Write a paragraph (75–100 words) about Lars Karlsson.

2003–2006	studies at Stockholm University; does internship with marketing firm as part of his course; graduates with a degree in marketing
2006	graduates with a degree in marketing; after graduation, JKKL Market Research offers him a job as a researcher
2006 to 2009	works for JKKL; decides to start his own small market-research company
2009	leaves JKKL; opens a small research company, called Lars Karlsson Marketing
two years ago	hires three researchers
now	business very successful

Cultures 2 : Communication styles

A Choose the correct words to complete these tips for Germans doing business in China.

Greetings

When you *meet / notice*¹ Chinese colleagues at work, you shake hands. You also shake hands at the end of the day, too. It's common to *listen / nod*² as well. This sort of greeting is very familiar to Germans and will come naturally.

Directness

Words such as 'maybe', 'we'll see' and 'perhaps' often *mean / understand*³ 'no'. This is because simply saying 'no' feels too direct and impolite in Chinese culture. *Notice / Listen*⁴ carefully to everything people say in a business meeting. You may not hear the word 'no', but the meaning of what you do hear could be 'no'.

This also means that the usual direct German way of communicating may be surprising or upsetting. You may need to learn to *understand / use*⁵ indirectness, and to be more indirect in your own communication.

One way to understand the meaning of indirect words is to *notice / present*⁶ the speaker's body language, facial expressions and gestures. This is part of understanding the whole message.

Names and titles

Chinese businesspeople generally *understand / use*⁷ a title such as Mr, Mrs and Miss followed by their surname. For example, you might say, 'Good morning, Chief Engineer Tung'. As with greetings, this aspect of Chinese culture will seem very familiar to Germans.

Business cards

You should *meet / present*⁸ your business card with both hands. One side must be in Chinese, and that's the side you *use / show*⁹ to your Chinese contact.

B Match each of these statements about doing business in the US with one of the four headings in Exercise A.

- 1 'We prefer first names.'
- 2 'There are no special rules about this. Sometimes we fold them up or write on them.'
- 3 'We really like to get to the point.'
- 4 'Look us in the eye and shake hands firmly.'

UNIT

C

Revision

VOCABULARY

7 People

Read these two descriptions, then tick (✓) the words below that best describe each person.

Ahmed Adib spends a lot of time on his work and he does a very good job. He also has a lot of new ideas. He likes to be on time for work and for meetings, but he's also usually very calm. He works very well, and he encourages other people to work well.

Elizabet Martens always does what she promises to do. This is probably because she wants to reach the top in her career. She's very good at making things work, and she likes to do things for other people. In fact, she really likes to spend time with other people, and other people like to spend time with her.

	Ahmed Adib	Elizabet Martens
ambitious	☐	☐
creative	☐	☐
hard-working	☐	☐
helpful	☐	☐
motivating	☐	☐
practical	☐	☐
punctual	☐	☐
relaxed	☐	☐
reliable	☐	☐
sociable	☐	☐

PAST SIMPLE:
NEGATIVES AND
QUESTIONS

Complete these sentences with *was*, *wasn't*, *were*, *weren't*, *did* or *didn't*.

- 1 Benoît born in France, he was born in Switzerland.
- 2 We play golf at the weekend because the weather was terrible.
- 3 you see Alfredo yesterday?
- 4 Elena and Piet in the office last week because they were at a conference in Tokyo.
- 5 How your holiday?
- 6 A: I saw Mikhail and Jenna at the conference yesterday.
B: they well?
- 7 the presentation good?
- 8 I meet Helena because she wasn't in the office.
- 9 The underground trains running yesterday because there was a strike.
- 10 A: I visited the Hamburg office last week.
B: Oh, good. you see Karl?

SKILLS

Complete the conversation below using the words from the box.

'll 'm 's do don't have is look need think

- A: I¹ some training in accounting to² my job properly.
 B: I³ sorry. It's just not possible.
 A: It⁴ really important for me.
 B: The problem⁵, we don't⁶ the money for this. Why⁷ you buy a self-study course?
 A: OK, I⁸ take a look at one.
 B: I think you should⁹ for one at an online bookshop.
 A: OK, I'll¹⁰ about it.

8 Advertising

VOCABULARY

Complete the missing numbers.

- 1 four thousand, five hundred
 2 36,589
 3 eight hundred and thirty-nine thousand, two hundred and thirty
 4 1,433,900
 5 fourteen point six per cent
 6 2,870
 7 fifty-six thousand, eight hundred and one
 8 217,418
 9 five million, two hundred and eighty-four thousand, five hundred and sixty-six
 10 98.3%

COMPARATIVES
AND
SUPERLATIVES

Look at these sales figures for three electronics retailers. Then complete the article below with the correct words and phrases from the box.

	Sales €m	% change
Teevee Land (38 shops)	27	+7
Planet Electronica (22 shops)	15	+15
EGS (10 shops)	16	+19

a little fewest lower more interesting much the most the most impressive

The three most popular electronics retailers performed well last year. If we look at the sales figures, we can see that Teevee Land's sales were¹ higher than its competitors', while Planet Electronica's sales were just² lower than EGS's. But the percentage change in sales is³ than the sales figures. Teevee Land, the company with⁴ shops, shows much⁵ growth than its competitors. It is, in fact, EGS, the company with the⁶ shops, which has⁷ growth in sales.